25th of March 2024

**SmartAlps Webinar on "Mobility in municipalities & regions"**

Elements in building a mobility offer in municipality/region

**How to finance and maintain a mobility offer?**

- Clear problem strategy is needed. Mapping of the stakeholder needs, What data is needed?
- Consider cultural, social, and specific needs. What can be done to work with these?
- Multimodal solutions are key. How to leverage between different ideas: feasibility and importance of a well-planned strategy.
- Identification of users and exisiting use-cases.

In the future evolvement from a mobility pioneer in a periphery to national and global forms of transport (e.g., Uber or Didi in China). New forms of collective transport on an automobile basis have to be sought.

In order to be cost efficient: clarify needs in mobility, be clear on target groups (youth, tourism, etc.). Who needs what?

In the future more and more private service providers will replace stateal providers of collective mobility.

Lisa as a complement in the city traffic. The service providers have to search for economies of scale in order to be more cost efficient. (For carsharing in Switzerland, the objective must be 3000 managed cars.

Subsidies from national, regional and local levels are needed. Adequate broadband infrastructure for the organization of mobility offers and for autonomous driving is needed.

Integration of different administrative levels in order to work together is needed. This leads to clear finances and small groups of local and regional stakeholders (e.g., LAGs) to design and implement projects. Creating a new governance system (political authorities, private partners, etc.) and defining clear roles is needed.

Important factors in participatory process:
- How to leverage between different ideas: feasibility and importance of a well-planned strategy.
- Identification of users and existing use-cases.

2. Important factors in participatory process:
- Familiarizing communities with the new technologies.
- Knowing social structure of the users: elderly vs. youth. Who uses the service?

Importance of communication with the communities - information and informing the communities.

Using existing solutions and technologies. Cooperation between different levels of cooperation - local and regional.

Adhesive fees and subsidies from different levels of public administration and are needed.