WP.T1 - D.T1.2.23

Review for matching needs and services for a comprehensive planning (RMO, AT)

Final Version

04 2020

Dissemination level	***Public***
Activity	***A.T1.2 – Understanding the users' need***
Deliverable	***D.T1.2.23 – Review for matching needs and services for a comprehensive planning (RMO, RMO)***
Coordinating partner	***University of Natural Resources and Life Sciences, Vienna***
Contributors	***Roman Klementschitz, Valerie Batiajew, Nicole Suntinger***
Due date of deliverable	***30.04.2020***
Actual date of deliverable	***30.04.2020***
Status (F: final, D: draft)	***Final***
File name	***042_SMACKER_D-T-1-2-23_2020-04-30_Final***

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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas, and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKERS also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

The deliverable deals with the review for matching needs and services for a comprehensive planning (Osttirol, AT). The necessary matching between needs and possible offer is the key for a transport solution useful and sustainable. The report assesses the results of mobility needs and expectations reviews to deliver analysis useful for training and planning.

Chapter 2 summarizes the mobility needs in the East Tyrol pilot area.

Chapter 3 assesses the coherence between mobility needs and the foreseen pilot activities, dedicating a particular attention to reviewing the nudging activities.

Finally, chapter 4 elaborates the lessons learned and defines the main outcomes of the deliverable in terms of both useful insights for the pilot planning (input to D.T2.2.8 “Pilot action planning, RMO, AT”) and relevant outlook for the future that could be used for training activities and workshops too. As not all the user needs are addressed through the pilot action, activities emerging as necessary / useful in the lessons learned can be considered as a proposal for further future development.

2. Review of mobilty needs in SMACKER pilot area

2.1. Basic information

The East Tyrol region with its 48.753 inhabitants (2018) is a political district of the Austrian province of Tyrol and congruent with the district of Lienz. With 2.020 sqkm, East Tyrol covers almost one sixth of the Tyrolean territory and is thus the largest district in the country. The city of Lienz is an administrative, economic and cultural centre and traffic junction. Lienz (11.868 inhabitants), Matrei (4.635) and Nußdorf-Debant (3.356) are the most populous communities in the district, followed by Dölsach (2.333), Virgen (2.191) and Sillian (2.043). The remaining 27 municipalities have less than 2.000 inhabitants.

East Tyrol lies in an inner-alpine location south of the main Alpine ridge and borders the federal states of Salzburg and Carinthia as well as the Italian regions of South Tyrol and Veneto. The permanent settlement area occupies only 8.2% of the total area of the district, whereas the proportion of forest (39.6%) and alpine pastures (32.0%) is above the national average.

Transport infrastructure lies at the core of mobility as stated in the 2011 Transport White Paper: "*Infrastructure shapes mobility*" thus a short overview of existing transport infrastructure and mobility services in the pilot region of Osttirol is presented in the table below. The table provides a simplified insight into transport infrastructure and mobility services that are important for understanding of specific conditions in which SMACKER pilot activities are to be implemented.

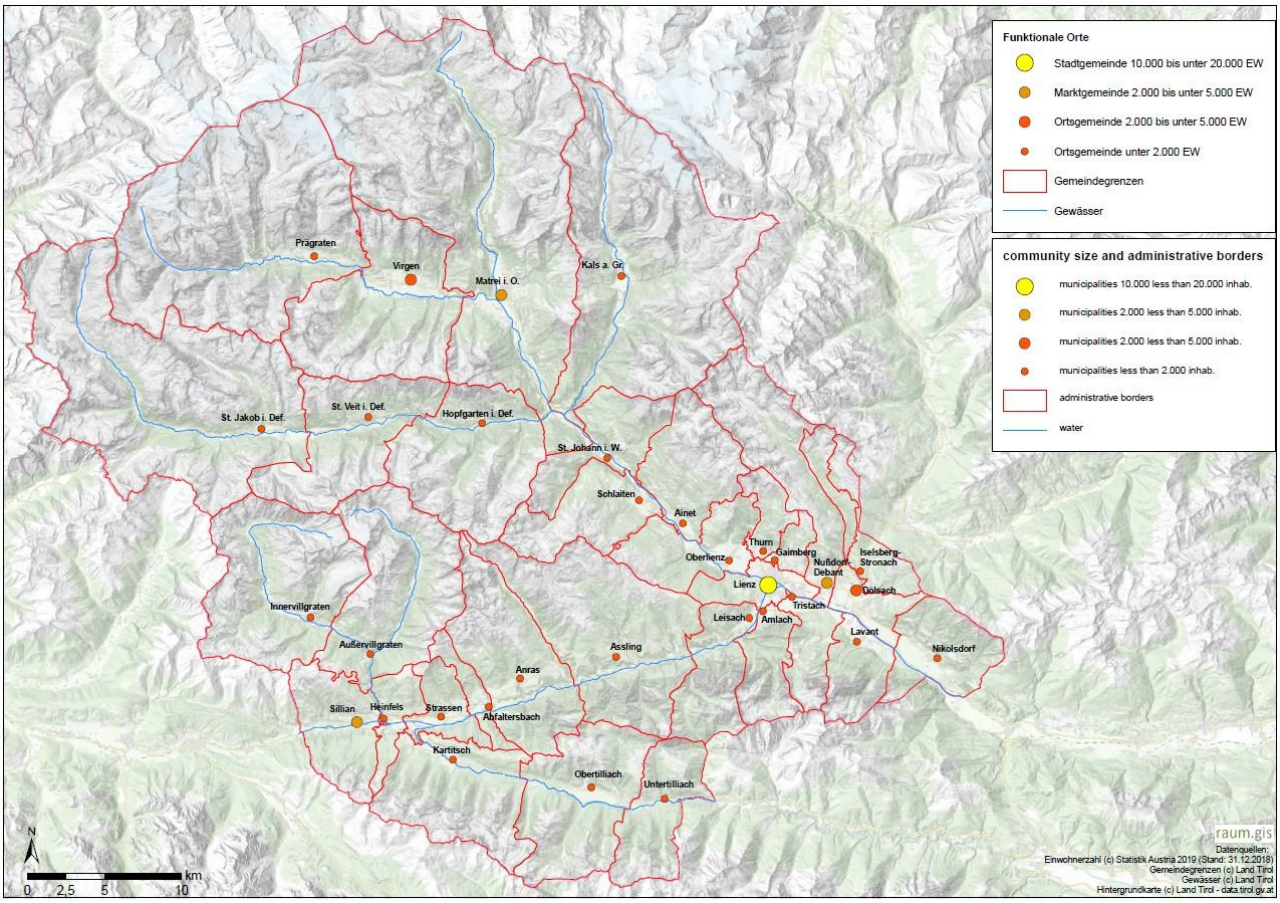

Figure 1: community size and administrative borders of East Tyrol

Table 1[1]: Overview of existing Transport infrastructure and mobility services in East Tyrol pilot region

AVAILABILITY OF TRANSPORT INFRASTRUCTURE					
		Comprehensive	Appropriate	Incomplete/limited	Not applicable
Existing network (scope, coverage)	Roads	☒	☐	☐	☐
	Rail	☐	☐	☒	☐
	Light rail/tram	☐	☐	☐	☒
	Cycling paths	☐	☐	☒	☐
	Pavements	☐	☐	☒	☐
QUALITY OF TRANSPORT INFRASTRUCTURE[2]					
		Good	Adequate	Poor	Not applicable
Condition of infrastructure	Roads	☒	☐	☐	☐
	Rail	☒	☐	☐	☐
	Light rail/tram	☐	☐	☐	☒
	Cycling paths	☐	☒	☐	☐
	Pavements	☐	☒	☐	☐
DENSITY OF PUBLIC TRANSPORT INFRASTRUCTURE					
		Good	Adequate	Poor	Not applicable
Density of transport stops / stations	Bus	☐	☒	☐	☐
	Rail	☐	☐	☒	☐
	Light rail/tram	☐	☐	☐	☒
AVAILABILITY OF MOBILITY SERVICES:					
		Available	Planned	Under consideration	Not applicable
Existing or planned mobility services	Bus	☒	☐	☐	☐
	Rail	☒	☐	☐	☐
	Light rail/tram	☐	☐	☐	☒
	Carsharing	☒	☒	☐	☐
	Bike sharing	☐	☐	☒	☐
	Park and ride	☒	☐	☐	☐
	e-scooter sharing	☐	☐	☐	☒

The Osttirol region is connected with comprehensive and dense road network, there is only one railway line connecting the region linking it to other regions of Austria and neighbouring Italy. Transport infrastructure is in average condition, but provides sufficient basis for mobility of people and goods. Cycling paths are under development, public transport is available together with some sustainable mobility services, but because of the low population density very basic.

2.2. Mobility needs

Due to the dispersed settlement many people don't have access to public transport to reach the main points of interest, and even less towards the capital city Lienz. On the one hand, a big part of the population has not an own car at disposal (this is particularly valid for old and young people and for tourists) and remains therefore isolated and restricted to move in the region. On the other hand, most of the trips are at local level and the public transport service does not meet their needs sufficiently. Services during off-peak hours,

[1] The table should be understood from point of view of rural and semi-rural regions and related mobility needs in such areas.

[2] Good – infrastructure in optimal condition, no intervention needed; Adequate - infrastructure in average condition, interventions/maintenance needed; Poor – infrastructure in bad conditions, interventions needed.

on public holidays and on tourist sites are limited. Another aspect is that tourists do not have awareness for sustainable mobility offers in the region, but mobility patterns of tourists also go towards sustainable mobility offers. The dissemination of information on existing services together with a coordinated development of flexible and sustainable mobility offers are important to enhance the mobility situation in East Tyrol.

Following the outcomes of the focus groups of the LMF, it was possible to elaborate the user mobility needs. The user needs for touristic purpose were identified within the first Extended LMF (11 persons) held on 4th December 2019. The following bullet points highlight the main user needs for tourists which underpins the regional pilot action:

- Tourists are generally interested in using existing mobility services at origin and at destination and willing to use them. Tourists ask for public transport / DRT service information (online on webpages and as well as printed hard copy brochures). It proves that dissemination of information and advertisement is essential for existing offers to attract people using sustainable mobility offers.
- Tourists mainly ask for hiking taxis, ski buses and public buses. These mobility offers are most important during vacation time. It is also required to improve the service offer and close gaps of travel chains, especially to touristic hot spots. Thus, e-carsharing also plays an important role in providing DRT services for tourists.
- Environmental-affine people and elderly people mainly ask for mobility services at destination. Especially these target groups are potential DRT and public transport users and can be sensitized to use sustainable mobility offers for arrival and to combine e-carsharing and public transport / DRT during vacation.
- Tourists are interested in booking mobility packages in combination with the accommodation (e.g. airport/railway station shuttle or luggage transport included). Touristic operators do not offer such mobility packages. Sustainable mobility at destination and at origin is a booking criterion for tourists. This is a necessary nudge to offer mobility packages.
- Tourists are willing to pay extra for sustainable mobility offers during vacation. Sustainable mobility offers have a high value for tourists.
- Tourists increasingly travel by e-car and ask for charging stations at accommodation and touristic hot spots. The demand requires an expansion of charging stations at touristic infrastructure.
- Climate protection in general is a booking criterion, in particular offering sustainable mobility or regional products in tourism.

The user needs for e-carsharing purpose have been identified within the second Extended LMF (11 persons) held on 13rd February 2019. The following bullet points highlight the main user needs for tourists which underpins the regional pilot action:

- Car ownership has a high-status function in the region and therefore people mainly use the private car for daily routes. Carsharing and public transport have a low status function among the population in the countryside.
- Environmental awareness is one of the main reasons why people decide to register for e-carsharing or when there is no 2nd or 3rd car in the household available. This result identifies potential target groups which can be sensitized within the pilot. However, the pilot also targets young people, especially young women and families to reduce mobility costs.
- E-carsharing users in general reduce the private car consumption but do not only use e-carsharing as main transport mode. However, people using the offer mainly for professional purpose and/or for leisure time activities. Everyday routes are mainly covered by private car. People do not have

the awareness to use e-carsharing for daily needs. Nudging activities can help to increase awareness for using the offer.

- E-carsharing users mainly recognize the local e-carsharing system because of the visible infrastructure at site (sharing stations, vehicles). They do not pay attention to the e-carsharing because of advertisement. It is a necessary gadget to make the e-carsharing system visible and transparent for users and do tailored marketing measures.
- If an e-carsharing location is within walking distance, it will increase the number of users. However, there is a disadvantage for people in rural areas outside of urban areas because they do not have direct access to e-carsharing locations. Therefore, it is necessary, to develop e-carsharing location also in rural municipalities, not only in urban areas.

3. Assesment of coherence between mobility needs and SMACKER activities in pilot regions

3.1. SMACKER pilot action in relation to mobility needs

The East Tyrol pilot in SMACKER has the following objectives and measures to achieve the use of flexible mobility by locals and tourists:

- Better understanding of users' needs: a social scientific research in a municipality should accompany people (potential and existing users) in the use of flexible mobility projects, with focus on e-carsharing and DRT services to tailor future mobility projects.
- Implementation of "greenhouse friendly tourism offers" in the region: making existing (fixed and flexible) services visible, understandable and integrated into tourism. Provide competent information about regional mobility offers to residents and guests through tailored mobility training courses for contact persons in municipalities and in tourism sector.
- Strengthening e-mobility in the region: establishment and implementation of new e-carsharing locations in municipalities and adaption of marketing strategies to promote e-carsharing.

Referring to the identified user mobility needs presented above and the results from the first extended LMF held in December 2019, the following bullet points highlight the recommendations for action:

- Stakeholders, especially staff in tourism need a mobility information brochure to give an overview of all mobility offers in the region for tourists as well as tourism staff (digital and hard copy).
- Mobility trainings for staff in tourism (tailored contents of trainings for target groups, "in house" coaching for large enterprises) are necessary to provide adequate information for tourists.
- A mobility survey for tourists and enterprises would tailor the mobility offer in the region to provide an efficient green-house gas friendly mobility offer.

Table 2: Main DRT technical parameters of the East Tyrol pilot action. [Source: Interreg Europe (2018), A Policy Brief from the Policy Learning Platform on Low-carbon economy]

Key parameters addressed	Set of parameters	R PILOT
How does the user book their journey?	- Telephone call - Internet (website/app)	- Telephone call - Internet (website/app)
When is booking required?	- On the day/when required - In advance - Repeating booking	- On the day/when required - In advance - Repeating booking
How frequently should the service run?	- Only when requested - Set number of journeys per day	- Only when requested - Set number of journeys per day - On weekends and evenings
How flexible is the route?	- Fully set, but only runs when there is demand	- Fully set, but only runs when there is demand (DRT)

Key parameters addressed	Set of parameters	R PILOT
	- Deviations possible within a set corridor - Fully flexible	- Deviations possible within a set corridor (DRT) - Fully flexible (Car sharing)
Where are users picked-up or dropped-off?	- Many-to-many - One-to-many / many-to-one - One-to-one	- Many-to-many - One-to-many / many-to-one - One-to-one (Carsharing)
What area is the service covering?	- Rural - Suburbs - Mixed	- Mixed
Who are the main users?	- All public - Disadvantaged groups - Private groups	- All public
What size of vehicle should be used?	- Car - Minibus - Bus	- Car - Minibus
What is the price for the user?	- Free - Paid	- Paid
How is the DRT system financed?	- Subsidised - Partly-subsidised - Commercial	- Partly-subsidised - Commercial
What competition is there with other Transport solutions?	- High - Low	- Low

Based on Enoch, M.P et al (2004), "INTERMODE: innovations in Demand Responsive Transport" developed by the Department for Transport and Greater Manchester Passenger Transport, it is possible to identify four key technical areas related to the development and improvement of DRT services: changes in communication channels/tools, changes in type of service, changes in level of service and changes in fares level and structure.

Table 3: Osttirol pilot interventions' maturity levels

Categories	Changes in	Level achieved (yes / no)
Communication	Change in communication channels/tools	Yes
Type of service	Change in type of service - change in type/size of vehicles	No
	Change in type of service - degree of route flexibility	No
	Change in type of service - degree of timetable flexibility	Yes
	Change in type of service - changes in mode of booking	Yes
Level of service	Change in level of service - changes in frequency	Yes
	Change in level of service - in operating hours	Yes
Level of fares integration	Change in fares level and structure - fares integration	Yes
	Change in fares level and structure - MaaS Approach	No

The SMACKER pilot to be implemented in Osttirol answers the majority of the mobility needs identified. The seamless option to combine e-carsharing and public transport/DRT during vacation for tourists will not fully achieved as a MAAS system need to be established at first as a basis. Another topic is the creation of mobility packages in combination with the accommodation, which is not in the scope of the Smacker project. The correlation between identified needs and pilot action is depicted in table below.

Table 4: Correlation between identified mobility needs and East Tyrol pilot action

Mobility needs (as identified in pilot region)	SMACKER pilot action's interventions in relation to specific mobility need.	Correlation of pilot with identified needs (low / medium / high)
a) **Dissemination of information and advertisement**	To be considered in the mobility information brochure to be developed	High
b) **Tourists mainly ask for hiking taxis, ski buses and public buses**	To be considered in the mobility information brochure to be developed	High
c) **Combine e-carsharing and public transport / DRT during vacation**	Establishment and implementation of new e-carsharing locations in municipalities. Ideally to provide tourists an access to the e-carsharing system. So, both services, the e-carsharing and public transport can be combined to overcome gaps in their travel chain and link the last mile.	Medium
d) **Booking mobility packages in combination with the accommodation**	/	Low
e) **Expansion of charging stations at touristic infrastructure**	Establishment and implementation of new e-carsharing locations in municipalities is foreseen	High
f) **E-carsharing location is within walking distance**	Establishment and implementation of new e-carsharing locations in municipalities is foreseen	High

g) **To make the e-carsharing system visible and transparent for users and do tailored marketing measures**	Nudging strategy is foreseen to satisfy these user needs	High

The pilot action corresponds well to identified mobility needs except two needs they need to be traced outside of the Smacker project: packages for tourists and the mobility as a service concept.

3.2. SMACKER nudging activities in relation to mobility needs

The identified target groups for the nudging activities are:

- **Residents:** The framework conditions often cause the reflection of usual mobility patterns and the need to adapt individual behaviour. Each new stage of life offers the possibility to nudge residents towards the use of (flexible) public transportation. It addresses young people and young women (however, young people are affine for new systems like e-carsharing), but in general young families and elderly people who don't have access to a private car.
- **Tourists:** Tourists do not have habitual trips at their holiday destination. They often have to orient themselves in a new area, thus, they are open for mobility options offered and are open to try these without having stress with time restraints of everyday commuting. Addressing tourists offers a high potential to nudge towards sustainable mobility.

Following the list presented in D.T1.1.4, RMO as East Tyrol pilot coordinator identified a number of nudging initiatives that could be reasonably feasible and useful. For residential purpose:

- (5.1) Mobility stand on local and regional event,
- (5.3) Presentations at periodic local meetings, establishment of a local mobility forum,
- (5.8) Car-free day during EU Mobility week,
- (5.15.) "Thank you" – Incentives for current PT users.

For touristic purpose:

- (5.14) Use of social media to make (flexible) public transport visible,
- (5.21) Salient implementation of PT information on webpages,
- (5.25) Training events for multipliers,
- (5.27) Mobility packages for tourists at origin,
- (5.28) Mobility packages for tourists at destination.

Majority of the above nudging activities are of general nature however, there are some aimed specifically at commuters and at tourists, which corresponds to the poor access to information on public transport identified within these two user groups. The correlation between identified needs and nudging activities is depicted in table below.

Table 5: Correlation between identified mobility needs and nudging activities planned in Osttirol

Mobility needs	SMACKER nudging activities in relation to users' needs	Correlation of nudging activities with identified needs (low / medium / high)
a) **Dissemination of information and advertisement**	- (5.25) Training events for multipliers	High
b) **Tourists mainly ask for hiking taxis, ski buses and public buses**	- (5.14) Use of social media to make (flexible) public transport visible - (5.21) Salient implementation of PT information on webpages	High
c) **Combine e-carsharing and public transport / DRT during vacation.**	- (5.28) Mobility packages for tourists at destination	Medium
d) **Booking mobility packages in combination with the accommodation**	- (5.27) Mobility packages for tourists at origin	Medium
e) **Expansion of charging stations at touristic infrastructure**	After establishing new stations make the e-carsharing system visible, see actions below (g)	High
f) **E-carsharing location is within walking distance**	After establishing new stations make the e-carsharing system visible, see actions below (g)	High
g) **To make the e-car sharing system visible and transparent for users and do tailored marketing measures**	- (5.1) Mobility stand on local and regional event - (5.3) Presentations at periodic local meetings, establishment of a local mobility forum - (5.8) Car-free day during EU Mobility week - (5.15.) "Thank you" – Incentives for current PT users	High

3.3. Matching mobility needs to SMACKER pilot action and nudging activities

Table 6 provides an overview, which aspects are addressed by the actions undertaken in the East Tyrol pilot region on a general level.

Table 6: Overview of identified mobility needs in relation to pilot action and nudging activities

MOBILITY NEEDS MATCHING WITH PILOT ACTION AND NUDGING ACTIVITIES					
		Issue/need recognized	Addressed by the pilot	Addressed by nudging activity	n. a.
Geographical scope	Inter-urban	☐	☐	☐	☒
	Urban-rural	☒	☒	☒	☐
	Rural	☒	☒	☒	☐
	Intra-regional	☒	☒	☒	☐
	Inter-regional	☐	☐	☐	☒
	First/last mile	☒	☒	☒	☐
User groups	Residents	☒	☒	☒	☐
	Commuters	☒	☒	☒	☐
	Tourists	☒	☒	☒	☐
	Elderly	☒	☒	☒	☐
	Vulnerable groups (mobility impaired)	☒	☒	☒	☐
Time related availability of PT	Availability on weekdays - daytime	☒	☒	☒	☐
	Availability on weekdays - evening/night	☐	☐	☐	☒
	Availability on weekends - daytime	☒	☐	☒	☐
	Availability during weekends - evening/night	☒	☐	☒	☐
Flexibility of public transport	Fixed itineraries and flexible time tables	☒	☐	☒	☐
	Fixed itineraries with deviation on demand	☒	☐	☒	☐
	Flexible itineraries with predefined bus stops	☒	☐	☒	☐
	Flexible itineraries and flexible stops	☒	☐	☒	☐
Access to information on mobility options	Residents	☒	☒	☒	☐
	Commuters	☒	☒	☒	☐
	Tourists	☒	☒	☒	☐
	Elderly	☒	☐	☒	☐
	Vulnerable groups	☒	☐	☒	☐

As shown above, the foreseen pilot action and nudging activities are well aligned with identified mobility needs. With regard to packages for tourists and mobility as a service, nudging activities will consider, what can be offered at current state.

4. Lessons learned and outlook for the future

The analysis of existing situation in relation to transport infrastructure, services and mobility needs has validated the premises used for elaboration of pilot action.

Nevertheless, there are some suggestions to be made that should be beneficial for pilot planning (D.T2.2.8) and for trainings and workshops[3]. Finally, some recommendations that go beyond SMACKER activities

Pilot planning specific recommendations:

- Distinguish between the sustainable mobility offers for the residents (partly based on social initiatives with voluntary employees) and professional mobility services for tourists.
- Involve neighbouring municipalities and regional stakeholders already in early stages of pilot planning, try to get cross border cooperation for sustainable mobility offers (based on former activities, such as Interreg Austria-Italy).
- Promote DRT pilot action and sustainable mobility to tourist as their contribution towards a cleaner, unspoiled and better holiday destination.
- Develop a strategy, in which (tourist) languages all information need to be provided and how translation will be organised.
- Develop a strategy, who will distribute the information material and maintain the activities beyond the Smacker project.
- Recommended reading:
    - Wolf-Eberl, S., Koch, H., Estermann, G., & Fürdös, A. (2011): Ohne eigenes Auto mobil – Ein Handbuch für Planung, Errichtung und Betrieb von Mikro-ÖV Systemen im ländlichen Raum. Wien: Klima- und Energiefonds. https://www.bedarfsverkehr.at/content/Leitf%C3%A4den_%26_Handb%C3%BCcher
    - Enoch, Marcus; Potter, Stephen; Parkhurst, Graham and Smith, Mark: Why do demand responsive transport systems fail?

[3] East Tyrol LTG training took place in March 2020 (see D.T1.3.8).

Suggestions for training and workshop activities:

- Address the mobility as a service idea in the region for the tourists and residents (e.g. how could be designed a mobility guarantee only by using sustainable modes for the tourists?).
- Explain how online and hard copy information is best provided for the tourists (e.g. layout, content, …).
- Suggest where and how to best forward the information to the guests/tourists.
- Include non-motorised modes in the trainings as well.
- Discuss, how all the initiatives can survive the Smacker project? Discuss hand over procedures.
- Involve SMACKER target groups to strengthen the engagement in future mobility projects and raise awareness for sustainable mobility issues.

Beyond SMACKER:

- Continue improving the supply with sustainable transport modes by expanding the offers in the region.
- Continue to permanently update the front desk employees in the tourist sector with changes as well as repetitions about sustainable mobility offers in the region to deepen their knowledge.
- Develop a strategy, how to involve the local tourist operators in the activities and how this engagement can survive the Smacker project.
- Continue to permanently update all information material (online and hard copy), so that information is always up to date.
- Develop packages for tourists including accommodations/excursions and sustainable transport modes both for arriving/departing and mobility at site.
- Try to get in contact with important origin regions of the tourists to forward relevant information already in the phase tourists will plan their holidays (e.g. tourist agencies, tourist information centres abroad).
- Include a mobility guarantee for tourists, if arriving without car by using all means of sustainable transport, public, sharing, taxi, cycling, e-bikes, etc.).
- Establish the local mobility forum beyond the Smacker project to provide a platform, where sustainable mobility is discussed among the decision takers and stakeholders of the region.
- Establish a mobility centre (stand alone or within the RMO or regional institution), which permanently takes care on the agenda of sustainable transport modes.

5. References

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2. Enoch, M.P. et al (2004), INTERMODE: innovations in Demand Responsive Transport. [Report for] Department for Transport and Greater Manchester Passenger Transport Executive. Final report. London: Department for Transport.
3. Interreg Europe (2018), A Policy Brief from the Policy Learning Platform on Low-carbon economy
4. SMACKER Application Form, Version 27 February 2019
5. SMACKER "D.M.2.1 Internal Quality Handbook", September 2019
6. SMACKER "D.T1.1.1 Review of service level and technical level for rural and peripheral areas", November 2019
7. SMACKER "D.T1.1.4 Review of behaviour change and nudging initiatives", September 2019
8. SMACKER "D.T1.2.17 Data collection on users mobility needs and expectations (RMO, AT)", March 2020
9. SMACKER "D.T1.3.1 Planning and reasons for training", January 2020