The TRACE project consortium has been working hard in the past months and two of its main achievements to highlight are the start of the work on developing the TRACE tools and the first Take-up group meeting. Both of them are reported in this second newsletter, so that you can learn the details. Furthermore, the project has been quite active in presenting itself across Europe at prominent conferences such as TRA, ECOMM, the SUMP conference and many more. TRACE cooperation with Horizon 2020 sister projects has also been developing further and just one example of it is the invitation that TRACE received to join the FLOW Exchange City workshop. Do not miss the opportunity to learn more about the project’s work during the CIVITAS Forum (28-30 September, Gdynia, Poland). TRACE will have a joint session on tackling congestion with the CREATE and FLOW projects and will be present at a joint TRACE-FLOW-CREATE-EMPOWER stand. Until then, we wish you a pleasant read of this newsletter!
The real activities for the development of appealing tools and applications for behaviour change and planning officially started this past April 2016 in Breda.

The work of the team dealing with the TRACE tool-development kicked off during a meeting on 4, 5 and 6 April 2016. The meeting focused on bridging the gap between theory (literature studies, stakeholder analysis, user survey and functional criteria) and practice - the technical possibilities for the deliverables. The meeting offered a good opportunity for the developers to meet and for all consortium partners working on development of the apps to discuss how to analyse the data, what the rewarding scheme would be and what API’s must be developed, amongst others.

One day of the meeting was dedicated to discussing the building of the 3 TRACE tools/apps – Positive Drive, Cycle to Shop and the Traffic Snake Game. An external moderator assisted the TRACE team to find the right features for the right tools by gathering features and helping the team categorize them from a user’s perspective. Three modules stayed on the board: how to tackle privacy, a tracking smartphone module and modality recognition by algorithms.

Thanks to other invited experts, from the NHTV (University for Applied Science), authors of the BikePrint tool, TRACE partners received some insight about ways to tackle the gap between the tracking database, the analyses and the user-interface, which would be of good use for the development of the TRACE tracking data for planning tool. This tool is meant for urban planners and policy makers who will use the tracking data generated by different sources to produce relevant indicators and analyses. Emerging applications are collecting data on cycling and walking movements in urban areas. This data can be valuable to urban planners and policy makers if: it is translated into useful information on the performance of the mobility system and the preferences of users, and if it provides useful support to estimate, beyond observations, the overall mobility demand levels and characteristics.

At the end of the three-day meeting, the questions for the next meeting (to take place in January 2017) were formulated:

- how to deliver the tools;
- how to test them;
- how to make the link with the implementation of the local pilots.

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1 In computer programming, an application programming interface (API) is a set of routine definitions, protocols, and tools for building software and applications.
Results from the 1st TRACE Take-Up Group meeting - 21-22 January 2016

Workshop 1: “Walking and cycling tracking for behaviour change initiatives”, whose purpose was to assess to which extent automated tracking services or tools can increase the effectiveness or efficiency of behaviour change initiatives.

In the 1st part of the workshop, Mobiel21, TRACE consortium partner, presented preliminary research results and participants were asked to comment on these from their own field of expertise, and ultimately validate the results.

Next to that, Mobiel21 presented the 3 applications which will be developed for behaviour change initiatives (Positive Drive, Traffic Snake Game, Cycle-to-shop, see box at p. 7 to learn more). The participants, divided in 3 groups (one per app), were engaged in an interactive discussion to define strengths, weaknesses, opportunities and threats of this approach.

Workshop 2: “Walking and cycling tracking data for planning and policy”, aimed to discuss whether the information provided by data on the tracking of the movements of walkers and cyclists could potentially change the way urban mobility planning and policy occur in cities, in particular through the development of a dedicated tracking data analysis tool.

Three TRACE partners - TIS, supported by the University of Belgrade and Polis, presented preliminary findings. Afterwards, participants were divided into 4 interchangeable groups, and asked to share relevant ideas on the topical issues concerning tracking for planning: 1) urban mobility paradigm, local visions and goals; 2) planning and operational activities in urban mobility; 3) challenges; 4) indicators and visualizations.

Through this interactive mechanism, the consortium received important feedback on the potential and conditions for the application of tracking data for walking and cycling planning and policy.

All presentations are available here: http://h2020-trace.eu/approach/take-up-group/

For more information on the three Apps and the tracking for planning tool, please visit TRACE website: http://h2020-trace.eu/

More information and how to join

If you are interested in receiving more information about the TRACE Take-Up Group, or in joining the next meeting in January 2017, please contact Daniela Stoycheva (dstoycheva@polisnetwork.eu) or Giacomo Lozzi (glozzi@polisnetwork.eu) at POLIS.
The city of Plovdiv is intensively making progress on its activities on sustainable mobility – public transport, cycling and walking alike.

We asked TRACE partner Energy Agency of Plovdiv about the new achievements of the city of Plovdiv. Ina Karova, Sustainable Communities expert, tells the story of the sustainable transport renaissance in Plovdiv.

HOW DO YOU SEE THE NEW TRANSPORT INFRASTRUCTURE IN THE CITY OF PLOVDIV?

The city of Plovdiv has great ambitions for its public transport services, cycling and walking environment. In 2012, the local authorities started the implementation of an Operational Programme project “Modernization and development of sustainable urban transport in the city of Plovdiv” that aims to introduce new transport and mobility facilities and services in the city. Some of its major actions are introduction of public transport management system, new bike lanes, introduction of energy efficient traffic lights and improved safety for pedestrian crossings.

Within the project the city has built a new bike network of 37 km of entirely new tracks and 11 km of renovated tracks; along the way the cyclists have bike stands to lock their bikes on. The infrastructure around them is also renovated which gives them a special appeal and makes you wish to bike more. In addition, the bike network is integrated with the pedestrian zones and the street traffic through regulatory signs and marking ensuring safety for all traffic participants – cyclists, pedestrians, and drivers.

THE WORK DONE ON THE CYCLING SIDE IS QUITE IMPRESSIVE. BUT HOW DO YOU SEE ITS FUTURE AND TRACE’S ROLE IN IT?

The increase of the cyclists in the city is visible to the naked eye – youngsters, parents with their children, even elderly people bike. Still, we have only that “eye” statistics on the increase of the cyclists; there are even more questions – what’s their motivation, how often they bike, are they bikers or regular cyclists, and many more. The introduction of TRACE can help us gather this data.

Another perspective is to improve the coverage of the networks, to improve the connections and optimize the bike flow. For example, the city center does not allow for cycling as with its 5 km it is the longest pedestrian street in Bulgaria and probably Europe. A solution allowing cyclists to bike on the main street could be offered through the TRACE tools – it could analyze the bike flow and give us some better insights and empirical evidence.
DO YOU THINK INFRASTRUCTURE ALONE COULD ATTRACT MORE CYCLISTS?

It is a truth well-known that only through a combination of the infrastructural approaches and the communication and dissemination activities can we talk about significant impact. TRACE can help us involve the citizens, make them aware of the cycling potential and give them courage to give it a try. It would also give us a quantitative overview of the impact of the infrastructural measures implemented. Moreover, we hope that TRACE will boost the cycling motivation of the citizens as it will be a tool not only for the local authorities, but also for the people to connect to their city and give their feedback.

Thank you, Ina! Good luck to Plovdiv for its cycling activities in TRACE and beyond!

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Project in the spotlight

CREATE: CONGESTION REDUCTION IN EUROPE, ADVANCING TRANSPORT EFFICIENCY

The CREATE project aims at reducing traffic congestion in cities by decoupling car use from economic growth. CREATE is indeed about exploring solutions and alternatives for more liveable cities, and it encourages a shift from cars to more sustainable transport modes: cities should be able to be economically performant, have a growing population and still have a reasonable congestion level.

Its approach is based on the Transport Policy Evolution Cycle which progressively shifts the policy emphasis and investment priorities from traffic growth with a car-oriented approach (Stage 1) to efforts for improving living conditions of urban citizens (Stage 3).

The project carries out qualitative and quantitative analysis of transport measures and policies in five capital cities (Berlin, Copenhagen, London, Paris and Vienna), in order to understand how these five cities have managed to face a regular increase of cars use and traffic over the years, and how they have reached sustainable solutions. The project aims to inspire cities and relevant stakeholders to adopt sustainable transport approaches and avoid as much as possible common mistakes from the past.

By exchanging with five Eastern European and Mediterranean cities (Bucharest, Skopje, Tallinn, Adana and Amman), and organising peer-learning activities and training sessions, the CREATE project guides local authorities to adopt sustainable transport policies and measures as well as to benefit from tailored advice.

The extensive experience of project partners, combined with awareness raising activities, will generate new models for cities to transfer research from the lab to the street. The project consortium is made up of 10 European and Euro-Mediterranean cities, several universities (UCL, Sciences Po, Dresden University, BOKU), a network of cities (EUROCITIES) and a SME (INRIX).

For more information, contact the CREATE Communication Project Officer Melanie Leroy: melanie.leroy@eurocities.eu and visit: www.create-mobility.eu

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2 P. Jones, The evolution of urban mobility: The interplay of academic and policy perspectives, IATSS Research 38, 2014
BOLOGNA STRIKES A RECORD WITH 120,000 KM CYCLED DURING EUROPEAN CYCLING CHALLENGE 2016

During the month of May, the fifth edition of the European Cycling Challenge took place. The city of Bologna (which is also the organizer of the event) scored around 120,000 km, while all 52 teams cycled for 4 Million km altogether. This huge amount of data was tracked with Cycling365, a GPS-based App, and represents a very detailed database of information which can be used by cities for planning purposes. Bologna has already used collected data to define the position of new bike racks in the city center, on the basis of the most common origins/destinations (O-D) of its cyclists. Furthermore, Bologna has already a set of data on urban cycling which dates back to 2012. Thanks to such data set, it is possible to assess how the behaviour of cyclists changed after the construction of new cycling infrastructures, and to get a feedback on the effectiveness of this infrastructure.

SUSTAINABLE HOME-WORK TRANSPORT WITH M-APP IN FLANDERS

To solve the long traffic jams every morning and evening in the business area of Haasrode (Leuven), new bike lanes will be constructed, new bus stops will be installed, and the frequency of buses will be increased. In addition to these infrastructural changes, the people working in the business area of Haasrode are asked to install a tracking app, called M-App. M-App tracks the daily travel behaviour of its users (travel route, travel time, and travel mode). The app aims to change travel behaviour by offering personalized travel advice to the user. For instance, for people living within a couple of kilometres of their work place, the advice could be that cycling is twice as fast as driving a car. By collecting large amounts of travel data, the app allows local authorities and companies to engage in evidence-based mobility planning.

ITS FOR BEHAVIOUR CHANGE IN BREDA: A “SEDUCTION BASED” APPROACH

New techniques make the impossible possible. The Netherlands invests vastly in ITS (Intelligent Transport Systems). Breda differentiates ITS towards the behavioural aspect: technology is fine, now people need to use it.

In Breda, stagnant accessibility appears only 4 hours a day, when a stream of cars pollute, and affect spatial quality of the inner-city on a daily bases. Instead of intervening on the infrastructure, very costly to change, we prefer to rather seduce the motorist to avoid the inner-city-ring during rush hour. We use new tracking techniques, behavioural insights and methods, lifestyle based marketing as a guideline, and positivism as the key factor. The seduction is based on travelling before or after rush hour, choosing another (preferred) route or making a modal shift.

We think we found a way to improve sustainable movement of the citizens without having to change the city in a drastic way. By implementing rules and techniques to influence the most complex instrument ever, namely the brain.
User perspectives for a Cycle-to-Shop app

TRACE IS DEVELOPING THREE BEHAVIOUR CHANGE APPLICATIONS BASED ON TRACKING USERS: POSITIVE DRIVE, TRAFFIC SNAKE GAME, CYCLE-TO-SHOP. THE INITIAL PART OF THE WORK IN ALL THREE WAS FOCUSED ON THE ASSESSMENT OF THE USER PERSPECTIVE.

In this newsletter, we present the Cycle-to-Shop app. Our goal is to develop an application which is as appealing for users as much as for local shops, thus obtaining a large user base. The goal is to make the application not just another temporary public funded initiative, but a permanent and economically viable product becoming part of the structural incentives for sustainable mobility in cities.

The surveys and focus groups with local shops provided already some useful learnings, which are being used in the application development. A large number of local shops are willing to participate, based on the expectation that this will bring them more clients or, in some cases, because they are happy to contribute to sustainability projects. However, if we want them also to be willing to support the Cycle-to-Shop network with some fee, an extra effort must be made to demonstrate to them, through tailored analytics, that joining the network provides concrete benefits.

A big question is whether users will pay any attention to this new discount network. The answer from the marketing is rather positive: this would not be just a discount network, but a recognition framework for cyclists, who have a specific identity and like to be given something in return for travelling sustainably.

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<td><strong>Positive Drive</strong></td>
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<td><strong>Traffic Snake Game</strong></td>
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Resilient Cities 2016 and 3rd Open European Day
Resilient Cities 2016 consists of high-level plenaries, thematic forums, and parallel thematic sessions which will feature discussions on a range of new and recurring themes related to urban resilience and adaptation.
6-8 July 2016
Bonn, Germany
http://resilientcities2016.iclei.org/home/

Smarter Cycling Conference @ Eurobike
On Tuesday 30 August at Eurobike, between the hours of 2pm through 5pm, ECF together with Eurobike, will launch the “Smarter Cycling” initiative.
30 August-4 September 2016
Friedrichshafen, Germany
http://www.eurobike-show.com/
https://ecf.com/civicrm/event/info?id=31&reset=1

2nd Cosmobike Mobility Expo-Conference
Cosmobike Mobility will host seminars, round tables, conferences, as well as b2b sessions where experts and company will face the decision makers from many European cities and will present their best practices in order to develop the best strategies and tactics to turn our cities into friendly places for each and everybody. The focus will be “The City for Children”.
14-16 September 2016
Verona, Italy
www.cosmobikemobility.com/en/

CIVITAS FORUM Conference 2016
The CIVITAS FORUM Conference 2016, this year with the theme “Shaping the mobility of tomorrow”, will gather hundreds of stakeholders from around Europe, all of whom are devoted to the development of sustainable urban mobility in their cities.
28-30 September 2016
Gdynia, Poland
http://civitas.eu/content/civitas-forum-conference-2016

EuroVelo, Greenways and Cycling Tourism Conference
The event is the main cycle tourism conference on the European level and brings together leading stakeholders in the cycle tourism field from across the continent.
14 October 2016
Vienna, Austria
http://www.eurovelo.org/

5th International Cycling Safety Conference
The International Cycling Safety Conference (ICSC) brings together researchers and experts on cycling safety.
2-5 November 2016
Bologna, Italy
http://www.cyclingsafety.net/

2016 Annual Polis Conference
The Polis Conference provides an opportunity for cities and regions to showcase their transport achievements to a large audience and for the wider transport community to engage with representatives of city and regional authorities on innovative transport solutions.
1-2 December 2016
Rotterdam, the Netherlands
http://www.polisnetwork.eu/2016conference

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