



# **SEEMORE D2.2 STATE OF THE ART REPORT ANNEXES**

**January 2013**

## ANNEX 1

### Blank Best Practice Template

*Copy the following empty template within this document for each best practice example you are providing. Use section change between each example;  
##: text requested; skip instruction text; instruction text gives possible content in the subsection;  
If specific requested information is not given: indicate, whether information is not available or not applicable  
Indication of max. characters for main headings are binding, max. characters for sub sections are suggestions to be adapted if necessary (sticking in total to max. characters per main heading)*

#### **TITLE**

*The title should mention the main topic and the location of the best practice example*

**##**

#### **OVERVIEW (max. 300 characters)**

##### **Purpose**

## Max. 100 characters about problems and objectives of (policy) measures, target groups

##### **Key partners**

## Max. 60 characters about decision makers, funding partners, implementation partners

##### **Timeframe**

## Max. 40 characters about start of planning and implementation, main other time relevant actions

##### **Current status**

## Max. 100 characters about status of operation, changes since first implementation, ongoing funding?, further development plans

#### **BACKGROUND and OBJECTIVES (max. 500 characters)**

##### **Problems before implementation**

## Max. 100 characters about transport and traffic problems, seasonal variation, effects on society and environment

##### **Objectives of the measures to be developed**

## Max. 250 characters about targeted (user)group, specific objectives (eg. reduction of emission, traffic jam, etc.)

##### **Process to measurement decision**

## Max. 150 characters about involved organisations, organisation of stakeholder participation etc.



## **IMPLEMENTATION (max. 1500 characters)**

### **Description of the measure**

## Max. 300 characters about content of the measure, involved transport mode, etc.

### **Organisation**

#### of implementation

## Max. 300 characters about involved stakeholders and kind of involvement, description of responsibilities during implementation, interaction between involved parties and stakeholders

#### of operation

## Max. 300 characters about involved stakeholders and kind of involvement, description of responsibilities during operation, interaction between involved parties and stakeholders

### **Obstacles**

## Max. 200 characters about organisational, technical, financial, political, acceptance, Improvement actions (already implemented, planned)

### **Problems occurred**

## Max. 200 characters about problems during implementation and operation phase (organisational, technical, financial)

### **Costs**

#### of implementation

## Max. 200 characters (text and numbers) costs and person hours (not included in costs), funding (bodies and break down)

#### of operation

## Max. 200 characters (text and numbers) costs and person hours (not included in costs), funding (bodies and break down)

## **CONCLUSIONS (max. 1000 characters)**

### **Evaluations results**

## Max. 300 characters about evaluation method(s), evaluation responsibility, list of effects (mode change, emission reduction, etc.) comparison of costs with effects

### **Lessons learnt**

## Max. 300 characters about lessons learnt due to handling with obstacles and problems occurred

### **Success factors**

## Max. 200 characters about organisational, technical, financial, political factors that enabled the functioning of the measure(s) described

### **Future developments**

## Max. 200 characters about potential future developments (on implementation site, in other sites), transferability issues (possibility regarding regions, content, others)

## **INDEXING**

### **by location**

	country
	Region or municipality

### **by transport theme**

#### Topic

*Selection of more than one topic is possible*

<input type="checkbox"/>	Clean and energy-efficient vehicles
<input type="checkbox"/>	Collective passenger transport
<input type="checkbox"/>	Cycling
<input type="checkbox"/>	Intermodality
<input type="checkbox"/>	Mobility management
<input type="checkbox"/>	People with reduced mobility
<input type="checkbox"/>	Traffic and demand management
<input type="checkbox"/>	Transport planning and land use
<input type="checkbox"/>	Urban freight/city logistics
<input type="checkbox"/>	Walking
<input type="checkbox"/>	Leisure/tourist transport (not yet in ELTIS)
<input type="checkbox"/>	Other (specify):
	##

#### Key words

*Please select suitable keywords in ELTIS (you have to register, then go to <http://www.eltis.org/index.php?id=11#4>; Heading 5 – Indexing) to your selected topics and/or create new keywords*

<i>Topic (only selected – see above – are relevant)</i>	<i>Selected keywords from ELTIS (more than one selection is possible)</i>	<i>New keyword</i>
Clean and energy-efficient vehicles	##	##
Collective passenger transport	##	##
Cycling	##	##

Intermodality	##	##
Mobility management	##	##
People with reduced mobility	##	##
Traffic and demand management	##	##
Transport planning and land use	##	##
Urban freight/city logistics	##	##
Walking	##	##
Seasonal variations (not yet in ELTIS)	-	##

### **CONTACT PERSON and AUTHOR**

*Please provide your contact information (the person to contact for more information on the topic). The contact person gets an email from ELTIS including a password. Only that person is able to translate or edit case studies.*

*To provide information that STARTER or SEEMORE has submitted the case study insert "STARTER (a STEER-project)," or "SEEMORE (a STEER-project)", in the field "First name" and "First name Surname" of the contact person in the field "Surname".*

First name            STARTER (a STEER-project),  
Surname                ## First name Surname  
Address                ##  
Country                ##  
Postal code            ##  
Municipality           ##  
E-mail                  ##  
Telephone              ##



## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

### **Implementation area**

##	Area (km <sup>2</sup> )
##	Inhabitants (no.)
##	Guest beds (no.)
##	Overnight stays per year (no.)
##	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

## Max. 200 characters about promotion of measures, participation of private companies (type of participation), acceptance and customer satisfaction

### **Other data/information**

## Max. 200 characters about any parallel initiatives/actions/projects on sustainable mobility, investments on infrastructure for sustainable modes of transport or anything else of interest/relevance to STARTER and SEEMORE.

## ANNEX 2

### SEEMORE BEST PRACTICES

#### **POLAND**

- Wroclaw's Bicycle Sharing Scheme (ELTIS format)
- City Tourist Information System in Czestochowa (ELTIS format)
- An Easy, Cheap and Fun Way to Transport - Poland's Water Tram (ELTIS format)
- New leisure related mobility services in Krakow (ELTIS format)
- CIVITAS – MIMOSA: Cleaner and Better Transport in Cities, Gdansk

#### **SPAIN**

- BTT Project: Mountain Bike Network for promoting alternative sustainable mobility, Glacia
- EGIStour system in the Basque Country
- Improved public transport connections to the city centre and to the airport in Mallorca

#### **ITALY**

- Mobilcard: a special offer for tourists, Bolzano Province
- Parco Paneveggio – Development and promotion of multimodal transport
- Discovering the Dolomites without the car, San Candido
- Access and Parking Management in Ortigia, Siracusa

#### **CYPRUS**

- Larnaca and Pafos Airport Shuttle Buses
- Limassol Seaside path
- Limasso Bike scheme
- New urban planning/ traffic management scheme in Protaras

#### **SWEDEN**

- Nature and Culture Bus, Skane Region
- City Bikes, Stockholm
- Ecotourism of Biosfar Vanerskargarten Kinnekulle

#### **NORWAY**

- Integrated Bicycle System - the City of Sandnes (ELTIS format)

#### **DENMARK**

- The Copenhagen Card

#### **LITHUANIA**

- Hotel Cycle Rental Scheme in Vilnius
- Soft Mobility Corridors in Vilnius

#### **ESTONIA**

- Klaipeda a Friendly City for Cycling Tourists (ELTIS format)
- Pedal powered taxis in Tallinn (ELTIS format)

#### **PORTUGAL**

- Green Line, Madeira Island
- MobilSintra: Mobility Services for Tourists (ELTIS format)

## Wroclaw's Bicycle Sharing Scheme, Poland



The aim of this initiative is to provide citizens with another sustainable means of transport in the center of Wroclaw. The project was launched in June 2011 providing 156 rental bikes across 17 stations.

### Background & Objectives

Wroclaw is the third town in Poland, which has decided to implement a bike sharing scheme. Its introduction provides Wroclaw with another approach to help combat congested central areas of the city. The system is managed by Next Bike Company and is financed by the Wroclaw authority.

### Implementation

The tender to implement the scheme was won by a German company Next Bike GmbH. The project cost for the city of Wroclaw is 1.1 million PLN (ca. 275,000 €) and the contract lasts until 2013.

For users:

- The first 20 minutes of riding is free of charge;
- Then the next hour costs 2 PLN (ca. 0.50 €);
- The third hour costs 4 PLN (ca. 1.00 €).

In order to start renting the bikes a symbolic deposit of 1 PLN (0.25 €) has to be paid. There is also a special carnet option. Each time a carnet is bought a point is given to the location where it was bought. This way new bike sharing locations are picked. New locations for the stations can also be suggested and voted for on a dedicated website.

To start riding Wroclaw's bike, one has to log on [www.nextbike.pl](http://www.nextbike.pl). It is also necessary to have a mobile phone. After the verification the access is open. Registration also covers some other bicycle sharing systems in Poland or other countries (for example Austria).

The billing system is integrated with the public transport paying card – UrbanCard, which makes it very convenient for users of the scheme. The overall aim of both the integration into the Urban Card and the fare structure is to encourage fast exchange of bicycles throughout the city. The location of the stations allows users to reach them within 20 minutes.

The bicycles are very solid, equipped with a carrier basket, a high-quality lock, lighting and a bell. The back wheel covers provide space for commercial advertisement. The income from the ads reduces the cost of the fleet maintenance.

The Bicycle Sharing System of Wroclaw has a Facebook profile, where questions can be asked and where news and service changes can be followed and commented. It is also a good source of information about damaged or abandoned bicycles for the maintenance service. The system operator organizes often special offer actions, free carnets, etc. On the Car Free Day the no-cost ride period has been extended to 120 minutes.

### Conclusions



Following the success of the initial scheme, in August 2011 a first privately funded station was opened, and 18 more bikes are planned to be added this autumn. By Euro 2012 (in June) Nextbike plans to install 100 more stations and increase the number of cycles to 1,000.

Overall the Wroclaw scheme has attracted over 20,000 users, and the bikes have been rented over 100,000 times.

The initiative has been well accepted by citizens and commercial partners. Some private companies have shown interest in financing new rental stations, as it adds a positive, environmentally friendly image to their brand. Another aspect of the success is well planned location of the stations and low-cost deposit for users.

Wroclaw's success is an argument for other similar towns in Poland (and Europe) to introduce similar schemes, and Nextbike has received much interest from other Polish towns. In the near future the company wants to introduce semi-electric bikes for people with mobility limitations.

## City Tourist Information System in Częstochowa, Poland



In 2008 the city of Częstochowa in southern Poland started the City Tourist Information System (MSIT) with co-funding from the European Union. The system made orientation in the city easier for tourists, pilgrims and residents.

### Background & Objectives

Częstochowa is one of three of the most internationally renowned places in Poland, due to the famous Pauline monastery of Jasna Góra, which is the home of the Black Madonna painting. Every year the city is visited by about 4 million guests from home and abroad, most of whom are pilgrims. The implementation of a uniform system, facilitating city trips and access to urban facilities, was therefore a necessity.

Detailed cultural and tourist information had to be a feature of the system in order to improve guided tours through the most important sightseeing points and boost tourism. The authors of the project also sought to promote the image of Częstochowa as a modern city so as to attract young people.

### Implementation

The City Tourist Information System (MSIT) consists of two parts:

- A system of visual information;
- An IT system, based on the so-called “infomat” units in main parts of the city.

The visual information system includes plates with information about important objects and information boards containing a schematic map of the city. The boards invite people to visit certain sights and are located along the major city routes and at specific tourist attractions. The plates are an important feature for pedestrians in particular. On 47 posts near the busiest junctions of Częstochowa, plates point the way to important places and objects. They have different colours according to the destination, and specify the distance to it. The marking system is compatible with other such systems in the European Union.

46 panels were also installed at bus stops. These feature the bus schedules, line numbers, a map of the sector associated with the location of the stop, and a map of the public transport scheme in Częstochowa with a “you are here” point marked.

The IT system includes 50 information devices called “infomat”; a record number among cities in Poland, if not in Europe. These multimedia Internet access points are located along the main routes and places most visited by tourists and residents. They feature “Check where you are” information on the home page and an interactive map with aerial photographs for easy identification of the desired location.

Tourists and pilgrims in particular appreciate “infomat” for its useful and comprehensive online service. This was co-created by tourism and catering companies in Częstochowa, who independently publish and update information about their goods and services.

The final value of the project amounts to about €1.5 million. €1.07 million of this came from the European Union, representing 75% of the project costs.

## **Conclusions**

Every year, the system is used by several hundreds of thousands of people. Unfortunately, many of them are still not able to take advantage of the potential of "informat". Therefore, the city government continues to promote the system in the press and through posters and leaflets placed in hotels, travel agencies, railway stations and public transportation.

The successful implementation of the MSIT project does require continuous maintenance, advertising and updating of databases.

## An Easy, Cheap and Fun Way to Transport - Poland's Water Tram



This summer Gdynia, Sopot, and Gdansk launched two water trams as a means of faster and cheaper transportation for both tourists and inhabitants.

### Background & Objectives

Two new water tram projects were launched this summer in Poland. Within the Tri-City area of Gdynia, Sopot, and Gdańsk one may take a water tram to the towns of Hel and Jastarnia located on the Hel Peninsula. With the availability of a water tram, both tourists and inhabitants of the Tri-City agglomeration can take an easy and affordable way across the Bay of Gdansk to visit the attractive area of Hel Peninsula, a sand bar peninsula separating the Bay of Puck from the Baltic Sea.

### Implementation

This past summer the Tri-City implemented two separate water tram projects. One was launched by Gdańsk and Sopot and the other by Gdynia. The Public City Transport Gdańsk Ltd. and the Gdynia Public Transport Authority are responsible for organizing the water tram project. The water trams are operated by "Żegluga Gdańska S.A.", a coastal shipping company which also operates cruises from Gdańsk, Sopot and Gdynia. Three water trams sailing from Gdańsk and Sopot may accommodate 140 passengers each and the two catamarans from Gdynia may take on board more than 450 people.

### Conclusions

The water trams have proven to be popular with tourists and inhabitants as the cruise is much shorter and cheaper than a journey by car or train. The journey to Hel from Gdańsk takes two hours, from Sopot one and a half hours, and from Gdynia one hour. Ticket costs range from 10 PLM to 16 PLM (around 2.5 - 4 EUR).

More information about Water Tram (Water Ferry) available at <http://www.mzkzg.org/?subpage=pod&art=23> (Polish only)

Current prices, Gdynia's Water Tram [http://www.zkmgdynia.pl/images/tw\\_folder\\_2011.pdf](http://www.zkmgdynia.pl/images/tw_folder_2011.pdf)

## New leisure related mobility services in Krakow/Poland



Just to make it easier and more comfortable to ride a bike in Krakow and to encourage inhabitants to use bikes more frequently as a mode of transport to recreational areas of Krakow particularly during the spring/summer season - this is the main purpose. New leisure related mobility services will enable to create a new cyclist friendly image of PT.

### Objectives / Innovative Aspects

- To implement new leisure related mobility service in Krakow in order to increase a use of bikes and PT transport for the purpose of reaching recreational areas.
  - To conduct an information and marketing campaign to disseminate the new mobility service
  - To test the system for future implementation in Krakow neighbourhood areas as a way of travelling from suburbs to the city centre.

### The Measure

It is not easy to ride a bicycle in Krakow. An insufficient length of bike lanes makes it awkward to ride in a save way. Consequently, getting to recreational areas for bike trips is not comfortable enough and might be discouraging for bike users. Therefore the launch of new leisure mobility services in Krakow is a good way to stimulate the use of bicycles as a mean of transport and to enable cyclists to use PT when going for trips to recreational areas of the city. The new bike currying facilities installed on PT buses operating on chosen bus lines during spring/summer season are first step towards increase of PT use when going for leisure activities outside the city centre.

Demonstration phase began with production of 15 bike grips. MPK constructed and tested a prototype of bike grip and than produced all bike carrying facilities using its own labour resources. Simultaneously bus routes and lines were chosen and special bus schedules were prepared. Afterwards 100 bus drivers were trained how to use new equipment for bike transportation.

### Implementation Status

The new service was launched in July 2006 and was preceded by the communication and marketing campaign. The news about the introduction of leisure related mobility services in Krakow were disseminated on local and national scale and met with a great interest of PT operators from other Polish cities. The following media were used for dissemination: local and national press, local radio and TV channels, internet and additionally direct meetings with potential users during the grand launch of the service. In summer 2006 a research on representatives of Krakow's households was conducted. The results revealed citizens' acceptance for the idea of introducing new leisure related mobility services. Later in 2007 and 2008 after restart of the service MPK was continuing the process of service eval

### Results

- The new leisure related mobility service was generally accepted by the citizens of Krakow.
  - The awareness of the bike holders on PT buses was increasing in the following seasons of

the service availability. But the service launch did not result in the raise of readiness to use PT transport for the purpose of bike tourism.

- Bike currying facilities were used most frequently on line number 134 (leading to the ZOO).
- Economy indicators (both operating costs and operating revenues) related to provision of the new leisure related mobility service turn out to have low impact on the overall operation on chosen bus lines.

**In cooperation with:**





## **CIVITAS- MIMOSA - CLEANER AND BETTER TRANSPORT IN CITIES; GDANSK**

### **OVERVIEW**

#### **Purpose**

Challenge the domination of car in the mobility culture of the city of Gdansk by an event organised within the framework of the European Mobility Week 2010.

#### **Key partners**

City of Gdansk, public transport operators, local NGOs, volunteers, producers of cycling accessories

#### **Timeframe**

Mobility weeks organised in the second part of September each year, mobility weekend crowning the organisation of Bike Fridays campaign 3 weeks before it.

#### **Current status**

Event to be repeated every September, in connection with the Congress of the Polish Union of Active Mobility. Bike Fridays to be organised in 2 weeks, more exhibitors attracted to provide goddie bags to be distributed among participants.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Car considered as a status symbol and default option by those who use it, low awareness of benefits resulting from the use of alternative transport options in urban environment.

#### **Objectives of the measures to be developed**

To promote awareness of the city's web tools for mobility management; to create a new urban mobility culture; to optimise the use of private cars; to promote alternative fuels and vehicles; to encourage the use of collective public transport; and to promote cycling as an alternative to the car.

#### **Process to measurement decision**

Organisations involved: private sector companies, NGOs and the municipality

### **IMPLEMENTATION**

#### **Description of the measure**

Holding a number of integrated informative events in the city

#### **Organisation**

##### **of implementation**

When a number of street events is organised, volunteers from companies promoting Corporate Social Responsibility projects distributes bags with simple gadgets promoting cycling to local cyclists at several road junctions and invites them to a Mobility Weekend



#### of operation

Among the stakeholders involved it is necessary to mention 50 volunteers from the companies involved, volunteers from the NGOs and employees of particular municipalities involved in active mobility promotion.

#### **Obstacles**

Political acceptance was assured with the direct involvement of local politicians and celebrities taking part in street events promoting cycling, walking and public transport use. More media involvement planned for the next year.

#### **Problems occurred**

Certain persons invited to take part in the campaign could not reach the planned junctions in morning hours, thus some junctions were not manned with volunteers, what led to some frustration of cyclists expressed in internet fora.

#### **Costs**

##### of implementation

50 volunteers were involved for 8 hours. Costs of gadgets and goddie bags are covered by the funding partners.

##### of operation

-

## **CONCLUSIONS**

### **Evaluations results**

50 volunteers helped the MIMOSA team during the events; about 10,000 people participated in various events; more than 40 different media informed about the events; thousands of visitors; exhibitors from all over Poland; (evaluation based on direct surveys conducted among participants)

- Public awareness of messages conveyed in the information campaign increased to 10 percent in terms of spontaneous recall.
- Prompted recall of particular aspects of the campaign reached 40 percent.
- Citizens reported a 5 percent modal shift away from the private car within four weeks after Mobility Week.

### **Lessons learnt**

Currently the main focus is on general awareness raising about the need to reduce car dependency and contemplate other transport options. The decision makers (usually men) often underestimate the chance for shifting from cars to cycling, assuming that public transport is a more serious alternative to car use than cycling

### **Success factors**

Involvement of local politicians and celebrities, well prepared and well targeted groups, good partnership co-operation between the municipality employees, volunteers, NGOs and private sector companies interested in carrying out CSR campaigns.

### **Future developments**

Each year the mobility week preceded with Bike Fridays campaign attracts more municipalities interested in carrying out corresponding campaigns in their area, promoting their towns as attractive cycling tourist destinations. This trend is expected to continue thanks to the network of cooperation among the members of the Polish Union of Active Mobility (PUMA) association.



## **INDEXING**

### **by location**

Poland	country
Gdansk, Pomerania	Region or municipality

### **by transport theme**

#### Topic

Clean and energy-efficient vehicles
Collective passenger transport
Cycling
Intermodality
Walking
Leisure/tourist transport (not yet in ELTIS)

#### Key words

Mobility management	<i>Measures: awareness raising</i>	<i>European Mobility Week, campaigns</i>
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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

### **Implementation area**

262 km <sup>2</sup>	Area (km <sup>2</sup> )
458,000	Inhabitants (no.)
16,000+	Guest beds (no.)
486,885	Overnight stays per year (no.)
7,042,800	Daily visitors per year (no.)



#### **Additional information on promotion, participation, acceptance and customer satisfaction**

-

#### **Other data/information**

-

## **BTT PROJECT: MOUNTAIN BIKE NETWORK FOR PROMOTING ALTERNATIVE SUSTAINABLE MOBILITY, GLACIA**

### **OVERVIEW**

#### **Purpose**

Create a network of mountain bike routes and service centres on the region of Galicia, for the promotion of a new tourist product.

#### **Key partners**

Sociedade de Imaxe e Promoción Turística de Galicia, Turgalicia.

#### **Timeframe**

Launched in December 2010. Under development.

#### **Current status**

The first centre was opened in the county of O Salnés. The network now has 10 routes, with around 118km length.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

There was a lack of alternative products combining mobility and tourism. A new form of leisure mobility has been introduced.

#### **Objectives of the measures to be developed**

- Diversify tourist demand, alternative products.
- Create an integrated network of mountain bike routes.
- Offer additional services to BTT users, creating added value.
- Encourage knowledge of rural and cultural heritage.
- Involve local stakeholders in the building-up process.

#### **Process to measurement decision**

TURGALICIA is the leader entity. Cooperation with municipalities was essential, showing their commitment with the delivery and maintenance of infrastructure.

### **IMPLEMENTATION**

#### **Description of the measure**

The first centre was inaugurated in O Salnés. It provides a range of complementary services: parking, bike rental, showers, tourism information and technical support. It is the starting



point for a 10 routes. There is a specific map for each route (available on the web), containing: length, difficulty, altitudinal, tips, GPS and main attractions.

**Organisation (experiment)**

-

**Obstacles**

There were some problems with the coverage and length of some routes. The project was very attractive for municipalities, and many wanted some routes to pass through their boundaries. No other major obstacles have been identified.

**Problems occurred**

Some signs on the network have disappeared. Vandalism has been found on some signage and materials. It is important to dedicate efforts to increasing awareness of the benefits of the project to the possible perpetrators of the vandalism.

**Costs**

Costs of implementation and operation vary depending on several factors: existence of previous buildings, need to carry out rehabilitation works or not, etc. Relating to the cost of signage, it ranges from 35.000 to 40.000€ per 100 km.

**CONCLUSIONS**

**Evaluations results**

The outputs produced are: 1 centre, a 115 km of mountain bike network and 10 new routes. There has been a high response in terms of demand and interest. More municipalities are willing to introduce such a scheme because of the multiple benefits that the project brings. Regarding the number of users, around 2.300 people used this service in 2011.

**Lessons learnt**

To initiate a consultation process before launching this type of scheme is essential. It is recommendable to carry out demand surveys in order to fine tune the nature of the product. It is also necessary to promote further the project via social media channels as even a very good website may not receive many hits if it is not publicised.

**Success factors**

To follow a bottom-up planning approach, contact local entities, design a demand-oriented service, the quality of the network and the financial sustainability of the project. A good promotion and sound management is also essential.

**Future developments**

The successful implementation of the first centre has shown the interest of tourists and residents in this alternative leisure product. Thus, the BTT Technical Office is working in the inauguration of two additional BTT centres by 2013.

**INDEXING**

**by location**

Spain	country
Galicia	Region or municipality



### by transport theme

#### Topic

Cycling
Leisure/tourist transport (not yet in ELTIS)

#### Key words

Topic	Selected keywords from ELTIS	New keyword
Cycling	User groups - leisure cyclists Measures – mapping / routing	##

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### **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

#### Implementation area

29.574	Area (km <sup>2</sup> )
2.795.422 (year 2011)	Inhabitants (no.)
##	Guest beds (no.)
7.139.306 (year 2011)	Overnight stays per year (no.)
8.300.000 (year 2011)	Daily visitors per year (no.)

#### **Additional information on promotion, participation, acceptance and customer satisfaction**

The website of the project and download of materials (available in English, Spanish and Galician languages) is: <http://www.turgalicia.es/centrosbtt/>.

#### **Other data/information**

-



## **EGISTOUR SYSTEM IN THE BASQUE COUNTRY**

### **OVERVIEW**

#### **Purpose**

The eGIStour system represents a new method to measure, model and monitor flows of visitors in urban destinations.

#### **Key partners**

Basque Tourism Agency

#### **Timeframe**

2009-2011. Still developing in different parts of the Basque Country.

#### **Current status**

eGIStour is a part of a broader project called TouristTEK, which was funded by the ETORTEK programme of the Basque Government.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Lack of information available to understand the diversity of the visitors' trips and their mobility patterns en route.

#### **Objectives of the measures to be developed**

The goal of the eGIStour project is to create a system for measurement, analysis, modelling and monitoring of visitor flows.

This work will help us to:

- Understand the space-time consumption of the visitors at a destination
- Identify the most and less frequented places
- Determine behavioural patterns depending on the type of visitor
- Enhance the accessibility and attraction of the spaces
- Identify black spots in the mobility patterns
- Market intelligence system in real time and en route.

#### **Process to measurement decision**

Collaboration and commitment of Basquetour and of the managers of Bilbao, Donostia-San Sebastian and Vitoria-Gasteiz has been key. Moreover, all of these actors were very helpful when implementing the whole system for the first time during the months of July and August, 2010. During December 2011, the County Council of Gipuzkoa funded another implementation of the system to obtain an accurate vision of the flow of the visitors to the mentioned area.

### **IMPLEMENTATION**

#### **Description of the measure**

The utilization of GPS devices, combined with space-time analysis techniques, facilitates a better understanding of the visitors' travel behaviour. Acquiring such knowledge is fundamental for improving the quality of sub-national data available to local or regional destination management organizations and tourism stakeholders, thus gaining a better positioning for the destination as a whole. The final aim of the implementation of the eGIStour



system, developed by CICtourGUNE, is to provide an accurate overview of the flows and numbers of visitors to any location.

### **Organisation (experiment)**

Every tourist of the chosen sample (tourists staying at a 3-4\* hotel) will be provided with a mobile device based on Android mobile Operating System. This will record the whole route made by the sample of tourists involved. Moreover, the device has a starting point of a survey, which includes 6 variables (reason for the trip, average stay, type of traveller, start time and origin). The upload of this initial data is supported by technical staff. Thus, the visitor will not be requested to interact with the device at all. Optionally, the visitor will be given the opportunity to activate a system for collecting emotive/perceptual variables while en route. As a result, and jointly with geolocation data, the analysis and visualisation tool will be able to display not only the routes that tourists take, but also their perception of a particular geographical location.

### **Obstacles**

Need for the tourists' collaboration in what may seem like a "Big Brother" experiment.

### **Problems occurred**

- Most visitors are not part of the sample due to the lack of common language with interviewers.
- Survey limitations. No info available about means of transport used or income level.
- Geolocation has a margin of error, not yet quantified.
- Project is limited to tourists staying at 3-4\* hotels.

### **Costs**

#### of implementation

No info available

#### of operation

Samples are taken non-simultaneously in different locations. Therefore, with a relatively low investment, a large territory can be analyzed.

## **CONCLUSIONS**

### **Evaluations results**

Thanks to this project, managers of tourist destinations can get a really high knowledge of the visitors' activity. A good example is related with the destination of the trips from a hotel and the main excursions made outside the city.

### **Lessons learnt**

The interviewers at hotels should be able to explain the aim of the experiment in more languages to encourage participation. Moreover, the project should be enlarged to a wide range of visitors.

### **Success factors**

There was excellent collaboration between those responsible for tourism in the three Basque capitals which aided the real success of the action. On the other hand, the project provided a huge amount of information, allowing tourist managers to take decisions on marketing and management plans, based on data and not only on intuition.



### Future developments

This tool opens a wide range of possible analysis studying the correlation among variables of the survey, and among variables of the survey face to different points of the itinerary and even analyse the impact of meteorology.

### INDEXING

#### by location

Spain	country
Basque Country	Region or municipality

#### by transport theme

##### Topic

Transport planning and land use
Leisure/tourist transport (not yet in ELTIS)

#### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Transport planning and land use	<i>Monitoring/Evaluation</i> <i>Stakeholder involvement</i>	##

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### ADDITIONAL INFORMATION relevant for STARTER and SEEMORE

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

#### Implementation area

7.234	Area (km <sup>2</sup> )
2.155.546	Inhabitants (no.)
797.220	Guest beds (no.)
4.435.404	Overnight stays per year (no.)
2.465.167	Daily visitors per year (no.)



### **Additional information on promotion, participation, acceptance and customer satisfaction**

Euskadi has a Tourist Marketing Plan. Its main aim is to attract a more diversified and rentable offer by the promotion of 4 key sectors (touring, wines and gastronomy, city breaks, meeting) as well as other 3 priority sectors (rural, nature and adventure, culture).

### **Other data/information**

In order to support sustainable transport, Euskadi has developed Moveuskadi, a global integrated system of information of multimodal public transport services in the whole Basque Country. Through Google Transit both locals and tourists can create their own routes in public transport regardless of the company operating those services.

GIStour results are open to everybody on the web:

<http://observatorioturisticodeeuskadi.basquetour.net/SitePages/eGIStour.aspx>

## **IMPROVED PUBLIC TRANSPORT CONNECTIONS TO THE CITY CENTRE AND TO THE AIRPORT IN MALLORCA**

### **OVERVIEW**

#### **Purpose**

Improve the connection with public transport between Platja de Palma (main tourist resort in Palma Municipality), the airport and the city centre.

#### **Key partners**

Key partners are the Municipality of Palma and the Local Public Transport Company (EMT Palma)

#### **Timeframe**

Actions were put into service between February 2008 and June 2009.

#### **Current status**

Minor changes were made in May 2010 and May 2012.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Before the project only one urban bus route connected Platja de Palma and the city center (L15). It had a poor commercial speed as it ran along the old road. No connection was available to the airport.

#### **Objectives of the measures to be developed**

The target group for the measure was tourists staying in Platja de Palma. The local population was also a beneficiary of the measures taken.

#### **Process of measure implementation**

Process managed by the municipality.



## **IMPLEMENTATION**

### **Description of the measure**

The aim of the measure was to create two new bus lines connecting, respectively Platja de Palma and the city center (L25) and Platja de Palma with the airport (L21).

- L25: it runs parallel to the old L15 but at a much improved commercial speed as it runs half of its route on the highway.
- L21: new direct connection with the airport.

### **Organisation**

#### of implementation

A Transport Consultancy (Cinesi) supported the Local Public Transport Company in planning the most appropriate route design and resource allocation.

#### of operation

Operation was the exclusive responsibility of the Local Public Transport Company.

### **Obstacles**

This major change caused a decrease of the frequency of the historic line (L15) which led to some complaints amongst those affected. However, the reorganisation of the corridor as a whole also tried to correct this problem.

### **Problems occurred**

L15 and L25 continued to run as standard buses with no priority on most of their itinerary (neither traffic light priority nor an efficient bus lane) which led to major delays at peak hours. Moreover, the high number of tourists using these lines makes ticket purchase really slow which also reduces commercial speed and regularity.

### **Costs**

#### of implementation

L25 was only a restructuring of resources available at no extra to the municipality. L21 implied an increase of two buses and a need to employ or pay 7 additional drivers.

#### of operation

L25 had no extra operational cost while L21 implied an extra operational cost of 1 M€ aprox.

## **CONCLUSIONS**

### **Evaluations results**

The reorganisation of lines was a success since a great part of the demand was transferred from L15 to L25. From 2007 till 2010 L15 lost 1,8 million passengers while L25 carried 1,9 million passengers in 2010, transported quicker and more comfortably. There was not a great increase in the number of passengers, mainly due to economic crises. Each additional passenger carried on the two routes as a whole therefore cost the municipality only 10€.

### **Lessons learnt**

One major obstacle was to convince neighbourhood associations as they were sceptical about the possible impacts of route restructuring. The fact that L15 (almost 7 million passengers per year in 2007) had to face a service running at a reduced frequency was a fact of real concern.

### **Success factors**

A great improvement of quality and speed of public transport was reached.



### Future developments

If public transport demand continues to increase it may be necessary to build a higher capacity means of transport on this corridor such as a BRT.

### INDEXING

#### by location

Spain	country
Palma de Mallorca	Region or municipality

#### by transport theme

##### Topic

Collective passenger transport

##### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Planning network design</i>	

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### ADDITIONAL INFORMATION relevant for STARTER and SEEMORE

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

#### Implementation area

213,55	Area (km <sup>2</sup> )
405.318	Inhabitants (no.)
42.822	Guest beds (no.)
10.000.000	Overnight stays per year (no.)
2.200.000	Daily visitors per year (no.)



#### **Additional information on promotion, participation, acceptance and customer satisfaction**

These new lines have been accompanied by a reinforcement of information at the airport and EMT website in order to make it easier for tourists to find out about the newly available services.

#### **Other data/information**

The Consortium for the Improvement of Palma Beach is now working to define the planning strategy for the coming years. This may result in some changes on the transport network.

## **MOBILCARD: A SPECIAL TRAVEL PRODUCT FOR TOURISTS (PROVINCE OF BOLZANO – SOUTH TYROL, ITALY)**

### **OVERVIEW**

#### **Purpose**

To allow tourists to travel about the region using all means of public transport with just one ticket.

#### **Key partners**

Decision makers: the Autonomous Province of Bolzano – South Tyrol and the System of Integrated Local Transport; funding partner: the Foundation "Südtiroler Sparkasse" (as regards the Museumobilcard).

#### **Timeframe**

Initiative launched in 2006, with 2 new cards introduced at a later stage.

#### **Current status**

The initiative is fully operating. After the launch of the original card, two new cards (the Museumobilcard and the Bikemobilcard) were also introduced.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

The Province of Bolzano witnessed an extensive use of cars especially during weekend trips, both by tourists and local residents.

#### **Objectives of the measures to be developed**

The Mobilcard is mainly aimed at tourists, but can also be used by local residents. It allows cheap easy travel by public transport right across the region in an easy and cheap manner, encouraging the use of public transport. It also helps in reducing emissions and traffic jams.

#### **Process to measurement decision**

The initiative is promoted by the Autonomous Province of Bolzano in cooperation with the regional System of Integrated Local Transport which coordinates public transport services and ticketing in the region. Several museums, hotels and bike rental companies are also involved in its implementation. Statistical data are collected monitored to evaluate the success of the initiative.



## **IMPLEMENTATION**

### **Description of the measure**

The Mobilcard allows individuals to make full use of the South Tyrol Integrated Public Transport network with just one ticket. The Mobilcard can be purchased for 1, 3 or 7 consecutive days and gives access, among other things, to trains, buses and cable cars. Reduced fares are available for youngsters up to 14 years old. In addition, the Museumobilcard provides one admission to each of the 80 participating museums, and the Bikemobilcard allows the holder to rent a bike (only once) during the validity period of the card itself.

### **Organisation**

#### of implementation

The promoter of the initiative is the Autonomous Province of Bolzano – South Tyrol. This body and the System of Integrated Local Transport are the main stakeholders responsible for the implementation of the initiative.

#### of operation

The System of Integrated Local Transport is fully involved in the operation of the initiative. In addition to its ticket offices, all tourist offices and many hotels are operating as sales outlets for the Mobilcard and the Museumobilcard. Concerning the Bikemobilcard, some hotels and other leisure facilities will soon be equipped as bike rentals outlets. Some 80 museums also participate in the Museumobilcard initiative.

### **Obstacles**

It goes without saying that there were none

### **Problems occurred**

Not available

### **Costs**

#### of implementation

The main funding body for the initiative is the Autonomous Province of Bolzano – South Tyrol. A contribution was also given by the Foundation "Südtiroler Sparkasse" (a Foundation set up and part funded by a local savings bank) in relation to the Museumobilcard.

#### of operation

The main funding body of the initiative is the Autonomous Province of Bolzano – South Tyrol. A contribution was also given by the Foundation "Südtiroler Sparkasse" in relation to the Museumobilcard.

## **CONCLUSIONS**

### **Evaluations results**

A system to gather statistical data has been used to monitor the success of the initiative. Since its introduction, the Mobilcard has been largely successful, with a peak in sales in 2007. The use of cars has decreased, with beneficial effects on the environment.

### **Lessons learnt**

Not available

### **Success factors**

The success of the initiative relies, among others, on the strong cooperation between the Autonomous Province of Bolzano – South Tyrol and the other stakeholders involved. The



financial contribution of the Foundation "Südtiroler Sparkasse" has also been important to finance the initiative.

**Future developments**

See above.

**INDEXING**

**by location**

Italy	country
Autonomous Province of Bolzano – South Tyrol	Region or municipality

**by transport theme**

Topic

Collective passenger transport
Cycling
Leisure/tourist transport (not yet in ELTIS)

Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Fares – concessions; Planning – service integration; Planning – ticketing</i>	<i>##</i>
Cycling	<i>Integrated transport planning; Rental services</i>	<i>##</i>

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

### **Implementation area**

7.399,92	Area (km <sup>2</sup> )
507.657	Inhabitants (no.)
-	Guest beds (no.)
-	Overnight stays per year (no.)
-	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

-

### **Other data/information**

-

## **PARCO PANEVEGGIO – PALE DI SAN MARTINO DEVELOPMENT AND PROMOTION OF MULTIMODAL TRANSPORT**

### **OVERVIEW**

#### **Purpose**

Promoting sustainable mobility in the Park and promoting the Park itself as a sustainable tourist destination.

#### **Key partners**

Öko-Institut Südtirol/Alto Adige, Natural Park “Paneveggio Pale di San Martino” (co-financer), Trentino Trasporti (public transport provider, subcontractor), local representatives of the hotel and restaurant sector, the local tourist board.

#### **Timeframe**

The first steps in the initiative were taken in summer 2007, and the core measures were implemented in summer 2008, with a view to further developments in 2009.

#### **Current status**

-

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

The Park witnessed a low use of public transport by tourists.

#### **Objectives of the measures to be developed**

The initiative aims to adapt public transport to tourists’ needs, in order to encourage sustainable mobility within the Park and, at the same time, promote the Park itself as a sustainable tourist destination.

#### **Process to measurement decision**

A SWOT analysis was used to develop proposals for the improvement of the routes within the Park.



## **IMPLEMENTATION**

### **Description of the measure**

The first measure adopted was the improvement and optimization of 9 routes within the Park, with a focus on the number of stops and bus schedules. A new shuttle bus line was also implemented. The second goal of the initiative was to make public transport more attractive. This was reached by developing activities and highlighting destinations within the Park which can be reached by public transport. Cycling and hiking trails were brought to tourists' attention, as well as the presence of several anthropological points of interest within the Park, thus developing "culture+nature" hiking trails. The final measure was the adoption of a "destination card" in order to provide tourists with all the relevant information about the Park in a clear, concise and condensed way. Indeed, the "destination card", created in a z-card format, contains information about bus routes, timetables, destinations and activities within the Park and the main intermodal nodes.

### **Organisation**

#### of implementation

The promoter of the initiative is the Öko-Institut Südtirol/Alto Adige, supported by the Natural Park "Paneveggio Pale di San Martino". Local representatives of the hotel and restaurant sector and the local tourist board have also been involved in the planning of new bus routes.

#### of operation

-

### **Obstacles**

The Park management demanded a mobility survey before deciding which actions should be considered as priorities and, consequently, should be taken first. A survey based on a questionnaire was then carried out among tourists to collect more information about their transport behaviour and their attitudes to possible sustainable mobility initiatives. The survey provided the necessary data for the implementation of a new shuttle bus line.

### **Problems occurred**

-

### **Costs**

#### of implementation

-

#### of operation

-

## **CONCLUSIONS**

### **Evaluations results**

-

### **Lessons learnt**

The importance of a good and comprehensive communication strategy; the need to think in a multimodal way; the necessity of an effective corporate image for green routes.

### **Success factors**

The success of the initiative relies, among others, on the strong cooperation between all the relevant stakeholders.

### Future developments

Following the launch of the “destination card”, the aim of the initiative has been to strengthen multimodal transport as a way to foster sustainable mobility. A new “round table” with local stakeholders (the tourism board, hotels...) has been set up in order to develop further solutions with private financing from local enterprises.

## INDEXING

### by location

Italy	country
Trentino	Region or municipality

### by transport theme

#### Topic

✓	Collective passenger transport
✓	Cycling
✓	Intermodality
✓	Walking
✓	Leisure/tourist transport (not yet in ELTIS)

#### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Planning – scheduling</i>	<i>##</i>
Cycling	<i>Measures – mapping/routing</i>	<i>##</i>
Intermodality	<i>Coordination and cooperation; information; promotion and advertising</i>	<i>##</i>
Walking	<i>Measures – mapping/routing; measures – raising awareness</i>	<i>##</i>

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### **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

#### **Implementation area**

6.206,88 (Province of Trento)	Area (km <sup>2</sup> )
533.394	Inhabitants (no.)
-	Guest beds (no.)
-	Overnight stays per year (no.)
-	Daily visitors per year (no.)

#### **Additional information on promotion, participation, acceptance and customer satisfaction**

-

#### **Other data/information**

The park is located in the Autonomous Province of Trento and the area of Parco naturale Paneveggio – Pale di San Martino is 197km<sup>2</sup>

## **DISCOVERING THE DOLOMITES WITHOUT CAR, SAN CANDIDO (ITALY)**

### **OVERVIEW -**

#### **Purpose**

Reducing the access by car to the valley “Campo di Dentro”.

#### **Key partners**

The initiative was promoted and implemented by the Municipality of San Candido, Südtirol/Alto Adige Region.

#### **Timeframe**

The initiative is the result of a feasibility study which started in March 2007. Since then, the implementation of the project required two years and the planned measures were finally introduced in July 2009.

#### **Current status**

The initiative is fully operating.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Cars used to be tourists’ preferred means of transport to reach the valley “Campo di Dentro”, one of the main stages in the trip leading to the mountain “Tre Cime di Lavaredo”. Consequently, the emissions of CO<sub>2</sub> and other greenhouse gases both in the valley and in the surrounding municipalities were considerably high.

#### **Objectives of the measures to be developed**

The goal of the initiative was to provide visitors with an alternative and public means of transport, in order to reduce emissions.



## **Process to measurement decision**

Not available

## **IMPLEMENTATION**

### **Description of the measure**

A series of measures were adopted. First of all, the car park was moved from the end of the valley to the entrance of it. Providing only 80 parking spaces, it was meant to encourage the use of public transport to reach the valley. Secondly, the bus service connecting the valley to the surrounding towns was improved. Thirdly, a shuttle bus service was introduced. The shuttle bus still crosses the entire valley, connecting its entrance to its end. That way, it provides a sustainable alternative to the use of the car to reach the end of the valley. Indeed, the car park, the new bus stop and the shuttle bus stop are located in the same place, to enhance the exchange car/bus at the entrance of the valley. Finally, the car access to the end of the valley was limited by introducing a new regulation. With the exception of mountain dew employees and farmers working in the area, it is still not allowed to drive in the valley from 9 a.m. to 6 p.m., a time frame corresponding exactly to the shuttle bus schedule.

### **Organisation**

of implementation

Not available

of operation

Not available

### **Obstacles**

Not available

### **Problems occurred**

Not available

### **Costs**

of implementation

Not available

of operation

Not available

## **CONCLUSIONS**

### **Evaluations results**

The success of the initiative was evaluated on the basis of the number of visitors and a carbon footprint analysis, carried out by the Öko-Institut Südtirol/Alto Adige. The shuttle bus welcomed up to 400 passengers a day and roughly a third of them used public transport to reach the entrance of the valley. According to the carbon footprint analysis, the emissions in the valley decreased to 3.7 – 6.5 tonnes of CO<sub>2</sub> equivalent, whereas in the surrounding municipalities the decrease of greenhouse gases ranged between 4.1 and 10.4 tonnes.

### **Lessons learnt**

Not available

### **Success factors**

Not available



**Future developments**

Not available

**INDEXING**

**by location**

Italy	country
Municipality of San Candido	Region or municipality

**by transport theme**

Topic

Collective passenger transport
Intermodality
Leisure/tourist transport (not yet in ELTIS)

Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Measures – shuttle/feeder bus; planning – service integration</i>	<i>##</i>
Intermodality	<i>Coordination and cooperation; legal and regulatory framework; monitoring and impact assessment</i>	<i>##</i>

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**ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

### Implementation area

80,1	Area (km <sup>2</sup> )
3172	Inhabitants (no.)
-	Guest beds (no.)
-	Overnight stays per year (no.)
-	Daily visitors per year (no.)

### Additional information on promotion, participation, acceptance and customer satisfaction

-

### Other data/information

-

## A METHODOLOGY FOR PARKING PRICING IN ORTIGIA, SIRACUSA

### OVERVIEW

#### **Purpose**

The initiative aimed to reduce car trips to the island of Ortigia and encourage pedestrian access to it instead. The goal was thus to reduce acoustic and atmospheric pollution on the island and to promote the its artistic, monumental and cultural heritage.

#### **Key partners**

Municipality of Siracusa; University of Catania.

#### **Timeframe**

The research and feasibility stage of the project was 11 months long, from September 2006 to July 2007. Afterwards, the implementation of the initiative required 1 year.

#### **Current status**

The initiative is fully operating. The Municipality of Siracusa intends to extend the approach adopted in Ortigia to the whole urban area of Siracusa.

### BACKGROUND and OBJECTIVES

#### **Problems before implementation**

In Siracusa, in 2001, almost 77% of urban trips were made by private transport (car and motorcycles), about 4% by public transport (bus), 19% by walking and only 1% by cycling. Consequently, acoustic and atmospheric pollution had reached unacceptable levels.

#### **Objectives of the measures to be developed**

The initiative aimed to reduce travel by car to Ortigia, promoting alternative transport addressed both to tourists and local residents. The goal was thus to reduce noise and atmospheric pollution, as well as concerns about pedestrian safety, and consequently improve the quality of life of people living and working in Ortigia.

#### **Process to measurement decision**

Before planning the initiative, interview based research established current travel patterns in Ortigia.

## **IMPLEMENTATION**

### **Description of the measure**

Two kinds of measures were adopted. First, the access to public transport was improved. More frequent bus services were introduced, as well as reduced or free tickets. Secondly, a new car parking policy was introduced. Limited traffic zones were enlarged, restricted traffic zones were created and a new parking pricing scheme was adopted. As a result, the current organisation of the access to Ortigia is as follows: the northern part of the island, which is connected to the mainland by two bridges, has been defined as a Restricted Parking Area (ZSC). The ZSC is accessible by car to everybody but parking is not allowed, except in two large areas, where the charge is 0.60€/h, and Talete car park, where parking is normally free of charge except from 9 p.m. to 5 a.m. when a flat fare of 1€ is applied. From this area, three gates monitored by video cameras give access to the southern part of the island, which is a Restricted Traffic Area (ZTL), i.e. is accessible by car only by residents and authorized users. In addition, some roads of the island are accessible by car only from Monday to Friday (only from 6 a.m. to 8 p.m.) and some pedestrian areas have been created.

### **Organisation of implementation**

Not available

### **of operation**

Not available

### **Obstacles**

The major obstacles encountered were the lack of infrastructure and support.

### **Problems occurred**

Not available

### **Costs**

#### **of implementation**

Not available

#### **of operation**

Not available

## **CONCLUSIONS**

### **Evaluations results**

The use of the new “edge” parking areas in Ortigia increased consistently since the launch of the initiative, as well as the number of people walking to the island.

### **Lessons learnt**

The first lesson learnt is that a “less than optimum” option must be preferred to the optimal option if it is well accepted by the community. Secondly, the initiative demonstrated that the use of “mathematical tools” helps the adoption of unpopular car restrictions measures by decision makers, since they can invoke the intervention of a “third part” support decision tool. Finally, a further lesson is that discrete choice models are exportable in other contexts where choice sets and decision makers are different.

### **Success factors**

The scientific foundation of the methodology adopted before planning the initiative largely contributed to its success.

### Future developments

The Municipality intends to extend the approach adopted in Ortigia to the whole urban area of Siracusa, with a view to assure an adequate support to all land use activities of the urban area to all citizens using many available transport options. The goal is to adopt a systemic approach, capable of catching the interaction of land use, transport system and environmental protection of the entire urban area of Siracusa.

### INDEXING

#### by location

Italy	country
Municipality of Siracusa	Region or municipality

#### by transport theme

##### Topic

Traffic and demand management
Transport planning and land use
Leisure/tourist transport (not yet in ELTIS)

#### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Traffic and demand management	<i>Parking charging; parking management; pedestrian zones</i>	<i>##</i>
Transport planning and land use	<i>Pedestrian zones; sustainable urban design</i>	<i>##</i>

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

### **Implementation area**

204,8	Area (km <sup>2</sup> )
123.850	Inhabitants (no.)
-	Guest beds (no.)
-	Overnight stays per year (no.)
-	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

-

### **Other data/information**

Area of the island of **Ortigia**: less than 1km<sup>2</sup>

## **LARNACA AND PAFOS AIRPORT SHUTTLE BUS SERVICES**

### **OVERVIEW**

#### **Purpose**

Airport shuttles between Limassol and Larnaca and Pafos Airports.

#### **Key partners**

Hermes Airports, Limassol City Buses Company (EAL).

#### **Timeframe**

Started in 2010.

#### **Current status**

16 routes per day to Larnaca Airport, average of 5 routes per day to Paphos. It operates to/from two bus stops in Limassol but there are plans to upgrade one and abolish the one in near tourist area.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Before the implementation, getting to the airport was very expensive for visitors who didn't rent a car, because they had to pay for a taxi. In the summer there were not enough taxis to serve the high demand.

#### **Objectives of the measures to be developed**

To provide a convenient public transport service for tourist and the local to the airport and to reduce congestion and fuel consumption.

#### **Process to measurement decision**

Limassol City Bus Company, after many years of activity, decided to provide the service to and from the airports for the reasons mentioned before.



Hermes Airports is in agreement with this arrangement since this ensures lower travel cost for visitors and could work as an additional incentive to travel to Cyprus.

## **IMPLEMENTATION**

### **Description of the measure**

Modern bus fleet serves 16 routes to and from the Larnaca airport and 6 to and from the Pafos airport. The service to and from Larnaca Airport is offered seven days a week (including holidays) and it is all year round. The service to and from Pafos Airport is offered seven days a week (including holidays) but only during the high season (Summer period). The charge is €9 per adult and €4 per child.

### **Organisation**

#### of implementation

The timetable is arranged by the Limassol Bus Company based on the flights schedule of each airport.

#### Of operation

It is operated by the Limassol Bus Company. They are responsible for operating the services, hiring and training their drivers, running a call centre to provide information, planning and publishing the bus timetable.

The Road Transport Department (under Ministry of Communications and Works) is responsible for licensing and monitoring the service offered.

### **Obstacles**

Taxi drivers' reaction and political pressure because of that.

There is no bus station in the tourist area due to infrastructure issues (an existing low bridge).

It took a lot time to become financially viable due to the locals strong habit of using private cars.

### **Problems occurred**

Existing two bus stations are not protected from weather. The company has plans to invest in upgrading one and closing the other one down. Both stations are far away from the tourist area with no easy access by public transport, resulting in the need for a tourist to take a taxi to go to the bus station.

### **Costs**

#### of implementation

This information is not available.

#### of operation

This information is not available.

## **CONCLUSIONS**

### **Evaluations results**

Thousands of people (both locals and tourists) are carried to/from the airport. As a result emission reduction is achieved and traffic jams at the airport are minimized.

### **Lessons learnt**

It was a slow start but after three years of operation, it proved to be increasingly successful.





### Success factors

Running efficient and reliable services have played a significant role in the success this measure. Increasing cost of petrol and the people becoming more environmentally friendly has also helped to increase the patronage.

### Future developments

The future plans include: upgrading of one of the bus stations, increasing service frequencies to both airports and efforts to establish a bus station in the tourist area.

## INDEXING

### by location

Cyprus	country
Limassol	Region or municipality

### by transport theme

#### Topic

Collective passenger transport
Leisure/tourist transport (not yet in ELTIS)

#### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Measures – shuttle / feeder buses</i>	<i>##</i>

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

### **Implementation area**

35 KM <sup>2</sup>	Area (km <sup>2</sup> )
200,000	Inhabitants (no.)
13,000	Guest beds (no.)
28,600,000	Overnight stays per year (no.)
##	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

The bus service to and from the airports was promoted in the local media. The local media provided extra coverage and a lot of local organizations such as the Limassol Chamber of Commerce and Industry and Limassol Tourism Board and the local authorities have been very supportive of this measure. Customer acceptance took some time but it is impressively increasing.

### **Other data/information**

There is no other initiative in this specific field (public transportation to and from the airport).

## **LIMASSOL SEASIDE PATH**

### **OVERVIEW**

#### **Purpose**

Give the option of walking along the beach of Limassol, connect various areas, hotels, buildings of the beach and create a route that compliments the beautiful scenery of the coast.

#### **Key partners**

Limassol and Yermasoyia Municipalities, Ayios Tychonas, Pareklisia and Pyrgos Community Boards and the Ministry of Interiors (Department of House and Town Planning)

#### **Timeframe**

The development of the walk path started in 2004 and was completed in two years The walk path requires regular maintenance due to its proximity to the sea.

#### **Current status**

It is an almost a complete walking path along but still has two gaps.

### **BACKGROUND and OBJECTIVES (max. 500 characters)**

#### **Problems before implementation**

Walking access from one end to the other of coastline was through a sandy beach, which was avoided the most of the times. Access by car was provided through a seaside road which gets busy on Fridays and Saturdays.

#### **Objectives of the measures to be developed**

- To offer an appealing alternative to car for the public and the tourists for travelling along the coast.



- To create a tourist attraction and provide direct access between hotels
- to reduce emissions and reduce traffic jams (especially during specific problematic times). It is also an appealing place for exercise to both locals and visitors.

#### **Process to measurement decision**

The local Municipalities and Community Boards decided to do this project mainly to provide more aesthetically attractive route along the coast.

### **IMPLEMENTATION (max. 1500 characters)**

#### **Description of the measure**

Construction of a walking path covering around 17 kilometers of the coastline, covering number of different municipalities and communities. It enables people to walk from one hotel to another (for conferences, events, dinners, etc.) with ease, therefore it helps reducing car use.

#### **Organisation**

##### of implementation

The Ministry of Interior (department of House and Town Planning) and two local Authorities financed the project. The design of the path and the materials used were mutually agreed.

##### Of operation

Maintained by the local authorities but the Ministry of Interior contributes to the cost of maintenance. The local businesses, especially the hotels in the area, unofficially also ensure the cleanliness of the walk path in front of their properties.

#### **Obstacles**

There are two gaps in between different local authorities and so far none has taken the initiative or responsibility to complete the path.

#### **Problems occurred**

##### **Costs**

##### of implementation

The exact cost is not available since the project was divided between different local authorities and financed by the Ministry of Interior.

##### of operation

Due to the proximity to the beach there is a great deal of damage to the walk path every year. Therefore the annual maintenance cost is high. The cost is covered by the local authorities and thereafter reimbursed by the Ministry of Communications and Works. There is also cost involved for the everyday up keeping of the path.

The funding from the government (Ministry of Interior) to the local Authorities necessary for the maintenance of the project is reduced due to the general economic conditions.

### **CONCLUSIONS (max. 1000 characters)**

#### **Evaluations results**

The sea side path is a very successful measure and this is evident from the vast amount of people of using it for travel or even for leisure or exercise. This resulted in reduction in car use especially during conferences or events held by the seaside hotels. Walking is now a preferred option between the seaside resorts and facilities.



**Lessons learnt**

When people are presented with greener solutions that are easy and pleasant to use, they do change their mode of transport with no reservations.

**Success factors**

It includes securing the necessary funding, the cooperation between a number of neighbouring local Authorities and their commitment to maintain the path.

**Future developments**

The completion of the two gaps in the sea side walk path.

**INDEXING**

**by location**

Cyprus	country
LIMASSOL	Region or municipality

**by transport theme**

Topic

Walking
Leisure/tourist transport (not yet in ELTIS)

Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Walking	<i>Infrastructure, Planning – network design</i>	<b>##</b>
Seasonal variations (not yet in ELTIS)	-	<b>##</b>

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

### **Implementation area**

35 KM <sup>2</sup>	Area (km <sup>2</sup> )
200,000	Inhabitants (no.)
13,000	Guest beds (no.)
28,600,000	Overnight stays per year (no.)
##	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

The completion of the walk path was strongly supported by the local media and the public. Participation and acceptance have been very high from the beginning and both visitors and locals are very pleased.

### **Other data/information**

The success of the sea side walk path has led a lot of the local Authorities to develop cycling paths along the coast, in some occasions right next to the walking path. The cycling paths were also very well accepted and used by locals and visitors.

## **LIMASSOL BIKE SCHEME**

### **OVERVIEW**

#### **Purpose**

It is to provide rental bikes to travel along the seafront where majority tourist resorts are located and to/from the tourist area to the old town.

#### **Key partners**

Next Bike, Local Authorities (Municipalities and Community Boards), Hotel owners.

#### **Timeframe**

It started its operation with 30 bikes in 2 stations in February 2012. By the end of the year the number of bike stations were increased to 7 with 67 bikes. The target is to have 20 bike stations all over Limassol.

#### **Current status**

The project is funded by a private company (Nextbike) and supported by the local authorities and hotels that allowed for bike stations to be established in their areas.

### **BACKGROUND and OBJECTIVES (max. 500 characters)**

#### **Problems before implementation**

The sea front road connecting the tourist area to the old town and other places of interest in Limassol has always faced traffic problems especially during the high season and during big conferences and events. Visitors had to travel either by bus or car (rented car or taxi) due to



the distance between the tourist area and the old town. Bike rentals were an option but there were limited cycling facilities.

### **Objectives of the measures to be developed**

To provide a sustainable alternative to car for residents and visitors to travel in Limassol.

To develop a bike rental scheme where bikes can be rented and returned to any stations with an hourly charge.

### **Process to measurement decision**

Limassol Municipality initiated the project to by offering the private investor (Nextbike) the license to use the public space for bike stations. Thereafter other local authorities and hotels also offered space to help expand the scheme.

## **IMPLEMENTATION (max. 1500 characters)**

### **Description of the measure**

It is a bike rental scheme operates with 7 stations and 67 bikes. The bikes are rented on a hourly basis and can be returned to any stations. It provides a new practical low cost option to the locals and visitors. The local authorities have developed bike paths and bike routes to complement the scheme.

### **Organisation**

#### of implementation

A private investor (Nextbike) initiated the scheme with support from Limassol and Yermasoyia Municipalities and Ayios Tychonas, Pareklisia and Pyrgos community boards. These local authorities allowed Nextbike to operate the scheme in their area by providing space for the bike stations. Hotels in the tourist area also allowed Nextbike to have bike stations in their properties.

#### Of operation

Nextbike is responsible for the operation of scheme with support from the other stakeholders (local authorities, hotels, media, Limassol Tourism Board).

### **Obstacles**

The measure was welcomed by the visitors. However support from the locals was rather slower since there was no cycling culture in Cyprus due to high temperatures. Gradually the usage by the locals has increased and the students of the local university has found the service convenient for traveling in town. The increasing demand now requires further expansion of the scheme and the cycling network.

### **Problems occurred**

No major problems occurred during the implementation or operation of the bike scheme. However city's limited cycling paths and lanes make it difficult for inexperienced users to use the scheme.

### **Costs**

#### of implementation

This information is not available. The cost was covered by a private investor (Nextbike)

#### of operation

This information is not available. The cost was covered by a private investor (Nextbike)



## **CONCLUSIONS (max. 1000 characters)**

### **Evaluations results**

The success of the scheme can be explained how fast it has expanded since February 2012 – from 2 stations with 30 bikes to 7 stations with 67 bikes.

### **Lessons learnt**

Greener options in transportation are always adopted fast and become a success when they are carefully planned and tailor made to the needs of the user. The fact that users can return bikes any station (near their destination) enables users to save time and money and it is hustle.

### **Success factors**

The location of the stations was key to the success of this project as well as the quality of bikes and the ease of use the scheme. The cost for hiring a bike is cheaper since the user only pays for the duration they need to travel by the bike and can return it to any stations nearer their destination.

### **Future developments**

The aim is to expand the scheme from 7 to 20 stations and to cover the most important places of interested in Limassol.

## **INDEXING**

### **by location**

Cyprus	country
Limassol	Region or municipality

### **by transport theme**

#### Topic

Cycling
Leisure/tourist transport (not yet in ELTIS)

### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Cycling	##	##
Seasonal variations (not yet in ELTIS)	-	##

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### **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

#### **Implementation area**

35 KM <sup>2</sup>	Area (km <sup>2</sup> )
200,000	Inhabitants (no.)
13,000	Guest beds (no.)
28,600,000	Overnight stays per year (no.)
##	Daily visitors per year (no.)

#### **Additional information on promotion, participation, acceptance and customer satisfaction**

The location of the bike stations and the bikes that move around are the best promotion of the project. Acceptance and participation by visitors was very high from the beginning, while from the locals it is gradually increasing. From the interest in this service we assume that customers are satisfied, although we recognize the need to expand the network and the available bike paths and lanes in Limassol area.

#### **Other data/information**

All future roads developed in the Limassol area will include bike paths or bike lanes. This will enable inexperienced bike users to ride more safely and easily in Limassol. There are plans for expansion of the project to 20 bike stations in the near future.



## New urban planning/ traffic management scheme in Protaras (Cyprus)



**Protaras Strip is a busy tourist commercial and entertainment corridor that has undergone a full urban rejuvenation with traffic calming in the context of a government comprehensive town-planning traffic management scheme.**

### Background & Objectives

Protaras is a major seaside tourist resort in Cyprus, located off the coast of Famagusta and is part of the Ayia Napa-Protaras urban tourist complex. The area is of great economic importance, given the fact that tourism is the number one contributor to the nation's GDP.

Bustling Protaras Strip accommodates the majority of the area's hotels and tourist apartments but is also the core of commercial and entertainment activity (shops, restaurants, pubs, etc). This growing mixed land-use pattern produces increasing everyday travel demands for various road user groups. The Strip has very high auto-based access demands but also serves as a local connector street as well as a pedestrian and bus route.

### Implementation

The importance of balancing the above activities/ functions in the sense of creating a sustainable environment for pedestrians (tourist and local) to safely enjoy the amenities of the Strip as well as satisfying the need for automobile access and parking, was soon recognized by the authorities (both government and local) which have recently carried out a comprehensive traffic calming and management scheme along the entire length of the Strip. The performed traffic measures include the following:

- Shift from two-way to one-way low-capacity street
- Upgrading of the two T-junctions of the Strip with the Ayia Napa-Protaras main road (traffic signal installation, geometry and signing/ marking improvements, pedestrian signal addition)
- Full change of surface materials across the entire roadway width and length, from asphalt concrete pavement and concrete-tiled sidewalks to smooth-surface multicolor concrete-stone-blocks
- Extended sidewalk widening
- All junctions of the Strip with beach and hotel access-roads were raised to the level of the sidewalk and pedestrian crossings were incorporated to all directions
- Construction of raised zebra-crossings
- Speed-limit reduction from 50kph to 30kph. (Actual reduction of speed, without any need for enforcement support, was achieved through the densely located raised junctions, as described above)
- Signing improvements
- Modern street-lighting installation
- Improved sheltered bus-stops with bus lay-bys
- Construction of central high-capacity parking facility with two single-direction access points (entry access from the Strip and exit/entry to/from the Ayia Napa-Protaras main road)
- Addition of on-street short-term taxi and commercial vehicle parking lay-bys

- Creation of a small central square with a mini theater and a fountain.

## Conclusions

Today, tourists and locals of Protaras Strip enjoy a truly safe and pedestrian-friendly environment with zero-accident rates. Pedestrian, car and bus traffic peacefully coexist within a uniquely vibrant commercial and entertainment urban setting. The area's ever-increasing tourist numbers are evidently a sound proof of this success-story.

**Updates as of 2011:** although there have been no recent developments on the Strip, roadside land-use developments (restaurants, hotels, pubs, shops, etc.) have sprouted up at least partially due to the Protaras Strip development.

A coastal combined walkway and cycle-way along the beach has also recently been opened to the public and is especially popular.

Both projects have helped in tourist growth in the area, making the Strip the second biggest (if not the busiest) destination in southeast Cyprus (after Ayia Napa).

## NATURE AND CULTURE BUS, SKANE REGION



### OVERVIEW

#### **Purpose**

The project aims to increase the numbers of visitors to nature area travelling by bus

#### **Key partners**

Municipalities, the regional transport authority (Skånetrafiken) and the department for regional development at Region Skåne

#### **Timeframe**

Project time 2009-2012.

#### **Current status**

The operation will be transferred to and run by Skånetrafikens in 2013.

### BACKGROUND and OBJECTIVES

#### **Problems before implementation**

Before the scheme, public transport was not available or limited to those areas covered by the nature and culture bus in Skåne and people without a car could not visit them.

#### **Objectives of the measures to be developed**

Increase trips by public transport to nature and culture areas. Reduce parking problems at the locations concerned and to increase health through encouraging nature visits.

#### **Process to measurement decision**

Steering committee consists of Region Skåne and the Skåne municipalities.

### IMPLEMENTATION

#### **Description of the measure**

The Skane region has a great wealth of natural and cultural destinations. But many interesting sights are hard to reach for those without access to a car. The Nature and Culture bus therefore was created to complement the existing public transport network with new routes, more departures and new stops to make it easier to reach nature and culture by public transport in Skane. The scheme also included marketing and campaigns about nature and culture areas.

#### **Organisation of implementation**

Region Skåne has the overall responsibility for the project.



#### of operation

Skånetrafiken – the public transport company – plans the timetables and implements improvements in the system. The municipalities are part of the project group and steering committee and work along with Region Skåne and Skånetrafiken.

#### **Obstacles**

The project has received a low priority due to smaller numbers of travellers carried compared to commuters. It has been difficult to work with municipalities with different needs and potential for generating users for the service.

#### **Problems occurred**

Difficult to implement a very new or novel project within an existing organization.

#### **Costs**

##### of implementation

-

##### of operation

Funding from Region Skåne (150K pounds) and municipals (300K pounds) per annum.

man hours: 2 full time project managers per year

admin (salaries etc) 150K

traffic 180K

marketing 70K

development 50K

### **CONCLUSIONS**

#### **Evaluations results**

Number of travellers using the services that the project invested in.  
Numbers of participants on activities in the nature and culture areas concerned.

#### **Lessons learnt**

Make sure all parts involved fully understand what is expected from them through written contracts or agreements.

#### **Success factors**

Having influential politicians and other policy makers supporting the project.

#### **Future developments**

The project will become part of Skånetrafiken's routine public transport operations in 2013 and its success has been recognised by the decision makers.



## **INDEXING**

### **by location**

Sweden	country
Skåne	Region or municipality

### **by transport theme**

#### Topic

<b>Collective passenger transport</b>
<b>Leisure/tourist transport (not yet in ELTIS)</b>

#### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	##	<i>Measure - Leisure and nature services</i>

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

*Not relevant for ELTIS, do not upload this chapter in ELTIS*

### **Implementation area**

11 000 km <sup>2</sup>	Area (km <sup>2</sup> )
1.3 million inhabitants	Inhabitants (no.)
█	Guest beds (no.)
13.9 million guest nights	Overnight stays per year (no.)
█	Daily visitors per year (no.)



## **CITY BIKES, STOCKHOLM**

### **OVERVIEW**

#### **Purpose**

Stockholm established a public bike hire scheme in 2006 for its residents and visitors.

#### **Key partners**

the City of Stockholm and Clear Channel Communications(CCC)

#### **Timeframe**

It was implemented in 2006 and is still being expanded. The scheme was also developed as part of the EU project OBIS, Optimizing Bike Sharing in European Cities.

#### **Current status**

The original plan was to set up 160 stations with 2,500 bikes, but the scheme is still being expanded. Currently there are over 150 stations.

### **BACKGROUND and OBJECTIVES**

#### **Problems before implementation**

Not available

#### **Objectives of the measures to be developed**

The objective was to raise the status of cycling and promote cycling for short trips.

#### **Process to measurement decision**

Not Available

### **IMPLEMENTATION**

#### **Description of the measure**

The fully automated rental system requires a membership and a rental card. The Season Card costs 300 Swedish kronor SEK (approx 40 Euros) and 3-day card 165 Swedish kronor SEK (approx 22 Euros). The cards can be bought at Stockholm's public transport company and tourist offices as well as at the number of hotel receptions. Season tickets require registration with personal identification containing the Swedish national identification number. In order to use to the city's bike hire scheme, tourists can buy a 3-day Bike Card and register with their passports. This card can be reloaded again after it expires.

Unlike other public bike hire schemes, Stockholm's system is only available between April 1st and October 31st. The system operates between the hours of 0600 and 2200, and the maximum hire period is limited to 3 hrs.

#### **Organisation**

##### of implementation

It is a public private partnership project.

##### of operation

The scheme is run by Clear Channel Communications(CCC) who also provide a similar service in many other European cities, including Paris, Brussels, Lyon, Seville, Oslo, Milan, Perpignan and Zaragoza.



**Obstacles**

Replacing car parking places with bike stations appears to be a challenge in Stockholm.

**Problems occurred**

The system has been criticised for being somewhat complicated for foreigners who do not understand Swedish. Some technical issues and vandalism have been the only problems with the scheme.

**Costs**

of implementation

The capital and running up costs are financed by CCC in return for the outdoor advertisement rights. The advertising is displayed on the bikes and on outdoor billboards set up in connection with the bike stalls.

of operation

The season card holders receive a free bicycle helmet, also decorated with advertising.

**CONCLUSIONS**

**Evaluations results**

in 2009 there were:

- 1,748 rentals per day
- 12,990 3-day card sales
- 6,450 season card sales
- More than 15% of the trips were for leisure and 50% of the users switch from public transport to cycling, while only 5% switched from car (1).

**Lessons learnt**

-

**Success factors**

A cycling-friendly background as well as standard but high quality cycling infrastructure are the success factors.

**Future developments**

The contract has recently been prolonged by three years to 2015, which was a requirement from the operator for their continued investments in more stations. The Stockholm City Traffic and Waste Management Administration appears to have a long list of requirements that must be fulfilled before a new station can be installed.

**INDEXING**

**by location**

Sweden	country
Stockholm	Region or municipality

**by transport theme**

Topic

Cycling
---------



Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Cycling	<i>Measures – rental services</i>	<i>##</i>

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**ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

**Implementation area**

187.74	Area (km <sup>2</sup> )
810 120	Inhabitants (no.)

**Additional information on promotion, participation, acceptance and customer satisfaction**  
## Max. 200 characters about promotion of measures, participation of private companies (type of participation), acceptance and customer satisfaction

**Other data/information**

## Max. 200 characters about any parallel initiatives/actions/projects on sustainable mobility, investments on infrastructure for sustainable modes of transport or anything else of interest/relevance to STARTER and SEEMORE.

**References**

Qian Jiang, 2011, “The Development of Bike Sharing -- a comparison of the Stockholm and Hangzhou cases, Division of Transport and Location Analysis”, KTH—Royal Institute of Technology

Tom Petersen, Markus Robèrt, 2009. “Bike sharing in ten European countries report. Module 9: Sweden”, OBIS deliverable working document 2.4.

Stockholm City Bikes. Homepage [www.citybikes.se/](http://www.citybikes.se/), accessed in October 2012





## ECOTOURISM OF BIOSFÄR VÄNERSKARGARTEN KINNEKULLE

### OVERVIEW

#### **Purpose**

It aims to strengthen the link between tourism and sustainable transport, to develop new hiking and biking trails, and to help entrepreneurs to establish environmentally friendly business.

#### **Key partners**

The project is funded by the Rural Development Programme, Västra Götaland (Environmental Committee, Cultural Committee and the Regional Development), Growth Skaraborg Götene municipality, Lidköping, Mariestad, biosphere reserve, the Swedish Transport Administration.



Europeiska jordbruksfonden för landsbygdsutveckling: Europa investerar i landsbygdsområden



Götene kommun



Lidköpings kommun



MARIESTAD



LÄNSSTYRELSEN  
VÄSTRA GÖTALANDS LÄN



TRAFIKVERKET



västtrafik



VÄSTRA  
GÖTALANDSREGIONEN



Läckö  
KINNEKULLE



Biosfär  
VÄNERSKARGÅRDEN  
KINNEKULLE



skaraborgs  
kommunalförbund

vänernmuseet

#### **Timeframe**

Started in 2009 with a 3 year long funding from the above organisations.

#### **Current status**

As of 2013, it will still be running but with a different funding resources.

### **BACKGROUND and OBJECTIVES (max. 500 characters)**

#### **Problems before implementation**

#### **Objectives of the measures to be developed**

The vision for the project was "by 2012 transform Vänern Kinnekulle into a destination for people who want to visit and experience the landscape values, who want to travel by train and bus to and within the area and want to be able to supplement these modes with cycling, paddling, hiking etc.

#### **Process to measurement decision**

-

### **IMPLEMENTATION (max. 1500 characters)**

#### **Description of the measure**

The project was conducted by five sub-projects, 3 of which were transport and tourism related.

1. More visitors to use public transport to and within the area
  - establishing a link between transport and tourism professionals
  - running workshops with local politicians, tourism staff and transportation planners

- subsidising the weekend services of “Skärgårdsbussen” to the island of Brommö during high tourist season (for 3 years trial),
  - All webpages (eg hotels, restaurants, point of interests, etc) in [www.vastsverige.com](http://www.vastsverige.com) website used to have “how to get there by car” and now has “how to get there by public transport” link - providing time table information from the nearest bus or train station.
  - All new “ecopackages” were organised in a way that is suitable for train and/or bus costumers.
    - Creating accessible bus stops
2. Constructing and extending cycling and hiking trails
    - establishing a 60km long cycling path from Mariestad to Lidköping – it was designed to make it possible combine it with train rides.
    - establishing a 60km long hiking path from Mariestad to Lidköping – planned to be doubled in length when extended to Lacko
    - Establishing bike rental facilities at 3 entrances of the Bioshere reserve Marie-city, Hällekis and Lidköping – undertaking a “hire in one place drop in another” bike rental trials in 2013
    - Lobbying on carrying bikes on trains – it will be considered by the
  3. Walking and cycling signs and maps
    - Developing signage programs for hiking trails in consultation with the County Administrative Board
    - Developing walking and cycling maps that highlight the points of interests and their public transport connections - 6000 copies printed and sold to visitors for 30 €. (revenue will go to the future care and maintenance of the trails).
    - Signs and billboards at train stations
  4. Develop new ecotourism a products and quality assurance activities
  5. Marketing and promotion of ecotourism projects and products

### **Organisation**

#### of implementation

funding partners were also involved in the projects at various stages.

#### of operation

A funding mechanism for the operation and maintainace of the schems was developed to ensure success.

### **Obstacles**

Upkeeping of the infrastructure put by the project. However

### **Problems occurred**

### **Costs**

The project budget was 6.5 million kroner (approx. 750 000 Euros) for all five subprojects summarised above.

#### of implementation



of operation

## **CONCLUSIONS (max. 1000 characters)**

### **Evaluations results**

The project increased the project partners' understanding of both opportunities and problems in transport and tourism.

Public transport Information for visitors has been improved and the development of package deals made it possible for visitors to come by public transport. Despite these efforts still small percentage of visitors use public transport but tourist office and hotels receive more requests about public transport.

Västra Götaland public Secretariat has now a person in charge for public transport and tourism.

The cycling and hiking trails prove to be popular with the tourist.

Walking and cycling maps are also translated to English and will soon be available online.

### **Lessons learnt**

The project participants felt that the project has been too little focus on strategic questions. The project idea that formulated in the project plan has not felt anchored in the project. This can be because it took a long time from project to project approval and start-up. Therefore, it needed more focus on strategic issues during the project.

Based on the project experience, it feels unrealistic to expand public transport only with tourists in the countryside. In the first place, it is better to work with what already exists and make information and ticket sales easily available.

Further success of the cycling paths with links to the train stations depends on whether the bikes can be carried on trains.

There were concerns related to the maintenance and upkeep of the infrastructure put in place by the project which resulted in scaling down some of the projects.

### **Success factors**

The cooperation between the public sector has been a unique basis for the project and made it possible to take on larger, strategic issues. The cooperation between the three municipalities, two tourism organizations and a number of regional actors now provides a good opportunity for further strategic development.

### **Future developments**

A lesson for future projects is to allocate resources and formulate activities and to build up the organization and ensure competence for strategic work. Evaluate half way through to adopt changes in priorities.

## **INDEXING**

### **by location**

Sweden		country
Vanerskargarten Biosfar	Kinneulle	Region or municipality

### **by transport theme**

#### Topic

*Selection of more than one topic is possible*

Collective passenger transport
Cycling
Intermodality
Mobility management
Walking
Leisure/tourist transport (not yet in ELTIS)

#### Key words

*Please select suitable keywords in ELTIS (you have to register, then go to <http://www.eltis.org/index.php?id=11#4>; Heading 5 – Indexing) to your selected topics and/or create new keywords*

<i>Topic (only selected – see above – are relevant)</i>	<i>Selected keywords from ELTIS (more than one selection is possible)</i>	<i>New keyword</i>
Collective passenger transport	<i>Planning – scheduling</i>	<i>Travel information</i>
Cycling	<i>infrastructure</i> <i>Planning – network design</i> <i>Measures – mapping/routing</i> <i>User group – leisure cyclist</i>	<i>##</i>
Walking	<i>infrastructure</i> <i>Planning – network design</i> <i>Measures – mapping/routing</i>	<i>##</i>



## **CONTACT PERSON and AUTHOR**

Please provide your contact information (the person to contact for more information on the topic). The contact person gets an email from ELTIS including a password. Only that person is able to translate or edit case studies.

To provide information that STARTER or SEEMORE has submitted the case study insert "STARTER (a STEER-project)," or "SEEMORE (a STEER-project)", in the field "First name" and "First name Surname" of the contact person in the field "Surname".

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## **ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

Not relevant for ELTIS, do not upload this chapter in ELTIS

### **Implementation area**

##	Area (km <sup>2</sup> )
##	Inhabitants (no.)
##	Guest beds (no.)
##	Overnight stays per year (no.)
##	Daily visitors per year (no.)

### **Additional information on promotion, participation, acceptance and customer satisfaction**

## Max. 200 characters about promotion of measures, participation of private companies (type of participation), acceptance and customer satisfaction

### **Other data/information**

## Max. 200 characters about any parallel initiatives/actions/projects on sustainable mobility, investments on infrastructure for sustainable modes of transport or anything else of interest/relevance to STARTER and SEEMORE.

## Integrated Bicycle System - the City of Sandnes in Norway



Sandnes has about 56.000 inhabitants and lies in Norway. The city lies beneath a fjord and has a beautiful landscape. Next to the 100 km of coastline there is a fantastic recreation region. All these things make Sandnes to a perfect area for all kinds of outdoor activities. Nevertheless the population of the city is constantly growing and as Sandnes is the communication center of the region the volume of traffic

increases constantly.

### Background & Objectives

The municipality of Sandnes has already joined the *Healthy Cities Project* in 1991. Most of the actions directed to an improved health and environmental system were continued since then. The main aims of the events and activities were to reduce the total amount of traffic. The projects aimed at motivating people to cycle, to walk, to use public transport and to reduce private car use. The main objectives should be reached with the help of promotional campaigns and through special land use plans. The ministry of Environment for Norway also planned to launch a 4-year pilot bicycle project. Sandnes was chosen to be one of the two towns who participated in the project aiming at creating a more cycling friendly town, increasing the number of cycling people and promoting cycling as a daily mode of transport.

### Implementation

In the time between 1991 and 2002 the municipality spent 12,5 million Euros on the improvement of the cycling infrastructure and about 1,25 million Euros for the organization of motivational campaigns. With the money for the infrastructure there were for example new bicycle parking lots build. A cycle map for Sandnes and the region was drawn, recreation routes were planned and implemented, a free city bike system was carried through. All the projects had an environmental projection and a health background. The health component worked in the field of more physical activity, less car accidents and better, less polluted air. The public bike system which was introduced in June 1996 was another part of the bicycle project. The citizens had the possibility to use public bikes by paying only a very small amount of money. Three ways of renting the bikes were tested for the system. One in which you had to use a coin to open a lock, one where the subscriber had a special key and another which was a rental system ( the user paid a rental cost or deposit). In 2001 225 bikes were offered by the city and 30 new bicycle stands were opened containing 350 parking lots. The customer of the system will be local working or school people, tourists and inhabitants using the bike for shopping reasons.

### Conclusions

As a result of the whole campaign which lasted over 10 years the cycling traffic of the city increased by about 10% and the use of helmets rose from 10% to 46%. In Wintertime cycling traffic makes up 5% and in Summertime 12% of the whole volume of traffic. During the project 70 km of bicycle lanes and 400 cycle parkings were built. For the public bike system Sandnes developed a special electronic lock system and there are now 225 city bikes spread over 40 racks. As a result of the campaign, the City of Sandnes now offers the best cycling environment in Norway.



## THE COPENHAGEN CARD

### OVERVIEW

#### **Purpose**

The initiative aims to encourage tourists to use public transport in Copenhagen through a card that provides unlimited public transport travel and admission to number of tourist attractions.

#### **Key partners**

Tourist attractions and public transport operators.

#### **Timeframe**

not available

#### **Current status**

The scheme is still in operation.

### BACKGROUND and OBJECTIVES

#### **Problems before implementation**

not available

#### **Objectives of the measures to be developed**

- To encourage visitors to use public transport when visiting the city's attractions.

#### **Process to measurement decision**

not available

### IMPLEMENTATION

#### **Description of the measure**

Tourists can choose between different forms of tickets and travel cards which are all valid for buses, trains and Metro in the Greater Copenhagen region. These include: single tickets, discount cards, the 7-days FlexCard that allows unlimited travel by public transport, and so on.

The Copenhagen Card also gives free admission to more than 65 museum and sights, unlimited travel by public transport and discounts on a number of activities, restaurants etc. The card is valid for either 24, 72 or 120 hours for both adults and children. Two children (0-9 ages) go free with an adult card.

#### **Organisation**

##### of implementation

not available

##### of operation

not available

#### **Obstacles**

not available

#### **Problems occurred**

not available



**Costs**

of implementation

not available

of operation

not available

**CONCLUSIONS**

**Evaluations results**

not available

**Lessons learnt**

not available

**Success factors**

not available

**Future developments**

not available

**INDEXING**

**by location**

Denmark	country
Copenhagen	Region or municipality

**by transport theme**

Topic

Collective passenger transport
Leisure/tourist transport (not yet in ELTIS)

Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Measures – ticketing</i>	<i>City card, discount tickets, Tourist cards</i>

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**ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

**Implementation area**

88.25 city, 3,030 metropolitan	Area (km <sup>2</sup> )
Over 1,2 million	Inhabitants (no.)

**Additional information on promotion, participation, acceptance and customer satisfaction**

-

**Other data/information**

<http://www.visitcopenhagen.com/book-your-stay/copenhagen-card>

## Hotel cycle rental scheme in Vilnius, Lithuania



As part of the ADDED VALUE Project, the Healthy City Bureau of Vilnius recruited 5 hotels who were encouraged to promote cycling to their guests. The hotels were selected due to their proximity to local parks and also the old town area that is affected by heavy congestion. The initiative included cycle training for hotel staff and a cycle hire scheme linked to each hotel. 28 hotel employees took part in the training sessions and about 500 guests used the cycle hire scheme during the 2009 summer period.

### Background & Objectives

The initiative aimed to encourage visitors to Vilnius to cycle, or use other sustainable transport modes for some, or all of their trips when visiting the city. The cycle hire scheme was part a wider campaign to promote sustainable transport use within Vilnius. The main objective of the initiative were to

- Tackle problems of urban mobility, including air pollution levels, energy efficiency and traffic safety issues;
- Encourage tourism via the new cycling offer;
- Promote the bicycle infrastructures in Vilnius;
- Encourage the general public to use more sustainable transport modes.

### Implementation

Hotels, guest houses, camping sites and other tourism service providers were invited to take part in the project. Five hotels were eventually selected to participate in the project due to their location to the city centre and also local parks, so that cycling was an attractive and easy option for them. The initiative contained two main components;

- Cycle training for hotel employees: Training for the hotel personnel was delivered by cycling experts from Vilnius Municipality Public Order Division, and the Safe Traffic School, which focused on training employees in the promotion of sustainable transport modes (especially cycling), cycling road and cycle maintenance skills;
- A bicycle rental in the summer season of 2009: whereby 25 hire bicycles were provided between the 5 hotels.

### Results and conclusions

The innovative cycling initiative proved a success during its trial period. Prior to the scheme been implemented, a survey amongst hotel employees found that the vast majority were in favour of such a scheme as it would boost the attractiveness of the hotels. The cycle hire service proved popular with hotel guests with over 500 hotel guests using the cycle hire scheme, during the 2009 summer season. Further a survey of visitors to Vilnius showed that over three-quarters of them thought it was a good idea. Following the success of the scheme, it has now been included by policy makers into the 2020 Strategic Development Plan. The service continues to be offered as part of the ADDED VALUE project, and it is planned to extend the scheme to other hotels in coming years. Details of the initiative were presented on youtube- [Youtube](#)



## SOFT MOBILITY CORRIDORS IN VILNIUS

### OVERVIEW

#### **Purpose**

The initiative aimed to encourage residents and visitors of Vilnius to cycle or walk to the numerous recreational, cultural or natural interest sites in and around Vilnius.

#### **Key partners**

EU funding through STREAM project, Vilnius Gediminas Technical University (VGTU) and the Healthy City Bureau of Vilnius

#### **Timeframe**

2006-2009

#### **Current status**

No information available

### BACKGROUND and OBJECTIVES

#### **Problems before implementation**

Both residents and visitors previously used their car to reach leisure destinations surrounding Vilnius. The Neris River bank is an important green corridor which goes through the city centre and connects it to the surrounding regions. It was rarely used for recreation and there were missing links between the inner city recreational sites and those outside.

#### **Objectives of the measures to be developed**

The main objectives of the initiative were to

- Protect and improve connectivity of the Neris River green corridor to surrounding leisure sites and to the city's suburbs;
- Encourage residents and tourists to use it for cycling and walking to leisure sites within and outside Vilnius;

#### **Process to measurement decision**

The initiative was funded as part of the EU STREAM project. The draft sustainable recreational route concepts were developed by the VGTU team and presented to NGOs, the municipality, the tourist sector and to the public in order to obtain their support and further develop them. Improved concept plans were approved and implemented.

### IMPLEMENTATION

#### **Description of the measure**

The following actions were implemented:

- Identifying and planning green routes
- Obtaining political and public support for the conservation and further development of the soft mobility network
- Development of tours in the area by sustainable modes
- Awareness and promotion of the soft mobility routes and of sustainable transport for recreation in and around Vilnius city



**Organisation**  
of implementation

-

of operation

-

**Obstacles**

There were no known barriers to the implementation of the project.

**Problems occurred**

-

**Costs**

of implementation

-

of operation

-

**CONCLUSIONS**

**Evaluations results**

Vilnius City developed a “Sightseeing Water Route Along the Neris River”, including the use of movable piers, in conformity with the National Tourism Development Programme for 2007-2010.

**Lessons learnt**

Consultation and awareness raising events demonstrated the importance of working with families and children. Also it was quite difficult to gain the support of *all* local stakeholders. Fortunately, Vilnius City, the most important stakeholder, was one of the project partners.

**Success factors**

The soft mobility packages were actively promoted at tourist offices in Vilnius region, in order to put these new products on the market. Intensive communication activities were undertaken for the initiation and operation of the two pilot projects, the water sports event on the Neris River in September 2007 and the testing of the bicycle+boat package in June 2008.

**Future developments**

City politicians were convinced to include the information on the STREAM recreational routes in the planning documents for these areas. The project was presented to other municipalities in January 2009, and planned to be more widely publicised by the Association of Municipalities of Lithuania.

**INDEXING**

**by location**

Lithuania	country
Vilnius	Region or municipality

**by transport theme**

Topic



Cycling
Mobility management
Walking
Leisure/tourist transport (not yet in ELTIS)

Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Cycling	<i>Measures – network design</i>	<i>Soft mobility</i>
Mobility management	<i>measures – awaness raising</i>	<i>##</i>
Walking	<i>Measures – network design</i>	<i>Soft mobility</i>
Seasonal variations (not yet in ELTIS)	<i>Measures - Lesure routes</i>	<i>Green corridor</i>

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**ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

**Implementation area**

406	Area (km <sup>2</sup> )
554,300 (2001 census)	Inhabitants (no.)

**References**

EU STREAM- Sustainable Tourism and REcreation as an opportunity to promote Alternative Mobility, “Implemented measures / communication materials of the project”, 2009

EU STREAM- Sustainable Tourism and REcreation as an opportunity to promote Alternative Mobility, “Evaluation Report”, 2009

## Klaipeda a Friendly City for Cycling Tourists, Lithuania



**Klaipeda hopes to become a more bicycle friendly city by building accessible bicycle stands and creating an informative transport system.**

### Background & Objectives

Klaipeda, the largest port city in Lithuania, is working to make cycling easier for citizens and tourists through the Baltic Sea Cycling project, “Bicycles Making Urban Areas Attractive and Sustainable”.

It's citizens and tourists enjoy using their bicycles for recreational purposes but see a lack of safe bicycle parking facilities, signs, maps and tourist promotion as barriers to greater adoption of bicycle transportation.

In hopes of promoting their city as bicycle friendly, Klaipeda started a project to develop bicycle stands and other supportive informational means to serve cyclists.

### Implementation

The project was carried out by the Klaipeda City Municipality with the involvement of several other departments including the Department of Urban Planning, Department of Tourism and International Relations, Tourism and Culture Information centre, and the Lithuanian Cyclists Community.

The project involved several actions: identifying the most attractive places and cycle routes in the city, updating and publishing a cycle map of the city, choosing the best locations for bicycle stands, and installing bicycle stands at chosen locations.

Some possible problems concern the integration of cycling as a part of urban traffic. At the moment there are no predefined solutions for solving such problems and exceeding obstacles. However, the bicycle is an alternative transportation mode that is more efficient, sustainable and environmentally friendly than motorised vehicles. Towns and cities become less attractive and at the same time our health and social well being are being affected negatively.

### Conclusions

The project has led to the creation of a network of bicycle stands (47 total, 3 bicycle per stand) and the publishing of 10,000 copies of a city cycling map and 14,000 copies of a regional cycling map- creating an enhanced information source that includes cycle routes and tourist information. Through these actions the city of Klaipeda ensures safer and more knowledgeable routes through the city and provides high quality accessible bike stands.

As of 2008, the project has been completed and shelved. Complete information on the project and its results can be found on <http://www.balticseacycling.com>.

No new updates as of 2011.

## Pedal powered taxis in Tallinn, Estonia



In May, 2004, a small fleet of pedal-powered taxis was introduced in Tallinn, Estonia, to serve both tourists and local citizens.

### Background & Objectives

The taxi fleet is operated by a small Estonian private firm, Velotakso OÜ and originally consisted of seven vehicles. Unlike traditional taxis, the pedal-powered vehicles are emission free and do not create additional environmental problems associated with vibration, dust and noise. Each vehicle cost approximately 8,000 euros and originate from a Berlin-based manufacturer. To recuperate costs, each vehicle carries advertisements from local businesses.

### Implementation

Initially, the City Government were reluctant to allow the vehicles to be introduced (i.e. too hi-tech and modern and would not fit in with the old city image) although, have now accepted the environmental benefits and pro-environmental image given to the city. Currently, the taxi fleet is available to tourists and locals from May to October, either on scheduled routes, or at events like corporate celebrations, sports, fairs or congresses.

### Conclusions

Despite initial opposition, the introduction of the enviro-taxis has proved to be a success. The most important influence of the vehicles is making citizens and tourist more environmentally aware and more sensitive with the need to protect the urban environment, architectural and cultural heritages of the city. There are plans to extend both the taxi fleet and routes offered and it is hoped locals will also make use of the taxi services.

### Further information

info@velotakso.ee  
www.velotakso.ee (In Estonian)





## **GREEN LINE, MADEIRA ISLAND**

### **OVERVIEW (max. 300 characters)**

#### **Purpose**

It aims to encourage locals and tourists to use the bus more often.

#### **Key partners**

Horários do Funchal, Municipality and the Regional Authority

#### **Timeframe**

The Green Line bus line and the Tourist Kit initiative were launched in 2009.

#### **Current status**

Since its launch the project has been running at full speed with new updates and improvements. The public transport operator continues to lobby more hotels to participate in the scheme, instead of running their own courtesy buses to the city centre.

### **BACKGROUND and OBJECTIVES (max. 500 characters)**

#### **Problems before implementation**

Studies conducted by the tourism regional authority have outlined that traffic nuisance is one of the things that tourists dislike the most in Madeira. Moreover, before the implementation of CIVITAS-MIMOSA, the Green Line catchment area (a 6 km long corridor) comprised a total of 42 hotels, 21 of which provided courtesy bus services.

#### **Objectives of the measures to be developed**

- to persuade the hotels to stop their courtesy bus services and to sign a cooperative agreement with Public Transport (PT) company,
- to reorganize the public transport services in the target area and improve the overall image of public transport in the urban area,
- to implement new communication tools, including multimedia kiosks on-street.

#### **Process to measurement decision**

Green Line was launched within the European Mobility Week of 2009 and underwent some revisions in 2010 and 2011. The Tourist Kit initiative arose in September 2009, to build critical mass for sustainable mobility among tourists in Madeira.

### **IMPLEMENTATION (max. 1500 characters)**

#### **Description of the measure**

A new high-quality PT line, called Green Line, and run by Euro V buses, was created along a 6km corridor where 53 hotels are located. Improvements at the corridor's bus stops were carried out. New multimedia kiosks were installed along the corridor to inform tourists of the way through the bus stops. A Tourist kit package was provided at the hotels receptions to convince tourists to use public transport to get around the city.

#### **Organisation of implementation**

In 2009, the Municipality held a meeting with hotel managers to inform them about the local mobility strategy for the area. The meeting was a success as it showed the commitment of the



Municipality, as well putting pressure on hotel managers on this matter. The first hotel with which the PT Operator signed the protocol started selling tickets in early 2010.

The initiative was presented in both 2010 and 2011 CIVITAS FORUMs to those who attended and many fellow cities, tourist-oriented alike, were interested in its outcomes.

#### of operation

With the Tourist Kit, the City of Funchal worked with the Public Transport (PT) Operator and some hotels to create a strong alliance to boost a type of socially and environmentally responsible tourism, making use of a high quality public transport service (the Green Line).

#### **Obstacles**

- **Limitations to the expansion of Tourist Kit** – Most hotels do not sell public transport tickets due to their strong links with local taxis that give strong commissions to hotel receptionists in order to persuade tourists to choose them over the public transport service. In addition to this, some hotels cannot stop running their courtesy bus as they have commercial agreements with tourism operators to pick tourists up at the airport and maintain a regular shuttle service from hotels to the city centre.

- **Strategic planning for the city** – unfortunately the Green Line has not been utilised in the Municipality's ongoing and current projects to revitalize the West side of the city or restructuring activities in the tourist area of Funchal.

#### **Problems occurred**

The project received low support from those hotels that believe public transport is less "exclusive" than a special shuttle service. Some hotels work in partnership with private transport companies which run "on demand" transport services to compete with the tourist kit through a shuttle service.

#### **Costs**

##### of implementation

This measure had the support of CIVITAS MIMOSA project with a co-financing for staff costs and the multimedia kiosks. Also, another project – under the European Regional Development Fund (ERDF) - co-financed 85% the tourist kit materials and the new "green line" layout for busses and bus stops.

The main costs during the implementation period (nearly 1½ years) can be broken down as follows:

- 15.000€ for 3 multimedia Kiosks;
- 12.000€ to personalize the busses with the Green Line brand, as well as to personalize the bus stops and purchase some promotional material;
- 9.000€ for Tourist kit materials;
- 10.000€ for staff costs

##### of operation

The main costs during the operation period can be breakdown as follows:

- 5.000€ Tourist kit materials;
- 5.700€ of staff costs per year.

## **CONCLUSIONS (max. 1000 characters)**

### **Evaluations results**

The key results are as follows:

- **Financial balance was achieved** – the operating revenues of the public transport service in the Green Line target area have increase by 10% against the scenario before MIMOSA, whereas the operating costs have been reduced by 13%.
- **Reduction of pollutant levels in a range of 13% (CO<sub>2</sub>eq) to 43% (PM<sub>10</sub>)** – due to the allocation of Euro V busses to this area and reduction of shortcoming courtesy services
- **High acceptance and satisfaction levels** – this measure is perceived as essential for the development of local economy (based on tourism) and the satisfaction rates have increased due to the quality of the busses, information provision and the improved bus stops.
- **Bus stops improvements** – The bus stops in the area were substantially improved with shelters, seating availability, high kerbs, information about either the bus lines and the city network.
- **High hotel conversion to Tourist Kit** – in less than 3 years, 34% of all the hotel units located along the target corridor have converted to the Tourist Kit and have started selling PT tickets at their reception desks.
- **Increase social inclusion** – increased use of PT by mobility impaired people due to the implementation of the Green Line with its low-entry busses.
- **High cost-benefit assets** – A cost-benefit analysis carried out was instrumental to show that the benefits of the project were surprisingly high. Basically, the overall Net Present Value (NPV), evaluated against a Business-as-Usual 2015 scenario, summed up to nearly 7.000.000€.

### **Lessons learnt**

This initiative is proving to be an attractive and efficient way of encouraging new sustainable and responsible mobility habits and it is sending out a clear message to tourists that Madeira is a high quality and environmentally friendly destination.

Projects are reinforced when they have a strong financial support. The financial support of ERDF was an added bonus for funding auxiliary measures and to follow up activities like the ones related with the Tourist Kit developed under the CIVITAS-MIMOSA umbrella.

Hotel managers are realizing that public transport, and the Tourist Kit in particular, can provide a added-value for their hotels (in terms of promotion, improving the hotel's accessibility and customer satisfaction),

### **Success factors**

Development of the waterfront area of the West side, where most hotels, new buildings for residential, tourism and lesure are located had been increasing traffic flows and a high frequency bus line, with well planned service performance was timely.

Green Line has incentivized selling public transport tickets to tourists at reception desks of the hotels through public-private partnerships.

### Future developments

Future developments include promoting the Tourist Kit for events (e.g. a firework display in the centre), as well as partnerships with museums for increasing the number sale locations, providing information to tourists before their arrival, providing information in more languages and having better integration regarding communication; and ticketing between urban and interurban public transport.

### INDEXING

#### by location

Portugal	country
City of Funchal	Region or municipality

#### by transport theme

##### Topic

*Selection of more than one topic is possible*

Clean and energy-efficient vehicles
Collective passenger transport
Mobility management
Leisure/tourist transport (not yet in ELTIS)

##### Key words

<i>Topic</i>	<i>Selected keywords from ELTIS</i>	<i>New keyword</i>
Collective passenger transport	<i>Shuttle / feeder bus</i> <i>Customer satisfaction</i>	<i>Tourism and transport packages</i>
Mobility management	<i>MM for touristic areas</i>	<i>##</i>

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**ADDITIONAL INFORMATION relevant for STARTER and SEEMORE**

**Implementation area**

801 (for the total Region)	Area (km <sup>2</sup> )
247.568	Inhabitants (no.)
28.399	Guest beds (no.)
5.565.855 (for the total Region)	Overnight stays per year (no.)
1.675.106 (for the total Region)	Daily visitors per year (no.)

**Additional information on promotion, participation, acceptance and customer satisfaction**

**Other data/information**

## Sintra, Portugal: Mobility Services for Tourists

**The objective is to identify and implement solutions to meet the mobility needs of tourists with a preference for using sustainable modes of transport. Many of the measures plan to be extended after MOST.**

Sintra is located in a very touristic area of Portugal and suffers from traffic congestion and its associated negative effects, as the vast majority of tourist trips are undertaken by car. The objective of MobilSintra was to identify and implement solutions to meet the mobility needs of tourists with a preference for using sustainable modes of transport. 89 % of the 1.5 million tourists coming each year travel by car, as do 85 % residents of the town. Prior to the implementation of the measures by MobilSintra, few services for tourists existed, so it was clear that the target group needed basic mobility management services in any format, practical measures to improve the access of tourists to public transport.

Eight major initiatives were set up:

- improved access to sustainable transport: one day travel card to use the region's bus and train services, parking facilities for bicycles at PT intermodal points, additional bus services for tourists;
- cycling and walking tracks: a network of cycling and walking paths providing access to PT, with signposts; rent-a-bike service;
- information and marketing campaigns to encourage cycling and walking;
- improved information about public transport: integration of information from different PT operators in a single guide, also including a schematic plan of the region showing transport links and trip times between the major towns. The information and the map are available in mobility centres, tourist offices and hotels;
- car sharing services: car sharing and transfer service provided by hotel operators, as well as collective taxis for tourists from hotel to airport;
- mobility information on the internet: [www.cm-sintra.pt](http://www.cm-sintra.pt), tourist information in Portuguese; new website in English and French under construction;
- mobility centres: two centres were established in the tourist offices to provide personal tourist and mobility advice to visiting customers and to operate a free telephone line providing tourist and mobility information in several languages;
- bike transportation facilities: facilities to carry bicycles on horse drawn carriages; as the region is mountainous, cycling has not traditionally been a preferred mode of transport.

As there were no mobility management concepts before MobilSintra, the impact will certainly be positive. Nonetheless, MobilSintra drafted a survey to measure the impact of these initiatives on the behaviour of the target group. Sintra considers the project to be a success and plans to extend many of the measures after MOST.