Innovations in Sustainable Urban Mobility Plans

for low-carbon urban transport

InnovaSUMP

Interreg Europe

European Union
European Regional Development Fund

Action Plan for Viseu

MUNICÍPIO DE VISEU

Municipality Of Viseu

June 2019

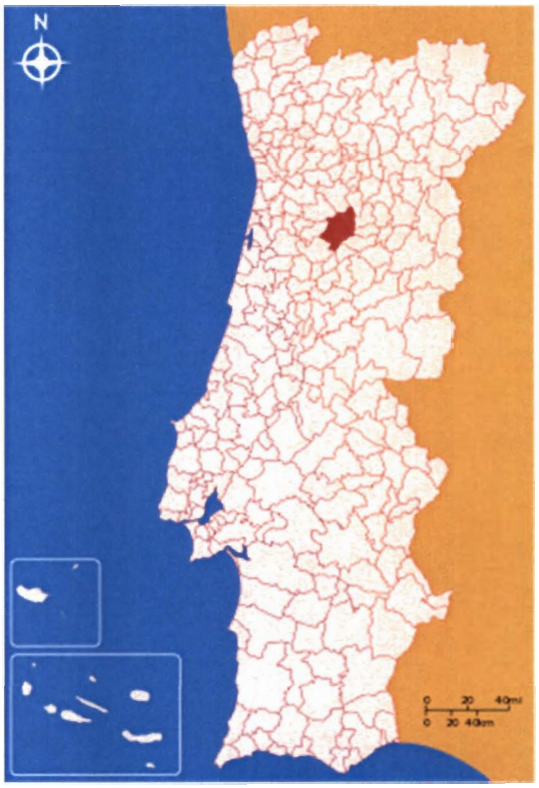
Viseu in numbers:

Viseu is one of the 15 Municipalities of the NUT III Viseu Dão-Lafões, the most populous Municipality of this NUT with 99,274 inhabitants and with a surface of 507 km2.

It is an anchor in the Centro Region, not only by its strategic location (North/South and Coast/Inland), but also because of its influence capacity.

This city reveals a diversified functional endowment, ranging from public administration services to specialized educacional institutions and cultural centers, simultaneously with a strong commercial and industrial dynamism, also being affirmed by its high quality of life.

Municipality of the Centre Region
Area: 507 km2
Population: 99,274 Inhabitants
Population Density: 196 inhab./km2
Two higher education institutions: Polytechnic Institute of Viseu and Catholic University
Relevant sectors of activity: public services, health, agri-food (wine), tourism
Considered the city with the best quality of life (DECO Study)

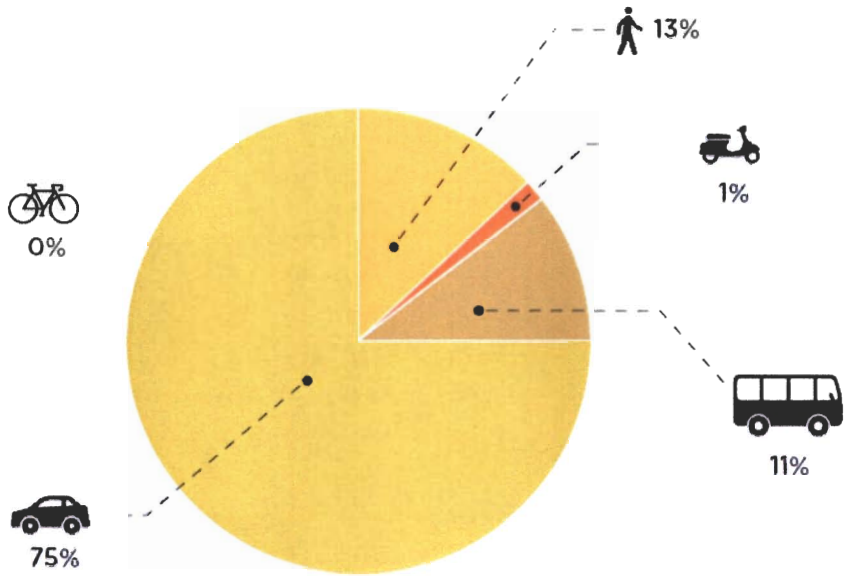


Mobility Profile:

The preference of the population of the Municipality of Viseu for the use of the private car is notorious (75%), representing three quarters of the commuting movements in the territory.

As far as public transport is concerned, only 11% of the population opts for this mode of transport and 13% travel by foot. The bicycle has a residual weight in the movements of the inhabitants of the Municipality.

Thus, in the Municipality of Viseu, only 25% of the population opts for sustainable commuting.



Commuting movements in Viseu INE (2011)

Citation: Interreg Europe Project InnovaSUMP Action Plan Viseu, Portugal

InnovaSUMP project communication unit would appreciate receiving a copy of any publication that uses this action plan as a source, to e-mail: innovasump-communication@euro-trans.consulting

Disclaimer

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June 2019

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC (2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.
To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

InnovaSUMP Project

The InnovaSUMP project aims at introducing:

a) New innovations, enhancements & advances in preparation, elaboration, consultation, adoption, implementation, evaluation & monitoring of Sustainable Urban Mobility Plans (SUMPs), based on the EU established methodology, for sustainable lowcarbon urban transport & mobility policies & measures promotion, funding, implementation & enhancement.

b) Policies & measures that promote the use of & investments in sustainable mobility solutions, can be included in SUMPs, i.e.: high quality PT systems, alternative/clean fuels, electric vehicles, smart ticketing, urban freight logistics, active modes of cycling & walking, new forms of car ownership & use, access control, congestion charging, fair & efficient pricing, ICT mobile applications, ITS transport telematics infrastructure, FTS/DRT, Intermodality improvements for 'seamless' travel, links with Smart Cities mobility initiatives, etc; including stakeholder engagement, public participation, consultation procedures, social media applications, policy formulation and adoption by city and transport authorities, polycentric SUMP approach for regional and district authorities.

c) Policy & institutional implications for advances in implementing & funding innovative sustainable mobility solutions.

d) Contribution of SUMP process innovations to: urban regeneration, social inclusion, equity considerations, economy, competitiveness, effective PPPs, citizen society empowerment, cohesion, links with the 'Urban Mobility Package 2013', links with SEAP, mid-term review of White paper & Europe2020 targets.

e) Enhancements to SUMP Methodology: Promotion of low-carbon mobility solutions, Travel behaviour research & potential user response analyses, Integrating pricing & financing measures, Planning for visitors at tourism destinations, SUMP-SEAP-SECAP Integration.

InnovaSUMP Project Partnership

InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans, with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions

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FOREWORD

Foreword by the Mayor of Viseu Almeida Henriques

The MUV – Urban Mobility of Viseu, is the new integrated system of transportation services, and represents a new way of looking at mobility in Viseu.

With five areas of activity – the new mobility center, public transport, parking, transport on-demand and the new network of cycle lanes – and based on a multi-dimensional mobility concept – sustainable, inclusive, safe, efficient and smart, MUV represents an investment of 30M euros and aims to position Viseu as a reference case in the area of smart mobility among medium-sized cities in Europe.

This Action Plan and actions described therein are in line with this strategy and mirrored in the actions of the Sustainable Urban Mobility Plan of Viseu.

The participation of the Municipality of Viseu in InnovaSUMP project through exchange of experiences between partners, the knowledge acquired and the contact with other realities was an added value in the development and consolidation of all measures of this actions.

Acknowledgements

This Action Plan forms a part of the InnovaSUMP interregional cooperation project. It is developed with co-funding support from European Regional Development Fund and made possible by the Interreg Europe programme.

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We are also grateful to the following people for their assistance in the development of this publication:

Stakeholders Group

- *CCDR-C (Managing Authority);*
- *Berrelhas (Company responsible for the Public Transport concession);*
- *University of Coimbra;*
- *University of Aveiro;*
- *Polytechnic Institute of Viseu;*
- *IMT – Mobility and Transports Institute;*
- *Viseu Dão-Lafões Intermunicipal Community;*
- *PSP (Security forces);*
- *GNR (Security forces);*
- *AIRV (Business Association of the Region of Viseu).*

Contents

Executive Summary

This document represents the Action Plan developed by the Municipality of Viseu (Portugal), within the framework of the InnovaSUMP – "Innovation in Sustainable Urban Mobility Plans for low-carbon urban transport" INTERREG Europe project.

It results from the learning process and exchange of experiences developed within project's phase 1, namely Thematic Workshops (A - "Inclusion of travel behaviour research and potential user response analyses for new and emerging systems, technologies, policies and measures"; B - "Visitor mobility at tourism destinations"; C - "SEAP & SECAP integration"; and D - "Integration pricing & financing measures"), Study Visits, Staff Exchange, Stakeholders involvement, Good Practices identified by other partners, and will be the basis for influence of the Policy Instrument tackled by the Municipality of Viseu within the InnovaSUMP project – Centro 2020 (Operational Programme of the Centro Region).

This Action Plan is aligned with the mobility strategy of the Municipality of Viseu, MUV – Urban Mobility of Viseu, where the approach to mobility fits into a more comprehensive vision of transforming the city into a Smart City, based on a concept of mobility with multiple dimensions: sustainable, inclusive, safe, efficient and smart, aiming to 'Position Viseu as a reference case in the area of smart and sustainable mobility among medium-sized cities in Europe'.

It is also in line with the Sustainable Urban Mobility Plan to be approved shortly.

In accordance with the INTERREG Europe Manual, it's possible to define three different ways of influencing the policy instrument: implementation of new projects, change in management (governance) of the policy instrument and change in the strategic focus of the policy instrument.

The Action Plan of the Municipality of Viseu includes two actions related to the implementation of new projects submitted to the Policy Instrument (Centro 2020) tackled by Viseu:

- Integrated ticketing system and real-time information;

- Implementation cycle lanes.

For the second phase of the InnovaSUMP project, the Municipality of Viseu intends to successfully implement all actions of the Action Plan, defining monitoring indicators (a performance indicator defined in the application form and other specific monitoring indicators for each of the two action).

Action Plan (main part)

Action Plan for the Municipality of Viseu

InnovaSUMP
Interreg Europe

MUNICÍPIO DE
VISEU

Part I – General information

Project: InnovaSUMP
Partner organisation(s) concerned: Municipality of Viseu
Country: Portugal
NUTS2 region: Centro
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Part II – Policy context

The Action Plan aims to impact:	X	Investment for Growth and Jobs programme
		European Territorial Cooperation programme
		Other regional development policy instrument

Name of the policy instrument(s) addressed:

Centro 2020 – Regional Operational Programme of Centro Region (Portugal)

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

The targeted policy instrument is Centro 2020 (Regional Operational Programme of the Centro Region, Portugal) - Priority Axis 9 – Reinforcing Urban Network (total ERDF – 212 M €) - Thematic Objective 4 – Support the transition to a low carbon economy in all sectors (total ERDF – 165 M €) – Priority 4.5 – Promotion of low carbon strategies for all types of territories, including urban areas, namely the promotion of sustainable multimodal urban mobility and adaptation measures relevant to mitigation, and Specific Objective 1 - Support sustainable urban mobility and decarbonization in urban centers.

Priority Axis 9 - Reinforcing Urban Network (CITIES) – 212 M €		
Thematic Objective	**Investment Priority**	**Specific Objective**
TO 4. Support the transition to a low carbon economy in all sectors **165 M €**	**IP 4.5.** The promotion of low carbon strategies for all types of territories, including urban areas, namely the promotion of sustainable multimodal urban mobility and adaptation measures relevant to mitigation	Supporting sustainable urban mobility and decarbonisation in urban centers

The selected policy instrument supports the development of mobility plans and interventions in the area of sustainable mobility for the promotion of energy efficiency with the aim of reducing greenhouse gas emissions and promoting the competitiveness of public transport.

Two calls for proposals were launched, one in 2016 and other in 2018 (funding rate is 85%). In the 1st call, 24 projects were approved with an ERDF amount of 8.644.518,70 M €. In the 2nd call, 4 were approved with an ERDF funding of 2.827.348,58 M €.

Thus, in total, 28 projects were approved with an ERDF funding of 11.471.867,28 M €.

1º Call

Promoter	Operation Name	Total Eligible Costs (€)	Approved Fund (€)	CIM/NUT III
Municipality of Castelo Branco	Structuring of urban corridor for public transport and bicycles	941.584,81	800.347,09	Beira Baixa
Municipality of Figueira da Foz	Bike-sharing system	196.410,89	166.949,26	Coimbra Region
Municipality of Torres Vedras	Real-time road information systems	496.046,70	421.639,70	Oeste
Municipality of Torres Vedras	Extension of city bike stations network	172.273,80	146.432,73	Oeste
Municipality of Ílhavo	Bike Lane	328.540,91	279.259,77	Aveiro Region
Municipality of Covilhã	Bike-sharing system	872.441,00	741.574,85	Beiras e Serra da Estrela
Municipality of Coimbra	Real-time information	388.480,00	330.208,00	Coimbra Region
Municipality of Figueira da Foz	Improvement of intermodal	191.867,29	163.087,20	Coimbra Region
Municipality of Águeda	Cycling and footpath networks	505.601,09	429.760,93	Aveiro Region
Municipality of Torres Vedras	Awareness Plan for sustainable mobility	35.055,00	29.796,75	Oeste
Municipality of Tondela	Implementation of on demand transport system	91.020,00	77.367,00	Viseu Dão Lafões
Municipality of Coimbra	Tariff integration	1.490.865,59	1.267.235,75	Coimbra Region
Municipality of Figueira da Foz	Bike Lane	712.548,93	605.666,59	Coimbra Region
Municipality of Águeda	Cycling and footpath networks	728.253,99	619.015,89	Aveiro Region

Municipality of Óbidos	Bike Lane and pedestrian path	105.470,24	89.649,71	Oeste
Municipality of Entroncamento	Bike Lane	573.400,00	487.390,00	Médio Tejo
Municipality of Castelo Branco	Structural axis of urban mobility	124.419,75	105.756,79	Beira Baixa
Municipality of Mangualde	Strengthen the management and information of municipal public transport services	92.250,00	78.412,50	Viseu Dão Lafões
Municipality of Gouveia	Creation and reconversion of the network of footpaths	88.235,29	75.000,00	Beiras e Serra da Estrela
Municipality of Abrantes	Creation of car park deterrent	940.403,33	799.342,83	Médio Tejo
Municipality of Torres Vedras	Arrival and confluence stops	368.320,39	313.072,33	Oeste
Municipality of Torres Vedras	Cycling networks	562.255,76	477.917,40	Oeste
Municipality of Covilhã	Requalification of the trucking center and surrounding	72.580,70	61.693,60	Beiras e Serra da Estrela
Municipality of Mangualde	Public transport information system	91.696,50	77.942,03	Viseu Dão Lafões

2º Call

Promoter	Operation Name	Total Eligible Costs (€)	Approved Fund (€)	CIM/NUT III
Municipality of Fundão	Soft mobility path	152.111,58	129.294,84	Beiras e Serra da Estrela
Municipality of Torres Vedras	Smart Traffic Control System	358.702,44	304.897,07	Oeste

Municipality of Coimbra	Bike Lane	2.571.684,18	2.185.931,56	Coimbra Region
Municipality of Gouveia	Interface improvement	243.794,24	207.225,11	Beiras e Serra da Estrela

The specific objective of these proposals was to support sustainable urban mobility and decarbonization in urban centers, privileging actions aimed at:

- Multimodal tariff integration for public transport and improvement of integrated ticketing solutions;

- Adoption of real time information systems for users;

- Investment in urban corridors of high demand, on bike lanes or footpaths, and in non-motorized modes of transport for public use;

- Improving the network of collective public transport interfaces in urban environments;

- The structuring of urban corridors of high demand, namely, prioritizing access to infrastructure by public transport and soft modes;

- Support for consumer and company awareness measures related to the emission of pollutants.

Public or private public transport operators and the local and regional public administration were the main beneficiaries of these calls.

Part III – Details of the actions envisaged

ACTION 1

Name of the action: **Integrated ticketing and real-time information**

1. **Relevance to the project** *(please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the ins - piration for this action come from?)*

During the first phase of the InnovaSUMP project and the exchange of experiences process, and in particular in the Thematic Workshop A: "Inclusion of travel behaviour research and potential user response analyses for ner emerging systems, technologies. Policies and measures", which took place in the city of Prague in June 2017, several good practices were presented by the project partners.

One of the good practices presented by the City of Prague is a good example that can be tranferred and adjusted to the reality of the Municipality of Viseu: the Prague Integrated Transport System.

This system includes all means of Prague public transport (metro, railways, trams, urban, suburban and regional buses, ferries and Petřín funicular) and ticketing system, which allows users to access to different means of transport with only one ticket.

The city of Prague also offers passengers a mobile application (PID Lítačka) for their access to all relevant information required to travel on the Integrated Transport System of Prague (departure times, stops, tickets, information on line disturbances, free spaces at the park and ride, etc.).

Another good example that can be transferred and adjusted to the reality of the Municipality of Viseu concerns the integrated ticketing system and the real-time information of the public transport system of the city of Vilnius, presented to the Municipality of Viseu during the Staff Exchange carried out with the project partner Municipal Enterprise "Connection Services" in this city.

As in the Prague Integrated Transport System, the Vilnius Public Transport System also integrates different modes of transport and allows the user access to all means with only one ticket.

In addition, it also provides real-time information to public transports users both at stops and through the website or mobile application.

Considering the four themes of the InnovaSUMP project, this action is linked to the Thematic Working Group D: "Integrating pricing and financing measures". However, this action will improve not only the mobility of the resident population, but also the mobility of the tourists, so it can also be included in the Thematic Working Group B: "Visitor mobility at tourism destinations".

2. **Nature of the action** (*please describe precisely the content of action 3. What are the specific activities to be implemented*)

The third action concerns the implementation of an integrated ticketing system and real-time information for the public transport users.

The integrated ticketing system will allow users to purchase a single ticket that allows access to the urban transports, suburban and interurban operators, taxis, bike-sharing system and parking in Viseu. The system will be supplemented by special passes and tickets, including also the access to the Demand Responsive Transport System to be implemented in the municipality.

In the logic of 'mobility as a service', the user will have access to different mobility services, with a single mechanism of authentication and payment.

The integrated ticketing system also allows the collection of information of the mobility habits of its users, enhancing demand monitoring and the development of new tariff products adjusted to the identified needs.

The real-time information system intends to provide real-time information to public transport users. This information will be available in the main bus stops, in the Mobility Hub and in the Hospital Interface, with the installation of specific panels. It will also be available through mobile or web applications.

Some activities will be developed to achieve this action:

Activity 1.1 – Development of a contactless ticketing system, which will allow a single ticket to be used in the various modes of transport.

Activity 1.2 – Implementation of authomatic ticketing machines.

Activity 1.3 – Implementation, at stops and interfaces, of panels with real-time information to public transport users.

Activity 1.4 – Development of a Website and an App where information about the public transport network will be made available as well as real-time information to users.

3. **Stakeholders involved** *(please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)*

To implement this action, the Municipality of Viseu will count on technical support from municipal services and the support from other external entities, including stakeholders, namely:

- CCDR-C (Managing Authority);
- Berrelhas (Company responsible for the Public Transport operation);
- Viseu Dão-Lafões Intermunicipal Community.

4. **Timeframe** (*please specify the timing envisaged for action 2*)

July 2019 – June 2021

5. **Costs** (*please estimate the costs related to the implementation of action 2*)

The estimated budget for the implementation of the integrated ticketing and real-time information system is 495.050,50 €, as part of the application submitted to the Centro 2020 call for proposals.

6. **Funding sources** (*please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II*):

The financial support for the implementation of this action will be provided by the Regional Operational Programme of the Centro Region (2014-2020) – Centro 2020.

The project was submitted for funding in December 2018. The financing rate is expected to be 85%.

The remaining financing will be supported by internal resources of the Municipality of Viseu.

ACTION 2

Name of the action: **Implementation of cycle lanes**

1. **Relevance to the project** *(please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?*)

The learning process and the exchange of experiences with the other project partners, during the first phase of InnovaSUMP project, was very useful to identify good practices related with cycle lanes.

The reference examples are the city of Ravenna (Italy) and the city of Exeter (UK). Both cities are cycle friendly. People can easily move around the city due to existing cycle lanes.

The good practice of the city of Ravenna was presented at Workshop B, in November 2017, held in Ravenna.

Bicycle is a popular means of transport in the historic city of Ravenna. For this reason, the Municipality has adopted several measures to continue promoting the use of the bicycle. One measure was the implementation of more than existing cycle lanes, as well as the restrictedd access of cars to the city center with the creation of a 'Limited Traffic Zone'.

Another measure recently adopted by the Municipality concerns the development of an ambicious Plan to promote cicling mobility. This Plan, in adition to being fully compliant with the SUMP of the Municipality, aims to improve already existing cycle lanes as well as create new ones, promoting not only the commuting of the population but also tourism.

Exeter's good practice was presented at Exeter Study Visit in September 2018.

During this visit, the city's commintment to cycle lanes was evident, both in the city center and surrounding areas, as well as in the new areas under development and expansion.

The vision of the city is to make the use of the bicycle, by the population, a natural choice in their travels. In order to do so, it is committed to developing and perfecting the infrastructure, making it more secure, embrancing and connected to the entire city.

This action has a connection with Thematic Working Group B: "Visitor mobility at tourism destinations", one of the four Thematic Working Groups of InnovaSUMP project.

2. **Nature of the action** (*please describe precisely the content of action 1. What are the specific activities to be implemented*)

The Municipality of Viseu intends to transform citizens' behaviors into healthier lifestyles, privileging bicycling and walking as the main mobility modes. Thus, it intends to develop a network of urban cycle lanes, to be implemented in three phases.

This action is concerned with the implementation of the first phase of the network of urban cycle lanes, located in the center of the city, with 6Km and connecting strategic points (schools, hospital, university, etc.).

Some activities will be developed to achieve this action:

Activity 2.1 – Implementation of speed reduction measures and prioritization of cyclists and pedestrians.

Activity 2.2 – Creation of bike support infrastructures (Ex: regulated bicycle parking).

Activity 2.3 – Awareness actions for motorists.

Activity 2.4 – Actions to publicize and promote cycling and use of urban cycle lanes.

3. **Stakeholders involved** *(please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role*)

To implement this action, the Municipality of Viseu will count on technical support from municipal services and the support from other external entities, including stakeholders, namely:

- CCDR-C (Managing Authority);
- Berrelhas (Company responsible for the Public Transport concession);
- Viseu Dão-Lafões Intermunicipal Community;
- PSP;
- GNR.

4. **Timeframe** (*please specify the timing envisaged for action 2*)

July 2019 – June 2021

5. **Costs** (*please estimate the costs related to the implementation of action 2*)

The estimated budget for the implementation of the first phase of cycle lanes is 661.755,00 €, as part of the application submitted to the Centro 2020 call for proposals.

6. **Funding sources** (*please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II*):

The financial support for the implementation of this action will be provided by the Regional Operational Programme of the Centro Region (2014-2020) – Centro 2020.

The project was submitted for funding in December 2018. The financing rate is expected to be 85%.

The remaining financing will be supported by internal resources of the Municipality of Viseu.

Monitoring Procedures in Phase 2

The second phase of the InnovaSUMP project corresponds to the phase of monitoring the actions included in the Action Plan defined during the first phase of the project, in order to improve the PI tackled by the project partners.

In the Application Form, each partner defined a performance indicator in relation to the policy instrument addressed. The PI selected by the Municipality of Viseu is Centro 2020 (Regional Operational Programme of the Centro Region), and the indicator defined was: "% of increase of modal split of sustainable transport modes (Public Transport, Cycling, Walking, etc.)" with a target of 10%.

However, once the Action Plan was defined, the Municipality additionally defined monitoring indicators for the two actions, which will also contribute to the achievement of the goal of the performance indicator defined in the application.

Action	Monitoring Indicator
1	Number of Public Transports users
	Number of panels installed with real-time information
	Number of users of the App/Website with information of Public Transports
2	Kilometres of cycle lanes
	Number of new bicycle parking spots
	Number of users of cycle lanes
	Increased share of cycling mode usage

Date:_____

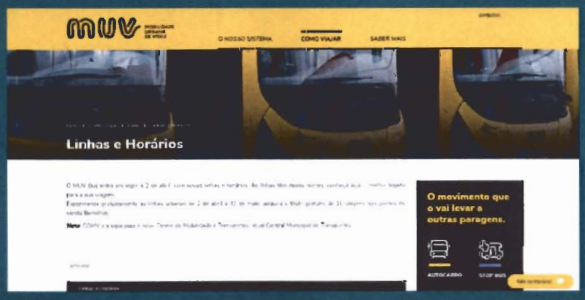
Name of the organisation(s):

_____

_____

Signatures of the relevant organisation(s): _____

Integrated Ticketing & Real-time information



Cycle Lanes

InnovaSUMP facilitates the take-up of Sustainable Urban Mobility Plans, with innovations on travel behaviour, pricing and financing, planning for tourism and sustainable energy, towards low-carbon transport solutions