



APPLICATION FORM – CATEGORY I TECHNICAL INNOVATION

Evaluation Criteria

As a CIVITAS Forum member city you are eligible to apply for this award. However, you may **not** apply, if you received the CIVITAS Award in 2009. To be rewarded, your application should include: a single or an integrated set of sustainable urban transport measures that demonstrate technical innovation. Your city's mobility solution will refer to incremental and emergent changes in mobility and will represent the embodiment, combination, or synthesis of sustainable urban mobility knowledge in original, relevant, valued new products, processes, or services.

Selection Process

The category I award winner will be selected by the CIVITAS Award Jury, based on the merit of its application.

Please send your entry via e-mail to the CIVITAS Secretariat at the following address, with "CIVITAS Award Category I" placed within the subject of your message

secretariat@civitas.eu

This call closes on September 1st, 2010

APPLICANT DETAILS

Local authority	Municipality of Bologna
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JUSTIFICATION

Please answer the following questions using no more than 150 words for each answer.

Please describe your mobility solution, and indicate why you consider it to be innovative (max. 150 words)

ITS in Bologna were initially implemented for two different purposes: electronic enforcement and traffic monitoring. The innovative solution realised consists in a new platform integrating both features and improving performances for an overall control of real time traffic situation, access restrictions and critical event management. The new IT system receives online traffic data from the sensors and calculates the optimal algorithms for dynamic variation of traffic lights phases and prioritisation of bus; it also take into account congestion events or accidents, in order to generate redirection paths and to suggest to citizens solutions alternative to the car use (Park&Ride, bikes paths...) especially for areas protected by enforcement cameras. This framework is completed by a database of statistical data giving to Municipality's technicians the online vision of the traffic evolution and the real use of the permits to access LTZ in order to refine access policies to the urban area.

Please indicate how technical competence contributed to the success of your innovative transport measure(s) and how you applied/demonstrated research in practice (max. 150 words)

The new ITS platform is the result of years of research in traffic management algorithm, conducted both by technicians of the Municipality and the University of Bologna. This scientific approach led to a detailed definition of all software requirements and to adapt technological features to the needs of the local traffic situation. A continuous traffic monitoring activity is carried out aiming to check and correct all possible deviation phenomena and to store performance indicators. At present, within the CIVITAS MIMOSA project, a cost benefit analysis will be conducted in order to integrate social and other external costs and to detect benefit indicators generated by the system.

Please tell us how you involved local stakeholders and took into account cultural circumstances in the development and implementation of your innovative measures (max. 150 words)

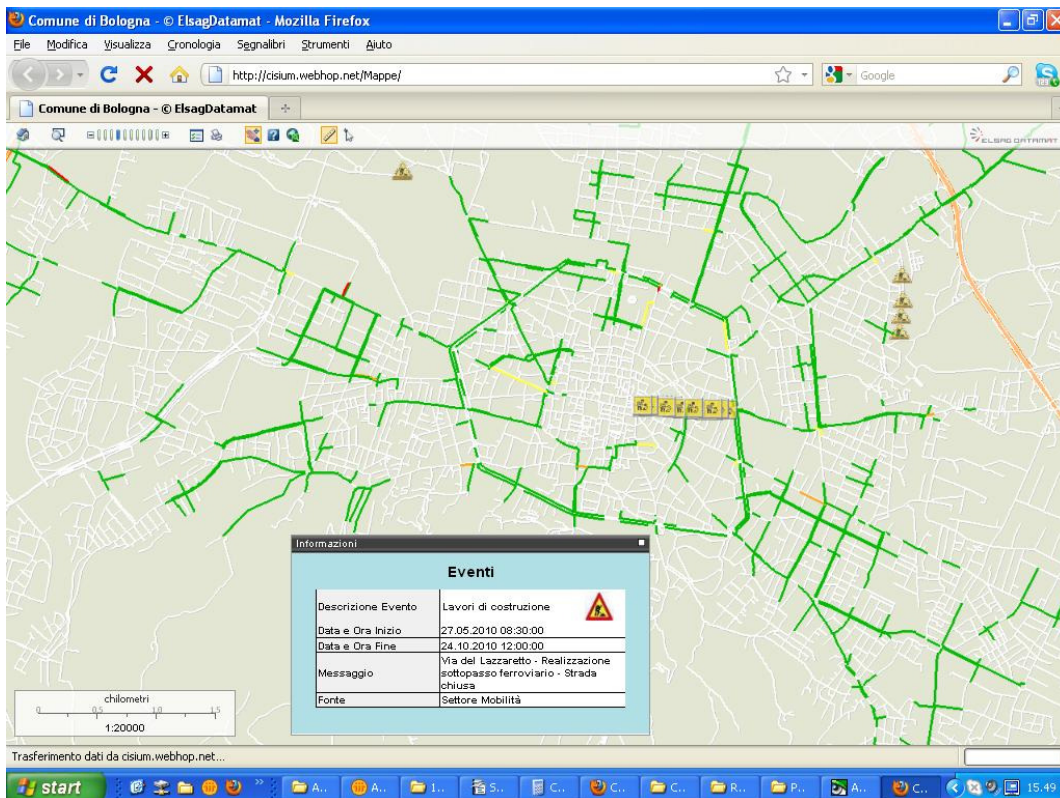
Using technologies, the Municipality considered the cultural and social acceptance of the mobility policies, trying to create a dialogue among different views present in the territory. Debate and dialogue on the LTZ access regulation were encouraged between, to one side, the supporters of the maximum access possibilities to the city centre in favour of trading and social life vitality and, to the other side, the supporters of a strict restriction in favour of a pollution reduction. The Municipality was available to participate through media coverage and public meetings and decided to experiment a Testing Phase during three summer months when the opening of the LTZ were advanced of 2 hours every day to encourage the vitality of the city: a final Report to measure the results in terms of pollution and traffic flows.

Please tell us to what extent measure integration was a hallmark of your innovation. (max. 150 words)

The integration of enforcement and traffic monitoring systems is the main innovative feature of the system, since the development of ITS technologies in recent years gave the opportunity to join in a unique platform the restriction control instruments and the traffic management tools. The result is a more general technical framework that allow technicians to better understand the evolution of the whole urban mobility scenario and citizens to easily access to all rules, permissions and facilities regarding the circulation in the city. This integration was realised with a strong co-operative work between Municipality, PT company and IT societies, finalised to the data, protocols and technologies integration of all sub-systems previously implemented in the city.

What are your plans for upscaling and longer term implementation? How have you shared and promoted your results beyond your city? (max. 150 words)

The scale of IT coverage has already extended to all urban area in Bologna. Next steps will be to perform stronger integration and new capabilities in data mining and geographic analyses of traffic phenomena, using business intelligence tools; this will provide a better understanding of traffic and parking demand and offer, in order to plan new sustainable actions with more scientific criteria and to give effectiveness to all mobility actions with clear and useful communication tools for citizens. A new website with online traffic situation will be launched (temporary url: www.cisium.it) and Google traffic function will be soon implemented in Bologna.





Applications will be collected and forwarded to the CIVITAS Award Jury for evaluation and voting. A decision will be reached by 20th September, 2010. You will be informed accordingly, in order to begin preparing for the Award ceremony.