



THE CIVITAS INITIATIVE  
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## CIVITAS MIMOSA NEWSLETTER – March 2012

***Making Innovative & Integrated Sustainable Mobility Actions  
Bologna - Funchal - Gdansk - Tallinn - Utrecht***

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## Message from **MIMOSA** Project Co-ordinator, Cristina Gironimi

As CIVITAS MIMOSA enters its 4<sup>th</sup> and final stage, most of the project's measures are concluding their demonstration phase and are entering the evaluation phase, one of the most critical aspects but potentially rewarding phases of the CIVITAS Program. Both 2010 and 2011 have seen more than its fair share of serious obstacles. The economic world crisis has had a serious impact on MIMOSA city budgets. In most cases, partners have had to carefully re-plan their finances to facilitate their co-funding of the project. Also, several tender processes, planned by the consortium during the 3rd year suffered serious delays. For these reasons a significant number of measures in MIMOSA cannot be completed and evaluated satisfactorily within the project life time. To deal with these contingencies the Consortium is submitting a Contract Amendment and is requesting an extension of the Mimosa Project for four months.

The 3rd Contract Amendment also provides an opportunity to shape the organisation of a high profile political event at EU level to promote and exchange views on urban mobility concepts within the project policy activities. The result: a policy group made up of five pro-active high level political representatives from the 5 MIMOSA cities (one per city in Bologna, Funchal, Gdansk, Tallinn, Utrecht). This small scale event will see the politicians from the MIMOSA Policy Group meet Members of the European Parliament (Urban Intergroup) to discuss mobility challenges, solutions and support required at European level. Appropriate topics include "Sustainable Urban Mobility at Times of Crisis".

As it's 'Results Year' for MIMOSA, we are also looking forward to sharing with cities across the globe our innovative findings on the latest sustainable urban mobility solutions. As we speak, city politicians and transport officials from a number of leading European cities are already looking at adopting certain MIMOSA measures based on evidence conducted under the MIMOSA framework.

I wish you all the best for the rest of 2012 and a fruitful final year for MIMOSA!

**Cristina Gironimi**

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### **!!!! BREAKING NEWS March 6<sup>th</sup>!!!!**

## **The MIMOSA City of Bologna Wins 2011 European Mobility Award**

The CIVITAS MIMOSA city of Bologna has just won the 2011 European Mobility Week Award. On March 5<sup>TH</sup> 2012, the award was handed to the winning city by Environment Commissioner, Janez Potočnik and European Commissioner for Transport, Siim Kallas at a ceremony at the Brussels Musical Instrument Museum. Bologna's win both at European and grass-roots level validates the critical contribution played by the innovative nature of MIMOSA's sustainable mobility measures and builds the foundation for future measure upscaling in Bologna and other European cities.

Bologna was judged by an independent panel of mobility experts to have done the best job in promoting clean alternatives to using cars and involving citizens in activities to support sustainable urban mobility during European Mobility Week 2011. Runners-up included Larnaka in Cyprus and the Croatian capital Zagreb. The 2011 European Week Mobility campaign theme "*Alternative Mobility*" set out to support the transition towards a resource-efficient transport system by promoting clean, fuel-efficient or human-powered modes of transport.

Environment Commissioner Janez Potočnik commented: "With cities and their citizens increasingly suffering from congestion and pollution, there has never been a better time to switch from private cars to other means of transport. Bologna, Larnaka and Zagreb have found creative ways to permanently make their transport infrastructure more sustainable. I hope they will inspire other cities to do the same."

Bologna won over the European Mobility Week jury with its 'Car Free Weekend' instead of just one day. The permanent measures implemented included building charging points for electric cars and a plan to extend the city's network of cycling paths to 130 km. The municipal authorities invited citizens to contribute their views to the plan during Mobility Week. Bologna also set up a large car-free zone at the heart of the city for the week. This pedestrian area, open to street performers, retailers and sports associations attracted over 60 000 people. Events included bike tours, bicycle workshops and self-repair stands, games, walks and an exhibition on electric cars. Police officers participated in information sessions giving tips and explanations on safe cycling to families and an information point was set up for citizens to learn about new services offered to cyclists. Such was the success of the event, that even the

local trade association, traditionally opposed to car restrictions have voted for further pedestrianisation. The city authorities have now decided to repeat the car free experience for future events.

Vice-President Siim Kallas, responsible for Transport, said: "While responding to the challenge to make our cities cleaner and safer, the 2011 Transport White Paper highlights the need for a new approach to urban mobility. The winning cities have a lot to offer in this respect. By sharing experience on alternative mobility, European cities can implement more attractive and reliable options, thus making a positive impact on our quality of life." European Mobility Week 2012 will be held from 16 to 22 September under the theme "Moving in the Right Direction".

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## **POLITICAL NEWS**

### **Political Interview with Mr. Andrea Colombo, Mobility Councillor for Bologna**

#### **1. What are the top 3 priorities in your city with regard to Sustainable Mobility?**

The city of Bologna, as many cities in the northern part of Italy, suffers from the negative effects caused by traffic. Our chief problems are traffic congestion, pollution and road accidents. Sustainable mobility can help a lot in solving these problems. If I had to describe three priorities to support and promote sustainable mobility solutions I would indicate:

- Raising citizens' awareness about the necessity to change their means of transport and opt for more efficient and less pollutant ones, such as cycling and walking.
- Similarly, Bologna's Municipality and transport providers need to strive to offer sustainable mobility services and opportunities that are as useful and attractive as possible.
- To make this change possible, cities also have to involve citizens and stakeholders as much as possible in planning, designing and implementing any new mobility services.

#### **2. What are the challenges in implementing those priorities?**

In order to promote and support sustainable mobility solutions, cities have to deal with certain resistances and barriers that compromise these efforts.

- Car Culture is our main challenge and creating a "Green Culture" is our next one. Over the years a negative habit regarding transport and mobility has been established in Italy and even Bologna: Car and private means of transport in general, are seen by many people as the first and often the only choice for getting from A to B.
- The recession and resulting shortages in economic and personnel resources also represent a big obstacle in implementing infrastructures, actions and services adequate for the mobility needs of a city.
- The need to inform, involve and raise awareness amongst citizens on sustainable modes of transport brings with it the challenge for cities to find the most effective resourceful communications.

#### **3. What are the 3 major contributions that CIVITAS MIMOSA can make/has made to mobility in Bologna?**

CIVITAS MIMOSA has exceeded Bologna's expectations in terms of urban mobility benefits and advantages.

- The opportunity to implement, demonstrate and test innovative mobility solutions in the city that are more efficient and less pollutant.
- It has given us an international perspective by allowing the City and its mobility technicians to learn state of the art mobility practices implemented in other European cities, potential barriers and solutions. Even bad practices are important learning curves, since they can teach a lot about mistakes to be avoided.
- The project allowed Bologna the opportunity to carry out communication and raise awareness campaigns to promote sustainable mobility in collaboration with more experienced partners. As a result, a greater citizens/stakeholder involvement and participation has been obtained.

#### **4. What do you think of the EU Action Plan on Urban Mobility?**

The European Action Plan represents an essential instrument for mobility planning, guidelines and common goals at European level.

### **5. What is your own personal pet cause? What are you championing at the moment?**

As the new Mobility Councillor in the city of Bologna, together with colleagues and technicians from the City Hall, I am strongly committed to improving city life by creating a new way to move around the city: smarter and safer whilst using less energy polluting energy sources. Over the last few months several areas in the city centre have been completely pedestrianised and a new pedestrianisation action plan for the historic city centre has been launched. This project aims to revolutionise mobility in the city, giving priority to pedestrian orientated measures. Currently, we are running a kind of “Participated Project” in Bologna whereby citizens, stakeholders, associations meet together to speak about their ideas for a new city centre and give their contribution for the development of the new project.

### **6. If you could make a wish, how would you solve existing mobility problems in Bologna?**

Negative effects on city life resulting from traffic calls for a new pathway for urban mobility. An adequate public transport system and infrastructure would reduce the number of cars circulating. Such a PT network would cover all areas of the city to guarantee high accessibility. It would also be integrated with other “smart mobility” means of transport such as cycling and walking. Unfortunately, the current financial and economic climate in Europe has affected the availability of funds and resources to build these important transport infrastructures. We are now having to find and carry out alternative mobility solutions and systems, the so-called “soft” measures, that can actually obtain optimum results and make considerable impact, without the need for big investments. I am speaking here of cycling and pedestrian mobility.

As I already mentioned, today the City of Bologna is committed to an ambitious plan entitled “A City Centre Again” to address several problems regarding accessibility and liveability in the city centre. New public space regulations and interventions will be introduced on the basis that pedestrians should enjoy top priority and need to be welcomed back to the city centre. The Plan, currently in the consultation stage, is being enriched with feedback from all stakeholders including shopkeepers, institutions, environmental and cyclist associations in a very open participatory process.

### **7. Who do you look up to? Who inspires you (in the area of Sustainable Development)?**

I confess I am inspired by Mr. Guido Fanti, a Mayor of Bologna during the late sixties, who died just few weeks ago. In collaboration with the City Hall, he established the first pedestrianisation measure in the city in 1968. By doing this he proved to be extremely courageous and forward thinking in promoting sustainable mobility at a time when cultural resistances and barriers were very strong.

### **8. Is there a local hero in your city?**

If one speaks about the city of Bologna and Europe, one automatically thinks of Professor Romano Prodi, ex-President of the European Commission, citizen of Bologna and well known enthusiast of the bicycle.

### **9. Would you recommend CIVITAS to other politicians? For what reasons?**

The city of Bologna’s participation in the CIVITAS initiative has undoubtedly been extremely beneficial for Bologna in terms of raising awareness and the actual practice of sustainable mobility solutions. This is why I consider it really important for more and more cities to participate in the initiative.

### **10. What would you like the next generation of CIVITAS to focus on?**

I think several aspects related to pedestrian mobility are often downsized even in the sustainable mobility framework: I am convinced that these topics should be considered more and enhanced. Take the issue of road safety, there is major room for progress here.

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## TECHNICAL NEWS

### ***Making Mobility Simple! Public Can Now Recharge Seasonal Integrated Travel Cards at 1000 Bank Machines in Bologna***

Coinciding with the Autumn launch of a new communication campaign for the integrated season contactless smart card, ATC announced that regular and students' smart card annual tickets "Mi Muovo" can now be recharged at bank ATM points. The Smart Cards, allowing travel throughout Bologna and the wider Emilia Romagna Region can be recharged at 1000 bank ATM points belonging to the Unicredit Bank across the region.

This latest innovation in customer service has proven to be incredibly popular with ATC customers. Figures show that almost 25% of season ticket holders used the new facilitating system instead of queuing at ticket offices,

Customers are charged a service fee of €1.80 for season tickets from €100 to €200 euros and a fee of €2.50 for tickets above €200 euros. Unicredit bank customers can avail of the service free of charge.

A communications campaign on the new recharge system featured the following:

- an information letter sent to all 30,000 season ticket holders
- 3500 informative hangers were distributed on buses and at bus stops
- 2000 emails were addressed to the users registered to the ATC info-mail service
- ATC official web site: <http://www.atc.bo.it/ricarica>
- Regione Emilia Romagna web site: <http://mobilita.regione.emilia-romagna.it/mi-muovo-1>

Facilitating the end-user experience for the integrated bus-train ticketing system STIMER has been and remains a major priority for ATC and other public transport companies operating in Emilia Romagna since Jan 2010.

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## EVALUATION NEWS

### ***MIMOSA to publish CIVITAS Evaluation Manual***

Why is it important to conduct an evaluation if a project is running successfully and everything seems fine? Surprisingly, this question pops up often at city level evaluation. The answer is ironically the same one that drives us to learn about what went wrong from unsuccessful pilot measures. Evaluation, good or bad is an everyday task for everyone, for instance choosing which type of bread to buy! But in the context of transport projects, the number of variables and stakeholders increase and turns the evaluation task into something rather complex.

In recognition of this, the MIMOSA project evaluation managers are proposing a joint deliverable with POINTER to produce an evaluation handbook. Its aim is first to demonstrate that evaluation is a useful task and that it can be done by everybody. Second, to give hands on advice on how to evaluate measures aimed at sustainable mobility. Examples from MIMOSA and other CIVITAS projects will be used as teaching examples. All chapters will be richly illustrated with examples from CIVITAS (MIMOSA) and references for further reading will allow for a deeper knowledge of the process. The handbook, with a maximum of 200 pages, will provide a quick overview of the requirements for good evaluation of CIVITAS-like measures. The target groups for this handbook will be mobility staff in European cities, mobility agencies, transport authorities and all people involved in CIVITAS evaluation.

Based on the vast experience from former CIVITAS projects combined with detailed knowledge from CIVITAS MIMOSA, this joint proposal MIMOSA-POINTER will be included in the 3<sup>rd</sup> amendment in the MIMOSA project. Berlin Institute of Technology (TUB) will be the principal partner for the new deliverable alongside POINTER with assistance from Vanguard on the layout.

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## RESULTS NEWS

### **Mobility Solutions Travel with MIMOSA Transferability Measure Auction!**

Which MIMOSA measures can be implemented in other cities? This central question reflects a major goal of the CIVITAS INITIATIVE: Identifying innovative mobility solutions and analysing their relevance for transferal to other European cities.

With this in mind, the Technical University of Berlin as MIMOSA evaluation group (PEM), has developed a half day 'MIMOSA Measure Auction' at the next MIMOSA Consortium meeting in Bologna in May 2012. The concept is set around creating a marketplace-like scenario where MIMOSA cities sell and purchase their most successful solutions. They can sell their city measures with a poster presentation and in turn can buy other city measures deemed transferable with virtual MIMOSA money. Since many measures contain several features, the MIMOSA approach also includes the possibility to spotlight transfer-worthy measure features.

Other participants involved in developing the workshop include the dissemination group Interactions and Velomondial along with the MIMOSA cities themselves. Guidelines are offered to help cities identify the most suitable measures for implementation in other cities. Prior to the workshop, the cities will select up to three measures and/or features which they consider to have high potential to be bought by other cities. Criteria include the excellence of a measure's outcome or the similarity of transport conditions in origin and target cities. This selection process will be under the direction of the PEM.

After the workshop, the results and the workshop format will be analysed and summarised in a short report. This will be the final outcome of the MIMOSA Topics and Issues activities. MIMOSA participants have enjoyed developing the process and are looking forward to seeing what MIMOSA measures really have what it takes to be the most transferable.

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## DIGITAL MEDIA NEWS

### **LinkedIn MIMOSA Group Now Open For Business! Put Your City on the Mobility Map**

2012 is 'Results Year' for MIMOSA and where better to share MIMOSA expertise with other global mobility transport planners than on the fastest growing social media professional platform LinkedIn. A CIVITAS MIMOSA LinkedIn group was launched in late February and has now over 20 members. Over the course of the year, we will be discussing MIMOSA results, measures, events, communications and evaluation.

This MIMOSA LinkedIn group is an open forum – open to all mobility professionals, politicians, NGOs, stakeholder who want to learn more about MIMOSA's transferable mobility solutions as well as challenges. The site has already attracted interest from EPOMM and other international mobility institutions, bodies and professionals.

So we look forward to seeing you there. See link for LinkedIn and do a search for CIVITAS MIMOSA in Groups. <http://www.linkedin.com>

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## PROJECT NEWS

### **MIMOSA 7<sup>th</sup> Consortium Meeting – Bologna**

The 7th MIMOSA Consortium meeting will take place in Bologna from Wednesday May 22<sup>nd</sup> till Friday 25<sup>th</sup> of May 2012. We hope to see many of our MIMOSA partners there, including measure leaders and politicians. The meeting will take the following format:

<b>Tuesday 22<sup>nd</sup>:</b>	Informal meeting with Site Leaders and WP Leaders (1/2 day)
<b>Wednesday 23<sup>rd</sup>:</b>	Parallel Groups (1/2 day) and Workshop on transferability (1/2 day)
<b>Thursday 24<sup>th</sup>:</b>	Consortium meeting, plus 1-2 hours with politicians to prepare policy session
<b>Friday 25<sup>th</sup>:</b>	Policy session (1-2 hours) and Workshop on clean vehicles/fuels. Site visit.

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## **MIMOSA Mobility Management Measures to be presented at the Urban Transport Policy Instruments Workshop in Vienna 14-16 March 2012**

Always on the lookout for opportunities to disseminate the results of the MIMOSA measures, TUB (Evaluation Manager) and Interactions (Dissemination Manager) have written a paper which has been accepted for the above conference. The paper looks at the theories and best practice in behaviour change such as the MAXSEM Model. This model identifies 4 phases of change and provides a blueprint for the development of stage-based interventions. We applied this model to some of the MIMOSA campaigns as follows:

<b>Stage of Change</b>	<b>Explanation</b>	<b>Type of intervention</b>	<b>Example of MIMOSA measure</b>
Pre-contemplation	The individual has not made any goals for behaviour change	Needs awareness raising	Utrecht Car Sharing
Contemplation	The individual is considering changing behaviour - weighing the pros and cons	Needs information/education about alternatives	Gdansk Clean Stops
Preparation/Test	The individual is ready to perform the new behaviour	Needs an opportunity to try out the new behaviour	Funchal Orienteering Utrecht UB pass
Maintenance	The individual evaluates what they have achieved	Their action needs to be validated; they need support in maintaining the behaviour, to prevent relapse	Gdansk Bike Fridays Tallinn Knitting Graffiti

In reality, cities don't often take into account such theories and best practice and do not always realise the stage of change they are aiming at. There is always an urgent need to be pragmatic and get things implemented on the ground rather than taking the time to plan campaigns with a theoretical model in mind. The paper demonstrates that sometimes this approach works (by accident!). However, it is often not possible to evaluate whether the approach has worked because not enough data has been gathered before and after the campaign or the right questions have not been asked in the surveys.

It is for this reason that MIMOSA hopes to produce a Best Practice Evaluation Handbook; it means that cities can conduct more successful mobility campaigns by better understanding the mechanisms and theories and putting them into practice.

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## **MIMOSA CITY NEWS**

### **UTRECHT MIMOSA CITY NEWS**

#### **A 3rd Electrical Boat for Utrecht?**

After the successful implementation of the electric beerboat in 2010 and the upcoming launch of the multi purpose vessel replacing the existing garbage boat on 1 April 2012, Utrecht now is investigating further growth for water borne urban transport. This could lead to the launch of a third boat in the near future.

The current waste disposal boat deals only with waste from bars and restaurants located along the canals wharfs in Utrecht. At road level however, waste disposal trucks collecting company and household waste are damaging historic cellars below the road surface. To prevent further long-term damage, the municipality is now investigating the option of collecting all waste on the canals - both on wharf and street level by boat. The challenge here is the transfer of garbage down to the boat. To achieve this, a system with slides or chutes now is being developed. To collect as much waste as possible, compress containers will be installed on the boat. Even with these technological compressors, waste volume will still be high. A

separate third boat should be built for this aim. Along side the technological study, the municipality is also preparing an environmental study, showing the benefits in terms of air quality and climate.

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## **UTRECHT MIMOSA CITY NEWS**

### ***Portable Bike Parking Facility Measure Expands***

Utrecht is stepping up action on its portable bike parking measure with the launch of 2 more portable bike parking facilities in the centre of the city during peak periods.

With cycling becoming a big part of daily life in Utrecht so too is the need for people to find bike parking spots easily. First established in 2009 under the MIMOSA framework, portable bicycle facilities have been extremely successful in offering convenient, secure and free bike parking to cyclists and self-propelled vehicle users.

They can be set up at times and hours when there is a demand for it and then taken away when demand is quieter freeing up space for pedestrians. New times and locations include Saturdays near the flower market and from Thursdays through till Sunday at the city square. In November and December a total of 6445 bicycles were parked in the three mobile parking facilities; 2185 bicycles at the city square over 14 days (the other 15 days the square was used for festivities), 852 over 8 days at the flower market and at the third and longer existing spot 2808 bikes were parked over 14 days.

Utrecht will continue to implement its bicycle parking action plan focusing on enforcing existing bike parking regulations whilst creating further mobile bicycle parking facilities. The city will continue to raise awareness and promote the measure among potential users and other target groups, and keep them informed about its progress and results.

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## **BOLOGNA MIMOSA CITY NEWS**

### ***Latest Opinion Poll for the Proposed Pedestrian Plan ‘A City Centre Again’ Gets the Official Thumbs Up***

Unexpected support for the Municipal pedestrianisation plan ‘A City Centre Again’ came recently with an opinion poll showing that 81% of citizens from a sample of 500 are strongly in favour of a “high-pedestrian zone”. Given the obvious problems connected with such a revolutionary measure, the strong support shown by the public establishes a firm foundation for the new Plan.

More surprisingly, the main shopkeepers association ASCOM, traditionally against car access limitations in the LTZ, announced recently that 75% of their 4,000 members were now in favour of the pedestrianisation plan. Their reason: the no traffic days organized by the Municipality of Bologna in December for T- Event Days had convinced them of the need for better air quality. The days when shopkeepers switched off Christmas lights as a form of protest against vehicles access restrictions to the city centre seem to have passed.

Bologna’s Limited Traffic Zone (LTZ) seems quite extensive compared to other cities: 400 hectares, against 200 ha in Barcelona and 250 in Wien. The project “A City Centre Again” plans to simplify the actual areas where access and traffic is restricted and to further extend the areas. 4 main zones with different rules for vehicles access are to be set up: the Limited Traffic Zone, the Semi-Pedestrian Area, the Pedestrian Area and the T Area. All zones will be regulated with increased rules for vehicles and motorcycles access, starting from the Limited Traffic Zone to the T Area.

Another new feature of the project is an increased emphasis on safety as well as better quality of life, less environmental and noise pollution. With this, comes an increased access restriction for motorcycles to address safety concerns regarding “black spots” detected in the city. Special attention has also been paid to freight operators, whereby access is restricted to specific time slots and a higher fee. Having suffered an initial slow take-up, it is expected that the Van Sharing Platform set up under MIMOSA will now prove a more convenient and better value solution for commercial traders.

The implementation roadmap of the Plan will unfold over three stages. Public consultation takes place from January to March 2012. In April, the project will be agreed, the administrative approval process will

start and the first measures will be implemented. More information is available on the dedicated website (only in Italian): [http://www.comune.bologna.it/dinuovoincentro/servizio\\_singolo/141:8734/8736](http://www.comune.bologna.it/dinuovoincentro/servizio_singolo/141:8734/8736)

Strong political support for the project, together with the overwhelming positive response from the citizen's poll and shopkeepers, are a good starting point towards the full rollout of a "new city centre".

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