

TEMPLATE

Output factsheet: Strategies and actionplans

Version 2

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development agency Sinergija, Slovenia
Output number and title	O.T3.1.1 13 mobility plans developed for 13 Central Europe municipality's units to fostering CO2 reduction
Responsible partner (PP name and number)	Development agency Sinergija - LP, Municipality of Ljutomer - PP8, Slovenia
Project website	www.interreg-central.eu/movecit
Delivery date	January 2018
Summary description of the strategy/action plan (developed and/or implemented)	

The process of document preparation included six steps: confirmation of mission and commitment, establishment of a working group, analysis of the situation, definition of vision and goals, elaboration of the strategy, definition of responsibilities and resources. Based on the experience of the members of the working group, the step of defining the vision and objectives was preceded by an analysis of the situation. This early formulation of the vision was carried out with the intention to define the framework and direction in the process for the preparation of the mobility plan, in which all other activities that are in this case coordinated with the final goal. The vision of the desired situation was thus treated as a criterion, by means of which it is possible to assess the relevance of the input data as well as direct the course of the preparation of the entire document.

Certain content of the document was presented and discussed at the training of employees. This step has been necessary in order to ensure the implementation of the plan and measures, as the document also acquires a binding nature. The final strategy was presented via various channels, including also the municipal website, by e-mail of the employees.

Otherwise, the employees of the municipality were intensively involved in the process of the mobility plan, since such a way of work enables the acquisition of important data that field and other analyses cannot provide. A series of meetings were conducted in the context of the situation analysis and the selection of measures. Key stakeholders (employees) also participated at the training. The employees were included in the preparation of the strategy through the questionnaire, and the training process was informed about the training process itself. A school bus provider and taxi company were also the participants of the meetings and contribute to the specific measures which enable to cover broader area.

The space and the traffic system of the entire Ljutomer Municipality devotes a little more attention to other settlements in the municipality as well as outside the municipality and other surrounding municipalities.

Ljutomer is the centre of regional significance and is connected in the light of trade, business and shopping to the centre of national significance which is Murska Sobota. However, when municipal employees commute many more links occur between another centre of regional significance, Gornja Radgona which is 30 km far away from Ljutomer. The analyse shows that during the school hours, connections with many centres have been halved. The public transport provides unsatisfactory connections. The diversification of the network of lines during working days is appropriate, but some lines are poorly frequent. The presence of the railway greatly improves the level of accessibility in the hinterland of the railway stations, but not to Gornja Radgona, the railways works only for freight transport. The envisaged measures to bridge that gap is integration of the public transport with the school bus transport. The employees could use the school buses for commuting. Almost 20% employees travel between 10 and 20 kilometres in each way and this measure can enhance the sustainable commuting. Additional low carb solution how to overcome the challenge of the better connection with the city core and hinterlands is to improve and increase the cycling lines, which can enable commuting across the municipalities' borders. The distances between other municipalities are quite short (up to 10 km) and reachable. 48% of employees live in a radius of 1 - 10 km. The cycling connections are not in all directions connected, thus should be updated and reconstructed properly to be able to connect them with the other municipalities' lines. The municipality will in next 5 years provides and ensures 6,75 M EUR for new cycling lines.

Additionally, carpool is one of the great measures that can decrease single car occupancy usage. Thus, the carpool system will be established to allow employees to match the trips. The action plan provides a significant number of other soft measures that foster the low carbon solutions. For instance: capacity building for employees, promotional

and awareness raising campaigns, rewarding the employees, carpool e-system, call on demand system and parking management in a favor for carpool parking slots. On the other hand, infrastructure and equipment investment are also part of changing the employees' behavior. Purchasing of e-bikes for using them for home-work-home trips, e-car purchase, installation of electrical recharging station at the municipal station and maintenance of the exiting pavement and cycling lines.

In terms of the timetable, the document deals with several time horizons of mobility development. It sets out in the starting points a long-term vision of the development of transport and soft measures (motivational part of the plan). Within this period, most of the strategic and specific goals and target values of the plan are also identified. A more detailed action and financial plan has a 5-year reach with the period until the end of 2022. After five years, a renewed rebuilding of the plan is envisaged.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Ljutomer municipality, located in the street Vrazova 1 in Ljutomer was established in 1994. The Municipality of Ljutomer covers the northeast part of Slovenian hills and part of the western area of the Pannonian circumference so that in the municipality two geographically and economically completely different areas exist. Northeast is extremely flat with fields, meadows, forests, small areas and larger settlements and the southwest extremely hilly area with vineyards, forests and scattered settlements.

The municipality counts 11,773 inhabitants and stretches over 107 km². It encompasses 44 small settlements, mostly villages. The city is part of SI031 Mura Statistical Region (NUTS3).

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The benefits concern territories:

- × reduced crowds on the roads and in the proximity of the institution; reducing time for travel to work;
- × improved transport services; improving on-the-spot access; noise reduction and pollution;
- × improving the quality of life and the area.

The benefits concern the target group (employees of the municipality):

- × increased supply/facilities, such as showers and bicycle repair; improving health;
- × Cost and time savings; reducing stress with flexible working hours;
- × Improving the quality of life (social life due to carpooling);

The benefits concern the institution (municipality):

- × reduced carbon footprint;
- × improved accessibility of cities and buildings;
- × improving road safety near the building;
- × reducing operational costs, such as reducing parking spaces;
- × helps to activate employees;
- × successfully solves the social responsibility of organizations;
- × role model for other municipalities; it serves as a best practice;

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The Workplace mobility plan was developed according to the need of municipality of Ljutomer and it is tailor made for smaller size of the municipalities. The plan is very well integrated and embedded to the SUMP Ljutomer, which is already in the implementation phase. Some measures are overlapping thus the implementation is ensured also for the Workplace mobility plan measures. The Workplace mobility plan can be used as a reference for additional municipalities which will take part at the training for municipalities and external experts/stakeholders/public institutions. The plan will be proposed also as a reference at the national public tender of the Ministry of Infrastructure which will financially support the Workplace mobility plans development and awareness raising at the city municipalities. In Slovenia the Workplace mobility plan for municipality is one of the initial plan among municipalities.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

- × The smaller cities (e.g. Ljutomer) do not have any civil initiatives which could generate the public opinion, remind the problems, propose solutions and provide the public dialogue in terms of mobility.
- × Smaller cities also face with the mobility problems, but are lacking behind due to less knowledge, experiences and solutions. They are facing also with the lack of the staff capacities.
- × However, if we look at from the another prospective the strength in smaller cities such as Ljutomer is a smaller number of decision makers and practitioners, with this it can be easy established consensus, flexible and quicker decisions and visible results. Measures (even smaller) have bigger effect and there is a strong community spirit and strong public support. The consensus and decisions are easier to reach. With the regards of implementation of measures the process is quick.
- × In Ljutomer, talking with each employee was the easiest part of engagement as there is only 28 employees and it is not time consuming as in larger cities.
- × Some areas of integrated transport planning remain a challenge, even after the first SUMP, e.g. a) Cooperation with other municipalities. B) The participation of all sectors in the municipality of Ljutomer.
- × The situation is mostly conditioned by private transport companies that are focused rather on commercial lines. The agreement on the regional or even on the local level is almost impossible. There are no regional bodies that could link companies with the specific municipalities and would manage and coordinated the agreement, also on the political level.
- × The promising challenge is the connection and combining the school transport with the daily transport for all daily commuters.
- × The city already has the experiences with the SUMP process which ease the WMP process and a lot of measures could be integrated for that.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The output is linked to deliverable: D.T3.2.2 Workplace mobility pan for Municipality Ljutomer