



Transport  
Innovation  
Deployment  
for Europe

## Newsletter #2

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## EDITORIAL

We are happy to present you with the second issue of the TIDE newsletter. With the first year of the project over, the TIDE 'handbook for transferability analysis in urban transport and mobility' has been completed and the build-up to the local innovation forums and implementation scenarios for take-up is gaining full momentum. This newsletter also reports on the Cost-Benefit Analysis workshop that took place in Budapest. The city which enters the

spotlight this time is Milan. With the planned extension to its road user charging zone and the plan to equip every parking lot with sensors able to control and apply sanctions for infringements, this municipality has clear aspirations to further advance innovative urban transport.

We wish you a pleasant read!

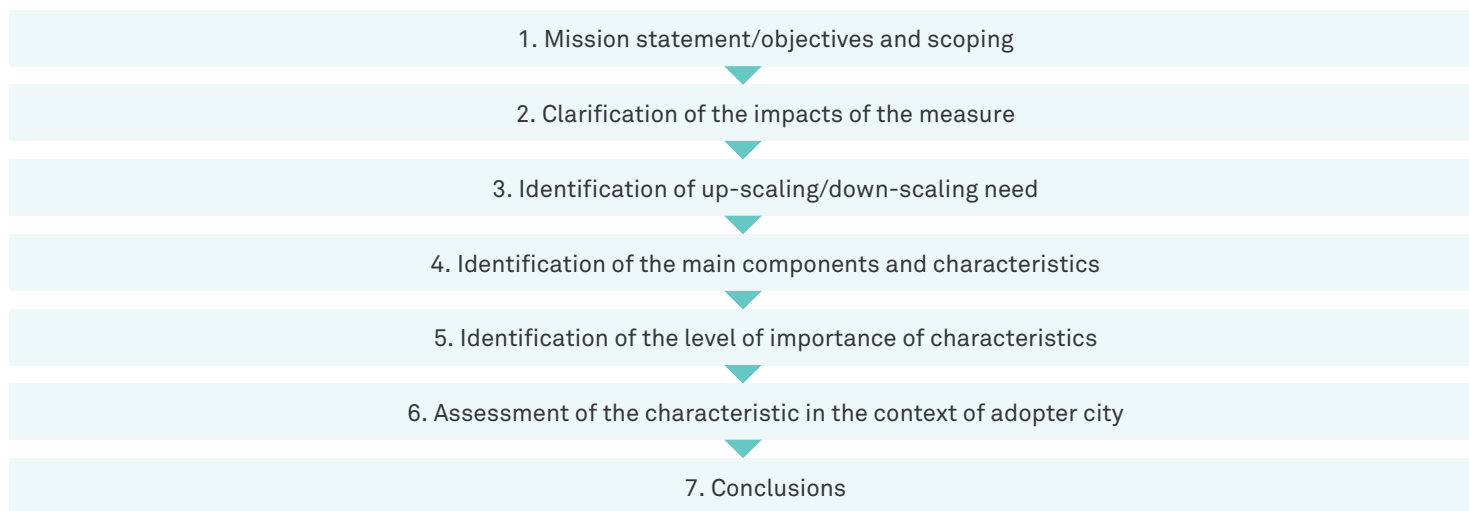


## ***TIDE handbook for transferability complete***

For cities to successfully transfer innovative urban transport and mobility measures, TIDE has now completed its “Handbook for transferability analysis in urban transport and mobility”. Cities across Europe have a need to establish sustainable transport systems which provide efficient and safe mobility for their citizens with the minimum of environmental impact. With limited opportunity to build new infrastructure, most cities are turning to new innovative and technically advanced systems to contribute to this objective. At this time, the implementation of innovative urban transport and mobility measures varies widely both within and between European member States: Some cities are well advanced with leading applications, whilst others are rather less developed. To achieve more widespread implementation and harmonisation of innovative measures, there is a need to share best practice across and between European cities – a process which requires a methodology to determine whether and how such innovative measures can be transferred from one place to another. This is the focus of this handbook. Transferability is a process of assessing the potential of a successful

implementation of a measure. The process analyses various factors influencing potential implementation and learning from the experiences of the pioneer city. The use of a transferability methodology provides an opportunity to learn from the previous experience of implementation to better exploit opportunities and avoid mistakes. Even though a successful implementation of a measure in a city provides grounds for transferring the measure to other cities, the right conditions are needed to make it a reality. The TIDE transferability methodology will help to identify those factors which are key to the measure’s success and must be addressed in a new location. It helps to identify those factors which have created barriers so that they can either be overcome or the decision can be made not to introduce the measure.

The first part of the handbook presents the TIDE transferability methodology, whereas the second part provides examples of the methodology applied to a selection of TIDE innovative measures. The methodology follows a sequence of 7 steps, as illustrated in the figure below.



**Figure: TIDE transferability assessment steps**

Within TIDE, this handbook will now be used to analyse success factors and barriers for the transferability assessment of all fifteen TIDE measures. The assessments and the factors identified will be set out in the TIDE report on the “implementation issues and transferability potential of innovative measures”.





## ***TIDE Circle of Innovative Cities***

Fifty cities will join the project and take part in a series of three dedicated training and exchange events for the innovative urban transport measures covered by TIDE. This will make up the TIDE Circle of Innovative Cities and are currently being selected through a call for cities that was widely circulated and closed on 20 September 2013.

The aim of the trainings are to generate important insights on how to perform a sound transferability analysis and also provide detailed advice on how to successfully implement them in different context conditions. The training and exchange events will involve all 5 TIDE Cluster Leading Cities, 10 Champion Cities and the 50 cities from the Circle of Innovative Cities. They will target politicians, technical staff, or other local stakeholders with a key role for implementation.

The first event taking place in Stuttgart in November 2013 is titled “Innovative ideas and how to take advantage of them”. This event will include an introduction to the status of TIDE so far, good practice examples in cluster topic areas, site visits for all groups, learning about the initiatives of the Circle of Innovative Cities, networking and community building.

The training content will be available online to those who would like to consult it afterward. TIDE will also make e-learning courses available that will be developed on the basis of the Implementation Guidelines and training presentations. This will ensure that cities will be able to benefit from these events via the TIDE website.

## ***Start of the Full Implementation Scenarios***

The main objective of TIDE is to enhance take-up of urban transport innovation. To achieve this, the TIDE cities will be supported throughout the project to develop sound city-specific implementation scenarios for take-up of the selected innovative transport measures. The cities will all produce a specific action plan on how the measures can be implemented in their own local context. The implementation scenarios should in their final stage be mature products that enable political decision makers to buy in and guide the technical staff in carrying out the implementation. That way, TIDE will really enhance the preparation of implementation.

The first step of the Full Implementation Scenarios has been completed. This required an initial analysis of the specific local context and challenges with regard to urban transport and mobility (and beyond). An important element was the identification and mapping of stakeholders in the TIDE cities that will facilitate the implementation of the innovative measure.



As the next step the 15 TIDE cities will organise Local Innovation Forums (LIF). These will combine a site visit with a focus group meeting. The LIF's will bring together stakeholders from the TIDE cities and other practitioners with experience in implementing a given innovative measure. LIFs also include outbound site visits of up to three key stakeholders from the TIDE cities to European best practice cities that have already implemented the innovative measure envisaged for take-up, in combination with the accompanying focus group meeting.

The first outbound LIF took place between 11th till 13th September at the Walk21 Conference in Munich. Walk21 is the world's leading conference on walking and liveable communities. Two representatives of TIDE city Donostia-San Sebastian with the support of Rupprecht Consult attended the conference to learn about global best practice examples on measuring and auditing the quality of the pedestrian space to support the creation of people friendly streets and public spaces.

## ***TIDE Tools: Cost-benefit analysis workshop Budapest***

### ***TIDE Tools***

To make informed transport policy and planning decisions, local authorities need clear guidance on the costs, benefits and overall effects of possible transport measures. Detailed information about the potential effects of a measure can accelerate the take-up of urban transport innovations. TIDE is developing a handbook on assessing transport measures to assist cities in evaluating the potential costs, benefits and overall effects of a proposed project. As a starting point existing methodologies for cost-benefits analysis (CBA) and other decision support tools were reviewed and summarized in a working paper.

On April 25th 2013 the TIDE consortium, including the cluster support partners and the TIDE leading

cities, came together to discuss appropriate methods for the assessment of transport measures such as those included in TIDE. Five international experts on CBA and impact assessment supported the TIDE consortium. In cluster specific focus groups, the various effects, which should be included in such an assessment, were identified and the availability of data to describe these effects was evaluated. Based on this, the applicability of a cost-benefit-analysis to the various TIDE measures was discussed. It was found, that in most cases a CBA can hardly reflect all important impacts of the measure. A tool that allows assessing the variety of TIDE measures has to be simple but flexible and needs to include quantitative as well as qualitative effects. The results of this workshop have also fed into the Handbook for transferability analysis in urban transport and mobility.

## ***TIDE Experience: City in the spotlight: Milan***

### ***TIDE Experience***

Milan is the cluster leading city for Cluster 1 on new pricing measures. Their measures of interest are road user charging in urban areas and parking charges. On January 16, 2012 Milan introduced its congestion charge scheme (called Area C). The goal of the congestion charge is to improve the conditions of those who live, work, study and visit the city by:

- Decreasing road traffic in the city centre;
- Improving public transport networks;
- Raising funds for soft mobility infrastructures: cycle lanes, pedestrian zones, 30kph zones;
- Improving the quality of life by reducing the number of accidents, uncontrolled parking, noise and air pollution.

Currently, Milan is at the end of a testing phase for the extension of the scheme to cover a larger area, the so called '2nd cordon'. If the local government approves, a permanent introduction is planned. The aim of the 2nd cordon is to make the scheme more pollution rather than congestion oriented, i.e. to make the road charge depend on the environmental standard of the vehicle rather than on the time of passing the cordon. The main purpose of the 2nd cordon would therefore be to lower the emissions in the city centre, not to reduce congestion. The design of the cordon is however not yet settled.

The second measure for Milan in TIDE is parking management.

Milan will look into the introduction of an innovative scheme in which every parking lot will be progressively equipped with technological devices which are able to control and apply sanctions for infringements (in line with the regulations).

A major problem for parking management in Milan is that the proportion of users paying a parking fee is very low. Main reason for this is the lack of enforcement due to shortage of staff. The fine is around 40 euro.

In the city centre during working days, only 38 % of the parked cars pay the parking fee, hence Milan's plan for a technical solution in which every parking lot will be progressively equipped with sensors. Frequent users of parking spaces can equip their cars with R-FID. The system is yet to be defined, however it should be automated. The system can be used both to make it easier for users to pay for parking, and to make control and enforcement of parking regulations more efficient. The scheme is still in the planning phase. In addition, an on-street way-finding signal system, together with devices providing street parking availability and rate information via mobile phone should help drivers to find the city's often underutilised parking lots and garages.

## Next steps

### Cost Benefit Analysis

The methodologies and examples identified during the Cost-benefit analysis workshop in Budapest will be developed further into a 'Practitioner handbook for applying CBA and impact analysis for urban transport innovation'. This handbook will provide practitioners with a checklist and protocol for fit-for-purpose CBA and impact analysis for innovative urban transport measures.



## Upcoming events

### Citytech

28-29 October 2013, Milan

[www.citytech.eu](http://www.citytech.eu)

### Innovative ideas and how to take advantage of them

12-13 November 2013, Stuttgart

[www.tide-innovation.eu](http://www.tide-innovation.eu)

### Electric Vehicle Symposium and Exhibition

17-20 November 2013, Barcelona

[www.evs27.org](http://www.evs27.org)

### Annual Polis Conference (with TIDE session on CBA)

4-5 December 2013, Brussels

[www.polisnetwork.eu/2013conference](http://www.polisnetwork.eu/2013conference)

### ECOMM 2014

7-9 May 2014, Florence

[www.epomm.eu/ecomm](http://www.epomm.eu/ecomm)

Visit the project website: <http://www.tide-innovation.eu/>

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