PGI00208 – T.R.A.M. PROJECT

"Towards new Regional Action plans for sustainable urban Mobility"

3rd STUDY VISIT

October 20th 2017, Seville (SPAIN)

SUMMARY REPORT




/31/01/2018/

TABLE OF CONTENTS

INTRODUCTION....3

AGENDA OF THE STUDY VISIT DAY....4

OVERVIEW OF THE VISITED GOOD PRACTICE CASES....6

1.Seville Bicycle Plan (GP nº 12)....6

2.Pedestrianization of Seville city Centre (GP nº 14)....8

3.Ciclogreen (GP nº 10)....11

LIST OF PARTICIPANTS (Stakeholders are highlighted in bold type)....14

STUDY VISIT EVALUATION QUESTIONNAIRE (GUEST MODEL)....15

STUDY VISITS (HOST)....17

STUDY VISIT HOST REPORT n. 3.1....17

STUDY VISIT HOST REPORT n. 3.2....20

STUDY VISIT HOST REPORT n.3.3....22

INTRODUCTION

The TRAM project fosters the development of a competitive, resource-efficient and low carbon-oriented European transport system by improving the efficacy of regional and local policies on urban mobility in five geographical areas of the European Union. The strengthened urban dimension of regional and local policymaking is expected to facilitate the shift to low carbon economy – in line with the guidelines set out in the EU Transport White Paper, the Urban Agenda and the EU 2020 strategy.

In that regard, an interregional learning process is being carried out in the locations of the five project partners (Marche Region (Italy), Public Works Agency of Andalusia Regional Government (Spain), Region Blekinge (Sweden), North-West Regional Development Agency (Romania) and the Municipality of Miskolc City of County Rank (Hungary)) with the participation of their local/regional stakeholders, with the purpose to identify good practices within the three thematic areas of the project related to urban mobility: **Transport policies, Intelligent Transport Systems for urban areas and low emission and green transport**.

One of the instruments for this *Interregional learning process*, alongside the interregional thematic workshops (ITWs), is the study visit. Study visits (SV) are focused on the pre-selected cases of good practice within the three thematic areas mentioned above.

The process behind the study visits is based on an initial phase to arrange for an in-depth insight in the selected good practice cases to ensure the best learning effects. The selected good practice cases are assessed by effectiveness and by the adaptation/replication potential in the development context of the other project partners.

The project partner Public Works Agency of the Andalusia Regional Government held in Seville in October the 20th 2017 the third study visit, after the first one held in Karlskrona (Blekinge Region) in March 2017 and the second one held in Cluj-Napoca (Romania North West Region) in June 2017. The presented GP were GP n.10 Ciclogreen, n. 12 Pedestrianization Plan of Seville Downtown areas and GP n. 14 Seville Bicycle.

The GP n. 12 Seville Bicycle Plan and GP n. 14 Pedestrianization Plan of Seville Downtown are linked and have generated big changes in mobility in terms of more walking and cycling trips to the city centre.

On the other hand, the development of ITS like Ciclogreen is a positive consequence of a large number of people who decide to walk or cycle everyday for their working trips. This is a good example of investment in sustainable mobility that can generate new economic opportunities for small business and start-ups.

The study visit included a bicycle ride to see ‘on site’ some interventions of GP 12 and GP 14 and, furthermore, this gave the opportunity to participants to test the app Ciclogreen (GP 10) in a real context.

AGENDA OF THE STUDY VISIT DAY

Location Public Works Agency Headquarters: Edificio de la Consejería de Fomento y Vivienda de la Junta de Andalucía. C/ Pablo Picasso 6.
Bike ride: Different locations all over Seville city centre.

Date October 20th, 2017

08:00 – 8:10 Welcome & introduction by the Public Works Agency of the Andalusia Regional Government

8:10 – 8:30 Presentation of GPº14: Pedestrianization of Seville city Centre

Seville downtown area – the biggest in Spain with 4Km2- suffered from a high environmental and acoustic degradation. More than 140.000 vehicles accessed everyday to the city centre, and the streets could not absorb the increasing tendency. The PGOU (Urban Planning Master Plan) objective was to favour pedestrian mobility through specific axis and platforms and/or shared with the bicycle. An important pedestrianization plan (50.000 m2) of the downtown area was carried out, and the city model changed. The plan affected the main commercial axes of the city, and after the implementation of the plan the area has turned into one of the most commercial profitable ones of Spain

8:30 – 8:40 Q & A

8:40 – 9:00 Presentation of GP nº12: Seville bicycle Plan.

From 2006 to 2011 Seville experienced a fast growth in urban cycling, from a negligible participation in the modal split to up to 9% of the total mechanical trips. This rapid growth was based on some active policies heavily based on the building of a continuous and homogeneous network of segregated cycle paths.
Bike paths were combined with more than 5,000 parking places for bikes on the streets, located near the main trip attractors such as schools, workplaces, commercial areas, public transport hubs, parks, etc. Closed parking at home, as well as inside public transport stations, educational centres, workplaces and commercial areas are also an important part of bike infrastructure.
In 2007, shortly after the first cycleways were made, a public bike sharing system was launched in exchange for advertising spaces on the street furniture. The success was immediate.

9:00 – 9:10 Q & A

9:10 - 9:30 Presentation of GPº10: Ciclogreen.

The objective of Ciclogreen is to motivate people to choose the bike or travel on foot through incentives (challenges and prizes) using an online platform and apps that enable to calculate emissions reductions.
Companies can join the platform as well, and can have particular challenges for their employees.

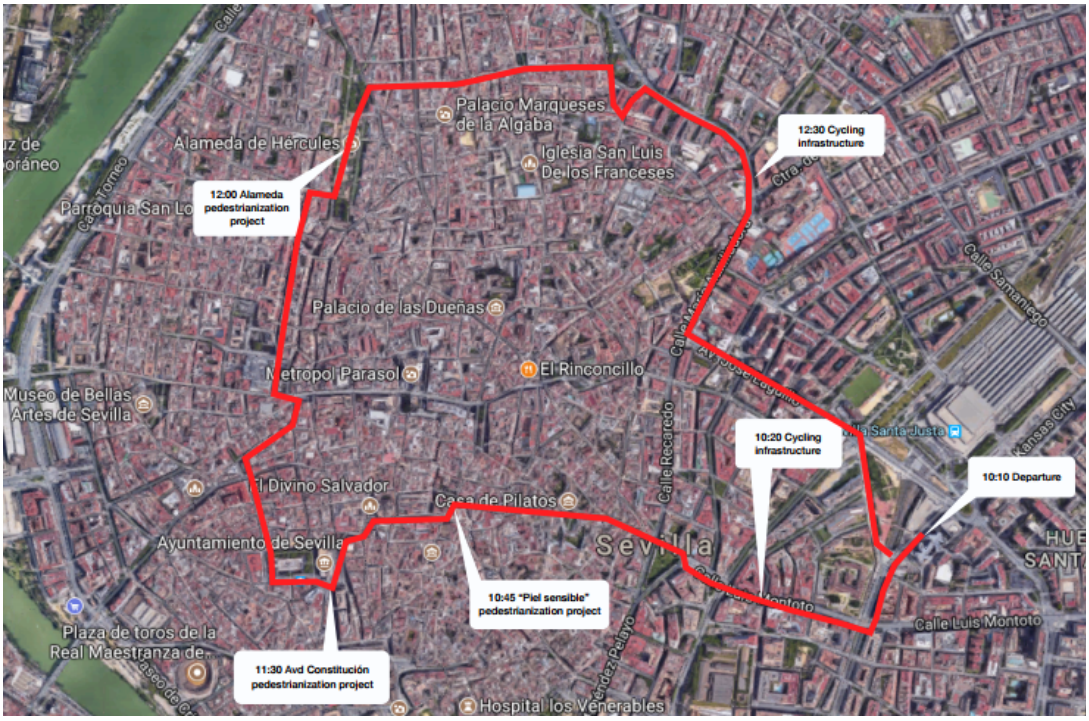
Every challenge has a ranking of the participants, which is an additional motivation.
Moreover, the information about trips helps companies to get information about mobility patterns, while respecting personal privacy.

9:30 – 9:40 Q & A

9:40 -10:10 Coffee break and bike distribution

10:10 – 12:45 Cycling ride to visit GP n. 12 and n. 14

After the three presentations participants had the chance to ride along the city centre and visited 'on site' a part of the pedestrianization in the Downtown area (GP 14) and some of the most interesting points of the cycle network (GP 12). The cycling ride was about 7.4 km long and it included some stops were some data and explanations were provided by local experts.



Itinerary of the cycling ride

Moreover, the participants had the opportunity to install the app CICLOGREEN (GP n. 13) in their own phones and to test the application.

12:45 – 13:30 Q&A, final discussion. Closing of the SV. Farewell words by PP2 and LP

13:30 Light lunch

OVERVIEW OF THE VISITED GOOD PRACTICE CASES

1. Seville Bicycle Plan (GP nº 12)

The Seville bicycle plan started as a comprehensive set of policies from the Local Government devoted to promote cycling as a means of transport throughout the City. The modal split for bikes was no more than 0,5% of total trips at the beginning of the process (2005).

Within only two years (2005-2007) a complete cycle lane network was built as a single project concept (80 km), mainly using space previously dedicated to motorised traffic lanes and parking, covering the main areas and neighbourhoods of the city, so that it was perfectly possible for a non-trained citizen to safely go everywhere in the city using the bicycle.

The process was agreed with civil society organizations which actively participated all along the implementations.

As a result, the cyclists were counted for thousands and the modal split rose up to 6% (9% of mechanical traffic). At the moment, cycling is part of Seville's urban culture and is perfectly integrated into the mobility system of the city, with a cycle lane network of 160 km long.

Technically, the solution implemented consisted in an infrastructure network set up by a bidirectional cycling lane that was homogeneous in its form all along the network, so that it can be fully recognisable and interpretable even in the intersections where that issue is most needed.

A whole group of complementary initiatives on cycling were also promoted, such as bike sharing schemes, street parking places and education and communication programs.

At the moment, a new cycling plan has been passed (http://www.sevilla.org/sevillaenbici/plandirector/planbicisevilla.html).

This new plan will be focused mainly on improving the quality of the network (better intersections, widening narrow cycle lanes), improving parking opportunities (even into buildings), promoting cycling to work and study schemes and improving intermodality with public transit, so enabling cycling as a efficient transport option within the whole metropolitan area.

Lessons learned

Considering the construction of the whole network as a continuous and homogeneous infrastructure and building it fast was maybe the main lesson learned. Other options, such as building non-continuous infrastructure not creating a network, could derive in poor bicycle usage and so they would even be counterproductive. This lesson is extremely important since the habitual practice in cities about cycling promotion has been the latter instead of the former.

Also, it was learned the necessity of integrating cycling as urban mobility policies, so that they must be an important part of the sustainable policies of the city. That means that cycling promotion measures must be constantly supported if the aim is keeping on rising cycling demand within the urban mobility options. So, the existence of the physical continuous network is essential as a first step, but it has to be followed by other promoting policies (physical and non-physical), such as parking (in every manner possible), intermodality and mobility managing initiatives (cycling to work, cycling to study).

Cyclist mobility is much related with pedestrians and most measures can be complementary, above all in the city centre, where a separated cyclist's infrastructure is not possible due to the lack of space.

Replicability potential. Feedback from the participants

The participants felt that the replicability potential was high, despite the obvious differences between cities. The main points of the practice that were identified as fully replicable were:

- The fast and complete construction of a complete network, as a result of a strong political will to promote cycling. It was felt that actually this political will could be developed in any situation due to the favourable context for implementing sustainable mobility measures at urban scale, so that pollution and climate change gas emissions could be tackled.

- The simple technical solutions applied that could actually be afforded easily in comparison with many other kinds of road infrastructure.

- The urban structure organized with a Historical Centre surrounded by Twentieth Century developments, so that the cycling network can only be built along avenues. In the residential urban areas the strategy must be traffic calming and not separation of traffics.

- It was deeply discussed how conflict caused by using previously car traffic and parking space for cycle lane construction could be managed. We all agreed that it was a matter of political management and that difficulties could be well managed in every context if proper social intervention tools were applied.

Impact of the GP n.12 in the considered dimensions

Social dimension (max. 4)	4,00
Environmental dimension (max. 4)	4,00
Economic dimension (max. 4)	3.50

Overall Evaluation of GP n.12

Statement	Overall Evaluation (1 to 5)
The study visit was well organized	5,00
The organized activities reached the expectations	4,67
The analysed outcomes/results are potentially able to be transferred to other organizations	4,67
The aims set out for this study visit were reached	5,00

2. Pedestrianization of Seville city Centre (GP nº 14)

A policy of pedestrianization of several main streets and squares in the city centre has been carried out in recent years aiming at improving safety for pedestrians and the quality of environment in terms of pollution and noise reduction, and the protection of the historical heritage of the city.

This is a strategy not only in terms of pedestrianization and the recovery of public space but also in terms of mobility since most projects (Constitution Avenue, Alfalfa square, Plaza Nueva square, Asunción street, etc) have restricted the traffic of private vehicles (not residents), thus they have fostered the walking trips and cycling in the city centre.

In Seville, the main project in terms of singularity and the affection on mobility has been the avenue of the Constitution; this is a wide urban route of modern and straight line that unites, along 600 meters, the Puerta de Jerez with the building of the City council in Plaza Nueva. The Avenue was the main entrance to the historical city centre, a usual route for 2,000 buses a day. It supported a high degree of pollution and caused, among other things, a progressive obscuration of its monuments and buildings, which required of frequent maintenance works. It was a street with few and old age inhabitants, since most of the buildings were occupied by offices.

In 2009, the pedestrianization works of the Avenue ended, and the access to motor vehicles, including public services such as taxis, buses, and horse-drawn carriages were forbidden and replaced by a tramway. Cars can cross the avenue in three junctions but the priority is always for pedestrians and the tram.

Both ways of the Avenue are arranged for pedestrians and bikes –with pedestrian priority- and the middle is for the tram. The tram was inaugurated in October 2007, and was called Metro Centro. Subsequently, the tram was extended to San Bernardo Station, connecting with the subway and RENFE Cercanias, making the node Viapol-San Bernardo an important interchange hub of the city and its metropolitan area.


The Constitution Avenue

Lessons learned

The pedestrianization of the Constitution Avenue was not an isolated action; it was part of an urban mobility policy which included the pedestrianization of several squares in the downtown area (for example Alameda square, the Piel Sensible project and San Jacinto Street) and restrictions for private vehicles.

The bus lines were reorganized and cannot go through the avenue. However there are other public transport alternatives to enter into the city centre such as the tram; on the other hand biking is a very good option thanks to the new network of cycle paths and, obviously, now there is a much better walking quality.

The residents were very committed to the maintenance of the monuments and the historical heritage of the city, and the pollution caused by car and bus traffic in the Constitution Avenue was damaging the cathedral. In this context, the decision to remove the traffic from the avenue was considered positively by citizens.

Questions of participants and discussions during the presentation of the project and during the visit ‘on site’ were about the next topics:

- Most projects were carried out after public bidding processes and included public consultation with different stakeholders, which has been very important, not only before the project but also during the project. As a result some interventions in Seville had to be changed due to a strong opposition against certain elements such as the tram wires or some modern urban furniture that had to be replaced for a more classical one.

- This policy can generate an important economic growth in terms of higher rents and the growing number of small business like shops and restaurants, which can be very profitable for building owners. However it could be seen as a negative effect if it generates a massive change in the land use transforming the city centre into a commercial and touristic area with almost no local residents.

- In some parts of the city centre, the public space configuration doesn’t allow cycle lanes. In those cases, solutions based in traffic calming measures have been proved to be efficient.

- However there are still conflicts between cyclists and pedestrians where they have to share the same space, even though the City Council has installed specific designed signals for places where crossing on bike is not permitted or streets where cyclists have to go through by foot during specific hours. In the Avenue the cycle lane is not well defined and it is confusing for pedestrians.

Replicability potential. Feedback from the participants

The pedestrianization of some areas in the city centres and the benefits it can generate for residents, tourists and the economic growth is well known for most participants.

The impact of the GP in the different dimensions shows that it is very positive from an environmental point of view, more than social and economic.

Impact of the GP n.14

Social dimension (max. 4)	3,25
Environmental dimension (max. 4)	4,00
Economic dimension (max. 4)	3,25

In order to evaluate the potential of transferability of the practice, participants have pointed out some factors that have been considered important despite the differences between cities and regions:

- The idea is applicable to almost all densely populated areas with heritage and a wide variety of economic activities.

- The main concern of ITRE experts and SG representatives was related to the need of public consultations in order to avoid unexpected opposition from groups of residents, merchants, etc. Even with a process of public consultation some aspects have had an unexpected opposition, as the affecting modern urban furniture or the electric tram wires. In those cases the public administration has shown flexibility in order to assure the success of the project.

- The different projects need a quick implementation and a high level of cooperation between the different local departments. In Seville case were involved the Urbanism and the Mobility departments, and seems to be something common to most of the partners. In other cases working in stages and starting with pilot projects can be seen as an option, but this option must be studies carefully, because one of the main points to take into consideration in a bike network design is that it must be good enough to allow complete routes, and if the pilot project is not well studied and explained, it can be seen as useless for many of the potential users, and this can be counterproductive for the next phase.

Overall Evaluation of GP n.14

Statement	Overall Evaluation (1 to 5)
The study visit was well organized	4,75
The organized activities reached the expectations	4,50
The analysed outcomes/results are potentially able to be transferred to other organizations	4,50
The aims set out for this study visit were reached	4,75

3. Ciclogreen (GP nº 10)

Ciclogreen is an online platform that allows private and public companies and city councils to reward their employees and citizens with free gifts for using sustainable means of transport to go to work.

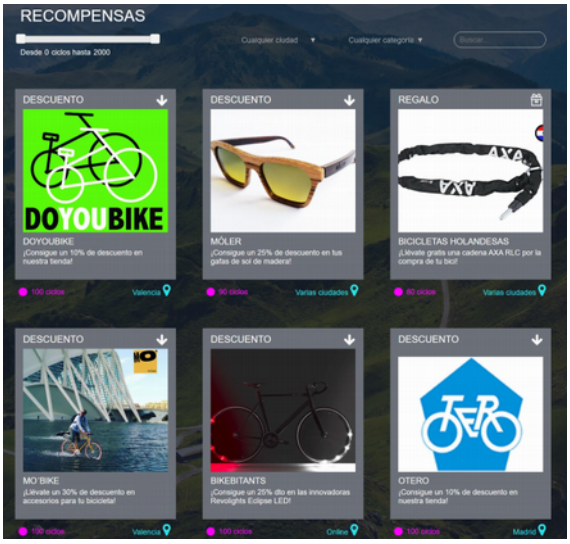
Employees register their urban trips in the platform using tracking apps and there are different incentives to motivate sustainable mobility (ranking, points, Mobility Challenges and rewards).

There is a 'Control Panel' where customers get detailed information about their employees' mobility behaviour and all the generated mobility data is processed using spatial analysis tools, creating 'mobility heat maps' that can be used to give useful information to city planners.

Thanks to the motivation tool, Ciclogreen helps city councils, universities and companies to increase the number of citizens/students/employees cycling and walking. That helps companies to reduce absenteeism and increase productivity; it's a tool for universities to promote cycling among their students and also helps city planners to understand mobility patterns thanks to the data.

Ciclogreen is one of the apps of the European project and Accelerator FrontierCities2 (fC2) (www.frointiercities.com).

It has received international awards pointing out its environmental and social positive impact. The programme at the public company Agencia de Obra Pública (Public Works Agency of the Andalusia Regional Government) has been such a success that it was presented as an example of good practice at the National Environmental Congress (Madrid, 2016).



Examples of rewards for users and possibilities of using Ciclogreen database (transportation heat map of Seville)

Lessons learned

At city level incentives programmes are more effective with the city council support. They can help to promote this kind of initiatives by using their online and offline marketing resources to grow the user's community. That is also very positive for the city council because more users of the platform mean the chance to get a large sample of real time data.

The city council, companies or universities implementing this solution help to involve their communities, increasing the number of users of the platform.

The investment in sustainable mobility generate many benefits in terms of the environment, health and time savings; furthermore, the increasing number of cyclists and pedestrians have generated new business opportunities for small business and for Intelligent Transport tools like Ciclogreen. This project fits perfectly to a city with a basic cycling infrastructure, not only a network of cyclist paths but also parking for bicycles and public bike sharing systems.

Replicability potential. Feedback from the participants

Some participants tested the app in their mobile phones during the cycle ride and were very pleased with its interface.

Moreover, most participants agree that the replicability potential of this project is high compared to more complex projects related to transport policies or green transport, also considering that is a very positive experience and an innovative project that has a good chance to be transferred to other cities or regions with some kind of adjustments. Replicability at national level has been already proven since the app works in different cities in Spain.

The evaluation of the practice by participants shows that, on average, its benefits from an environmental point of view are important and higher than social or economic benefits.

Impact of the GP n.20

Social dimension (max. 4)	3,25
Environmental dimension (max. 4)	3,75
Economic dimension (max. 4)	2,75

In the round of questions after the presentation and discussions during the cycle ride the following key factors have been pointed out by experts, project partners and stakeholders:

- This is a positive consequence of a significant number of cyclists due to a policy promoting walking and cycling mobility in urban areas.

- The app works out and it is easy to use, and has the support of the European project FrointierCities2. This project represents a quantum leap in the scope, ambition and service of the acceleration and incubation process of FIREWARE SMEs and Start-ups.

- The important role of a University or a City Council, at least at the beginning, in order to promote walking / cycling mobility and to increase the number of users, is one of the success key points.

- The main concern was about the relationship between the local public administration and Ciclogreen (a private business), who provides a service to potential customers of its app. This is a public – private relationship in which the public body would promote the use of this app between potential users and it would generate private economic benefits. Maybe the current contracts between Ciclogreen and local administrations are clear enough to manage these issues. Anyway, the local administration can decide just to promote all initiatives that help to increase sustainable mobility in the same way, and at the same level, with no differential treatment, to ensure equality of opportunity.

Overall Evaluation of GP n.10

Statement	**Overall Evaluation (1 to 5)**
The study visit was well organized	4,75
The organized activities reached the expectations	4,75
The analysed outcomes/results are potentially able to be transferred to other organizations	4,00
The aims set out for this study visit were reached	4,75

LIST OF PARTICIPANTS (Stakeholders are highlighted in bold type)

Name / Surname	Organization	Country	City/Region
Luca Barbadoro	LP Marche Region (Technical assistance by SVIM)	IT	Marche Region
Annarita Santilli	**Pesaro Municipality**	**IT**	**Pesaro**
Thomas Flengh	**Pesaro Municipality**	**IT**	**Pesaro**
Raffaella Triponsi	Marche Region	IT	Marche Region
Manuel Calvo	Public Works Agency local expert	ES	Andalusia
Ioana Ivanov	GEA S&C (CIVITTA Romania)	RO	Bucharest
Stadler Reinhold	GEA S&C (CIVITTA Romania)	RO	Bucharest
Csaba Masculic	**Satu Mare municipality**	**RO**	**Satu Mare**
Izabella Morth	**Baia Mare city hall**	**RO**	**Baia Mare**
Gergely Torok	ADR Nord-Vest	RO	Cluj
Gregorio Magno	**Ciclogreen**	**ES**	**Seville**
Julián Sastre	**S3 Transportation**	**ES**	**Seville**
Mathias Roos	Region Blekinge	SW	Sweden
Viktor Takacs	Miskolc Holding Plc.	HU	Miskolc
Bernadett Tòth Vira'gh	**Public transport of Miskolc**	**HU**	**Miskolc**
Viktória Varga	Municipality of Miskolc	HU	Miskolc
Szalai Nikolett	Közlekedés Ltd.	HU	Budapest
Zsuzsa Fieszl	Miskolc Holding Plc.	HU	Miskolc
Arpad Horanszky	Municipality of Miskolc	HU	Miskolc
Luis Ramajo	Public Works Agency	ES	Andalusia
Simone Franceschini	ISFORT - Tram Expert LP	IT	Rome
Isabel Fiestas	Public Works Agency	ES	Sevilla
Rafael Sanchez	Public Works Agency expert	ES	Sevilla

STUDY VISIT EVALUATION QUESTIONNAIRE (GUEST MODEL)

Act. A) EXCHANGE OF EXPERIENCE THEME	01. LOCATION and DATE

02. HOSTING PP NAME

03. GOOD PRACTICE ID

04. PARTICIPANTS
List – Please, highlight which stakeholders of PPs were involved directly and attended the visit
05. PROGRAMME/DETAILED WORK PLAN
1. Brief description on the objectives, programme, activities, host organization/s, networking, participating partners and logistical arrangements. – Please, highlight eventual deviation from the original plan and how they affected the expected activities and outcomes
06. ACTIVITIES, RESULTS, AND OUTCOMES
1. Please indicate which improvement areas the visit refers to ☐ Transport policies ☐ ITS (Information Technology Systems) ☐ Green transport **2. Results, outcomes** – What are the expected outcomes/impacts? Where there any unexpected outcomes/impacts? – What are the evidence of success of the experience? – What was the importance and the role of other relevant stakeholders? – What internal/external dissemination was/is planned by the local promoter/hosting partner to create a multiplier effect? – Can you indicate the impacts of the practice on each the following dimensions (social, environmental, economic)? (Rate from 4 (very positive) to 1 (negative)) – What were the difficulties encountered in the effective implementation? 3. **Lessons learnt, key success factors for replicability** – How was the local promoter/hosting partner affected? Which kind of changes occurred? Please mention any changes in practices, organizational aspects and policy awareness, aims and means – Could you identify the key success factors which can explain the successful replicability to other contexts?

07. DELIVERED MATERIALS		
List	***Delivered from***	***Delivered to***
		All PPs

09. STUDY VISIT REPORT		
Editing by	*Finalized on*	*Forward to*
PP	Date	All PPs

STUDY VISITS (HOST)

STUDY VISIT HOST REPORT n. 3.1

Act. A) EXCHANGE OF EXPERIENCE THEME	01. LOCATION and DATE **Seville, October 20th 2017**

02. HOSTING: PP2 Public Works Agency of the Andalucia Regional Government

03. GOOD PRACTICE ID: GP-10 Ciclogreen

04. PARTICIPANTS

List

- Please, highlight which stakeholders of PPs were involved directly and attended the visit

05. PROGRAMME/DETAILED WORK PLAN

1. **Brief description on the objectives, programme, activities, host organization/s, networking, participating partners and logistical arrangements.**
   - Please, highlight eventual deviation from the original plan and how they affected the expected activities and outcomes

     The objective of the presentation was to show the benefits for users and companies / Universities / Public Administrations of this motivation tool; their main clients and other international projects where Ciclogreen is involved. After the presentation all participants had the opportunity to download and install the app in their mobile phones in order to test its performance in the cycle ride afterwards.

06. ACTIVITIES, RESULTS, AND OUTCOMES

1. **Please indicate which improvement areas the visit refers to**
   - € Transport policies
   - X ITS (Information Technology Systems)
   - € Green transport

2. **Results, outcomes**
   - What are the expected outcomes/impacts? Where there any unexpected outcomes/impacts?
   - What are the evidence of success of the experience?

     More than 9.000 users and 2 millions of healthy km cycling /walking

     500 Tn of CO2 emissions reduction

     The mobility data base generated by Ciclogreen can be very useful for urban planners

- What was the importance and the role of other relevant stakeholders?

  The more relevant stakeholders are companies, universities and city councils who want to increase the number of employees, students and citizens cycling and walking in their trips to work or to study, since they have the possibility of encouraging potential users to walk or cycle to work, by means of rewards, points or free gifts.
  That helps companies to reduce absenteeism and increase productivity;
  It's a tool for universities to promote cycling among their students and also helps city planners to understand mobility patterns thanks to the data, as the sample is much bigger than in any survey.

- What internal/external dissemination was/is planned by the local promoter/hosting partner to create a multiplier effect?

  City councils can help to promote the initiative by using their online and offline marketing resources to grow the user's community. That is also positive for the city council because more users of the platform mean more real time data for the city council.

  Furthermore the multiplier effect of a startup like Ciclogreen can be extremely high with the adequate partners and financial support.

  Ciclogreen has received international awards pointing out its environmental and social positive impact. The program at the Public Works Agency of the Andalusia Regional Government has been such a success that it was presented as an example of good practice at the National Environmental Congress (Madrid, 2016).

- Can you indicate the impacts of the practice on each the following dimensions (social, environmental, economic)? (Rate from 4 (very positive) to 1 (negative)) (according to guest questionnaires)

  3,25 SOCIAL DIMENSIONS
  3,75 ENVIRONMENTAL DIMENSIONS
  2,75 ECONOMIC DIMENSIONS

- What were the difficulties encountered in the effective implementation?

  They often have difficulties in getting in contact with the right person in public administrations and companies.

3. **Lessons learnt, key success factors for replicability**
   - How was the local promoter/hosting partner affected? Which kind of changes occurred? Please mention any changes in practices,

organizational aspects and policy awareness, aims and means

The implementation of the app in some organizations has introduced an incentive for employees, even some kind of competition, to walk or cycling in their trips to work.

Action plans in sustainable mobility (walking and cycling) including this kind of apps can generate many economic opportunities for small business and startups. It is also an opportunity to improve the design and scope of local mobility plans, as those apps give real time data that allow obtaining a high scope sample.

Thus, the lesson learnt in this point can be that to promote those apps is a good initiative for public authorities, taking into consideration that to avoid preferential policy treatments, a legal frame should be studied that allows creating something such a data base of sustainable mobility apps, which must comply with certain requirements (to be focused in sustainable mobility, to promote local business, to have some measurable indicators, to obtain the information in a certain way, so it can be implemented in a common data base, etc) . Those requirements would be focused, in principle, to define a common frame that allows to put together all data of the different sustainable mobility apps that can be promoted, and to ensure the right to the protection of personal data, plus all the legal and technical considerations needed that could be needed in order to achieve the required objective.

- Could you identify the key success factors which can explain the successful replicability to other contexts?

It seems that CICLOGREEN could be easily replicated in other cities or communities in the case that there are already an important or significant number of cycling trips.

The app is friendly and very easy to use; with a little bit of promotion it could be widespread between potential users, especially between young people.

Thus, promoting the app by public administrations, companies or universities helps to involve their communities, increasing the number of users of the platform.

To make that possible, it is necessary to define a common legal frame that allows the promotion of all apps complying with the necessary requirements.

07. DELIVERED MATERIALS

List	Delivered from	Delivered to
		All PPs

09. STUDY VISIT REPORT		
Editing by	*Finalized on*	*Forward to*
PP2	Date	All PPs

STUDY VISIT HOST REPORT n. 3.2

Act. A) EXCHANGE OF EXPERIENCE THEME	01. LOCATION and DATE **Seville, October 20th 2017**

02. HOSTING: PP2 Public Works Agency of the Andalucia Regional Government

03. GOOD PRACTICE ID: GP-12 Seville bicycle plan

04. PARTICIPANTS

List

- Please, highlight which stakeholders of PPs were involved directly and attended the visit

05. PROGRAMME/DETAILED WORK PLAN

2. Brief description on the objectives, program, activities, host organization/s, networking, participating partners and logistical arrangements.

- To Get information about the cycling promotion process in the city of Sevilla.
- To Discuss the main remarks of these policies.
- To discuss the main difficulties of the process as well as its replicability potential.

06. ACTIVITIES, RESULTS, AND OUTCOMES

4. Please indicate which improvement areas the visit refers to

X Transport policies

€ ITS (Information Technology Systems)
X Green transport

5. Results, outcomes

- What are the expected outcomes/impacts? Were there any unexpected outcomes/impacts?
  Getting to know the information related to the cycling promotion policies in Seville and to analyze the process of implementing the cycling plan.
- What are the evidence of success of the experience?
  The raising of the cycling modal split (from 0,5% to 6%) in just three years. The integration of cycling as a means of urban transport into the urban culture of the city.
- What was the importance and the role of other relevant stakeholders?
  The participation of the social movements and stakeholders was essential, even in the planning structure and the decision making process.
- What internal/external dissemination was/is planned by the local promoter/hosting partner to create a multiplier effect?
- Can you indicate the impacts of the practice on each the following dimensions (social, environmental, economic)? (Rate from 4 (very positive) to 1 (negative)) (according to guest questionnaires)

  4,00 SOCIAL DIMENSIONS
  4,00 ENVIRONMENTAL DIMENSIONS
  3,50 ECONOMIC DIMENSIONS
- What were the difficulties encountered in the effective implementation?
  The negotiations with the mobility department due to the reluctance of diminishing space dedicated to car traffic and parking. The opposition coming from conservative media and conservative social groups.

6. **Lessons learnt, key success factors for replicability**

- How was the local promoter/hosting partner affected? Which kind of changes occurred? Please mention any changes in practices, organizational aspects and policy awareness, aims and means
- Could you identify the key success factors which can explain the successful replicability to other contexts?

• The fast and complete construction of a complete network, as a result of a strong political will to promote cycling. It was felt that actually this political will could be developed in any situation due to the favorable context for implementing sustainable mobility measures at urban scale, so that pollution and climate change gas emissions could be tackled.
• The simple technical solutions applied that could actually be

afforded easily in comparison with many other kinds of road infrastructure.

- The urban structure organized with a Historical Center surrounded by Twentieth Century developments, so that the cycling network can only be built along avenues. In the residential urban areas the strategy must be traffic calming and not separation of traffics.
- It was deeply discussed how conflict caused by using previously car traffic and parking space for cycle lane construction could be managed. We all agreed that it was a matter of political management and that difficulties could be well managed in every context if proper social intervention tools were applied.

07. DELIVERED MATERIALS		
List	Delivered from	Delivered to
		All PPs

09. STUDY VISIT REPORT		
Editing by	*Finalized on*	*Forward to*
PP	Date	All PPs

STUDY VISIT HOST REPORT n.3.3

Act. A) EXCHANGE OF EXPERIENCE
THEME

01. LOCATION and DATE
Seville, October 20th 2017

02. HOSTING: PP2 Public Works Agency of the Andalucia Regional Government

03. GOOD PRACTICE ID GP-14
Pedestrianization Plan of Seville Downtown area

04. PARTICIPANTS

List

- Please, highlight which stakeholders of PPs were involved directly and attended the visit

05. PROGRAMME/DETAILED WORK PLAN

3. Brief description on the objectives, program, activities, host organization/s, networking, participating partners and logistical

arrangements.

- Please, highlight eventual deviation from the original plan and how they affected the expected activities and outcomes

  The objective of the presentation was to describe some mobility issues before the intervention and to summarize the main projects of pedestrianization and recovery of public spaces carried out in recent years in Seville, which have had a strong effect on mobility.
  A cycle ride was organized and all participants agreed that it was very useful in order to understand these urban projects and their effects on mobility.

06. ACTIVITIES, RESULTS, AND OUTCOMES

7. Please indicate which improvement areas the visit refers to

X Transport policies

€ ITS (Information Technology Systems)

€ Green transport

8. Results, outcomes

- What are the expected outcomes/impacts? Where there any unexpected outcomes/impacts?
  Opposition from residents and merchants to some aspects, like modern urban furniture and tram wires. Those unexpected outcomes were solved by adapting the tram and by changing the urban furniture.
  The project in Encarnación Square has become a new icon of the city.

- What are the evidence of success of the experience?
  People walk a cycle more than before in their trips to the city center
  Less pollution and noise
  More livable city centre
  Economic growth of commerce

- What was the importance and the role of other relevant stakeholders?
- What internal/external dissemination was/is planned by the local promoter/hosting partner to create a multiplier effect?

- Can you indicate the impacts of the practice on each the following dimensions (social, environmental, economic)? (Rate from 4 (very positive) to 1 (negative)) (according to guest questionnaires)

  3,25 SOCIAL DIMENSIONS
  4,00 ENVIRONMENTAL DIMENSIONS
  3,25 ECONOMIC DIMENSIONS

- What were the difficulties encountered in the effective implementation?

The works in the main Avenue during almost two years were complicated and difficult to coordinate.

The urban department and the mobility department are different areas of the city council, and they often deal with mobility issues in different ways, that sometimes might even be opposite.

9. **Lessons learnt, key success factors for replicability**

- How was the local promoter/hosting partner affected? Which kind of changes occurred? Please mention any changes in practices, organizational aspects and policy awareness, aims and means

  These urban projects in the city centre of Seville have modified mobility patterns: now people walk or cycle much more than before in their trips to the city centre.

- Could you identify the key success factors which can explain the successful replicability to other contexts?

  - The avenue project was not a single project but a part of a strategy of sustainable mobility set in the urban plan.
  - An alternative public transport was given to those having problems to cycle or walk. Thus, a tram was built, and a small size bus fleet was put in service.
  - The recovery of the city centre as a meeting place for citizens has helped to increase the value to this part of the city from many points of views, not just economical, but also social.

07. DELIVERED MATERIALS

List	Delivered from	Delivered to
		All PPs

09. STUDY VISIT REPORT

Editing by	*Finalized on*	*Forward to*
PP2	Date	All PPs