

# Mobilizing people for active inclusive low carbon mobility

## Welcome to this Participatory Lab!

### Programme:

- Opening and brief presentation of the MATCH-UP, e-smartec and OptiTrans Interreg Projects.
- Pitch of Good Practices on accessible, inclusive, and low-carbon mobility.
- Opening of 3 separated round tables on:
  1. Awareness raising for behavioural change.
  2. Behavioural change for active mobility.
  3. Leave no one behind – accessible and sustainable mobility.
- Conclusion and greetings.



**MATCH-UP**  
Interreg Europe

**REFORM**  
Interreg Europe

**e-smartec**  
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**OptiTrans**  
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# MATCH-UP

**Interreg Europe** project

# MATCH-UP

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## MATCH-UP project

The role of modal interchange  
to foster a low-carbon urban mobility

Elisa Conticelli – University of Bologna, Italy

[elisa.conticelli@unibo.it](mailto:elisa.conticelli@unibo.it)



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
DIPARTIMENTO DI ARCHITETTURA



Tionól Réigiúnach an Deiscirt  
Southern Regional Assembly



Primăria  
Municipiului  
Timișoara

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# **MATCH-UP project video**

## outcomes and results

[https://www.youtube.com/watch?v=f\\_4x3PVbUK4&feature=emb\\_title&ab\\_channel=MATCH-UPProject](https://www.youtube.com/watch?v=f_4x3PVbUK4&feature=emb_title&ab_channel=MATCH-UPProject)



# MATCH-UP

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# Thank you!

MATCH-UP links:

 [www.interregeurope.eu/match-up/](http://www.interregeurope.eu/match-up/)

 [facebook](#)

 [twitter](#)

 [youtube](#)

University of  
Bologna (IT)



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Southern  
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Tionól Réigiúnach an Deiscirt  
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County of  
Northeim (DE)



Municipality of  
Funchal (PT)



Municipality of  
Timisoara (RO)



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**e-smartec**  
**Interreg Europe** project



**e-smartec**  
Interreg Europe

# e-smartec project overview

**Maria Chatziathanasiou**

*Transport Engineer*

*Research Associate, CERTH/HIT*

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October 14<sup>th</sup>, 2020 | #EURegionsWeek

[\*\*www.interregeurope.eu/e-smartec\*\*](http://www.interregeurope.eu/e-smartec)

# General project info

**e-smartec**  
Interreg Europe

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## Our consortium: 9 partners – 6 regions

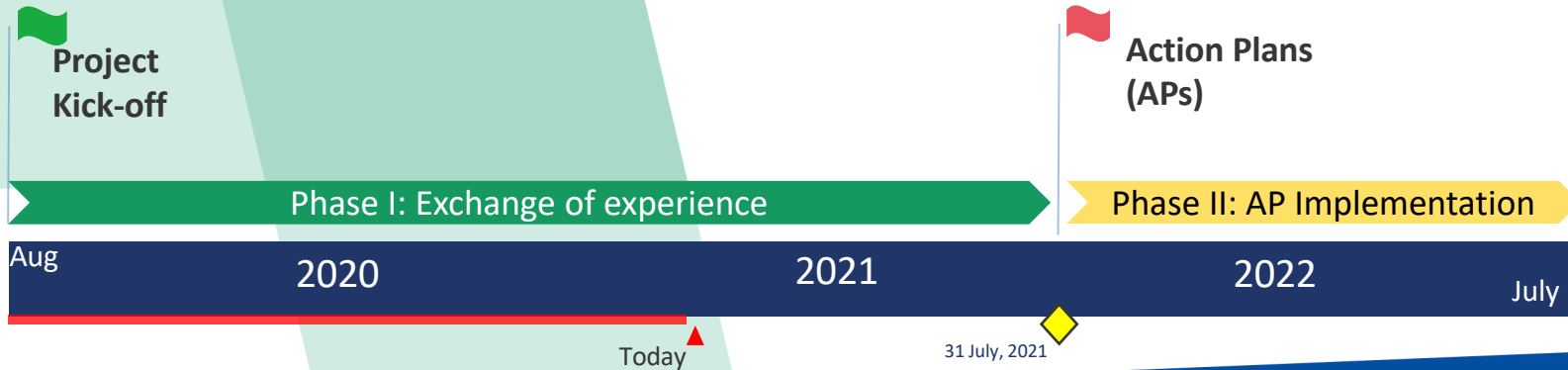


**POLIS**  
CITIES AND REGIONS FOR TRANSPORT INNOVATION

CENTRE OF COMPETENCE  
**SUSTAINABLE  
URBAN  
MOBILITY**  
STATE OF HESSEN

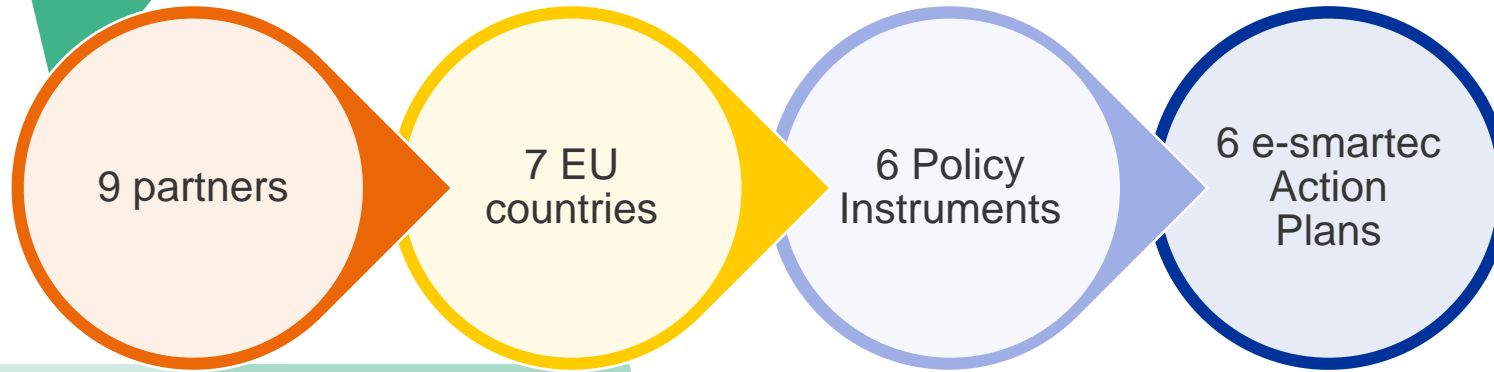


## Project duration





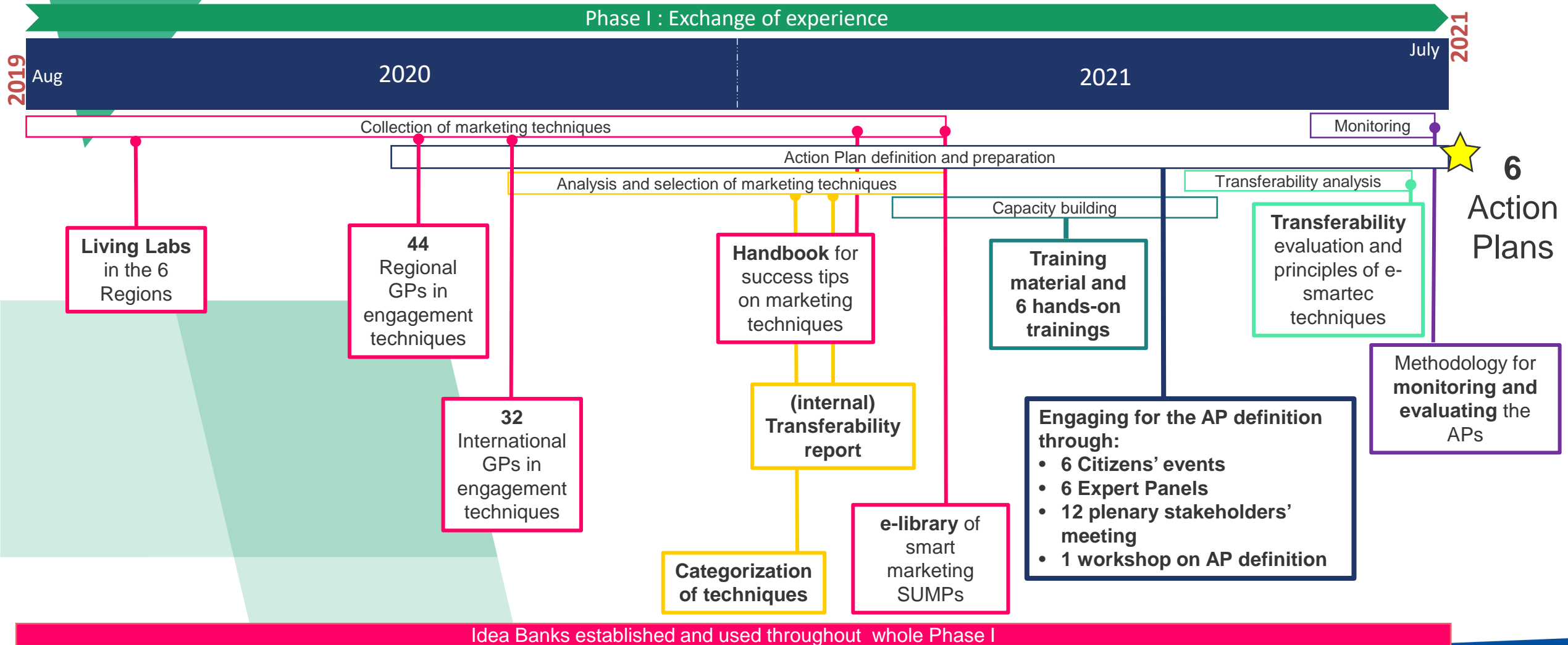
# e-smartec steps



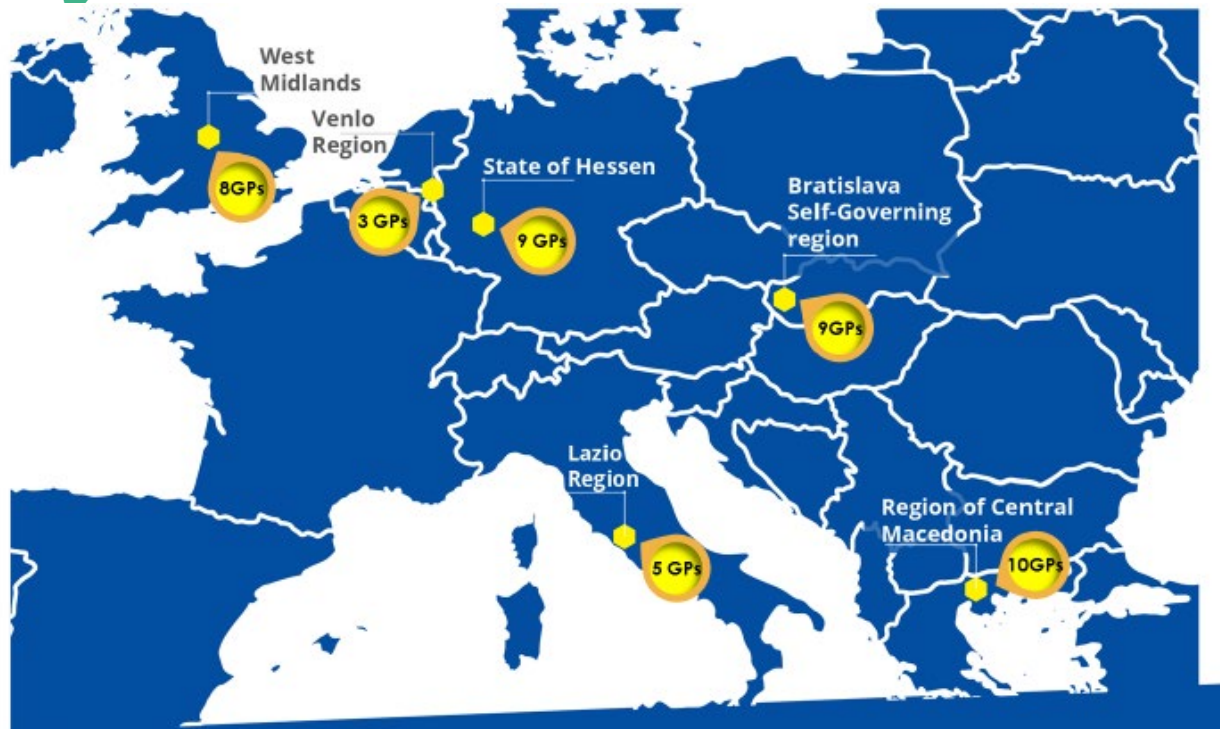
*Our Motto:  
We care for each other,  
we care for our space,  
we become part of  
mobility planning*

Action plans will be based on the most appropriate for each region marketing campaigns, capable of shifting users willingness to travel by sustainable transport means and also making them to participate in mobility agenda-setting

# e-smartec key outputs



# 44 regional good (marketing) practices collected

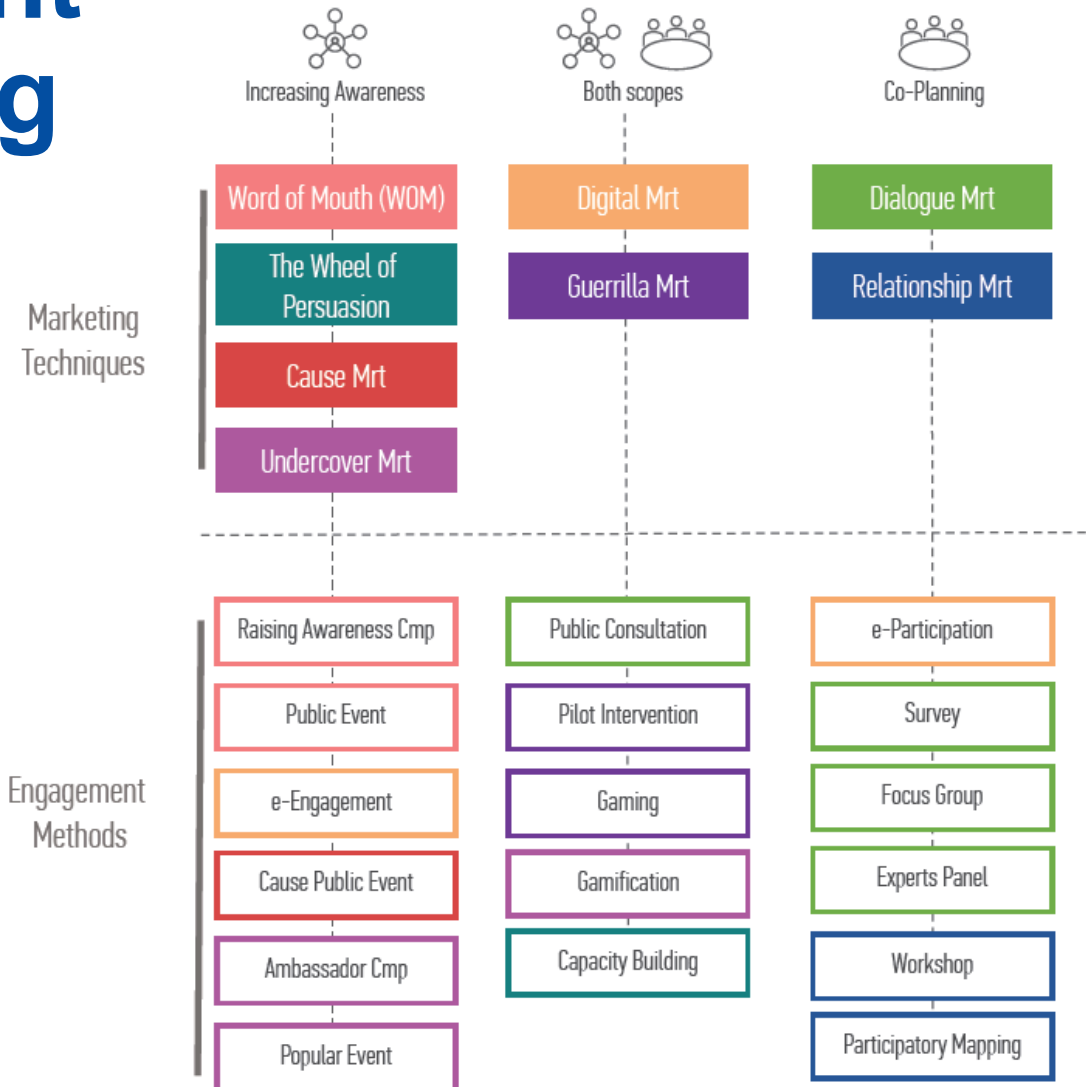


✓ Behavioural change / awareness raising for sustainable mobility

✓ Engagement in co-planning

(both for individuals and for stakeholders and staff of competent authorities)

# Marketing engagement techniques & enabling methods



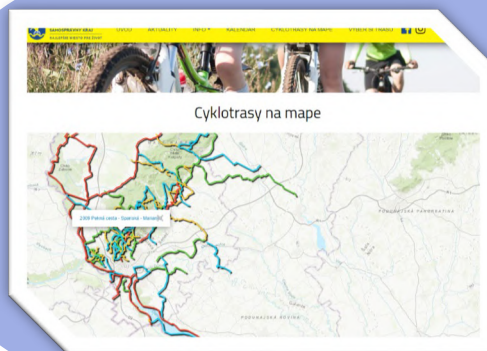
# e-smartec GPs in EWRC



Awareness raising for behavioural change  
("Better to School")



Behavioural change for active mobility  
("BA.Cycloportal")



Leave no one behind – accessible and sustainable mobility  
("REFORM")



**STAY TUNED**



# Find us!

-  [www.interregeurope.eu/e-smartec/](http://www.interregeurope.eu/e-smartec/)
-  [@e\\_smartec](https://twitter.com/e_smartec)
-  [e-smartec group](https://www.linkedin.com/company/e-smartec-group)
-  [e-smartec channel](https://www.youtube.com/channel/UC...)

*e-smartec office at CERTH*  
[e-smartec@certh.gr](mailto:e-smartec@certh.gr)

# Thank You!



Low-carbon  
economy



1.37 M  
ERDF



1 Aug 2019  
31 Jul 2022



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The logo graphic consists of three overlapping trapezoidal shapes. The top-left shape is a medium green, the top-right shape is a darker green, and the bottom shape is a lighter green. They are arranged to form a stylized, abstract shape that resembles a downward-pointing arrow or a stylized letter 'A'.

# OptiTrans

**Interreg Europe** project

#EURegionsWeek





# OptiTrans – Optimisation of Public Transport Policy for a ecological Mobility in Europe

Klaus Bongartz  
Thuringian Ministry for Infrastructure and Agriculture

Mobilizing people for active inclusive low carbon mobility

Online participatory lab | 14. October 2020





# Project Partner



Thuringian Ministry for Infrastructure and Agriculture

Baia Mare Metropolitan Area Intercommunity  
Development Association (Romania)

City of Zadar (Slovenia)

City of Tartu (Estonia)

Region Thessaly (Greece)

Region Abruzzo (Italy)

Energy Agency Granada (Spain)





# OptiTrans objectives

Main goal of OptiTrans was an international european wide exchange and learning process, to define measures on partner level and optimize strategies for increasing the numbers of public transport users and thus decrease CO<sub>2</sub> emmisions for mobility.





# Policy Instrument - OP ERDF - Thüringen

Investment priority 4e Promoting of low-carbon strategies for all types of territories, in particular in urban areas, including the supporting of sustainable multimodal urban mobility and adaptation of measures to mitigate the impact of climate change

Measure 1 - CO<sub>2</sub>-efficient Mobility – E-Mobility

Measure 2 - CO<sub>2</sub>-efficient Mobilität – Introduction of an environmental oriented traffic management system in Thuringia



## Thematic issues (potential)

- Enhancement of the integration of various LowCost transport means (Cycle / E-mobility) with public transport
- enhanced ticketing options (e.g. Door to Door mobility tickets)
- use of ICT to be able to react on realtime demand (especially bus, e. g. flexible routing)
- Integrated Synchronized Timetables between all means of transport
- enhancement of onboard services (WiFi ... )



## Work Plan (Basics)

- Development of regional baseline studies in all partner regions to define the status quo of public transport incl. SWOT
  
- Collection of Best practice examples for improvement of public transport
  
- Implementation of 4 international thematic workshops including contribution of external experts
  - **Multimobility in public transport**
  - **Use of ICT to react in realtime to fluctuating demand**
  - **Rural-urban linkage development approach**
  - **Public transport networks and flexibilisation**



## Workplan (Exchange)

- Peer Review visits of all partner regions including field visits and Exchange between stakeholders
- Participation at Policy Learning Platform events (Sustainable Mobility; Fostering citizen-focused urban mobility) und Webinars of the JS
- Development of regional Actionplans to adapt regional transport policy and policy instrument



## 2 nd Phase

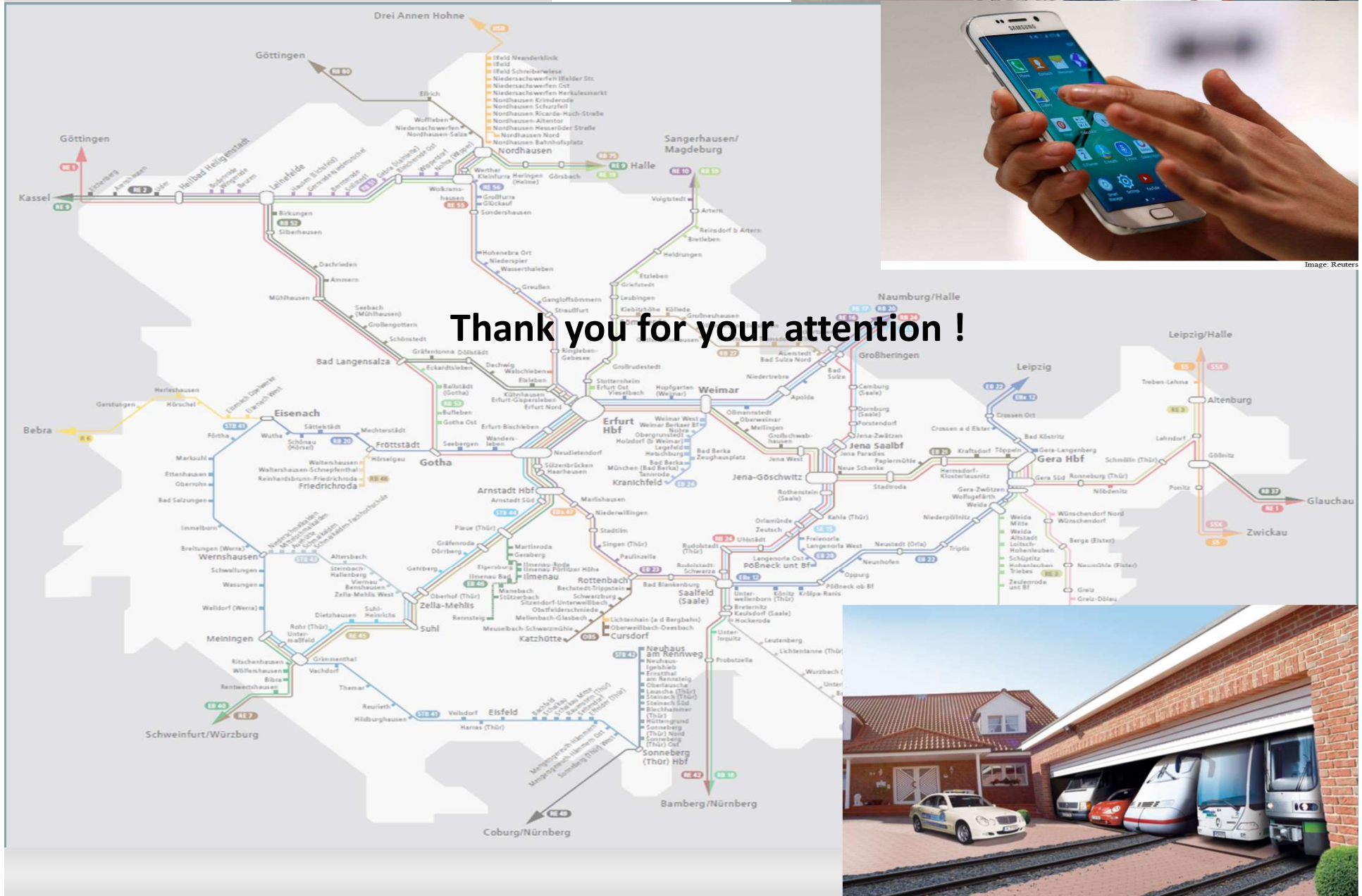
Thuringia for example has introduced two new financing directives

1. to support the investment in modern trams and enhanced the trams infrastructure system by several new lines in five mid-sized and larger cities
2. for the promotion of a demand-oriented traffic service in regional and local passenger transport in Thuringia





Image: Reuters



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# “Race Against Rob” Behaviour Change for Active Mobility

“You need to engage the public to influence behaviour – How did we do it?”

Rose Power, EU Projects Officer, Southern Regional Assembly  
[rpower@southernassembly.ie](mailto:rpower@southernassembly.ie)

# Race Against Rob

- As part of the MATCH-UP project we used the “Race Against Rob” event to highlight Cork City’s Modal Interchange Improvements to generate public interest in sustainable transport.
- We gave the public the opportunity to experience how easy it is to travel in Cork City through a fun event racing against World Champion Rob Heffernan using low carbon modes of transport.
- We encouraged the public to change their behaviour based on their experience.





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# Race Against Rob

Southern Regional Assembly, Ireland

video link:

<https://youtu.be/WTkZPEJvvxU>



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**Thank you for your  
attention**



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## «Night Owl»

Divivi Yuliya, County of Northeim, Germany  
[ydivivi@landkreis-northeim.de](mailto:ydivivi@landkreis-northeim.de)

14<sup>th</sup> October 2020 | #EURegionsWeek

# «Night Owl»

From December 2017



- An offer especially for reveller and movie/theatre goer
- During the nights from Fri ⇔ Sat ⇔ Sun
- From approx. 00:30 am to 04:00 am
- Between Einbeck - Northeim - Göttingen





# «Night Owl»

From August 2019 till August 2021 / Expansion in following transport routes:

- |                               |  |                 |
|-------------------------------|--|-----------------|
| 1. Northeim – Göttingen       |  | by bus          |
| 2. Uslar – Göttingen          |  |                 |
| 3. Northeim – Einbeck         |  | by regular taxi |
| 4. Northeim – Bad Gandersheim |  |                 |
| 5. Northeim – Moringen        |  |                 |

- During the nights from Friday ⇔ Saturday / Saturday ⇔ Sunday
- From approx. 00:30 am to 04:00 am

# «Night Owl»

What are the resources needed?

- Transport companies: Bus and taxi
- Drivers with suitable driver licence
- Funding
- Political support
- “Night life” activities e.g. cinema, theatre, disco, pubs, night clubs etc.

# «Night Owl»

## What is the evidence of success?

- Definitely cheaper price as a taxi price.
- Different combination of tickets offer price advantages:
  - Four tickets, eight tickets, day tickets or small group tickets.
  - The Activity Card for Pupils and Students (SchülerFreizeitKarte) is valid for people up to 20 years of age as an additional card to the student monthly card and to the student collective time card in regional buses, city buses and local trains in 2nd carriage class in the VSN network area and thus in the night buses.
- All current information in app.

# «Night Owl»

## Mit den Nachteulen im Landkreis Northeim

*sicher nach Hause!*



**USLAR**  
Zur Schwarzen Erbe

11:20 Uhr

210T

ALLESSWALDE

SCHNIGGERT

VERLINDEN

OVBERG

ADELEBSEN

LOWENBERG

ENGER

EMMERSHÄUSEN

WASSEL

LEHLEN

LEHLEN

GÖTTINGEN

**EINBECK**  
Einbeck Mitte/ZOB

225T

INNEBERG

ALBECK

DEHME

STÜCKEN

HOLZSTEDT

SEHRINGEN

BERGHAUSEN

MILLESSE

HÖRHEIM

225T

NORTHEIM

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**BAD GANDERSHEIM**  
Dombernhof

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**Samstags, sonntags und an Feiertagen** bieten verschiedene Nachtbuslinien aus Göttingen kommenden Reisenden nach Mitternacht ab dem Bahnhof bzw. ab Gardekürasserstraße Northeim Anschlüsse mit Linientaxen in Richtung Einbeck, Moringen und Bad Gandersheim (über Echte und Kalefeld). Zudem verkehrt auf der Linie 210 von Göttingen über Adelebsen nach Uslar und auf der Linie 220 von Göttingen über Hardegsen nach Moringen ein zusätzlicher Nachtbus.

Detaillierte Informationen zu Haltestellen in Ihrem Ort und vieles mehr finden Sie auf [www.vsninfo.de](http://www.vsninfo.de) oder laden Sie sich die **VSN-Fahrplan-App** herunter.

Einige Einschränkungen sind zu beachten:  
Mo-Fr von 11:00 bis 11:30 Uhr und 21:00 bis 21:30 Uhr

**Abfahrtszeiten** Linie **210** **210T** **Linien Taxi** (begrenzte Platzangebot)  
Die Mitnahme von Fahrrädern und Kinderwagen sowie Gruppenfahrten sind nicht möglich.

# «Night Owl»

## Die VSN Fahrplan-App Alle Verbindungen für die Hosentasche

Mit der VSN-Fahrplan-App können Sie sich Ihre Verbindungen bequem herausuchen.

In der App stehen Ihnen folgende Möglichkeiten zur Verfügung:

- Routenplanung von Tür zu Tür oder Haltestelle zu Haltestelle: Planung mit Bus- und Zugfahrplänen für Süd-Niedersachsen einschließlich Fußwegkarten
- Push-Benachrichtigungen: Immer auf dem Laufenden, ob der Bus oder Zug pünktlich ist
- Echtzeitauskünfte: Für die meisten Verbindungen im VSN-Gebiet
- Abfahrts- und Ankunftsafeln: Für Haltestellen und Bahnhöfe, im VSN-Gebiet inklusive der zusätzlichen Stationsinformationen
- Abgefragte Verbindungen oder Haltestellen: Als Favorit hinterlegen und so noch schneller abrufbar
- Anzeige der naheliegenden Haltestellen: Basis ist die aktuelle Position
- Anzeige der Fahrpreise: inklusive Tarifübersicht aller möglichen Fahrkarten

### Wir freuen uns auf Ihr Feedback

Wir arbeiten stets an der Weiterentwicklung der App, daher freuen wir uns auf Ihre Anregungen und Bewertungen. Helfen Sie uns und senden Sie Ihr Feedback an [app@vsinfo.de](mailto:app@vsinfo.de).



KOSTENFREI IM GOOGLE PLAY STORE ODER IM APP-STORE HERUNTERLADEN.



Mehr Infos:



## SchülerFreizeitKarte Freie Fahrt im VSN-Netz

Einen ganzen Kalendermonat im VSN-Verbundgebiet und somit im Nachtbus Einbecker Nachteule mobil:

In allen Regionalbussen, Stadtbussen und allen Nahverkehrszügen, in der 2. Wagenklasse (nicht in ICE, IC, EC). Die Schüler-FreizeitKarte ist nicht gültig in Anruf-Sammel-Taxen (AST) und Anruf-Linien-Taxen (ALT). Ausnahmen: Im Stadtgebiet von Göttingen gilt die Karte auch in Linientaxen (LT).

Die SchülerFreizeitKarte gilt im VSN als Zusatzkarte:

- zur Schülermonatskarte
- zur Schüler-Sammelzeitkarte
- Montags-Freitags an Schultagen in Niedersachsen ab 14 Uhr
- an Ferientagen in Niedersachsen ohne zeitliche Einschränkung - außer in den Sommerferien, an Samstagen, Sonn- und Feiertagen ohne zeitliche Einschränkung
- mit Beginn der Sommerferien verliert die SFK ihre Gültigkeit
- ist nicht übertragbar
- die Karte gilt für alle bis einschließlich 20 Jahre

Die SchülerFreizeitKarte gilt nicht für ein- und ausbrechende Fahrten in/aus dem Verbundraum.

nur **12,80 €**  
im Monat

# WIR WÜNSCHEN GUTE FAHRT.



## EINBECKER NACHTEULE

SAMSTAGS UND SONNTAGS



Einbecker Nachteule route: EINBECK - NORTHHEIM - GÖTTINGEN

**Fährt Samstag, Sonntag und an Feiertagen!**

**MIT 300 PS UND CHAUFFEUR NACH HAUSE!**

**Bei Fragen:**  
**05 51 / 99 80 99**  
Mo - Fr: 7:00 - 17:00 Uhr erreichbar.

Unser Service für Sie:

- Tarifberatung
- Fahrplanauskünfte
- Fahrkartenverkauf
- Beratung der Abo-Kunden
- Annahme von Kritik und Anregungen für alle Verkehrsunternehmen im VSN

www.vsninfo.de







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# Boosting Multimodality in Funchal: An Universal and Inclusive Approach for Pedestrians

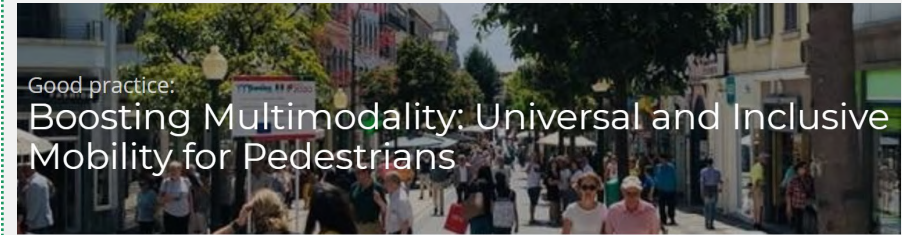
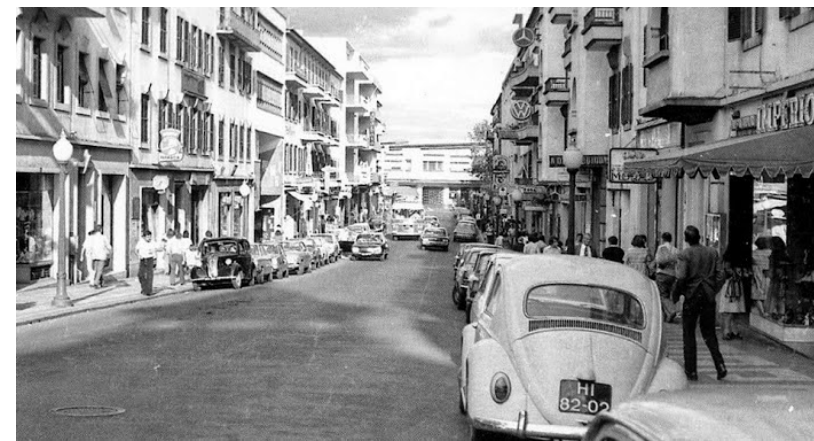
Augusto Vieira, for the Municipality of Funchal, Portugal

[augusto.vieira@cm-funchal.pt](mailto:augusto.vieira@cm-funchal.pt)



14<sup>th</sup> October 2020 | #EURegionsWeek

# Boosting Multimodality in Funchal: An Universal and Inclusive Approach for Pedestrians



Good practice:  
Boosting Multimodality: Universal and Inclusive Mobility for Pedestrians

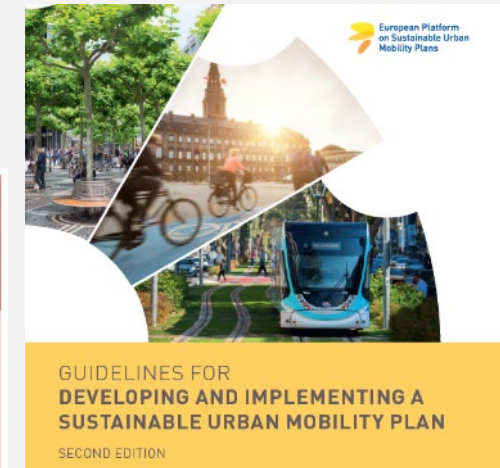


## GOOD PRACTICE EXAMPLE

### Funchal, Portugal: Systematic measure monitoring to increase acceptance

The monitoring process for pedestrianisation-related measures included a territorial assessment focused on accessibility to identify the areas that could benefit from improving conditions for walking. In addition, traffic counts were analysed to identify traffic flows and to estimate air pollutant emissions. A questionnaire was also circulated to further assess the acceptance of the measures as well as their potential impact. The assessment and measurement of implemented measures were necessary to adopt corrective measures. The strategy proved to be successful in showing the benefits of the measures and increasing acceptance. It is therefore recommended to be used in other sites that could benefit from pedestrianisation measures.

Author: José Augusto Vieira, Câmara Municipal de Funchal, collected by Pedro  
Images: Municipality of Funchal, Mobility and Traffic Division



GUIDELINES FOR  
DEVELOPING AND IMPLEMENTING A  
SUSTAINABLE URBAN MOBILITY PLAN

SECOND EDITION

Publication of Funchal's good practices towards pedestrianization on the SUMP 2<sup>nd</sup> version guidelines ([https://www.eltis.org/sites/default/files/sump-guidelines-2019\\_mediumres.pdf](https://www.eltis.org/sites/default/files/sump-guidelines-2019_mediumres.pdf))

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[www.cm-funchal.pt](http://www.cm-funchal.pt)



# Urban Regeneration and Sustainable Mobility Funchal, Portugal

video link:

[https://www.youtube.com/watch?v=f\\_4x3PVbUK4&feature=emb\\_title&ab\\_channel=MATCH-UPProject](https://www.youtube.com/watch?v=f_4x3PVbUK4&feature=emb_title&ab_channel=MATCH-UPProject)

**Thank you!**

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## VeloTM

**Bike-sharing scheme integrated into the public transport system within the Growth Pole Timișoara**

Floriana Ștefan  
[floriana.stefan@primariatm.ro](mailto:floriana.stefan@primariatm.ro)

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# VeloTM

Timișoara's bike-sharing system (VeloTM), managed by the Local Public Company Timișoara (STPT), was developed in an attempt to reduce the greenhouse gases emissions and to improve the low-carbon urban mobility within the region by providing people with a new bike sharing service highly connected with the existing intermodal mobility system. It is meant to encourage citizens to use the public transport more, instead of their own vehicles.





# VeloTM

The VeloTM public transport system was implemented on the basis of the project "Modernization of the intermodal public transportation stations within the Growth Pole Timișoara", whose total value was aprox. 1,5 mil. euros. The bike-sharing system was approximately 85% of the total value of the project.

The project included:

- a network of 25 self-service bicycle stations all around the city, located in the vicinity of the STPT stations (*34 stations currently*)
- a fleet of 300 bicycles (*over 400 bikes now*)
- over 23 km of bicycle tracks rehabilitated
- promotional campaigns for the benefits of using bicycles as a means of transportation
- integration of the bike sharing scheme in the public transport integrated ticketing system
- information system that monitors the state of the Bike-Sharing system

VeloTM has been in operation since June 2015, and in 2 years (2016-2018), the number of people using VeloTm increased by 38,15%.



# Conclusions and proposals

The Intermodal Transport VeloTM addresses:

- the need to reduce pollution
- decongesting of road traffic
- ensuring faster access to other local means of transport

The geographical development of the VeloTM system is necessary because, currently, it does not sufficiently cover the neighborhoods and residential areas of the city. As several residential areas have moved to the peri-urban areas, new bicycle tracks connecting with the peri-urban area have emerged, and more tracks will be developed in the near future.



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**Interreg Europe** Good Practice

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## BETTER TO SCHOOL

# CONSULTANCY AND QUALIFICATION PROGRAMME FOR SCHOOLS, SCHOOL AUTHORITIES AND MUNICIPALITIES

Competence Centre for Mobility Management in Schools

Heike Mühlhans  
10/14/2020, Frankfurt am Main



## MOBILITY MANAGEMENT IN SCHOOLS

Responsible actors such as schools, school authorities, municipalities, ...

- ...deal systematically with **mobility in schools**:
  - Infrastructure & traffic regulation
  - Traffic & mobility education
  - Organisation & information
- ...implement tailor-made, feasible **measures**
- ...define structures for **sustainable** implementation



**Consultancy and  
qualification programme  
"Better to School"**

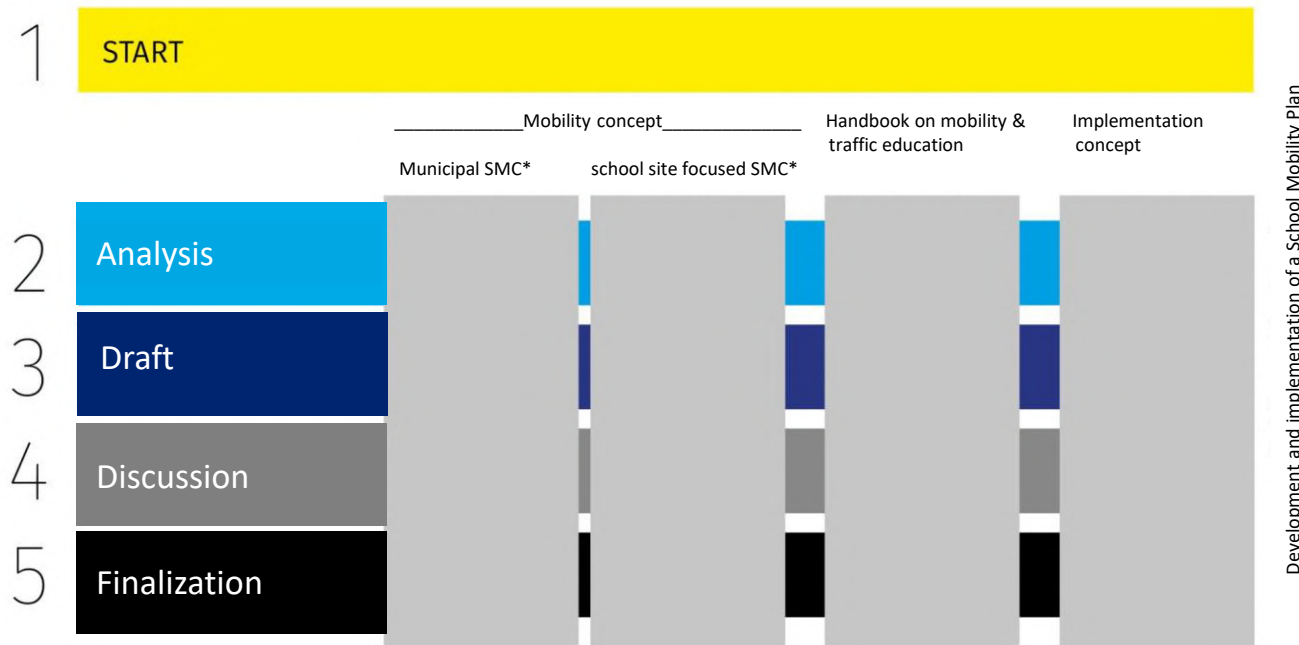
Schools, school authorities and municipalities jointly draw up an integrated  
SCHOOL MOBILITY PLAN

We deliver analyses, accompany the process and support in choosing the right  
measures

PUPILS are involved from the very beginning - after all, it's about their way to  
school

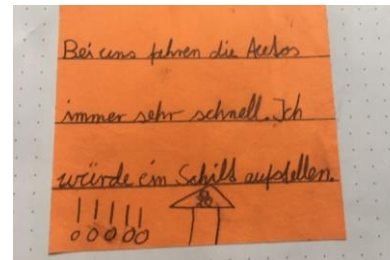
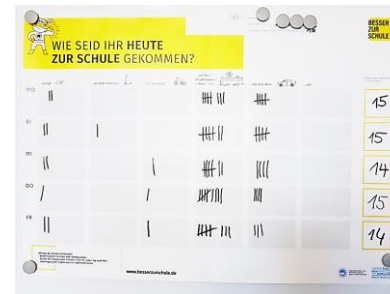
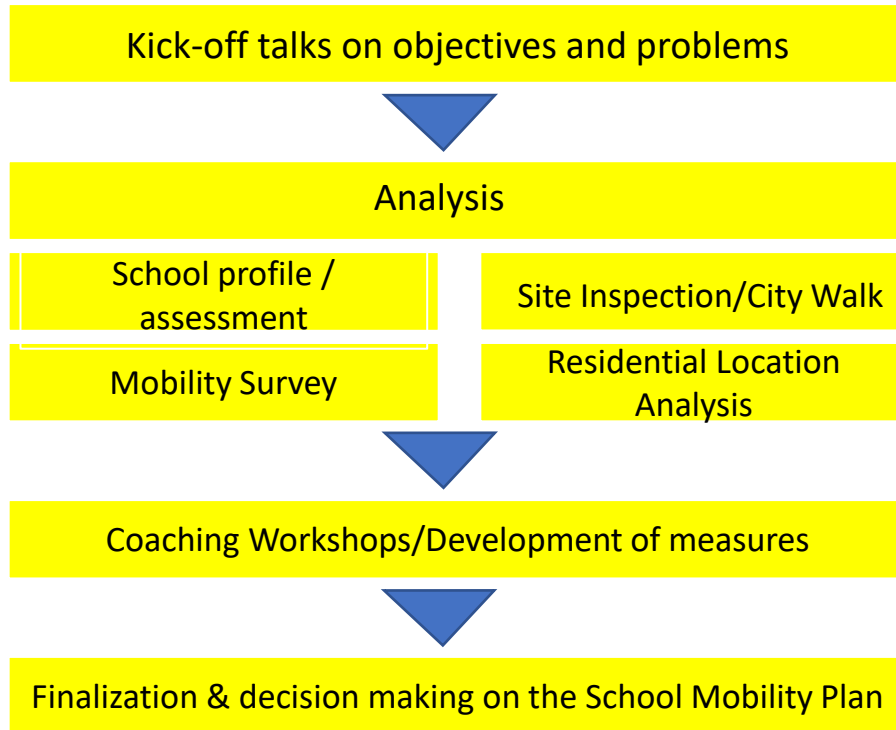
# INTEGRATED SCHOOLMOBILITY PLAN COMPONENTS AND DEVELOPMENT PROCESS

Phase



\*SMC=Sustainable Mobility Concept

## BETTER TO SCHOOL. PARTICIPATING PROCESS



Fotos: © ivm

The State of Hessen supports MOBILITY MANAGEMENT in SCHOOLS

PROJECTS and OFFERS are free of charge for schools, school boards and municipalities in HESSEN

The Centre of Competence takes over the whole project process



[www.besserzurschule.de](http://www.besserzurschule.de)

Contact:  
[SMM@ivm-rheinmain.de](mailto:SMM@ivm-rheinmain.de)



**e-smartec**  
Interreg Europe



European Union  
European Regional  
Development Fund

**BA.cycloportal**

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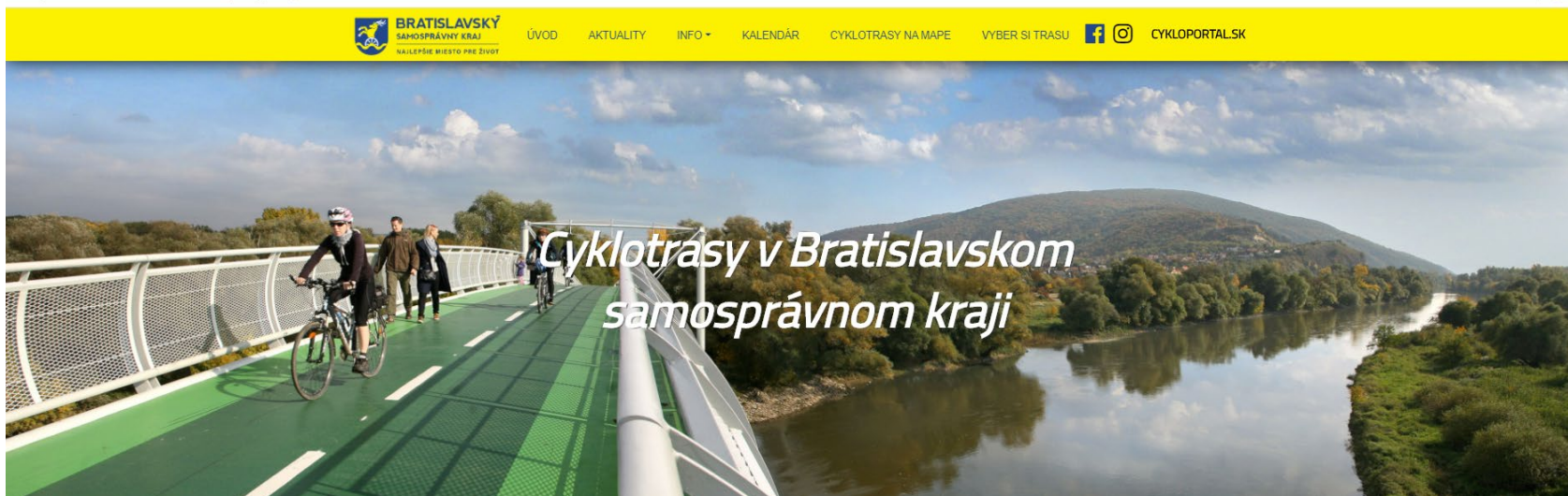
# BA.cycloportal

Problem: communication gap between the municipality and community of cyclists



## BA.cycloportal

portal providing information for people interest in recreational or professional cycling in Bratislava region





# BA.cycloportal



Interactive maps of bike lanes

Download the map into the smartphones



Information about the newest steps of the municipality to improve the bike infrastructure or about the events



# BA.cycloportal

## Evidence of success

- Thousands of visitors and views

## Resources

- Establishment of the portal: 4 896.00 €
- Human resources

The screenshot shows the BA.cycloportal website. At the top is a yellow navigation bar with the Bratislavský samosprávny kraj logo and menu items: ÚVOD, AKTUALITY, INFO, KALENDÁR, CYKLOTRASY NA MAPE, VYBER SI TRASU, and social media icons for Facebook and Instagram. Below the navigation bar is a banner image of people cycling. The main content area is divided into several sections:

- Route filters:** A grid of buttons with location icons and text:
  - Lahké (rekrea) MTB trasy (35)
  - Lahké (rekrea) cestné trasy (31)
  - Stredné (sport) MTB trasy (24)
  - Stredné (sport) cestné trasy (2)
  - Ťažké (expert) MTB trasy (1)
  - Ťažké (expert) cestné trasy (0)
- Search bar:** A search box with the placeholder "zadaj názov trasy" and a "Hľadaj" button.
- Trasy list:** A list of cycling routes with the following items:
  - 1130 [001a Dunajská cyklistická cesta](#) (with a circled number 1130 and a "zobrazení" button)
  - 396 [2001 Ružinovská tangenta \(Pristavný most - Ružinov\)](#) (with a "zobrazení" button)
  - 2335 [2002 Vysoká pri Morave - Svätý Jur - Vajnory - Ivanka pri Dunaji - Hamuliakovo](#) (with a circled number 2335 and a "zobrazení" button)
- Color filter:** A dark sidebar titled "Cyklotrasy podľa farby" with color-coded buttons: Červené trasy, Modré trasy, Zelené trasy, and Žlté trasy.
- Weather widget:** A weather forecast for Bratislava (48.15°S 17.11°V 157m. n. m.) showing a 5-day forecast with icons, temperatures (21°C, 25°C, 20°C, 19°C, 9°C, 15°C, 14°C, 11°C), and wind speeds (24 km/h, 26 km/h, 23 km/h, 25 km/h).



**Thank you for your attention.**

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**REFORM**  
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# REFORM: Fostering regional cooperation and capacity building for SUMP

Konstantia Mpressa  
K.Mpressa@pkm.gov.gr

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# REFORM: Fostering regional cooperation and capacity building for SUMP

*What does the GP consist of?*

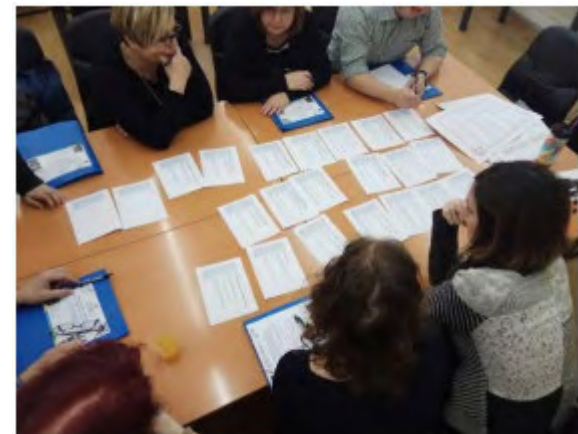
Delivery of two capacity building and exchange of experience sessions on SUMP:

- Staff members of the region
- Staff member of the municipalities of the region

“Hierarchy” of training applied, so as to prepare future training to deliver the SUMP training to others.

Strong participatory element and modular material that guided participants through the whole SUMP process.

Exercises/ worksheets included various learning tools. Mixture of plans, figures, data, info cards, flipcharts, photographs, brought the element of “reality” to the case study, simulating real co-planning processes. Role playing was applied.



# REFORM: Fostering regional cooperation and capacity building for SUMP's

*What are the resources needed?*

- Material production and delivery of the “training for the trainers” sessions in 4 Regions is estimated to acquire approximately 6 PM of expert human resources.
- Human resources needed for the delivery of the training to the Municipalities’ representatives are estimated to 2 PM, covering only adaptation of the material (not production) and delivery per se.



# REFORM: Fostering regional cooperation and capacity building for SUMP



*What is the evidence of success?*

Level of stakeholders' engagement:

- 12 staff members of the region, being part of a new cooperative structure (Observatory)
- 38 public servants of the Municipalities overcoming their knowledge gaps in SUMP processes and interacting with each other < following the learning experience eight (8) more municipalities procured their SUMP

The practice established a permanent regional cooperation for increasing capacity of the local Municipalities and facilitating the deployment of their Sustainable Urban Mobility Plans (SUMP).



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# Citizen participation for the promotion of metropolitan bike network

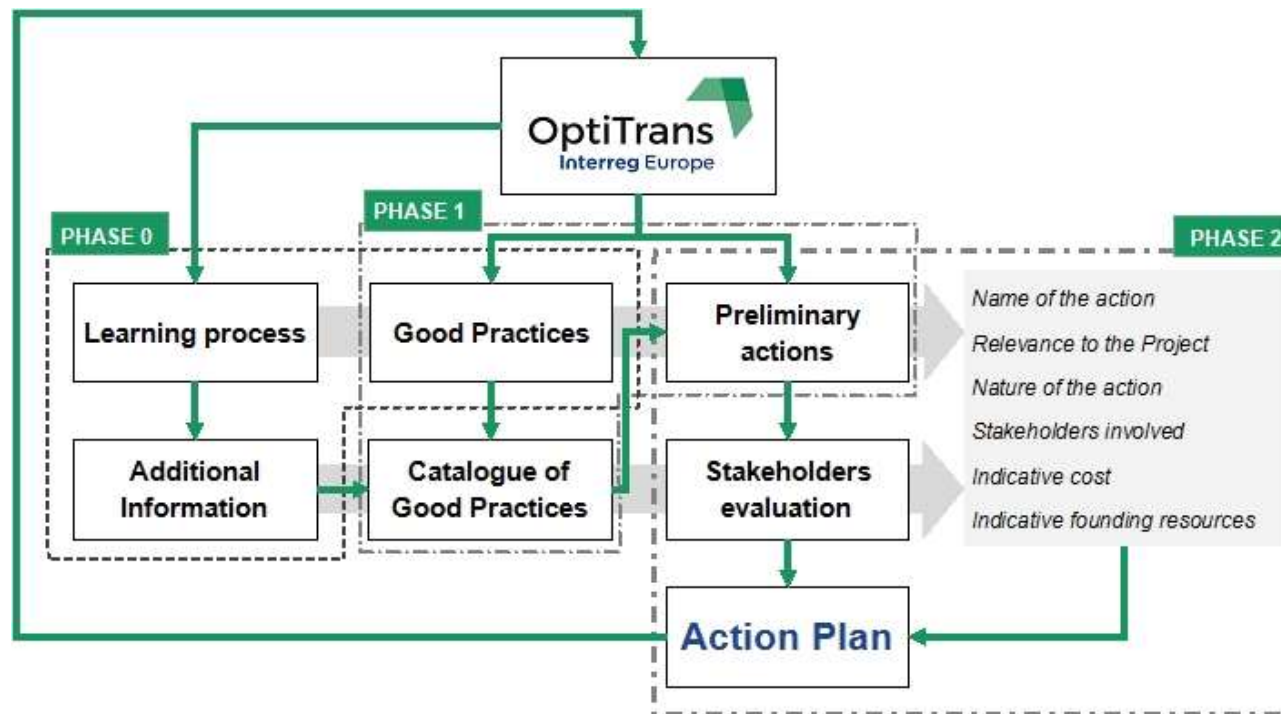
**Gonzalo Esteban López**  
gestebanlopez@dipgra.es

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# Citizen participation for the promotion of metropolitan bike network

What does your GP consist of?



# Citizen participation for the promotion of metropolitan bike network

What does your GP consist of?

During January 2020 our 7M€ metropolitan bike lanes projects were published in the official provincial bulleting, and there was a lot of contestation by some local bike associations, while other associations were really happy with the initiative.

Because of that, the Provincial Government Heard better the considerations of OptiTrans ACTION Plan, and propmoted a participatory approach in which we did different activities before, during, and after the COVID19 pandemic, both online and offline, and achieved to adjust the design of the bike lanes based on the improvements asked by different bike associations to get more social acceptance.

At the momento the new designs are accepted by the townhalls, and most of the associations, and the design changes have been asked to the funding program.

# Citizen participation for the promotion of metropolitan bike network



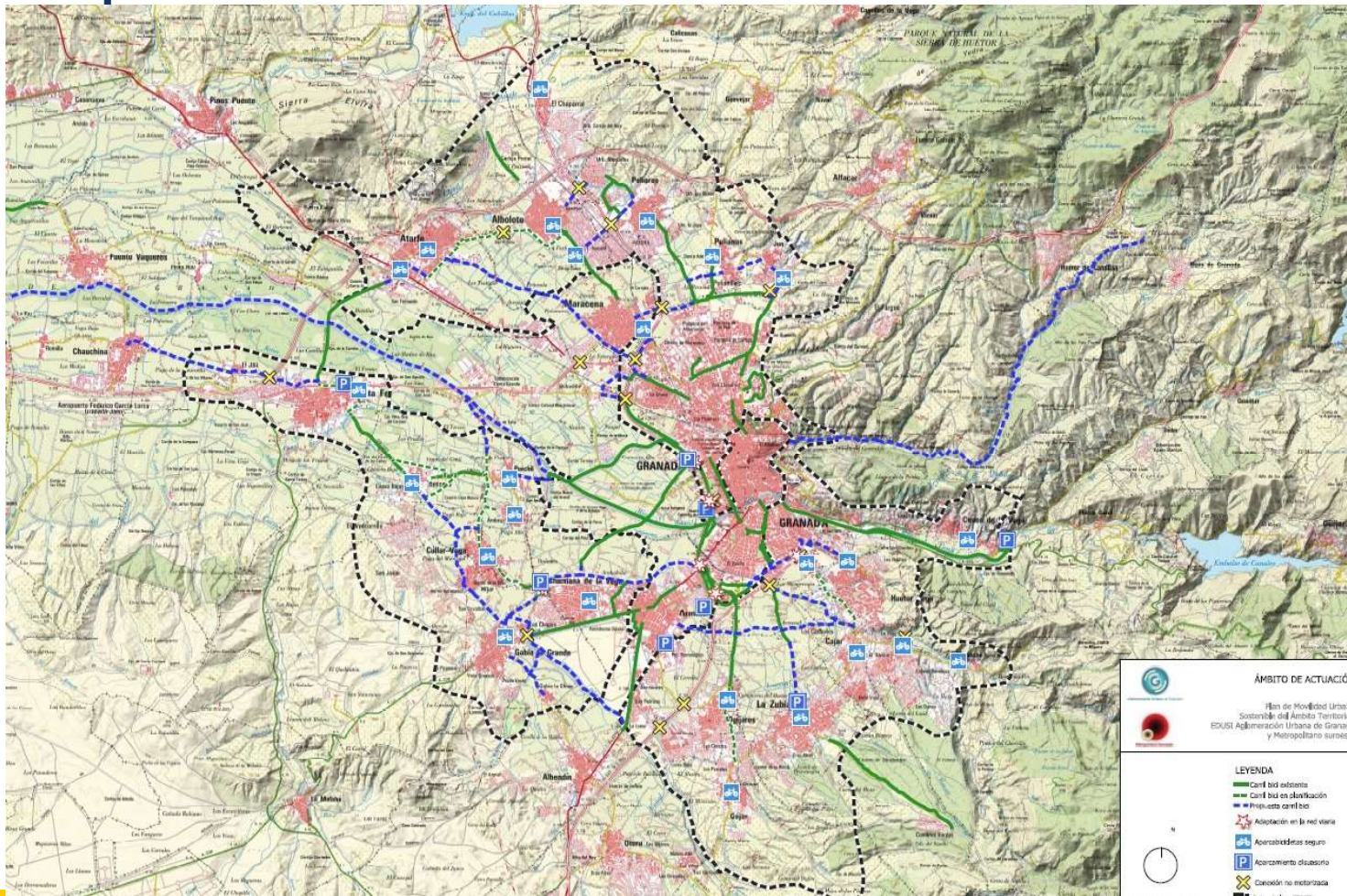
What are the resources needed?

Mainly in Spain traditionally the participation approach understood by our politicians is to publish the investments in the official bulletins for public audience. But this process goes much more beyond that as in lotsa of European countries this cannot be called citizen participation.

Because of this we need mainly to change the way of working and involving all local actors in large investments that even if seen as green and good for the general audience, can be problematic for different sectors.

Of course, we are promoting that in any investing public help should be included possible budget for citizen participation to acompaign the design and implementation phases of these projects. And thus deadlines should be adjusted.

# Citizen participation for the promotion of metropolitan bike network



# Citizen participation for the promotion of metropolitan bike network

What is the evidence of success?

This one cannot be classified as a Good practice yet as is ongoing. But for the moment, the experience gathered in Optitrans Project in other European regions showed our technicians and politicians the importance of a Good participatory approach.

The success until now is that the new design of the bike lanes with better acceptance of them by local stakeholders. So the provincial government has agreed already to promote the new designs instead of the old ones.

This process has not only brought new designs but a better inclusion of maintenance of these bike lanes in existing contracts, and has given the provincial government new insights to improve the promotion of sustainable mobility.





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## **OptiTrans Project- Pilot action**

### **IT tool for monitoring the Public Service Contract for passenger public transport in the Baia Mare Metropolitan Area (RO)**

**Ananta ARDELEAN**  
**Communication expert**  
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## IT tool for monitoring the Public Service Contract for passenger public transport in the Baia Mare Metropolitan Area (RO)

As stated in the title, our good practice is an IT tool used for monitoring the implementation of the public transport.

Resources needed: one IT tool; one server+ equipment; external services;

Evidence of success: our IT tool follows the example of the VMT Association from Erfurt, Germany, who are implementing such a tool with success.

## The Pilot Action - IT tool for monitoring the Public Service Contract for passenger public transport in the Baia Mare Metropolitan Area – Jan. 2020 – Dec. 2021

- It is a good practice included in the Local Action Plan;
- The idea came to life after a meeting with VMT representatives in Erfurt, Germany – they are a transport association in the Thuringen Region having the role of monitoring and managing the public service contract for passenger transport in the area – Baia Mare Metropolitan Area Association has the same role for its jurisdiction;
- In order to monitor the contract, an IT tool will be developed and tested between the Association, the public service operator and Baia Mare City, which is the prime shareholder of the operator; if the system works, it can be extended to the other 6 localities using public transport;

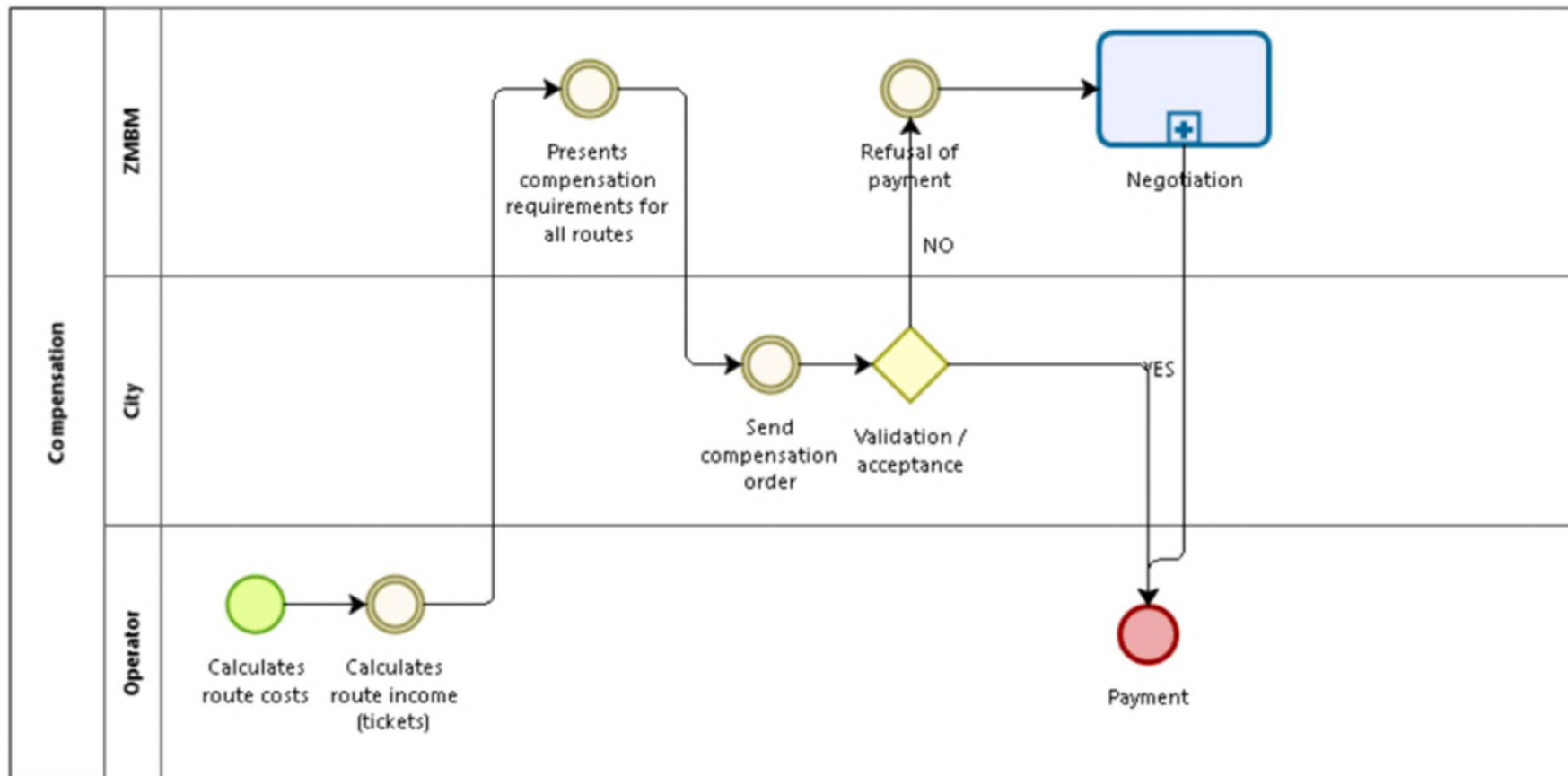


## Main activities of the pilot action:

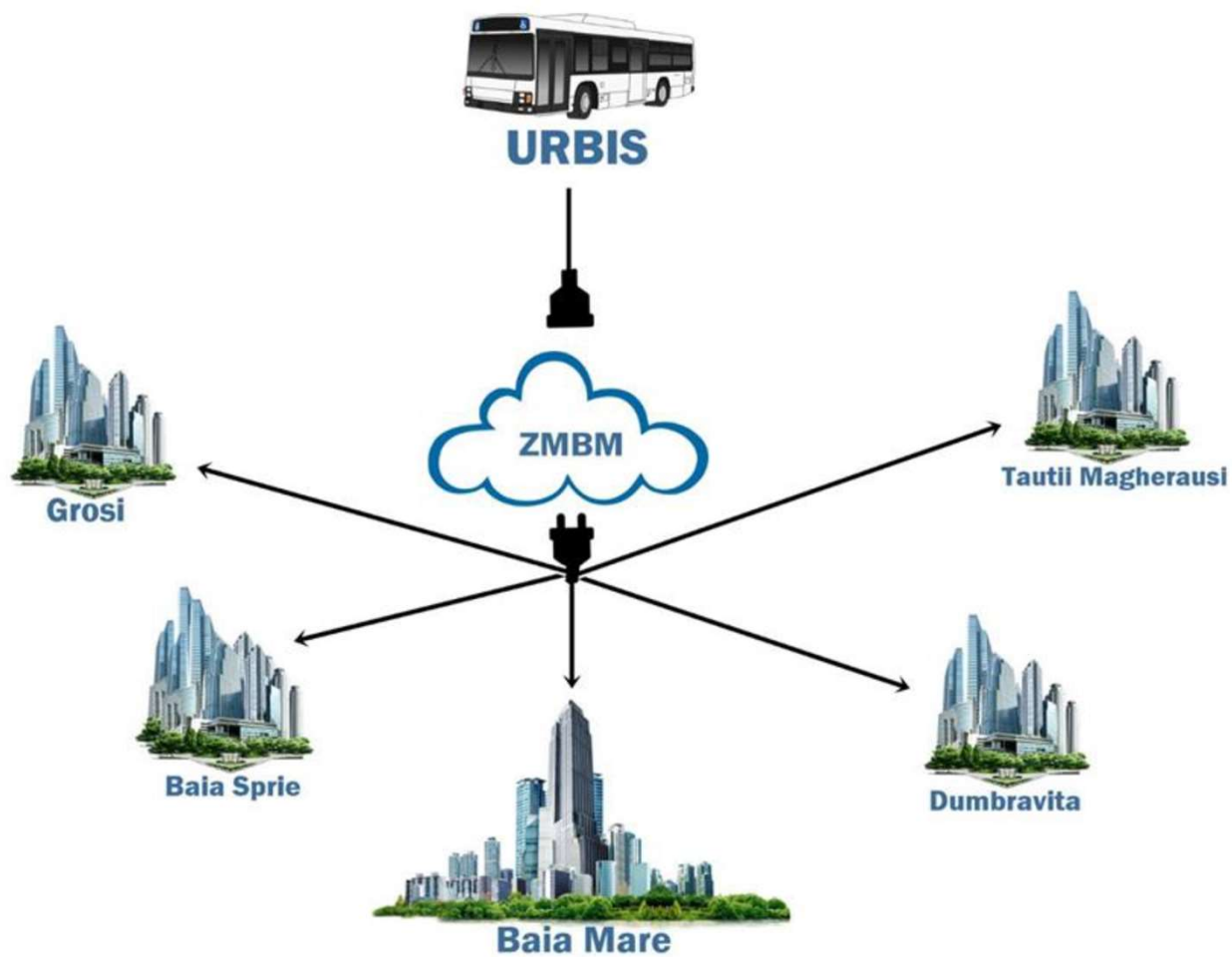
- **January – April 2020 - pilot action preparation and approval:**
  - output: Grant Agreement;
- **May – June 2020 - analysis of the new public service contract for preparing the IT tool acquisition:**
  - output 1: 1 study visit + 1 report;
  - output 2: 1 acquisition of external services for platform development + 1 acquisition of equipment;
- **July – December 2020 - deployment, testing and adaptation of the IT tool for pilot activities:**
  - output: IT tool for costs and financial compensation calculations;
- **January – June 2021 - validation and operationalization of the pilot, technical testing, integration with local data and information from the public consultation platform:**
  - output 1: testing and implementation, entry into operation
  - output 2: integration with local data and information from the public consultation platform (platform created through another EU funded project – the users are the citizens)
  - output 3: operational usage for beta version of IT tool;
- **July – December 2021 Project closure.**



# Model of development



# Logical architecture:





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# Carbon free public transport system in Tartu

**Jaanus Tamm**  
Tartu City Government

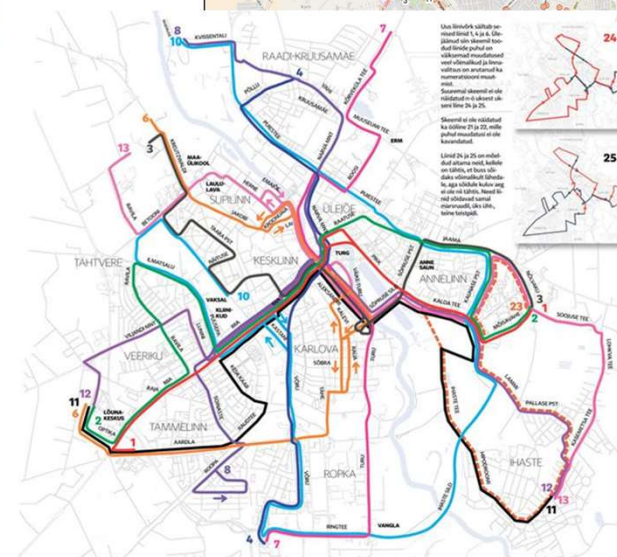
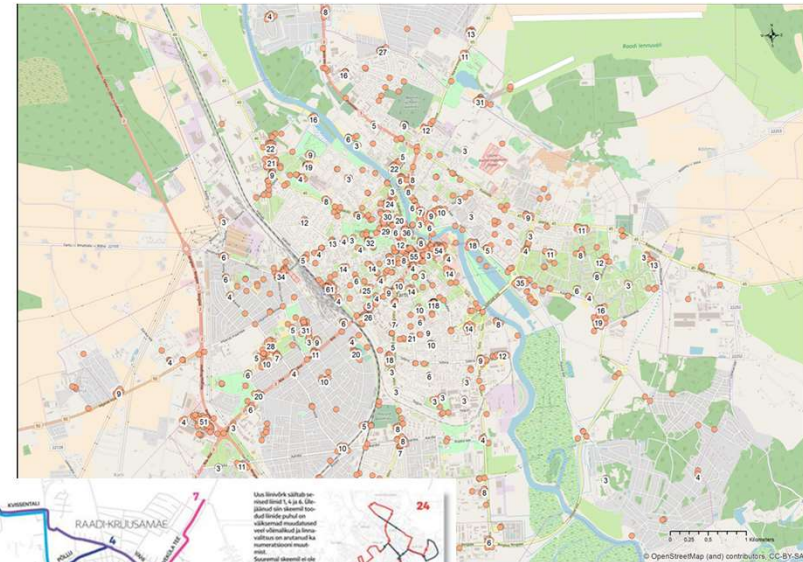
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# Carbon free public transport system in Tartu

## Data driven planning - efficiency





# Carbon free public transport system in Tartu



- More than 1300 proposals
- Many big public gatherings in city districts and meetings with stakeholder
- On-line tools (ArcGis)
- Less overlaps, shorter intervals
- Extension of bus lines to outskirts
- Demand based planning using mobile positioning data
- Optimal locations for stations of bike-share system

# Carbon free public transport system in Tartu

**100% fossil free public transport from 1st of January 2020**

**Increase of passengers – 10%**





# Carbon free public transport system in Tartu

## Green electricity in bike-share



**1 445 000 rides and 3 905 000 km  
from 1st of July of 2019**



# Carbon free public transport system in Tartu

What are the resources needed?

One of the most important and human resource-intensive activities is planning, which requires good data and the competence to work with this data.

In financial terms, the new public transport organization will not cost significantly more than the previous system, because due to efficiency and stable energy costs, the maintenance of the public transport system will be more or less the same for the city of Tartu as the previous system.

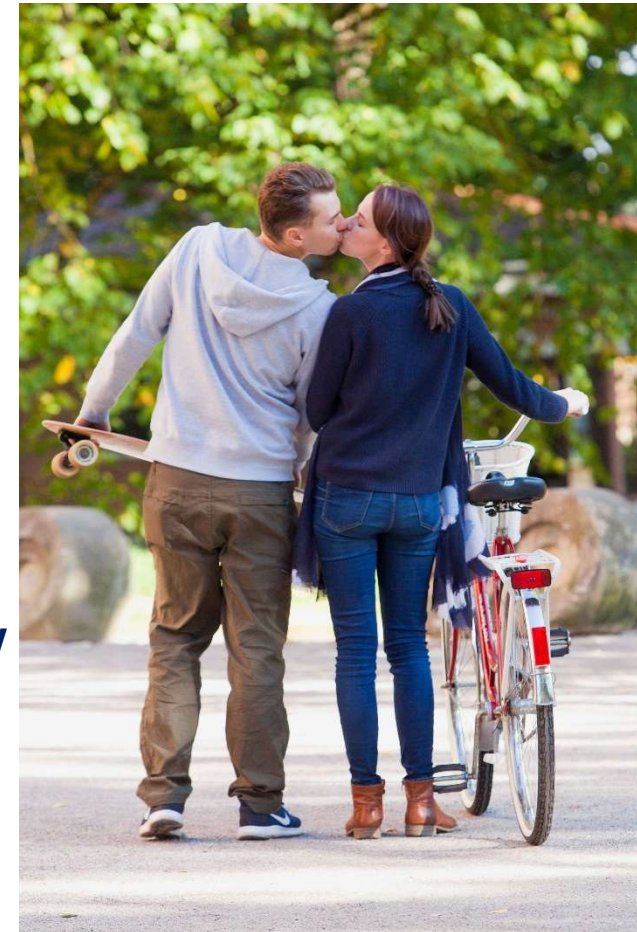


# Carbon free public transport system in Tartu

What is the evidence of success?

**The transformation and decarbonisation of public transport has led to a number of positive results:**

- **The use of public transport has increased**
- **Cycling in the city has increased**
- **Created preconditions for the development of multimodality in mobility**
- **Greenhouse gas emissions have been saved**
- **Positive socio-economic impact (local fuel, new jobs, energy security, stable fuel prices in the long run)**
- **Citizens are more physically active**





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## Thank you!

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