



LAST MILE

Interreg Europe



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Development Fund

Regional Action Plan Catalonia

Direcció General de Transports i Mobilitat
Departament de Territori i Sostenibilitat
2018



Generalitat de Catalunya
Departament de Territori i Sostenibilitat
**Direcció General
de Transports i Mobilitat**

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Abstract

In rural areas exist different types of accessibility gaps: lack of services, no services at the required time, journeys takes too long, passengers do not have the required information and services are too expensive. Therefore, rural areas have to deal with lack of opportunities related to access of services and amenities located in distant urban centre, especially users having no car (elder, young people...). In this sense, a Flexible and Demand-responsive Transport system has been identified as one of the solutions for sustainable transport in rural areas, giving response to the OE 4.5.1 (Promotion of Sustainable Mobility)-Introduction of flexible transport to ERDF Operational Programme of Catalonia, and therefore, also reduce the global CO2 and promote sustainable public transport to reduce the use of private car.

The transport in the Alt Pirineu and Aran (APIA) is mainly based on private vehicles, due to the complex orography and low density of population, which make mobility inefficient and expensive. Alternative transport modes to private car may not seem the best choice for remote and sparsely populated rural areas.

Given that tourism is a rising activity in the region, with increasing flows of visitors, that require performing mobility services, it is perceived as an opportunity to increase mobility standards of local population as well. The implementation of flexible transport services aiming to cover the last mile in tourism destinations may also be able to provide a mobility services for local citizens. It would influence in the specific Objective OE 4.5.1(Promotion of Sustainable Mobility)-Introduction of flexible transport to ERDF Operational Programme of Catalonia,

In order to address those necessities, the LAST MILE project was created, a project formed by 7 partners in 6 different countries: General Directorate of Transports and Mobility (Spain); Nature Park Upper Sûre (Luxembourg); Westpomeranian Voivodeship (Poland); Regional Management East Tyrol (Austria); Agency for the Support of Regional Development Kosice (Slovakia); Club "Sustainable Development of Civil Society" (Bulgaria) and Environment Agency (Austria) as the lead partner.

The present document contains a detailed explanation of the envisaged actions, containing a description of the lessons learnt from the project that constitute the basis for the development of the action plan, a detailed description defining the steps of the action to be implemented, the players involved, an approximate timeframe, an estimation of the costs and possible funding sources.

The actions are classified in 4 groups: actions addressed to the regional policy instrument, actions addressing funding instruments or related to the creation of new funding possibilities, actions related to the concrete implementation of sustainable flexible mobility offers, actions related to the advertisement of sustainable mobility (especially for tourists) and actions related to the awareness raising.

Within the first two action groups (policy instrument and funding possibilities), the first action aims to introduce the LASTMILE project within the European Regional Development Fund (ERDF), a fund that finances actions aimed at promoting growth and employment as well as European territorial cooperation in order to strengthen economic, social and territorial cohesion by correcting the main regional imbalances in the EU. Making available specific budget lines for the LASTMILE project will allow to facilitate the implementation of flexible mobility actions.

Thanks to the availability of these budget lines most of the actions have focused on the concrete implementation of sustainable flexible mobility offers and advertisement of sustainable mobility.

Some of those flexible mobility actions consist on the bus between La Pobla de Segur and La Torre de Capdella (Action 5). Other actions want to expand to other regions on-demand services already working like the extension of on-demand transport service in APIA (Action 1) and the circular extension of the “Parc Natural d’Aiguestortes” bus (Action 4). Also, there are some actions related to motivate the use of the bicycle in rural areas implementing a bicycle carrier system in buses (Action 2), building new bicycle infrastructure (Action 3).

Actions related to the advertisement of sustainable mobility, especially for tourist, are focused on facilitating public transport and bicycle information via informative panels (Action 7) and implementing bicycle signposting (Action 8). It also wants to improve on-line information upgrading the transport planner responsive web “Mou-te” (Action 6), installing Wi-Fi hotspots to access public transport information (Action 9) and creating and open data publication plan with bicycle routes in APIA (Action 10).

Finally, there is last action is related to the awareness raising. It wants to disseminate among local and tourist population the current and new flexible transport services that will provide the LASTMILE project (Action 11). They will be informed through conventional mail (locals) and brochures (tourists).

1. General Information

1.1 Project and partners key facts

Project: LAST MILE – Sustainable mobility for the last mile in tourism regions

Partner organisation: Generalitat de Catalunya. Departament de Territori i Sostenibilitat

Other partner organisations involved (if relevant):

Country: Spain

NUTS2 Region: Catalonia (ES51)

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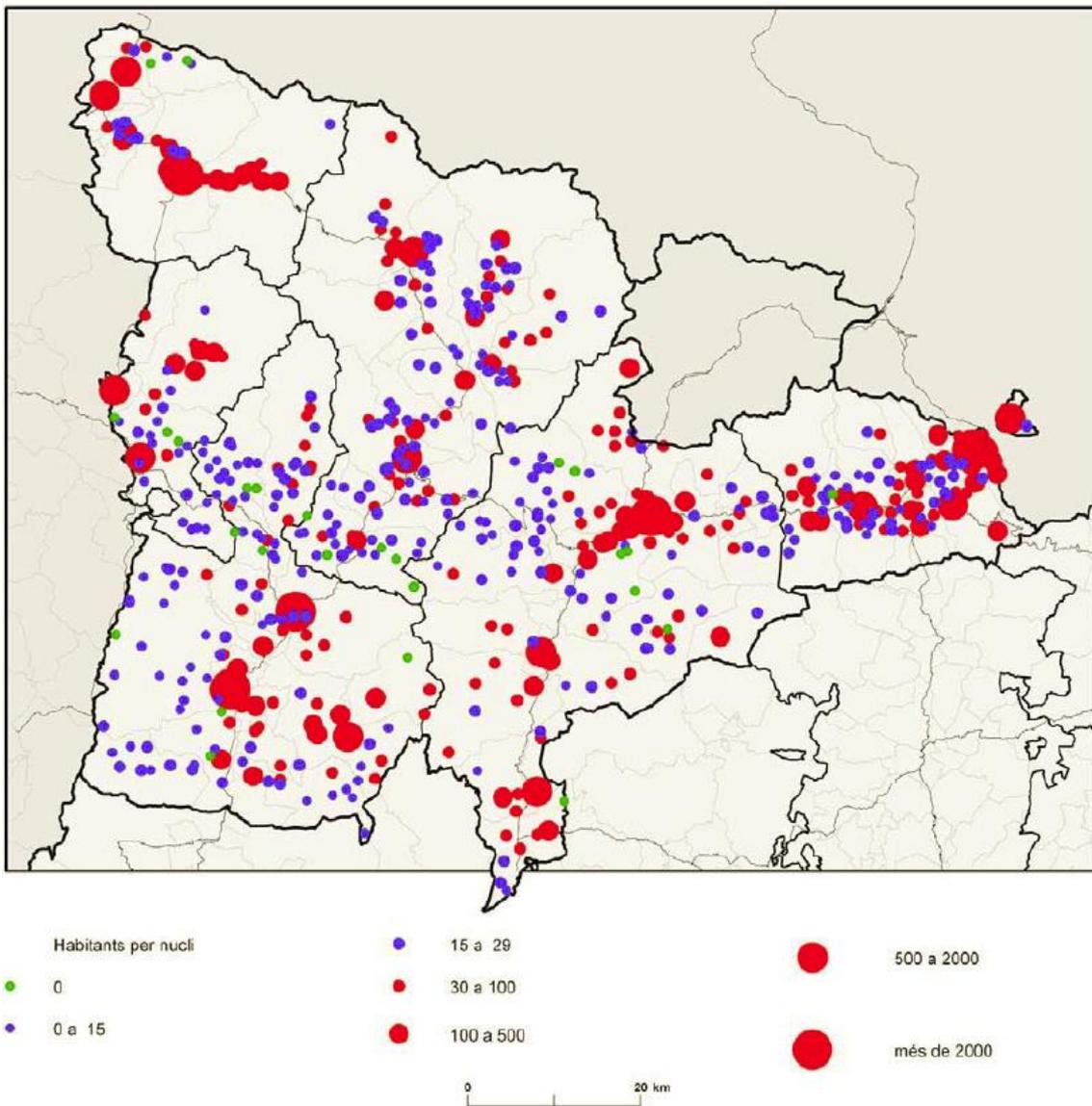
1.2 Background and starting bases

In order to find the appropriate solution, the implementation of flexible transport services to cover the last mile in tourism destinations with no regular transport service and, at the same time, provide a mobility service for local citizens in rural areas, requires a previous analysis of the existing public transport system in the area, and an assessment of the transport demand from tourists and local population.

Alt Pirineu and Aran is located in the Catalan High Pyrenees, formed by six counties: Alt Urgell, Alta Ribagorça, Baixa Cerdanya, Pallars Jussà, Pallars Sobirà and Val d'Aran. The territory of Alt Pirineu and Aran represents 18% of Catalonia's total surface area, but the one with the least population (72.488 inhabitants, which means only the 1% of Catalan population), with a density of 12,6 inhabitants/km².

The majority of the population is concentrated in some polarized nuclei and lives in small towns, which are strongly spread throughout the region. There are a 596 towns distributed in 77 municipalities, but only 83 of them (14%) exceed 100 inhabitants and only 19 have more than 500 inhabitants. Among them, five municipalities concentrate almost 50% of the population of the area: La Seu d'Urgell (17.4%), Puigcerdà (11.2%), Tremp (8.3%), Vielha and Mijaran (6.4%) and La Pobla de Segur (4.4%).

Figure 1: Size of settlements in the Alt Pirineu and l'Aran

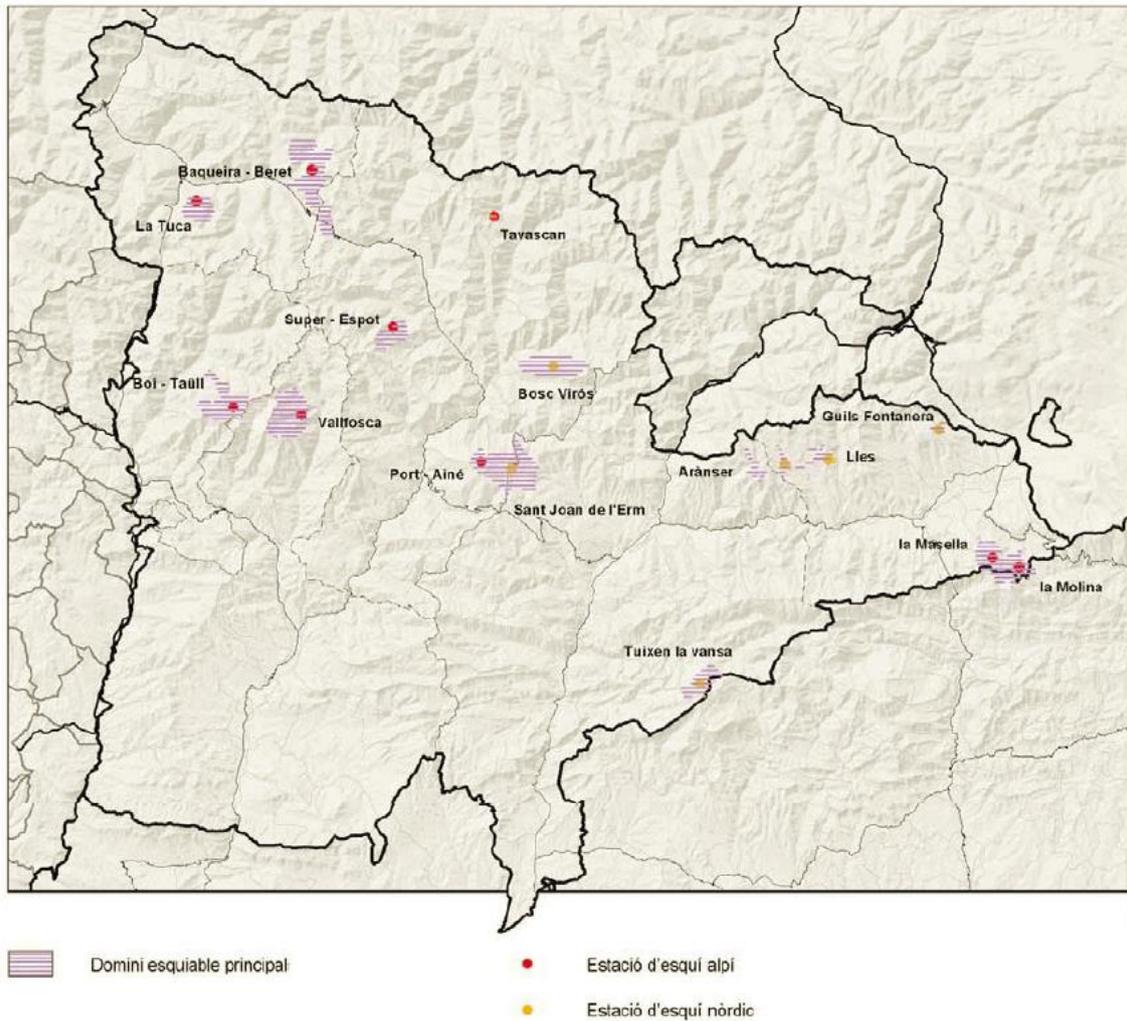


Source: Territorial Plan for Alt Pirineu and Aran, 2008

From the mid-nineteenth century until the end of the twentieth century, the demographic exodus towards large cities has been very important. However, alpine and tourist valleys such as the Vall d'Aran, the Boí, Pallars Sobirà, Urgellet, Vall de Cadí and Cerdanya have grown.

The services have become the basis of the economy before the decline of traditional agricultural activity. The automation of hydroelectric production has led to a considerable reduction in assets in the industry. Thus, now the economy of Alt Pirineu and Aran are focused on tourism and construction associated with tourism and the second residence. In this sense, the economic weight of the region is concentrated in the most tourist regions (Valle de Aran or La Cerdanya). The tertiary sector represents 57,9% of the region's activity. Industry accounts for 29% of Alt Pirineu's activity, 5,5% construction, and primary sector, only 3,2% (2016). Thus, tourism related to snow sports, mountain sports and adventure sports has increased its presence in the area and now it becomes the main economic activity. This expansion of tourism has been facilitated and conditioned by the expansion and improvement of the road network.

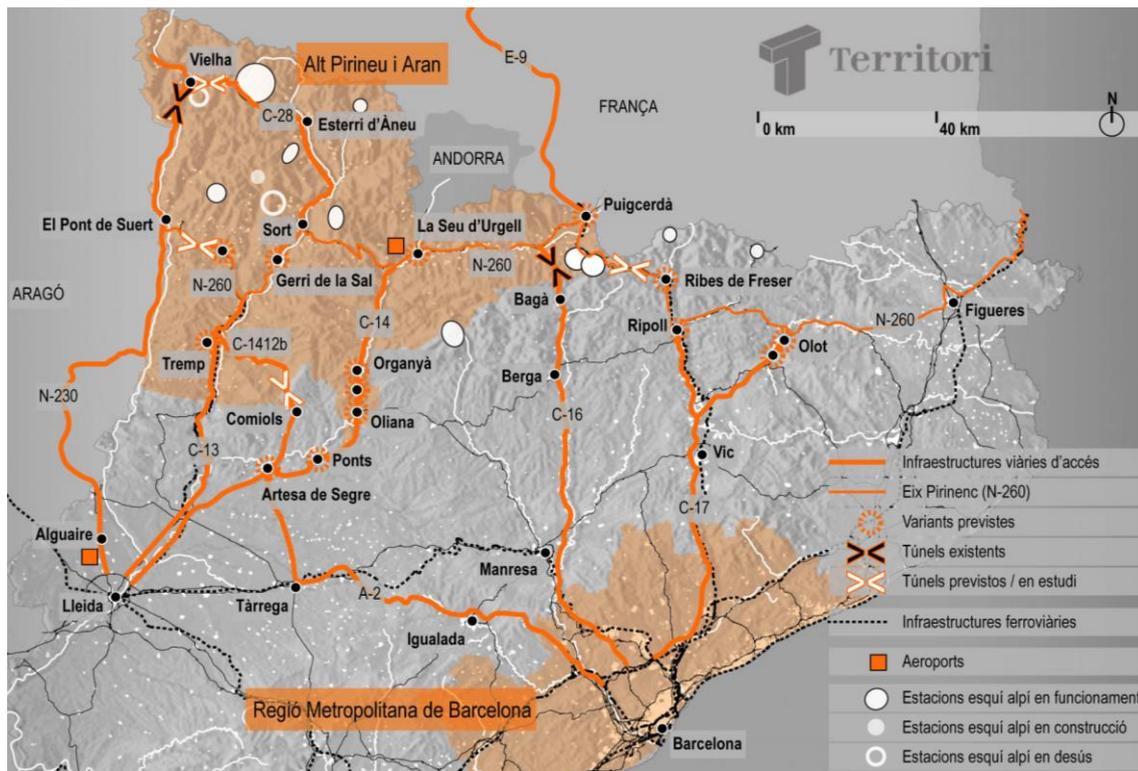
Figure 2: Ski resorts in Alt Pirineu and Aran



Source: Territorial Plan for Alt Pirineu and Aran, 2008

The transport to the Alt Pirineu and Aran is mainly by road, due to the orography of the territory and its low density of population. It has a couple of railway lines connecting some towns with Lleida or Barcelona (Lleida – La Pobla de Segur and Ripoll-Puigcerdà) and a network of heliports and two aerodromes.

Figure 3: Transport network in Alt Pirineu and Aran



Source: <http://territori.scot.cat/cat/nt> of the transport demand from tourists and local population.

A relevant tourism hotspot identified in rural Catalonia is Alt Pirineu and Aran, which is included within the Pyrenees touristic brand. The tourism sector has a very important role in the local economy of this area, linked to the enjoyment of natural spaces and their landscapes, with the practice of skiing, the adventure of sports or with the knowledge of the historical heritage.

There are more than 52.600 accommodation beds in Alt Pirineu and Aran area, which represent 5.5% of the total number of places in Catalonia.

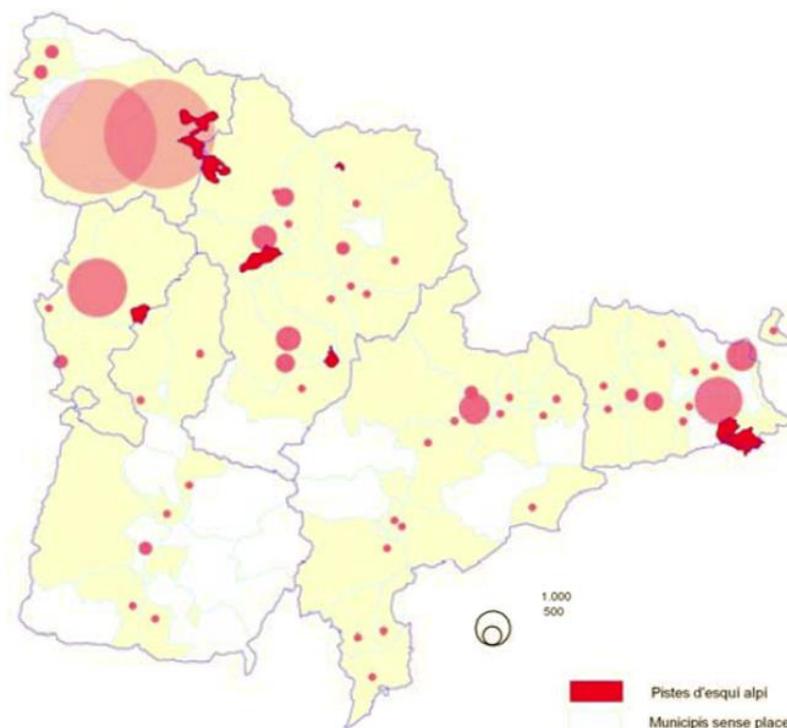
Table 1: Number of touristic accommodation in Alt Pirineu / Aran

County	Hotels	Camping	Rural houses	Apartments	Accommodation in private homes	TOTAL
Alta Ribagorça	47	5	71	2	208	333
Alt Urgell	41	8	82	8	68	207
Cerdanya	57	7	54	6	281	405
Pallars Jussà	19	5	60	2	48	134
Pallars Sobirà	60	21	103	5	259	448
Val d'Aran	108	9	16	1	395	529
Alt Pirineu and Aran	332	55	386	24	1.259	2.056
Total	2.936	348	2.337	226	46.745	52.592

Source: Registre de Turisme de Catalunya, Dept. d'Empresa i Ocupació, 2015

With data from the end of 2015, the Alt Pirineu and Aran had 332 hotel establishments that provided a total of 16.327 places. Approximately 4 out of 10 of these establishments have the category of hostels and pensions. Over the last decade, the number of accommodation (+ 34) and beds (+ 1,875) has increased significantly, but most of this increase has been concentrated in high-quality accommodations.

Figure 4: Touristic accommodation location in Alt Pirineu and Aran (%)



Source: *Els allotjaments turístics a l'Alt Pirineu and Aran report elaborated by IDAPA & Generalitat de Catalunya*

Main tourism products in Alt Pirineu and Aran are linked to nature and sport activities. Dominates the ski business in winter, but also active sports in the summer time (river sports in Pallars)

- Ski: 6 publically managed ski resorts are in the Pyrenees and Val d'Aran. They concentrates hug tourism affluence during winter season, and close them there are located the majority of accommodation.
- Active sports (rafting, canoeing...). The active sports practices are growing in recent years, and become one of the most attractive resource for travel to Pyrenees. There are private operators that organises the activities across Pallars river.
- Hiking and trekking practices. The area is traditionally a touristic place for practicing hiking and trekking. In recent years, there are developed routes as touristic product (Cavall de Vent...). In general, Germans, French and Deutschland tourists are the main visitors of national park Aigçüestortes. However, in recent years, the Israelites are become a new tourist market interested in natural spaces such Aigüestortes (in 2015, they represents 32% of international visitors of the national park).

- Cultural heritage. The Pyrenees and Val d’Aran have a rich architectonic and artistic heritage. The UNESCO classified Vall de Boí accounting for religious Romanesque architecture.

Results of regional analyses in the field of “Last Mile” mobility

SWOT analysis identified overall success factors and threat in the current practice of the development and implementation of sustainable mobility offer and packages.

Strength	Weakness
<ul style="list-style-type: none"> - An Integrated Transport System is implemented. The coordination and optimising of timetables between operators or building and operation of transfer terminals decrease time of journey from the origin to the destination of passengers. - Experiences of demand responsive transport already implemented in some areas of Catalonia (bus services across Alt Urgell; shuttle service between Cervera – Solsona; taxi on demand in Berguedà). - Existing agreements between regional administration and County Councils (named in Catalanian: Consells Comarcals) to promote public and flexible transport on demand. - In the latest years the Government of Catalonia has developed actions in mountain areas such as meetings, exchange of views, preparation of studies and authorization of services on demand, with the aim to improving public transport passengers in these areas - Local authorities show a willingness to work in sustainable mobility measures and develop solutions to cover the last mile. - Often, mobility has been studied in the region and the last mile concept has been known, previously to this project. - Larger towns in the area are well served with public transport. - Educational initiatives and training programs for sustainable mobility - Existing online site centralising user information systems throughout Catalonia: Journey Planner named Mou-te (which offers: public transport, private 	<ul style="list-style-type: none"> - Lack of collaboration between local stakeholders. - Lack of financial incentives to set up flexible transport systems. Local councils do not have the enough economic capacity to develop this kind of services by own selves. - Regional administration also lacks of financing resources for development and implementation of Flexible Transport System and achieving a high quality flexible transport system. - The highways network along the regional functional area of High Pyrenees and Aran suffers from mountains, irregular topography and very high slopes. - Railway connections along the mountain counties are limited to two current corridors: R3 Puicerdà-Vic-Barcelona, operated by Renfe and Lleida-La Pobla de Segur operated by FGC). - Small villages in the area lack good public transport connections. - Lack of cycling infrastructure.

<p>car in the case of lack a public transport solution, by foot, cycling or combining public and private modes).</p> <ul style="list-style-type: none"> - Important role of Generalitat de Catalunya environment public policies. - Recent upgrades of road and railroad infrastructure. Renewed vehicles (buses and trains) 	
Opportunities	Threats
<ul style="list-style-type: none"> - Emerging technologies in the ITS sector such as: new smartphone applications to manage the flexible transport on demand, systems by satellite to improve the management of transport fleet. - Change of population mindsets towards more collaborative behaviour can impact very positively in remote areas. - New technologies allow for more self-organised transport solutions. - New technologies allow for real time ubiquitous information on services of all kinds. - Social growing relevance of effective public transport services. - Increasing public awareness about sustainable mobility options in transport and tourism can generate innovative Flexible Transport Systems projects. - Improvement of public transport offer and implementation of some mobility measures in the frames of PTVC (road passengers transport plan for the period 2017-2020) - Opportunity to collaboratively work with associations promoting sustainable transport modes 	<ul style="list-style-type: none"> - Dominating car-based mobility in tourism. - Population trends are still negative, and population figures tend to decrease. - Aging of local population. - Wide range of types of passengers that use public transport. Difficult to create new products. - Variation of needs related to mobility due to lifestyle changes, changes in demographic census, new economic situation... - Low population density and geographical dispersion could hamper public investment based in users demand.

Main barriers

Largely, the existing range of mobility solutions in Catalonia are located in urban areas, where tourists can meet all transportation modes to move. Regional accessibility in Catalonia is heavily dominated by mobility corridors in the Barcelona Metropolitan Region and along the Mediterranean coastal corridor.

Outside these two environments, accessibility patterns in the interior vary sharply, especially in relation to public transport offer, which is difficult to sustain given low

population figures and the sparse pattern of settlements in many areas, together with complex orographic conditions. Low density and geographical dispersion could hamper public investment based in users demand.

According to ESPON TRACC¹, 19% of inhabitants in Catalonia lives within 15 minutes' drive from a regional centre larger than 50.000 inhabitants, and 52% lives within 30 minutes. On the other hand, 10% of the population lives farther than 1 hour from a regional centre, and these are mostly citizens in peripheral areas in the Pyrenees, the Lleida province. Travel time to regional centers by public transport is far less good than by car, only 63% of the population lives within 60 minutes.

In rural areas current mobility offer is not fully satisfied and people need to use private car. Even in municipalities with tourism potential, public transport solutions for tourists are scarce, and if there is any transport mode that arrive rural sites, then there is not enough frequency.

The physical and demographic characteristics of rural areas are barriers for developing and financing improving classic public transportation.

Local and regional stakeholders find it hard to achieve funding for implementing transport service. Although potential for flexible transport, local councils do not have the enough economic capacity to develop this kind services by own selves, and therefore need support from third parties.

¹ Spiekermann & Wegener et al. (2013) "*TRACC - TRansport ACCessibility at regional/local scale and patterns in Europe*". Available at: <https://www.espon.eu/programme/projects/espon-2013/applied-research/tracc-transport-accessibility-regionallocal-scale-and>

2. Policy Context

2.1 Policy instrument addressed

The Action Plan aims to impact:

- ✓ European Territorial Cooperation programme

Name of the policy instrument addressed: **Catalonia ERDF 2014-2020 OP. Specific Objective OE 4.5.1 (Promotion of sustainable mobility) – Introduction of flexible transport to ERDF Operational Programme of Catalonia**

Objectives related to the policy instrument

The Regional Action Plan shall enable the Catalonian region to improve this policy instrument and the specific goal of the ERDF Operational Programme – Promotion of sustainable mobility – as a set of integrated mobility actions would be analysed to be implemented in the rural and low density areas of Catalonia with strong connection to tourism and national parks, as well as with the aim to improve the daily mobility needs for residents. It would influence in Specific Objective EE 4.5.1 and therefore reduce CO2 and promote sustainable public transport reducing the use of private car.

LAST MILE project provides the opportunity to share and exchange information between different Regions with several sustainable solutions and tools to reduce CO2.

2.2 Regional strategy in the field of “Last Mile”

Objectives for “Last Mile” in the region

Flexible and Demand-responsive Transport system has been identified as one of the solutions for sustainable transport in rural areas.

The transport in the Alt Pirineu and Aran (APIA) is mainly based on road, due to the complex orography and low density of population, which make mobility inefficient and expensive. Alternative transport modes to private car may not be available for remote and sparsely populated rural areas.

Given that tourism is a rising activity in the region, with increasing flows of visitors, that require performing mobility services, it is perceived as an opportunity to increase mobility standards of local population as well.

In the APIA region, the implementation of flexible transport services aiming to cover the last mile in tourism destinations may be able to provide a mobility services for local citizens.

Last Mile key objectives are as follows:

- **Improving mobility among tourists to travel to rural areas as well as improving mobility among local residents.** Flexible and sustainable mobility services implemented in tourism destinations can be significant, not only as an impact for tourism but also as an increasing share of sustainable means of transport in the area if it can be used by local residents.

- **Providing more user-centric, comfortable and cost effective transport options for tourists and local residents in the APIA region.** Well-designed flexible transport systems can integrate different modes of transport to provide more user-centric, comfortable, and cost effective transport options by offering desired flexibility in choosing route, time, mode of transport, service provider, payment system, etc.
- **Creating and consolidating sustainable means of transport in rural areas.** A growing sensitivity and awareness of environmental impacts means that more tourists are choosing eco-friendly solutions in transport. Planning and offering sustainable mobility services add value to the travel and tourism experience and become an opportunity to differentiate a destination from others.

3. Details on the actions envisaged

3.1 Actions addressed to the regional policy instrument

Action 1: Introduction of flexible transport and reduce of CO2 to the ERDF Operational Programme of Catalonia

Background

The Catalonia policy instrument ERDF 2014-2020 OP. Specific Objective OE 4.5.1 (Promotion of sustainable mobility) has the goal of 'Introduction of flexible transport to ERDF Operational Programme of Catalonia' and therefore the reduction the productions of greenhouse gases

With the project LAST MILE there has been the opportunity to exchange information, experiences and good practices between different Regions with similar problems and barriers of flexible transport, from Analysis of Technical State-of-the-Art of regional public transport systems and particularly flexible systems and from Good Practice Evaluation.

In the case of Catalonia and thanks to the exchange of information within the LAST MILE project, a global scenario has been designed to improve the mobility of tourists and residents in rural and low density areas, promoting the use of sustainable modes of transport like bicycle, train, bus or cable car. This global scenario will enable to improve the use of sustainable modes of transport reducing the use of private cars and therefore, reducing the global CO2 of the trips.

This global scenario is the result of the sum of different little actions involving different sustainable modes of transport and technology to have a better global situation. It will be an opportunity to reduce the emissions of greenhouse gases.

If we analyse this global scenario, we can see a story telling from the lessons learnt in LAST MILE. In short, we can see how a group of people want to go from the city of Lleida to La Pobla de Segur. They can take the train with their own bicycle on board, they could use the cycling route along Lleida-La Pobla de Segur train line or combining both of them (action 4). When they arrive to La Pobla de Segur train station, they will find bicycle information panels (action 9) and informative panels about the public transport services in the municipality or the tourist offices (action 8). Moreover, as they have their own smartphones but the coverage is very low, they can find Wi-fi hotspots for tourist to get transport information on-line (action 10). Finally, they also have brochures and leaflets of the current and new flexible transport services in the area (action 12). Once they have analysed all the information provided about the different options they have to choose, they decide between two of them.

The first option is to continue their trip to go to la Torre de Capdella to take a cable car to get to the Aigüestortes National Park. In this case, they can take a bus on demand (action 6) and before that, they get all the information of this bus through 'Mou-te' web-site responsive (action 7).

The second option is to take the extension circular bus service of the National Park d'Aigüestortes that connects with La Pobla de Segur train station (action 5). The bus would have installed bicycle racks to they could put their bicycles on the bus to the National Park (action 3). During the trip, they decide to look the information of the

Mountain Bike routes in APIA region (action 11) because they will spend some days in the Region and they want information of the characteristics of the bicycle routes as well as the of the on demand transport services in APIA (action 2).

Action

According to the background explained, the action consists on the implementation of the global scenario defined (sum of little actions) within the ERDF 2014-2020 OP. Specific Objective OE 4.5.1 (Promotion of sustainable mobility) with the objective of 'Introduction of flexible transport to ERDF Operational Programme of Catalonia' and therefore also the reduction the production of greenhouse gases

Players involved

Economy Department and Department of Territory and Sustainability (Catalan Government) and European Commission

Timeframe for realization

January 2019-October 2020

Costs

-

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to the overall objective OE 4.5.1 (Promotion of sustainable mobility) 'Introduction of flexible transport to ERDF Operational Programme of Catalonia' and therefore the reduction the productions of greenhouse gases.

Monitoring

Number of actions developed within ERDF Operational Programme of Catalonia

Action 1	Extension of on demand transport services in APIA regions
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Economy Department (Government of Catalonia) and European Commission
Realization timeframe	January 2019-October 2020
Estimated costs	-
Financing options	-
Estimated impact of action and contribution to overall objective	Contributes to the overall objective OE 4.5.1 (Promotion of sustainable mobility) 'Introduction of flexible transport to ERDF Operational Programme of Catalonia' and therefore the reduction

	the productions of greenhouse gases.
Mutual reaction/interdependencies with action	Interdependencies with all the actions defined.
Indicator for monitoring	Number of actions developed within ERDF Operational Programme of Catalonia
Priority of action	High priority

3.2 Actions related to the concrete implementation of sustainable flexible mobility offers

Action 2: Extension of on demand transport services in APIA regions

Background

A large number of villages have scarce public transport services due to their low population. This means that citizens have no alternative to the use of the private vehicle. This situation is especially problematic for elderly people who need to move to other towns for healthcare, arrangements, leisure or other, and depend entirely on third parties who may bring them.

As it was already found on the state of the art analysis of the Last Mile project, the relatively good accessibility to local public transport services around the cities and main settlements, which is the case of this area, it is a strength to be taken advantage of by connecting small villages to those main settlements by flexible transport. Transport on demand helps creating more efficient mobility, optimizing economic resources. The implementation of transport services on demand allows guaranteeing continuity of the services and boosts better transport service levels with a lower budget.

At the same time and as the state of the art analysis concludes, flexible transport services can be an opportunity to improve the tourist image of the region because their implementation may create more opportunities for tourists to reach those villages in a sustainable way.

This measure is inspired by the transport service on demand presented by Bummelbus during the LAST MILE project workshop in Luxembourg which has been very well accepted by the local population.

Action

Implementation of new services on demand in rural areas of Alt Pirineu and Aran and integrated prices for public transport. For each case, the most appropriate type of service to be implemented will be determined, we will define the number of days of service and set a schedule. The service must be reserved in advance (telephone, instant messaging, web ...). This facilitates and allows transport from smaller municipalities to larger ones improving displacement in public transport and the connection with the regular bus or train services. Moreover, we will implement integrated prices for public transport.



Taxi on-demand in Alt Urgell. Image extracted from: <http://www.ua1.cat/noticies/creixen-un-10-els-usuaris-del-servei-de-transport-la-demanda-de-lalt-urgell>

Players involved

Territory and Sustainability Department (Catalan Government)
APIA counties (Pallars Sobirà, Pallars Jussà, Alta Ribagorça, Cerdanya i Vall d'Aran)

Timeframe for realization

January 2020 – October 2020

Costs

Operation & Maintenance costs – 220.000 €/ year

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes reducing the greenhouse gases which is an important objective of the Action Plan; contributes to enlarge the catchment area in public transport measured from the capital of the region in travel time through the implementation of flexible transport systems; contributes to increase the number of flexible public transport users; contributes to the implementation of flexible transport systems

Monitoring

Number of municipalities assisted by the DRT service

Action 2	Extension of on demand transport services in APIA regions
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Alt Pirineu i Aran counties
Realization timeframe	January 2020 – October 2020
Estimated costs	220.000 €/ year
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes reducing the greenhouse gases which is an important objective of the Action Plan; contributes to enlarge the catchment area in public transport measured from the capital of the region in travel time through the implementation of flexible transport systems; contributes to increase the number of flexible public transport users; contributes to the implementation of flexible transport systems.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of municipalities assisted by the DRT service
Priority of action	High priority

Action 3: Implementation of the bicycle system “Bicibus” linked to bus services

Background

The bicycle is a sustainable means of transport that can be very a suitable solution for the last mile trips. In Alt Pirineu and Aran there are several routes for bicycles that are often used by tourists and also by the local population.

The "BiciBus" project consists in the installation of bicycle racks on vehicles that provide bus services. The purpose of the implementation of the "BiciBus" system is easy and therefore encourages the intermodality between the bus and the bicycle, reducing the use of private car and therefore reducing the CO2.

This measure is somehow inspired in the seaside Narrow Gauge Railway in Rewal (West Pomerania, Poland) which promotes its integration with other local transport systems. As that good example from our project partners from Last Mile project showed us, the success of a measure it is often not just because of the measure itself but because of a joint of actions walking on the same direction. This action aims to complement actions 4 and 5, because cooperation and coordination is a success factor in most of the regional good practices of the Last Mile project.

The initiative "Move yourself by bike, travel by bus", in Girona, is an initiative already implemented to promote the intermodality bicycle-bus, through a service that stops near the routes for cyclists.

Action

Implementation in current bus lines (around 5 buses) of services BiciBus. Each bus will carry an installed bicycle rack with capacity for 4 bicycles. It is a good way to promote inter-modality bus-bike, taking advantage of lines that operate near the cycling routes. The bicycle carrier must be standard, so it can be easily installed on all buses and it can be exchanged between them. In a later phase, bicycle racks could be installed with 10 bicycle capabilities in buses.

This service is especially interesting to complement the National Park bus of Aiguestortes, which is frequently used by bicycle users.



Intermodality bicycle-bus service in Girona. Image extracted from: <http://sostenible.cat/article/comenca-a-rodar-el-bicibus-el-primer-sistema-portabicicletes-a-autobusos-publics>

Players involved

Territory and Sustainability Department (Catalan Government); Bus transport operators
Local administrations and regional councils

Timeframe for realization

January 2020 – October 2020

Costs

Adaptation of 5 buses (integrated bike carriers) – 3.500€/unit

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes. Thanks to intermodality bus-bicycle there will be a reduce of the use of private car and CO2.

Monitoring

Number of buses with bicycle carrier service

Action 3	Implementation of the bicycle system “Bicibus” linked to intercity buses
Responsible player	Territory and Sustainability Department (Catalan Government), bus transport operators
Players to be involved	Local administrations and regional councils
Realization timeframe	January 2020 – October 2020
Estimated costs	17.500€
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes. Thanks to intermodality bus-bicycle there will be a reduce of the use of private car and CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of buses with bicycle carrier service
Priority of action	High priority

Action 4: Implementation of a cycling route along Lleida – La Pobla de Segur train line

Background

This action is inspired by the good practice identified by the LAST MILE project in the region of West Pomerania: the train Narrow Gauge in combination with one parallel itinerary for bicycles with bicycle rental service that allows you to make one section of the itinerary by train and a section of the itinerary by bike and connects with areas of dispersed population.

As that good example shows, the success of a measure it is often not just because of the measure itself but because of a joint of actions walking on the same direction. As the Last Mile project helps to conclude, cooperation and coordination is a success factor in most of the regional good practices of flexible transport systems and that's the reason why this action aims to complement actions 3 and 5.

The main objective of this action is to implement a cycle route in parallel to the train and to improve intermodality. Moreover the train with stops at the demand between Lleida and La Pobla de Segur. So this action seeks to offer a continuous bicycle route that connects to the train stations between Lleida and La Pobla, which allows the modal interchange to the stations and help to resolve last mile trips in a sustainable way, reducing CO2.

The use of the bicycle is getting bigger in the area. Lately, some cycling routes have been established, which are often used by tourists and also by the local population.

Nowadays, between Lleida and La Pobla de Segur there is a discontinuous bike route which only has some sections well signposted and accessible to everyone. Some trams share the space with the car and are only accessible by cyclists experts. The Department of Territory and Sustainability, in collaboration with Ferrocarrils of the Generalitat, is studying the implementation of a bicycle route in this area that will connect Lleida with Pobla de Segur on a continuous basis and with easy access for all users.

Action

Creation of a cycle route between Lleida and La Pobla de Segur, with connections to the train stations, suitable for all users.

The project is divided into three phases that will bring an improvement in sustainable transport in the field. Phases 1 and 2 will be carried out in the time frame of the plan of action of the LAST MILE project. In Phase 1, the existing route section will be signposted between Salàs de Pallars and La Pobla de Segur, and between Lleida-Balaguer and in stages 2 and 3 performances will be carried out to give continuity to the itinerary between Cellers and La Pobla de Segur.

Players involved

Territory and Sustainability Department (Catalan Government)
Railway Operator

Timeframe for realization

January 2019 – October 2020

Costs

Total cost – 2.246.000 M€

- Cost Phase 1 → 46.000 €

- Cost Phase 2 → 2,2 M€

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes. The bicycle route in parallel to the train and the different connections to the train will let go from Lleida to La Pobla de Segur with sustainable mobility

Monitoring

Km of cycling route duly signposted and open to the public

Action 4	Implementation of a cycling route along Lleida – La Pobla de Segur train line with bike rentals at stations
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Railway Operator
Realization timeframe	January 2019 – October 2020
Estimated costs	2.246.000 M€
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes. The bicycle route in parallel to the train and the different connections to the train will let go from Lleida to La Pobla de Segur with sustainable mobility
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Km of cycling route duly signposted and open to the public
Priority of action	High priority

Action 5: Circular extension of the bus service of the National Park Aigüestortes between Sort and Vall de Boí through La Pobla de Segur, connecting with railway

Background

The "Bus del Parc" extends from Espot and Boí around the National Park from Aigüestortes and Estany de Sant Maurici through the Vall d'Aran. At the same time, this service connects with the four-wheel drive taxi service that gives access inside the park and helps to improve communications for local residents as well as tourists.

This existing service consolidates itself as a good option for mobility in this area of the Pyrenees, from June to September to adapt to the timeframe of greatest demand.

The current service, however, does not connect to the southern part of the scope area and does not allow intermodality with the train in La Pobla de Segur because it doesn't reach the train station.

That's a lack of potential for the service because as it was already found on the state of the art analysis of the Last Mile project, the good accessibility to local public transport services around the cities and main settlements it is a strength to be taken advantage of by connecting to those main settlements by flexible transport.

The southern extension of the route would allow a greater volume of tourists and citizens to move around the National Park in public transport without the need to have their own vehicle. Because, as the state of the art analysis also concludes, flexible transport services can be an opportunity to improve the tourist image of the region as long as their implementation may create more opportunities for tourists to reach wider areas in a sustainable way.

This action is inspired by the best practice identified by the LAST MILE project seasonal transport service bus line no. 209 to tourist resorts on the coast of the Black Sea in the Varna region.

Action

Extension of the bus service of the Aigüestortes and Estany de Sant Maurici National Park to connect the southern part of its area of influence (Ribera de Montardit, Baro, Gerri de la Sal, La Pobla de Segur, Sentorada, Pont de Suert). The new bus route will connect with the train station of La Pobla de Segur with bus and train schedules to promote and facilitate intermodality.

In a second phase, the possibility of extending the service from May to October will be analysed (6 months).



"Bus del Parc" service. Image extracted from:

<https://www.naciodigital.cat/pallarsdigital/noticia/7615/reclamen/bus/parc/nacional/aiguestortes/passi/tamb/jussa>

Players involved

Territory and Sustainability Department (Catalan Government)
Current bus operator of the park bus; Local administrations

Timeframe for realization

June 2019-October 2020

Costs

Total cost – 60.000 €/year

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; contributions to create new green jobs; contributions to enlarge catchment area in public transport with intermodality bus-train and therefore, reducing the global CO2.

Monitoring

Number of passengers increased using the on-demand service bus of the National Park

Action 5	Circular extension of the bus service of the National Park Aigüestortes between Sort and Vall de Boí through La Pobla de Segur, connecting with railway
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Current bus operator of the park bus; Local administrations
Realization timeframe	June 2020-October 2020
Estimated costs	60.000 €/year
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; contributions to create new green jobs; contributions to enlarge catchment area in public transport with intermodality bus-train and therefore, reducing the global CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of passengers increased using the on-demand service bus of the National Park
Priority of action	High priority

Action 6: Implementation of an on-demand bus service from La Pobla de Segur to La Torre de Capdella

Background

The cable car of the Torre de Capdella is a gateway to the National Park Aigüestortes and Sant Maurici Lake during the months in which it is open to the public. There are currently no regular public transportation services that connect the station train of La Pobla de Segur with the cable car of La Torre de Capdella.

This action would allow tourists arriving by train to Pobla de Segur to make the last mile trip to the entrance of the National Park through this flexible and sustainable transport system.

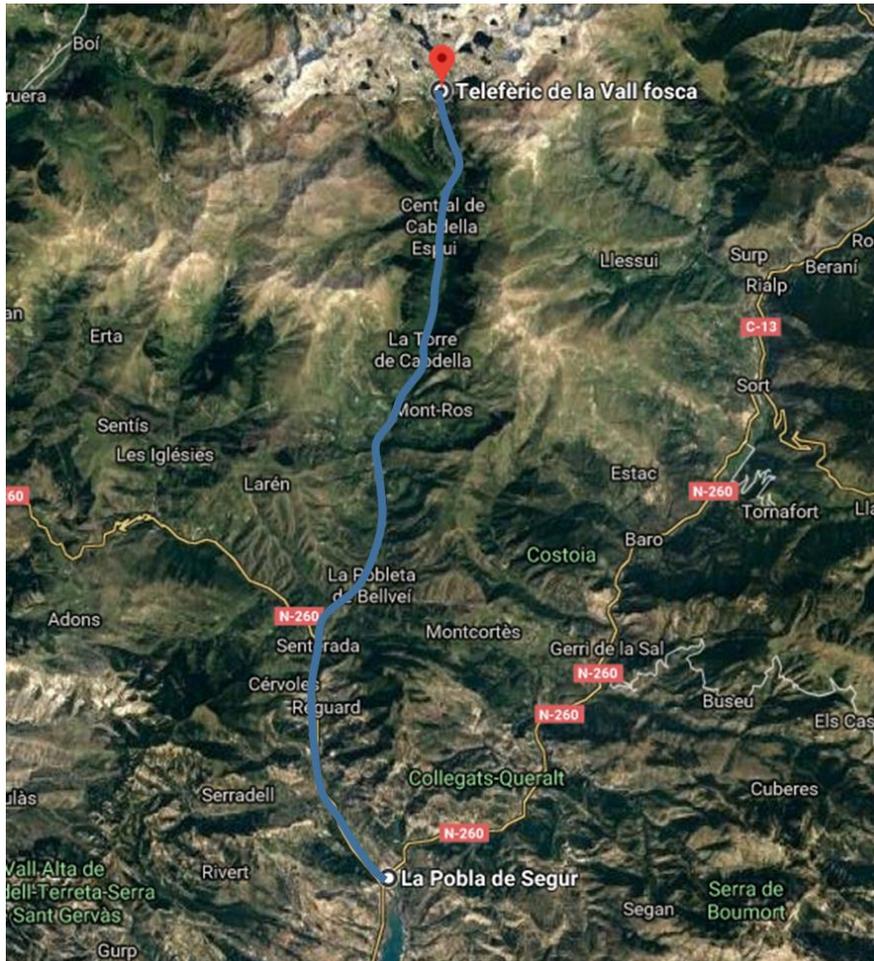
As it was already found on the state of the art analysis of the Last Mile project, the relatively good accessibility to local public transport services around the cities and main settlements, which is the case of La Pobla de Segur, it is a strength to be taken advantage of by connecting to those main settlements by flexible transport. Transport on demand helps creating more efficient mobility, optimizing economic resources. The implementation of transport services on demand allows guaranteeing continuity of the services and boosts better transport service levels with a lower budget.

At the same time and as the state of the art analysis also concludes, flexible transport services can be an opportunity to improve the tourist image of the region because their implementation may create more opportunities for tourists to reach wider areas in a sustainable way.

This measure is inspired by the transport service on demand presented by Bummelbus during the exchange days of the LAST MILE project in Luxembourg, which is a good practice example.

Action

Implementation of a transport service at the request of the Pobla train station of Segur with the cable car of the Tower of Capdella with several stops during the itinerary. Access to the National Park could be facilitated with two-way frequencies in the morning from the train station and two departures from the cable car, in coordinated hours with the services of trains and buses, in La Torre de Capdella, to facilitate the intermodality To use the service, the client must make the reservation in advance.



Players involved

Territory and Sustainability Department (Catalan Government);
 Railway operator; Bus operator; Local administrations; Natural Park Aigüestortes

Timeframe for realization

June 2019 – September 2020

Costs

Operational cost – 45.000 €/year

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; contributions to create new green jobs; contribution to increase the number of public transport users and intermodality with bus-train and bus-cable car.

Monitoring

Number of passengers using the new on-demand bus service

Action 6	Implementation for a flexible bus service from La Pobla de Segur to the Torre de Capdella
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Railway operators; Bus operators; Local administrations; Natural Park Aigüestortes
Realization timeframe	June – September 2020
Estimated costs	45.000 €/year
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; contributions to create new green jobs; contribution to increase the number of flexible public transport users
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of passengers using the new on-demand bus service
Priority of action	Medium priority

3.3 Actions related to the advertisement of sustainable mobility, especially for tourists

Action 7: Improvement of transport information through the responsive web service “Mou-te”

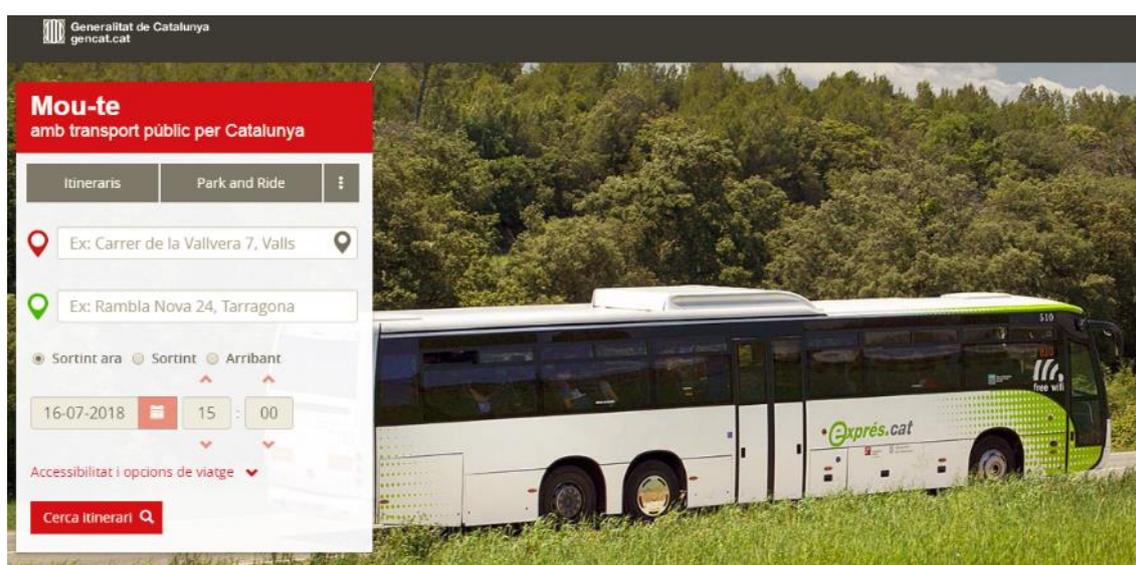
Background

One of the conclusions of the analysis of national and regional framework conditions and barriers of the Last Mile project is that often, the dissemination of information about flexible transport systems fails reaching target groups and becomes a barrier for the success of this kind of transport. Due to the fact, that the FTS is rarely integrated into the public transport information service or the Intelligent Transport System (ITS), potential users do not receive appropriate information on the FTS.

"Mou-te" is a responsive web service for the planning of public transport routes in Catalonia currently in service. It works properly, but it is necessary to update it regularly and it needs an improvement in the functionality especially with regard to the specificity that flexible transportation services require. In order that flexible transport solutions implemented by this action plan reach target groups, we need to make the information more accessible to a tourist profile and to disseminate the web between the tourist sector. Because, as the State-of-the-Art analysis assessed, poor cooperation and communication between relevant regional stakeholders as regards the sustainable tourist mobility is a weakness that needs to be improved.

Action

Improve the functionality of the "Mou-te" website of the Generalitat, in order to make it clearer and more intuitive information on flexible transportation services. At the same time, we need to analyze how to do it more understandable web for a user profile. In addition, the web link will be published on the main website of the city councils and county councils and will be done dissemination between the tourist sector.



"Mou-te" route planner. Image extracted from: <https://mou-te.gencat.cat/portada-moute.html#ca/portada>

Players involved

Territory and Sustainability Department (Catalan Government)
County Councils; Railway operators; Bus operators

Timeframe for realization

January 2020- October 2020

Costs

Responsive web improvement – 40.000 €

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contribution to increase the number of flexible public transport users and improve the information of public transport services for tourists and residents to offer more sustainable attractive choices, and encouraging to use them, reducing the CO2..

Monitoring

Number of routes consulted through “Mou-te” in the APIA regions

Action 7	Improvement of transport information through the “Mou-te” application
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	County councils; Railway operators, Bus operators
Realization timeframe	January 2020- October 2020
Estimated costs	40.000 €
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contribution to increase the number of flexible public transport users and improve the information of public transport services for tourists and residents to offer more sustainable attractive choices, and encouraging to use them, reducing the CO2..
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of routes consulted through “Mou-te” in the APIA regions
Priority of action	High priority

Action 8: Implementation of informative panels about the public transport services in municipalities and tourist offices

Background

A common problem in the rural area is the misinformation of public transport services. This situation is especially difficult for the older population who have problems with information over the internet. This fact also affects the tourism population that may not always have access to information online because of the bad coverage in mountainous areas.

One of the conclusions of the analysis of national and regional framework conditions and barriers for flexible transport systems, made during the Last Mile project, is that often, the dissemination of information about flexible transport systems fails reaching target groups and becomes a barrier for the success of this kind of transport.

The provision of panels with information on public transport services located in strategic places could help the information to become accessible to most of the users and overcome the barrier detected.

Action

Implementation of panels with information on public transport services, at town halls and tourist offices. The panel must have a map indicating the main public transport points of the municipality (bus stop, train, taxis and services of shared vehicles). In addition, information related to points of tourist attraction in the municipality and surroundings could also be indicated (location, prices and schedules). The panel must be located in a visible and accessible area, available 24 hours a day, by provide access to locals and tourists at any time and season.



Players involved

Territory and Sustainability Department (Catalan Government); Diputació de Lleida
Mountain bike centres (Betren, Esterri d'Àneu, Sort, La Seu d'Urgell)

Timeframe for realization

January 2020- October 2020

Costs

- Signposting cost (20 municipalities) – 20.000 €
- 500€/panel and municipality
 - Design of the transport information 500€/panel

Funding sources

Local administrations, Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes: information is a key issue for tourists and residents. In these panels there would be all information of public transport and other modes encouraging people to use alternative modes of transport, and therefore reducing CO2.

Monitoring

Number of panels installed:

Action 8	Improvement of the signposting of current bikes routes
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Local Administrations
Realization timeframe	January 2020- October 2020
Estimated costs	20.000 € (20 panels)
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes: information is a key issue for tourists and residents. In these panels there would be all information of public transport and other modes encouraging people to use alternative modes of transport, and therefore reducing CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of panels installed
Priority of action	Medium priority

Action 9: Bike informative panels at public transport stations (train / bus stations)

Background

The use of the bicycle is getting more popular in the area. Some routes have been created for bicycles, which are often used by tourists. For all users of bicycles that arrive at APIA by train or bus, it would be useful to have panels with relevant information for cyclists located at the transport stations.

As the analysis of national and regional framework conditions and barriers for flexible transport systems, made within the Last Mile project, detected, often, the dissemination of information about flexible transport systems fails reaching target groups and becomes a barrier for the success of this kind of transport.

The provision of panels with information located in strategic places could help the information to become accessible to most of the users and overcome the barrier detected.

On the other hand, a good system information for users (information panels,...), along with a good signage of the routes linked to action 4: "Implementation of a cycling route

along Lleida – La Pobla de Segur train line”, would help improve the experience and attract more users (professionals and tourists).

Action

Implementation of information panels at the train and bus stations that link with cycling itineraries and services for bicycles (for example, bicycle racks for buses). The panels must have information about the accessibility by bicycle of the stations, the availability of bicycle rental service, difficulty routes, etc. The panels will be installed in a visible place.



Players involved

Territory and Sustainability Department (Catalan Government)
Railway operators; Bus operators; Mountain bike centers (Betren, Esterrí d'Àneu, Sort, La Seu d'Urgell)

Timeframe for realization

January 2020- October 2020

Costs

Total cost (9 train stations & 4 bus stations) – 9.000 €
- Informative panel → 500 €/per panel and station
- Signposting inside the station → 500 €/per panel

Funding sources

Local administrations, Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributions to change the transport mode choice, in tourism and recreational related traffic, from the car to sustainable transport modes . Information is a key issue for cyclists and having all the information of bicycle routes and several services will encourage the use of bicycles and reduce CO2.

Monitoring

Number of stations with information panels implemented

Action 9	Mountain bike informative panels at public transport stations (train / bus stations)
Responsible player	Local Administrations
Players to be involved	Railway operator; bus operator ; MTB centers
Realization timeframe	January 2020- October 2020
Estimated costs	9.000€
Financing options	Local Administrations, Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributions to change the transport mode choice, in tourism and recreational related traffic, from the car to sustainable transport modes . Information is a key issue for cyclists and having all the information of bicycle routes and several services will encourage the use of bicycles and reduce CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of stations with information panels implemented
Priority of action	Medium priority

Action 10: Open Wi-Fi hotspots for tourists to get transport information on-line

Background

Nowadays, in rural areas, it is very common for tourists not being able to get mobile phone coverage and, therefore, not being able to access to the internet to look for information related to public transport.

As detected by the analysis of national and regional framework conditions and barriers for flexible transport systems, made within the Last Mile project, the dissemination of information about flexible transport systems often fails reaching target groups and the lack of information becomes a barrier for the success of this kind of transport.

The introduction of Wi-Fi hotspots at public transport stations or bus stops could make information available to tourists and also to the local population and would strength action number 7.

Action

The aim of the action is facilitate the access to the public transport information. Wi-Fi hotspots should be located in bus and trains stations, where there is a considerable number of tourists passing by that may need information.

The web page of the Wi-Fi access point will lead directly to web pages with information about public transport.



Free Wi-Fi zone. Image extracted from: <https://www.agefotostock.com/age/en/Stock-Images/Rights-Managed/SSB-4163-5245>

Players involved

Territory and Sustainability Department (Catalan Government)
County councils; Local administration

Timeframe for realization

January 2020- October 2020

Costs

Total cost estimated (10 stations) – 10.000 € per year:
- 1.000 €/hotspot point per year

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; wifi is nowadays a must service in public spaces and transport stations for users have information of sustainable travel options and reduce CO2.

Monitoring

Number of Wi-Fi points created

Action 10	Open Wi-Fi hotspots for tourists
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	Local administrations; County councils
Realization timeframe	January 2020- October 2020
Estimated costs	10.000 €/year
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributes to change the transport mode choice, in tourism and recreational related traffic, from car to sustainable transport modes; wifi is nowadays a must service in public spaces and transport stations for users have information of sustainable travel options and reduce CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of Wi-Fi points created
Priority of action	Low priority

Action 11: Open data publication plan with all Mountain Bike routes in APIA

Background

The use of the bicycle is getting more popular in the area. Some routes have been created for bicycles, which are often used by tourists.

As the analysis of national and regional framework conditions and barriers for flexible transport systems, made within the Last Mile project, detected, often, the dissemination of information about flexible transport systems fails reaching target groups and becomes a barrier for the success of this kind of transport.

Currently, there are web pages where users can browse cycling routes with its characteristics (difficulty, necessary time, start and end point ...).

It would be interesting for the BTT offices to check the veracity of the routes and publish them openly on a website where they could be downloaded. That would help the information to become accessible to most of the future users and overcome the barrier detected.

Action

Revision, correction and publication of cycling routes in the APIA region. They will take advantage of routes currently available in other portals and will be reviewed and corrected, if applicable. Once checked they will be complemented with information about the difficulty, the location, the travel time, duration, etc. The final routes will be uploaded in different formats to a web page. They will be downloaded in various formats in order to be able to be exported to mobile devices and GPS



Mobile device accessing bicycle routes open data. Image extracted from: <http://www.bikehub.co.uk/iphone-app/world-first-bike-route-satnav-with-vibration-voice/>

Players involved

Territory and Sustainability Department (Catalan Government); Diputació de Lleida Mountain bike centers (Betren, Esterri d'Àneu, Sort, La Seu d'Urgell)

Timeframe for realization

January 2020 – October 2020

Costs

30.000€

Funding sources

Government of Catalonia and European Regional Development Fund (ERDF)

Impact

Contributions to change the transport mode choice, in tourism and recreational related traffic, from the car to sustainable transport modes. The information of the characteristics of the bicycle lines will help people choice the proper route for them, encouraging the use of bicycle and reducing CO2.

Monitoring

Km of bicycle routes published

Action 11	Creation of an interactive map with all Mountain Bike routes in APIA
Responsible player	Territory and Sustainability Department (Catalan Government); Diputació de Lleida
Players to be involved	Mountain bike centers (Betren, Esterrí d'Àneu, Sort, La Seu d'Urgell)
Realization timeframe	January 2020 – October 2020
Estimated costs	30.000 €
Financing options	Government of Catalonia and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	Contributions to change the transport mode choice, in tourism and recreational related traffic, from the car to sustainable transport modes. The information of the characteristics of the bicycle lines will help people choice the proper route for them, encouraging the use of bicycle and reducing CO2.
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Km of bicycle routes available for consultation
Priority of action	Low priority

3.4 Actions related to the awareness raising

Action 12: Dissemination of current and new transport services among local population and tourists

Background

A common problem in the rural area is the misinformation of public transport service. This situation is especially difficult for the older population they have problems with online information.

As the analysis of national and regional framework conditions and barriers for flexible transport systems, made within the Last Mile project, detected, often, the dissemination of information about flexible transport systems fails reaching target groups and becomes a barrier for the success of this kind of transport.

An informative campaign for the local population and tourists about existing public transport services seems necessary to overcome the barrier already detected. It must be done periodically so that everyone has updated information about the current supply of public transport and it must be accessible to all, from the youngest to the eldest.

Action

Diffusion between the local population of current and new transport services through conventional mail (local) and brochures (tourists). Distribution of leaflets with information on transport services to Hotels, hostels, country houses and any tourist accommodation in the area. Implementation of newsletters to the main transport stations, such as Train stations, bus stations and the main tourist sites (Port Ainé, Espot, tourist offices ...).



Communication methods. Image extracted from: <http://www.wayfound.com.au/tag/local-government-communication/>

Players involved

Territory and Sustainability Department (Catalan Government);
County Councils; Local administrations; Tourism sector (hotels, apartments and any tourist accommodation); Bus operators ; Railway operator; Taxi operators

Timeframe for realization

January 2020 – October 2020

Costs

Total cost– 30.000 €

Funding sources

Government of Catalonia- Regional Councils-European Regional Development Fund (ERDF)

Impact

c

Monitoring

Number of distributed brochures and informative postcard mail sent

Action 12	Dissemination of current and new flexible transport services among local population and tourists
Responsible player	Territory and Sustainability Department (Catalan Government)
Players to be involved	County Councils; Local administrations; Tourism sector (hotels, apartments and any tourist accommodation); Bus operators ; Railway operator; Taxi operators
Realization timeframe	January 2020 – October 2020
Estimated costs	30.000 €
Financing options	Government of Catalonia-Local Administrations and European Regional Development Fund (ERDF)
Estimated impact of action and contribution to overall objective	January 2020 – December 2020
Mutual reaction/interdependencies with action	Thanks to the story telling with the two options, all the actions are related between them.
Indicator for monitoring	Number of distributed brochures and informative postcard mail sent
Priority of action	High priority

4. Monitoring system for the action

4.1 Implementation plan for the monitoring in phase 2

The monitoring system will be divided in 2 sub-phases, from October 2018 to October 2020:

Phase 1 (Oct18 – Oct19): an initial study of the current state of all the indicators will be made. At the end of this phase all indicators will be verified and a stage evaluation report will be prepared, modifications on the action plan will be made if necessary.

Phase 2 (Oct19 – Oct20): At the end of this phase all indicators will be verified and a final status evaluation report will be prepared.

As a milestones:

- A project status report will be made before each partner meeting.
- At least 4 new flexible transport systems will have to be implemented before the end of the Action Plan (Oct20).

The necessary records will be responsibility of:

- Territory and Sustainability Department (Catalan Government): will manage and supervise the record process collaborating with county councils, local administrations and tourism sectors.
- Local administrations: will help keep records on all the local actions implemented.
- Mountain Bikes Centers: will help keep record on the bicycle related actions implemented in their municipalities
- Public transport operators: they will be asked to keep record tickets sold, prices, incidents, etc.

4.2 Action specific indicators

Nº	Short title of action	Specific Indicator	Time	Method	Target Value	Actual value	units
1	Introduction of flexible transport and reduce of CO2 to the ERDF Operational Programme of Catalonia	Number of actions developed within ERDF Operational Programme of Catalonia	Ex post	Counting the actions developed within ERDF OP of Catalonia	11	0	u.
2	Extension on-demand transport services in APIA regions	Number of municipalities served by the DRT service	Ex post	Counting of municipalities served by the DRT service	30	19	municipalities
3	Implementation of the Bicibus system “bikes on buses”	Number of buses with bicycle carrier service	Ex post	Counting of buses offering a bike carrier service	5	0	buses
4	Implementation of a cicloturist route Lleida - La Pobla de Segur (train-bike)	Length of cicloturist route duly marked and opened to people	Ex post	Measurement of the cyclable bicycle touristic track length	98	0	km
5	Extension of bus services within Aigüestortes	Number of passengers increased using the on-demand service bus of the National Park	Ex post	Counting sold tickets	2.000	0	passengers/year
6	On-demand bus service (La Pobla de Segur – Telefèric de Capdella)	Number of passengers on new flexible transport mode	Ex post	Counting sold tickets	1.500	0	passengers/year
7	Improvement of “Mou-te” travel planner responsive web	Number of routes consulted through “Mou-te” in the APIA an Aran regions	Ex post	Counting of consultations through “Mou-te” in the APIA regions	15.000	0	consultations/month
8	Transport services informative panels in municipalities and tourist offices	Number of transport information panels implanted	Ex post	Counting of panels implanted in each municipality	20	0	panels
9	Bike informative panels at public transport stations	Number of stations with information panels implemented	Ex post	Counting of train and bus station with bike information panels	13	0	panels
10	Wi-Fi hotspots for tourists	Number of Wi-Fi hotspots implemented	Ex post	Counting of new Wi-Fi hotspot hired	10	0	Hotspots created
11	Bike routes open data publication plan	Length of MTB routes published	Ex post	Measurement of the published routes length	50	0	km
12	Dissemination of actions among local and tourist	Number of distributed brochures and informative postcard mail sent	Ex post	Counting of Postcards and brochures distributed	40.000	0	u.

4.3 Result indicators (general and specific)

Nº	Result Indicator	Target value	Actual value
1	Amount (EUR) of Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project in the field tackled by the project	1.348.750	
2	Amount (EUR) of other funds influenced by the project in the field tackled by the project	1.348.750	
3	Number of new flexible mobility offers established in the region	4	0

