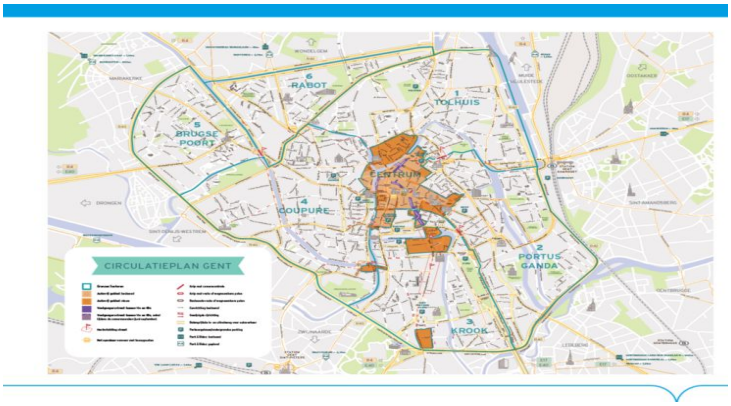
Learn with TERRAIN: Second TERRAIN Webinar

Shared and Active Mobility Solutions

Zagreb, May 6 2025 – The Faculty of Transport and Traffic Sciences, University of Zagreb, hosted a webinar on the topic SHARED AND ACTIVE MOBILITY SOLUTIONS. This was the second in a series of four webinars organized as part of the Interreg IPA ADRION TERRAIN project, which promotes sustainability and innovation in the field of mobility. The webinar gathered 56 participants from Adriatic-Ionian region countries, including representatives of cities and regional development agencies, as well as experts, researchers and sustainable mobility advocates. The focus was on shared and active mobility in urban areas, along with the supporting infrastructure, all aimed at reducing dependence on private vehicles. The main goal of the webinar was to present best practices, innovations and solutions that have been successfully implemented in European cities.

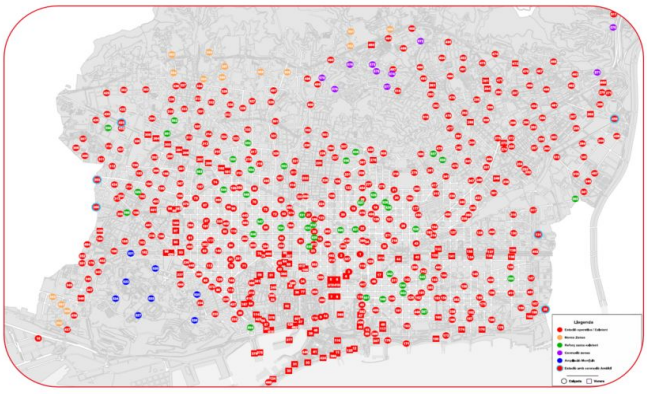
Key topics and presentations of the webinar

Moderated by Orsat Lale (FTTS), the webinar showcased five notable case studies:



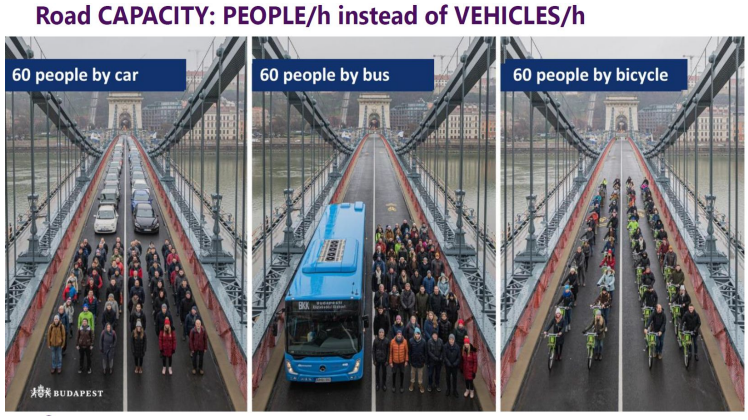
• **Ghent's Circulation Plan. A Blueprint for Sustainable Urban Mobility:** Peter Vansevenan, from the City of Ghent, discussed the Circulation Plan implemented in the city. Originally launched on April 2017, the plan represented a response to increasing car traffic driven by population growth. Back then, only 9% of traffic in the city center was internal, while the remaining 91% consisted of cars that had no business within the city. The result was congestion, pollution and reduced quality of life for residents and visitors alike. The solution introduced by the city was thus radical yet effective. Ghent was divided into six mobility sectors, with a central car-free zone. Private vehicles were prohibited from driving directly between sectors; instead, drivers were required to use the outer ring road (R40) to travel between different parts of the city. To facilitate this shift and encourage sustainable alternatives, the city also invested in supportive infrastructure, such as shuttle buses, walking initiatives like the "walking bus," and improvements to traffic flow around the ring road. To discourage through traffic and reinforce the new system, the city installed physical barriers and various forms of urban furniture such as plants and benches. The results? Between 2016 and 2018, Ghent saw a 60% increase in cyclists entering the city center, a 17% drop in motorized traffic and a 6% rise in public transport use. The city removed 60% of transit traffic, improved air quality and made travel safer and faster. Definitely, this approach aims to improve the city's livability and ensure better accessibility for all modes of transport.

• **Bicing, Barcelona's shared bike service:** Mario Rodríguez Martínez (Cap Unitat Bicing) presented the Bicing system, a public bike-sharing service designed for the residents of Barcelona. Managed by the city in collaboration with BSM, the system is a publicly funded service where private companies such as PBSC-LYFT and Serveo handle technology and operations. The system operates through traditional docking stations and has seen significant growth, with plans to expand to



600 stations. The speaker highlighted high user engagement, with 80% of users actively using the service year-round. The presentation highlighted Bicing's evolution from its first version in 2007 to the second version in 2019, followed by significant technological and operational enhancements. These include the introduction of electric bikes, various updates to the mobile app such as route planning, gamification features, real-time bike availability, predictive services and booking functionalities. As of 2024, the system includes up to 8,000 bikes and 527 stations, with continued growth expected. The key reasons behind Bicing's success include its dense and accessible network - with stations spaced every 200 to 300 meters - ensuring five stations per square kilometer. Furthermore, the system's efficiency is supported by AI-driven rebalancing strategies to manage bike distribution. Overall, the presentation showcased Bicing as a model of effective public-private cooperation in urban mobility, characterized by thoughtful planning, robust infrastructure and continuous innovation.

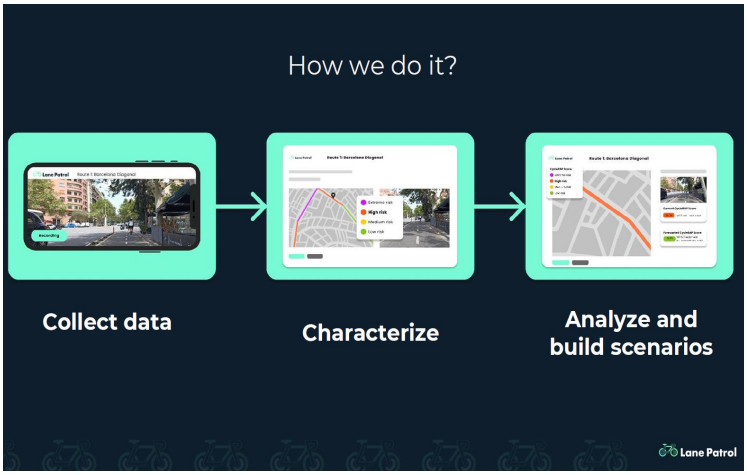
• **Budapest's Chain Bridge. A Car-Free Mobility Icon:** Péter Dalos, from the BKK Centre for Budapest Transport, discussed the recent transformation of one of Hungary's most iconic landmarks into a sustainable and multimodal urban asset. Originally opened in 1849 as the first permanent bridge across the Danube in Hungary, the Chain Bridge has undergone several reconstructions, the most recent one concluding with its permanent closure to traffic in 2023 after a year and a half of works. The decision was



supported by an online referendum where 80% of voters favored the change, leading to enhanced traffic conditions for public transport and non-motorized users. Today, it is open only to buses, bicycles, motorcycles, taxis, pedestrians and emergency vehicles, with a maximum speed limit of 30 km/h. This change has not only reduced congestion on the bridge itself but also contributed to traffic calming in the broader downtown area. The bridge now serves as a vital link in Budapest's cycling network and has positively impacted the surrounding downtown area.

• **Lane Patrol - Cycling Infrastructure Assessment Tool:** Carolina Garcia (EIT Urban Mobility) opened the session by introducing the mission, scope and key initiatives of EIT Urban Mobility. As the largest European innovation community dedicated to sustainable urban mobility, EIT Urban Mobility brings together a diverse ecosystem of over 1,000 organizations - including major corporations, SMEs, startups, universities, research centers, NGOs, EU institutions, national governments and more than 80 cities and regions across 35+ countries. The speaker then presented the Lane Patrol tool, developed by Factual Consulting. The session continued with José Gutiérrez (Factual Consulting), who highlighted the European Parliament's initiative to double cycling by 2030, while also addressing the challenges cities face in improving cycling safety. The core message of the presentation emphasized that many cities face

barriers to safe and connected cycling networks, such as dangerous roads, unlinked bike lanes and a lack of data-driven planning. Lane Patrol addresses these challenges by offering a systematic method for assessing cycling networks. This involves collecting data through images and surveys, characterizing infrastructure, and analyzing potential conflict points involving vehicles, bicycles and pedestrians. Using this information, they create risk maps and simulate improvement scenarios.



Real-world applications of their analysis were then presented from cities including Skopje, Oxford, Helsinki, Madrid, Abu Dhabi and Barcelona. The goal is to provide municipalities with concrete tools to evaluate existing conditions and model future interventions that enhance safety and usability.

• **Greenway – Cycling Artery Along the Sava River:** Darinka Jug (Coordinator at ZG Cycle Unit, City of Zagreb / Director at Cikloturizam) presented the Greenway project - a large-scale infrastructure project aimed at developing a 132-kilometer long bicycle and pedestrian path along the crest of the Sava River embankment in Zagreb and Zagreb County, Croatia. The Greenway is designed to functionally connect urban and suburban areas spaced 5 to 15 15 kilometers apart, emphasizing a high standard of design, car-free routes, minimal road crossings and full separation from motor traffic. Most intersections with roads are grade-separated through tunnels or bridges, and cyclists are given right of way at minor crossings. The path was built using a mix of traditional asphalt and eco-asphalt, with a minimum width of three meters and gentle gradients to ensure safety and comfort. The project also includes supporting infrastructure such as eco-friendly lighting, e-bike chargers, rest areas, parking lots, traffic counters and improved access to bridges and existing transport networks. The development of project documentation began in October 2018 as part of a pilot activity and was completed by the end of 2023. The project was divided into nine phases, along with three major rest areas and one bridge, with each component supported by separate technical documentation, enabling independent implementation. Greenway represents a forward-looking investment in sustainable mobility and urban livability for Zagreb's future.

Looking ahead

The upcoming webinars, scheduled for June and September, will be hosted by TERRAIN project partners from Bologna (Italy) and Ioannina (Greece), focusing on additional key aspects of sustainable mobility.

For more information about the project and upcoming webinar sessions, you can visit the official TERRAIN website or follow the social media pages: IPA Adrion TERRAIN website.

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