

# LAST MILE

## Sustainable mobility for the last mile in tourism regions

Policy exchange about flexible mobility alternatives for tourists and locals



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## Final results of the project

Let's travel the last mile together!



The transformation towards clean and climate-friendly mobility is a key priority for the Austrian climate action policy aiming at climate neutrality in 2040. To this end a package of clean technologies, intelligent mobility management, extension of public transport and promotion of active mobility is needed providing an attractive seamless climate friendly travel chain to our citizens and guests in cities and regions.

Innovative and attractive mobility solutions for the first and last mile of a journey are essential to close the existing gaps between the main lines and the starting points as well as final destinations of our journeys.

I am delighted that the INTERREG EUROPE Project "LAST MILE" - embedded in the Transport Health Environment Pan European Programme THE PEP - has elaborated regional strategies and solutions for the last mile for six rural regions in six different EU-Member States. As a big benefit of this project

the legal, institutional and economic conditions have been assessed forming the basis for successful local and regional strategies to establish flexible demand responsive "last mile" mobility services.

The LAST MILE project provides a good role model for sustainable climate friendly first and last mile solutions for our seamless travelling.

Let me congratulate all participating regions, municipalities and national authorities for their contributions and commitment in this EU-project and

for the promising concrete results achieved. We are looking forward to a successful implementation of attractive first and last mile mobility services in our European cities and regions thus contributing to climate friendly mobility.



**Leonore Gewessler**

Austrian Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology



THE PEP - Transport, Health and Environment Pan European Programme - is a unique inter-sectoral and intergovernmental policy framework to promote clean, safe and healthy mobility and transport in the UNECE-WHO region. We are building upon cooperation and

objectives into urban and spatial planning policies in order to counteract urban sprawl.

In the name of THE PEP I would like to congratulate all partners of LAST MILE for the promising concrete results achieved. LAST MILE provides a good role model for climate friendly demand-oriented tourism mobility solutions for our regions in particular for the last mile.

I am convinced that LAST MILE and its findings provide an important contribution to the 5 High level Ministerial Meeting on Transport Health and Environment in November 2020 in Vienna.



**Robert Thaler**

Chairman of Transport Health Environment Pan European Program THE PEP, Head of Division Clean Mobility, Austrian Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology



Transport and mobility are the key challenges facing tourist regions today. All holiday resorts aim to attract as many visitors as possible. However, the rising number of tourists and their greater mobility is having an impact on tourist areas.

ble operation of transport services in remote areas are the best ways to meet tourists' needs for flexible and simple solutions.

Over the four and a half years of the project's implementation, six European regions exchanged their experiences and good practice with regards to demand-responsive transport systems. Thanks to this intense exchange and inclusion of relevant stakeholders, it was possible to lay the foundations for future collaboration within these regions and implement a wide range of sustainability measures. This project is an excellent example of how a climate-friendly win-win situation for both tourists and the local population can be achieved.



**Georg Rebernick**

Managing Director of the Environment Agency Austria (Lead Partner)

# LAST MILE SUSTAINABLE MOBILITY FOR THE LAST MILE IN TOURISM REGIONS

The LAST MILE project aims to find innovative and flexible solutions for sustainable regional mobility systems. In particular, ensuring that visitors travel the 'last mile' of their journey in a sustainable manner as well as providing alternatives to cars for residents and their daily trips.

The project focuses on the accessibility of transportation during the last link of the journey from origin to destination (the so-called "last mile"). It collects and analyses solutions to fill this gap with sustainable modes of transport. The project also examines the environmental benefits as well as the long term resource- and cost-efficiency.

Based on the overall objective of the INTERREG EUROPE Programme, the LAST MILE aims to improve the implementation of regional development policies and programmes. In particular, programmes which support Investment for Growth and Jobs and, where relevant, ETC programmes, which address the transition to a low-carbon economy.

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## PROJECT PARTNERS AND REGIONS

 **Region of Upper Sûre, Luxembourg**

  
**Upper Sûre Nature Park**

The Upper Sûre Nature Park is a union between the Luxembourg State and 5 municipalities. The park provides a perfect link between affected destinations and the ministries that are responsible for strategic framework conditions.

 **Region of West Pomerania/Szczecin Metropolitan Area, Poland**

  
**Regional Office for Spatial Planning of Westpomeranian Voivodeship (RBGPWZ)**

The Szczecin-based RBGPWZ is a regional authority answerable to the Regional Management Board, which deals with the spatial planning process in the region. The RBGPWZ is responsible for the implementing and monitoring of spatial management plans.

 **Region of Košice, Slovakia**

  
**Agency for the Support of Regional Development Kosice (ARSD)**

The ARSD is a non-profit organization which deals with general interest needs. It was established by the Košice Self governing Region. The main purpose of the organization is to assist public services and support sustainable regional development and employment by creating right conditions and providing the relevant mechanisms.

 **LEAD PARTNER  
Environment Agency Austria**

  
**umweltbundesamt**

The EAA is Austria's largest organisation of experts on all environmental issues. With the Department of Mobility & Noise, the EAA is inter alia specialized in estimating the environmental effects of transport as well as different measurements in avoiding and reducing environmental pollution. It also promotes various forms of sustainable mobility for different purposes, including tourism.

 **Region of Catalonia, Spain**

  
**Mobility and Transport Direction,  
Ministry of Territory and Sustainability,  
Government of Catalonia**

The Government of Catalonia enjoys full competences in the area of public transport within the region, including planning, implementation, monitoring and financing. It has developed several strategic sectoral plans (e.g. 'Catalonia Passengers Transport Plan 2008-2012 and Horizon 2020').

 **Region of East Tyrol, Austria**

  
**Regional Management East Tyrol**

The RMO is a competence centre for climate and energy issues in the district. In this context, the RMO has dealt a lot with mobility, especially the development of small public (and private) transport systems. In the past year, the communities of the district have implemented a number of projects.

 **Region of Varna, Bulgaria**

  
**"Sustainable Development of Civil Society" Club (CSDCS)**

The CSDCS is the national mobility coordinator and the focal point for Sustainable Urban Mobility Plans (SUMP) in Bulgaria. Furthermore, it maintains the ENDURANCE (European platform for the promotion of SUMPs) network in the country.

**FLEXIBLE TRANSPORT SYSTEM TYPES**

A flexible transport system (FTS) may be the answer to the emerging challenges of transport accessibility in rural areas. The LAST MILE project has identified various types and forms of such a system. These include the operation of on-demand call/dial systems, car-sharing and bike-sharing systems or seasonal transport solutions.

Since the project partners are confronted with an international context and thus very different regional settings regarding forms and approaches to flexible transport services, it is important to have a common understanding of the term and what it represents. A common understanding facilitates a competent and comprehensive approach to the framework conditions and barriers.

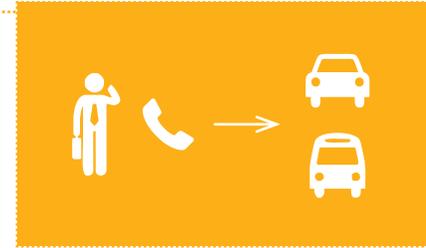
In this project, flexible transport refers to services that operate on demand only. In this context, on-demand operations includes call systems (i.e. stop and ride taxis), seasonal/temporary systems (e.g. bus/train) and other forms of on-demand transport such as sharing and pooling systems.

Therefore, FTS comprises services that can be described as enhanced public transport (or flexible public transport services) like a hailed shared taxi service as well as flexible transport services such as car- and bike-sharing or carpooling which are not part of public transport in the narrower sense.



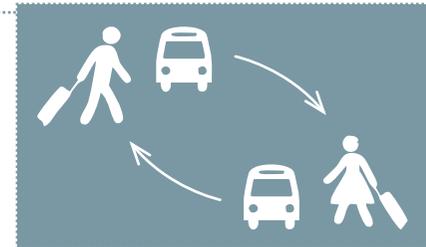
**Call/Dial Services**

These operate on call in contrast to regular scheduled bus lines. They involve fixed tariffs with fixed or flexible routes. Flexible routes follow one of the listed approaches : Route Deviation, Route Deviation with fixed stops on request, Point Deviation, Demand-Responsive Connector, Flexible-Route Segments and Zone Route (Potts et al. 2010).



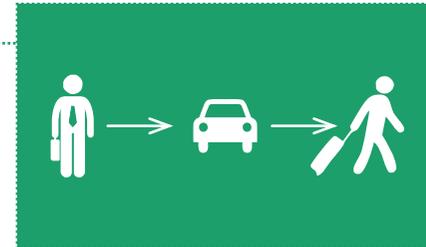
**Shuttle services**

These are primarily intended to shuttle passengers between two fixed points. This is usually a bus or coach for short or medium distances and trips taking less than an hour. Shuttle buses usually link transport hubs (e.g. airports, train stations) and different destinations (e.g. hotels, specific tourist destinations etc.). They are also often used seasonally as complementary transport such as a ski or hiking bus.



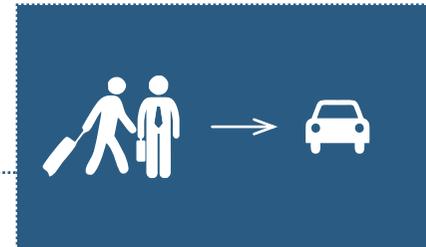
**Sharing solutions**

This is the organized collective use of one or more vehicles for a limited time (chiefly by the hour). The most usual types are car-sharing and bike-sharing. Car-sharing is particularly attractive for users who only need a car occasionally. Car hire may operate as a commercial business or users may be organized to form a company, public agency or cooperative. Bike-sharing or bike rental is especially useful at public transport arrival/departure terminals which attract day tourists travelling without luggage. They are also very useful as on-site mobility for overnight tourists.



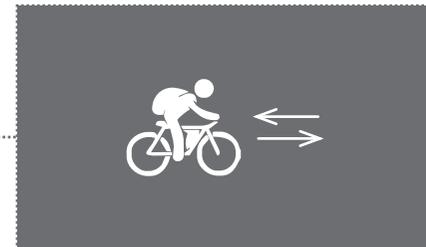
**Ride Pooling**

This is the sharing of car journeys so that more than one person can travel in a car. A popular carpooling option is joint commuting to work. Another possibility car-pooling is the use of open platforms where registered members can book their car trips.



**Other flexible transport services**

There are many solutions and concepts in mobility services and particularly flexible transport services available.



An analysis of the national and regional framework conditions and barriers has helped to identify the issues and challenges for the implementation and operation of FTS. The analysis is based on a survey questionnaire with both quantitative and qualitative questions examining legal, institutional, economic and other issues. The analysis of the framework conditions and barriers has led to the following conclusions:

### Legal framework conditions and barriers

**1**

The insufficient or partially missing legal framework for FTS complicates its implementation and operation and thus fails to regulate the functioning, organization and financing.

**2**

Provisions pertaining to sustainable mobility included in the approved regional strategies mainly provide general recommendations and have no binding character.

**3**

Municipalities have limited decision-making power with regards to the implementation of FTS. This is particularly in terms of cross-border services or projects on a larger scale.

### Institutional framework conditions and barriers

**1**

A major obstacle is the absence of an integrated transport organizer who can provide overall coordination, organization, data collection and financing of FTS.

**2**

Due to FTS is rarely being integrated into the public transport information service or the Intelligent Transport System (ITS), potential users do not receive the appropriate information about FTS.

**3**

The position of FTS is negligible due to political barriers, competition or the lack of profitability.

**4**

It is necessary to satisfy mobility needs for inhabitants and tourists alike.

**5**

Municipalities may have difficulty providing FTS due to the lack of expertise, shortage of revenues or intensive workload.

### Economic framework conditions and barriers

**1**

Service operators have to struggle with low or missing subsidies, or incoherent financing models for implementation FTS.

**2**

Long-term financing remains a major challenge. For this reason, municipalities with very limited budgets are not motivated to take the initiative.

**3**

Collaboration under private-private and private-public partnerships is possible and already in progress.

**4**

Municipalities can bridge the gap and succeed better or more easily than private entrepreneurs. However, the lack of experience in FTS remains a drawback.

### Other framework conditions and barriers

**1**

Dissemination of information about FTS fails to reach the target groups.

**2**

The lack of sustainable transport education for decision-makers, operators and users may be linked to insufficient sustainable transport awareness.

**3**

The lack of attractive alternatives to public transport is one of the reasons why these challenges are difficult to address.



**Region of West Pomerania/Szczecin Metropolitan Area, Poland**

The analysis points to a lack of adequate legislation for FTS as well as a visible resistance to the existing sharing and pooling systems. This is especially due to it being competitive and posing a threat to taxi transport profitability. The absence of transport associations is considered to be a barrier. Additionally, there is no integration between the entities involved in the implementation of transport policy. Various measures aimed at different age groups have started building awareness such as bike use education and the dissemination of information about the use of public transport in general.



**Region of Upper Sûre Nature Park, Luxembourg**

The national legislation in Luxembourg does not acknowledge FTS and only temporary and seasonal systems are currently regulated. Municipalities can implement such systems without consent of the Ministry if they operate inside their borders. However, a strategy for sustainable mobility enables national funding for all types of FTS. Financial barriers have been identified in the long-term operation of FTS and are mainly related to high staff costs. In addition, the low population density is a challenge for operating FTS. The inflow of visitors can hardly contribute to reaching the critical mass needed for the operation of FTS.



**Region of Catalonia, Spain**

Catalonia has no specific national or regional legislation for FTS. The Passengers Transport Plan guarantees minimum standards of public transport in municipalities with a population of less than 5,000. Funding schemes are not adequate to cover the investment costs related to implementing FTS nor its long-term operation. Regional transport associations are involved in financing and operational management. Bus operators have little interest in transforming conventional bus lines into FTS due to management difficulties and the uncertain revenue.



**Region of Košice, Slovakia**

An obstacle for FTS is the lack of national and regional legislation promoting sustainable transport. Indeed, only some transport systems have been defined by law. Flexible modes of transport cannot be financed from public funds due to the difficulties integrating them into public transport systems. Moreover, service on demand is often not economically viable for operators if there is no synergy with other entrepreneurs. A further barrier to the implementation of FTS is the absence of information services.



**Region of Varna, Bulgaria**

The Bulgarian region struggles with a current tense political situation which is a challenge for the implementation of FTS. The national law does not cover flexible transport systems at all and only seasonal and occasional transport systems have been acknowledged by law. However, no regulations apply to their operation. The government does not accept car-sharing systems as they are seen to compete with private taxi operators. Additionally, private service providers have considerable influence on public mobility. In general, public acceptance is considered low which can possibly be attributed to the lack of education on sustainable mobility.



**Region of East Tyrol, Austria**

With regards to FTS, Austrian national legislation only acknowledges call/ dial and seasonal/temporary systems. Although strategies for sustainable mobility have highlighted the importance of sustainable transport systems in rural areas, they have no binding power. Planning practice has shown that national as well as regional policies have granted certain subsidies for the establishment of FTS through national funding schemes. However, insufficient communication between the relevant players also hampers the implementation of FTS. In general though, awareness of sustainable transport is increasing.

# A STATE-OF-THE-ART OF REGIONAL PUBLIC TRANSPORT SYSTEMS AND FLEXIBLE SYSTEMS IN PARTICULAR

A State-of-the-Art analysis assessed flexible transport in the case study areas to identify existing best practices of FTS in tourism. Regional SWOT analyses contributed to a joint SWOT analysis which highlighted the universal strengths, weaknesses, opportunities and threats to flexible transport systems.



The good practice evaluation was focused on good practice examples in the six regions covered by the LAST MILE project. The analysis summarises the information collected during visits to the target regions and examines the sustainable transport networks and existing flexible transport systems in rural areas in different European countries. The lessons learned can be grouped as follows:

**Social benefits**

A FTS is a fine example of a measure that promotes job creation and social inclusion. It is a comprehensive solution to the problem of inaccessibility and social exclusion due to restricted mobility.

**Good cooperation between all stakeholders**

All regions examined provided many examples of fruitful cooperation between FTS providers and municipalities, regional government, central government, tourist organizations, transport providers, hotels, etc.

**Environmental benefits**

In all regions concerned, flexible transport services work as a positive sign of green tourism. They also indicate care of the environment by reducing emissions and noise in tourist areas.

**Comprehensive approach to tourist product**

The project identified a number of examples for the integration of public transport systems and local tourist opportunities as well as the creation of new tourist-oriented services and soft mobility solutions.

**Modern marketing approach**

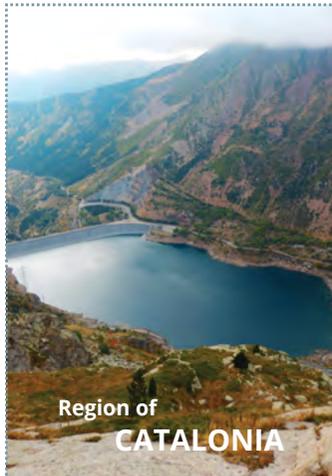
FTS stresses the attractiveness of the transport options offered. It is flexible, available, sometimes free of charge, and sometimes includes game elements. There are also various loyalty programmes available to regular users.

**Self-funding systems**

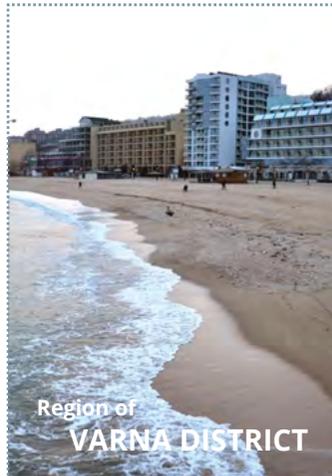
Some of the good practices found are already operating as self-funding solutions. It proves a high level of business planning and competitiveness of services provided.



Region of **EAST TYROL**



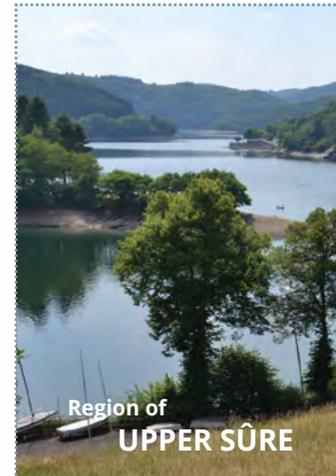
Region of **CATALONIA**



Region of **VARNA DISTRICT**

**CONCLUSIONS**

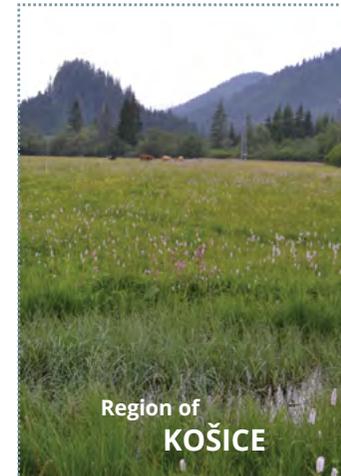
- The **cooperation** between decision makers (regional/local administration) and stakeholders in **tourism and transport** sectors is crucial for the introduction and operation of FTS. This cooperation and national legal frameworks are crucial for the transferability of good practice. Visits to the target regions have shown that such cooperation translates into support provided by the administration at various levels to local service providers. In cases where such support exists, the results have been highly promising.
- Another important factor is funding. This is not only important during the implementation of new sustainable last-mile initiatives but also during their operation. In order to make such initiatives sustainable, it is necessary to ensure **stable funding sources during the whole life cycle** of a new measure. Moreover, a prudent economic analysis should be implemented regularly while taking the social impact of the innovative solutions into account.
- The idea of **sharing transport** instead of private ownership should be the leading principle in the last mile approach.
- All good practice demonstrated provides a firm step towards **making tourism green**. It has a very positive impact on the environment by reducing air pollution, noise and congestion. Consequently, this reduces the carbon footprint of transport and leisure activities.
- In order to succeed in tourist regions, new solutions need to be supported by a branding policy as well as better **dissemination of information** about sustainable mobility among visitors. This should be the basis of attracting more tourists to a region. Flexible transport systems should be considered hussle-free services for tourists.
- The full integration of **advanced technologies** and modern trends (e-mobility, ITS, comprehensive public transport system, mobile applications etc.) can help in providing information and attracting more visitors. This will bring economic and social benefits for local communities.



Region of **UPPER SÛRE**



Region of **WEST POMERANIA**



Region of **KOŠICE**

These existing practice examples in each region were considered for analysis and evaluation within the LAST MILE project

 **Night Rider**

 **FTS TYPE**  
*dial-a-bus*

The Night Rider is a classic example of a service provided in response to demand while being subsidised by municipalities and operated by a local bus operator. It closes the public transport gap with regards to the night service. While the service is mainly directed at residents of the municipalities in which the system operates, it can also be used by visitors to the area (tourists, people working seasonally, etc.).

 **Bummelbus**

 **FTS TYPE**  
*dial-a-bus*

The Bummelbus is an “on demand” transport system. Its main strength is the matching of social needs and a mobility solution that provides flexible transport services (dial-a-bus). The service is accessible to everybody although the main beneficiaries are children, elderly people and citizens deprived of public transport.

 **BalticBike.pl in Świnoujście**



The BalticBike system is a private initiative. The main beneficiaries include tourists visiting the area or on holiday. The target group includes families with children.

 **Seaside Narrow Gauge Railway in Rewal**

 **FTS TYPE**  
*seasonal transport*

The Seaside Narrow Gauge Railway is a tourist mobility solution. It is used to organize numerous cultural initiatives and events and promotes interaction with other local transport systems.

 **Cyklo Tour Spiš**

 **FTS TYPE**  
*bike-sharing*

Cyklo Tour Spiš is a private initiative. This bike rental system was launched to facilitate the tourist flow in the area. Currently, the system operates 250 bicycles and three rental stations.

 **Nostalgic Train in Košice**

 **FTS TYPE**  
*seasonal transport*

The Nostalgic Train initiative is part of civic activities by the Historical Košice Children's Railway Association in close cooperation with the City of Košice and private entities.

 **Shuttle taxi service in Vall de Boi**

 **FTS TYPE**  
*hailed shared taxi*

These on-demand shared shuttle taxis were launched in response to the decision of the Aigüestortes National Park to completely prohibit entry to private cars. The provision of transport services was vested in the municipal taxi association.

 **Train from Lleida to La Pobla de Segur**

 **FTS TYPE**  
*train with request stops*

The main goal was to create a railway service that could be optimized and respond to passenger needs. The on-demand stops were set up to serve smaller intermediate stations. This has significantly increased local transport accessibility.

 **DefMobil in Deferegggen**

 **FTS TYPE**  
*hailed shared taxi*

DefMobil, a hailed-shared taxi system, has been operating for several years. The system is mainly used by Deferegggen valley inhabitants (elderly people, people without a driving license or without a car, kindergarten children). However, it is also available to guests (hiking tourism).

 **FLUGS in Lienz**

 **FTS TYPE**  
*car-sharing*

The FLUGS system has been operating in Lienz since 2015. It is based on a car-sharing service and was created as part of social projects requested by residents. It complements the current public transport available.

 **Seasonal bus line no. 209 in Varna**

 **FTS TYPE**  
*seasonal bus*

In 2016, the municipality of Varna decided to launch a new fast tourist service (bus line No. 209) which would connect the city centre with tourist resorts on the Black Sea coast. The service is used by both tourists and tourist sector employees.

 **Seasonal e-bus and phaetons in Byala**

 **FTS TYPE**  
*other seasonal transport*

In 2014, the administration of Byala allowed private individuals to provide horse-drawn carriage services (phaetons). In 2015, an electric minibus was launched as another alternative mode of transport. This is to bring tourists from the village centre to tourist attractions.



The synthesis report summarizes the conclusions and experiences from the three international reports developed by the LAST MILE project partners - *An analysis of national and regional framework conditions and barriers to flexible transport*, *An analysis of Technical State-of-the-Art regional public transport systems with a focus on flexible systems and Good Practice Evaluation*.

- 1** One of the main conclusions drawn from the study is the possibility of introducing various forms of flexible transport systems in the majority of the partner regions. However, such initiatives often necessitate broad compromises as a result of the insufficient legal regulations and the lack of comprehensive organizational and financial support.
- 2** Transport organizers do not usually have experience of implementing FTS in public transport systems. They are also deterred by the financial burdens. In tourist areas, tourist-aimed FTS solutions are most often implemented by commercial entities.
- 3** The organization and implementation of FTS requires adequate knowledge about the system, cooperation with multiple partners and the ability to coordinate joint operations. This multidimensional cooperation is based on technical, economic and social considerations. In all these areas, an adequate level of awareness and knowledge is necessary to properly diagnose barriers and prepare appropriate solutions.
- 4** While implementing FTS is a complex process, its success improves the quality of life for residents and enhances alternative mobility solutions for tourists. The possibility of using FTS in the form of public transport reduces transport exclusion and counteracts, among others, depopulation of an area. In tourist regions, it contributes to a limited extent (i.e. seasonality).
- 5** In the majority of cases, applicable strategy documents do not cover FTS. They often focus on transport accessibility in relation to infrastructure without considering the quality and accessibility of the current public transport available. It is rare for them to combine the issues of tourism with transport policy.
- 6** Strategic transport policy documents related to sustainable transport (including FTS) can have a real impact, provided they are directly linked with financing instruments. In other cases, they serve as a tool to only enhance general awareness.
- 7** The Sustainable Urban Mobility Plans (SUMP), which have shown to be efficient in urban areas, should be transferred and adapted to rural and tourist regions. Such plans can facilitate the implementation of mobility policies in a strategic, consistent and long-term manner.
- 8** For the initiative to succeed, it is necessary to have a solid base in legal acts and strategic documents, provide financing and ensure a proper level of awareness with regards to the specific nature and opportunities offered by FTS.
- 9** The main administrative level responsible for the implementation of FTS policies should be the region. Regional authorities have a wide range of tools to ensure coordinated and comprehensive support for local FTS, including Regional Operational Programmes and substantive support from experts.

Each of the identified and evaluated examples of good practice from the LAST MILE project has been analysed in terms of success factors that have contributed the most to its creation and effective implementation.

Success factors can be of a diverse nature, ranging from appropriate legal regulations and provisions, support of financial instruments, to appropriate management structure.

The success factors have been assigned to specific fields of action. This allows us to determine how activities at different levels and scopes can effectively influence the development of flexible transport systems. It also allows us to identify areas of particularly important activities regardless of the type of system implemented (universal measures).

The table below summarises identified good practice success factors matched with individual fields of action.

Regional good practices	Defmobil	Flugs	Train from la Pobla	Taxies in Vall de Boi	Seasonal line 209	FTS in Byala	Night Rider	Bummelbus	Narrow Gauge Railway	BalittBike	Nostalgic Train	Cyklo Tour Spiš
 National and regional regulations regarding flexible transport systems			+	+		+						
 Flexible transport systems in strategic documents												
 Management and organization of flexible transport systems	+		+		+				+			
 Cooperation and coordination at individual levels	+	+	+				+		+	+	+	+
 Financing instruments and FTS support programmes (initial funding)	+					+	+	+		+		
 Long-term financing instruments and FTS operational financing	+	+		+			+	+	+	+		+
 Raising awareness and information policy in relation to FTS	+		+									
 Identification of needs, social participation and usefulness of FTS	+	+	+	+	+		+	+	+	+	+	+



## NATIONAL AND REGIONAL REGULATIONS REGARDING FLEXIBLE TRANSPORT SYSTEMS

- The lack of national regulation is not always an obstacle to launching FTS services. It is possible to create an efficient and supportive environment by defining general rules for transport organization and **leaving some flexibility for the implementation of innovative solutions.**
- The **presence of regulations, however, can clearly help** in the process of implementing flexible transport services. This is especially the case when it is intended to **become an integrated element of the public transport system.**
- In the majority of the cases analysed, the legislation neither explicitly defines flexible transport systems nor indicates the possibility of using them in public transport.
- **The presence of unambiguous definitions** and references to FTS in the law through rules and forms of operation, rights and obligations of the carrier and the passenger, liability insurance and compensation, financial settlements and controls, etc. **facilitates permanent implementation** and reduces the scope of potential conflicts.
- Public transport organizers can identify transport needs well. Legal regulations should not limit their autonomy in choosing the means of implementing public transport (regular or flexible services).
- **Local self-governments partially have the tools** and regulatory instruments to implement transport policies within their areas.

### GOOD PRACTICE SUCCESS FACTOR

Shuttle taxi services in Vall de Boi



The system of shared shuttle taxis on demand was launched in response to the decision of the Aigüestortes National Park and Estany de Sant Maurici and the Catalan Government to completely prohibit private cars from entering the national park. These restrictions created the need to provide an alternative transport solution. It was necessary to implement a solution that was efficient enough to meet the needs of tourists as well as providing some degree of control in accessing a protected area.

A solution was introduced in the form of a shared on-demand taxi system where service provision was entrusted to the association of private carriers. They were granted exclusive access to the park area in exchange for meeting certain requirements (e.g. fixed price tariff) and maintaining an appropriate standard of services.



**Ensuring the exclusivity for transport services in the area concerned increases the stability of the solution; carriers may plan the development of the service over a longer period.**



## FLEXIBLE TRANSPORT SYSTEMS IN STRATEGIC DOCUMENTS

- In most cases, applicable **strategic documents do not include provisions on flexible transport systems.** Moreover, they rarely combine tourism and transport policies.
- These strategic documents rarely have executive power. **Giving greater feasibility/legal weight to such provisions** in strategic documents may increase the chance of actual actions being implemented by local governments or organizers of public transport.
- The examples analysed have shown that there is a chance of increasing the role of strategic documents by **matching them, possibly directly, with financing instruments** that allow achievable goals to be set.
- **Sustainable Urban Mobility Plans (SUMP) are a good example** since they are very often connected with Regional Operational Programmes. The SUMP approach can also be a good and effective solution for peripheral and tourist areas and can allow the implementation of mobility policies in a strategic, consistent and long-term manner.
- In the context of transport policies, strategic documents often focus on transport accessibility and infrastructure (availability and quality of road and rail networks, stops, stations, intermodal nodes). However, an equally important factor is the access to transport and residents' demands in a given area (including public transport systems, private systems and various mobility solutions). This will allow better analysis and recognition of transport blank spots, including the last mile sections.

### GLOBAL STRATEGY FOR SUSTAINABLE MOBILITY – MODU



Luxembourg

The analysis has indicated the limited influence of the majority of regional strategic documents on the development of FTS.

However, the importance of strategic documents should not be underestimated as they are frequently linked to financial instruments including Regional Operational Programmes. In this context, it is worth pointing out the effectiveness of Sustainable Urban Mobility Plans which work well in urban areas. The approach used in these plans could be transferred and adapted to rural and tourist regions.

An example of an effective strategic document identified by the LAST MILE project is the Global Strategy for Sustainable Mobility (MODU). This is the main element of transport policy in the Luxembourg area. The implementation of the strategy is closely related to financing provided from the national level.



## MANAGEMENT AND ORGANIZATION OF FLEXIBLE TRANSPORT SYSTEMS

- The **implementation** of flexible transport services **within existing transport structures** (local and regional) significantly streamlines and facilitates the process.
- In many cases, **municipalities** (municipal transport organizers) **do not implement flexible services** due to a wide range of new responsibilities and lack of adequate knowledge and experience. Moreover, they frequently lack appropriate structures (within their own departments or designated units) which would be responsible for the implementation of transport policies, especially for organization and management (including FTS).
- Once new structures are created to launch FTS, it is necessary to ensure a wide range of competences and autonomy.
- **Adequate support provided from higher levels** (e.g. region) in order to coordinate the implementation of transport policies encourages municipalities to take on bolder tasks, such as launching FTS.

### GOOD PRACTICE SUCCESS FACTOR

DefMobil in Deferegggen



Austria

Austrian municipalities enjoy the support of regional transport organisers (transport associations) in the process of FTS implementation. Not only does the Regional Transport Association, which operates in the area of East Tirol (Verkehrsverbund Tirol - VVT), financially support the implementation of such solutions, but it also coordinates the transport systems and ensures coherent information policies.

If the solution succeeds and is accepted by the users, the transport association may take over the responsibility of managing and further financing the service from a municipality. This type of support encourages municipalities to implement sustainable public transport solutions.



*In the case that the system proves effective, the transport association may take over the responsibility of managing and financing the solution implemented.*



## COOPERATION AND COORDINATION AT INDIVIDUAL LEVELS

- **Cooperation and coordination** are some of the most important elements in the process of creating and maintaining flexible transport services. Cooperation between local governments, transport associations, business partners, other transport organizers and carriers already operating on the market and users should be promoted.
- One of the objectives of the cooperation of the involved entities should be to **eliminate barriers and limitations** for the final user of the system (e.g. single ticket/unification of tariffs).
- Where possible for legal and organizational reasons, **cooperation with private entities should be included**, for instance, in the form of public-private partnerships. The experience of commercial entities can provide adequate support and ensure the adoption of appropriate economic assumptions.
- It is advisable that such FTS that are aimed at handling tourist traffic should be managed and implemented in **close cooperation with tourist organizations and operators of tourist attractions**. This enables better adjustment of the service, increased use of tourist potential and transport accessibility of attractions. Additionally, it can allow sharing of the costs of implementation and maintenance of the investment.
- Regardless of the degree of autonomy of the FTS service, it should be **coordinated with other transport services and their information systems** (travel planners, timetables) to increase the diversity of transport services in the area and to ensure more efficient use of public resources.
- It is possible to develop a system of cooperation between potentially competing entities.

### GOOD PRACTICE SUCCESS FACTOR

BalticBike.pl in Świnoujście



Poland

The BalticBike.pl system actively cooperates with UsedomRad, a German company, which is the operator of the unmanned (maintenance-free) bicycle rental network on the German side. Despite having similar profiles, the companies do not compete with each other but try to combine their systems. For example, bikes in the UsedomRad system can be returned at BalticBike stations, while the BalticBike system borrows UsedomRad electric bikes on the Polish side to test the possibility of implementing them in the area.

The system also cooperates with tourist accommodation facilities and operators by promoting their services. At the same time, cooperation with the city and its subordinate units help to negotiate the possibility of free-of-charge installation of the bicycle stations.



*It is possible to develop a cooperation between entities of similar business profiles (potentially competing) benefiting each of the parties.*



## FINANCING INSTRUMENTS AND FTS SUPPORT PROGRAMMES (INITIAL FUNDING)

- In many cases, municipalities do not have their own funds available to implement new transport initiatives, including FTS solutions.
- **Available external support** in the form of regional, national or European level programmes often **motivates municipalities** to launch FTS.
- A significant amount of the current external financing programmes are not directly targeted at initiatives involving FTS. However, there is **a large number of external programmes addressing FTS as part of the Mobility service approach**. These are programs related to the activation of excluded social groups and electromobility etc. under which one can get financial support.
- In the field of transport, external financing programmes often focus on activities in urban and agglomeration areas, especially those related to the handling of large passenger flows. There are few **financial instruments that support the transport needs of those in rural areas, peripheral areas** or places struggling with a major increase in seasonal traffic.
- Currently, **it is possible to receive broad non-financial support** as part of EU programmes and initiatives that can significantly promote the development of FTS in a given area. However, it should be noted that municipalities and other entities are often unaware of those programmes or do not know how to use them.

### GOOD PRACTICE SUCCESS FACTOR

Seasonal busses and phaetons in Byala



**Bulgaria**

Due to the constant congestion between Byala Center and the open-air museum at Cape St. Athanasius during peak season, the municipality restricted access to private cars. In 2015, an electric minibus was launched as an alternative transport solution on that route.

The launch of the electric seasonal bus was possible as a result of funds from the Operational Programme "Regional Development" (OPRD) used by the municipality. The Operational Programme was part of Priority 4 of the national "Sustainable Territorial Development" programme. The programme is funded from the European Regional Development Fund (ERDF). Since 2014, the number of visitors to Byala has increased by over 10% which may indicate an indirect impact of the implemented transport solutions.



*Programmes which support the purchase of low-emission means of transport have encouraged the municipality to launch a communal transport system for tourists.*



## LONG-TERM FINANCING INSTRUMENTS AND FTS OPERATIONAL FINANCING

- **Public transport in areas with low population density** or areas that are not attractive for tourism **is not profitable** and constitutes a significant burden for municipalities. In such areas, **FTS are less expensive** than regular public transport systems due to their higher efficiency and better cost-benefit ratio.
- **A reliable cost analysis and effort to minimize costs**, especially during the initial period, allow for the smooth and effective implementation of the system. Although FTS can often perform transport tasks more efficiently and cost-effectively compared to traditional systems, municipalities are not motivated to proceed with analyses in this particular area due to the additional costs.
- In the case of municipalities running unprofitable regular public transport systems, the **introduction of a new unknown transport system is a serious risk**. Once external funds are attracted to launching and maintaining a new transport system (during the first years of operation), a municipality has the time necessary to attract passengers, optimize the system and implement necessary promotion.
- **Due to the lack of long-term financing models, municipalities refrain from implementing FTS** despite access to financial programmes that allow them to launch such a service (purchase of vehicles, systems, investment).

### GOOD PRACTICE SUCCESS FACTOR

Bummelbus



**Luxembourg**

The Bummelbus System, which operates in the northern region of Luxembourg, was launched based on national funds provided by the Ministry of Labour, Employment and the Social and Solidarity Economy. This comprehensive financing enabled a well-prepared system to be launched and to support its sustainable operation in line with the formula adopted (tool for economic integration of the long-term unemployed).

Financing from the Ministry covers about 70% of the operating costs (salaries for unemployed people taking part in the programme). This allows the organizers (Employment Forum - Forum pour l'emploi) to ensure stable operation and a gradual increase in the scale of the project. The Bummelbus System is constantly expanding its operational area.



*Permanent financial support allows a stable solution to be built and service development to be planned. It also encourages the introduction of changes and innovative solutions.*



## AWARENESS RAISING AND INFORMATION POLICIES RELATED TO FLEXIBLE TRANSPORT SYSTEMS

- Social **awareness regarding sustainable mobility systems** (including FTS) still **remains low**. However, if such systems are known and recognizable, perceptions of them are usually positive.
- **Promotion and education increase popularity and strengthen the long-term operation of FTS**. This is especially in the case of regional recognition (i.e. regions taking ownership of the solution).
- **Awareness-raising** can take different scales and forms. However, it is crucial to address the **appropriate target group**.
- Information about **flexible transport services** in tourist areas **should be closely linked with** information about **tourist attractions** to minimize the need to use individual transport.
- Awareness-raising programmes and promotion of sustainable transport are mainly aimed at children and young people (potential future users). However, **there are no professional or comprehensive campaigns directed at decision-makers** and people indirectly responsible for the implementation of transport policies.
- Dispersed and ineffective systems for disseminating information about FTS should be replaced by **unified platforms** which would ensure access to transport information to all users. Due to the complexity and scale, such platforms should be created **at the regional level**.
- If the implemented sustainable mobility solution meets the needs of both residents and tourists, the level of acceptance and public awareness grows rapidly.

### GOOD PRACTICE SUCCESS FACTOR

Train from Lleida to La Pobla de Segur



Spain

The implementation of a train from Lleida to La Pobla de Segur with on-demand stops, operated by Ferrocarrils de la Generalitat de Catalunya, was linked to a series of promotional initiatives and campaigns targeted at potential users. The majority of those activities were based on references to the regional context, for instance the #LoTrenDeTots# campaign, which changed the visual identification of the rolling stock to be more associated with the region.

The information disseminated emphasised that the new service would be created for residents and that its launch would increase the potential of the region. This increased acceptance for the solution and the perception of its regional ownership.



**Actions to promote transport solutions in connection with the promotion of the region may increase the level of local acceptance.**



## IDENTIFICATION OF NEEDS, SOCIAL PARTICIPATION AND USEFULNESS OF FTS

- The most important success factor for FTS is the appropriate assessment of the conditions as well as adjusting to the expectations and needs of selected social groups **FTS do not need to fulfil all social expectations**. Smaller, well-profiled solutions corresponding to specific needs can be equally as effective.
- FTS are often directly associated with the social aspect of mobility and accessibility. They **create new “green” jobs and secure one of the fundamental human rights** in accordance with the definition of MaaR (**Mobility as a Right**).
- **Dialogue with users is the basis for effectively implementing a system**. The system should allow for active social participation at the stage of planning and establishing the system, as well as during later operation and evaluation.
- In many cases, the specific nature of FTS means effective functioning is mainly based on new digital communication technologies. However, it is necessary to **ensure adequate availability to avoid digital exclusion**.
- The degree of complexity and the cost of IT systems needed to ensure the proper functioning of FTS discourage transport organizers, operators and carriers from using those systems and engaging in the implementation of some forms of FTS.
- Entities responsible for the participatory process are often not adequately prepared to carry out this task (lack of experience and access to expert support).
- The success of tourist-designated FTS is not solely determined by an efficient transport solution. It is equally important that there is the **well-connected tourist potential of the area and access to attractions in the system**.

### GOOD PRACTICE SUCCESS FACTOR

Nostalgic Train in Košice



Slovakia

The Nostalgic Train Initiative has been implemented as part of civic activities by the Historical Košice Children's Railway Association (Košická detská historická železnica - KDHŽ). This is in close cooperation with the City of Košice and private businesses and is aimed at revitalizing the historic railway infrastructure and preserving the historic rolling stock. The KDHŽ organizes trips under programmes and projects targeted at children and youths (City of Košice Day, historical routes, pottery workshops) as well as cultural events connected with the Nostalgic Train Initiative.

Currently, journeys are made using the 36.003 steam locomotive Katka built in 1884 and the D / u841 wagon built in 1886. Both the locomotive and wagon are currently the oldest rolling stock operating in Slovakia.



**The system operates based on the well-identified potential of the area using the existing infrastructure in the best way possible.**





Region of West Pomerania/Szczecin  
Metropolitan Area, Poland

1. Implementation of flexible transport systems issues in the Spatial Management Plan of Westpomeranian Voivodeship (improvement of the policy instrument).
2. Actions to include flexible transport systems in national legislation.
3. Establishment of a Transport Coordinator for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin.
4. Launching a flexible transport system Seaside Bus for the municipalities of Międzyzdroje, Dziwnów, Kamień Pomorski and Wolin.
5. Educational game for the public transport promotion in the Szczecin Metropolitan Area and coastal municipalities.



Region of Upper Sûre Nature Park,  
Luxembourg

1. Enhance flexible public transport.
2. Improve conditions for cycling the "last mile".
3. Introduce Carsharing and Carpooling in rural areas.
4. Awareness raising for sustainable transport.
5. Mobility management at seasonally heavily-trafficked hotspots in sensitive rural areas.



Region of Catalonia, Spain

1. Introduction of flexible transport and reduction of CO<sub>2</sub> to the ERDF Operational Programme of Catalonia.
2. Extension of on-demand transport services in APIA regions. Implementation of the Bicibus system "bikes on buses" (intermodality bus-bike).
3. Implementation of a cyclotourist route Lleida - La Pobla de Segur (intermodality train-bike).
4. Extension of bus services within Aigüestortes National Park.
5. On-demand bus service (La Pobla de Segur - Telefèric de Capdella) (intermodality train-bus-cable car).
6. Dissemination of current and new transport services among the local population and tourists.



Region of Košice, Slovakia

1. Support for integrating the action plan activities into the list of RITS projects.
2. Construction of intermodal public transport terminals with information system.
3. Spatial plan of the Slovak Paradise area.
4. Information system of the integrated transport system.
5. Extended tourist counting by collecting information about their mobility behaviour.
6. Fast bus line Spišská Nová Ves - Podlesok - Kopanec - Stratená.



Region of Varna, Bulgaria

1. Changing the Regional Plan for the Development of the Northeastern Region 2014 - 2020 (NUTS 2 region) by adding new text concerning mobility.
2. Support of new projects related to the elaboration of sustainable urban/regional mobility plans and implementation of relevant measures in remote regions.
3. Training and awareness-raising in sustainable mobility



Region of East Tyrol, Austria

1. Raising awareness about the policy instrument ERDF OP at the relevant committees
2. Adaptation of the local Development Strategy of East Tyrol - CLLD-approach
3. Integration of an essential information system for sustainable transport modes into the communication tools of the Tourism Organisation East Tyrol
4. Flexible small-scale public transport systems
5. Flexible transport supply with community buses and voluntary drivers closing the last mile in municipalities
6. Widening of e-carsharing in East Tyrol
7. Training in mobility management for tourism enterprises for both employees and tourists



## Region of Catalonia, Spain



### 1. CYCLING PATH AROUND THE LAKES (ACTION 4: INTERMODALITY TRAIN-BIKE)

The Ministry of Territory and Sustainability is currently working on the process of configuring the "Lakes Route" in order to offer a new itinerary by bike. This will put value onto the territory of three counties: Segrià, Noguera and Pallars Jussà and will work in combination with the railway along the Lleida - La Pobla de Segur line.

In total, the route comprises 125 kilometers, of which 98 km have been configured as passable by bike and the remaining 27 km to be covered by train. The two main itineraries are:

1<sup>st</sup> Lleida - Balaguer - Sant Llorenç de Montgai (52 km)

2<sup>nd</sup> Cellers- Llimiana - Tremp - Salàs de Pallàs - la Pobla de Segur (46 km)



The route will also connect to the Inter Catalunya cycle path.

In 2019, the first sections of the route between Lleida and Balaguer (1st route) and between Salàs de Pallars and La Pobla de Segur (2nd route) were fully equipped with signposts (45.5 km).

### 2. CIRCULAR EXTENSION OF THE BUS SERVICE OF THE NATIONAL PARK AIGÜESTORTES. NEW CONNECTION (ACTION 5)

Between June 21st and 30th of September, the Department of Territory and Sustainability improved the bus service that serves the National Park of Aigüestortes and Estany de Sant Maurici. The route of this line has been extended from Sort to La Pobla

de Segur. Up to now, the Park Bus Service covered the northern crown of the Park, connecting and stopping in different towns.



From June to September, this service will be expanded to La Pobla de Segur. In 2020, the southern circle route will be finished and the users will be able to go around the whole circle by bus.

### 3. IMPLEMENTATION OF A BUS SERVICE FROM LA POBLA DE SEGUR TO LA TORRE DE CAPDELLA (ACTION 6: INTERMODALITY TRAIN-BUS-CABLE CAR)

The Department of Territory and Sustainability created a new bus service that will operate each year from 29th June to September 29th arrives to a cable car which is coordinated with the train that connects Lleida with La Pobla de Segur. There will be two trips, one in the morning and the second in the afternoon back to the railway station in la Pobla de Segur, to get to Lleida.



### 4. DISSEMINATION OF CURRENT AND NEW TRANSPORT SERVICES AMONG LOCAL POPULATION AND TOURISTS (ACTION 7)

In order to promote the two new services, different materials have been developed. These include:

- 24.000 brochures / 560 posters / 700 e-mails
- Dissemination through social media.
- All tourism information can be followed on social media.



All implementations have been possible thanks to the collaboration of the area, Aigüestortes National Park, The Vall Fosca and different municipalities.



## Region of Upper Sûre Nature Park, Luxembourg



1. Seasonal problems often occur with a high number of cars around the Upper Sûre Lake. It is necessary to decrease this in which case alternatives are needed. The two bus lines which usually run during the week have been extended to Sundays. Since 2019, the south line has been running hourly and the north line every two hours. However, road works on the north line have forced the bus to detour which has made it unattractive for visitors, whereas the south line has been commonly used. The road works will last until the end of season 2020, so higher numbers of users are not expected before 2021.
2. In 2020, a shuttle service will be introduced which will transport tourists around the Upper Sûre Lake. People will then have the possibility to travel all around the lake without using a car. The shuttle service is very useful for the inhabitants of the region, the tourists accommodated in villages surrounding the lake and people travelling by one of the two bus lines. It will also be possible to hike in stages which is particularly attractive for long distance trails.
3. A plan for a regional bicycle network was established by the Upper Sûre Nature Park and approved by all municipalities. As a consequence, a special budget was approved at the Nature Park level to finance the signalisation and smaller work in 2020. Most villages in the Upper Sûre Nature Park can be thus linked together and will be accessible for bicycles. Furthermore, in the Our Nature Park similar works are actually done, so that both networks can be linked together which will boost their attractiveness.





## Region of East Tyrol, Austria



voluntary drivers. More than 120 voluntary drivers are involved in this non-profit taxi service which is an important part of the social fabric. The service closes the mobility gap between front doors, bus stops, shops, doctors and recreational facilities and can replace a second or third private car for families. This additional car is often essential as a result of the insufficient public transport and dispersed settlements. Another highlight is that the e-cars are part of the regional e-carsharing system and can be used at the weekends.

### IMPROVE THE REGIONAL POLICY INSTRUMENTS (ACTION 2: ADAPTATION OF LOCAL POLICY INSTRUMENTS)

There have been improvements in the policy as a result of the experience. The LAST MILE results have been included in the regional development strategy of East Tyrol (community-led local development approach). This shows that innovative mobility solutions can give an impulse for project development in rural areas.



### E-CARSHARING "FLUGS" (ACTION 6: WIDENING OF E-CARSHARING IN EAST TYROL)

Cooperation between the regional carsharing provider, municipalities and Regional Management East Tyrol has established nine new e-carsharing locations. This flexible mobility attracts private persons as well as companies to use the shared e-cars. However, the relaunched system also enables tourists to use the flexible mobility option during their stay in East Tyrol.



### MULTIFUNCTIONAL E-CARS FOR THE LAST MILE (ACTION 5: COMMUNITY BUSES AND VOLUNTARY DRIVERS)

Six municipalities have linked the last mile with door-to-door buses: the new mobility services for residents are called "e-defmobil 2.0", "PRÄmobil" or "KALSmobil". Each municipality has installed an e-car which acts as a hailed and shared taxi with



### FOLLOW-UP FOR THE LAST MILE (ACTION 7: MOBILITY MANAGEMENT FOR TOURISM ENTERPRISES AND TOURISTS)

A follow-up project has pushed sustainable mobility forward in rural regions. The Interreg Central Europe project SMACKER enables the development and implementation of further approaches to link the last mile and raise awareness of using sustainable mobility instead of cars. In particular, the action regarding awareness-raising and mobility training for both employees in the tourism industry and guests is thanks to this project.



## Region of West Pomerania/Szczecin Metropolitan Area, Poland



The use of a game combines the educational aspect, promoting alternative travel methods and the tourist potential of the region with interesting and dynamic game mechanics. During the game it is possible to learn about the advantages of traveling by train, bus or bicycle as well as finding out more about tourist attractions in the Szczecin Metropolitan Area. The main game characters are the bison (auroch) family and each member of the family represents and promotes a different type of transport or mobility measure.

The game also presents specific transport systems and mobility solutions that are already implemented or being currently developed in Szczecin Metropolitan Area (i.e. Szczecin Metropolitan Railway, Szczecin City Bike or the concept of the West Pomeranian cycling route network) and uses them as elements of the game.

One of the measures developed and implemented under the regional action plan in the West Pomeranian Region has been the creation of an educational board game related to promoting sustainable mobility, especially in the context of tourism.



The main inspiration was the experienced approach of Luxembourg regarding information policy and the various ways of increasing social awareness in relation to the issues of sustainable mobility and public transport.

The game was officially presented to the public during the European Mobility Week in September 2019 and was met with great enthusiasm from players who were happy to set off with the Mobilki Family to discover and explore the attractions of the Szczecin Metropolitan Area.

In the second phase of the LAST MILE project, The Regional Office for Spatial Planning of Westpomeranian Voivodeship created an educational board game called "Mobiliada - The Mobilki Family travels". It promotes the use of sustainable transport and mobility solutions during tourist and recreational trips in the Szczecin Metropolitan Area and in coastal municipalities.

The game is now available to everyone. All game elements can be downloaded for free on the [rbgp.pl](http://rbgp.pl) website (pdf version for self-printing).

 **Region of Varna, Bulgaria**

 **Region of Košice, Slovakia**



attractions. Many preliminary SUMP measures have been implemented (new blue zone and mobile application with specific software plus 18 e-cars, 60 new e-buses, design of e-charging network, etc.). The cycling strategy for Varna is being developed.

CSDCS organized a series of educational and informative events. SUMP-training for municipal experts with EU-trainers was organized and successfully conducted in November 2018. A Mobility Conference was held in Varna together with Varna University "T.Hrabar" and Ruse University "A.Kanchev" in November 2019.

The biggest success of CSDCS has been the change of the official main policy instrument – the Regional Plan for the Development of the Northeastern Region 2014 - 2020 (NUTS 2 region) by adding new text concerning mobility. After being inspired by the Catalonia Passenger Transport Plan, the Bulgarian NGO decided to define measures concerning the supply of mobility services in the Varna region and management of the whole transport system and to propose them to the Regional Government. In close cooperation with the Varna Governor and representatives of all stakeholder groups, the changes were approved by the 2nd 2018 NE Assembly in Balchik in June 2018. The final approval of the changes in the Regional Plan by the Ministry of regional development was done in July 2018.

The efforts of CSDCS and the Varna team have been greatly appreciated by the EC. Governor Mr. Pashev and the CSDCS Chairperson Prof. Ilieva were officially nominated as the SUMP-ambassadors for Bulgaria. The INTERREG EUROPE programme selected Varna to make a video showing the project success (<https://stories.interregeurope.eu/#greener-trips-for-tourists>). Varna is among the winners in the EC IUC programme and was paired with Santa Monica, California to exchange experience in mobility (<http://www.iuc.eu/city-pairings/>).

The LAST MILE project has provoked a lot of positive changes in the region. In Varna, a new advanced parking policy has been implemented and a large pedestrian zone created. Information centres for Mobility and new bike rental schemes have appeared in several municipalities. Step-by-step, tourism has been linked to transport by launching new public transport lines to the main touristic



One of the successes achieved within the LAST MILE project has been the amendment of the road transport legislation (Act no. 56/2012 Coll. on road transport) which has made the co-financing of a flexible mode of transport (tourist transport services) from public funds possible. The Košice Self-governing Region is an important stakeholder group and has also initiated an amendment to the Decree of the Ministry of Transport in defining the term "dial-a-bus" (one type of flexible transport system) in the national legislation since April 2019. The Košice Region will introduce "dial-a-bus" in the new timetable from December 15, 2019. The LAST MILE project has brought a positive change to the transport system in the Kosice Region as there were no examples of flexible or demand-responsive transport systems at the beginning of the project.

and south part of Slovak Paradise and shortens the travel time. During 2018, the Destination Management Organization of Slovak Paradise and public transport provider introduced a transport service on Kopanecka Road by minibus in order to gain statistical data. The statistics from the 2 summer seasons show its importance for tourists – the number of passengers rose from 1284 in 2018 to 1658 in 2019. In general, interest in traveling this way was reasonable, even though the number of passengers was quite weather- dependent. This line will include the possibility of transporting bicycles on a bike trailer in the future to reach the broader public.

One way to make public transport more attractive to tourists is having good quality infrastructure where public transport can operate. Kopanecka Road is an important element of the tourist infrastructure in the Slovak Paradise National Park and improves the accessibility of the resorts for tourists in the south of the national park. In 2018, the road was rebuilt and thus enabled public transport to pass through the Slovak Paradise National Park. This is consistent with the introduction of a seasonal fast bus line on Kopanecka Road (action 2 of the Regional Action Plan). This line connects the north



## LESSONS LEARNED FROM THE FIRST IMPLEMENTATION

The lessons learned summarizes the conclusions and experiences from almost one-and-a-half-year implementation of action plans within the partners' regions involved in the LAST MILE project.



### Regional Office for Spatial Planning of Westpomeranian Voivodeship, Poland



The most important experience gained from the project is the holistic approach, especially for projects related to sustainable mobility. Each activity should be anchored in as many places as possible and based on the widest possible team of stakeholders. This will not only allow for effective implementation of the developed projects but will also stimulate completely new synergistic activities. It is also important for the expected final quality and form of the project to be clear and legible. Thanks to this, the idea will not be lost even in the case of the necessary phasing of actions.

Maciej Łapko



### Upper Sûre Nature Park, Luxembourg



The implementation of actions begins already with their elaboration. A large number of relevant stakeholders should be involved in the elaboration-process. This allows the discussion and integration of new ideas in the actions. Due to this process, stakeholders show greater identification with the measures which then simplifies their implementation.

Anita Lanners



### Mobility and Transport Direction, Ministry of Territory and Sustainability, Government of Catalonia, Spain



The practice from the National Park of Aigüestortes i Estany de Sant Maurici is of interest to other regions. In particular, it has stopped vehicles from getting into the National Park and thus protects the area from air and noise pollution by offering a sustainable alternative in the form of a small bus/taxi with 8 seats. There is no funding needed and the taxi association shares the earnings from ticket fares between its members.

Cristina Pou Fonollà



### Agency for the Support of Regional Development Kosice, Slovakia



The first implementation has shown that establishing contact with the relevant stakeholders from the beginning is important in proposing activities that will reflect the needs of tourists and the local population. In addition, awareness-raising activities about sustainable transport and cooperation with the relevant partners are essential for successfully implementing the activities. Finally, the budget has to be allocated to the measures in the early stages so the activities can be carried out easily.

Henrieta Kiral'vargová



### Club Sustainable Development of Civil Society, Bulgaria



The project implementation has provided an overall approach to the touristic product including soft mobility solutions. There are many examples of public transport system integration with options for tourists and creation of new tourist-oriented services. The project has demonstrated the importance of cooperation at all levels (state, regional, local, private), and benefits in the social and environmental spheres. The modern marketing approach has highlighted the attractiveness of the new mobility options in tourism – affordable, flexible, available, sometimes with playful elements or free of charge.

Prof. Lucia Ilieva



### Regional Management East Tyrol, Austria



On top of implementing LAST MILE offers in rural areas is the long-term financial viability by regional transport policy to encourage municipalities and institutions. Above all, it takes courage to develop innovative and new mobility solutions. The experience has shown that targeted public relations work and the involvement of potential users and local institutions during the establishment process can be the greatest benefit for a successful project.

Nicole Suntinger

## RECOMMENDATIONS

The recommendations directly arise from the experiences analysed in the LAST MILE Project. They are based on the results of the regional analyses of framework conditions, barriers and good practice. Recent experiences while implementing the first measures of the regional action plans complement the recommendations.

### EU LEVEL

#### Recommendations



Emphasis on integrating flexible transport systems into guidelines for transport and sustainable mobility (White Paper, Sustainable Urban Mobility Plans, Sustainable Regional Mobility Plans).



Promoting awareness-raising regarding the benefits of FTS (e.g. defining the theme for European Sustainable Mobility Week closely related to FTS in rural and tourist areas).

#### Target group

➤ European Commission (DG MOVE, DG REGIO)

➤ European Commission (DG MOVE, DG REGIO)

### NATIONAL LEVEL

#### Recommendations



Preparing unambiguous definitions of flexible forms of transport and provisions in national law enabling the functioning of FTS as part of the public transport system.



Introducing regulations that impose the coordination of all means of transport on public transport organizers in their area of operation.



Creating conditions for implementing and financing FTS using national and regional funding instruments.

#### Target group

➤ Government / Legislator, Relevant ministries

➤ National authorities, ministries and subordinate units

➤ National authorities, ministries and subordinate units

### REGIONAL LEVEL

#### Recommendations



Develop regional mobility plans that include FTS and cover metropolitan and remote disadvantaged areas.



Regional development strategies should always consider both, transport as well as tourism issues. But also, for thematic policies and plans for transport and mobility, it is important that they reflect on sustainable tourism development and vice versa.



Information regarding transport options, including FTS, should be coordinated and integrated. It is worth considering implementing a unified regional information platform.



The implementation and financing of FTS should be integrated into regional operational programmes.

#### Target group

➤ Regional Administration

➤ Regional Administration, Transport and Tourism Department

➤ Regional Administrations and their units

➤ Regional Administrations and their units

### LOCAL LEVEL

#### Recommendations



Develop and implement plans for sustainable public transport and sustainable mobility, including flexible transport systems.



Training, meetings, and study visits for decision makers and stakeholders at the local level should be organized to support the FTS promotion process.



Continuous examination and evaluation of passenger transport needs (residents and tourists) and relevant transport policy updates.

#### Target group

➤ Local administrations and their units

➤ Local administrations and their units

➤ Local administrations and their units

**MORE INFORMATION  
ABOUT THE LAST MILE PROJECT**

A full version of the joint analysis, regional studies, factsheets and regional Action Plans are available at:

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



**JOINT ANALYSIS 1**

**THE REGIONAL FRAMEWORK CONDITIONS  
AND BARRIERS TO FLEXIBLE TRANSPORT  
IN THE PROJECT PARTNER REGIONS**

Editor: 

**JOINT ANALYSIS 2**

**“STATE-OF-THE-ART OF REGIONAL PUBLIC  
TRANSPORT SYSTEMS AND  
FLEXIBLE SYSTEMS IN PARTICULAR”**

Editor: 

**JOINT ANALYSIS 3**

**“GOOD PRACTICE EVALUATION”**

Editor: 

**SYNTHESIS**

**“THE LAST MILE – SUSTAINABLE MOBILITY  
FOR THE LAST MILE IN TOURISM REGIONS.  
A SYNTHESIS”**

Editor: 



**SUSTAINABLE MOBILITY FOR THE LAST MILE IN TOURISM REGIONS**

Tourism accounts for around 8% of global greenhouse gas emissions, with transport being a main contributor<sup>1</sup>. Besides aviation, cars still dominate tourism mobility. One factor determining the choice of transport is the availability of sustainable mobility for the last stretch of a journey, i.e. from transport hubs/regional railway stations to the final destination (“the last mile”).

The LAST MILE project has aimed to find innovative and flexible solutions for sustainable regional mobility such as on-demand call/dial systems, car and bike sharing or seasonal transport. Led by the Environment Agency Austria, partners from six European countries have exchanged experiences regarding flexible transport and developed regional action plans with policy recommendations.

All partner regions have shown good examples of successful flexible mobility solutions for the last mile. Many have been the result of bottom-up initiatives, adjusting operational models to the needs and expectations of residents and other target groups. However, broad compromises are often needed due to insufficient regulations and a lack of organisational and financial support. Transport organisers do not usually have experience of integrating flexibility into public transport systems.

In order to implement flexibility, appropriate legislative and financial frameworks are necessary. Flexible services also need to be considered in strategic documents at the regional and local level e.g. SUMP. Raising awareness and the involvement of stakeholders are essential for success.

**More information about LAST MILE: [www.interregeurope.eu/lastmile](http://www.interregeurope.eu/lastmile)**

<sup>1</sup> Lenzen, M., Sun, Y. Y., Faturay, F., Ting, Y. P., Geschke, A., & Malik, A. (2018). The carbon footprint of global tourism. Nature Climate Change 8, 522-528.

## Publisher

Agency for the Support of Regional  
Development Košice,  
Strojársená 3, 040 01 Košice, Slovakia

**Editorial team:** Agency for the Support  
of Regional Development Košice, Environment  
Agency Austria, komobile w7, Naturpark  
Öewersauer, Regional Office for Spatial  
Planning of Westpomeranian Voivodeship  
(RBGPWZ)

**Graphic design & DTP:** RBGPWZ, Tonio, s.r.o.

**Number of copies:** 410

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## February 2020

This brochure reflects the author's views  
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be made of the information contained therein.

LAST MILE project is financed under  
the INTERREG EUROPE Programme.

**Overall project budget:** € 1.607.720

**ERDF contribution (INTERREG EUROPE):** € 1.346.442

**Project duration:** Phase 1 04/2016 to 09/2018, Phase 2 10/2018 to 09/2020

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LAST MILE Project partners:



Each region has cooperated with a local stakeholder group involved in the interregional exchange.



The project was  
initiated and  
supported by the  
Austrian Ministry  
for Climate Action

**Federal Ministry  
Republic of Austria**  
Climate Action, Environment,  
Energy, Mobility,  
Innovation and Technology

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