

Regional Management Metropolitan Area of Styria Ltd



Region profile:

- **Metropolitan Area of Styria, Graz and surroundings (Austria)**
- **Area:** 52 municipalities covering about 1.900 km²
- **Inhabitants:** 481.000
- **Population density:** Average population density of 254 inhabitants per km², varies from 20 inhabitants per km² in very rural areas to 600 inhabitants per km² ins (sub)-urban municipalities in the south of Graz

Organisational profile:

- Sectoral agency for integrated regional development with a sustainable project- and network management in the field of mobility as one of the main competences;
- Assistance projects from strategy to implementation on mobility-management and financing of public transport.

Role in the project:

- **Leader of Work Package 3:** “Smart governance in peripheral areas: Cooperation and marketing”;
- Analyse new cooperation approaches, marketing methods or intermodal mobility options optimizing the existing system in all its dimensions to better connect rural, dispersed areas to the existing Public Transport.

Activities in the project:

- Connect the individual modes of transport to facilitate mobility without a private car and enhance Public Transport;
- Site-selection, implementation and testing of an „intermodal hub” in Central Styria (rural area);
- Extend & transfer an existing model of multimodal transfer points forwards rural areas;
- EU-wide status quo analysis.

