

DEMO-EC

DEvelopment of sustainable **MO**bility management in **E**uropean **C**ities



WHO ARE THE PROJECT PARTNERS?



AUFBAUWERK REGION LEIPZIG, GERMANY

Aufbauwerk Region Leipzig GmbH is a public-owned European Project Agency whose shareholders are the City of Leipzig and its surrounding districts. The company reinforces urban and regional development through European and national funding programmes. Aufbauwerk puts a special emphasis on the cooperation with cross-border areas in Poland and the Czech Republic and aims to intensify this transnational exchange. In addition, Aufbauwerk offers expertise in the coordination and financial management of projects to its shareholders and gives advice on EU relevant topics.



Stadt Leipzig

CITY OF LEIPZIG, GERMANY

Leipzig is the most populous city in the federal state of Saxony, Germany. With a population of 596.000 inhabitants. Leipzig is one of the fastest growing cities in Germany. Continuing population growth and the associated increase in jobs and new commuter traffic pose challenges for urban and transport planning. These changes are most apparent in the center and in the areas close to the center, where the city is the most dense. We need new perspectives and solutions for attractive living spaces and flexible forms of mobility. For this we develop the urban space concept extended inner city.



DEVELOPMENT AGENCY SINERGIJA, SLOVENIA

Development agency Sinergija operates in predominantly rural area with a population of around 37.000 people and has registered around 900 economic subjects. Agriculture remains the dominant economic branch and the amount of entrepreneurial activity is below the Slovenian average. Sinergija works as a business development institution supporting municipalities, other partners and the general public. It is responsible for the development of entrepreneurship, economic and spiritual development. The essence of Sinergija's work is: to achieve synergistic effects, increasing user demands, increase self-efficiency, to

meet the common interests of partnership development, environmental and of individual members of the coalition expectations.



FAMCP FEDERATION OF MUNICIPALITIES, REGIONS, AND PROVINCES OF ARAGÓN, SPAIN

FAMCP defends the interest of local administrations and their autonomy in Aragon. It represents 731 municipalities and promote the development of rural areas. The Federation of Municipalities, Counties and Provinces of Aragon collaborates closely with regional department units responsible for regional development (education, environment, local administration, EU affaires) as well as with other local, regional, national and international institutions dedicated to promoting the local and regional interests. FAMCP has participated in EU programmes for more than 15 years, always in projects and initiatives related to the activities and necessities of the Aragonese municipalities and regions. Our wide action field, linked to the competences not only of the municipalities but also with the Regional government has allowed us to develop interesting projects in Innovation, Health, CO2 reduction, Social Affairs, EU Communication, Environment and Economical Growth.



MUNICIPALITY OF GENOVA, ITALY

Genova, located on the Gulf of Genoa in the Ligurian Sea, is the largest city in the Liguria Region and is characterized by a narrow coastal zone with hills and steep mountains in the backcountry. Genova is the third largest city in Northern Italy in number of inhabitants, with 585.000 inhabitants in 240 km² of city extension. Part of the old town of Genova was inscribed on the World Heritage List (UNESCO) in 2006. The city's rich cultural history in art, music and cuisine allowed it to become the 2004 European Capital of Culture. Genova has historically been one of the most important ports on the Mediterranean as the merchant capital. Also today it is the busiest port in Italy and in the Mediterranean Sea and twelfth-busiest in the European Union. Several cruise and ferry lines serve the passenger terminals in the old port, with a traffic of 3.2 million passengers in 2007.



MUNICIPALITY OF MILANÓWEK, POLAND

Milanówek is a small town (ca. 16,000 inhabitants), part of a large Warsaw agglomeration (a total of 2.6 million inhabitants), inspired by the garden cities movement by Ebenezer Howard. The construction of the Warsaw-Vienna Railway line and the Electric Commuter Railway had a significant influence on the development of the town. Thanks to convenient communication, excellent climatic conditions and a large forest, Milanówek used to be a summer resort popular among Warsaw residents. The unique atmosphere of the city is created by several hundred villas and holiday homes created at the turn of the 19th and 20th centuries. Together with Brwinów and Podkowa Leśna, Milanówek creates the Warsaw's suburban Garden Tri-City.

PROJECT ABSTRACT

The main goal of the project DEMO-EC is to integrate mobility management in city development/ planning by analyzing, exchange and dissemination of good practice to improve the effectiveness of policies in the field of low-carbon in transport. The envisaged impact of the project is to positive influence policies to envisage low-carbon alternatives for transport mobility by supporting cleaner transport modes and systems, and by promoting alternative mobility behavior.

To reach these aims the partners of DEMO-EC collect best-practices from local, regional, national and

European level in the fields of Behavior change, Governance/participation, E-Mobility, Car reduction (walking, cycling) and Public transport. The partners, consist of cities and regional development agencies from 5 different countries, exchange their experiences and results of the best practice analysis to improve policy programmes by developing 6 regional action plans. The experience and best-practices gained in the project also helps cities to improve their policy instruments and to implement mobility management in their cities and regions.

FINDINGS FROM SWOT ANALYSYS

The population of cities increases in Europe, which is a big challenge for the organization of transport in urban areas. For environmental friendly transport and to reduce CO₂-consumption the alternatives for normal cars have to be introduced. A crucial aspect is to foster the combination of different environmental transport modes like public transport, cycling and also new arise mobility solutions. One way to combine these modes is a mobility management approach. The challenge here is that in city administrations a lack of instruments and unclear responsibilities exist. For successful implementation of mobility management also different actors and user groups has to involve like companies and inhabitants as end users.

The objective of SWOT-Analysis for DEMO-EC is to provide an overview of territorial situation in the regions. The analysis is structures on agreed five topics of partners include relevant aspects of mobility management: Governance/Participation, Car reduction, Public transport, E-Mobility and Behaviour change.

SWOT analyse is uploaded on project website.

You can find it here: <https://bit.ly/2P7iU8Y>

BEST PRACTICES

During the project phase 1, partners identified 25 best practices on different topics (Governance/Participation, Car reduction, Public transport, E-Mobility and Behaviour change). In this brochure are highlighted most outstanding practices.

All best practices you can find on project website, link is here: <https://bit.ly/358Ej7p>

And chic designed handbook was also prepared and is uploaded here: <https://bit.ly/2P8QvPT>



GERMANY: CITY CYCLING IN LEIPZIG

STADTRADELN“ („CITY CYCLING“) is a campaign, or actually, a challenge (see below) developed by the Climate Alliance – the largest European city network dedicated to combat climate change worldwide. Among its 1.700 members are cities, municipalities and districts from 26 European countries.

With the “CITY CYCLING” challenge, municipal governments are provided with an easy-to-implement PR tool to reach out to the community, on the one hand, and to become more actively involved in sustainable mobility initiatives, themselves, on the other hand. In the challenge, which is aptly entitled “Ready, Set, Cycle”, teams

of local politicians, school classes, clubs, interest groups, businesses and citizens compete against each other, and yet together, they try to raise awareness of the significance of “going green”, and taking up cycling for a better climate and life quality in a city.

In year 2018, the city of Leipzig took part for the tenth time in a row, with increasing registration figures year by year (however, as we will explain, later, it was not all so easy in the beginning).



SLOVENIA: KAVALIR – THE GENTLE HELPER

Ljubljana's electric-powered vehicles referred to as Kavalirs (Gentle Helpers) are a free city centre public transport option friendly both to people and the environment. Kavalirs, mainly intended for the transport of the elderly, mobility-impaired people, and visitors, run around the pedestrianized historical city centre at a speed slow enough to allow you to hail them anywhere on the street. Telephone ordering is also an option.

The Kavalir fleet currently consists of four vehicles, two of them open-sided and two glazed and heated in winter time. Friendly Kavalir drivers will take you anywhere within the city centre pedestrian zone. The vehicles, moving at a speed of up to 25 kilometres per hour, can carry

five passengers.

The two open-sided 'summer Kavalirs' run in the warm part of the year, from April to the end of October, whereas the glazed 'winter Kavalir' runs throughout the year, during the summer season along a regular route.



SPAIN: LAZO CARD

The Transport Consortium of the Metropolitan Area of Zaragoza was formed ten years ago. The objective is to ensure that the public transport, trains and buses operate in an integrated manner and provide a real alternative to private vehicles. CTAZ is a public entity consortium of associative nature, whose purpose is to implement the economic, technical and administrative cooperation among different entities, such as the General State Administration, in order to coordinate the use of competences in the area of planning, creation and management of infrastructure, transport services, the intermodal public transport.

Its functions are divided into different areas:

- Transport: management of 11 regular public

road transport lines, through agreements signed directly (or through other consortium administration) with the public services operating companies.

- Integration: functional coordination, rates integration and system coordination
- Mobility: promoting economic, social and environmental sustainability of the mobility system.
- Citizens: aspiring to be a meeting point between citizens and public sector.

To reach these goals, CTAZ has recently created the "LAZO card" which facilitates the use of this communication

and mobility network, choosing between different means of public transport.



ITALY: ELE.C.TRA. PROJECT

Ele.C.tra (Electric City Transport) project, under IEE Programme, encouraged development and application of an innovative new mobility model (economically self-sustainable and replicable in other contexts) to increase sharing and rental of electric scooters to be used in urban areas for citizens and tourists, to provide solutions to citizens' mobility needs. This model was aimed to promote interchange parking, bike paths and public transport use, encouraging citizens to give up private vehicles.

The Genoa Municipality identified and involved different stakeholders in projects related to purchase and rent of light e-vehicles and recharging infrastructure.

Thanks to the agreements with the stakeholders it was possible to offer favourable purchase conditions (i.e. discounts for purchase of electric vehicles) to certain types of customers, and to cooperate with the stakeholders in e-vehicles dissemination initiatives (conferences, road shows, public meetings) to promote knowledge of e-mobility.



POLAND: CYCLING MAY IN MILANÓWEK

The activity involves development of a mobile app for children which enables GPS tracking of their cycling routes from home to school and their leisure time bicycle rides, and also measuring distance made on bicycles. Children,

collecting the total number of kilometres cycled, compete in various ways (classes compete within schools, schools compete with one another, there is competition among age groups etc.). There are prizes for the best classes and pupils (medals, bike lamps, t-shirts) which are handed during the end-of-school-year ceremony. This motivates children as well as adults to use bikes more often.

In the long term, the aggregated (and anonymized) data will be used to develop a map of the most frequently used cycling routes in order to identify priority investments in the city.

DESCRIPTION OF THE POLICY INSTRUMENTS

Operational Programme of the Freestate of Saxony for the European Regional Development Fund (ERDF) 2014 – 2020

Responsible partner: Aufbauwerk Region Leipzig, Germany

The operational Programme of Saxony promote smart sustainable and inclusive growth and follows the EU2020 strategy by fostering intelligent, sustainable, and integrative growth in Saxony. Three main challenges are described in the programme:

1. demographic change, regional disparities, same chances for development in all regions
2. Intelligent growth as answer for economical pressure in global economy
3. Climate change, risk prevention and environmental impacts

The Operational Programme (ROP) of Saxony aim within the Priority Axis 2 Promotion to Reduce CO₂- emissions to lower CO₂ emission in transport sector through promoting public transport and fostering E-Mobility. This is also mentioned in specific objective 2 E of the Operational Programme of Saxony for sustainable City development, that also pronounce the combination from E-Mobility, traffic reduction, intelligent traffic systems, cycling, pedestrian traffic to lower carbon dioxide emissions and implementing new environmental-friendly mobility. This is exactly what mobility management does and is aimed in the project, by combining these aspects.

The operational programme gives the framework for activities regarding the topic mobility management. But it described no concrete investments and opportunities to implement the envisaged aims. With DEMO-EC we have the possibility to test and build up model solution and instruments for further funding and transfer in other regions in Saxony.

Enlargement of car reduced downtown in the inner city of Leipzig

Responsible partner: City of Leipzig, Germany

The concept enlarged car reduced downtown has a status of a general master plan of transport for the inner city of Leipzig within the Tangentenviereck, an area about ten times bigger than the city center. The first concept has been adopted in 1993 and was further developed with formal approval of progressing the concept in 2008. The general objective is to reduce car traffic in the inner city of Leipzig to a minimum and create a better place for living and an attractive vibrant economical center in Central Germany.

It includes all modes of transport:

1. Car traffic: limitation to a minimum just for accessibility to city and other transport options, for inhabitants and freight transport for inner city companies.
2. Cycling: Access and crossing of inner city of Leipzig, without interfering with pedestrian traffic.
3. Pedestrian traffic: Highest priority against other modes of transport.
4. Public transport: Access to the city center.
5. Parking management: Further parking options around the city center.

Because of the expected growth of City of Leipzig by 150.000 to 200.000 inhabitants in the next 15 years there is a need to further discuss and enlarge the concept of car reduced downtown beyond the existing borders to taking the traffic pressure away from the city center and alleviating the area from motorized traffic. This will include further pedestrianized areas outside the city center and an enlargement of the zone of parking management.

Operational Programme for the Implementation of the EU Cohesion Policy in the Period 2014 – 2020

Responsible partner: Development agency Sinergija, Slovenia

It presents the priority axes of investment priorities where Slovenia will invest the EU Cohesion Policy funds in the period 2014-2020 with the objective of realising national targets set within EU2020 objectives. It is the basis for continuation of coordination at national level (ministries/other stakeholders) and coordination with EU Commission. Slovenia prepared one OP for absorption under all three EU Cohesion Policy Funds (ERDF/ESF/Cohesion Fund).

Slovenia's development context puts prosperity in the focus, it is realised through following strategic objective: finding way to economic recovery/breaking the trend of Slovenia's distancing from average EU development level; ensuring prosperity of all citizens; putting decisive stop to passive, cyclical changes by transforming them into lasting structural improvements. It consists of 11TO's, a few investments priorities under each TO.

The improvement is focusing on TO 4, invest. Priority »Promoting low-carbon strategies for all types of geographical area, in particular for urban areas, including promotion of sustainable multimodal urban mobility/adequate mitigation/adaptation measures«. Specific results indicators are not set adequate and should be improved to be realistically achieved. For some of them there are no technical/ logistics possibilities to be implemented on national level. Some of supporting / technical manuals / guidelines / methodologies are missing on national level to develop different strategic mobility plans.

ERDF Regional Operative programme Aragon (ROP) Priority axis 4.C (4.3.1), Improve energy efficiency and CO2 emissions reduction in buildings and infrastructure and in public services.

Responsible partner: FAMCP Federation of Municipalities, Regions and Provinces of Aragón

It has its specific objective with the goal of: Improve energy efficiency/CO2 emissions reduction in buildings/infrastructure/public services.

One of the priorities of ERDF investment is precisely the promotion of carbon reduction strategies for all types of land, especially in urban areas, including promoting sustainable multimodal urban mobility. This latter aspect could be exploited by moderate relief of part of the territory, in particular of Zaragoza, where the population of the region is concentrated. All these objectives can be implemented in the specific sector of the mobility management and its role in zoning. The application is even more useful when developing the activities in the context of a city: we want to improve the est. of public services/ resources based in the use of energy efficiency technologies solutions. The implementation of the activities in this project will complete this instrument with the promotion of the networking and clustering activities among the stakeholders for urban and regional planning.

DEMO-EC take also especial interesting if consider their transferability for the mobility management in rural areas, where transport with reduction with CO2 emissions are demanded as the most sustainable options, and the role of the public institutions are crucial for its success.

We want to contribute in the effective implementation of the policy instrument by improving the energy efficiency and reduction of CO2 emissions in transport and mobility.

Operational Programme FESR 2014 – 2020 of the Liguria Region Axis 4 “Energy” – Sub-objective “The growth of sustainable mobility in urban areas”

Responsible partner: Municipality of Genova

It aims to create jobs and increase productivity. It is concentrated of Research and Development, Diversification and Competitiveness of SMEs. Moreover, the Programme promotes the development of ICT infrastructures/services and risk prevention interventions, and foresees a new approach to urban development giving a greater emphasis to the energy field.

In particular, the Programme focuses on 5 thematic priorities:

- RTD and innovation,
- ICT,
- SMEs competitiveness,
- Sustainable energy and quality of life (Low-carbon economy),

- Climate change and risk prevention.

The present project concerns the Axis 4 “Energy” and, specifically, its SubObjective “The growth of sustainable mobility in urban areas”. The main project aim is to support the transition to a low-carbon economy in transport and mobility sectors, by developing integrated sustainable policies (e-mobility, cycling, sharing options, ...) and including them into the regional planning instruments, creating the assumptions for their wide-spread adoption at regional level.

Therefore, the main project outputs will be regional action plans, which will be the drivers to foster this transition, having significant impacts at different levels by:

- enriching regional programmes with innovative policies/tools that will benefit all Municipalities/Provinces,
- supporting behavioural changes in everyday mobility, with consequent positive effects in pollutant emissions,
- creating business opportunities in the sustainable mobility sector.

Transport development Strategy for area of Warsaw's suburban Garden Tri-city

Responsible partner: Municipality of Milanówek

Transport development Strategy for area of Warsaw's suburban Garden Tri-city is an instrument developed within the project The Warsaw's suburban Garden Tri-city – improvement of the coherence of the area through cooperation in: social policy, shaping of the public space, water management and transport. The policy was adopted by three cities: Milanówek, Brwinów and Podkowa Leśna. The policy's task was to prepare the plan for actions in order to develop an effective and useful transportation system. Best available solutions in fields of organization, infrastructure and planning were considered during developing of the policy. It determines the idea and mission of the Warsaw's suburban Garden Tri-city's transport development defining objectives, instruments and methods.

Milanówek faced various problems when realizing projects of the strategy – especially those of bicycle paths. Land ownerships and construction standards were the most common issues. In order to avoid these problems the municipality has to rearrange the planning of bicycle traffic. The municipality also has to provide safer bicycle traffic through actions like information campaigns and establishing of Bicycle Education & Road Safety Centre for youth, where children could learn how to bicycle safely in traffic. To keep the character of garden city the municipality has to redesign the traffic in the city. Therefore, during the project, a new concept for road traffic in the city will be elaborated.

PRESENTATION OF THE ACTION PLANS

GERMANY – AUFBAUWERK REGION LEIPZIG

The Action Plan of Aufbauwerk Region Leipzig was elaborated based on the exchange of experience of DEMO-EC: The Action Plan focus on the Leipzig Region and focuses on transferring the lessons learned during the project to the whole region. During the project exchange of experience, it became clear that there was a difference of approach between urban and rural regions when it comes to mobility management.

The Action Plan focuses on the urban/rural divide and aims to better connect the city of Leipzig with the surrounding region. The Action Plan focuses on improving the existing intermodal network and creating conditions for better users and creating conditions for new pilot project of shared e-mobility devices in the surrounding districts.

GERMANY – CITY OF LEIPZIG

Based on the concept enlarged car reduced downtown, the City of Leipzig continues working on the urban space concept in phase 2, to reach the goal of car reduction. To reach this goal, the City of Leipzig works in different working groups with different stakeholders involved like the advisory board or the scientific board and with different methods and formats.

To reach this goal the City of Leipzig is planning a participation process for the citizens as action of phase 2. The citizens will be involved in an exhibition, which explains the whole process from the start of the DEMO-EC project, to the current status quo of the urban space concept. The citizens will get the possibility to look behind the scenes of administrative work, to understand better how such projects are working and for example, why they sometimes need so much time. As part of the participation process, they will have the opportunity to give hints, take part in the discussions or at dissemination events.

SLOVENIA – DEVELOPMENT AGENCY SINERGIJA

DEMO-EC project aims to integrate mobility management in city development. Most important part of the project was exchange of the experience between partners and exchange of best practice. Best practices from project partners were inspiration for actions in action plan. Action plan provide several actions, which are related with the best practices from Germany and Spain.

The Action Plan is focused on Operation programme, priority “Promoting low-carbon strategies for all types of geographical area, in particular for urban areas, including promotion of sustainable multimodal urban mobility/

adequate mitigation/adaptation measures” and provide action related with the preparation of regional SUMP guidelines, guidelines for preparation of Workplace Mobility Plans for Schools, preparation of simple cartographic analysis of school roads, etc.

SPAIN – FAMCP FEDERATION OF MUNICIPLAITIES, REGIONS AND PROVINCES OF ARAGÓN

Territory and mobility conform a closely linked binomial that overcomes the administrative borders between municipalities, and this is a challenged question to take in mind when promoting public sustainable mobility. The place where citizens live and work are a strong determinant aspect for the design and investment in infrastructures, public services and mobility policies. The movement of the population from work to home and in leisure activities has its own influence in the organization approaches that the territorial administrations can propose and make in this area but also in the configuration of the municipalities itself.

Thus, the activities of the Action Plan are designed to implement and reinforce the Priority axis 4.C (4.3.1), Improve energy efficiency and CO2 emissions reduction in buildings and infrastructure and in public services, of the ERDF Regional Operative Programme (ROP). Concretely, the action planned with DEMO-EC experiences and activities are focused on public Transport and Mobility with the main emphasis in the

development of the infrastructure for providing these public services.

The selection of the activities is based in one of the priorities of ERDF investment that foresees carbon reduction strategies especially in urban areas, promoting sustainable multimodal urban mobility.

ITALY – MUNICIPALITY OF GENOVA

The Action plan is the result of integrated working activities deriving from the lessons learned by interregional cooperation of the DEMO-EC partners and the suggestions of local stakeholders. The Plan focuses on three project topics e-mobility, car redaction and behavior change, developing the actions deemed the most useful for the needs of the local territory of Genoa. Briefly the topics addressed concern:

E-MOBILITY: Realization of »E-charging stations network« to put in operation infrastructures on the urban territory to increase the use of e-vehicles

CAR REDUCTION: »Bike office“ to plan soft measures to offer better services to cyclists in view to sustainable mobility

BEHAVIOR CHANGE: »PRINCE« project to create a system of positive incentives supported by mobile APP to favor the change of mobility habits and »Smart working« to reduce pollution and traffic in during peak hours and promote the well-being of workers.

POLAND – MUNICIPALITY OF MILANÓWEK

The Action Plan for mobility in Milanówek was elaborated based on experience gained from participating in the DEMO-EC project, which aims to integrate mobility management in development planning.

The actions set out in Action Plan are subordinated to the objective of improving the effectiveness of mobility policies, with a particular emphasis on low-carbon transport. Therefore, the construction of a bicycle road connecting Milanówek with the neighboring commune, which will solve the key problems of the city's bicycle transport, has been adopted as the most important measure of the Plan.

Three priority actions were formulated: Construction of a bicycle path along Królewska Street, Eco-mobilization of local community members AND Cycling transfer parking.

The projects presented by the DEMO-EC partners had a significant impact on the final shape of the actions adopted in this Plan. During the work, inspiration was drawn mainly from Germany (Leipzig), Spain (Zaragoza) and Slovenia (Ljutomer).

COLOPHON

Publisher

DEMO-EC project partners

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