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# MEDCYCLETour Pilots Implementation

## Common document gathering all MEDCYCLETour partners' short pilot plans

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## 1. AOPJA Andalucía

### a. Signposting Pilot

Title:	<i>EUROVELO 8 IN ANDALUSIA. Pilot signalization</i>
Partner:	<i>Public Work Agency of Andalusia. LP</i>
<b>Overview</b>	
Country:	<i>Spain (NUT ES)</i>
Region:	<i>Andalusia (NUTS2 ES61)</i>
Objectives	<p><i>Signposting of <b>two representative sections of the EV8 in Andalusia</b>, to serve as an example for future actions.</i></p> <p><i>Improve the <b>knowledge of the EV8 in Andalusia among cyclists</b>, offering two completed sections.</i></p>
Short description:	<p><i>The sections chosen are diverse. For this reason, we plan different kinds of signposts, with Direction and Information Signs, in several sizes and formats.</i></p> <ul style="list-style-type: none"> <li><i>Completing the existing signs with EV route information panels.</i></li> <li><i>New signs on asphalted roads.</i></li> <li><i>New signs on traffic-free roads and cycle paths.</i></li> </ul>
Target groups	<p><i>The main target group are cyclist collectives, especially those involved in cycle tourism.</i></p> <p><i>In Andalusia, local, European and international groups, as it is a very touristic region.</i></p> <p><i>But also utilitarian cyclist, because often the route coincides with populated areas, where many people can move daily from home to work by bicycle.</i></p>
Phase	<p><i>AOPJA has planned the Eurovelo signalization of two sections. One in Cadiz and the other in Almería.</i></p> <p><i>There are two sections where cycling is already possible, but without signposting. These sections are represented in the maps included in Annexes 1 and 2.</i></p> <p><i>These sections must be finished in the first semester of 2019.</i></p>



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Developer, maintenance	<p><i>AOPJA is planning and building these sections.</i></p> <p><i>For the maintenance of these sections of the route it is necessary the participation of several administrations (local and regional).</i></p> <p><i>AOPJA has contacted these administrations.</i></p>
Cost and benefits	<p><i>The estimate costs of investment are 36.000 Euros. These costs include the signalization of 166 km in Eurovelo8 Route, placed in Cádiz (72 km) and Almería (94 km).</i></p> <p><i>We have drafted the signposting project.</i></p> <p><i>Improving cycling conditions and the information about these sections will increase their use, and therefore the economic benefits for local businesses.</i></p>



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Marketing Analysis I.	
<p>"Product" - detailed description of the signs</p>	<p><i>We are including several kinds of Signalization.</i></p> <ol style="list-style-type: none"> <li><i>1. Directions Signs (the paths will be bidirectionals).</i></li> <li><i>2. Destination Signs</i></li> <li><i>3. Direction, distance of attractions and services not directly beside the route.</i></li> <li><i>4. Information boards with maps and detailed information</i></li> <li><i>5. QR codes to guide for further information</i></li> </ol> <p><i>Two sections in the regional track of Eurovelo 8 in Andalusia. One in Cádiz (from Facinas to Torreguadiaro) and the other in Almería (from Almería City to Carboneras).</i></p> <p><i>The signposting will be metallic. Information panels, particularly in natural areas, shall also use wood.</i></p>
<p>"Place" – market analysis</p>	<p><i>The target audience are cycle tourists and commuters.</i></p>

## Marketing Analysis II.

### Promotion and visual design

*We haven't got any national or regional standards for the design of  
signalization on cycle paths.*

*In the sections on roads with traffic, we must use the follow documents:  
Norma 8.1.-IC and Norma 8.2.-IC*

<http://www.fomento.gob.es/AZ.BBMF.Web/documentacion/pdf/RE3723.pdf>

<https://www.fomento.gob.es/NR/rdonlyres/56B5B61F-EEFA-4CB9-B050-CAA5E2172FDD/55741/1120100.pdf>

*In Natural Parks, will be possible to see signposting designed with the  
"Manual de señalización en Espacios Naturales (2005)".*



*We will include the information about EUROVELO 8 on these panels, as in the  
following example.*





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*AOPJA has designed a specific EUROVELO signalization in Andalucia,  
according with Corporate Design Manual of the MedCycleTour Project.  
The drawing of the designed signs can be viewed in Annex 3*



## **Señalética ruta 8 Eurovelo**

*We will use Spanish and English on the information boards.*



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Implementation plan I.	
Detailed description of the technical solution	<p><i>We have drafted a signalization project.</i></p> <p><i>AOPJA has designed an specific EUROVELO signalization in Andalucia, according with Corporate Design Manual of the MEDCYCLETLOUR Project. This signalization includes the adaptation of existing signs, but in the most of kilometres a new signalization will be required.</i></p> <p><i>The planned infrastructure is currently for cycling and pedestrian use only, built in concrete, gravel or asphalt.</i></p> <p><i>Some sections have already existing signs, and they will be adapted, and we add the new EV route information panels.</i></p>
Actions to take	<p><i>The project has been agreed with the owners (public administrations) of the road or track.</i></p> <p><i>After the public tender, we contracted a company. The work will be carried out under the direction of the Agency's technicians.</i></p>





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Implementation plan II.	
Costs and incomes of development and operation	<p><i>The cost for this activity must be adjusted to the amount foreseen in the MEDCYCLETLOUR project, 35,000 euros.</i></p> <p><i>When we will finish the project implementation, we will know the details, the amount breakdown and the maintenance costs.</i></p>
Time plan for the realization	<p><i>We expect to complete signalization in the first semester of 2019.</i></p> <p><i>This should take four months of works.</i></p>
Stakeholders and organisation	<p><i>AOPJA will take the lead, initiating and financing the implementation, according to the MEDCYCLETLOUR Project.</i></p> <p><i>This will be possible only with the infrastructure owners' collaboration.</i></p>



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## b. Counters and Surveys Pilot

Title:	<i>EUROVELO 8 IN ANDALUSIA. Pilot counters and survey</i>
Partner:	<i>Public Work Agency of Andalusia. LP</i>
<b>Overview</b>	
Country:	<i>Spain (NUT ES)</i>
Region:	<i>Andalucía (NUTS2 ES61)</i>
Short description:	<p><i>Four counters will be placed, <b>two on a section signposted in Cadiz, and two on another section signposted in Almería.</b></i></p> <p><i>The location will be representative of the section, but must also be accessible to take the data, and ensure that it is not vandalized.</i></p>
Objectives	<p><i>Monitoring of two signposted sections of EUROVELO 8 in Andalusia, by placing two eco-counters per section.</i></p> <p><i>The objective is to know which is the use of these sections, in order to obtain conclusions that can be used in future actions.</i></p> <p><i>Actions such as locating equipment, information panels or improving the characteristics of the pavement can be taken after knowing the use.</i></p> <p><i>Also, the knowledge of the use can encourage policy makers to invest.</i></p>
Target groups	<p><i>The main target group are cyclist collectives, especially those involved in cycle tourism.</i></p> <p><i>In Andalusia, local, European and international groups, as it is a very touristic region.</i></p> <p><i>But also daily cyclists, as the route often crosses populated areas, where many people can travel daily from home to work by bicycle.</i></p>
Phase	<p><i>AOPJA is currently planning the Eurovelo signalization of two sections. One in Cadiz and one in Almería. These are two sections where cycling is already possible, but without signposting</i></p> <p><i>When these sections will be completed and put into use during 2019, the counters will be installed.</i></p>



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	<p><i>AOPJA is currently working with the administrations that own these roads to define the details of the actions.</i></p> <p><i>Thus, these sections with EUROVELO features will be monitored.</i></p>
Operator, contact	<p><i>AOPJA is planning to install these counters.</i></p>
Cost and benefits	<p><i>The estimate costs of investment are 25.000 euros. These costs include the acquisition of four counters, their placement on definitive place and data collection.</i></p> <p><i>In addition, some surveys will be carried out to better understand market and target groups.</i></p>

Marketing Analysis I.	
<p>"Product" - detailed description of the pilot</p>	<p><b>We will place two types of counters:</b></p> <p>1.- Counter only for cyclists.</p> <p><i>Inductive Loop system is the world's leading technology for permanent on- and off-street bike counting. The system is perfect for obtaining trends over time and allows for the comparison of bike trips over consecutive months, seasons or years. The system precisely analyses the electromagnetic signature of each bicycle wheel using 13 differentiation criteria.</i></p> <p><a href="https://www.eco-compteur.com/en/products/zelt-range/greenways-zelt">https://www.eco-compteur.com/en/products/zelt-range/greenways-zelt</a></p> <p>2.- Counter for cyclists and pedestrians.</p> <p><i>Innovative counting system that monitors and differentiates between pedestrians and cyclists. This system is typically installed permanently and is perfect for obtaining trends over time. The system allows the analysis of data from multiple user types over consecutive days, weeks, months, seasons or years. This system combines a passive infrared sensor and an inductive loop sensor. An intelligent subsystem analyses the signal from both sensors in order to count and classify each user.</i></p> <p><a href="https://www.eco-compteur.com/en/products/multi-range/multi-nature">https://www.eco-compteur.com/en/products/multi-range/multi-nature</a></p> <p><b>They will be located, according to the attached map, in the following places:</b></p> <p><b><u>Nº1: Near A-381 Road, Ojén way.</u></b></p>  <ul style="list-style-type: none"> <li>• Gravel track with exclusive passage for bicycles and pedestrians, built in &lt;1.5 m, with control of passage for motor vehicles.</li> <li>• Counter for cyclists and pedestrians.</li> </ul>

- Automatic data download.

**Nº2: San Roque railway station.**




- Asphalt bike path parallel to the A405 road of 2.5 mts.
- Counter only for cyclists
- Automatic data download.

**Nº3. Start of the Vela Blanca path**



- Gravel track with exclusive passage for bicycles and pedestrians, built in <1.5 m, with control of passage for motor vehicles.
- Counter for cyclists and pedestrians.
- Automatic data download.

	<p><b><u>Nº4 Start of the Carboneras Cycle path.</u></b></p>  <ul style="list-style-type: none"> <li>• 2 m concrete bike lane, parallel to road AL5106.</li> <li>• Counter only for cyclists.</li> <li>• Automatic data download.</li> </ul>
<p>“Place” – market analysis</p>	<p>We want to know the number of cyclists (and pedestrians according to each counter) who use these sections of the EuroVelo 8. And also, through surveys, the origin of the users, the purpose of their trip, their needs, their plans, in order to be able to offer in the future new solutions that help to improve and increase the use of the route.</p>



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Marketing Analysis II.	
Price	<i>The data will be for public use only, not for sale.</i>
Data processing	<p><i>These counters have an online software specifically designed for compiling and analysing pedestrian and cyclist data. This professional grade software is devoted to managing counting sites and making a detailed analysis of bicycle and pedestrian traffic. Different tabs in the software allow users to manage their counters, analyse data and run reports thanks to a user-friendly interface.</i></p> <p><i>Managing Data - Centralize: all counting data is properly archived and classified. Analyse: data is immediately available for any kind of report and analysis. Share: rights management allows partners to exchange data. Communicate: edit regular reports to build up your internal and external communication</i></p> <p><i>The data will be processed by technicians of the Agency itself. To ensure that the data are compatible with similar initiatives elsewhere, the EuroVelo guidelines will be used.</i></p>
Data presentation	<i>The data and results will be published and analysed periodically on the MEDCYCLETLOUR project website, on the Eurovelo 8 Route website (regional and national) provided in the project, and on the AOPJA website itself.</i>





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Implementation plan I.	
Detailed description of the technical solution	<p><i>A specialized company will be hired to procure the counters, their installation and set-up, and the data collection during the first year.</i></p> <p><i>Subsequently, the counter will be maintained by the road or way owner, with the assistance of AOPJA.</i></p> <p><i>The surveys will be carried out by Agency staff, using paper questionnaires.</i></p>
Actions to take	<p><i>The placement of the counters must be agreed with the owners (public administrations) of the road or track.</i></p>





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Implementation plan II.	
Costs and incomes of development and operation	<i>The cost for this activity must be adjusted to the amount foreseen in the MEDCYCLETOUR project, 25,000 euros.</i>
Time plan for the realization	<p><i>We hope to be able to install the counters by the end of 2018, or the beginning of 2019, after signalling the sections planned for Cadiz and Almeria.</i></p> <p><i>This should take two months of work (placement and set-up).</i></p> <p><i>The first survey results be available in the middle of 2019.</i></p>
Stakeholders and organisation	<p><i>AOPJA will take the lead, initiating and financing the implementation, according to the MEDCYCLETOUR Project. It will also be responsible for data management and analysis.</i></p> <p><i>This will be possible only with the infrastructure owners' collaboration.</i></p>



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## 2. Friuli Venezia Giulia Italy

### a. Counters and Surveys Pilot

Title:	<i>FVG Cycle Route Users Monitoring Pilot</i>
Partner:	<i>PP4 Autonomous Region Friuli Venezia Giulia</i>
<b>Overview</b>	
Country:	<i>ITALY (NUTS 1 Northeast Italy ITD)</i>
Region:	<i>Region Friuli Venezia Giulia (NUTS 2 Friuli-Venezia Giulia ITD4)</i>
Short description:	<i>Four bicycle counters (laser scanner technology is the preferred choice now) are planned to be installed possibly all connected to the power grid, to ensure continuity of data collection. Data will be sent automatically to a server. The surveys/interviews are planned at the counters' location in 2019 and will include questions about the cyclist and the ongoing trip.</i>
Objectives	<i>As there are currently no data about EV8 users in FVG, the objective is to have a first picture of the current users (number and characteristics) on stretches of the route, either developed and under development, to prove the potential of the entire route.</i>
Target groups	<i>The target of the monitoring are the user groups defined in the EV Guidance on usage monitoring document: leisure cyclists, cycle tourists, utilitarian cyclists, as measured and interviewed in rural, suburban and urban areas.</i>
Phase	<i>The start of this pilot was delayed. Potential locations of the counters were identified, the feasibility of instalments is under examination.</i>
Operator, contact	<i>For the counters the operator is FVG Strade, the in-house company of Regione FVG, which - since 2018 - is in charge of the management (building and maintenance) of the Regional network of cycle routes. Within the MEDCYCLETOUT project, surveys, interviews, the overall data report were commissioned to Alea coop.</i>
Cost and benefits	<i>The available overall amount of €30.000 was destined for instalment design, purchase, instalment of the counters, delivering of the counters' data according to the specific requested format, training of the personnel to deliver maintenance, 5-year assistance after purchase. The yearly operational cost was not defined yet.</i>



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	<i>The benefit is the data generated by the counters, to be used in the estimate of the cycle route value.</i>
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Marketing Analysis I.	
<p>"Product" - detailed description of the pilot</p>	<p><i>Four (4) bicycle counters (laser scanner technology is the preferred choice now (more details can be provided at a later stage) are planned to be installed, possibly all connected to the power grid, to ensure continuity of data collection. Data will be sent automatically to a server.</i></p> <p><i>The current plan is to have minimum one counter per area type (rural, suburban and urban areas). The process to define the exact locations of the counters is ongoing (considering the permissions required and the economic sustainability of connecting each counter to the power grid). See the map below (end of "Implementation Plan II").</i></p> <p><i>The survey/interviews (questions on the cyclists and on the ongoing trip) are planned at the counters' locations for 2 days per location in 2019 (a work day and a holiday, during the cycling season).</i></p>
<p>"Place" – market analysis</p>	<p><i>Quantitative and qualitative data will be collected (numbers of users provided by the automatic counters, and information about the characteristics of the users provided by the answers to the survey and interviews).</i></p> <p><i>The result will be a first picture of the current users: absolute numbers, their distribution in time (at least at hourly level), and their characteristics in percentage.</i></p> <p><i>In 2018 some data were collected by counters along Alpe Adria route (CAAR). The data about the FVG EV8 route will be compared with the data being collected about the CAAR, which crosses EV8 and is overlapping with it for a short stretch.</i></p>



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Marketing Analysis II.	
Price	<i>This topic has not been discussed yet and must be clarified. As the data obtained are the result of public investment, it is likely that they can't be sold by the public authorities who own them. The general trend by public administration is to provide open (raw) data free of charge.</i>
Data processing	<i>Following the methodology outlined in the EV guidelines for monitoring and by ECF, Alea coop (consultant of Region FVG) will process the data of the counters provided by FVG Strade/Region FVG, and the data directly collected with surveys and interviews covering info about the cyclists and the ongoing trip. A final report of about 10 pages will be delivered, including absolute numbers and percentages, charts and pictures.</i>
Data presentation	<i>This topic has not been discussed yet. No decision was taken. The MEDCYCLETOUR project includes actions related to the presentation of the data. The FVG data will be made available in the MEDCYCLETOUR website.</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>The counters will be all power grid connected, if the budget permits it. Maintenance by FVG Strade.</i></p> <p><i>Surveys and interviews will be delivered by Alea coop in 2 days in 2019. An online form will be filled in using tablets or smartphones by Alea personnel interviewing the cyclists.</i></p>
Actions to take	<p><i>The final decision on the counters' location, based on permits and cost instalment estimate (the analysis for the connection to the power grid).</i></p> <p><i>The tender for the purchase of the counter must be drafted and published.</i></p> <p><i>To install the counters: effective authorizations.</i></p>



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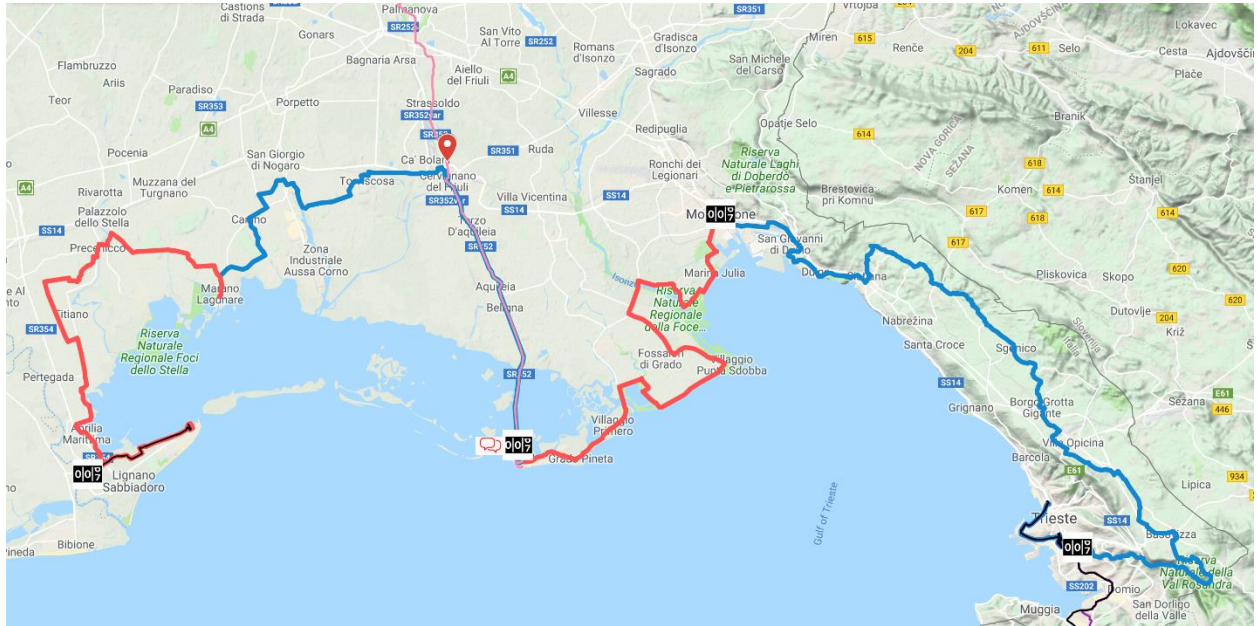
Implementation plan II.	
Costs and incomes of development and operation	<i>Data not available yet. A plan still has to be defined.</i>
Time plan for the realization	<p><i>The plan is to have the four counters installed and working by Spring 2019.</i></p> <p><i>The public tender for the purchase of the counters, and the authorizations process for their installation power grid connected are the current challenges.</i></p> <p><i>The surveys and interviews will be delivered during the 2019 cycling season, ideally in 2 days (a workday and a holiday) in the months May and/or June. Survey results are planned to be ready by September.</i></p>
Stakeholders and organisation	<p><i>The counters operator is FVG Strade, the in-house company of Regione FVG, which - since 2018 - is in charge of the management (building and maintenance) of the Regional network of cycle routes. In 2019, within the MEDCYCLETLOUR project, Alea coop will deliver the data report, including the counters data received by FVG Strade/Region FVG.</i></p> <p><i>A plan for a permanent organization still has to be defined.</i></p>

Below is a map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area:

<https://drive.google.com/open?id=1hdjACja2MfLiw-SLVEi6sXSwW4z9dN6M&usp=sharing>

The map also shows hypothetical counter locations.

The surveys are planned in Grado, at the counter location, as shown in the map.







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## b. Bike and Public Transport Pilot

Title:	<i>Bike+Bus LIGRA (Lignano-Grado)</i>
Partner:	<i>PP4 Autonomous Region Friuli Venezia Giulia</i>
<b>Overview</b>	
Country:	<i>ITALY (NUTS 1 Northeast Italy ITD)</i>
Region:	<i>Region Friuli Venezia Giulia (NUTS 2 Friuli-Venezia Giulia ITD4)</i>
Short description:	<p><i>An intermodal seasonal service will be tested to carry cyclists and bicycles along a stretch of the EV 8 in the Friuli Venezia Giulia Region from Lignano Sabbiadoro to Grado.</i></p> <p><i>The service will be realized with a bus equipped with an attached closed trailer carrying the bicycles.</i></p> <p><i>The service will be available in July and August 2018, on weekends and public holidays (Saturday + Sunday + other public holidays).</i></p>
Objectives	<i>The Bike + Bus between Lignano and Grado will make it easier for tourists to travel between the two tourist areas and the hinterland's locations.</i>
Target groups	<p><i>Target Groups:</i></p> <ul style="list-style-type: none"> <li><i>Cyclists traveling along EV 8 who want to avoid a dangerous and unattractive stretch on high traffic roads between Torviscosa and Cervignano (see Route Evaluation Report, DS 91, km 19-24).</i></li> <li><i>Cyclists living or staying in Grado and Lignano willing to have a cycling day trip to visit the other locality (Lignano and Grado) and travel back by bus to the place of residence.</i></li> </ul>
Phase	<i>The company will be commissioned (contract) by June 2018. The company who will deliver the service was already chosen: SAF Autoservizi F.V.G. S.p.A.</i>
Operator, contact	<ul style="list-style-type: none"> <li><i>Operator: SAF S.p.A. (urban and suburban public transport company, concession holder for local public transport).</i></li> <li><i>Service: transport of cyclists + bicycles (about 40).</i></li> </ul>
Cost and benefits	<ul style="list-style-type: none"> <li><i>Costs: 20.000 € (10.000 € charged to MEDCYCLETLOUR + 10.000 € from additional regional resources and revenues from ticket sales).</i></li> <li><i>Economic benefit: increased cyclo-touristic attractiveness of the area.</i></li> </ul>



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Marketing Analysis I.	
"Product" - detailed description of the services	<p><i>The service includes: transport of cyclists + bicycles</i></p> <p><i>Period of activity:</i></p> <ul style="list-style-type: none"> <li>• <i>July and August 2018</i></li> <li>• <i>Saturday+Sunday+13+14+15 August</i></li> <li>• <i>Two roundtrips per day</i></li> </ul>
"Place" – market analysis	<p><i>The Bike + Bus LI-GRA will stop in the towns of Lignano-Latisana-Marano-San Giorgio di Nogaro-Cervignano-Aquileia-Grado.</i></p> <p><i>In the localities of Latisana, San Giorgio di Nogaro, Cervignano there will be the possibility of interchange with the train.</i></p> <p><i>In the localities of Cervignano, Aquileia and Grado there will be the possibility of interchange with other bike services + regional buses.</i></p> <p><i>In the localities of Lignano, Marano and Grado there will be the possibility of interchange with other Bici + Boat regional services.</i></p> <p><i>Tour operators are selling a tour Venice-Grado-Trieste-Istria.</i></p> <p><i>The pilot is a test, there is not a market analysis study available concerning the amount of the demand for the planned service.</i></p>




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Marketing Analysis II.	
Price	<i>In definition phase, but still in line with the "cost per kilometer of transport" adopted on local public transport means of the FVG Region.</i>
Sales	<i>Reservation is possible and suggested but not compulsory. The reservation of a place must be done online beforehand to be sure a place will be available. It will be possible to get on board without a reservation, in case of availability of seats.</i>
Promotion	<i>The communication and promotion activity will be realized by PromoTurismoFVG (FVG Region tourist promotion company), via its website <a href="http://www.turismo.fvg.it">www.turismo.fvg.it</a> In this website booking and reservation information will be available. Reservation will be possible online in this website. PromoTurismoFVG will realize an illustrative brochure too.</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>Bus and Trailers already supplied by the operator (SAF SpA.) will be used. The trailer has a capacity of about 40 bicycles places.</i></p> 
Actions to take	-----



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>In 2018 all regional bicycles transport service by bus will be free of charge, including this new pilot service.</i></p> <p><i>In general, the additional cost for the user to carry a bicycle on public transport means in the region is €0.85 per trip. This cost was applied in the past for bus + bike services.</i></p> <p><i>For the following years a decision still has to be taken.</i></p>
Time plan for the realization	<p><i>Start date of the service: Sunday, July 1st, 2018.</i></p> <p><i>End date of the service: Sunday, August 26th, 2018.</i></p>
Stakeholders and organisation	<p><i>The organizer of the Bike + Bus LIGRA (Lignano-Grado) is the Friuli Venezia Giulia Region.</i></p> <p><i>A demand to improve intermodal bike + bus services comes from tourism stakeholders and is supported by users groups like FIAB.</i></p> <p><i>The Friuli Venezia Giulia Region has planned a series of Bike + Train, Bike + Bus and Bike + Boat services to support cyclists traveling throughout the Regional Cycle Network (ReCIR).</i></p>

See Annex 6 for the transportation map's folder.

Advertisement of bike + bus in FVG:

Trieste, 19th-20th April 2018



### PILOT: BIKE+BUS (budget 10.000 €)

- **BUS ROUTE:** Grado-Cervignano-San Giorgio di Nogaro-Latisana-Lignano
- **NUMBER OF BIKES TRANSPORTED:** about 40
- **PERIOD:** July+August 2018
- **DAYS:** Saturday+Sunday+13,14,15 August
- **BUS TRAVELS:** 2 outward+2 return
- **TRANSPORT CONDITIONS:** internet booking is required



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### 3. Alpes Maritimes France

#### a. Signposting Pilot

Title:	<i>Signalization of EuroVelo routes</i>
Partner:	<i>Département des Alpes Maritimes CD06</i>
<b>Overview</b>	
Country:	<i>FRANCE</i>
Region:	<i>Région Provence Alpes Côte d'Azur</i>
Objectives	<i>Being able to lead cyclists to the right route and make sure they do not get lost (with regard to the EuroVelo 8), and that they don't have to search for the Cycle Route.</i>
Short description:	<i>The signs to be set up will indicate the EV8 main poles and stage poles in accordance with the European specification. The signs will be bi-directional with the EV8 "Mediterranean Route" logo chosen by the EV8 Route Committee, distances for many of them, and the temporary routing feature (yellow logo) when under planning.</i>
Target groups	<i>Main target: Touring cycle tourists. The main area targeted is the seafront with its main famous places (Cannes, Antibes, Nice, Menton...) in a leisure and cultural perspective, over a large period of the year.</i>
Phase	<i>Setting up over 200 directional signs. Study phase completed; realisation phase in preparation.</i>
Developer, maintenance	<i>The CD06 will be the developer and coordinator. The CD06 will be responsible for the maintenance on the departmental road network and the Communautés d'Agglomérations (clusters of cities) for their networks.</i>
Cost and benefits	<i>Investment cost: 72,000 € (excluding intermodality rerouting)</i>  <i>€ 56,000 for signage panels (€ 42,000 for panels purchase and € 14,000 for installation)</i>  <i>€ 16,000 for RIS signs (€ 12,000 for panels purchase and € 4,000 for the installation)</i>



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Marketing Analysis I.	
“Product” - detailed description of the signs	<p><i>The panels will indicate the EV8 from pole-to-pole showing only the direction or the distance from the next pole. Some specific and local information will be punctually added in a few places.</i></p> <p><i>A feeder signage to stations and other intermodal hubs will be realised in a second stage.</i></p> <p><i>Service Information Relay (RIS) panels will be set up at the most strategic and needful parts of the route.</i></p> <p><i>The use of questions and answer codes is not provided in the device.</i></p>
“Place” – market analysis	<p><i>The main target audience is touring cyclists. (Several days stays on the territory). Another audience is local users for recreational purposes to start an outdoor and discovery activity (in accordance with its feasibility). Another important target is daily home and office trips in order to develop friendly environmental transports.</i></p>



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Marketing Analysis II.		
Promotion visual design	and	<i>There is a vertical road sign standard for the EV8 (see image below), as well as a national characterisation logo. The EV8 logo will be inserted in accordance with the graphic standards developed by the EV8 Route Committee. The directional signs will be exclusively in French. The (Service Information Relay) RIS panels will be multilingual. All of them will match the signs specifications (European manual).</i>





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Implementation plan I.	
Detailed description of the technical solution	<p><i>The entire route will be marked out. Dedicated cycle lanes will be permanently marked out. On the layout missing areas, there will be temporary (yellow colour) specific signs pointing out the tricky sections (major traffic without layouts, tracks not appropriate to any bicycles ...);</i></p> <p><i>Road signs will be used wherever possible, but the new masts (specific in green lacquer) will be the majority. The signs will be aluminium and will meet standards. There will be no specific ground signalling for the EV8.</i></p>
Actions to take	<p><i>Collaboration of Municipalities is necessary for installing the signs. Some parts of the route will be provided with a plan, especially in urban areas.</i></p> <p><i>Département technicians work in partnership with cycling clubs to clarify the relevance of cycling facilities.</i></p>



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Implementation plan II.	
Costs and incomes of development and operation	<i>Investment costs: € 72,000 (excluding rerouting towards intermodality).</i>
Time plan for the realization	<i>The signs were ordered in February and installed by December 2018.</i>
Stakeholders and organisation	<i>The marking out achievement were coordinated by the Département. Each crossed-through municipality was informed and authorised the setting up of the panels.</i>

**Logo of the EuroVelo 8 signposting in France:**

LA TRAVERSÉE - PICTO SIGNALISATION



Pour le 8 : police Frutiger 87  
ExtraBlackCN



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## b. Counters and Surveys Pilot

Title:	<i>Counters and survey pilots</i>
Partner:	<i>Département des Alpes Maritimes CD 06</i>
<b>Overview</b>	
Country:	<i>FRANCE</i>
Region:	<i>Région Sud Provence Alpes Côte d'Azur</i>
Short description:	<p><i>The counters to be installed are Zelt type technologies with the possibility of having continuous analysis reports.</i></p> <p><i>7 counters are planned (see map) in Menton, Nice (2), Antibes, Mandelieu, Pegomas, Peymeinade.</i></p> <p><i>3 counters already exist in Villeneuve-Loubet, Golfe-Juan, Nice. They will allow an attendance rate comparison at the opening of the EV8 and will complete the forthcoming counters.</i></p>
Objectives	<i>The counters will show the efficiency of the development plans, the increase in the use of bikes as a mean of transportation, the kind of users, and which main improvement fields must be taken into account.</i>
Target groups	<i>According to the counters the target groups will be mainly cycle tourists, then in second place local users.</i>
Phase	<i>The counters will be installed in relation with the completion of the development plans, in the first quarter of 2019.</i>
Operator, contact	<i>The Département will be the main operator.</i>
Cost and benefits	<p><i>Setting up cost: 25 000 €</i></p> <p><i>Annual maintenance cost: 1500 €</i></p>



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Marketing Analysis I.	
<p>"Product" - detailed description of the pilot</p>	<p><i>The counters will be located mainly in urban areas.</i></p> <p><i>They will be able to detect cycle wheels, but will not count mopeds, rollerblades, scooters and strollers. The detectors will be buried under the road surface.</i></p> <p><i>One of the counters will be installed in a countryside zone, in order to pick-up and analyse the inter-cities shifts.</i></p>
<p>"Place" – market analysis</p>	<p><i>The data will be collected on a 24 hour a day basis on both directions. Analyses can be ordered at any time.</i></p> <p><i>This attendance will help to improve local services in the rerouting zones for example, or to adapt supply or facilities according to the kind of attendance.</i></p> <p><i>Cross-checking will be possible with the National Data Counting Observatory set up with the ADRC.</i></p>



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Marketing Analysis II.	
Price	<i>No expected revenue under this action.</i>
Data processing	<i>The work will be done with the National Data Counting Observatory. A call for data sharing via the ADRC news groups Experience Laboratory will lead to a better analysis of sectors to be improved.</i>
Data presentation	<p><i>The results will be in the form of exhaustive and quantified reports, supported by an analysis methodology recommended by the provider in charge of the counters installation and maintenance</i></p> <p><i>Counters data and analysis reports may be posted on the Département's website.</i></p>



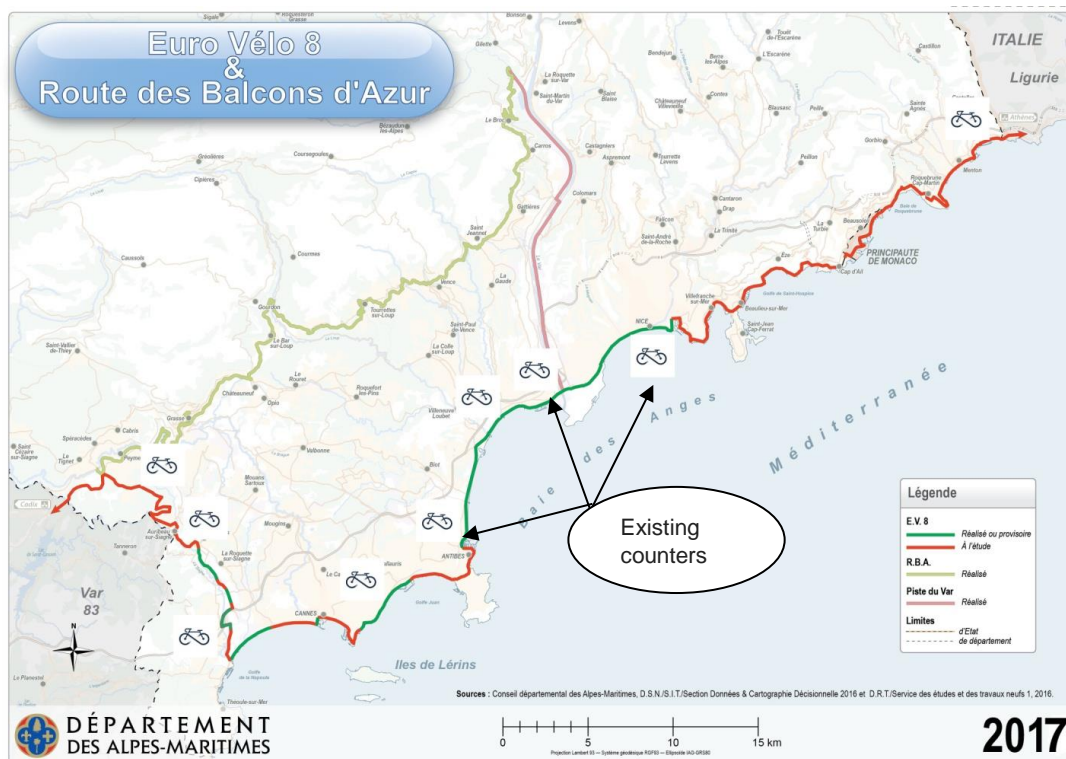
Implementation plan I.	
Detailed description of the technical solution	<p><i>The counters will be installed, and the batteries will be changed once a year.</i></p> <p><i>The surveys will not be systematic but will be conducted during relevant periods to measure the attendance. They can be provided by other partners with more specialised skills.</i></p>
Actions to take	<p><i>Counters are installed on outbuildings under CD06 management.</i></p>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>Installation costs: 25 000 €</i></p> <p><i>Annual maintenance costs: 1500 €</i></p> <p><i>No expected revenue.</i></p>
Time plan for the realization	<p><i>The counters' installation will start when the specific sections of the EV8 are realised on Mandelieu, Menton and Antibes.</i></p> <p><i>Programming 2019.</i></p>
Stakeholders and organisation	<p><i>The Département coordinates the setting up of the counters. Each municipality will be associated with this installation. The maintenance will remain at CD06 unless otherwise agreed. Each one authorises the installation of this equipment.</i></p>

A map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area:





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### c. Cycle Friendly Services Pilot

Title:	<i>EV8 national professional « Accueil Vélo » (cyclists welcome) brand labelling</i>
Partner:	<i>Conseil Départemental des Alpes-Maritimes (CD06)</i>
<b>Overview</b>	
Country:	<b>FRANCE (NUTS1)</b>
Region:	<b>Conseil Départemental des Alpes-Maritimes – CD06 (NUTS2)</b>
Short description:	<p><i>The CD06 is proceeding to the assignment of the national professional « Accueil Vélo » (cyclists welcome) brand (Hosting, bicycle rental and fixing, touristic interest areas, tourist offices) along the EuroVelo 8 Maritime Alps route, providing its staff and through public consultation. The professionals will be put forward by tourist offices in compliance with a public procurement contract. They will be given a name plate and promotional items to display on their communication tools. The CD06 will communicate the list of the accepted professionals on its website and on a national website (Tourisme et Territoires).</i></p> <p><i>The MEDCYCLETLOUR programme enables the CD06 to start the national brand labelling and offers to tourism professionals a free evaluation during the first 3 years. This will enable them to communicate at national and European level on the EuroVelo 8 and guarantee that tourists will get a high-quality welcoming.</i></p>
Objectives	<i>The aim is to qualify all tourist offices (approximately 17) involved to the brand and up to 50 professionals along the route.</i>
Target groups	<i>The targets are mainly the EuroVelo8 tourist travellers and those traveling in the Alpes-Maritimes' territory.</i>
Phase	<p><i>It was necessary to start the labelling work by June 2018, at the same time as the EuroVelo 8 route signage. The qualification of about 50 professionals will take at least one year.</i></p> <p><i>A partnership with tourist offices is in progress to identify professionals interested in the process. A public consultation was signed in July 2018. The deadlines will rely on the EuroVelo 8 delivery date in the Département des Alpes-Maritimes scheduled for June 2019. CD06 asks for a year and a half delay to achieve the task.</i></p>
Operator, contact	<i>The Conseil Départemental des Alpes-Maritimes and the operator defined according to the public consultation.</i>





	<i>The CD06 has been the brand appraiser since November 2017 (Commitment Act with the PACA Region, Brand Manager)</i>
Cost and benefits	<i>The labelling realisation cost is estimated at about € 20 000 including VAT.</i>



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Marketing Analysis I.	
<p>"Product" - detailed description of the services</p>	<p><i>Qualified professionals must be located within 5 km of the EV8 route.</i></p> <ul style="list-style-type: none"> <li>-Tourist Offices (All local and foreign tourists)</li> <li>- Sites of tourist interest (The spots along the route will be chosen in connection with tourist offices)</li> <li>- bicycle rental and servicing professionals (cyclosportives and cycle-tourists)</li> </ul> <p><i>The aim is to qualify all tourist offices (approximately 17) involved to the brand and up to 50 professionals along the route. This procedure is part of a regional and national procedure.</i></p> <p><i>The evaluation criteria respect those of the national grid (safe bike storage / parking, overnight accommodation, repair kit etc.).</i></p> <p><u><a href="https://www.francevelotourisme.com/contenus/fichiers/accueil-velo-guide-pratique.pdf">https://www.francevelotourisme.com/contenus/fichiers/accueil-velo-guide-pratique.pdf</a></u></p>
<p>"Place" – market analysis</p>	<p><i>The market targets are the Alpes-Maritimes' regular users, French and foreign tourists (Germany and the Netherlands).</i></p> <p><i>For this population, a survey published in July 2017 by the "Départements et Régions Cyclables" shows that between a quarter and a third of the customers are mainly from Northern Europe, particularly neighbouring countries. A dedicated survey was conducted in the two main market issuing countries: Germany and the Netherlands.</i></p> <p><i>There is no concomitance with other bike routes.</i></p>



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Marketing Analysis II.	
Price	<p><i>The cost for "Accueil Vélo" (cyclists welcome) members will be € 200 for 3 years. This amount is equivalent to the diagnosis cost. For the first membership, the CD06 will support the first evaluation.</i></p> <p><i>The Southern PACA Region is developing the brand throughout the country, as is the route committee in France.</i></p>
Sales	<p><i>In order to motivate professionals to join the "Accueil Vélo" (cyclists welcome) brand, collaborative work is carried out through tourist offices.</i></p> <p><i>They will promote the label and will chose the professionals to qualify as a priority.</i></p>
Promotion	<p><i>Customers can get information about qualified professionals on the national "Tourisme et Territoires" website, on the CD06 website, on the Region one and by tour operators and the national railroad network.</i></p> <div data-bbox="878 932 1057 1190"> </div> <p><i>The logo used is the brand one.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>When the members are selected, meetings will be set up to structure the cycle tourism policy.</i></p> <p><i>Moreover, an audit to check the compliance with the criteria will be held every 3 years, according to the professional's will of renewal. As the evaluation is free, there will be no financial management to set up.</i></p>
Actions to take	<p><i>The work is led by the South PACA Region. The CD06 is an evaluator and has the competence to certify professionals and delegate this qualification to tourist offices if necessary. There is a PACA steering committee and a technical committee at the Département des Alpes-Maritimes level.</i></p> <p><i>The CD06 sets up a new labelling management and must adapt to the national referential. CD06 must adapt to a new methodology.</i></p>



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Implementation plan II.	
Costs and incomes of development and operation	30 000€ - 40 000€
Time plan for the realisation	<p><i>The labelling work started in July 2018, at the same time as the EV8 route signage. The qualification of about 50 professionals will at least take one year.</i></p> <p><i>A partnership with tourist offices began in February 2018 to identify professionals interested in the process. A public consultation was launched in July 2018. The deadlines rely on the EV8 delivery date in the Département des Alpes-Maritimes scheduled for December 2018. CD06 needs one-and-a-half-year delay to achieve the task.</i></p>
Stakeholders and organisation	<p><i>The work is led by the South PACA Region. The CD06 is an evaluator and has the competence to certify professionals and delegate this qualification to tourist offices if necessary.</i></p> <p><i>There is a PACA steering committee and a technical committee at Alpes-Maritimes Département level.</i></p>



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A map showing the area which will be covered by the network of services and the cycle routes along this area:



List of services and criteria: <https://www.francevelotourisme.com/contenus/fichiers/accueil-velo-guide-pratique.pdf>



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## 4. Croatian National Tourism Board

### a. Signposting Pilot

Title:	<i>EuroVelo 8 Croatia signposting pilot 1</i>
Partner:	<i>Croatian National Tourist Board (PP6)</i>
<b>Overview</b>	
Country:	<i>Croatia</i>
Region:	<i>HR03 – Jadranska Hrvatska (NUTS2)</i>
Objectives	<p><i>Exemplary signposts to <u>motivate other regions, towns and municipalities</u> along the route to follow.</i></p> <p><i><u>Promote the route</u> through its visibility influenced by signposting.</i></p> <p><i><u>Increase route safety</u> (motorized traffic) through awareness of the route.</i></p>
Short description:	<p><i>This is the first EuroVelo signalization for this route in Croatia, and on some sections, it could be even the 1<sup>st</sup> cycling signalization at all.</i></p> <p><i>Complete signalization, including direction, mileage to next destination, route confirmation signs and information boards.</i></p> <p><i>Signs will be implemented at all intersections and for both directions.</i></p>
Target groups	<p><i>1 Stakeholders interested in the implementation of signposting in their regions (County tourist boards, towns and municipalities tourist boards, Ministry of Tourism etc.)</i></p> <p><i>2 Potential cyclists, current cyclists</i></p> <p><i>3 Entrepreneurs in cycling and active tourism shops, repairs, rent-a-bikes, etc. interested in promotion</i></p> <p><i>4 Owners of bike-friendly accommodation on/near the route</i></p> <p><i>5 Active tourism tour operators</i></p>
Phase	<i>Preparation phase, see below “actions to take” for more details</i>
Developer, maintenance	<i>Development/Implementation: CNTB together with affected county(ies).</i>



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	<i>Maintenance(aim): Local government (towns and municipalities) – communal services system and Tourist board of affected county(ies), towns and municipalities.</i>
Cost and benefits	<p><i>Design costs (project budget) 30 000€</i></p> <p><i>Estimated yearly operation costs (maintenance): 3000€</i></p> <p><i>Possible revenue (advertising) to be checked</i></p> <p><i>(new cyclists gained through promotional effects are also a kind of revenue)</i></p>





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Marketing Analysis I.	
<p>"Product" - detailed description of the signs</p>	<p><i>Complete signing will include: Directions, Destinations, Distances, Attractions/Services on/near the route, Information boards, QR codes, EuroVelo logo, route name, bicycle symbol.</i></p> <p><i>Dense signs covering all intersections, visible from both directions</i></p> <p><i>Sections to be signed are (see the maps in the attachment Annex 8):</i></p> <ol style="list-style-type: none"> <li><i>1. Zadar county, route from Maslenica-Nin-Zadar (60 km)</i></li> <li><i>2. Sibenik county, route from Biograd na Moru-Pakostane-Vodice-Sibenik (55 km)</i></li> <li><i>3. Information panels – at the route entrance in Croatia from the North and South</i></li> </ol> <p><i>The sections that will be covered with signalization are part of EuroVelo 8, which is one of the main national routes as well.</i></p>
<p>"Place" – market analysis</p>	<p><i>Target audience final - main group:</i></p> <ul style="list-style-type: none"> <li><i>- cyclists riding along the EuroVelo 8 route</i></li> </ul> <p><i>Target audience final - others:</i></p> <ul style="list-style-type: none"> <li><i>- potential cyclists to get attracted for the route</i></li> <li><i>- destination cyclists making daily trips</i></li> <li><i>- local commuters using the route</i></li> <li><i>- car drivers to increase awareness for cyclists</i></li> </ul> <p><i>Target audience - temporary:</i></p> <ul style="list-style-type: none"> <li><i>- Counties, towns and municipalities in Croatia that should implement signposting (showcase, motivation)</i></li> </ul>



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Marketing Analysis II.	
Promotion and visual design	<p><i>National cycling signalization standard is not existing yet. New regulation is in progress. Some unofficial regional (county, NUTS3) standards exist. There are no national route logos but some county and local do exist. As the regulation still does not exist, Ministry of Transport is involved and will give authorization to implement.</i></p> <p><i>The plan is to implement a “pure” EuroVelo signs without combining them with existing local system on the same sign. However, sharing the same pole will be considered (see below)</i></p> <p><i>The plan is to implement unified, bigger EV8 route information panels on a daily section start/end destination, in at least Croatian and English. The route information panels will be integrated into route signs in the same manner as other route information panels and according to national or regional standards.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>For a pilot an attractive ready-for-use daily section will be signed end to end (no consideration to sign any particular kind of infrastructure).</i></p> <p><i>Some regional routes are overlapping with some EuroVelo 8 sections. We can consider using the same poles if applicable (size, wind resistance, regulations). Beyond that, existing signs are not affected by this project.</i></p> <p><i>Material for signs will be agreed with the contractor. The procurement process is ongoing, and the contractor will be decided in the September 2018 when the works will begin.</i></p> <p><i>Poles of the existing road signs are not allowed to be used for the cycling signs.</i></p> <p><i>Road marking is not planned at the moment.</i></p>
Actions to take	<p><i>After procurement is done, decision on contractor will be made in September.</i></p> <p><i>Action to be taken by the contractor are to:</i></p> <p><i>a) deliver traffic elaborate for signalization,</i></p> <p><i>b) implement the signs along the specified part of the route</i></p> <ul style="list-style-type: none"> <li><i>Clarification with the Ministry of Sea, Transport and Infrastructure (regarding the new signposting regulation which is still not declared so the Ministry will give approval upon analysis of the traffic elaborate.</i></li> <li><i>Implementation (sign location specification, content specification, design, agreement with authorities, permissions, supplier selection process, control).</i></li> <li><i>Promotion.</i></li> </ul>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>Investment costs as planed in the project: 30000€</i></p> <p><i>Associated labour/travel costs estimation (covered through other project items): approx. 6000€</i></p> <p><i>Maintenance costs estimation per year: 3-5000€</i></p> <p><i>Estimated revenue per year: model with income from advertising should be checked (depending on existing Croatian laws and the new signage regulations).</i></p>
Time plan for the realization	<p><i>Start: 5/2018, End: 12/2018.</i></p> <p><i>The preparation and approval of the traffic elaborate will take 1-2 months.</i></p> <p><i>The implementation of the signalization will take a month.</i></p> <p><i>Main risk: Croatian cycling infrastructure signposting regulation still not issued. We are in contact with authorities and trying to push it or at least to agree how to be in line with the regulations even before official issue (to get official Guidelines). The Ministry agreed to give an approval on the plan or suggestions for it to be edited.</i></p> <p><i>Signs to be operational (and promoted): plan 12/2018, depending on the process of drafting and introducing of traffic elaborate to the Ministry of Transport.</i></p>
Stakeholders and organization	<p><i>Croatian National Tourist Board (PP6) is the lead.</i></p> <p><i>Relevant national (Ministry of Transport, Ministry of Tourism, Croatian roads), regional (Croatian roads regional offices, counties/NUTS 3 regions, tourist boards) and local (municipalities, tourist boards) bodies and institutions will be involved in the implementation, maintenance and promotion.</i></p>

In attachment:

1. A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed (Annex 8). As explained above, the route sections that will be signed within this pilot will be defined within the project.



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2. Detailed technical description (incl. drawing) of how the signs should look like according the national/regional standard and how you plan to integrate the EV signs (Annex 9). As also explained above, sign specification is pending due to the new regulations which is in progress, however some examples of the draft version of the sign design desired to become official are to be found in Annex 9.



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## 5. Region of Western Greece

### a. Signposting Pilot

Title:	<i>EuroVelo Signalization – Region of Western Greece</i>
Partner:	<i>PP8 – Region of Western Greece</i>
<b>Overview</b>	
Country:	<i>Greece</i>
Region:	<i>Region of Western Greece</i>
Objectives	<ul style="list-style-type: none"> <li>• <i>Provide clear route directions to cyclists</i></li> <li>• <i>Highlight points of interest along the route</i></li> <li>• <i>Ensure safe alternatives are proposed to cyclists</i></li> </ul>
Short description:	<p><i>It is considered more convenient to attach EuroVelo route information panels to existing signs in order to avoid additional licensing.</i></p> <p><i>The signs will confirm direction and distance.</i></p> <p><i>The existing signposting does not contain cycling signposting.</i></p> <p><i>In <b>Annex 11</b> you can find picture of existing signposting where the new signs will be attached.</i></p>
Target groups	<p><i>Target group: tourists – cyclists – locals</i></p> <p><i>Geographic area: Region of Western Greece (from Vonitsa to Astakos)</i></p> <p><i>Main characteristics: Middle-class European civilians</i></p>
Phase	<p><i>Design – conception phase.</i></p> <p><i>Implementation will start in November.</i></p>
Developer, maintenance	<p><i>Developer: Region of Western Greece</i></p> <p><i>Maintenance: Region of Western Greece</i></p>
Cost and benefits	<p><i>Signs Design: 1,000.00 Euros</i></p> <p><i>Signs Production: 7,000.00 Euros</i></p> <p><i>Info-kiosks Design: 1,000.00 Euros</i></p>



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	<i>Info-kiosks production: 3,000.00 Euros</i> <i>Installations: 2,000.00 Euros</i> <i>Total: 14,000.00 Euros</i>
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Marketing Analysis I.	
“Product” - detailed description of the signs	<p><i>Signing will be implemented with destinations, directions and distances in cases where the signs are attached to existing signing.</i></p> <p><i>38 signs and 3 Information boards will be designed, produced and installed.</i></p> <p><i>Information boards will be installed in Vonitsa, Palairos and Astakos.</i></p> <p><i>It is expected 65.69 km to be signposted, from Vonitsa to Astakos (see <b>Annexes 12 and 13</b>).</i></p>
“Place” – market analysis	<p><i>Target audience: Tourists – Cyclists – Locals</i></p>





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Marketing Analysis II.	
Promotion and visual design	<p><i>There is a National Standard for car drivers (regarding informative signing / destinations, distances etc), the general Road Traffic Code and the EuroVelo signage manual.</i></p> <p><i>The route information panels will be integrated into route signs in the same manner as other route information panels and according to national standards. There will be no change of the Greek design of signage (colour, shape, etc.) for the incorporation of this panel.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>The preferable solution is to use already existing signs to sign the available road network (additional licensing will be thus avoided). The EuroVelo route information panels will be attached to the already existing signs.</i></p> <p><i>Road marking will not be necessary.</i></p> <p><i>In <b>Annex 14</b> you can find all Technical Descriptions with examples (pictures).</i></p>
Actions to take	<ul style="list-style-type: none"> <li>• <i>Selection of an external company to design, produce and install the signs and the Information boards.</i></li> </ul>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>The development cost including the “in-kind” labour and the maintenance / running cost for the first 2 years will be approx. 14,000.00 Euros. The maintenance / running cost for each year after the first 2 years will be the 20% of the cost mentioned above.</i></p> <p><i>No direct income will be generated.</i></p>
Time plan for the realization	<p><i>June – September 2018: Feasibility Study &amp; Implementation Plan</i></p> <p><i>September 2018: Action Plan</i></p> <p><i>September – October 2018: Final Signage Study</i></p> <p><i>October – November 2018: Implementation</i></p> <p><i>December 2018 – 2019: Evaluation &amp; Dissemination</i></p>
Stakeholders and organisation	<i>Region of Western Greece</i>

#### Attachments:

1. Picture of existing signposting (Annex 11).
2. A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed (Annexes 12 and 13).
3. Detailed technical description (incl. drawing) how the signs should look like according to the national standard and how you plan to integrate the EuroVelo signs (Annex 14).



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## 6. Catalonia Spain

### a. Signposting Pilot

Title:	<i>Signalization of EuroVelo's section 41 in Catalonia: St. Feliu de Guíxols - Sils</i>
Partner:	<i>Directorate General for Tourism of the Generalitat of Catalonia (PP7)</i>
<b>Overview</b>	
Country:	<i>Spain</i>
Region:	<i>Catalonia</i>
Objectives	<i>Give continuity to the existing EuroVelo 8 section in Catalonia that is already signalized from the border with France to St. Feliu de Guíxols, attract more cycle tourists so as to promote a sustainable tourism, encourage people to use the bicycle as a mean of transport not only for leisure but also for local commuting and provide a route that will gradually expand and connect with other European routes.</i>
Short description:	<i>The signalization to be placed will consist mainly on retrofitting existing signals with EV route information panel, as this section is nowadays part of local cycling and pedestrian routes and thus it is already signalized. However, it is possible that completely new signals should be placed, whether for orientation or information.</i>
Target groups	<p><i>The target groups of this section are different depending on surface material condition and gradients. From km 0 to km 15 the route is recommended for all cyclists, including demanding cyclists; From km 15 to km 30 ground conditions are not so good and, therefore, this section becomes suitable only for average and experienced cyclists. From km 30 to the end (km 42), the route is again recommended for all kind of cyclists.</i></p> <p><i>According to the experience, the optimal distance between urban areas to do commuting is 8 to 10 km. The section to be signalized connects towns (St. Feliu de Guíxols – Castell-Platja d'Aro – Sta. Cristina d'Aro – Llagostera – Caldes de Malavella – Vidreres – Sils) which are mostly from 3 km to 10 km away. Thus, the section may be used both for commuting and for leisure. Perhaps the central section, between Llagostera and Caldes de Malavella (~13km), becomes more suitable for leisure and tourism and not as good for commuting; moreover, it's in this section where the way forks into different routes (Pirinexus and Carrilet to the north and Termal and EV8 to the south).</i></p>



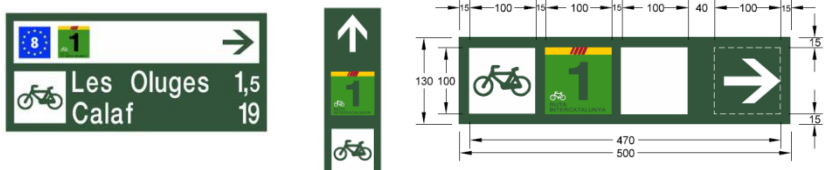

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Phase	<i>It has just been decided which is the most suitable section to provide signalization, and the project and works contract is under preparation.</i>
Developer, maintenance	<i>The developer of the project and works signalization contract is the Directorate General for Tourism in collaboration with the Directorate General for Mobility Infrastructures of the Generalitat of Catalonia. After construction, local Authorities are expected to maintain the infrastructure and signalization in good condition.</i>
Cost and benefits	<i>As established in the Application Form, the investment-equipment cost due is about 20.000€. The yearly operational cost will depend on local Authorities budget and it isn't defined yet. This project will involve new benefits through territory; despite no income specifically derived from this investment has already been calculated, it's expected to measure the economic impact of the route considering the data collected in the study of Pilot counters and surveys along EuroVelo routes that will be carried out in the framework of the MEDCYCLETOUR project. Therefore, we'll be able to quantify benefits of the EV8 route in Catalonia when we get the results of this study and analyse them.</i>



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Marketing Analysis I.	
“Product” - detailed description of the signs	<p>6. <i>Retrofitting existing signals with EV route information panel: From km 0 to km 23,5 it's already on service the local route Carrilet II and the regional cycle tourist route Pirinexus; from km 23,5 to km 31 it's working the Termal route; and finally, from km 31 to km 42, there are cycle and pedestrian routes known as 'Camins de l'aigua'. All the paths and existing signalization are maintained by local Authorities. Therefore, it's basically needed to include EV logo in the existing panels.</i></p> <p>7. <i>Directions, destinations and their distance, if needed, in order to complete existing signalization in junctions and in other points along the section.</i></p> <p>8. <i>Information boards with maps and detailed information).</i></p> <p>9. <i>QR codes to guide for further information (not defined yet), in order to offer to the users updated information, which will be managed by local authorities, as they get to any of the towns along the route section. The aim is to include QR codes in information panels, not in guidance signs.</i></p>
“Place” – market analysis	<p><i>As shown previously, there are different target groups to whom this section will be recommended. In a first phase, until a part of the infrastructure is conditioned, the route will be recommended to all kind of cyclists along two sections of 12-15 km each one, and recommended only for average and experienced cyclists in the intermediate section of 15 km. The signalization model will be understandable to all the route users and it will be designed according to Directorate General for Mobility Infrastructures of the Generalitat of Catalonia and EuroVelo criteria.</i></p>

Marketing Analysis II.	
Promotion and visual design	<p>We have a regional standard for the design of signalization, which is called “Guidance signalization manual in cycling routes and cycling lines”. In this standard there are indications of signalization both for preferential ways or paths and for shared ways or roads.</p> <p>In the process of defining de EV8 route, we've considered technical references contained into Guidance route development process manual (ECF, 2011). The signalization to be designed will follow the instructions of the EuroVelo 8 Corporate Design Manual (ECF, 2017) as well as the standards of the regional manual mentioned above.</p> <p>The object of signalization consists in incorporating a set of directional codes, lexicons and graphics, that are placed with the aim to guide the user and considering the following principles: clarity, simplicity, uniformity and homogeneity, consistency, visibility, readability, continuity, credibility, functionality and update.</p> <div data-bbox="487 997 1307 1165">  </div> <p>As the section to be signalized is part of existing local and regional routes, EuroVelo’s logo may have to be integrated into the signalization panels sharing the space with other logos:</p> <div data-bbox="470 1291 1153 1407">  </div> <p>The frame version of EV8 logo may as well be used around existing logos if it's convenient. It's planned to use Catalan on the signs, but the use of other languages as Spanish and English on the information boards may be considered.</p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>The section to be signalized between St. Feliu de Guíxols and Sils is composed mainly by unpaved paths (gravel or dirt) in good condition. The signs are expected to be not temporary because this section is already complete or continuous and there is no need to use public transport as it is possible to cycle along it. Nevertheless, this section starts at St. Feliu de Guíxols, where there is a public bus station, and finishes at the train station of Sils, to promote the access to the route and the connection with other local and regional routes easily by public transport.</i></p> <p><i>As there are existing signs, the aim is to keep or replace them in case of been damaged and add the EV logo and the new route information panels in addition to other signs that could occasionally be necessary.</i></p> <p><i>The material that will be used in the signs is a 3 mm-thick aluminium plate. The supports will be preferably made of wooden sticks, of at least 100 mm in diameter and 230 cm in height, for directional signs, and 100 cm in height, for confirmation signs.</i></p> <p><i>In this section, the route goes along paths; therefore, there will be no new signs in local or regional roads, neither road marking.</i></p> <p><i>Attending to the experience in signalization and management of cycle tourism routes of the Consortium of Girona Greenways, we notice that the materials chosen for composing signs are quite resistant to weather (no significant discoloration by the sun nor other critical damages due to weather conditions have been detected) and vandalism (precautions are taken in screws and also other protections to ensure the integrity of the signs and achieve an optimal service life). However, we'll consider whichever innovative and better materials that could improve the durability of the signalization.</i></p>
Actions to take	<p><i>It is planned to do a signposting plan prior to the installation of the new signs in order to detect real needs on the territory and to define the signs adapting them to the existing panels. That's why the Directorate General for Tourism, in collaboration with the Directorate General for Mobility Infrastructures of the Generalitat of Catalonia and the Consortium of Girona Greenways, will prepare the documentation to contract both the detailed signposting plan and the signalization installation works.</i></p> <p><i>The signposting plan will analyse thoroughly the several crossings of the EV8 route with roads and propose a specific signalization for cyclists and attention signs for drivers as well. Moreover, the design of the signs included in the</i></p>





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	<i>regional manual of signalization considers the users' perspective -cyclists- through distances between signs, font size, logo visibility and size, etc.</i>
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Implementation plan II.	
Costs and incomes of development and operation	<p><i>It's expected to invert 20.000€ in the implementation (detailed plan + installation work) of this section signalization. Moreover, the in-kind labour cost may be of about 1.250€: around 44 hours of DG Tourism staff assigned to the project, consisting on procedures on administrative contract (14 h), meetings with successful bidder (8h), monitoring of the contract (14h) and input seminar with stakeholders (8h).</i></p> <p><i>The maintenance costs per year are not defined yet; however, the overall costs of maintaining the route, considering infrastructure and signalization, will likely reach the 2.000€-3.000€ per kilometre and year.</i></p> <p><i>In principle, the route is not expected to generate direct revenue, but it will have an impact on the territory in terms of tourism and improvement of daily mobility.</i></p>
Time plan for the realization	<p><i>It is planned to do the detailed signalization plan throughout the first quarter of this year (February-March), and therefore it's expected to carry out the implementation works during the spring, to put the signalization into operation in summer.</i></p>
Stakeholders and organisation	<p><i>As said before, the Directorate General for Tourism, in collaboration with the Directorate General for Mobility Infrastructures of the Generalitat of Catalonia, will initiate and authorize the definition and implementation contract of signalization. The financing will also be done by the project partner. Once signalization has been implemented, it will be transferred to local Authorities so that they can do proper maintenance. Indeed, some meetings may be held in order to communicate to local Authorities when will the signalization be in operation and to encourage collaboration among all the agents involved.</i></p>

In attachment:

- GPS tracks showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed (Annex 15).
- Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs (Annex 16).



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## b. Counters and Surveys Pilot

Title:	<i>Impact of the EuroVelo 8 in the area of Girona</i>
Partner:	<i>PD7 Directorate General for Tourism of the Generalitat of Catalonia</i>
<b>Overview</b>	
Country:	<i>ES 5</i>
Region:	<i>ES 51</i>
Short description:	<i>We will install two different kinds of counters, one bidirectional and one mobile counter, a little different between them. Also, an annual subscription in order to receive GSM annual data. The interviews will be about 10-18 questions and will take place during 12 months in order to have a big spectrum data. About 600 interviews are planned.</i>
Objectives	<i>The objective of this pilot is to know what kind of users we have on EuroVelo 8 in Girona. We want to improve our offer and accompany the private economy of the area. We want to use the data to influence the adoption of policies that help to increase the sustainable tourism in the region.</i>
Target groups	<i>The main target group of the survey is all bike users of the route, the EuroVelo 8, in the area of Girona. All ages, all nationalities and all kind of users of the route. The spectrum is very wide and diverse.</i>
Phase	<i>The state of realization nowadays is started. The project of the consultant for the surveys is already presented and there is also a budget for the counters.</i>
Operator, contact	<i>The operator of the pilot is Directorate General for Tourism of the Generalitat of Catalonia with the help of the Girona Greenways Consortium (Consorti de les vies verdes).</i>
Cost and benefits	<i>The estimated costs are the following: 9.000, 00€ (VAT included) for the counters and 19.000, 00€ (VAT included) for the study and surveys.</i>  <i>The yearly operational costs are 300€ per GSM subscription in order to have all the data, and 100€ for the yearly change of batteries.</i>



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Marketing Analysis I.	
“Product” - detailed description of the pilot	<p><i>We decided to implant two counters with different special technical properties. The first one is an eco-counter multi bicycles/pedestrians bidirectional and the second one is a counter PiroBox with a pyroelectric sensor and bidirectional. This second one is mobile counter. This is very important for us because it will be possible to change place depending on our interests of information in every time and period of the year. So, the information is going to be rich and interesting for us and for all our partners.</i></p> <p><i>The fix counter is going to be in Caldes the Malavella, approximately in the intersection between the greenway and where the EuroVelo 8 turns direction south.</i></p>
“Place” – market analysis	<p><i>The big blocks of the survey will be:</i></p> <ol style="list-style-type: none"> <li><i>1. Sociological profile</i></li> <li><i>2. Economic impacts variables</i></li> <li><i>3. User profile</i></li> <li><i>4. Net Promotore Score (users’ fidelity)</i></li> </ol> <p><i>There will be about 10-18 questions and about 600 polls.</i></p> <p><i>The data collection will take place in about 8-12 months.</i></p> <p><i>After this fieldwork, a tourism consultancy will extract de data analysis and will held a structured final report.</i></p>



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Marketing Analysis II.	
Price	<i>We are not going to sell the data. The purpose is only to collect information in order to improve the quality of the product and the routes and to help our private associates to have quality information to work and increase their sales.</i>
Data processing	<i>The data will be processed by the consultancy experts, so they will inform the Consorci through a complete annual inform.</i>  <i>The analysis the consultant will implement is quantitative and qualitative.</i>
Data presentation	<i>We intend to present the information regularly on our website but not in real time because we don't have yet the technology for doing this. It is also unnecessary to give information without the explanation so is better to give the data with a little report, either in our website, social network and in mass media.</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>We are going to collect the information 3 times a year. We collect the data with the mobile and then the info is entered in an online platform.</i></p> <p><i>Initially we won't give online information to the cyclists, except if they asked for it for a purpose.</i></p>
Actions to take	<p><i>The permits we need to install the counters depends directly if it is in the greenway the consortium manages directly or not.</i></p> <p><i>If is located inside a municipality, then it depends on the town hall.</i></p> <p><i>We intend to place them outside of the towns.</i></p>



Implementation plan II.	
Costs and incomes of development and operation	<i>The total price of the counters VAT included is 9.000€. The estimated cost of the study and the surveys is 12.000€ VAT included for the Economic Impact of the Greenways and 7.000€ Vat included for the perception of the impact of Greenways and EuroVelo 8 in Girona area.</i>
Time plan for the realization	<i>The idea is to start as soon as we can the contract so that we can order the counters and the survey. We have already the project and the prices, so it will take short period of time.</i>
Stakeholders and organization	<i>The lead of this pilot will be the Consortium of the Greenways, in Girona. We will manage the installation of the counters and the lead of the surveys.</i>

Map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area (the fix counter will be located approximately in the area showed by the square):







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## 7. Consorzio Oltrepò Mantovano Italy

### a. Signposting Pilot

Title:	<i>Signalization along EuroVelo 8 Mantova province's section</i>
Partner:	<i>Consorzio Oltrepò Mantovano (PP5)</i>
<b>Overview</b>	
Country:	<i>NUTS1 - North western Italy</i>
Region:	<i>NUTS2 – Lombardy Region</i>
Objectives	<p><i>The object is to allow the cyclists to move along EV8 without danger of disorientation and ensure a standardization of the signs to facilitate recognition along the route.</i></p> <p><i>Secondary object is to encourage the existing cycle tourists coming from the EV8 to discover the Oltrepò Mantovano territory and its inland villages not far from the main route.</i></p>
Short description:	<p><i>At first it is necessary to make a survey of the existing signs.</i></p> <p><i>In a second phase, according to local law and EuroVelo standards, the old signs will be updated, and new ones will be added.</i></p>
Target groups	<p><i>Actions are addressed to the cycle tourists and local cyclist tourists.</i></p> <p><i>The Oltrepò Mantovano area is interested in Italian tourism and arrivals from Germany: EV8 is the Italy crossing axis that allows to go from East to West and vice versa</i></p>
Phase	<p><i>The pilot phase already exists. The Mantova province in the past has reported the whole route in a unitary way.</i></p> <p><i>The main phase consists in updating and integrating existing signage and possibly adding new ones.</i></p>
Developer, maintenance	<i>Maintenance and monitoring should be guaranteed by the Province of Mantua and, secondly, by the municipalities facing the cycle route.</i>
Cost and benefits	<i>30.000€ cost of investment.</i>





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Marketing Analysis I.	
"Product" - detailed description of the signs	<p><i>A signage plan already exists that needs to be updated and implemented.</i></p> <p><i>Information panels about the route will be placed only at equipped rest areas. On the panel could be added some information about the distance (km and time) from attractions and services closer to the route and a map with all the itinerary to get an overview of everything. In the same panel could be inserted a QR Code or link to a site to download the GPX track and to see whole map and services available.</i></p>
"Place" – market analysis	<p><i>The target audience is based on Italian cyclists from neighbouring regions, cycling amateurs as local residents who use EV8 for moving or for fun along the embankment and foreign bike tourists predominately coming from Germany.</i></p>

## Marketing Analysis II.

### Promotion and visual design

*Signalization in Italy is dictated by the "Codice della Strada" but there are not specific differentiated references for cyclists' signage (no yet).*

*FIAB (Italian Federation Friends of the Bicycle) has defined guidelines for signage: shapes, size, symbols, print, according to the functions (direct the cyclist privileging direction information with crossroads, turns, km and locations to be reached) but every Common legislature has its own way especially for city cycle routes.*



Near Mantova



Peschiera-Mantova itinerary



Peschiera Mantova itinerary



EuroVelo 8, Mantova Province



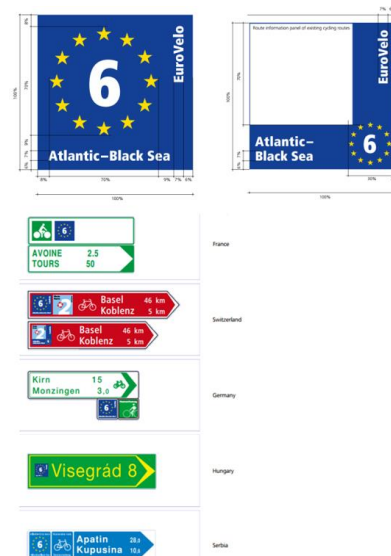
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*EV8 close to Aquileia*



*Emilia Romagna Region*



*EuroVelo*

*The signs are provided in Italian (only information panels are bilingual)*

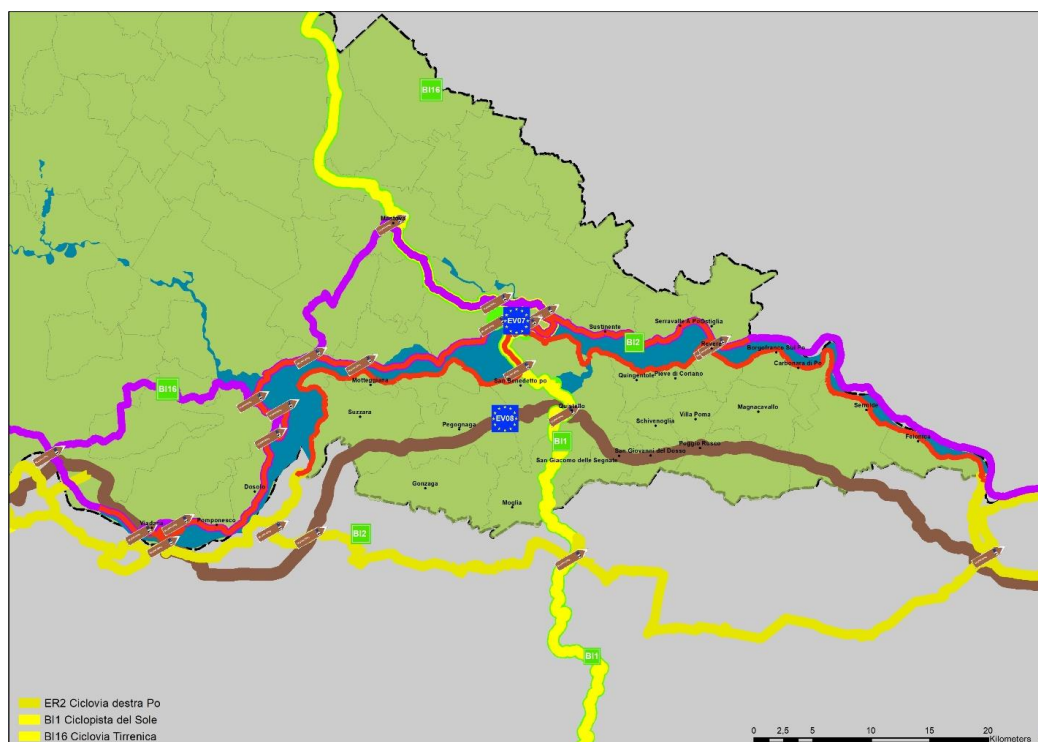


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Implementation plan I.	
Detailed description of the technical solution	<p><i>Signs are placed on ordinary roads: mainly on top of asphalted embankments and/or dirt roads.</i></p> <p><i>In the signalling plan should be indicated EV8 and connection to BI2, VenTo, Via Claudia Augusta, ER2 on the right Pò (Rete Previsionale Ciclovie Regione Emilia Romagna), Cycle Path n.8 of interest for the Lombardy Region, Sun Route EV7/BI1, Tartaro (to Veneto Region), Ostiglia-Treviso, TiBre dolce, Via delle Risaie.</i></p> <p><i>The specific signs for cycling routes must not follow the local law (Codice della Strada) and may not be reflective but it should be fixed to allow cyclists to be able to orientate all the year.</i></p> <p><i>The “Codice della Strada” requires signage with retroreflective film printing applied on materials as aluminium, thermosetting and composites but these restrictions do not apply into park-roads forest trail, natural path and in other situations not foreseen in the “Codice della Strada” so it becomes possible to adopt one specific signage for cyclists.</i></p> <p><i>Other general indications are given by the “Piano Regionale della Mobilità Ciclistica”, Lombardy Region (L.R. n.7, 30/04/2009 updating 2014)</i></p>
Actions to take	<ul style="list-style-type: none"> <li>- Signs design</li> <li>- Implementation plan of the existing signage and current position with new ones</li> <li>- See the approval process for each sign position</li> <li>- Verification of the road property</li> <li>- Verification of existing constraints</li> <li>- Obtaining of necessary authorizations</li> <li>- Tendering procedure to identify the company with the required permissions for supply and installation of signs</li> </ul>

Implementation plan II.	
Costs and incomes of development and operation	<p>30.000€ investment costs and about 5.000€ per year for signage maintenance costs.</p> <p>Advertising on cartels is not foreseen.</p>
Time plan for the realization	<p>April-May: analysis of the existing signage status</p> <p>June-July: selection and assignment procedure</p> <p>August-October: Request for the necessary authorizations and permits</p> <p>November-December: laying of the signs</p>
Stakeholders and organization	<p>The implementation and the project of the signs during the project are in the field of the Consorzio Oltrepò Mantovano.</p> <p>The maintenance is borne by the Provincial of Mantua (and, hopefully, by the municipalities).</p>

A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed:



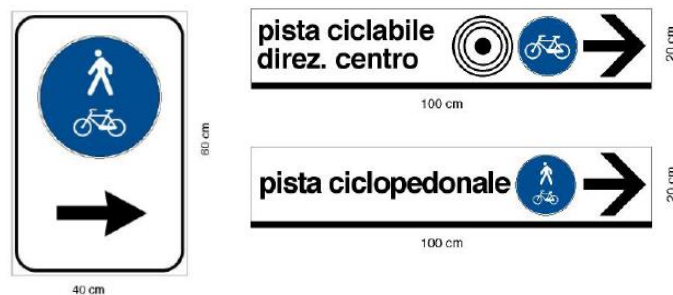


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Detailed technical description (incl. drawing) how the signs should look like according to the national/regional standard and how you plan to integrate the EV signs. Technical details for signalization:

- Function: direct the cyclist, inform him about direction, crossroads, turn and km to the places to reach;
- Colours: as Codice della Strada which provides white colour in background for urban areas and brown ones for suburban areas;
- Geometric shape: rectangular for urban areas and shaped with an arrow profile for the suburban area
- Dimensions: smaller than Codice della Strada for economy production and lower environmental impact;
- Logos and symbols: alphanumeric symbols and logos to indicate local, national (Bicitalia) or European (EuroVelo) itineraries.

Urban context direction signal:



Tourist sign for extra urban itineraries and confirmation signals:



Extra urban context direction signal





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Urban context direction signal

Direction signal for cycle routes with logos position:



It is possible to stick EV8 labels on existing signs.

See Annex 18 for the Signalization Plan.



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## b. Bike and Public Transport Pilot

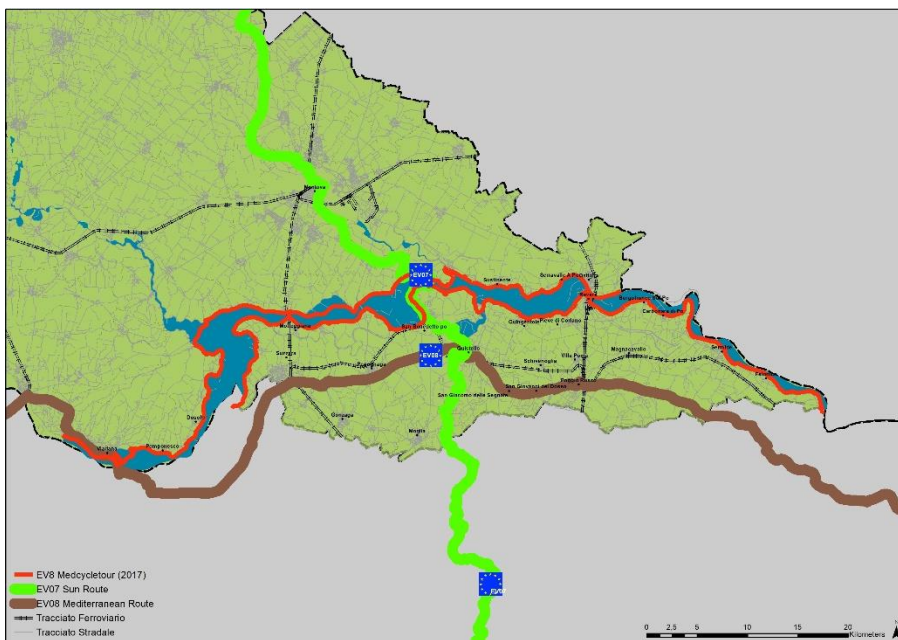
Title:	<i>A public-private alliance for a bike transport service in an area with lack of public transport</i>
Partner:	<i>Consorzio Oltrepò Mantovano (PP5)</i>
<b>Overview</b>	
Country:	<i>NUTS1 - North western Italy</i>
Region:	<i>NUTS2 – Lombardy Region</i>
Short description:	<p><i>The Oltrepò Mantovano Region is a rural area with a high youth unemployment rate and with lack of public transportation, and in general, a lack of services for cycle tourists.</i></p> <p><i>The public administration will entrust a people – bicycle- luggage transport service buying a trolley and a van. The service will be managed by a territorial stakeholder or through the creation of a bike friendly consortium that works along the EV8.</i></p>
Objectives	<p><i>The object is to find a way for make territories more accessible for cycle tourists who pass on EV8 giving the possibility to move from the track to explore the neighbouring countries and cities with the least loss of time by activating a call/reservation transport service for bicycles or luggage.</i></p> <p><i>It's not possible at the moment to implement the bike transport service on the train or bus but the new project with the purchase of a dedicated vehicle, booking it, make possible to move bicycle or luggage at any time and any place.</i></p> <p><i>At the same time a new economy and new works opportunities related to the tourism services could arise in the area.</i></p>
Target groups	<p><i>Actions are addressed to cycle tourists, political decision makers, farmhouse, technicians, commercial operator, hotels, B&amp;B, restaurants and users. Particular reference about users is made to who goes on MTB and who on bicycle for bike tourism.</i></p> <p><i>The Oltrepò Mantovano area is interested by tourism in mainly from north Europe and France: EV8 is the Italy crossing axis that allows to go from East to West and vice versa.</i></p>





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Phase	<i>The proposed service is still an idea. At the first time, we need to analyse potential stakeholders interested in providing the service, then, inform them about the economic potential, acquire the vehicle/trolley for transports to manage and promote the service on the territory and along the cycle path.</i>
Operator, contact	<i>The idea is that the service will be managed by a specific operator (associations, hotels, farmhouse, B&amp;B, bicycle mechanics, ...) or by a consortium of several interested companies/operators (for example group of bike friendly operator or hotels).</i>
Cost and benefits	<p><i>The total start investment cost will be of 30.000 Euro.</i></p> <p><i>The yearly costs are estimated in around 1.500 Euro of human resources, plus 200 Euro for yearly maintenance of the trolley.</i></p> <p><i>The cost for the service managed by the operator depends on his choice to acquire the necessary equipment (van and trolley) in property or rental.</i></p>

Marketing Analysis I.	
<p>"Product" - detailed description of the services</p>	<p><i>The product consists of a "on call" bicycle transport service that can be booked at least one day in advance (or, if the operator is available on the same day), which will transport the cyclists with their own bicycle from the railway stations to their accommodations (farmhouse/hotels) and from the accommodation to local attractions (museums, protected areas, festivals, etc). The service will also be available to cyclists who are no longer able to continue their journey due to technical or physical discomfort. The service can also make available to tourists who reach the territory without their own rental bikes fleet.</i></p> <p><i>The service could allow to superate not passable tracing sections activating the service by booking (even by call only). The expected operational frame time of the service it will to be from March to October.</i></p>
<p>"Place" – market analysis</p>	 <p><i>The service will cover all the EV8 path along Mantova Province. Hot spot points for the access to the territory or for their touristic importance will be the railway stations of Suzzara, Poggio Rusco (intersections point of different lines), Ostiglia (intersection point of EV8 with the railway line Bologna-Brennero), Casalmaggiore (intersection point of EV8 with the railway line Mantova-Parma) and Mantova.</i></p>



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	<i>Now there are not real alternatives to use individual car.</i>
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Marketing Analysis II.	
Price	<p><i>Price per person only for bike transport: 10€</i></p> <p><i>Price for rent a bike: 12€</i></p> <p><i>Passenger transport price: 5€</i></p> <p><i>(Maximum groups of 10 people)</i></p>
Sales	<p><i>The service can be activated with a call when the tourists needs or booked first it the cyclist has already defined his own program.</i></p> <p><i>The service can be purchased either on site (at the time of the call), either in advance with a confirmation deposit or online on a site dedicated to services along the EV8. It can be purchased, in addition, directly from the affiliated operators.</i></p> <p><i>There is no agreement with other local public transport services.</i></p>
Promotion	<p><i>The promotion of the activation of the service should reach the users of the EV8 along and across the route and the territory and should be done with publication on the Oltrepò Mantovano, stakeholders and other members of the agreement / service website. The information could be public on the EuroVelo and Bicalia sites and the information could be inserted on panels along the route. Information leaflets and contacts could be distributed in tourist information centres and between the 40 cyclist friendly services operators of the project.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>The proposed service is flexible for places of meeting/support. Strategic meeting points are recommended such as stations, accommodations, car parks, camper areas, cultural and natural attraction.</i></p> <p><i>At the meeting point and at the accommodations is planned the affixing of a sticker with a logo to inform the tourist about the bike friendly service. In all the accommodation there will be information brochures about the bike friendly network and the offered services.</i></p> <p><i>The services are based on a reservation system.</i></p>
Actions to take	<ol style="list-style-type: none"> <li><i>1. Definition of the best technical solution for bikes transport</i></li> <li><i>2. Establish the terms of the usage agreement</i></li> <li><i>3. Select the operator to whom the service will be assigned</i></li> <li><i>4. Monitoring and supporting the operator activities</i></li> <li><i>5. Evaluation of the effective of the services</i></li> </ol>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>The total start investment cost will be of 30.000 Euros.</i></p> <p><i>The yearly costs are estimated to around 1.500 Euros of human resources, plus 200 Euros for yearly maintenance of the trolley.</i></p> <p><i>The cost for the service managed by the operator depends on his choice to acquire the necessary equipment (van and trolley) in property or rental.</i></p>
Time plan for the realization	<p><i>The service could start in September 2018. Five months are supposed to be necessary for define the best technical solution, buying it, select the operator, sign an agreement and start the service.</i></p> <p><i>The expected main obstacles will be to find the operator in a reality without any touristic offer. The service will be fully operational from spring 2019.</i></p>
Stakeholders and organization	<p><i>The leadership will be taken by the operator whom the service will be entrusted with the supervision of the Consorzio Oltrepò Mantovano.</i></p> <p><i>The implementation of the service will be in charge to the operator.</i></p>

Feasibility Study in Annex 19.



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### c. Cycle Friendly Services Pilot

Title:	<i>The Mantova province's network of cycling friendly services along EuroVelo 8</i>
Partner:	<i>Consorzio Oltrepò Mantovano (PP5)</i>
<b>Overview</b>	
Country:	<i>NUTS1 - North western Italy</i>
Region:	<i>NUTS2 – Lombardy Region</i>
Short description:	<p><i>The Mantova province region along EV8 is an agricultural area with a lack of services for tourism in general, and cycle tourism in particular. The aim of the action is to build a bike friendly network along the EV8 sections of the Mantova province aimed to support to bikers, raising the self-awareness of the territory on cycle tourism potential and create a network of subjects that can support and guide the choices of the public administrations for the improve of the cycle tourism in the area.</i></p> <p><i>Services that could be included in the bike-friendly network are: rental, repair and bicycle assistance, bicycle and accessory shops, bicycle stations, kiosks, travel agencies with cycling itineraries offer, restaurants, farmhouse of spe, bike hotels, b&amp; bs, farms, street food, massage centres, bars, laundries etc.</i></p> <p><i>All these services must have stopping point for bicycles/guarded storage, a "do-it-yourself" station/repair kit and must be able to meet the needs of the cyclist according to the service provided.</i></p>
Objectives	<i>The object is to increase the offer of tourist services of the area by creating a network of 40 operators able to welcome cycle tourists and to satisfy their needs by adapting their services to become bike friendly or offering new ones.</i>
Target groups	<i>The project is aimed to all operators of the that want to be bike friendly (farmhouse, hotel, restaurants, shops, etc.) placed in the Oltrepò Mantovano Territory and in the territory of Mantua placed along the EV8.</i>
Phase	<i>The pilot action is an idea that will be developed in the 3.6 action of the MEDCYCLETour project by meeting the local stakeholders and clarify the object of the project, evaluating the commitment and the involvement, creating a network of 40 operators, defining for each of them one or more cyclist friendly services and a permanent formal or informal organizational scheme.</i>



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Operator, contact	<i>No operator has been identified in this phase.</i>
Cost and benefits	<p><i>A part of the coordination costs (about 10.000€) will be supported by the organization to set up the network.</i></p> <p><i>The annual costs for the management and operation phase of the network, will be assumed by the 40 operators through payment of a yearly quota of 150€ each (variable, according to the decision of the stakeholders) and in any case not less than 6.000€.</i></p> <p><i>For the moment it is impossible to define the economic benefits of the investment.</i></p>





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Marketing Analysis I.	
<p>"Product" - detailed description of the services</p>	<p><i>A detailed set of services will be defined by working with the local operators involved in the project.</i></p> <p><i>Services that could be included in the bike-friendly network are: rental, repair and bicycle assistance, bicycle repair shops, bicycle and accessory shops, bike park, kiosks, travel agencies with cycling itineraries offer, restaurants, farmhouse, bike hotels, B&amp;Bs, farms, slow food, massage centres, bars, laundries etc.</i></p> <p><i>All these services must have stopping point for bicycles/guarded storage, a "do-it-yourself" station/repair kit and must be able to meet the needs of the cyclist according to the service provided. Farmhouse/Hotels/B&amp;B should allow tourists to sleep even for one night and guarantee (as well as affiliated bars) abundant and energetic breakfast adapted to the cyclists (early morning too – for instance 4:30 am-) or adequate lunch. Some operators should provide a fast laundry service (or a convention not too expensive with a nearby service). Finally, each operator should be aware of the itineraries in the area, the cycling link, intermodality and places of interest.</i></p>
<p>"Place" – market analysis</p>	<p><i>The network will be promoted at a local level to all kind of cycle tourists (experienced, average and demanding) along the Mantova province sections of EV8. Since the area is not a tourist region the expectations are to develop basic services for low-medium economic segments.</i></p> <p><i>There is no other cycling friendly network in the area.</i></p>



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Marketing Analysis II.	
Price	<i>The membership cost will be defined in the building network phase depending on the organizational level. Anyway, due to the immaturity of the area and the relatively low touristic flow in the starting phase is expected a low membership fee (150€).</i>
Sales	<p><i>The scouting phase of service providers will be carried out by starting on the workshops for building the Action plan for EV8 - Action 3.2</i></p> <p><i>Services could get more visibility on the Internet and be more publicized. Many of the contacted stakeholders already knows the economic opportunities of cycling tourism and are ready to launch projects and promotion campaigns.</i></p> <p><i>The tourist could buy services from the members of the network on internet and directly on the territory asking directly to the affiliated operators.</i></p>
Promotion	<p><i>To reach the target group the project action will make workshop, training campaigns, participated meetings and create brochures and online communication.</i></p> <p><i>The object is to pass the message that every operator can easily become bike friendly and increase its success by embracing ever-expanding cycle tourism .</i></p>



Implementation plan I.	
Detailed description of the technical solution	<p><i>The recruitment phase will aim to find a local subject that could take in charge the permanent organization of the network. This network leader will yearly check the quality of the offer of the members and report the check results to Mantova Province Tourism office and to the Consorzio Oltrepò Mantovano.</i></p> <p><i>The collection of the fee will even be in charge to the network leader.</i></p>
Actions to take	<p><i>In order to install the network, it will need a promotion of EV8 potentiality through the MEDCYCLETLOUR project actions, the recruitment of the first 40 operators, the definition of an organizational structure and of a leader network.</i></p> <p><i>The criteria adopted for been recruited will be based on the possibility and the availability of the local stakeholders "to be cyclists friendly", that means their capability to offer services for cycle tourists.</i></p> <p><i>The most difficult part is the management of the network as a result of operations</i></p>

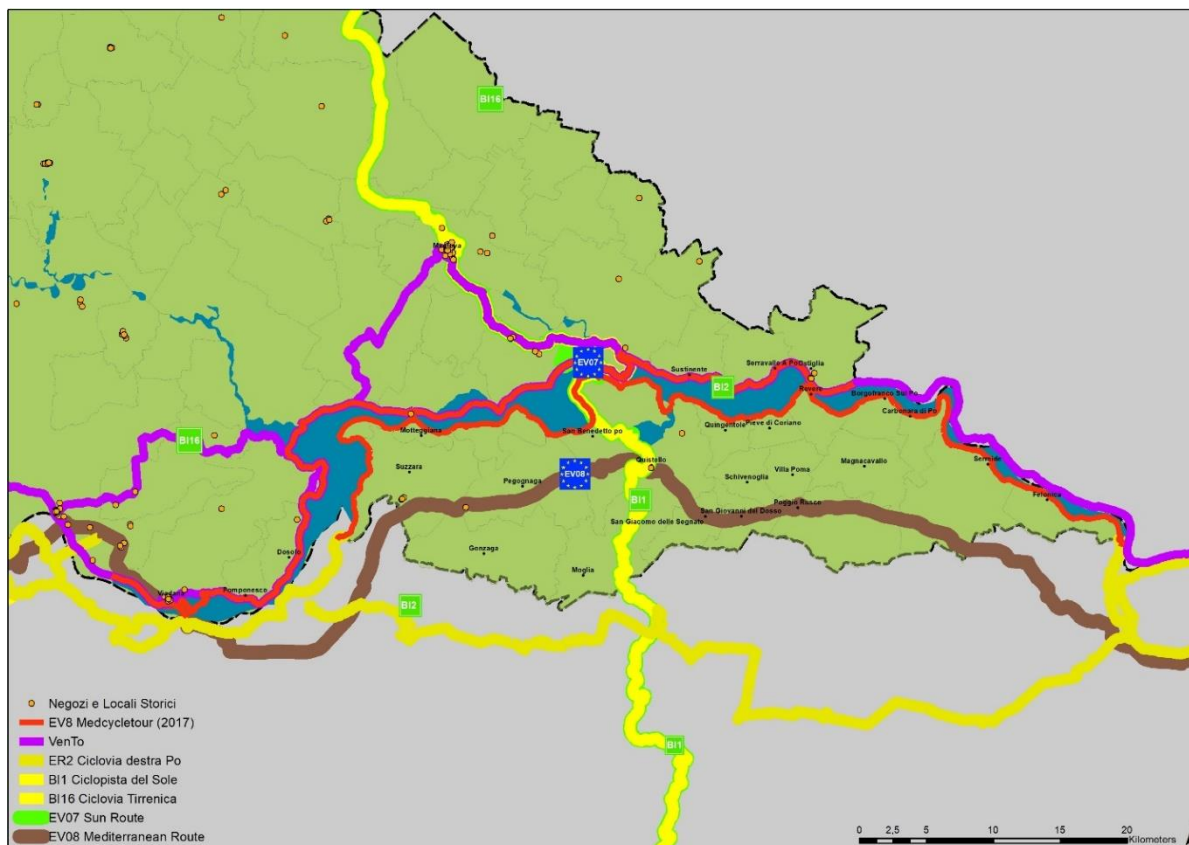


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Implementation plan II.	
Costs and incomes of development and operation	<p><i>A part of the coordination costs (about 10.000€) will be support by the organization to set up the network.</i></p> <p><i>The annual costs for the management and operation phase of the network, will be assumed by the 40 operators through payment of a yearly quota of 150€ each (variable, according to the decision of the stakeholders) and in any case not less than 6.000€.</i></p>
Time plan for the realization	<p><i>Recruitment of 40 local operators: April-September 2018</i></p> <p><i>Training of the operators: September 2018 - January 2019</i></p> <p><i>Definition with the operators involved of the management structure of the network: September-December 2018</i></p> <p><i>Starting of the service: March 2019</i></p>
Stakeholders and organization	<p><i>The leadership of the network is expected to be taken by one of the stakeholders that works in touristic services under the supervision of the Mantova Province Tourist Office and the Consorzio Oltrepò Mantovano.</i></p> <p><i>A permanent board composed by the stakeholder's representatives will direct the activity of the network.</i></p> <p><i>The financing will come from the annual fee of the members (150€) and by any other forms of advertising and communication.</i></p>

## Necessary attachments:

1. A map showing the area which will be covered by the network of services and the cycle routes along this area.



## 2. List of services and criteria

Services that could be included in the bike-friendly network are: rental, repair and bicycle assistance, bicycle repair shops, bicycle and accessory shops, bike park, kiosks, travel agencies with cycling itineraries offer, restaurants, farmhouse, bike hotels, b& bs, farms, slow food, massage centres, bars, laundries etc.

All these services must have stopping point for bicycles/guarded storage, a "do-it-yourself" station/repair kit and must be able to meet the needs of the cyclist according to the service provided. Hotel should allow tourists to sleep even for one night and guarantee (as well as conventionated bars) abundant and energetic breakfast adapted to the cyclists (early morning too – for instance 4:30 am-) or adequate lunch. Some operators should provide a fast laundry service (or a convention not too expensive with a nearby service). Finally, each operator should be aware of the itineraries in the area, the cycling link, intermodality and places of interest.



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## 8. Cyprus

### a. Signposting Pilot




Title:	<i>Signalisation of EuroVelo 8 sections in Cyprus</i>
Partner:	<i>Cyprus Tourism Organisation (PP2)</i>
<b>Overview</b>	
Country:	<i>CYPRUS (CY0)</i>
Region:	<i>CYPRUS (CY00)</i>
Objectives	<i>Signalisation will firstly assist with finding the EuroVelo 8 route and provide directions to cyclists. Secondly, it will increase awareness of the existence of EuroVelo 8 in Cyprus. Increased awareness will benefit both in promotion and attraction terms, but also in improved road environment safety.</i>
Short description:	<i>Signalization will include completely new signs as well as orientation/direction signs. Information boards will be placed near key points of interest, incorporating bike stands / shelters.</i>
Target groups	<i>Experienced Cyclists (Locals &amp; Tourists) Leisure Cyclists (Locals) Local Authorities</i>
Phase	<i>The Route has been inspected from Cape Greco to Paphos. This inspected part of the route will be signposted.  The Deputy Ministry of Tourism is in contact with the Public Works Department in relation to the matter and the preparation of tender documents.</i>
Developer, maintenance	<i>The Deputy Ministry of Tourism will be the developer and Public Works Department will maintain the signalization after the development phase.</i>
Cost and benefits	<i>Cost of investment is approximately 400 Euros per Km of Route. Sections from Cape Greco to Paphos cover a total 195 Km, so the cost of investment is approximately 78.000 Euro.  The benefits will be an improved awareness of EuroVelo 8, better orientation, increased use of the Route, improved intermodality in transport, lower CO<sub>2</sub> emissions and an increase in cycle tourism and hence lengthening of the tourist season.</i>



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Marketing Analysis I.	
<p>"Product" - detailed description of the signs</p>	<p><i>The proposed signalisation will include:</i></p> <ol style="list-style-type: none"> <li><i>1. Directions (Bidirectional) only where long stretches of the Route are linear without junctions. This is especially the case in the daily section from Larnaca to Tochni.</i></li> <li><i>2. Directions and destinations (Bidirectional) closer or further cities/towns. Distances are not required as existing road signalisation is sufficient.</i></li> <li><i>3. Direction, distance of attractions and services not directly beside the route.</i></li> <li><i>4. Information kiosks with maps and detailed information with QR codes to guide for further information, near resting points and points of view or close to main attractions.</i></li> </ol>
<p>"Place" – market analysis</p>	<p><i>Experienced Cyclists (Locals &amp; Tourists)</i> <i>Leisure Cyclists (Locals)</i> <i>Since the roads are mixed use, also Car Drivers</i></p>



Marketing Analysis II.	
Promotion and visual design	<p><i>There is a national standard for the design of signalization of cycle routes in the National Traffic Code.</i></p> <div data-bbox="621 514 1136 816" data-label="Image">  </div> <p>Ένδειξη ποδηλατικής διαδρομής. Ο αριθμητικός προσδιορισμός (π.χ. 1) αποτελεί τον αριθμό της διαδρομής και ο αλφαριθμητικός προσδιορισμός (π.χ. α) προσδιορίζει τυχόν επιμέρους τμήμα αυτής της διαδρομής. Συνδυάζεται και με βέλος για ένδειξη της κατεύθυνσης προς την ποδηλατική διαδρομή, με την χιλιομετρική απόσταση, με την ονομασία της διαδρομής, όπως φαίνεται στα πιο κάτω παραδείγματα.</p> <div data-bbox="621 972 1136 1096" data-label="Image">  </div> <p>Ένδειξη ποδηλατικής διαδρομής με τον αριθμό της (π.χ. 1α) και με το όνομα, κατεύθυνση και απόσταση άλλου προσορισμού (π.χ. Τρόδος σε απόσταση 8 χιλιάμετρα).</p> <p><i>There is also a national cycle routes logo which will be integrated in the information kiosks, not on the individual signalisation:</i></p> <div data-bbox="472 1312 1326 1558" data-label="Image">  </div> <p><i>Signs will include Greek and English.</i></p>





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Implementation plan I.	
Detailed description of the technical solution	<i>Detailed description of the technical requirements of the signalization will be defined in the signposting.</i>
Actions to take	<i>A detailed signposting plan needs to be prepared along the Route.</i>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>Cost of investment is approximately 400 Euros per Km of Route. Sections from Cape Greco to Paphos total 195 Km, so cost of investment is approximately 78.500 Euros. This includes the cost of design, labout, materials and installation. It excludes external expertise for the detailed signposting plan which will precede the action, which is estimated at 20.000 euro.</i></p> <p><i>Maintenance will be covered through the annual budget of the Department of Public Works. The only maintenance covered by the Deputy Ministry of Tourism would be the Information Kiosks.</i></p> <p><i>Estimates suggest that subsidies will not be needed to sustain the operation.</i></p>
Time plan for the realization	<p><i>A detailed signposting plan needs to be prepared first, where the actual number and type of signs and technical specifications will be defined and then implementation of signalization will proceed.</i></p>
Stakeholders and organisation	<p><i>The lead will be taken by the Deputy Ministry of Tourism, but the implementation will be coordinated through the "National Committee for the Promotion of Cycle Use" which brings together all stakeholders like the Road Traffic Department of the Police, and the Department of Public Works and the Ministry of Transport.</i></p> <p><i>Implementation will be by the Deputy Ministry of Tourism and maintenance by the Department of Public Works.</i></p>



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## b. Bike and Public Transport Pilot

Title:	<i>Cycle-friendly Intercity Bus Public Transport</i>
Partner:	<i>Cyprus Tourism Organisation (PP2)</i>
<b>Overview</b>	
Country:	<i>CYPRUS (CY0)</i>
Region:	<i>CYPRUS (CY00)</i>
Short description:	<p><i>Combining public transport, and especially intercity bus system, with cycling, before and after transport, is deemed as an ideal combination in Cyprus since it would allow the combination of short (bicycle) and long distance (public transport) travel, not only for tourism purposes, but also for sustainable mobility.</i></p> <p><i>The pilot action aims at providing a feasibility study followed by material solutions to making the intercity bus system cycle-friendly by providing bike racks or other practical solutions to part of the intercity bus network.</i></p>
Objectives	<p><i>Combining public transport with cycling enables visitors to travel from their city of accommodation to discover other cities by bike, without using rental cars or having to cycle long distances. It also allows cyclists to access start and end points of various sections of the route.</i></p> <p><i>This combination broadens in this way the potential of both cycle tourism and public transport.</i></p>
Target groups	<p><i>Experienced Cyclists (Locals &amp; Tourists)</i></p> <p><i>Leisure Cyclists (Locals)</i></p> <p><i>1<sup>st</sup> Priority Areas: Coastal Cities</i></p> <p><i>2<sup>nd</sup> Priority Area: Bus Connection between Coastal Cities and Lefkosia</i></p>
Phase	<p><i>Feasibility Study followed by Pilot Action.</i></p> <p><i>The results will be communicated to decision-makers for evaluation and possibly wider implementation subject to target groups feedback &amp; available resources but also an Implementation Study.</i></p>
Operator, contact	<p><i>The future operator would be:</i></p> <p><i>Intercity Buses Ltd</i></p>



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<p>Cost and benefits</p>	<p><i>Cost of Bicycle Racks on Bus Backsides varies from 800 to 1200 euros. The benefits would be improved intermodality in transport, lower CO<sub>2</sub> emissions and an increase in cycle tourism and hence lengthening of the tourist season.</i></p> <p><i>The budget for the feasibility study is estimated at 10.000 euro and another 8.000 to 12.000 euro for the pilot action (10 racks or other equipment).</i></p> <p><i>The Intercity Bus Ltd has a fleet of 50 buses. Should all buses be equipped with the mentioned racks, the cost would be between 40.000 and 60.000 euro.</i></p>
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Marketing Analysis I.	
"Product" - detailed description of the services	<i>The focus of the feasibility study will be on products and services allowing carriage of complete bicycles on intercity bus transport in Cyprus, including recommendations on different hardware solutions to show what possibilities exist to carry bikes on board of intercity buses. These solutions include bicycle racks but could also include carriage.</i>
"Place" – market analysis	<i>The feasibility study will focus on the larger market of leisure cyclists (both locals and tourists engaging in short-distance cycling for leisure) and then the niche market of experienced cycle tourists visiting Cyprus whose main reason of visiting Cyprus is to explore the island by bike.</i>



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Marketing Analysis II.	
Price	<i>The feasibility study will also address the tariff conditions of taking the bike on board, an issue which surely influences the potential of the integration of cycling with bus transport.</i>
Sales	<i>The tickets would be sold through the regular ticketing points of sale of the Intercity Buses Ltd (on board and through specified kiosks).</i>
Promotion	<p><i>It is essential that the offer is well promoted online, in a very attractive manner, both on the operator's website (Intercity Buses Ltd) but also through other promotional tools (ad campaigns, press releases, events) and channels (the Deputy Ministry of Tourism's FB and Instagram pages, travel specialists and other relevant authorities). Priority should be given to online information, as it is more accessible and can be more easily updated.</i></p> <p><i>There is commitment from the DMOT side to disseminate the info via its local info points.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<i>The solutions proposed in the feasibility study, such as Bicycle Racks on Bus Backsides and other suggested soft infrastructure / equipment, as well as the Pilot Action results will be communicated to decision-makers for evaluation and possibly wider implementation.</i>
Actions to take	<i>Decision-makers will evaluate the study and pilot action's findings and may possibly decide on wider implementation, subject to pilot action's results and target groups feedback &amp; available resources (Implementation Study).</i>



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Implementation plan II.	
Costs and incomes of development and operation	<p><i>Cost of Bicycle Racks on Bus Backsides varies from 800 to 1200 euros. The Intercity Bus Ltd has a fleet of 50 buses. Should all buses be equipped with the mentioned racks, the cost would be between 40.000 and 60.000 euros. Other costs include the promotional tools such as the organization of an event, preparation of advertising / information material and implementation of ad campaigns.</i></p> <p><i>The income would be from the “Bike on Board” tickets sold. Pricing policy would be tackled in the feasibility study.</i></p> <p><i>Estimates suggest that subsidies will not be needed to sustain the operation.</i></p>
Time plan for the realization	<p><i>The feasibility study and pilot action will be completed within the project time frame.</i></p> <p><i>However, wider future implementation of the study’s suggested solutions would be executed at a later stage, after a relevant Implementation Study.</i></p>
Stakeholders and organisation	<p><i>There is a “National Committee for the Promotion of Cycle Use” with its own budget, under the Ministry of Public Transport. The pilot action and further implementation could be integrated in its action plan. Stakeholders such as Cyclists Organisations are involved in the above-mentioned committee and will support the action.</i></p> <p><i>Other stakeholders from the private sector such as Intercity Bus Ltd are not informed. The feasibility study would take their opinion into account. However, it is assumed they would need to be convinced, and wouldn’t want to bear any costs of implementation. It is important to note the implementation would mean a partial loss of income as the Bus Backsides are used as advertising space.</i></p>





## 9. Koper Slovenia

### a. Counters and Surveys Pilot

Title:	<i>Cyclist traffic data on EuroVelo 8 route in Slovenia</i>
Partner:	<i>Regional development centre Koper - PP5</i>
<b>Overview</b>	
Country:	<i>Slovenija - SI0</i>
Region:	<i>Zahodna Slovenija - SI04</i>
Short description:	<p><i>The aim of this pilot is to obtain a monitoring system which will collect data on cycling movements on the Slovenian section of the EuroVelo 8 route.</i></p> <p><i>The installation of 1 automatic cycle counters is planned.</i></p> <p><i>A survey using questionnaire will be conducted both in high season and low season. Min. 200 interviews in total are planned.</i></p>
Objectives	<i>By having the bicycle traffic volume on the EuroVelo 8 route, local/regional authorities can make better decisions regarding conditions for cycling.</i>
Target groups	<i>The main target groups are: Local/regional authorities, Tourist services providers, Tourist Information Centres.</i>
Phase	<p><i>The idea of the pilot is already structured. We are in a consultation phase.</i></p> <p><i>In 2018 the counters will be installed</i></p> <p><i>The surveys will be implemented in high season August/September.</i></p> <p><i>Low season will be adjusted with data from counters.</i></p>
Operator, contact	<i>The Municipality of Piran, the Municipality of Koper and the Slovenian Infrastructure Agency will be involved in the pilot because they are the owners of the land and oversee investments. The contractor will be selected on a base of single tender procedure or three offers received.</i>
Cost and benefits	<p><i>The costs of investment are estimated at 8.000 Euros for one counter, installation and maintenance included.</i></p> <p><i>One of the main benefits of is that counters allows data to be collected at reasonable cost and good accuracy.</i></p>



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Marketing Analysis I.	
<p>"Product" - detailed description of the pilot</p>	<p><i>The exact type of counters and software will be defined together with the Municipalities and The Slovenian Infrastructure Agency (SIA). There are already 2 counters in operation and the Municipality of Koper started the installation of cycling counters focused on daily commuting travels.</i></p> <p><i>The SIA plans to install a new counter close to the Italian border.</i></p> <p><i>The idea is to allow the Interoperability of the counters.</i></p> <p><i>The surveys are going to be based on the: "Common Core Questions for User Surveys (<a href="http://www.eurovelo.org/wp-content/uploads/2011/08/Common-Core-Questions-for-EuroVelo-User-Surveys.pdf">http://www.eurovelo.org/wp-content/uploads/2011/08/Common-Core-Questions-for-EuroVelo-User-Surveys.pdf</a>)".</i></p> <p><i>1 automatic counter will be installed close to the borders in a suburban area. We are interested in the cross-border bicycle traffic volume.</i></p> <p><i>Exact location/area for the counters is indicated on the attached map.</i></p>
<p>"Place" – market analysis</p>	<p><i>We are interested on a detailed, long-term observations of the dependency of a cross-border bicycle traffic volume on the weather, time of day and time of year. Cross-border because the Slovenian section is just 35 km long and this information are going to show if the idea of cross-border tourism works in our region.</i></p> <p><i>This information and analysis are going to help us to understand trends in cycling, justify/prioritize future investments, assess future bicycle travel demand.</i></p> <p><i>As a Regional development agency, we will collect statistical data on: economy; human resources; environment and the environmental infrastructure. All the data will be integrated in the Regional development plan (the next one for the 2020-2026 programming period)</i></p>



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Marketing Analysis II.	
Price	<p><i>The raw collected data are going to be free.</i></p> <p><i>The Slovenian Infrastructure Agency sells the yearly Publication traffic xxxx on a CD for 30 Eur and a printed version: 15 Eur. This publication includes processed and raw data for all type of vehicles from more than 750 counting places.</i></p>
Data processing	<p><i>Data from the counters will be collected in real time through the existing systems, national and local. The survey is going to be implemented by RRC Koper's staff, if needed we will engage students. The data will be processed in house. EuroVelo guidelines will be essential for the preparation of the analysis methodology. We will cooperate with all the relevant bodies in the field and local authorities to ensure data compatibility.</i></p>
Data presentation	<p><i>The data will be presented in pdf format. Regular yearly reports will be published. Raw data will be available in the traffic information centres and on the project website. A link to real time data is not foreseen for now. Regularly check with ECF for integration in common European EV data platform will be performed.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>Counters installation and maintenance will be determined in cooperation with Municipalities/ Slovenian Infrastructure Agency.</i></p> <p><i>Surveys will be organized minimum twice in high season. 4 points of interest will be selected on or near the counters position. 1 counter is in an urban area, 3 in suburban/rural. We will use paper questionnaires.</i></p>
Actions to take	<p><i>Municipalities and The Slovenian Infrastructure Agency will be involved in this activity, they are owners and bodies charge for cyclist infrastructure.</i></p>



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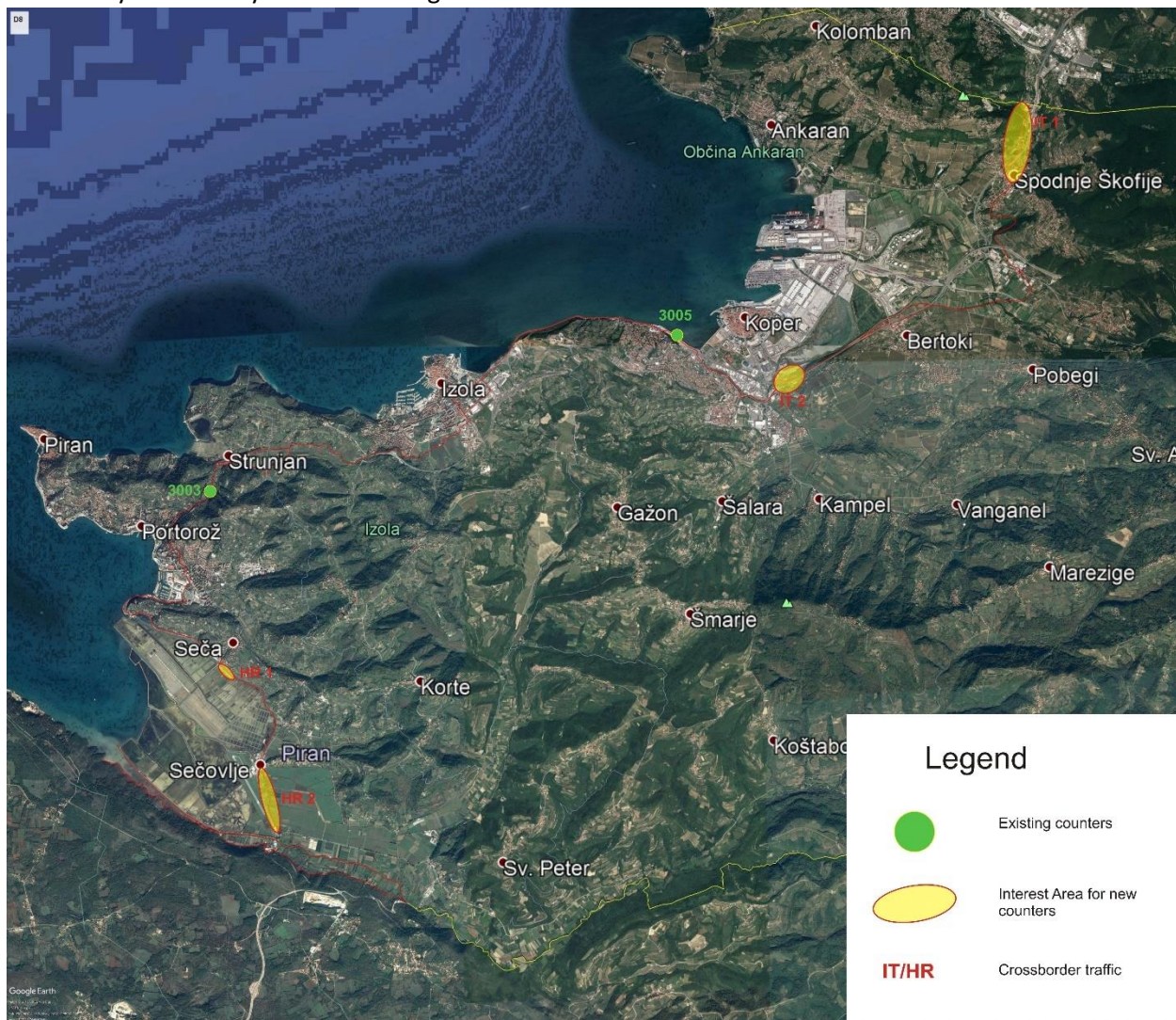
Implementation plan II.	
Costs and incomes of development and operation	<p><i>The purchase and installation of a counter is estimate on 5.000 Eur for 1 counter, maintenance is not defined yet.</i></p> <p><i>The survey will be performed by internal project staff.</i></p> <p><i>No income will be generated.</i></p>
Time plan for the realization	<p><i>The counters can be fully operational in the 2<sup>nd</sup> half of the year 2018.</i></p> <p><i>The main obstacle is that the RRC Koper is not the owner of the land and it is not in charge of traffic control tasks, so more coordination needed between all the parts.</i></p>
Stakeholders and organisation	<p><i>RRC Koper is initiating and will finance the activity. Municipalities and the Slovenian Infrastructure Agency will lead the installation of counters. The final step is the finalization of the agreement and clarification of all the financial issues. The Slovenian Infrastructure Agency is interested to have a counter near the border with Italy, the Municipality of Piran near the border with Croatia. RRC Koper will manage the surveys.</i></p>





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Map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area:





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## b. Bike and Public Transport Pilot

Title:	<i>Bike-bus hinterland of Slovenian Istria</i>
Partner:	<i>Regional development centre Koper - PP5</i>
<b>Overview</b>	
Country:	Slovenija - SI0
Region:	Zahodna Slovenija - SI04
Short description:	<i>The Slovenian part of the EuroVelo 8 route is short, one daily section (approx. 35km). It's easy to ride because it follows the trail of a former railway. The idea is to facilitate the visit of the villages on the hills in the hinterland with a bus-bike service. There are several festivals and events that could be interesting for cyclist tourist but difficult to reach because the hill-climbing. The bus-bike connection will allow tourist to discover the hinterland of the Slovenian Istria.</i>
Objectives	<i>Our objective is to provide sustainable alternative for cycle tourists to reach the hinterland villages on the hills.</i>
Target groups	<i>The main target groups are cycle tourist: mainly the long-distance cyclists, family cyclists and local/regional cyclist who prefer flat bike routes. The main target markets are cyclist from Italy, Austria and Germany.</i>
Phase	<i>The Idea Phase</i>
Operator, contact	<i>There are just 3 possible operators who provides bus line services financed by the Municipalities. An agreement with municipalities and a bus services provider will be required.</i>
Cost and benefits	<i>The costs of the investments are not defined, yet.</i>



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Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>The idea is to provide a free transport of bicycles on buses in public transport in the days of festivals or special events in hinterland or just to ride on one of the 17 cycling trails.</i></p> <p><i>The limitation is mostly from Monday to Friday in the morning and afternoon when the buses transport students to and from school.</i></p>
“Place” – market analysis	<p><i>The idea is to provide better connection from Koper to the villages of Šmarje and Mrezige. The 2 villages are a good starting point to access all the areas of interest.</i></p> <p><i>The alternatives are individual car and maybe taxi. By car you can reach any point in the hinterland in less than 30 min, the road is safe. Parking a car can be a problem in some areas.</i></p>





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Marketing Analysis II.	
Price	<i>The current full price for a bus ride to the hinterland villages is 2,70 Euros, personal luggage is charged 1,30 euro. Our goal is to maintain the same price during the project. There is no alternative to the bus.</i>
Sales	<i>Now the only way to buy a ticket is directly on the bus or in the kiosk near the bus station. There is no possibility to buy a ticket in advance.</i>  <i>The possibility to install a counter is in the phase of investigation.</i>
Promotion	<i>The bus-bike services will be promoted by the network of cyclist friendly services, by the coordinators of the festivals and events in hinterlands and on-line.</i>  <i>The main message will be to discover the hinterland of the Slovenian Istria by bike smoothly.</i>  <i>We would like to reach at least all the cyclist on the route, in average 5.000 per month.</i>



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Implementation plan I.	
Detailed description of the technical solution	<i>In this phase we need more information and data from Municipalities and bus service providers to choose the bus stops and the technology to use.</i>
Actions to take	<i>In order to install the facilities/start the service we must promote the idea to the Municipalities and bus service providers. Some national labour law can be an obstacle, so we must find a way to fulfil all the obligations in coordination with the Municipalities. There are some good practices in Slovenia that can work as examples. At the end we need an agreement between the service provider and the Municipality.</i>

Implementation plan II.	
Costs and incomes of development and operation	<i>We haven't yet estimated the costs, in this phase we need more information and data from Municipalities and bus service providers.</i>
Time plan for the realization	<p><i>Our plan is to start the pilot in the end of 2018/beginning 2019.</i></p> <p><i>The main obstacles are the interest of bus service provider to start the new service/ the willingness of the Municipalities to change the current PT contracts.</i></p> <p><i>The service can be fully operational in a month or two when all the condition will be fulfilled.</i></p>
Stakeholders and organisation	<p><i>The RRC Koper will start the activities and will finance the implementation during the project. The Municipalities must authorize the service and the bus service provider will coordinate and implement the pilot.</i></p> <p><i>The next step is to convince all the stakeholder to join the pilot. The Municipality of Koper works on the bus-bike service development in a cross-border project SLO-IT, probably they are already convinced.</i></p>

A map showing the origin and destination of the users of the proposed services. The map should also visualize the cycling facilities (to get to the origin PT station and from the destination PT station to the final destination):





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### c. Cycle Friendly Services Pilot

Title:	<i>EuroVelo 8 friendly services network in Slovenia</i>
Partner:	<i>Regional development centre Koper - PP5</i>
<b>Overview</b>	
Country:	<i>Slovenija - SI0</i>
Region:	<i>Zahodna Slovenija - SI04</i>
Short description:	<p><i>More than 250 potential stakeholders were identified*. The list of potential network's member includes: hotels, hostels, camp, restaurants, bistros, agro-tourism bars, Touristic associations, touristic agencies, SME in the field of tourism.</i></p> <p><i>The main condition is the willingness to promote cycling tourism and provide cyclist friendly services. We will try to make an agreement that will include: logo, a small table or corner dedicated to EuroVelo 8 and the permission to show their basic data on the web page.</i></p> <p><i>*Attached the list in Annex 21</i></p>
Objectives	<i>The main objective is to improve the quality of at least 40 touristic services for cyclist. We would like to reach wide services from all sectors.</i>
Target groups	<i>The main target groups are cycle tourist: mainly the long-distance cyclists, family cyclists and local/regional cyclist who prefer flat bike routes. The main target market are cyclists from Italy, Austria and Germany.</i>
Phase	<i>Now we are in the phase of negotiation with the potential operator. We expected to establish a network till December 2018.</i>
Operator, contact	<i>Three potential operators were identified, the operator was selected.</i>
Cost and benefits	<p><i>The yearly operational costs in 2019/2010 are estimated to 10.000 Eur.</i></p> <p><i>No revenues are expected. Before the formation of the network is impossible to calculate economic benefits.</i></p>



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Marketing Analysis I.	
<p>"Product" - detailed description of the services</p>	<p><i>The Slovenian part of the EuroVelo 8 route can include: accommodation; restaurants, bistros, agro-tourism facilities, attractions, bike repair services.</i></p> <p><i>Because in our region there aren't cyclist friendly networks, we would like to set just basic conditions: safe bike storage for accommodation facilities/ parking for restaurants/bars; repair kits; a discount for cycling tourist.</i></p> <p><i>Our goal is to include in the network at least one member from each category. The ideal allocation would be: accommodation 15; restaurant/bars 20; repair services 3; attraction 2</i></p> <p>The geographic area is the entire Slovenian coast that comprises the towns of Koper, Izola and Piran. In the first phase will be a regional network, but there are some initiatives that would like to create a national network in long term period.</p> <p><i>The accommodation category ranging from camps to 4/5* hotels. Also, restaurant ranges from gourmet to workers class eatery.</i></p>
<p>"Place" – market analysis</p>	<p><i>We want to promote our network mainly to occasional/demanding tourist (families; "holiday cyclist"). Most tourists staying in Slovenian coast are from Italy, Austria and Germany. The tourist infrastructure in Slovenian coast is adequate for a middle-class population.</i></p> <p><i>Now there aren't any other cycling network in our region.</i></p>



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Marketing Analysis II.	
Price	<p><i>The membership will be free during the project. The membership price will be set after the evaluation of the first year of activity.</i></p> <p><i>The prices will be comparable with the market prices. The idea is to arrange a small discount for cycling tourists.</i></p>
Sales	<p><i>The network will be founded in the project period. The idea is to motivate as much as possible potential members to attend the MEDCYCLETOUT workshops and join the network. Good practices from Slovenia will be presented at the workshops to convince them to join the network. Then we hope to attract more members in the future based on good results.</i></p> <p><i>At the beginning the customer will pay the services directly if the network will be successful, we plan to introduce a member card.</i></p>
Promotion	<p><i>We would introduce the EuroVelo8 logo. Later we will try to combine with the Parenzana - The route of health and friendship, a project started in 2006 but still ongoing in the 3<sup>rd</sup> edition.</i></p> <p><i>We want to reach target groups with a common campaign with other project and regional initiatives including conferences, printed material, on-line sites, etc.</i></p> <p><i>The main message: we would like to promote the Slovenian Istria Roman, medieval and Venetian influenced old city cores, picturesque villages and diverse cultural and natural heritage all reachable in a day by bike.</i></p> <p><i>Based on existing counters data in a high season we expect till 20.000 cyclist per month on the route. We would like to reach all the existing "users" and inform at least 20.000 potential tourists.</i></p>



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Implementation plan I.	
Detailed description of the technical solution	<i>We will appoint an operator who will be in charge to coordinate the network. The quality will be controlled on site all the members will receive the list of the basic requests. If the members will be pleased with the quality of the work of the operator they will decide how and how much to pay the membership.</i>
Actions to take	<i>Potential members are already identified. The criteria and the brand will be defined on the workshop together with the stakeholders in the end of October or beginning of November 2018. Business plan is in preparation. The members will be recruit on the workshops and then individually by the operator. The idea is to set the network in the frame of the project MEDCYCLETOUR to appoint the operator to prepare the start-up activities and after the project the operator will control the members and manage the network.</i>





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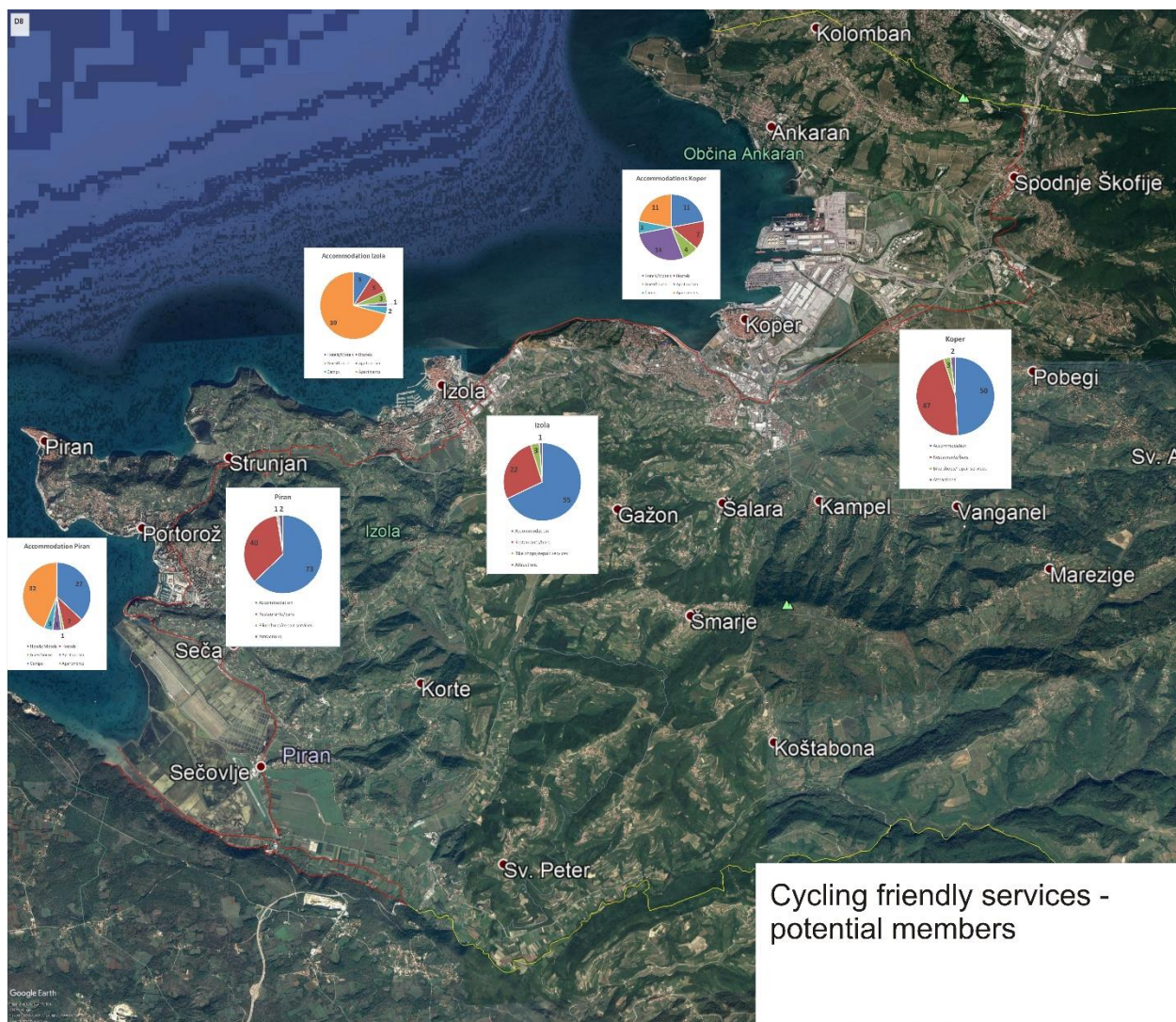
Implementation plan II.	
Costs and incomes of development and operation	<p><i>The max. Network developments costs is estimate to 10.000 Euro for the external/operator and 6.000 Euro of staff costs.</i></p> <p><i>Running costs will be defined by the members based on their capacities after the first year of activity.</i></p> <p><i>No income is expected in the project life time.</i></p>
Time plan for the realization	<p><i>The negotiation process is in the end phase. We must coordinate the activity of 2 projects MEDCYCLETOUR and Interbike II (SLO-IT). The selected operator has been identified. Two workshops/meeting are planned after the season (October/November 2018). Our estimation is to have a fully trained service providers from January 2019.</i></p>
Stakeholders and organisation	<p><i>RRC Koper will start the activation of the network and will finance the start-up activities from the MEDCYCLETOUR budget. We expected the support of the Slovenian cycling network. The next step is to appoint the network operator for the period of the project's life time.</i></p>





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A map showing the area which will be covered by the network of services and the cycle routes along this area:



Cycling friendly services - potential members