



Local Action Plan PP4 Regionalmanagement Burgenland

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Part I – General information

Project: Cycle Walk

Partner organisation: Regional Management Burgenland

Country: Austria

NUTS2 region: Burgenland

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Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument

European Territorial Cooperation programme Austria-Hungary (INTERREG V-A AT-HU 2014-2020)

The operational programme (OP) is providing the strategic framework for the implementation of projects in the new programming period of the European Territorial Cooperation programme Austria-Hungary (INTERREG V-A AT-HU 2014-2020).

The current OP is targeting at “Promoting Sustainable Transport and Removing Bottlenecks in Key Network Infrastructures” in its third priority axis. While specific objective (SO) 3.2 is addressing cycling and walking as a part of the sustainable transport system, specific objective 3.1 has a strong focus on road and rail cross-border infrastructure complementing missing elements of the cross-border rail and road network.

CycleWalk is aiming at always taking into account the specific requirements of cyclists and pedestrians in relation to the projects implemented in SO3.1. During the current financing period, quality criteria regarding the specific requirements of cyclists and pedestrians were not part of the project assessment as well as the funding decision. This is why these aspects don't have a high priority in projects funded within specific objective 3.1. This is also true because many stakeholders involved in ATHU projects are not experts on cycling and walking. Therefore, sometimes they are not aware of the solutions that would make it easier for people using their bike or to walk.

For the second SO it is planned to take up additional selection criteria including the necessity to involve the relevant target groups, the improve the quality of the participatory process as well as to put in place sound methodologies to evaluate the impact of infrastructure projects through the experiences gained during the interregional cooperation. Experiences from the current programming period clearly show improvement especially when it comes to the involvement of the relevant stakeholders within the region of Burgenland. Influenced by the CycleWalk activities, the links between the mobility center (Regionalmanagement Burgenland), the general transport department, the building department, the tourism department as well as selected municipalities were strengthened.

- An **intersectoral working group** is now jointly discussing the progress in implementing the cycling infrastructure projects in the region.
- A **new funding scheme** is directly supporting the implementation of projects improving the conditions for everyday cyclists.

Besides these successes there is still the need to strengthen the cooperation between the regional and the municipal level, which in most of the cases is responsible for implementing cycling infrastructure projects. The discussions in the local stakeholder group meetings also made it very clear that cycling and walking still have



different priorities on the Austrian and the Hungarian side of the border. While the awareness at least for the requirements of the different types of cyclists increased on the Austrian side, the representatives of Hungary focus their efforts mainly on projects supporting cycle tourism. The requirements of pedestrians are still not – or only very limited – on the agenda of the relevant stakeholders on both sides of the border. These differences in perception and priorities among the stakeholders jointly working on the implementation of projects funded by the INTERREG V-A AT-HU programme make it a hard task to give the requirements of cyclists and pedestrians a higher priority. Due to the fact that the funds for projects to be implemented in the running financing period are already exhausted the following action will focus on providing inputs for the elaboration of the operational programme of the upcoming next financing period 2021-2027.

General Transport Strategy Burgenland Region adopted by the regional council

The General Transport Strategy identifies the promotion of every day cycling as one of the main priority areas. Whereas political interest and consequently funding schemes are still mainly focussing on the improvement of the touristic cycling network, first steps to open the perspective the everyday cyclists were set during the three years of CycleWalk implementation. Besides the intersectoral working group and the new funding scheme already mentioned above, Regionalmanagement together with the relevant stakeholders from the regional level successfully managed to implement some of the activities recommended in the General Transport Strategy:

- Elaboration and adoption of the **masterplan cycling**. This strategic document is mainly focussing on the promotion of everyday cycling. In close cooperation with the relevant municipalities,
- Regionalmanagement supported by external experts were developing **regional cycle route networks** especially taking into account the specific requirements of everyday cyclists. The methodology for the identification of the relevant cycle routes was taking into account the experiences gained during the network planning seminar organized in the course of the CycleWalk study visit in Vilnius.

Whereas the requirements of cyclists are already taking into account up to a certain extent, the focus on pedestrians is still weak. The planned update of the General Transport Strategy should have a stronger focus on active mobility positioning cycling and walking as great options to encounter climate change. Furthermore, the cooperation between the regional level and the municipalities and companies – in many cases the responsible partners for implementation – need to be strengthened by establishing mobility management schemes.



Part III – Details of the actions envisaged

ACTION 1: Raise importance of active mobility in the AT-HU operational programme 2021-2027

Background

The source of inspiration for Action 1 is the lesson learned for the development of the **quality criteria**, which provide a catalogue of classifications for working towards improved walking and cycling policies and practices based on the identified best practices. The quality criteria provide inputs for different section of the updated operational programme to be developed for the new programming period:

- **Strategy for the cooperation programme:** Section 5 (policy and vision) of the quality criteria underlines the importance of a strategic policy document that articulates a vision for active mobility. Consequently, including the challenges and benefits resulting from the promotion of active mobility in the strategy section is a very important first step and pre-condition for the implementation of cycling and pedestrian friendly projects.
- **Priority axis:** the definition of the specific objectives corresponding to the relevant investment priority, the description of the expected results as well as the description of the type and examples of actions supported within this priority axis needs to consider the requirements of cyclists and pedestrians defined in the quality criteria.
- **Indicators & Assessment:** the programme specific result and indicators are important means to monitor the success of the programme. Consequently, the projects contribution to these indicators is highly weighted during the project assessment. It is therefore very important that these indicators include indicators that are related to the quality criteria defined in the CycleWalk project.

It is the objective of Regionalmanagement Burgenland that the quality criteria defined in the CycleWalk project will be applied in the process of project assessments in the new financing period. For that Regionalmanagement Burgenland will bring in the expertise gathered in the CycleWalk project in the programming process (starting summer/autumn 2019) hopefully resulting in a new operational programme that considers the findings of the CycleWalk.

Action

- a. **Elaborate position paper for the integration of cycling and walking in the operational programme to be developed for the new programming period.** This position paper will include an action plan describing which inputs to be provided at which stage of the programming process. It will furthermore include best practices from the CycleWalk project highlighting the benefits of considering cycling and walking in the future projects. It is expected that the programming process will start at the beginning of 2020.
- b. **Support programme authorities in integrating cycling and walking in the programming process.** The integration of cycling and walking can only be the result of a collaborative effort. Therefore, it will be important:
 - to participate in the meetings and/or provide inputs for the meetings of the monitoring committee (respectively the drafting group of the new operational programme),



- to cooperate with experts contracted for elaborating the programming documents,
- to organize meetings with (selected) members of the monitoring committee to discuss certain issues

Players involved

- a. Regionalmanagement Burgenland:
 - elaborate position paper together with the members of the local stakeholder group
 - participate in the meetings and/or provide inputs for the meetings,
 - cooperate with experts contracted for elaborating the programming documents,
 - organize/participate meetings with members of the monitoring committee,
- b. Managing Authority European Territorial Cooperation programme Austria-Hungary:
 - provide feedback to position paper
 - invite Regionalmanagement to relevant meetings
 - establish contacts and facilitate cooperation with experts contracted for elaborating the programming documents
- c. Members of the Monitoring Committee: participate in meetings (if necessary)

Timeframe

Action	Description	Delivery Timeframe					Cost estimation
		04/2020	06/2020	12/2020	06/2021		
a	Elaborate position paper	x					1.720
	Start of programming process	02/2020 (expected)					
b	Support programme authorities	x	x	x	x		2.150
	Operational programme finalized	09/2021 (expected)					

Costs

The position paper will be elaborated in a joint effort of the stakeholder group members coordinated by Regionalmanagement Burgenland. They will bring in their expertise in kind. The same is true for the participation in the different meetings. If relevant, external experts will be contracted to support the process.

Funding sources

The costs will be covered by Regionalmanagement Burgenland supported by Burgenland region



ACTION 2: Update General Transport Strategy strengthening active mobility

Background

The General Transport Strategy (GTS) of Burgenland region was adopted by the regional government in 2014. The overall objective was to provide a strategic document to develop an integrated transport system including suggestions for actions for different target groups incl. commuters, local population, tourists, economy, etc. for the region.

A limitation of the General Transport Strategy is that the recommended measures have been defined without duly taking into consideration quality criteria and indicators regarding cycling and walking as they have been defined during the first phase of the CycleWalk project.

Although representatives from different sectors were involved in the development of the existing GTS, the links to the local level were weak. This is especially problematic when it comes to the development of cycling and walking infrastructure which is basically the responsibility of the municipalities.

Through interregional cooperation, Regionalmanagement and the participating experts from the local stakeholder groups had a chance to experience best practices on multidisciplinary and participatory planning approaches as they were transferred, among other, by PP7 Urban Cycling Institute, University of Amsterdam. Applying a strong participatory approach for infrastructure planning is not a routine for the experts of the responsible departments on the local and regional level of Burgenland region. The task is performed/appointed to civil engineers with high level of professionalism. Unfortunately, that does not include a strong participatory planning approach i. Seldom they are aware of the specific requirements of cyclists and pedestrians including criteria like directness and comfort, etc... As a consequence, cycling and walking infrastructure – if existing at all - often not fully suiting the needs of users. Besides municipalities, companies can play a crucial role in the promotion of active mobility. Specific cooperation schemes like mobility management schemes should strengthen the cooperation with municipalities and companies. By carrying out a pilot action, the feasibility of implementing a mobility management scheme for businesses for the region will be tested.

Another aspect that needs to be upgraded in its importance in the GTS is multimodality. The source of inspiration was the input of Clotilde Imbert during the study visit in Burgenland, where she presented a methodology to better combine cycling with public transport developed in 2017 by the European project BiTiBi (Bike Train Bike). In her input she provided the findings from pilot actions implementing bike-train-bike solutions in the Barcelona (Sant Boi & Sant Cugat), Milan (Como & Bollate), United-Kingdom (Liverpool) and Belgium (Ghent & Liège). The lessons learned from that were also summarized in quality criteria 1.3 (“Connect your walking and cycling network to public transport nodes”) defined by the CycleWalk project.

For updating the action plan of the GTS the quality criteria as such provide an important input. Quality criteria like organizing programmes and interventions that encourage cycling and walking (criteria 4.1) based on a marketing and communication strategy for behaviour change (criteria 4.2) will make sure that the GTS will not only focus on infrastructure related activities. Actions improving the legal framework (criteria 7.1, 7.2, 7.3) will play a crucial role in improving the general framework conditions for the promotion of cycling and walking.



Action

1. **Set up and implement interdisciplinary working groups:** bring together the relevant stakeholders from different sectors (mobility, environment, urban planning, health, education, etc.), administrative levels (local, regional, national) and the private sector (businesses, etc.). Out of these stakeholders a core working group as well as working groups for different thematic topics will be established.
2. **Implement adequate public participation formats:** the requirements and ideas of the people will play a crucial role for the selection and prioritisation of the relevant activities to be recommended in the GTS.
3. **Data and information collection, trend screening and interpretation:** identification and consolidation of existing data and information for the evaluating the progress achieving the defined objectives. The Sharing Economy, e-mobility, active mobility, Mobility as a Service, ITS, digitalization and automatization together with other trends have an enormous impact on the general transport system of a region.
4. **Drafting the update General Transport Strategy:** based on the previous actions the experts will update the strategic framework (vision, objectives incl. indicators) and draft an action plan (incl. responsibilities, timeframe for implementation, funding options) which will be discussed with the relevant stakeholders and during the established public participation formats. The results of the pilot action planned during the second phase of the CycleWalk project will be integrated in the draft strategy.
5. **Adopting the GTS:** Once approved through the participatory process, the GTS will be adopted by the region

Players involved

- a. Regionalmanagement Burgenland:
 - Bring in experiences gained during the CycleWalk project incl. pilot action (mobility management scheme for businesses)
 - Support the regional administration to set up the working groups and the public participation formats
 - Implement cooperation schemes to strengthen the cooperation with municipalities and companies
- b. General transport department of the regional government of Burgenland
 - Define description of services and contract external experts
 - Provide existing data collected by the regional administration
 - Involve other relevant departments within the regional administration
- c. Relevant stakeholders like cycling and sustainable mobility interest groups (i.e. Radlobby, Walkspace), advocacy groups for people with special mobility needs, advocacy groups for climate change and the environment (Fridays for Future), district representatives and other organisations representing residents, universities and schools, business support organisations and selected businesses, political representatives, representatives of all relevant departments within the regional administration:
 - Participate working groups
- d. Municipalities and companies
 - Participate in cooperation schemes implemented by Regionalmanagement Burgenland
- e. Public:
 - Involve in public participation formats



Timeframe and costs

Action	Description	Delivery Timeframe				
		06/2020	12/2020	06/2021	12/2021	Cost estimation
1	Set up and implement interdisciplinary working groups	x		x	x	Organisation: 5.000*
2	Implement adequate public participation formats	x		x	x	Organisation: 10.000*
3	Data and information collection, trend screening and interpretation		x			Experts: 15.000
4	Drafting the update General Transport Strategy			x	x	Experts: 25.000
5	Adopting the GTS				x	0

* depending on number of events and format chosen

Funding source

The costs will be covered by the general transport department of the regional administration in cooperation with Regionalmanagement Burgenland.



ACTION 3: Implement mobility management scheme for businesses

Background

The implementation of the updated of the General Transport Strategy will very much depend on the successful involvement of municipalities and companies, which in many cases are the entities being responsible for action implementation. While first steps to strengthen the cooperation with municipalities have already been set in the last month (joint development of regional cycle route networks, new funding scheme supporting municipalities, etc.), the cooperation with companies is still very weak. Mobility management will be one of the activities recommended in the General Transport Strategy to strengthen the involvement of companies in the process of transforming the overall transportation system of the region in a more sustainable one.

Before establishing a mobility management scheme for businesses, Regionalmanagement is planning to set up the relevant instruments and test them in their own company background in the course of the requested pilot action. The objective of the pilot action is to increase the number of Regionalmanagements employees commuting to work by bicycle. On the regional level (region of Burgenland) only 9% of the employees commuting 5km or less use the bicycle, while 68% use the car (incl. car-pooling). For business trips the relation is even worse: only 3% of the trips with 5km or less are done by bicycle, while 79% are done by car. These figures are worrying as it is widely agreed that with the proper infrastructure, cycling is the fastest and most efficient way to get “from kitchen table to office desk” for distances of up to five kilometres.

The reasons for the low number of trips to work done by bicycle are different. Sometimes employees simply don't have the possibility to get to their workplace, because they don't have a suitable vehicle, or the route is too dangerous. Experience from other regions clearly show that in many cases employees are not aware of the possibilities and benefits to safely, fast and health promoting commute to their workplace. Another reason is that they are often not familiar with new means of transport (e.g. e-bikes, cargo bikes) facilitating their trip to work.

Experience from other regions clearly show that mobility management is an adequate mean to tackle this challenge. PP6 Municipal Enterprise “Connection Services” from Vilnius carried out travel surveys in multiple companies and business centres in Vilnius. It reached more than 5200 respondents: 3200 employees and 2000 students of the largest universities. These surveys resulted in better planning or more informed decisions for travel alternatives (as well as checking if past decisions make any impact), as well as possibility to teach employees (as well as employers) on commuting choices by helping the employer to find what would motivate his workers to commute in a more sustainable way. This activity also contributed in a good practise exchange as companies share their ways of changing behaviour of their employees. The process of setting up this mobility management activity as well as the challenges faced during implementation were discussed during the study visit in Vilnius in May 2018.

Action

Regionalmanagement is aiming at testing a mobility management scheme in their own company. Regionalmanagement has 52 employees in two offices in Eisenstadt and one office in Jormansdorf. Most of the trips to work and also most of the business trips are now done with the car. Parking place is provided by the company free of charge for the employees.



When having better knowledge of the existing travel patterns to work and for business, Regionalmanagement can provide their employees with suggestions to change their travel behaviour in direction of more sustainable modes of transport especially cycling. Test events provide hands-on experience regarding the use of different means of sustainable mobility, e.g. e-bike and cargo bike test events.

The mobility management scheme includes

- instruments to **survey and analyse the travel behaviour** of employees (different kinds of survey and analytical methodologies)
- **management workshops** providing the management with concrete recommendations to improve the current situation for cyclists
- **test events** lowering the barriers and/or highlighting the benefits of using e-bikes and cargo bikes (test camps, get an e-bike for two weeks, etc.)

In this pilot action Regionalmanagement will develop the relevant instruments and apply them on their own company structures. At the end of the pilot action Regionalmanagement will have the expertise to offer the three modules of the mobility management scheme to other companies in the region as a part of their service portfolio.

Players involved

- f. Regionalmanagement Burgenland:
 - Prepare travel survey based on a questionnaire (supported by an external expert)
 - Carry out pre-test and afterwards provide the questionnaire to the employees of Regionalmanagement.
 - Analyse business trip patterns
 - Analyse possibilities for shift to climate friendly mobility modes.
 - Organize a management workshop to present the results of the survey and deduced from that possible solutions motivating more people cycle to work to the management of the company.
 - Start testing phase for the employees including testing events
 - Evaluate the whole testing period
 - Carry out follow-up survey monitoring the satisfaction with the measures set to improve the situation as well as changes in travel behaviour
 - Elaborate a business plan on how to integrate mobility management for businesses in their service portfolio.
- g. Drafting group of the General Transport Strategy (GTS)
 - Participate in workshop where the first (interim) results of the pilot action will be presented and discussed
 - Participate in workshop where the final results of the pilot implementation will be presented
- h. Political representatives responsible for updating the GTS
 - Participate in meeting where the first (interim) results of the pilot action will be presented and discussed



- Participate in meeting where the final results of the pilot implementation will be presented and the necessary steps to roll out the scheme to other interested companies in the region including the question of how these activities can be financed will be discussed.

Timeframe and costs

Action	Description	Delivery Timeframe				
		06/2020	12/2020	06/2021	12/2021	Cost estimation
1	Set up methodology to implement a travel survey	x				€ 3.990,00
2	Carry out travel survey, organize management workshop and test event		x			€ 18.503,25
3	Implement long term test, evaluate testing phase and elaborate business plan			x		€ 6.592,60
4	Set necessary steps to establish mobility management for businesses as a regular service offered to other interested companies			x	x	€ 1.000,00

* depending on number of events and format chosen

Funding source

Costs for Actions 1-3 covered by the budget requested for implementing the pilot action. Costs for Action 4 will be covered by Regionalmanagement Burgenland supported by Burgenland region.



Signature

Date: 16.03.2020

Signature: _____

Stamp of the organisation (if available): _____