



2020
CiViTAS
Cleaner and better transport in cities

DESTINATIONS



Measure Evaluation Result

LIM 2.1 - Sustainable Mobility Tourist Action Plan

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Executive summary

The main goal of this measure was the development of a Sustainable Mobility Tourist Action Plan (SMTAP) which aims to satisfy the mobility needs of tourism and citizens towards a better quality of life. A new planning concept was established and intended to address transport related challenges and problems of urban areas in a more sustainable and integrated way. This measure promotes the transformation of the Limassol city centre to a more attractive destination for tourists who can enjoy their vacations with less noise and air pollution, free space, less traffic, healthier and safer environment and access to sustainable modes of transport.

This plan also includes electro-mobility solutions for visitors and residents as well as cooperation between the tourism and mobility sectors aiming to change the behaviour of locals and visitors, focusing on the leisure of tourists.

The development of the SMTAP started with a research and a site visit that occurred in September of 2017 to the study area of Limassol. The activity was completed and all necessary information about potential improvements have been collected. The study, research and field work were concluded in November of 2017, with the conclusion of the SMTAP. Then followed the implementation of the actions from 2017 to 2020. The Plan was reviewed and only officially approved on September 2020 by the Limassol Municipality; the authority responsible to further implement the SMTAP. Meanwhile, the actions started to be implemented before the approval of the SMTAP. During the CIVITAS DESTINATIONS project lifetime, all of the activities analysed on the SMTAP have been carried out. Limassol Municipality is responsible to supervise if all the activities are running smoothly and if not, the Municipality has to make them work. In 2019 and 2020 touristic questionnaires have been distributed during specific periods in order to evaluate the impact of the sustainable mobility to the tourists and residents.

As a result of the SMTAP and the implementation of its actions, the Limassol city was able to become a more attractive tourist destination supporting modal shifts towards sustainable modes. During the surveys carried out in 2019 and 2020, it was possible to conclude that the tourists and residents prefer more walking (43% in 2019 & 51.80% in 2020) followed by the use of bus (32% in 2019 & 34.50% in 2020). On the other hand, rented cars and taxis have become less popular, contrary to a survey undertaken by the Limassol Municipality in 2015 that revealed that 92% of the surveyed population used cars and 6% were walking.

With the full implementation of the Sustainable Tourist Action Plan in Limassol, the city became more accessible, safe, functional and friendly with attractive, green and quiet neighbourhoods, a vibrant urban centre, numerous, spacious and wonderful open public spaces, creating a wealth of economic, business, educational, recreational and cultural opportunities.

A Description

Stratagem Energy Ltd cooperated with the Limassol Municipality and other relevant stakeholders in order to develop a SMTAP. The plan fosters a balanced development of sustainable mobility modes and minimises the traffic flow in the Limassol city centre, which is the centre of tourism.

The plan supports actions that have been included in various DESTINATIONS measures implemented in Limassol during the project:

- Development of a traffic policy to reduce the imbalance between urban areas that benefit from good access conditions and those who are significantly disadvantaged due to the specific features / problems of their urban conditions. Development of pedestrian and Cycling Traffic Policy measures.
- Improvement of PT routes, timetables, ticketing procedures and bike transportation on buses.
- Development of the PT traveler information system.
- Development of the Urban Freight Logistics Action Plan of Limassol City Centre (SULP).
- Development of the Smart Parking Guidance System.
- Development of the Mobility Application and Travel Planner for Smart Phones to Provide Real Time Information.
- Development of a network of sidewalks, bikes and better accessibility for people with disabilities.
- Increase of cycling and walking in combination with special interest tourist activities as an integrated product.
- Expansion of the Bike Sharing System to include New Bikes and E-bikes to rent.
- Extension and integration of the existing ramp network for beach access for the disabled. The access points integrate the PT services and deaf and blind traffic light crossings. Improvement of accessibility level for disabled and visually hearing-impaired people.
- Extension and integration of the existing ev-charging station network. The network connects the city centre with the main island getaways of Limassol port and Larnaca and Paphos airports.
- Self-ticketing machines for PT service in attractive locations for tourists and residents.
- Bike parking stations.
- Smart bus stops with electronic signs in touristic points of the Limassol centre.
- Promotion activities for the sustainable mobility by the development of campaigns, competitions, events, distribution of printed and electronic materials as well as outdoor banners, advertising in local magazines and hotel magazines and radio. Other activities include events during the the European Mobility Week, promotion of the uptake of electric vehicles through campaigns on E-mobility, competitions to raise awareness on the use of sustainable mobility modes for leisure trips and training programme for urban planners.
- Development of an ecological route and upgrade of Municipal parkings with infrastructure for people waiting for transport (covered waiting area, message systems and toilets), places for parking of electric cars / bicycles / scooters.



Figure 1: Study area of the Sustainable Mobility Tourist Action Plan (SMTAP)

Limassol Municipality is the responsible body which will continue to monitor the developed infrastructures and the smooth running of the activities after the end of the project.

A1 Objectives and outputs

City Policy level objectives:

The measure is in line with the Limassol Municipality's strategy aiming to promote sustainable mobility of tourists in the Region of Limassol, contributing to the following objectives:

- Less CO₂ emissions/increased air quality
- Less traffic noise in the city centre
- Less energy consumption
- Increase the total share of citizens that use PT
- Increase free spaces
- Upgrade public health and safety
- Promote safety change habits of local people and tourists

Measure Specific objectives

The Sustainable Mobility Tourist Action Plan has been developed for Limassol city centre and satisfies the mobility needs of tourism and citizens for a better quality of life using sustainable mobility modes. A new planning concept can address transport related challenges and problems of urban areas in a more sustainable and integrated way. More specifically, the objectives the measures envisaged to achieve are:

- Integration of services for tourism and mobility sector for the leisure trips of both residents and tourists

- Promotion of electro mobility solutions for visitors and residents
- Promotion of the cooperation between tourism and mobility sector and other behavioural techniques to change the behavioural of locals and visitors in regards with the tourist leisure.

Outputs¹

- Development of the SMTAP
- *One regional training session for Municipalities' urban planners.

Supporting activities

In order to achieve a wide impact and acceptance of the measure, the involvement of stakeholders was crucial for the development of SMTAP. Additionally, discussion sessions focused on safe movement of residents - either on foot, cycling or any other means of transport - have been taking place to educate students and their parents.

A2 Inter-relationship with other measures

The SMTAP includes actions of a selected package of measures in order to maximise its impact and objectives:

- a. Promote Sustainable and Green Mobility:** This package aims to promote the green mobility transport and introduce eco-friendly vehicles in the city. The below measures are contributing to the goals of this package:
 - **LIM 3.1:** *Increase cycling and walking in combination with special interest tourist activities as an integrated product*, as the upgrade of cycling, walking and hiking through the expansion of networks, addition of bicycle parking facilities, creation/adaptation of routes, installation of map panels and signage and production-dissemination of promotional materials, contributed to the implementation of the SMTAP.
 - **LIM 3.4:** *Attractive and accessible public spaces to promote intermodal leisure trips*, aimed to increase the satisfaction level of tourists and residents moving across the Limassol city centre by combining sustainable modes of transportation for leisure and daily trips.
 - **LIM 4.1:** *Electric car sharing connecting Limassol airports and ports*, as LIM 2.1 aims to the expansion and integration of the existing ev-charging station network.
 - **LIM 4.2:** *Expansion of public bike sharing system, including e-bikes*,
 - **LIM 4.3:** *Promote the uptake of electric vehicles, campaign on e-mobility*.
- b. Improvement of the Public Transport:** This package aims to improve the PT routes, timetables, traveller information and ticket procedure. The below measures are contributing to the goals of this package:
 - **LIM 7.1:** *Improvement of PT routes, timetables, ticket procedure and bike transportation on buses to make the service more attractive*, as all the activities carried out under this

¹ *Extra output with DESTINATIONS budget

measure are contributing to achieving a more sustainable city which will serve tourists and residents.

- **LIM 7.3:** *PT traveller information system*, as this measure will make tourists life more comfortable by using PT and therefore contribute to the increase of sustainable transportation.
- c. Measures for the Urban Centre:** This package aims to manage freight transportation key actors for more efficient freight distribution and reduce unnecessary traffic congestion in the city centre. The below measure is contributing to the goals of this package:
- **LIM 5.1:** *Limassol city centre Urban Freight Logistic Action Plan*, as both measures aim to the development of a Sustainable Plan that contributes to the minimisation of the environmental footprint in terms of emissions and energy consumption, noise pollution and traffic congestion.
- d. Parking Management Measures:** This package aims to guide car drivers to easily find free parking in the centre, install info signs regarding free parking places in the main entrances of the centre and provide a mobile information application about traffic in general. The measure below is contributing to the goals of this package:
- **LIM 6.4:** *Smart parking guidance system*, - to improve the satisfaction level of tourists and residents moving across the Limassol city centre. The “Δημότης Λεμεσού” application and the sign boards have been designed to satisfy the mobility needs for both tourists and residents.
- e. Improve Traffic Policy:** This package aims to improve the signalization system / access point of city and creates a safer, more secure environment for people with disabilities. The measure below is contributing to the goals of this package:
- **LIM 3.2:** *Accessibility for disabled and visually, hearing impaired*, as this measure aims to improve the mobility of disable people, is a very important parameter for the completion of the SMTAP.

A3 Target groups and/or affected part of the city or region

Tourists and residents moving across the Limassol region are influenced by this measure.

A4 Stakeholders involvement

Stakeholder name	Activities description
Public Works Department	Provision and access on Limassol's data
Cyprus Tourism Organisation	Definition of the touristic areas
Limassol Municipality	SMTAP (political) approval and adoption

Table 1: Stakeholders involvement

B Measure implementation

B1 Situation before CIVITAS

Tourism presents a range of challenges and opportunities for Limassol city centre which is a well-established destination for visitors. Tourism is fundamental to the area's economy, however, more can be done to strengthen the viability of tourism in the area and its ability to deliver year round benefits to the economy and society. In addition, many people agree that it is the quality of the landscape that underlies the reason for most visits, yet tourism has the potential to damage the very natural assets on which this industry depends.

The vision for Limassol is to create a more sustainable, safer and greener city where both tourists and citizens can enjoy during their visit or stay. Before DESTINATIONS, Limassol suffered from congestion, poor air quality and noise pollution, road accidents and minimal use of public transport, electric vehicles, bikes and walking.

The most popular areas for tourists can be found along the coastline and in the central part of Limassol where there are many touristic attractions. The central part of Limassol is very busy especially during peak hours with a lot of congestion in the roads. Consequently, an unpleasant environment is created for both tourists and residents. Apart from the traffic jams, there is also concentrated pollution including noise pollution and CO₂ emissions from vehicles as well as other toxic gaseous. Due to the very busy central part of Limassol, finding a parking space is almost impossible as there are not many parking spaces available. Due to these factors, the central part of Limassol was gradually losing its attractiveness. Although the bus lines were convenient, the schedule most of the times was not known and as a result, PT was considered a waste of time. Additionally, residents and visitors did not have the chance to drive an electric car in case they would prefer more environmentally friendly means of transportation, but they could still rent a bike and cycle along the cycling road in the coast.

Under those circumstances, the development of a Sustainable Mobility Tourist Action Plan (SMTAP) was crucial to enhance common understanding and commitment to sustainable tourism and to use it as a vehicle to foster economic and social growth, through the achievement of development imperatives, while minimising negative social, cultural and environmental impacts. More specifically, the aim of the SMTAP for Limassol is to meet the mobility needs of tourism and citizens for a better quality of life. A new design philosophy intends to be able to deal with the transport-related challenges and problems in urban areas in a more sustainable and integrated way.

B2 Innovative aspects

The development of the SMTAP is a **new conceptual approach** and an **innovative way** to manage sustainable mobility in Limassol. It was introduced in Limassol for the first time. The solutions provided improved mobility in Limassol and therefore visitors and tourists have better access and mobility conditions to the central areas of the region. Visitors and residents can visit the numerous monuments and touristic places of the area by using the safe and fast bus lines. Additionally, both visitors' and residents' health is improving as walking and cycling activities

became a popular trend. Consequently, the old town of Limassol has been upgraded in terms of mobility, free spaces, noise reduction and better air quality and therefore people can enjoy the city centre by using sustainable modes for their transportation. Thus, the implemented solution is in line with the sustainable mobility concept.

B3 Technology development

No budget for ITS for this measure, as this measure is strategic.

B4 Actual implementation of the measure

The development of the SMTAP started with a research and a site visit by STRATAGEM that occurred in September of 2017. The research was undertaken in order to analyse the situation of Limassol city centre, focusing on roads network, modal split, road safety, traffic, public transport, parking, pedestrians and bicycle services. More specifically, the study and research work were carried out until November 2017, mainly by STRATAGEM. There was a good collaboration with Limassol Municipality and the Ministry of Public Works Cyprus who provided all information required for the development of the Plan.

As a study area, the southern part of the city was selected which is between the Old Port and the St. Raphael Marina – a geographical and functional core of Limassol, where most of the services, activities and tourism are concentrated and suffered from the most important problems that needed direct treatment (Figure 2). The areas of tourism development were identified and include the coastal tourist zones, the central area of the settlement of Germasogeia, as well as the centre of Limassol. Tourists regularly visit the central area of Limassol throughout the year. The areas of interest include the Marina, the Old Port, the Medieval Castle, the traditional neighbourhoods and shopping districts of Anexartisia and St. Andrew streets, remarkable buildings and large open spaces such as the Zoo and the Sculpture Park

After a meeting with the Limassol Municipality (in September 2017), the most important issues that the region was facing and needed to be addressed on the SMTAP were highlighted:

- **Logistics:** The urban freight logistics make up a big part of the traffic in Limassol central area. They also contribute to the air and noise pollution in that area. The main problem for the tourists is that sometimes pedestrian streets and sidewalks are occupied by the goods vehicles while unloading their cargo to the nearby shops. This forces the pedestrians to go on to the road to bypass the vehicles.
- **Cycling:** Some of the cycling routes are on the road, making it dangerous for cyclists.
- **Parking:** Lack of parking spaces sometimes causes drivers to drive around for some time until they find an available parking space.
- **Congestion:** There is a lot of traffic congestion in the city centre especially during the morning, noon and evening hours, as most businesses are within the central part of Limassol.
- **Public transport:** There are complaints from tourists that some buses do not have access for mobility impaired passengers and there was no way to identify which buses do offer access for the mobility impaired.

- **Emissions and pollution:** The amount of traffic from private and freight vehicles in central Limassol largely contribute to air and noise pollution in the area.

For completing the SMTAP, data were gathered, including evaluation data about the sociodemographic and economic development, an inventory on current transport systems, walking network, cycling network, public transport network and supply, road network for motorised transport as well as data on traffic safety, freight and logistics and tourism. The collection of the data was a challenging task as it was necessary to gather specific information from Limassol Municipality and the Ministry of Public Works Cyprus. The SMTAP was completed in November 2017.

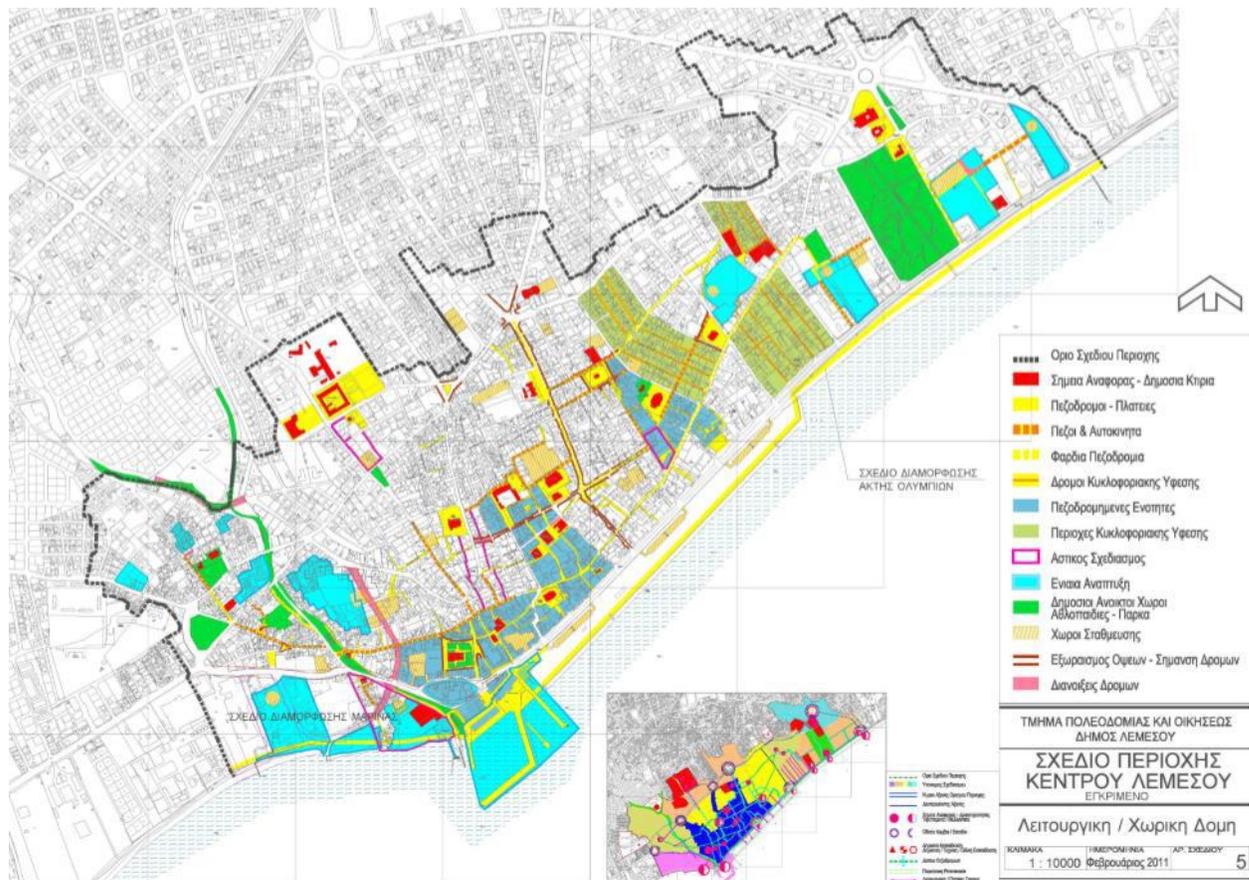


Figure 2: Functional structure of the Limassol City Centre

The SMTAP included the actions that needed to be addressed in order to fulfil the study. Those actions were summarised in LIMs measures: 3.1, 3.2, 3.4, 4.1, 4.2, 4.3, 5.1, 6.4, 7.1 and 7.3. The implementation of the aforementioned measures was carried out successfully from 2017 to 2020.

As already stated, the SMTAP for Limassol city centre was prepared by STRATAGEM and concluded in 2017. However, the Limassol Municipality reviewed the Plan several times and approved the SMTAP only in September 2020. In the future, the municipality plans not only to continue implementing the actions but also to improve implementation and upgrade the infrastructure when necessary.

For evaluation purposes, to assess if people were aware and accepted the sustainable mobility in Limassol city, surveys were carried out in 2019 (July 2019 to February 2020) and 2020 (November and December 2020).

Additionally, a training of regional and national urban planners of Municipalities has been organised in parallel regarding mobility management in Limassol city centre, in order to guide them through the SMTAP and its activities.

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Society	1- Increase the total share of citizens that use sustainable mobility modes for moving in Limassol	%

Table 2: Expected impact and indicators

Method of measurement

Impact indicator	Method*	Frequency			Target Group	Domain (demonstration area/city)
		Bef.	Dur.	Aft.		
1- Increase the total share of citizens and tourists that use sustainable mobility modes for moving in Limassol	S	n.a.	34 - 41	50 - 51	General public	City

*(Data collection (DC), Estimation (E), Survey (S))

Table 3: Method of measurement

Detailed description of the indicator methodologies:

1- Increase the total share of citizens and tourists that use sustainable mobility modes for moving in Limassol - This indicator was estimated using data from the surveys that took place in 2019 (175 surveys, carried out to tourists) and 2020 (57 surveys, carried out only to residents because the country was in lockdown due to the COVID-19 and no tourists were found on the streets of Limassol). This indicator aimed to assess if people are adopting the use of sustainable modes of transportation for moving around the city as promoted by the CIVITAS DESTINATIONS project. The question was “What is the most frequent mode of transportation

that you are usually use in your everyday life?” and the surveyed people had a list from which they would choose the modes more used.

It was not possible to consider information for the baseline because the only data available about modal share was from 2015, but there was no description of the methodology, so the modal share from 2015 was not considered as comparable with the data from surveys in 2019 and 2020.

The Business-as-Usual scenario

Considering the type of indicators, mostly comprised of surveys and indicators whose information was gathered for the first time, carrying out a BAU analysis was not possible. However, in case that the study of the SMTAP had not been created, the tourists and residents would not have the chance to enjoy a more accessible, healthier and safer city centre as well as to use sustainable means for their transportation and to educate themselves about the sustainable mobility.

C2 Measure results

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-Post
Society	1- Increase the total share of citizens that use sustainable mobility modes for moving in Limassol	%	-	5,0	Walking: 43,1 Bus: 32,3 Rented bikes: 21,5 Rented cars: 2,6 Taxi: 10,5

Table 4: Measure results

C2.1 Society

1- Increase the total share of citizens and tourists that use sustainable mobility modes for moving in Limassol

The results assessed in terms of modal split in 2019 and 2020, reflect the success of the SMTAP that started in 2017 with the implementation of its actions along all DESTINATIONS measures until October 2020, as explained in section A2.

Following the results from the surveys carried out to 175 visitors in 2019 and 57 locals in 2020, the local partners consider that having the respondents state that the most frequent transport modes were Walking - 43,0% in 2019 and 51,8% in 2020 - and the Bus - 32% in 2019 and 34,5% in 2020 - as being a very positive result for sustainable mobility. The measures implemented for the extension of bike lanes, increase the bike sharing stations, signage, route maps, etc., attracted 21% of the 175 tourists surveyed in 2019, meaning that the measure seemed really appealing to tourists. However, there was a considerable decrease in bicycle rentals between 2019 to 2020, the reason is that the survey in 2020 took place during November and December when the weather is cold (and sometimes rainy) and people avoid this transport mode. In summary, it is

considered that the measures implemented promoted sustainable mobility (walking, cycling, etc) and provided the conditions and the infrastructure to residents and tourists to achieve these results.

Despite the surveys carried out in 2020 being answered only by residents, due to lack of tourists in the city, the local partners consider that if it was possible to achieved positive results in terms of sustainable modes among Limassol residents in 2020. This means that the measures made a positive impact on the society and it is expected that tourists will adopt this way of moving around Limassol, once tourism returns to normality.

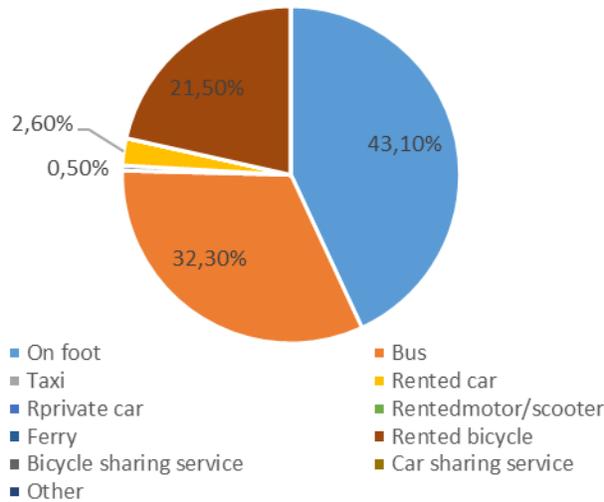


Figure 3: Modes of Transportation of tourists during 2019

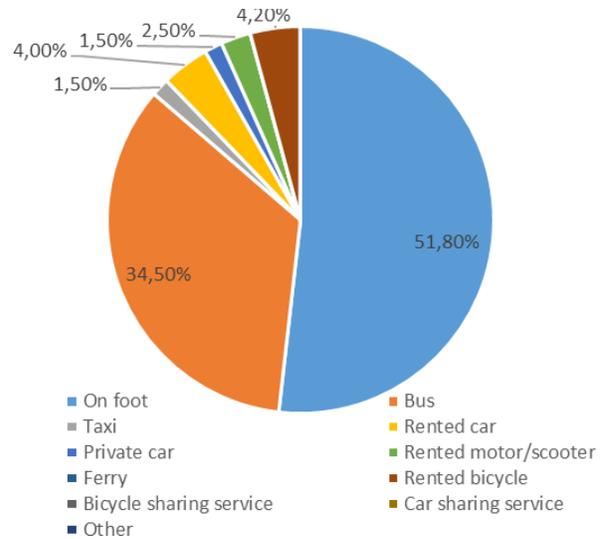


Figure 4: Modes of Transportation locals during 2020

Finally, during the surveys carried out in 2019 and 2020, the local partners understood that the individual and/or other less sustainable transport options (rented or private car, taxi and motorbike/scooter) were only representing very few trips, as can be seen in Figure 3 and Figure 4. It is understood that the reduced number of trips performed by less sustainable transport modes (rented or private car and taxis), can be related with the improvements carried out in the Public Transport service in Limassol, making it more attractive (LIM 7.1 and LIM 7.3) and due to the extension of walking, cycling, and hiking routes (LIM 3.1) which encouraged locals and tourists to cycle and walk more than before. Having a nice and safe route to follow in the city makes cycling and walking more attractive which results in contributing to better health.

C3 Quantifiable targets

No.	Target	Rating
1	Less CO2 emissions: 7069,78 tCO2	★
2	Less traffic noise in the city centre: 22 dB	★
3	Less energy consumption: 10.894,45 MWh	★
4	Save fuel: 1.252.913 L	★
5	Save money: 1.605.453 €	★
6	*Increase 5% the total share of citizens and tourists that use sustainable mobility modes for moving in Limassol	***
7	Increase the total share of citizens that use PT	★
8	Free space: 2.187.000m2	★
9	Public health and safety	★
10	Change habits of local people and tourists	★
<p>N/A = Not Assessed 0 = Not Achieved ★ = Substantially achieved (at least 50%) ** = Achieved in full *** = Exceeded</p>		

*New Target, not in GA

Table 5: Assessment of quantifiable targets

Targets from 1 to 5 and from 7 to 10 were planned in the Grant Agreement. Target 6 was a new target adapted to the scope of the measure.

Targets 1 to 5 were not assessed specifically under this measure because it was not possible to monitor the reduction on fuel consumption and cost, CO₂ emissions and energy consumption, and noise pollution related to the modal share shift towards sustainable modes. However, the local partners consider that those targets have been at least substantially achieved considering that the modal share (indicator 6) assessed that the majority of people were using sustainable modes in their daily live. Unfortunately, there are no official data about the modal share, but from the surveys carried out it was possible to identify already a trend towards more sustainable modes. After the implementation of the actions included in the SMTAP, tourists and residents are walking and cycling more, which is reflected in the reduction of the environmental pollutants, energy consumption, noise pollution, fuel costs and consumption. Despite not being possible to assess specifically the values of the target 1 to 5, the local partners believe that these indicators were substantially achieved. Besides that, it is understood that the results of these indicators were

achieved through the implementation of several DESTINATIONS measures such as LIM 3.1, LIM 3.2, LIM 3.4, LIM 4.1, LIM 4.2, LIM 4.3, LIM 5.1, LIM 6.4, LIM 7.1, and LIM 7.3.

Target 6 “Increase the total share of citizens that use sustainable mobility modes for moving in Limassol” was not initially planned in the Grant Agreement. Before moving to the evaluation of the target, it must be mentioned that the survey of 2020 took place in November and December of 2020 simultaneously with the survey for LIM 3.4. At this period the city was still in lockdown (with some breaks when epidemiologists were observing the pandemic’s trend), as the city prioritised the health of citizens, but not in entry ban. Statistics from the [Statistical Service of Cyprus](#) recorded 26.108 arrivals and 38.317 departures in November 2020 and 30.099 arrivals & 31.379 departures in December 2020 including citizens and tourists all over Cyprus. The surveys took place in November and December of 2020 because in January and February of 2021 the tourists’ arrivals were even less than in November and December of 2020. Additionally, in November and December the city was in semi-lockdown while in January and February of 2021 the city was in full lockdown. For these reasons, it was decided to take the surveys during November and December 2020 in order to record both tourists and residents’ point of view regarding the sustainability mobility. Therefore, the results from the surveys revealed that in 2020 and in 2019 “walking” was the most popular option. Compared to a survey taken in 2015 by the Limassol Municipality, the most popular mode of transportation was by car (92%), while walking was preferred by 6%, cycling by 1% and PT transportation by 1%. In this sense, this target was exceeded.

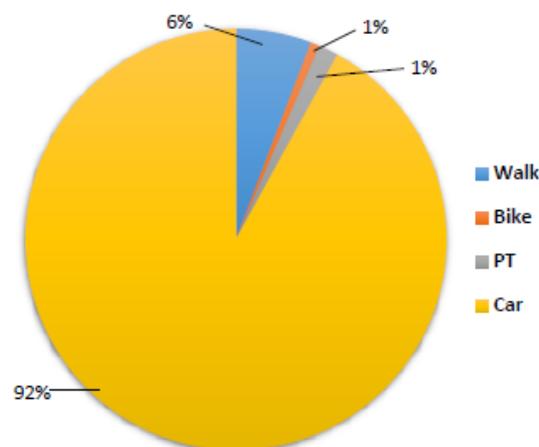


Figure 5: Modes of Transportation in Limassol in 2015. Survey results from a survey taken by Limassol Municipality.

The increase in walking, cycling and transportation by bus is also verified by LIM 6.1 in which the indicator 4 was studied: “Increase the total share of citizens that use sustainable mobility modes for visiting touristic destinations”. The surveys undertaken to assess this indicator, indicated an increase in the use of sustainable modes of transportation chosen by people in 2018 and 2019 in order to reach a touristic destination within Limassol city.

Target 7 “Increase the total share of citizens that use PT” was not possible to be quantified by statistical data. The survey results in 2019 and 2020, compared to the 2015 results, indicate that people are using more the PT than before by approximately 33%. Additionally, the local partners consider that the activities carried out under this measure and the interrelated measures (analysed in section A2) implemented during the DESTINATIONS project have contributed to the increase of PT use. In that sense this target was at least substantially achieved.

Target 8 “Free space” was not possible to be quantified but the local partners consider that this target has been substantially achieved as all the activities identified in the SMTAP and implemented through the interrelated measures analysed in section A2, contributed to more free space. Considering only the fact that the car use has been limited and instead PT, walking and cycling have increased, it is understood that the city centre of Limassol has more free space for people to walk and enjoy their leisure time. Additionally, the Sulp developed under LIM 5.1 aimed to solve issues related to traffic problems such as congestion, noise and air pollution as well as hazards for pedestrians due to freight logistic vehicles parking on sidewalks and pedestrian routes for unloading purposes. Moreover, the activities carried out in LIM 3.1 (for example the expansion of cycling, walking and hiking networks) contributed in the development of more free space for tourists and residents.

Finally, the increase in public health and safety (target 9) and the change of habits from local people and tourists (target 10) was also planned, but such quantifications were not possible to perform during DESTINATIONS. However, all the indicators examined in this measure and the interrelated measures (analysed in section A2) lead to the conclusion that there is a positive behavioural change of people. Specifically, the decrease of fuel consumption and CO₂ emissions as well as the levels of acceptance reveals that people have already adopted the use of more sustainable modes of transportation.

More specific, target 9 can be said that it has been substantially achieved as it is shown from the surveys in 2015 (undertaken from Limassol Municipality) and in 2019 (undertaken by STRATAGEM) analysed under target 6, indicating that people are cycling 20% more than before. Cycling is a way of exercising which leads to human health improvement.

In the same sense, target 10 is also expected to be substantially achieved, as by observing the comparison of the surveys in 2015, 2019 and 2020, people seemed to have substantially changed their habits. These conclusions are supported by almost all the activities within the DESTINATIONS project in Limassol city.

C4 Up-scaling of results

Not applicable

D Process Evaluation Findings

D1 Drivers

There was a good collaboration with Limassol Municipality and the Ministry of Public Works Cyprus who provided all information needed for the development of the plan. Also, a training of regional and national urban planners of Municipalities has been organised regarding mobility management in Limassol city centre, in order to guide them through SMTAP and its activities.

D2 Barriers

Due to COVID-19 situation, the 2020 touristic season in Limassol was uncertain, thus the distribution of questionnaires during the 2020 was a challenge.

D3 Main Lessons Learned

Throughout the development of the plan, several actions have been implemented in Limassol, accomplishing its objectives. These actions aimed to promote green mobility, introduce eco-friendly vehicles in the city, and improve the public transport system (including PT routes, timetables, traveller information and ticketing procedures). Moreover, the plan included actions which aimed to manage freight logistics for more efficient distribution of goods and to reduce unnecessary traffic congestion in the city centre, provide traffic information and free parking places guidance to car drivers approaching the centre and also to create a safer and a more secure environment for people with disabilities.

E Evaluation conclusions

A research and a visit to the designated area of Limassol for collecting all necessary information regarding potential improvement have been completed and was decisive to the SMTAP preparation process. The SMTAP allowed the Limassol Region to identify its main constrains in the mobility system impacting tourists and residents, mainly for the need for updating the public transport services to all tourists and citizens alike for the safety and convenience they require. Moreover, the locations for installing up to date technology for immediate information of the people regarding timetables, stops, parking as well as cycling and walking paths have been identified, while relevant technologies have been installed.

LIM 2.1 is considered by the local partners as a successful measure, since it was possible to achieve the initial goal set during the measure conception: the development of the SMTAP and the implementation of its main actions. The measure was evaluated through one indicator related to the total modal share of citizens and tourists that used sustainable mobility modes, as explained in section C3. However, the result obtained indicated an increase of the total share of citizens using sustainable mobility modes for moving in Limassol. It must be stressed that the data

gathered from the surveys of 2020 were collected during the pandemic crisis that affected tremendously tourism in Limassol. In 2020 the survey respondents were only residents. No tourist practices and mobility preferences after the full implementation of the actions highlighted on the SMTAP were recorded. However, it is expected that the implemented measures have a very positive impact and are successful as a percentage of residents has already adopted sustainable modes of transport, and therefore it is assumed that tourists will act in the same way. While all the actions (measures listed on the SMTAP) for updating the public transport services regarding the safety and convenience of the user were implemented during the CIVITAS DESTINATIONS project for the first time, the Limassol Municipality is going to provide continuity and scaling up for most of the actions.

F Additional information

F1 Appraisal of evaluation approach

LIM 2.1 initial evaluation approach included the assessment of indicators related to CO₂ emissions, energy consumption, noise pollution, fuel costs and savings (Targets from 1 to 5 in section C3). However, during the evaluation phase, the local partners concluded that the appropriate approach to evaluate the impact of the actions of the SMTAP would be through a society indicator, assessing the evolution of the modal share of tourists and residents in 2019 and 2020, through surveys, as the main objective of the SMTAP was to increase sustainable mobility. With the evolution of the modal share, local partners would be able to estimate the tourists and residents that changed their mobility behaviour towards sustainable modes, through reduction in the use of private cars, for example.

The implementation of the Limassol measures was phased. Some measures were implemented in 2017, others concluded only in October 2020 due to COVID-19 (for example, LIM3.4). Therefore, targets 1 to 5 should have been evaluated after October 2020. However, due to COVID-19 the city was in lockdown in November and December of 2020. The Region was dealing with movement restrictions, lockdowns, working from home, closed shops (cafeterias, retail shops), as well as closed touristic attractions. It was therefore deemed that the results will not represent the reality as the whole world lives in different conditions (due to COVID-pandemic). Under such circumstances, it was possible to survey only a small size of population in the 2020 survey, only 57 residents and no tourists. Therefore, the results of the 2020 survey were considered not representative and did not allow for analyses. This made the possibility of analysing the evolution of the modal share between 2019 and 2020 unfeasible, and consequently, not possible to assess the impact of those GA Targets (from 1 to 5).

Another issue to consider is that the conditions under which the survey carried out in 2015 are unknown as this survey was carried out by Limassol Municipality. Therefore, the number of surveys, the way of questioning people and the type of people (residents, tourists or both) etc, are unknown. That leads to the conclusion that the Municipality's 2015 survey and the surveys of

2019 and 2020 (carried out by STRATAGEM) have being carried out under different conditions and the results may not be comparable.

F2 Future activities relating to the measure

The SMTAP is a long-term Plan for the Region of Limassol, that started its implementation in 2017 and foresees strategic work through new implementations and maintenance activities that will continue beyond DESTINATIONS. The project was the kick start for some actions that will be expanded after the project. For example: following the installation of the 25 Electronic Displays with Photovoltaic technology at bus stops (LIM7.3), the municipality will later expand the information panels network. Moreover, the Limassol Municipality is the authority responsible for the Plan, will ensure the smooth running of all the measures and solve any issues related to infrastructure.