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TRANSNATIONAL STRATEGY

Version 1

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PREMISE _ Smart Commuting

The core objective of this project is to promote an internal coordination within municipalities and stakeholders inside the same FUA to achieve a more sustainable planning of transport system.
Commuting has been identified as one of the main causes of rush hours and consequent congested roads, accidents and all the related air and noise pollutions in the project's areas. Dealing with commuting means to face a crucial challenge that involves two critical issues of our contemporary cities: urban sprawl instead of compact cities and inadequate intermodal transport systems. This general condition of cities influences and is influenced by cultural habits and bad sedentary lifestyle.

The Smart Commuting objective is to deal with this challenging situation starting from municipalities and stakeholders guiding them through the following steps:

- WP T1: Elaboration of a Transnational Strategy through the SWOT Analysis at FUA level
- WP T2: Enhancement of mobility capacity planning and coordinating at FUA level
- WP T3: Realisations of pilot actions.

We are now processing the elaboration of WPT1, which after the SWOT Analysis already was done, proceeded to the development of the Transnational Strategy.

SHORT RECAP _ Project's objectives

"Smart Commuting" is a EU-funded project that belongs to the theme "Low-carbon economy". The main objective of the project is to find effective solutions to make commuting smarter in the partners' contexts.

Dealing with commuting means not only to improve the quality of our cities in daily-life, but also to address the plague of CO_2 emissions efficiently. Working on this topic represents a crucial chance to develop more sustainable cities from both urban and environmental point of view.

The Smart Commuting project is a transnational result-oriented process that will drive each partner through lessons learned from other cities and countries thanks to the guidelines that the scientific partners involved will prepare step by step.

What has been done so far?

In order to elaborate the WPT1, the first two steps of D.T1.1.1 "Preparation of a common Guideline to carry out the SWOT Analysis" and D.T1.1.2 "Realization of the SWOT Analysis" have been carried out and presented at the 1st Project Meeting in Venice on the 30th of November.

The Guideline for SWOT Analysis has been structured with questionnaires and specific templates to summarise the outcomes. Each questionnaire was tailor made for each kind of stakeholders involved: Public Authorities (group A), Employers and schools(group B), Infrastructure and service providers (group C) and Interest groups(group D). This structure has been developed in order to make each partner more conscious of the characteristics of its own territory. With the common general premises, this allowed each partner to choose its specific objectives and to come into contact with many stakeholders creating a net to achieve the goal.

SWOT is the acronym for "Strengths, Weaknesses, Opportunities, and Threats", and it focuses on the combination of these four aspects in order to find a strategy and reach a specific objective. A SWOT aims to identify a strategy to improve the strengths making by using of external opportunities, and to avoid threats by addressing its weaknesses.

Therefore, starting from the common objective of the "Smart Commuting" project to change the commuters' mobility behaviours from automobile-oriented behaviours to sustainable mobility behaviour, each partner has decided his own specific objective.

Those objective and the SWOT Analysis result have been the basis for the selection of measures done in the first part of the Transitional Strategy. All the result of each SWOT Analysis and the PP's objectives are summarised respectively in Appendix A and Appendix B.

What is the Thansnational Strategy?

Now that the common base has been created and each partner is more conscious of its territories, of the stakeholders involved and of its specific objective, the third step of D.T1.2.1 "Transnational Strategy to change commuting models in the FUAs" can be carried out.

The Transnational Strategy will arrange the possible policies that can change the present commuting model into a more sustainable one. Starting from all the measures that can be applied to the transportation systems, the selected ones are tailor made for commuting in the partners' FUAs. To keep together this measures selected with the specific objective of each partner, the Transnational Strategy is divided in two main steps:

- **PART 1** - Common base of measures selected(by IUAV and VUT),
- **PART 2** - Description of the stakeholders involved for each measure (by IUAV and VUT),
- **PART 3** - Combination (by IUAV and VUT) and selection of measures (by each partner).

In order to proceed with the PART 3, a template and a guide had been prepared by IUAV and VUT to help partners to decide properly.

TRANSNATIONAL STRATEGY - D.T1.2.1

The Transnational Strategy is composed by a transnational part witch contains the measures particularly indicated for commuting related problems, and a specific part where each partner will be guided to choose its own measures.

The structure will be the following:

- **PART 1**: a "measure box" followed by a detailed explanation of each measure that has been selected with related case studies and references;
- **PART 2**: a "measure - stakeholders matrix" with the description of the role that each stakeholder involved is supposed to have;
- **PART 3**: a "measure coordination tree" (Appendix C) with the possible related policies starting from the selected ones.

In this last part (PART 3) will be explained how each partner can properly choose the measures for its territory. The selection of measure that each partner will deliver in this phase is only a draft, but it is mandatory to deliver it to the WP-Leader IUAV to complete the Transnational Strategy (D.T1.2.1). It is mandatory also because in the following month (March) each partner has to present this draft selection to local stakeholders. From this Local Seminars (D.T1.2.2) each partner will collect feedbacks (D.T1.3.1) that can change or adjust the first selection of measure delivered for the Transnational Strategy. IUAV will provide a format to collect these feedbacks within the 23th of February.

Overview - D.T1.2.1

This is a synthetic graphic overview of the process of the Transnational Strategy (D.T1.2.1).

PART1

1.1 Measures box

To carry out a proper selection of measures, IUAV and VUT combined their know-how from researches and previous experiences, together with the SWOT Analysis result coming from each PP, the Smart Commuting objectives and the individual PP's objectives.

Municipality level	Company level
Measure 1	Measure 9
Measure 2	Measure 10
Measure 3	Measure 11
Measure 4	Measure 12
Measure 5	Measure 13
Measure 6	Measure 14
Measure 7	Measure 15
Measure 8	Measure 16

1.2 Measures description and case studies

Each measure selected is described with proper case studies indicated and web references.

PART2

2.1 Measures -Stakeholder Matrix

The selected measures are matched with stakeholders involved and for each stakeholders is explained the role foreseen in that measure. Groups used are referred to the previous phase (SWOT Analysis) so that you can have a easy correspondence.

Municipality level	Group A	Group C
Measure 1	✓	
Measure 2	✓	
Measure 3		✓
Measure 4	✓	
Measure 5	✓	
Measure 6	✓	
Measure 7		✓
Measure 8		✓

Group B	Group D	Company level
	✓	Measure 9
✓		Measure 10
✓		Measure 11
	✓	Measure 12
✓		Measure 13
	✓	Measure 14
✓		Measure 15
	✓	Measure 16

PART3

3.1 Measure coordination

Each measure is matched with other measure that can be much more effective if applied in coordination due to the synergy they have.
For example: the construction of a new cycle infrastructure can work effectively with the implementation of a bike sharing service and with the promotion of shower service at offices or schools.
An Excel file is attached as Appendix C with all those contents.

3.2 Guideline to choose individual PP's coordination

A method to help each Project Partner choosing its own measures is explained in this chapter.

3.3 Template to be completed by each PP

The last section is a template that each Project Partner has to complete and deliver to the WP-Leader.

PART1

1.1. Measures box

ID	Measure	Description
1	Incentive apps for cycling	An app to record cycled track with smartphone's geolocation information and other sensors. A competition or awarding can be made as an incentive when data is gathered centrally.
2	Roof on bicycle parking (and subsidizing it)	Roof on the bicycle parking, with proper bicycle racks will increase the security of the bike parking. When this is at a public transport node e.g. at train stations, the people can use the bicycle as a feeder mode to the public transport, and thus increase the catchment area of the public transport.
3	Roof + bench at bus/tram stop	These increases the comfort of public transport in terms of weather protection, making public transport more attractive and thus chance of it being chosen higher.
4	Making access routes to PT stops / stations pedestrian-friendly	Any trip with public transport is by its nature inter-modal, with access and egress often on foot. Thus making the access route to/from PT stops and stations will increase the chance of public transport being chosen.
5	Backside exit of railway station	An extra exit to the platform to increase catchment areas of a railway station.
6	New train station / bus & tram stop	An extra point to increase catchment areas of the public transport.
7	Car-sharing (Car Club), non-profit	While for-profit car-sharing works only in large cities, non-profit (cost-covering) car-sharing can work elsewhere.
8	Bike-sharing (fixed-station)	Shared bikes with unstaffed fixed-stations allowing one-way rental of a bicycles.
9	Ride-sharing (Car-pooling)	A digital or communal platform to match drivers and potential passengers to share a vehicle ride.
10	EV-charging spots	Placement of EV charging stations.
11	Regular exchange of information with outside	Mutual learning between municipalities, companies, regions, etc. about good practices and latest developments in transport technology and planning methodology.
12	Awareness raising in health and active mobility	Marketing of walking and cycling to make it visible as car companies do for driving.
13	Mobility education at School	For children it is important to make them understand the importance of sustainable transport in relation to what children learn in school. Such programme can be embedded in "regular" teaching at the school for different ages.
14	Participatory process for strategy-building	Participation of citizens and stakeholder for long-term strategies will create the feeling of "ownership" of such document.
15	One-stop mobility service point	One-stop service point offering information and tickets for public transport, shared mobility, cycling and walking, etc.
16	Mobility information portal	An online version of the one-stop mobility service point.

	(web, app)	
17	Bicycle parking and shower at companies/schools	A measure to enable cycling in hot summer when cyclists want to refresh after sweating.
18	Bicycle pump / repairing tools	A quick repair at work or in the public space is enabled.
19	Incentives for / Introduction of teleworking	Even one-day-a-week teleworking reduces commuter traffic of an employee by 20%. Cumulatively this will help reducing commuter traffic in FUA.
20	Introduction / regular revision of mobility management plan of company	Company's mobility management plan sets visions, prioritised activity areas and measures to realise sustainable commuter and customer mobility.
21	Coordinating shift-working-hours and PT timetable	Rail and bus timetables are adjusted so that the commuter can use PT.
22	Ride-sharing portal for employees	Company's or regional portal to match driver and passenger to share a ride to commute.
23	School bus / commuter bus	School or commuter bus can be organized jointly among companies or together with public transport.
24	Incentives for electric vehicles	This helps an energy resource transformation from fossil fuels to renewable energies.
25	Incentives for offices located in city center / factories near station	The most efficient way in a long-term to make mobility sustainable is by spatial planning to bring key facilities to the city centre and close to public transport.

1.2. Measures description and case studies

➢ ID 1: Incentive apps for cycling

Description

Thanks to the latest geolocation technology on the smartphone, an app to record cycled track with mobile device's geolocation information and other sensors is made possible. Making use of it, a competition or awarding can be made as an incentive if data is gathered centrally.

Examples and good practices

A programme "Radel zur Arbeit" (*Cycle to Work*) in Austria is an awareness rising campaign of a cyclist organization (NGO) providing an app and a competition. The app features:

- Automatic recording of cycled distances using smartphone's geolocation services;
- Transmission of the data to the central server upon agreement of the users; and,
- Other useful info e.g. online cycle-route map.

An interesting feature of this is that a group of colleagues of a same workplace can form a "team" of four employees, and each team can join in a competition of cycled kilometres. In this way it combines the aspect of team-building at work and self-awareness about the health and active mobility.

> ## ID 2: Roof on bicycle parking (and subsidizing it)

Description

Roof on the bicycle parking, with proper bicycle racks, will increase the sense of security of the bike parking for the users. When this is at a public transport node e.g. at train stations, passengers can use the bicycle as a feeder mode to the public transport, and thus increase the catchment area of the public transport as bicycle travels much longer within the same acceptable time as access/egress to the public transport – about five to ten minutes.

Such "feeling" of security is quite important where the cyclist has to park a bicycle for a longer time without him or her keeping eyes on it. This applies often to the public transport nodes and railway station, and to the company's or school's bicycle parking space as well.

To further increase the security, a closed and lockable storage for high-value bicycle and scooter can be placed together with roofed cycling racks. This will enable electric bicycle and scooters to be an access/egress mode to/from public transport and railway, and thus increasing the catchment area of it. Such added-value service can be made payable and thus generating income to cover the investment and/or maintenance cost.

Examples and good practices

The bicycle parking facilities in proximity of selected tram stops in Strasbourg, France, are good examples of such roofed cycling racks and lockable bicycle boxes. It has to be underlined that the architectural design of the bicycle parking and the tram platforms is made coherent, giving the feeling of connectivity between the two modes.

Figure 1 Roofed bicycle parking in Strasbourg, France (Photo: Adeus Strasbourg).

➢ ID 3: Roof + bench at bus/tram stop

Description

Trips with the public transport by its nature include some waiting time for the passenger. Thus in terms of quality it is not only the matter of the time in the vehicle as well as the path to/from the stops but also of the quality of the waiting area.

For the bus and tram, particularly important is the quality of waiting area with enough space and with the roof and the bench equipped. It is also important that the cleanness of the waiting area is well maintained, and necessary information such as up-to-date timetable and line information is displayed in the waiting area. For frequented bus/tram stops, dynamic passenger information display is desirable: in this case the paper-based information should be still displayed in case of any service disruption of the dynamic system.

Figure 2 A modern tram stops with benches and traditional and digital passenger information tools. Strasbourg, France. (Photo: Wikipedia France)

➤ ID 4: Making access routes to PT stops / stations pedestrian-friendly

Description

It is known that acceptable walking distance depends much on the *quality* of the street space. A research shows that an attractive walking environment increases acceptable walking distance by 70%. For example, 50% of the people would accept only up to approximately 210m of walking in an unattractive walking environment, while in an attractive walking environment up to about 370m of walking by 50% of the people.

As such, unattractiveness of the urban space works as a clear barrier for walking. This is generally important to design the street space, but particularly important around the key access routes to the public transport stops as well as railway stations. Simply such aesthetic aspects of the street will increase the catchment area of public transport with an extended acceptable walking distance.

This will greatly help commuters choose public transport and/or railway as their main commuting mode. The figure here shows that only about 40% of the people will accept 250m walking when the environment is pedestrian-unfriendly e.g. automobile-optimized environment, while in an attractive environment for the pedestrian, 40% of the people will accept 450m of walking. This is a 70% increase in distance, and thus as a catchment area of public transport stop (area), it will result in an increase of about 190%. As such, making the surroundings of public transport pedestrian friendly will greatly help the usage of public transport without stress.
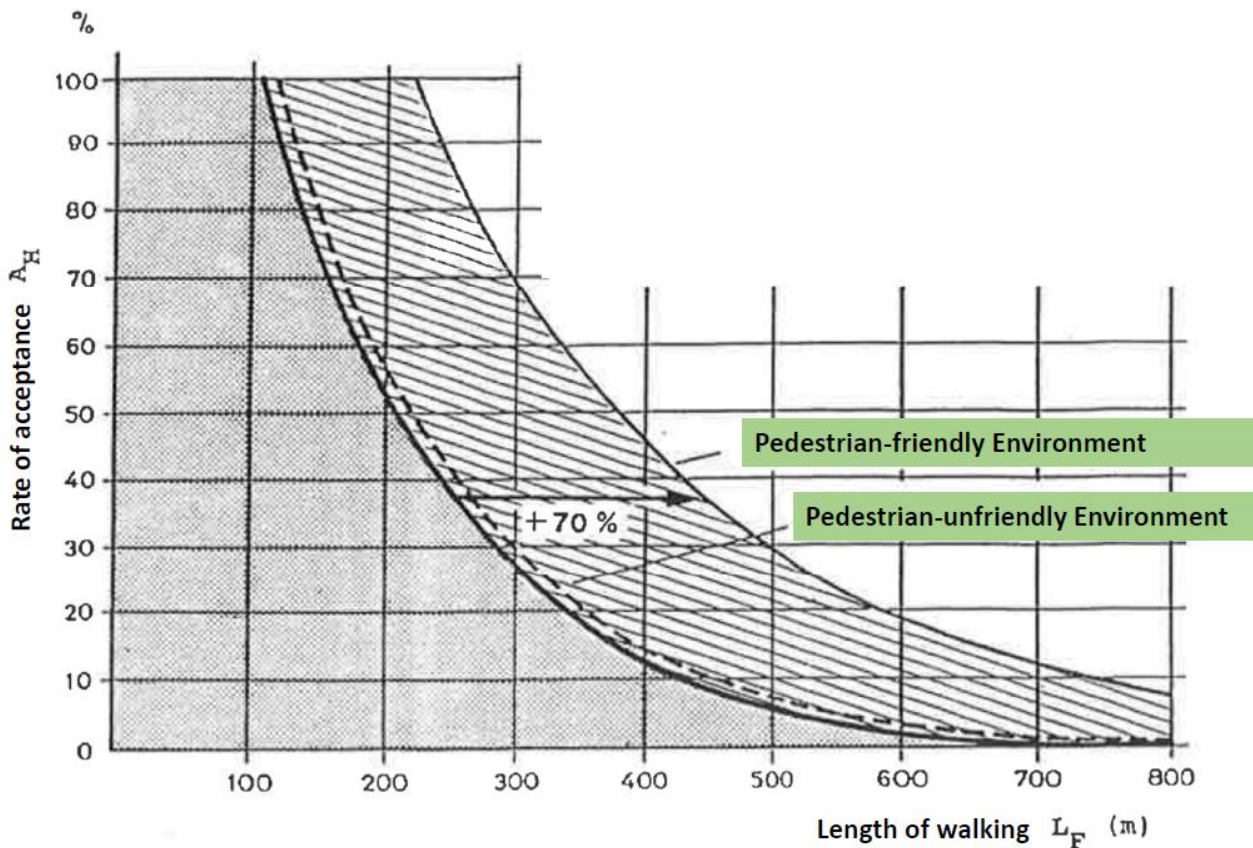
Figure 3 Attractive environment for pedestrian will increase the acceptance of walking. (Figure by Knoflacer based on Peperna, O (1982), adjusted)

➢ ID 5: Backside exit of railway station

Description

Classically, the railway station has an exit on its front side only, while "behind" the railway station is often an urbanized area as well with a certain number of population living in, or a certain concentration of employers occurs.

A simple method is to extend the passenger overpass or underpass connecting the station building and the platforms towards the backside of the train station. Such relatively small investment will double the catchment area of the railway station.

Another method useful for a single-platform station is to add another platform on the other side, and enable to board and to alight from/to the both sides.

No matter which method is chosen, increased spatial accessibility to the railway station helps commuters choose public transport and/or railway as their main commuting mode.

Examples and good practices

Salzburg Main Train Station (*Salzburg Hauptbahnhof*), Austria, opened its backside entrance when the station was largely renovated in the 2010s. The backside entrance features a protected bicycle parking (see above), enabling cyclists arriving at this major transport hub in the region quickly from the city center and parking there comfortably with a good feeling of security. Kiss-and-ride facility is set on the back side, making the existing front side of the railway station kept as the main hub for the city's and region's bus network.
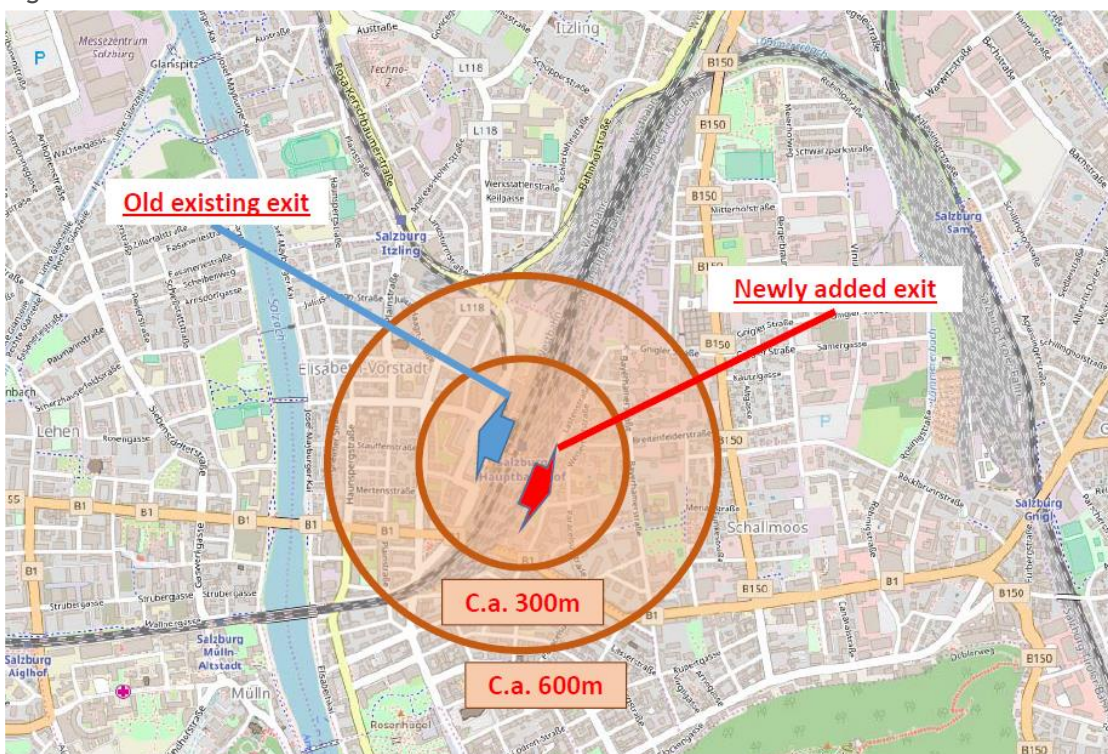
Figure 4 Newly added exit and its catchment areas of Salzburg Main Station (Own drawing based on OpenStreetMap)

The Station Naturno/Naturns on the Valle Venosta/Vinschgau Railway in South Tyrol, Italy, now hosts two separate platform on the both sides of the single track. As trains arrive, the doors on the both sides are

open for alighting and boarding. From the older platform, the footpath to the city center is about 800m as it has to make a detour around existing buildings and railway crossings, while from the new additional platform, the footpath to the city center is shortened to 400m-500m. This encompasses the city center within an acceptable walking distance of a majority of the people, increasing the change of railway being chosen as the travel mode.

This is particularly important for the commuter coming to the town as the railway becomes a real option for everyday commuting.

➢ ID 6: New train station / bus&tram stop

Description

Any of public transport triggers by its nature an intermodal trip, and the access and egress to/from the railway station or bus/tramp stops is in most cases carried out on foot. For most of the passengers, acceptable distance to/from such public transport stops is in a range of five to ten minutes, which roughly corresponds to 300m to 600m in distance.

It is often the case that the urbanized area stretches beyond this 300m-to-600m radius from the railway station/public transport stops, while with a placement of a new stopping point appropriately, the area within such 300m-to-600m radius can be increased. This will bring wider range of population and commuters within this radius, increasing the chance of public transport / railway being chosen as the mean of travel.

Of note, especially for the railway, the location of such a new stop must also be in line with the technical requirements of the railway such as the track gradient, signalling, etc. These are often overcome with a close cooperation between the infrastructure manager and the local government.

Examples and good practices

The city of Bruneck/Brunico in Italy, South Tyrol have had one existing train station just west of the city center. The city center is on the edge of a 600m radius from the existing station (imagine C), while much of the urbanized part was not within 600m from the railway station, where people can practically access to the railway on foot.

A new station was added on the northern side of the city's urbdanized area, drastically increasing the accessible areas to the railway within 300m as well as 600m radius from the railway station. Nearby this new station there is a large hospital and several large employers. Thus the station eases the commuting possibility by railway for those employers, as well as the patients and other visitors to the hospital.
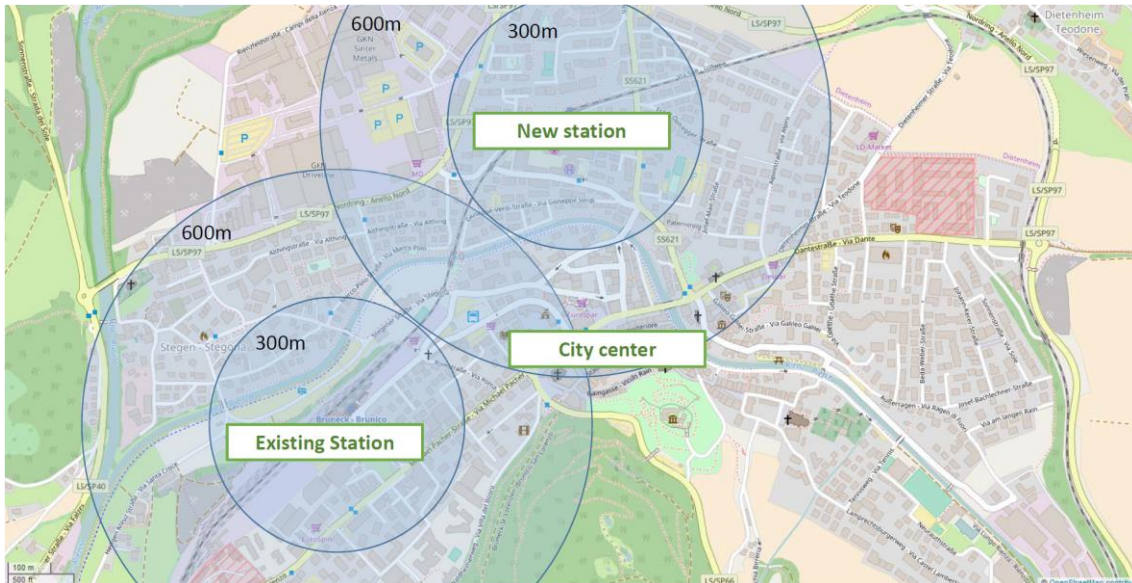
Figure 5 Locations of the existing and new stations in Bruneck/Brunico (Drawing by Takeru Shibayama based on OpenStreetMap)

➢ ID 7: Car-sharing (Car Club), non-profit

Description

Car-sharing here means that a group of cars are used by a number of registered people over time, not simultaneously, and it is distinguished from car-pooling (ride-sharing) where a number of people rides on one car[1].

Such car-sharing can be run as a profit-oriented service in large cities with a few million inhabitants, while in most of the smaller places, it is a difficult undertaking. However, if the sharing scheme is organized as non-profit undertaking, such smaller places will have an opportunity of car-sharing.

There are a few variations:

- Municipality-owned cars and/or company cars are on a car-sharing platform open to the residents: in this case the municipality/company employees also reserves the car via car-sharing platform.

- Residents of a housing complex or in a neighbourhood owns one or more car(s) to be shared among the users.

In both case, it is important to have a useful reservation and accounting system for this, while with the recent Internet and mobile communication technology this is made low-cost and easy. There are few providers for such services.

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[1] The definition here follows standard definitions in the US English. In the UK English, time-sharing of a group of the car is referred to as "car clubs", while sharing a ride is often referred to as "car-sharing".

Examples and good practices

The village of Gaubitsch, a rural and small municipality in eastern Austria with less than 1000 inhabitants, puts the municipality cars onto a car-sharing platform, and the residents there can use it against fee. For the public purpose, municipality employee including the mayor uses it regularly as well. The online booking system is provided a non-profit service provider *CARUSO Carsharing*, which is registered as a cooperative. The fee is set to the level not exceeding the standardized per-km car travel cost set by the Austrian Federal Government. Similar activities are found in other small municipalities throughout the country.

It is getting common to make residential complex with integrated car-sharing offers. "Maronihof" in the city of Bregenz in Austria is an example of such a housing complex with 12 households sharing 4 cars parked in a common garage.

Figure 6 A housing complex with integrated car-sharing offer in its underground garage - an example from Austria (Photo: Takeru Shibayama)

➤ ID 8: Bike-sharing (fixed-station)

Description

This is a system enabling (1) one-way rental and (2) unstaffed check-out and check-in of the bicycles. There are several variation of the system, such as [a] the system using the station with fixed ICT-based terminal, and [b] the system that depends on the users' smartphones. There is a free-floating variation of this as well, both with and without communication system embedded in the bicycle.

Examples and good practices

A case study carried out by Vienna University of Technology, Institute of Transportation for the FP7 funded COMPASS, and the project OBIS (Optimising Bike Sharing in European Cities) which was funded by Intelligent Energy Europe and carried out with a participation of Vienna University of Technology, Institute of Transportation, summarize the key points of bike-sharing, covering the aforementioned type [a] and [b].

➢ ID 9: Ride-sharing (Car-pooling)

Description

In many places, an average occupancy of the private vehicles is some 1.3 persons/vehicle. As the standard vehicle has a capacity of some four people including the driver, the capacity of the private vehicle is often underused. To address this, the concept of ride-sharing (sometimes called car-pooling) is developed.

The modern technology enables the Internet-based car-pooling portal, while much simple methodology exists. For example, an informal meeting point can be set in a village for the commuters and other people who need to go to a town nearby so that a ride can be shared among a few people. This works particularly well where the people tend to know each other, such as in a small village or a settlement.

Examples and good practices

German Car-Sharing Association gathers lots of practical information associated to this.

➢ ID 10: EV-charging spots

Description

In case the policy goal related to motorized private vehicle is to shift the energy resource to the electricity or to reduce emission and/or noise by it, resulting a shift away from ICE (internal combustion engine) vehicles, placing EV-charging spots becomes an important measure. Companies can install them on its parking for their employees or customers, while the municipalities can install them on the public parking.

Of note, EV does not reduce some of the negative effects of the automobiles e.g. spatial consumption in the urban area, traffic accident, traffic volumes, etc.

➢ ID 11: Regular exchange of information with outside

Description

The vehicular and infrastructural technologies develop themselves still rapidly, while the planning methodologies is also rapidly developed and refined throughout Europe and beyond. On the other hand, other municipalities or regions can learn from your practices. As such, the exchange of the information is important.

Examples and good practices

There are various methodologies: classical methodology is a participation in a conference. There are various academic and non-academic conferences dealing with the topic (commuter mobility) in Europe.

Recently there are several good internet portals, such as ELTIS the urban mobility observatory (http://www.eltis.org/).

To deliver inputs to municipalities, annual MEPS (Middle European Planning Seminar) is organized jointly by Vienna University of Technology, Budapest University of Technology and Economics, and Czech University of Technology in Prague. In this seminar, group of teachers and students are invited to a municipality for a week, and make proposals based on the current and real-world transport and mobility

problem that occurs in the municipality. In this way, students will learn out of the real-world practice, while the hosting municipality will gain some new ideas. This is another way to interact with the outside.

➢ ID 12: Awareness raising in health and active mobility

Description

Active mobility i.e. walking and cycling does not have a strong marketing measures that is comparable to the individual private vehicles. One "marketing" methodology is to make it visualize in the city by e.g. implementing infrastructures for such mode or placing street furniture on the street. Other awareness raising measure will boost such "marketing" measures e.g. information campaign by the city using classical and digital media, or any incentive programme (see the cycling app for example).

➢ ID 13: Mobility education at School

Description

Mobility and transport is a topic of everyone while classically in the school there is no educational programme related to it. It is however deeply related to various educational subject e.g. physics when it come to the speed and energy, mathematics when it comes to calculation of the speed and the distance, and history when it comes to the historical development of how people fulfilled daily mobility needs.

As such, the topic can be embedded in the existing subjects and taught as a real-world practice of what pupils learn in the school.

When the focus is set to active mobility or to sustainable mode, it raises the awareness of the children, who are already "participants" of the transport system while who are in the long term potential driver of the car.

Examples and good practices

Italian Regions and Provinces have many active programs related to mobility education. National and local guidelines for teachers are available online; moreover NGOs such as Legambiente offer sustainable mobility education programs.

Public transit operators and agencies are taking action as well: for instance the one from Munich, Germany, offers some learning materials to be used in the schools (available online).

➢ ID 14: Participatory process for strategy-building

Description

For long-term strategy document, it is important to ensure the feeling of "ownership" among the citizens and stakeholders. Otherwise it would face to a risk of being neglected or treated as something from the outside. To address this, participatory process is effective for strategy building, both at the regional or municipal perspective and ad the company.

Examples and good practices

Regular discussion among a group of stakeholders (often referred to as Vision board in the UK) is an effective way of participatory vision and strategy building.

➢ ID 15: One-stop mobility service point

Description

One-stop mobility information & service point on a representative place within the city e.g. at the main square or at the main railway station will help citizens collect information about alternative means of transport including timetable and pricing, and buy products such as tickets at one-stop.

This helps busy commuters make a hassle-free decision to switch to the alternative modes compared to information points offered by each service provider.

This also works as a marketing tool as the alternative means of travel becomes more visible in the city through the presence of such service point.

Additional function can be added to this, such as registration and driver's-license-check-point for car-sharing, registration for bike-sharing, and so on.

The organization managing this can work as a platform for intercommunal coordinator for mobility, and also the manager of the mobility information portal (see below).

Examples and good practices

In Turin, Italy, in front of Porta Nuova train station has been placed a kiosk that provides tourist information and all mobility-related services (PT tickets and passes, bike sharing passes, car sharing information, and so on).

Figure 7 Mobility and tourist info point in front of Porta Nuova train station, Turin (Italy)

ID 16: Mobility information portal (web, app)

Description

Similarly to the physical presence provided by the one-stop mobility service point, the presence on the Internet can provide a similar one-stop simplicity for the potential citizens shifting from the individual mores of transport to more sustainable modes.

ID 17: Bicycle parking and shower at companies/schools

Description

Various survey result show that one of the obstacles to use bicycles for commuting is the lack of the possibility to shower at the working place, besides the availability of the safe parking place and the cycling path. Particularly in summer, when cycling can incur sweating, this feature is of quite importance, as the availability of the shower will ensure the after-cycling comfort while working.

ID 18: Bicycle pump / repairing tools

Description

Bicycle tyre has to be pumped more often compared to that of the car. Thus having bicycle pump available for employees at the companies will greatly help the comfort of cycling.

Another particular characteristic of the bicycle is that a simple problem can often be solved by the user without any special knowledge or certification. Thus the availability of repair tool can ensure such quick and on-the-spot repair. For the cyclist-commuters who are not familiar with the mechanics of the bicycle, other employees who are good at it can assist in such case. This will help team-building at the company as it would provide a great opportunity to communicate among employees.

A public bicycle pump and repair tools can be made available for the bicycle on the public space. This helps the visibility of the bicycle, while the effect of it is hardly known.

ID 19: Incentives for / Introduction of teleworking

Description

Teleworking or homeworking is a classical idea to reduce the travel demand of the commuters. This method can be used mainly by the office workers whose work is mostly done using computers, and whose presence at the working place is needed on a limited basis, not throughout the full working time.

Teleworking does not mean that the employee works full-time from home, but a part of the working time such as one day a week can be handled as teleworking. For the transport, just one day out of five working day in a week without commuting trip means 20% reduction of the commuting travel demand for one person. When this is collectively accumulated among a company, a city or a FUA, the cumulative effect is not negligible.

This measure is particularly effective for the long-distance commuters in terms of the welfare and work-life-balance, as the time loss caused by commuting is reduced by teleworking.

It is important for the employer to set a common rule of teleworking that every employee has to follow, covering the aspects such as authorization, availability of the working tools e.g. computers, cost of the workplace at home, etc. Such know-how can be supported locally from business support organizations such as the chamber of commerce.

➢ ID 20: Introduction / regular revision of mobility management plan of company

Description

Mobility management (plan) of the company is a strategic long-term plan of the company to manage the employees' and customers' mobility to/from the company. It is specific to each company, and thus each company will have its own mobility management plan that is different from other companies'. It is desirable to continuously review and revise it with a certain interval such as three or five years. When a company moves to a new location, it is important to prepare this plan before the company settles in the new location.

The company mobility plan is planned in a similar way to the urban mobility plan but with a specific focus on the company. It is important to start with a common vision, and setting priority first, before planning concrete measures that the company will implement.

➢ ID 21: Coordinating shift-working-hours and PT timetable

Description

In various rural places where the interval of the public transport is longer e.g. 1 hour, one of the reason for the employee not to use the public transport is that the working hours and the timetable of the public transport does not match well, resulting in loss of waiting time.

One measure to address this is to increase the frequency to an acceptable level, while this is sometimes difficult in the case of the rural area considering the economic efficiency of the public transport, or technical restriction such as limited crossing points in case of railway.

In such circumstances, still the timetable and shift-working-hours can be adjusted upon a good exchange of the information between the public transport service providers and the companies. It is especially important for the company to be informed about the timetable not at the last minutes, but in advance so that the company can have some time to adjust the shift plan if necessary. Similarly important is to exchange the information about the shift working time between companies and public transport operators, so that during the planning, public transport operators can take such shift working hours into consideration.

➢ ID 22: Ride-sharing portal for employees

Description

Employees commuting with the car from the same place to the same company or the companies located nearby have a potential to share a vehicle to commute to the company. However it is often hard to match such potential ride-sharing offer and the needs to be on a shared vehicle.

It is often hard to provide such Internet portal for one single company, while this can alternatively be prepared by business support organization. It can be configured for company-specific ride-sharing portal, or more generally as a regional portal.

➢ ID 23: School bus / commuter bus

Description

This is a simple solution that the company or the school prepare buses for its employees or pupils. This can be arranged as a stand-alone service exclusive for one company or schools. Alternatively, several companies and schools can cooperate to provide common buses to the destination.

Another way of organizing such school or commuter bus is as an extension of an existing public transport service. For example, from the first Stop A to the final Stop B of the public transport it runs as a usual public transport with the subsidy from the municipality, and from the Stop B to the Company C it runs as an exclusive service for the employee with the cost paid by the company.

Examples and good practices

An extension of the existing public transport to the company is a common practice particularly in Hungary.

➢ ID 24: Incentives for electric vehicles

Description

Electric vehicles (EVs) are effective to reduce the emission from the automobiles compared to ICE (internal combustion engine) vehicles, although it does not address the other negative effects of the automobiles such as traffic accident or consumption of spatial resources.

The initial cost of EVs is still high compared to ICE vehicles, and this is often an obstacle for the introduction of EVs. Financial incentives include a subsidy for purchasing EVs. Transport-based incentive includes the use of exclusive or taxi lane, exemption from cordon charging, etc. An organizational incentive is possible by sharing offer of EVs for individuals as well as for companies.

➢ ID 25: Incentives for offices located in city centre / factories near station

Description

Spatial factor is quite essential for the modal choice of the commuters. When the office is located centrally with good public transport connection, the employee tend to choose public transport or active modes (walking or cycling) as the office is located within easy reach with these modes of transport.

Factory located near the railway station will increase the chance of the railway being chosen as the commuting mode for the employees.

Incentives or spatial-planning-oriented measures have to be sought to concentrate such developments within the near proximity of the public modes of transport. Land-use planning (zoning) is an effective measure for this when the development far away from the railway and public transport is restricted. A stronger option is to set a distance limit to the spatial development from the public transport (see below).

Examples and good practices

The province of Salzburg has in its regional spatial planning law a clause that the new development must be within 1000m from the railway station or within 500m from the bus stop. In this way, the land-use is restricted to the near proximity from the public transport so that the accessibility with these modes are guaranteed.

PART2

2.1. Measures - Stakeholder Matrix

Groups used are referred to the previous phase (SWOT Analysis) so that you can have a easy correspondence:

- GROUP A - Public authorities
- GROUP B - Large employers and schools
- GROUP C - Infrastructure and services providers
- GROUP D - Interest groups, NGOs

	Measures	GROUP A	GROUP C	GROUP B	GROUP D	Description of Role of Stakeholders
1	Incentive apps for cycling			X	X	• Group B: to encourage the employees to join in when team-competition function is embedded in the app. • Group D: preparation of Apps
2	Roof on bicycle parking (and subsidizing it)	X		X		• Group A: to build roofs on public bike parking; To subsidize for the companies. • Group B: to build roofs on the private bicycle parking.
3	Roof + bench at bus/tram stop		X	X		• Group C: to build and maintain it. • Group B: to build and maintain it; to provide a space fo that in front of the company.
4	Making access routes to PT stops / stations pedestrian-friendly	X		X		• Group A: to build/reconstruct and maintain it. • Group B: to liaise with the Group A to plan the access routes from company to the PT stop.
5	Backside exit of railway station	X	X	X		• Group A: to liaise with Group B (infrastructure owner) to enable it; to finance it; to desing and construct station square. • Group C: to build and maintain it. • Group B located on the back side: to advocate the needs of it.

6	New train station / bus&tram stop	X	X	X		• Group A: to liaise with Group B (infrastructure owner) to enable it; to finance it; to desing and construct station square. • Group C: To build and maintain it; to adjust timetable for this. • Group B: to advocate the needs of it.
7	Car-sharing (Car Club), non-profit	X		X	X	• Group A: to serve as the main stakeholder/organizer; to finance it; to communicate with citizens about it. • Group B: to serve as the main stakeholder/organizer; • Group D: to provide necessary system for this; to communicate with citizens about it.
8	Bike-sharing (fixed-station)	X	X	X		• Group A: to serve as the main stakeholder/organizer; to finance it; to communicate with citizens about it. • Group C: to liaise the public transport services with this. • Group B: to provide spaces for station; to liaise with Group A to locate a station.
9	Ride-sharing (Car-pooling)			X	X	• Group B: to provide ride-sharing portal for the employees. • Group D: to provide ride-sharing portal to the general public; to provide and maintain informal meeting point for this;
10	EV-charging spots	X	X			• Group A: to subsidize it; to place it in the public parking. • Group C: to place it in the private parking.
11	Regular exchange of information with outside	X			X	• Group A: to organize stakeholder meeting; to serve as a knowledge-hub as a mobility issue; • Group D: to organize stakeholder meeting; to serve as a knowledge-hub as a mobility issue.

12	Awareness raising in health and active mobility	X	X		X	• Group A: to act as the main advocator; • Group C: to forward the information to the employee; to include this as a health programme of the company; • Group D: to act as the main advocator;
13	Mobility education at School	X		X	X	• Group A: to carry this out in schools; • Group B: to provide relevant materials for schoolkids; • Group D: to carry out this out in schools;
14	Participatory process for strategy-building	X	X		X	• Group C: to join in the process; • Group A and D: to organize and monitor/recort the process and discussion;
15	One-stop mobility service point			X	X	• Group B: to provide mobility service point at the public transport nodes; • Group D: to provide it in the city center and at other important nodes;
16	Mobility information portal (web, app)			X	X	• Group B: to provide and maintain it; • Group D, esp. Public transport association: to provide and maintain it;
17	Bicycle parking and shower at companies/schools		X			• Group C: to implement it;
18	Bicycle pump / repairing tools		X			• Group C: to implement it;
19	Incentives for / Introduction of teleworking	X		X	X	• Group A: to implement it; • Group B: to implement it; • Group D: to provide know-how to the Group C.
20	Introduction / regular revision of mobility		X			• Group C: to prepare, monitor and revise it. • Group D: to provide know-how to the Group C.

	management plan of company				
21	Coordinating shift-working-hours and PT timetable		X	X		• Group B: to provide time-table information to Group C; to adjust timetable based on the informatino about the shift-working-hours; • Group C: to communicate with group B;
22	Ride-sharing portal for employees		X		X	• Group C: to • Group D:
23	School bus / commuter bus		X	X		• Group B: to finance and organize it; • Group C: to run the bus;
24	Incentives for electric vehicles	X			X	• Group A: to subsidize it; • Group D: to advice the subsidy receiver;
25	Incentives for offices located in city center / factories near station	X				• Group A: to implement incentives in variosu policy area e.g. land-use plan.

PART3

3.1. Measure coordination

The **common goal of the SMART COMMUTING project is** to, as seen in the project plan, **to improve capacities for mobility planning in Functional Urban Areas to lower the CO_2 emissions**. In this context, two priority areas can be identified:

   a) To reduce the share of commuter trips with automobiles, and to increase the share of environment-friendly modes (public transport, cycling and walking) for commuter trips;

   b) To improve the capacity for mobility planning among various stakeholders in Functional Urban Areas;

The priority area b) will be handled in the Work Package WP_T2, and thus it is not dealt with here. The priority area a) is, in the context of the project, to serve as a key learning material from the real-world to be used to achieve the priority area b) on one hand, and eventually to be implemented on the other hand.

Each priority area will have some set of indicators called *targets* in the later phase of the project. This is a quantitative statement of the priority, while the priority stated above is a qualitative statement that is a breakdown of the common goal.

Under both of the priority areas a) and b), there are some *measures,* which will be implemented so that the target can be achieved within a certain period of the time.

It is important to select measures in a good combination so that the efficiency is ensured. Each measure has to be well matched with other existing or planned measure so that a synergy will boost the effect of other measures to achieve the goal. Such good combination of the measures are called *strategy*.

In the picture in this section, for example, the construction of a new cycle infrastructure can work effectively with the implementation of a bike sharing service and with the promotion of shower service at offices or schools.

A list of possible combination of different measures is in Appendix C of this document (as a separate file), while 25 selected measures that help achieve the priorities a) and b) are presented in the Part 1 of this document.

3.2. Guideline to choose individual PP's coordination

Efficiency of the measure to achieve the *targets* is different depending on:

* Existing (already implemented) or planned measures;
* Geographical characteristics and spatial structure;
* Other policy areas e.g. land-use policy;
* Interest of stakeholders;

- Etc.

Following two steps has to be followed to make a draft list of the measures of your selection.

Step 1: make a candidate list

Generally, three different methodology can be used to make a draft selection of measures.

1) **By assessing existing measures**: in this case, you can check the [Column C: Supportive measures] of the Appendix C if there is any existing or planned measure in your FUA. The measure for SMART COMMUTING [Column A] associated with the identified measure can be a candidate for your selected measure.

2) **By assessing groups of existing measures**: in this case, you can check the [Colum B: Groups of Supportive Measures] of Appendix C first, and identify groups (i.e. policy areas) of the measures that your FUA or your core city have already implemented or plan to implement. The measure for SMART COMMUTING [Column A] associated with the identified group can be a candidate for your selected measure.

3) **By starting from enthusiastic stakeholder**: if one or more stakeholder is very active, measures associated to such stakeholder(s) can be a candidate. Part 2 of this document can be utilized to identify which stakeholder has a strong relevance to each of the measures.

Step 2: make a draft selection from the candidate list

Once a set of measures i.e. candidates is selected with some of these three methods, a combination of them has to be carefully assessed with the table provided in Appendix C.

➢ It is recommended to "drop" the measures that does not fit to any combination of [Column A: measures for SMART COMMUTING] and [Column C: Supportive measures].

➢ As for the methods 1) and 2), the extent of existing/planned measures has to be considered to drop some measures in case that existing/planned measures are weak or incomprehensive.

At the end, it is recommended to list 3 to 7 measures that you are/your FUA is interested in. This serves as an input to the activities in WP_T2 for capacity building.

It has to be highlighted that the selected combination of measure here is NOT to decide which measure will be implemented within each Functional Urban Area joining in the SMART COMMUTING project, but to serve as the basis of the future activities to improve the capacity for mobility planning among various stakeholders in Functional Urban Areas (priority b above). Therefore the listed measures here should not be understood as a definitive selection of the measure. Instead, the list should be understood as the set of measures that each FUA is interested in in the context of the SMART COMMUTING project's common goal and the two aforementioned priority.

3.3 Template to be completed by each PP

		Measures	PP's selection	Comments
	1	Incentive apps for cycling		
	2	Roof on bicycle parking (and subsidizing it)		
	3	Roof + bench at bus/tram stop		
	4	Making access routes to PT stops / stations pedestrian-friendly		
	5	Backside exit of railway station		
	6	New train station / bus&tram stop		
	7	Car-sharing (Car Club), non-profit		
	8	Bike-sharing (fixed-station)		
	9	Ride-sharing (Car-pooling)		
	10	EV-charging spots		
	11	Regular exchange of information with outside		
	12	Awareness raising in health and active mobility		
	13	Mobility education at School		
	14	Participatory process for strategy-building		
	15	One-stop mobility service point		
	16	Mobility information portal (web, app)		
	17	Bicycle parking and shower at companies/schools		
	18	Bicycle pump / repairing tools		
	19	Incentives for / Introduction of teleworking		
	20	Introduction / regular revision of mobility management plan of company		
	21	Coordinating shift-working-hours and PT timetable		
	22	Ride-sharing portal for employees		
	23	School bus / commuter bus		
	24	Incentives for electric vehicles		
	25	Incentives for offices located in city center / factories near station		

Please put an "X" on the measures that you choose and comments (if any).

PART4 - Project Partner's selection of measures

4.1. LP- Rimini

	Measures	PP's selection	Comments
1	Incentive apps for cycling		
2	Roof on bicycle parking (and subsidizing it)		
3	Roof + bench at bus/tram stop		
4	Making access routes to PT stops / stations pedestrian-	X	
5	Backside exit of railway station	X	
6	New train station / bus&tram stop	X	This measure means about new Bus Rapid Transit route with new stops and intermodal hub
7	Car-sharing (Car Club), non-profit		
8	Bike-sharing (fixed-station)	X	The measure includes bike-sharing free flow as well
9	Ride-sharing (Car-pooling)		
10	EV-charging spots		
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility	X	
13	Mobility education at School	X	
14	Participatory process for strategy-building		
15	One-stop mobility service point		
16	Mobility information portal (web, app)		
17	Bicycle parking and shower at companies/schools		
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management		
21	Coordinating shift-working-hours and PT timetable		
22	Ride-sharing portal for employees		
23	School bus / commuter bus		
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories		

4.2. PP4 - Koper

	Measures	PP's selection	Comments
1	Incentive apps for cycling		
2	Roof on bicycle parking (and subsidizing it)	X	
3	Roof + bench at bus/tram stop	X	Measure of the pillar "Public transport"
4	Making access routes to PT stops / stations pedestrian-friendly		
5	Backside exit of railway station		
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit		
8	Bike-sharing (fixed-station)	X	
9	Ride-sharing (Car-pooling)		
10	EV-charging spots	X	
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility	X	Measure of the pillar "Walking"
13	Mobility education at School	X	
14	Participatory process for strategy-building	X	
15	One-stop mobility service point		
16	Mobility information portal (web, app)		
17	Bicycle parking and shower at companies/schools	X	
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management plan of company	X	
21	Coordinating shift-working-hours and PT timetable		
22	Ride-sharing portal for employees		
23	School bus / commuter bus	X	
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories near station	X	

4.3. PP5 - Velenje

	Measures	PP's selection	Comments
1	Incentive apps for cycling		
2	Roof on bicycle parking (and subsidizing it)		
3	Roof + bench at bus/tram stop		
4	Making access routes to PT stops / stations pedestrian-friendly		
5	Backside exit of railway station		
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit		
8	Bike-sharing (fixed-station)	X	
9	Ride-sharing (Car-pooling)	X	We think we can combine it with "ride-sharing portal for employees"
10	EV-charging spots		
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility	X	
13	Mobility education at School		
14	Participatory process for strategy-building		
15	One-stop mobility service point		
16	Mobility information portal (web, app)		
17	Bicycle parking and shower at companies/schools	X	
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management plan of company	X	
21	Coordinating shift-working-hours and PT timetable		
22	Ride-sharing portal for employees		
23	School bus / commuter bus	X	
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories near station		

4.4. PP6 - Hranice

	Measures	PP's selection	Comments
1	Incentive apps for cycling	X	
2	Roof on bicycle parking (and subsidizing it)		
3	Roof + bench at bus/tram stop		
4	Making access routes to PT stops / stations pedestrian-friendly		
5	Backside exit of railway station	X	
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit	X	
8	Bike-sharing (fixed-station)	X	
9	Ride-sharing (Car-pooling)		
10	EV-charging spots	X	
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility		
13	Mobility education at School		
14	Participatory process for strategy-building		
15	One-stop mobility service point		
16	Mobility information portal (web, app)	X	
17	Bicycle parking and shower at companies/schools		
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management plan of company		
21	Coordinating shift-working-hours and PT timetable		
22	Ride-sharing portal for employees	X	
23	School bus / commuter bus		
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories near station		

4.5. PP7 - Zadra

	Measures	PP's selection	Comments
1	Incentive apps for cycling	X	There is currently an application for cyclists with loaded cycling routes, length of trails and difficulty of the route. But there is also a great room for advancing the same application, introducing city tracks or as presented in the example - additional content that would be interesting to the users.
2	Roof on bicycle parking (and subsidizing it)		
3	Roof + bench at bus/tram stop		
4	Making access routes to PT stops / stations pedestrian-friendly	X	
5	Backside exit of railway station		
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit		
8	Bike-sharing (fixed-station)	X	There are bicycle stations in Zadar, but there is a need to increase the number of stations as well as renew the city track to make people more interested.
9	Ride-sharing (Car-pooling)		
10	EV-charging spots		
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility	X	Recently, in Zadar, every year, "Mobility Week" has been held to promote mobility. The number of such events should be increased and wider promoted in order to raise citizens' awareness.
13	Mobility education at School		
14	Participatory process for strategy-building	X	
15	One-stop mobility service point		
16	Mobility information portal (web, app)		
17	Bicycle parking and shower at companies/schools		
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management		
21	Coordinating shift-working-hours and PT timetable	X	

22	Ride-sharing portal for employees		
23	School bus / commuter bus		
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories		

	Measures	PP's selection	Comments
1	Incentive apps for cycling		
2	Roof on bicycle parking (and subsidizing it)		
3	Roof + bench at bus/tram stop	X	In combination with improved timetables on train and bus lines in the FUA Weiz (starting in 2019) it is necessary to increase the comfort of stops as one measure to encourage people to use public transport.
4	Making access routes to PT stops / stations pedestrian-friendly	X	In addition to measure 3 attractive access routes will help to raise the use of bus and train. Both measure 3 and 4 have high synergy with the implementation of an improved bus and train service.
5	Backside exit of railway station		
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit		
8	Bike-sharing (fixed-station)		
9	Ride-sharing (Car-pooling)		
10	EV-charging spots		
11	Regular exchange of information with outside		
12	Awareness raising in health and active mobility		
13	Mobility education at School	X	As shown in the analysis a high percentage of students at high schools in Weiz use private cars for commuting. Smart Commuting – embedded in regular teaching – must raise awareness about effects of private car use and benefits of walking, cycling and the use of PT.
14	Participatory process for strategy-building		
15	One-stop mobility service point	X	In the FUA Weiz information about sustainable means of transport for all citizens is the central measure to increase the

			share of environment-friendly modes of traffic. A low-threshold service addressed to commuters will be a central function of the service point. The organization must also help coordinating intercommunal mobility within the FUA.
16	Mobility information portal (web, app)		
17	Bicycle parking and shower at companies/schools		
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking		
20	Introduction / regular revision of mobility management plan of company		
21	Coordinating shift-working-hours and PT timetable		
22	Ride-sharing portal for employees		
23	School bus / commuter bus		
24	Incentives for electric vehicles		
25	Incentives for offices located in city center / factories near station		

4.7. PP9 - Szolnok

	Measures	PP's selection	Comments
1	Incentive apps for cycling	X	As part of Smart City Program (SCP)
2	Roof on bicycle parking (and subsidizing it)	X	As part of Modern City Program (MCP)
3	Roof + bench at bus/tram stop	X	As part of MCP
4	Making access routes to PT stops / stations pedestrian-friendly		
5	Backside exit of railway station		
6	New train station / bus&tram stop		
7	Car-sharing (Car Club), non-profit	X	As part of SCP
8	Bike-sharing (fixed-station)	X	As part of SCP
9	Ride-sharing (Car-pooling)	X	As part of SCP
10	EV-charging spots	X	As part of MCP
11	Regular exchange of information with outside	X	
12	Awareness raising in health and active mobility	X	
13	Mobility education at School	X	
14	Participatory process for strategy-building	X	
15	One-stop mobility service point		
16	Mobility information portal (web, app)	X	As part of SCP
17	Bicycle parking and shower at companies/schools		
18	Bicycle pump / repairing tools		
19	Incentives for / Introduction of teleworking	X	
20	Introduction / regular revision of mobility management plan of company	X	
21	Coordinating shift-working-hours and PT timetable	X	
22	Ride-sharing portal for employees	X	As part of SCP
23	School bus / commuter bus		
24	Incentives for electric vehicles	X	
25	Incentives for offices located in city center / factories near station		

CONCLUSIONS

This document has summarized the main characteristics of the Transnational Strategy to Promote Smarter Commuting in the FUAs as Output of Work Package T1. The scope of the Transnational Strategy was to set out the possible policies and measures, customized to each territory, to change the present commuting models with the aim of lowering the CO_2 emissions and improve the quality of the air. This document has summarized the scope of the transnational strategy and it has presented the measures which have been selected as part of it. It then has collected all Project Partners' selection of measures, which have been set during local workshops and thanks to the findings of the SWOT analysis, specific for each FUA.

This Output then provides an overview on locally selected measures to promote smarter commuting, highlighting each partners' preferences as result from the Swot process and from the following discussion.

EXTRA _ Useful information

Four kinds of stakeholders

Below are listed the four main groups of stakeholders and some examples for each one.

Group A. Public Authorities
- Local public authorities
- Regional public authorities

Group B. Large employers and schools
- Education/training centres
- Schools of every level
- Big factories
- Large enterprises
- Shopping centres
- Sport centres
- Entertainment/Leisure facilities (e.g. Cinema)
- Hospital and health centres
- Every other kind of activity of great interest in your context

Group C. Infrastructure and service providers
- Infrastructure and public service providers
- Companies dealing with mobility services e.g. bike-sharing and car-sharing, large taxi companies

Group D. Interest groups, NGOs, business support organisations
- Interest group and NGOs dealing with mobility and transport issues
- Citizen's initiatives related to transport and mobility
- Chamber of commerce and/or industry
- Industry associations e.g. Tourism associations

English advices

Below are listed some English advices useful to make the subsequent merge of information from all partners easier. Please forgive this annoying measure, but kindly follow these advices so to prevent future misunderstanding.

- Capitalisation (i.e. title case) should be used in second and third level headings; no capitalisation for lower level headings and captions (i.e. sentence case).
- Bullet points can either take the form of list items, in which case a colon precedes the start of the bullet point list, each list item ends with a semi-colon and the finalist item ends with a full stop.
- Where each bullet point forms a full sentence, it should be punctuated accordingly.
- Use coordinate and coordinator without the hyphen.
- Use of "s" instead of "z" in words like analyse and organisation.
- Commas and full stops in numbers should adopt the UK convention that is commas as thousand separators and full stops as decimal points.
- Use a hyphen in co-modal/modality, but not in intermodal, multimodal, unimodal or interconnect.
- The terms i.e. and e.g. should be written with the full stops, and with a comma before – although "generally", for example" is better than ", e.g.";
- Note that practice is a noun, while practise is a verb.
- "Is not", do not", does not" should be used instead of "Isn't", "don't" and "doesn't" etc. So, please, do not use abbreviations.
- Double blanks should be used before the start of a new sentence.

Glossary

- **Public transport:** Every kind of transport service with vehicles shared simultaneously among people/citizens (e.g. taxi or car-sharing is not considered a public transport).
- **Business organisation:** The administrative organisation of an employer/activity (e.g. number of employees, customers, operating hours, shifts, etc.).
- **NGOs**: No Government Organisations.
- **SWOT**: Strengths; Weaknesses; Opportunities; Threats.
- **FUA**: Functional Urban Area.
- **SUMP:** Sustainable Urban Mobility Plan
- **IUAV:** Università IUAV di Venezia, University of Venice
- **VUT / TUW:** Vienna University of Technology, and Technische Universität Wien. These two abbreviations mean the same institution.