



DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

InnovaSUMP

Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport

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Overview of the InnovaSUMP project

Title of project:

Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport

Acronym:

InnovaSUMP

Specific

objective: 3.1.

Improving low-carbon economy policies

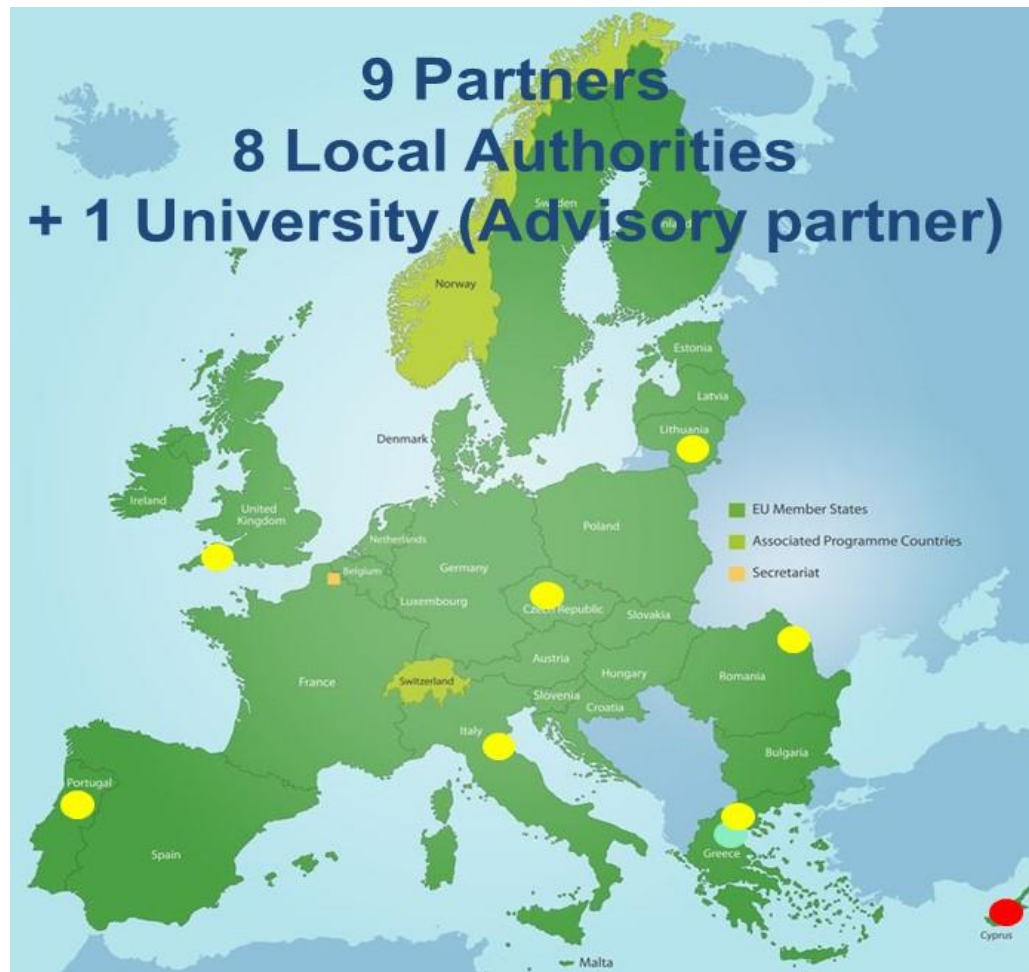
Start date:

01/01/2017

End date:

30/06/2021

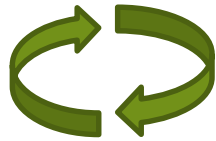
(duration: 30 months)



Overview of the InnovaSUMP project

INTERREG EUROPE

- Implementation of regional development policies & programmes



InnovaSUMP

- Advances in sustainable mobility planning & policies
- Ambition to introduce groundbreaking concepts & features in SUMP process



Regions and cities of low SUMP involvement

Project Features

Efficiency

Low carbon action

Seamless travel solutions



Planning

Policy making

Implementation

Monitoring

Evaluation

Main innovations

Inclusion of travel behavior research & potential user response analysis

- New/emerging systems
- Technologies Policies & measures

Integrating pricing & financing measures

- Urban road pricing
- Congestion charging
- PT investments

Incorporation of planning for visitors at tourism destinations

- Peak demand resorts
- Sustainable transport modes
- Intermodality between access travel to & mobility within destinations

Integration of SEAP & SUMP processes

- Sustainable Urban Mobility Projects
- Sustainable Energy Action Plans



Interregional Workshop in Ravenna, Italy




9-11 November 2017

THEME

Incorporation of planning for visitors at tourism destinations

- Peak demand resorts
- Sustainable transport modes
- Intermodality between access travel to & mobility within destinations

MAIN CONCLUSIONS

-  **Cities with tourist flows require a particular approach to the method they use to design their urban mobility**
-  **The needs of permanent residents are different from those of visitors and tourists and with a varying intensity**
-  **Especially for cities where the seasonal fluctuations within the year are intense, the needs of the city change radically**

9-11 November 2017

TOURISM APPROACH

RECOMMENDATIONS

There should be **different design** for the non-peak periods compared to the peak ones

The city must have the **resources** to cope with both periods without disrupting its overall and normal operation

During the initial design phase the **number of visitors and the season** (winter or summer) have to be considered

Carrying capacity estimation of cities with tourist flows is also crucial

A **Destination Management Body** (DMO), which plays an important role both in designing and implementing measures, is also suggested to be established in cities with significant tourist flows or for those which wish to increase them

9-11 November 2017

TRANSPORT APPROACH

RECOMMENDATIONS

Vision of each city with significant tourist interest → **SEAMLESS TRAVEL**

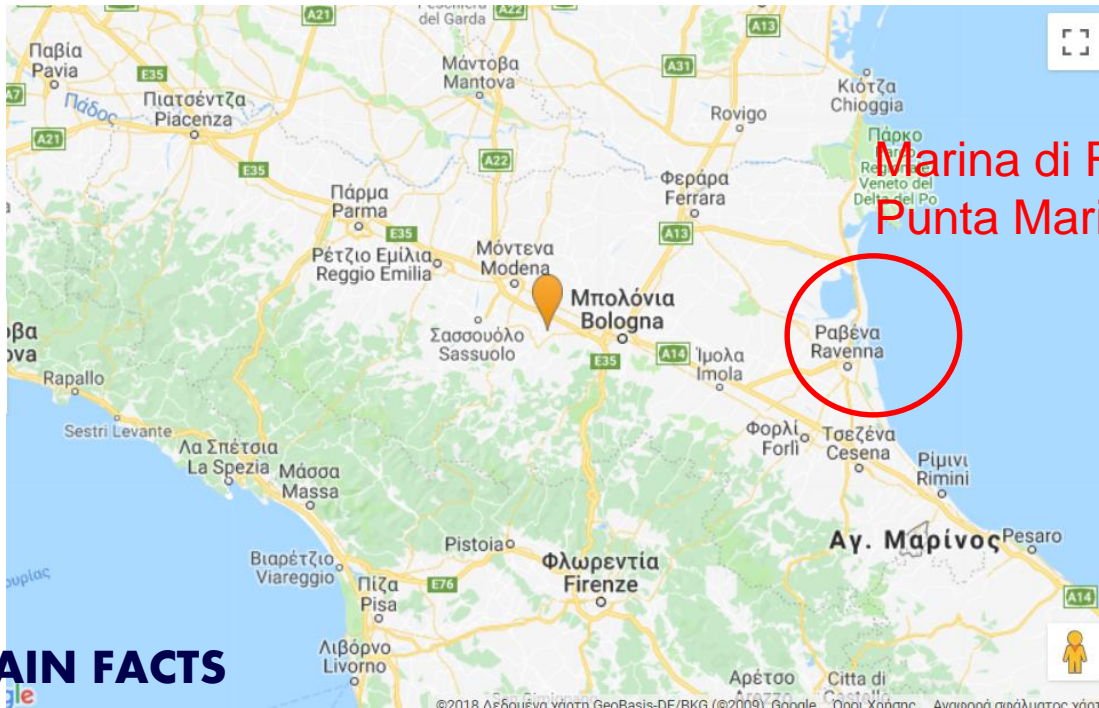
Information, towards and from visitors/residents of the city, constitute a particularly important element to be taken into account when designing

Improvement of overall design of the **tourist infrastructure** with clever and useful processes

eg a single electronic and intelligent fare system where the user will be able to use the public transport and also to enter into a museum

A good practice in Ravenna:

Reaching the beach avoiding traffic and congestion with free parking area and free bus



Marina di Ravenna & Punta Marina



MAIN FACTS

- ❑ Marina di Ravenna & Punta Marina are the most known seaside centers of Ravenna
- ❑ They attract thousands of visitors every weekend
- ❑ The main road, parallel to the coastline, is usually blocked by cars
- ❑ Traffic, congestion and pollution make reaching the beach resorts, especially for pedestrians and bikes, extremely dangerous.
- ❑ The introduction of parking fees during the weekend did not reduce congestion in the area.

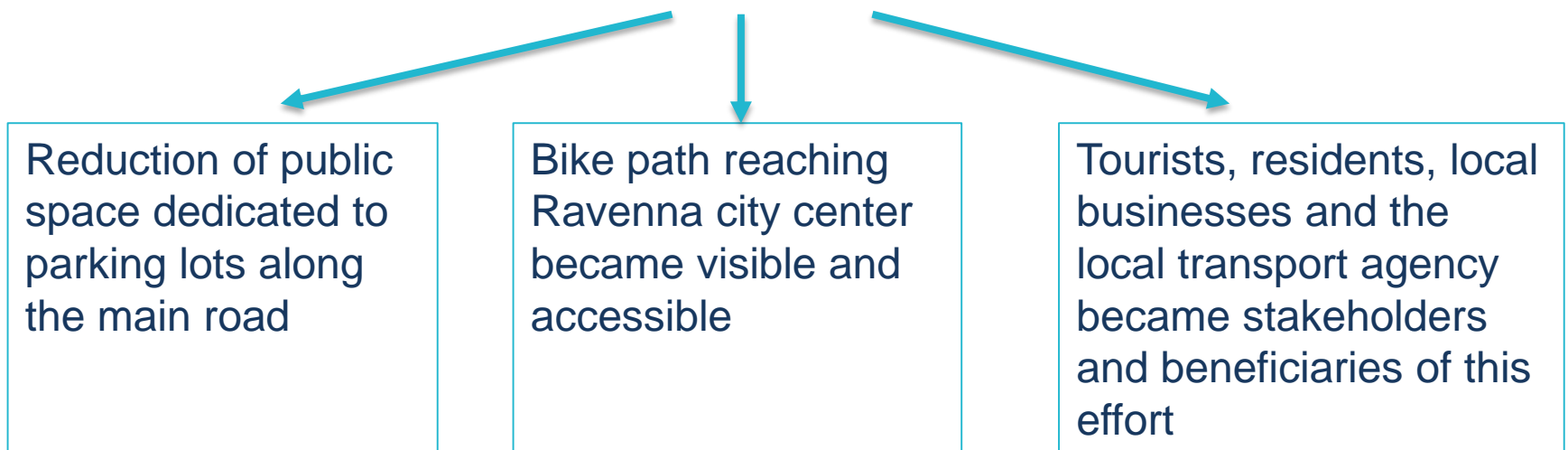
A good practice in Ravenna:

Reaching the beach avoiding traffic and congestion with free parking area and free bus

MEASURES TAKEN

- ❑ Free – and green - parking area connected with **free buses** (every 12 minutes) going back and forth beach resorts
- ❑ At the same time users have to **pay to park their cars** along the main road
- ❑ The parking area, located at the walkable distance of 1 km from the coastline, can host more than 800 cars and can be expanded in case of special events
- ❑ **oBike**, a bike-sharing platform is a new free-floating rental service

(the bikes do not need to be left at a specific bike depot and they can be used through a mobile app. All the available bikes can be found through GPS and can be unlocked through the QR code written on them. The bikes can be left in any public space)



A good practice in Ravenna:

Reaching the beach avoiding traffic and congestion with free parking area and free bus

RESOURCES NEEDED

- ❖ 2 lines of free buses connect the parking area to the two main centers, serving 80 beach resorts and other facilities every 12 minutes
- ❖ The Municipality, owner of the parking area, covers – also with the contribution of the parking fees along the coastline - all the costs, about 280.000€ in 2018

EVIDENCE OF SUCCESS

- ✓ About 4.800 vehicles each weekend → 96.000 cars annually
- ✓ About 192.000 tourists annually*

*Special events' visitors, like "Pink Night" (about 1,5 million of people in 110 km of coast line), Mid-August festivities and air shows events have not been included in this estimation

A good practice in Ravenna:

Reaching the beach avoiding traffic and congestion with free parking area and free bus

POTENTIAL FOR LEARNING OR TRANSFER

The practice can be transferred in city **with a regular, extremely concentrated touristic flows**

The solution can be split in 2 separate, and self-consistent, actions:

- **the introduction of parking toll** – with very tight controls – close to beach resorts and provide a free parking area, located at a walking distance from the final destination
- **the introduction of a free bus service** from the free parking area to the destination in the same time slot when the parking users have to pay to park their cars .

According to the local specific situation, it is possible to foresee a **collaboration between the Municipality and the trade associations** of commercial activities that benefit from the service, with the introduction of a **private contribution**.

Conclusions & Recommendations

- ❖ **Transport and tourism authorities must work on a comprehensive understanding** of the mobility challenge and on vertically and horizontally integrated solutions
- ❖ **Close cooperation between the stakeholders** is a prerequisite for the achievement of improved mobility solutions
- ❖ Implementation of **mobility management for tourism** and leisure is of key importance
- ❖ The transport sector must offer a **customer-oriented** choice of high quality, healthy and environmentally friendly, energy efficient and carbon neutral means of transport
- ❖ **Excellent connections to local and regional transport**, enable easy arrivals and departures, guarantee environmentally friendly mobility including for the last/first mile (public transport, flexible traffic systems, shuttle-services, rental of non- or low-polluting conveyances, footpaths, cycle tracks, etc.



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Thank you for your attention!



Questions are welcomed



Projects media