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The role of DRT in tourist areas - learnings from the LAST MILE – project

**SMACKER scientific conference
10th November 2020**

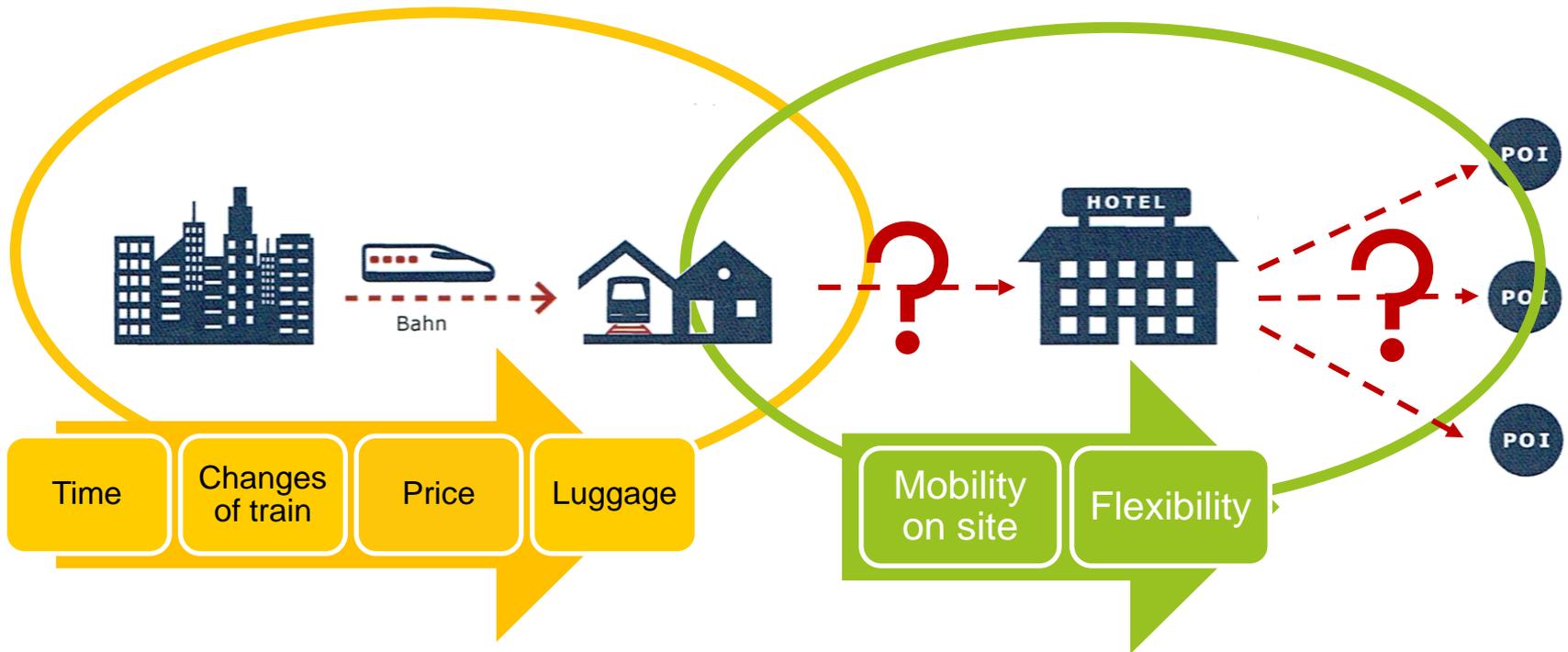
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- Situation of public transport in rural areas
- DRT for the „last mile“ in tourism
- LAST MILE – Project overview
- Conclusions and recommendations
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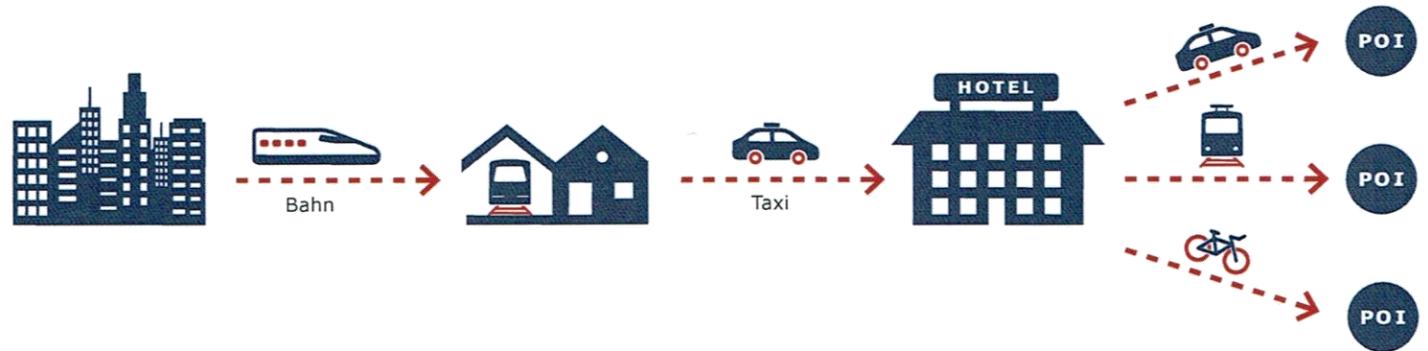
THE CHALLENGES OF SUSTAINABLE TRAVEL



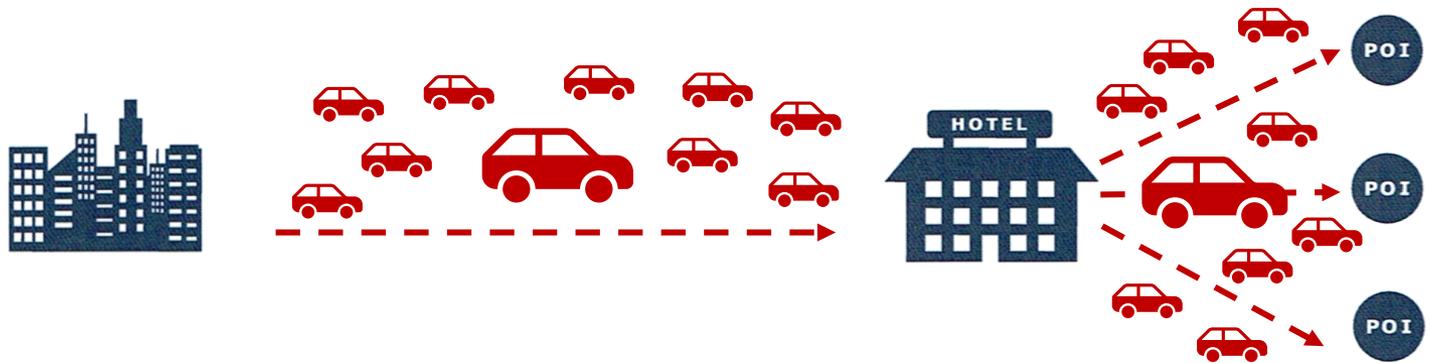
Challenges of public transport in rural areas

- Settlement structure
- Low number of potential passengers
- Topography
- Deviations in demand

Vision of sustainable mobility



Vision of sustainable mobility



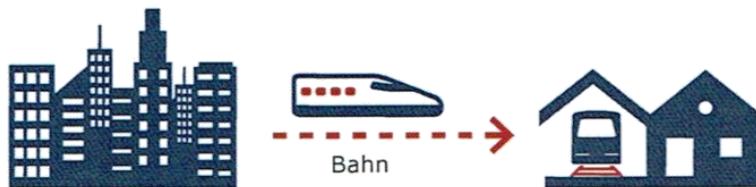
...in danger!

Potential of flexible systems

- Flexible (public) transport better meets the actual needs
 - Time- and spatial flexibility
- Enabling and promoting **soft mobility in tourism**
 - Door-to-door accessibility
- Incentive for **locals** for not buying a second or third car
- Increase of **life quality**
 - Independence even without a car in rural areas (e.g. elderly/young/disabled people)
 - Cost reduction (saving investment and operating costs of a second/third private car)
 - Less vehicles parking in village centers, less traffic

LAST MILE project vision

Develop innovative, flexible solutions for sustainable mobility systems in touristic regions



Arrival/Departure of tourists

On-site mobility of tourists

Daily mobility of inhabitants

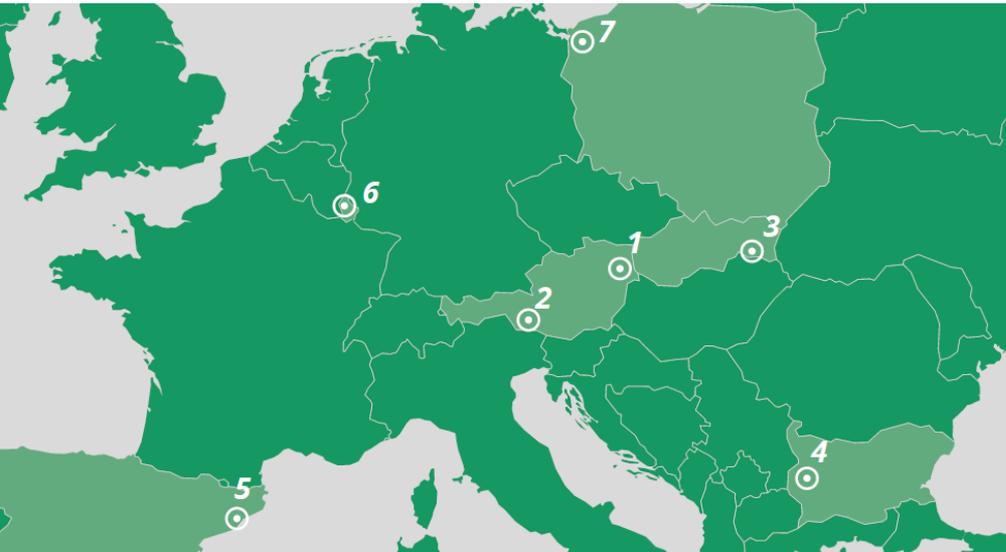
LAST MILE aims

Long-term integration of flexible transport in **regional policies** and thereby pushing forward the improvement of (national or regional) **framework conditions for flexible transport**

Identify existing problems and barriers with flexible transport and develop success factors

Key facts

- INTERREG EUROPE, 1st call
- Duration: 04/2016 – 09/2020
- 7 partners from 6 European countries
- Overall budget: 1,6 Mio. € (ERDF 1,2 Mio. €)
- More details: <https://www.interregeurope.eu/lastmile>



- 1 – Environment Agency Austria (Austria) – LEAD PARTNER
- 2 – Regional Management East Tyrol (Austria)
- 3 – Agency for the Support of Regional Development Kosice (Slovakia)
- 4 – Club "Sustainable Development of Civil Society" (Bulgaria)
- 5 – Mobility and Transport Direction. Ministry of Territory and Sustainability. Government of Catalonia (Spain)
- 6 – Upper Sûre Nature Park (Luxembourg)
- 7 – Westpomeranian Voivodeship - Regional Office for Spatial Planning of Westpomeranian Voivodeship (Poland)

Work Scheme

Phase 1 – Interregional Exchange (04/2016 - 09/2018)

Framework conditions and barriers

State of the art in the regions 'flexible transport'

Good practice
Study visit
Evaluation

Synthesis & Recommendations

Regional action plans

Phase 2 – Implementation (10/2018 - 09/2020)

Regional action plans

Implementation of regional action plans

Monitoring the implementation

Interregional exchange

Final public dissemination event

Covid-19

Stakeholder involvement

SOLUTIONS FOR THE LAST MILE



Call/Dial
Systems



Shuttle
seasonal/temporar
y/for events



Sharing



Regular public
transport
with request
stops



Policy recommendation fields

 Regulations and Law

 Strategic documents

 Management and organization

 Cooperation and coordination

 Initial funding

 Financing of the operation

 Awareness / information

 Identification of needs, social participation and usefulness



National and regional regulations regarding flexible transport systems



Flexible transport systems in strategic documents

West Pomeranian Voivodeship (PL)



- Introduction of DRT into the regional “Spatial Management Plan”



- Petition to the Government concerning the change of legal regulations in connection with the provision of public transport services

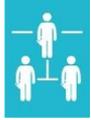


Kosice region (SK)



- Legal definition of „dial-a-bus“ services in the transport act
- Enabling of private co-financing of shuttle services as services carried out in a public interest → possibility for tourist enterprises to support mobility services for tourists





Management and organization of flexible transport systems



Cooperation and coordination at individual levels

East Tyrol (AT) Defmobil



- Hailed-shared-taxi with predefined stops
- Bottom-up project from three cooperating municipalities
- After some years of successful operation, management taken over by regional transport association **▼▼T**
- Inclusion in the regional (and national) transport information system

West Pomerania (PL) Seasonal touristic rail shuttle



- Operated by Seaside Narrow Gauge Railway Company → commercial business – built by municipality of Rewal
- regular service in the touristic season, off-schedule service during off-season
- Strong cooperation with tourism → packages, events,...
- Cooperation with Rewal bike system → free bike carriage



Financing instruments and FTS support programs (initial funding)

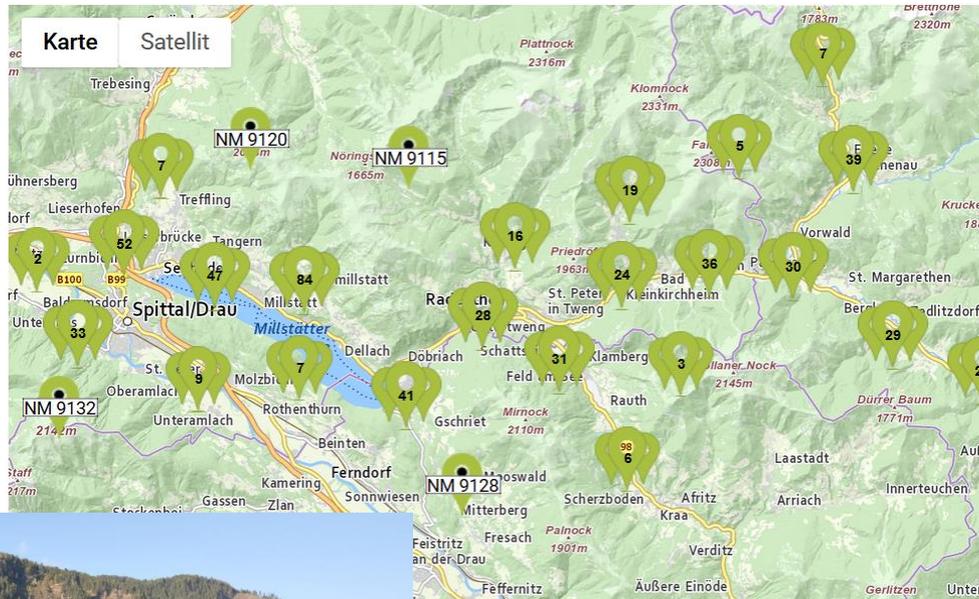


Long-term financing instruments and FTS operational financing



Biosphere park „Nockberge“ (AT) Nockmobil

- All year hailed-shared-taxi with 600 predefined stops



Tariff:

- Distance-related starting from 3,8€/p <5 km
- Group discount (graded from 3-6 people)



© Biosphärenpark Nockberge

User numbers:

2019 13.500 (start in February)
2020 12.600 (minus 6%)



Biosphere park „Nockberge“ (AT) Nockmobil

Cooperation and financing:

- Cooperation between Carinthian tourist mobility center, biosphere park, 3 tourism regions (incl. tourism associations and municipalities)
- **One-time expenses:** 50.000 € for basic infrastructure and demand-stops
- **Running costs/year:** 160.000 € for transport companies, disposition, technical support, call-center, product development, marketing → total coverage through municipalities and local tourism associations
- Overall project management: Carinthian tourist mobility center
- National funding (klimaaktiv mobil) 30% for first 3 years

Sustainable financing

- 1st prio: Create a high quality offer!
 - Barriere-free, bike and luggage carriage,...
- Good quality can have its price!
 - It can even boost the image
- Search for cooperation (tourism associations, tourism entities, transport, municipalities, local economy,...)
- Consider to add a „mobility fee“ to the existing local visitor`s tax!



Raising awareness and information policy in relation to DRT



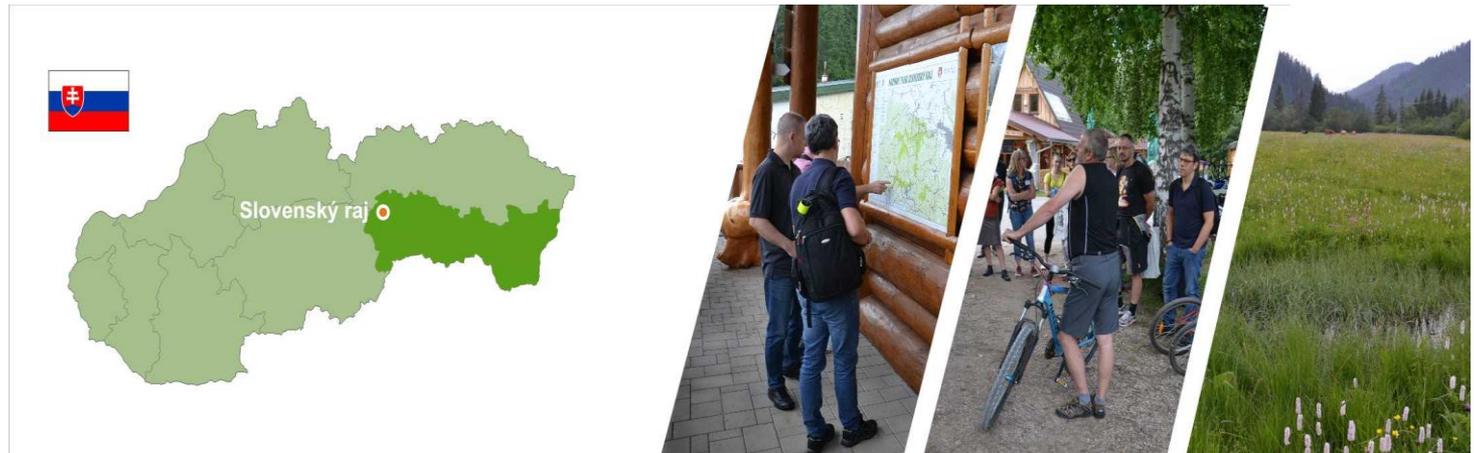
Identification of needs, social participation and applicability of DRT

Upper Sûre Nature Park (LU) Nightrider



- Hailed-shared-taxi (door-to-door) during evenings on weekends
- Service primarily for inhabitants (night card-discount) but also available for tourists
- Tariff wise incentive for shared rides

Slovak Paradise Park (SK) Seasonal express bus with bike carriage



- Introduction of a new seasonal express bus with demand stops
- Popular biking area: busses equipped with bike carriage facilities → target group oriented offer
- Long-term plan: prohibit private cars in the Park

LEARNINGS FOR SUCCESS

- Build a cooperation
- Use existing resources in the region
- Price is not always everything...
- Develop a sustainable financing model
- Information is the key

Read more...



<https://www.interregeurope.eu/lastmile/library/>

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