



# Sustainable mobility solutions in remote alpine territories

Executive Summary

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## Background

Biannually, the Standing Committee of the Alpine Convention defines the mandate of the Working Group Transport. In 2012, in preparation for the upcoming Alpine Conference 2014, it has identified an overview of practices and strategies related to transport solutions in peripheral areas and the elaboration of recommendations for promoting mobility in these regions as one of the Working Group Transport's tasks. This synthesis report summarises the national contributions.

Under its French chair, the members of the Working Group Transport have agreed to consider the following three categories of transport and mobility solutions:

- Transport solutions except the individual use of private cars, including carpooling car- and bike-sharing, shared taxis and public transport including on-demand services.
- Mobility management measures for commuters or schools, mobility information and sustainable mobility education.
- Solutions or services that contribute to preventing individual mobility, including teleworking, e-commerce and goods delivery services, mobile shops or services as well as high-speed internet access.

### **The task of the soft mobility subgroup**

The Working Groups Transport has structured its mandate into the following consecutive steps:

1. Identification of remote territories of the Alpine Regions and summary of national contributions by the French technical support team.
2. Collection of good practices and strategies in sustainable mobility within the previously identified remote territories and summary of national contributions by the French technical support team.
3. Recommendations for the development of sustainable mobility in the previously identified remote territories of the Alpine regions. and summary of national contributions by the French technical support team.

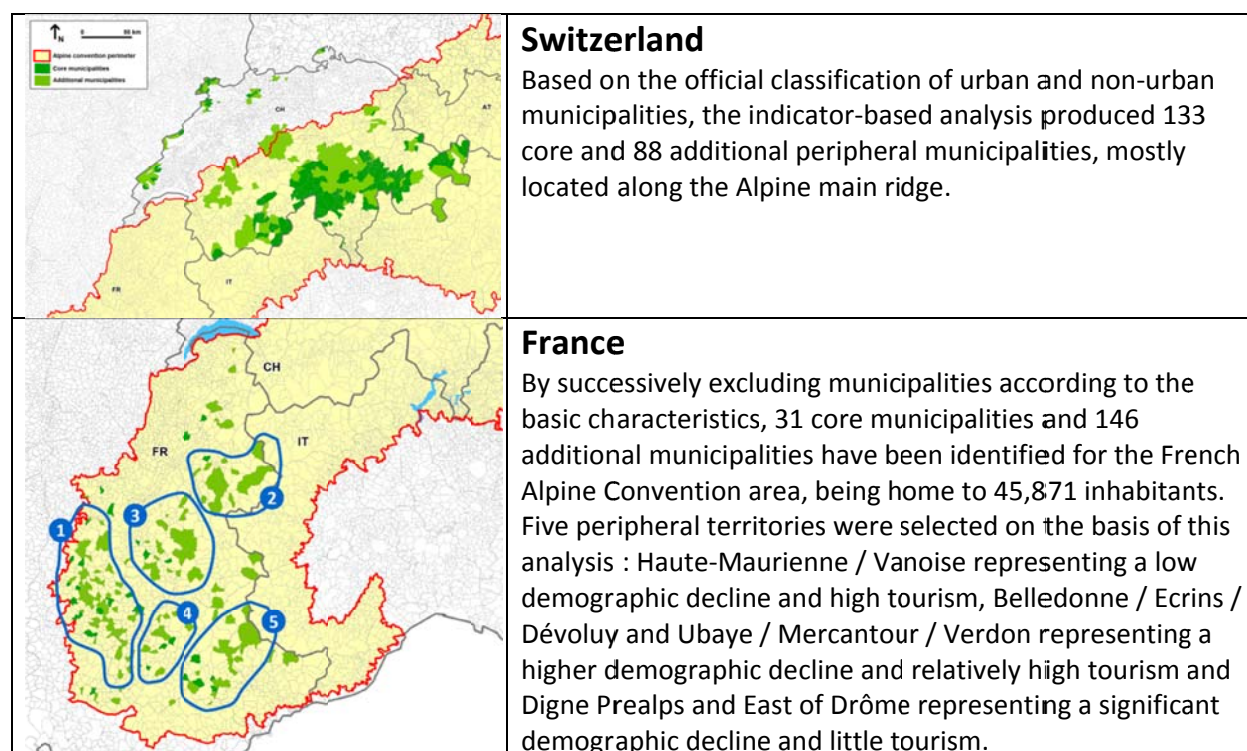
## Identification of remote territories

A basic set of characteristics was used to identify remote territories as displayed in figure .


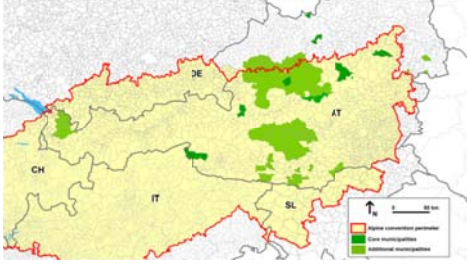
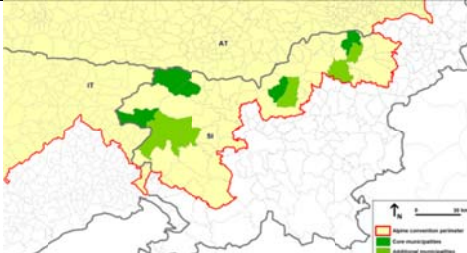


Figure 1 Set of characteristics of remote territories in the Alps

In order to arrive at comprehensive peripheral territories, municipalities featuring different degrees of periphery – from core municipalities fulfilling a majority of indicators to supplementary municipalities fulfilling less than half of the indicators - were grouped together. The national analyses produced the following peripheral territories:





	<p><b>Germany</b></p> <p>An iterative method was used to identify remote German Alpine territories. In general, the German Alpine Convention area is a special case as it represents only a narrow band along the Northern Alpine foothills and most of its central area is strongly influenced by or even part of the Munich agglomeration.</p> <p>As tourism is particularly high in areas that otherwise qualify as remote, the absence of tourist hotspots has been excluded as a selection criteria. The following comparably peripheral areas have been identified:</p> <p>Oberallgäu/Hörnergruppe with the tourist hotspot of Oberstdorf, but otherwise low population numbers and densities, Ammergau/Halblech, Isarwinkel/Achenpaß representing a very sparsely populated area around the Sylvenstein reservoir, Achental/Kaiserwinkel representing a region with little access to the rail network and the southern Berchtesgadener Land characterised by its Alpine topography and limited settlement areas.</p>
	<p><b>Austria</b></p> <p>The Austrian contribution focussed directly on rural areas featuring innovative mobility solutions for non-motorized parts of the population, all in all a number of 254 municipalities.</p> <p>Contrasting these locations of innovative and flexible mobility solutions with the classification of population densities revealed that all of them are situated in sparsely populated municipalities, which make up most of the Austrian territory.</p>
	<p><b>Italy</b></p> <p>To be completed</p>
	<p><b>Slovenia</b></p> <p>The Slovenian contribution used population changes and densities to indicate remote Alpine municipalities, differentiating between core and additional municipalities, forming a total of 4 remote territories.</p>

## Sustainable mobility solutions

The core task of identifying sustainable transport solutions in sparsely populated areas in a first step focussed on the remote territories outlined above. Nevertheless, additional initiatives implemented outside of this territory have also been collected, provided that they could be transferred to the Alpine territory. Nonetheless, this collection of **about 40** good practices – despite being based on extensive research – does not claim to be exhaustive. The good practice examples have been grouped into the following four categories.

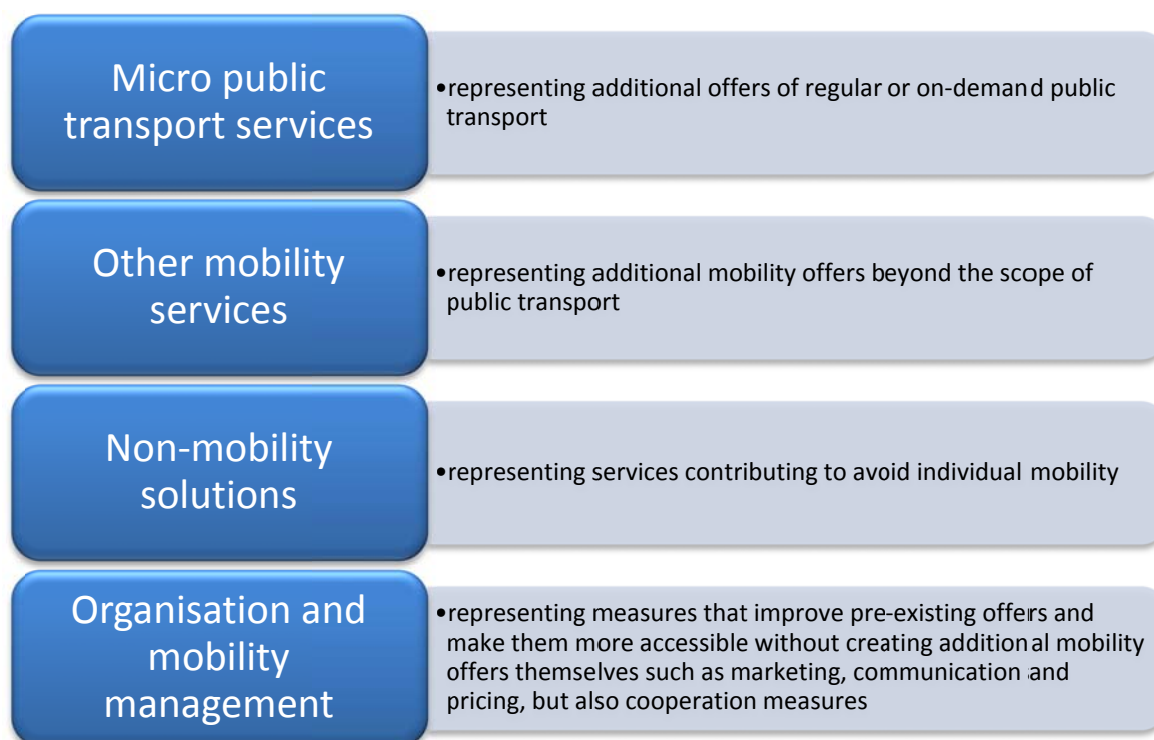


Figure 2 Overview of sustainable mobility categories for remot areas

In reality, good practices often combine various of these approaches. In order to avoid repetitions, they have been assigned to the most appropriate category.



## Micro public transport services

Measures include 14 additional offers of regular or on-demand public transport on behalf of transport authorities as well as citizen buses operated by local volunteers and non-profit organisations. It turns out that while mostly tailored to the needs of residents, tourist demand can promote and sustain these services. In some cases, they have been specifically created to cater to tourist demand.

While accessible for residents as well, five of the good practices are mostly targeting tourist demand, with the downside that some of them are terminated during off-season:

<b>Hiker's bus to the Karwendel</b>	The Hiker's bus to the Karwendel mountain range, while connecting the train terminal stop and the Karwendel tourist hotspot of the Eng valley, also provides public transportation to otherwise poorly accessible municipalities of the German Alps. <a href="http://www.rvo-bus.de/rvo-de/start/freizeittipps/bergsteigerbus_eng.html">http://www.rvo-bus.de/rvo-de/start/freizeittipps/bergsteigerbus_eng.html</a>
<b>Bus Alpin</b>	The Bus Alpin, operated by a non profit association in Switzerland, also provides access for tourists and residents alike to municipalities with less than 100 residents, which otherwise fall through the cracks of public transportation funding. The organization supports local stakeholders in establishing local bus services adapted to their specific needs. <a href="http://www.busalpin.ch">www.busalpin.ch</a>
<b>Gseispur</b>	The Austrian Gseispur includes a variety of on demand transport modes such as shuttle and taxi services, rental e scooters and cars and mainly targets overnight visitors of the Gesäuse National Park. <a href="http://www.gseispur.at">http://www.gseispur.at</a>
<b>Tälerbus Lungau</b>	The Tälerbus Lungau particularly targets hikers by connecting trailheads and parking lots and is operated cooperatively by public transportation and taxi operators. <a href="http://www.taelerbus.at">http://www.taelerbus.at</a>
<b>Werfenweng Shuttle</b>	One of the most widely known approaches to sustainable mobility in the Alps, the municipality of Werfenweng has established a shuttle, which is integrated into the Salzburg public transportation fare system and additionally provides free local shuttle services for holders of a guest card. <a href="http://www.werfenweng.org/de/shuttleplan-anshuttlezeiten/">http://www.werfenweng.org/de/shuttleplan-anshuttlezeiten/</a>

Other services are clearly tailored to the needs of the resident population, providing year-round access to public and basic service facilities. Examples found in this study are presented here:

<b>DEF-Mobil</b>	The DEF-Mobil is operated by municipalities and connecting villages in the Austrian Defereggental valley. The service features a disproportionately high share of younger users compared to other on-demand services. <a href="http://www.defereggental.eu">http://www.defereggental.eu</a>
<b>Dorfmobil Klaus</b>	The Dorfmobil Klaus is operated as a citizen-bus model (pre-booking of trips) through volunteers forming a private non-profit association. The tariff model encourages passengers to become members of the association. Local shops support the offer e.g. through compensating fares. <a href="http://www.gemeinde-klaus.at/gemeinde/DorfmobilWeb/Projekt.htm">http://www.gemeinde-klaus.at/gemeinde/DorfmobilWeb/Projekt.htm</a>

<b>Shopping bus Niederbüren</b>	Local sponsorship is similarly crucial for the Einkaufsbus Niederbüren, offering free shuttle services to the next grocery store after the local store had to close temporarily. <a href="http://www.infowilplus.ch/ieu_write/artikel/2011/KW_15/Ober-Niederb%C3%BCren/Artikel_15606/">www.infowilplus.ch/ieu_write/artikel/2011/KW_15/Ober-Niederb%C3%BCren/Artikel_15606/</a>
<b>Stadtbus Kolbermoor: Flexible city bus</b>	The flexible city bus in the town of Kolbermoor is providing flexible and adaptive bus services throughout the town's residential area, which still is a unique example among conventional public transportation operators in the German Alps. Demand-stops can directly be activated on a short notice. <a href="http://www.nahverkehrsberatung.de">http://www.nahverkehrsberatung.de</a>
<b>Free Shuttle in the Ubaye Valley</b>	The free shuttle in the French Ubaye valley is being operated by the municipality on a year-round basis, connecting villages as well as tourist installations. <a href="http://www.ccvu.fr/les-navettes-gratuites.html">http://www.ccvu.fr/les-navettes-gratuites.html</a>
<b>Go-Mobil</b>	The Austrian Go-Mobil is a national holding with local private non-profit organisations, formed by municipalities and companies, which finance the respective offers. As a supplement to conventional public transportation, local Go-Mobil taxi services are providing access to basic supply facilities as well as regular public transportation stops. <a href="http://www.gomobil-kaernten.at">http://www.gomobil-kaernten.at</a>
<b>Gmoa bus</b>	The Gmoa bus, one of the first on-demand door-to-door transport systems in Austria, is operated by professional provider organisations established by the respective municipalities. <a href="http://www.b-mobil.info/projekte/dorfbus-projekte">http://www.b-mobil.info/projekte/dorfbus-projekte</a>
<b>Transport on demand for the elderly in Modane</b>	French municipalities have established a transport on demand for the elderly, providing access to the nearby town of Modane with its supply facilities. A minimum age of 60 has been imposed for the service by the funding authority. <a href="http://www.canton-de-modane.com/transport-a-la-demande.htm">www.canton-de-modane.com/transport-a-la-demande.htm</a>
<b>Transport on demand in rural areas of the Drôme</b>	The French Drome Department is funding an on-demand service for rural areas that are not served by regular public transportation as part of its initiative to enhance the mobility and thus residential quality of its isolated municipalities. <a href="http://www.ladrome.fr">www.ladrome.fr</a>

## Other mobility services

This category includes **10 good practices**, most of them representing bike rental or car-sharing systems. Increasingly, these services include electric-mobility options.

<b>A bike for my village, my village with a bike in Crévoux</b>	The French initiative "A bike for my village, my village with a bike" in the Crévoux village offers rental e-bikes to residents and tourists alike and hopes to (re)establish the bike as local mode of transport. While popular among tourists, residents are not using the service to a degree they were expected to. <a href="http://www.crevoux.eu/">www.crevoux.eu/</a>
<b>AutoSSS: Secure hitch-hiking service in Trièves</b>	AutoSSS is a carpooling initiative of 27 municipalities in the French Isère department. Once registered and provided with identification material (logo as car sticker, bag with AutoSSS for passengers), car owners and passengers can arrange spontaneous rides. The project

	<p>emphasizes safety issues, e.g. by giving the option to communicate the names of drivers and passengers along the route. Occasional trips are free of charge, whereas carpoolers can either decide to use their vehicles alternately or share costs.</p> <p><a href="http://dracnature.eklablog.fr/autosss-qu-est-ce-que-c-est-a3793175">http://dracnature.eklablog.fr/autosss-qu-est-ce-que-c-est-a3793175</a></p>
<b>EMMA: Electric mobility with connectivity in Friedrichshafen</b>	<p>The EMMA-project in the German county of Friedrichshafen is offering electric vehicles on a car-sharing basis to cover the last mile, often the missing link of public transportation. The offer is also incorporated into the Flinkster national car-sharing scheme. Still to be solved is how vehicles can be returned from remote to central areas. Focusing on handicapped and elderly, welfare organizations such as the Red Cross, Malteser or Johanniter organisations provide mobility services also in rural areas. Costs are regularly compensated by health insurances or social service providers.</p> <p><a href="http://www.friedrichshafen.de/wirtschaft-verkehr/emma/">http://www.friedrichshafen.de/wirtschaft-verkehr/emma/</a></p>
<b>Mobility management between Saas Fee and Visp</b>	<p>In Switzerland, a mobility management between Saas Fee and Visp includes car-sharing and dissemination of mobility options and facilities and in general a more comprehensive approach to the region's transport and mobility planning. It is operated by an association, but receives support from various public institutions as well as local hotels.</p> <p><a href="http://www.are.admin.ch/dienstleistungen/00908/03175/04266/index.html?lang=de&amp;download=NHZLpZeg7t,lnp6lONTU042l2Z6ln1acy4Zn4Z2qZpnO2Y uq2Z6gpJCDe356hGym162epYbg2c_JjKbNoKSn6A">http://www.are.admin.ch/dienstleistungen/00908/03175/04266/index.html?lang=de&amp;download=NHZLpZeg7t,lnp6lONTU042l2Z6ln1acy4Zn4Z2qZpnO2Y uq2Z6gpJCDe356hGym162epYbg2c_JjKbNoKSn6A</a></p>
<b>Pedelec network in the Allgäu region</b>	<p>A network of pedelecs – bicycles where the rider is assisted by an electric motor – has been established throughout the Allgäu region with 350 rental and 150 battery-charging stations. Tourists and residents alike can use this network mostly for recreational purposes.</p> <p><a href="http://www.ee-tour.de/">http://www.ee-tour.de/</a></p>

## Non-mobility solutions

For some time now, technological solutions such as teleworking have been considered promising approaches to reduce commuter-related transport and make remote areas more attractive as places of work. Some of these expectations turned out to be exaggerated, but with improved technologies and with new approaches to conventional mobile services and shops, non-mobility solutions can still be an important element that particularly addresses the needs of the residential population.

<b>ERIC internet resource centres Provence-Alpes-Côte d'Azur region</b>	<p>The 160 ERIC internet resource centres located in rural areas in the French Alps provide high-speed internet access to all citizens as part of the Provence-Alpes-Côte d'Azur region's digital innovation strategy. With 300 trainers providing assistance, these centres are active in the fields of social inclusion, lifelong learning, cultural and leisure activities and sustainable development, often free of charge or at affordable rates.</p> <p><a href="http://emergences-numeriques.regionpaca.fr/">http://emergences-numeriques.regionpaca.fr/</a></p>
<b>Informatics centre Vicosoprano</b>	<p>The informatics centre in the Swiss Vicosoprano is a comparable initiative, providing infrastructure and assistance to schools, residents, farmers, apprentices and businesses to use and connect with online resources. In order to allow young apprentices to learn at their local businesses in a remote valley in Switzerland and still participate in online apprenticeship training courses, a study was conducted to assess the current state of apprenticeships in Swiss Alpine regions.</p>

<http://www.infocib.ch/>  
<http://www.puntobregaglia.ch/>

**Video-conferencing meeting points Hautes-Alpes**

Video-conferencing meeting points provide virtual access to public agencies in 25 municipalities of the French Hautes-Alpes department. Without having to physically travel to public agencies, residents can receive information from administrations, employment and health insurance centers through confidential video-conference calls. Printing facilities and technical assistance can be provided if necessary.

<http://pointvisio.hautes-alpes.fr/>

<http://agenda21.cg05.fr/692-i1-mettre-en-place-des-points-visio.htm/>

## Organisation and mobility management measures

Unlike establishing additional mobility offers, mobility management measures such as marketing, communication, education and pricing measures seek to make existing offers more accessible and attractive for users. Additionally, mobility management also includes cooperation among stakeholders during planning and implementation of mobility-related measures. **Nine respective** initiatives were identified in the study.

**Alpentaxi**

The Alpentaxi in Switzerland is closing the last-mile gap for hikers in the Swiss Alps. It has grown to currently around 300 operators, coordinated by Mountain Wilderness and co-financed by the Federal Department of the Environment, Transport, Energy and Communication, to provide on-demand transportation services under a common marketing label, thus creating awareness among users for their services. The specific conditions (on-demand 24/7 or only after previous reservation) are up to the individual provider and can be adapted to local preconditions and that way proves to be transferable to other framework conditions.

<http://alpentaxi.ch>.

**Bürgerkarte Oberstdorf**

The German Alpine city of Oberstdorf has included public transportation in its Bürgerkarte, a flat-fee card available to registered citizens that includes free access to local public transportation and discounts at various local facilities. Setting up this offer required an integrated fare system among several local service providers. With the introduction of the card, passengers volumes on local lines increased, which in return prompted operators to offer higher frequencies.

<http://www.markt-oberstdorf.de/themen/buergerkarte-2013.html>

**e-GAP intermodal**

The pilot project e-GAP intermodal in Garmisch-Partenkirchen provides registered users with access to a whole range of regional mobility options, from regular public transport to electric car-sharing vehicles, which are prominently displayed in the city center. Travel costs will automatically be charged across different fare systems and operators. The project includes a coordination of technological (in the form of a mobility app) and organizational task (integration of different operators). As many last-mile initiatives, the project still faces the challenge of how vehicles can be returned to the charging stations.

<http://www.e-gap.de/natur-mobil-erleben/>

**Ilzer Land: Inter-municipal public transport concept**

Remote areas are often characterized by sporadic public transportation offers, whereas student transport as a legal requirement is often provided on an area-wide basis, but underutilized in its capacity. The Ilzer Land, located outside the Alps but facing comparable challenges, has initiated a pilot project that closely coordinates student and public transport with the benefit of increasing offers for commuters, persons with mobility

	<p>restrictions, elderly and residents of small hamlets.  <a href="http://www.nahverkehrsberatung.de">http://www.nahverkehrsberatung.de</a></p>
<p><b>Immer mobil: Individual transport services for elderly in rural areas</b></p>	<p>The project immer mobil follows a similar approach, integrating regular public transportation services and sporadic services of social and private carriers (collective taxis, social services, citizen bus and carpooling) with a particular focus on residents with mobility restrictions and elderly. The project adopts a multi-channel approach to intuitively communicate available mobility choices.  <a href="http://www.iml.fraunhofer.de/de/themengebiete/Projektzentrum_Verkehrslogistik_Prien/projekte/informationslogistik.html#tabpanel-3">http://www.iml.fraunhofer.de/de/themengebiete/Projektzentrum_Verkehrslogistik_Prien/projekte/informationslogistik.html#tabpanel-3</a></p>
<p><b>Jugendcard</b></p>	<p>Particularly targeted at teenagers and young adults, the Jugendcard in the county of Berchtesgadener Land represents a discount fare system during weekend nights. It increases their individual mobility and at the same time addresses the problem of frequent accidents involving drunk driving.  <a href="http://www.jugendcard.de">http://www.jugendcard.de</a></p>
<p><b>MiFaZ: Regional promotion of the national carpooling internet platform</b></p>	<p>Several German counties are regionally promoting the national carpooling internet platform MiFaZ, which offers a platform for negotiating rides among individuals and through a subdomain also for private enterprises.  <a href="http://www.mifaz.de">www.mifaz.de</a>.</p>
<p><b>MORECO: Mobility and residential costs</b></p>	<p>Funded by the Alpine Space Programme, the MORECO project set out to increase the knowledge base for sound decision making on behalf of individuals as well as spatial planning authorities in regard to mobility and spatial planning decisions. It has produced several tools, e.g. a tool for assessing mobility costs related to residential choices.  <a href="http://www.moreco-project.eu">http://www.moreco-project.eu</a></p>
<p><b>School transport by cable car in Venosc</b></p>	<p>Through coordination between the local cable car and school bus operators, the Isère department and the municipality of Venosc, students living in the ski resort of Les Deux Alpes can use the cable car instead of a lengthy bus trip to reach school. The offer has also been extended to residents on a daily, monthly or annual fee basis, that way both increasing the utilization of the cable car during off-season and reducing individual motorized traffic.  <a href="http://www.isere.fr">www.isere.fr</a></p>

## Main lessons

What are the main lessons which can be drawn from the national analyses carried out in Austria, France, Germany, Italy, Slovenia and Switzerland ?

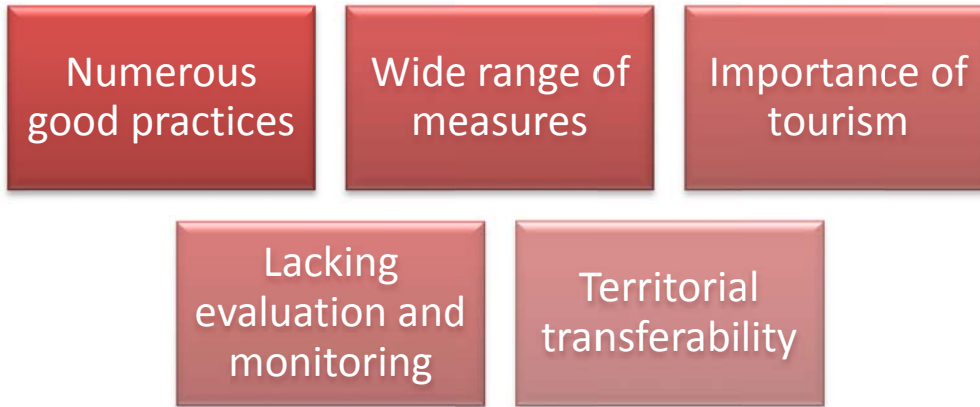


Figure 3 Overview of main lessons

### Numerous good practices

The number of good practices, half of them coming directly from the peripheral study areas, implies that sustainable transport solutions can be realised even under adverse conditions commonly found in these areas. Local stakeholders often claim that local preconditions such as low population densities are crucial limitations to transport solutions beyond the private car – an argument that could at least partly be challenged when considering the range of good practices.

### A wide range of measures

Despite having to deal with similar challenges such as low populations densities, demographic changes and poor public transportation services, local and regional stakeholders are coming up with a wide range of solutions, from public transport services to video-conferencing, bike- and car-sharing-schemes to information and integrated fare systems. This broad approach is necessary to address varying local preconditions such as financial resources and stakeholder and voluntary commitment.

- **Public transportation improvements** remain the most frequent approach, with a focus on demand-responsive services.
- **Other mobility service approaches** are somewhat less represented, with emphasize on rental and sharing-schemes. In this field, electric mobility is increasingly becoming a relevant part of the offer.
- **Non-mobility solutions** – most notably based on information and communication technologies - are the smallest category of collected initiatives. Private initiative is more relevant in this field, which is why the identified projects might be only a smaller proportion of what is actually being implemented on business level.



- **Organisational and mobility management initiatives** are enhancing the complementarity between mobility services e.g. through providing one-stop-solutions for various services or by developing unified payment and information systems.

Despite the wide range of measures, none of them is effectively addressing commuter transport or mobility behaviour through education. Additionally, mobility management measures seem to have an urban bias on densely populated areas while they could be just as useful under rural conditions in order to achieve a certain level of passenger demand necessary for sustainable transport modes.

### **Importance of tourism**

As a lack of demand is the core challenge for sustainable mobility offers in remote areas, tourist demand can be the decisive trigger for innovative and attractive initiatives. If these services are to be targeted to tourists and residents alike, core challenges include their seasonality and service variations depending on weather conditions and public holidays.

### **Lacking evaluation and monitoring**

EU- or nationally funded projects are usually monitored and results exist to assess their impact on transport and passenger volumes. For local initiatives, respective information is only sporadically available, which makes it difficult to assess the relevance and adequacy of individual measures. The report comes to the conclusion that stakeholders should be encouraged to carry out and exchange monitoring results in order to define suitable solutions more precisely.

### **Territorial transferability**

The specific legal and regulatory framework of individual Alpine countries and the experimental status of pilot projects might pose a challenge for the transferability of some good practice examples. Adaptations and a thorough analysis of framework conditions might therefore often be necessary. On the other hand, the practical feasibility of approaches as proven by good practice examples is often an important argument for stakeholders elsewhere.

## Recommendations

In the light of the economic, social and environmental problems generated by the present mobility situation car-dependency of peripheral, rural areas which mainly depend on private car transport, the question remains how to economically develop mobility offers that meet social and environmental needs alike.

The authors of this study have formulated **four key recommendations**.

### Local expertise and monitoring of user needs

Mobility services in rural, remote and sparsely populated areas cannot simply replicate those in urban areas. They need to be customised to the needs of their users, requiring a specific knowledge of what these needs are.



#### Analyse mobility patterns:

When designing new mobility offers, the transport needs and specific mobility patterns of different target groups need to be identified. As generators of transport and passenger volumes, access to relevant points of interest, daily needs and local centers should be facilitated.

#### Involve local stakeholders:

Local governments, non-profit organisations and community members have an in-depth knowledge of relevant destinations and service times and should be involved in the configuration and scheduling of services as well as continually throughout their operation to apply necessary changes. Local knowledge, of course, also needs to be accompanied by professional know-how in regard to contract management, demand forecasting etc. held by regional transport authorities.

#### Monitor users' needs and expectations:

Adapting services to changing user needs and expectations is critical to the success of some good practice examples outlined in the report and increase customer satisfaction.

## Integrated approaches and improved coordination

Improving the coordination among existing services in a functional or pricing perspective is a low-cost approach to improving the overall mobility situation of sparsely populated areas:



### **Integrate all mobility offers:**

In rural area, public transportation, sustainable mobility and the delivery of services for specific target groups are fragmented among various operators and organisations, often rather leading to competition instead of complementarity. Before introducing new mobility offers, already existing mobility offers should be de-specialised and integrated, an approach that has been adopted by several good practices. On the other hand, de-specialization of all transport services is not sufficient to meet the needs of all users.

### **Bring or maintain services to remote territories:**

The closure of public and basic service locations in remote areas has led to longer travel distances for people in order to satisfy their daily needs. However, when managing to bring products and services to people, private travels can be reduced while still maintaining a satisfactory access to these products and services. Sometimes, good practices combine bringing services to people and vice versa, e.g. the shopping buses connecting remote hamlets with local shop clusters.

Information and communication technologies can in many ways bridge physical barriers residents of peripheral areas have to face. Originally mainly used for teleworking, they are increasingly spreading into other areas such as e-learning, e-government etc. However, these approaches require both technological equipment as well as profound assistance to users.

### **Spatial integration and economies of scale:**

Good practice examples, particularly pilot projects, are almost by definition often isolated initiatives that lack a critical mass on a regional scale to really have a significant impact on transport volumes and modal shares. Therefore, isolated approaches can profit substantially by duplicating them in bordering regions or making similar services available elsewhere.



### Simple and easily understandable mobility offers

Making offers visible in the territory is a crucial factor of success and involves communication and marketing all along the operating phase:



#### **Centralize, unify and develop information on mobility:**

Potential user must have access to centralized, comprehensive and targeted information about all available services. Information services should integrate relevant territories as well as different modes of transport and provide basic and easy information on how to access services and about pricing schemes. Information need to be disseminated via several channels and technological solutions need to be accompanied by direct, personal communication through local stakeholders to reach specific target groups.

#### **Integrate pricing and ticketing:**

The multitude of fare structures, pricing rules, registration fees and ticketing systems increase the complexity of mobility services and functions as an access barrier to potential users. By reducing this complexity, integrated fare schemes, flat rates and mobile tickets can lower these access barriers. The crucial issue to be solved is how to allocate revenues among participating service operators.

## The need for long-term funding

As costs per trip are particularly high in rural areas with their low population densities and long distances, financing conventional public transportation is a notorious challenge for rural areas, their municipalities and transport authorities. The problem is somewhat less pronounced for in areas with a significant number of tourist passengers.



### Control operating costs:

Approaches to control operating costs include extending or duplicating services in other territories in order to generate economies of scale, de-specialising services to optimise the overall mobility offer, improve the degree of utilisation and to reduce competition among different services. Local platforms that negotiate mobility services and demand on a voluntary basis can be viable alternatives to conventional public transportation in peripheral areas. In the process of demographic changes, the capacities of volunteers can be capitalized on.

### Secure long-term funds:

In order to improve the financial basis of mobility offers, raising fares would have a counterproductive effect, as it decreases their attractiveness and particularly jeopardizes the social inclusiveness of sustainable mobility. Consequently, direct profitability or even cost-coverage is in most cases not feasible for sustainable mobility offers.

Financial support from public authorities should therefore be secured on a long-term basis and reach beyond the start-up phase of initiatives. Several good practices also illustrate how additional stakeholders, usually public, but also private actors, can contribute to fund sustainable mobility offers.

## Conclusions

This report is being summed up by highlighting the key findings extracted from the collected good practice examples:

- Understanding users' needs is key to appropriately support residents in their daily activities through mobility offers.
- However, no single “silver-bullet” emerges that solves the various and heterogeneous mobility problems rural areas are facing in the Alps.
- Individual measures will most likely only have limited effects, whereas a combination of different measures and approaches is able to create mutual benefits and create synergies in regard to local and regional mobility.
- Directly related to combining different measures is the need for joint efforts that involve different local stakeholders – that way ensuring tailor-made and widely accepted solutions.
- If measures ought to have a significant impact on the territory as a whole, it needs to spread beyond isolated initiatives and local implementation to cover larger geographical areas, producing economies of scale and improving its recognition and effectiveness.
- By preserving and re-establishing public and basic services as part of a rural development scheme, access to these services can be maintained for the local population without increasing physical mobility.