

THE TIDE THEMES

Five themes, each with three innovative urban transport measures, will be studied and promoted within TIDE. For each theme, a city will lead the work undertaken and provide experience and expertise on the subject. The following themes will be explored:



NEW PRICING MEASURES



Sustainable urban transport systems using new pricing mechanisms, different innovative tax regimes, pay per use schemes, and pay for availability schemes throughout Europe can be considered to help transition cities towards a more sustainable and efficient use of transportation systems.

The following innovative measures will be explored:

- Road user charging in urban areas
- Parking charge policies
- Efficient and convenient pricing and charging for multimodal trips

NON-MOTORISED TRANSPORT



While the planning of basic infrastructure for non-motorised transport is already quite common, innovative measures can help to overcome (perceived) barriers to walking and cycling that will lead to the “safety in numbers” effect. An increase in the number of people walking and cycling leads to higher levels of awareness by other road users and, in turn, to greater safety for those cycling or walking.

The following innovative measures will be explored:

- Bicycle parking schemes
- Creating people-friendly streets and public spaces
- Fast cycling lanes

ADVANCED NETWORK & TRAFFIC MANAGEMENT TO SUPPORT TRAVELLER INFORMATION



Advanced traffic management systems include the collection of online data on network and service conditions. This is then used to manage the network through a mixture of control and information provision. There are an increasing number of ways in which information may be communicated to travellers. Such information could be provided using various channels ranging from traditional FM radio to the latest culture of social networking websites.

The following innovative measures will be explored:

- Open-access server for applications-based traveller information
- User friendly human machine interface (HMI) for traveller information
- Advanced priority systems for public transport

ELECTRIC MOBILITY



Alternative propulsion measures provide an adequate solution to locally reduce pollutants and noise emissions in cities. Once systematically integrated into urban transport policies, electric propulsion can be a very important component of a sustainable transportation strategy.

The following innovative measures will be explored:

- Clean city logistics
- Financing schemes for charging stations
- Inductive charging for public transport

PUBLIC TRANSPORT ORGANISATION



Public transport is facing the strong competition of individual motorisation. The organisation of public transport includes the programming of its operation and development in a given geographical area. For an efficient operation, it is necessary to determine the form of market relations, the market structure and the scope of its regulation as well as the financing system.

The following innovative measures will be explored:

- Creation of public transport management bodies for metropolitan areas
- Contracting of services focused on improving passenger satisfaction and efficiency
- Marketing research as optimisation tool in public transport

TIDE KEY OUTPUTS

- Supporting 15 TIDE cities to deploy urban transport innovation
- 35 Local Innovation Forums
- Providing a structured approach to transferability
- Range of user-friendly transferability tools
- Concrete guidelines and handbooks for practitioners
- Policy and research recommendations
- 15 City-specific implementation scenarios
- 10 e-learning courses
- Training and exchange events for 50 cities
- Exchange on Sustainable Urban Mobility Plans
- Transport innovation Blog and WIKI
- Cost-benefit and impact analyses

OUTCOMES OF TIDE

1. A more favourable climate for innovation and increased acceptance and take-up of urban transport innovation in cities and regions.
2. Tools to address challenges in a collaborative and integrated way and to shorten the implementation path.
3. Cost-efficient and innovative solutions in the field of non-motorised transport and road safety, access for all, optimised network performance, energy efficiency and reduced emissions.

WHY TIDE?

TIDE aims to foster a more favourable climate for cities and regions to integrate innovations in their urban mobility policies. This should lead to increased acceptance and take-up of new urban transport solutions and technologies. TIDE will help cities and regions to address common challenges in a collaborative and integrated way.

Innovative ideas usually start in one or few places before they reach wider coverage. TIDE will help cities and regions across Europe to shorten the path towards the implementation of innovative measures by showing that it is not necessary to re-invent the wheel but much more effective to exchange on innovation and transfer successful solutions from one European region to another. TIDE offers a cost-efficient way of spreading innovation throughout Europe.

THE MISSION OF TIDE

The mission of TIDE is to enhance the broad take-up of 15 innovative urban transport and mobility measures throughout Europe and to make a visible contribution to establishing them as mainstream measures. The TIDE partners will make a range of new and feasible solutions more easily accessible to address key challenges of urban transport such as energy efficiency, decarbonisation, demographic change, safety, access for all and new economic and financial conditions.

TIDE will focus on fostering awareness, advancing expertise via tried and new tools, practical work with cities, and costs and benefits. The needs of practitioners in European cities will be a guiding principle. TIDE will actively support 15 committed cities to develop implementation scenarios for innovative urban transport measures, setting the example to an even wider group of take-up candidates.

What is innovation¹?

TIDE defines it as follows: 'An idea, practice or object that is perceived as new by an individual or other unit of adoption' AND that provides a better solution to existing challenges than traditional measures in urban transport and mobility.

¹ According to Rogers' 'Diffusion of innovations theory'.

www.tide-innovation.eu



THE TIDE TEAM

The TIDE consortium is composed of a variety of experts in the field of urban transport, bringing in the knowledge of the academic sector, the experience of cities, the expertise of consultants and the multiplier effect of European networks.



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