Mid-term Conference Trans-Borders_2018
Bautzen

Peripheral Access - Better mobility in rural areas and border regions

Georg Werdermann (German Association for Housing, Urban and Regional Development)
The project improves public mobility in:

- rural areas,
- in the hinterland of urban agglomerations, and
- in border regions.
3 MAIN AREAS OF ACTION

WP 1: Promoting intermodal mobility and related infrastructures

WP 2: Use of intelligent communication technologies in mobility

WP 3: Development & use of innovative marketing & governance approaches
GEOGRAPHICAL LOCATION

- Cities
- Regional authorities
- Transport authorities
- Research organisations
- Universities
- Regional development agencies
CASE STUDY 1
MULTIMODAL TRANSPORT NODE IN A RURAL AREA
Implementation and testing of the first multimodal mobility node in a selected peripheral area of Styria.

- charging station 44 KW
- bycicle infrastructure
- locker
- e-carsharing
- demand-responsive transport station
- benches & waste bins
- public transport station
EXPECTED POSITIVE EFFECTS

• mobility in the rural municipalities to become more energy efficient and multimodal (public transport, e-mobility, walking, cycling).

• share of individual traffic should be reduced.

• private car use (at least second car use) should be replaced by multimodal alternatives.
MULTIMODAL INTERCHANGE IN A RURAL AREA

Regional analysis of potential locations for the interchange (6 villages are interested)
EXAMPLE: PERIPHERAL AREA - KUMBERG

- Inhabitants: - 3,843
- Geographic Location:
  - In the northeast of the city of Graz
- Population Density:
  - 131 inhabitants per km²

The municipality of Kumberg was one option as the site for the Multimodal Mobility Node on the basis of a feasibility study.
REACHABILITY BY BICYCLE OF THE NODE

Styrian central area - Peripheral Access
Reachability analysis Kumberg – by bicycle
REACHABILITY BY WALK OF THE NODE
### Costs of the Node

<table>
<thead>
<tr>
<th>Costs of the Node</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure and Works</td>
<td>80,000.00 €</td>
</tr>
<tr>
<td>External Experts</td>
<td>18,580.88 €</td>
</tr>
<tr>
<td>Equipment Expenditure</td>
<td>9,360.00 €</td>
</tr>
<tr>
<td>Total Costs</td>
<td>107,940.88 €</td>
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</tbody>
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**Costs of the multimodal mobility node**
INVOLVED INSTITUTIONS/ACTORS (EXAMPLE KUMBERG)

- Regionalmanagement Metropolitan Area of Styria
- Province of Styria, Department 16 – Verkehr und Landeshochbau
- Municipality of Kumberg
- Styrian Transport Alliance
- City of Graz – Department of Transportation Planning
CHALLENGES

- To connect to something existing (tim system)
- City-regional cooperation within ongoing processes and many different stakeholders
- To transfer an urban system into a peripheral-rural area where the people have other mobility needs
- **City Council of Kumberg has voted against the multimodal station after initial approval ...**
CASE STUDY 2
BI-LINGUAL MARKETING CAMPAIGN FOR A CROSS-BORDER REGIONAL RAILWAY CONNECTION
WHAT IS IT ALL ABOUT?

- Existing regional railway line Gera (GER) - Cheb (CZ)
- Route is to be marketed more targeted.
  - Promotion of **public transport** in border regions and rural areas
  - Increase in **traveler numbers who can also be won as guests of the tourist region**
EXPECTED RESULTS

• By the end of the project, the railway line with 30 train stations will be analysed and a cross-border marketing campaign for the EgroNet public transport system will be developed with those responsible and partners.

• As a result, a modern bi-lingual guidance system with travel information and tourist offers should be installed.
COSTS / STAKEHOLDERS INVOLVED INTO IMPLEMENTATION

Costs:

- commercial film 10.000€
- information boards 50.000€
- info brochures 5.000€

Stakeholders involved in implementation:

- Political stakeholders (majors, regional politicians)
- Regional public transport companies
- Tourism board Vogtland
- Committed inhabitants of the Vogtland (railway enthusiasts)
CHALLENGES

- **Long bureaucratic communication channels** due to the high number of decision makers in the region
- **Ownership of the station** buildings is difficult to determine and complicates planned actions
- **The interest of local mayors in the project** and the improvement of the structural substance at the stops in some places is difficult to get or does not exist
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