

Factsheet

Regional Action Plans for sustainable mobility

Based on the findings of the regional and transnational State-of-the-Art analysis and the objectives defined in the common vision, the project partners prepared their regional action plans. These plans provide a guideline for the implementation of concrete sustainable mobility offers and tourist packages in the partner regions. Therefore the regional action plans are instruments for the regions to follow the jointly developed vision of implementing the concept of sustainable mobility even beyond the lifetime of the project Transdanube.

Definition of objectives

The starting point for the development of the regional action plans was the definition of objectives to be followed in order to implement the principle of sustainable mobility in tourism in the partner regions. The objectives cover the topics of sustainable mobility offers, packages, information & marketing, legal, organizational, financial framework conditions.

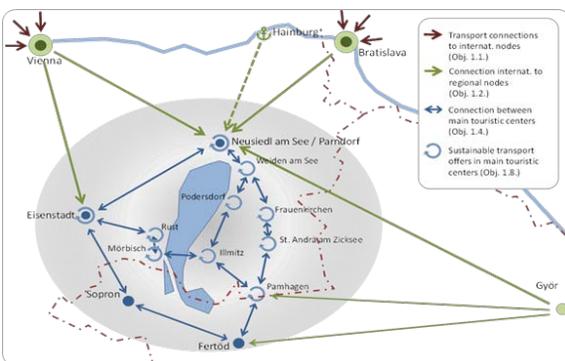


Figure: RAP Burgenland – Objectives Mobility

In order to monitor the progress in achieving these objectives a set of indicators and minimum standards have been elaborated by the partners. With that it is possible to evaluate the impact of each single measure according to their contribution to achieve the defined objectives in the long term.

Gap analysis

In the gap analysis the status quo in the regions has been compared with the defined objectives.

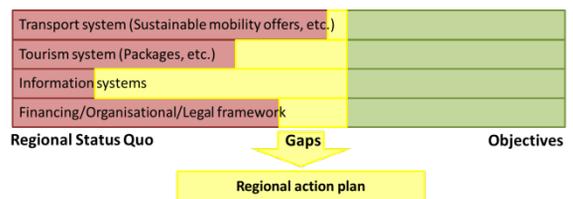


Figure: Gap Analysis – Methodology

Having a clear picture of the gaps in their regions, the partners started to think about measures to improve the current situation.

Action Plan

In the first step the partners developed a catalogue of necessary development measures, which mainly covered the topics of the project. This list consists of measures which are already included in existing local, regional and national development plans and measures which have been specifically developed in order to overcome the identified gaps. In order to select those measures which contribute most to the achievement of the defined objectives, the impact of single measure has been evaluated and a first realisability check including a rough cost estimation, possible financing options and a probable realization horizon has been carried out by the partners. This list of necessary measures was the basis for the consultation process with external stakeholders.

Regional workshops

During regional/national workshops the partners counterchecked the measures with the real need of the target groups. Furthermore they used the opportunity to gather additional information about the measures including information about the political and financial realisability.

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Figure: 1st Regional Workshop Vidin, Bulgaria

As a result of the consultation process the partners came up with a prioritisation of development measures according to their realisability and importance.

The range of measures identified covers the following topics:

1. Infrastructure investment measures (from feasibility studies up to concrete investments in small/large scale roads, railways, ports, cycling routes, bicycle rental stations, etc
2. Development of sustainable mobility offers (services): purchase of vehicles (busses, bikes, ships, etc.), subsidies for operation
3. Development of new and innovative mobility offers (micro public transport services, multimodal transport offers, etc.): development of schemes for operation, e-vehicles, etc.
4. Promotion activities for new/improved sustainable mobility offers
5. Establishment of mobility/tourism information centers: purchase/rent buildings, equipment, staff costs, etc.
6. Development and promotion of tourist products: tourist packages, information campaigns, information boards, etc.

While some activities included in the action plans will be implemented in the lifetime of the Transdanube project, others will be part of a mid-/long term implementation plan to be realized in the following years.

Measure 1	Development of micro-public transport systems in selected municipalities of Neusiedler See - Seewinkel region
Short description of measure	According to the local framework conditions specific micro public transport offers will be developed in cooperation with the municipalities. These transport offers will connect the most important touristic attractions and provide the access to the existing bus and train stations. The operating scheme has to be developed taking into account the institutional capacities and financial resources of the municipality. After feasibility has been proofed a concrete business plan will be developed and negotiated.
Estimated impact of measure and contribution to overall objective	<ul style="list-style-type: none"> - For customers arriving without own car eco-friendly mobility in the region can be granted. - Last mile problem will be solved - Improved public transport services also for local people - Better quality of life and service within the municipalities
Estimated costs	Highly depending on the chosen operating scheme – operation costs from € 30.000 up to € 150.000.- per year
Financing options	Federal funding schemes: klima:aktiv mobil, KLI.EN (3 years, up to 50 % of costs) + Regional Funding Schemes
Realization horizon	1-2 years
Organizations to be involved	Municipalities, local and regional tourism stakeholders, public transport and taxi operators
Responsible for implementation	Municipalities, tourist organizations Establishment of a regional platform is recommended
Priority of measure 1	Choose either: High – medium – low priority

Figure: Example for development measure

The Regional Action Plans of the Transdanube partners can be found at the project website www.transdanube.eu