

## CIVITAS MIMOSA NEWSLETTER – September 2010

Welcome to the 3<sup>rd</sup> **CIVITAS MIMOSA** Newsletter

\*\*\*\*\* In this issue \*\*\*\*\*

### **HELLO** from the **MIMOSA** Dissemination Team

A very warm welcome to you all and we hope you enjoyed the summer break. There is no doubt that the next few months promise to be very busy for all the CIVITAS MIMOSA partners.

### **POLITICS**

In each issue of the **CIVITAS MIMOSA** newsletter, we bring you the views of the politicians in our cities. With the next consortium meeting being held in Utrecht, it is very fitting that Utrecht's Deputy Mayor, Frits Lintmeijer talks to us about the political motivation behind mobility policy in Utrecht

### **PROJECT NEWS**

#### **Co-operation: Tallinn & Utrecht Team Up**

*Give Your City The Best Sustainable Mobility Available - Grab A Partner & Work Together!*

#### **Communications: The NEW MIMOSA Online Café**

To help all the CIVITAS MIMOSA partners co-operate consistently and exchange knowledge, we bring you the Online Mimosa Café! <http://www.civitas-mimosa.eu/forum/>

### **EVENTS**

**MIMOSA** Announces Utrecht Sustainable Freight Management Workshop: 26/27<sup>th</sup> October  
*Innovative Win-Win Freight Solutions for Business, Citizens & Government*

#### **European Mobility Week**

*Bologna is gearing up for European Mobility Week from the 16<sup>th</sup> to the 22<sup>nd</sup> of September 2010.*

### **MIMOSA CITY NEWS**

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## **Message from *MIMOSA* Dissemination Group, Interactions**

A very warm welcome to you all and we hope you enjoyed the summer break. There is no doubt that the next few months promise to be very busy for all the *CIVITAS MIMOSA* partners. There are the domestic measures to be carried out, European Mobility Week 16-22 September, the Forum in Malmo, Sweden at the end of September and of course the *CIVITAS MIMOSA* Utrecht consortium in October.

The scale of work at times can seem daunting, but it is important to remember that being part of *CIVITAS MIMOSA* offers so many unique opportunities for our cities. We have the knowledge and means to create truly sustainable mobility systems as well as improving the urban culture and economic dynamics for our citizens.

So, why not make the most of it and look at the next few months as an opportunity! Liaise with your counterparts, ask for information, offer advice, co-operate and learn from the many measures that are currently underway or are in the pipeline within *CIVITAS MIMOSA* or the wider *CIVITAS* framework. As you can see from this newsletter, there is plenty going on.

Efforts are underway within *CIVITAS MIMOSA* to facilitate this transfer of knowledge – ensuring consortium meetings are more interactive, the *MIMOSA* Online Café, increased budgets available to attend workshops and study-visits. It is also up to the partners themselves to liaise with each-other via skype, email, dedicated meetings at consortiums and disseminate domestic news to other partners. Remember be proactive, positive, realistic and keep on sharing & learning!

We wish you all the best for the rest of 2010 and look forward to talking to you very soon at the *MIMOSA* Café, in Malmo and Utrecht!

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## **POLITICAL INTERVIEW**

### ***A Man On A Mission! Meet Frits Lintmeijer, Vice- Mayor of Utrecht***



***What are the top three priorities in your city with regards to Sustainable Mobility?***

To keep Utrecht attractive and accessible, we are focusing on public transport and cycling. We are not banning the car, but will do everything to stimulate people to take the bicycle or bus. We will also re-introduce the tram in the near future: a clean and efficient means of transport. The minimum ambition of Utrecht is to decrease the growth of car use by 50% in 2030. The cars that come in to the city will have to be as clean as possible.

***What are the challenges in implementing those priorities?***

Utrecht and its region are expected to keep growing in the next twenty years. A lack of urban space requires new concepts of mobility: creative solutions are needed to keep the city accessible in the future as well. Combined with a tighter financial situation, this can surely be considered a challenge. Furthermore, Utrecht has the highest percentage of car ownership, when compared to Amsterdam, Rotterdam and The Hague. We need a change in the way people think about car use, but old habits die hard.

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

With the recent election, I was only introduced to *MIMOSA* in the spring of this year. But already now, *CIVITAS MIMOSA* is contributing firmly to its aim of exchanging ideas and best practices. As part of the

Consortium Meeting, I look forward to welcoming my colleague-politicians from the other MIMOSA cities. We will discuss our experiences and views with regard to sustainable urban mobility. This open debate will take place on October 26<sup>th</sup> and I warmly invite everyone to join us!

Another contribution of CIVITAS MIMOSA is that it has taught Utrecht a great deal about co-operation in European projects. The EU requirements and our own regular project plans reinforce each other, creating valuable synergy between research, implementation, evaluation and dissemination of results.

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

It is very important that the EU has identified practical actions in the field of urban mobility and at the same time made funding available to carry these out. Making mobility more sustainable is something that should be promoted on all policy levels: European, as well as national and local.

Many of the themes of the Action Plan correspond with issues that our City *Council* considers important. Having integrated policies, focusing on citizens and greening urban transport are aims that are reflected in our work programme too. And our participation in the CIVITAS MIMOSA project shows of course that Utrecht fully supports the theme “sharing experience and knowledge”!

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

I want to make Utrecht the best cycle and public transport city of the Netherlands. Already 55% of the inhabitants of Utrecht use their bicycle to travel to the city centre. But this could be more. I want to establish more bicycle parking facilities, the infrastructure for bikes will be improved and I will appoint a bicycle coordinator who will integrate existing cycle policies.

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

I would wish that every citizen of Utrecht and *everyone who comes to Utrecht* makes a more conscious choice how to travel somewhere, when stepping out of the house. The city would have cleaner air, would be quieter and would in general be a nicer place to live in. We have to facilitate that people really can choose public transport and bikes and leave their car outside the city.

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

When I cycle to work, it makes me proud to see so many people using bicycles, go on foot or use the bus. All those people, setting a good example, inspire me. It makes me want to achieve even better results and make Utrecht as clean and green as possible.

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

Heroes come in all shapes and sizes, it is difficult to name just one. Many of them can for example be found in the private sector. The City Council can stimulate innovations and investments in clean transport solutions, but we need companies to actually carry this out. Luckily Utrecht has many of those. We are for example proud of Hoek Transport, who developed the emission-free Cargohopper. It's small freight trains now drive in the medieval centre of Utrecht, attracting much national and international praise. Hoek was even asked to present its innovative concept at the United Nations Commission on Sustainable Development.

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

Absolutely. Participation in CIVITAS gives a signal in the city that sustainable mobility is a priority. Being part of CIVITAS, a city can set an example for other European cities and at the same time gain knowledge and experience that can be used immediately. The financial contribution allows innovative measures to be pushed through more easily. Utrecht is proud to be part of this ‘living laboratory’.



**Gemeente Utrecht**

## PROJECT NEWS

### Tallinn – Utrecht Co-operation:

#### Give Your City The Best Sustainable Mobility Available – Grab A Partner & Work Together!

The combined approach of exchanging best practices between CIVITAS partners as well as carrying out individual mobility measures is key to ensuring cities are at the forefront of international sustainable mobility transport. The saying 'No Man Is An Island' certainly springs to mind. A good example of this is the 2 way co-operation between Tallinn and Utrecht on sustainable mobility, be it on a technological, communications and political platform.

Having embarked on a new ticketing system as part of the CIVITAS MIMOSA programme, a workshop on e-ticketing was organized in Tallinn in Spring 2010 to gain broader knowledge, analyze the pros and cons of different e-ticketing systems worldwide and meet the field experts. As the Netherlands were already in the implementation phase of a nation wide e-ticketing system, Tallinn was keen on having a Dutch expert showcasing Dutch system. Mr Jeroen Kok, the director of the Dutch agency that implemented a new Public Transport Card in Netherlands was invited as an expert. He shared his extensive knowledge about the policy and implementation of the e-ticketing system and explained the development of the Dutch system. Based on the information gathered, a 'Terms of References' was drawn up, a public tender on e-ticketing launched and a new system scheduled for 2011.

Other shared knowledge involves dissemination ideas such as awareness raising activities for European Mobility Week 2010. An example of this is the 'Traffic Snake Game', where school children and their parents gain an understanding of sustainable modes of traveling to school. Having worked extremely well in the Netherlands, the Traffic Snake Game will make its debut in Tallinn during European Mobility Week this September.

At a political level, there is the upcoming political study tour by a group of Dutch Vice Mayors from the South of the Netherlands to Tallinn. This study tour will focus on innovation in sustainable urban mobility planning and on energy saving within transport. Politicians are looking to find innovative solutions through discussions with the Vice Mayor of Tallinn (and of Helsinki in Finland) and by visiting CIVITAS MIMOSA implemented measures. Tallinn will be able to showcase its' mobility measures and the Dutch group can take home information on Estonia's best practices back home with them.

Both cities look forward to building on this relationship in the long-term and welcome further co-operation from other partners.

## PROJECT NEWS continued

### Communications: The NEW MIMOSA Online Café

To help all the CIVITAS MIMOSA partners co-operate consistently and exchange knowledge, we bring you the Online Mimosa Café! <http://www.civitas-mimosa.eu/forum/>



This way the whole CIVITAS MIMOSA team from those who carry out the measures on the ground to those involved in the technical, political or communications areas can keep up to date on ideas, measures, advice & chat happening in all of the cities.

The forum is a standard international chat forum and is very easy to use. If you have any problems, email [helen@interactions.ie](mailto:helen@interactions.ie). Please also feel free to suggest any new categories etc. that you think would fit in. Security: Only those who register on the Forum can see the posts. Registration will be qualified by the MIMOSA team leaders.

We would greatly appreciate co-operation from all partners with the MIMOSA Café by contributing viewpoints and knowledge. So please register as soon as possible and of course add a *New Topic* or *Reply*.

## EVENTS

### MIMOSA 1½Day Workshop - Utrecht, Netherlands 26/27 October



#### Want To Know More About Innovative Urban Freight Transport Solutions Without Resorting To Costly, Disruptive, Pollutant Road Expansion

Come find out how Europe's leading transport professionals are spearheading new win-win freight management measures that increase economic productivity and benefit consumers as well as achieving emissions reduction objectives.

**Political Dynamo:** European politicians battle it out with what promises to be an honest and controversial debate on urban freight transport issues.

**A National Question:** Hear first hand how the Netherlands is forging ahead with improving urban freight distribution at local and regional level by stimulating consultation between business, consumer and government from the Dutch Ambassador for Urban Freight Distribution.

**Tales From The Cities:** Find out more about the international award-winning freight management measures implemented as part of CIVITAS MIMOSA in Utrecht, Funchal, Bologna, Gdansk and Tallinn.

**The Economy & Consumer Plays Its Part:** Take part in a choice of 3 creative sessions; Construction Logistics, Urban-Fringe Goods Consolidation & Consumer Goods Flow.

**Ground Breaking Results:** See the direct economic and environmental benefits to Utrecht with a guided tour of the new Cargohopper & Beer boat or the recently revamped European distribution centre for the huge HEMA department store.

**CIVITAS MIMOSA's** 4th interactive 1½ day workshop in Utrecht is open to CIVITAS & EUROCITIES members, transport professionals, business interests, local government, environmental organizations, & even motorists, all of whom have reasons to support win-win market demand-based solutions.

Day 1 - 26<sup>th</sup> October (15.00-17.30) will feature a political debate

Day 2 - 27<sup>th</sup> October (9.00-18.00) is dedicated to finding solutions to the issues, workshops and site visit

Location: Utrecht Archives, Auditorium, Hamburgerstraat 28,

Organiser: City of Utrecht

Admission is free & delegates are required to register. For registration, information and schedule please go to [www.utrecht.nl/urban-transport-meeting.nl](http://www.utrecht.nl/urban-transport-meeting.nl) or [R.Martijnse@dtvconsultants.nl](mailto:R.Martijnse@dtvconsultants.nl)



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## Other Upcoming EVENTS

### **European Mobility Week 2010: Bologna Gears Up**

Bologna is gearing up for European Mobility Week from the 16<sup>th</sup> to the 22<sup>nd</sup> of September 2010. This year the focus will be on the health benefits as well as the environmental benefits of cycling, walking and using public transport. Special emphasis will be given to improving physical activity, tackling obesity and maintaining a daily healthy lifestyle.

- Heart Gazebo: Attendees of European Mobility Week will be given a health check as part of World Heart Day 26<sup>th</sup> September
- Exhibition of environment friendly vehicles within the public fleet (Council, Police Dept., taxi and local transport company, CNG bus and trolleybus)
- Info Point: to give people information on urban mobility services and opportunities in the city
- Customised mobility manager: an information service to help people identify the best home to school/work connection by bike
- Cycling in safety: safe driving course for schools, children, and families managed by Bologna Municipal Police Department
- Pasta laboratory, martial arts display and children's point – playing with Environment:
- La Ricicletta (the bike recycling laboratory) a demonstration on how to make objects (even a bike!) only using recycled materials.
- Bicycle workshop and self-repair corner
- Electric Bicycle Try Outs
- The Greet Meet-Up: Cycling from various districts to central location
- Ice Creams and Cycle Lanes – nothing like an ice-cream to tempt people on to the streets!
- Council Employee Bicycle workshop: a free check-up for bicycles and application of an anti-stealing registration
- Sustainable Mobility Meeting: conferences and workshops open to citizens and stakeholders
- Car Sharing happy hour: technicians and experts of Car Sharing will meet citizens to explain the service
- Bike Auction: abandoned second-hand bicycles that have been fixed up will be auctioned off to prevent the rise of the stolen bike market. Winners will be provided with cycle safety tools, road safety brochures & other promotional/dissemination material.

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## MIMOSA CITY NEWS

### **Facebook: The Funchal Experience! - FUNCHAL MIMOSA CITY NEWS**

When it comes to online communication and dissemination, we at CIVITAS-MIMOSA FUNCHAL have found an obvious need for different approaches. Firstly, there's the main website for the whole CIVITAS Programme. Secondly, there's the website for the MIMOSA project consortium.

Finally there's the need for a local CIVITAS-MIMOSA website which:

- Provides content in local language;
- Presents locally relevant news;
- Presents MIMOSA in short and directs to CIVITAS site for further information;
- Presents a Photo/Video gallery related to local activities and events;
- Provides blog space for citizen/opinion/suggestion participation;
- A place where locally relevant activities & events may be highlighted;
- Provides the contacts & external links for the CIVITAS Programme & MIMOSA project consortium website

When Funchal introduced its CIVITAS-MIMOSA Facebook page at the beginning of June 2010 (fulfilling the local element) we never expected it to become so successful so fast! The main objective was to promote CIVITAS-MIMOSA aims, measures and principles in a friendly, relaxed, non-formal way. Social media tools and Facebook in particular, provides just the right tool for that purpose.

Despite a minimal amount of Facebook marketing (invitations to join), we have had a steady flow of visitors right from the start. These active users comment on our activities and provide valuable feedback and

suggestions. They are obviously enjoying the Facebook page as many of them have become CIVITAS-MIMOSA-FUNCHAL "friends". As of August 11 - 2010, the number of friends is of 254 (an average of 4 new friends a day). We are extremely happy with the result considering that the page is there for just about two and a half months and wasn't directly promoted.

What's more interesting is that we have built up a profile of those who like us and comment on our news and measures. Many local and popular journalists in TV, radio and print are among the fan base list of CIVITAS-MIMOSA-FUNCHAL. All of them recognize and appreciate the work being carried out under CIVITAS MIMOSA in Funchal. That alone has more value than many types of campaigns we could think of, which would cost a good deal of money.

So come see for yourself Funchal's CIVITAS-MIMOSA Facebook webpage at <http://www.facebook.com/pages/Civitas-Mimosa-Funchal/107026139343879>

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## **Funchal Politicians Push CIVITAS MIMOSA with MEDIA - FUNCHAL MIMOSA CITY NEWS**

On 20 July, a group of Democratic Social Party deputies led by Deputy Mayor Mr Bruno Pereira, held a press conference to provide further insight into the CIVITAS MIMOSA project for journalists.

Local media attending the press conference heard first hand the politician's enthusiastic support CIVITAS MIMOSA and how the programme is reducing air pollution and the use of individual transportation in Funchal.

Politicians spoke of how CIVITAS MIMOSA seeks to show citizens that smarter more measured use of vehicles carries personal, economic and health benefits, as well as improving the surrounding environmental conditions.

Emphasis was placed on how increased public awareness of CIVITAS MIMOSA's hard and soft measures happening in Funchal could lead to a significantly higher uptake in sustainable mobility and thereby reduce the need for costly corrective measures in the future.

The new Green Line along with the upcoming launch of the "Electrical Bicycle Rental" and "Park & Ride" services received particular praise from the politicians group. This ongoing firm commitment and initiative shown by local politicians will be instrumental in contributing to the increased dissemination of the CIVITAS MIMOSA in Funchal.

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## **Beach Bicycle Chic & Parade - A Summer in Gdansk! – GDANSK MIMOSA CITY NEWS**



CIVITAS MIMOSA Gdansk kicked off the summer with The Great City Biking Event, promoting cycling as a smart everyday way of urban transport as well as pushing the safety aspect.

Organised in conjunction with the local police traffic department, the event began with a bike parade featuring a host of strange and wonderful bikes along with lots and lots of daily bike commuters. Led by the presidents of Gdańsk, the parade stretched along the coast road and finished up at the 'Biking Picnic' near the beach in Brzeźno where a host of exciting events awaited the crowds.

First up was the launch of the CIVITAS MIMOSA Gdansk Bike Fashion contest, aimed at fostering a positive urban bike culture amongst young people. The contest divided into 2 parts, one for the 'Best Cycling Outfit' and another for 'Best Bike Accessory',

First up was the launch of the CIVITAS MIMOSA Gdansk Bike Fashion contest, aimed at fostering a positive urban bike culture amongst young people. The contest divided into 2 parts, one for the 'Best Cycling Outfit' and another for 'Best Bike Accessory', was promoted with a carefully orchestrated poster, leaflet and social media campaign. The winner will be announced at a fashion show displaying the best and brightest outfits and accessories during the MIMOSA MOBILITY WEEK on 25<sup>th</sup> September 2010.

Other events included: traffic rule competitions for children, hands-on bike demonstrations, cycling licence exams for children, bicycle clinics and first-aid shows.

For the MIMOSA team it also proved a great opportunity to conduct over 270 surveys on mobility choices for Gdansk citizens as well as disseminating information about CIVITAS MIMOSA. Each person that filled in the survey form, obtained a DVD of *The Cyclist's Handbook* embossed with the CIVITAS MIMOSA logo. Other promotional materials prepared for this venue went 'like hot cakes', most notably the reflective bike stickers.

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### **The Cyclist Handbook DVD - GDANSK MIMOSA CITY NEWS**

In a bid to reach younger audiences with a safe cycling message, Gdansk City Council has released an interactive DVD entitled *The Cyclist's Handbook*.

Created by a Gdansk based audiovisual production in co-operation with the Traffic Department of the Voivodeship Police in Gdansk, this interactive computer program teaches the principles and regulations of smart cycling. *The Cyclist Handbook* is mainly geared towards young cyclists aged 9-11 yrs who want to pass the national Bicycle Card Exam and start cycling on the roads.

It is structured around 7 main interactive challenges: a cycle test course, traffic signs, traffic scenarios, simulations, games, tests and a virtual city. The young student is required to analyze the situation and make the right decision accordingly. The program has various levels allowing the child to chart their progress and improve.



The DVD is an important and useful awareness-raising tool that compliments two of Gdansk current measures; 4.2-GDA Mobility Management & Education, 6.1-GDA new cycles. 400 of the 1000 DVDs have already been distributed, mostly at an outdoor cycling event organized in cooperation with Police Traffic Department, on 30 May 2010. DVDs will also be distributed as prizes to children during MIMOSA Mobility Week and as interesting promotional material for other planned outdoor events by the City of Gdansk within MIMOSA Project.

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### **Smart Traveller Day 2010 in Tallinn - TALLINN MIMOSA CITY NEWS**



This year's Smart Traveller Day in Tallinn focused on the premise that everybody has the possibility to contribute and make traffic safer and thereby improve the overall traffic culture. Amusing educational traffic related games and attractions playfully guided the habits and values of participants. Young cyclists demonstrated their cycling skills and took their bike exams. Children tested their knowledge in fun quizzes and traffic related crosswords. All clever kids got prizes and gadgets.

No doubt, the most popular attraction was an actual car rolling simulation showing the importance of the safety belt. Besides the fun element, kids got to experience the terrifying feeling of being in a car with the four wheels pointing to the sky. After some full circles, the car was stopped and instructions for leaving the car safely were given. Everybody crawled out of the car smiling and convinced about the function of the safety belt.

Other successful interactive safety-belt awareness demonstrations included 'How Much Do You Weigh at 50km/h?' Did you know that a youngster that weighs 40kg will weigh 3,000 kg a car crash at speed of 50km/h. Police were on hand to explain their everyday work and answer questions to lots of curious boys

and girls. The Smart Traveller Day stage was full of young singers, dancers and musicians that kept the spirit high and entertained the visitors.

All in all, the event generated new knowledge about travelling safely and preventing danger in traffic with a high number of the public signing up with the “Good Traveller” initiative inviting people to act responsibly in traffic.

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### **Utrecht Investigates Merchandise Pick-Up Points - UTRECHT MIMOSA CITY NEWS**

Utrecht is working to decrease car traffic in the city centre by looking into establishing merchandise pick-up points at the fringe of the city. Consumers could park their car at the pick-up point and travel to the centre by public transport. After purchasing large or heavy goods in the centre, they could return to the same pick-up point and collect the cumbersome goods there. Is the time right for this innovative concept? Visitors are extremely important to shops in the centre of Utrecht. Visitors who arrive by car are perceived to purchase more per client because they can load their cars with goods. Keeping these shoppers is therefore desirable - an increase in car traffic is not.

One solution is a scheme whereby it is no longer necessary to go to the city centre by car to purchase “cumbersome” goods (large amounts, high volume or heavy weight). Pick-up points can be created at suburban locations that are easily accessible by car or train. Examples of this are transfer points, P+R facilities and railway stations.

Utrecht has just finished a feasibility study in which nearly 400 consumers and city centre entrepreneurs were approached to survey the market potential and requirements. “Choice travellers”, who make separate transport choices for every trip they make, and current P+R users are more prone to embrace the concept since they are most open to behavioural change. Utrecht will decide later this year whether to set up a pilot Pick-up point within the CIVITAS MIMOSA project, as one of the first cities in the Netherlands.

The Merchandise pick-up points are a good example of the indispensable connection between various areas of sustainable urban transport, such as the development of P+R facilities, stimulation of clean freight transport, the promotion of public transport and mobility management.

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### **20,000 Employer Paid Transport Passes Keep Utrecht Accessible - UTRECHT MIMOSA CITY NEWS**



As a result of ongoing construction work, the accessibility of the city of Utrecht is affected. Within CIVITAS MIMOSA, “Accessible Utrecht” offers an alternative to traffic jams, by offering a personal Public Transport pass that can be used for daily commuting trips. “Accessible Utrecht” stimulates companies in and around the city to help keep the city accessible, by providing their employees with free public transport passes.

Employers can purchase the pass at an attractive price for its employees who work in the city of Utrecht or the bordering city Nieuwegein. These employees can then use public transport such as bus and train services and public bicycles for free.

By June of this year, over 400 companies already offered their employees this alternative transport, far more than was expected. This has resulted in the sale of over 20,000 “Accessible Utrecht” Public Transport passes. This means the project is well on track to meet the aims set within CIVITAS MIMOSA.

Another aim is a reduction by 2,000 to 4,000 cars on the roads in and around Utrecht during peak hours. This goal has already been reached: the amount of passes handed out represents 3,700 fewer vehicles during rush hours. This information is based on research showing that around 40% of the PT-pass owners are former car drivers. A large majority of them use the pass two to five times a week.

These figures show that employers see the benefits of the pass. It offers a solution for parking problems, and fewer cars enter the city. The good results significantly contribute to the goals of the “Accessible Utrecht” programme and form a positive starting point for discussions on the future of “Accessible Utrecht”.

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## **Car Sharing - BOLOGNA MIMOSA CITY NEWS**

Accessibility, excellent customer service, innovation and customer feedback were the order of the day at the recent Car Share Aware Meeting, organised by the public transport operator, ATC, in collaboration with SRM. Car Share users were invited to learn more about the new range of Bio power cars, increased dedicated and protected parking spaces, greater integration with public transport, new payment arrangements and an improved customer care service.

Also on view was the easier to use new website on the Car Sharing service provided and managed by ATC, [<http://www.atc.bo.it/carsharing>]. Now integrated with the public transport service, the site offers car-sharing customers, smarter and easier ways to travel.

Experts were on hand to show how customers can increase their car-sharing opportunities through access to social networks such as Facebook and You Tube. SRM - Reti e Mobilità, involved in the CIVITAS MIMOSA project together with ATC, took the opportunity to shape future car-sharing policy. Surveys were carried out on car share users' experiences to date, their attitudes and future habits. Similarly, other cafe style informal chats proved highly valuable and collaborative. Commitment was secured from almost all attendees to take part in further surveys and test phases of the scheme - an important part in assessing the success of the measure.

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## **Cleaner Freight Distribution - BOLOGNA MIMOSA CITY NEWS**

Bologna City Council and the wider Emilia-Romagna Regional Council have signed up to test a pioneering solution involving diesel filters to make commercial freight distribution vehicles serving the urban area less pollutant. Up to 350 lorries will be fitted with technological retro-fit tool known as diesel particulate filters.

The project aims to reduce the emission of fine particles produced by diesel engine by up to 90%. Commercial lorry owners can access grants amounting to 50% (max. 2,000.00 €) on the total amount of the vehicles refit. Co-ordinated and supervised by the Council in collaboration with trade associations, the project will be financed by the Regional Council.

This Bologna City Council initiative represents a real test case to verify the effectiveness of the procedure and the eventual exportability to other cities in the Region. It also demonstrates the collaboration of both city and Regional Councils working together to reduce air pollution in the urban area. The strategy forms part of a wider Council framework to reduce the environmental impact of freight traffic in the City of Bologna. Regulations are already in place restricting access to inner city depending on the pollution level of the freight vehicle.

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## **Interest Groups Test-Run Bike Reward Scheme - BOLOGNA MIMOSA CITY NEWS**

Bike and environmental groups signed up to test-run a new city bike mobility measure that rewards cyclists at a recent Pro-Bike meeting held on 21 June by Bologna Province Council. Attended by representatives of several key local bike and environmental associations, SRM (public transport agency at provincial level) took the unique opportunity of the friendly meeting to make a direct call out for interest in group participation.

Co-operation is required not only in the implementation but also in the design of the new pilot scheme centred around the framework of the CIVITAS MIMOSA Measure 6.2 in Bologna: observing cyclist habits and rewarding those who cycle frequently.



Consultation and planning is currently underway, with a scheduled start date of mid September to coincide with Bologna's celebration of European Mobility Week 2010. This year's theme is "Travel Smarter, Live Better". Further co-operation with the various associations is in the pipeline for the all important dissemination phase, to ensure the successful long term implementation of the measure amongst local citizens.

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