

CiViTAS

Cleaner and better transport in cities

MIMOSA

BOLOGNA • FUNCHAL • GDAŃSK • TALLIN • UTRECHT



Project Brochure

June 2009

Making Innovation in **M**obility and **S**ustainable **A**ctions

About the CIVITAS Initiative

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the European Commission is supporting and evaluating the implementation of urban transport strategies that are ambitious, integrated and sustainable and should make a real difference for the welfare of the European citizen.

Objectives:

- to promote and implement sustainable, clean and energy-efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport
- to build up a critical mass and markets for innovation

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are at the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

There are 61 demonstration cities all over Europe funded by the European Commission to implement measures aimed at meeting the above objectives. Eight themes have been identified as the basic building blocks of an integrated strategy. Each CIVITAS city chooses an appropriate set of measures from those building blocks and combines them to form integrated solutions for clean urban transport. In addition, it puts in place the appropriate planning framework, ensures political involvement and support, and establishes the necessary partnerships to ensure delivery of the plans.

The eight themes are as follows:

- Access restriction
- Clean fuels and vehicles
- Collective passenger transport
- Integrated pricing
- Less car intensive lifestyle
- Soft measures for mobility management
- Transport management
- Urban goods management

In CIVITAS MIMOSA, the cities of Bologna, Funchal, Gdansk, Tallinn and Utrecht have joined forces in an innovative initiative. Together with a scientific and support team this offers a unique opportunity to collectively explore the issue of sustainable transport, using a scientific and empirical approach. The fundamental right to be mobile must be guaranteed to all our citizens without burdening the environment they live in with additional pressure and without having negative effects on the city’s economy. Together with the rest of the CIVITAS family, our five cities are eager to demonstrate the viability of novel solutions and make them available to the rest of the community.

With almost seventy demonstration measures, CIVITAS MIMOSA wants to promote one guiding concept:

“Learn how to move better, to live in better cities”

The CIVITAS MIMOSA Cities

Bologna

Bologna, the main city in the Emilia Romagna Region, is located strategically in the heart of Italy. The Province comprises 60 Municipalities and has an overall population of 964,000. It is an important traffic hub as the main rail and highway junction in Italy and has a fast-growing, international airport. Bologna has grown around a historic centre dating from the middle ages, and is characterised by very narrow streets with their famous arcades. The centre is the focus of public, commercial and cultural life although road space is particularly cramped. CIVITAS MIMOSA is part of the overall strategy to improve mobility in the city with large investments to expand the airport and to build a new train station with high speed tracks, tram lines that will run partially underground, a suburban railway network and an elevated monorail connecting the train station to the airport.



Funchal



The capital of Madeira, an archipelago discovered in 1417 by Portuguese navigators, of which only two islands are inhabited. The population of this area is 245,000 inhabitants, 104,000 of which live in Funchal. The city has an area of only 75 km², with a population density of 1,387 inhabitants. Recently, Funchal has closed streets in the historical centre, restricted surface parking and constructed street rings around the city, promoting pedestrian mobility and reducing traffic flow in the city centre. Coastal promenades promote pedestrian circulation and leisure activities. CIVITAS MIMOSA is part of the global strategy of the local partners to improve quality of life through improvements in the urban mobility system.

Gdańsk

Gdańsk is the largest city in the Pomerania region of Northern Poland at the centre of Poland's sea trade as the deepest and one of the largest ports on the Baltic Sea with a long Hanseatic tradition. Today Gdańsk is a major shipping port and tourist destination with good train connections with all major Polish cities. The population of Gdańsk is 456,700 within an area of 262 km². With CIVITAS MIMOSA, Gdańsk will promote further tram travel and develop innovative promotional tools, such as web-based social networks and campaigns. It will also address the challenge of reducing reliance on private cars.



Tallinn

The City of Tallinn, capital of Estonia, is the centre of cultural, economic and higher education activities in the country. With 400,000 inhabitants, Tallinn is also the largest city in the country. Tallinn is a medieval Hanseatic town, where mercantile life has always been full of activities. Yet Tallinn is also exciting and worth discovering today. The old part of the city has been declared a UNESCO world heritage site. Tallinn was chosen to be the Culture Capital of Europe during the year 2011. Within the CIVITAS MIMOSA project, a number of measures will be implemented, in order to meet the growing mobility demand of people and support sustainable urban development.

Utrecht

Utrecht is the fourth largest city in the Netherlands, with a population of 300,000. Its central location makes it an attractive city to live in and a favourite enterprise location. The centre of the city has its origins in Roman times and has some major tourist attractions. In CIVITAS MIMOSA, Utrecht focuses on a part of the city lying between large-scale developments and an important traffic-artery to the (inner) city from main national motorways. The city is making a big effort to ensure that it remains accessible during its "(re)development", and aims to develop new, structural and more sustainable approaches to transport.



The CIVITAS MIMOSA Measures

- Cooperation and communication: the development of multi-agency approaches, engaging with customers and even changing the way that city hall bureaucracy will work, CIVITAS MIMOSA is not afraid of public-private-partnerships and public and private cooperation for the good of its people. Allowing ideas from outside the country / city and working together is core to the function of CIVITAS MIMOSA;
- Fuels: Every city is embarking on innovation within its own context. From first considerations in Gdansk and Tallinn through adventurous implementation in Utrecht, Bologna and Funchal to facilitation and promotional schemes in Utrecht and Bologna we will demonstrate how sustainable fuels can be implemented in all environments. A frequent theme is differential (lower) pricing for parking clean vehicles and granting access;
- Public transport will be facilitated and developed not only through ticketing and integration with park & ride but where possible with water borne transport for people and goods. Significantly the needs of customers for ease of use, ticket purchase, integration, comfort and speed are being taken into consideration;
- Pricing strategies for access control are woven throughout the measures and are linked with the clean fuel issues;
- Promotion and Awareness: Bold use of media and leading-edge up-to-date marketing techniques will be demonstrated. Gdansk is side-stepping a whole generation of techniques and launching straight into the web marketing area. All cities will implement campaigns based on best practice.
- Safety on roads and in vehicles forms a significant component of our demonstrators. Infrastructure developments will be unusual in the ways that transport modes are segregated and controlled. Bad passenger behaviour will be monitored by CCTV and offenders dealt with by new measures as an alternative to the criminal legal system;
- Cycle promotion has a number of innovative aspects from cyclist skills through bus&bike, cycle and accessory design and a number of cycle loan schemes;
- Logistics plans, imaginative alternative goods delivery systems and integration with road pricing all contribute to an 'outside the box' approach to goods delivery;
- ITS measures feature in all cities. From first faltering steps in cities where the concept is struggling for acceptance and resources, through usage for identifying bus lane violations, to total management systems for optimising route design, CIVITAS MIMOSA has a full range of innovative demonstrations to add to European knowledge.

The CIVITAS MIMOSA Consortium

- Comune di Bologna (CoBo) **ITALY**
- Regione Emilia Romagna (RER) **ITALY**
- Agenzia per la Mobilità e il Trasporto Pubblico Locale (SRM) **ITALY**
- ATC S.p.A. (ATC) **ITALY**
- City of Utrecht (CUT) **NETHERLANDS**
- Kamer van Koophandel (KVK) **NETHERLANDS**
- Bestuur Regio Utrecht (BRU) **NETHERLANDS**
- City of Tallinn (TLN) **ESTONIA**
- Tallinn Bus Company Ltd (TAK) **ESTONIA**
- Camara Municipal do Funchal (CMF) **PORTUGAL**
- Madeira Tecnopolo SA (MT) **PORTUGAL**
- Horarios do Funchal (HF) **PORTUGAL**
- City of Gdansk (GDA) **POLAND**
- Istituto di Studi per l'Integrazione dei Sistemi (ISIS) **ITALY**
- Interactions Ltd (INTR) **IRELAND**
- Velomondial (VM) **NETHERLANDS**
- IVP - Fachgebiet Integrierte Verkehrsplanung der Technischen Universität Berlin (TUB) **GERMANY**

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