

SECRETARÍA DE ESTADO DE PRESUPUESTOS Y GASTOS DIRECCIÓN GENERAL DE FONDOS EUROPEOS

MINISTERIO DE HACIEND



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas



Una manera de lacer Europa

BESAYA CYCLING ROAD NETWORK IN THE MUNICIPALITY OF CARTES FOR THE IBCI.BES NETWORK Regional Ministry of Territorial Planning and Environmental Evaluation of the Government of Cantabria

Programa Operativo de Cantabria

Año 2018

Fondo Europeo de Desarrollo Regional

BESAYA CYCLING ROAD NETWORK IN THE MUNICIPALITY OF CARTES FOR THE IBCI.BES NETWORK

The project is part of the initiative of the Regional Ministry of Territorial Planning and Environmental Evaluation of the Government of Cantabria for the purpose of developing the Cycling pogramme of Cantabria whose main objective is to promote the use of the bicycle in order to be able to move more efficiently, in a clean and sustainable way. In particular, the BICI.ES project promotes the development of a cycle network for the connection of Torrelavega and its surroundings.

The objective of the operation was the construction of 3.8 km of roads, which are necessary to connect the localities of Cartes and Santiago de Cartes, of better safety conditions for the transit of cyclists.

For this purpose, new stretches of bike lanes have been made and the conditions of the existing lanes have been adapted to give priority to cyclists in those sections where it was not possible to make the traffic corresponding to cyclists independent of the rest of the road traffic.

The implementation of this cycle path has been a further step in the region to reverse the increase in car use for cycling, by adding value of the European Regional Development Fund (ERDF) and its contribution to regional development through the commitment to a sustainable economy.



The total public cost has been EUR 325.744, with an eligible amount of EUR 269.210, and an ERDF aid of EUR 134.605. The impact of this action is assessed at the municipal level, as this is where its scope of action is located. The cycle route covers 4.741 people, residents of Cartes and Santiago de Cartes, about 5.778 inhabitants of the municipality, making a real impact on 82 % of them.

This action can be highlighted as a good practice, according to the following criteria:

The action has been properly disseminated among the beneficiaries, potential beneficiaries and the public.

Information and communication have been key elements in the development and implementation of the project, ensuring publicity and transparency of the intervention and raising public awareness of the benefit of the European co-financing through a wide range of tools and actions:

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Reference in **internal documentation** (official journals, etc.) of the co-financing received through the incorporation of the logo or reference to the Fund, aid intensity and slogan.



Posters:



Website of the managing body and the municipality of Cartes, detailing operations cofinanced with the ERDF:



Publication **of press releases** highlighting the contribution of the ERDF in the implementation of the project reflected in the reports in different media, mainly digital:

20/10/2017 *Cartes opened the new network of lanes for the Cyclists Mobility Plan of Cantabria:*

Government of Cantabria 20 minutes La Vanguardia Europe press The newspaper 'Montañés' The Official Journal

cantabria es ria . D El Gobierno licita en más de 500.000 euros la construcción de un carril bici de 3 kilómetros en Cartes El proyecto, impulsado por la Consejeria que dirige Eva Diaz Red de Vias Ciclistas del Bessya metrocción del camil hici de més de a roncia da Tomalacega hasta el p actará Cartas con Tomalacega a has is criterios establecidos en el Plan de Moxilidad sobre la cometera, que contará con tramos de a com los realizados a los mas as los detera de La obra se finanziaria con cargo a tree Passapasetos Generales de Gardelnia de 2018, europas está abiente la possibilidad de coñecciación con cargo el Fundo Europeo de Desanado Regorari, de generacense destro del civilento fonzácio conomia de labies antistorios de carborari del Programa



17/02/2018 The Government is expecting to award the cycle route in Cartes soon:

<u>The Government of</u> <u>Cantabria</u> <u>The newspaper 'Montañés'</u> <u>Europe press</u>





24/07/2018 "The new cycle lane for Cartes will connect the Mies de Molladar area with the centre of Torrelavega":



20/12/2018 "Next Thursday 27 December opens the new cycle lane in Cartes, which will connect the Mies de Molladar area with the centre of Torrelavega':

el**diario**cantabria



26/12/2018 '*The Cartes cycle is a reality from this Thursday':*



27/12/2018 Many cyclist inaugurate a new cycle path linking Torrelavega and Cartes:

Government of Cantabria

Europe press

La Vanguardia

The newspaper 'Montañés'

20 minutes

Comparison of the second second

Advertising radio wedge on the channels "ONDA CERO Santander" "COPE Cantabria" and "SER Santander" announcing the opening of the cycle lane and highlighting the contribution of the ERDF: <u>https://bit.ly/2G3ZAX5</u>

Opening ceremony of the **cycle lane attended by representatives of the Government of Cantabria and many citizens.** T-shirts and promotional material with messages about the **European Fund were distributed to the people attending the event.** Billboards, roll-ups, etc.,



YouTube:



<u>18s</u>

//www.youtube.com/watch?v=JqqkeUW_0 v8

Twitter:



Facebook:



This diversity has enabled a wide dissemination of the contribution to the regional development of the European Union through the actions carried out.

The action incorporates innovative elements.

Europe, in the framework of its actions to achieve the objectives set for sustainable growth, promotes the implementation of public policies that consolidate more sustainable urban mobility models. Cantabria has joined this trend with the additional objective of projecting an image of the attractive and modern region in which health is one of the basic pillars.



The use of the bicycle is a driving force for structural change, as

well as a dynamic peacemaking element, innovating the transport system — territory, creating areas of 'friendly traffic' as the bicycle lane in Cartes has been designed, where there are shared pedestrian-pedestrian spaces where separators and cylindrical dividers have been placed in order to make it safer.

The results achieved are in line with the objectives set.



The implementation of this action mainly achieves the objective of reducing the emission of greenhouse gases. Furthermore, the implementation of a modern infrastructure encourages the use of the bicycle as a daily transport mode, while it will be restored to daily commuting, with the attraction of new users who want to use less polluting modes of transport.

Cycling rail links the 6.000 residents of Santiago de Cartes to the 3.000 people living in the Molladar area.

Furthermore, this action contributes to other objectives such as the care of the environment and the promotion of healthy living, promoting the reduction of the environmental impact of transport, as well as the reduction of the level of road noise.

It contributes to the resolution of a regional problem or weakness.

In Cantabria, emissions of greenhouse gases grew by more than 46 % between 1990 and 2010, of which around 25 % were in the transport sector.

In 2008, the Government of Cantabria adopted an Action Strategy on Climate Change, which included among its priorities a strategy for sustainable mobility, which sought to promote more sustainable forms of mobility by using cleaner vehicles and promoting 'modal shift'.



The diagnosis by the Cantabrian Cyclists' Mobility Plan highlighted the limited cycling infrastructure, with most of them designed for cycling as a leisure tool and not only as a means of transport. This plan therefore encourages the development of cycling routes, additional routes and infrastructures so that car users are transferred to the bike, with this modal shift there will be an impact on the reduction of CO2 emissions in Cantabria, an improvement in the carbon footprint, which is a major regional weakness.

It has a high degree of coverage of the target population

The benefits of action have a direct impact on both the quality of life and the improvement of mobility options of 100 % of the population of municipalities through cycle paths.

In addition, replacing the use of cars with bicycles will have a direct impact on the reduction of CO2 emissions to the atmosphere, leading to an improvement in the quality of the air that all citizens breathe. The whole region will benefit from the effects of the operation.

Horizontal criteria of equal opportunities and environmental sustainability have been taken into account.



The commitment of the project "RED DE VÍAS CICLISTAS DEL BESAYA", which is part of the Cycling Mobility Plan of Cantabria, whose main objective is to promote the daily use of the bicycle, using and considering it as one more means of transport through the creation of a series of cycling networks, with the principle of equal opportunities between men and women and non-discrimination is evident from its design.

In this action, the conditions laid down in public procurement procedures make it necessary to have undertakings which have not committed any infringements of gender discrimination or have failed to comply with the obligations laid down by the law in this area, including an express declaration by the company awarded the contract, declaring compliance with the applicable national and Community rules on promoting equality between women and men and non-discrimination, and promoting sustainable development with the aim of complying with these horizontal principles.

On the other hand, special attention has been paid to both the use of non-sexist language and nonstereotypical images in the design of the project and its implementation and communication.

In relation to accessibility, the provisions set out in the existing legislation on universal accessibility have been respected in respect of pedestrian friendliness.

From the perspective of the **principle of sustainable development**, the implementation of the cycle path has met the environmental sustainability criteria laid down in the European directives for noise emissions in the environment by equipment for use outdoors, the emission of particulate matter in the environment and waste discharges, etc.,

During the implementation of the work the Waste Management Plan that controls the production and management of construction and demolition waste has been implemented.

Synergies with other policies or instruments of public intervention.

This action is part of the Cycling Mobility Plan of Cantabria as one of the measures contemplated in the Action Strategy against Climate Change approved by the Government of Cantabria.



Its main objective is to promote the daily use of

bicycles with special emphasis on the maintenance of adequate safety conditions for cyclists and, on the other hand, on citizen awareness to use bicycles as an alternative to cars. For this, it is based on the implementation of four strategic axes:

The National Strategy on Education for Health and Sport, and the planning of road use and design in the public space; the strategy called "NETWORKS", whose focus is on cycling infrastructures. INNOVA, consisting of the testing actions, procedures and techniques which make visible the potential for bicycle mobility, the promotion of cycling mobility in rural areas, cyclist accessibility to large equipment, accessibility to large industrial centers, etc., and, finally, the SUMA strategy that promotes the engagement and participation of society through an open and public space for opinion.



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