



CYCLEWALK

Action Plan for MUNICIPALITY OF OLBIA (Partner 2)

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Part I – General information

Project: CYCLEWALK - Sharing best practices and experience on data collecting and processing and involvement of users in order to improve planning of cycling and walking as modes of transport in urban and functional urban areas

Partner organisation: Municipality of Olbia

Other partner organisations involved (if relevant): _____

Country: ___ ITALY _____

NUTS2 region: Sardinia

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Part II – Policy context

The Action Plan aims to impact:

<input type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument addressed:

The Urban Mobility Plan (UMP) of the Municipality of Olbia

As it was defined in the project's Application form, the main objectives of CYCLEWALK project is to promote active mobility and effective deployment of quality cycling and walking measures; moreover, it creates a resource efficient, greener and more competitive economy.

International learning approach and the cooperation between all partners have led to develop a common approach in collecting and using information as well as in the definition of quality criteria & standards during the first phase of the project.

CYCLEWALK has addressed the specific objective 3.1 of the Interreg Europe Programme, "Transition to low-carbon economy" and it has tackled the issue of correct and efficient absorption of funds for low carbon active mobility policies and has contributed to two priorities of the Europe 2020 Strategy:

- 1) Sustainable growth – by promoting active mobility and effective;
- 2) Inclusive growth – Improving cycling and walking opportunities helps to provide affordable mobility forms for people with lower mobility capacity, such as people with physical disability,

elderly people, parents with children and children, hence promoting equal opportunities and paving the way for new forms of inclusive economy.

In 2015 the Olbia Municipality had made an essential contribution to the development of the implementation mechanism for Priority 3.1 I. The Urban Mobility Plan (UMP), the policy instrument of the Olbia Municipality, has set the overarching vision and strategy for Olbia's future transport, evolving substantially over the past years, from an early interest in catering for growing car ownership and use through major road expansion, to the current emphasis on reducing car use and adapting the infrastructure for mobility, encouraging sustainable travel and promoting liveable city with a high quality of life.

As a part of the first phase of learning and experience exchange with CYCLEWALK project, the Olbia Municipality has identified five strength practices:

- 1) The inclusion of the urban cycling intervention within the Regional Cycling Network that has allowed to define a common cycling features and signposting and a better visual identity for the recognition of the infrastructures
- 2) An integrated use of national/regional funds for implementing the sustainable mobility (bicycle and pedestrian paths) that will be able to finance new or improve infrastructure facing the limit of their local budget.
- 3) Successful cooperation between the Municipality, the port and airport managing authorities and the local public service company that reinforce the willingness to follow a path for improving active and sustainable mobility within an integrated mobility offer.
- 4) A recent expansion of the pedestrian city centre and pedestrian link to the waterfront. The pedestrian zone has been identified as an important urban strategies in the regeneration of the urban quality as well as capacity of attraction of an urban centre.
- 5) The connection from the airport and the port to the city centre (and train station) through a cycling and walking dedicated infrastructure with promoting a greater accessibility of the main transport hubs through active mobility.

At the same time, based on the learning experiences and intensive exchanges during the first phase of the project, the UMP presents challenges and weakness to be addressed. This action plan has been developed following a common approach defined at consortium level and inspired by other project activities and lessons learnt to address those weaknesses and improve the overall policy documents in order to meet the aims of the project.

Two main priorities have been identified have been identified for the Action Plan:

- The first priority, closely related to the main objective of the project CYCLEWALK, is to support the shift of people from using the car to using the bicycle for their everyday mobility, thus offering a specific contribution towards a reduction of CO2 emissions. The BICYCLE PLAN or BIKE PLAN already included in the Urban Mobility Plan (UMP) as policy instrument **will be updated** considering the good practices shared within the knowledge exchange project phase, the quality criteria and the validated process in the identification data collection management, in relation to target users, urban features and technical options, that define quality of cycling and infrastructures and the cycling network
- The second priority is the **integration** in the UMP of a PEDESTRIAN PLAN or WALK PLAN. Reaching a place on foot is a right that has often been overlooked, with

hampering mobility for a large target group that cannot drive a car. Being able to get from one place to another safely and conveniently as a pedestrian will often determine if someone decides to walk, use a bicycle, take transit or drive. Missing links within the pedestrian system, poor maintenance and upkeep, and/or dangerous conditions are bound to discourage pedestrians and promote alternatives connected to motorized and passive transport. To address these problems and make improvements, Olbia needs to plan a systematic strategy for building, improving and maintaining pedestrian infrastructure citywide and promote healthy and active mobility as first options. The Pedestrian Plan (Walk Plan) is intended to guide the process of developing such a strategy.

These proposed actions can help Olbia Municipality to define more effective and sustainable low-carbon mobility strategies for its territory, by planning, designing and implementing sustainable transport measures, in order to highlight the most relevant and already adopted mobility related plans and strategies in local, regional and national level, and indicate and update short-term new measures to be implemented.

Currently, the Municipality of Olbia has not a sustainable urban mobility plan (SUMP). Both actions described below (BIKE PLAN and WALK PLAN) will be implemented by a participated process and will take into consideration quality criteria and indicators. In this way, the Municipality of Olbia will have the possibility to “upgrade” the proposed actions in a SUMP.

Part III – Details of the actions envisaged

ACTION 1: Update the Urban Mobility Plan through the improvement of the BicyclePlan/BIKE PLAN

1.1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The Urban Mobility Plan (UMP) of the Municipality of Olbia has been adopted by the local city council in 2015 within a framework strategy for road safety. The aim was to produce a long-term integrated mobility strategy for the Municipality, as a framework for the future hard and soft mobility measures and interventions.

The UMP represents a first step towards integrated mobility planning, and to decarbonise transport and improve quality of life, new political measures and investments are foreseen to ensure pedestrian and bicycle mobility, when restructuring or building new roads. The prioritized investments, defined in section 6.2.2 of the UMP, however, are related to new cycling and walking paths on existing roads, for only 20 km, and new cycling and walking infrastructure in parallel to building of new roads to connect new residential areas.

A limit of the UMP is that the list of advisable infrastructures and networks that have been defined without duly taking into consideration quality criteria and indicators that have been defined during the first phase of CYCLEWALK that the Municipality of Olbia could take advantage of.

Moreover, the UMP has been defined taking into consideration mostly technical and engineering aspects but failing in ensuring a multidisciplinary approach. Through interregional cooperation, Olbia had a chance to learn best practices on multidisciplinary planning and street design as they were transferred, among other, by PP7 IUC and the Municipality of Amsterdam. Applying a multidisciplinary approach for infrastructure planning when designing walking and cycling infrastructure is not a routine for the Municipality of Olbia; the task is performed/appointed to engineers with high level of professionalism, but that does not include consideration of social and economic criteria in their work as a standardised approach. Data on population interested, territorial context, opts for directness and comfort, to mention some, are not collected, with the final infrastructure often not fully suiting the needs of users – pedestrians and urban cyclists - the main target group of the practice.

The study visit in Amsterdam has provided the opportunity to learn how planning and deployment of cycling (and walking) infrastructure requires a multidisciplinary approach, taking into account pure street design and transport practice, but also social and economic criteria, as well as environmental aspects and other intangible elements determining preference of choice, such as comfort and pleasure, in order to respond to the needs of users fully and ensure suitability.

Moreover, the CYCLEWALK project has showed the good practice in the decision-making process and how local development framework and core strategy can be completed with a wider consultation with local stakeholders. The project has provided a starting point to be active and co-operative with different local group in order to categorize the best quality criteria and assess the potential usage of new bicycle infrastructure as well as to identify missing segments of high priority.

1.2. Actions (please list and describe the actions to be implemented)

For the Action 1, the Municipality of Olbia proposes the ***Update of the Urban Mobility Plan through the improvement of the Bicycle Plan, using a multidisciplinary approach***. Detailed quality criteria will be selected for the definition of cycling infrastructure investments as well as for the updating of the Urban Mobility Plan of the Municipality of Olbia to ensure that the foreseen planned infrastructure are tailored to effective needs and characteristics of the different users (age, gender, diversity) and local conditions, including the seasonality resulting from the large amount of tourists arriving during the summer.

Of course, technical guidelines for quality cycling infrastructure - as of the Manual CROW, that has defined the basic elements of a cycling infrastructure (coherence, directness, attractiveness, safety and comfort) - will be ensured, with the vision to make cycling part of Olbia's transport alternatives and to make it a convenient, enjoyable and daily mode of transport for everyone. The overall aims are:

1. Plan and provide a high-quality cycling network that is safe and usable for more people as well as quality detail of the infrastructure;
2. Encourage cycling to promote public health and an active lifestyle through facility and infrastructure's improvement.

This action is also consistent with Italian legislation (law no. 2 adopted on January 11th, 2018); this law defines "Biciplan" (or Bikeplan) as an instrument that aims to select objectives, strategies and actions to promote and intensify the use of the bicycle for everyday mobility and for tourist and recreational purposes.

The following is a suggested step-by-step implementation process for the next two year, considering actions that have already been taken, as well as actions planned for the future which support the Municipality ambitions to make cycling, together with walking, the natural choice for shorter journeys as well as part of a longer journey for the Municipality of Olbia.

In developing the following actions, it has been drawing on the valuable information received in the first phase of INTERREG project CYCLEWALK, through lesson learning, study visits and local stakeholder meetings, in particular the need of a serious planning that ensures a multidisciplinary approach and investigate mobility data as in the Amsterdam case.

1.2.1. Selection of the multidisciplinary team for the implementation of the BICIPLAN

A team of experts with various specializations (engineering, urban planning, economy etc.) will be set up for supporting the Municipality of Olbia for the implementation of the Bikeplan, supervised by representatives of the different departments of the Municipality (mobility, environment, urban planning, health, education, etc). The choice will reflect the expertise provided in the first phase of the project implementation and ensure continuity as much as possible. (Estimated cost:0,00€; Timeframe: May 2020)

1.2.2. Drafting of the Bikeplan

The drafting of the Bikeplan will be carried out ensuring:

- Analysis of the State of the Art
- Collection of data on users, origins and destination, attraction points
- Design of the Bike network
- Rule of infrastructure mandatory design elements
- Indicators for quality
- Timeframe for implementation

The drafting will possibly require 18 months for a preliminary version to be discussed and approved by the Council within the end date of the project (Estimated cost: 60.000,00€ provided by Municipality own resources; Timeframe: December 2020).

1.2.3. Validation of the Bikeplan through stakeholders' meetings

Appropriate stakeholder consultation is undertaken for update Urban Mobility Plan and adapting quality criteria for BICIPLAN infrastructure project.

N. 3 public consultation (stakeholders & experts tables), 1 each 6 months, will be held to ensure that what it aims to achieve reflects the needs and desires of current and potential active users. The stakeholders will be able to intervene on the plan at different phases of drafting.

(Estimated costs: 1.500,00 €; Timeframe: June 2021)

1.2.4. Update of Urban Mobility Plan

Once approved through the participatory process, the BIKEPLAN will be adopted by the Municipality through a decision of the Council, detailing the strategy of the Municipality for cycling infrastructure and cycling promotion measures.

It will become part of the existing UMP, amending the current information.

(Estimated costs: 1.000,00 €; Timeframe: December 2021)

1.2.5. Promotion of the BIKEPLAN

An event to launch and promote the updated BIKEPLAN will be held. Press releases will be published.

(Estimated costs: 2.500,00 €; Timeframe: December 2021)

1.3. PLAYERS INVOLVED (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Public and Interest group:

Cycling and sustainable mobility interest groups (i.e. Terranova, hub.MAT, MTB Gallura)

Advocacy groups for people with special mobility needs

Advocacy groups for climate change and the environment (Fridays for Future)

District representatives and other organisations representing residents

University (UNISS, UNICA) and Schools

Business group (CIPNES SpA, Consorzio Centro Città)

Political representatives

Representatives of all relevant departments within the Municipality (including the Managing Authority of the UMP)

Other organisations

ASPO (local public transport company)

Management of Port and Airport

RFI – railway infrastructure management company

ARST (regional public transport company)

County and Regional administrations

1.4. Timeframe

Action	Description	Delivery Timeframe				
		June 2020	Dec 2020	June 2021	Oct 2021	Dec 2021
1.1	Selection of the multidisciplinary team for the implementation of the BICIPLAN	x				

1.2	Drafting of the Bikeplan		x			
1.3	Validation of the Bikeplan through stakeholders' meetings			x		
1.4	Update of Urban Mobility Plan				x	
1.5	Promotion of the BIKEPLAN					x

1.5. Costs (if relevant)

Action	Description	Cost		
		Unit	Cost	Total
1.1	Selection of the multidisciplinary team for the implementation of the BICIPLAN	1	0	0
1.2	Drafting of the Bikeplan	1	60,000	60,000
1.3	Validation of the Bikeplan through stakeholders' meetings	1	1,500	1,500
1.4	Update of Urban Mobility Plan	1	1,000	1,000
1.5	Promotion of the BIKEPLAN	1	2,500	2,500

1.6. Funding sources (if relevant):

Funds of the Municipality

ACTION 2 Integrate a Plan for pedestrians (WALK PLAN) into the Urban Mobility Plan (UMP)

2.1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The Urban Mobility Plan (UMP) of the Municipality of Olbia has been adopted in 2015 but the pedestrian issues have not been addressed sufficiently in the document. Its integration in the UMP has always been the aim of the Municipality, that has started to implement already substantial measures for the better and safer accessibility of the urban area on foot.

During the first phase of the project, the Municipality of Olbia has taken advantage of detailed quality criteria selection process activity and lessons learnt from the transformation of the Oradea city centre with the creation of areas dedicated to pedestrian mobility, the detailed guidelines for pedestrians and the public space shared by the Municipality of Amsterdam and the guidelines for “universal accessibility” and the pedestrian wayfinding system of the Municipality of Vilnius – this last complemented by a assessment exercise during the study visit.

Until nowadays, the automobile has been the mode of choice for most trips and remains so to this day; one of the consequences of this situation is that people are less likely to switch to walking, despite the fact that this is the most convenient option within a certain distance and can help them at an individual level - with increasing the opportunities for social interaction and health, contributing to reduced obesity and associated cardio-vascular risks - and at a community level - with less cars resulting in healthier streets, safer roads and the boosting of local economy and the quality of life

To counter this trend, The Municipality of Olbia has arranged a limit area for pedestrian in the historic area centre, but the activities have been pilot actions without a supporting policy and planning reforms.

The Municipality of Olbia needs a master plan to deliberately address universal accessibility on foot and the pedestrian network of sidewalks, priority road crossing and paths. Connection, accessibility, road safety and walking infrastructure improvement are the plan’s focus. Improving public health and the quality of life, re-establishing the opportunity of social interaction and strengthening the Jane Jacobs’s “eyes on the streets” and care of the public space, are indirect consequences thus the plan will also deal with design elements and street furniture as well as services, and inter-modality (in connection with public transport and cycling).

With the Pedestrian Plan, the Municipality of Olbia will establish a unique framework for the entire city that will serve as basis for all pedestrian improvements.

2.2. Action (please list and describe the actions to be implemented)

For the Action 2, the Pedestrian Plan will utilize detailed physical, socio-economic, operational and performance data to develop a robust and fact-based plan of action. The plan will include goals and policies that set citywide direction in key related to walking and, more broadly, universal accessibility. Policies provide support for pedestrian safety, the elimination of pedestrian barriers, and education efforts as well as efforts to promote health and sustainability through walking. The Plan identifies a coordinated set of practices, programs and projects that will improve the city’s walking environment over the next years.

In developing the following actions, the valuable information received in the first phase of INTERREG project CYCLEWALK, through lesson learning, study visits and local stakeholder meetings, in particular the need of a serious planning that ensuring a multidisciplinary approach and investigate mobility data. It is important to highlight that the process will run in parallel with the BIKE PLAN updated.

2.2.1. Selection of the multidisciplinary team for the implementation of the Pedestrian PLAN

A team of experts with various specializations (engineering, urban planning, economy etc.) will be set up for supporting the Municipality of Olbia for the implementation of the WALKPLAN, supervised by representatives of the different departments of the Municipality (mobility, environment, urban planning, health, education, etc). The choice will reflect the expertise provided in the first phase of the project implementation and ensure continuity as much as possible. (Estimated cost:0,00 €; Timeframe: May 2020)

2.2.2. Community Engagement and the planning process: understanding the needs and identify priorities

The process will engage multi-stakeholders in a discussion about walkability. This input will shape the Plan by defining themes and focus areas for future action. Differently than for the Bicycle Plan, stakeholders include a broader range of interest.

N. 3 public consultation (stakeholders table and experts tables) to ensure that what it aims to achieve reflects the needs and desires of current and potential active users and revision of quality criteria. (Estimated cost:0,00 €; Timeframe: December 2020)

2.2.3. Drafting of pedestrian plan

The Drafting of the Pedestrian plan will be carried out ensuring:

- Analysis of the State of the Art
- Collection of data on users, origins and destination, attraction points
- Design of the Pedestrian wayfinding system
- Rule of infrastructure mandatory design elements for universal accessibility
- Indicators for quality
- Timeframe for implementation

(Estimated costs:30.000,00 €; Timeframe: December 2020)

2.2.4. Validation of the WALKplan through stakeholders' meetings

Appropriate stakeholder consultation is undertaken for integration Urban Mobility Plan and adapting quality criteria for WALKPLAN infrastructure project.

N. 3 public consultation (stakeholders & experts tables), 1 each 6 months, will be held to ensure that what it aims to achieve reflects the needs and desires of current and potential active users. The stakeholders will be able to intervene on the plan at different phases of drafting.

(Estimated costs:1.500,00 €; Timeframe: June 2021)

2.2.5. Final Plan and integration into the Urban Mobility Plan

Once approved through the participatory process, the Pedestrian Plan will be adopted by the Municipality through a decision of the Council, detailing the strategy of the Municipality for walking policies and promotion measures. It will become part of the existing UMP, complementing the current information on urban mobility (Estimated costs: 1.000,00 €; Timeframe: October 2021)

2.2.6. Promotion of the WALKPLAN

An event to launch and promote the updated WALKPLAN will be held.

Press releases will be published.

(Estimated costs: 1.000,00€; Timeframe: December 2021)

2.3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Public and Interest group:

Pro pedestrians' and sustainable mobility interest groups (hub.MAT)
 Interest groups representing people with disabilities and therefore having special accessibility needs
 Children (Schools) and Elderly interest groups
 Representatives of the District councils and other representatives'group
 Academy (UNISS, Università di Cagliari)
 Health promotion groups
 Business group (CIPNES SpA, Consorzio Centro Città)
 Political representatives
 Representatives of all relevant departments within the Municipality – including the Managing Authority of the UMP

Other organisations

ASPO (local public transport company)
 Management of Port and Airport
 RFI – railway infrastructure management company
 ARST (regional public transport company)
 County and Regional administrations
 Tourist promotion groups

2.4. Timeframe

Action	Description	Delivery Timeframe				
		June 2020	Dec 2020	June 2021	Oct 2021	Dec 2021
2.1	Selection of the multidisciplinary team for the implementation of the Pedestrian PLAN	X				
2.2	Community Engagement and the planning process: understanding the needs and identify priorities		X			
2.3	Drafting of pedestrian plan		x			
2.4	Validation of the WALKplan through stakeholders' meetings			x		
2.5	Final Plan and integration into the Urban Mobility Plan				x	
2.6	Promotion of the WALKPLAN					x

2.5. Costs (if relevant)

Action	Description	Cost		
		Unit	Cost	Total
2.1	Selection of the multidisciplinary team for the implementation of the Pedestrian PLAN	1	0	0
2.2	Community Engagement and the planning process: understanding the needs and identify priorities	1	0	0
2.3	Drafting of pedestrian plan	1	30,000	30,000
2.4	Validation of the WALKplan through stakeholders' meetings	1	1,500	1,500
2.5	Final Plan and integration into the Urban Mobility Plan	1	1,000	1,000
2.6	Promotion of the WALKPLAN	1	1,000	1,000

2.6. Funding sources (if relevant):

Funds of the Municipality

Date: _____

Signature: _____

Stamp of the organisation (if available): _____