Cross-border mobility in the Alpine Region

Sustainable mobility solutions for the local level
### Pillar 1: Economic growth and innovation

**Objective:** Fair access to job opportunities, building on the high competitiveness of the Region

- **AG1:** To develop an effective research and innovation ecosystem
- **AG2:** To increase the economic potential of strategic sectors
- **AG3:** To improve the adequacy of labour market, education and training in strategic sectors

### Pillar 2: Mobility and connectivity

**Objective:** Sustainable internal and external accessibility to all

- **AG4:** To promote inter-modality and interoperability in passenger and freight transport
- **AG5:** To connect people electronically and promote accessibility to public services

### Pillar 3: Environment and energy

**Objective:** A more inclusive environmental framework for all and renewable and reliable energy solutions for the future

- **AG6:** To preserve and valorise natural resources, including water and cultural resources
- **AG7:** To develop ecological connectivity in the whole EUSALP territory
- **AG8:** To improve risk management and to better manage climate change, including major natural risks prevention
- **AG9:** To make the territory a model region for energy efficiency and renewable energy

### CROSS-CUTTING POLICY AREA: GOVERNANCE, INCLUDING INSTITUTIONAL CAPACITY

**Objective:** A sound macro-regional governance model for the Region (to improve cooperation and the coordination of action)

A common project of AG4 + 5
An underestimated phenomenon
Ever increasing?

Frontaliers étrangers selon le pays de résidence

Source: OFS – Statistique des frontaliers (STAF) © OFS 2018

1 y compris la Principauté du Liechtenstein: 441 personnes au 2e trimestre 2018
LEADING QUESTION

What is needed for a successful modal shift in trans-national commuter mobility to reduce negative ecologic and economic effects?
What it’s about?

With a focus on cross-border commuter mobility the projects helps to...

• remove infrastructure bottlenecks
• bridge missing links
• coordinate planning and timetables of public transport
• modernising infrastructure
• enhance co-operation
• connect people with digital accessibility and reduce passenger flows
WHY?

• Transport networks have been planned for decades in a purely national context;
• This holds particularly true for public transport systems;
• Most of cross-border commuter flows are by cars;
• Consequence are congested roads with negative impacts on economy, society, environment;
BUT

• Cross-border commuter traffic is sparsely on the political agenda, overlooked by road freight traffic and tourism/leisure mobility;

• Commuter mobility offers a great chance to
  o contribute to reduction emissions (air+noise)
  o contribute to COP21
  o increase quality of life at regional level
HOW

• Step 1: Elaboration of Alpine wide overview and analysis of existing cross-border mobility networks for commuter mobility

• Step 2: Collection of existing cooperation models (Good/Bad Practices)

• Step 3: Identification of gaps in cross-border mobility (infrastructure, soft factors, etc.)
HOW

• Step 4: Identification of solutions to facilitate cross-border passenger flows

• Step 5: Formulation of recommendations for further actions

• Step 6: Workshops in Hot-Spot areas for elaboration of Action-Plans
WHAT’S THE BENEFIT?

• Overview on commuter passenger flows in the Alpine Space (modal split, transport width, passover volume, etc.)
• Increased alpine-wide awareness of cross-border commuting problems (homemade problems)
• Collection of existing cross-border solutions to learn from good and bad practices
• Target group tailored solution approaches for commuters, enterprises, transport providers, public authorities;
• Action plans in “Hot Spot” areas towards modal shift
FURTHER INFORMATION

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CIPRA International
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Program of the Workshop

• Analysis of existing cross-border mobility networks
  Prof. Dr. Tobias Chilla, University of Erlangen

• Cross-border cooperation models in the Alpine Region
  CIPRA International

• A practical experience: Youth Alpine Interrail
  Magdalena Christandl, CIPRA Youth Council

• Panel discussion
  - Carlo Alberto Carnevale Maffè, Bocconi School of Management
  - Tobias Chilla
  - Marion Ebster, CIPRA International
Aims of the Workshop

• To present the intermediate results of the project
• To discuss solutions
• To connect with past and ongoing projects
• To raise political and public awareness
• To stress the relevance of the work of EUSALP
• To underline the potential for cooperation among AG’s
• To involve the youth
ARPAF Project CrossBorder WP 2: Analysis of existing cross-border mobility networks

Tobias Chilla – University of Erlangen

EUSALP Annual Forum 2018
Workshop 8: Cross-border mobility in the Alpine Region
21th November 2018
Innsbruck
Project logic

Swiss Info
Incoming commuters
Project logic

Commuting
Outgoing

Incoming

Infrastructure Quality
Road

Rail
Methodology

Accessibility analyses of

a) Rail
  • fastest train connection between central stations
  • number of connections per day
  • Reference: 14th November 2018 (4 a.m. until closing hour)
  • Source: online travel service site
  • only connections with max. one change
  • line width = number of connections; colour of the lines = speed of the fastest connection

b) Road
  • calculated real-time travel time of the route in GoogleMaps
  • requests at 8 a.m. on a typical TUE, WED, THU in Nov 18 for both directions between central stations
  • colour of the lines = speed of the fastest connection
Examplary comparison

Differences between
- polycentric and monocentric structures
- Rural / metropolitan contexts
- Road and rail
# Exemplary comparison

<table>
<thead>
<tr>
<th>Infra-structure</th>
<th>Basel</th>
<th>Domodossola</th>
<th>Geneva</th>
<th>Jura</th>
<th>Kufstein/Rosenheim</th>
<th>Lake Constance</th>
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Exemplary comparison

<table>
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<tr>
<th>Monaco</th>
<th>Salzburg</th>
<th>Styria</th>
<th>Terra Raetica</th>
<th>Ticino</th>
<th>Trieste</th>
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Infra-structure

<table>
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PEMO

Nachhaltige Pendlermobilität
Sustainable Commuter Mobility

quadripoint
Germany-Austria-Switzerland-Liechtenstein
2016 - 2018
What's it about?

What does it take for commuters to travel to work by bike, train, bus or carpool?

Project period: 01.01.2016 – 31.12.2018
Gesamtbudget: € 587.636
Interreg-Förderung: EU € 118.540,- / CH € 66.429,-
Why? Commuters in the lake Constance region in 2005

Percentage of foreign employees at all employees

main cross-border flows

Source: Bodensee Statistik
Why? Commuters in the lake Constance region in 2016

Source: Bodensee Statistik

Regions of origin of commuters from the Lake Constance region to Liechtenstein

Regions of origin of commuters from the Lake Constance region to the Swiss Lake Constance region

Target regions of commuters from the German Lake Constance region

Incoming: 18 114
Outgoing: 1 611

Incoming: 19 404
Outgoing: 10 152

Incoming: 1 430
Outgoing: 14 495
Aim of PEMO:

- Reduction of individual car traffic and its consequences such as air and noise pollution
- Change in transport volume towards sustainable forms of mobility such as rail, bus, car pooling or cycling
- Increasing the quality of life for people and nature in the region and beyond
Project area:
Region of Lake Constance and Rhine Valley
Project Partners:

- Energieinstitut Vorarlberg
- Liechtenstein
- Kanton St. Gallen
- Österreich
- Schweiz
- Landkreis Lindau
- Deutschland
- Amt für Bau und Infrastruktur (ABI) Liechtenstein

[Logos and icons of various partners]
Project Partners and Associated Partners:
Project Partners and Associated Partners:

- Gemeinde Gamprin-Bendern
- Energieinstitut Vorarlberg
- Netzwerk Wirtschaft MOBIL
- Liechtenstein
- Stadt Lindau
- Krankenhaus Hohenems
- Gemeinde Ruggell
- Gemeinde Gamprin-Bendern
- Buchs Marketing
- Region Werdenberg
- LieMobil
- Stadt Feldkirch
- Amt der Stadt Feldkirch
- Krankenhaus Feldkirch
- Amt für Bau und Infrastruktur (ABI)
- Liechtenstein

Betriebe und Vereine Mobilitätsanbieter Administration
How?

- **Raising the awareness of commuters** towards changing their mobility behaviour ("cultural change") with the help of companies and training providers, public transport operators and local authorities.

- **Infrastructure measures** in the residential and local communities and among mobility providers to promote rail, bus and bicycle travel, car pooling, e-mobility and teleworking

- **Coordination of organizational and financial measures** (also between the different public transport operators)

- Cross-sector and **cross-border coordination** of the interfaces between the various system players
Modul 1: Analysis

Modul 2: Planning and development

Modul 3: Implementation and exchange of experience

Modul 4: Evaluation and monitoring
**How?**

**Modul 1: Analysis**
Planning and development

The pilot regions
- Gather data on the respective **location factors**
- Gather data on the current **mobility behavior** and
- **Identify** together with the user groups
- **problem areas** and potential for improvement

Based on the results of the analysis, we **concrete implementation measures** together with
  - the pilot enterprises
  - public transport operators
  - and site communities.

If required, **new measures and methods** were developed, otherwise a **toolkit** was taken into consideration.

**Modul 2: Implementation and exchange of experience**

The **pilot areas were involved** in the implementation of the developed measures.
At the same time, regional and supra-regional level coordination and **exchange of experience** between companies, municipalities and regions and organized specialist events.

**Modul 3: Evaluation and monitoring**

Accompanying the analysis and implementation measures, **data and key figures** were **collected** in order to ensure the **success of the taken measures** and to **obtain information** about the **effectiveness** of the concepts and strategies.
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Fachtagungen
Durchführung von Ist-Analysen
Erarbeitung von Benchmarks mit vergleichbaren Betrieben: Fahrzeugzähllagen, Fahrgastzähllagen, Mitarbeitenden-Befragungen, Fokusgruppen, Mobil-Check++.

Kosten  
Arbeitsaufwand  

Nutzen für das Unternehmen
Erhöhung des Mobilitätsoberflächen als Grundlage für die Erarbeitung passender Maßnahmen im BMM sowie für die Erfolgskontrolle; Sensibilisierung der Mitarbeiter;

Nutzen für Mitarbeitende
Maßstabsneutrale Mobilitätsmanagement, je nach Maßnahmen unterschiedlicher Nutzen; Anliegen können angeregt werden;

Implementierung
1. Auswahl: Methode der Datenverarbeitung und Darbeitungsführung festlegen
2. Vorbereiten: Analysenmethoden (mit externer Unterstützung) vorbereiten
3. Durchführen: Analysen durchführen
4. Analysieren: Ableitung aus Ergebnissen (mit externer Unterstützung) ausarbeiten

Peter Mayer, Mobilitätsmanager: Durch die Mitarbeitenden-Befragung mit dem Mobil-Check-Tool haben wir wertvolle Erkenntnisse über Handlungspotenziale und Anliegen unserer Mitarbeiter gewonnen. Dadurch konnten wir Maßnahmen definieren und umsetzen, die speziell in die Situation von SFS abgestimmt sind.

Gerhard Berlinger, Mobilitätsmanager: Durch die Koppelung mit der Zielerreichung werden die Mitarbeitenden jeden Tag für nachhaltige Mobilität sensibilisiert.

Implementierung
1. Prüfen: Implementierung (CO2-Points, Touchscreen mit Veranstaltungstafel großen (Gewerbeführung, Personalabteilung, Hauspersonal))
2. Einholen: Angebot von CO2-Points-Betreibenden erhoben und Einholung
3. Einführen: Installation, Information und Anleitung für Mitarbeiter
4. Evaluieren: Regelmäßige Kontrolle durch EDV-Auswertung

Einführung eines Anreiz- und Belohnungssystems (z.B. Ecopoints)

Kosten  
Arbeitsaufwand  

Nutzen für das Unternehmen
Verbesserung NVW - geringer Parkplatzdruck, weniger Staukosten und Konflikte mit Anwohnern oder der Standortgemeinde, Steigerung der Gesundheit der Mitarbeiter und der Identifikation mit dem Unternehmen

Nutzen für Mitarbeitende
Belohnung durch Prämie, Gemeinschaftsgedanke, Steigerung der Gesundheit (z.B. Fahrrad, zu Fuß und Kosteneinsparung gegenüber Auto)

CIPRA LEIBEN IN DEN ALPEN  
energieagentur in Tirol  
Energieinstitut Vorarlberg
**Installation eines Abfahrtsmonitors**
Bildschirm im Eingangsbereich des Betriebs zeigt Abfahrtszeiten von Bus und Bahn in Echtzeit an.

**Nutzung für das Unternehmen**
- Kosten: **0 - 2**
- Arbeitsaufwand: **0 - 2**

**Nutzung für Mitarbeitende**
- Kosten: **0 - 2**
- Arbeitsaufwand: **0 - 2**

**Implementierung**
1. Analyseren: Hotspots in Nähe des Betriebes erfassen
2. Monitorieren: Monitor anhalten und Gerät anschließen, Echtzeit-Fahrplan aufschalten
3. Informieren: Mitarbeitende informieren (z.B. Intranet)
4. Evaluieren: Evaluieren durch z.B. Fahrzeugtätigung

**Daniel Eggert, Mobilitätsmanager**
Mit einer Rundmail haben wir die Mitarbeitenden über den Abfahrtsmonitor informiert, was zu mehr Aufmerksamkeit geführt hat. Zudem haben wir die Echtzeit-Anzeige auch noch in unserem Intranet vertieft.

**Firma Hilti AG/LI**

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**Organisation von individuellen Mobilitätsberatungsangeboten**
für Mitarbeitende durch externe Partner (z.B. Verkehrsverbände) oder interne Expertise (geeignete Radrouten, Fahrgemeinschaften etc.).

**Nutzung für das Unternehmen**
- Kosten: **0 - 2**
- Arbeitsaufwand: **0 - 2**

**Nutzung für Mitarbeitende**
- Kosten: **0 - 2**
- Arbeitsaufwand: **0 - 2**

**Implementierung**
1. Abstimmen: Termine mit internen und externen (OPV-Betreiber, Verkehrsverbände, etc.) einstimmen
2. Informieren: Mitarbeitende über Beratungsveranstaltung oder permanentes Beratungsangebot informieren
3. Organisieren: Veranstaltung im Detail organisieren (Ort, kleine Gas-Analyse, etc.)
4. Durchführen: Veranstaltung durchführen und Feedback der Mitarbeitenden einholen

**Sandra Lackner, Mobilitätsmanagerin**
Beim Autoankauf wird man intensiv beraten, beim öffentlichen Verkehr fast nie. Diese Dienstleistung schließt die Lücke gut und effizient.

**VVKWAT**
Further Information

Short movie
www.youtube.com/nachhaltigmobil

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Thank you for your attention!

Wolfgang Pfefferkorn
CIPRA International
wolfgang.pfefferkorn@cipra.org
• 13 young people from all alpine countries
• Engaging for sustainable topics in the Alps, in their spare time
• They are the «owner» of the idea and accompany the project

«We want to make sustainable lifestyles and particularly climate-friendly travel mainstream, only in this way can we preserve the nature and beauty of the Alps also in the future» -CYC
• Project «Youth Alpine Express» : experiences with public transports & carbon footprint

Conclusion:
• Travelling with trains for a sustainable CO₂ footprint
• But tickets are expensive & complicated ticketing
CIPRA Youth Council developed the idea of «Alpine Ticket»
THE IDEA

• Holidays nearby
• Exploring the Alps
• sustainable lifestyles, and in particular mobility to become mainstream
• Strengthen alpine identity
MILESTONES

• 2015: Idea
• 2016: Alpweek Grassau
• 2017: CYC presented the idea to Alpine Convention; Meetings SBB, STA etc.
• Disillusion
MILESTONES

• 2018: With the support of CIPRA International and by the Alpine Convention signatory states the collaboration with Eurail started
• Pilot project with 100 Passes
• Summer specials
• Contest
• Closing Ceremony in Berne
CHALLENGES

- Our Resources
- Number of transport associations
- Expense/Output
- Motivation
- Ticketing
- Invoice
THE PILOT PROJECT

• 100 selected young people (16-27 years) to travel sustainably across the Alps for 50 €
• Goal: show the comfort, the practicality and the fun of holidays by train and the beauty of the alpine countries & to strengthen the alpine identity
• Summer specials
• Travellers share their stories on social media
Alpine Journey
Alpine Journey

- Offline App Interrail
- Information in the train/railway station
- Flexibility as an opportunity
SOCIAL MEDIA

#createyourownstory #youthalpineinterrail #interrail #yoalin
YOUTH ALPINE INTERRAIL

Highlights of the project

Closing Ceremony

Stories & Pictures

www.yoalin.org
Yoalin 2.0

- Feedback in Bern
- Evaluations
- Negotiations
• « But only by saying, that we must change something, nothing happens »

• « I believe that sustainability is part of human evolution »

• « Cars are a thing of the past, inefficient, dangerous and slow. »
Thank you for your attention

www.yoalin.org