

Rural Pact Conference

15-16 June 2022



Regional mobility cooperative

Kufstein mobil

25 municipalities working together to improve mobility solutions.

The region: located in Tyrol/Austria
 directly at the border to Bavaria/Germany
 97.000 residents
 4 million touristic overnight stays before COVID-19

Manuel Tschenet, CEO



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WHY WE NEEDED A REGIONAL MOBILITY COOPERATIVE?

Traffic knows no community boundaries, problems must be solved together

- Contact person on site for communities and citizens
- Know-how bundling in the region
- Synergy effects instead of many parallel structures
- Lobbying for regional interests



HOW DOES THE COOPERATIVE WORK?

- 2 full-time employees
- Contracts with every municipality and tourism association
- Funding by all municipalities (1-5 euro per inhabitant per year)
- Additional funding by the EU ERDF and national programs
- Collaboration with transport authority



WHAT DO WE DO?

Public transportation

- Planning regional busses
- Working with local companys

Cycling

- Planning new routes
- Awareness-raising

Walking

- Increasing quality of living

Sharing systems



REGIONRAD

POWERED BY KUFSTEIN MOBIL





Thank you

