



# **REGIONAL ACTION PLAN MARCH 2019**



**gemeente Roermond**

# 1. General information

**Project:** RESOLVE: sustainable mobility and the transition to a low-carbon retailing economy

**Partner organisation:** City of Roermond

**Country:** Netherlands

**NUTS2 region:** Limburg

**Contact person:** Paul Hamaekers  
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*phone number:* 0031-6-41560596

## 2. Policy context

The Action Plan aims to impact:

- ☒ Investment for Growth and Jobs programme
- ☐ European Territorial Cooperation programme
- ☐ Other regional development policy instrument

Name of the policy instrument addressed:

Operational Program: ERDF 2014-2020 Zuid-Nederland (OP Zuid) | Priority axes 2: Low carbon economy | Thematic target 4: Supporting the transition to a low-carbon economy in all sectors.

**Further details on the policy context and the way the action plan should contribute to improve the policy instrument:**

*OP Zuid*

Policy influence is based on the innovation programme 'Operationeel Programma voor Zuid-Nederland 2014-2020' (OP Zuid), as part of the European Regional Development Fund (ERDF). The relation between OP Zuid and RESOLVE is mentioned in Investment Priority (4F1) that encourages innovation linked to smart deployment of low carbon instruments for the built environment. It will finance 'smart rollout' projects of innovative low carbon instruments. Because retail-related traffic is an important traffic generator and great potential for carbon reduction, more focus on this area will lead to more successful actions to reduce carbon emissions. At the same time this approach will be more supportive to the retail economy of inner cities. With RESOLVE we will propose such smart rollout projects in our Action Plan.

The OP Zuid covers the 'region' South Netherlands which consists of three provinces: Zeeland, Noord-Brabant and Limburg. Because this region is not a formal body, the province of Noord-Brabant functions as the Managing Authority on behalf of the three provinces. Roermond is located in the province of Limburg and is therefore only able to directly influence the policy of Limburg and not of the formal MA. As a member of the Steering Group of OP Zuid, Limburg decides on the priorities of the Operational Program. The OP and its priority axes have been set for the period of 2014 - 2020 and are not adjustable.

For the period after 2020 the Steering Group will set new priorities for the ROP. We have influenced the policy of the Province of Limburg, who will translate this into new priorities for the ROP after 2020. We have done this by involving the province of Limburg in various activities of RESOLVE (Regional Stakeholder meetings, Study Visits, Import workshops, etc.). The result of this is that the retail economy has become one of the five main targets for the new provincial Mobility Plan 'Slim op weg naar morgen'. By doing so the Province of Limburg recognises that Retail related traffic is a topic in relation to sustainable mobility and a lowcarbon economy. The policy will be translated this in the new priorities of the ROP.

### *Province Limburg*

In the beginning of 2018 the Province Limburg has accorded their new mobilityplan, called 'Slim op weg naar morgen'. This plan focuses on smart mobility and keep cities and agglomerations accessible and attractive, also according to tourism, leisure and retail. Retail economy has become one of the five main targets for the new provincial Mobility Plan and The Designer Outlet Center in Roermond is recognised as one of the specific challenges to change mobility behaviour in order to achieve reduce CO2-emissions. This is a concrete result of policy influencing by RESOLVE and the SUMP of Roermond. One of the specific strategic goals is reducing CO2-emissions and creating a more sustainable mobility system in general.

## 3. Details of the actions envisaged

### ACTION 1: SUMP City of Roermond

#### 1. Nature of the action

In the 2nd half of 2015 the city of Roermond started its SUMP. Because of the presence of the Designer Outlet Roermond (DOR) Roermond has to deal with a large amount of retail related traffic in the city. To keep the city accessible and livable there is a great chance to stimulate sustainable mobility in according to retail traffic. On the one hand by offering alternative ways of transport modes, on the other hand by creating a behaviour change among visitors. Keeping in mind this specific situation, our new SUMP-orientated mobilityplan with special attention to retail related traffic (GVVP) is based on the principles and recommendations as mentioned in the Peer Review, completed with inspiration and insight gained by a couple of Study Visits (especially Manchester). In general Roermond wants to be a social, enterprising and hospitable city. As a result of the Peer Review and Study Visits several concrete measurements and projects have been put into an investment-plan (Uitvoeringsprogramma) for the next years.

Beside general themes such as traffic safety and accessibility, five priority themes have been mentioned:

- Smart Mobility
- Optimising Use (Beter Benutten)
- Influencing Behaviour
- Improving the possibilities of chain mobility increases Walking and Cycling in the city.
- Roermond Station is regarded as a Regional Mobility Hub that forms a business card for the city and the region.

## 2. Relevance to the project

### Peer Review

Main points of advice:

- Focus your strategy re-balancing the role of the city centre
- Improve your cooperation strategy with the outlet centre
- "Behaviour change": give people incentives to use public transport
- Measure what you are doing in sustainable mobility in order to show concrete results and demonstrate the efficiency of your strategy
- Try to influence both the big business partners that are investing in your city and the local entrepreneurs
- Think differently! (It's the attractiveness of the city itself that makes its success.)

### Study Visits

- Växjö: bike sharing system as a good practice, integrated with recreation/leisure and retail (tour guide and retailer-commercials).
- Antwerp & Rotterdam: do's & don'ts about implementing a bike sharing system in the city and the role of the municipality according to governance and managing the whole process.
- Manchester: How to create a coherent mobility policy? The 'routekaart' with a graphic view of the different steps during the process. We have copied this directly from Manchester.

## 3. Stakeholders involved

Province of Limburg (ERDF Managing Authority)

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö and Antwerp/Rotterdam

Retail Innovation Centre

- Informed about developments in Retail and Mobility
- Member of the Retail innovation agenda as a result of specific knowledge of retail and mobility through the RESOLVE project

Rijkswaterstaat

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö

Limburgse Werkgevers Vereniging

- Involved in SUMP

Transport en Logistiek Nederland

- Involved in SUMP

Business Improvement District Innercity & Citymanagement (BIZ)

- Involved in SUMP
- Involved in Roermond Bereikbaar
- Participate in entrepreneur-breakfasts
- Participated in Study Visit Växjö and Antwerp/Rotterdam

Political stakeholders (politieke begeleidingsgroep)

- Involved in SUMP
- Participated in Study Visit Manchester and Växjö

#### Limburg Marketing

- Participated in Study Visit Växjö and Antwerp/Rotterdam City Hub
- Private company which is introducing innovative ways of sustainable distribution and waste collection.

#### Wijkraad Sint Christoffel

- Involved in SUMP
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Designer Outlet Roermond

- Involved in Roermond Bereikbaar
- Involved in SUMP

Inhabitants, shoppers etc.

### 4. Timeframe

The SUMP started in September 2015. The first outcome was the 'Mobiliteitsvisie Roermond 2030 Slim in Mobiliteit, Stad in beweging', accorded by the City Council at May 12<sup>th</sup> 2016. This Mobility Vision serves as the basis for drawing up the SUMP and describes the focus of the future traffic and transport policy: the mobility vision, the core values and the focus points.

The activities of the RESOLVE project have been intertwined with the policy process of our SUMP. This enabled us to involve more stakeholders in the process, to learn from experiences of other European cities and to gain more support for the measures in the policy plan by showing stakeholders practical examples in other (European) cities. The aim was that extra attention is paid to supporting the local (retail) economy and support for sustainability measures. Finally the SUMP has been accorded by the City Council in November 2017.

As a concrete result of the SUMP Roermond drafted an Implementation Programme for the period 2017-2022. Since 2017 till the end of RESOLVE-Phase 1 several projects have been prepared such as the development of the railway station as a mobility hub, several cycling highways and concepts like Roermond Bereikbaar and the Mobility Fund in which hospitality and stimulating sustainable ways of transport for visitors and workers to reduce car traffic are important topics.

In Phase 2 we are continuing projects mentioned above, so that first results can be shown in the city. Additionally we are going to start with the development of a bike sharing system, Park&Bike concept and we are starting a pilot at the municipality as a first showcase for sustainable distribution in the city center. At the end of Phase 2 this should be implemented so that Roermond offers alternative ways of transport and with that contributed to a mindset in favor of sustainable mobility. In future we will focus on our own inhabitants by implement this new mindset in several area developments, to create livable neighbourhoods with healthy living instead of giving space to car traffic.

### 5. Indicative costs

N/a

### 6. Indicative funding sources

N/a

## ACTION 2: Bikesharing system

### 1. Nature of the action

A bike sharing system offers an alternative for the last mile for especially visitors of Roermond (city-center and Designer Outlet) and workers as well. Because of the cycling-culture in The Netherlands there will be less focus on inhabitants although in some poor areas people do not have any access to mobility. Regarding Roermond as a small city with a huge amount of visitors the bike sharing concept should be realistic and focus on offering an alternative way of transport for the last mile. Therefore a bike sharing system should be considered in a direct relation to Park&Bike facilities outside the city with only a few hubs in the city center. Additionally the Designer Outlet Center is interesting in offering visitors a 'Roermond-experience' by offering the possibility of using a bike by a sharing system nearby the Outlet Center. This will stimulate visitors to come back to the Designer Outlet and Roermond more often.

Implementing a bike sharing system in relation with a Park&Bike concept, the Designer Outlet Center and just a few locations in the city center (railway station and for example the Market square) could be a feasible and realistic concept in which private companies could be interested. It is clear that the municipality of Roermond and other public partners financially have to support this initiative to give this new concept for Roermond and the region a chance. In the next months the business case will be discussed with several private companies in order to get an overview of the total costs.

### 2. Relevance to the project

We learned from our Study Visits in Malmö / Copenhagen to combine a bike sharing system with city-marketing and real-time on-bike information about the city, routes etc. From Antwerp and Rotterdam we learned about the scale and targetgroups to focus on as well as several organisational aspects to regulate this new phenomenon in the city. Because of the scale of Roermond and the specific situation the advice from Antwerp is to set up the concept from outside to inside. This means offering shared bikes on several Park&Bike locations outside the city center for the last mile. Additionally tourists must have the possibility to use a shared bike to discover Roermond and its surroundings.

This bikesharing project can be seen as a smart rollout project in which we are going to monitor the effects on a modal shift of retailrelated traffic by the Monitoring & Evaluation Tool. After sharing the results with the province Limburg, the province can decide to roll out this concept in a wider region after which this can be part of the new Operational Programme OP-Zuid.

### 3. Players involved

#### Province of Limburg (ERDF Managing Authority)

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Business Improvement District Innercity & Retailpark (BIZ Binnenstad Roermond)

- Involved in SUMP
- Involved in Roermond Bereikbaar



- Participated in entrepreneur-breakfasts
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Citymanagement

- Involved in SUMP
- Involved in Roermond Bereikbaar
- Participated in entrepreneur-breakfasts
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Limburg Marketing

- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Designer Outlet Roermond

- Involved in Roermond Bereikbaar

#### Wijkraad Sint Christoffel

- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Roermond Bereikbaar

## **4. Timeframe**

Q2+Q3+Q4 2019: feasibility study / business case of a bike sharing concept in cooperation with several stakeholders.

Q1+Q2 2020: preparation bike sharing concept by selecting a private company and finding funding-resources.

End 2020: implementation bike sharing concept in relation to Park&Bike locations.

## **5. Costs**

At the moment still no concrete information is available about the costs of implementing a bike sharing system. Costs strongly depend on the business case that has to be worked out next months. Then it will also become clear which amount the municipality itself should contribute to the realisation of the bike sharing concept.

## **6. Funding sources**

To be investigated after the City Council agrees with this RAP. Then the municipality should reserve finances / budget for 2020 and further to realise the measurements mentioned above.



## ACTION 3: Park & Bike facilities

### 1. Nature of the action

At this moment there is no alternative way of transport for visitors of Roermond and the Designer Outlet. A Park&Ride/Bike possibility fails, but is regarded by several stakeholders like Roermond Bereikbaar as one of the most effective measurements to reduce inner-city car traffic, especially related to retail-traffic. Nearby a bus-stop and a direct link to a ready to use bike sharing system visitors and workers have the possibility to park the car for free at locations with good access from the main roads and switch to low-carbon transport modes to their destination within the city.

From the West the location 'Hatenboer' is regarded as the best location. In summertime there is still a parking facility that seems to be upgraded easily to a Park&Bike location without disadvantages for the water-related leisure. From the South nearby the A73 lies the location 'Wolfskuil'. Now a common carpool-parkingplace, maybe in future a Park&Bike spot. Both locations offer direct access to high frequent busconnections. From the East, the direction from which the largest amount of visitors is coming from, Roermond has not a concrete location yet.

### 2. Relevance to the project

From Antwerp and Rotterdam we learned about the scale and target groups of a bike sharing concept. Because of the scale of Roermond and the specific situation the advice from Antwerp is to set up the concept from outside to inside. This means offering shared bikes on several Park&Bike locations outside the city center for the last mile. Additionally tourists must have the possibility to use a shared bike to discover Roermond and its surroundings. This means that Park&Bike facilities are essential for a successful bike sharing system and offering an alternative mode of transport for the last mile.

This concept fits to the concept of Roermond Bereikbaar in which the province Limburg and Rijkswaterstaat is involved. Roermonds Bereikbaar also aims to reduce car traffic mainly due to major roadworks on the main road in Roermond. By giving actual traffic information and offering alternatives such as cheaper public transport and shared bikes workers and visitors have the possibility to make the right choice of transport mode when travelling to Roermond. With that Roermond Bereikbaar more or less contribute to the goals of RESOLVE, according to CO2-reduction of (retailrelated) traffic in the city. Park&Bike facilities are essential to make this happen.

Finally bikesharing and Park&Bike facilities contribute to the goals set in the programme 'Vitale Stad'. Vitale Stad is a subsidy programme carried out by the province Limburg. One part of this programme is improving parking facilities for bikes in the innercity and improving safety and comfort on several cycling routes from outside to the city center. The involvement of the province Limburg has led to the recognition of the retail component as a boost for stimulating cycling to the innercity among visitors and inhabitants.

### 3. Players involved

#### Province of Limburg (ERDF Managing Authority)

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Retail Innovation Centre

- Informed about developments in Retail and Mobility
- Member of the Retail innovation agenda as a result of specific knowledge of Retail and Mobility through the RESOLVE project

#### Rijkswaterstaat

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö

#### Limburgse Werkgevers Vereniging

- Involved in SUMP

#### Business Improvement District Innercity & Citymanagement

- Involved in SUMP
- Involved in Roermond Bereikbaar
- Participate in entrepreneur-breakfasts
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Designer Outlet Roermond

- Involved in Roermond Bereikbaar

#### Roermond Bereikbaar

### 4. Timeframe

First we have to start a feasibility study that has to analyse what has to be done to create a modern Park&Bike location at Hatlenboer and Wolfskuil and what is the best location in North-East Roermond. At the end some concept-designs are going to be made with a cost-estimation for the three locations. The study should be finished in Mai/June 2019. After that we are going to explore the funding in direct relation to the bike sharing concept mentioned above. Our goal is to realise Park&Bike locations in relation to the bike sharing system by the end of 2020.

### 5. Costs

The feasibility study costs € 20.000,-. At the moment still no concrete information is available about the costs of realisation of all three Park&Bike locations. Costs strongly depend on the investments that must be done to make the two available locations state of the art and the possibilities of the third location that actually fails. This will be part of the feasibility study. Then it will also become clear which amount the municipality itself should contribute to the realisation of the bike sharing concept and if there are possibilities of co-funding.

### 6. Funding sources

Not relevant yet.

## ACTION 4: Sustainable distribution and waste collection

### 1. Nature of the action

City Hub is recognised as a Good Practice. The company first started with storage of goods for several stores in the Designer Outlet Centre. Meanwhile the service has been enlarged with sustainable distribution of goods for several stores in the inner city by low carbon vehicles. City Hub wants to increase their activities by serving more customers in the inner city (distribution) and by serving activities which have to do with efficient and low carbon waste collection (one-stop hub). The municipality of Roermond could be the first company to roll out this efficient and sustainable way of delivery.

In 2019 we are going to explore in which way the increase of activities according to sustainable distribution can be rolled out in the inner city. Therefore we have to investigate the opportunities and feasibility together with the different stakeholders and entrepreneurs in the inner city. We are going to start a concrete pilot project at the municipality of Roermond to decrease delivery-traffic by using the services of City Hub.

In 2020 the results of the pilot are going to be carried out to the inner city by stimulating more entrepreneurs to join the activities of City Hub. Finally, our goal is to reduce inner city delivery and waste collection traffic by 50%.

### 2. Relevance to the project

#### Study Visits

- Manchester: sustainable distribution and waste collection by electric vehicles. Freight and Logistics Strategy and how to encourage more sustainable ways of delivering goods.
- City Hub, first adopter of sustainable distribution in Roermond, is recognised as Good Practice.

### 3. Players involved

#### Province of Limburg (ERDF Managing Authority)

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö and Antwerp/Rotterdam

#### Retail Innovation Centre

- Informed about developments in Retail and Mobility
- Member of the Retail innovation agenda as a result of specific knowledge of retail and mobility through the RESOLVE project

#### Rijkswaterstaat

- Involved in SUMP
- Partner at Roermond Bereikbaar
- Participated in Study Visit Växjö

#### Limburgse Werkgevers Vereniging

- Involved in SUMP

Transport en Logistiek Nederland

- Involved in SUMP

Business Improvement District Innercity & Citymanagement

- Involved in SUMP
- Involved in Roermond Bereikbaar
- Participate in entrepreneur-breakfasts
- Participated in Study Visit Växjö and Antwerp/Rotterdam

Politieke begeleidingsgroep

- Involved in SUMP
- Participated in Study Visit Manchester

Limburg Marketing

- Participated in Study Visit Växjö and Antwerp/Rotterdam

City Hub

- Private company which is introducing innovative ways of sustainable distribution and waste collection.

Designer Outlet Roermond

- Involved in Roermond Bereikbaar

Roermond Bereikbaar**4. Timeframe**

2019: Investigating the feasibility of innovative ways of sustainable distribution and 'waste collection' with the municipality of Roermond as a 'first adopter' / showcase.

2020: first results should be visible at the municipality.

2020-2021: roll-out concept City Hub in the inner city based on the do's and don'ts of the pilot at the municipality of Roermond.

**5. Costs**

Not relevant. Business case for customers in the inner city has to be worked out based on the results of the pilot at the municipality of Roermond.

**6. Funding sources:**

Not relevant yet.

Date: 31-3-2019

Signature: 



Stamp of the organisation (if available): gemeente Roermond



## Letter of support from the relevant organisation responsible for policy

*For Structural Funds programmes (i.e. Investment for Growth and Jobs and European Territorial Cooperation programmes), the relevant organisation responsible for policy may differ from country to country. Detailed references are provided on the 'In my country' pages on the programme website [www.interregeurope.eu](http://www.interregeurope.eu)*

Project acronym	<b>RESOLVE</b>
Project title	<b><i>Sustainable mobility and the transition to a low-carbon retailing economy</i></b>
Name of the organisation (original) including department (if relevant)	<b><i>Provincie Limburg</i></b>
Name of the organisation (English) including department (if relevant)	<b><i>Province of Limburg</i></b>
Name of the policy instrument addressed (original)	<b><i>Operationeel Programma EFRO 2014-2020 Zuid-Nederland</i></b>
Name of the policy instrument addressed (English)	<b><i>Operational Program ERDF 2014-2020 South Netherlands</i></b>
Name of partner(s) concerned in the application form (English)	<b><i>City of Roermond</i></b>

We hereby confirm:

- that we were informed about the preparation of the above-mentioned project,
- that the topic tackled by this project is in line with our organisation's policy,
- that we were informed about the progress made in the above-mentioned project,
- that we endorse the Regional Action Plan drafted by the City of Roermond,
- that we will consider possibilities for implementation of the action plan through our policy instrument,
- that we support the preparation and realisation of the measurements mentioned in the Regional Action Plan, accorded by the 'College' of the City of Roermond at 26-3-2019.



Name of signatory	Mr. H. (Hermie) Keulen
Position of signatory	Head of cluster Mobility Province Limburg
Date	31-3-2019
Signature and Institution stamp (if exists)	

