European Network for Rural Development

#RIA2020 Winner!

FUMObil – regional masterplan for the future of mobility

EAFRD-funded projects

Developing a regional sustainable transport and mobility scheme through coordinated data analysis, multi-actor engagement and innovative solutions to improve inclusiveness.

AUSTRIA

Climate change mitigation

Location
Fuschlsee & Mondsee

Programming period
2014 – 2020

Priority
P6 – Social inclusion & local development

Measure
M19 – LEADER/CLLD

Funding (EUR)
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EAFRD 76 560.43
National/Region. 95 663.04
Private: 23 915.76

Project duration
2016-2017

Project promoter
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Summary

The public transport offer in Lakes Fuschlsee and Mondsee ("FUMO region") was inadequate. Work and leisure facilities were difficult to access by public transport due to infrequent bus stops and long waiting times for residents. As a result, for reasons of convenience and accessibility, private motorised transport use was increasing thereby contributing to transport emissions and an unsustainable, non-inclusive mobility system.

Over the course of 2016 and 2017, a master plan for a sustainable mobility system was developed for 17 communities around the FUMO region. The plan offers a clear vision for an attractive, integrated and environmentally friendly mobility system for the future. It will enable residents to reach their daily places of work, education and leisure conveniently and cost-effectively while using less individual motorised transport. This project built an important foundation for further initiatives to implement the plan to improve sustainable regional mobility. The project's stepwise approach demonstrates the need for comprehensive data collection and analysis, financial assessment and public engagement to provide the basic information needed for the development of a tailormade regional mobility system. This project is also an example of LEADER´s leverage effect to trigger further investments, including other EU funds.

Results

- The creation of a regionally specific, data-informed sustainable transport plan that improves coordination and targets vulnerable populations with mobility limitations.
- Significant citizen participation and engagement was insured to improve the delivery and use of the region's transport system.
- Community cooperation led to social benefits and a reduction in transportation emissions thanks to a drop in the use of individual motorised vehicles.
- Numerous follow-up projects are currently in progress or being planned (uniform e-charging infrastructure, autonomous driving vehicles, on-call buses, car sharing, optimisation of public transport systems, etc.).

Lessons and recommendations:

- ❑ Identify gaps in the current transport system by gathering comprehensive and technical data. From this solid base, analyse and compare various alternatives.
- ❑ Plan for significant community engagement and participation in the design process.
- ❑ Involve multiple different stakeholders within the transport sector to tackle sustainability, accessibility and climate. issues in a holistic and integrated way.

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Context

The FUMO region in North West Austria, near Salzburg, houses approximately 40 000 inhabitants. Deficiencies in public transport accessibility were becoming increasingly problematic. Micro corridors connecting individual municipalities to the main transport links to the regional urban centres (lines 140 and 150) were not efficient. Accessing workplaces and leisure activities by public transport was not convenient and therefore under-utilised due to a lack of bus stops and long waiting times for residents. Long distances to reach bus stops meant that children were being brought to school and picked up by car every day. This complicated family logistics - particularly if both parents were working outside the home - and often required "external" persons, such as grandparents, to provide additional help. Additionally, bus stops were often not accessible for people with limited mobility (people with walking disabilities, for example). Senior citizens or stay-at-home mothers without a car were particularly dependent on outside help to reach certain facilities for everyday needs, to attend events or to socialise.

As a result, the regional mobility system did not meet the needs and requirements of the population. Private motorised transport was steadily increasing, leading to traffic congestion during rush hours and high environmental pollution and noise. Alternative solutions were needed to offer residents easily accessible options that saved time and reduced the burden on the environment.

Objectives

Special attention was given to citizens when developing a more sustainable regional mobility system. Citizens were involved, not only in providing data on gaps and needs to be addressed by the new mobility system, but also in having a say on how the new system should be designed. The project aimed to achieve the following objectives.

- A high degree of communication with, and participation by, citizens in the region (during working sessions, presentations, events, community visits, group and individual discussions for example).
- Development and presentation of the regional potential for an environmentally-friendly, area-wide and innovative mobility system (through an envisioned master plan for the entire region).
- Demonstration of the necessary investment and operating costs of the system as well as the myriad of benefits promoted.
- Significant impact from media coverage and advertisements (national TV and radio broadcasts, national and community newspapers, social media and so on.)

Activities

The project undertook multiple activities to assess the status quo, the varying mobility needs and the challenges faced, as well as engaging with citizens and designing a plan that enhanced the region's transportation sustainability.

1. Preparatory work/conceptual design/logo development (before 2016)

The initial idea to improve the main public transport axes predated the submission of the project proposal by several years. In developing the strategy for how the project would be carried out, the proposal prioritised intensive communication between regional and supra-regional actors and citizen participation. Throughout the duration of the project, this resulted in approximately 20 working sessions, 60 presentations and numerous working groups to maximise multi-actor participation.

2. Georeferenced database (January - August 2016)

In the early stages of the project, data (geodata, data on transport infrastructure, demographics, etc.) was acquired and set up in the geoinformation system Trimble. Comparison with existing Graph Information Platform (GIP) data helped identify inconveniently located public bus stops and access points were corrected.

3. Traffic censuses of motorised private transport (February - October 2016)

Censuses of motorised private transport were carried out with suitable counting devices at strategic points and on days defined by the contractor. The results of the data analysis were then presented, using graphic and tabular representations, to break down the traffic volume count.

4. Viability and location analyses for residents and FUMO visitors (April - October 2016)

In parallel, analyses endeavoured to determine the best possible locations and the equipment needed for the sites and stops in the new mobility system. Using demographic data of residents and potential tourists as well as locations, the site-related analyses highlighted the following information:

- Walking distances / cycling distances / private transport distances / public transport intersections.
- Optimal locations for additional stops as well as identification of those poorly located in the current system.

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5. Resident survey (April - October 2016)

The data and results collected up to this point provided the basis for further communication and public participation activities. The material was also essential to prepare the survey on the new mobility system for regional residents, inquiring about potential services such as on-demand bus lines. The survey results were then used to carry out partial modelling on new mobility lines.

6. Communications system development (April - December 2016)

Simultaneously, an app was developed for passengers and drivers while concrete proposals for the new mobility system were coordinated.

7. Designing the proposed new mobility system (May - October 2016)

By May 2016, the project had gathered enough data to begin designing the best possible locations for sites and stops within the new mobility system. The description and presentation in the GIS, the benefits to and limitations for target-group residents and visitors, and the coordination needs were all taking into consideration.

8. Cost accounting and timetable presentation (July - September 2016)

Detailed investment and operating costs for the new mobility system were calculated thanks to previous surveys and analyses. Financing models were developed, including for an on-demand bus service. Integrated systems with variants, overall timetables, stops, capacities and operating costs (accounting for different operators, such as municipalities or transport companies) were presented.

9. Closing event and presentation of results (1st half of 2017)

The results were presented to the regional authorities, including the master plan and the localised layout of printed plans/information. In addition, all the mayors and municipality representatives were informed of the project results and the local implementation models (e.g., stops, autonomous digibus) during a presentation tour in the FUMO region.

Main Results

In addition to the regional master mobility plan, all 17 FUMO communities were provided with a sustainable mobility study specifically adapted to their context (based on the project work described above).

The FUMObil master plan brought significant benefits to the region through the implementation of subsequent projects:

Direct benefits:

1. Increased public transport services - currently the buses pass half-hourly. Soon the frequency will increase to four an hour. There are also new bus connections.
2. Digibus: Austria's first self-propelled minibus has been tested on public roads in the community of Koppl and the nearby racetrack “Salzburgring”.
3. A pilot bus stop "KOPPL GRUBERFELDSIEDLUNG” with a passenger-friendly design has been installed, contributing to the objective of making public transport in the FUMO region both more attractive and accessible. Built in glass and aluminium, the bus stop is the municipality’s ‘business card’ – modern, transparent, safe and clean.
4. FUMObil e-car, e-scooter and e-bike opportunities will be tested for FUMO residents. This will be carried out according to the cooperation agreement between the FUMO region, the Technology Centre Mondseeland and the climate and energy pilot region Mondseeland (Renault Zoe).
5. Shared Place, a EUR 2.5 million INTERREG project, was created off the back of the work done in FUMObil. It aims to develop and implement an intuitive and easy to use communication platform regrouping all of the region’s touristic and mobility data. The application/platform software must guarantee general accessibility and a web-based solution.
6. Ten new charging stations will be installed in Thalgau (for e-bikes and e-cars), Mondsee, Innerschwand, Zell am Moos, Krispl (e-bikes and e-cars), Adnet, Faistenau, Plainfeld, Techno-Z Mondsee, Koppl.
7. Various regional schools (primary and new secondary) will run projects focusing on mobility for an entire academic year (including parents' stops, grandparents' day "mobility earlier", the implementation of a calendar, a school bus, various workshops, analysis around schools, etc .). In terms of electric mobility, e-scooters will be tested in a secondary school followed by workshops, and theory and practical courses. Additionally, a teaching mobility-focused booklet will be created during an illustration workshop and the content will be developed by both teachers and pupils.

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8. On the subject of transport and youth, a youth council in the district of Vöcklabruck identified the most important objectives: safe arrival at home and more attractive options to encourage the use of alternative mobility systems. This led to the current LEADER project "Jugendtaxiapp", which is working together with the LEADER regions Vöckla-Ager and Regatta on addressing these issues.
9. A volunteer group in the village of Faistenau created and now runs, as part of an Agenda 21 process undertaken by the municipality, a local car-sharing scheme. Elderly people who live in Faistenau and struggle with mobility because they do not have a car or a driving licence, or those who can no longer drive and cannot easily rely on relatives, may book a journey with someone in the community. In exceptional cases, younger residents can also use the scheme..
10. A “seniors mobile” was created in Koppl (and soon also in Thalgau). This is a fully equipped minibus that can transport up to 4 wheelchair users or up to 8 people without wheelchairs. The system is financed by the EU and state funds to promote senior citizens’ mobility. The project was initiated by the Senior Citizens' Representative, Mr. Anton Feldes.
11. To promote cycling in the region, various bicycle activities have been implemented, such as a bike festival and a Mobility Day in Mondseeland, a practice afternoon for cycling licence examiners, and a working group for cycling around Lake Irrsee.

Key lessons

This project demonstrates that LEADER facilitates collaborative solutions to local challenges through the involvement of actors from different sectors (tourism, education, private business, local government, agriculture, culture and so on.). Networking between various actors, such as the Province of Salzburg, the Province of Upper Austria, transport associations, start-up companies and other companies – including GFB Green Business Solutions, Europcar, UBER, NAVYA, nextbike and many more - shows how challenges in different parts of the transport and mobility chain need to be tackled holistically to create integrated solutions.

Developing a comprehensive understanding of the region’s mobility system and issues through a comprehensive, participatory approach towards data gathering, analysis and planning laid the foundation for the region to strategically move forward with research projects that contribute to the sustainable regional mobility vision and to access complementary funding (e.g., INTERREG, Salzburg Research, Electric Mobility Europe Call 2016).

Additional sources of information

www.dasmondseeland.at/2019/06/27/unterrichtsheft-fuer-vs-ab-sofort-erhaeltlich/

www.regionfumo.at

*This project has been categorised under ‘Climate change mitigation’ by the nominating National Rural Network

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