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CiViTAS
 Cleaner and better transport in cities

DESTINATIONS



D3.1 Users' needs and requirements, ex-ante evaluation, service design and ITS specifications for increasing safety and accessible public spaces

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ELB – Elba

LIM – Limassol

LPA – Las Palmas

MAD – Madeira

RET – Rethymno

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Executive Summary

This report details the results of the user needs analysis, the definition of service requirements and ITS specifications for all the WP3 demonstration measures in each site as outputs of Task T3.2. It also looks ahead to the implementation phases of the various measures across the six project sites and within the measure categories

Chapter 1 introduces the WP3 objectives and peculiarities and provides a description of the measures per cluster category.

Chapter 2 presents the user needs analysis and requirements at site level, describing the key stakeholder's involvement in the development of WP3 measures and analyzing the needs and goals in order the measures to be implemented.

Chapters 3, 4 and 5 present the design of each individual measure, grouped into clusters. This structure allows for immediate comparisons to be made about the design and preparation work in different sites and hence experience and knowledge to be exchanged.

1. Introduction

1.1. WP3 Objectives

WP3 aims at designing, implementing and demonstrating measures to increase traffic safety and personal safety as well as implementing actions to increase the attractiveness of tourist points of interest. The concrete objectives for WP3 are:

1. To design, implement and demonstrate: traffic safety measures specially focused on bikers and walking routes/lanes (Rethymno, Elba, Limassol), car drivers (Limassol) and pupils and students (Madeira, Rethymno, Limassol); specific technological and design solutions targeted at people with disabilities (Madeira, Rethymno, Limassol, Elba); attractive and accessible public spaces combining an integrated set of actions (Madeira, Las Palmas, Limassol, Rethymno, Elba)
2. To adopt stakeholder engagement strategies and the implementation of specific promotional measures to support the demo set up and operation;
3. To carry out data collection for WP9 evaluation (ex-ante, process, ex-post);
4. To derive cross-site evidence and conclusions for the set of measures addressed in this WP in terms of business and replication/transferability potential (as input for WP 10)

1.2. WP3 Structure and Tasks

The structure of WP3 reflects the typical stages defined by the DESTINATIONS project and the demonstration activities following also thematic/knowledge exchange among the DESTINATION sites:

- Cross-site coordination;
- User needs analysis and stakeholder involvement;
- Site preparation and deployment of the solutions;
- Demonstration of innovative solutions;
- Data collection for evaluation; and
- Local dissemination and communication

1.3. WP3 Measure Clusters

The measures in WP3 are grouped into three cross-site clusters (relating to the three tasks in the DESTINATIONS work programme):

1.3.1. Demonstration of pilots targeted to increase traffic safety and improve disabled accessibility

	Demonstration of pilots targeted to increase traffic safety and improve disabled accessibility (WP3 Task 3.4)
ELB 3.1	Increased level of safety for pedestrian crossings
ELB 3.2	Sustainable and safe accessible bike and pedestrian route design

RET 3.1a	Active healthy and inclusive mobility for all
RET 3.1b	Enhancing and promoting systems and services for the physically impaired
LIM 3.1	Increase cycling and walking in combination with special interest tourist activities as an integrated product
LIM 3.2	Accessibility for disabled and visually, hearing impaired

Table 1 - Measure Clusters. Demonstration of pilots targeted to increase traffic safety and improve disabled accessibility

ELB 3.1, ELB 3.2: Portoferraio supported by Rio Marina will plan, design and introduce interventions to increase safety for pedestrian and cyclists on the routes (categorised based on different risk levels) and enhance innovative safety ICT devices at crossing points.

RET 3.1a: Rethymno and TUC will improve the integration of walking/cycling networks into public transport (PT). This will be supported by VECTOS in user needs analysis to steer infrastructure design for enhancing walking and cycling. At least 2 new routes and new/improved signage for existing cycling routes and map panels in bike stations will be realized. An ambassadors' team will promote car free solutions in daily life motivating citizens and visitors to change mobility habits.

RET 3.1b: Rethymno will demonstrate specific measures for improving accessibility of main attraction points for impaired people, supported by VECTOS in the user needs analysis to steer infrastructure design.

LIM 3.1: Enlargement of cycling and walking networks, 5 new bicycle parking facilities, upgrading of lanes already existing with new map panels and signage.

LIM 3.2: Accessibility for disabled and visually, hearing impaired. Municipality of Limassol and STRATA will integrate the existing blind and deaf people systems at main traffic lights. Access points to the beaches will be increased and connected to the PT system. Proper signage will be installed.

1.3.2. Demonstration of pilots targeted to increase attractiveness of accessible public spaces

	Demonstration of pilots targeted to increase attractiveness of accessible public spaces (WP3 Task 3.5)
MAD 3.1	Innovative solutions for safe and secure public spaces
LPA 3.1	Attractive, safe and accessible public space at major attractions
ELB 3.3	Requalification of the main taxi station area in Portoferraio
LIM 3.4	Attractive and accessible public spaces to promote intermodal leisure trips

Table 2 - Demonstration of pilots targeted to increase attractiveness of accessible public spaces

MAD 3.1: Improve bus stop accessibility. Integrated approach will address the accessibility needs for tourists, citizens with disabilities, visually impairments, wheelchair users and PT users.

LPA 3.1: LPCG supported by Guaguas, SAGULPA and CINESI will create a laboratory area for sustainable urban mobility in the public space adjacent to the new Aquarium and the Cruise Terminal including the adaptation of public space and universal accessibility

solutions and the realisation of two model bus stops (part of the new BRT line). A travel plan for visitors and employees will be developed for the new Aquarium.

ELB 3.3: Portoferraio will implement a set of interventions for requalifying the main taxi station to improve the accessibility and quality of this urban area.

LIM 3.4: Limassol and LTC will coordinate the demonstration of marking and signage of a route of approximately 2 km in the Limassol region; necessary facilities will be developed at collection points to enable tourists to move around with bicycles and electric scooters and other electric vehicles. 4 stations will be fully completed with necessary information and equipment.

1.3.3. Demonstration of pilots targeted for safe routes to schools

Demonstration of pilots targeted for safe routes to schools (WP3 Task 3.6)	
MAD 3.2	School and foreign student’s awareness campaign package
RET 3.2	Mobility Plan for schools and university communities
LIM 3.3	Safe routes to school

Table 3 - Measure Clusters, Demonstration of pilots targeted for safe routes to schools

MAD 3.2: AREAM supported by CMF, SRETC and HF will coordinate the development and implementation of an action plan for safer routes in six pilot schools with significant traffic problems in peak hours. For these 6 schools, a traffic calming design project will be developed. Awareness raising actions will be organised at another 25 schools throughout the autonomous region of Madeira Island.

RET 3.2: Mobility plan for schools/university’s communities Rethymno and TUC will launch mobility action plans for 10 schools and the University and perform behavior change campaigns, including parents, and a labelling scheme to award schools. Public space around schools will be redesigned to increase safety slowing down car speeds and making more space for walking and cycling based on student ideas and suggestions. The bus stop serving the University will turn to an attractive spot to inspire use of PT instead of own vehicles.

LIM 3.3: STRATA and LTC will coordinate the implementation of training sessions and supporting tools aiming to educate parents and elementary students from 10 schools on road safety and sustainable mobility.

2. User needs analysis and requirements at site level

2.1. Madeira

2.1.1. Key stakeholders

Limassol has identified the following key stakeholders for their site:

- CMF (Municipality of Funchal)
- Regional Education Authority
- Police
- PT operators

Drawing from the stakeholders listed in D8.1, Stakeholder Maps and Guidelines, the table below shows how stakeholders from both measures score in the two axes (Power and Interest), enlightening about their expected role during measure preparation and implementation.

The following graphs presents the Level of Stakeholder involvement for Madeira measures:



Figure 1 - MAD Stakeholders Involvement

The Municipality of Funchal is the managing authority and has the power to take decisions concerning not only transport and mobility but also all the functions of its territory. Therefore, close cooperation with all key local stakeholders identified is expected and will support the strategic actions that will be implemented.

AREAM, in measure 3.2 will promote cooperation with several stakeholders, on top of which is the regional education authority, Municipality of Funchal and the PT operator, Horários do Funchal, police and schools.

2.1.2. Recognized needs and Goals

Madeira has two fairly different measures under WP3, one more technologically-based, targeting the overall urban accessibility in the historic core of the city centre of Funchal and another one focused on designing awareness raising strategies that can be effective in diminishing traffic and safety problems around designated schools.

Target Group	Needs	Goals
Tourists	Change the habits of young generations.	To achieve a more attractive and accessible city for tourists
Citizens	Promote soft mode for pedestrian mobility such as intersection safety, street design, perceived safety and traffic	Increasing accessibility at PT stops and improving sidewalks, thus, providing an urban environment that reflects the target groups' requirements and expectations, namely PT users and people with impaired mobility and sensory impairments.
Students/Parents	Dependency of cars, traffic flow constrains along the surrounding of schools, mainly during peak hours; conflicts between the different modes; inadequate dropping point for pupils; inexistent or degraded sidewalks and crosswalks; inadequate traffic signs or circulation rules; inadequate bus stop location and quality; and the need for sustainable mobility education and raise awareness.	Increase awareness for mobility and safety

Table 4 - Madeira Needs and Goals

Measure 3.1 Innovative Solutions for Safe and Secure Public Spaces will focus on interventions that will help to achieve a more attractive and accessible city for tourists. The impact on attractiveness will be immediate, whilst Measure 3.2 scope will be “softer” and impact mostly on the habits of a young generation, hence, the impact on attractiveness of Madeira as a tourism destination will be indirect and focused on the long-term.

The strategic actions defined within MAD 3.1 are particularly important considering the increasing car traffic jams, which undermine the quality of life in urban areas. The importance of promoting soft modes in Funchal, in particular, pedestrian mobility, is crucial considering that walking plays a small role (3%), according to the 2011 modal split statistics. Therefore, several factors that empirically are known to affect people’s travel behaviours were identified and categorised, such as intersection safety (crosswalks, signal at intersection, crossing speed, traffic calming features and additional signs for pedestrians), street design (width of sidewalk, sidewalk impediments, large sidewalk obstructions, planters/gardens, public seating), perceived safety (litter, lighting, construction sites), traffic (vehicle speed, traffic volume, number of vehicle lanes, traffic calming features) and land use (public art/historic sites and restaurant and retail use). Through MAD 3.1, the strategic actions are aimed at increasing accessibility at PT stops and improving sidewalks, thus,

providing an urban environment that reflects the target groups' requirements and expectations, namely PT users and people with impaired mobility and sensory impairments.

As far as MAD3.2 School and foreign students' awareness campaign package is concerned, partners have identified the schools which manifested interest in being involved in the project, and that demonstrate urgent needs of intervention to improve mobility and safety. The main needs of the six selected schools are related with high dependency of cars, traffic flow constrains along the surrounding of schools, mainly during peak hours; conflicts between the different modes; inadequate dropping point for pupils; inexistent or degraded sidewalks and crosswalks; inadequate traffic signs or circulation rules; inadequate bus stop location and quality; and the need for sustainable mobility education and raise awareness.

2.1.3.1 Overview

Specific groups are identified as key stakeholders in both measures. In order to further promote the strategic actions that will be implemented, the project will benefit from the organisation of awareness campaigns implemented at schools, as well as events specifically organised by the Municipality (namely the Mobility Week 2017, and the following editions), in the frame of which cyclists, drivers and people in general will be engaged and involved in the project activities.

Madeira held several meetings to establish and to conduct activities on a short term as follows:

- Students - Meetings to draw awareness campaigns
- Driving students - Meetings to organise eco-driving sessions
- General population, but with a strong emphasis on children - Meetings pertaining local events/Data collection regarding road accidents, including also incidents with pedestrians.
- Disabled people - Meeting to promote the actions within the measure/ Planning of activities under the Mobility Week 2017
- People with sensory disabilities - Meeting to promote the actions within the measure/ Planning of activities under the Mobility Week 2017
- Cyclists - Planning of activities under the Mobility Week 2017
- PT users
- Population in general - Meeting to promote the actions within the measure/ Planning of activities under the Mobility Week 2017

Concerning MAD 3.2, the work plan defined to develop in six schools to involve school's community is the following:

Activity	Target group	Month
Communication with schools, collecting general information about schools and planning activities	Schools Directorate	M10-M12
Conducting surveys in the school community	Pupils, parents and schools' staff	M13-M16

Conduction of participative and awareness raising actions	Pupils, parents and schools' staff	M13-M16
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2.1.3. Target User Group

The target groups for measures MAD 3.1, MAD 3.2, are as follows:

- Students
- Disabled people
- Pt users
- Cyclists
- Population in general

2.2. Limassol

2.2.1. Key Stakeholders

Limassol has identified the following key stakeholders for their site:

- Cyprus Tourist Organisation
- Department of Public Works
- Ministry of Communication & Works
- Local Authorities
- Ypsonas Municipality
- Bike Sharing Company
- Limassol Cycling Club
- Hotels
- Tourism Information Offices
- EMS (Electromechanical Services)
- Police Traffic Department
- Educational Institutes
- Parents & Teachers Association
- Association of Disables

Drawing from the stakeholders listed in D8.1, Stakeholder Maps and Guidelines, the table below shows how stakeholders from both measures score in the two axes (Power and Interest), enlightening about their expected role during measure preparation and implementation.



Figure 2 - LIM Stakeholders Involvement

In Limassol, for the implementation of measure LIM 3.1 the Cyprus Tourism Organisation is involved in distributing the maps created for promoting the increase of cycling as well as walking and hiking routes. Several meetings have been held with Cyprus Cycling Association, Bike Sharing Company (Nextbike) and Limassol Cycling Club to exchange information and examine suggestions on specific locations for signage infrastructure and bike parking facilities, based on the needs determined by users. LTC in collaboration with Next Bike has started to promote the use of bicycle in combination with special interest tourism products.

The Ministry of Communications and Works is informed about the implementation of the measure and will support the introduction of a new law regulating cycling and the rights and responsibilities of cyclists. Ypsonas Municipality, one of the main local authorities in the Limassol region, is a recently identified key stakeholder with high level of power and interest in the implementation of the measure, by providing permissions and identifying locations for the construction of the two bike lanes and the installation of two bike parking facilities. Ypsonas Municipality will provide the necessary permits and support, while it also commits to expand the bike lanes in the future aiming to create a cycling network in the area. In addition, Limassol Municipality provided permission for the installation of three bike parking facilities in its area of jurisdiction.

In LIM 3.2 Limassol Municipality cooperated with the Department of Public Works for the preparation of procurement documents regarding the improvement of crossings for people with disabilities. The Association of People with Disabilities will indicate locations of access points for the implementation of the measure and will also promote the measure once it is completed. The Electro-Mechanical Service department provided guidance and permissions for the implementation of this measure.

For the implementation of LIM 3.3, the Police-Traffic Department contributed with material and support as well as participation in the campaign. The presentations/workshops will be organised with the support and participation of the Parents and Teachers Associations of the schools involved.

For LIM 3.4, LTC cooperated with Local Authorities to manage, supervise and implement the ecological route.

To date, Limassol collaborates closely with the Limassol Bus Company to promote the use of PT in the region and also with Hotels and Tourist Information Offices to disseminate sustainable mobility promotional material to visitors.

2.2.2. Recognized needs and goals

The recognised needs and goals for each target group are the following:

LIM 3.1		
Target group	Needs	Goals
Walking and cycling users	Upgrade the existing cycling network Improve the existing walking and cycling network with signage and map panels	Increase the number of people using cycling and walking paths and lanes. Promoting cycling, walking and hiking through campaigns and events Involvement of National and Local stakeholders to introduce a new law for cycling and cyclist behaviour
Residents and tourists	Upgrade cycling network Less pollution and less congestion and less noise in Limassol Region More attractive tourist destination	Reduce emissions and create a friendlier environment Promote cycling as a mode for leisure trips
Users of the PT network	Intermodal facilities Upgraded links between PT and other mobility modes	Improved quality PT services Efficient connection with sustainable modes
People with disabilities	More points for accessibility to the beaches and key attractions Additional equipment in the road network for blind and deaf	Improve mobility and accessibility for people with disabilities Increase the number of visitors with disabilities Facilitate leisure trips of people with disabilities Increase satisfaction and inclusion
LIM 3.2		
Target group	Needs	Goals
People with disabilities	More accessible public places for people with disabilities More accessible beaches for people with disabilities Improve the system for deaf and blind people in traffic lights	Increase the number of visitors with disabilities Improve urban accessibility for people with disabilities. Increase safety and security for people with disabilities Enhancement of social cohesion
LIM 3.3		
Students, Parent and Teacher Associations, Schools	Behavioural change of students and parents for road safety Decrease traffic outside schools Less pollution and less congestion and less noise in Limassol Region	Increase the number of students using sustainable modes of transportation Raise awareness through campaigns and events for road safety Attract more pupils/students to have a safe behaviour in the road and in the routes to school

		Increase the number of students / parents using car-pooling for commuting to schools
LIM 3.4		
Residents and Tourists	Introduction of an ecological route Improved integrated services for tourists within the city centre of Limassol Create ecological awareness	Less energy consumption Mobility management of Limassol city centre More attractive and accessible tourist destination

Table 5 - Limassol Needs & Goals

2.2.3. Target User Group

The target groups for measures LIM 3.1, LIM 3.2, LIM 3.3 and LIM 3.4 are as follows:

- Walking and Cycling Users
- Residents and Tourists
- People with disabilities
- Students/schools/ teachers and parents' association

2.3. Las Palmas de Gran Canaria

2.3.1. Key Stakeholders

The below list of Stakeholders has been identified for consultation:

- Cabildo de Gran Canaria (Regional Government);
- Patronato de Turismo de Gran Canaria (Gran Canaria Tourism Board);
- F.E.H.T. – Federación de empresarios de Hostelería y Turismo de Las Palmas (Business Federation of Hotels and Tourism of Las Palmas);
- Federación de Empresarios del Transporte (Business Transport Federation);
- Autoridad Única del Transporte de Gran Canaria (Regional Transport Authority);
- Autoridad Portuaria de Las Palmas (Harbour Authority)
- Acuario Poema del Mar (Aquarium)
- Private Bus companies
- Cruise Companies and Tour operators
- Clúster Canario de Transporte y Logística
- Global (Interurban operator)

Drawing from the stakeholders listed in D8.1, Stakeholder Maps and Guidelines, the table below shows how stakeholders from both measures score in the two axes (Power and Interest), enlightening about their expected role during measure preparation and implementation.

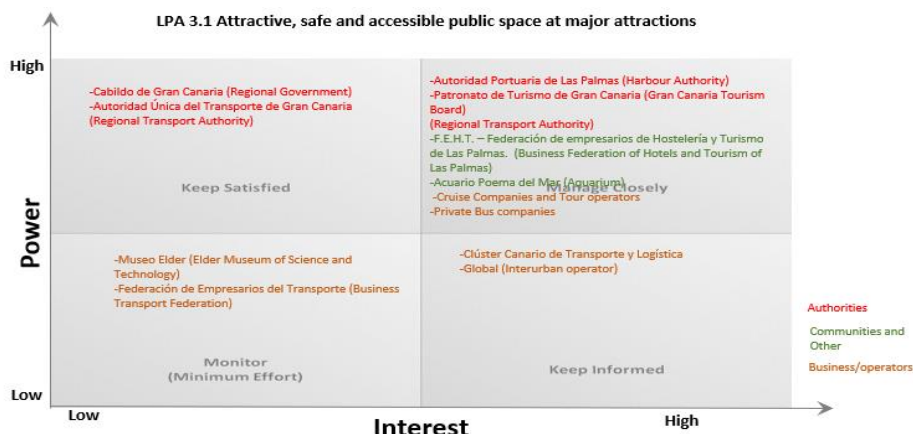


Table 6 - LPS Stakeholders involvement

2.3.2. Recognized needs and goals

The recognised needs and goals for each target group are the following:

Target group	Needs	Goals
Users of the PT network	<ul style="list-style-type: none"> - An attractive and accessible PT network. - Intermodal facilities. 	<ul style="list-style-type: none"> - Widely share and communicate the sustainable mobility experiences and outcomes with the citizens and the key local stakeholders.
Citizens of Las Palmas de Gran Canaria	<ul style="list-style-type: none"> - An accessible and attractive public space in the “Puerto Ciudad” area. 	<ul style="list-style-type: none"> - Improve accessibility for the physically impaired people. - Raise awareness amongst citizens about sustainable mobility benefits. - Foster key local stakeholders involvement in the decision-making process regarding mobility issues.
Tourists (especially cruise passengers and Aquarium visitors)	<ul style="list-style-type: none"> - A wide range of transport options for sustainable mobility. - Excellent connections to local and regional transport enabling easy arrivals and departures. 	<ul style="list-style-type: none"> - Increase the awareness among visitors about sustainable mobility options. - Shift of travel behaviour of tourists towards more sustainable modes.

	<ul style="list-style-type: none"> - A high-quality sustainable tourism and leisure offers. Attractive and inclusive tourism and mobility packages. 	
Bike users	<ul style="list-style-type: none"> - A safe bike lanes network. - Safe parking racks for bicycles. - Intermodal facilities. 	<ul style="list-style-type: none"> - Foster key local stakeholders involvement in the decision making process regarding mobility issues.
Workers at the “El Sebadal” Industrial Park and the Port of Las Palmas	<ul style="list-style-type: none"> - A wide range of transport options for sustainable mobility. 	<ul style="list-style-type: none"> - Shift of travel behaviour of workers towards more sustainable modes.

Table 7 - LPS Recognized needs & goals

2.3.3. Target User Groups

- Users of the PT network;
- Citizens of Las Palmas de Gran Canaria;
- Tourists (especially cruise passengers and Aquarium visitors);
- Bike users; and
- Workers at the “El Sebadal” Industrial Park and the Port of Las Palmas.

2.4. Rethymno

2.4.1. Key Stakeholders

The below list presents the stakeholders involvement in Rethymno:

- Regional Unit of Rethymno – Region of Crete
- Municipal Tourism Office
- Hoteliers Association
- Chamber of Commerce
- Police Traffic department of Rethymno
- PT Operator - KTEL
- Transport Malta Ports & Yachting Directorate;
- Cruise Liners;
- Association for Handicapped People;
- Association for Visually Impaired People;
- School parents association;
- National Association of Electric cars.
- Association of Travel and Tourist Agencies

- Association of Active Citizens
- Atlas Cycling Union
- Directorate of Primary Education
- Directorate of Secondary Education
- University of Crete
- Parents and Students Association of Rethymno Municipality
- Initiative of Citizens for Road Accident Prevention and the Promotion of Road Safety
- Atlas Cycling Union
- Pupils and students community

In local level, the cooperation with urban planners will be essential to ensure the proper design and integration of the new routes. Efforts will also be made in cooperation with the sports and citizens' associations, schools communities and volunteering teams for the promotion of walking/cycling to citizens while tourism agencies and hotel associations will contribute in the promotion of the measure to tourists. This measure also requires close cooperation with the Greek and the Rethymno's Association of disabled people to further improve disabled mobility. Citizens and visitors will be involved in "Car free life" campaign motivated by an ambassador' team. The engagement of citizens volunteering groups is essential for the acceptance and use of the new infrastructure and enabling behavioural change towards cycling and walking.

Drawing from the stakeholders listed in D8.1, Stakeholder Maps and Guidelines, the table below shows how stakeholders from both measures score in the two axes (Power and Interest), enlightening about their expected role during measure preparation and implementation.



Figure 3 - RET Level of Stakeholders involvement

2.4.2. Recognized needs and goals

The recognised needs and goals for each target group are the following:

RET 3.1a and RET 3.1b		
Target group	Needs	Goals
Walking and cycling users / sports associations	Extension of cycling and walking network Better links with PT services Intermodal facilities Better signage and safety in bike lanes	Increase share of walking and cycling users Involvement of local stakeholders in the promotion of sustainable mobility
Residents of the historic center of Rethymno	A wide range of transport options for sustainable mobility Less pollution and less congestion in city center	Promotion of the “car free” lifestyle Raise awareness amongst citizens about sustainable mobility benefits. Attractive and safe city center
Users of the PT network	Intermodal facilities Upgraded links between PT and other mobility modes	Improved quality PT services Efficient connection with sustainable modes
Disabled people	More points for accessibility for the beaches and key attractions Additional equipment in the road network for blind and deaf	Improve mobility and accessibility for disabled people Increase the number of disabled tourists Facilitate leisure trips of disabled Increase satisfaction and inclusion
Tourists/ visitors (including disabled)	Efficient connections to local and regional transport enabling easy access to attractions High-quality infrastructure for alternative mobility Attractive and inclusive mobility	Raise awareness among visitors about sustainable mobility options Shift of travel behavior of tourists towards more sustainable modes. Promote city’s images as an attractive, accessible tourism destination
RET 3.2		
Target group	Needs	Goals
Pupils and students	Less vehicle circulation to/from schools Reduction of accidents Improvement of signage Improved attractiveness of school surroundings	Increased capacity of young generation towards sustainable mobility Increase in students walking and cycling to university /school Safe and healthy public spaces
School teachers, parents	Commuting delays and potential accidents Car dependency Lack of suitable, safe commuting alternatives	High involvement of relevant stakeholders and the education authorities Raise awareness on safe driving and sustainable modes of transport Behavioural change /using more sustainable modes to schools
University community	Attractive PT services Convenient transport schedules Redesign of PT infrastructure / bus stop	Improve University’s communities’ accessibility and PT services Increase PT use for students Behavioural change /using more sustainable modes for transportation Promote eco- driving practices

Table 8 – RET Recognized needs & goals

2.4.3. Target User Groups

The target groups of the measure RET 3.1a include both residents and tourists, while targeted actions are designed for disabled people in RET3.1b. Target groups:

- Walking and cycling users (including sports associations);
- Users of the PT network;
- Residents of the historic centre of Rethymno;
- Disabled people; and
- Tourists/ visitors (including disabled).

The target groups of the measure RET 3.2 “Mobility plans for schools/ university’s communities include schools and University communities” includes:

- Pupils, students and parents;
- School teachers; and
- University community.

2.5. Elba

2.5.1. Key Stakeholders

The below list presents the stakeholders involvement in Rethymno:

- Portoferraio Taxi Cooperative
- Port Authorities
- Portoferraio & Rio Marina Municipalities
- Engineers/contractors
- Local environmental associations
- Citizens

Citizens and tourists who disembark or move in the two cities are the most interested users in these measures.

The key stakeholders have been identified during 5 workshops held in Portoferraio and Rio Marina for illustrating the DESTINATIONS project and for actively involve citizens. For WP 3 measures they are represented by:

- Portoferraio and Rio Marina municipalities and specifically their engineering departments. They have identified the most critical road crossings and pedestrian paths about safety, with the relevant cooperation of the municipal police services;
- Portoferraio taxi cooperative for its collaboration to solve the station location problems in Portoferraio;
- Port Authority as port and prospect areas are within its competence. The Port Authority must therefore approve any project that the municipalities of Portoferraio and Rio Marina plan to implement in these areas;

- Local environmental associations. These associations are very interested in both Portoferraio and Rio Marina municipalities. The ELB 3.2 measure, in fact, in Portoferraio refers to the setting of an ancient and panoramic pedestrian and cycling path, while in Rio Marina the realisation of pedestrian nature paths from the city to places of naturalistic / panoramic; and
- Citizens of Portoferraio and Rio Marina who often take risks in crossing the road in areas facing the two ports due to vehicle traffic and poor signalling and illumination of road crossings.

Drawing from the stakeholders listed in D8.1, Stakeholder Maps and Guidelines, the table below shows how stakeholders from both measures score in the two axes (Power and Interest), enlightening about their expected role during measure preparation and implementation.



Figure 4 - Elba Level of Stakeholders involvement

2.5.2. Recognized needs and goals

The following table present a briefly description of Elba needs and goal:

ELB 3.1		
Target Group	Needs	Goals
Citizens in general, including tourists	To plan design and introduce interventions in order to increase safe and security at pedestrian crossings, in particular for children. (PF and RM)	Introduce infrastructures and ICT devices that increase safe and security of pedestrian crossings. (PF and RM)
Disable people	To plan, design and introduce intervention in order to overcome the architectural barriers and to facilitate and make safer to cross the street for disable people. (especially RM)	Introduce infrastructures and ICT devices that allow disable people to cross the street safely. (especially RM)

Drivers	To plan, design and introduce interventions in order to make more visible pedestrian crossings and induce drivers to reduce speed. (PF and RM)	Introduce infrastructures as artificial bumps, lights and ICT devices in order to increase safety and security at pedestrian crossing. (PF and RM)
ELB 3.2		
Citizens	To plan, design and introduce infrastructures and interventions, considering aesthetic, functional and safety aspects, in order to improve walking and cycling in the city centre and outside. (PF and RM) To facilitate people to reach the main services and points of interest of the city. (PF and RM) To increase the level of usability of the streets in particular for children. (PF and RM) To increase the level of safe and security for students. (PF and RM)	Introduce infrastructures and interventions to improve cycling and walking paths, in the city centre and outside. (PF and RM) Create more attractive and safer routes and promote walking and cycling. (PF and RM) Inform people about the safer route to go by dedicated panels. (RM)
Disable people, strollers and cyclists	To plan, design and introduce infrastructures to let people on wheelchair, cyclists and strollers to easily to move in the city centre, characterized by stairs. (RM)	Introduce infrastructures in order to eliminate architectural barriers. (RM)
Tourists	To plan, design and introduce infrastructures and interventions in order to foster the fruition of the city centre, to reach the main points of interests of the city and to promote the ancient paths. (PF and RM)	Introduce infrastructures and interventions in order to make easier and more attractive to walk in the city centre and along ancient paths. (PF and RM)
Environmental and sport associations	To plan, design and introduce interventions and infrastructures in order to promote a best and more sustainable way to make use of the territory, by cycling and hiking. (PF and RM)	Introduce infrastructures and interventions in order improve, delimitate and make a good maintenance of cycling and walking paths. (PF and RM)
ELB 3.3		
Residents and tourists	To move the taxi station in Portoferraio in a safer place and make it more comfortable. (PF)	To move the taxi station of Portoferraio in a place close to the ferry ticket office and safe for passengers. To introduce elements of urban furniture in order to make it more comfortable. (PF)
Taxi drivers	To guarantee visibility to the taxi station in Portoferraio and make sure that the loading and unloading of passengers are easy and safe. (PF)	To move the taxi station in a visible and safe area. (PF)

Table 9 - Elba Needs and Goals

Elba island context

Elba Island is located around 10 km far from the Tuscan coast and is the 3rd biggest Italian Island, with an overall area of 223 square km. It is the main Island of the Tuscan Archipelago.

Elba counts a total of around 33.600 residents (2009), which almost double during the tourist season.

Elba territory is divided into 8 Municipalities, which all belong to the Province of Livorno. These are: Portoferraio, Campo nell'Elba, Capoliveri, Marciana, Marciana Marina, Porto Azzurro, Rio Marina and Rio nell'Elba.

Although only two municipalities Portoferraio and Rio Marina are partners of the CIVITAS DESTINATIONS project (since they are ports connected to the continent and are therefore most concerned with mobility problems) most of the measures concern the entire island of Elba.



Figure 5 – Administrative Organisation of Iba

Elba general problems/needs

Elba road network is suitable for residents' needs, but it is not sufficient, and it is overcrowded during peak season, where a total of around 43.000 cars circulating along the island roads has been registered. Road network is structured along two main axes, connecting Portoferraio with Procchio and Campo nell'Elba Municipalities, on one side, and with Porto Azzurro and Capoliveri Municipalities, on the other side.

In the tourist season these road axes are crowded both by tourist cars and freight vehicles arriving at Portoferraio ferry terminal and going to the different parts of the island.

The main problems affecting island mobility and accessibility are:

- concentration of arrival/departure traffic flows in Portoferraio (where the main ferry terminal is located) resulting in a congestion of the central part of the island and in a general de-qualification of tourist centre 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 congestions in the summer period,

that cause difficulties in mobility, high level of pollution and several other related issues;

- very high traffic flows concentrate in the inner-city centre of the different Municipalities due to the peculiar characteristics of the island road network;
- low use of PT service, only 14% of the PT offer. The passengers significantly increase in the summer period (over 30% increase during the peak season) but the service often turns out inadequate to duly respond to the increased demand, thus pushing passengers to make use to different (private) means of transportation; and
- the mobility offer is fragmented in terms of ticketing, info, marketing, accessibility and cooperation and ineffective in providing integrated solutions able to comply with the 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' lives and tourists' stays, such as:

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

Elba Island strategic goals

The general objectives of the Elba Island DESTINATIONS project include the integration of sustainable mobility solutions for the needs of both residents and tourists in order to reduce private car use, improve mobility and living on the island.

In summary, the overall objectives of the project are:

- improved local mobility particularly in the summer with reduced use of private vehicles and greater use of environmentally friendly forms of mobility;
- emission reductions / increased air quality;
- reduction of energy consumption;
- increase of the overall urban accessibility; and
- improvement and increase of the use of PT.

Portoferraio and Rio Marina user needs

Increase traffic safety and improve disabled accessibility

Portoferraio and Rio Marina are the two ports of arrival from the continent. During the summer, there is a remarkable arrival of cars (about 180.000 / month) and trucks (about 10.000 / month) landing and flowing from these ports and across the city streets to reach other places on the island. If the flow of the local cars of the two cities (Portoferraio about 8,000 and Rio Marina about 1,500) is added to summer flow, the danger of poorly marked or dimly lit crossings is evident.

To aggravate the situation in Rio Marina is the fact that the provincial road, connecting the other cities of the island, crosses the city centre. Various interviews with citizens and tourists

have confirmed the need for having safer and more marked pedestrian crossings particularly in areas adjacent to the port.

In Portoferraio many citizens, environmental associations and tourist groups have required the improvement of the accessibility of several pedestrian and cyclist paths. This includes the reinstatement and maintenance of a stretch of the historical and panoramic path along the port of Portoferraio called Cammin of Rada.

In Rio Marina, the greatest detected needs are related to a renewal of the back-port area for improving the access to the city centre by pedestrians and especially by disabled people.

Increase attractiveness of accessible public spaces

-in Portoferraio the main taxi station is located in front of the car and lorries landing from the ships and occupies part of the roadway creating problems with the outflow of vehicles by the ferries

2.5.3. Target User groups

The target groups of the measures ELB 3.1 and ELB3.2 include both residents and tourists. The target group of measure ELB3.2 is particularly specific for handicapped people while ELB 3.3 also concerns taxi operators.

ELB 3.1 target groups:

- Walking residents;
- Walking tourists; and
- Vehicle drivers.

ELB 3.1 target groups:

- Residents and tourists walking and cycling (including sports associations);
- Disabled peoples; and
- Environmental associations.
-

ELB 3.3

- Residents and tourists; and
- Portoferraio taxi association.

Cross Site Comparisons

Several categories of key stakeholders are involved for the implementation of the measure, depending of their level of importance. The common key stakeholders for all sites include municipalities, regional and local authorities and transport organisations.

Apart from the common stakeholders, Limassol, Rethymno and Las Palmas involve organisations and authorities related to tourism and sports. Limassol and Rethymno also engage cycling associations, associations concerning people with disabilities, parents and teachers associations, educational institutes and schools as well as the local bus companies. The Ministry of Communication and Works plays a key role for implementation of Limassol's site measure. In Rethymno, the Chamber of Commerce and Associations related to Society and Citizens contribute among the Civitas measure of WP 3. In addition, Elba and Las Palmas have specific measures that require the involvement of Port Authorities. The Portoferraio taxi company is one of the key stakeholders for Elba with a

high level of interest and power in order to tackle the issues with the outflow of vehicles from ferries.

Regarding needs and goals, in the case of Rethymno, Elba and Limassol, they focus on traffic and safety measures, specifically for cycling and walking routes. Madeira, Rethymno and Limassol have a common measure to attract students and parents to use sustainable mobility modes of transport to reduce emissions and create a friendly environment on the way to schools. All sites will run training sessions and campaigns to educate and inform students and parents for sustainable mobility modes of transport. In the case of Limassol, Madeira, Rethymno and Elba, specific technological tools are developed and solutions are designed to improve accessibility for physically impaired people. Furthermore, Las Palmas, Elba, Madeira and Limassol are implementing measures targeted at promoting car free lifestyles making the city centers more attractive, accessible and environmentally friendly.

In summary, all sites have common goals and needs focused on reducing emissions, making public spaces cleaner and more attractive with less traffic noise and energy consumption, resulting in the improved quality of life and public health of both residents and tourists. All sites focus on changing the habits of local people towards using sustainable modes of transport.

3. Demonstration of Pilots to Increase Safety & Improve Disabled Accessibility (Task 3.4)

3.1. Collaboration among DESTINATIONS Sites/partners

The below table outlines the measures in this cluster which have been identified as requiring best practice input for the design also those which have the strongest synergies to allow for planned exchanges.

TASK 3.4	Best Practice requirements	Supplier of BP?	Measures with synergies	Details of planned exchanges between measure leaders
ELB 3.1	Elba to provide BP on the Municipality regulations and national rules of the road	Rio Marina (RM) and Portoferraio (PF) Municipalities	ELB 3.2 LIM 3.1 RETH 3.1	Share information with other sites on the implementation of this measure
ELB 3.2	Rules for designing and installing people elevators	Italian Authorities	ELB 3.1 LIM 3.2	Share information with other sites on the implementation of this measure
LIM 3.1	Installation of city map panels in the town centre providing tourists/visitors with information regarding nearby tourist attractions and travel proximity according to the mode of travel, i.e., cycling or walking. This will encourage tourists/visitors to walk or cycle.	MAD 3.1 and Visit London city maps could be replicated in Limassol	LIM 3.1 ELB 3.2 MAD 3.1	MAD to share information on the implementation of MAD 3.1, innovative sign solutions
LIM 3.2	Requires BP. Some suggestions for Bus stop accessibility and safety: Municipality regulations to penalize car owners that park on the bus stops. In addition, wheelchair accessibility stickers will be placed on buses informing tourists/visitors that PT is wheelchair accessible.		LIM 3.2 ELB 3.1, RETH 3.1	Share information with other sites on the implementation of this measure

RETH 3.1	3.1.a: Active healthy and inclusive mobility for all			
	3.1.b: Enhancing and promoting systems and services for the physically impaired	LTC, PF	ELB 3.2, LIM 3.1, LIM 3.4 ELB 3.1, LIM 3.2	Exchange of experience and best practices on behaviour change and promotional activities.

Table 10 - Best practice and knowledge exchange matrix Task 3.4

3.2. Measure Design

ELB 3.1: Increase level of safety of pedestrian crossing

The measures ELB 3.1 Increase level of safety of pedestrian crossing and ELB 3.2 Sustainable and safe accessible bike and pedestrian route design are related to the Task 3.4 Demonstration of pilots targeted to increase traffic safety and improve disable accessibility.

The near accidents between car / truck and pedestrians are numerous and therefore there is a need to intervene on the layout of some roads and on the most dangerous pedestrian crossings with measures able to diminish their level of criticality.



Figure 6 - Portoferraio:
Areas of intervention improving the pedestrian's safety in paths and road crossing

Figure 7 - Rio Marina:
Intervention areas for improving the pedestrian's safety in paths and road crossing



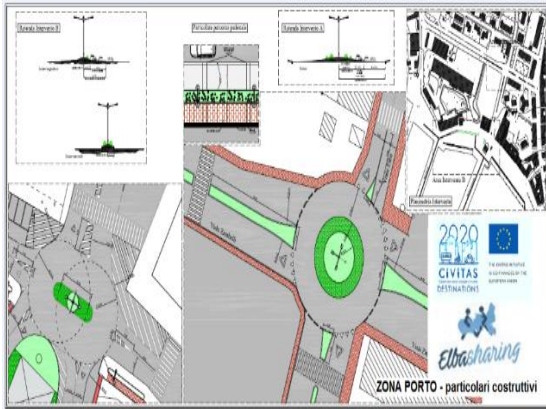


Figure 8 - ELB 3.1 Portoferraio new roundabouts and pedestrian crossings

In Portoferraio the design involves the realisation of two roundabouts with more safety pedestrian crossings in the front-port area and in the rear-port area. Pedestrian crossings in these two areas are particularly dangerous as almost all vehicles leaving the ships pass through these areas, resulting in high level of traffic-

Therefore, the pedestrian crossings will be equipped with a very efficient public lighting for enhanced night vision and will therefore become well visible for the best pedestrian's safety.

In Rio Marina the design regards both the implementation of two pedestrian crossings in the most critical area for pedestrians, in particular in the provincial roads crossing the city center and the installation of specific structures which will overcome the numerous architectural barriers that are now preventing the access of cyclists and disabled people to the city center.

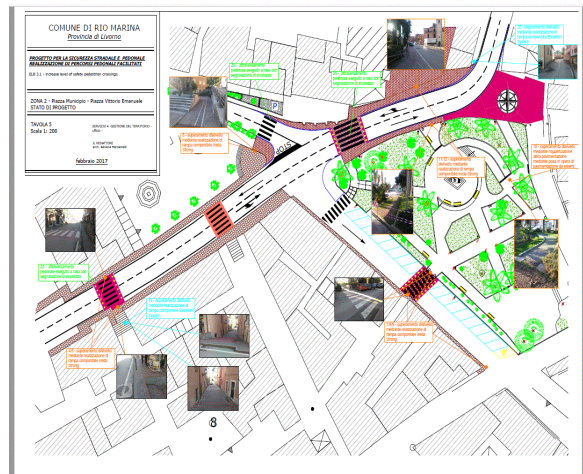


Figure 9 - ELB 3.1 Rio Marina pedestrian road crossing and installation of structures for overcoming architectural barriers

ELB 3.2: Sustainable and safe accessible bike and pedestrian route design

Portoferraio plans to reopen a stretch of the "Cammin di rada", an historical route that in the 16th century connected the port of Portoferraio to the fortress of Voltorraio (394 meters above sea level). The roads of the entire route are entirely reported in the Leopoldine Land Register of 1848, but some sections of the route are now incorporated into municipal roads while others are not suitable for pedestrians and cyclists as they are closed by vegetation. The restoration project that is being carried out by the Municipality of Portoferraio and by numerous local environmental associations foresees the restoration of the entire route of which the first section will link the San Giovanni site to the archaeological site Villa Romana.



Figure 10 - First section of the Cammin Rada trail from loc. San Giovanni to the Villa Romana Rio Marina back port

Rio Marina plans to intervene in the arena between the port and the city center. In fact, motorized vehicles and pedestrians disembarking from the ferry are forced to go along a long stretch of narrow quay to reach the connecting roads and the city center.

An existing and smooth path collocated at a higher altitude could be used by pedestrians and in particular by the disabled to avoid a relevant section of the route. It is necessary, however, to install a lift that facilitates access to this higher path (about 4 meters higher than the other).

Other interventions concern the elimination of numerous architectural barriers that restrict access to both cyclists and disabled people in some areas of the city center.

The Port Authority will contribute to the implementation of these measures as it is interested in improving the port functionality.



Figure 11 - Rio Marina port: people lift elevator area

Bicycle paths have been designed in Rio Marina going from the port along the provincial road to both north and south directions. Panoramic pedestrian paths along the north side coast have also been designed.

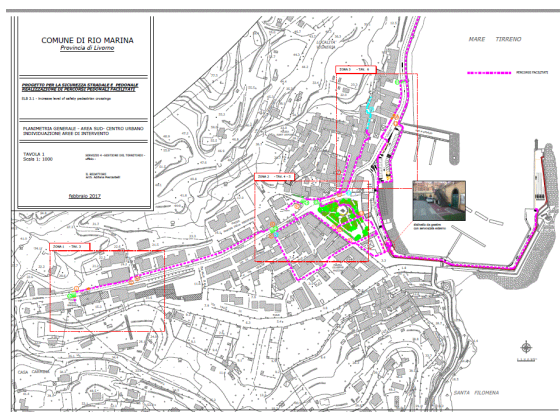


Figure 12 - Rio Marina Protected pedestrian and cyclist paths

Details design of measures, organizational framework, costs, resources, procurement

The design of the WP3 measures was carried out directly by the municipal technical offices of Portoferraio and Rio Marina. The budgeted months for these activities were consistent with the hours spent: Portoferraio 9 MM equal to 36,000 € and Rio Marina 6 MM equal to 24,600 €.

Project Partners working on measure, roles and responsibilities

The two municipalities Portoferraio and Rio Marina, beside designing the planned measures, will coordinate the realisation of the works and the data collection for the final evaluation. The municipality of Portoferraio will be responsible for the global coordination of the measures implementation

ITS Technology, system or service requirements

The planned measures for the ELB 3.1, ELB 3.2 are relate to construction works, such as improving signage and lighting of road crossings, or implementation/reactivation of paths for bicycles and / or pedestrians. Therefore, no ITS instruments or systems are required

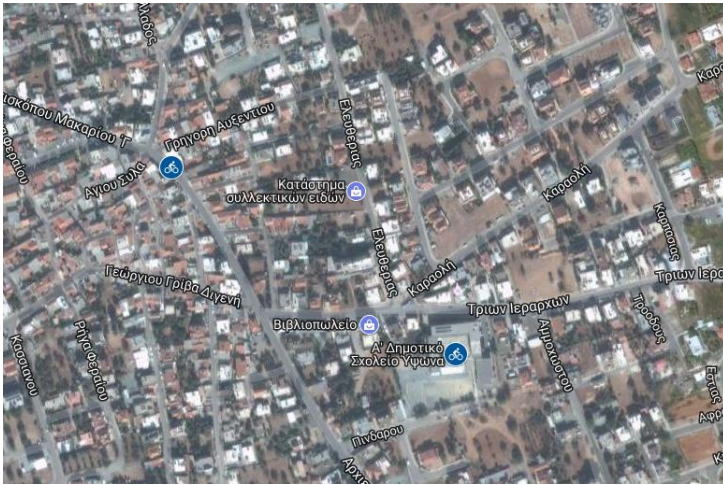
Procurement of services

The related calls for implementation of the planned work will be issued by September in line with the general project plan.

LIM 3.1 Increase cycling and walking in combination with special interest tourist activities as an integrated product

In Limassol, measure LIM 3.1 will upgrade cycling, walking and hiking as a tourist product and will increase interest of the public. Tourists and residents will be encouraged to use cycling, walking and hiking to explore the region according to their special interests. The cycling and walking networks will be expanded, bicycle parking facilities will be added, routes will be created or adapted, map panels and signage will be installed and promotional material will be produced and disseminated.

Limassol already has several cycling and walking paths by the sea side and will upgrade its network with the development of another two (2) bike lanes in the region.



Limassol has been granted approval from Ypsonas Municipality, which is one of the Municipalities in Eastern Limassol, connecting the city centre with a lot of historic attractions-landmarks of the Limassol region, for the implementation of two bike lanes, installation of relevant signage and installation of the two bicycle parking facilities.

Figure 13 -- Identified locations for the installation of two bicycle parking facilities stations in the Limassol Region – Ypsonas Municipality

Another three bike parking facilities will be installed in Limassol city centre. Limassol Tourism Company was already granted permission from Limassol Municipality for the installation in selected locations.

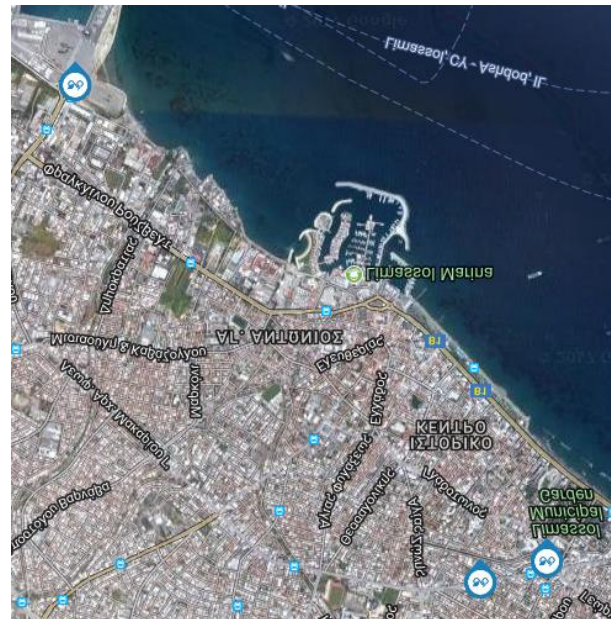


Figure 14 - Identified locations for the installation of the three bicycle parking facilities in Limassol city centre

An action plan has been developed and exact locations have been identified for the enlargement of the cycling network. Madeira provided Limassol with best practices regarding map panel infrastructure. Map panels have been designed and are ready to be installed.

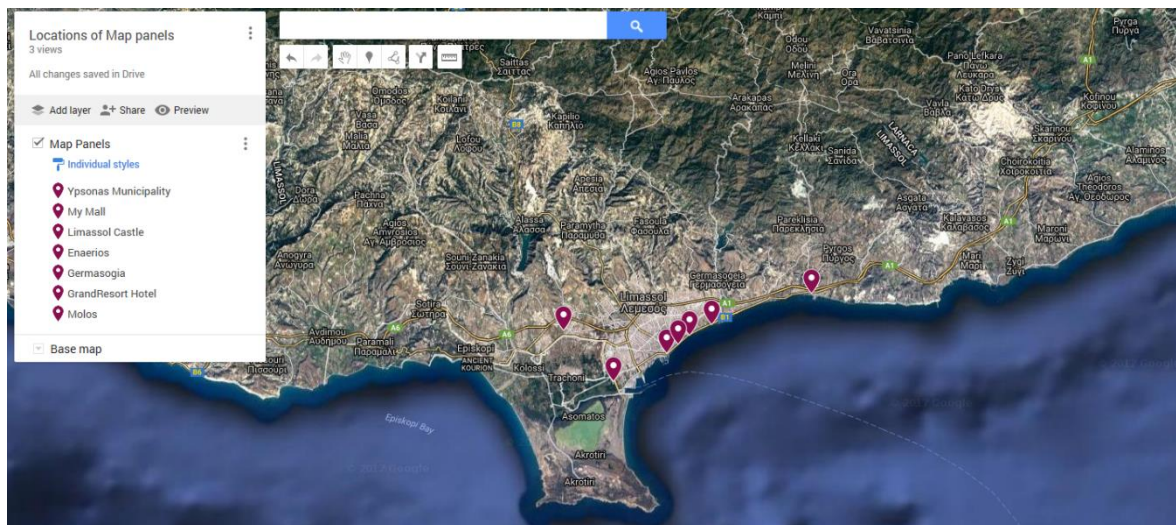


Figure 15 - Identified locations for the installation of seven map panels in Limassol Region

Efforts will be made, in cooperation with the Cyprus Cycling Association, the Limassol Cycling Club and Limassol Members of the Parliament to introduce for the first time a law regulating cycling, to ensure the safety of the increased number of cyclists. To promote the increase of cycling, walking and hiking and special interest tourist products in combination, maps will be created, guides in electronic and printed format, positive cycling images will be produced, and substantial presence in the local press will be ensured.

LIM 3.2 Accessibility for disabled and visually hearing impaired

In Limassol, measure LIM 3.2 will offer the opportunity to people with disabilities to enjoy their vacations on the island with more comfort by offering more accessible beaches and better access to the city centre of Limassol. Limassol has identified locations of access points and has conducted a meeting with the “Association of people with disabilities in Cyprus” to determine their needs and requirements.

A strategic plan will be developed in which the location of the access points will be indicated as well as signage for people with disabilities regarding the locations of the blind and deaf people systems at traffic light crossings, PT services for people with disabilities and route accessibility. This is very important for the safety and security especially for people with disabilities. Limassol will become a more attractive and safer place for tourists with disabilities. For safety and leisure, the number of access points to the beaches will be increased and connected to the PT system. Proper signage will be installed. The places where the access points will be installed, will be mentioned also in a new application that will be developed in another measure of CIVITAS. Limassol will add at least one point in the tourist area where the proper equipment for access and use of beaches will be installed.

The goal for this specific measure is to:

- Reduce CO₂ emissions;
- Reduce traffic noise in the city centre;
- Reduce energy consumption;

- Raise awareness through services and infrastructure; and
- Increase safety and security for people with disabilities.

Project Partners working on measure, roles and responsibilities

The below list of Partners involves in the implementation of measure LIM 3.1:

Project Partner	Role	Responsibilities
LTC	Site manager Measure Leader	Implementing activities aiming at upgrading cycling, walking and hiking as a tourist product

Table 11 - Limassol Project Partners (LIM 3.1)

The below list of Partners involves in the implementation of measure LIM 3.2:

Project Partner	Role	Responsibilities
Stratagem Energy Ltd	Measure Leader	Implementing all activities aiming at improved accessibility for people with disabilities and visually and hearing impaired
Limassol Municipality	Beneficiary	Promotion of the measure, add at least one-point accessible beaches.

Table 12 - Limassol Project Partners (LIM 3.2)

ITS Technology, system or service requirements

For measure LIM 3.1, LTC in cooperation with the bike sharing company in Limassol will install three bike parking stations and terminals with solar panels that will supply electricity to the touch screen display, RFID card reader and smart box.

Terminal Flat



Figure 16 - Nextbike Cyprus Terminal station

The nextbike smart box FVZ2 serves as the central processing unit for all stations electronic components. It fits into the nextbike terminal and can be integrated into individually designed kiosk structures. The smart box FVZ2 is a mandatory component for all stations with display and payment modules.



Figure 17 - Smart box FVZ2

The touch display serves as the central interface for dynamic information and customer interaction. With its encapsulated build, it is optimised for outdoor environments.

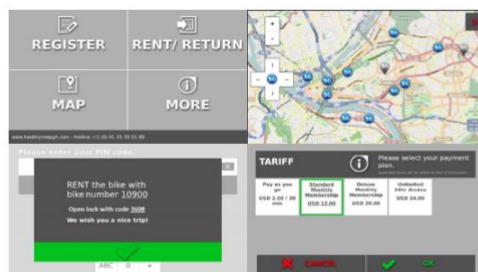


Figure 18 - Touch display FVT4

In Limassol, for LIM 3.2 the pedestrian crossing controllers will comply with the provisions of TR2500: Specification for Traffic Signal Controller of the Highways Agency UK, Department for Transport and with the requirements of European Standard EN 12675:

2001: Traffic safety signals and EN 50293: Electromagnetic Compatibility Road Traffic Signal Systems Product Standard and the harmonised standard BS 7987: 2001 Road Traffic Signal Systems.

If needed, the regulators can be connected with the UTC / SCOOT Regional Traffic Control System, and an ultra-low voltage regulator (ELV 48V lamp drive system) will be installed for the control of the traffic vehicles and pedestrians in staggered dual pelican crossing (dual streams).

The regulators must be of the modular type and must have the ability to operate in the following ways:

- Fixed Time Vehicle Period;
- Vehicle actuated operation;
- Function in sync with the UTC / SCOOT Traffic Light Control System;
- Cable-less Linking Facility (CLF);
- Speed Discrimination;
- Local Linking; and
- Manual Mode.

Accessible crossings will be linked to the PT system, while at the point of the crossing, people with disabilities will have guidance on accessibility to the nearby beach. For measure 3.4 an upgraded electronic information system is ready to be installed on the ecological path.

Procurement of services

Limassol does not require any procurement of services for the installation of five bike parking facilities Nextbike CY Ltd is the exclusive representative for the trademark nextbike, and the only license holder and operator of the bike sharing terminals and bikes in the Limassol region.

For the installation of map panels, quotations have been received and evaluated. In addition, a call for tender is ready to be published for the installation of the signalisation system at traffic lights for physically impaired people.

Quotations will also be requested for the installation of equipment for accessible beaches, as well as for promotional material including maps, printed guides and photographic material.

RET 3.1.a: Active healthy and inclusive mobility for all (Starts on October 2017)

RET 3.1.b: Enhancing and promoting systems and services for the physically impaired (Starts on June 2017)

Rethymno has already developed some infrastructure and activities for cycling and walking, along with actions to improve mobility and accessibility for disabled people. However, the existing infrastructure and the links with PT services are limited. Additionally, the infrastructure for disabled people does not fully cover their needs concerning accessibility to the beaches while the equipment in the road network for blind and deaf needs to be extended.



Figure 19 - Main cycling routes of Rethymno



Figure 20 - Representative images of existing infrastructure for disabled in the routes and beaches of Rethymno

The measure RET 3.1 consists of 2 sub-measures: RET 3.1.a - Active healthy and inclusive mobility for all & RET 3.1.b - Enhancing and promoting systems and services for the physically impaired.

The two sub-measures have different measure leaders, outputs and timelines in order to better organise the tasks and the implementation of the measure.

The sub-measure RET 3.1.a aims to increase attractiveness transforming Rethymno to a contemporary city with sustainable mobility options and to motivate citizens and visitors to adopt a car free lifestyle. The scope is to increase walking and cycling in the city, rather than an over reliance on private car mobility. The measure includes the user needs analysis and assessment of the current walking and cycling accessibility, including the rehabilitation of historic/touristic landmarks area, behavioral change activities and expansion of bike network and capacity building of urban policy makers.

Expected outputs of the sub-measure RET 3.1a:

- Study to assess the existing and plan new walking/cycling routes, including GIS analysis;
- Study on behaviour change, define clusters; tools to drive change;
- Workshops to design behaviour change actions towards citizens and visitors;
- 2 new routes including signage; new/improved signage for existing cycling lanes, paths and routes placed – map panels in bike stations;
- 10.000 inspiration leaflet;
- Map of cycling/walking main routes including links to PT (electronic/printed);
- Ambassadors team to promote car free solutions in daily life; and
- “Car free” life competition.

The sub-measure RET 3.1b focuses on increasing accessibility and improving transport options for disabled people, including a mobility and inclusion strategy, an action plan for

the accessibility of beaches and main attraction points with new infrastructure, integrated touristic routes especially for disabled people and workshops organised with relevant stakeholders and the association of disabled people to better address the target group needs and expectations. Thus, this measure can transform the municipality of Rethymno to a contemporary city, friendly to the physically impaired.

Expected outputs of the sub-measure RET 3.1b:

- Study for the accessibility of beaches and main attraction points; equipment for the accessibility to beaches for disabled installed;
- Blind and deaf people systems at 3 traffic light crossings;
- Day route designed for disabled people. Map including accessible points for disabled distributed to hotels and online; and
- 2 meetings organised with relevant stakeholders.

The innovative aspect of the measure is that the new provision of walking and cycling infrastructure will be in accordance to the peak and troughs of demand resulting from the fluctuating tourist numbers. Also, new infrastructure will be launched for the connection of disabled people with main attraction points, including tailor made maps, especially for disabled people.

In total, the measure is strongly related with the tourism sector as it will improve the attractiveness and accessibility of public spaces and also enrich the overall touristic experience through the upgrade of cycling/ walking infrastructure and the introduction of new routes. Tourists and residents will benefit from the new infrastructure and will be encouraged to use cycling and walking to explore the area according to their preferences and interests. The area will also become safer and better equipped to facilitate mobility of disabled people, visually or hearing impaired. The measure is an opportunity to improve quality of life for all, including the local mobility impaired population, and simultaneously increase the potential market share for many tourist sites and transport, increasing income and economic uplift.

The specific objectives of the measure are:

- Expansion of existing walking/cycling network, new infrastructure;
- Upgraded links between PT and other mobility modes;
- Promotion of the “car free” lifestyle;
- Increased use of public spaces for walking and cycling;
- Increased satisfaction of the visitors and people with disabilities;
- Improved services and facilitate leisure trips of disabled;
- Increase the number of disabled tourists; and
- Reduction of accidents of disabled persons in the area.

Project Partners working on measure, roles and responsibilities

In the table below the involved project partners and their role and responsibilities are described.

Project Partner	Role	Responsibilities
Technical University of Crete	Site manager 3.1a Measure Leader	Planning, assessment studies, evaluation and dissemination activities. Support on RET3.1. b by performing studies on field
Rethymno Municipality	Beneficiary 3.1b Measure Leader	Measure implementation

VECTOS	Measure Support	Design of research on user needs, profiles, motivations etc. Expertise to set and implement design days for 3 key stakeholder groups. Support to researchers' analysis to steer infrastructure design. Best practice guidance on behaviour change approaches to promote active mobility and inclusion. Advice on how to design, conduct and deliver impaired needs analysis and recommendation study on solutions/services for accessible attractions for disabled people, as part of the planning process for infrastructure for impaired people.
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Table 13 - Rethymno Project Partners

ITS Technology, system or service requirements

This measure doesn't include ITS systems/ services.

Procurement of services

A study development is already subcontracted to the Sustainable Mobility Unit of NTUA, the subcontractor of SUMP for Rethymno, to assess the existing and to plan new walking/cycling routes, including the definition of clusters and motivation factors of the users. The same subcontractor will develop a study for the accessibility of beaches and main attraction points and the design of new services for the physically impaired.

In order to drive behavioral change and to promote sustainable mobility modes, as well as the new routes, TUC will subcontract a graphic designer for the design of information/promotional materials, signage, leaflets.

Other services include the organisation of events and stakeholder's meetings, no procurement process is foreseen.

Cross Site Summary

Across the sites it is clear that there are common actions for the implementation of the measures of WP 3. In the cluster 3.4 "Demonstration of pilots targeted to increase traffic safety and improve disabled accessibility", Limassol, Elba and Rethymno are implementing and demonstrating traffic safety measures specifically focused on cycling and walking routes and lanes. While LIM 3.1 and RETH 3.1a focus on upgrading and improving the infrastructure of cycling and walking networks, Elba focuses on increasing the safety of pedestrians by improving lighting and signage on road crossings. Furthermore, Limassol and Rethymno, with the implementation of measures LIM 3.2 and RETH 3.1b, focus on creating accessible public places for physically impaired by installing signage and improving the existing infrastructure for people with disabilities.

A common innovative approach between sites is the installation of infrastructure that will give the physically impaired the opportunity access the beaches.

3.3. Measures ex-ante evaluation

The full details of the evaluation plan are found in Deliverable 9.1 including the identified impact indicators, units of measurement and targets for each measure. The below section briefly introduces the ex-ante evaluation category, impact indicators, baseline and months for data collection per measure.

ELB 3.1 Increase level of safety of pedestrian crossing

The measure ELB 3.1 will be evaluated through 3 impact indicators:

1. **Acceptance level:** this indicator will be based on the measure unit of the percentage of favorable population (in terms of Citizens/Tourists). There is not any baseline value whereas the ex-ante estimate evaluation of this indicator is 90%.
2. **Road pedestrian safety:** also, this indicator will be based on the number of near accidents per year happening on pedestrian crossings and will focus on Citizens / Tourists The baseline of this indicator is 90 whereas the ex-ante estimation is 5%.
3. **Road Safety (perceived) by cars and users:** this indicator will be based on the driving perception of safety from private car drivers. The baseline of this indicator is 50 % whereas the ex-ante estimate is 90%.

ELB 3.2 Sustainable and safe accessible bike and pedestrian route design

The measure ELB 3.2 will be evaluated through 3 impact indicators:

1. **Opportunity of cycling:** this indicator will focus on the Citizens / Tourists and will be based on the number of users per week during peak season. There is not any baseline value whereas the ex-ante estimate evaluation of this indicator is 280 users.
2. **Acceptance level:** this indicator will also focus on Citizens / Tourists and will be based on the measure unit of the percentage of favorable population. There is not any baseline value whereas the ex-ante estimate evaluation of this indicator is 90%.
3. **Opportunity of walking:** this indicator will be based on the measure unit of the number of users per week during peak season taking into account the focal group Citizens / Tourists. The baseline is 30 whereas the ex-ante estimated evaluation of this indicator is 140.

LIM 3.1 Increase cycling and walking in combination with special interest tourist activities as an integrated product

The measure LIM 3.1 will mainly impact **Society**, **Transport** and **Economy**. Baseline data has been collected by carrying out surveys, estimations and through secondary data collection.

Society: The impact on society will be measured through the level of acceptance and awareness, namely the Citizens/Tourists satisfaction index (%) and awareness of the measure. There is no baseline data for the acceptance since this measure hasn't been implemented yet. Regarding the 'awareness level', 15% out of 200 survey participants are aware of this measure through dissemination activities. It is estimated that after the implementation of this measure 75% will be aware and accept this measure (ex-ante). In addition, this measure will mainly impact bike ownership, namely number of bike owners (residents), the baseline is 38.2% from 200 survey participants. It is estimated that 65%

(from 200 survey participants) will be bike owners after the implementation of this measure (ex-ante).

Transport: The impact on transport systems will be measured through:

- (a) the extent of on-street-cycle network, namely the length of urban roads with segregated cycle facilities. The baseline is 263.9km (the length of the cycling route). It is expected that after the implementation of this measure, the length of the route will be extended to 265.9km (ex-ante).
- (b) the bike sharing bikes and stations per capita, in particular the number of bike share bikes. In Limassol, there are currently a total of 172 bikes on bike sharing stations. It is expected that after the implementation of this measure, the bikes will increase to 292 (ex-ante).
- (c) personal security (actual and perceived): there is no baseline data currently available on the personal security. Data will be collected in due time.

Economy: The impact on economy will be measured through:

- (a) capital costs: there is no baseline available for this impact indicator, since this measure has not been implemented yet. Regarding the ex-ante, it is expected that the capital costs are estimated to €26,500.
- (b) Average operating revenues and costs: There is no baseline, since this measure has not been implemented yet. The ex-ante is due to be collected through an estimation of the operating revenues and costs.

LIM 3.2 Accessibility for disabled and visually hearing impaired for all

The measure LIM 3.2 will mainly impact **Society**, **Transport** and **Economy**. Baseline data has been collected by carrying out surveys, estimations and through data collection.

Society: The impact on society will be measured through the citizens' satisfaction with the transport system and the perception of the accessibility level of service. The baseline data was collected through carrying out surveys gathering the perceptions and views of 200 residents and tourists/visitors; only 14.6% of the respondents are satisfied with PT, 36.5% feel that PT in Limassol is average, with 25.8% rating the service as poor and 23% as very poor. It is expected that after the implementation of this measure, at least 60% will be satisfied with the PT system (ex-ante).

In regard to the perception of the accessibility level of service for the disabled and visually hearing impaired; only 1% find the PT system very easily accessible to disabled and visually hearing impaired with 5.46% finding it quite easy; 19.1% neither easy or difficult; 38.2% difficult and 36% very difficult. It is expected that after the implementation of this measure, the perception of accessibility level of service will increase to at least 30% finding PT very easily accessible for the disabled and visually hearing impaired.

Economy: The identified impact indicator under economy is the capital costs. Since this measure has not been implemented yet, there is no baseline. The ex-ante needs to be estimated.

Transport: The impact on transport will be measured on road safety (actual) and road safety: perception of cyclist and pedestrians. There is no official data available on road safety (baseline).

RET 3.1.a: Active healthy and inclusive mobility for all

The evaluation of the sub-measure includes environmental, social, transport and economy impact indicators. The data collection for the measure’s evaluation is planned in February 2019, August 2019 and June 2020, before, during and after the measure’s implementation correspondingly. The first data collection will provide the baseline of the sub-measure.

RET 3.1.b: Enhancing and promoting systems and services for the physically impaired

The evaluation of the sub-measure includes mainly social and economy indicators. The data collection for the measure’s evaluation is planned in August 2017 and August 2019, before and after the measure’s implementation.

3.4. Implementation Plan

The design of the measures ELB 3.1 and ELB 3.2 have been completed in all their details by the technical offices of Portoferraio and Rio Marina. The implementation works will be completed by the end of the summer so from October 2017 (M 13) the demonstration can start. In the following the foreseen milestones:

Measures ELB 3.1 and ELB 3.2

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	Partner responsible
	<i>Design and specifications</i>		4-12	
M3.1.1	Identification of dangerous pedestrian crossings	Internal document, photos	November 2016	PF/RM
M3.2.1	Sustainable and safe accessible bike and pedestrian route design			
M3.1.2	Design of the most suitable safety solutions	Graphic elaboration and internal document for deliverable 3.1	August 2017 Done	PF/RM
M3.2.2				
	<i>Demonstration</i>		11-48	
M3.1.3	Site preparation completed	Internal document, photos for deliverable 3.2	August 2018 Done	PF/RM
M3.2.3				
M3.1.4	Implementation and demonstration fully operative	Internal document, photos for deliverable 3.2 3	October 2017	PF/RM
M3.2.4				
	<i>Evaluation</i>		28-40	
M3.1.5	Evaluation of the results of realised measures	Internal document	December 2019	PF/RM
M3.2.5				
	<i>Communication and dissemination</i>		23-40	
M3.1.6	Realization of press releases and promotion using local websites and social network.	Press review/ reports regarding online activity	October 2018	PF/RM
M3.2.6				

Table 1 - Elba Implementation Plan (Elb 3.1 – Elb 3.2)

Measure ELB 3.3

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	Partner responsible
	<i>Design and specifications</i>		4-12	
M3.3.1	Design of the requalification completed	Photos, graphic elaboration and internal document for deliverable 3.1	August 2017	PF
	<i>Demonstration</i>		11-48	
M3.3.2	Site preparation completed	Internal document, photos for deliverable 3.2	August 2018	PF
M3.3.3	Implementation and demonstration fully operative	Internal document, photos for deliverable 3.3	Dicember 2019	PF
	<i>Evaluation</i>		28-40	
M3.3.4	Evaluation of the results of realised measure	Internal document	April 2020	PF
	<i>Communication and dissemination</i>		23-40	
M3.3.5	Promotion using local websites and social network and informative signage	Report and photos.	October 2018	PF

Table 14 - ELBA Implementation Plan (ELB 3.3)

LIM 3.1

The design of the measure LIM 3.1 has been completed in all their details by LTC and the implementation works will be completed by the end of February 2017 so the demonstration can start. In the following the foreseen milestones:

Milestone number (i.e. start and end of activities)	Milestone description /activity	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month	Partner responsible
	<i>Design and specifications</i>		1-6	
3.1.1.	Market research on new tools	Internal document / Research Results and Specifications 3.1.1	1-3	LTC
3.1.2.	Preparation of plan of action, including selecting potential suppliers, exact locations, acquiring consent of local authorities and approval for planning new infrastructure	Internal document / Action Plan 3.1.2 Approval for planning new infrastructure	4	LTC
3.1.3.	On site visits to determine locations	Deliverable	6	LTC
	<i>Demonstration</i>		7-40	

3.1.4.	Meetings with stakeholders. Creation of new bike lanes and bike routes	minutes of the meetings Internal document / description of new bike lanes and bike routes 3.1.4	7-10	LTC
3.1.5.	Purchase of five bicycle parking facilities, map panels, signage for cycling and walking paths, lanes and routes.	Internal documentation for quotations and purchase procedures	10-12	LTC
3.1.6.	Installation of the above	Photos	12-13	LTC
3.1.7.	Lobbying to introduce a law regarding cycling, cycling lanes, cycling paths and cyclists responsibilities and rights to ensure the safety of cyclists	Request to present at the relevant Parliamentary Committee (minutes). Letters to members of the parliament. Lobbying with Ministries and other government bodies (records of correspondence and minutes of meetings).	7-40	LTC
3.1.8.	Request support and cooperation of other bodies such as the Cyprus Cycling Association, Limassol Cycling Club, etc	Minutes of meetings	7-15	LTC
	<i>Evaluation</i>		30-44	
3.1.9.	Analysis of results of number of people using the new bike lanes and routes	Evaluation document	30, 35, 40, 44	LTC
3.1.10.	Evaluation of the extent to which cycling, walking and hiking were combined to special interests	Evaluation document	30,35, 40,45	LTC
	<i>Communication and dissemination</i>		13-48	
3.1.11.	Preparation of information and promotional material	Maps, printed guides, photographic material	13-15	LTC
3.1.12.	Dissemination	Internal document / list of distribution points	15-48	LTC

Table 15 - Limassol Implementation Plan (LIM 3.1)

LIM 3.2

The design and specifications of the measure LIM 3.2 has been completed in all their details by Limassol Municipality and the demonstration works will be completed by the end of May 2018 so the evaluation can start. In the following table the foreseen milestones:

Milestone number (i.e. start and end of activities)	Milestone description /activity	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month	Partner responsible
3.2	<i>Design and specifications</i>		3-12	
3.2.1	Strategic plan	Internal document	3-5	LIMA
3.2.2	Indicate location of access points	Internal document	6-9	LIMA
3.2.3	Define the monitoring system and collect a baseline	Deliverable	10-12	LIMA
	<i>Demonstration</i>		13-45	LIMA
3.2.4	Implement a cooperation plan between the authorities	Official document	13-18	LIMA
3.2.5	develop and integrate the accessibility points	Photos	17-45	LIMA
3.2.6	Adaption of infrastructure for updating PT system (installation of equipment for accessibility)	Photos	20-45	LIMA
3.2.7	Pilot tests	Internal document	35-45	LIMA
	<i>Evaluation</i>		30-48	LIMA
3.2.8	Analysis of results for the increased number of peoples reached accessible places	Evaluation document	30-40	LIMA
3.2.9	Economic, social and technical final evaluation focusing on safety and security	Evaluation document	38-48	LIMA
	<i>Communication and dissemination</i>			LIMA
3.2.10	Preparation of an integrated communication strategy	Communication & Dissemination document	38	LIMA

3.2.11	Complete implementation of communication plan	Communication & Dissemination document	48	LIMA
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Table 16 - Limassol Implementation Plan (LIM 3.2)

Risks and constraints

During the first period of implementation there were some delays to obtain the letter of permission and to identify the exact locations for the installation of cycling lanes and bike parking facilities. Several meetings took place with the stakeholders to achieve the best possible outcome. Another constraint to the success of the measure is the level of awareness of citizens and tourists regarding cycling lanes and parking facilities. This can be solved through the campaigns and the distribution of promotional material aiming to inform citizens and tourist of this measure.

RET 3.1.a

The design and specifications of the measure RET 3.1.a has been completed in all their details by Rethymno Municipality and the demonstration works will be completed by the end of Jun 2020. In the following table the foreseen milestones:

Milestone number (i.e. start and end of activities)	Milestone description /activity	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month	Partner responsible
	<i>Design and specifications</i>		17-29	
3.1.a.1	Meeting with policy makers and development of strategic action plan	Meeting minutes	17-18	RETH
3.1.a.2	Assessment study of the current walking and cycling network	Internal document	19-23	RETH
3.1.a.3	Define new routes and links of the PT transportation with cycling, walking - Assessment study of new routes and links of the PT transportation with cycling, walking	Internal document	23-25	RETH
3.1.a.4	Strategic plan to drive behaviour change plan. Engagement of citizens' associations, cyclist teams and volunteers.	Strategic Action plan	24-30	RETH
	<i>Demonstration</i>		30-46	

3.1.a.5	Launch of new bike lanes and walking routes	Photos-maps	30-35	RETH
3.1.a.6	Installation of map panels and new signage for cycling and walking lanes and routes.	Photos	34-35	RETH
3.1.a.7	Demonstrate ambassadors team activities	Internal document	36-46	TUC
	<i>Evaluation</i>		45-48	
3.1.a.8	Evaluation of the new cycling / walking network use and satisfaction	Internal document	45-46	TUC
3.1.a.9	Measure and feedback on behaviour change	Internal document	45-48	TUC
	<i>Communication and dissemination</i>		27 -48	
3.1.a.10	Preparation of communication material (electronic/printed maps, inspirational leaflets)	Communication & Dissemination document	27-32	TUC
3.1.a.11	Design and implement a semesterly competition of "car free" life best story	Communication & Dissemination document	33- 48	TUC
3.1.a.12	Competition and award event for the "ambassador of the year"	Photos, Press release	36 - 48	RETH
3.1.a.13	Motivation campaign through social media, cultural events and youth activities	Internal document, photos.	32 - 48	TUC - RETH

Table 17 - RET Implementation Plan (RET 3.1a)

RET 3.1.b

The design and specifications of the measure RET 3.1.b has been completed in all their details by Rethymno Municipality and the demonstration works will be completed by the end of Oct 2018. In the following table the foreseen milestones:

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	Partner responsible
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	<i>Design and specifications</i>		8-14	
3.1.b.1	Design study for the accessibility of beaches and main attraction points	Internal document	8-13	RETH
3.1.b.2	Analysis of disabled people needs/expectations	Internal document	10-14	RETH
3.1.b.3	Research of available solutions infrastructure the market for disabled people systems at traffic light crossings	Internal document	11-14	RETH
	<i>Demonstration</i>		12-26	
3.1.b.4	Procurement	Call for tender	12-16	RETH
3.1.b.5	Implementation of new systems at traffic lights. Placement of equipment for the accessibility to beaches	Photos	14-24	RETH
3.1.b.6	Launch of new tailor made leisure day for disabled	Day route programme	18-26	RETH
	<i>Evaluation</i>		26-28	
3.1.b.7	Users satisfaction survey	Evaluation document	26-28	TUC
	<i>Communication and dissemination</i>		18-30	
3.1.b.8	Dissemination of actions targeted to increase accessibility	Communication plan	18-30	TUC
3.1.b.9	Promotional/info materials	Maps	18-26	RETH

Table 18 - RET Implementation Plan (RET3.1b)

Risks and constraints

Insufficient design of the new routes may result in new infrastructure that does not respond to users' needs and might not be fully accepted. To mitigate the risks, the new routes will be planned in conjunction with SUMP development in an integrated approach. Another constraint to the measure's success might be the poor engagement and motivation of citizen and tourists that can be prevented by targeted activities, inspiring promotional material and campaigns and the efforts of volunteers.

4. Demonstration of Pilots to Increase Attractiveness of Accessible Public Spaces (Task 3.5)

4.1. Collaboration among DESTINATIONS Sites/partners

The table below outlines the measures in clusters which have been identified as requiring best practice input for the design also those which have the strongest synergies to allow for planned exchange.

TASK 3.5	Best Practice requirements	Supplier of BP?	Measures with synergies	Details of planned exchanges between measure leaders
ELB 3.3	Urban PF regulations	PF Municipality	n/a	This measure is specific and restricted to Elba site. No other sites foresee to implement something similar. Once measure is implemented, ELB to share knowledge with other sites
LIM 3.4	LIM requires BP from other sites for ecological route	TBC	LPA 3.1 MAD 3.1	Sites to share information on the implementation of an ecological route
LPA 3.1	Mobility Plan for the new leisure area around the new Aquarium and corridor study of the new Bus Rapid Transit system. BP on data collection: (a) traffic modelling software for assessing the impact analysis of future scenarios. (b) Scout cameras for leading traffic counting devices- to provide traffic studies	Municipality of Las Palmas, Regional government		This measure is specific to LPA, no other site will be implementing this. However, LPA can share information on the mobility plan and the effectiveness of the innovative data collection tools (i.e. scout cameras and traffic modelling software
MAD 3.1	The design of urban sign solution to include information on points of interest, their orientation and estimated duration.	MAD	LIM 3.4 LIM 3.1 LPA3.1 RETH 3.1	The measure has a good potential to enhance the attractiveness of the public space, by encouraging the circulation of visitors, and subsequently improve the traditional commerce. This will be valuable experience that Las Palmas,

				Rethymno and Limassol could benefit.
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Table 20 - Best practice and knowledge exchange matrix Task 3.5

4.2. Measure Design

MAD 3.1 - Innovative Solutions to Improve Safety and Security in Public Spaces

The limited accessibility for people with disabilities to the services offered in urban spaces, due to the architectural space, using the space and leaving the space, the limitations in terms of accessibility obstacles that result from the built environment, was put forward as the main problem. Issues such as accessibility for people with disabilities and the problems encountered within urban spaces are problems in Funchal that require comprehensive intervention. Due to these factors, the areas located in the public domain are gradually losing their attractiveness. In addition, the areas dedicated to PT areas are also severely affected by these issues.

The necessity to implement actions to increase attractiveness, safety and accessibility in public spaces, mostly in areas dedicated to PT and pedestrian circulation, makes this measure relevant. This measure encompasses a vast range of actions geared towards specific target groups, including, not only tourists and residents but also people with physical and sensory disabilities. Therefore, the interventions sought will range from the deployment of a surveillance system, public lighting system to structural improvements in PT shelters and resurfacing public spaces in order to improve mobility.

The measure aims at improving, not only accessibility at bus stops but will also address the accessibility needs of tourists, citizens with physical and sensory disabilities. Therefore, the macro objectives range from improving urban accessibility and mobility to enhancing safety and security in urban areas. Specifically, the measure aims at:

- Improving the pedestrian, cycling accessibility through the implementation of several actions;
- Identifying a pilot-area to remove barriers for people with reduced mobility;
- Improving the PT accessibility at bus stops, especially for tourists and visually impaired people;
- Designing a report focused on the main touristic attractions located in the pilot area, including the safety during the night period;
- Implementing a more efficient public lighting system in order to improve safety and security.

The backbone of this measure relies on a set of interventions tailored to all mobility needs (most notably, tourists, PT users and pedestrians with reduced mobility). During the first 12 months of the project, an exhaustive report regarding PT bus stops was conducted, including indicators related to safety, user demand, lighting conditions and localisation. In addition to this, PT staff (from HF) is analyzing the number of people who fall inside buses (injuries), to define what actions are needed to be implemented to increase safety onboard.

As for the public space improvement, the target area has already been identified, in which most actions will be engaged. These actions will serve to enhance the attractiveness, comfort, convenience, reliability, safety, public health and mobility.

Project Partners working on measure, roles and responsibilities

The other partner in the project that will contribute to this measure is the main PT operator (Horários do Funchal) which will support the measure through data collection and improvement of security inside the bus, a goal that was established within the measure. As for the SRETC, the regional authority will provide touristic-related data along with survey support throughout the project.

ITS technology, system or service requirements

Some actions will require specific research and technology development, namely the deployment of a surveillance system, comprised by cameras, which will be tested for the first time in Funchal, to assess their effectiveness in tackling crime and social disorder. In addition, the new public lighting system which will be implemented will require specific features in order to improve their energetic efficiency. The resurfacing of specific roads, aimed at visually impaired and disabled people will also require thorough research. In the meantime, the teamwork has already identified, at a first stage, some of the bus stops that require specific interventions. Moreover, some areas were already identified in which pedestrian mobility will be improved very soon.

Procurement of services

In order to carry out the sought intervention, it will be necessary to conduct a procurement process aimed at suppressing the urban obstacles in the targeted area. In addition, the surveillance system as well as the public lighting system will be also provided by a third party.

LIM 3.4 – Attractive and Accessible public spaces to promote intermodal leisure trips

In Limassol, measure LIM 3.4 will promote intermodal leisure trips through attractive and accessible public spaces. By implementing the current measure, tourists arriving in Limassol from all over Cyprus or by cruises, as well as tourists that are staying in the nearby hotels and resorts will be able to enjoy an ecological and people friendly route to the city center, sharing ecological means of transport, without strict time frames.

The measure consists of an action/business plan that will introduce integrated services for tourists within the city of Limassol. Tourists in Limassol mainly use taxis or large public or tourist buses or rented cars to go around the city and also take leisure trips.

The measure aims to create an overall study including an action plan for an ecological route, (through sea and land) in the city of Limassol which will allow tourists to visit the most attractive spots of the city. After completion of the study certain suggestions will be implemented in the current measure as well as in other measures submitted.

For a part of the route of approximately 2 km within the city centre, appropriate marking and signage will be applied and necessary facilities will be developed at collection points (points where one can change from one mobility mode to another) to make tourists able to move around with bicycles and electric scooters and other electric vehicles.

At the collection points, all necessary works and infrastructure will be developed / constructed in order to serve users. Those points will be planned to have all necessary

infrastructure for people waiting for transport (covered waiting area, message systems, toilets, etc.), places for parking of electric cars/bicycles/ scooters etc., as well as infrastructure for transport means (charging units etc.). Smart messaging systems (smart/electronic and conventional), sensors in the route, variable message panels and suitable software will be installed in “collection points” to inform users about the availability of all transport means – thereby increasing sharing and inter-sharing. The use of the facilities by small electric cars as well as by hop on / hop off electric buses will be promoted. The distance between the collection points will be approximately 600 – 700 meters.

The main objective of the current measure is the combination of use of all transport means within the city centre using integrated systems. To achieve this there is the clear need for “collection points” that will combine all means of sustainable transport and a smart message system. New routes as well as maps and guides will be developed to promote ecological awareness.

Expected outputs:

- Purchase of leaflets and brochures for the communication campaign
- Use of the media and social networks
- 4 stations fully completed with necessary information and equipment
- Charging points for e-cars in the stations

Within the framework of the present measure a study will be carried out concerning an ecological route in the city of Limassol. The present measure is considered to be a case/strategy with main innovative elements the promotion of electro-mobility and shared mobility, shared electric cars, integrated services through smart systems and promotion of using public bicycles and electric scooters. An electric hop on / hop off bus will allow tourists to undertake ecological city sightseeing whereas facilities for hiring small electric cars will be developed on a certain route. Smart electronic devices will inform users for time frames and sharing availability.

The goal for this specific measure is to:

- Reduce energy consumption
- Improve urban accessibility
- Enhancement of urban cohesion
- Less energy consumption
- More attractive tourist destination

Project Partners working on measure, roles and responsibilities

The below list of Partners involves in the implementation of measure LIM 3.1:

Project Partner	Role	Responsibilities
Limassol Municipality	Measure Leader	Managing, supervision of the implementation of the measure
LTC	Beneficiary Measure Support	Promotion, evaluation, dissemination, communication

Table 21 - Limassol Project Partner

ITS technology, system or service requirements

An upgraded electronic information system will be used on the ecological routes to allow tourists to have more options for sustainable mobility modes.

Procurement of services

For the implementation of the measure a procurement service is required for the installation of EV- charging stations and the infokiosk services inside the municipal parking areas that will consist of maps of the ecological routes.

LPA 3.1 Attractive and accessible public spaces to promote intermodal leisure trips

The main goal of this measure is to create a Laboratory Area for sustainable urban mobility around the “Puerto Ciudad” area (close to the new Aquarium and the Cruise Terminal), where plenty of touristic and leisure attractions are placed. The new Aquarium will be a major tourist attraction (over 500.000 annual visitors are expected). Besides, it is important to outline that the annual number of cruise passengers passing through Las Palmas is expected to grow to 1 million by 2020.

The LPA3.1 measure includes the following actions:

- (1) To assess the impact of the new Aquarium in the current mobility system by drafting a Mobility Plan of the northern part of the city.
- (2) To set up a Laboratory area reshaping the public space of this area and fostering universal accessibility solutions.
- (3) To design and implement two new bus stops in this area. These bus stops will be innovatively designed and will be an example of the new Bus Rapid Transit (BRT) stops that will be in place on 2020. The idea is to make them both more useful and more of a social space.
- (4) To design and implement a communication and information campaign of the improved area.

The main outputs of this measure are the following:

- A Mobility Plan for the Laboratory Area around the new Aquarium ("Puerto Ciudad" in Spanish)
- Two new bus stops (a pilot of the new BRT' bus stops that will be implemented in 2020)
- Stations of the public e-bike system (LPA 4.1)
- Charging stations for electric vehicles (LPA 4.2)

Project Partners working on measure, roles and responsibilities

The measure leader of LPA3.1 is CINESI and its main responsibility is to assess the impact of the new Aquarium in the current mobility system by drafting a Mobility Plan of the northern part of the city.

The Municipality of Las Palmas, Guaguas Municipality and Sagulpa are also involved in this measure. All of them will collaborate in designing and implementing the necessary measures to build up the Laboratory Area.

ITS Technology, system or service requirements

There are some innovative aspects related to this measure. First of all, to set up a Laboratory Area in the city to implement pilot measures to foster a sustainable mobility system in the city and to evaluate their effectiveness.

Secondly, we are going to use traffic modelling software to assess the current mobility situation in this area. This software will also be used to assess the impact analysis of the future scenarios (do-nothing-scenario, business-as-usual scenario, BRT scenario, etc.).

And thirdly, we will also use Scout cameras for the traffic data collection of this measure. Scout cameras are the industry leading traffic counting devices, built for reliable, unattended field operation for days at a time. They provide the optimal setup for a variety of traffic studies, and are easy and safe to setup and operate at the roadside.

Procurement of services

The data collection – automatic and manual car counting, mobility survey and questionnaires – will be subcontracted by CINESI. However, there will not be any procurement tender for this subcontracting.

ELB 3.3 Regualification of the main taxi station area in Portoferraio

The main taxi station in Portoferraio is located on the port front area and exactly in front of the ferry ticket office. The location is convenient for the access of passengers coming from the ships but it creates problems because it occupies part of the roadway that is very busy during disembarkation from the ships. Moreover, it is not properly sign posted and should be better furnished as it is the first sight for people landing on the island.

The design concerns the displacement of the station in the adjacent western area, which is spacious to avoid reducing the size of the roadway and creating traffic problems on the main road link used by the vehicles coming from the ferries.

The ELB 3.3 design was performed directly by the municipal technical offices of Portoferraio. The budgeted person months for these activities were consistent with the hours worked, namely: Portoferraio 1 MM equal to 4,000 €.

Project Partners working on measure, roles and responsibilities

The Portoferraio Municipality has designed the new taxi station. It is responsible for the implementation of the related works for the new site refurbishment and the data collection for the evaluation.

ITS Technology, system or service requirements

No ITS system or service is foreseen to implement this measure.

Procurement of services

The call for implementation of the planned works that will be fully paid by the municipality of Portoferraio will be issued by September 2017 in line with the general program of the project.

Cross Site Summary

Across the sites it is clear that there are common actions for the implementation of the measures of WP 3. In the cluster 3.5 “Demonstration of pilots targeted to increase attractiveness of accessible public spaces”. Although there is no common actions between sites, all sites will implement specific measures according to their needs. All sites have a common goal to address the accessibility needs for tourist and citizens.

A common innovative approach between sites is the installation of infrastructure that will give the physically impaired the opportunity access the beaches.

4.3. Measure Ex-ante Evaluation

The full details of the evaluation plan are found in Deliverable 9.1 including the identified impact indicators, units of measurement and targets for each measure. The below section briefly introduces the ex-ante evaluation category, impact indicators, baseline and months for data collection per site.

MAD 3.1

The measure MAD 3.1 will be evaluated through 7 impact indicators that will be gathered by the following partners:

Municipality of Funchal (baseline update as of 31/07/2017)

1. Road Safety (actual): This indicator is related to traffic accidents that took place within the target area. The goal is to decrease traffic accidents in the target area by at least 5%. It is also sought to decrease the security problems by at least 20%.

Baseline: During 2010-2017, a total of 301 incidents were registered by local authorities within the target area (42 people were hit by car. A total of 203 cars collided; 56 were overturned or out of balance).

2. Mobility barriers in the built environment (City specific indicator): Urban barriers that hampers not only pedestrian circulation but also citizens with physical and sensory disabilities. The goal is to decrease the constraints by 20%.

Baseline: The type of barriers most commonly identified are related to sidewalks (70%), stairs (16%), ramps (5%) and urban furniture (9%).

3. Non-motorised transportation (city specific indicator): The purpose of this indicator is to assess the volume of non-motorised transport that circulates within the target area. The indicator is related to the measure goal, namely the increase of pedestrian and cyclist circulation within the target area.

Baseline: Although the traffic counts are behind schedule, a thorough methodology was defined in order to encompass most non-motorised transport and the type of pedestrians. The traffic counts will be carried out near crosswalks and will be complemented with static shots. Following Mobility Week 2017, this indicator will be properly collected.

Horários do Funchal

4. Injuries inside bus (city specific indicator): This indicator will be based on the number of incidents registered inside the buses. As for the baseline, according to the main PT operator, Horários do Funchal, in 2015, a total of 31 citizens were injured inside a bus. The target is to reduce the injuries inside buses by at least 20%.
5. PT accessibility level (city specific indicator): This indicator will be based on the accessibility level. The main PT operator is currently gathering the data. The goal is to improve accessibility and safety in bus stops by 20%.
6. Personal Security (perceived): this indicator will be gathered through a 5-point Likert scale survey that will be aimed at service users on board PT (mix of residents, tourists, age, gender, disabled). The survey will comprise several questions to assess how respondents perceive personal security.
7. Perception of accessibility level of service: Following the same methodology as the previous indicator, the survey will be targeted at people standing at bus stops.

LIM 3.4: Attractive and Accessible public spaces to promote intermodal leisure trips

The measure LIM 3.4 will mainly impact **Environment, Transport and Economy**. Baseline data has been collected by carrying out surveys, estimations and through secondary data collection.

Environment: The main impact indicators under this category is CO₂ emissions and noise perception. There is no available baseline for these impact indicators. It is expected that at least 40% of the population will be relieved from the noise.

Economy: The capital costs is the main and only impact indicator under this category. There is no baseline data available, since this measure has not been implemented yet. The ex-ante data needs to be estimated with the transport service operators.

Transport: Personal security is the main and only impact indicator under this category. There is currently no official data for personal security (no baseline data). The ex-ante data needs to be estimated in collaboration with the police department.

LPA 3.1

The LPA 3.1 measure will be evaluated by the following impact indicators:

- **CO₂ emissions:** this indicator, under the Environment category, will be assessed for the whole city, not only for the demonstration area. The Municipality of Las Palmas has some environmental monitoring stations to collect data about greenhouse gas emissions, air pollution, etc.
- **Physical accessibility towards transport (Society):** the data for evaluating this indicator will be collected by carrying out surveys on citizens. The goal of this measure is to increase citizens' perceptions about the physical accessibility of the transport services.
- **Vehicle fuel efficiency (Energy):** The Mobility Plan for the demonstration area and the northern part of Las Palmas will foster sustainable mobility measures and will try to

reduce car use rates. Therefore, the reduction of traffic will lead to a reduction in the energy consumption.

- **Traffic levels** and **Congestion levels** (Transport): this indicator will be assessed by automatic traffic counting.
- **Opportunity for walking** and **Opportunity for cycling** (Transport): the improvement of the Laboratory Area will be focused on improving walking and cycling networks. Therefore, it is expected that the number and length of the traffic calming streets, pedestrian areas and bike lanes will increase after this measure's implementation.

ELB 3.3

The measure ELB 3.3 Requalification of main taxi station area in Portoferraio will be evaluated through 2 impact indicators:

1. Acceptance level: this indicator will be evaluated by the focal group Citizens/Tourists / taxi owners and be based on the measure unit of percentage of favourable population. There is not any baseline value whereas the ex-ante evaluation is 60%.

2. Perception of accessibility level of service: this indicator will be evaluated by the focal group Citizens/Tourists and be based on the measure unit of feeling / experience of service. There is no baseline value whereas the ex-ante evaluation is 80%.

4.4. Implementation Plan

MAD 3.1

Stage One – Intervention area and target group needs: uniformity and heterogeneity of categories (M 3.1.1; 3.1.2; 3.1.3. February 2017 – April 2017)

The intervention area features a vast array of hotels and commercial activities, resulting in significant pedestrian volumes. In addition, the existence of several PT shelters makes this road an ideal area to implement the measure, namely the interventions to suppress urban obstacles for pedestrians and people with reduced mobility. To support the process, a territorial diagnostic and applicability was already concluded in which urban obstacles were identified.

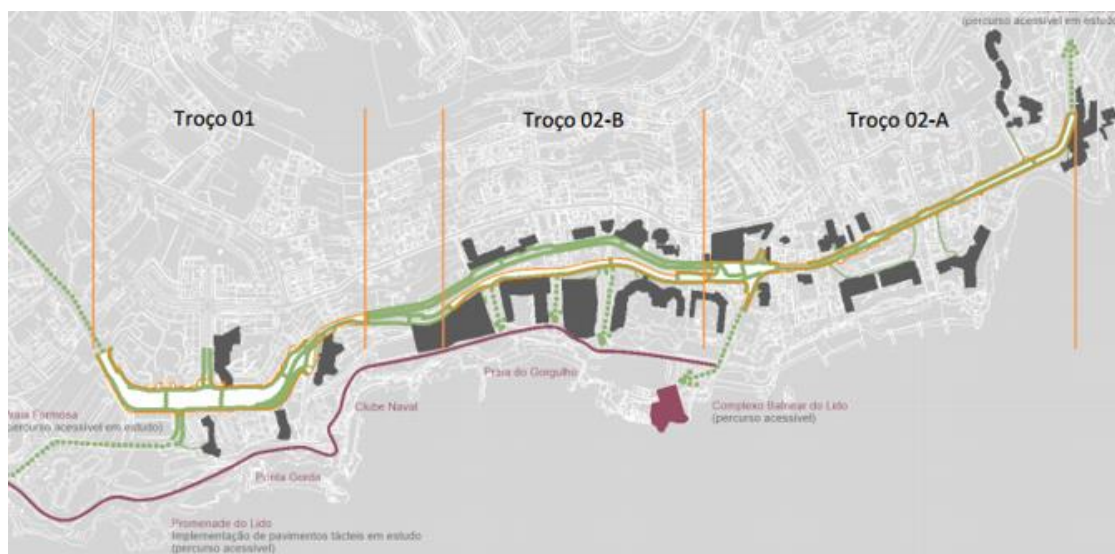


Figure 21 - MAD 3.1

As for the improvement of accessibility for PT shelters, the interventions will be carried out in several areas of Funchal, namely the PT stops that show a severe lack of accessibility. The evaluation process was also readjusted in order to be suited more adequately to the measure. Therefore, in the category “Transport Systems”, injuries inside buses will be gathered as well as the PT accessibility level, road safety, personal security and perception of accessibility. Mobility barriers as well as the non-motorised transportation volume will be also counted. Also, the forms in which the records for the baseline will be drafted are already completed and soon, they will be filled in. In regard to the baseline, two indicators were already collected, namely the road accidents and urban obstacles.

Stage two – Addressing security issues (M 3.1.6; 3.1.9. June 2017 – February 2019)

The municipality has already completed a road safety plan for the whole municipality and will adjust the plan to the intervention area. This stage will also include a thorough report on the available solutions regarding the CCTV system.

Stage three – Implementation of strategic actions (M 3.1.11. November 2017 – December 2019)

The interventions will be made upon the public space features that influences pedestrian traffic, including accessibility to PT stops. Several categories will be considered, such as functional aspects, aesthetic aspects, safety and security aspects and practical aspects.

Stage four – Making transformation easier: the use of indicators and the importance of the evaluation process (M 3.1.12. April 2018 – April 2020)

After the implementation of the strategic actions, the impacts will be measured and compared to the baseline.

Stage five – Where next? Moving towards accessibility and modal rebalancing. A communication process (M 3.1.13. June 2017 – June 2020)

In order to further improve the acceptance of the measure and promote the strategic actions that will be implemented, a diachronic communication process will be carried out during DESTINATIONS lifespan.

Risks and constraints

In Funchal, the main identified barriers regard the lack of involvement in terms of soft modes. The modal split records show that the petrol/diesel car is still the dominant type of transport in opposition to pedestrian mobility and cycling. Other identified constraints relate to the complexity associated with the deployment of the surveillance system and the features that will be integrated in the public light system.

LIM 3.4

Limassol Municipality completed the design and specifications for the creation of the Ecological Route on November 2016. Additionally, a strategic plan was completed to identify the access point and measurement for the designing of the route. In collaboration with the National Treasury Department, Limassol Municipality prepared the tender documents and will be published at the end of August 2017 beginning of September 2017.

After the completion of procurement process and the signing of the contract (Dec 2017) the demonstration will start with the implementation of the measure and includes:

- Implementation of the measure – construction of infrastructure (M 16 – M24)
- Promotion end pilot test of the measure (M24 – M30)
- Monitoring of the measure. statistical figures (M30 – M 42)

Risks and constraints

There is a possibility of delays with the completion of procurements process.

LPA 3.1

1. Assessment of the local and regional framework (March 2017 – April 2017):

It is necessary to assess the potential for success at the beginning of a sustainable urban mobility planning process. This depends on many internal and external factors that provide an overall framework for the planning process and plan implementation.

Despite the geographical scope of the LPA3.1 Mobility Plan will be the northern part of the city – with a special focus on the “Puerto Ciudad” area – the plan is embedded in a wider local and regional planning framework on urban mobility. This new Mobility Plan for the northern part of the city should be aligned with the objectives, goals and measures of the current SUMP of Las Palmas. The SUMP of Las Palmas was drafted in 2012 and is still the most important mobility planning document in the city.

Therefore, there will be a clear review and analysis of relevant key planning documents, procedures and policies during this first stage of the measure implementation.

2. Data collection and analysis (May 2017 – June 2017):

First of all, it will be necessary to identify all available data and assess their quality and accessibility. Secondly, we will retrieve the available data, synthesise their content and collect additional data.

The Municipality of Las Palmas carries out automatic car counting on a regular basis. However, the data is not reliable. Therefore, CINESI will subcontract the collection of data to assess car traffic in the northern area of the city (automatic and manual car counting). Moreover, CINESI will also subcontract a service to carry out a telephone survey and some personal interviews in order to define the Origin-Destination matrix properly.

3. Diagnosis (July 2017):

Together with key stakeholders, to prepare a baseline analysis to identify and prioritise key problems to be addressed by the Plan. As far as possible, we will try to quantify the current status of mobility and transport.

4. Develop alternative scenarios (July 2017):

To develop alternative scenarios that will allow discussion about complex strategies for future development. A traffic model will be developed at this stage of the measure implementation in order to assess the alternative scenarios.

5. Develop a common vision of mobility and beyond (August 2017):

To agree with the key stakeholders on a common vision – a long-term goal for transport and mobility development in the urban agglomeration as a guiding element for the planning process.

6. Set priorities and targets (September 2017):

To agree on a set of priorities for overall themes that reflect the needs of all target groups.

7. Develop an effective package of measures (September 2017):

The development of effective packages of measures is at the core of the LPA3.1 Mobility Plan. Experience shows that isolated measures can only have a limited impact, while packages of measures can make use of synergies and reinforce each other. All these packages of measures will be linked and coordinated as a Laboratory Area for urban mobility in the area.

8. Definition of a set of KPI's, as well as a Monitoring and Evaluation Plan (October 2017):

Monitoring and evaluation need to be built into the Plan as essential management tools to keep track of the planning process and measure implementation.

9. To set up a Laboratory Area (November 2017 – December 2018):

Agree on management procedures and responsibilities with all stakeholders involved in implementing the measures. The Action Plan for the Laboratory Area will include the following measures: to reshape the public space of the area to foster universal accessibility solutions within the Laboratory Area.

Bus stops with real time information panels (LPA 7.3). These new bus stops will be innovatively designed and will be an example of the new BRT stops that will be in place by 2020.

Stations of the public e-bike sharing system (LPA 4.1).

Charging stations for electric vehicles (LPA 4.2).

5. Demonstration of Pilots for Safe Routes to School (Task 3.6)

5.1. Collaboration among DESTINATIONS Sites/partners

The table below clusters the measures which have been identified as requiring best practice input for the design as well as those which have the strongest synergies to allow for planned exchange.

TASK 3.6	Best Practice requirements:	Supplier of BP?	Measures with synergies	Details of planned exchanges between measure leaders
LIM 3.3	Design of interactive educational tools, board games and competitions with reward schemes to address mobility habits and incentivise students to use sustainable transportation.	LIM, RETH, Municipality of Rethymno	LIM 3.3 MAD 3.2 RETH 3.2	Measure leaders to share knowledge regarding the design of educational interactive tools and implementation of training sessions, competitions and reward schemes to incentivise students to use sustainable transportation
MAD 3.2	Kiss and ride program in schools to tackle traffic congestion surrounding schools	MAD	LIM 3.3 MAD 3.2 RETH 3.2	MAD to share information on the kiss and ride program
RETH 3.2	How to stimulate school communities towards sustainable mobility modes towards schools Examples of elaboration of smart/attractive bus stops - "talk of the town" promotional level	LTC, HF	LIM 3.3, MAD 3.2	Exchange on students and parents' engagement and implementation of attractive bus stops

Table 23 - Best practice and knowledge exchange matrix Task 3.6

5.2. Measure Design

MAD 3.2 School and foreign student's awareness campaign package

Identified problems: Traffic congestion surrounding some schools during peak hours; traffic flow constraints; conflicts between different modes; low security for pedestrians (mainly children and youth).

Starting point: The municipality has made some recent interventions to tackle traffic congestion surrounding schools with the kiss-and-ride solution. These schools will be used as case studies, having a complementary approach and submitted to evaluation. The best practices will be replicated in other schools.

Measure intervention: An integrated approach includes mobility planning and information tools, changing behaviors and public spaces adaptation, promoting PT and soft modes within resident and foreign school communities.

Project Partners working on measure, roles and responsibilities

Partner name	short	Activities description
AREAM		Responsible for identification and evaluation of starting point, problems and needs; Mobility baselines; Mobility plans; Awareness raising activities. Contribute to traffic calming design projects.
CMF		Responsible for traffic calming design projects and its execution. Contribute to: identification and evaluation of starting point, problems and needs; Mobility baselines; Mobility plans; Awareness raising activities.
HF		Contribute to: identification and evaluation of starting point, problems and needs; Mobility baselines; Mobility plans; Traffic calming design projects; Awareness raising activities.
LTC, STRATA, TUC and RETH		LTC as WP3 leader LIM 3.3 – Safe routes to school RET 3.2 – Mobility plan for schools/ university communities

Table 24 - MAD Project Partners

ITS tools description

This measure will have a close connection with measure MAD 2.2 “Smart metering and user generated content to improve urban mobility planning and services” with the aim of developing a tool to reduce the waiting time of parents when collecting children after school, using the kiss and ride inverted concept (“ride and kiss”).

Procurement of services

AREAM as the main promoter of the measure will carry out a subcontracting activity to hire services that can aid them to develop awareness raising campaigns. The Agency will also purchase several materials that will be used during the campaigns as well as software licenses for in-house development of surveys.

LIM 3.3 Safe routes to school

This measure will focus on delivering workshops at schools to educate students and parents for road safety and the use of sustainable mobility modes to commute to schools. The delivery of the workshops will begin with the new academic year, September 2017.

Initially a feasibility study will take place in order to organise and find which schools are able to be visited according to a prepared timetable. An approach to the Parents Teachers Association to collect data about the most common ways of transport (and also information

about the number of pupils and total number of schools in the city). Also, a visit to the Police Authority of Cyprus is considered to be essential, as it is the best way for retrieving some data regarding the number of accidents around schools during the peak hours and explanations about traffic jams caused by schools. This would be helpful for comparing the before-and-after analysis that we are going to do during the implementation of this measure, and to help us check potential follow-ups with other schools and finally succeed with engaging the whole city.

Simultaneously we will prepare material that will be shared with pupils and parents for the training sessions and workshops that will take place. At least 10 schools will participate. The workshops are aimed at educating and training parents and elementary school pupils on road safety. For the training sessions, cooperation with the police authorities of Limassol will take place.

A video will be created with actors in order to attract pupils and parents, encourage their safe behavior when using sustainable mobility modes and encourage good behavior patterns when parents are driving and pupils are going to school. Examples of car accidents will be shown to parents and pupils in order to encourage safe driving and the effective use of sustainable modes. For this measure questionnaires will be prepared in order to evaluate the impacts of the training sessions on pupils and parents.

The aim is to achieve successful parental and pupil mode shift through delivering separate workshops at each participating school. The aim is to also increase safety during peak hours in order to reduce accidents and increase pupils' sustainability awareness. A natural impact on public health can also be achieved regarding obesity among young children, which can be used for motivation about cycling and walking.

Expected outputs:

- To involve 10 schools
- Inform approximately 50 students (families) from each school.

The objective is to increase the mode share of pupils walking, cycling or using the bus to school instead of car by 2%.

This is not just a safety measure but it is also a measure for changing the modal split. Workshops at 10 schools to educate and train parents and elementary school pupils on road safety will be organised in order to raise awareness and improve pupils' road safety. This aims to train pupils and parents to use sustainable mobility modes safely as well as help pupils' knowledge on getting to schools safely using alternative transport. Furthermore, these workshops will not only inform pupils and parents on sustainability modes, but also educate them in order to be more aware on sustainable mobility modes (as parents are the main drivers around schools). In total, 50 pupils from each school are going to be informed (and by extension their families) on road safety and the different modes of transport. The goal for this measure is to have an impact on active mobility and increase the mode share of pupils walking, cycling or using the bus to school instead of car by 2%. Also, an objective on the reduction of the traffic noise will be achieved due to traffic impacts that occur around schools during the peak hours.

The specific goals of the measure are:

- Less emissions
- Less traffic noises
- Less energy consumption

- Increase the total share of citizens that use sustainable mobility modes
- More attractive and safer roads.
- Change habits of local people and elementary school pupils

Project Partners working on measure, roles and responsibilities

The below list of Partners involves in the implementation of measure LIM 3.1:

Project Partner	Role	Responsibilities
Stratagem Energy Ltd	Measure Leader	Planning, organisation, preparation of material, evaluation
LTC	Beneficiary Measure Support	To support in planning and with material

Table 25 - LIM Project Partners

ITS tools description

No specific technology requirements besides the video material to be prepared.

Procurement of services

No procurement of services is required for this measure.

Reth 3.2 Mobility plan for schools and university communities

In Rethymno, there is significant congestion in the areas around the schools during the schools' starting and ending lessons time slots, as well as during the afternoon when parents drive their children to different activities (language/music lessons, athletic activities). The lack of convenient PT services in some schools and the reduced endorsement of cycling/walking options generate significant extra car journeys that add to the already large numbers of extra vehicular movements. The University campus is situated 4km from the city center, serving more than 6.000 students, the majority of which live close to the city center adding a significant transport load.

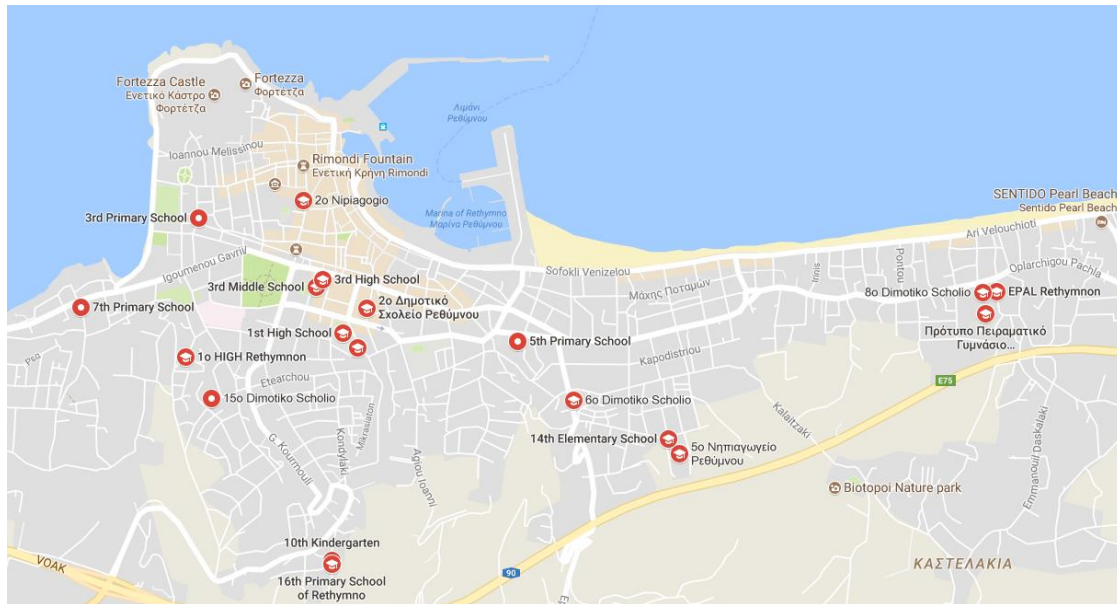


Figure 22 - - Location of schools in the center of Rethymno

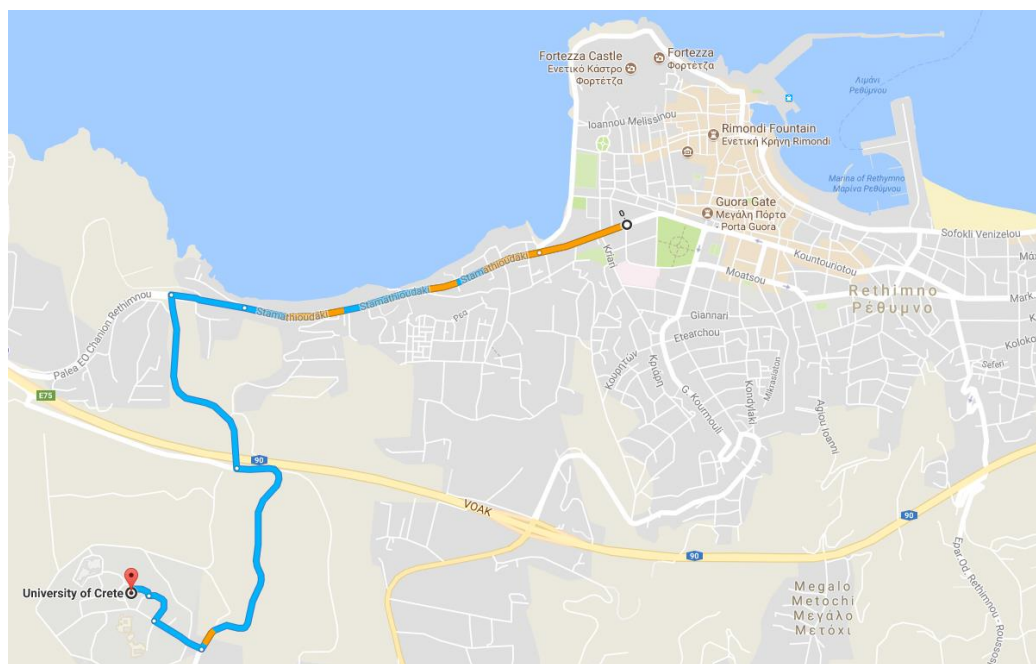


Figure 23 - Location of the University of Crete campus

This measure aims to address the traffic congestion surrounding schools during peak hours, which constrains traffic flow and pedestrian safety. The creation of viable mobility plans for students and pupils will improve urban mobility, build the capacity of the young generation and offer a safe and environmentally friendly everyday experience to children and young people of the municipality. Additionally, within this measure, a study will be conducted to identify the main tourist / school hotspots and how to alleviate pressure on the surrounding areas. Educating students and teachers about sustainable modes of mobility and motivating them to use walking, bike and shared routes is also planned.

Expected outputs:

- Mobility plans for 10 schools and the University
- Improved PT routes for the selective schools
- University bus stop redesigned
- Feasibility study on intervention projects in the University and selective schools surrounding public areas
- 1 workshop with parents' associations
- 1 informational event for school communities
- Schools competition
- 500 posters to schools, 10 signs outside schools
- Road safety training session.

The measure has an indirect impact on tourism. The journeys to school can constitute the majority of car trips at rush hour. This adds a significant spike to road congestion with a negative effect on transportation, local business and deliveries. It is, therefore, important that as many journeys to school as possible are made by foot, bicycle or PT or other shared modes, with or without parents. There are a number of schools in Rethymno located near tourist sites, such as the historic centre of the town and in the east where many beach tourist establishments exist. The development of sustainable, mobility plans for schools and the Rethymno campus of the University of Crete, along with the improvement of PT routes will decrease traffic load in the city and improve the mobility experience for both residents and tourists.

The specific goals of the measure are:

- Improve schools/University's communities' accessibility and PT services
- Increased awareness for safe driving and sustainable modes of transport
- Reduction of traffic and accidents close to schools and the University
- Increase of users of public bike stations in the area
- Increase in students walking and cycling to university /school
- Less traffic noise in the city center

Project Partners working on measure, roles and responsibilities

In the table below the involved project partners and their role and responsibilities are described.

Project Partner	Role	Responsibilities
Technical University of Crete	Measure Leader	Measure development and monitoring, educational and promotional actions.
Rethymno Municipality	Beneficiary Measure Support	Cooperate with PT operator for improved PT services, interventions to public space around schools. Promotional activities

Table 26 - RETH Project Partners

ITS tools description

The measure does not include the application of IT systems or technology.

Procurement of services

The measure includes subcontracting of service for the development of a study to improve PT routes/service along with the development of mobility action plans for 10 schools and the University. The service is subcontracted to the Sustainable Mobility Unit of NTUA and the study will be developed in conjunction with the SUMP.

The measure includes the procurement of service for implementing an informational campaign and designing and printing promotional materials, for schools, including information panels and signs for bus stops and placement of attractive promotional panel for the bus stop serving the University; also, for the organisation/implementation of workshops and training sessions.

Cross site summary

Across the sites it is clear that there are common actions for the implementation of the measures of WP 3. In the cluster 3.6 “Demonstration of pilots targeted for safe routes to school”. All sites focus on tackling traffic congestion at schools and the university by delivering workshops campaigns and educating students and parents towards sustainable mobility modes

This measure was scheduled to be delivered at the beginning of the project, however several barriers across all site create delays. It is expected that this measure will be completed between November and December 2017. In terms of a common innovative approach between sites, best practices have been exchanged regarding innovative interactive tools that will be used in schools and universities i.e. traffic snake game, cycling arena etc.

5.3. Measures ex-ante evaluation

Full details of the evaluation framework are found in Deliverable 9.1 including impact indicators, units of measurement and targets for each measure.

MAD 3.2

Madeira has defined the methodology for all indicators and will complete the baseline at the end of September.

LIM 3.3

The measure LIM 3.3 will mainly impact Society and Transport. Baseline data has been collected by carrying out surveys, estimations and through data collection.

Society: The impact on society will be measured through the level of acceptance and awareness, namely the Citizens/Tourists satisfaction index (%) and awareness of the measure. There is no baseline data for acceptance and awareness since this measure hasn't been implemented yet. It is expected that at least 60% will be made aware and accept this measure.

Transport: For this category, the following are the main identified impact indicators:

Road safety (actual) and road safety (perceived). There is no official data available for road safety (no baseline data). The views and perceptions of tourists and residents on road

safety was gathered through surveys. Out of 200 respondents, 11.2% feel safe cycling in Limassol town center and 49% feel safe on a crosswalk. The ex-ante evaluation will be estimated in collaboration with the police traffic department.

Personal security (perceived) and personal security (actual): There is no official data available for personal security. The ex-ante data will be estimated in collaboration with the police traffic department.

RETH 3.2

The evaluation of the measure includes environmental, social, transport and economy impact indicators. The data collection for the measure's evaluation is planned in September 2017 and June 2020, before and after the measure's implementation. The evaluation will be completed at later stage.

5.4. Implementation Plan

MAD 3.2

1. Setting up the mobility campaign (January 2017 – May 2017):

Together with Horários do Funchal, the local PT Operator, AREAM has prepared a pilot program which will be implemented in six schools. This campaign includes i) the definition of a set of priorities which will guide the project partners in choosing the targeted schools; ii) the draft and implementation of questionnaires targeting students and school staff so as to track down their mobility options and check to what extent new mobility habits can be stimulated; ii) elaboration of guidelines on how a mobility/accessibility audit should be carried out at schools. This phase corresponds to milestones entailed in measure design and specification activities (from 3.2.1. to 3.2.7.)

2. Audit and Diagnosis

In order to identify the reference situation, the following actions will be carried out:

- Survey on general information of the school;
- Audit on pedestrian and road accesses serving the school;
- Identification of the area covered by PT service;
- Surveys for the school community: students, parents, teachers and other staff.

3. Awareness raising and involvement of the school community:

Carrying out participative and awareness raising actions for the school community, with the aim of raising awareness on the importance of sustainable mobility and involving the community in the resolution of the problems identified.

Types of actions to be developed:

- Talks and debates on sustainable mobility;
- Participative actions that include discussion groups and idea contest;
- Educational activities aimed at different age groups.

4. Elaboration of the school mobility plan:

Development of an action plan with defined actions to improve mobility and awareness raising of the school community to be implemented within the school year.

5. Implementation and monitoring of school mobility plan:

- Intervention in public areas surrounding the school premises
- Implementation and follow-up of the plan

6. Calendar

The pilot action programme that will be developed in the six schools has the following time frame:

	Action	Period for Implementation
Design	Design of the pilot action for sustainable mobility in schools	January – May 2017
Planning	Communication with the schools, collection of school general information and planning of activities	June - August 2017
	Carrying out of questionnaires to the school community	September - December 2017
	Carrying out of participative actions	September - December 2017
	Elaboration of school mobility plans	January - August 2018
Implementation	Planning and implementation of projects for traffic calming and access improvement.	May - September 2018 (before commencement of 2018/2019 school year)
	Implementation, monitoring and assessment of mobility plans.	September 2018 - June 2019

Table 27 - MAD Implementation Plan

Risks and constraints

The main risks and constraints foreseen in this task are summarised in the following table:

Potential Drivers	Potential Barriers	Activities to be taken to mitigate the barriers	Risk assessment (low, moderate, high)
Political/strategy	Political/strategy	Political engagement	moderate
Institutional	Institutional	Institutional engagement	moderate
Cultural	Cultural	Awareness raising campaigns	high
Financial	Financial	Other regional funds	high

Table 28 - MAD Risks and Constraints

LIM 3.3

For Limassol, a Feasibility Study has been completed (March 2017), and the material for the completion of the measure has been collected in conjunction with the Police Traffic Department and Limassol Tourism Company. The material will be produced at the beginning of October. The following table includes milestones followed for the completion of the measure:

Milestone number (i.e. start and end of activities)	Milestone description /activity	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month	Partner responsible
	<i>Design and specifications</i>		1-12	
3.3.1	Feasibility study	List of schools	1-7	STRATA
3.3.2	Produce material	Material	6-8	STRATA
3.4.3	Preparation of questionnaires	questionnaires	6-8	STRATA
3.4.4	Preparation of video material	video	8-12	STRATA
	<i>Demonstration</i>		13-38	
3.4.5	Organisation of workshops at schools. implementation	Photos	13-16, 20-23, 31-38	STRATA
3.4.6	Presentations	Slide show, Photos	8-38	LTC
	<i>Evaluation</i>		8-44	
3.4.7	Questionnaire analysis	Statistical data and report	10-36	STRATA
3.4.8	Interviews with school management about results	report	5-36	STRATA
3.4.9	Emission comparison before and after	report	5-44	STRATA
	<i>Communication and dissemination</i>		8-36	
3.4.10	Promotion of the activity in the local media	Press release	8-36	LTC

Table 29 - Limassol Implementation Plan (LIM 3.3)

Risk and Constraints

In Limassol, the identified risk and constraint regard the limited participation of parents and students on the workshops (cultural). The workshops will be interactive and aiming to change the mobility habits of the target group (students and parents) and to raise awareness on the different sustainable mobility modes. It is essential to work closely with the police (traffic departments) and educational authorities to ensure that this measure will be supported by the main key stakeholders.

RETH 3.2

The description of measure's milestones and the dates are presented below.

Milestone number (i.e. start and end of activities)	Milestone description /activity	Milestone verification (i.e. by a report, deliverable, product, meeting etc.)	Project month	Partner responsible
	<i>Design and Specifications</i>		8-17	
3.2.1	Analysis of mobility patterns, users perceptions/need, conflicts. Selected schools and University mobility baseline	Internal document	8-15	TUC
3.2.2	Feasibility study on intervention projects	Document	12-17	RETH
3.2.3	Training / inspirational material development	Training materials	12-17	TUC
	<i>Demonstration</i>		18-34	
3.2.4	Elaboration of Mobility plans for selected schools and the University		18-34	RETH
3.2.5	New bus schedule / routes	Bus schedule	18-28	RETH
3.2.6	Placement of posters, signs in schools. Introduction of new bus stops.	Photos	18-28	RETH
	<i>Evaluation</i>		28-46	
3.2.7	Monitoring and evaluation of the schools / University mobility plans effectiveness	Evaluation document	28-46	TUC
	<i>Communication and dissemination</i>		16-46	
3.2.8	Informational materials	Leaflet, poster etc	16-46	TUC

