



## E-LETTER No. 01

The MODERN project – a consortium of the 4 cities of Craiova, Brescia, Vitoria – Gasteiz, Coimbra - share the common objectives to improve the quality of mobility and environment in their cities and develop and implement integrated set of interventions operating on different issues and themes.

[www.modern.ipacv.ro](http://www.modern.ipacv.ro)

**MODERN: MO**bility, **D**evelopment and **E**nergy use **R**eduction:

“to increase the overall quality of life in cities, through the reduction of pollution generated by transports, the implementation of energy-saving measures, the respect for the environment and the promotion of a less car-dependant life-style”

## Urban transport in the 21st century – a bridge between technology and policy decisions

**an editorial from Teodor Sas, Deputy Mayor of the Municipality of CRAIOVA**

We all enjoyed when means of transport entered into our lives and made distances smaller, have reduced the physical effort of the people and gave another dimension to our time. Unfortunately the last decades have shown us increasingly more the other side of the medal: strong reduction of the mobility and comfort degree, acute deterioration of the environment. Paradoxically, we have returned at the average traffic speeds which are now lower than those of the old times of the first cars.

However, the transport is part of our lives and therefore we must find technical and political solutions to make it less aggressive for people, for environment and for the planet's health in general.

Local policy makers are the ones who should be involved in the greatest extent and to decide together with technicians, the urban transport policy, how a new mentality should be conceived and developed starting from European policies and local needs.

**The MODERN project brings together, in a partnership under the CIVITAS European initiative, technical and political institutions with the declared intention of demonstrating**

**the involvement of the two parties in the introduction of an ambitious transport strategy integrated in the local peculiarity.**

Four European cities Brescia, Coimbra, Vitoria-Gasteiz and Craiova will apply concrete measures for the modernization of public transport: an opportunity for each partner to initiate or continue modernizing systems of urban public transport.

MODERN is a comprehensive project which is intended to be an initiator of several solutions for harmonization of the urban transportation system. Implementation of these initiatives in a concerted manner will generate a change in the urban transport technology, in the politics and in the culture of every city involved in the project.



We are convinced that MODERN project will be an impetus for subsequent changes of the public transport and the inhabitants of the four cities will enjoy a new image of urban transport in which the technology and the tradition will shape more the personality of each city.



## WE PRESENT YOU THE MODERN WORKING TEAM

### **Craiova**

Project coordinator – Gabriel Vladut  
Site Coordinator – Dorel Popa  
Local Evaluation Manager – Ana Maria Mogosian  
Local Dissemination Manager – Virginia Matei

### **Brescia**

Site Coordinator – Giandomenico Gangi  
Local Evaluation Manager – Giulio Maternini  
Local Dissemination Manager – Moris Urari

### **Vitoria – Gasteiz**

Site Coordinator – Andrés Alonso  
Local Evaluation Manager – Belén Serrano  
Local Dissemination Manager – Juan Carlos Escudero Achiaga

### **Coimbra**

Site Coordinator- Luis Santos  
Local Evaluation Manager – Robert Stussi  
Local Dissemination Manager – Margarida Redinha

### **Evaluation Management Team**

Maurizio Tomassini  
Michela Fioretto

### **Technical Management Team**

Marco Mastretta  
Antonio Rossa

### **Dissemination Management Team**

Karin Fischer  
Alessandra Besana





## 8 THE THEMATIC LEADERS FOR THE MODERN PROJECT

The MODERN Project has eight thematic area scientific leaders - TASL – that have been appointed by the TMB – Technical Management Board. The TASLs were selected amongst prominent representatives of cities, being measure leaders, scientists or technicians who are directly involved in the MODERN project. The TASLs have a scientific role in fostering the dissemination of knowledge and best practice, in exchanging experiences, in assessing common standards among the different cities.

Their responsibilities are not focussed on major operative aspects rather they are confronted on the methodological issues and engaged in knowledge sharing activities in order to enhance exploitation within the consortium partners. In addition the TASLs are addressed directly by both the Dissemination Managers who find in them a reference point for what concerns receiving specific expertise and receive support for the organisation of scientific and technical events, and by the Local Evaluation Managers who receive support for what concerns the production of best practice manuals and scientific and technical guidelines

### **Thematic area 1:**

INCREASING THE USE OF ALTERNATIVE FUELS AND OF CLEAN AND ENERGY EFFICIENT VEHICLES AND ENHANCING THEIR INTEGRATION INTO THE URBAN TRANSPORT

**TASL:** Dorel Popa  
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### **Thematic area 2:**

STIMULATING HIGH-QUALITY AND ENERGY EFFICIENT COLLECTIVE PASSENGER TRANSPORT

**TASL:** Severo Pace  
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### **Thematic area 3:**

DEVELOPING SAFE AND SECURE ROADS AND INFRASTRUCTURES AND MEANS OF TRAVELS

**TASL:** Luis Santos  
[luissantos@websiteside.pt](mailto:luissantos@websiteside.pt)

### **Thematic area 4:**

PROMOTING ENERGY-EFFICIENT FREIGHT LOGISTICS SERVICES, AND NEW CONCEPTS FOR GOODS DISTRIBUTION

**TASL:** Giandomenico Gangi  
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### **Thematic area 5:**

IMPLEMENTING DEMAND MANAGEMENT STRATEGIES BASED UPON ECONOMIC INCENTIVES

**TASL:** Iñaki Sagardoy  
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### **Thematic area 6:**

INFLUENCING TRAVEL BEHAVIOUR AND MODAL CHOICE THROUGH MOBILITY MANAGEMENT PLANS, MARKETING, COMMUNICATION, EDUCATION AND INFORMATION CAMPAIGNS

**TASL:** Luis Santos  
[luissantos@websiteside.pt](mailto:luissantos@websiteside.pt)

### **Thematic area 7:**

INTRODUCING MOBILITY SERVICES THAT PROMOTE NEW FORMS OF MORE ENERGY-EFFICIENT VEHICLE USE AND/OR OWNERSHIP, AND LESS CAR DEPENDENT LIFESTYLES

**TASL:** Juan Carlos Escudero Achiaga  
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### **Thematic area 8:**

ENHANCING THE USE OF INNOVATIVE TRANSPORT TELEMATICS SYSTEMS FOR TRAFFIC MANAGEMENT AND TRAVELLER SUPPORT – INCLUDING SOLUTIONS BASED UPON SATELLITE APPLICATIONS

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# CITY VOICE

This section consists of an article dedicated to a City partner, in English and in the local language. In this first number we present the 4 cities, their key figures and their role in the project.

The 4 cities of the MODERN consortium - Craiova, Brescia, Vitoria – Gasteiz, Coimbra, have all undergone dramatic changes in the last decades, as former heavy industrial towns with deep problems coming from their renewal and facing particularly fast growth of the number of cars. Due to these similarities the four cities

decided to consort themselves and successfully constituted the MODERN project. As of today they are all putting the maximum efforts in order to fruitfully learn from one another's experiences with the ultimate goal of improving the quality of life of their citizens.

## CRAIOVA

The city of Craiova, capital of the Oltenia Region, is situated in the South-West of Romania, 200 km from Bucharest, has 320.000 inhabitants and is an historic, commercial and cultural centre.

Craiova is one of the oldest cities of Romania; it dates back to the years 400 - 350 B.C. and was mentioned for the first time on a Roman Empire map dating probably from 225. Today, Craiova is an important railway junction and a logistics centre: transport and communication represent 12,6% of its services.

**Engagement in the MODERN Project:** In the context of sustainable development, the urban public transport has a strategic role in the harmonization of complex urban functions and in the creation of an organic unit between different functional segments of the city of Craiova.

Craiova needs a clean, friendly and attractive environment both for the community and for visitors. In this context, one particularity in the municipality of Craiova is the enforcement of a partnership between the policy makers and the technical community.



## BRESCIA

Brescia is the second city of the Lombardy region, for number of inhabitants and economic importance.

The ancient city centre, partially destroyed during the Second World War, preserves the original roman urban structure and several important buildings: the regular installation of the "Castrum," the unusual presence of two main squares, as well as two adjoining and connected centres.

The city is placed between Milan and Venice in a profitable location, at the border of a rich plain area. In the last fifty years Brescia has had a great industrial and commercial development, forced by the steel, mechanical, textile and food industry.

**Engagement in the MODERN Project:** The city's growth has led to a great expansion of the urban area. The challenge of the future is to plan and project an integrated mobility management.

Its involvement in CIVITAS PLUS represents an important opportunity for Brescia to start moving into the direction of an integrated planning of the mobility services.



## COIMBRA

Coimbra is the 3<sup>rd</sup> city in Portugal, former capital of the country during the first dynasty period in the 12th century. It offers a thousand years of history, countless artistic treasures and one of the world's oldest universities. Coimbra is one of the most important urban centers in Portugal, after Lisbon and Porto and according to the Census of 2001, the city had a population of 159,512 inhabitants in a 319.4 km<sup>2</sup> land area, and over 430,000 in the Greater Metropolitan Area of Coimbra.

A high number of citizens converge to Coimbra from different areas of the region for its relevant educational, health and public administration sectors.



### **Engagement in the MODERN Project:**

To develop sustainable mobility measures, Coimbra's partnership is fully committed to promote a wide communication and interaction among political decision makers, important stakeholders, in close cooperation with the scientific and technological community, involving directly the citizens, in order to create a crossed fertilization between Knowledge and Action.

## VITORIA –GASTEIZ

With a population of 233,399 inhabitants, the capital of the Autonomous Community of the Basque Country,



Vitoria-Gasteiz has been characterised for its balanced growth, its quality urban planning and its concern for the environment.

Today, the city is undergoing a process of major urban growth, which has altered the scale of the city and modified its urban structure. The new challenges faced by Vitoria-Gasteiz relate to mobility management and the consolidation of a diverse, compact, efficient model of public space developed jointly with the participation of its' citizens.

### **Engagement in the MODERN Project:**

Since the new Sustainable Mobility Plan was put into motion, the municipality of

Vitoria-Gasteiz has invited its citizens to take part in an open, participative process with the aim of sharing with as many stakeholders as possible the responsibility for the technical, political and social validation of the Plan, which sets out proposals for a new mobility and livable public space framework. (Photo: Quintas)

## STATE OF THE ART OF THE EVALUATION AND DISSEMINATION ACTIVITIES

### An update from the Evaluation team:

During this first semester of project the main activities carried on by the evaluation group have been focused mainly on the establishment of bilateral contacts between Local Evaluator Managers (LEMs) and the Project Evaluation Manager (PEM), to guarantee a timely development of evaluation activities.

The LEMs joined two Evaluation Workshops held in Brescia and Coimbra organised in concomitance with the project meetings. In parallel, by participating in the Evaluation Liaison Group meeting (3<sup>rd</sup> – 4<sup>th</sup> February 2009, Brussels) and Process Evaluation and Questionnaires Workshops (19<sup>th</sup> – 20<sup>th</sup> March 2009, Southampton) organized by the Support Action on Evaluation and Monitoring (POINTER), a constant coordination was assured.

On the cities' side LEMs have been responsible for selecting the so-called Focused Measures that will be characterised by an in-depth impact evaluation, supported by quantitative data and a full cost benefit analysis, together with a process evaluation. This also meant a definition of a set of qualitative and quantitative indicators to be used for the ex-ante and ex-post evaluation.

At the moment the evaluation efforts are driven at defining the methodology for data collection process together with the Local Measures Leaders and drafting the Local Evaluation Plans to be used for drawing the Evaluation Plan report.

### An update from the Dissemination team:

Since the beginning of the project, the dissemination coordination and operational aspects have been enabled by the on-going relationship with the Local Dissemination Managers (LDM) as well as with Vanguard. The continuous interaction has permitted to develop a clear overview of the activities to be planned over the four years as well as lay the bases for kicking off the initial efforts.

For all of the dissemination activities undertaken, the Dissemination Management Team has had the role to ensure the coordination and efficiency among the task and monitor the progress of the activities from all the perspectives.

To accomplish the knowledge sharing and dissemination objectives, the Dissemination Management Team has sensitized the LDMs on the importance of having complete and interesting material to upload on the Civitas website (i.e. news, measure fact sheets, profile of the city) and has maintained a direct liaison with the Automobile Club network by sharing the dissemination activities undertaken in the MODERN project.

At a local level - in order to better program the dissemination plan of the MODERN project for the 4 years ahead - the LDMs have been encouraged to map the national and local stakeholders of the MODERN project, draft a version of their local dissemination plans and identify the relevant events where to participate.

### COMING UP:

22<sup>nd</sup> of September - the next MODERN meeting in Vitoria-Gasteiz

#### CONTACT

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