

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1332 SMACKER
Output number and title	O.T1.5 - 1 Transnational STRATEGY for planning demand responsive/sustainable services in rural and urban-peripheral areas
Responsible partner (PP name and number)	All (PP1 SRM; PP2 ITL; PP3 GDY; PP4 MCPS; PP5 UM; PP6 MURS; PP7 BKK; PP8 RMO; PP9 BOKU)
Project website	https://www.interreg-central.eu/Content.Node/SMACKER.html
Delivery date	31 July 2020

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

O.T1.5 aims to define the mid-to-long term transnational perspective and strategy to improve DRT in rural and peri-urban areas, so to tackle disparities among urban transport service standards and the low-population density areas themselves.

This Output mainly addresses at transnational level S.O.4.1 “To grow capacity of SMACKER regions in better plan, deliver, integrate and communicate transport services in their areas”, with particular care of the planning aspect.

In specific, O.T1.5 was developed adopting a transnational vision based on the regional matching analysis of local user needs and expectations (O.T1.4) and on the state-of-the-art knowledge on good practices related to DRT in rural and peri-urban areas preliminary developed within WP.T1 (A.T1.1). The transnational strategy was then obtained implementing a cross-analysis to assess and extrapolate the results achieved in the 6 SMACKER regions related to matching needs and services for a comprehensive planning. Such an approach allowed to deliver an analysis useful for training and planning DRT services at transnational level. Indeed, this transnational strategy acts as the common denominator across all the 6 pilot regions decoupled from local aspects.

Although the 6 pilot actions may differ from each other since they apply to different regional contexts, they have common aspects and purposes that allowed defining the transnational strategy for the DRT enabling.

So far, the transnational strategy itself has not been implemented. On the other hand, 8 institutions adopted the 6 regional strategies (O.T1.4) from which this transnational one originates from (related details in O.T1.4 factsheet). Beside this an Enlarged Transfer Programme (ETP) was established including 10 follower regions, which will discuss and likely adopt the transnational strategy into their local context.

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

The transnational strategy was developed based on activities carried out in the following PPs' NUTS regions (NUTS2) and sub-regions (NUTS3):

1. ITH5, Emilia-Romagna - ITH55, Bologna;
2. PL63, Pomorskie - PL633, Trójmiejski;
3. CZ01, Praha - CZ010, Hlavní město Praha;
4. SI01, Vzhodna Slovenija - SI011 Pomurska and SI012, Podravska;
5. HU10, Közép-Magyarország - HU101, Budapest;
6. AT33, Tirol - AT333, Osttirol;
7. AT13, Wien - AT130, Wien.

Stakeholders - and especially the SMACKER project partners - in the 6 regions could benefit from the analysis and solutions identified in other project partners' areas and elaborated at transnational level in the transnational strategy.

Also, the 10 ETP follower regions from Austria, Hungary, Italy, Poland and Slovenia can benefit from the transnational strategy and, in case, apply it to their context. Their NUTS region codes are the followings: AT32 - AT322; AT33 - AT332; HU22 - HU222; ITH3- ITH36; ITH5 - IT55, ITH57, ITH58, ITH59; PL63 - PL634; SI03 - SI031, SI032.

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

The transnational strategy is expected to contribute to a better planning of the transport offer at transnational level, in particular enabling the design of sustainable and demand responsive transport solutions. Its main effect would be to transnationally reduce the impact of transport on the local environment, improving the effectiveness of the offered public transport solution and finally decreasing the use of private cars.

All the SMACKER target groups in the 6 regions and the stakeholders interested in DRT solutions even beyond SMACKER could benefit from the analysis and solutions drafted in the transnational strategy, which can enable overcoming the lack of coordination for better connecting low population density areas with the TEN-T (Trans-European Transport Network).

The transnational strategy includes specific suggestions for improving/extending public transport offer and mobility services that foresee the establishment of regional mobility organizations (consultant, agency, etc.) for coordinating mobility services, measures and projects (including DRT/public transport projects). So far, this has not led to an uptake at policy / institutional level in a transnational context; on the other side, the influence of the policy and institutional stakeholders in the design and decision-making for DRT services since the beginning of the related processes was mainly ensured through the members of the Local Mobility Forums (LMFs) established in the six pilot regions and involved in elaborating the 6 regional strategies (O.T1.4).

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

The transnational strategy is an official SMACKER deliverable and is publicly available on the SMACKER website.

All the institutions and organizations interested in increasing accessibility, especially in low population density rural and peri-urban areas, can use this transnational strategy as supporting tool for defining sustainable and demand responsive transport offers. This possibility can be exploited also by target groups outside the SMACKER ones (ref. AF, page 86).

The approach implemented for building up the transnational strategy could also be useful for the ETP followers (ref. WP.T3), especially as regards the DRT improvement and the training of local stakeholders implemented through Local to Think Global (LTG) training, which are common in all the SMACKER pilot regions. This is also true for stakeholders outside the SMACKER area: in some cases, the regional strategies achieved as O.T1.4 could not fit perfectly with their needs as they are developed locally, therefore such stakeholders outside the SMACKER pilot regions can rely on the transnational strategy and its more general / applicable findings. This concerns especially the 10 follower regions participating in the SMACKER Enlarged Transfer Programme.

The transnational strategy also contains some useful lessons learnt during its development process:

- the improvement and extension of the public transport offer and the mobility services can be implemented only if specific preliminary activities are carried out. Among them:

- i. establishment of minimum standards for PT in rural and peri-urban areas by filling the gaps of supply in the region and provide a minimum supply based on a mix of conventional public transport and flexible services;
 - ii. preliminary analysis of the local context and the assessment of the mobility needs for the target groups as a basis to design the supply and services;
 - iii. establishment of coordinating bodies/organizations at regional level, this should act permanently as a forum for mobility needs in the region;
 - iv. paying attention to specific needs of vulnerable groups;
- residents must be involved, e.g. through targeted discussion groups (e.g. LMFs) and with ad-hoc activities to reach them out;
 - all measures and the existing transport supply need to be supported by permanent communication & nudging campaigns.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The transnational strategy is reported in SMACKER deliverable D.T1.2.24, which is available on the [SMACKER website](#).

D.T1.2.24 summarizes the types of pilot regions, and gives a transnational overview on the SMACKER regions passenger mobility offer and the user demand, finally providing the transnational strategy for planning demand responsive/sustainable services in rural and peripheral areas.