

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development agency Sinergija, Slovenia
Output number and title	O.T3.1.1 13 mobility plans developed for 13 Central Europe municipality's units to fostering CO2 reduction
Responsible partner (PP name and number)	PP3 - Climate Alliance Austria, Austria
Project website	http://www.interreg-central.eu/Content.Node/MOVECIT.html
Delivery date	January 2018

Summary description of the strategy/action plan (developed and/or implemented)

The Workplace Mobility Plans analyses the current situation of mobility in the region. With the project MOVECIT the city wants to raise sustainable mobility among their employees even more and wants to be and best-practice example for other municipalities around.

The WMP contains a description of the different locations where employees are working. Further an analysis of the questionnaire in connection with the inventory of the situation in the city is given. The different sectors public transport and its walking distances, individual transport, e-mobility, carpool, bicycle and walking are analyzed. Concerning mobility modes, the municipality of Bruck focusses on the cycling and walking modes because more than 70 % of the asked employees live in Bruck.

The last part of the WMP contains the discussed measures. Those measures were discussed with decision-makers at the trainings to get an overview who is responsible, who pays for the measure and when it will be implemented. There are different locations where employees are working. Some of the locations are not directly in the center, why the connection to public transport, bike lanes and far walking distances are a challenge.

Within the training 6 different measures have been developed. Most of the measures have a low complexity, some medium and only one with a high complexity. Each measure contains indicators as type, cost, complexity, responsibility, implementation date.

The WMP is elaborated also for the FUA because there are quite good connections e.g. from Kapfenberg.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Bruck / Mur is part of the NUTS 3 region Eastern Upper Styria. The NUTS 3 region has a population share of 37.9% (2016), and the district's share of employment (employed persons in the workplace) in the total number of jobs in the Eastern Upper Styria region was 40.6% in 2014.

The city lies in the Murtal between Leoben and Kapfenberg at the mouth of the mouth in the Mur. In the north has grown together with the neighboring town Kapfenberg.

The station Bruck / Mur is an important railway junction of the Austrian Federal Railways, it was rebuilt from July 2010 to August 2013. Express trains Vienna and Graz stop every two hours in the direction of Villach every two hours. Since the end of 2007, Bruck an der Mur has been the terminus of the S1 of the new rapid transit railway model for Greater Graz.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The aim of the WPM is to reduce the motorized transport. Different measures in the field of bicycle, walking, public transport, carsharing and carpooling facilitates to reduce the motorized transport and save CO2. Other aims are:

- × To raise the proportion of sustainable mobility
- × To improve the physical health of employees by raising awareness of walking and biking
- × To improve the infrastructure for sustainable mobility
- × To reduce costs for business-trip
- × Awareness raising and sensitization of employees on the topic sustainable mobility
- × To raise the proportion of daily working ways with bike

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The WMP was developed for the municipality of Bruck an der Mur with a focus on the different travel modes of employees. It is very specific that's why the WMP is not easily transferred to another municipality. The situation of public transport, bike infrastructure and walking infrastructure is everywhere different. As well as the commitment for the development of sustainable transport is everywhere different.

The developed strategy of the WMP could for sure be used for other municipalities as well.

Bruck is a historic important city in Upper Styria and will be a role model for sustainable mobility for other municipalities and that will be an important impact in the region. Stakeholders of other municipalities around can undertake implemented measures and could benefit from each other.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

- × It is very important to get in touch with a motivated stakeholder of the municipality, who forces the topic
- × It is important to have a look at the municipality yourself. Go with bike around, walk around and use public transport in the municipality so you experience the situation yourself
- × It is good to involve the heads of the different departments in the city to develop good measures
- × A working team (mobility team) is very useful for progress
- × Use examples of other partners - not everything has to be reinvented

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The output factsheet refers to:
D.T3.2.7 Workplace Mobility Plan for Bruck/Mur