DESTI-SMART
Interreg Europe

European Union
European Regional
Development Fund

InnovaSUMP

Good Practices from Exeter, Ravenna & Viseu

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27 March 2019 | Thematic Workshop A, Hastings, UK

InnovaSUMP project

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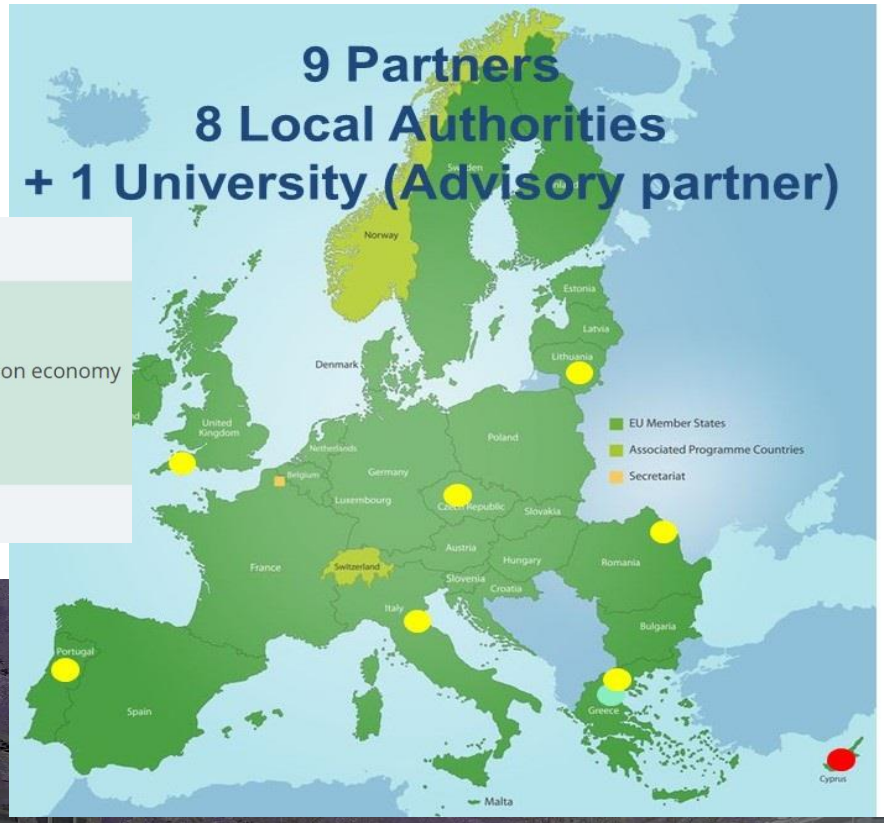
InnovaSUMP
Interreg Europe

European Union
European Regional
Development Fund

€1,698,000.00

from **1 Jan 2017**
to **30 Jun 2021**

TOPIC
Low-carbon economy



InnovaSUMP
Interreg Europe

Δήμος Λευκωσίας
Nicosia Municipality

PRAHA PRAGUE PRAGA PRAG

Devon County Council

Comune di Ravenna

ΔΗΜΟΣ ΚΟΡΔΕΛΙΟΥ ΕΥΟΣΜΟΥ

MUNICÍPIO DE VISEU

Vilnius
SUSISIEKIMO PASLAUGOS

Primăria Municipiului Iași

ARISTOTLE UNIVERSITY OF THESSALONIKI

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

Overview of the InnovaSUMP project

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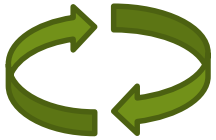
Interreg Europe

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

Incorporation of planning for visitors at tourism destinations

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Interreg Europe

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**

Incorporation of planning for visitors at tourism destinations

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Interreg Europe

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

Incorporation of planning for visitors at tourism destinations

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Interreg Europe

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 FROM EXETER, UK

Exeter Engaged Smart Transport

Devon County Council

A GOOD PRACTICE FROM EXETER, UK
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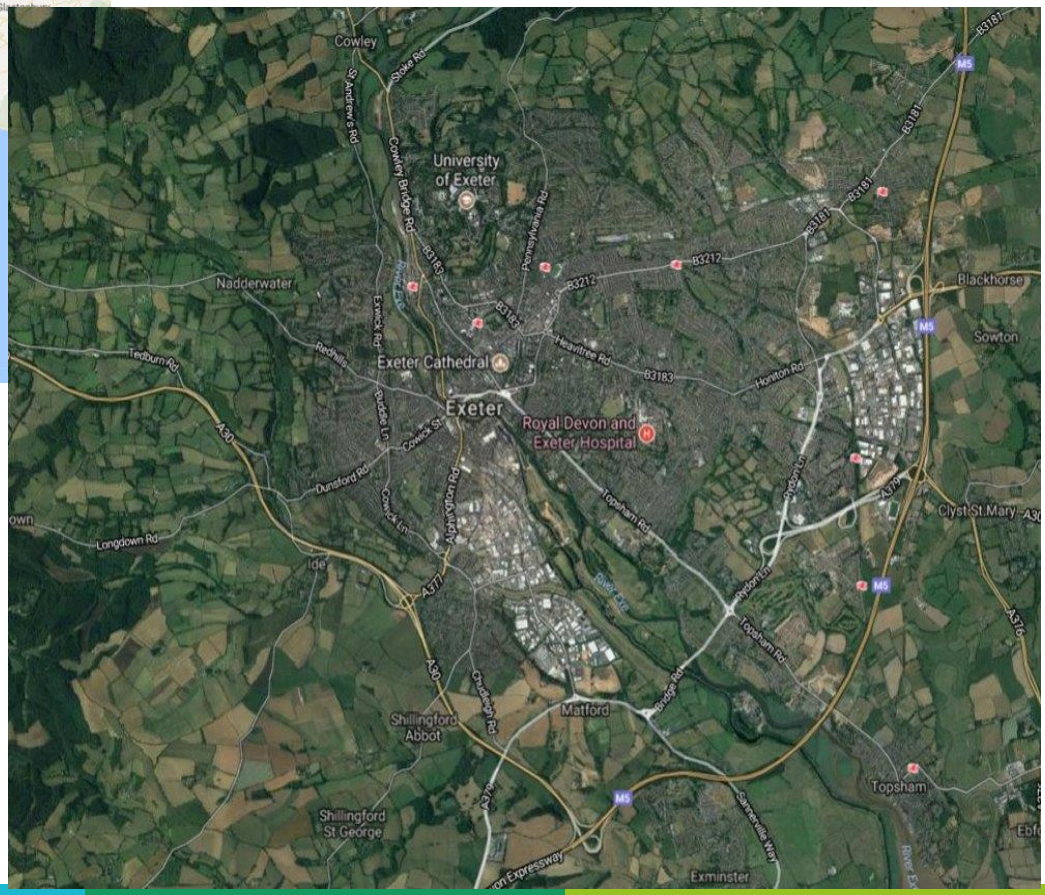
Devon
County Council



Key Facts:

- Population – 127,300
- Historic Roman City
- 2-3 hours from London
- Compact city, 7km across
- Greater Exeter area population – 475,000

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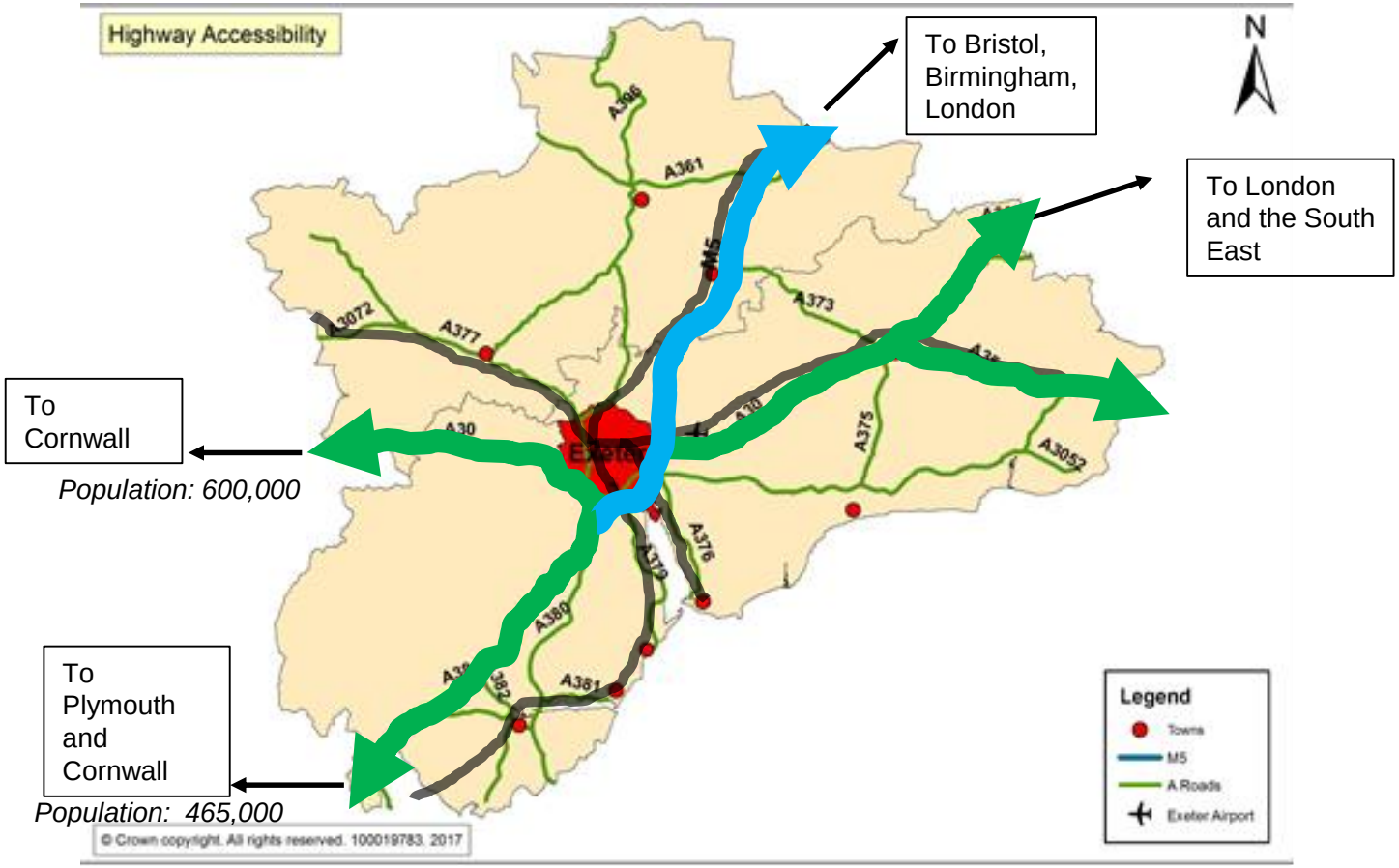
County Council



‘Gateway to the South West’

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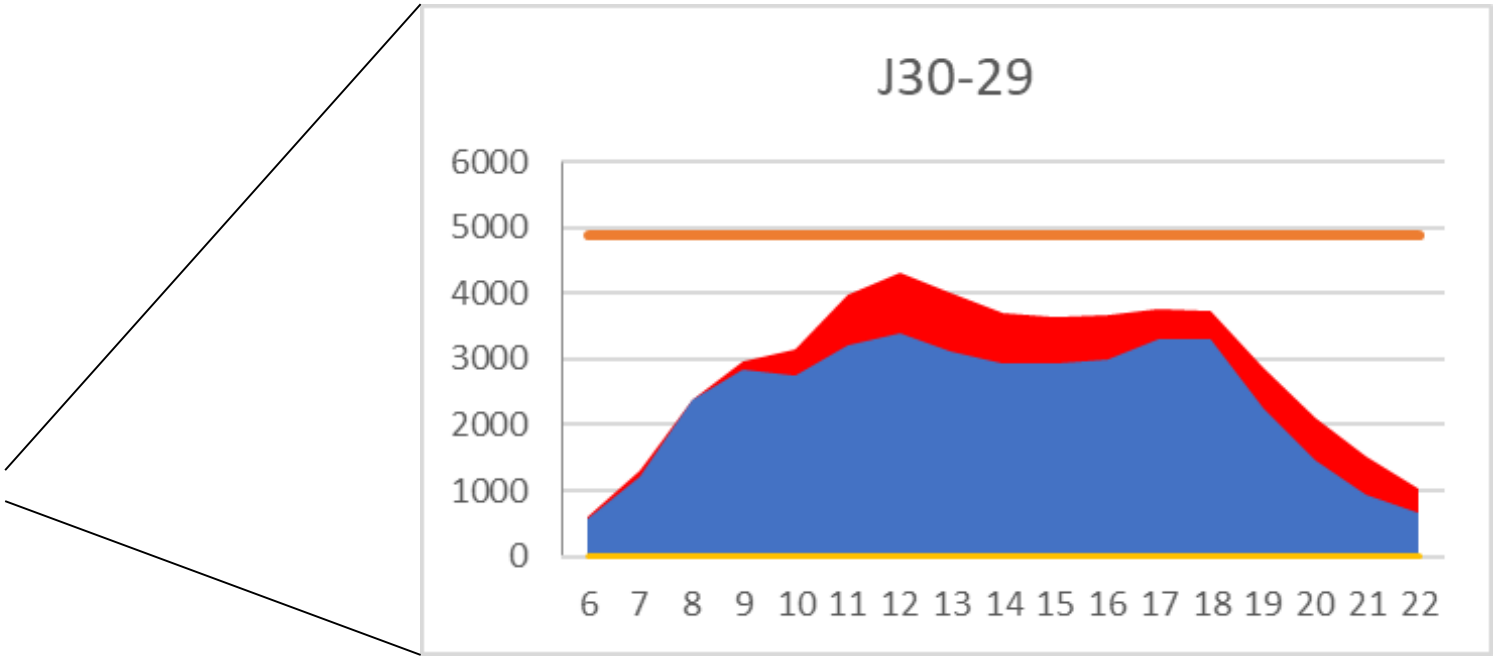
County Council

Exeter

Seasonal Demand



Key:

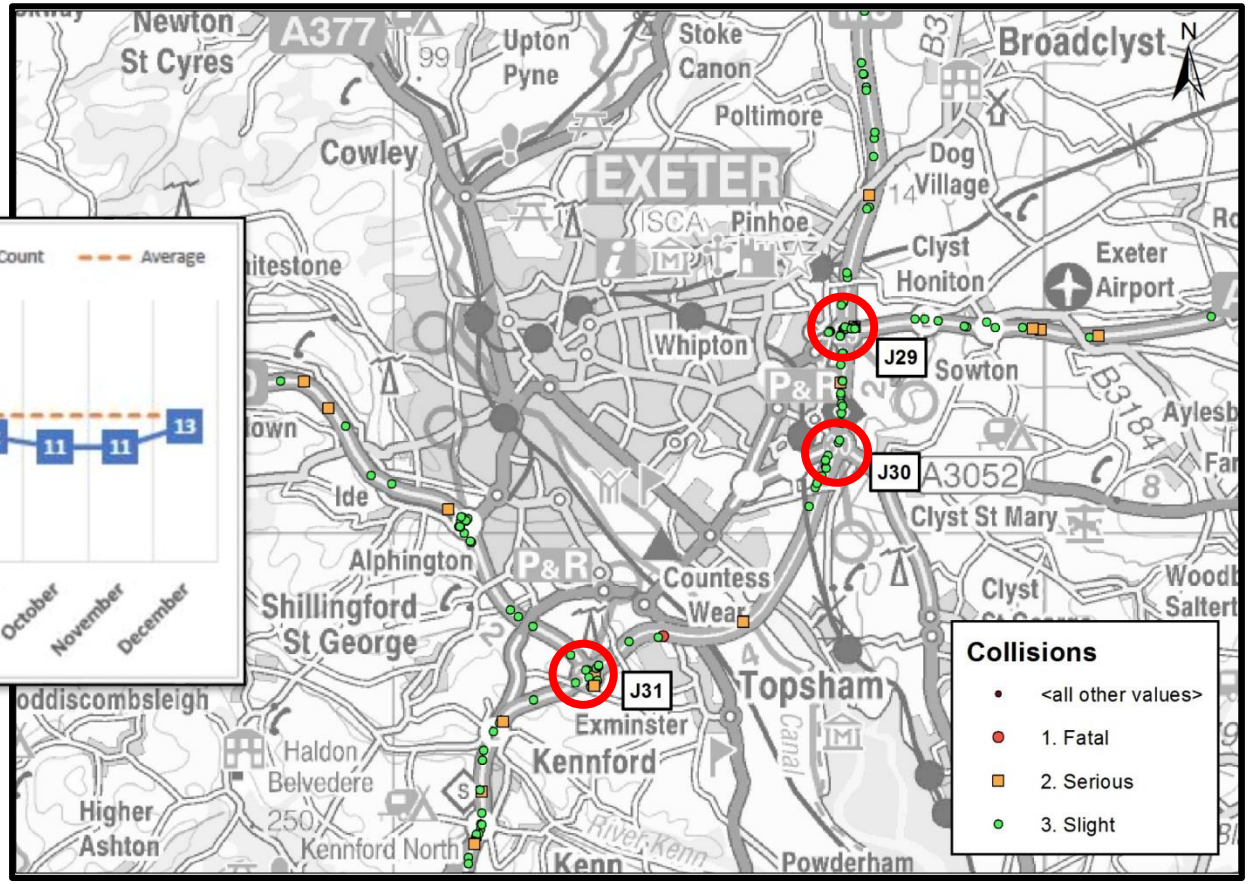
- Average Hourly Flow (Neutral AADT, Veh)
- Average Hourly Flow (Aug AADT, Veh
- Capacity - Speed Flow (Veh)

X-Axis Time (hr)

Junction Delay

Accidents


5 Year Collision Count By Month
5 Year Collision Count
Average
25
20
15
10
5
0
17
13
13
9
18
11
16
23
12
11
11
13
January
February
March
April
May
June
July
August
September
October
November
December

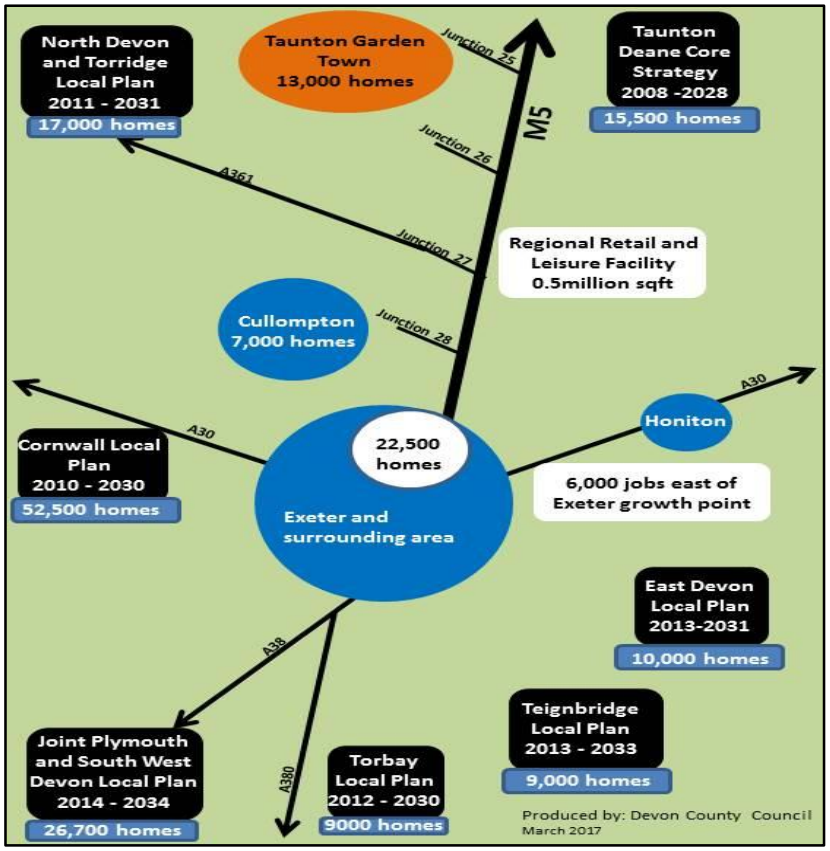

Newton St Cyres
A377
Upton Pyne
Stoke Canon
Broadclyst
N
Poltimore
Cowley
EXETER
Dog Village
Pinhoe
Clyst Honiton
Exeter Airport
Whipton
J29
Sowton
J30
A3052
Clyst St Mary
Ide
Alphington
Countess Wear
Shillingford St George
J31
Topsham
Exminster
Kennford
Haldon Belvedere
Higher Ashton
Kennford North
Powderham
Collisions
<all other values>
1. Fatal
2. Serious
3. Slight

Future Growth

Total homes needed up to 2045: 70,000

Existing allocations: 40,000

Additional requirements: 30,000

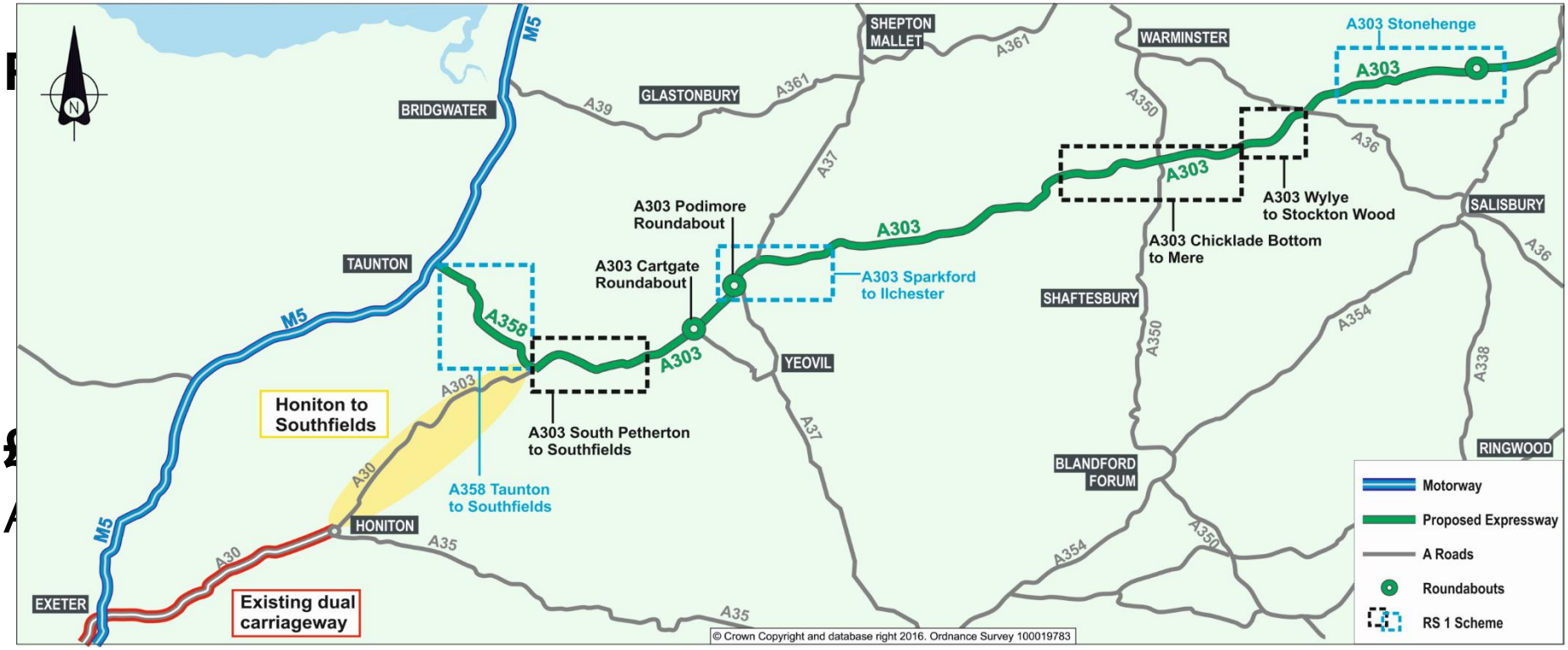


Improvements so far…

Schemes already implemented to alleviate existing issues

…but what next?

Solving the Resilience Challenge



Solving the Resilience Challenge

Engage Smart Transport was a unique project between social scientists and statisticians to reduce car use through targeted information provision, i.e. weather and traffic.

- 2,500 participants in 2016
- Based on travel choices

➔ although people have a main mode that they use for their commute, a significant number of people don't use just one type of transport mode and instead tended to use multiple modes (*For example, a commuter may drive on 16 days, but catch the bus in on 4 days over a 20 day period)*.

to identify how much receiving information would affect their choice of travel mode to their place of work/study

The goal of the project was to identify if providing targeted information could increase the number of days they travelled by a non-car mode.

For example, if the user was provided travel information prior to their trip that identified delays on the road network, would they be more likely to get the bus and therefore increase the number of bus days to 6 days over a 20 day period.

A GOOD PRACTICE FROM EXETER, UK
Exeter Engaged Smart Transport

Overall Aim: Identify how different factors influence day-to-day transport mode choice and provide evidence based interventions to reduce car use.

Surveys on 2,500 participants showed → although people have *a main mode that they use for their commute*, over a 20 day period, a significant number of people don't use just one type of transport mode and instead tended to use multiple modes

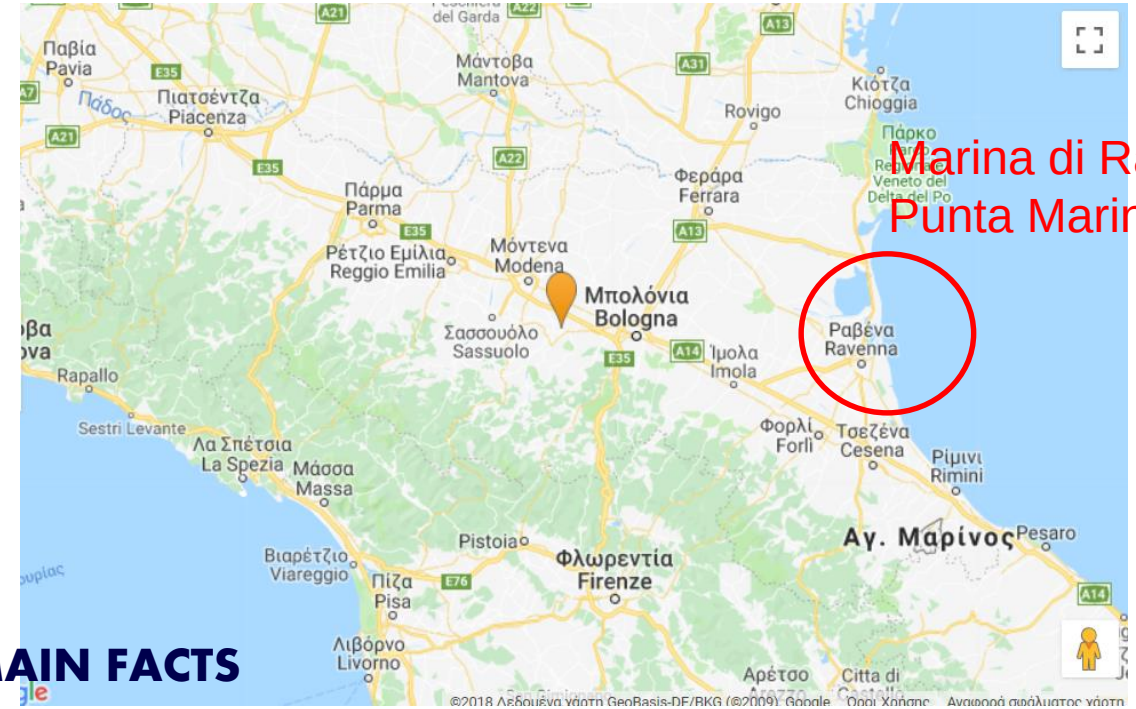
Evidence of success	• **Stated preference surveys identified transport delay information can result in a 15-20% reduction in the probability of using a motor vehicle.** • Due to limited responses in the live trial, it was not possible to validate the statistical models. • Nevertheless, the surveys suggest that provision of travel and weather information could represent a low cost way of increasing sustainable travel.

A GOOD PRACTICE FROM RAVENNA, IT

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

A good practice in Ravenna:

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



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

Basic Problem: The impact – seasonal and concentrated in a couple of day every week – is so strong that the main road, parallel to the coastline, is usually blocked by cars

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

Resources needed	• Parking fees along the coastline - all the costs, about 280.000€ in 2018
Evidence of success	• 4800 vehicles each weekend • 96.000 cars annually • 192.000 tourists annually
Difficulties encountered	• PT is still not appealing for part of the population. • To convince people using the free parking area it would be important reduce the waiting time, even providing means of transport like bike and cargo e-bike for families
Potential for learning or transfer	• city **with a regular, extremely concentrated touristic flows**

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)

Reduction of public space dedicated to parking lots along the main road

Bike path reaching Ravenna city center became visible and accessible

Tourists, residents, local businesses and the local transport agency became stakeholders and beneficiaries of this effort

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**.

A good practice in Ravenna:

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

PILOT ACTION PROPOSED

2 ideas about pilot actions

1. Pilot investigation of MaaS in Ravenna

Ravenna is a city with high tourist flows. Mobility on demand is of a high priority for such kind of areas. MaaS is a solution that may influence the travel behaviour of visitors and tourists. The proposed budget of this pilot is approximately, 40.000€

2. Mobility on demand

A research about travel behaviour was carried out in the past months, and according to the results the Mobility Office is working to prepare a pilot action to propose a “mobility on demand” service in a specific area of the Municipal territory. The area has already been defined, also on the basis of the citizens’ request – even during a public meeting - and Local Council’s interrogation. A pilot action will be able to integrate research, citizens’ needs and the exchange of experience, and staff, of the project would be a good result for the Municipality

A GOOD PRACTICE FROM VISEU, PT

Ecotrails in Portugal: the case of Ecotrail of Dão (Ecopista do Dão)

MUNICÍPIO DE VISEU

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VISEU

Tourism and Mobility

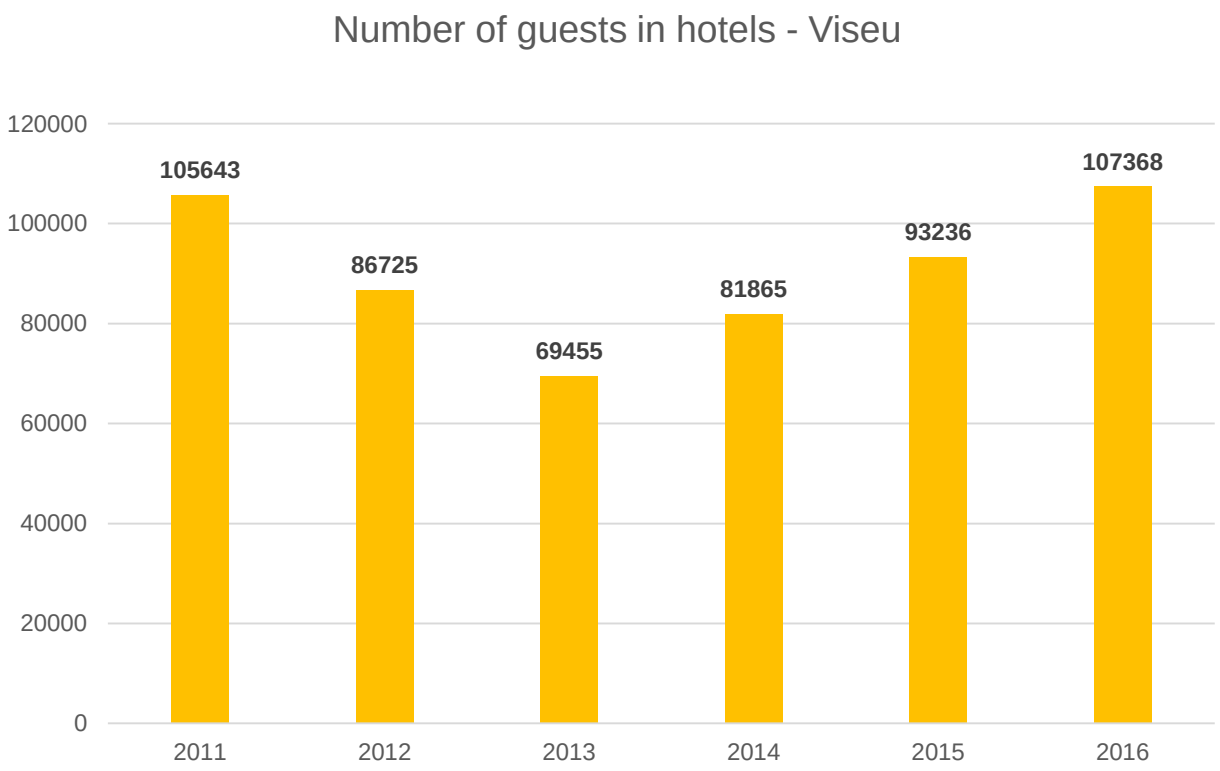
Official year
to Visit
Viseu.

2017

Tourism

107,368 guests (2016)

Origin countries: Portugal, Spain and the UK



A GOOD PRACTICE FROM VISEU, PT
Ecotrails in Portugal: the case of Ecotrail of Dão (Ecopista do Dão)

Overall Aim: The old railway line of Dão was transformed in the largest ecotrail in Portugal, promoting mobility, sustainable tourism, and natural and cultural heritage.

The old railway platform was adapted, giving rise to the largest Ecotrail (Ecopista) of the country, with 49 Km, covering the three municipalities (Viseu, Tondela and Santa Comba Dão) and integrated in the National Network of Ecotrails.

After decades of abandonment, the Ecotrail (Ecopista) is now destined for public use, with several purposes: mobility, leisure, sports, recreational activities, cultural and environmental protection, promoting sustainable tourism.

Resources needed	• 5.000.000 € (Supported by the Regional Operational Program of the Centre Region - “Mais Centro”– QREN)
Evidence of success	• In 2013, it won the prize of excellence, within the VI Edition of European Prizes of Greenways • 95% of the users said that they are satisfied with the ecotrail and that they use the ecotrail several times a month, mainly using bicycle either for sports or leisure
Potential for learning or transfer	• Transformation of old railway infrastructure into a cycling or hiking route, preserving at the same time cultural and natural heritage

Leisure, adventure and sustainable tourism

Ecotrail of Dão

Thank you!

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https://www.interregeurope.eu/innovasump/

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