



WP.T3 - D.T3.3.7

**Regional Action plan to better integrate
peripheral areas (East Tyrol, Austria)**

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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKER also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

This document is the Regional Action Plan for the East Tyrol SMACKER pilot area. It is based on regional and transnational strategies developed in SMACKER WP.T1 and on joint reflection/evaluation of the East Tyrol pilot results achieved through the pilot action developed in WP.T2. The Regional Action Plan serves the Regional Government to support common practices in the area and provides hints for planning a better integration of the peripheral area/s in the regional transport system. It also prepares public discussion for mainstreaming the SMACKER achievements into the local policies.

The East Tyrol pilot in SMACKER with its objectives and measures focus on a better understanding of users' needs, the implementation of "greenhouse friendly tourism offers" in the region for making existing (fixed and flexible) services visible, understandable and integrated into tourism and the strengthening of e-mobility in the region.

This Regional Action Plan aims to better integrate the SMACKER pilot action into the mobility system in the region, to ensure sustainable operation of the implemented services for the future, and to ensure further development of sustainable mobility and better connections in the region for the future. This document is organized following the common SMACKER approach and framework provided in D.T3.3.1. It is composed by ten chapters.

Chapters 2 to 10 present each one a section of the Regional Action Plan, which detail its Aims, Stakeholders to be involved, Key actions to solve the problem/s and to reach the proposed objective/s, Implementation time plan, Risk analysis, Funding resources, Key action monitoring schemes, Key stakeholders' involvement strategies in the medium/long terms, Conclusions.



2. Aims

This table below reports the key aspects / objectives of the East Tyrol Regional Action Plan and identifies the relevant measures for better integration at regional level and to contribute to a better accessibility to the TENT-T network of the involved peripheral/rural area.

Table 1: Key aspects / objectives of the East Tyrol Regional Action Plan and measures for better integration

Key aspects /objectives of the Regional Action Plan	Relevant measures for better integration at regional level
<p>Regional promotion in terms of the integration of public transport and DRT in peripheral areas</p>	<p>The approach of engaging relevant stakeholders is a key factor for implementing and running mobility projects and for the integration of public transport and DRT in peripheral and rural areas. Therefore, it is important to follow this approach to create more responsibility (ownership) for the topic and the issues.</p> <ul style="list-style-type: none"> - Directly involvement of Stakeholders - Work on integration of all the mobility offers to one platform and system <p>Build up the important network and local mobility forum for the work on the topic of sustainable mobility and better integration of services.</p>
<p>Contribution to the improvement of the regional policies and strategies aimed to enhance public transports in rural/peripheral areas</p> <p>Creation of cooperation schemes at regional level able to provide more attractive and efficient public transport solutions in peripheral/rural areas</p>	<p>A continuously work to improve the policy instrument and mobility strategies in the region will bring the necessary success to be able to implement the topic of sustainable mobility and demand response transport at regional level. Important and necessary work to governance and structure should be in line with the work on the policy instruments.</p> <ul style="list-style-type: none"> - Improvement of the policy instruments, like LE-Strategy (local development strategy East Tyrol) and other regional mobility strategies - Implementation of a regional mobility coordination unit (office) <p>The implementation of a mobility coordination unit (office) will ensure the common work to attractive and efficient public transport solutions and DRT. Furthermore, this mobility coordination unit will define strategies and measures allowing to continue SMACKER pilot actions following the provided key actions in chapter 4 of this Regional Action Plan.</p>
<p>Definition of strategies and measures allowing to continue the SMACKER pilot actions after the project conclusion</p>	<p>The new mobility information website¹ (implemented within SMACKER) must be supported and developed further on to a MaaS² platform (step two with interfaces for directly booking). It is also important, to continuously check the website and adapt to new offers and new information about mobility.</p>

¹ <https://mobilitaet.osttirol.com/en/>

² MaaS: Mobility as a Service



Key aspects /objectives of the Regional Action Plan	Relevant measures for better integration at regional level
<p>Provision of effective solutions for a better public transport promotion/integration in rural/peripheral areas</p> <p>Creation of synergies among the SMACKER pilot actions and the other existing/planned local/regional flexible public transport solutions in peripheral areas</p>	<ul style="list-style-type: none"> - Increased use of PT and DRT with behavior change campaign and marketing campaign to ensure sustainability regarding costs/revenues - Services are made visible - Services are integrated into tourism <p>Hotels and municipalities in the region should link to the mobility information website. In future, this will be a key factor for success of the website and the integrated information of mobility in the region.</p> <p>Nudging and marketing campaigns for public transport and DRT are key factors to increase the use of those offers. It is also important to implement nudging activities to support new offers and guarantee a sustainable offer.</p> <p>For increasing sustainability regarding cost/revenues it is important to increase the use of PT and DRT. This is one of the most important key factors to achieve the goal, also for a more financial affordable mobility in rural areas. Therefore, promotional and marketing activities are important measures, including behavioural change campaigns.</p>



3. Stakeholders to be involved

The table below provides information of the SMACKER Target Groups involved and the further engagement and operational aspects with focus on the Regional Action Plan.

Table 2: Stakeholder involvement and further engagement to reach the objectives

SMACKER TARGET GROUP	STAKEHOLDERS	FURTHER INVOLVEMENT
LOCAL PUBLIC AUTHORITY	<input type="checkbox"/> Local public authority	This target group needs to be involved in pilot activities, because this group of enablers is important for the continuation the SMACKER pilot and the implementation of new offers for future. This target group needs to be engaged to take commitments for funding and supporting further implementations.
REGIONAL PUBLIC AUTHORITY	<input type="checkbox"/> Regional public authority	This group is relevant for further funding and support of pilot actions. Attempts should be made to obtain a commitment for further support and funding of mobility projects in the region.
NATIONAL PUBLIC AUTHORITY	<input type="checkbox"/> National public authority	This target group needs to be involved through presentations or via newsletter concerning information on mobility.
INFRASTRUCTURE AND PUBLIC SERVICE PROVIDER	<input type="checkbox"/> Public transport authority of the region East Tyrol	<p>The public transport authority of the region East Tyrol needs to be involved in the further development process of the new mobility information website and in the implementation of step two forwards to MaaS. The e-carsharing provider must be involved in the development and implementation of new e-carsharing stations, to ensure one platform and easy use of all e-carsharing stations in the region.</p> <p>These two most important partners are relevant to involve in all activities for future as only these two ones will ensure a sustainable offer.</p>
GENERAL PUBLIC	<input type="checkbox"/> Local population <input type="checkbox"/> Tourists	Nudging activities aim at this target group. A relevant change in behaviour takes time and people need to be involved in pilot action planning and implementation, so that they can more easily accept and use new offers.
EDUCATION/TRAINING CENTRES OR SCHOOL	<input type="checkbox"/> Young people and pupils	Young people and pupils are relevant stakeholders because they will use the mobility system of the future that we are planning today. This target group needs to be strongly involved in order to gain



SMACKER TARGET GROUP	STAKEHOLDERS	FURTHER INVOLVEMENT
		experience and know what they need and to tailor future mobility offers.
OTHER	<input type="checkbox"/> Tourist attraction management, tourism association	This very important target group must be involved in all processes and phases of the mobility offer planning in the future, since they bear a lot of responsibility with regard to the success of the offers and their use by guests. They know the need of guests and can provide support to plan and tailor mobility offers for tourism.
SME	<input type="checkbox"/> SME	The target group SME needs to be involved through presentations or via newsletter about information on mobility.
HIGHER EDUCATION AND RESEARCH	<input type="checkbox"/> Higher education and research	This target group needs to be involved through presentations or via newsletter concerning information on mobility.
INTEREST GROUP INCLUDING NGOS	<input type="checkbox"/> Interest group including NGOs	This target group needs to be involved through presentations or via newsletter concerning information on mobility.

Stakeholders involved in the LMF Osttirol are mainly local institutional stakeholders with decision-making power and the regional government of Tyrol (permanent LMF). Therefore, the involvement in all activities related to mobility is strongly recommended.

The second and supporting group (extended LMF) are private economic actors (e.g. e-carsharing provider, residential housing operators, hotel owners). As they are relevant for new offers and sustainable operation of existing offers, it is also recommended to involve them in all activities related to mobility.

The two groups should continue to be involved in the LMF and all activities on the topic of mobility with varying degrees of intensity according to their role and expected contribution.



4. Key actions to solve the problem/s and to reach the proposed objective/s

Recommendations for key actions and strategies to solve the problems and to reach the proposed objective/s are described in the last column of the table below.

Table 3: East Tyrol pilot problems/barriers and related overcoming key actions and strategies

PROPOSED OBEJECTIVE	DESCRIPTION OF PROBLEM/BARRIER	KEY ACTIONS AND STRATEGIES TO SOLVE THE PROBLEM/S AND REACH THE OBJECTIVE/S
Creation of cooperation schemes at regional level able to provide more attractive and efficient public transport solutions in peripheral/rural areas	<p>Difficult to get all relevant Stakeholders and providers on one table to work together on common solution.</p> <p>Less governance and structure at regional level.</p>	Implementation of a mobility coordination unit (office) which supports the relevant actors and provides a network and platform to work on common topics and pays attention about synergies. Furthermore, the mobility coordination unit brings in ideas for further improvements of the mobility system in the region and manages the responsibilities and the flow of information.
Contribution to the improvement of the regional policies and strategies aimed to enhance public transports in rural/peripheral areas	Little awareness about the topics and therefore no detailed implementation of sustainable mobility and demand responsive transport in policy instruments and strategies.	Improvement of the policy instruments, like LE-Strategy and other regional strategies. The mobility coordination office will ensure the cooperation and therefore the possible implementation of the topic in the strategies.
Increase the use of PT and DRT and increase sustainability regarding costs/revenues	Fewer users of public transportation and e-car sharing due to a general external and unexpected event that could have a large impact on mobility, such as the COVID-19 restrictions were, and the general shift in mode of choice to owning a car.	Promotion of e-carsharing and public transport in combination with nudging activities, e.g. free tickets
Increase the use of public	Fewer users of public transportation and e-	Implementation of test days and information events for e-carsharing to engage people to use and to contract new



PROPOSED OBEJECTIVE	DESCRIPTION OF PROBLEM/BARRIER	KEY ACTIONS AND STRATEGIES TO SOLVE THE PROBLEM/S AND REACH THE OBJECTIVE/S
transport and DRT (e-carsharing)	carsharing because people in rural areas are not used to use such offers.	user. Test days and information events specially for people within 500m to e-carsharing stations (e.g. for residential complexes, companies, etc.) to encourage people to use them and attract new users.
Change behavior and marketing campaign	Difficulty in attracting users to the new mobility services. In general, and also as it was in the example of the COVID-19 situation (pandemic situation), people wanted more than ever to keep their privacy and not share a car or a trip.	Counteract this with role models who show the use of the e-carsharing car, e.g. the mayor of a municipality who uses the e-carsharing car for his professional needs. Regain trust in shared mobility, e.g. by communicating the safety and hygiene and the measures taken for this in public transport and e-car sharing via a social media campaign.
Trained contact persons and local hotel staff regarding regional mobility offers	Contact persons, such as hotel reception staff, need to be trained to provide holistic mobility information to guests. It is also important to have such trained personnel in the municipalities.	Continuing the trainings to tourism staff and municipal employees and try to get more participants through a strong involvement of the stakeholders in the invitation process.
Visibility of existing services Integration of services	For more integration and for intermodality, it is necessary to have holistic information about the mobility system in the region and the opportunity to book the services on one platform.	Communication activities to gain users and visitors for the website and to disseminate the information and links of the website via social media, e.g. through posters at bus stops and where people meet. Implementation of step two towards MaaS, the possibility to book service directly on the website.



5. Implementation time plan

The recommended key actions in chapter 4 of this report are tabulated below showing the implementation with full details. This time plan indicates if the SMACKER Regional Action Plan objectives can be reached in the short (1 year), medium (1 to 3 years) or long (more than 3 years) term.

Table 4: Time plan of key actions and proposed objectives

Key Action	Involved stakeholders	Details	PROPOSED OBEJECTIVE	Possible to reach
Implementation of a mobility coordination unit (office)	LMF DRT providers Public transport providers Interest groups (WKO, AK, etc.) local and regional public authorities	A mobility coordination unit with staff resources to ensure the integration of all relevant actors to the work on the topic of mobility and to get one mobility system of the future	Creation of cooperation schemes at regional level able to provide more attractive and efficient public transport solutions in peripheral/rural areas	medium term (1 to 3 years)
Improvement of the policy instruments, like LE-Strategy and other regional strategies.	local and regional public authorities Policy	Implementation of the topic mobility and DRT in the development strategies of the region for sustainable growth.	Contribution to the improvement of the regional policies and strategies aimed to enhance public transports in rural/peripheral areas	medium term (1 to 3 years)
Promotion of e-carsharing and public transport in combination with nudging activities, e.g. free tickets	LMF E-carsharing provider Public transport provider	Test campaign for e-carsharing and public transport with free tickets in combination with a marketing campaign.	Increased use of PT and DRT increases sustainability regarding costs/revenues	short term (1 year)
Implementation of test days and information events	LMF	Info events in municipalities and other	Increased use of public transport and DRT (e-carsharing)	medium term (1 to 3 years)



Key Action	Involved stakeholders	Details	PROPOSED OBEJCTIVE	Possible to reach
for e-carsharing to engage people to use and to contract new user.	E-carsharing provider Public transport provider	institutions (e.g. schools, etc.) to promote e-carsharing and public transport and encourage people to use it.		
Showing the use of the e-carsharing car with role models, e.g. the major of a municipality using the e-carsharing car for his professional needs.	LMF E-carsharing provider	Get back people to trust in shared mobility, e.g. communicate the safety and hygienic of public transport and e-carsharing through a social media campaign and showing this by role models every day.	Behaviour change campaign/marketing campaign is promoted and increased the use of PT and DRT	short term (1 year)
Implementation of trainings to tourism staff and municipal employees	LMF Tourism organisation Selected provider of mobility trainings	Elaboration new information material for tourism mobility in hotels, touristic hot spots etc. and training events to new tourism staff and municipal employees	Contact persons and local hotel staff are trained regarding regional mobility offers	short term (1 year)
Communication activities to gain users and visitors for the website and to disseminate the	LMF Tourism organisation	New communication activities, e.g. through posters at	Visibility of existing services Integration of services	short term (1 year)



Key Action	Involved stakeholders	Details	PROPOSED OBEJCTIVE	Possible to reach
<p>information and links of the website via social media.</p> <p>Implementation step 2 towards MaaS</p>	<p>External expert for social media and marketing</p> <p>External expert for programming the platform for MaaS step2.</p>	<p>bus stops and where people meet. Follow up of the social media campaign, etc.</p> <p>Implementati on of step two towards MaaS, the possibility to book service directly on the website.</p>		
<p>Test days and information events, especially for people within 500m to e-carsharing stations (e.g. for residential complexes, companies, etc.) to encourage people to use e-carsharing.</p>	<p>LMF</p> <p>E-carsharing provider</p>	<p>Implementati on of test days and information events, to attract people for e-carsharing, to gain new user, to eliminate the second car per household, etc.</p>	<p>increased use of PT and DRT</p>	<p>short term (1 year)</p>



6. Risk analysis

Several problems/risks or negative issues may affect the Regional Action Plan implementation. They were faced and can be solved with ad-hoc solutions or strategies, which are described in the last column of the table below.

Table 5: Description of negative issues in the implementation of the Regional Action Plan and the corresponding solutions

DESCRIPTION OF POSSIBLE NEGATIVE ISSUES (PROBLEM/RISK) IN THE IMPLEMENTATION OF THE REGIONAL ACTION PLAN	SOLUTION OR MITIGATION STRATEGY FOR COPING / AVOIDING / OVERCOMING IT
A second carsharing provider can open up the region East Tyrol and offer carsharing (e.g. ÖBB as rail net operator / Rail and Drive).	It is important to include all carsharing providers and to integrate them into one mobility system and information platform. Create interfaces to the booking systems of different providers to link the system and to have only one MaaS platform.
Stakeholders may change, e.g., municipal mayors change after an election, etc., and this may cost dedicated and important enabler working on mobility issues.	Involve all relevant stakeholders and actors in the mobility sector. It is important to act when stakeholders change in order to quickly include the new ones and attract them to mobility. Therefore, a strong LMF and a good network is recommended.
Public transport lines and/or e-carsharing stations may stop its service (or parts of service) in case of no cost/revenue success.	Identify difficulties and problems at the beginning and solve them together with the providers in close cooperation. Find partners (e.g. municipalities, companies, etc.) or funding that can support the offerings and their operation.
People are not changing their behaviour. No increased use of public transport and e-carsharing.	Involve people in thinking and planning processes. The most important thing is to know what people want and need to change their behaviour and use pt and DRT. Tailor activities to target groups (young people, pupils, residents, retirees, etc.) to get users through planned activities.
No budget or financial resources to continue the pilot action or to implement the Regional Action Plan.	Involve all relevant actors and create a multi partner model which allows to gain funding of it. Find new fundings and project to continue work. Never forget that the expensive things are not the best, but usually the simplest things are the successful ones.
No one (person, institution, company, etc.) responsible for implementing the Regional Action Plan and other strategies.	Establish a mobility coordination unit, a person (staff) responsible for and taking care of the topic of mobility in the region. This will ensure sustainable work on the topic of mobility.

It has been shown that a strong network, the knowledge of the region including the knowledge of the stakeholder, combined with facilitated and face-to-face meetings, produces the necessary solutions for most problems. The easiest and cheapest way to reach people and get their attention is through social media. If you want people to change their behaviour, you must show them that it is possible, e.g., through role models.



7. Funding resources

This section makes the SMACKER Regional Action Plan concrete (considering in particular the period after the conclusion of the SMACKER project). Identified funding sources should ensure the implementation of this SMACKER Regional Action Plan.

Table 6: Funding sources for implementation the Regional Action Plan

KEY ACTION	BUDGET DETAILS	POSSIBLE FUNDING SOURCES
Implementation of a mobility coordination office	Budget for office and administration and budget for staff resource (mobility coordinator)	National and regional funding programs, also international programs (Interreg, etc.). Municipalities should take over the co-financing.
Improvement of the policy instruments, like LE-Strategy and other regional strategies.	Budget for meetings and travel & accommodation costs.	Municipalities and interest groups or regional funding schemes.
Promotion of e-carsharing and public transport in combination with nudging activities, e.g. free tickets	Budget for marketing campaign and for free tickets is needed. A credit for e-carsharing is also necessary.	The public transport provider and the e-carsharing provider should provide the tickets and the credit. They have to cover the costs with the revenue from DRT and pt. Perhaps they can receive financial support from the municipalities or the province.
Test days and information events for e-carsharing to engage people to use and to contract new user.	This action requires human (employees) resources to conduct these test days. The employees of the pt and e-carsharing provider are the key to success.	No fundings required. Commitment of pt and e-carsharing provider to make the employees available for this action.
Showing the use of the e-carsharing car with role models, e.g. the major of a municipality using the e-carsharing car for his professional needs.	Low or no budget necessary for this action, because the role model uses the carsharing car instead of his own car. So, the cost will be the same or lower than before.	No budget required. Just a strong commitment from the role model, e.g. the major of a municipality, to use the carsharing car instead of the own car. Alternatively, funding programs at regional or national level can also be applied for.
Implementation of trainings to tourism staff and municipal employees	Budget will be necessary for the external expert to conduct these trainings and to elaborate and provide new mobility information.	Funding is to be provided by the tourism association East Tyrol with financial support from the chamber of commerce tourism department. Alternatively, funding programs at regional or national level can also be applied for.
Communication activities to gain users and visitors for the website and to	Budget for communication strategy and for implementation	Funding is to be provided by the tourism association East Tyrol with financial support



KEY ACTION	BUDGET DETAILS	POSSIBLE FUNDING SOURCES
<p>disseminate the information and links of the website via social media.</p> <p>Implementation step 2 towards MaaS</p>	<p>activities (stories, postings, etc.) on social media with an external expert.</p> <p>Budget for elaboration, programming and implementation of step 2 towards MaaS for the mobility website</p>	<p>from the chamber of commerce tourism department.</p> <p>Additional funding can come from EU grants / subsidies and projects to the topic.</p> <p>Alternatively, funding programs at regional or national level can also be applied for.</p>
<p>Test days and information events, especially for people within 500m to e-carsharing stations (e.g. for residential complexes, companies, etc.) to encourage people to use e-carsharing.</p>	<p>This action requires human (employees) resources to conduct these test days. The employees of the e-carsharing provider are the key to success.</p>	<p>No fundings required. Commitment of e-carsharing provider to make the employees available for this action.</p>



8. Key action monitoring schemes

Even if the monitoring phase of this Regional Action Plan is not foreseen to be run in the framework of the SMACKER project, an effective Action Plan must include this important topic. The monitoring KPIs were identified out of the key actions of this Regional Action Plan. For such KPIs, the monitoring plan is presented in the table below.

Table 7: East Tyrol Regional Action Plan KPI monitoring plan

KPI MONITORING					
	KPIs	Indicators	Monitoring plan	Monitoring tool	Scope / expected info from monitoring
	Governance and structure	Mobility coordination unit	Ex-ante and ex-post evaluation pre and post key action implementation	Report from Regional Management East Tyrol	Assess the increase of the indicator and then of the mobility offer quality
		Improvement of the policy instruments, like LE-Strategy and other regional strategies.	Ex-ante and ex-post evaluation pre and post key action implementation	Report from Regional Management East Tyrol	Assess the increase of the indicator and then of the mobility offer quality
MUST-HAVE	Quality of public transport	Increased average number of operating hours per day	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e-carsharing provider with booking system	Assess the increase of the indicator and then of the mobility offer quality
		Increased average number seat kilometres offered per day	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e-carsharing provider with booking system	Assess the increase of the indicator and then of the mobility offer quality
	Usage of supply in the course of the pilot action	Increase of DRT users per day (e-carsharing users)	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e-carsharing provider with booking system	Assess the increase of the indicator and then of the usage of the DRT offer
NICE-TO-HAVE	Quality of public transport/DRT (Extended version of KPI)	Range of network	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e-carsharing provider	Assess the increase of the indicator and then of the DRT



KPI MONITORING				
KPIs	Indicators	Monitoring plan	Monitoring tool	Scope / expected info from monitoring
				service quality
	Prices for public transport [€/km]	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e- carsharing provider	Assess the increase of the indicator and then of the DRT service quality
	Prices for PT/DRT service for users per trip [€/km]	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e- carsharing provider	Assess the increase of the indicator and then of the DRT offer quality
	Average number or % of clicks and likes on social media [number]	Ex-ante and ex-post evaluation pre and post key action implementation	Final report from the responsible of social media manager of the e-carsharing provider	Assess the increase of the indicator and then of the DRT service quality
	Number of % clicks on webpages, which provide information on public transport	Ex-ante and ex-post evaluation pre and post key action implementation	Report from the tourist organisation/ e-carsharing provider	Assess the increase of the indicator and then of the DRT service quality offer
Visibility of public transport/ DRT	Number of % of users of bonus mile programme, memberships, season-tickets	Ex-ante and ex-post evaluation pre and post key action implementation	Report from the e-carsharing provider	Assess the increase of the indicator and then of the DRT offer quality
	Number or % of DRT bookings via online booking tool [bookings/month]	Ex-ante and ex-post evaluation pre and post key action implementation	Report from e- carsharing provider	Assess the increase of the indicator and then of the DRT offer quality



9. Key stakeholders’ involvement strategies

General stakeholders and target groups were identified in this report under chapter 3 “Stakeholders to be involved”, the following will present the strategy of involvement of the identified key stakeholders with focus on the key actions of the Regional Action Plan and aim to reach the proposed objectives. East Tyrol LMF role was elaborated in the SMACKER deliverable D.T2.2.2 “Stakeholders and users group involvement” release in February 2020 and served to elaborate these involvement strategies, also to ensure the involvement of the established LMF with its committed stakeholders.

Table 8: Key stakeholders ‘involvement strategy

INVOLVEMENT	STRATEGIES AND/OR TOOLS	INVOLVED STAKEHOLDERS
medium term	<p>Signing of a Memorandum of Understanding, commitment to the Regional Action Plan with focusing on key actions and their implementation.</p> <p>Roundtables whenever needed to implement the Regional Action Plan.</p> <p>Communication activities (e.g. newsletter, mailings, etc.) to provide information about the SMACKER pilot goals and implementation of the Regional Action Plan.</p>	<p>Permanent LMF: Regional Government of Tyrol, City of Lienz, local bodies and touristic operators’ representative, Regional Management East Tyrol, representatives of the municipalities,</p> <p>Extended LMF: Tourism organization East Tyrol, local touristic operators, E-carsharing provider and public transport provider, external Experts for the implementation of key actions,</p>
long term	<p>Implementation of a mobility coordination unit that holds regular meetings and discussion tables on the topic of mobility in the region. Once a quarter, such meetings should bring the necessary commitment to joint ideas, projects and implementations on the topic mobility.</p>	<p>Permanent LMF: Regional Government of Tyrol, City of Lienz, local bodies and touristic operators’ representative, Regional Management East Tyrol, representatives of the municipalities,</p> <p>Extended LMF: Local stakeholders in the East Tyrol area (including municipalities, merchants’ associations, economic and tourism operators, mobility service provider, etc.).</p>



10. Conclusions

The goal of the Action Plan is to define a clear and operative path towards the integration at regional level of the SMACKER DRT/flexible services.

It is important to involve the relevant stakeholders provided in chapter 3 to make sure, the implementation of the key actions identified in this Regional Action Plan a success.

The key actions identified in this Regional Action Plan in chapter 4 have been linked to these main objectives to further address and achieve them. This Regional Action Plan is intended to ensure the life of the SMACKER pilot action beyond the SMACKER project and provide needed information to implement a new/extended DRT and car sharing service in the area. Therefore, it is necessary to follow the implementation time plan provided in chapter 5 to achieve these main objectives and guarantee the sustainability of SMACKER pilot actions and approach.

Act according to the implementation time plan and pay attention to risks and issue that may arise (see chapter 6).

Try to gain the necessary fundings and obtain support in the region as identified in chapter 7. All the relevant stakeholders and actors should be willing to contribute and provide fundings, as success is ultimately only possible together.

Chapter 8 defines the KPIs to be monitored to assess the success of the identified key actions. These KPIs are identified according to a common approach of the SMACKER pilot project.

In chapter 9 you can find the key stakeholders' involvement strategy, as it is important to work with companies, municipalities and other actors on the topic mobility on an ongoing basis and not just in context of a few specific pilot actions or project. Raising awareness of the issue and the need of sustainable mobility is a long-term process and needs to be implemented into the regional development strategy.

Broad and comprehensive network is a success factors for the development of rural, sustainable and regional mobility. It is important to know your stakeholder landscape well and to involve everyone for a contribution. The group of mobility providers and operators must also be supported in innovations and included in the considerations for future development.

Problems and obstacles can also arise despite commitments made, e.g., due to changes in staff structure and people responsible for decision-making, or due to problems such as the COVID 19 pandemic (or similar crisis). But one has to respond and find solutions through close collaboration and communication with your network and stakeholders.



11. References

1. SMACKER Application Form, Version 30 April 2021
2. SMACKER “D.T1.2.4 Methodology for stakeholders’ involvement and creation of Local Mobility Forum (LMF)”, September 2019
3. SMACKER “D.T1.2.10 Creating Communities (East Tyrol, AT)”, January 2020
4. SMACKER “D.T1.2.11 Methodology for data collection on users mobility needs”, November 2019
5. SMACKER “D.T1.2.17 Data collection on users mobility needs and expectations (East Tyrol, AT)”, March 2020
6. SMACKER “D.T1.2.23 Review for matching needs and services for a comprehensive planning (East Tyrol, AT)”, April 2020
7. SMACKER “D.T1.2.24 Transnational review for matching needs and services for a comprehensive planning”, July 2020
8. SMACKER “D.T2.2.2 Stakeholders and users group involvement”, February 2020
9. SMACKER “D.T2.2.8 Pilot action planning (East Tyrol, AT)”, September 2020
10. SMACKER “D.T2.3.7 Pilot action implementation (East Tyrol, AT)”, May 2022
11. SMACKER “D.T2.4.6 Pilot action monitoring - East Tyrol (AT)”, May 2022
12. SMACKER “D.T2.4.12 Pilot action evaluation - East Tyrol (AT)”, May 2022