

## EPOMM awards – 2015

### Best International Policy Transfer Awards

It is one of the central aims of EPOMM to support exchange and learning on Mobility Management between European countries. For this reason, EPOMM has introduced the Best International Policy Transfer Award – that rewards the best policy or best practise transfer between different entities from different countries.

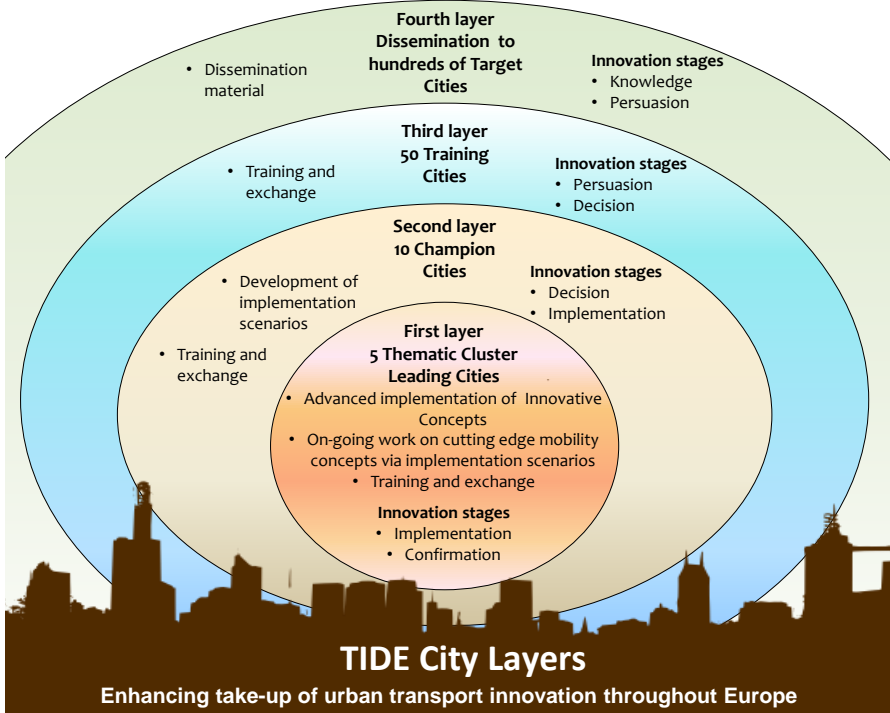
#### Application Form

This application form should be completed and sent back to EPOMM: [info@epomm.eu](mailto:info@epomm.eu) by **27 February 2015**

<p><b>Please provide names and contact details of the main organisations involved in the transfer:</b> If the transfer is between more than 2 entities, please give details <b>Between which entities is the transfer?</b></p>					
	<b>Exporting entity<sup>1</sup>:</b>		<b>Importing entity<sup>2</sup>:</b>		
<b>Organisation Name:</b>	City Of Groningen (Netherlands)		City of Donostia San Sebastian (Spain)		
<b>Contact Person</b>	Jaap Valkema		Fermin Echarte Pena		
<b>Contact Details:</b>	Email & Telephone <a href="mailto:Jaap.valkema@ Groningen.nl">Jaap.valkema@ Groningen.nl</a>		Email & Telephone <a href="mailto:fermin_echarte@donostia.org">fermin_echarte@donostia.org</a> Tel: 0034943481449		
Type of entity: Tick category					
	<input checked="" type="checkbox"/>	Municipality:	<input checked="" type="checkbox"/>	Municipality:	
		Ministry:		Ministry:	
		EU Project partner:		EU Project partner:	
		Transport Authority:		Transport Authority:	
		Other:		Other:	
<b>EPOMM Award 2014</b>			<b>Max score</b>	<b>Word limit</b>	
<b>1</b>	<p><b>What is your project about?</b> Please present a “strategic vision” of your project showing how the transferred measure is integrated in a broader strategy</p> <p>The mission of TIDE is to enhance the broad transfer and take-up of innovative urban transport and mobility measures throughout Europe and to make a visible contribution to establish them as mainstream measures. TIDE focuses on 15 innovative measures in five thematic clusters: 1) financing models and pricing measures (such as congestion charging), 2) non-motorised transport (biking, walking), 3) network and traffic management to support traveller information (ITS for mobility, apps), 4) electric vehicles and 5) public transport organisation. Sustainable Urban Mobility Plans is a horizontal topic included in the cluster activities.</p> <p>TIDE is a Coordination Action funded by the European Commission’s DG Research and Innovation under the 7th Framework Programme for Research and Development. The project gathers 15 leader or champion cities taking part to this project to learn and exchange. Additionally, they have a mission to involve 50 cities for training as well as a broader community for dissemination purpose, forming all together the “circle of innovative cities” sharing experience and outcomes of the project (see below for a more graphical presentation of the circle of innovative cities). Transferability is therefore a key element of the project.</p>			5 points	200 words

<sup>1</sup> The “exporting entity” supports the implementation of a measure in another entity in another country

<sup>2</sup> The “importing entity” works to implement a new measure/policy coming from the exporting entity

<p>2</p>	<p><b>Why do you think your project is entitled to apply to the award on Best Practice Transfer?</b>          What is innovative / original in your project?</p> <p>TIDE project is innovative and entitled to apply to the awards on best practice transfer mainly for 3 reasons:</p> <ul style="list-style-type: none"> <li>• It is designed not only to include many cities at different level and with different degrees of commitment but also to provide cities with concrete tools for transferability. TIDE is organised around:             <ul style="list-style-type: none"> <li>- <i>Leader cities</i> which work on advanced implementation of innovative concepts;</li> <li>- <i>Champion cities</i>, which work on implementation scenarios</li> <li>- <i>Training cities</i>, which are an the early stage of transferability process</li> <li>- <i>Target cities</i>, receiving dissemination material</li> </ul> </li> </ul> <p>This structure not only allows cities to work accordingly to their priorities and staff/politicians availabilities and commitment but also enables them to start at a low level and progress in order to benefit from the other cities experience, especially to reach a real transfer of good policy or good practice.</p>  <p><b>TIDE City Layers</b>          Enhancing take-up of urban transport innovation throughout Europe</p> <ul style="list-style-type: none"> <li>• Additionally, TIDE has developed a very advanced transfer methodology (see question 4 for more details) which has proven a tangible commitment of cities involved. This methodology is available in the <i>TIDE handbook for transferability analysis in urban transport and mobility</i>, which is a publication aiming to give guidance for practitioners on how to run the transferability analysis methodology, not only for the TIDE Innovative Concepts but for innovative urban transport measures in general, with illustrated practical examples. (document available on <a href="#">TIDE website</a>)</li> <li>• Finally, TIDE is working on several topics which contribute directly to mobility management: promotion of non-motorised transport, regulation of car traffic (congestion charging, parking management) and as such is a very good example of how a project can work on various topics, involve many actors - especially cities which are the final “implementers” – and have some concrete results.</li> </ul>	<p>5 points</p>	<p>300 words</p>
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**3 Please describe the transferred measure and how it enhances Mobility Management locally / regionally / nationally**

5 points

300 words

Which area of MM is covered? Are there wider stakeholders involved?

TIDE worked on several measures (at least 15 over the 5 clusters, and also a cross-cluster topic: SUMP) and transferability of measures is a key element of TIDE. We decided to focus on the example of Groningen & to Donostia San Sebastian working together on bicycle parking, a topic which is also related to bike promotion and organisation of public space.

Groningen to Donostia San Sebastian: Supportive infrastructure measures bicycle parking

Donostia San Sebastian is a city with a growing culture of bike but for many years the issue was that in older buildings (no lifts, not accessibility, no space) it was not possible to park bikes, so residents put their bikes in racks, in the street which generated a lack of space for other users and a real “visual pollution” with too many bikes and also abandoned bikes. Additionally commuters did not have space to park their bikes, there were many stolen bicycles

Thanks to TIDE transferability methodology, the city of Groningen was identified as a good example and a meeting between Groningen and Donostia was organised. Additionally a training session on the issue of bike parking has been organised. After that, the Basque city started working on the improvement and the development of its parking offer for bikes on the basis of exchanged and discussions with Groningen. The focus was on parking but in parallel, a public e-bike sharing scheme has been implemented, which reinforces the general policy of support to bikes. Several stakeholders have been directly involved in its implementation: municipality, associations of users, marketing and publicity agencies.

The offer for parking has been hugely improved and results are quiet visible (see in question 7 for figures).



Before: bikes parked in disorder



After: spaces available underground



E-bikes sharing scheme of Donostia San Sebastian

<p><b>4</b></p>	<p><b>What was the methodology for the transfer?</b>          What partners were brought together? How was the importing measure identified? In what form did the transfer take place? How many months did it take to start to finish?</p> <p>After the selection of the 15 innovative measures in the first weeks of the project, the transferability methodology was designed: TIDE methodology is based on a theoretical approach (<i>Handbook for transferability</i> mentioned above) which represents only one side of the take-up work, and has been complemented with practical hands-on work with cities.</p> <p>A core element of TIDE is the <u>Local Innovation Forums</u>, which combines a site visit with a focus group meeting. The LIF events bring together stakeholders from the TIDE cities and other practitioners with experience in implementing a given measure. The Local Innovation Forums are small events (1-3 external experts + a few local stakeholders + TIDE support partners) to enable an intense discussion and to focus the work on specific questions. They consist of:</p> <ul style="list-style-type: none"> <li>• <i>Inbound site visits</i> of experts in combination with a local focus group meeting to discuss practical questions of the local implementation. The experts visiting a city are able to experience the context conditions of the city and to talk to stakeholders with a key role for implementation. This way, they are able to give specific input to the take-up process during the accompanying focus group meeting.</li> <li>• <i>Outbound site visits</i> of up to three key stakeholders (politicians, technical staff) from the TIDE cities to European best practice cities that have already implemented the innovative concepts envisaged for take-up, in combination with the accompanying focus group meeting.</li> </ul> <p>Each LIF combine a ½ day site visit with a ½-1 day meeting and produces a concrete outcome in the form of an action plan for specific activities related to the implementation of the Innovative Concepts. This action plan also covers innovative planning and financing schemes. 35 LIF have been organised during the TIDE project</p>	<p>5 points</p>	<p>200 words</p>
<p><b>5</b></p>	<p><b>Is there political level and / or senior officer support from the <u>importing</u> entity?</b>          Is there an elected person involved in the process? What is his/her role?          Is there a senior officer involved in the process? What is his/her role?          What kind of support was provided: information? Availability of staff? Other?</p> <p>Yes: Fermin Echarte, is the senior officer involved in the process, he was really committed and followed the whole process from the beginning. He received –and still receives now- a very strong support by politicians (especially the Mayor) who are willing to act and do a lot on mobility issues before the end of their mandates (due this year)</p>	<p>5 points</p>	<p>100 words</p>
<p><b>6</b></p>	<p><b>Is there political level and / or senior officer support from the <u>exporting</u> entity?</b></p> <p>In the importing country, the main support came from the senior officer which was in contact with San Sebastian. He was involved in the initial meeting, in the training and was the “help-desk” to answer questions. He provided therefore information and training. The mayor was not involved in the process because it was estimated that the main support needed was technical and also the political support from the importing city was already strong.</p>	<p>5 points</p>	<p>100 words</p>
<p><b>7</b></p>	<p><b>How can you quantify the success of the transfer?</b>          Have there been any measurable effects yet on transport behaviour (e.g. modal split) as a result of the importing measure being adopted?          What are the implications for the future?</p>	<p>5 points</p>	<p>200 words</p>

Before the launch of TIDE project, Donostia had about 6.000 bike spaces in surface using racks and only one private bicycle parking with 150 places.

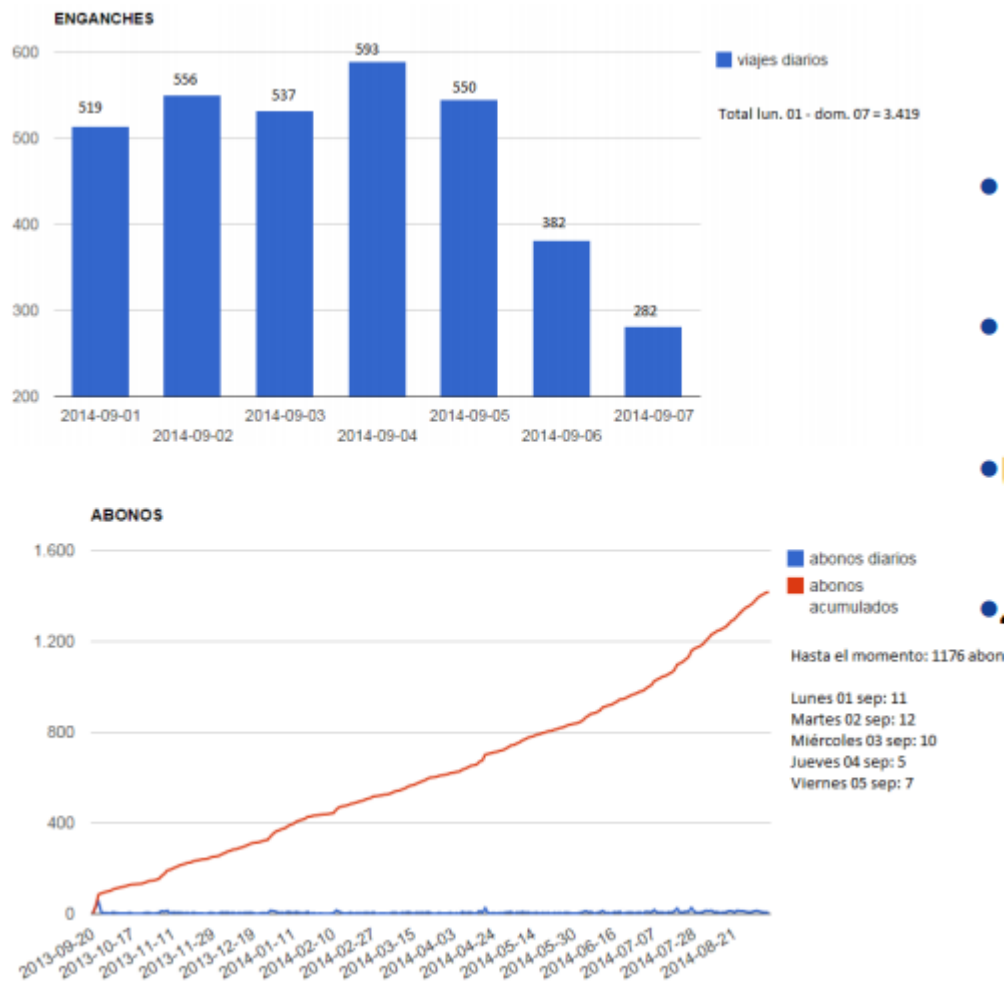
In 2015, this work is starting to pay and the new bike parking offer is offering:

- Bicycle parking in underground car parking for residents at Placa Catalunya and Placa Cervantes (50 spaces each) work ongoing, finalising in April 2015
- Bicycle parking for residents at Carlos I (90 spaces) work ongoing, finalising in June 2015
- Special design of bicycle parking racks for large events, currently being designed, implemented in June 2015 (before summer events)
- Rotation underground parking at new bus station (50 spaces) and at Tabacalera (100 spaces) by late 2015

This means that by spring/summer 2015, about 190 additional parking spaces underground will be available and 340 by the end of 2015, with "flexible" bike parking with racks.

Modal split has positively progressed towards more sustainable modes of transportation: bike was around 3% in 2011 and is now around 4,5% while walking was around 40% and is now reaching 49%.

E-bikes figures also show some very good results (see below, graphs done in summer 2014) for trips per day and for annual registrations.



On a longer term, we can see that Donostia San Sebastian is really improving mobility management on its territory and signals shows that this trends will continue thanks to political support, significant results and support by citizens.



8	<p><b>Please cite one key success factor which made the measure import work well.</b></p> <p>The success of TIDE is a combination of elements but the Local innovation Forum and together with the development of the ‘Handbook for transferability analysis in urban transport and mobility’, providing guidance for practitioners, are definitively the key to the success.</p> <p>The way LIF are organised and monitored (with clear guidelines for organisers, a structure for templates, for actions and for topics to cover) really guided cities and helped them reaching concrete elements for their work on implementing measures. A series of guidelines for implementers have been developed as well to support the process.</p>	5 points	100 words
	<p>I, Ivo CRE....., confirm that the information I have given in this form is true</p> <p>Signature.....</p>		

**THANK YOU !**