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# Action Plan

Bratislava self-governing region

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## General information

project

**e-smartec - enhanced sustainable mobility with marketing techniques (PGI06099)**

partner organization(s) concerned

**University of Žilina**

country

**Slovak republic**

NUTS2 region

**Bratislavský kraj (SK01)**

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The Action Plan aims to impact

- Investment for Growth and Jobs programme**
- European Territorial Cooperation programme**
- Other regional development policy instrument**

Name of the policy instrument(s) addressed

**Integrated Regional Operational Programme (2014-2020)**

## 1. Introduction

Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects.

E-smartec aims at reinforcing existing policies and programmes by enhancing each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making. The overall goal is to develop Action Plans that provide tailored guidelines on citizens' and stakeholders engagement marketing techniques. Eventually e-smartec is expected to contribute to the urban dimension of regional and local mobility policy-making by enhancing sustainable measures acceptance level, thus contributing to the implementation of the EU goal on the transition to a low carbon economy.

The 6 e-smartec 'test-bed' areas of the Action Plans include: Bratislava Self Governing Region (represented by University of Zilina), Region of Central Macedonia (represented by Regional Development Fund of the Region of Central Macedonia on behalf of the Region of Central Macedonia), Lazio Region (represented by Rome Mobility Agency), North Limburg (represented by Municipality of Venlo) , West Midlands (represented by Coventry University Enterprises Ltd) and State of Hessen (represented by Hessen Trade & Invest GmbH/ Centre of Competence for Sustainable Urban Mobility). With the lead partner CERTH (Centre for Research and Technology Hellas), the communication leader POLIS (Promotion of Operational Links with Integrated Services) and the technical support partner LCU (Link Campus University), the e-smartec consortium brings together 9 partners from 7 countries, engaged to further enhance the inclusiveness of sustainable mobility planning and the awareness of sustainable mobility interventions.

Funded under the Interreg Europe Project and the thematic area of Low Carbon Economy, the e-smartec project initiated at the beginning of August 2019 and unfolds into two phases of a total duration of three years: phase 1 (two years duration), where an exchange of experience process takes place, resulting in the regional Action Plans formulation and phase 2 (one year duration), where the Action Plans are implemented.

## 2. Background

The Bratislava region is situated in the southwestern part of the Slovak Republic. It has an area of 2,053 km<sup>2</sup>, and from a geographical point of view, it has a very convenient location. It borders the Republic of Hungary to the south and Austria to the west. Thanks to its advantageous geographical location, attractive landscape, and built infrastructure, it offers various services in the field of tourism. The largest city in this area is Bratislava, which is also the capital of the Slovak Republic. Except Bratislava, there are 3 other cities Malacky, Pezinok and Senec. The region's population was 659,598, as of December 31, 2019, of which 65.6% were from the city of Bratislava.

The region's location in the Central European area, good transport accessibility and the function of an international crossroads in road and rail transport, the growing importance of water and air transport and the achieved level of indicators in the economic and social field are among the significant development factors in this area.

The integrated transport system of the Bratislava Region transports approximately 309 million passengers a year with the average number of trips made by an inhabitant of the region 2.59 per day. The region's problems are mostly:

- low share of public transport
- insufficiently developed railway infrastructure
- congestions on the roads affecting the reliability of bus transport.

Bratislava self-governing region, especially the capital of the Slovak republic Bratislava, belongs to places with the highest number of vehicles per capita, while car occupancy is on average 1.3 people. Therefore, the share of public transport and active modes of transportation on the way to work is only 42%. One of the main goals of the new region's SUMP is to reach 65% by 2050.

### 3. Policy Context

#### 3.1 Integrated Regional Operational Programme (2014-2020)

There is a national integrated regional operational program, "Integrated regional operational program 2014 - 2020", which focuses on contribution to the promotion of the quality of life and ensuring sustainable provision of public services with impact on balanced and sustainable regional development. Priority Axis 1 of the IROP aims to promote a sustainable regional transport system that guarantees mobility and accessibility to the main services for citizens and also to increase the attractiveness and competitiveness of public transport and non-motorized transport. The areas which the programme should address are:

1. Enhancing regional mobility through connecting secondary and tertiary nodes to TEN-T infrastructure, including multimodal nodes, which includes:
  - o Improvement of traffic accessibility to TEN-T infrastructure and 1st class roads with the emphasis on the development of multimodal transport system.
2. Development and improving environmentally-friendly including low-noise and low-carbon transport systems, including inland waterways and maritime transports, ports, multimodal links and airport infrastructure, in order to promote sustainable regional and local mobility, which includes:
  - o Increasing the attractiveness and competitiveness of public passenger transport;
  - o Enhancing the attractiveness and capacity of non-motorized transport (mainly the bicycle transport) to the total amount of transported passengers.

Furthermore, the latest version of IROP 2014 – 2020 (from June 2021) has included Priority Axis No.7, which aim is to contribute to thematic objective Fostering crisis repair in the context

of the COVID-19 pandemic and preparing a green, digital and resilient recovery of the economy, which addresses the following mobility-related areas:

- Enhancing the attractiveness and competitiveness of public passenger transport;
- Enhancing the attractiveness and transport capacity of non-motorised transport (especially of cycling transport) in the total number of transported persons.

The Integrated Regional Operational Programme (2014-2020) of the Bratislava region addresses the need for a sustainable mobility strategy that prioritises the regional public transport network to reduce private motorized traffic congestion and improve the regional public transport level of service (LOS) desired by users. The focus should be on:

- Increasing the attractiveness and efficiency of public passenger transport,
- Developing integrated transport systems,
- Supporting accessible and emission-free or low-emissions urban and suburban public transport.

### 3.2 Integrated regional operational program 2021 – 2027

The policy change for programming period 2021 - 2027 is currently under preparation for the Bratislava self-governing region with 5 priorities.

1. Ecological Slovakia for next generations
2. Mobility, transport and accessibility
3. Quality of life in regions
4. Innovative Slovakia
5. Social, just and educated Slovakia

So far, all past IROPs will be under an umbrella called Operational Programme Slovakia 2021-2027. It is noteworthy to mention that in the proposal for the Integrated Regional Operational Programme (2021-2027), Transport is under **Priority 1 and 2** and the Sustainable urban mobility planning (SUMP) has been included a part of Priority 1 that was not considered in the IROP 2014-2020.

### 3.3 SUMP of Bratislava self-governing region

In cooperation with its stakeholders, representatives from Bratislava self-governing region developed in 2020 the Sustainable Urban Mobility Plan (SUMP) for the entire Bratislava self-governing region. The SUMP focuses on ensuring the balanced development of the integrated transport system in the Bratislava region (IDS BK) while responding to the negative trends in the effectiveness of addressing the mobility needs of people, goods and services, road safety and environmental impact. The vision of the SUMP is to:

- Aim at sustainable mobility – to ensure more reliable, faster, greener and more enjoyable travel,
- Ensure transport accessibility towards more environmentally friendly modes of transport – to increase the share of public, pedestrian and bicycle transport
- Achieve better compliance of transport with the quality of the environment and public spaces

- Reduce the negative impacts of road transport – a better environment in a densely populated area of cities
- Increase safety and energy efficiency of transport – positive economic impact and reduction of dependence on oil and natural gas.

The action plan of Bratislava self-governing region SUMP for 2021 contains these actions:

- Modernization and increase of rail transport capacity in the city of Bratislava;
- Modernization and increase of rail transport for lines 120 (direction Pezinok), 130 (direction Senec) and 131 (direction Dunajská Streda), including the construction of overpasses, underpasses and stations;
- Modernization and expansion of the existing tram and light rail transit network with connection to the railway infrastructure (directions Ružinov, Bory, Vrakuňa);
- Modernization and increase of the capacity of the railway line 110 Devínska Nová Ves – Kúty.

As the development of the SUMP is now complete and the Action Plan of the SUMP is primarily focused on the modernization and expansion of public transport, therefore the aim of the proposed Action Plan is to facilitate the implementation of the planned activities as part of regional SUMP and raising public awareness about sustainable urban transport systems and increasing public transport usage in the region.

In a nutshell, the inspiration for design of proposed Action Plans for the Bratislava self-governing region came from the policy document besides the engagement with one of main stakeholders – the Integrated Transport Company (Bratislavská integrovaná doprava) - during our second Plenary stakeholder meeting. Representatives from the Integrated Transport Company and the University of Žilina discussed the proposed Action Plans for the Bratislava self-governing Region to gather feedback on the suitability and feasibility of each action implementation. Moreover, the draft of the Action Plan was also shared with the Bratislava self-governing Region to gather their remarks and thoughts on each prepared action. To increase the chances of success in attaining the defined goals, all feedback and suggestions have been applied in the following Action Plans activities.

## 4. Details of the actions envisaged

### 4.1 ACTION 1: Establishment of awareness-raising activities for extending and promoting the use of public transport among citizens of Bratislava region and daily commuters to the region – **Student competition**

**RELEVANCE TO THE PROJECT** A survey on citizens' participation in sustainable mobility planning of the Bratislava self-governing region was conducted within the e-smartec



project. The survey results confirmed that more than half of the respondents in the Bratislava region travel every day by private motorized vehicles for different trip purposes. While most of them are willing to shift to a more sustainable and eco-friendly transportation mode. The survey also revealed that 51% of respondents are not satisfied with their awareness of public transport options in their living area. As the people of the region are interested in using sustainable forms of transport but do not feel well informed, it is necessary to involve marketing techniques that raise people's awareness and increase their interest in more sustainable travel mode(s)

Therefore, all defined actions aim to increase citizens' and daily commuters' awareness of public transport alternatives in the region and anticipated transportation improvement plans.

This action aims at reaching primary and secondary school pupils as target group to inform them about the possibilities and benefits of sustainable transport in the region and to support their interest in these forms of transportation.

This action is inspired by good practice 9 from the region of Central Macedonia:

- Ecomobility: campaign for the promotion of sustainable mobility. It is a campaign in which students bring solutions to urban traffic conditions in their city. This action inspired to engage students and get interesting innovative ideas from them.

#### **NATURE OF THE ACTION**

Together with primary and secondary schools, four cities in the Bratislava region along with Bratislava integrated transport company (BID) will organise short lectures on topics related to public transport as a key contributor to urban sustainability. The lectures will also include the promotion of competition for students to take centre stage and bring ideas for enabling travel behaviour change and nudging citizens to increase the use of public transport. Therefore, this action plan main objective is to collect ideas from students while increasing their awareness and knowledge on sustainable mobility and its benefits. The best ideas win attractive prizes, e.g., e-scooter or e-bike, an annual pass for public transport.

#### **STAKEHOLDERS INVOLVED**

In this action, five Bratislava districts (Bratislava I-V) and three municipalities (Malacky, Pezinok and Senec), schools in the region and BID will be involved and their role will be supporting promotion of envisaged competitions. The Bratislava self-governing region together with BID will be responsible for the selection of schools, in which the events will be organised, for addressing them, communication and event itself. The University of Žilina will support the organisation and implementation by providing lectures during the events at schools. In addition, public and private companies in domain of sustainable transport



will be also approached to support dissemination of the activities (by publishing possibility of competition on their website and social sites) in this action plan.

**TIMEFRAME** February – June 2022

- February, March – addressing the schools, start the competition promotion
- April, May – events at the schools
- June – end of the competition and its evaluation

**COSTS** Expected max: 6 000 € (depends on sponsors for prizes)

- Cost related to the promotion of competition: 1000 €
- Organisational costs for 4 events: 1 000 €
- Prizes: 4 000 €

**FUNDING SOURCES** Integrated Regional Operational Programme (2021-2027)

**MONITORING MEASURES** Number of schools involved in the competition: 4 (one in each city)

#### 4.2 ACTION 2: Establishment of awareness-raising activities for extending and promoting the use of public transport among citizens of Bratislava region and daily commuters to the region – **Panel meetings with citizens**

**RELEVANCE TO THE PROJECT** The survey results show that citizens are also interested to receive the most recent information on transport services, alternative transport modes and mobility plans in the region. People would like to be informed about the possibility of meeting with representatives of the region and subsequently discussing the problems, exchange of ideas and having active role in the mobility planning process. For doing so, dialogue marketing and specifically public consultation will be used to increase awareness of citizens and daily commuters to the region.

This action is inspired by good practice 17 from the Coventry in the West Midlands:

- Good Practice 17: CASI project citizen panel meetings. Citizen panel meetings to promote inclusiveness in the debate on sustainable innovation.

**NATURE OF THE ACTION**

This activity aims to increase citizens and commuters' engagement in transport-related discussions using dialogue marketing and public consultation methods to identify under what conditions they would be willing to use more public transport and what factors are preventing citizens to use of public transport and shared transport services in the Bratislava region. The survey's results show that people would like to participate in meetings with representatives of the regions, but they do not know about co-planning meetings which are organized most often at time when citizens are at work which hinders their active participation. As the involvement of citizens in co-planning and co-design of transport systems and mobility planning process would escalate the high public acceptance of sustainable mobility solutions and behavioural change in nudging more use of public transport and emerging shared mobility services. Therefore, this action aims to ensure that citizens will be well-informed in advance about transport and mobility co-planning meetings and events through the popular dissemination channels, and facilitate inclusive citizens participation in mobility planning physical discussions and decision-making processes.

**STAKEHOLDERS INVOLVED**

In this action five Bratislava districts (Bratislava I-V) and three municipalities (Malacky, Pezinok and Senec) along with NGOs and BID are required. As such, panel meetings will be organized in four Bratislava region cities in close collaboration with BID that will promote and disseminate the envisaged activities in this action plan to sustain broader support for engagement of relevant NGOs and wider public and civil society stakeholders in discussions. Together with cities' representatives, BID will be responsible for organising the panel meetings in the mentioned four cities. The University of Žilina will provide a lecture on including citizens in mobility planning and how to inform them.

**TIMEFRAME**

March - May 2022

- March, April - Preparation of events and their promotion (website of the partners, social media)
- April, May – Implementation of the events

**COSTS**

expected max: 2 000 €

- Cost related to the promotion of the panel meetings: 1000 €
- Organisational costs for 3 panel meetings: 1 000 €

**FUNDING SOURCES**

Integrated Regional Operational Programme (2021-2027)

**MONITORING MEASURES**

Number of implemented panel meetings: 3

### 4.3 ACTION 3: Establishment of awareness-raising activities for extending and promoting the use of public transport and sharing mobility services among citizens of city of Senec – **Car-free streets event**

#### **RELEVANCE TO THE PROJECT**

This action also relies on the results of the conducted survey aiming at raise of awareness among dwellers of Senec on the alternative sustainable modes of transport in the region simultaneously offering an opportunity to encourage experience of commuting to city centre using sustainable modes of transport and having higher perception of being green citizen.

This action is inspired by good practice 22 from the Lazio region:

- VIA LIBERA: car-free streets. It is an initiative to support car-free mobility in Rome. Once a month, the city centre is banned to cars and citizens can walk, cycle, organise events and parties on the closed streets.

#### **NATURE OF THE ACTION**

This task aims to ban Senec city centre for private cars to allow citizens to walk, cycle, organize some events and networking activities. The Senec municipality will decide on which day this action plan will be implemented. During this activity, the self-governing region will also promote new planned sustainable mobility solutions for the Senec area and whole region.

#### **STAKEHOLDERS INVOLVED**

In this action apart from the Senec municipality, NGOs and association of public transport and mobility sharing service providers in the region will also be involved for promotion of activities focused on sustainable mobility. In addition, public companies or private companies will be also approached to support and sponsor the envisaged activities in this action plan.

#### **TIMEFRAME**

April – September 2022

- April, May – Selection of the date
- May – The start of the promotion, preparation of activities, addressing associations, volunteers
- August, September - Implementation

#### **COSTS**

expected max. 2 000 €

- Cost related to the promotion of the event: 1000 €
- Other cost (activities): 1 000 €

#### **FUNDING SOURCES**

Integrated Regional Operational Programme (2021-2027)

**MONITORING  
MEASURES**

Number of implemented car-free street events: 1

Endorsement

<b>DATE:</b>	
<b>SIGNATURE:</b>	
<b>FUNCTION:</b>	
<b>ORGANISATION:</b>	Bratislava Self-Governing Region (Bratislavský samosprávny kraj)
<b>STAMP OF THE ORGANISATION:</b>	

<b>DATE:</b>	
<b>SIGNATURE:</b>	
<b>FUNCTION:</b>	
<b>ORGANISATION:</b>	Bratislava Integrated Transport, Inc. (Bratislavská integrovaná doprava, a.s.)
<b>STAMP OF THE ORGANISATION:</b>	

# Partners



Low-carbon economy



European Union  
European Regional  
Development Fund

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