

## IUC-NA

# Integrated Local Action Plan (iLAP)

## Summary

*June 2020*

<b>City:</b>	<b>Varna</b>	<b>Santa Monica</b>
<b>Province, State, Department...:</b>	Varna	California
<b>Country:</b>	Bulgaria	United States of America
<b>Population:</b>	350,000	92,000
<b>Size (km<sup>2</sup>)</b>	238 km <sup>2</sup>	21.75 km <sup>2</sup>
<b>Period of cooperation</b>	June 2018- June 2020	

<b>Cooperation Themes:</b>	<ul style="list-style-type: none"> <li>- Sustainable Transport and Mobility planning</li> <li>- Public participation in urban decision-making</li> <li>- Sustainable tourism</li> </ul>
<b>Related <u>SDGs</u> and <u>Urban Agenda</u> topics:</b>	<p>SDGs:</p> <ul style="list-style-type: none"> <li>9- Industry, innovation, and infrastructure</li> <li>11- Sustainable cities and communities</li> </ul> <p>EU Urban Agenda:</p> <p>Urban mobility</p>
<b>Key <u>focus</u> of cooperation themes:</b>	-Urban mobility
<b>Key <u>challenges</u> of cooperation theme:</b>	The challenges of the program included a long-time difference between Santa Monica and Varna (10 hours). Calls usually had technical difficulties, but it might have been due to the conference call platform or internet connections.
<b>Main <u>objectives</u> of cooperation as described in the U-CAP:</b>	<ul style="list-style-type: none"> <li>-Learn more about mobility planning methods, context, and implementation.</li> <li>- Exchange knowledge around parking programs such as the Blue Zone to inform potential local cloud-based parking systems.</li> <li>- Pilot integrated mobility and sustainable tourism initiatives.</li> <li>- Reclaim public space from automobiles while maintaining delivery access for commercial viability.</li> </ul>



	<p>- Improve citizens' engagement and public participation in the urban planning decision-making process.</p>
<p><b>Short description of main <u>activities</u> and key <u>outputs</u> (e.g. pilot projects):</b></p>	<p>Santa Monica and Varna exchanged information regarding safer streets, particularly for children and youth. Santa Monica shared materials and technical advice from the annual COAST open streets event, Bike to Work Day, Vision Zero, Safe Routes to School (SRTS) program, and the Walk It, Bike It initiative. Varna intends to apply lessons learned and marketing materials to their Safe Strategy for Schools (SSS) program. Varna shared with Santa Monica marketing materials and survey results from the "Traffic Snake Game" and youth outreach.</p> <p>Varna also used Santa Monica's materials to enhance their participatory process by conducting several meetings focused on mobility with different citizens' groups and launching an extensive media campaign promoting the SUMP measures, especially the new parking policy and pedestrian zone. As a result, the municipality received broad support from locals, thus allowing the successful implementation of the planned mobility measures.</p> <p>Varna shared their Blue Zone parking program, making it easy for drivers to pay for parking through a mobile app or at a corner store and provide relevant data and metrics that help the city monitor user behavior, inform pricing, and manage congestion. Santa Monica intended to run a pilot of the Blue Zone; however, current policies require that users pay for parking with different currencies, causing the implementation of a cash system complicated.</p> <p>Santa Monica shared their e-mobility experience resulting in Varna applying the knowledge to the new charging scheme in the city's center.</p> <p>During the Varna learning exchange, Santa Monica also experienced the city center's pedestrianization and overall benefit. This visit inspired them to consider a similar plan for downtown Santa Monica.</p> <p>Regarding sustainable tourism, Varna delegates learned in Santa Monica about green hotels and free-of-charge transportation for visitors. While in Varna, Santa Monica learned about the pilot to incorporate in touristic information centers self-guided visitor bike/transit maps to move tourists</p>



	<p>from the resorts located in the city's outskirts to the downtown area through alternative modes, including e-shuttles and water transport.</p> <p>Santa Monica and Varna attended the NACTO 2019 conference in Toronto, Canada. Inspired by this experience, Varna plans an updated pedestrian and cycling strategy that will be included in their revised SUMP. Both cities also attended the CIVITAS Forum in Graz. They exchanged knowledge with other mobility experts and learned more about participatory methods and updates to the SUMP, which follows the newest EU Guidelines.</p>
<p><b>Expected results and benefits:</b></p>	<p>Varna and Santa Monica will continue implementing their mobility plans using the experience gained during the IUC program. Both cities will further develop a new pedestrian plan for downtown Santa Monica and new cycling and pedestrian strategy in Varna. They are eager to maintain regular communication, uploading more information to their shared database.</p> <p>Varna would also like to expand the successful mobility, and tourism measures developed, thanks to their participation in the IUC program, at the regional level transforming its SUMP into a regional plan for mobility.</p>

For further information (including access to the full U-CAP), please **contact:**  
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