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Cleaner and better transport in cities

DESTINATIONS

SIX ISLANDS IMPLEMENT
MEASURES FOR BETTER
SUSTAINABLE MOBILITY FOR
TOURISTS & CITIZENS ALIKE



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DESTINATIONS

DESTINATIONS is a four-year Innovative Actions project funded by the EU's Horizon 2020 Programme. Its main aim is the integration of sustainable tourism and mobility strategies through the development of a series of innovative solutions in six European island cities that experience significant flow of tourists that puts great pressures in the transport systems of the islands.

In the framework of the 4-year CIVITAS DESTINATIONS project, the partners are developing more than 80 measures.

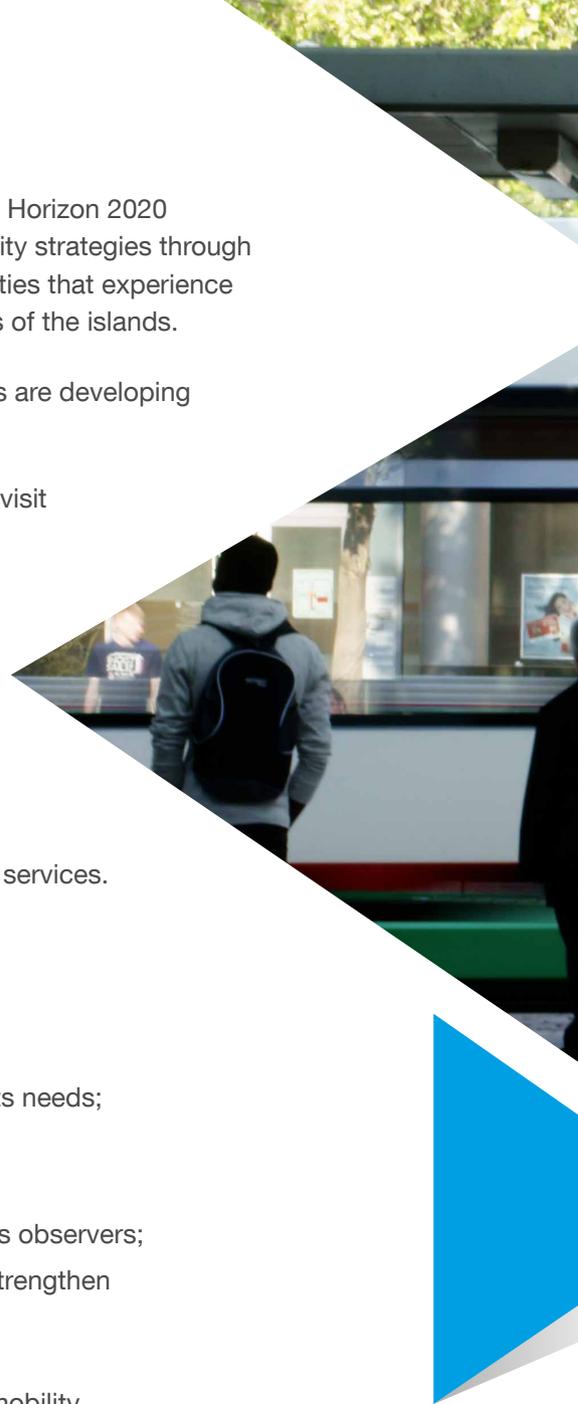
For a complete list and description of the DESTINATIONS measures please visit <https://civitas.eu/mobility-solutions/project/DESTINATIONS>

OBJECTIVES

- › Improve overall urban accessibility;
- › Reduce emissions/increase air quality;
- › Reduce energy consumption;
- › Enhance social cohesion;
- › Improve cost effectiveness and integration of transport and mobility services.

INNOVATIVE FEATURES

- › Overarching approach to urban and regional problems;
- › Development of mobility solutions serving both residents and tourists needs;
- › Economy-sharing driven;
- › Business models to guarantee lasting impacts of the measures;
- › Working group representing over 150 regions following the project as observers;
- › Link to China, the most promising touristic market of the future, to strengthen international cooperation;
- › New formats for assembling stakeholders;
- › Help island cities to cope with new touristic trends and adapt their mobility systems accordingly;
- › Information and technologies upscaling.





THE PROCESS

Six island cities will apply a set of uniform methodologies, in order to develop and implement sustainable mobility measures and actions, with the view to offering intelligent sustainable transport solutions for tourists and residents alike, through innovation and cooperation of all major stakeholders.



THE IMPACT

Economic: job creation and contribution to local economic development.

Social: raise the quality of life to reduce the risks of poverty and exclusion.

Environmental: reduce greenhouse gas emissions, increase the use of renewable energy sources and energy efficiency while protecting natural habitats.



MADEIRA

The tourism sector is one of the main engines of Madeira's economy, representing about 25 to 30% of regional GDP. The tourism activity proves to be an extraordinary source of external revenue and boost several sectors of activity, since it contributes to the employment and socio-economic dynamism at local and regional level.

The project creates an integrated mobility system for both the local population and the tourists, with the aim of improving the quality of life, urban accessibility, reducing emissions and energy consumption as well as improving cost-effectiveness of transport services.

The measures implemented will be an important driver for the implementation of efficient cutting edge transport projects.

LIMASSOL

Every year, Cyprus sees an average of 2.5 million tourists. 13% of these stay in Limassol and a higher percentage visits on day tours, creating severe demand on road transport infrastructure, especially in the popular sightseeing area.

With the tourism sector growing rapidly and the transport needs increasing accordingly, the project aims to build an integrated approach to address mobility and tourism.

Intelligent sustainable transport solutions are created in order to provide more mobility options, improve quality of life, urban accessibility, reduce emissions and energy consumption, increase safety and improve cost effectiveness and integration of transport services.

All measures to be implemented will be monitored and assessed in view of their eventual inclusion in the Sustainable Mobility Plan to be compiled as part of the project.

RETHYMNO

Crete welcomes 5 million tourists every year. Rethymno, the third largest municipality of the island with 63.000 habitants, accommodates more than 500.000 visitors. Due to its archaeological importance, spectacular beaches, traditional villages, cultural events and famous gastronomy, more than 1.5 million visit the city annually on day tours and cruises.

Therefore, the municipality needs to build up an integrated approach to face the rising challenges of both growing sectors – mobility and tourism - by introducing sustainable, affordable and reliable mobility solutions. Rethymno will demonstrate complementary mobility solutions combining emerging technologies, policy based and soft measures with a strong replication potential, aiming to improve the city's image to citizens and tourists alike.

Residents, tourists and key public and private stakeholders will be engaged in the decision making and implementation of the measures to further encourage behavioural change.

Rethymno will serve as a lighthouse example to other Greek cities, as best practice for sustainable mobility solutions and clean vehicles.

ELBA

Elba is a “green” island within the “blue” of the Tuscan Archipelago (Italy). The Island is a famous international tourist destination thanks to its variety of beaches and cliffs, mountains and villages, culture and local gastronomy.

The local “Elba Sharing” project builds up an innovative approach to address mobility and tourism, integrating shared mobility services with local Public Transport.

The project is expected to improve the overall island accessibility in order to reduce the use of private cars by tourists as well as local residents. Moreover, it promotes a culture of eco-sustainable and safe mobility with specific measures devoted to pedestrians and cyclists.

VALLETTA

Every year, Malta sees an average of 1.6 million tourists. 90% of these visit Valletta during their stay, creating severe demand on road transport infrastructure on all approach roads leading to the Capital.

The project tests and develops intelligent sustainable transport solutions aiming to improve quality of life, urban accessibility, to reduce emissions and energy consumption and to improve cost effectiveness and integration of transport services.

Measures tested within this project will be taken on as valuable experience to be built on and adopted on a national level post-project. All measures to be piloted will be monitored and assessed in view of their eventual inclusion in the SUMP to be compiled as part of this project.



LAS PALMAS DE GRAN CANARIA

Las Palmas de Gran Canaria has already developed a Sustainable Mobility Plan without distinguishing between citizens and visitors. In the framework of the DESTINATIONS project, mobility strategies will be developed & carried out in order to encourage the use of alternative sustainable modes of transport for tourists and citizens.

The project builds up an integrated approach to address mobility and tourism. A mobility office will monitor and evaluate the implementation of the current SUMP, update mobility patterns information and carry out mobility studies. One of the most ambitious projects in Las Palmas de Gran Canaria is the Bus Rapid Transit system, whose trade name is MetroGuagua, and some of the measures of CIVITAS DESTINATIONS will help develop it.



FUNCHAL - MADEIRA

Smart metering/sensing and user generated content to improve planning and mobility services

ARDITI's Environmental Monitoring Station measures levels of atmospheric pollutants such as CO₂, CO, NO₂, O₃, SO₂, NO_x, particulate, noise, temperature, humidity and atmospheric pressure, presented in real-time on a webpage and stored in a database. The tested software solution is installed in a local smart router / computer. This solution offers a low-cost alternative to cities for air quality & noise monitoring and can easily be adapted/customised.

The Funchal Municipality (CMF) analysed different possible solutions for cars counting systems. Vehicle Counter, from Magenta Software Lab, was chosen and has currently been installed in 3 of the main entries to the city centre. The data collected will be used for the evaluation of project measures and for the municipal and regional mobility plans.

ARDITI and Public Transport Operator Horários do Funchal (HF) have also tested bus passenger counting systems that are being analysed and compared with the ticketing data. The test of ARDITI is based on Wi-Fi sensors inside buses. The test of HF is based on CCTV cameras at the entry and exit doors.

Innovative solutions for safe and secure public spaces

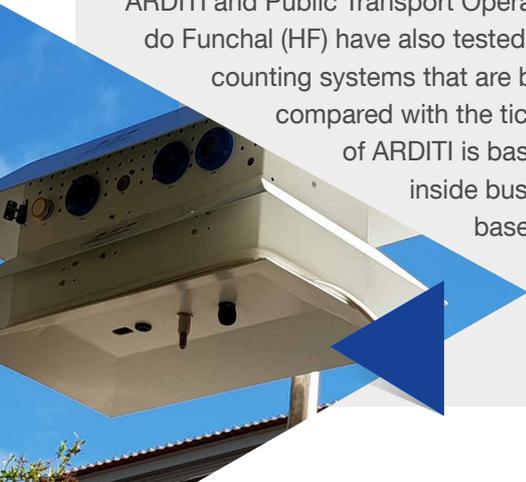
Madeira local partners selected a pilot-area to redesign existing urban architecture, to remove barriers for people with reduced mobility and wheelchair users, as well as to enhance PT accessibility. CMF with the support of HF identified 21 bus stops that have accessibility and safety problems. In some cases, due to the very narrow streets in Funchal, the bus stops don't have sufficient space for passengers to wait for the bus. The interventions include new bus stop shelters, new sidewalks or improvement of the old ones.

Promotion of soft modes (pedestrian mobility, bicycle, public transport) through awareness campaigns (carried out during the Mobility Week 2017 & 2018). More campaigns continue in order to foster the use of such soft modes.

CMF is developing an urban renovation plan focused on mobility issues and strategic solutions, such as improvements of crosswalks and lighting systems.

Electrical vehicles and clean fuels for public transport (PT) and urban fleet

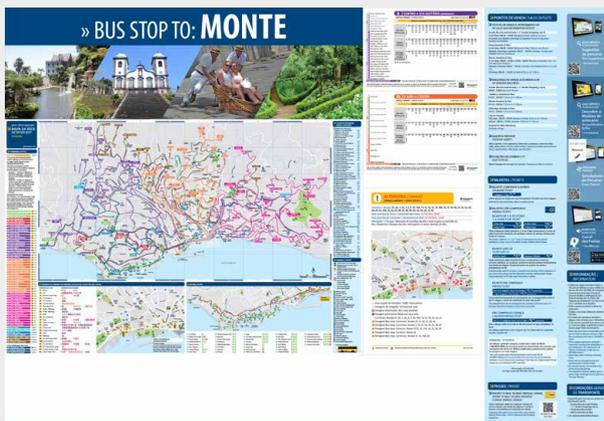
Madeira Local partners are studying the best solutions to decrease the energy/fuel consumption of the PT





fleet. A demonstration took place in Madeira and Porto Santo, where one small 6m e-bus and a full-size Portuguese made 12m Caetano e-bus were tested. Tests included public presentations and organisation of free of charge bus trips where around 240 inhabitants and tourists travelled on the e-busses. These “road show” events were promoted at the regional, national and European level with press releases, media coverage and dissemination in RTP Madeira TV programs. The tests revealed that the electric bus is technically feasible, cost-effective and environmentally advantageous in relation to diesel and natural gas.

HF is also developing an eco-driving system to monitor drivers’ behaviour, installed in 20 buses. HF chose buses that operate in different bus routes covering the entire Funchal network.



HF is implementing a tire pressure monitoring system in 50 buses to increase the efficiency of PT service.

Attractive public transport

A better image, information on PT and promotional activities are being developed to demonstrate to tourists and residents the benefits of using PT. HF redesigned bus stops to include the name and photos of the main touristic points reached from the specific bus stop; to change the layout of timetables (only in one direction); information in English; when possible, a map and important information (such as sales outlets, ticket prices and conditions, promotion of information tools).

HF with the support of local partners developed a number of promotional activities such as the 2016 campaign “Bring a friend” (“Traga um amigo”); an internal campaign with the staff’s children, aged between 6 and 12 years, inviting them to draw with the theme “Travel by bus with Horários do Funchal”; a direct connection between the hotels area and one main attraction; ticket sales through a sightseeing company; and gift voucher promotion during Christmas.

HF is also restyling the PT information offices and selling points to be more attractive and give more clear information.

LIMASSOL

Increase cycling and walking in Limassol combined with special interest tourist activities

In Limassol the following facilities have been installed: five bike parking facilities, seven map panels, that offer visitors and citizens useful information regarding historic attractions / landmarks of the Limassol Region in specific areas.

In cooperation with the Cyprus Cycling Federation, the Council for the Promotion of Cycling and Limassol members of Parliament for the first time, a law regulating cycling has been introduced to ensure the safety of the increased number of cyclists. The law was accepted by Parliament in April 2018 and entered into force in October 2018. The law offers a detailed description about the rights and responsibilities of cyclists as well as drivers.

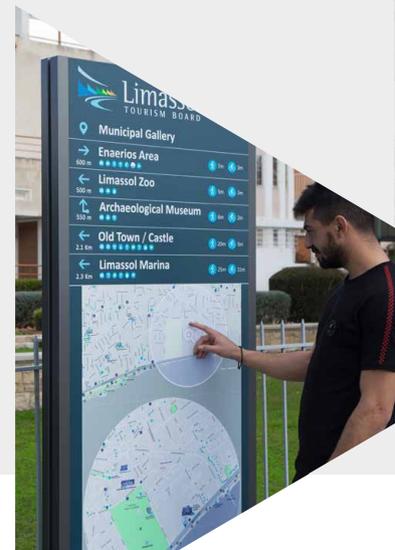
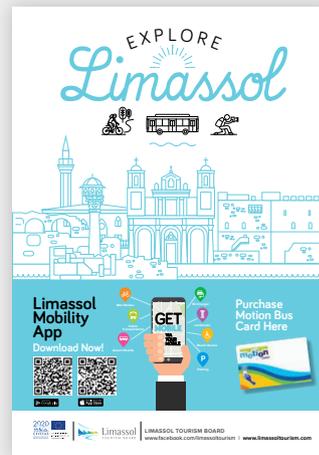
To promote the increase of cycling, walking and hiking and special interest tourist products, 34.000 maps have been produced and distributed, guides in electronic and printed format have been designed.



Improved accessibility for disabled persons and facilities for the visually and hearing impaired

In Limassol people with disabilities have the opportunity to enjoy their holidays on the island. Limassol city offers more comfort through better access to facilities by installing:

- One ramp that provides access to the beach and two wheelchairs for people with disabilities to enter the water
- One point with crossing controllers at the main traffic lights of the tourist area which includes crossing for people with disabilities.



Green Label Award and Tourist Mobility Card

As part of the project measures, 20 businesses are offering discounts to tourism partners motivating visitors to use ready-made solutions for sightseeing around Limassol (museums, archaeological sites, cultural sites etc), by using the Mobility Card.

The Limassol Bus Company and Next Bike CY offer a weekly ticket for public transport and discounts to cyclists. The card includes unlimited use of public transport in the Limassol region and includes commercial

discounts offered by associated businesses. The Tourism Mobility Card is available at the city's hotels.

Mobility application and travel planner for smart phones providing real-time information for citizens and tourists alike

An interactive mobility smart phone application providing real time information and a Travel Planner has been created to allow travellers to locate the nearest bus stations, bike rental stations, bike sharing

stations, electric car stations and EV chargers. It also provides options for cycling, walking and hiking, including distance, level of difficulty and other useful information.

The application also includes information and maps for cycling lanes, walking paths and hiking paths. The application also features information on access points to the city's beaches for disabled people.



Active healthy and inclusive mobility for all

The accessibility of people with disabilities, residents and visitors alike, is a crucial priority for Rethymno. Building on previous experience, the Municipality has introduced a new mobility strategy to further improve accessibility for all and to meet the needs of disabled people.

New infrastructure for the accessibility of the historical city centre, the beaches and the main attraction points for the physically impaired has been implemented. Countdown timers were installed at city centre traffic lights, new ramps were built to improve accessibility to the city's beaches. The existing equipment (amphibious wheelchairs) will be soon enhanced with 2 "SEATRACK" systems (automated railed chairs for disabled) and a system for visually impaired people.

Furthermore, Rethymno improves the existing services and infrastructure for cycling and walking, aiming to motivate citizens and visitors for active mobility and a car-free lifestyle. The measure studied the expansion of the cycling network, reallocation of road space and complementary provisions to link public transport with cycling and walking routes.



Rethymno launches new shared mobility options and e-mobility solutions

As a result of the successful collaboration of public and private sector, Rethymno launched the first dockless e-bike sharing system in Greece. 300 e-bikes, available for citizens and visitors, challenge the shift towards sustainable mobility. The system is managed through a mobile app. Prepaid cards for tourists are also available in hotels.

Rethymno further promotes a sharing mobility culture through behavioural change tools, based on research defined clusters and mobile apps.

Aiming to promote clean vehicles, Rethymno introduced the first municipal e-vehicle and installed the first public EV charging stations in Crete. Test drives, public events promotion in local press and social media, signage with powerful messages on the e-car, charging points and dedicated parking slots aim to raise awareness, interest and demand for EVs.

Soft Mobility Measures in Portoferraio and Rio

The Elba municipalities of Portoferraio and Rio are working on soft mobility by securing some crucial pedestrian crossings and intervening on the accessibility and safety of certain routes to be travelled on foot or by bicycle.

Portoferraio intervenes on the safety of pedestrian crossings by renovating the structure, installing artificial bumps, improving lighting and visibility and renewing the horizontal and vertical signage; moreover, a renewal of the routes leading from the back-port areas to the historical centre facilitates the passage of pedestrians and cyclists.

Rio, in addition to working to restore the road markings, introduced bumps and walkways made of a very resistant and visible recycled material, in order to facilitate the accessibility of people with disabilities and to increase the safety of the pedestrian crossings. An informative totem, with useful information, for both tourists and residents, on the areas accessible to people with disabilities, on services' timetables and how to access them, is scheduled to be installed in the most travelled and visible area of the city centre.



The New Elba Shared Mobility Agency

The activation of the "Elba Shared Mobility Agency" allows tourists and residents to obtain static and dynamic information to plan their travel experience. Information on the location and availability of mobility services such as rental points and parking lots will be very useful. But above all, the agency facilitates travel sharing, easily connecting users who have a vehicle and those who need a ride, to the benefit of intelligent mobility on the island. The Agency also acts as data collection and mobility information platform.



The New e-Mobility Solutions in Elba

Electric vehicles are welcome on Elba, thanks to a series of measures undertaken in order to facilitate their charging and to encourage the purchase and use of such green mobility vehicles. In fact, the two municipalities are committed to installing electric charging columns in some areas considered to be strategic for both tourists and citizens.



Tourist-Friendly Mobility and Tourism Packages in Elba

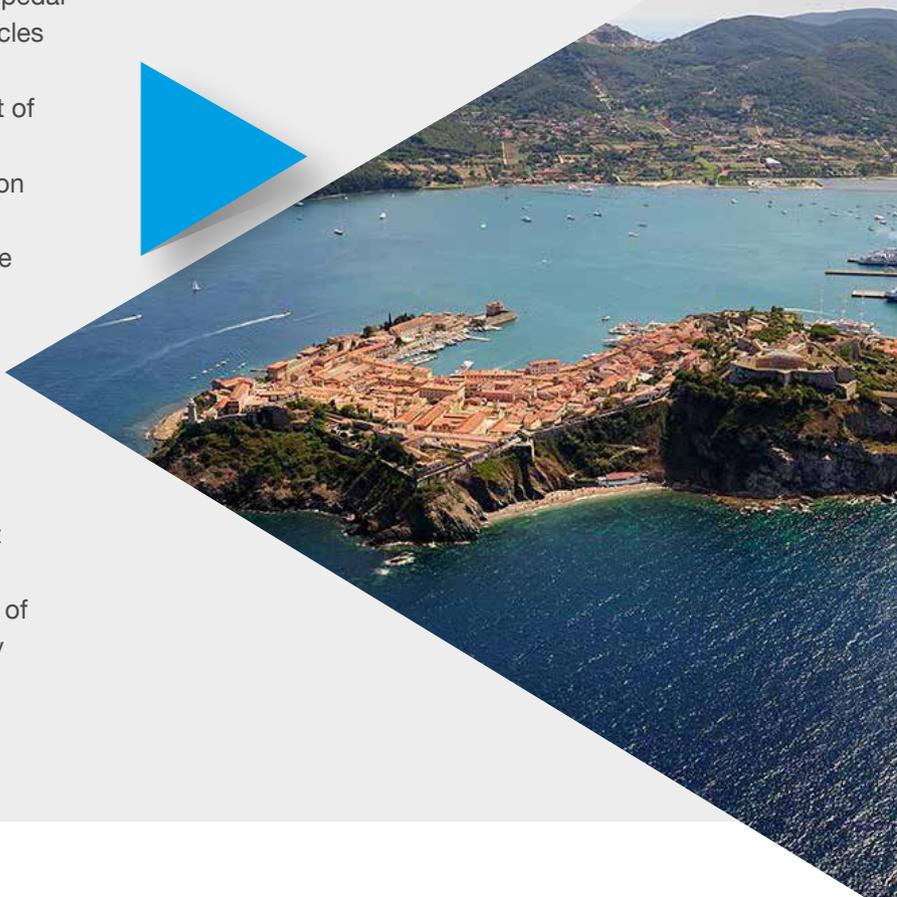
The creation and promotion of the integrated "mobility and tourism" packages is useful to encourage tourists to move around the island by more ecological means, leaving their cars in the hotels. The municipalities of Portoferraio and Rio have helped accommodation facilities in the area to hire 40 pedal-assisted e-bicycles on a long-term basis, covering part of the rental expenses.

Moreover, in close collaboration with the local public transport operators, one-day or five-day tickets are available for tourists.

Integration of the Local Public Transport Service

During the summer, when the public transport service needs to be strengthened due to the increasing flow of tourists, additional services of bus and maritime transport are experimentally activated, with the aim of reducing traffic and parking problems.

The CELSO system provides real-time information about summer tourist bus services. Thus the use of these integrated public transport services has become very simple and practical. Furthermore, to make it even easier to use the public bus, thanks to an agreement with CTT Nord, the company that manages local public transport on the island, an AVM system has been activated with the aim to give real time information about public transport displayed on dedicated panels installed at bus stops in Portoferraio and Rio.



VALLETTA

Sustainable Urban Mobility Plan for the Valletta Region

This measure will introduce the concept of Sustainable Mobility Planning (SUMP) in Malta and draw up a SUMP for the Valletta Region. This Region hosts the main commercial districts, the most popular tourist destinations as well as the two main international gateways; the Malta International Airport and the Cruise Port Terminal.

Stakeholder engagement is an integral part in the development of a SUMP and both one-to-one meetings and major events have been organised and will continue throughout the SUMP development process. The first major stakeholder engagement event was organised on 2nd October 2017 with the aim of introducing the subject to the key stakeholders and assessing which main challenges are to be tackled by the SUMP. One-to-one meetings are also being held with Municipalities to understand what the main challenges are and work together towards solutions which will be proposed as part of the final action plan. Moreover, a Mid-term event and Final event are being planned for mid 2019 and late 2019 respectively.



Sustainable Urban Mobility Plan Award

With the support of the CIVITAS DESTINATIONS Project, Transport Malta has introduced the SUMP Concept to the 68 Maltese Local Councils Municipalities. By building on lessons learnt during the compilation of the SUMP for the Valletta Region and with the assistance of an external expert, a set of easy-to-follow guidelines were compiled and disseminated with all Local Councils during the two workshops that were held in May 2018.

Transport Malta also compiled the manual and terms and conditions of the Competition for Permanent Measures, which was launched in July 2018 where the Local Councils of Pietà and Għarb were awarded 50.000€ and 30.000€ respectively for the implementation of the proposed sustainable mobility measures.

The implementation of the winning measures will be carried out during the lifetime of the project from which lessons learnt will be included in the final SUMP Action Plan.



Promoting Bike Sharing and Car Sharing in Malta

Transport Malta has embarked on an information and awareness raising campaign to promote transport sharing services as well as cycling safety. Transport Sharing services have been recently introduced to the islands, it is therefore important to promote these services to encourage their use and make their added value known with the overall aim of encouraging a modal shift towards sustainable transport practices. The Campaign will target both tourists and residents. The former will be presented with a more sustainable alternative to rented vehicles with the aim to lessen the impact on the transport infrastructure during the peak tourist seasons, while the latter will be presented with viable transport options other than the private car, the use of which is so deeply embedded in Maltese culture.

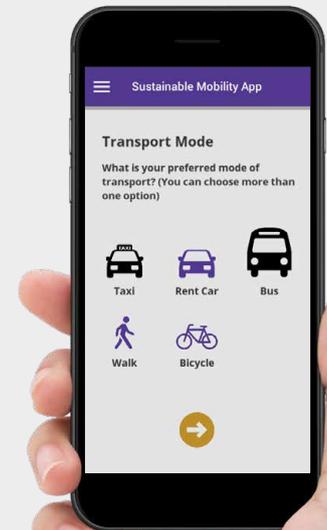


In preparation for the launch of this campaign, a study has been commissioned to assess the cost of owning a vehicle in Malta and compare that cost to using shared transport systems. The facts resulting from this study were used to design the campaign message.

Mobile Application Promoting Sustainable Mobility in Malta

The University of Malta is developing a mobile application with the aim of promoting sustainable mobility among tourists by providing useful information related to public transport and tourist attractions. Currently there is one app (Tallinja) which provides travellers with information about the bus services, routes and schedules. However, no app exists which integrates different intermodal transport including information on scheduled bus services and the ferry network.

The new app will make this information accessible to visiting tourists. Apart from encouraging a change in the travel behaviour of tourists, the app will also be used to gather valuable data on tourist mobility which will in the future be used to plan long term tourist-specific transport infrastructure.



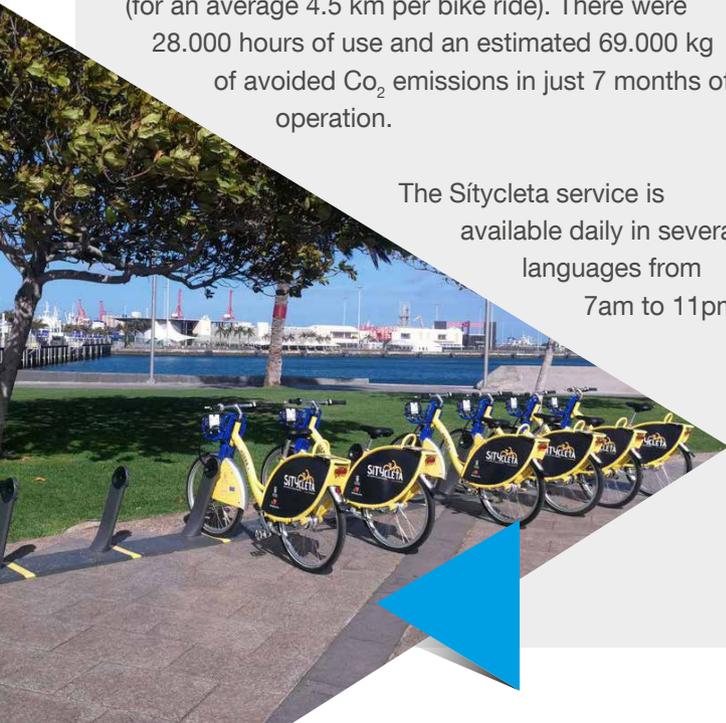
LAS PALMAS DE GRAN CANARIA

Public Bike System in Las Palmas de Gran Canaria: Sítycleta

Within the CIVITAS DESTINATIONS project, the city bike system of Las Palmas de Gran Canaria has been renewed with 40 bike stations (5 of them with smart totems placed at touristic areas), 20 e-bikes, 375 smart bikes and 2 adapted bikes accessible for physically impaired people.

Sítycleta was set up on the 8th of April 2018 and after 7 months of operation, the system is still growing reaching 16.000 registrations and well over 90.000 trips (7% of the users are foreigner tourists). The distance run by the bikes was 411.000 km (for an average 4.5 km per bike ride). There were 28.000 hours of use and an estimated 69.000 kg of avoided CO₂ emissions in just 7 months of operation.

The Sítycleta service is available daily in several languages from 7am to 11pm.



Hybrid Buses in The Urban Bus Fleet

In order to reduce CO₂ emissions, fuel consumption, improve general air quality levels, contribute towards the reduction of congestion and to promote sustainable mobility, Guaguas Municipales, the Public Transport Operator of Las Palmas de Gran Canaria, acquired within the framework of the CIVITAS DESTINATIONS project three hybrid buses to replace the oldest diesel vehicles. These ecofriendly vehicles are in operation since September 2018.

Real Time Mobility and Tourism Information Service

After annual surveys related to urban Public Transport customer satisfaction, an improved real time information system was deemed to be necessary in order to improve the quality of PT service.

Guaguas Municipales has installed improvements on the main bus stops by extending the real time information system at 20 bus stops with screens powered by solar energy. This equipment comes with new and innovative functionalities such as devices that allow customers to read the current balance of their contactless smart cards, and electronic devices to enable the visually impaired to have updated arrival times by a voice system.



Integrated Payment Solutions for Mobility and Tourism – the Live Card

Guaguas Municipales launched "Live", the new public transport card for tourists that visit Las Palmas de Gran Canaria. This card is available for one or three days of use and allows visitors to travel in public transport without a travel limit with a fixed price (5€ or 12 €) on the 44 regular lines of the municipal public transport company.

It is a measure under the CIVITAS DESTINATIONS project and it is available as of October 2018 in Guaguas Municipales commercial offices, Bus Stations and in hotels that have joined the initiative. Furthermore, the public transport company is working to sell this card at the airport and other touristic areas of the island.



CROSS-FERTILISATION ACTIVITIES

PLATFORM OF FOLLOWERS

The DESTINATIONS project aims at changing the mind-sets of all stakeholders involved in managing the “mobility for growth” challenge and demonstrating a set of solutions combining newly emerging technologies, policy-based and soft measures **with a strong replication and cross-fertilisation potential**.

Platform of Followers: www.destinationsplatform.eu, established at the end of 2017 contains information relating to the activities of the project spread along 5 thematic areas:

- Integrated Tourism & Mobility Planning and Regulation
- Business Cases and Commercial Strategies for Mobility and Tourism
- Information & Communication Technologies as an Integrated Tool



- Mobility & Tourism Governance and Public Participation
- Green Vehicles

The platform has more than 160 registered users who have access to all the material published. As part of the transferability and cross-fertilisation activities of the project, a small budget of 30.000€ has been foreseen with the view to fund registered platform users to take-up and replicate up to 3 selected actions by three regions/cities/communities in Europe.

CHINA

As part of cross-fertilisation activities in China, a delegation of CIVITAS DESTINATIONS visited China from 22 - 29 June for a week rich in learning and exchange. The goals of the visit were to interact with the Chinese cities of Beijing & Shenzhen and Chinese mobility stakeholders and to learn from each other.

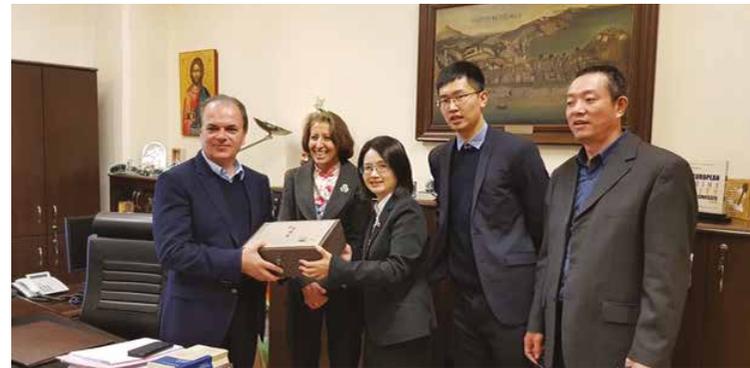
The delegation included representatives from the six DESTINATIONS project cities -Funchal, Las Palmas de Gran Canaria, Valletta, Elba, Rethymno, and Limassol, as well as GV21, DESTINATIONS' China Coordinator.

The visit included a workshop on urban mobility management in Beijing on 22 June 2018. Chinese and European counterparts exchanged expert views on current innovative mobility topics of particular interest for cross-fertilisation.

Between June 25 and June 29, the group made a series of technical site visits to government bureaus and prominent Chinese transport companies in Beijing and Shenzhen to witness the cutting-edge transport solutions implemented there.

In Beijing, on June 25 and 26, our delegation visited among others: the Beijing Bus Group, Foton Motor e-Buses unit, and the leading Chinese mobility sharing companies Mobike and Didi. In Shenzhen, on June 27, 28 and 29 the visits included: the Shenzhen Transport Bureau, Build Your Dream (BYD), the Shenzhen Urban Transport Planning Centre's Lab, the Shenzhen Bus Group, and Shenzhen Metro.

As a result of the workshop and the on-site visits our delegation found that many solutions developed in China resemble those found in DESTINATIONS cities. In order to enhance cross-fertilisation activities with China, the Shenzhen Bus Group SZB visited Limassol and Rethymno in December 2018. Further visits of SZB to Elba, Valletta, Funchal and Las Palmas de Gran Canaria are planned for 2019.



Common issues of interest for DESTINATIONS cities

- To learn about the sustainable transport experience and innovative sustainable transport solutions implemented in Chinese cities by leading Chinese companies
- To visit the headquarters of leading transport related companies and see on-site innovative sustainable transport solutions already implemented in Chinese cities, exchange expert views and learn from each other

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CIVITAS DESTINATIONS PLATFORM OF FOLLOWERS

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