



BOOSTING CROSS-BORDER REGIONS THROUGH BETTER TRANSPORT

14 NOVEMBER 2019 | BRUSSELS, BELGIUM



#EUBorderRegions

Regional and
Urban Policy

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Cross-border Mobility in the Alpine Region

Sustainable mobility solutions for the local level



Cross-border mobility
in the Alpine Region
Co-financed by the European Union through the
Alpine Region Preparatory Action Fund (ARPAF)

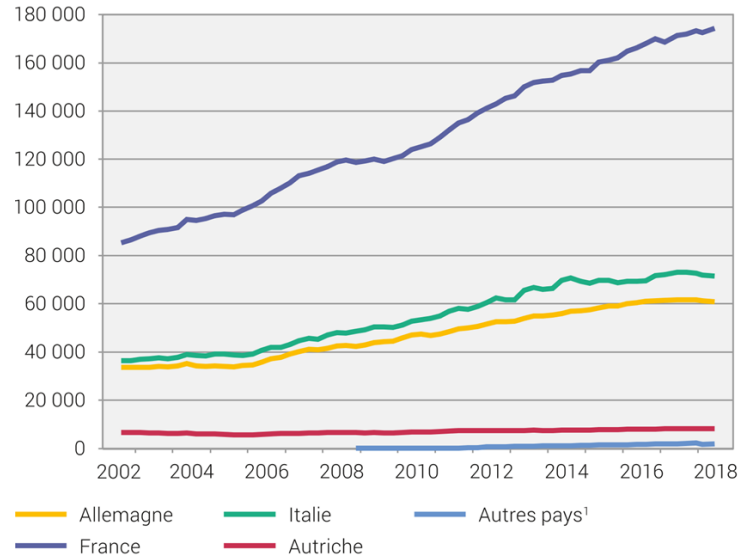


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AN UNDERESTIMATED PHENOMENON

Frontaliers étrangers selon le pays de résidence



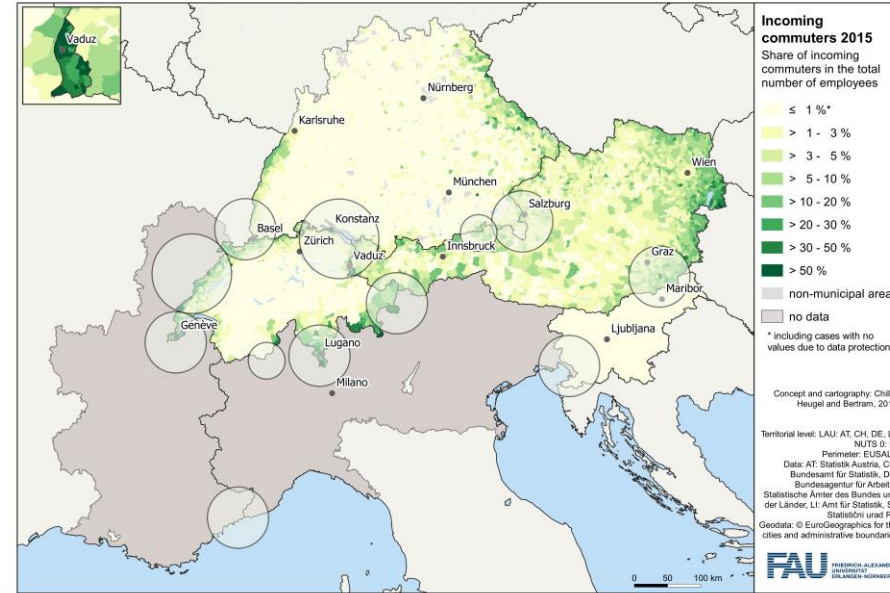
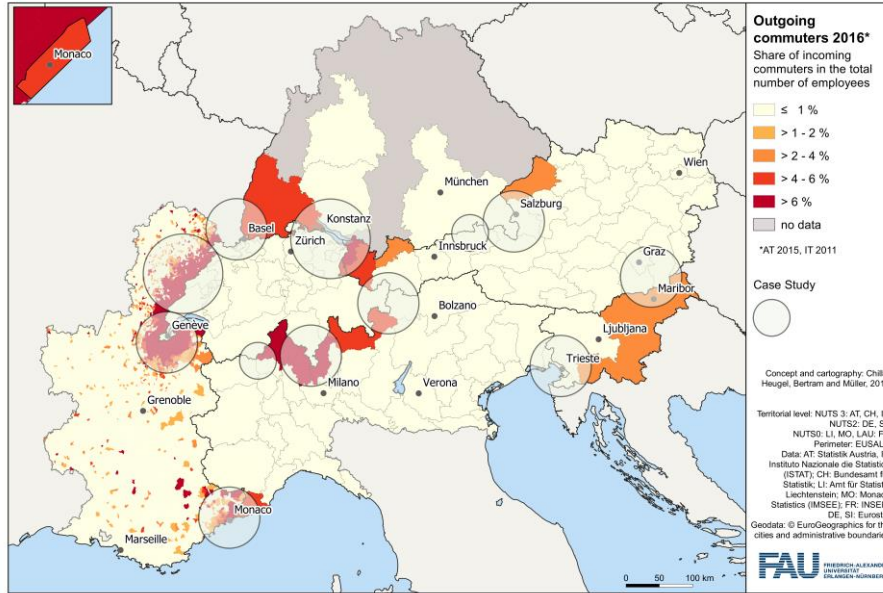
¹ y compris la Principauté du Liechtenstein: 441 personnes au 2^e trimestre 2018

Source: OFS – Statistique des frontaliers (STAF)

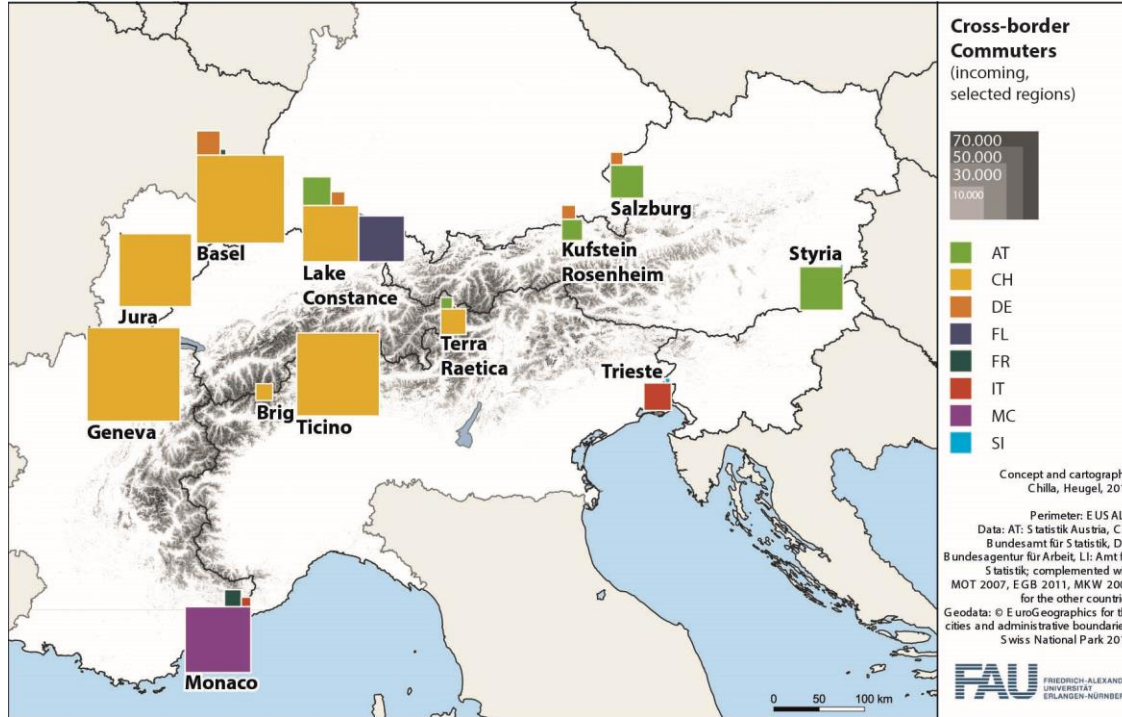
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The Alpine Region
accounts for almost half
of cross-border commuter
flows across the EU.

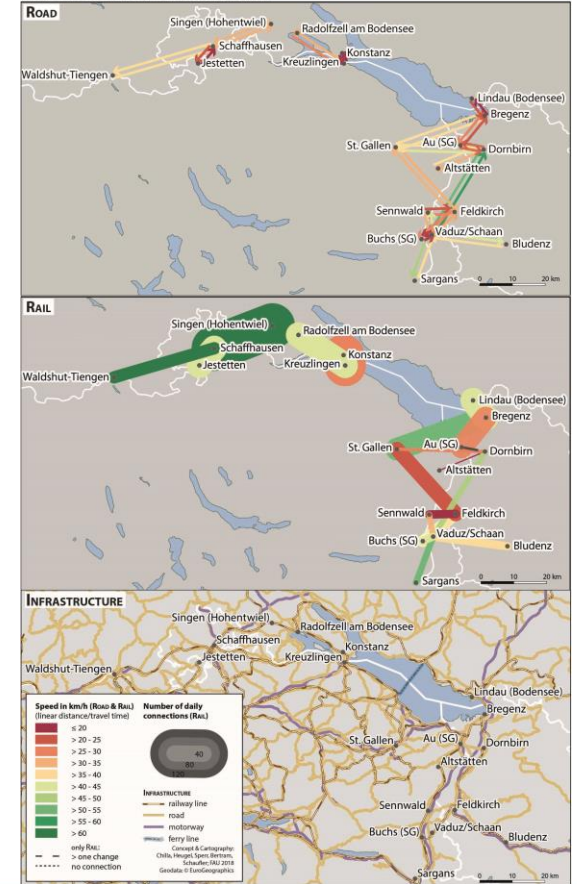
CROSS-BORDER COMMUTERS IN THE ALPINE REGION



ALPINE COMMUTER HOTSPOTS



CASE STUDY PROFILE LAKE CONSTANCE



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WHAT HAS THE PROJECT CROSSBORDER ACHIEVED?

- Alpine wide overview and analysis of existing cross-border mobility networks for commuter mobility
- Collection of existing cooperation models (Good/Bad Practices)
- Identification of gaps in cross-border mobility (infrastructure, soft factors, etc.)
- Identification of tailor-made solutions to facilitate cross-border passenger flows
- Enhanced cooperation in commuter hotspot regions
- Recommendations for further actions



THE PROJECT HELPS TO...

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



INFRASTRUCTURE



Tramway Line Basel-St. Louis CH-F

- 30.000 commuters from France to Switzerland
- Connection every 15 Minutes
- Park&Ride at final station (train station St. Louis)



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ORGANIZATIONAL

Carpooling platform CH-F

- 20.000 employees, 90% commute by car, 98% drive alone
- Mountain range of Jura (Arc Jurassien) with less access to public transport
- Car pools are organized from central office for 135 member companies
- Increased number of car pools



NETWORK



« WirtschaftMobil » Network A-CH-FL

- Responds to lack of exchange and responsibility
- Brings together biggest companies of the Alpine Rhine Valley
- Supports to push companies corporate mobility
- Exchange of ideas and experiences



TOOLBOX FOR COMPANY MOBILITY MANAGEMENT

Organizational measures and incentive systems

Mobility induction package for new employees

Development of an information and motivational package

Integration in the standard employee induction and training process: information materials, free trial tickets for public transport, test bikes, etc. This is particularly relevant for apprentices, but also in case of change of department, change of site, etc.

Costs ●○○ Workload ●○○

Benefits for the company
The important message in the life of the new employee is sent to the company's advantage. Newcomers are more open to new things than people who have already settled in a routine.

Benefits for employees
Alternative mobility options are presented and offer the opportunity to break routines and prejudices. Employees change their mobility habits on the long term, cost savings vs. driving a car.

Implementation

- 1. Conception**
Creation of the mobility package with local public transport providers and the means quality such as the trial tickets, testbikes, bicycle repair, go bike, etc.
- 2. Distribution**
The mobility package is given to employees during a personal interview (this includes the construction time plan).
- 3. Assessment**
The review of the achieved results is integrated in the personal interview with the employee.

Gerhard Berlinger, Mobility manager: New employees usually do not have a predefined idea of how to get to work every day, so it is easier to motivate them to use sustainable means of transport.

Haberkorn/AT

Infrastructure

Bicycle parking facilities & and bicycle service

Creation of a cycling infrastructure

Covered parking facilities, showers and lockers for cyclists.

Costs ●●● Workload ●○○

Benefits for the company
Promotion of cycling is healthy activity that can reduce the use of private cars and parking problems, lower congestion costs and less conflicts with residents and the local administration.

Benefits for employees
Acknowledgement and support for the employees who cycle to work, awareness raising among potential cyclists.

Implementation

- 1. Analysis**
Survey of existing bicycle parking facilities near the company and identification of needs.
- 2. Plan**
Identification of an adequate location (entrance area, selection of the desired parking facility (shower, lockers, canopy, etc.), calculation of required funding).
- 3. Implementation**
Installation of bicycle parking facilities.
- 4. Information**
Employees are informed of the start of construction works and of the first day of operation.

Robert Hoschek, Mobility manager: When new company buildings are built, the construction of a bicycle infrastructure should already be included at design stage. Showers, changing rooms and a small bike workshop are necessary to allow employees to cycle to work.

Omicron/AT

Information, actions and campaigns

E-bike promotion

Free trial initiatives

Trial campaigns to try different types of e-bikes. The employees who are interested can test different bike models and then, ideally, buy them at a discounted price.

Costs ●○○ Workload ●○○

Benefits for the company
Promotion of cycling, reduction of private transport and parking problems, lower congestion costs and less conflicts with residents and the local administration; health improvement of employees through a wider use of bicycles.

Benefits for employees
E-bikes can be used to cover longer distances, health improvement, lower purchase prices.

Implementation

- 1. Planning phase:**
Organization of an internal meeting, in agreement with the bike shop.
- 2. Invitation**
The invitation to the trial event is sent to the employees.
- 3. Execution**
Event and trial run week.
- 4. Analysis**
Analysis of the purchased e-bikes.

Ursula Finsterwaki, Mobility manager: We organized an e-bike exhibition and gave our employees the chance to try them. The initiative has raised awareness and has motivated some of our employees to consider using an e-bike to commute to and from work.

LEU/LE

Analyses and preliminary work

Initial situation

Analysis of the existing situation

Definition of benchmarks with similar companies: counting of vehicles, counting of passengers, employee surveys, focus groups, Mobil Check I and II.

Costs ●○○ Workload ●○○

Benefits for the company
Survey of the mobility behaviours as a first step to search the distribution of adequate measures of enterprise mobility management and to assess the success of initiatives, awareness raising among employees.

Benefits for employees
Customized mobility management where different measures have different benefits, possibility to express one's own needs.

Implementation

- 1. Selection:**
During the consultation, definition of the data collection methods and the degree of data processing.
- 2. Preparation**
Preparation of the analysis methods with external support.
- 3. Execution**
Analyses are performed.
- 4. Analysis**
Conclusions are drawn based on the results obtained (with external support).

Peter Mayer, Mobility manager: The employee survey carried out with the Mobil Check tool has provided us with valuable information on potential actions and the needs of our employees. Thanks to this information, we have been able to define and implement measures that were specifically designed for SFS.

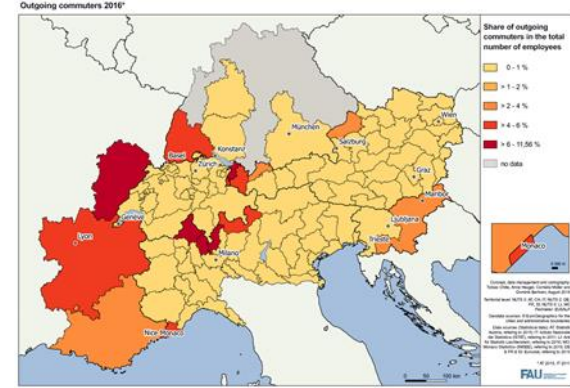
SFS/CH

OBSTACLES

- Data availability on cross-border commuting
- Bringing together all relevant stakeholders Toolbox for enterprises to implement sustainable mobility management
- Lack of political will and of financing
- Unharmonised legal framework
- Triggering actual behaviour change in people



POLICY RECOMMENDATIONS (1/3)



- Create a homogenous, Alpine wide statistical database on cross-border commuting
- Install an institutional Alpine political dialogue on cross-border commuting
- Improve cross-border infrastructure networks



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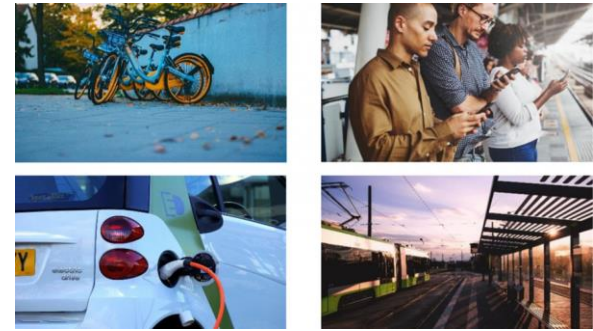
POLICY RECOMMENDATIONS (2/3)



- Improve services in existing cross-border networks
- Abolish negative regulatory frameworks or at least try to search for special arrangements
- Encourage cross-border spatial and mobility planning as well as management



POLICY RECOMMENDATIONS (3/3)



- Use the potentials of digitalization to reduce physical cross-border mobility
- Raise awareness of enterprises and commuters to more sustainable ways of commuting and build up an exchange of experiences
- Support behavior change



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5 SUCCESS FACTORS FOR CROSS-BORDER COOPERATION

- ✓ Common objectives
- ✓ Clear structures and responsibilities of all involved
- ✓ Clear legal status of involved partners
- ✓ Give and take – willingness to compromise (good relationship)
- ✓ Subsidiarity



WHAT IF YOU'D BE THE ONLY ONE WHO RIDES A CAR?



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MACRO-REGIONAL STRATEGY EUSALP



80 million people,
7 countries,
48 regions

Mountains and plains
addressing together common
challenges and opportunities



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CIPRA
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THE ALPS

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