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CIVITAS ONLINE

www.civitas.eu is your portal to the CIVITAS Initiative. Visit the CIVITAS website to learn more about the CIVITAS Forum City Network, the ambitious policies and innovative measures many of its members have implemented, and how you can learn more about these at the annual CIVITAS Forum Conference. With regularly updated news and events sections, the site is your one stop shop for sustainable urban mobility!

Simply go to our website
<http://www.civitas.eu>

COVER STORY

ITS lead to free-flowing traffic in Bologna

Mauro Borioni,
City of Bologna, Italy

Bologna - Medieval city, strategic transport hub, major economic centre. Balancing the characteristics of such a city with the mobility demands of its citizens is a challenging prospect that the Italian city is currently trying to address within the CIVITAS Initiative. Using a combination of access restrictions and technological developments, the local authority is seeking to improve air quality, traffic flow and traveller behaviour, while retaining its charm.

"Intelligent transport system (ITS) technologies allow us to make a quality leap in urban mobility management, providing information on the state of the road network and public transport systematically and in real time," said Dr. Andrea Colombo, councillor for mobility and transport at the Municipality. A feature of Bologna's approach for some time, ITS technologies were initially implemented in the city for two distinct purposes: electronic enforcement and traffic management.

Integration of the various ITS systems in Bologna will be made possible through the completion of a new traffic control centre. Covering the entire metropolitan area, it will help travellers make informed choices on their route and mode through the transmission of information in real time.



Medieval mixes with modern in Bologna's busy city centre



Smart cameras keep drivers on track

The information gathered will also allow the development of different management scenarios to make sure traffic flows at peak times and during adverse weather conditions, maintenance or special events. Other CIVITAS Plus cities also developing traffic control centres include Utrecht, the Netherlands; and Monza, Italy. Fellow MIMOSA city Funchal, Portugal, is also boosting its LTZ, by reinforcing access restrictions through the deployment of a new electronic control system.

Flexible access, continuous monitoring and strict enforcement allow Bologna to create a special solution to the challenges posed by its unique characteristics.

For more information, contact: Mauro Borioni [Mauro.Borioni@comune.bologna.it].

Many more cities are keen to share the lessons learned from their activities. Experts in the field are invited to contact their peers through a dedicated discussion group. Please contact: Ivo Cré [icre@polisnetwork.eu].

At the heart of the city's approach is a limited traffic zone (LTZ) in the historical city centre. Restricted access has been in place since 2000, enforced through a network of cameras. Since its introduction 25 percent less traffic in the city centre and 70 percent less traffic in bus lanes has been recorded.

Within the CIVITAS MIMOSA project, Bologna is trying to amplify these results by installing improved camera systems that will then be connected to a vehicle registration database.



CITY NEWS

Benefits of good design in Brighton & Hove

Brighton & Hove, UK, has taken the innovative step of researching the social and emotional benefits of good street design, something widely embraced by citizens.



The research focused on two streets, one of which was completely redesigned in an attempt to convert a nondescript road into a lively environment. The research revealed overwhelming support for the scheme, with 93 percent of all respondents preferring the street's new layout and 95 percent keen to see similar schemes elsewhere in the city.

Jim Mayor of Brighton & Hove Council said, "Hopefully the research helps demonstrate that the benefits of good street design extend well beyond the typical cost/benefit considerations that guide investment in the public realm."

In addition, 80 percent of businesses surveyed said the improvements had been beneficial, while 100 percent felt the scheme was a positive initiative. Respondents showed they are willing to back such schemes, with 50 percent saying they would donate an average of £34.49 to redevelop more streets in this way.

For more information contact: Jim Mayor [jim.mayor@brighton-hove.gov.uk]. Brighton & Hove is a member of the CIVITAS ARCHIMEDES consortium.

Mobility solutions for event organisers in Gent

With its new website gentevenement.be, the City of Gent, Belgium, is making it easier than ever for organisers to adopt sustainable mobility practices in event management.



The website provides information on the topics of mobility, waste management and noise regulations. By answering 10 questions about the event, organisers will receive information to meet their specific needs. The information is brief, clear and practical, with contact details and guidelines on how to implement the advice on offer.

Organisers can also view the official forms they are required to fill in, again tailored to the events they wish to organise. A new form has also been created concerning sustainable mobility. Users are required to give detailed information on the extra measures they will take, for example how many bicycle sheds they need.

To promote understanding on both sides, organisers must explain why they won't implement a measure proposed to them. The initiative is the start of a larger project that Gent will introduce to centralise all municipal information related to events in one portal.

For more information, contact: Patty Delanghe [patty.delanghe@gent.be]. Gent is a member of the CIVITAS ELAN consortium.

Freight consolidation centre continued in Bath

A CIVITAS-funded trial run of Bath's freight consolidation centre has demonstrated it can reduce delivery vehicle movements to participating businesses by over 80 percent.



The UK city has since decided to use its own funds to continue the scheme. The centre serves both Bath and the neighbouring city of Bristol, which initiated freight reduction practices during a previous phase of CIVITAS.

The centre is operated by international transport company DHL and serves 15 premises in Bath. Deliveries are consolidated at an out-of-town depot and transported to the city centre by electric vehicle. In September, 142 deliveries bound for Bath were consolidated into just 22, amounting to an 84 percent reduction in distribution to participating businesses.

The combined delivery journey reduction for Bristol and Bath for the same period was 227 deliveries consolidated into 44, an 80 percent reduction. In addition, 290 kgs of cardboard and 70 kgs of plastic were picked up by the freight consolidation centre for recycling, reinforcing the sustainable nature of the enterprise.

For more information, contact: Gary Cockram [Gary_Cockram@Bathnes.gov.uk]. Bath is a member of the CIVITAS RENAISSANCE consortium.

POLICY UPDATE

Cities seek EU support for ambitious goals

At the CIVITAS Forum Conference that took place this October in Funchal, Portugal, European cities reaffirmed their commitment to sustainable urban transport and to ambitious emission reduction targets.

In the Funchal Statement - which contains concrete recommendations to the EU - cities also called for EU leaders to commit to long-term funding to help them realise their ambitions. The Statement was handed over during the final plenary to Head of Unit of the European Commission's Directorate-General for Mobility and Transport Daniela Rosca.

Deputy Mayor of Funchal Bruno Miguel Camacho Pereira, who was elected new chair of the CIVITAS Political Advisory Committee (PAC),



Changing of the guard - Former PAC chair Ljubljana Councillor Roman Jakic, with successor Deputy Mayor of Funchal Bruno Miguel Camacho Pereira

praised the statement as a significant milestone and stressed, "Without long-term EU support, cities will not have long-term success in the field of sustainable mobility."

Felix Leinemann, member of the cabinet of Siim Kallas, European Commission vice-president and commissioner for mobility and transport acknowledged, "The Funchal Statement is an impressive indication of the power of what can happen when cities come together on important issues such as the future of sustainable urban mobility. We know that four out of five Europeans live in towns and cities, and the Commission is listening."

For more information, contact: [secretariat@civitas.eu].



CITY NEWS

MIMOSA cities explore social media success

Recently social media has jumped from a niche to a mainstream means of communication. A city's activities, including mobility measures, are now subject to comment 24/7.



Social media can engage citizens, as seen in Funchal, Portugal, and Gdansk, Poland, while digital media applications offer a cost-effective solution enabling citizens to experience sustainable mobility, for example in Utrecht, the Netherlands, and Bologna, Italy.

Results of an evaluation of social media usage within the MIMOSA cities were presented at a recent ELAN workshop and identified guidelines for success. Any strategy must be based on research into the target audience's offline and online social networking behaviour, drivers, and values. All websites and applications should be designed accordingly.

Within a city, internal management can be challenging when implementing social media campaigns. Management need to allocate staff and funds to ensure social media communications are consistent and innovative. Evaluation and ongoing development of online and offline tools is vital to guarantee social media deliver value for money.

For more information contact: Helen Mullarkey [helen@interactions.ie].

Vitoria-Gasteiz on the right mobility track

A mobility survey in Vitoria-Gasteiz, Spain, has shown that car use has dropped by an impressive 28 percent, with cycling increasing by 7 percent.



The statistics show the city is meeting the objectives of its Sustainable Mobility and Public Space Plan launched in 2007. Since then, Vitoria-Gasteiz has become the Spanish city with the most bicycle use. According to the survey, the share of cycling has doubled in the past five years, from 3.4 percent to 6.9 percent of all trips.

Councillor for the Environment, Idoia Garmendia, said, "Our challenge is to further increase bicycle use, and ensure peaceful co-existence with pedestrians when both are using the sidewalks."

To develop research activities on topics related to cyclist mobility and prioritise bicycle use, the Municipality's Environmental Studies Centre is cooperating with the Centre for Transportation Research of the Polytechnic University of Madrid. The collaboration will also produce a draft plan on how cities can become more bicycle-friendly.

For more information, contact: Juan Carlos Escudero [jcescudero@vitoria-gasteiz.org]. Vitoria Gasteiz is a member of the CIVITAS MODERN consortium.

Utrecht and Gent on top at CIVITAS Awards

The ninth CIVITAS Forum Conference marked another milestone in the CIVITAS success story, with Funchal, Portugal playing the role of host to perfection.



The highlight of the event was the CIVITAS Awards Ceremony where the cities of Utrecht, the Netherlands, and Gent, Belgium, were honoured for their dedication to clean urban transport solutions. The impressive range of measures "stretching from targeting behavioural change to investment in public transport" earned Utrecht recognition as CIVITAS City of the Year, said jury member Sonja Van Rensses.

In the Technical Innovation category, Utrecht's sustainable freight transport solutions caught the attention of the jury. One clever initiative is its reliance on inland waterways to manage beer deliveries via an electric "beer boat". Former CIVITAS city Berlin, Germany, is conducting studies on whether the "beer boat" is a viable option for its own waterways.

In the Public Participation category, Gent was named the winner. It was also announced that the CIVITAS MODERN City of Vitoria-Gasteiz, Spain, will host the tenth CIVITAS Forum Conference taking place in autumn 2012.

For more information, visit: <http://www.civitas.eu/events>.

NATIONAL NEWS

CIVINET makes the connection

There is no better way to promote CIVITAS than by sharing the experience of other CIVITAS cities. Promoting this message to 'local' audiences through the National Networks is key to outreach activities. Learning and not repeating the same mistakes – providing value for money – is evidently also a key selling point to city authorities in these financially challenging times.

A small amount of funding from the CIVINET budget is being made available to support the development of new National Networks.

Following a recent call for applications, a consortium led by the City of Eindhoven has been selected to establish a new Dutch/Flemish network.

There is continued high profile representation of the existing National Networks, for example at the National Transport days in Strasbourg, France, and at transport events in Portugal. The Slovenian task force was also on the road recently participating in a challenging conference, "Cyclists: a disturbance or a solution".

It is exactly such lively debates that enable the National Networks to pursue one of their key aims – to provide interactive learning experiences with audiences in their own

language. Identifying and utilising CIVITAS expertise and knowledge is a cornerstone and selling point of CIVINET. With membership and support for the National Networks growing, it is clear that sustainable mobility not only makes sense for our environment, but offers good value for money.

The important role of the CIVITAS National Networks was recognised both during the recent CIVITAS Forum conference, attended by numerous CIVINET local politicians and in the Funchal Statement, which featured suggestions and comments from the National Networks.

For more information, visit: <http://www.civitas.eu/civinet> or contact [civinet@civitas.eu].

CITY IN PROFILE

Zagreb, Croatia

Zagreb is Croatia's capital and largest city, with a flourishing economy and rising standard of living. However, the number of private cars in the city has risen steeply.



As part of CIVITAS ELAN, Zagreb wants to restrict the use of cars, encourage behavioural changes in the attitude of citizens and improve the links between different modes of transport. Therefore, Zagreb has focused on improving conditions for cyclists, pedestrians and the public transport system.

The city has implemented a new e-ticketing scheme in trams and buses and is striving to make public transport cleaner and more energy efficient. Since 2008, Zagreb introduced 70 energy-efficient low-floor trams, 100 low-floor buses running on bio-diesel and 60 buses running on natural gas.

The city has also made significant progress in developing a mobility dialogue with citizens. An Info-Point was set up in the city centre, where visitors are encouraged to leave comments and ask questions about CIVITAS and sustainable urban mobility. Zagreb has also been sharing its experiences and is cooperating with two other Croatian towns that are keen to follow the capital's example.

For more information, contact Lidija Pavić Rogošić [lidija@odraz.hr]. Zagreb is a member of the CIVITAS ELAN consortium.

OUTREACH

Enhancing passenger services in Toulouse

Toulouse's public transport authority, has long pioneered developing innovative ticketing solutions: from its magnetic system to its contactless technology-based solutions.

Between 2005 and 2010, as part of CIVITAS MOBILIS, Tisséo-SMTC renewed its ticketing system, making it electronic and interoperable with other local transport networks. Thus, the Pastel contactless smartcard was born. Today, Tisséo-SMTC continues working

EVENTS

'Cycling for all' study tour

CIVITAS ARCHIMEDES city Brighton & Hove, UK, will share its experience in reaching out to those that are most unlikely to cycle and encouraging them to hop on two wheels and take to the streets.

Taking place from 14-15 March 2012, the event will build on the fact that sometimes even developing excellent infrastructure for cycling is not enough to encourage certain groups to get on their bikes. In these cases, tailor-made measures are required.

The study tour will look at how Brighton & Hove has reached out to these groups and used innovative techniques, such as personalised travel plans, promoting a bike buddy system where those travelling the same route are teamed up and repairing old and abandoned bikes and selling them cheaply.

For more information, visit: <http://www.civitas.eu/events> or contact [secretariat@civitas.eu].

'Learning from CIVITAS cities' continues

The second workshop in the *Effective solutions for green urban transport - Learning from CIVITAS cities series* will take place in Athens, Greece, in April 2012. The workshop will focus on two topics: transport telematics and demand management.

The event will be held in parallel with the Transport Research Arena Conference, taking place from 23-26 April, 2012.

For more information, visit: <http://www.civitas.eu/events> or contact [workshop@civitas.eu].

towards improving traveller mobility. Building on the success of the city's bike- and car-sharing services, Pastel now works with the VélôToulouse and Mobilib systems. Users equipped with the card also get a reduced price on bike-sharing services.

In the near future, Pastel will be even more useful, expanding its reach to the tourism and education sectors among others. The passenger experience in Toulouse will also become even easier through the integration of mobile information and e-ticketing.

For more information, visit Thematic Groups at: <http://www.civitas.eu/network>.

About the MOVE newsletter

This quarterly newsletter serves to inform all those with an interest in sustainable urban mobility. It reports on developments in the field, including activities of pioneering CIVITAS cities and policy updates from the European Commission. Contributions are sourced from participating cities and organisations, as well as from the Directorate General for Mobility and Transport. Free copies can be obtained from the CIVITAS Secretariat:

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