



OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE886 CONNECT2CE
Output number and title	D-T3.3.13 - Territorial strategy for improving regional and cross-border accessibility in Pilsen Region
Responsible partner (PP name and number)	Pilsen Region (PP8)
Project website	https://www.interreg-central.eu/Content.Node/CONNECT2CE.html
Delivery date	05/2020

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

Main challenge for The Pilsen Region (PK): PK as the CONNECT2CE project partner focused its pilot action primarily on the area of info-mobility. To this area we mainly focused also in the Territorial strategy. The Strategy for Pilsen Region focused also on Integration and the Quality of Transport addressed in C2CE as connectivity, tariff and ticketing.

Key objectives of the strategy: During our work we noted issues from seven key areas and there we worked on the definition of targets/goals:

- 1) Setting up a new comprehensive smartphone application for PT trips will be developed.
- 2) Updating the tariff advisor for the comparison of the price of PT with the car transport.
- 3) Redirecting the tariff advisor to user-friendly sale of IDP tickets.
- 4) Improving the interconnection of IDP tariff with neighboring Czech regions and in Bavaria.

In short, the approved Territorial Strategy focuses on areas that should lead to improved passenger transport and bring them new opportunities or address existing shortcomings. In addition to the aforementioned info-mobility, the strategy addresses, for example, the further development of integrated transport in the Pilsen region and its interconnection to other regions and Bavaria.

How the strategy has been developed (and its transnational added value): The challenges and related goals have been selected with the support of involved stakeholders that covered different transport modes and related tasks. They participated in the workshops and interviews. So called triple Helix approach has been accomplished - Public Authorities (Regional Authority of Pilsen Region), Research Institutions (Faculty of Transport Engineering, University of Pardubice) and SMEs/Operators (Rail and Bus carriers, POVED - Pilsen Public Transport Operator). At the project's beginning, the analysis of the situation in the region showed that PK has its strengths and weaknesses in this area. Our PT's strong point is for example the search engines (the national system www.idos.cz and its regional variant www.jezdimepokraji.cz). The weakness was, for example, an insufficient support for passengers in choosing the appropriate option of integrated fare in our PT (IDP). During our work on the strategy we have started collecting contributions from stakeholders for preparing the territorial/regional strategy (not just on stakeholders workshop's and meetings but also during other work). The goal was to collect relevant feedback from stakeholders belonging to the regional PT sector (that works with the PT from different points of view) as to define hints and suggestions for the development of our Territorial strategy. We have also ensured the intensive cooperation with our closest stakeholder - company POVED and we have also ordered a sub-delivery for the strategy from POVED.

Adoption/implementation: The developed strategy was later officially supported by stakeholders and even later also adopted by the council of the Pilsen Region.

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

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

Expected effect of this strategy: The Strategy is expected to contribute to the improvement of PT especially in regional commuting and for a better connection of regional and long distance transport.

Who benefits from the strategy: The target groups are the commuters and also some irregular passengers - for example tourists. The point is that PT can attract someone for an irregular trip and a satisfied passenger can start to use PT also for regular commuting.

Policy of institution uptake: The strategy has been adopted at institutional level. The proposed interventions have been developed in accordance with the actions already planned at provincial level and the opinions of involved stakeholder focused on the policy level. Therefore, it might be considered within a future transport-planning framework. As a great advantage of this strategy can be also considered the fact that not only the council of the Pilsen Region has adopted this strategy, but also the key stakeholders, who also cooperated on it, accepted the responsibilities for the implementation of the individual proposed objectives.

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

Sustainability of the output after the project end: The content of the Strategy takes into consideration the long-term PT development perspectives planned by Pilsen Region. As such, the elements included in the Strategy refer also to a long-term perspective that goes beyond the project duration. The suggested app for comparing tariffs for cross-border travels requires the high engagement of the neighboring region and their local transport providers.

Transferability of other territories: Neighboring territories with the Pilsen Region (mentioned above) can directly benefit from better interconnection, which is also a part of the Territorial Strategy. For them and also for other regions the strategy may be useful indirectly in the future - as an inspiration where they can be inspired and apply successful outputs.

Transferability to other stakeholders: Stakeholders as e.g. transport companies might take inspiration from the proposed solutions. The same applies to transport operators providing their services across the regional borders. At the same time, we emphasize that the strategy is prepared in such a way that it will bring most of the results only in the near future - i.e. in the medium and long term.

Transferable lesson(s) learned: The main lesson to be learned it that a cross-border effect of the Strategy requires an intense and effective of authorities from other bordering countries in order to find satisfactory synergies and benefits in the future.

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

Relevant related project deliverables include the Territorial Need Assessment (D.T1.2.10); the three Transnational Toolboxes (D.T3.2.1-3); the Strategy itself (D.T3.3.13).

The above mentioned deliverables **can be found** in the project website at the section “project documentation”: <https://www.interreg-central.eu/Content.Node/CONNECT2CE.html>

Output closely related to the Territorial Strategy (and its main area for PK = info-mobility) is, for example, an article that was published immediately after it was approved:

<https://www.plzensky-kraj.cz/rada-plzenskeho-kraje-16-3-schvalila-teritorialni>

(available in Czech language). For instance, a free smartphone applications for public transport users is under the process of creation and fine-tuning, a number of functionalities are gradually expected to be put into operation within regional application. In addition to making it easier to find a connection, the mentioned Tariff Adviser should be also included.