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 Cleaner and better transport in cities

DESTINATIONS



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SUMP Feasibility Analysis Results

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EXECUTIVE SUMMARY

This feasibility report acts as a follow up to the baseline report D2.1 and is a live document which will be updated with a further two versions. This SUMP feasibility analysis report illustrates the SUMP objectives, priorities and scenarios for implementation by describing the feasibility of the measures to be included in the SUMP and the actions and timelines planned for the implementation in each of the six sites. The report is a result of Task 2.3.

Chapter 1 presents the SUMP measures in each of the six sites and gives a general overview of the contents of the report. This being the first version and with most sites being at the stakeholder engagement phase, the main focus is on this process and its relation to the DESTINATIONS co-creation approach.

Each of chapters 2 to 7 is dedicated to the individual sites where for each, the stakeholder consultation process and related events are described. The “Vision for the city”, which each site identified as part of the SUMP development process is presented here. This report builds on D2.1 where the objectives of the SUMP, targets and timeframes are revisited. Measures were selected from those that will be piloted as part of the DESTINATIONS Project and a first feasibility analysis is included in this document.

Project Partners

Organisation	Country	Abbreviation
Horários do Funchal, Transportes Públicos	HF	PT
Agência Regional da Energia e Ambiente da Região Autónoma da Madeira	AREAM	PT
Câmara Municipal Do Funchal	CMF	PT
Secretaria Regional da Economia Turismo e Cultura	SRETC	PT
Agência Regional para o Desenvolvimento da Investigação, Tecnologia e Inovação	ARDITI	PT
Limassol Tourism Development and Promotion Company Ltd	LTC	CY
Municipality of Limassol	LIMA	CY
Stratagem Energy Ltd	STRATA	CY
Dimos Rethimnis	RETH	EL
The Research Committee of the Technical University of Crete	TUC	EL
Comune Di Rio Marina	RM	IT
Comune Di Portoferraio	PF	IT
MemEx S.R.L.	MEMEX	IT
Authority for Transport in Malta	TM	MT
Valletta Kunsilli Lokali – Valletta Local Council	VLC	MT
Universita ta' Malta	UoM	MT
Ministry of Tourism	MOT	MT
Guaguas Municipales sociedad anonima	Guaguas	ES
CINESI S.L consultoria de transport	CINESI	ES
Ayuntamiento de Las Palmas de Gran Canaria	LPGC	ES
Ingeniería Electrónica Canaria S.L	INELCAN	ES
Sociedad Municipal de Aparcamientos de Las Palmas de Gran Canaria	SAGULPA	ES

Euro Project Consult	EPC	FR
Istituto di Studi per l'Integrazione dei Sistemi	ISINNOVA	IT
European Integrated Project	EIP	RO
Sustainable Services	GV21	ES
Vectos (South) Ltd	VECTOS	UK
Conférence des régions Périphériques Maritimes d'Europe	CPMR	BE

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1 Introduction

1.1 Objectives of DESTINATIONS project

The DESTINATIONS project implements a set of mutually reinforcing and integrated innovative mobility solutions in six medium small urban piloting areas in order to demonstrate how to address the lack of a seamless mobility offer in tourist destinations.

The overall objective of the DESTINATIONS project is articulated in the following operational goals:

- Development of a Sustainable Urban Mobility Plan (SUMP) for residents and tourists focusing on the integrated planning process that forms the basis of a successful urban mobility policy (WP2);
- Development of a Sustainable Urban Logistics Plan (SULP) targeted on freight distribution processes to be integrated into the SUMP (WP5);
- Implementation and demonstration of pilot measures to improve mobility for tourists and residents (WP3-WP7);
- Development of guidelines to sites for stakeholders engagement (WP2-WP8);
- Development of guidelines to sites for the definition of business models to sustain the site pilot measures and the future implementation of any other mobility actions/initiatives designed in the SUMP (WP8);
- Development of guidelines to sites for the design, contracting and operation of ITS (WP8).
- Evaluation of results both at project level and at site level (WP9);
- Cross-fertilization of knowledge and best practice replication including cooperation with Chinese partners (WP10);
- Communication and Disseminations (WP11).

1.2 Objectives and target group of this report

- This report follows from the D2.1 SUMP/SRMP Baseline Report, which analysed the mobility context and patterns at a baseline year for all 6 sites, as a result of Task 2.2 (mobility context analysis and baseline). Framework conditions as well as drivers and barriers to SUMP development were analysed.
- After having gained an overall understanding of the preconditions in the regions by highlighting regional structures and mobility patterns in D2.1, this underlying document D2.2 takes the next step in the development of a tourist-oriented SUMP.
- This report is called “SUMP Feasibility Analysis Results”. This feasibility analysis is one of the last steps in the process, preceded by and building on a series of stakeholder consultations, determination of a common vision and objectives, assessment of various mobility scenarios and subsequent choice of relevant measures. Only a selection of measures will be subject to a feasibility analysis. The results of this will lead to a concrete implementation plan.

- The sites take a phased approach to this process, as does this report. The first phase – reflected in this “D2.2_Version 1”, consists of a reflection of the consulting of the stakeholders, determination of the final objectives and aims of the SUMP and description of the baseline scenario. A next phase and therefore next Deliverable “D2.2_Version 2” (month 20) will include various scenarios alternative to the baseline, a selection of measures and feasibility analysis of some of them. In the last phase, Deliverable “D2.2_Version 3” (Month 26), feasibility analysis of all measures will have been carried out, the implementation plan finished and first work on an evaluation plan started.
- Final deliverable D2.2_Version 3 will logically be followed by consolidation of the work done, including a finalised evaluation and monitoring plan, before the SUMP will be submitted for political approval in month 30 (D2.3).

1.3 Stakeholder engagement

The methodology underlying stakeholders’ involvement is depicted in the following picture. The overall approach is based on the set-up of a participatory design process in which the basic idea is that by enhancing what is shared by a stakeholder group - including citizens as carriers of the public interest - it is possible to build pathways of changes, over a short, medium and long-term time horizon.

The methodology leads the participants to develop a critical view of the past, devising at the same time possible solutions in the future and finally to elaborate actions for the present, having in mind strategic-long term goals.

The following figure shows how the participatory approach is consistent with the DESTINATIONS co-creation approach to the definition of SUMP.

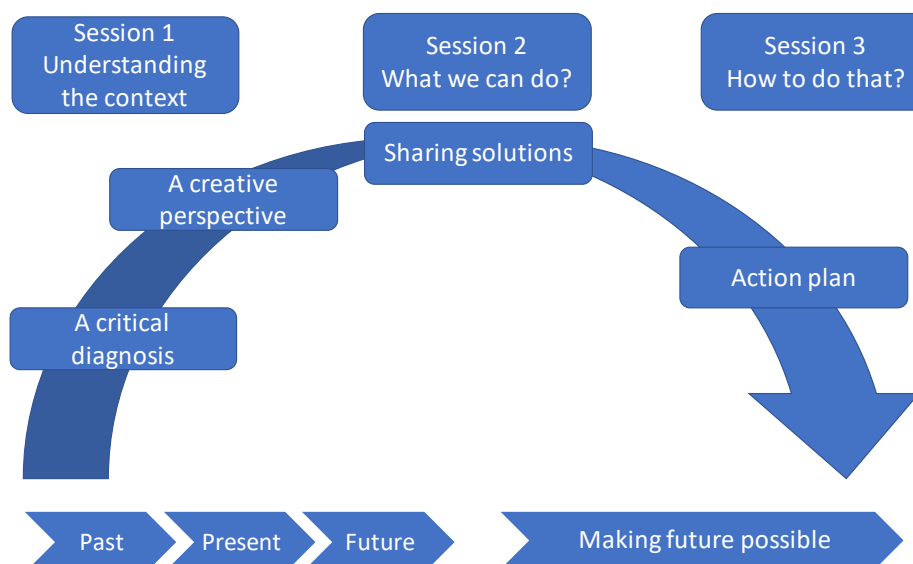


Figure 1: Schematic overview of the SUMP co-creation approach for tourist destinations:

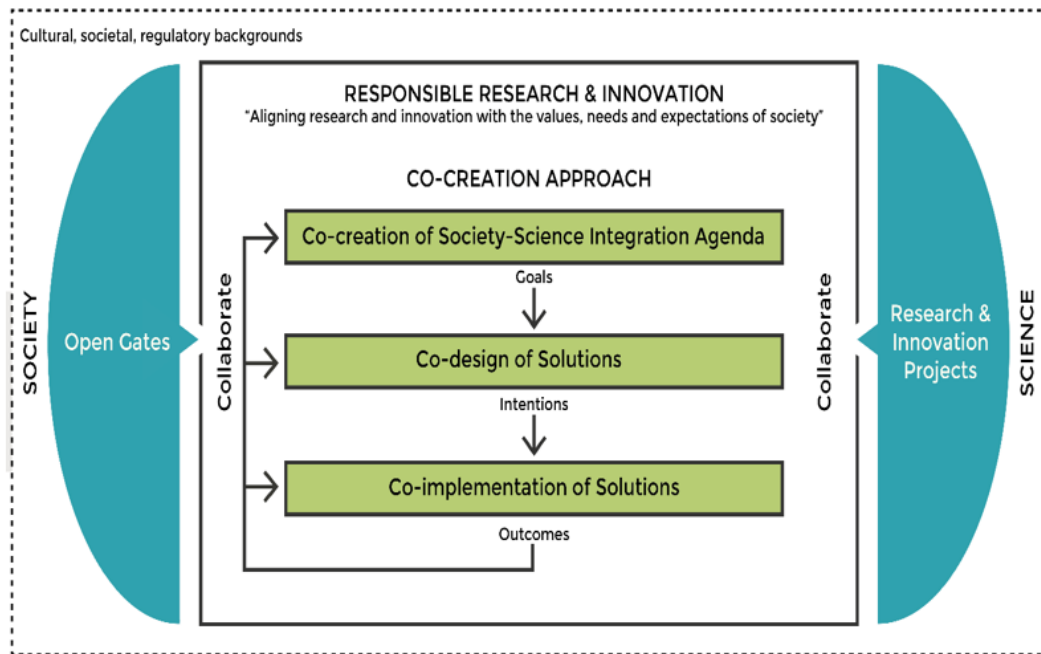


Figure 2: The Co-Creation approach

Co-creation stages in DESTINATIONS:

1. **Engage and empathize:** identify the local actors most involved or affected by the topic (sustainable mobility), who may be potentially interested to change the status quo. Invite them to participatory system mapping events to gain an emphatic understanding of the issues we are trying to solve with the sustainable mobility plan. They are engaged as «change agents», not to represent a specific stakeholder category.
2. **Frame:** map the whole set of stakeholders concerned with the topic using a consistent framework to identify government, business, civil society, technical (e.g. transport operators, planners, etc.) stakeholders in place. Invite them to a future lab event to gain a common understanding and shared vision of the future of mobility, and to frame the agenda for sustainable mobility (main directions for the SUMP). The future lab event is managed using a variant of the Future Search methodology.
3. **Ideate together:** a more detailed scheme of the SUMP and the actions it is going to include is sorted out from the directions gained at the end of the future lab. A pre-feasibility check and refinement of the SUMP structure and actions is done with the most relevant technical and administrative stakeholders (those that would be in charge of controlling and/or implementing the measure) .
4. **Co-create:** after the pre-feasibility check, the SUMP measures eventually selected are processed by making a full analysis of their technical, economic, normative and financial feasibility, and an ex-ante evaluation of their expected outcome and impacts against the SUMP baseline (which improvement in terms of sustainable mobility the measure will deliver?). Technical stakeholders are more heavily involved in this stage, as they would be main actors in the next stage of implementation too.

- Anchor:** «anchoring» means that the whole co-creation process, which so far was literally a navigation journey only floating around in the minds of the people engaged in the process, is finally anchored in this stage to a concrete set of new policies, regulations, decisions taken by relevant public authorities and stakeholders, to implement and/or support the SUMP measures as co-designed in the previous stage. The final outcome of the anchoring stage should be a SUMP formally adopted by local governments, supported by a «pact» with other stakeholders when this is needed for the implementation and co-production of the measures. SUMP implementation is going to be evaluated with a set of strategic Key Performance Indicators (KPI), using specific tools (questionnaires, data crowdsourcing, sensors) to monitor the change of mobility flows and modes.

1.4 Report outline

All 6 sites have followed a similar structure for this report. All sites first describe their activities in the field of (1) citizen participation and stakeholder consultations. Then (2) the shared vision and goals of the new SUMP / SRMP (MAD) / Mobility Office (LPA) are described, followed by (3) a description of scenarios. Subsequently, a (4) feasibility analysis of the measures is done. These are to lead to a description of (5) the Implementation Plan and measures and (6) the Evaluation Plan. 4, 5 and 6 are to be elaborated in the subsequent versions (V2 and V3) of this deliverable, which are to be published in the coming year (month 20 and month 26 of the project).

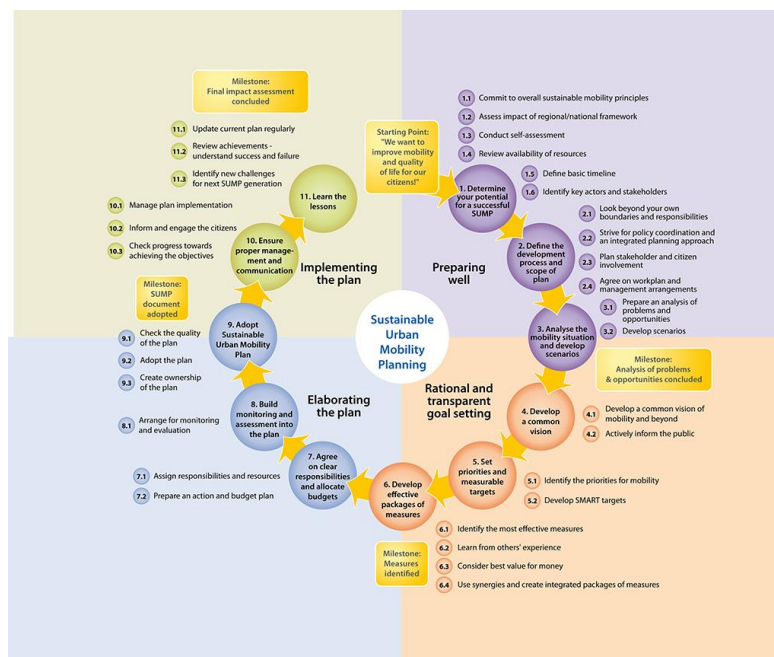


Figure 3: The steps of the SUMP Guidelines

2 Limassol

2.1 Citizen participation / Stakeholder consultations

In terms of involving stakeholders and citizens, Stratagem has had a meeting with major stakeholders that have knowledge and are responsible for urban transport planning. These stakeholders come from various organizations/departments such as the Limassol Municipality, the Limassol Tourism Board and the Public Works Department. This meeting with the stakeholders already happened and the SMTAP has been discussed in terms of its feasibility and the potential cooperation of the stakeholders. Stratagem will continue to meet these stakeholders through various stages of the project to discuss the SMTAP's progress.

For citizen involvement, and especially tourists, who are the main focus of the SMTAP, feedback will be gathered through questionnaires along the lifetime of the measure (beginning, middle, and end).

For now, more technical stakeholders are involved during the first phase of the measure that already have sufficient knowledge about groups with special needs. In the future, people with special needs will be asked to give feedback on what their needs are in terms of the sustainable urban mobility measures in Limassol.

The stakeholder engagement activities have become a standard part of the planning practices due to the need for cooperation with them. It is quite important to communicate often with the relevant stakeholders regarding the SMTAP to ensure the smooth progress of the measure and minimize or avoid any problems.

2.1.1 Events

Past events related to SUMP development

Type of Event	Date	No. of Participants	Job Titles	Organisations	Short description of activities	The event corresponds to the phase of:
Stakeholder meeting	23 June 2017	6	<ul style="list-style-type: none"> - Transport Planner/Engineer - Planning Officer - Architect/Urban planner - Control Officer (Civil Engineer) - Senior Executive Engineer - Executive Engineer 	<ul style="list-style-type: none"> - Public Works Department - Town Planning and Housing Department - Ministry of Transport, Communication and Works - Limassol Municipality 	The SMTAP was introduced and been discussed	<ul style="list-style-type: none"> - Developing the SMTAP (baseline) - Problems that can be solved
Stakeholder meeting	17 th June 2017	7	<ul style="list-style-type: none"> - Architect/Urban planner - Transport planner/engineer - Limassol Tourism Board 	<ul style="list-style-type: none"> - Limassol Municipality - Limassol Tourism Board - Public Works Department 	The problems of developing the SMTAP in Limassol	<ul style="list-style-type: none"> - Problems that can be solved

Table 1: Past events related to SUMP development

2.1.2 Identification of key problems

During the stakeholder meetings it was made clear that there might be some difficulties in the development of the SMTAP as it has to include the DESTINATION measures from other partners as well. But it was agreed that these difficulties can be coped with through communication, cooperation and coordination of the relevant stakeholders with Stratagem.

2.1.3 Outcome: shared agenda

The outcome from the stakeholder events was the identification of the problems that the SMTAP might face. Also, another outcome was the establishment of the cooperation between key stakeholders and partners of Stratagem that can help bring forward the goals for the development of the SMTAP. As these events were more like discussion meetings rather than events, there was not a specific agenda.

2.2 Shared vision and goals

2.2.1 Vision for the city

The vision for Limassol is to create a more sustainable, safer and greener city which both tourists and locals can enjoy by visiting or living. At the moment the city is suffering from traffic congestion, bad air quality and noise pollution, traffic accidents and very minimal use of sustainable transport such as public transport, e-cars, bicycles or walking. The long-term plan is to increase the sustainable transport to create a city with less traffic, fewer accidents and cleaner air quality. It will be a city that will attract visitors and promote a new way of living through sustainability. This goal is also shared by the relevant stakeholders such as the Limassol Tourism board, Limassol Municipality and the Public Works Department.

2.2.2 Strategic objectives for the SUMP

The aim of the SMTAP is to satisfy the mobility needs of tourism and citizens for a better quality of life. A new planning concept will be able to address transport related challenges and problems of urban areas in a more sustainable and integrative way. The SMTAP will focus on tourists needs for a better quality and sustainable life at the SMTAP area. This action will evolve the SMTAP area to a more attractive destination for tourists. Tourists will enjoy their vacations with less noise, less CO2 emissions, free space, less traffic, healthier and safer environment and enjoy the SMTAP area by using sustainable modes for their transportation.

2.2.3 Specific targets

1. Decrease in CO2 emissions
2. Reduction of traffic noise in the city centre
3. Decrease in energy consumption
4. Increase the total share of citizens that use PT
5. Increase in free space
6. Improved public health and safety
7. Change habits of local people and tourists

In the next version of this document (D2.2_V2) the targets and their concrete indicators will be elaborated further.

2.2.4 Envisaged timeframe of SUMP

Milestone number (i.e. start and end of activities)	Milestone /activity description	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month
	<i>Design and specifications</i>		1-12
2.1.1.	Strategic plan	Internal document	1-5
2.1.2.	Baseline	Internal document D2.1	5-9
2.1.3.	Sump feasibility study	Deliverable D2.2	9-12
	<i>Research analysis</i>		14-30
2.1.4.	Implement of cooperation plan	Official document	14-18
2.1.5.	Pilot test – involve an expert in the field		15-25
2.1.6.	Consolidation of roadmaps for implementation	Deliverable D2.3	24-30
	<i>Evaluation</i>		28-44
2.1.7.	Analysis of results of emissions and energy consumption	Evaluation document	28-33
2.1.8.	Economic, social and technical final evaluation	Evaluation document	33-44
	<i>Communication and dissemination</i>		8-48
2.1.9.	Inform all urban planners of Municipalities	Communication & Dissemination document	38-46
2.1.10.	Complete implementation of communication plan	Communication & Dissemination document	48

Table 2: Envisaged timeframe of SUMP

2.3 Scenarios

2.3.1 Baseline scenario

The baseline scenario for Limassol's SMTAP is:

1. Less CO2 emissions
2. Less traffic noise in the city centre
3. Less energy consumption
4. Increase the total share of citizens that use PT
5. Free space
6. Public health and safety
7. Change habits of local people and tourists

These outcomes will be a result of the measures implemented. These measures are going to be implemented by the Limassol Tourism Board and Limassol Municipality in cooperation with Stratagem. These measures include an increase in walking and cycling (taking tourists as consideration), hop-on-hop-off buses in the city center, smart bus signs, accessibility for disabled people at various landmarks such as the beach and other touristic areas in the city center, promotion of e-cars and charging stations. All these measures take into consideration the best way by which to attract tourists with sustainable modes.

2.3.2 Alternative scenarios

The above explained scenario can be an alternate scenario based on many variables. The routes might change for the hop-on-hop-off if the bus is too big to fit in the narrow streets of the city center. The existing cycling roads might be extended even further giving the availability of doing cycling not only as a leisure activity but as a sport. One of the main roads of the city center's shopping district can be converted to a pedestrian only area, making the environment safer for the visitors and shoppers.

2.4 Measure package

2.4.1 Measure selection

- Extension and integration of the existing beach ramp access points for the disabled. The access points will integrate the PT services and deaf and blind traffic light crossings.
- Extension and integration of the existing E-V charging station networks. The network will connect the city centre with the main island gateways 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 City Center
- An urban freight logistic plan for the Limassol City Center.
- Hop-on-hop-off bus in the city center. It will follow a route where tourists or locals can take a tour around the major landmarks of Limassol's city center, such as the museum, the zoo, the castle, the promenade and the marina, and the main shopping district.

2.4.2 Feasibility analysis for selected measures

All the measures mentioned above have been analysed in terms of technology, budget and policies and have all been approved by the Limassol Municipality, Limassol Tourism Board and the Public Works Department.

2.4.3 Results: selected package of measures

The result from the feasibility study is that all the mentioned measures for the SMTAP are doable with the cooperation and communication between the relevant stakeholders.

2.5 Implementation Plan and measures

The organization and responsibilities of the above measures are shared between the Limassol partners that participate in CIVITAS DESTINATIONS. The budget is taken into account by each measure leader who is going to implement each of those measures. A cooperation network has been established with the relevant key stakeholders such as the Public Works Department, the Limassol Municipality and the Limassol Tourism Board.

The next step will be the continued communication between the stakeholders and Stratagem for the smooth achievement of the SMTAP and the relevant measures.

2.6 Evaluation Plan

To monitor and assess the SMTAP and its measures the initial timeline of the milestones will be used and the output and impact indicators table that is used by ISSINOVA to keep track of the goals. This will be through questionnaires and data collection for various outputs before, during and after the SMTAP.

3 RETHYMNO

3.1 Citizen participation / Stakeholder consultations

Public engagement and consultation are core aspects of the overall processes of SUMP development under CIVITAS DESTINATIONS in Rethymno. As identified by previous steps, Rethymno is a polycentric city region defined by strong networks of small to medium sized neighbouring settlements and local communities, which impact crucially on daily mobility patterns and have a strong say at communal meetings and consultation processes. Stakeholder engagement and citizen participation are critically integrated within the current SUMP, starting from the previous SUMP development.

Developing a Sustainable Urban Mobility Plan is a complex, integrated planning process requiring intensive cooperation, knowledge exchange and consultation between planners, politicians, institutions, local as well as regional actors and citizens¹.

Communication and engagement strategy includes actions in all SUMP development stages and was developed in accordance to ELTIS guidelines², CHALLENGE SUMP Manual on Participation³, and the CHALLENGE SUMP Manual on Cooperation⁴. Rethymno's strategy has also incorporated useful information regarding communication and engagement features deriving from various web sources such as CIVITAS Learning Centre⁵, CIVITAS Tool Inventory⁶, material from project CIVITAS SUMP-Up and many more.

This strategy will be further enhanced with the material provided by the CIVITAS DESTINATIONS, Task 2.4 (Stakeholder participation and target group consultation, Leader TM), as well as with the Public Guideline and tool for stakeholders' engagement and cooperation in integrated tourist and urban mobility planning. Moreover, its implementation will be largely dependent on the Marketing strategies and stakeholders' engagement | Set up of demo sites completed (MS17).

As analyzed in Rethymno's SUMP Guidelines' Package for the Region of Crete⁷ the overall consultation procedures shall result in a commonly acceptable SUMP Participatory Agreement and all stakeholders shall follow specific stages throughout the development of the SUMP.

Rethymno's municipal service has developed the key initial component of the strategy, namely the stakeholders' map, by identifying the different stakeholder groups, their nature, background, interests, requirements and constraints. Several other features have already been completed, however full implementation is planned to follow during next year (2018).

Participation in SUMP includes the following milestones:

- identifying local and regional stakeholders potentially interested to change the status quo, developing a "stakeholders map" of all stakeholders in Rethymno (engage and emphasize stage – completed),
- developing a strategy for citizen and stakeholder engagement – developing a "social map"⁸ (ongoing) of all stakeholders in Rethymno in addition to the stakeholder mapping – (frame stage – completed),

¹ Actively engaging citizens and stakeholders in the development of Sustainable Urban Mobility Plans, <http://www.sump-challenges.eu/kits>

² <http://www.eltis.org/guidelines/sump-guidelines>

³ Actively engaging citizens and stakeholders in the development of Sustainable Urban Mobility Plans, <http://www.sump-challenges.eu/kits>

⁴ Working jointly with institutional partners in the context of Sustainable Urban Mobility Plans, <http://www.sump-challenges.eu/kits>

⁵ <http://civitas.eu/learning-centre>

⁶ <http://civitas.eu/tool-inventory>

⁷ available soon, Greek language guide developed under the cooperation of RETHYMNO and NTUA

⁸ This social map refers to the gathering of all crucial stakeholders along with citizens and key influencers of the public in a table (or a matrix) and understanding their position in terms of SUMP development. Pre-examining the potential conflicts is important for establishing the SUMP initial agenda.

- building a shared agenda – determining levels and methods of involvement (ideate together stage – completion February 2018),
- managing participation and resolving conflicts – create a commonly approved detailed SUMP measure plan (co-create stage – completion September 2018),
- evaluating the participation process (during anchor stage - December 2018).

Rethymno’s overall strategy - broken into specific stages - is delineated below:

A. identification of responsible human resources to staff the SUMP Working Group

The SUMP Local Working Group includes the Research Lab of Sustainable Mobility Unit (NTUA, SUMP Subcontractor), Specific Technical Experts (external Municipal staff), Technical and Administrative Experts (civil servants at the Municipality of Rethymno) and the Technical University of Crete (Site Manager)

B. Definition of SUMP Local Working Group responsibilities and tasks in terms of the participatory procedures

Responsibilities include information gaining and education for SUMP participatory issues, exploration of participatory tools, methodologies and case studies, identification of best fit solutions for the local conditions etc. The SUMP Local Working Group has gained the best possible knowledge of modern consultation processes through workshops, conferences, seminars, webinars, and e-courses.

C. Information and awareness raising | Communication plan

Rethymno is oriented towards and invests in sustainable development.

The first Strategic Mobility Plan for Rethymno was presented in 2008. Since then promoting Rethymno as a Pilot city for Sustainable Mobility throughout Crete has been a stated goal and caused discussions between residents and decision makers. Relevant articles can be found in blog sites with publication year 2010. This vision was also published in Municipality Action Plan for the years 2012-2014 showing that sustainable mobility was officially a key part of a sustainable development strategy for the city. The Action Plan is the result of a consultation process where citizens, stakeholders and decision makers participate. The Municipality of Rethymno also takes part every year in European Mobility Week Campaign. As a member of the Covenant of Mayors since 2011, sustainable mobility is one of the main strategic pillars of the Sustainable Energy Action Plan (SEAP) for the period 2012-2020. The Municipality signed also the Mayors Adapt in 2015 and has developed a Sustainable Energy and Climate Action Plan for 2030. Rethymno’s participation in Mayors Adapt demonstrates the commitment of the city towards sustainable development and will of local decision-makers to offer citizens high quality of life in a sustainable city.

Citizens and stakeholders in Rethymno are aware of the sustainable mobility vision and this positively influences the development of the communication plan aiming to inform more people and raise awareness of both the public and relevant stakeholders regarding mobility patterns, sustainable mobility elements and the need for a shift away from car-centric culture.

The communication plan will be enhanced constantly and Milestone 17 (MS17) Marketing strategies and stakeholders engagement are going to be integrated accordingly.

The tools to be used include public information; in central public space, social media, newsletters, information events, broadcasting and other events.

At the beginning of the SUMP procedure (engage and emphasize stage and frame stage) the scope of the communication plan was to reach as many people as possible intending to inform them, to raise environmental awareness, foster public participation and attract interested “change agents”. Another target group were stakeholders, who were informed about the economic opportunities of sustainable mobility.

The next crucial stage of the communication strategy is at the end of the co-create stage. The commonly approved sustainable mobility plan must reach as many stakeholders and citizens as possible, must provoke debate and comments so that it is adapted to their needs and expectations.

D. Stakeholder mapping

Mapping included the identification of different stakeholder groups, their nature, background, interests, requirements and constraints. The mapping of the stakeholders eventually leads to the creation of the SUMP Action Working Groups that will be active during the co-creation and implementation phase of the SUMP. The SUMP Action Working Groups are aimed at the development of synergies and building the capacity to support the participatory process from internal and external partners. Specific attention is paid to the inclusion of disabled people and a variety of stakeholders.

GOVERNMENT/ AUTHORITIES	BUSINESSES/ OPERATORS	VOLUNTEERS/ COMMUNITIES / LOCAL NEIGHBOURHOODS	OTHERS
Region of Crete - Regional unit of Rethymno	PT operator - KTEL	SYNPOLIS Association of active citizens	Hellenic Institute of electric vehicles
Directorate of environment and spatial planning – Region of Crete	Hotels Association	Union of the old city's residents	Hellenic Institute of Transport (h.i.t.)

Directorate of Tourism - Region of Crete	Chamber of Commerce and Industry	Initiative of Citizens for Road Accident Prevention and the Promotion of Road Safety	
Urban planners	Technical Chamber of Greece	Association of disabled people	
Politicians: Regional Governor of Crete Vice Governor of Rethymno	Association of travel and tourist agencies	Atlas Cycling Union	
Cretan Infrastructures S.A.	Union of car rental enterprises	Volunteering citizens groups	
Traffic Police department	Parking operators		
Red Cross	Taxi Unions and Private Transport services		
Municipal Port Authority Trust of Rethymno			
Neighbouring Municipalities			
Ministry of Infrastructure, Transport and Networks			
Ministry of Tourism			

Table 3: SUMP Stakeholder mapping

The key stakeholders and their contribution are illustrated in the following table:

Stakeholder name / organisation	Activities / relation to SUMP
Regional Unit of Rethymno	Contribution to the development of the strategic approach, linking to regional mobility planning. Contribution to the development and implementation

	of policies.
Chamber of Commerce and Industry of Rethymno	Facilitation of stakeholders' engagement and participation. Participation in the Local action group. Contribution to the general sustainable development of the Municipality. Support training and capacity building events.
Retailers and Traders Association of Rethymno	Support the SUMP development contributing also for the tourist's needs and requirements. Promotion of sustainable mobility modes amongst tourists.
Rethymno Hoteliers Association	
Rethymno's association of disabled people	Contribute to the inclusion of measures for mobility needs and the accessibility of disabled people
Regional Governor	Support SUMP development and facilitate citizens' engagement. Participation in consultation events. Support replication to other prefectures in the island and other regions.
Vice governor-Rethymno	
SYNPOLIS Association of Active Citizens	Taking part to the consultation events, contribute to the local action group. Contribute to the development of a strategic action plan for road safety and accidents prevention.
Voluntary Groups Network	
Union of Rethymno Old Town residents	

Table 4: Identification of relevant stakeholders and their role in SUMP development

Source: Elaboration of Technical University of Crete and Municipality of Rethymno

E. Establishment of a common understanding framework and potential implementation of the SUMP Participatory Agreement

Among others, clarification of the consultation objectives, the SUMP objectives, as well as the explanation of its benefits is included in the common understanding framework.

The SUMP Participatory Agreement⁹ is a form of Memorandum between the participants and the Municipality of Rethymno.

F. Identification of tools, methods and appropriate standards for participation and consultation | events | selection of facilitator

This stage includes the exploration of the existing material for SUMP information and awareness as well as overall participation and engagement processes. Prior city experience in consultation issues may assist on the identification of successful tools and methods.

⁹ A Content Summary for the SUMP Participatory Agreement can be found in Annex 1

The identified participatory tools include stakeholder round tables, workshop series (citizens and/ or stakeholder), citizen jury¹⁰, citizen advisory committee¹¹, focus group series, web based forums, crowdsourcing web platform (for the free expression of mobility ideas). Further involvement tools include questionnaire surveys, key person interviews, open space events, and interactive measure selection formats.

These tools will be used during the whole procedure of the Sustainable Urban Mobility Plan to achieve the desired SUMP co-creation concept as described in paragraph 1.3 of this D2.2 report.

During the mapping and engagement phase the tools used reached visitors, citizens and stakeholders, trying to raise awareness and find “change agents”, who will be willing to take part during the whole planning procedure. Information was the key to participation and the tools used gave emphasis to offer information. Communication tools were used, like informational one-to-one events and briefings for telephone contacts, web sites.

Invitation is a key part of participation. For the second dialogue phase (on-going), a “social map” of Rethymno is being developed framing the whole set of stakeholders potentially interested to change the status quo (anticipated: end of 12/2017). The dialogue starting from the vision phase intended to make the participants feel that they are invited from the beginning of the planning procedure. Key stakeholders together with “change agents” form a smaller group of people engaged and this gives the opportunity to use more collaborative tools like future lab events. Key person interviews were also used to gain input from stakeholders. Citizens not attending public events were also given the opportunity to participate. Three questionnaire surveys were organized trying to collect views from residents and visitors about existing conditions and future expectations regarding mobility in Rethymno. Another three questionnaire surveys will follow. Finally, workshops were and are going to be organized in busy public places, again to attract citizens normally not interested in attending traditional public participation meetings.

During the co-design phase the participants must have a technical and administrative background to be able to engage fruitfully to the procedure. They will form the “core group” of people interested in controlling the technical, economic, normative and financial feasibility and their expected outcomes and impacts. The small number of people involved and their background acts helpfully in the use of tools from the top of the public participation hierarchy, in other words tools intending to give power to participants to collaboratively shape detailed measures, like citizen advisory committee, citizen juries, focus groups.

The product of the co-design phase must reach many people. Before the co-production phase an alliance of people interested in implementing the measures must be formed. Common tools, from the intermediate levels of involvement in the participatory processes (consult and involve), will be used to reach more people. These tools include web-based forums, consensus workshops, public meetings. The core group must be prepared to change measures when they appear to touch sensitive issues which could transform supporters into enemies.

Stage of the SUMP procedure	Scope of Public Participation	Public Participation Tools adopted
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¹⁰ A Citizens’ Jury is composed of a group of citizens, which represents the demographics of the area. They meet in order to deliberate on an issue. The jury hears from experts and provides the public/ stakeholders/decision makers with a recommendation.

¹¹ A Citizen Advisory Committee is a local government entity which consists of volunteers from the community they represent. Their role rely on “the study of critical issues, taking public testimony, performing independent research, and reviewing staff reports and recommendations. These prepare the advisory body to discuss, analyse, formulate, and forward well-developed, thoughtful recommendations to the legislative body” (<http://www.mrsc.org/Publications/lgcab08.pdf>)

Mapping and Engagement	Raise awareness Find “change agents”	Information events Briefings Telephone contacts Web Site
Dialogue	Developing common vision	Future lab events Key stakeholder interviews Questionnaire surveys Open workshops in public spaces
Co-Design	Forming detailed SUMP measures	Citizen Advisory Committee Citizen Juries Focus groups
Co-Production	Improvement of SUMP measures	Web based forums Consensus workshops Public meetings

Table 5: Available participatory tools for SUMP stages

Selection of the facilitator

The facilitators of the participation and consultation events will include members of the SUMP Working Group, who are trained in similar procedures, are familiar with the planning process of the SUMP, are characterized by neutrality, self-control, patience, adaptability, and have concrete negotiation summarizing skills.

G. Documentation of participation and consultation inputs

Realizing that successful consultation and participatory procedures require concise documentation in pre-defined plans and systematic ways, the SUMP Working Group has selected the appropriate documentation methods (i.e. writing minutes, availability of minutes, development of a consultation output database).

3.1.1 Events

Luckily the city has already conducted two Strategic Sustainable Mobility Plans with emphasis on promoting sustainable mobility throughout the city. The plans were presented in open meetings during their implementation and rich discussions followed their approval.

During the development of the 1st phase of the Strategic Sustainable Mobility Plan the following engagement activities took place:

On May 12th, 2008 an open information event was organized by the municipality of Rethymno in Odion Building and the participation of communities, stakeholders, experts and decision makers from Crete Island. Oral presentations of experts were followed by discussion with citizens and local authority representatives. During this event the new vision of Rethymno city was presented, focussing on redesigning the city to promote sustainable mobility and the whole strategy described in the first Strategic Sustainable Mobility Plan.

On November 23th, 2011 in the City Hall, the local authority council, after discussion and participation of stakeholders, took the decision to conduct a Second Strategic Sustainable Mobility Plan and expand its limits to include the whole metropolitan area of Rethymno and not only the city.

On November 4th, 2012 in St Francisco Hall in Rethymno’s Cultural Centre a one-week exhibition was organized with the participation of many citizens, experts and decision-makers. The theme was “Imagine the City: Rethymno”. Many studies were presented aiming

to change the urban environment in Rethymno. On the last day of the exhibition a workshop event was organized, during which the first and the second Strategic Sustainable Mobility Plan was presented. Discussion with citizens followed which showed agreement with the new sustainable mobility policy.

On September 10th and October 23th, 2013 in the City Hall, the local authority (municipality) council with participation of stakeholders was informed about the second Strategic Sustainable Mobility Plan and the first comments were collected.

The second phase of the Strategic Sustainable Mobility Plan was presented in an open meeting in Rethymno's "Culture House" on April 27th, 2014. Citizens and stakeholders had the opportunity to get detailed information about the measures aiming to foster sustainable mobility throughout the whole metropolitan area of Rethymno.

The approval of the final version of the second Strategic Sustainable Mobility Plan in 2015 was an open procedure in the city hall and gained publicity.

Within the DESTINATIONS project and regarding the development of the updated SUMP, additional engagement activities were introduced.

On the 23rd January 2017, the CIVITAS DESTINATIONS project was presented to Rethymno's Municipality Councils members in a dedicated session. The local politicians were informed in detail about the key objectives of the project, the innovative actions to implement sustainable mobility measures and the actions with the view to offering intelligent sustainable transport solutions for tourists and residents. The important issue of the seasonal touristic fluctuation was highlighted and the need for an updated SUMP to address mobility and tourism was discussed. It was essential for Rethymno to have the support and the involvement of Rethymno's Municipality Council members. A number of 29 local citizens attended also this session. Moreover, the workshop was live broadcasted and available to everyone through the municipality's YouTube channel.

On the 27th of April 2017, the Municipality of Rethymno with the support of the Technical University of Crete, organized an informational event towards the Local entities identified, as key stakeholders within the SUMP development and the DESTINATIONS measures. A total of 17 participants were present at this meeting. It was organised as a targeted informational event in order to present the project and foreseen activities and have an initial exchange on their thoughts and interest for active engagement.

On the 5th of May 2017, a national public event took place to involve citizens and stakeholders in sustainable mobility planning. The 119 attendants had the opportunity to be informed about the importance of the CIVITAS DESTINATIONS project, the aims and the measures. The event was intended to share the common vision for the city of Rethymno, to interact with local people, to exchange information and to enhance support building and to gain knowledge about locals' views. Also, the event was covered by the local media.

Several one-to-one meetings have been organized to get important stakeholders on board. During these meeting, we discussed with the stakeholders about the project in detail and their potential role and position in the project. The main purpose is to create a sound basis for a durable cooperation between all stakeholders groups. This type of communication aims to engage key stakeholders with power and capacity such as Public Transport Company (meeting on 13th of December 2016). Finally, as a result for most of the one-to-one meetings, a simple stakeholder coordination strategy was drawn up.

During the European Mobility Week 2017 under the theme 'Sharing gets you further', many events were organized, raising awareness on sustainable mobility in order to facilitate the citizens' future involvement in the SUMP development.

The Technical University of Crete in collaboration with the Municipality of Rethymno, successfully organized and held two Design Days workshops on the 20th and 21st of September 2017, for tourists and residents. They were conducted as interactive "drop-in"

laboratories, demonstrating thematic exhibition boards, and including oral presentations of the information and feedback forms within an interactive approach to exchange of views and preferences. The events were conducted within the identification of problems and needs phase and different scenarios and potential mobility solutions were presented to residents and tourists, who had the chance to highlight their preferences. The thematic topics were presented as developed within the CIVITAS DESTINATIONS project and included in the main pillars of the SUMP development, in order to promote sustainable mobility and improve the quality of life in Rethymno. During the event, targeted feedback forms (questionnaires) were distributed to identify peoples views and were filled by 134 citizens and 72 visitors of Rethymno correspondingly.

On the last day of the Mobility Week (22th September 2017) cars were banned in the street along the coastline of Rethymno. The street became the scene of all-day and night lasting cultural and educational activities.

Upcoming events

The planned upcoming events include

- Jamming –style meeting (JAM workshop) in December 2017, inviting key stakeholders to share views, needs and special requirements,
- Future lab event in January 2018, inviting key stakeholders and people interested to become “change agents” to share views, needs and special requirements about the desired future of Rethymno.
- Establishment of the official Stakeholder Network and the SUMP Participatory Agreement in February 2018.
- The same month (February 2018) organizing information meeting for technical executives and policy makers and the working group of the SUMP. The meeting subject includes identification of the problems and the measures which are influential towards reaching the desired vision.
- In March 2018 organizing open space meetings and surveys aiming to reach citizens and stakeholders view about the first measures adopted from the SUMP working group to test their social acceptance.

3.1.2 Identification of key problems

Rethymno is a polycentric city region defined by strong networks of small to medium sized neighbouring settlements that crucially impact on daily mobility patterns. The city core is a densely populated and compact city with mixed land uses, where walking and cycling could be an efficient means to make every day trips. But this urban core is threatened by the satellite settlements which grow rapidly, due to the uncontrolled urban sprawl. Many hotels have been placed along the seashore away from the urban core and have fostered urban development in the outskirts of the metropolitan region. Moreover, many citizens try to “escape” from the densely built city seeking for a home in a low-density satellite suburb. In 2001 73 % of Rethymno’s residents lived in the city core. Ten years later it dropped to 66 % causing the population rise of some suburbs up to 200 %!

In the suburbs, which are away from the touristic developed areas, there is almost no public transport service (less than 5 bus departures per day). That means that about one third of Rethymno’s residents have no other choice than using their car for everyday trips fostering a car-oriented culture. The questionnaire survey showed that most households in Rethymno possess more than one car and that travelling by public transport is not preferred, only commuting trips slightly raise the share of public transport use.

The urban sprawl trend has partially been delayed due to Greece’s economic austerity and the exorbitant taxes on property.

The questionnaire surveys showed that many citizens in the city core don't use their car. But even car commuters understand that sustainable mobility could foster economic development of the city and improve their everyday life. It is clear from the opinion polls and the information events conducted so far that citizens are informed and most of them agree upon the new policy towards promoting sustainable mobility.

What is crucial however is to tangle with issues arising when the overall policy is attempting to change everyday habits and choices. For example, citizens and stakeholders support policies to expand existing cycling infrastructure, however when it is explained to them that due to the resulting parking restrictions needed enable this, they will likely have to park away from their home or city destination, they become more reluctant, as the questionnaire survey showed.

It seems that what matters is to achieve consensus through a deliberation procedure when the overall targets are transformed to detailed plans and measures.

Moreover, economic austerity and the resulting over-taxation of households in Greece makes it difficult to propose measures like car-parking fees or urban tolls that would gain low public support.

Finally, Greece has a traditional top-down planning system leaving little ground for public participation. What matters most are decisions taken behind closed doors and some efforts to involve citizens organized under the framework of new European Directives have caused frustration among participants due to low political influence. Citizens are traditionally "taught" that planning is a field for experts and decision-makers and public participation does not make a difference. On the other hand, Rethymno is a medium-sized city with higher participation levels than big urban centres. The questionnaire survey showed that residents care for their city and would participate if they were clearly invited to do so. Among alternative sustainable mobility policies, the highest appreciated among residents was the protection of the historical character of the city. It is also a common ground between residents and visitors: visitors stated that what they admire most in the city is their traditional character and the preserved traditional settlements, the culture and the people.

What we've seen so far:

OPPORTUNITIES

- Willingness to participate from a large group of key stakeholders: hotel owners, managers and tourist related business operators, facilitators
- Willingness to participate from a key Stakeholder group : tourist bus operators.
- Strong city identity and citizens willing to take part in planning procedures
- Awareness about sustainable mobility issues and need for improvements

SHORTCOMINGS:

- Lack of participatory culture – lack of co-creation in terms of visionary strategies – lack of similar experience (common experience at participation for SPECIFIC MEASURES and projects)
- Lack of knowledge about SUMP procedures
- Car-oriented culture
- Lack of cycling culture
- Fear to use the bicycle due to existing road conditions among inexperienced cyclists
- A strong interest towards sustainable mobility but also fear of tourist facilitators not to deteriorate the existing car accessibility to hotels.
- A conservative approach/ hesitation of Public Transport Providers regarding data provision and adaptation to changes

3.1.3 Outcome: shared agenda

The questionnaire survey showed that visitors of Rethymno are attracted not only by the traditional settlements and the Old City - by the building environment of the city - but also by the people and the region's culture. Regarding the residents input, they seem that they love their place and the vision of preserving the historical and cultural identity of the region seems to unite most views. The historical and cultural identity of the city is the common ground between residents and visitors.

So, the key target that could activate citizens, residents and decision-makers to support the sustainable mobility plan is the preservation of the cultural and historical identity of the city. A specific measure which could gain stakeholders, citizens and visitors support is **preservation of the old city core from degradation caused by car movement**. The buildings must be protected from air pollution, and human presence should be enhanced through car restriction measures, which would also foster traditional ways of moving.

The next target beyond the above is to expand the human atmosphere of the old city into the modern urban core to enhance further city's identity. Another specific measure which could add towards implementing this vision is the **pedestrianization of some important streets in the modern urban core**.

Some interesting preliminary results derived from the "Design Days" events include:

- a) **Strong preference for the links of the different transport modes:** Most of the participants that indicated their preference regarding the locations of the new bike sharing stations preferred to be installed near bus stops. This preference suggests the desire to combine PT and bike sharing system.
- b) **Positive reaction to the introduction of electric vehicles:** Although electromobility is relatively new in the whole region and the clear majority of the participants are not owners of electric cars, they indicated great interest in using (mini e-bus) and/ or buying electric vehicles (e-cars).
- c) **Willingness to the use of new ICT systems and online services:** A big share of the participants was positive to the introduction and use of new platforms, apps and smart cards as integrated mobility tools.

The public events showed also a desire for **measures fostering economic development**. In times of economic austerity, it is a unanimous desire. Another message which could activate most residents and stakeholders is that sustainable mobility is a product for a touristic city like Rethymno, attracting consumers from environmentally-friendly countries. Sustainable Mobility could add to a historic, cultural and physically attractive city, the surplus of an environmentally friendly label. Conclusively another specific measure which would gain public support is to participate in existing or develop city-wide eco-labelling processes.

Finally, a target which seems to be a common ground between citizens, stakeholders and decision-makers is the need to **enhance accessibility and mobility in the city fostering economic development**. In a densely built, traffic congested city, using the car is the slowest way to move. Car parking is also an issue and drivers are often forced to park away from their final destination. The Sustainable Mobility vision could attract citizens if it offers them a vision of cheap, attractive, fast, unlimited mobility throughout the city. Measures implementing this target include the development of a traffic-independent public transport system operating in separated and dedicated routes, implementing bike sharing and car sharing schemes, introducing a mobility card for residents and visitors of Rethymno.

The Achilles' heel of the Sustainable Mobility Plan procedure are specific measures which influence everyday habits of citizens, like on-street parking in front of their home. The public participation input so far has showed that residents are reluctant to change everyday habits and such measures could make them to change their initial positive feelings about sustainable mobility. An additional effort should be made during the detailed measure planning phase to convince citizens and reach consensus about proposed changes.

3.2 Shared vision and goals

3.2.1 Vision for the city

Rethymno as an inclusive, resilient, accessible, smart city.

Rethymno is a polycentric city region defined by strong networks of small to medium sized neighbouring settlements that crucially impact on daily mobility patterns. The significant influx of tourists during the summer months, reaching an 8-fold uptake compared to Rethymno's permanent population, introduces new travel needs, which due to the inefficient mobility management, further downgrade its urban environment and calls for specific measures to address this seasonal transport problem.

Rethymno's new vision builds up on the existing SUMP, while developing its scope and objectives under DESTINATION's shared vision and strategic goals (Improve overall urban accessibility; Reduce emissions/ increase air quality; Reduce energy consumption; Enhance social cohesion; Improve cost effectiveness and integration of transport and mobility services).

Rethymno's SUMP adopts an integrated approach to face the rising challenges of both growing sectors – MOBILITY and TOURISM – by introducing sustainable, affordable, smart and reliable mobility solutions. This SUMP demonstrates complementary mobility solutions combining emerging technologies, policy based and soft measures with a strong replication potential, aiming to improve the city's image to citizens and tourists alike. It aims to serve as a lighthouse example to other Greek tourist cities as best practice for sustainable mobility solutions.

In brief the proposed vision¹² can be described:

¹² The described vision is not yet approved and adopted by the stakeholders. More details on the next steps for approval and adoption are further referred at sections 2.1.1 and 2.1.3.

Rethymno will develop an inclusive, resilient, accessible urban environment using all available smart, cost-effective, reliable, innovative and traditional tools towards optimizing current policy interventions and implementing projects and measures relevant to mobility, transportation and tourism.

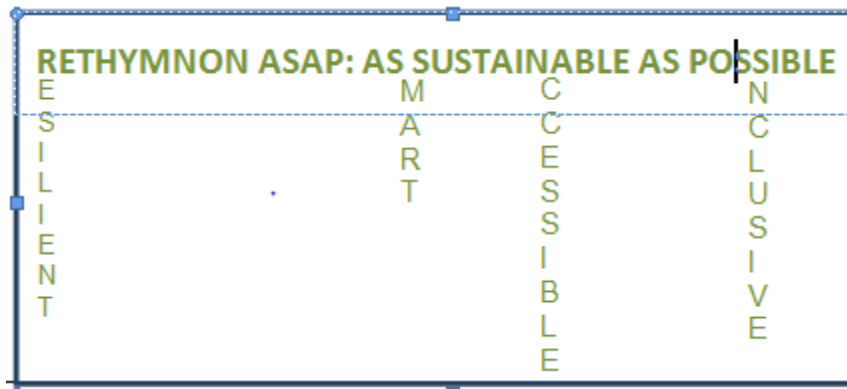


Figure 2: Rethymno’s potential visual slogan

3.2.2 Strategic objectives for the SUMP

The SUMP Strategy deals with specific challenges in terms of upgrading the existing transport system, improving the urban environment and aiming at behavioral change.

According to “SUMP Baseline report” (D2.1), the macro- objectives of Rethymno’s SUMP are to:

- improve the quality of life of residents,
- enhance tourists travel experience and
- enhance the area’s image as an attractive tourism destination while
- stimulate economic growth and
- stimulate social development

According to the vision for the city of Rethymno (as described in 2.2.1) the following goals and objectives are set:

• **Strategic Goal 1: Inclusive city for all**

Strategic objectives:

1. improvement of city’s accessibility and
2. improvement of citizens’ social inclusion

Sub objectives: Improve safety, attractiveness and accessibility of public spaces, enhance citizens’ participation, improve disabled accessibility in the city, Improve accessibility in schools and university, Upscale information and digital technology systems

• **Strategic Goal 2: Equity in transport**

Strategic objectives:

3. increase cycling, walking and use of PT,
4. increase the quality of transport service and
5. strengthen the behavioural change towards more sustainable, car -free transport modes
6. increase the cost-effectiveness of transport service

Sub objectives: Reduce car dependency, Increase the efficiency, attractiveness, and accessibility of public transport, Offer and optimise alternative transport options in the entire city, Increase traffic safety, Improve disabled accessibility in transport modes, Reduce transport costs for access and mobility, Minimize infrastructure costs, Increase the capacity of regional urban planners and PT operators, Introduce sharing mobility culture, Managing mobility demand at tourist destinations through sustainable solutions

• **Strategic Goal 3: Clean city- towards zero emissions transport**

Strategic objective:

7. reduce fuel consumption, GHG emissions, traffic congestion and noise

Sub objectives: cleaner public transport; Enhance shared mobility; Reinforce smart and clean urban freight logistics at tourist destinations; Preserve the natural environment; Maintain human health and safety; Boost the uptake of electric vehicles for public transport; Enhance e-mobility concept

3.2.3 Specific targets

❖ **Strategic Objective 1: Improvement of city's accessibility**

Perception of accessibility level of transport vehicle (C.I. 43) | Increase → 25%

Bike sharing bikes and stations per capita (C.I. 31) | Decrease → 56%

Traffic calmed and car-free/ pedestrianized streets (C.I. 37) | Increase → 15%

Extent of off-street walking path network - CIVITAS CAPITAL (C.I. 27) | Increase → 10%

Extent of on-street cycle network - CIVITAS CAPITAL (C.I. 28) | Increase → 10%

Opportunity for active mobility – WBCSD (C.I. 29) | Increase → 23%

❖ **Strategic Objective 2: Improvement of citizens' social inclusion**

Perception of accessibility level of transport vehicle (C.I. 43) | Increase → 25%

Traffic calmed and car-free/ pedestrianized streets (C.I. 37) | Increase → 15%

Extent of off-street walking path network - CIVITAS CAPITAL (C.I. 27) | Increase → 10%

Extent of on-street cycle network - CIVITAS CAPITAL (C.I. 28) | Increase → 10%

Opportunity for active mobility – WBCSD (C.I. 29) | Increase → 23%

Road Safety (actual) (C.I. 35) | Decrease → 10%

Road Safety (perceived) (C.I. 36) | Increase → 15%

❖ **Strategic Objective 3: Increase cycling, walking and use of PT**

Car ownership (C.I. 44) | Decrease → 5%

Bike ownership (C.I. 45) | Increase → 25%

Bike sharing bikes and stations per capita (C.I. 31) | Decrease → 56%

Traffic calmed and car-free/ pedestrianized streets (C.I. 37) – Increase → 15%

Citizens satisfaction with transport system (C.I. 41) | Increase → 25%

Extent of off-street walking path network - CIVITAS CAPITAL (C.I. 27) | Increase → 10%

Extent of on-street cycle network - CIVITAS CAPITAL (C.I. 28) | Increase → 10%

Opportunity for active mobility – WBCSD (C.I. 29) | Increase → 23%

Average modal split (passenger km) (C.I. 16) |

Car-Decrease→57%,

Walking- Increase→200%,

Cycling- Increase→440%,

PT- Increase→150%

Average modal split (trips) (C.I. 17) |

Car-Decrease→58%,

Walking- Increase→125%,

Cycling- Increase→300%,

PT- Increase→150%

Average modal split – CIVITAS CAPITAL (C.I. 18) |

Car-Decrease→58%,

Walking- Increase→125%,

Cycling- Increase→300%,

PT- Increase→150%

❖ **Strategic Objective 4: Increase the quality of transport service**

Accuracy of time keeping (C.I. 25) | Improved → 50%

Public transport service per head of population (C.I. 26) | Increase → 5%

Citizens satisfaction with transport system (C.I. 41) | Increase → 25%

Perception of accessibility level service (C.I. 42) | Increase → 18%

Perception of accessibility level of transport vehicle (C.I. 43) | Increase → 25%

Personal Security (actual) (C.I. 33) | Increase → 10%

Personal Security (perceived) (C.I. 34) | Increase → 10%

❖ **Strategic Objective 5: Strengthen the behavioural change towards more sustainable, car -free transport modes**

Bike sharing bikes and stations per capita (C.I. 31) | Decrease → 56%

Average occupancy (C.I. 23) | Increase → 25%

Traffic calmed and car-free/ pedestrianized streets (C.I. 37) | Increase → 15%

Opportunity for active mobility – WBCSD (C.I. 29) | Increase → 8%

Use of space for parking - CIVITAS CAPITAL (C.I. 24) | Decrease → 5%

Average modal split (passenger km) (C.I. 16) |

- Car-Decrease→57%,
- Walking- Increase→200%,
- Cycling- Increase→440%,
- PT- Increase→150%

Average modal split (trips) (C.I. 17) |

- Car-Decrease→58%,
- Walking- Increase→125%,
- Cycling- Increase→300%,
- PT- Increase→150%

Average modal split – CIVITAS CAPITAL (C.I. 18) |

- Car-Decrease→58%,
- Walking- Increase→125%,
- Cycling- Increase→300%,
- PT- Increase→150%

❖ **Strategic Objective 6: Increase the cost-effectiveness of transport service**

Average occupancy (C.I. 23) | Increase → 25%

❖ **Strategic Objective 7: Reduce fuel consumption, GHG emissions, traffic congestion and noise**

Average modal split (passenger km) (C.I. 16) |

- Car-Decrease→57%,
- Walking- Increase→200%,
- Cycling- Increase→440%,
- PT- Increase→150

Average modal split (trips) (C.I. 17) |

- Car-Decrease→58%,
- Walking- Increase→125%,
- Cycling- Increase→300%,
- PT- Increase→150%

Average modal split – CIVITAS CAPITAL (C.I. 18) |

- Car-Decrease→58%,
- Walking- Increase→125%,

Cycling- Increase → 300%,

PT- Increase → 150%

Traffic flow (peak) (C.I. 19) | Decrease → 12%

Traffic flow (off- peak) (C.I. 20) | Decrease → 5%

Average vehicle speed (peak) (C.I. 21) | Decrease → 7%

Average vehicle speed (off- peak) (C.I. 22) → 5%

Use of space for parking - CIVITAS CAPITAL (C.I. 24) | Decrease → 5%

Freight Movements (C.I. 30) | Decrease → 20%

Road safety audits (C.I. 38) | Increase → 5%

Pollutants concentration levels (CO₂, CO, NO_x, VOC and PM₁₀ and PM_{2.5}) | Decrease → 10%

Pollutants emissions (CO₂, CO, NO_x, VOC and PM₁₀ and PM_{2.5}) | Decrease → 10 %

Noise perception | Decrease → 10dB

3.2.4 Envisaged timeframe of SUMP

The main actions related to timing can be found in the following Figure (Figure 4)

D 2.2A	Feasibility study	Vision- Objectives- Targets		November 2017
		Jamming –style meeting (JAM workshop)	Invite key stakeholders to share views, needs and special requirements	December 2017
		Future lab event	Invite key stakeholders and people interested to become “change agents” to share views, needs and special requirements about the desired future of Rethymno	January 2018
		Baseline measurements/ Assesment	6 surveys (different methodologies) for 21 core indicators	February 2018
		Surveys to determine people's perceptions, needs and expectations	Questionnaires and Interviews (disabled, PT users/ cyclists/ pedestrians, residents/ tourists, students, etc)	February 2018
		Stakeholder Network and the SUMP Participatory Agreement	The subject includes identification of the problems and the measures which are influential towards reaching the desired vision	February 2018
		Information meeting for technical executives and policy makers and the working group of the SUMP		February 2018
		Assesment of the current situation (needs/expectations vs. reality)		February 2018
		Open space meetings and surveys	Reach citizens and stakeholders view about the first measures adopted from the SUMP working group to test their social acceptance	March 2018
		Design tools and measures		March 2018
D 2.2B		Scenarios/ Scenarios' assesment		April 2018
		Active information events for the public	Managing participation and resolving conflicts – create a commonly approved detailed SUMP measure plan (co-create stage – completion September 2018),	September 2018
D 2.2C		Detailed plans for areas of intervention		October 2018
		Agreement for responsibilities and budget allocation		November 2018
		Evaluate the participation process		December 2018
		Plan monitoring and ex post evaluation		December 2018
D 2.3		Consolidation and roadmap for adoption	Fine tuning of measures action plan	January 2019
		SUMP ADOPTION		February 2019

Internal Milestone

Figure 3: Proposed timeframe

Scenarios

3.2.5 Baseline scenario

In order to build a baseline scenario, 29 core indicators should be measured. Six surveys, of different methodology, are planned to take place from November 2017 to February 2018. The indicators that involve the touristic aspect will be re-evaluated during the touristic period. Until now, seven core indicators are calculated (as seen on page 30).

The **1st survey** for the following C.I. will be addressed to residents and tourists (2 different questionnaires / structured interviews). The part of the survey addressed to residents will take place during December 2017 and February 2018. The tourists' part will be implemented during Rethymno's touristic period (April to October). The first survey will define the following core indicators:

Core Indicator 16: Average Modal Split (passenger km)

Core Indicator 17: Average Modal Split (trips)

Core Indicator 18: Average Modal Split-passenger – CIVITAS CAPITAL

Core Indicator 36: Road Safety (perceived)

Core Indicator 41: Citizens satisfaction with transport system

Core Indicator 44: Car ownership

Core Indicator 45: Bike ownership

The municipality of Rethymno is divided into 4 sub-areas (based on data of the Hellenic Statistical Authority, elaboration National Technical University of Athens) as seen in Picture 3.

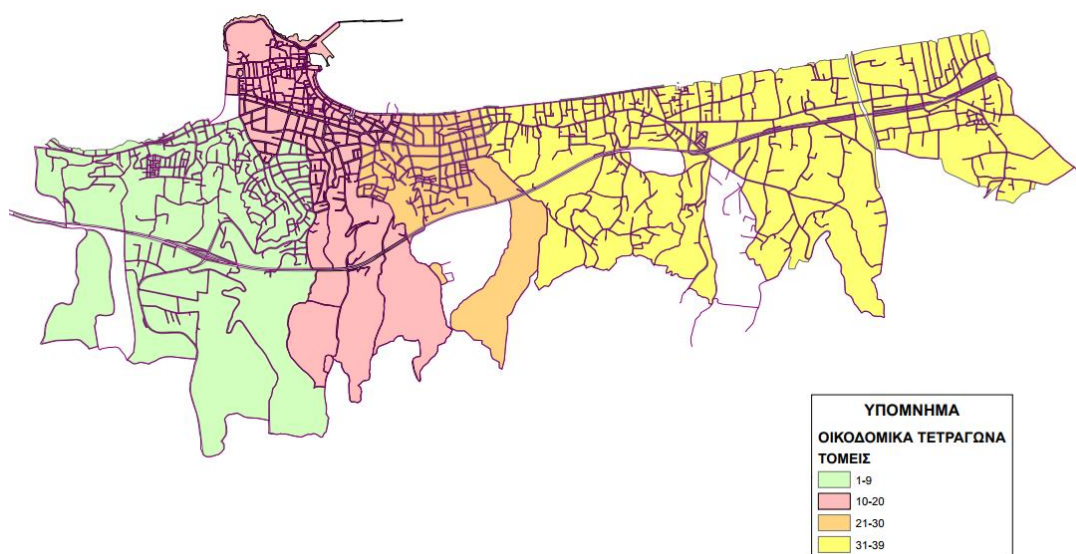


Figure 4: Sub areas in the city of Rethymno

The sub-areas can be the layers on which stratified point sampling will be carried out for the residents of the study area. Initially, the choice of respondents will be done in a random way so as to ensure the objectivity of the survey. In a second stage, after grouping the questionnaires in 5 different categories according to the identity of the respondent¹³ (employees, school students, university students, elderly people, disabled people), there will be a complementary targeted survey to those categories which are under-represented. Regarding the research addressed to visitors, it may take advantage of the stratification shown in Picture 2. The number of questionnaires per sub-region will be calculated according to the number of potential guests per sub-area (hotel capacity). The locations of the survey will be the hotels of the study area. They will be randomly selected in each sub-area and in each of them maximum 20 questionnaires will be completed. In total 382 people should participate in the survey for the residents and respectively 380 tourists.

The **2nd survey** defines the satisfaction of public transport users. It will take place during December 2017 and February 2018. The second survey will define the following core indicators:

Core Indicator 42: Perception of accessibility level of service

Core Indicator 34: Personal Security (perceived)

Core Indicator 43: Perception of accessibility level of transport vehicle

Core Indicator 23: Average occupancy

Core Indicator 25: Accuracy of time keeping

This questionnaire should be answered by people that use the bus and that reside in various locations (at a different distance from the center, at different distances from a stop, but also with destinations whose distance from stops varies).

The **3rd survey** concerns public transport and specifically the following core indicators.

Core Indicator 23: Average occupancy

Core Indicator 25: Accuracy of time keeping

Visual research methods (observation) will be used in public transport vehicles to determine the above-mentioned indicators. The observers will enter PT vehicles during peak and off-peak periods to record the occupancy (PT vehicles that travel to various destinations will be chosen). Different measurements will be made along the PT route. It will take place during December 2017 and February 2018.

The **4th survey** will be addressed to road safety experts to identify core indicator 38: Road Safety Audits. A targeted research that involves road safety experts will take place during December 2017 and February 2018. The topics addressed will be: road safety construction, on road markings, signage, and safety of public places. Eight to ten experts will be approached using a questionnaire or a semi structured interview.

The **5th survey** concerns measurements - observations at specific points of the network to establish the following core indicators.

Core Indicator 19: Traffic flow (peak)

¹³ The categorization has taken account specific mobility patterns.

Core Indicator 20: Traffic flow (off-peak)

Core Indicator 30: Freight Movements

Core Indicator 23: Average occupancy (IX)

For C.I. 19 and 20, there will be measurement during peak and off-peak hours. C.I. 30 will be defined through observation. The observer should distinguish the freight movements (delivery motors, van, trucks) from the passenger vehicles. Regarding C.I. 23 an observer will count the number of passengers on 2 different weekdays at the same points (10 points) in a sample of vehicles with a specific frequency.

The **6th survey** will be performed through desk research and it will establish the following core indicators:

Core Indicator 21: Average vehicle speed (peak)

Core Indicator 22: Average vehicle speed (off peak)

Core Indicator 24: Use of space for parking – CIVITAS CAPITAL

Core Indicator 26: Public transport service per head of population

Core Indicator 27: Extent of off – street walking path network – CIVITAS CAPITAL

Core Indicator 28: Extent of on-street cycle network – CIVITAS CAPITAL

Core Indicator 29: Opportunity for active mobility – WBCSD

Core Indicator 31: Bike sharing bikes and stations per capita

Core Indicator 37: Traffic calmed and car-free/pedestrianized streets – CIVITAS CAPITAL

Core Indicator 35: Road Safety (actual)

Core Indicator 33: Personal Security (actual)

For C.I. 21& 22, 4 measurements will take place (peak and normal period before SUMP and peak and normal period after SUMP). To estimate travel time between specific points, it is suggested to apply google maps that takes load into real-time. The results are relatively accurate to estimate the average speed. A sample of 50 routes for a peak period and 50 routes for a non-peak period will be used. Monitoring cameras might be used as an alternative. Regarding C.I.24, the on-road parking spaces will be easily measured by satellite photos and street view. Homogeneous sections will be used and the percentage of occupation due to parking will be estimated on a sample of roads. Concerning in-building parking, an assumption is made for the historic center that there are no parking spaces inside the buildings due to their construction regulations. A sample check will be made on some building blocks in the wider center and in selected neighborhoods and suburbs. C.I. 26 will be calculated based on the location of the PT stations. C.I. 27, 28, 29, 37 will be defined through observations via google maps. The new construction projects completed over the last 3 years (not captured in aerial photos) will be taken into account. C.I. 31 will be calculated based on the existing BSS and the forthcoming new stations. In order to determine C.I. 35 and 33, the police events books and the traffic incident books will be considered. These measurements will take place during November 2017 and February 2018.

So far, the measurements for C.I. 21, 22, 27, 28, 29, 37 have taken place, according to the described methodology, with the following results:

Core Indicator 21: Average vehicle speed (peak) →25,4km/h

Core Indicator 22: Average vehicle speed (off peak) →27,5km/h

Core Indicator 27: Extent of off-street walking path network – CIVITAS CAPITAL →2%

Core Indicator 28: Extent of on-street cycle network – CIVITAS CAPITAL→4,2%

Core Indicator 29: Opportunity for active mobility – WBCSD→50 – 55%.

Core Indicator 31: Bike sharing bikes and stations per capita→ 1 bike per 2058 citizens

Core Indicator 37: Traffic calmed and car-free/pedestrianized streets – CIVITAS CAPITAL→ 8%

3.2.6 Alternative scenarios

To follow in Version 2 and 3 of this report (project Month 20).

3.3 Measure package

3.3.1 Measure selection

Measure selection for feasibility analysis:

LONG LIST OF POLICY MEASURES		
	SUMP overall objective	Selection of Policy Measures & Projects
<i>category of policy measure</i>		
	Prevention of car through traffic and Common SUMP elements	
<i>Infrastructure --></i>		overall improvements in pedestrian areas (open, public spaces, squares)
		improvements in pedestrian routes (green routes, sidewalks, traffic calmed routes, regeneration linear zones)
		upgrade of cycle network (segregated cycle facilities etc)
		cycle parking & storage
		implement /upgrade of parking system incl. OFF street P
		road user charging equipment
<i>Operational measures--></i>		traffic calmed intersections/ streets/ areas
		develop new parking standards OFF street P
		improve cycle & pedestrian safety
		road user charging
		integrated ticketing system for PT
		bus prioritization
<i>Organisational measures --></i>		land use to support Public transport
		land use to support bike network accessibility i.e. new attraction nodes allocation?

		upgrade of the city plan and its expansion to support overall SUMP targets, objectives
		congestion charging
		fuel taxes? / road charging?
	Sustainable Mobility Integrating Tourist Mobility	
<i>Infrastructure</i>		implementation of tourist vehicle lanes (i.e. for tourist buses, tourist special vehicles, rent-a-car)
		upgrade of tourist attraction nodes' accessibility (i.e. beach accessibility, castle accessibility)
<i>Operational measures</i>		tourist traffic management
		development of tourist vehicle lanes
		conventional signs & marking
		lorry routes & freight plan
		company travel plans (CTP) emphasis on trips from employees working at the tourist sector (ridesharing, pooling cars, telecommunication)
<i>Organisational measures</i>		
	Sustainable and inclusive mobility for...ALL!	
<i>Infrastructure</i>		upgrade of pedestrian crossing facilities (focus on accessibility ramps)
		upgrade of pedestrian network cohesion
		upgrade of visual guidance system + devt of innovative visual guidance systems with audio information
		physical restriction removals
		school zone interventions accessibility at schools

		improvements in lighting (+reduction of glare and reflection) on street + off str. in key places
<i>Operational measures</i>		school travel plans
		traffic calming
		accident remedial measures (speed limitation, speed enforcement, road marking)
	Smartness on the move	
<i>Infrastructure</i>		ITS equipment placement
<i>Operational measures</i>		ITS applications (i.e. real-time information, advanced safety systems)
		bus fleet management system PT
<i>Organisational measures</i>		establishment of public- private co-operation
	Sharing is the new Owning	
<i>Infrastructure</i>		upgrade of the existing bike sharing network (i.e. new stations, extra bikes)
<i>Operational measures</i>		upgrade of bike sharing system
		development of ridesharing network system
		low emission zone permit system
<i>Organisational measures</i>		ensure ridesharing locations f(public, semi-public, semi-private spaces)
	Promoting e-Mobility	
<i>Infrastructure</i>		upgrade of PT fleet (e-vehicles)
		development of public/ semi-public EV charging network
		EVS priority lanes
<i>Operational measures</i>		low emission zone for LEVs
		EV-charging network system
		signs & markings for EVS
		drafting specific parking plan for e-vehicles

<i>Organisational measures</i>		financial incentives or other beneficiaries to support the uptake of freight e-bikes (+check public- private cooperation)
		financial incentives or other beneficiaries to support the uptake of freight Evs (+check public- private cooperation)
		financial incentives or other beneficiaries to support the uptake of Evs in general (+check public- private cooperation)
		uptake of research on targeted funding
	Citizen engagement and stakeholder participation in urban mobility planning, preparation, implementation, evaluation	
<i>Infrastructure</i>		database to support promotional activities (i.e. web database)
		tools to ease promotional & participatory activities (i.e. platform)
<i>Operational measures</i>		promotional activities linked to SM
		promotional activities linked to modal shift
		promotional activities linked to safety (speed reduction)
		promotional activities linked to health (reduction of obesity, stress)
		promotional activities in various subjects linked to the participatory procedures

Table 6: list of policy measures

3.3.2 Feasibility analysis for selected measures

To follow in Version 2 of this report (project Month 20).

3.3.3 Results: selected package of measures

To follow in Version 2 and 3 of this report (project Month 20).

3.4 Implementation Plan and measures

To follow in Version 2 and 3 of this report (project Month 20 and 26).

3.5 Evaluation Plan

To follow in Version 2 and 3 of this report (project Month 20 and 26).

4 Las Palmas de Gran Canaria

4.1 Citizen participation / Stakeholder consultations

The current mobility strategy of Las Palmas de Gran Canaria City Council is based on three important documents:

1. A Sustainable Urban Mobility Covenant, signed in 2011 by the vast majority of political, social and business organizations in the city.
2. The Mobility Study based on the General Urban Plan (PGO), with its different revisions and adaptations.
3. The Sustainable Urban Mobility Plan (SUMP 2009-2012) where a detailed diagnostic of the mobility was set up and the result was a set of strategic measures for urban mobility.

These documents are complemented by other sectoral studies such as the Feasibility Plan for Urban Public Transport Company, the Study of Reorganization of Public Transport Lines, the Master Plan of the Bicycle for Las Palmas de Gran Canaria among many others.

4.1.1 Events

Among all the documents mentioned above, the Sustainable Urban Mobility Covenant, signed in 2011 was the previous step that allowed the city of Las Palmas de Gran Canaria to develop its current Sustainable Urban Mobility Plan.

This Sustainable Urban Mobility Covenant was drafted after several work sessions, where the content of the document was debated, modified, drafted and revised in order to provide a guideline for the Sustainable Urban Mobility Plan, which in the mid-long term, would become a reference for the policies of mobility.

Participants considered that it was necessary to address urban mobility from a new approach in which less intensive use of the private vehicle is facilitated and sustainable means of transport are promoted (less energy and soil consumers and at the same time, less polluting).

The Pact for Mobility wanted to promote a civic agreement that defines a comprehensive mobility and accessibility system with long-term proposals

The first session took place on the 8th of February 2011, and a second session on 23th of February 2011. In parallel way online participatory surveys were carried out and itinerant mobility workshops were carried out among the districts of the city.

These sessions were broadcast live via Twitter offering update information to followers and citizens using the hashtags #movlpa / #movlpgc

The organizations that attended these sessions were:

- Political representatives and technicians of Las Palmas de Gran Canaria City Council.
- Regional Government representatives and technicians.
- Technicians of Santa Brígida Municipality.
- Canary Sustainable development and Climate Change Agency - Agencia Canaria de Desarrollo Sostenible y Cambio Climático.
- Gran Canaria Transport Authority - Autoridad única del transporte de Gran Canaria (AUTGC)

- Representatives of the vast majority of the municipality political parties (Compromiso por Gran Canaria, PSOE, PP, Nueva Canarias,
- Representative of Guaguas Municipales (urban public transport company).
- Representative of Guaguas Municipales (urban public transport company) trade union.
- CCOO trade union.
- Platform for disabled people and reduced communication - Plataforma de personas con movilidad comunicación reducida.
- Association of sports and social clubs - Asociación de clubes deportivos y sociales
- Pedestrian associations - Asociación de peatones.
- NGO ecologists - Ben Magec Ecologistas en Acción.
- Transport Business Association - Federación Canaria de Empresarios del Transporte FET.
- Canarian Business Association - Confederación Canaria de Empresarios.
- Bike Association - Las Palmas en Bici.
- Las Palmas de Gran Canaria University – ULPGC.
- Taxi Associations - Asociación de Trabajadores Autónomos del Taxi (ATAT).
- Parents Associations - Asociación de AMPAS.
- Neighborhood Associations - Federación de vecions el Real de Las Palmas.
- Group interested in Architecture, urbanism and city participation - Arquypiélago.
- Las Palmas Port Authority - Autoridad Portuaria de Las Palmas.
- Car Dealer Association - Federación Regional Canaria de Empresarios Importadores y Concesionarios de Automóviles.
- Small and Medium Business Association - Confederación Canaria de la pequeña y mediana empresa (CECAPYME).
- Inturban public transport company – GLOBAL.

The Covenant signature took place at the kick-off the European Mobility Week of 2011 (16/09/2011) and the majority of citizen entities, public institutions and business organizations of the city took part.

Furthermore, during this European Mobility Week, citizens' participation and information stands were installed as part of the activities of this event.

On the other hand, as part of the other measures proposed within the CIVITAS DESTINATIONS project, several meetings have been held with other stakeholders that directly affect to the implementation of the actions collected in the current SUMP.

In that sense, meetings with the Port Authority, Gran Canaria Regional Government, Gran Canaria Tourism Board, Transport's Business Associations or Tourism's Business Associations and companies have been held and will be held in the near future in order to introduce and complete the current SUMP with information, data and solutions related to tourism mobility, a topic that was not dealt with when the SUMP was drafted in 2012.

The next step is to set up a Mobility Office that will coordinate, monitor and evaluate the implementation of the current SUMP as well as foster the uptake of sustainable mobility in the city, more meetings with stakeholders and citizens will be carried out once this Mobility Office is implemented.

4.1.2 Identification of key problems

As explained before, the Mobility Office will be responsible for engaging the key local stakeholders and coordinating the citizens' participation. However, there have been some stakeholders' consultations within the CIVITAS DESTINATIONS project already, prior to the Mobility Office being fully operative.

Most of these consultations were on an individual basis to deal with specific topics and issues. However, some of the main opportunities and shortcomings identified in those meetings are common:

- The data regarding mobility issues (automatic car counting, traffic signal, transit network demand, etc.) is not stored in a single database. Moreover, some subcontractors do not share this information with the Municipality.
- There is a lack of coordination between some Departments of the Municipality regarding data management.
- There is a lack of communication and information exchange between some Departments of the Municipality regarding mobility issues.
- Some stakeholders are not aware of who they should contact to deal with their claims and proposals.
- Some stakeholders get the feeling that there is a lot of bureaucracy within the Municipality of Las Palmas de Gran Canaria.
- There is a lack of coordination between some mobility policies such as the urban freight management and the parking management.

4.1.3 Outcome: shared agenda

One of the main goals of the CIVITAS DESTINATIONS project in Las Palmas de Gran Canaria is to overcome the gaps in the mobility plans and policies of the city. The main gaps of the current SUMP are urban freight distribution and tourists' mobility. The measures LPA2.1 (Mobility Office) and LPA5.2 (Sustainable Urban Logistics Plan) are an opportunity to close these gaps.

Therefore, the stakeholder events were mainly focused on these two topics and the outcomes and shared agenda are focused on them. The following is the description of the shared agenda with the most relevant stakeholders:

- All stakeholders agreed on the vision defined in the current SUMP.
- The site manager and the measure leaders will draft a proposal about how to translate this vision into something measurable.
- It is necessary to develop a common understanding of these two problems: urban freight and tourists' mobility. The site manager and the measure leaders are responsible for gathering all the necessary data. The SUMP baseline – LPA 5.2 – and the baseline scenario of the Mobility Plan for the Laboratory Area – LPA3.1 – are an opportunity for localising this data.
- Once the data will be analyzed there will be possible to set a small set of goals for both topics.
- The set of specific and measurable objectives for each goal will be aligned with the current SUMP.

The reports of some of these stakeholders meetings and events are included as appendix in this deliverable.

4.2 Shared vision and goals

4.2.1 Vision for the city

Las Palmas de Gran Canaria is looking forward to promoting sustainable mobility to citizens and visitors by offering them effective and comfortable alternatives to private vehicle. One of the most important challenges nowadays is to remove the private car from the main streets and return that space to the citizens and visitors to enable them to enjoy a friendlier and healthier city.

In that sense, the improvement and investments on the urban public transport services will help the city to be able to implement other kinds of mobility measures such as traffic restrictions, parking management or a public bike service that would foster citizens and visitors to take part on an adequate transfer from private transport to soft modes.

4.2.2 Strategic objectives for the SUMP

The main approaches that were followed when it was time to draft the SUMP were to foster effective and comfortable alternatives to private vehicle as well as raise social awareness for sustainable mobility.

The main objective that was dealt in the current SUMP was the establishment of a territorial balance in the transport system based on the environmental, energetic and social quality improvement. After that, the definition of more detail objectives were drafted through the problems and solutions criteria that were identified at the diagnosis stage.

The strategic objectives collected in the current SUMP in order to get an improvement have been:

- Promotion of a sustainable mobility among citizens and visitors.
- Increase private transport effectiveness (by reducing traffic congestion and solving traffic problems)
- Efficient and coordinated use of the different transport modes (urban public transport, pedestrian and bike mobility)

Finally, and as a recommendation that was collected in the current SUMP, it has been proposed to set up an organization that on behalf of the municipality will be in charge of coordinating, monitoring and evaluating the right implementation of the SUMP objectives and measures. The above organization will be the Mobility Office that has been proposed as a project to be developed in WP2 within CIVITAS DESTINATIONS, and its main activities will be:

- Monitoring and evaluation of SUMP.
- Mobility data collection (Citizens, tourism, freight distribution, etc)
- Better integration of leisure trips into policy making
- Set up cooperation with tourism sector
- Organisation of participation events

4.2.3 Specific targets

Once the main objectives have been structured, the specific targets can be explained for each one of them.

- Promotion of sustainable mobility among citizens and visitors.
 - Social dissemination and communication of SUMP objectives.
 - Sustainable mobility as a tool to integrate different municipal activities.
 - Integration of sustainable mobility like a transverse axis in the city planning.
- Increase private transport effectiveness (by reducing traffic congestion and solving traffic problems)
 - Decrease of private vehicles at conflict places and smoother and fluent drive of private vehicles.
 - More efficient parking management.
 - Increase of the parking space out of the city center.
 - Protection of parking spaces in the city center for residents.
 - Illegal parking control.
- Efficient and coordinated use of the different transport modes (urban public transport, pedestrian and bike mobility)
 - Increase urban public transport competitiveness by the offer improvement and travel time enhancement.
 - Reorganization and optimization of the whole urban public transport network.
 - To create a high capacity urban public transport line in the low part of the city.
 - Improvement of urban public transport static and real time information.
 - Public spaces enhancement for a more effective use of the public transport network.
 - Promotion of public transport.
 - Improvement of the mobility management related to Industrial areas workers.
 - Improvement of the mobility management related to school areas.
 - Pedestrianization of historical city centre streets.
 - Promotion and reinforcement of pedestrian and bike mobility through the construction and improvement of suitable and exclusive spaces.
 - Foster the uptake of the bicycle as a sustainable transport mode.
 - New and improved bike lanes and infrastructure.
 - New public bike system.
 - Promotion of bike mobility.

The company in charge of the SUMP development for Las Palmas de Gran Canaria has taken into account that all targets should be considered as SMART objectives (Specific, measurable, achievable, realistic and timely)

4.2.4 Envisaged timeframe SUMP

After the Mobility Covenant signed at the European Mobility Week of 2011 (16/09/2011) and the development of a SUMP (2011), the implementation of SUMP measures have started to take place.

- Reorganization and optimization of Guaguas Municipales (Urban public transport) network, March, 2013. (This measure was carried out in 2013, however, for the implementation of the BRT system, another modification and improvement of the current urban public transport network will be carried out to better adapt to the new system).

Pedestrianization of Luis Morote street, Jan 2014. (This measure has been carried out partially, and it is expected to be completed by the summer 2018) (It is located into the Laboratory area where several mobility measures will be implemented within CIVITAS DESTINATIONS)

- Pedestrianization of Ruis de Alda street, September 2013.
- Implementation of a bike lane network in the low part of the city, September 2014
- Set up of the public bike service LPA Bybike, March 2015
- Improvement and enlargement of the public bike service, December 2017.
- Improvement and enlargement of the bike lane network, 2018. (This measure will be implemented in parallel with CIVITAS DESTINATIONS, after the update of a document called “Plan Director de la Bicicleta” (Bike Master Plan) that provides guidelines regarding enlarging the city bike network.
- Implementation of a high capacity urban public transport system (BRT), 2017 – 2021 (This measure is being developed in parallel with CIVITAS DESTINATIONS and it is expected to be set up by 2021, its project has already been drafted, and construction works started in summer 2017).
- New blue and green parking areas (regulated and residents parking areas), Continuosly.
- Implementation of traffic calm zones, Continuosly.

4.3 Scenarios

Due to Las Palmas de Gran Canaria working on the base that it has already developed a SUMP (2009-2012) where a detailed diagnostic of the mobility was set up and the result was a set of strategic measures for urban mobility, in this deliverable, it is going to collect two different baseline scenarios.

The first one, the baseline scenario when the current SUMP was drafted (2009-2011), and the second one, the current baseline scenario (2017) where some of the proposed measures and actions collected in the SUMP document have already been implemented, while others are still being developed.

4.3.1 Baseline scenario (2012)

When it was time to develop Las Palmas de Gran Canaria SUMP, mobility surveys were carried out that allowed the modal split to be identified, which would establish the baseline scenario for Las Palmas de Gran Canaria.

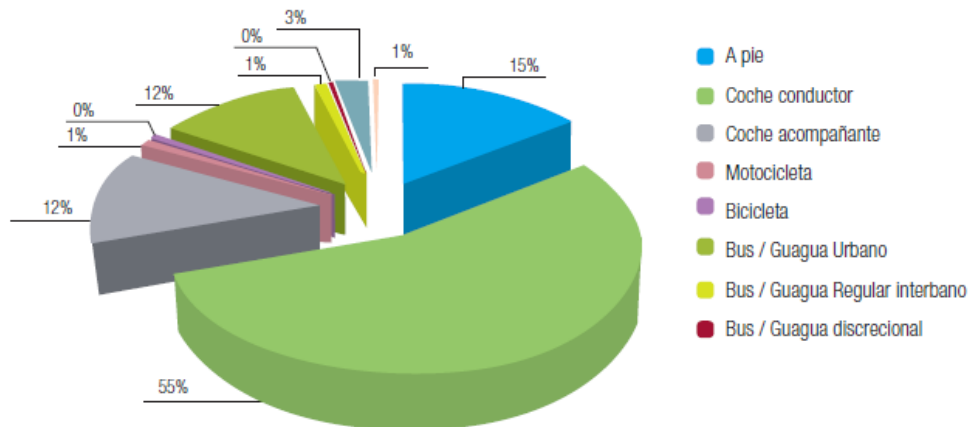


Figure 5: Las Palmas de Gran Canaria – Modal Split

Mode of transport	% share
Car driver	55 %
Car passenger	12 %
Bus	13 %
Bicycle	0,5 %
On foot	15 %
Others (Taxi, motorbike, etc)	4,5 %

Table 7: Local Modal Split, SUMP 2012

Regarding this modal split, the average of daily trips in each mode was:

Mode of transport	Number of trips
Private Vehicle	476,603
Bus	89,104
Bicycle	2,910
On foot	104,706
Others (Taxi, motorbike, etc)	22,672
TOTAL	695,995

Table 8: Number of Trips, SUMP 2012

The main features of mobility infrastructure and status are mentioned below.

Regarding bikes lanes, the orography and the urban structure define a difficult environment for the development of cycling networks. The most propitious area for its development is the coastal platform, by its orography, continuity and concentration of points of interest. Despite almost 11 km of bike lanes, bike mobility was not present neither in the daily mobility of the city, nor even in the Low City where the relief is more propitious.

Pedestrian mobility, in spite of the climatological favourable conditions, made up only 15 % of the total trips, as a result of actions in favour of the private vehicle.

In the city of Las Palmas de Gran Canaria, the major use of the urban public transport service is located in the low part of the City, in zones of high density population and in those destinations where regulated parking areas are placed (administrative and commercial areas).

Two temporal horizons were considered when the SUMP was drafted, 2015 and 2020.

According to the analysis carried out following the last decade of historical evolution, the results showed that the modal split remained constant until 2015, and slightly varies in favour of the private vehicle in 2020. These data are coherent with the analyzed and contrasted fact regarding to the over capacity of the road system in Las Palmas de Gran Canaria.

In 2011, the road system worked with high level services that would not be affected by an increase of the private transport demand in the considered future (2015 and 2020), especially when the economic crisis would slow down the mobility demand increase. That means, with regard to private transport travel time, an increase in which could foster an adequate transfer from private vehicle to public transport, will not suffer any changes if other direct measures or actions do not push these changes to happen.

The general mobility variation in each one of Las Palmas de Gran Canaria neighbourhoods was minimal in 2015, except in Almatriche - Hoya Andrea. However, by the year 2020 there will be a mobility increase in the peripheral neighbourhoods (Ciudad del Campo, Tenoya, Los Giles, Costa Ayala, Tamaraceite and Las Torres). There will not only be a demographic increase but also an educational and commercial activities increase.

All the above shows a dynamic axis of the municipality grouped as an arch northwest-southeast in which the new residential growths and new activities will be grouped. The repercussion of this axis on the mobility system will have as a consequence the increase of the municipal trips between the high city (peripheral neighbourhoods) and low city (city centres).

4.3.2 Baseline scenarios (2017)

In 2012, the SUMP proposed different measures and actions to promote sustainable mobility such as:

- Enhancement of the urban public transport network by the optimization and reorganization of itineraries and the improvement of quality and frequencies.
- Execution of infrastructures to support the urban public transport system (BRT).
- Execution of a cyclist network.
- Parking management in the low part of the city.
- Improvement of pedestrian transit.

Nowadays, some of the actions that were proposed in the SUMP have already been carried out, while others are being developed in parallel with the CIVITAS DESTINATIONS project.

Urban public transport

As proposed in the current SUMP, Guaguas Municipales, the urban public transport company, reorganized and optimized its network in 2013.

With this reorganization, Guaguas Municipales created a main urban public transport axis in the low part of the city, and another 5 big axes in the rest of the city with very competitive frequencies. Free transfer between buses was introduced, avoiding extended and overlapping neighbourhood bus routes. A new urban public transport network philosophy was introduced in the city.

After the consolidation period of the new urban public transport network, the results are optimal, reaching the proposed objectives, among which was the introduction of the habit of transfer between different urban public transport routes. The new structure managed to reverse the downward trend of previous years. (The company had been losing customers for 10 years before the network reorganization).

Due to that, the urban public transport company has increased the number of travellers every year (from 28.737.615 in 2012 to 33.403.379 in 2016).

Nowadays, the urban Public transport company of Las Palmas de Gran Canaria provides urban public transport services to the city 24 hours a day, over the whole year thanks to 42 bus routes (3 of them night routes).

The bus network achieves about 730 km and it has 818 bus stops. Its vehicles drive every year about 11 million kilometres transporting well over 33 million passengers.

Bike system

SAGULPA, on behalf of the Municipality of Las Palmas de Gran Canaria created ByBike LPA, the urban public bike system of Las Palmas de Gran Canaria that provides 150 public bikes distributed in 13 bike stations all over the low part of the city.

The current bike lane network has a length of about 20 km and covers the low part of the city. In addition, the speed limit in several streets has been limited to 30 km/h so bikes and pedestrians have priority over private vehicles.

Pedestrianization

To improve pedestrian mobility, the Municipality has pedestrianized the first section of Luis Morote, a street that is located close to Parque Santa Catalina, one of the most important places with regard to tourism and leisure activities in the city. This street connects Las Canteras beach with Parque Santa Catalina and therefore with the cruise terminal, El Muelle Shopping centre and a bus station. Several points of interest are located there, such as restaurants, hotels, museums and a new aquarium that expects to attract well over 500.000 visitors a year. Moreover, Parque Santa Catalina is a place where many events are held all year long (Carnival, thematic trade fairs, concerts, etc).

Other streets have already been pedestrianized such as General Bravo and Ruiz de Alda, both of them close to two important open commercial areas (Triana and Mesa y López).

Parking management

Nowadays, the city of Las Palmas de Gran Canaria has 4.800 regulated parking spaces (including blue and green areas for residents). The main objectives of regulating the parking available in the city are to foster the parking rotation to avoid traffic jam problems and to minimize the use of private vehicles in the inner city and commercial and administrative areas to promote sustainable mobility.

Since the previous baseline scenario that was established just before the SUMP implementation, the Municipality has achieved a light transfer from private vehicles to soft modes thanks to a change in citizens' mobility behaviour.

Waiting for the Mobility Office to be set up in order to be able to update the mobility pattern information, it needs to be said that both urban public transport and the public bike service have increased the number of customers and users, so the modal split of Las Palmas de Gran Canaria is today more sustainable than the previous period to the SUMP.

4.3.3 Alternative scenarios

As it has already been collected by the SUMP, by the year 2020 there will be a mobility increase in the peripheral neighbourhoods (Ciudad del Campo, Tenoya, Los Giles, Costa Ayala, Tamaraceite and Las Torres). There will be not only a demographic increase but also an educational, commercial and administrative activities increase.

In fact, a new shopping center and a commercial area has recently been opened in this area that is a main attraction point for not only Las Palmas de Gran Canaria citizens but especially for residents of other municipalities in the north part of the island.

All the above shows a dynamic axis of the municipality grouped as an arch northwest-southeast in which the new residential growths and new activities will be grouped. The repercussion of this axis on the mobility system will have as a consequence the increase of the municipal trips between the high city (peripheral neighbourhoods) and low city (city centres).

Furthermore, by the end of 2017 a new aquarium will be opened, that is expected to become one of the main tourist and leisure attraction points of the city and even the island (attracting

well over 500.000 visitors a year). This will be opened close to the cruise terminal in the low part of the city.

Las Palmas de Gran Canaria is continuously looking for how to offer sustainable mobility to their citizens and visitors. For that reason, and following the recommendations the SUMP proposed, several projects are being developed.

Urban public transport

As proposed in the SUMP, both Guaguas Municipales and the Municipality of Las Palmas de Gran Canaria are working in order to set up a BRT that will connect the south part of the city “Hoya de la Plata “ and the north of the city “Plaza Ingeniero Manuel Becerra”. Both are located in the low part of the city, one of the most densely populated areas of Las Palmas de Gran Canaria, and it is where most of the origin and destination places for urban public transport travelers are located (Hospital, Courthouse, Historical city center, commercial areas, bus stations, Administrative buildings, leisure and touristic places, etc). Just the current lines of this area represent 33% of all travelers and use 26% of all the resources of the company.

The new BRT system is expected to move an average of 2.500 traveler/hour and even 4.500 traveler/hour in peak hours in a 11,7 km trip that will last about 35 min.

Together with the implementation of this high capacity urban public transport system, Guaguas Municipales will reorganize its network. Virtually all the network lines frequencies will be improved, since the resources that were previously needed in the lower area (buses and drivers), now can be intended to improve neighborhood routes.

Therefore, not only the urban public transport service in the low part of the city will be improved but the whole city will have a better service.

The main feature of the new system will be:

- Exclusive Platform.
- Traffic Light Priority.
- Roads enabling transit of large dimension vehicles.
- Stops farther apart than in conventional public transport.
- Maximum accessibility platform-vehicle.
- Tariff integration and Intermodality with other transport systems
- Automatic vending machine, ITS and real time information systems

This system will be set up by 2021, and it is expected to increase the number of customers of the whole network from 33.4 million passengers in 2016 to 39.6 million passengers during the first year of operation.

Bike lanes network

The current bike network has a length of over 20 km, but it is going to be enlarged and improved to 52 km according to the Bike Master Plan that has been recently updated. The bike network will be built close to main streets. In order to improve cyclist safety, it will be located in the margins of the road and will be 2.50 meters in width.

In addition, and as part of the CIVITAS DESTINATIONS project, the public bike service will be improved and enlarged by installing 40 new bike stations and adding 375 new smart bikes, 20 electric bikes and 2 bikes adapted for physically impaired people.

This new system will differ from the system in force prior to 2017, due to it no longer being free to use. A tariff will be established for the new system in order to be able to cover part of the operational and maintenance costs and to raise citizens' awareness about the responsibilities of having a public service.

Pedestrianization

The Municipality of Las Palmas de Gran Canaria will complete the pedestrianization of Luis Morote Street in 2018. Furthermore, due to the big impact the new aquarium will have in this area, a new skywalk will be built in order to connect Las Canteras beach and Mercado del Puerto (where several restaurants and commerce are located) with the Aquarium and the Cruise terminal.

4.4 Measure package

4.4.1 Measure selection

The measures of the CIVITAS DESTINATIONS Action Plan can be classified depending on their impact in the site. First of all, some measures will only have an impact in a specific area of the city – called “Puerto Ciudad” in Spanish – that comprises the northern part of the promenade and gathers some of the most important touristic and leisure hotspots of the city: the “Castillo de la Luz” castle, the “Mercado del Puerto” (restaurants and bars), the “El Muelle” shopping mall, the Santa Catalina Park, the Elder Science and Technology, the Cruise Terminal and the upcoming new Aquarium.

This area will be the Laboratory Area for testing some innovative measures regarding mobility management and to carry out some pilot actions, such as:

- (LPA 2.2) - SMART destination
- (LPA 3.1) - Attractive, safe and accessible public space at major attractions

Secondly, the improvements of the cycling conditions will have their main impacts in the lower area of the city. The Municipality of Las Palmas de Gran Canaria has recently drafted a Bike Master Plan that will improve the cycling network during the CIVITAS DESTINATIONS project lifetime. Despite this measure not being included in the CIVITAS DESTINATIONS Action Plan, it is strongly linked to the improvement of the bike sharing scheme of Las Palmas de Gran Canaria (measure LPA 4.1).

Thirdly, the other measures will spread their impact all over the site:

- (LPA 2.1) - SUMP observatory and participation
- (LPA 4.2) - Fast charging EV
- (LPA 5.1) - D4 Service: The Smart Distribution System
- (LPA 5.2) - Urban Freight Solutions into SUMP
- (LPA 6.1) - Green credits scheme
- (LPA 7.1) - Communication for the introduction of the Bus Rapid Transit (BRT)
- (LPA 7.2) - Electric/ Hybrid buses in the urban bus fleet
- (LPA 7.3) - Real time mobility and tourism information services
- (LPA 7.4) - Integrated payment solutions for mobility and tourism

4.4.2 Feasibility analysis for selected measures

To follow in Version 2 and 3 of this report (project Month 20 and 26).

4.4.3 Results: selected package of measures

To follow in Version 2 and 3 of this report (project Month 20 and 26).

4.5 Implementation Plan and measures

To follow in Version 2 and 3 of this report (project Month 20 and 26).

4.6 Evaluation Plan

To follow in Version 2 and 3 of this report (project Month 20 and 26).

5 Elba

5.1 Citizen participation / Stakeholder consultations

The process of stakeholders' involvement in the formulation of the Elba SUMP involves four macro-phases:

- 1) mapping and involvement of stakeholders (already implemented);
- 2) establishment of a structured dialogue with stakeholders which makes possible a shared vision of the future and the definition of a shared agenda for the changes needed in the direction of sustainable mobility (already implemented);
- 3) set-up of the draft SUMP, with the co-design of the interventions involving the actors most directly concerned with their realization (ongoing);
- 4) anchoring the SUMP to the administrative and entrepreneurial realities of the island, making the necessary decisions for the actual implementation of the co-designed interventions in future years (to be realised from 2018 to 2020).

The identification of the different stakeholders represents an important pre-condition underlying the overall consultation and stakeholders' involvement.

More specifically, what do we mean by “stakeholder”, in the Elba context?

In general, the resident population, owners of second homes and tourists are the key stakeholders to be considered, if the general aim of better mobility (more sustainable) is to be pursued.

However, due to the specific socio-economic context of the island, there may be particular categories of people more involved and interested in improving the mobility situation and the resulting improvement of quality of life, environment and development opportunities, which we called “agents of change”.

Following the analysis of the Elba context, we have identified the following actors and “agents of change”:

Actors:

- Public authorities with regulatory, planning, management and control competences over transportation in the island (Region, Province of Livorno, Municipal Administrations);
- Other public bodies with complementary skills (e.g. the National Park of the Tuscan Archipelago)
- Private and public transport operators (e.g. taxi, rental vehicles agencies, Local Public Transport operators, etc.)
- Company and / or individual technology experts and planning of mobility and services;
- Entrepreneurial associations (hoteliers, chamber of commerce, etc.)
- Civil Society and Environmental Organizations (Legambiente, etc.)
- Local and regional media

Agents of change:

- Citizens participating in the Laboratories of February 27th and March 27th.

5.1.1 Events

The stakeholders' consultation plan implies a series of meetings (Laboratory) over the next 4 years, in various locations on the island, starting with the inaugural meeting, on February 27, 2017 at the Rio Marina City Hall.

Meetings are held by invitations, always including an introduction to the theme of the meeting by the organizers and an important role devoted to discussion, structured with the help of facilitators so that all participants can express their point of view and make proposals.

Time-table of the meetings is as follows:

MEETING	TOPIC	WHEN	TIME SLOT	WHERE	PARTECIPANTS
Kick-off of the Laboratory	Introduction to the Laboratory: discussion and overall approach	27/02/2017	9:30 – 13:00	Municipality of Rio Marina	Organizer Team Citizens
The present situation of transport and mobility in the Island	Discussion of the mobility: state-of-the-art and identification of issues.	27/03/2017	9:30 – 13:00	Room Mazzei c/o De Laugier cultural centre Municipality of Portoferraio	Organizer Team Citizens
The likely future transport and mobility in the Island	Discussion on possible future mobility patterns and ways to reach a better future.	10/05/2017	14:30-18:30	Hotel Airone	Organizer Team
		11/05/2017	9:30-18:30	Municipality of Portoferraio	Citizens and Stakeholders
Mobility in the Island: agenda, initiatives, policies.	Periodical meetings (most likely quarterly) to discuss specific aspects of shared measures and policies (e.g. car sharing).	Starting from September 2017 until the completion of SUMP elaboration (February 2019).	Variable	Possibly in several municipalities (in order to improve visibility).	Organizer Team Citizens and targeted stakeholders

Table 9: Time-table of the meetings

The participants in the Laboratory activity are involved according to two profiles:

- **Aware Citizens:** Person sharing the purpose of the initiative and interested in contributing to the formulation of the plan and the implementation of the interventions. The aware citizen is supposed to contribute with ideas, proposals, evaluations of the agenda commitments and how much of that can be translated in recommendations to decision-makers and, more generally, to promote the Laboratory's initiative (by means of personal contacts, online dissemination, etc.).

The aware citizen is involved in the first 3 meetings - before the summer 2017 - and then in the regular meetings on the agendas of their specific interest.

- **Stakeholder:** a civil society or civil society representative interested in discussing the plan and actions for sustainable mobility in the island from the point of view of the association they represent. Stakeholders have been invited to participate in the meeting on the future of mobility in the island (10-11 May 2017) and later on - after summer 2017 – to the regular meetings on agendas of particular interest to their associations.

Two participation laboratories were held respectively on February 27, 2017 in Rio Marina and on March 27, 2017 in Portoferraio, with the participation of about 20 citizens who are particularly interested in the theme of sustainable mobility and in the future development of the island.

Participants have used mental maps - reproduced in figure 7- to identify problems and their intervention priorities.

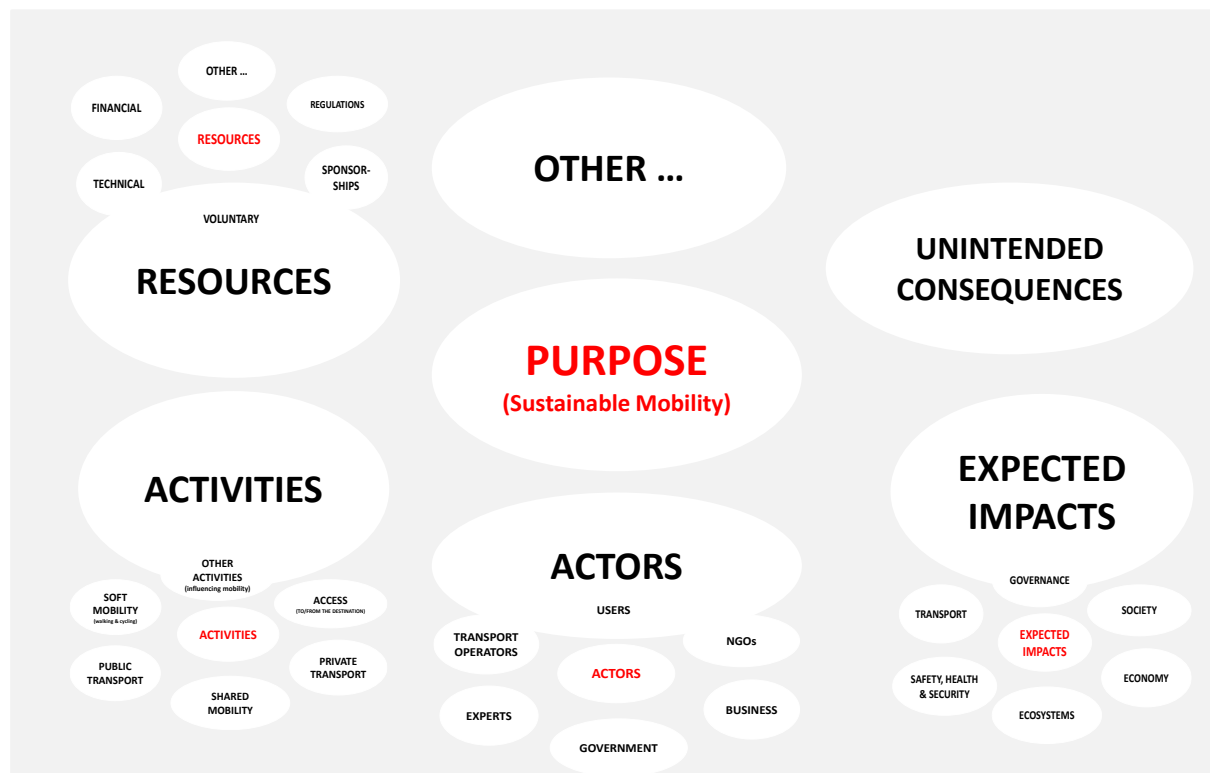


Figure 7 Mental maps and identifying problems and intervention priorities

5.1.2 Identification of key problems

The discussion resulting from the activities in the Laboratory has led to the identification of the following macro-goals:

- Pursuing the increase of a large number of tourists throughout the year (not only during summer time), favouring mobility patterns for residents and tourists leading to sustainable mobility and better access to the island.
- Reducing congestion in the summer months.

To achieve these goals, an overall planning, organization, communication and participation scheme has been discussed and proposed, specifying actions to be implemented in the near future by area of intervention.

More specifically:

- Improving the access to / from the island with alternative modes to the exclusive use of private vehicle, favouring gentle or soft mobility (walking, biking, rowing or sailing), shared mobility (car-pooling and / or sharing of vehicles - car sharing).
- improving the environmental performances of private mobility and enhancing the use of public transport (collective taxi, shuttle services, sea cabotage, urban and non-urban buses).

Objectives and actions proposed to achieve these objectives are shown in the following graph:

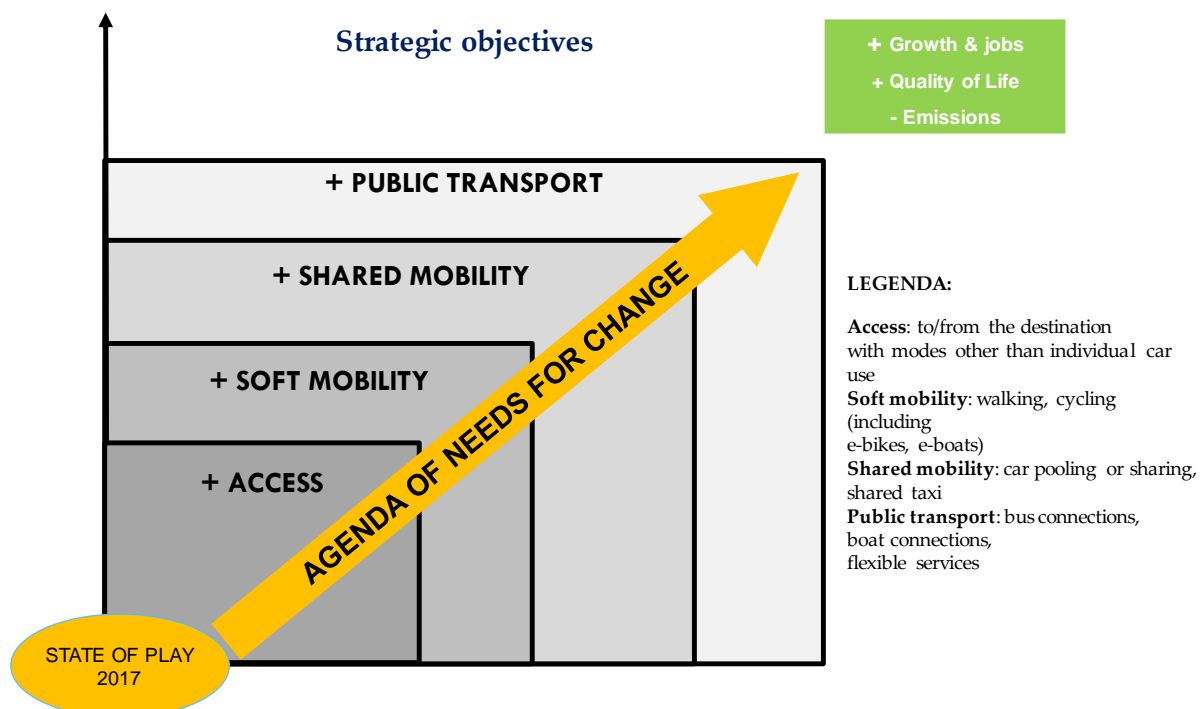


Figure 8 Proposed actions to achieve the strategic objectives

Having these macro-objectives in mind, stakeholders and citizens have developed a shared “agenda for changes” deemed necessary and feasible in the short (2020), mid (2030) and long term (2050). The strategic goal is improving mobility to / from the island, and thus

improving the transition from sustainable transport to sustainable development: more economic development and job opportunities, better quality of life and lower emissions.

5.1.3 Outcome: shared agenda

The steps towards the shared agenda have been structured in three sessions divided into two days, as shown in table 10.

10 May Afternoon (first session)	<ul style="list-style-type: none"> ✓ What is happening today: global mobility trends and how they affect the situation on the island. ✓ A first analysis of the goals and actions to be taken to improve access and mobility on the island
May 11 morning (second session)	<ul style="list-style-type: none"> ✓ Discussion and development of objectives and action with stakeholders interested in island development
11 May Afternoon (third session)	<ul style="list-style-type: none"> ✓ What to do? Discussion with representatives of public administrations concerning actions deemed useful to undertake in the direction of sustainable mobility of residents and tourists to / from and on the island

Table 10 The agenda for the 3 sessions

In the first session, participants have identified the major factors influencing the past evolution of mobility in the island.

In the second part, the focus shifted on the future, identifying those factors representing risks and opportunities for future mobility. Besides, in the second session, participants have also identified initiatives or actions that can be accomplished - even directly with their contribution, aiming at the realisation of the likely future.

In the third session, participants have presented conclusions and suggestions in the plenary session, to discuss the feasibility of initiatives to be developed for promoting the shared Action Plan.

The “agenda for changes” emerging from discussion is illustrated in the following tables.

TYPE OF ACTION		DESCRIPTION
GENERAL	Planning	<ul style="list-style-type: none"> • Framing the Sustainable Mobility Plan into a Strategic Plan and an Elba Program Agreement (A.P.E), to be shared between organizations and associations interested in the sustainable development of the island. • Deliver a map of the existing professional transport operators (buses, taxis, cc rentals, boat rentals, motorbike rentals, liner shipping and cabotage), and carrying out a study concerning transport flows and mobility patters, in view of planning new Elba transport mobility services. • Establish an Elba sustainable mobility office / agency for public transport, mobility and traffic (planning and management).
	Organization	<ul style="list-style-type: none"> • Appoint Mobility Manager figures (e.g. in schools, hospitals, hotels, etc.). <p>Involve Elba’s business entrepreneurs, who with far-sightedness</p>

Communication and Participation	<p>would like to develop and expand their business with initiatives that are not yet existing in the area.</p> <ul style="list-style-type: none"> • Involve all the municipalities in the island and the relevant public administrations (e.g. Ente Parco). • Involve in the project the Associated Tourism Management (GAT), shipping companies, bus companies, state railways company. • Involve recreational, natural, cultural, and sports associations (e.g. C.A.I.), that can help the identification of new potential SUMP users. • Consider Interventions on schools to raise awareness, training and change mentality of young people, in order to promote a sustainable mobility culture. • Creating a common identity of a sustainable island to capitalise in Italy and abroad: what type of island do we want to show to the world? • Standardise the various forms of communication related to mild or soft mobility (walking, cycling ...) and collective mobility (taxis, buses, shuttles, rentals). • Set-up a participating lab for sharing plans, projects, Elba programs, with the perspective to set-up build a permanent lab site.
Accessibility	<ul style="list-style-type: none"> • Better accessibility and territorial continuity with the territory of the Tuscany Region, see PRIIM¹⁴, also in relation to the need to break down architectural barriers for vulnerable users (disabled, children, the elderly). • Better co-ordination among transport companies (integration of timetables, multi-modal tickets, tariff integration, e.g. bus and ferry tickets). • Improve transport service between the Campiglia rail station and Piombino Marittima rail stations. • Carry out a feasibility study for a new train line between Venturina e Piombino. • Set-up a bus station at Piombino harbour (including a parking area). • Improve accessibility from Pisa airport to Piombino (via rail and road links), also through private managed road transport services (such TERRAVISION coaches). • Enhance air connections at the Marina di Campo airport, while paying attention to the risks of environmental and acoustic pollution. • Improve sea-connections from the coast, as suggested by various private operators (mini-cruises). • Introduce dedicated "shared" ships (during morning and afternoon period) at discounted rates.

SPECIFIC

¹⁴ PRIIM: Regional Integrated Plan for Infrastructure and Mobility, Tuscany Region, 2015

<p>Soft mobility</p>	<ul style="list-style-type: none"> • Enhance bike pathways as a network of unique off-road bicycle lanes in the world. • Encourage small cabotage to/from island beaches, also by means of small electric boats. • Set-up bike sharing services. • Create a touristic tour office that is responsible for cycling or walking tours by visiting the various Albanian municipalities and sites of historical and cultural interest. • Incentivize car-pooling. • Set-up of an App providing information of all transport services (shared mobility and not).
<p>Shared mobility (and private mobility)</p>	<ul style="list-style-type: none"> • New information and transport signalling to be restored and renewed throughout the island. • Replace the San Giovanni traffic light with a roundabout. • Set up new parking policies across the island. • Encourage the use of electric vehicles (e.g. free parking for electric vehicles, with dedicated stalls and facilities for recharging, and free access to restricted traffic areas). • Improve transport information: timetables, info stations for stops, geolocation of public transport. • Strengthen new lines and use eco-sustainable transport. <p>Planning new alternative public transport systems to encourage youth mobility in the age group of 14-19 years.</p>
<p>Collective mobility</p>	<ul style="list-style-type: none"> • Introduce a passenger service in the summer season between San Giovanni and Portoferraio, to relieve traffic congestion on the provincial road access to Portoferraio. • Set up maritime public transport for Cable, Blue Bay, Campo and Marciana. • Set up a collective taxi service serving internal areas. • Integration of museum tickets (e.g. Villa Napoleon) with local public transport means.

Table 11 A full list of proposals and considerations by the stakeholders that emerged during the May 10th and 11th sessions are shown in Annex 1

5.2 Shared vision and goals

5.2.1 Vision for the island

The strategic vision resulting from the stakeholder's involvement can be summarised as follows.

Sustainable mobility is deemed a key aspect for the local economy, quality of life and the environment. In the Elba island there are two key types of need to be considered: those of "residents" - who live on the island all year - and those of tourists - who are staying on the Island for periods that tend to be shorter.

Furthermore, the category of owners of second homes must be also considered, to the extent that they habit the island for more or less short stays, at different times of the year.

Taking all that into account, despite the different needs related to each category, "sustainable mobility" means for all making the transport system of the island:

- More accessible (availability of infrastructure and mobility services);
- More convenient (costs per user) and competitive (compared to the solutions available in other places where you can choose to live or stay for tourism);
- More pleasant (comfortable), simple (through exhaustive information, signalling, information about mobility), fluid (avoiding congestion) and safe (punctuality and low risk of accidents);
- Not polluting and harmful to health (presence of clean vehicles), and, over a longer perspective, no longer based on conventional fossil fuels.

5.2.2 Strategic objectives for the SUMP

The strategic vision underlying the SUMP has been emerging from the contributions of ideas and suggestions discussed during the stakeholders' involvement. Two macro-objectives have been identified so far:

1. More guests throughout the entire year (residents and tourists)
2. Less congestion during summer-time.

The underlying key objectives have been identified as follows:

1. Improving the maritime (Piombino-Portoferraio/Rio Marina/Cavo) and air (La Pila airport) access to the island;
2. Providing extensive transport information (Info-Mobility) to users and citizens;
3. Developing an integrated transport system (multimodality);
4. Enhancing e-Elba (electrical mobility);
5. Making the Elba island bike-friendly (bicycle mobility).

These strategic outcomes also result from information collected analysing the current situation - in the process of being processed or in the process of being acquired - and

take into account any intervention plans to be further discussed with the actors involved at local and regional level.

At present, the interventions planned from 2018 include the planning of an extra-urban transport service plan in high season, integrated with local transport services (shuttles) and the management of interchange car parks in municipal areas.

There are also proposals addressing functions to be developed permanently, which benefit from the initial technical and financial support provided by the DESTINATIONS project.

These permanent activities supporting the overall transport planning in the island have been identified as follows:

- An associated strategic planning and mobility observatory in the island, with the participation of the relevant bodies (e.g. the Livorno Provincial Mobility Observatory, the 8 municipal administrations of Elba);
- A "Shared Mobility Agency", supporting networking among mobility service providers, info-mobility services with dynamic data to inform users in real time, and the aggregation of mobility demand allowing for sharing journeys by car and / or services (e.g. sharing taxi rides, blablacar, hitchhiking certification, call for a flexible service that can be activated for a minimum number of users, etc.) to residents and tourists.

5.2.3 Specific targets

The targets of the SUMP have been identified having as reference the purpose of the plan: ensuring sustainable mobility for the "guests" of the island (tourists) as well as for the residents.

The targets are also identified taking as reference the following principles:

- Co-planning: co-creation of the plan with local and regional stakeholders;
- Evolution: being targets adaptable to new technologies (e.g. electric vehicles, automated vehicles) and evolution of demand (new trends and lifestyles) to the horizons of 2020, 2030, 2050.
- Complementarity with Elba Sharing services (Mobility Observatory, Daily Info mobility, Virtual Services Bulletin to aggregate mobility demand).
- Graduation of implementation: strategic and gradual activation of interventions (first those required at the level of the whole island, those in the areas of Portoferraio and Rio and gradually in the other municipalities that adhere to the Plan).

• Soft mobility (walking, cycling, by sea) – actions
Enhance the use of bicycles through the set-up of a network of unique off-road cycling lanes across the island.
Encourage small cabotage to connect the island beaches.
Sea connection between island ports with new generation boats (solar panels).
Infrastructure and recharging network for electric bicycles and scooters at inland sites of interest (cultural sites, hospital, beaches).

Set-up of bike sharing services.
<ul style="list-style-type: none"> • Private and shared mobility– actions
Encouraging the use of electric vehicles (free parking, dedicated stalls, charging points, vehicle access restrictions to conventional fuelled vehicles in urban centres).
Reconsidering parking policy on the island: favouring intermodality, improving enforcement.
Providing car-pooling incentives.
Renewing transport signalling and information.
<ul style="list-style-type: none"> • Local Public Transport –actions
Set-up of an application encompassing all mobility services on the island.
Improve information on public transport (timetables, GPS, info-trolleys).
Provision of new bus lines and use of eco-sustainable transport means.
Promotion of an on-demand bus service.
Set-up of an application encompassing all taxi services on the island.
Introduction of collective taxis for inter-municipality routes.
Introducing additional passenger transport services during summer-time between St. Giovanni and Portoferraio.
<ul style="list-style-type: none"> • Accessibility - actions
Improve the coordination between transport companies (timetables, multimodality local services, integrated tickets).
Enhance transport services between Campiglia (Rail station) and Piombino (Port) in Tuscany.
Ensure a better accessibility between Pisa airport and Piombino.
Encourage multimodality and interchange in Piombino Port for connections to Elba.
Incentivise the provision of private transport services, e.g. mini-cruises for coast to coast trips by sea.
Improve connections by air.

Table 12 The specific targets elaborated during the stakeholder’s engagement

5.2.4 Envisaged timeframe SUMP

The above proposals and draft agenda are at the moment just at a first stage of development. By mid-November 2017 onward, the draft SUMP will be circulated and discussed in scheduled meetings with the stakeholders, in order to finalize the Plan's final draft within the first quarter of 2018.

5.3 Scenarios

5.3.1 Baseline scenario

The baseline scenario of the Elba island can be outlined as follows:

- concentration of arrival/departure traffic flows in Portoferraio (where the main ferry terminal is located) resulting in congestion of the central part of the island and in a general de-qualification of tourist centres and reduction of island accessibility;
- very high percentage of people using private vehicles for island mobility (private car is used by 80% of tourists), resulting in significant congestion in the summer period, that causes difficulties in mobility, a high level of pollution and several other related issues;
- very high traffic flows concentrated in the inner city centres of the different Municipalities due to the peculiar characteristics of the island road network;
- low use of public transport services (only 14% of the PT offer). The mobility offer is fragmented in terms of ticketing, information, marketing, accessibility and cooperation and ineffective in providing integrated solutions able to comply with emerging needs and requirements.

It is clear that the problems mentioned above produce a wide range of related issues that negatively impact on the overall quality of the environment, citizens life and tourists stay, such as, among others:

- traffic congestion in the city centres of the 8 Municipalities;
- parking difficulties and consequent unauthorized parking in the areas of the most important beaches;
- noise pollution;
- road safety issues.

Furthermore, public transport services (mainly extra urban) often have to deal with significant passenger increases in the summer period (over 30% increase during the peak season) and may be inadequate to duly respond to the increased demand, thus pushing passengers to make use of different (private) means of transportation.

5.3.2 Alternative scenarios

At this stage, the definition and quantification of alternative scenarios has not yet reached a mature stage. The following picture describes the likely impacts resulting from the re-organization of extra-urban transport and parking system scenario, which is one of the measure envisaged in the SUMP.

The intervention implies the reorganization of the non-urban public transport service in high season, according to innovative criteria that includes an extra-urban mobility corridor with regular services on the main Rio (Rio Marina), Portoferraio and Marina di Campo, coordinated with ships arriving at the ports of Cavo, Rio Marina, Portoferraio.

The re-organization also implies the identification of 7 areas of sustainable mobility in the island municipalities, in order to make operational shuttle services connected to the main corridor, serving the smaller beaches / resorts and urban centers not directly connected to the non-urban bus line (Capoliveri, Marciana Marina, Marciana).

In addition, car parks with discounted rates are planned in 7 interchange stations with public transport services, in order to incentivise drivers to leave their car and make use of public

transport to reach their final destination (avoiding parking congestion and / or illegal parking at the beaches). The extra-urban and facility service schedules are expected to be convenient to move between the centers until late evening.

The implementation of this scenario is deemed to raise operating costs for transport operators and the municipality, due to the additional facilities and new lines, together with a likely growth of revenues and passenger travellers by public transport. A reduction of congestion is also expected.

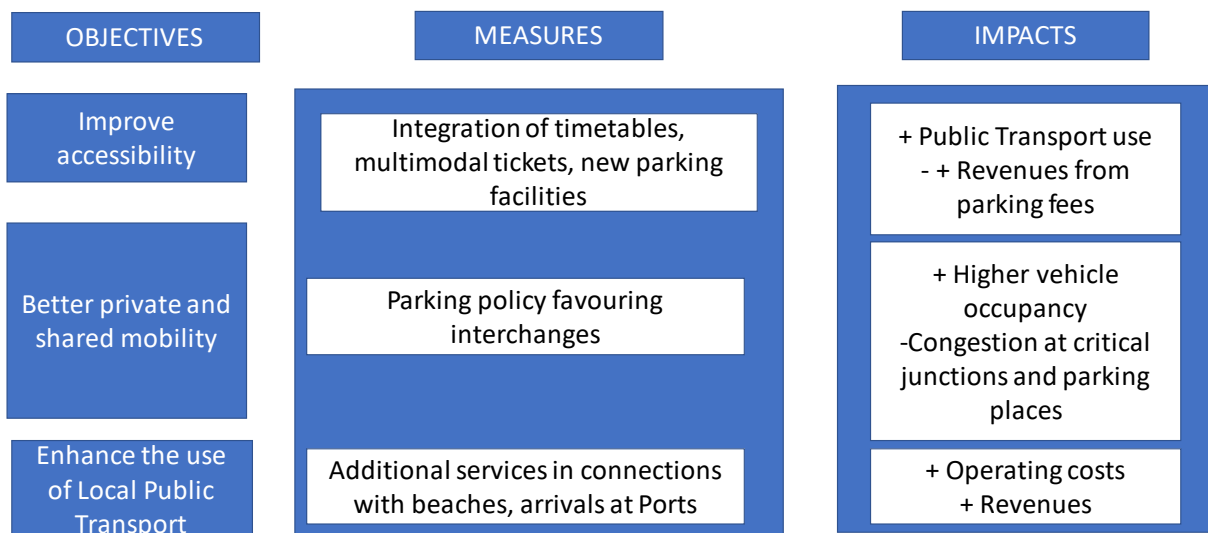


Figure 9 Re-organization of extra urban transport parking system: Tome horizon 2020

5.4 Measure package

5.4.1 Measure selection

During the 2017-2020 period covered by the project, DESTINATIONS envisages the implementation of a series of measures that could potentially be included in the Plan and linked to its implementation. The measures are highlighted in the following table, classified by the intervention areas as identified in the shared agenda:

Intervention areas	DESTINATIONS measures
Info mobility	<ul style="list-style-type: none"> • Set-up of an Open Data layer on Mobility • Coordination of transport rental services agencies • Elba Sharing Information point for the aggregation of Mobility Demand on the island • Implementation of an App for transport services information (making services available when needed)
Integrated transport system	<ul style="list-style-type: none"> • Establishment of a Shared Mobility Agency • Improvement of Local Public Transport services for tourists • Set-up of an Integrated System for paying transport services
Electric mobility	<ul style="list-style-type: none"> • Analysis of electric mobility on the island
Soft mobility	<ul style="list-style-type: none"> • Improvement of the bicycle Rada a Portoferraio path and walking paths (Portoferraio e a Rio marina)

Table 13 Measures that could be included in the plan

5.4.2 Feasibility analysis for selected measures

To follow in Version 2 and 3 of this report (project Month 20).

5.4.3 Results: selected package of measures

To follow in Version 2 and 3 of this report (project Month 20 & 26).

5.5 Implementation Plan and measures

To follow in Version 2 and 3 of this report (project Month 20 & 26).

5.6 Evaluation Plan

To follow in Version 2 and 3 of this report (project Month 20 & 26).

6 Madeira

Considering that the Sustainable Urban Mobility Plan of the Autonomous Region of Madeira is linked to a medium- and long-term strategy for the future development of territories and, in this context, for the future development of transport and mobility infrastructures and services it is important that it should be framed in terms of the mobility of residents as well as the tourists who visit us, thus seeking to define an integrated vision for the regional mobility and transport system.

Madeira is a touristic region, so it is necessary to find and implement solutions that, on the one hand, offer economically sustainable and environmentally sustainable transportation options to the tourists who visit, and on the other, that minimize the negative impact of mobility;

As far as the mobility of tourists is concerned, it is important to bear in mind that these segments have specific characteristics regarding their travel needs, with a growing tendency, for example, for the use of public transport.

Taking into account the above description, the Region will incorporate a tourist mobility plan/study into the SUMP. For this work we will try to include all municipalities, except Funchal because they're already developing their own SUMP. However, we will include Funchal with regard to tourist mobility.

In October 2017 municipal elections were held in the region, which has delayed the development of work on this subject. The DRET could not start negotiations with the municipalities during election time because the protagonists can change and we would have to start over again with this process. It was thus decided to wait for the elections and then to move forward.

In October, after the elections, it turns out there was also a government remodelling and DRET move from one Department (SRETC) to another (VP - Vice Presidency). However, DRET has proceeded with the proposal to prepare the SUMP and has obtained authorization to proceed, later this week.

Therefore, the process is underway, and the first meetings with the municipalities are scheduled to take place during the beginning of December.

6.1 Citizen participation / Stakeholder consultations

For the elaboration of the SUMP and tourist mobility we will first meet with several municipalities with the following purpose:

- explain what we intend to do;
- request information / data that may be used to prepare the plan;
- request collaboration with the team that will be responsible for the preparation of the plan, to identify needs in the various municipalities, to be included;

As we have already mentioned, we will start this process in the first half of December and we will call all the municipalities of the Region to participate.

After that, we will also consult some regional stakeholders who will help us in certain topics, such as innovation, energy, tourism, etc. We will develop an integrated mobility strategy that emphasizes sustainable modes of transport, inclusive mobility and a better quality of urban life, not forgetting the balance between residents and tourists.

6.1.1 Events

To follow in Version 2 and 3 of this report (project Month 20 & 26).

6.1.2 Identification of key problems

To follow in Version 2 and 3 of this report (project Month 20 & 26).

6.1.3 Outcome: shared agenda

To follow in Version 2 and 3 of this report (project Month 20 & 26).

6.2 Shared vision and goals

6.2.1 Vision for the city

To develop an integrated mobility strategy that emphasizes sustainable modes of transport, inclusive mobility and a better quality of urban life, not forgetting the balance between residents and tourists.

6.2.2 Strategic objectives for the SUMP

The main goals are:

- a) Ensure the basic mobility needs of all citizens and all those who visit us, promoting the region's competitiveness, territorial resilience and the preservation of natural resources;
- (b) Respond economically and environmentally to the movement of people and goods, meeting the requirements of sustainability, balancing the need for economic viability, social equity, health and environmental quality;
- (c) Promote balanced development and better integration of different modes of transport;
- (d) Promote the use of the public transport system (TP) and new mobility services;
- (e) Optimize efficiency and cost-effectiveness;
- (f) Make better use of urban space and existing transport infrastructures and services;
- (g) Improve road safety;
- (h.) Reduce air and noise pollution, greenhouse gas emissions (reduction of CO₂ emissions), energy consumption associated with the transport sector and urban mobility and contribute to the urban environment and the quality of life in the territories;
- (i.) Contribute to a more inclusive mobility focusing on solutions that favor access to the system by vulnerable groups (universal accessibility), suitable conditions for soft modes (pedestrian and cycling) and car sharing.

6.2.3 Specific targets

To follow in Version 2 of this report (project Month 20).

6.2.4 Envisaged timeframe SUMP

To follow in Version 2 of this report (project Month 20).

6.3 Scenarios

6.3.1 Baseline scenario

To follow in Version 2 of this report (project Month 20).

6.3.2 Alternative scenarios

To follow in Version 2 and 3 of this report (project Month 20 & 26)

6.4 Measure package

6.4.1 Measure selection

To follow in Version 2 and 3 of this report (project Month 20 & 26)

6.4.2 Feasibility analysis for selected measures

To follow in Version 2 and 3 of this report (project Month 20 & 26)

6.4.3 Results: selected package of measures

To follow in Version 2 and 3 of this report (project Month 20 & 26)

6.5 Implementation Plan and measures

To follow in Version 2 and 3 of this report (project Month 20 & 26)

6.6 Evaluation Plan

To follow in Version 2 and 3 of this report (project Month 20 & 26)

7 Malta

7.1 Citizen participation / Stakeholder consultations

A core group has been set up to coordinate the development of the SUMP. The core group is made up of a small number of key personnel within Transport Malta, the University of Malta and External Consultants. The core group meets on a regular basis.

Engaging the key stakeholders is considered imperative in the compilation of a comprehensive SUMP. In this regard a list of key stakeholders has been identified. They are being engaged both on a one-to-one basis as well as part of Stakeholder Consultation Events. Three such events are being planned as part of the SUMP compilation process.

The general public shall be engaged at a later stage. The public shall be engaged through online participation.

Key Stakeholders

The 2nd October General Stakeholder Consultation Event was aimed at introducing the subject to the key stakeholders and assessing which main challenges are to be tackled by the SUMP. Prior to the event, the key stakeholders were identified by the core group; invitations were sent directly to each stakeholder along with a questionnaire to reach any stakeholder who could not attend the general event. The responses of such questionnaires were used to instigate discussions within individual thematic workshops, discussed further in section 7.1.1. The event was publicised later through a press release and social media.

A Mid-term event and Final event are being planned in late 2018/ early 2019 and late 2019 respectively. The aim of these events is to delve deeper into the measures selected to be included in the SUMP and later to gain endorsement of the drafted SUMP. The same format of stakeholder engagement and publicity will be utilised.

In the interim period, specialised workshops are being planned in order to focus on particular topics. Such workshops include a Freight and Logistics workshop which is being planned for February 2018; and a workshop developed specifically for Local Councils is being planned for June 2018. Other workshops will be organised as the need arises. Invites will be sent directly to the desired participants.

One-to-one meetings with key stakeholders will continue to be held throughout the process. These meetings are taking place on a more ad hoc basis and engage stakeholders on issues that are specifically relevant to them. In this regard, several meetings have already been held with the General Retailers and Traders Union, the Malta Public Transport, the Ferry Operator, Specific Officials within Transport Malta, the CVA Operator, together with the Valletta, Sliema and Gzira Local Councils.

General Public

When the SUMP has reached a more mature state, a general invitation for the public's comments shall be made via newspapers, TV news (which enjoys high visibility in terms of local viewership) and social media. In this regard, the procedure usually used by Government for public consultation shall also be utilised.

The list of key stakeholders varies and involves partners from the public, private and social sectors. In this regard, the stakeholders are not only technical, but represent various interests and expertise.

In general, where an Association/ Union/ Advocacy Group/ Commission exists for a particular sector, that lobby group has been identified as the Key Stakeholder for that sector and engaged with directly.

Stakeholder Engagement is a standard process in planning practices. Every policy document is published for public consultation prior to final endorsement and publication. However, a process of one to one meetings with key stakeholders will have started a long time prior to the public consultation stage. This assists the policy maker in focusing on key challenges and ensuring a balanced approach in the proposals being made to address said challenges.

Facilitator

Stakeholder engagement practices in Malta have until now largely been characterised by public consultation procedures, which tend to be carried out in a rigid, top-down manner following a specific approach that generally includes the policy document's publicising and providing for a period in which the public is invited to revert back with any issues, concerns and suggestions. The success of such a process depends on the degree of comprehension of the policy document in question. In order to ensure active and meaningful participation, the core group described above takes on an added role as an enabler, or facilitator, of the process. Indeed, the formulation of the SUMP presents a unique opportunity for Malta in terms of creating an informed, bottom-up engagement process wherein the key stakeholders in question are not passive participants but are allowed to debate and voice their issues and proposals in an appropriate and stimulating environment, aided by moderators who ensure an equitable involvement of stakeholders and who facilitate the understanding of the issues at hand. This has been the driving ethos behind the first stakeholder forum and will characterise future ones too.

7.1.1 Events

On 2nd October 2017, Transport Malta hosted the first of a series of stakeholder consultation meetings as part of the compilation of the SUMP.

A total of 85 participants, representing over 40 of the major stakeholder entities of the Region, participated in this event. Stakeholders included members of governing authorities, unions and the local councils. Main Participants included the General Retailers and Traders Union, the Malta Hotels and Restaurants Association, the Association for Unscheduled Bus Services Coaches and Taxis, the Malta Public Transport and the Chamber of Commerce.

A plenary session first introduced some key topics; namely, the national transport strategy, the CIVITAS DESTINATIONS project, the ethos behind a SUMP, stakeholder engagement and the format of the session. Following that, the stakeholders were sub-divided into six round table workshops, focusing on: urban traffic congestion and parking issues, land and maritime public transport, soft modes infrastructure (walking and cycling), mobility management, the smart city concept, and alternative modes of transport. Each workshop was moderated by a member of the core group or their subsidiary, and also had a rapporteur who took note of all that was being discussed. The session was subdivided into two. The first half of the workshop addressed current key issues and concerns from the participants of each working group, which were noted both by the session moderator and rapporteur. The second half of the workshop comprised an interactive mapping session, using printed maps covering the Valletta region. Participants were asked to provide a specific spatial dimension to the key issues and to think about potential future solutions. The larger groups were split into two sub-groups in order to facilitate interaction and to ensure that all group members could participate actively in this exercise. This yielded graphic (spatial) results that will be taken on board in the formulation of the SUMP.

A second Stakeholder Consultation Meeting is planned for 2018 when the list of measures to be included in the SUMP will be identified.

A third and final event will be held when the SUMP is drafted; the Event will be focused on attaining the stakeholders' reactions to, and subsequent endorsement of, the drafted SUMP.

7.1.2 Identification of key problems

The outcome of the first large stakeholders' session on 2nd October 2017 was a report of each of the six themes: urban traffic congestion and parking issues, land and maritime public transport, soft modes infrastructure (walking and cycling), mobility management, the smart city concept, and alternative modes of transport. Each report included an identification of key problems and key opportunities.

This paragraph provides a summary of the key problems identified (based on all 6 workshops):

Road Safety problems:

- Excessive traffic volumes
- Public transport is not reliable and there is no adequate alternative to the car
- The density of traffic affects soft modes in becoming more undesirable and less safe
- Safety is a major barrier for people to cycle (more).
- Ferry services are not always considered safe, reliable and comfortable

Parking and enforcement problems:

- Illegally parked cars cause congestion
- Lack of enforcement regarding parking in urban areas
- Number of parking spaces does not proportionally increase with the number of residents
- Day visitors and (small) commercial outlets take up most of the parking for the residents
- Misuse of bus lane by the general public; lack of enforcement
- General lack of enforcement traffic / parking rules
- Limited night traffic enforcement

General public mentality on mobility:

- Road users are not following the proper road guidelines and regulations
- Problematic road behaviour by both residents and delivery services
- Lack of education in drivers related to traffic rules and the use of other modes of transport
- Chaos and congestion around schools due to ignoring parking rules
- Construction sites take up parking and road space causing disruptions; heavy construction vehicles are used during peak hours
- General public prioritises parking over stimulation of soft modes
- Car-oriented culture and lack of willingness to change

Car-oriented transport system and infrastructure:

- Chaos / congestion on roads in general, around commercial areas and construction areas
- Narrow roads / bad road design in urban areas
- Under-usage of maritime transport and Park & Rides
- No viable alternative present in Malta to private cars
- The Valletta circular is not reliable enough for tourists
- Problem with the balance of capacity between bus routes and shortage of bus drivers
- Insufficient and inadequate infrastructure (quality and quantity) for pedestrians and cyclists
- Scattered logistics: no centralised distribution centre, multiple refuse collectors
- Low appeal and take-up of electric cars

Policy & politics:

- Lack of space management and of design guidelines for footpaths and cycle lanes
- Lack of infrastructure funding at local councils
- No rules or laws in place regarding the number of new cars brought on to the island
- Lack of traffic data and monitoring of both freight and other mobility movements
- Lack of political will, lack of support for sustainable modes
- Decision-making hampered by too many stakeholders and UNESCO regulations
- Bureaucracy hinders an efficient mobility system.
- All tourists and export traffic arrives on the same day

From a process point of view, key opportunities include:

- The possibility to include a myriad of key stakeholders around the same table and to confront them so as to instigate specific issues and potential solutions.
- The possibility to engage in an active mapping session, which for some stakeholders was a first experience.
- The key stakeholders reacted positively to the fact that the forum has taken place early on in the process, and thus were very open with their contributions. Having such a forum late in the process could result in a defensive attitude if the stakeholders would get the impression that they are simply being presented with a fait accompli.

From a process point of view, key shortcomings include:

- The time constraint, which resulted in two short (c. one-hour) sessions.
- Some key stakeholders might not have been well represented due to the dominating influence of some individuals. While this is expected in such a forum, it certainly demands holding additional stakeholder meetings with specific stakeholders in due course.

7.1.3 Outcome: shared agenda

The outcomes of the first stakeholder event include:

- Stakeholder responses from a questionnaire that was sent prior to the forum
- Stakeholder responses from the first workshop session for each of the six sub-themes
- Mapping of key issues and potential solutions from the second workshop session

There is a common set of identified key problems (see above), but no real shared agenda as of yet. This will be included in Version 2 of this D2.2 report.

7.2 Shared vision and goals

7.2.1 Vision for the city

The SUMP which will be developed as part of the CIVITAS DESTINATIONS Project will focus on the Valletta Region which essentially covers most of the urban centre in Malta. Any measures to be proposed as part of the SUMP must therefore compliment the National Transport Strategy published by Transport Malta in 2016. The Strategy, accompanied by a National Masterplan, sets out the vision and strategic goals which the Government aspires to achieve in the short to medium term within the transport sector.

The Strategy sets out the national vision for the transport sector which is: *‘To provide a sustainable transport system which is efficient, inclusive, safe, integrated and reliable for people and freight, and which supports attractive urban, rural and coastal environments and communities where people want to live and work: now and in the future’.*

The NTS identifies six strategic goals which define what the transportation system should achieve. These goals revolve around the principles of sustainable development and focus on economic, social and environmental aspects. These goals, listed below, form the basis of a framework on which all proposed interventions, projects and measures are appraised and prioritised.

The six strategic goals are as follows:

- Transport to support Economic Development
- Transport to promote Environmental and Urban Sustainability
- Transport to provide Accessibility and Mobility
- Transport to support Social Development and Inclusion
- Transport to remain Safe and Secure
- Transport to work towards Improved Public Health

The SUMP for the Valletta Region has to follow the vision set out in the Strategy. In this regard, the vision defined for the Valletta Region SUMP is as follows: “to facilitate cost-effective, energy-efficient and seamless mobility within the Valletta Region in view of improving the quality of life (health and environment) for residents and commuters to the area, and to make the region more attractive to tourists via better planning.”

7.2.2 Strategic objectives for the SUMP

These objectives specify what the Sustainable Urban Mobility Plan should achieve.

Specific Objectives

1. Reducing the role of the personal car in the busy, congested urban ‘hub’;
2. Reduce the impact of high polluting vehicles in inner congested urban areas;
3. Make use of existing and emerging technologies to improve the quality of life (safety, accessibility) on the road;
4. Improve intermodal seamless mobility;
5. Engage in better transport planning at the local level;
6. Engage in sustainable logistics which do not act negatively towards urban congestion and the environment.

7.2.3 Specific targets

The impact evaluation of the SUMP will be done through the National Household Travel Survey (NHTS) which is deployed every 10 years. The next NHTS will be held in 2020. This shall serve as the baseline study for the SUMP.

The impact indicators chosen to measure the SUMP success are the following (these indicators and their targets have been extracted from the Malta National Transport Masterplan):

Environmental & Urban Sustainability: 2025

Indicator: Conventionally fuelled cars to make up 80% of National Fleet

Indicator: Zero emission urban logistics: 50%

Accessibility and Mobility: 2025

Indicator: Modal Share (car drivers) [back to 1990 level]: 47%

Indicator: Modal Share of non-motorised trips (journeys more than 5min at AM peak): 11%

7.2.4 Envisaged timeframe for the SUMP

Reports and data collection

The SUMP process will essentially pass through three main phases of analysis, vision building and implementation of measures, evaluation and monitoring of results to learn from past experience and enable adaptations as necessary. In Month 8, the SUMP baseline was prepared and submitted. This is a collection of data obtained through desktop research and details the demographic and the current mobility context in the Northern and Southern Harbour Region. It also identifies the major stakeholders that will be consulted in the SUMP development process. Data collection carried out for the SUMP definition will provide the common baseline for the design of all the services planned at site level facilitating its integration in the planning phase.

The SUMP feasibility study has been initiated in Month 14. This aims to analyse the scenarios and priorities of the SUMP as well as measure the feasibility and expected impacts of the measures. The feasibility analysis process, which includes further data collection, is expected to continue until Month 26. Throughout this period the report will continue to be updated based on new data and the outcomes of meetings with major stakeholders and experts in the field, until the final submission to the European Commission in Month 26.

In parallel to this, the profile of the mobility baseline will be compiled using available data surveys. This includes the mapping of the regional profiles which will be carried out to facilitate an overall understanding of the preconditions in the regions highlighting regional structures and mobility patterns, as well as facilitate the monitoring and evaluation aspect of this measure. The regional profile will be created on the basis of collected data on demography, quantity and type of employment nodes, employees, tourist attractions and tourist accommodation areas, trip distances, number of trips, the share of trips done by public transport etc.

Data from the regional profile, the baseline report and the feedback received from meetings and workshops with stakeholders will be used as a knowledge base in order to establish the SUMP objectives and targets, to define urban mobility scenarios and priorities. Possible measures to be included in the SUMP will be identified and developed through a feasibility analysis (including timeline and implementation plan). The final SUMP feasibility report will describe the feasibility of the measures to be included in the SUMP and the actions and timelines planned for implementation.

In Month 30 a refined version of the SUMP, which will include result indicators, identification of measure owners and budget plan, will be available to be presented to the stakeholders during a major stakeholder event. At the same time a roadmap definition for adoption will be finalised.

This mid-term stakeholder event will initiate a cycle where feedback from the stakeholders will be received and considered for the updating of the SUMP until the final version of the SUMP is prepared in Month 45 and presented to the general public for consultation. The final SUMP version will also incorporate the data collected and results from the various pilot projects, also part of the DESTINATIONS project in Malta.

In the long-term, the SUMP developed during the project will act as common framework reference for the future integration of mobility measures under a common strategic view. A monitoring process for key mobility indicators will be defined for corrective actions and future improvements.

Data for logistics in Malta is very lacking. As a result of this a data collection exercise has been initiated following the identification of missing data from the compilation of the SUMP baseline. This is mainly data collected from the field at strategic locations and peak times to give a better understanding on the logistic operations to, from and within Valletta. Such data will feed into the SUMP which will be an integral part of the SUMP.

Stakeholder events

Date/Project Month of Activity	Description of the Activity	Aim/Outcome of the Activity
2 nd October 2017	This was the first major stakeholder consultation bringing together the major stakeholders that were identified in the SUMP baseline as well as others with a major interest in the SUMP region. This was a successful event with over 85 participants actively taking part in the thematic workshops which were the focus of the event.	In this event the DESTINATIONS project was introduced. The participants provided valuable feedback and proposed possible measures to be included in the SUMP through their participation in the workshop under the theme they had most expertise or interest in.
M27 - M31	A large-scale event, similar to the first major stakeholder consultation, is planned between Month 27 and Month 31.	This will act as a mid-term event giving the stakeholders an update on the SUMP development and more concrete measures which could possibly be included in the final SUMP.
M13 - M40	Meetings with stakeholders on a smaller scale, even on a one-to-one basis as and	Such meetings have been taking place since the inception of the

	when required.	project and their objective is to discuss specific topics with the selected stakeholders and/or experts.
M16	Meetings with individual local councils and the SUMP core team.	These meetings will give the local councils' representatives the opportunity to highlight the challenges related to mobility that are present in their locality. This process was kicked-off at the first stakeholder consultation where the local councils' members had the opportunity to voice their concerns on issues related to mobility and share their ideas on projects that they would like to see materialise in their locality. If required, and when possible, the core team will accompany the local council members to visit the locality and be able to experience first-hand the problems and earmark areas for improvement.
M40	Final stakeholder Consultation bringing together the major stakeholders and experts in the field.	The participants will be presented with more refined measures for inclusion in the SUMP. At this time, the SUMP would be in its final stages of development and being prepared for public consultation and following that the submission for endorsement at a political level.
M45	Public Consultation	As per local procedure in any major planning processes, the public has to be engaged prior to the final document being published. Adverts in the newspapers, TV news and social media will invite the general public for an event which will serve as a public consultation. In this meeting, the draft working document of the SUMP will be presented and feedback on it will be received. This event will follow the final stakeholder consultation mentioned above.

Table 14: Stakeholder events

7.3 Scenarios

7.3.1 Baseline scenario

To follow in Version 2 and 3 of this report (project Month 20).'

7.3.2 Alternative scenarios

To follow in Version 2 and 3 of this report (project Month 20).

7.4 Measure package

7.4.1 Measure selection

The Measures listed below have been grouped by the Strategic Objective they aim to contribute towards. This is only the first draft list of measures. Other measures may be added or removed from this list.

Specific Objective 1: Reducing the role of the personal car in the busy, congested urban 'hub'

Measure 1: Create a bottom up approach to sustainable mobility planning by training, incentivising and supporting the private sector to engage in Sustainable mobility planning

Pilot: The introduction of a Green Mobility Award in the Hotel Sector to encourage the deployment of sustainable transport projects by the hotels.

Measure 2: Encouraging tourists to use sustainable mobility options during their stay

Pilot: deployment of an App which awards tourists who make use of sustainable mobility during their stay in Malta.

Measure 3: Promote and encourage the use of Soft Modes of Transport

Specific Objective 2: Reduce the impact of high polluting vehicles in inner congested urban areas

Measure 4: Study the potential to introduce low emission zones in dense and polluted urban areas

Pilot: The coordination of a piloting of a Low Emissions Zone

Measure 5: Effectively address high polluting vehicles

Pilot: The upgrading of an SMS alert app for vehicle emission monitoring

Specific Objective 3: Make use of existing and emerging technologies to improve the quality of life (safety, accessibility) on the road

Measure 6: Increase use of intelligent transport systems in traffic management

Pilot: A smart parking management system for Valletta

Pilot: real time information to travellers using the public ferry and bus transport

Specific Objective 4: Improve intermodal seamless mobility

Measure 7: Integrate ferry transport within the overall public transport network

Pilot: Introduce a scheduled public bus transport route which connects the ferry landing site with the urban core.

Strategic Objective 5: Engage in better transport planning at the local level

Measure 8: Disseminate the concept and methodology of compiling SUMP's with Local Councils

Pilot: Permanent Measures Award

Specific Objective 6: Engage in sustainable logistics which do not act in a negative way towards urban congestion and the environment.

Measures are being compiled as part of the Sulp Development.

Pilot: Testing of electromobility for last mile delivery of goods

7.4.2 Feasibility analysis for selected measures

This will be translated to technological, economic and regulatory aspects and dependency on other/related measures in version 2 of this Deliverable.

Measure 1: Create a bottom up approach to sustainable mobility planning by training, incentivising and supporting the private sector to engage in Sustainable mobility planning

Pilot: The introduction of a Green Mobility Award in the Hotel Sector to encourage the deployment of sustainable transport projects by the hotels.

- a) Increase awareness levels on Sustainable Transport in the Hotel sector by 20%
- b) Ensure a 10% acceptance level within the Hotel Sector of the concepts being disseminated

Measure 2: Encouraging tourists to use sustainable mobility options during their stay

Pilot: deployment of an App which awards tourists who make use of sustainable mobility during their stay in Malta.

- a) A minimum of 1000 users to make use of the app
- b) Achieve a 5% modal shift within the tourist sector towards sustainable transport options compared to 2010 levels (latest NHTS)

Measure 3: Promote and encourage the use of Soft Modes of Transport

- a) Increase the use of cycling, e-bike sharing and car sharing by 10% compared to 2010 levels (latest NHTS)
- b) Increase awareness on the modes of cycling, e-bike sharing and car sharing by 10%

Measure 4: Study the potential to introduce low emission zones in dense and polluted urban areas

Pilot: The coordination of a Low Emission Zone

- a) Increase awareness levels of policy makers by 50%

Measure 5: Effectively address high polluting vehicles

Pilot: The upgrading of an SMS alert app for vehicle emission monitoring

- a) Number of polluting vehicles to be reported is to be estimated upon launch of the app
- b) The % awareness level of the General public is to be estimated upon launch of the app
- c) The % acceptance level of the General public is to be estimated upon launch of the app

Measure 6: Increase use of intelligent transport systems in traffic management

Pilot: A smart parking management system for Valletta

- a) Improve traffic levels within the city by 5%
- b) Increase satisfaction levels by 20%

Pilot: real time information to travellers using the public ferry and bus transport

- a) Improve satisfaction levels of users by 20%
- b) Improve awareness levels of users by 10%

Measure 7: Integrate ferry transport within the overall public transport network

Pilot: Introduce a scheduled public bus transport route which connects the ferry landing site with the urban core.

- a) Improve satisfaction levels of users by 20%
- b) Improve awareness levels of users by 10%

Measure 8: Disseminate the concept and methodology of compiling SUMP with Local Councils

Pilot: Permanent Measures Award

- a) Ensure a 50% acceptance level of the concepts being disseminated by the participating Local Councils
- b) Increase awareness levels on Sustainable Transport within participating local councils by 50%
- c) Measures are being compiled as part of the Sulp Development.

Pilot: Testing of electromobility for last mile delivery of goods

- a) Improve awareness levels within the logistics sector by 20%

7.4.3 Results: selected package of measures

To follow in Version 2 and 3 of this report (project Month 20).

7.5 Implementation Plan and measures

To follow in Version 2 and 3 of this report (project Month 20).

7.6 Evaluation Plan

To follow in Version 2 and 3 of this report (project Month 20).

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