

TEMPLATE

Output factsheet: Pilot actions

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	Development agency Sinergija
Output number and title	O.T3.2: Pilot actions implementation of mobility plans' measures for low carbon mobility planning in functional urban area
Responsible partner (PP name and number)	Development agency Sinergija - LP, Municipality of Ljutomer - PP8
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Summary description of the pilot action explaining its experimental nature and demonstration character

In Slovenian municipality Ljutomer Development agency Sinergija implemented a pilot action which has been related to installation of 1 bike shed, purchasing of 3 e-bikes (plus 2 helmets and 1 pump) and development of 3 Personalized mobility plans. In the small city with a good potential of the cycling and with short daily travel routes, the content of the pilot was logical decision. The pilot was implemented to decrease the number of short car-driven distances and increase the cycling users among the employees. The pilot was divided in two different type of actions. Infrastructure measure (bike shed and e-bikes) and soft measure (personalized mobility planning). The pilot was implemented from March 2018 till November 2018. All employees (around 30) have been reached and integrated into the pilot implementation. In 6 months of monitoring phase the municipality has saved around 563,70 kg CO2 and 3.501 km made by car (single occupancy).

The bike shed and electric bicycles are a great acquisition of the municipality, as bicycles usage has been increasing from month to month. The frequency of cycling on the workplace has increased, as is the use of electric bicycles for the purposes of shorter business trips.

In establishing Personalized mobility planning, experience is definitely interesting and it the pilot has innovative characters. We used a bottom-up approach and taken into account the individual wishes, goals and needs of the employees. Since the approach has been presented so far only theoretically, it has been much more difficult to implement it in the practice. In the meantime, there was a lot of improvisation and preparation of new bases and

templates for documents. The basic idea is to carry out consulting with each individual employee, analyze the current situation with him/her, set goals and monitor them. This pilot action enabled the employees of the Municipality of Ljutomer to test the new approach in planning. It is personalized planning and is tailor made to the individual circumstances and needs for commuting. It is found out that the goals were reach for from 50 % to 100%. The employees have changed their commuting behavior in favor to sustainable commuting from 10% to 20 % and save 94 kg CO2 and 584 km made by car (single occupancy).

The pilot measure has been indicated also in the Action plan of the Workplace mobility plan of Ljutomer under pillar Cycling.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The municipality of Ljutomer (SI011) is located in Pomurje Region (Slovenia), NUTS3). The pilot action does not concern only the municipality itself; it also includes the FUA: surrounding villages and other bigger towns and cities from which the employees commute.

Expected impact and benefits of the pilot action for the concerned territory and target groups

The aim of the bike shed installed and 3-bikes purchased is to foster the sustainable commuting within municipality employees. Although the installing of the bike sheds is from European point of view not an innovative investment, it is claimed that from regional aspects is rather innovative, especially due the reason that none of the regional municipalities have ever installed such bike sheds. The municipality Ljutomer is surrounded by other small municipalities which are connected to administrative unit. The distances between municipalities are easy to reach by bicycle; therefore, the municipality Ljutomer has decided to promote and enhance the cycling opportunities within and across the municipality's border. The instalment of the bike sheds will give the good example to other small or medium sized neighbouring municipalities as well. The investment is effective and, as a consequence, new, that "breaks into" the society (e.g. employees). Innovative aspects can be measured on an organisational level which will benefit from reduce travel costs, employees' motivation and improved health condition. From political level the municipality will benefit from region competitive advantage and financial input in development of municipality. Learning by doing or using approach will be transferred to other regions not on the national level but it will serve as a benchmark for all small municipalities beyond the country.

The development of the Personalized mobility plans is very innovative approach in mobility planning. It was taken due to the size of the municipal administration. Working with less people can have bigger impact and easy implementation. The plan is a unique measure in sustainable mobility field. The principle of the personalization is used and the employees gets impression and feeling that it is very important and helps create a good environment. The personalised mobility plan is an approach that allows people to think about their current travel modes and provide information, advice and motivation for more frequent walking, cycling and use of public transport. The

personalised mobility plan overcomes the subjective barriers to the use of sustainable transport and provides attractive and reliable information about alternatives to a passenger car.

In addition, it is crucial for the counselling and developing process to provide an individual/employee with an opportunity to identify his/her own obstacles and explore solutions, thus gaining control over his/her travel and the proposed changes. An attempt to preach to people about what they can and should not do will not work.

The discussion and counselling were supported by a quality offer of information on the possibilities of using sustainable transport. We prepared the timetables of buses and trains. It is also necessary to provide an opportunity to test different travel modes.

It is worth remembering that the plan is not being implemented to change individuals' lifestyles. It is more about recognizing small and relatively light changes that people can make (at least initially), which can add to a noticeable difference within the target audience. At the same time, it also inspires people to later change their behaviour or maintain these changes.

Target groups of this pilot are primarily employees of the Municipality of Ljutomer.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The results can sustain if the leadership of the municipality is keen on the results and is convinced to run the measures towards the sustainable mobility. After the positive mid-term Modal split results and the bike shed usage the municipality is aware that the sustainable mobility works. Regarding that they are committed to SUMP implementation and always looking for financing opportunities, they will be serious also for sustainable commuting of their employees and this can be reached by correct measures (parking management, awarding those that commute sustainable, etc.). The bike shed is one step toward the achieving the goal.

On regards of transferability, the methods and approaches used during all the stages (preparation, implementation, monitoring) of the pilot and connected problematics (stakeholder involvement, promotion) can be shared and transferred to other municipalities. The chances for transferring of the results are many in the frame of the project too. For instance, the consultations with additional municipalities can be a good opportunity to share the new approaches, ideas and results with other mobility managers.

Lessons learned from the implementation of the pilot action and added value of transnational cooperation

Most important lessons learned: the pilot action was quite easy to implement with middle implementation costs for municipalities. For this reason, it has high potential to overtake for other municipalities and public institutions.

The personalised mobility plan was a huge success as the employees improved their daily commuting from 10 to 20 % in the monitoring phase.

Slovenian pilot activity is, in principle, easily feasible. It is also relatively affordable, with considerable impact and quick performance.

The bike shed and electric bicycles are a great acquisition of the municipality, as bicycles usage has been increasing from month to month. The frequency of cycling on the workplace has increased, as is the use of electric bicycles for the purposes of shorter business trips. Occasionally, the bike shed has faced with the lack of the space, which is confirmed by the fact that the employees showed interest in cycling.

For smaller municipalities with small budgets, such infrastructure is a springboard for further investment in sustainable mobility as well as an incentive for employees.

The installation itself was fairly smooth, with no major problems, since the municipality quickly found the right place for the placement in the proximity of the municipal building. Currently, the bike shed works well, but if the need for capacity expansion is revealed, the municipality will have to finance it further.

In establishing Personalized mobility planning, experience is definitely interesting and we can say that the pilot is innovative. We used a bottom-up approach and taken into account the individual wishes, goals and needs of the employee. Since the approach has been presented so far only theoretically, it has been much more difficult to implement it in the practice. In the meantime, there was a lot of improvisation and preparation of new bases and templates for documents. The basic idea is to carry out consulting with each individual employee, analyse the current situation with him/her, set goals and monitor them. At the same time, we found that working with each one is very demanding, it requires a lot of time from the developer.

Experience shows that for better results, more individual consultations, more motivational workshops should be carried out, and for the start to find such employees who already show the readiness to change behaviour in traffic. We also believe that personalized mobility plans would be easier to make in an environment that offers more options and choices of different means of transport, and that at the same time all transport systems work well. In environments where public transport is basically weak or is not presented, it is difficult to promise or realize in practice in spite of the strong desire of the employee.

The added value of the transnational cooperation is to learn from other project partners and to transfer the practises across the CE area. The idea of the Personalized mobility plans has been interested for many partners as it is not very often used practise. The idea was presented during the project meetings and the developed documents have been shared, the discussion was jointly carried out.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

This pilot action is very strongly related with the D.T3.2.2: Institutional mobility plan for municipality Ljutomer, D.T.3.3.8: Stakeholders' input on SI pilot action and O.T3.1: 13 mobility plans developed for 13 central Europe municipality's units to fostering CO2 reduction.

Pictures:

Bike shed:







Interviews during the Personalized mobility plans:



