

Project Central MeetBike (3CE343P2)



**CENTRAL
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EUROPEAN UNION
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DEVELOPMENT FUND

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

1st Consortium Meeting: Kick-Off
Prešov, 23-24 June 2011

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REPORT

VERSION 1 – 24.6.2011

Welcoming and get-together + introduction into the work programme and administrative Issues

You can look at presentation:

- short introduction of CentralMeetBike, Jarda Martinek (CDV)
- the city Gdansk Mr Grzegorz KRAJEWSKI
- the city Dresden Mr Andre ZSCHOGGE
- the city Leipzig, Mr Torben HEINEMANN

Tasks:

- Every partner shall prepare a short report about himself + presentation, both in English. Both documents will be placed on the Central MeetBike website.
- As an example I am sending you a text document of Pardubice and Uherske Hradiste.

WP1: Project management and coordination

Leader WP1: CDV

Presentation: CMB Kick-Off WP 1 Management.ppt

Speakers: Jaroslav Martinek (CDV), Hana Jiříčková (CDV)

Short description of presentation:

- Introduction all outputs WP1 – Action plan
- Subsidy Contract and Partnership Agreement
- Co-ordination and financial issues, reporting and risk management:
 - General principles of reporting within CENTRAL EUROPE
 - Reporting forms and annexes
 - The reimbursement process and the transfer of ERDF
 - Additional checks at Lead Partner level
- Current information on ongoing outputs

Tasks:

- Output 1.1.1.: LP would like to sign with all Project Partners **Partnership Agreement** to 31.8.2011. Dealing with each partner will be individual. PP2 and PP3 have already signed the Agreement.
 - **For partners located outside the Euro zone (Czech, Polish PPs)**
 - choose one of the following options for converting your expenses to Euro (see Control and Audit Guidelines, p. 13, download from <http://www.central2013.eu/index.php>
 - the average monthly exchange rate set by the Commission of the month the invoice was paid,
 - the 6-months average rate of the average monthly exchange rate,
 - the market exchange rate of the day the invoice was paid,
 - the market exchange rate of the last day of the reporting period.

The selected option must be included in the Partnership Agreement and remains unchanged during the entire lifetime of the project.

The average monthly exchange rates set by the Commission are available from <http://ec.europa.eu/budget/inforeuro/>.

The daily market exchange rates from the European Central Bank are available at <http://www.ecb.int/stats/exchange/eurofxref/html/index.en.html>

Please put **new article in to your PA** under the **§ 9 Reporting, certification of expenditure and requests for payment** in following way:

17. Partner agrees with the following option for the conversion of project expenditures to Euro: *e.g. the market exchange rate of the last day of the reporting period.* (select one of the options)

Exchange rates are published on:

e.g. <http://www.ecb.int/stats/exchange/eurofxref/html/index.en.html>. (select link with average monthly exchange rate or daily market exchange rate which corresponds to chosen option for converting Euro)

- Completed PA signed by partner – please send to:
Hana Jirickova

Centrum dopravního výzkumu, v.v.i.
Lisenska 33a
636 00 Brno

- Output 1.1.2. **List of contact details**

To have an up-to-date list of CMB contact persons, please find its version attached for corrections and filling missing details. This Contact list includes also external persons (working on contract for work, marked "Ex" in the first column). This Contact list should serve to all co-operating persons to group communication and of course also for bilateral communication, so please:

- all changes revised should be kept with track changes in the text or mark them in RED COLOUR
- describe your role in the project into the last column (if necessary, discuss it with your main communication manager)
- do not forget to note if you use Skype only OD (=ON DEMAND)
- enclose small portrait photo (FILE.JPG) for 4th column (I will cut face only)
- send it back to me with your corrections

Could you add me to your SKYPE contact list, please? (if you have not yet)

- **ANSWER TO 15.7.2011**

- Output 1.1.3. and 1.1.4. Activity and Financial Monitoring Form

- Every partner shall check the two annexes (Workplan and Budget), which are an integral part of the Partnership Agreement (as annex III and IV).
- Provisions for **evaluation** and project review should also be settled during this start-up phase. All related questions (e.g. internal or/and external evaluation, timing, form) should be clarified between the Project Partners. In order to exploit such exercises for the sake of the project implementation, the Project Partners should agree on how to integrate the evaluation results into the running project. **Key indicators** should be defined as soon as possible.
- **ANSWER TO 15.7.2011**

- Output 1.1.6. **Start-Up Report**

LP needs this information from you. For example - you see a file „Start_Up_Report_template.pdf“ and page 10 there:

- **Investment preparation:**
 - In case the project includes investment(s), please specify the preparatory activities already carried out (e.g. feasibility studies, environmental impact assessments, planning or building permissions,...) and attach as an annex(es).
 - Annexe: Where applicable, annexe related to the investment(s) preparation.
- **Local Coordinator**
 - Composition of the Steering Committee, identifying the representatives of each Project Partner;

- Please provide details of the Local Coordinator as in §6(5)b of the Partnership Agreement.
- Is a Local Coordinator foreseen/defined?
- Same person as contact person
- Please describe the selection procedure of Local Coordinator
- **Document Location**
 - Please provide information on where the official documents are stored (see §10 of the Partnership Agreement).
- **First Level Controller**
 - Please provide details of the First level Controller (in accordance with §9(8) of the Partnership Agreement).
 - FLC system **decentralized**?
 - Annexe: Approbation document(s) for decentralized First Level Controller(s) provided by the respective National Coordinating Body.
 - Has the approbation document been attached?
 - If no, please explain the reason why:
- **Euro conversion**
 - Method of calculation of the EURO exchange rate for each Project Partner. An individualized template will be provided to the Lead Partner by the JTS. As already outlined, a Start-up report has to be submitted within three months after the Subsidy contract has entered into force.
- ***ANSWER TO 15.7.2011***

Proposal for the provision of "Composition of the Steering Committee"

First the inner group of the Steering Committee was appointed, which consists of four partners – national coordinators (LP – TRC/CDV, PP2 – TUD, PP3 – VUD, PP4 – PSWE). This procedure has already been defined in the „project flow chart“. National coordinators are responsible for the outputs of each WP, Core Outputs and dissemination of results both during the project implementation and after its completion. National coordinators also hold office of mediators when dealing with common „day-to-day“ work agenda with national partners (cities). Within „the Steering Committee“, other project partners are included in working groups for each WP and partial activities. Each partner will keep the WP leader informed about his activities. The WP leader is responsible for assembling the outputs of the WP. At the same time the partner shall send this report to LP.

Every meeting of the Steering Committee will have the following all-day programme:

Inner working group, the Steering Group – basic aiming of the project

Job description of the Steering Group:

- WP1 – day to day: – leader CDV
- Working Group Meeting WP 2 – leader PSWE + Mrs.Žáková
- Working Group Meeting WP 3 – leader TUD
- Working Group Meeting WP 4 – leader VUD
- Working Group Meeting WP 5 – leader CDV

WP2: Communication, knowledge management and dissemination

Leader WP2: PSWE

Presentation: CMB Kick-Off WP 2 Communication.ppt (PSWE will send your documents by e-mail)

Speakers: Andrzej B. PIOTROWICZ (PSWE), Jaroslav Martinek (CDV), Jiřina Veselá (CDV)

Short description of presentation:

- Introduction all outputs – Action plan
- First steps in strategic project's communication: the Communication plan
- Achieving good results in communication: Planning communication activities well in advance
- Topics
 - Stakeholder engagement
 - Media/non-media relations
 - Organising events
- Current information on ongoing outputs
- Planning for WP 2 – Vision of leader WP2

First steps in strategic project's communication: logotype presentation, project web (PSWE) (PSWE will send your documents by e-mail)

Mrs. Jirina Vesela was at the seminar about Communication Manual in Brno (21.-22.6.2011) and she went to Prešov 23.6.2011 in the evening. She has a short presentation from this seminar (we have all presentations from this seminar)

Tasks:

- Output 2.1.1.: LP will prepare the Communication plan, but the cooperation of all partners is assumed. LP takes interest that each partner sends its comments and answers to the Communication Plan, whether on the level of partner or an individual view of the Communication Strategy. LP will prepare general information but we want to enliven the material with individual quotations.
 - **Goals, objectives:** What do the partnership as a whole and individual members hope to accomplish? *Why are you communicating? What is your goal, what do you want to achieve (e.g. awareness raising, changing public policy, building stakeholder relationships, informing/involving potential users)?*
 - **Messages:** What is the project really about, what are the central messages to be used for any external communication? *What are your key messages (i.e. short memorable phrase that characterizes your project, its activities and goals)? What do you want to convey? How to explain what you are doing in two to three sentences. To reinforce these messages you may also want to create a marketing slogan for your project.*
 - **Audiences:** *With whom do you want to communicate? Who are your target groups? How do you research/acquire contacts of your targets?*

When producing publicity materials (e.g. brochures) it is not only important to have a detailed dissemination plan so that the material actually reaches your targets and does not sit in the shelf but you will also need a clear idea of how many targets you reach throughout the lifetime of your project to be able to submit the required communication indicators in your progress reports.

- **Roles:** What are each member's tasks? How does every partner contribute to external communication?
 - **Processes:** What are the methods/techniques the partners will use to perform their tasks, including communication procedures?
 - **Tools:** Which media-related and non-media-related tools are you going to use, i.e. what are the materials and channels through which you want to reach your audiences? (E.g. press releases, press events, web site, blogs, events, speaking opportunities)?
 - **Relationships:** What are the attitudes and behaviors of partners towards each other?
 - **ANSWER TO 15.7.2011**
- Output 2.1.3. Media list
 - Please fill in your media contacts, **ANSWER TO 15.7.2011**

WP3: Cycling strategies & analysis, action plans, recommendations

Leader WP3: TUD

Presentation: CMB Kick-Off WP 3 Strategy

Speaker: Ute KABITZKE (TUD)

Tasks and short description of outputs:

1) BYPAD - outputs: 3.1.1. – 3.1.5. Analysis of present status (BYPAD)

- CDV will start this output in October

2) SURVEY - outputs: 3.1.7. – 3.1.12. Travel behavior surveys and Modal splits analysis

- The city partners already started this output with TUD in May 2011.

Generally:

The initial stage of Central MeetBike seeks to analyse travel behaviour of six partner towns as a basis for developing strategies throughout the scope of the project. The current travel behaviour data will be collected through surveys of partner towns. In order to obtain a comparable database, a uniform survey method must be established.

The key role of the Technical University of Dresden is to facilitate the development and coordination of the survey method to ensure that the data can be compared between partner towns.

The "Mobility in Towns – SrV", which is a travel behaviour survey that was conducted in Germany, serves as a model for the planned surveys. The standard used in the SrV will be modified to suit the partners in accordance with discussions started in Prague on May 19, 2011. In every case the results have to be comparable.

The partner countries participating in CentralMeetBike, Poland, Slovakia, and Czech Republic, will be responsible for the following within their respective countries:

- The selection of a qualified surveying institute
- The random sampling of people to respond to the survey
- The coordination of the survey procedure

The Technical University of Dresden is responsible for coordination and translation of the survey materials as well as for preparation and analysis of data and documentation of the results.

The start and end months of the survey are September 2011 and November 2011 respectively. The questionnaire will collect information relating to the following areas:

- Household data (size of household, number of cars and bicycles, etc.)
- Individuals within each household (age, driver's license, public transport pass, etc.)
- Trips of the individuals on a fixed date (transport mode, purpose, time, length, etc.)

The results will be available in February of 2012. Then, it will allow analysing and benchmarking modal split, purpose of trips, bicycle use, daily length and time volume of trips and other important characteristics of travel behaviour. The survey can further be used to analyze the changes in transportation behaviour through further surveys after the project.

3) NATIONAL ANALYSIS AND RECOMMENDATION - outputs: 3.1.13. – 3.1.15. Analysis of deficiencies, lack of knowledge for strategy documents in Czech Republic, Slovakia and Poland and 3.2.1. General recommendation for national strategies.

- Partner CDV, VUD and PSWE answer to TUD these questions to 15.7.2011:

1. National basic conditions

1.1. Legal basic conditions

- Are there any special characteristics of the legal framework of in your country?
- Do you see potentials where the legal framework concerning cycling should be improved in your country?

1.2. Economic basic conditions

- Are there funding opportunities for cycling projects at the national, regional or local level?
- What is the criterion for determining the eligibility for financing of a project in your country?
- Has the necessity of funding cycling projects already been recognized by the government in your country?

1.3. Cultural basic conditions

- Is the bicycle seen as a serious alternative for the car by a bigger part of the public?
- How does the cooperation between the road users – especially between cyclists and car users - work?
- In Germany we can notice a movement of the households in the cities to own fewer cars and to set value on a healthy lifestyle. Are there similar movements in your country?

1.4. Infrastructural basic conditions

- Can you please give me a rough appraisal in what extent cycle facilities do exist in the cities? What is to say about their condition?
- Are there any forerunner-cities in your country concerning cycling promotion? What special things have been done there?
- Where is – in your eyes – a bigger need of improvement in the cities in your country: cycle lanes and cycle tracks or cycle storage facilities?

2. Statistics

- Have any national surveys concerning traffic behavior taken place in your country over the last years? Can you please tell me some of the results?
- Can you please give me some historical data of basic figures of traffic behavior (e.g. Modal Split, car ownership of the households)?

- Can you tell me an overall theft rate (stolen bicycles per 100.000 inhabitants) in your country? Are there any hot-spot-cities concerning theft of bicycles?
- Only if BYPAD was implemented in your country:
- Was the implementation of the BYPAD-method a success in your eyes? Can you give me concrete results or actions that came up through the implementation of BYPAD?

3. Value of cycle traffic

3.1. Public awareness

- Was there any public relation work concerning cycle traffic done over the last years? If so, what were the main topics and could successes already be detected?
- Can you please tell me if there is an active participation of the public or NGO's during the implementation of traffic projects in general or especially cycling projects?

3.2. Knowledge of the decision maker and planner

- Are there any national guidelines or suggestions for planning cycling facilities and cycling networks? If yes, are they accepted and used for all planning actions?
- Is there a national cycling strategy in your country? If not, are there any actions preparing such an instrument?
- How important is urban planning for the cities in your country? Are they trying to reach a compact city structure with short ways from home to important destinations?
- Can you please tell me if completed projects will be evaluated in your country?
- What is preferred in your country: cycle track or cycle lane?

4. Strength and weaknesses of cycle traffic

- What are – in your eyes – strength and weaknesses of cycling in your country?
- Which potential do you see concerning the cycle traffic in your country? Which are obstacles to be overcome?

5. Goals

- Which goals are pursued with the promotion of cycling in your country?

WP4: Transnational Tool for the Development of Cycling transport

Leader WP4: VUD

Presentations:

- CMB Kick-Off WP 4 Tools_Overview.ppt - (Soňa Šestáková, VUD), Introduction all outputs WP4 + ongoing outputs
 - CMB Kick-Off WP 4.2.8. Seminars_Difu.ppt (Axel AHRENS, TUD),
 - CMB Kick-Off WP 4 Czechversion_we learn.ppt (Jarda Martinek, CDV)
- Speaker: Axel AHRENS (TUD), Soňa Šestáková (VUD), Jarda Martinek (CDV)

Tasks and short description of actions:

1) ACTION 4.1. Good practice fact sheets & Translation of Guidelines, Relevant Results and Experiences

Task: TUD will prepare three manuals and guidelines

- 4.1.1. Management measures and Finance (M12)
- 4.1.2. Hard measures for support of cycling (M12)
- 4.1.3. Soft measures for support of cycling (M12)

The city Leipzig has done this manual. Is it true?

- (4.1.4. – Bicycle route of good examples for Big field trip to Dresden and Leipzig) (M12)

2) ACTION 4.2. - Know how exchange and networking / Output 4.2.1.

Curriculum – tool for organising seminars, workshops, field trips (for CDV, VUD, PSWE) (M12)

- Term - July to October 2011
- Proposed priority issues on municipal cycling measures according to CMB goals, transferred from Europe wide exchange of cycling knowledge (e.g. ELTIS, Presto, Cycling Expertise, several Velo-city, ...) with special focus on strengths / potentials in Central Europe cities and towns
 - >> excerpts, sources, elaboration on certain spots, to be defined during the work, mainly at TU Dresden and in e-mail exchange with Partners
- Explaining the Bicycle Academy experiences in different regional "bicycle cultures" in Germany, especially how to communicating the shifts in the state of the art to practice people with limited time/skills
 - on cycling facilities design, also using the carriageway (design manuals, new traffic laws)
 - collaboration for intermodality and policy integration
 - >> meetings and part of deliverable on WP 4.2.8 preparation
- Preparing and participating in an CMB meeting early enough to get response from national Partners and Partner Municipalities on the applicability of the curriculum
 - >> perhaps during Brno Workshop Workshops in August 2011 or during other workshop

- Deliverables on Curriculum
 - >> text modules (main deliverable by TU Dresden)

Contributing the range of Europe wide sources in the www.nrvp.de bicycle portal (2000 sources / news / practice examples on cycling), also the expertise of Tilman Bracher's (e.g. ECF "Bicycle Research Report" since the 1980-ies), head of Mobility&Infrastructure Dep. in Difu.

3) ACTION 4.2. - Know how exchange and networking / 4.2.8. – Seminars for national experts by DIFU (CDV, VUD, PSWE)

- **Term:** (November 2010 to April 2011; preparing and conducting **2-day Expert Bicycle Academies** in Pardubice und Gdansk in February / March 2012)
- Preparation of national expert seminars at international cycling policy profile, to prepare and test the format for the following WP 4.2.9-11 national seminars on the CMB issues and joint experiences
- Putting the Curriculum in cycling content and didactics in a seminar format at adequate form and material.
- Conducting and contributing during the seminar
 - >> **chairing the seminar** as far as useful
 - >> **bringing a speaker** from Difu and **another cycling planning expert** with international background (at all costs included in the sub-contract)

Deliverables:

- >> preparation of **agenda, invitation flyer**
- >> **printed teaching material** for all participants in a folder for further use in local practice (black&white, with priority on graphics from road design manuals and photos) including selected and commented links to read more in ELTIS, PRESTO and other sources) to be disseminated by the National Partners in advance – after partly translated by the National partners according to the needs and translation budgets. Calculated number of participants: 30-40 per seminar.
- >> **evaluation** of the participants satisfaction at the end of the expert seminar (questionnaire and analysis)
- >> **reports** on the conducted WP 4.2.8 expert seminars (English), short report reflecting the international know-how exchange experience – material for the CMB deliverables
- >> **seminar manual** on format and organisation of seminars / academies, including some prototype XLS sheets on practical preparation (in English, possibly to be translated to native language according to needs of more seminars)

4) ACTION 4.2. - Know how exchange and networking / 4.2.13. – Czech cycling networking

- CDV presented its plan for activity implementation, through the Charter of Uherske Hradiste – see the presentation of CMB Kick-Off WP 4 Czechversion_we learn.ppt

WP5: Cycling pilot investments (cycling lines, small measures and cycling parking)

Leader WP5: CDV

Speaker: the first presentation will be on the first Steering group

Other:

1. The first Steering group

We have to manage 2 meetings together in Brno:

- 1) SG meeting in The Czech Rep./Brno
- 2) Workshop

Ad1) we suppose this agenda (the first day)

- 1.3.2. WP1 – day to day: – leader CDV
- 2.1.9. Working Group Meeting WP 2 – leader PSWE + Mrs.Žáková
- 3.3.10. Working Group Meeting WP 3 – leader TUD
- 4.1.7. Working Group Meeting WP 4 – leader VUD
- 5.1.2. Working Group Meeting WP 5 – leader CDV

Ad2) Workshop (the second and maybe the third day)

- 4.2.2. Organisation of workshop for the partner cities where the plans of the pilot actions in the cities will be developed and discussed in groups and with experts

We had two possibilities:

- 29.-31.8.2011 (but Mr. Ritt can arrive to our meeting. He has a holiday)
- Mr. Ritt recommend from 10.10. to 14.10. 2011

Annex:

- Example Partnership Agreement
- Activity and Financial Monitoring Form (every partner shall check the two annexes (Workplan and Budget)
- Example Start-Up Report