



CiViTAS
Cleaner and better transport in cities



**Keep the fire burning
CIVITAS legacy trainging
10th VANGUARD training event**



THE CIVITAS INITIATIVE IS CO-FINANCED
BY THE EUROPEAN UNION

Quality of the action



- Measures are continued because..
 - they have improved the quality of an existing service
 - Evaluation results about (poor) quality have been taken into account to improve the quality (e.g. From shared bike to shared e-bike)
 - Measures have led to an increased user satisfaction
 - The quality of the measure was captured in a brand.

- **Measures are discontinued due to...**
 - **The fact that the results were lower than expected**
 - **Technical problems**
 - **(clean fuels issues)**



Relevance of the action



- Measures are continued because..
 - Hardware investments need further exploitation
 - They focus on real innovation
 - They can be upscaled
 - They have a short term relevance or a long term relevance
 - They offer immediate visible improvement

- **Measures are discontinued due to...**
 - **Limited geographical coverage**
 - **not fit for certain context**
 - **Lack of proof of relevance at an early stage of implementation**
 - **Imbalance public/private interest and take-up.**



Inclusive management



- Measures are continued because...
 - There is a local champion or anchor person
 - There is a sense of ownership
 - They are subject to cooperation and involvement of stakeholders
 - They manage and plan the exploitation early in the process
 - Use they use ‘integration group workshops’ as a methodology
 - Management processes allow for iteration during implementation
 - They are subject to public participation ‘ask people first’ approaches



Integrated approach



- Measures are continued because..
 - Combined actions have made the measures 'BIG' and visible (for media)
 - They are part of a politically approved modal (cycling) or technology (ITS)
 - They are in line with the city's strategic objectives.

- **Measures are discontinued due to...**
 - **The economic crisis and the changing balance between sustainability objectives**



Funding



- Measures are continued because..
 - Cities live up to the contractual obligations with the EC
 - An appropriate cost sharing model is in place
 - They measure installed continued cost savings
 - They benefit from an extension of the financial payback period.
 - CIVITAS principles are embedded in procurement policies
 - They come with sufficient user generated revenue
 - They raise interest of private and public investors

- **Measures are discontinued due to...**
 - **Budget limitations equal staff limitation**
 - **Dependent on co-financing**
 - **The high maintenance cost**



Public and political support



- Measures are continued because..
 - Cities receive international and national awards
 - Upscaling be interesting for politicians
 - The legal framework is in place
 - Media are a partner
 - CIVINETs create political understanding of the measures
 - It is linked to a cultural change or establishing a changed bicycle culture
 - They have increased the user satisfaction

- **Measures are discontinued due to...**
 - **Lack of legal framework**
 - **Cultural barriers**
 - **The fact that measures are complex**
 - **The media are against.**





- CIVITAS offers the opportunity to go through a test cycle of experiment – evaluation – reiteration – mainstreaming
- CIVITAS offers local and/or transferable tools (products, services and methodologies) to improve in the area of the 6 key success factors
- Measure branding combines several of the key success factors
- In some cases, and because until now CIVITAS is mainly measure packages based, the SUMP lags behind.
- Funding is mentioned as one of the main barriers for continuation of CIVITAS measures.





- **Recommendations**
- Pay attention to potential spin-off or start-up (European Cycling Challenge)
- Use ITS
- Invest in advertising and promotion
- Share your goals with partners (well in advance)





- Meeting minutes will be provided without nominative references.
- Recommendations document for your comments by December.
- Cost reimbursement for those concerned: reminder e-mail will be sent next week. Please keep track of original proof (including boarding passes).



Thank you



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