

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 3

<b>Project index number and acronym</b>	CE25 MOVECIT
<b>Lead partner</b>	Razvojna agencija Sinergija (RA Sinergija)
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<b>Summary description of the strategy/action plan (developed and/or implemented)</b>	

The prepared document summarizes a transnational report on joint strategy and action plan concerning development of municipality mobility plan in Central Europe (CE) regions.

In MOVECIT project, ten (10) partners have linked together to develop thirteen (13) Workplace mobility plans. The reason why jointly cooperate with the partners from various institutions and countries are the common problems and needs. It was ascertained that all institutions (municipalities) face with the increased single car usage and are encountered with the lack of the willingness, motivation and knowledge among the employees that work at the concerned institutions. The institutions seek to change the Modal split in a favor of sustainable transport modes. Comparably, institutions are different based on the size, based on the history, knowledge, background. However, the problems remain the same for all, therefore the cooperation has been logical. The connection that ensures the bound effect is therefore the uniform methodology how to prepare the workplace mobility plan (WMP). The strategy is a long-term plan of the actions that regulates the problem solving to meet the long-term vision and goals. Their common experience is that the challenges of mobility in municipalities of all sizes are in fact very similar, and that in particular they demand an integrated approach to rescue. Key to understanding is the importance of integrated traffic planning and baseline support for the elaboration of the WMP at the highest political level in the municipality.

The main identified problems that the municipalities are tackled are:

- The institution has a problem with parking;
- There are accessibility problems associated with the site;
- The institution wants to improve the environmental image;
- Private car users do not intend to shift to public transport;
- Wide spread use of bicycle, car sharing, car-pooling, or electro-mobility for workplace commuting is not achieved;
- Teleworking is usually not an option at workplaces.

Based on the main values (health and safety of the employees; accessibility to all users; protection of the environment /green transportation; other environmental issues, e.g. attractive public spaces, friendly and clean city; traveling comfort, proper commuting time; public transportation should be environment friendly, energy-optimal, as well as economic and integrated with the smart solutions; less car passengers and optimal parking management; improved cycling infrastructure) that are important to municipalities the institutions build the common vision for planning which calls: “The regional employees’ mobility will be in twenty years infrastructurally adjusted, improved and environmental friendly to support cycling, walking and usage of the public transport. With the participation, the employees are treated equally and provided with a healthy, satisfied and safe living environment.”

The joint goals that will be followed by project partners within the project lifetime and after the project end are:

1. Increasing walking and cycling as everyday transport modes
2. Increasing public transport
3. Increasing car sharing and car-pooling
4. Company/institution involvement and motivation of the employees
5. General social and environmental goals via the use of sustainable transportation

The goals will be achieved by implementation of the Action plans of each institution. Action plans are focusing mainly on the measures (that are merged into the five thematic pillars) of the MOVECIT project, some of them are

overlapping with already existing strategies within the municipalities and are fixed and already ongoing. A lot of measures are linked to soft measures such as awareness raising, the investment measures are not in focus, the institutions are more oriented towards to re-organizing, reconfiguration, re-planning, optimizing and extension of the existing solutions. It is obvious that some of the institutions are not yet organized in sense of the future plans, while some of them are quite self-confident in their planning and have a clear picture of what they want to achieve.

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

Cityregion Bruck-Kapfenberg-Leoben, Mödling, Baden (Austria, NUTS2), Banská Bystrica (Slovakia, NUTS3), Budapest (Hungary, NUTS2), Békéscsaba (Hungary, NUTS3), Modena (Italy, NUTS3), Municipality of Ljutomer (Slovenia, NUTS3), Ústecký Region (Czech Republic, NUTS3), Leipzig (Germany, NUTS3)

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

The strategy has been developed jointly with the different institutions, thus it can be used for all territories and target groups. Minor adaptations are needed for this, but the aim remains the same. The measures are tailored for different territories/institutions and can be transferred in any similar environment. However, it is obvious there are no big differences between different institutions. We might think that small municipalities would have less investment in infrastructure and vice versa. It is quite opposite. The small municipalities are keen on investment and are willing to establish the measures as the larger municipalities. Therefore, the benefits/impacts of the strategy are the same for all sizes of municipalities. Especially as it has the same problems and it was developed jointly and established the joint vision and goals. The difference is only the way the institutions will achieve the goals. Thus, the different measures are established by different institutions and will benefit in:

- Increased usage of walking and cycling
- Increased usage public transport
- Increased usage of car sharing and car-pooling
- Company/institution involvement and motivation of the employees
- Climate protection;
- Decreased mobility demand and individual car use, which indirectly implies CO2 decrease;
- Reduce traffic congestions, parking space overload;
- Better capacity use of the road network and to free up capacity at the parking lot which is primarily intended for commuters; Better life quality in urban areas through the citizen involvement and the development of urban mobility habits;
- Saving money;
- Better health conditions, less sickness leaves,
- Role model to youth;
- Change of the traffic behavior, changing habits of the employees;

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

The strategy addresses municipality types of organizations, but the principal mobility plan process and the tasks required will be appropriate to all organizations. The strategy is intended as a reference text for use by a mobility plan coordinator. The strategy can be used as an example for externals when planning mobility plans, which steps need to be taken, how to approach to target groups and how to involve the key stakeholders in the planning process and implementation phase. It will be transferred through different project events, online worldwide mobility portals. The strategy will be implemented by all municipalities that are directly or indirectly involved in the MOVECIT partnership by implementation of the action plan, the strategic partners (agencies, NGOs) will take over the supervising of the strategy and action plan implementation. The associated partners such as regions and other decision-makers and institutions bearing responsibility for implementation and developing the programmes and will propose the strategy to be integrated in other planning documents and strategies of the region. Those updated and newly strategies can serve as a base and guidance for other territories (e.g. municipalities).

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

- We have found that several municipalities already have measures that encourage more sustainable transport choices in place, like car sharing, cycle facilities or financial schemes for bikes or season tickets. Such positive steps are signs of good practice and way of thinking, but developing a formal mobility plan provides the process to monitor and implement a range of measures, and deliver benefits for the organizations, for the employees and for the wider community.
- The cities and rural regions of central Europe share a common history, social and cultural characteristics, however the sizes are those that make differences and can be therefore considered as an opportunity, where the best examples and knowledge can be transferred and adopted.
- The pilot actions were chosen by preliminary analysis made by the partners. This caused some difficulties, as the municipalities were not aware of the pilots to be established, thus some of the pilots are not representative, as they could be.
- The Functional urban areas are playing an important role when planning for the cities. Taking into consideration the stakeholders, not only internal but also external, they can bring added value to the mobility planning process. Especially the public transport providers, regions or other service providers (e.g. car-sharing, bike-sharing) can influence the Modal split among employees of the municipalities;
- A lot of measures focus on the connection of the city centers to hinterlands. The linkages can be established by better cycling infrastructure (cycling connections), efficient public transport (trams, trains, buses) and other smart innovative initiatives as car-sharing systems.

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

D.T1.6.1 JOINT STRATEGY AND ACTION PLAN ON DEVELOPMENT OF MOBILITY PLAN FOR MUNICIPALITIES