



Preston Conference - a CiViTAS SUCCESS



The Sustainable Transport Conference held in Preston on 3 & 4 March saw visitors from across Europe converge to learn about the experiences of other projects and cities.

UK Transport Minister Rosie Winterton MP announced the launch of a new UK and Ireland CIVITAS Network. Speaking at the event, the Minister noted how this network will enable local authorities to work closely with representatives of the Department for Transport and the Irish Ministry, as well as the European Commission, to share best practice and experience.

"Across Europe, CIVITAS member towns are aiming to provide transport that's safe, affordable and comfortable. They appreciate the need to meet rising demand for travel and support economic growth whilst at the same time providing cleaner, safer environments.

"I very much support the CIVITAS agenda and think that the communities involved can benefit greatly from the network and help share best practice with similar towns and cities across Europe."

The first day of the conference included the Policy Advisory Committee meeting, chaired by Lancashire County Councillor Jean Yates. The CIVITAS SUCCESS Project was also represented by Emil Calota, the Mayor of Ploiesti City and Stuart Wrigley, Director of Strategic Planning and Transport from Lancashire County Council. The main purpose of the meeting was to finalise the response to the green paper "Towards a new culture for urban mobility", which was then presented to Eleni Kopanezou of the European Commission.

The powerpoint presentations are available to download at <http://www.civitas.eu/news.phtml?id=447>

DATES FOR YOUR DIARY

The 17 CIVITAS II cities will organise a final conference to present the results of the 4 projects (SUCCESS, CARAVEL, MOBILIS, SMILE) in Toulouse from 21 to 23 of January 2009 (for more information, please contact Ms Aurore Asorey from Tisséo Toulouse aurore.asorey@smtcat.fr).



Local Partnership
Lancashire County Council (LCC)
Preston Bus Limited (PB)
Transport and Travel Research (TTR)
Preston City Council (PCC)
South Ribble Borough Council (SRBC)

Focus on the Preston city



Rosie Winterton, with Eleni Kopanezou of the European Commission, also opened the Adelphi Quarter Clear Zone, a project delivered through funding from the CIVITAS scheme. Delegates were taken on a bus tour of the scheme to see the provision of a high quality environment through the introduction of traffic management measures with improved public spaces and urban design.

Clear Zones

Following on from the official opening of the Adelphi Quarter Clear Zone in March work is soon to begin on the City Centre Clear Zone. These projects work to enhance pedestrian and cycling access and to develop safer and more attractive public spaces. Through the implementation of 20mph zones, flat topped road humps, rising bollards, one-way streets, contraflow cycle lanes and junction improvements the aim is to achieve the same success in the City Centre as with the university Adelphi area. High quality materials such as those pictured are used to create a more attractive environment for visitors to Preston.



Flexi Link

The demand responsive transport service was officially launched on 20 April with a new vehicle. The service that operates in South Ribble has



Shared Wheels

Following a successful radio advertisement campaign in January many more members have signed up to the www.sharedwheels.co.uk car sharing website. By April 2008, 2313 members had signed up in the locality and 2348 journeys are possible. 30% of journeys have been matched and 30% contact has been made.

Road Shows

With eye-catching display stands, leaflets and gifts on hand, sustainable transport road shows have taken place at busy supermarkets, hospitals, big businesses and universities to make potential passengers aware of the transport options available to them. Maps and guides are available to promote cycling and walking as well as bus information leaflets.



Beacon Status

The Orbit Bus Service was one of the reasons for Lancashire County Council being awarded the coveted Beacon Status for "Improving Accessibility". The Council is one of only five authorities from across the UK to be chosen as a shining example by inspectors, who look to recognise excellence and innovation in local government.



Local Partnership

Communauté d'Agglomération de la Rochelle (CdA LR)
Ville de la Rochelle (LR)
Ecole d'Ingénieurs de la Rochelle (EIGSI)
Transport and Travel Research - France (TTR)

Focus on the La Rochelle city

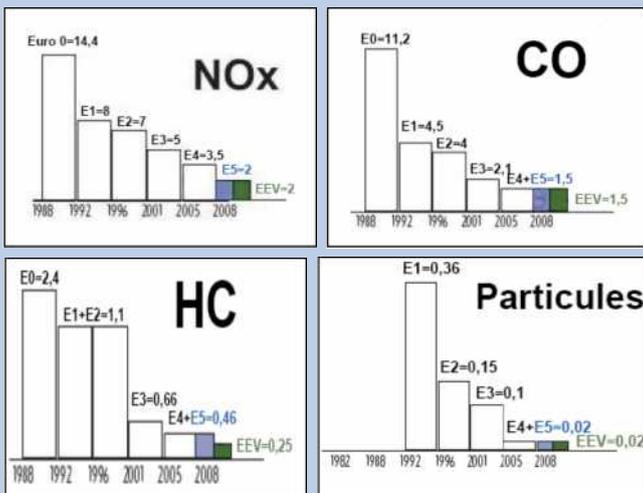
EEV Buses in La Rochelle

Among the measures on clean transport in La Rochelle is the introduction of new buses complying with the EEV (Enhanced Environmentally Vehicles) standard.

Five new buses were, indeed, introduced in the RTCR bus fleet in January 2008. Five other buses will be purchased in the coming months. A filling station, supplying a highly pure urea solution – necessary to meet the EEV standard – is being installed at the RTCR bus depot.

EEV, as for now a non-binding standard, has been the strictest norm for regulating motor vehicle emissions. Today, the legislation in force for heavy-duty vehicles (trucks and buses) defines the emission standard currently in force, Euro IV, as well as the next stage (Euro V) which will enter into force in October 2008.

1 Directive 2005/55/EC and Directive 2005/78/EC



Pollutant emissions limits (in g/kWh)
for thermal-powered vehicles exceeding 10 tonnes

Task Force France : A Common Statement on The Green Paper on Urban Transport

In March 2008, the four French cities of the CIVITAS family (Nantes, Lille, Toulouse and La Rochelle) prepared a common statement in response to the Green Paper on Urban Transport "Towards a new culture for urban mobility". This declaration aimed to summarize the position of each participating city and to put forward their views regarding European urban mobility. Some priority fields were emphasized, e.g the setting up of a European Mobility Agency or the creation of a European fund dedicated to mobility and transport issues.

The next step of the French Task Force will consist in a common participation to the 2nd Edition of the European Exhibition for Public Transport and Mobility in June 2008, in Paris.

La Rochelle awarded in 2007 a Prize of Accessibility



In the framework of the 16th Ceremony of the "Ville et Transports French Review", held on October 4th in Paris, the Urban Community of La Rochelle has been awarded the 2007 Prize of Accessibility for its public transport network.

This prize emphasizes the involvement of the Urban Community of La Rochelle in reaching a fully accessible public transport network. La Rochelle has been, indeed, among the first local authorities in France to design an accessibility scheme for public transport. This major output – officially adopted in September 2006 - is the result

of a continuous consultation with numerous associations for persons with special needs.

Within CIVITAS-SUCCESS, many innovations have been/will be made to improve accessibility of the PT network. Among them is the refurbishment of the platforms at the bus waiting shelters and bus stops (specific access at bus stops, platforms raised to street level, tactile strips on the platform edge, vocal information for the visually impaired etc). The long-term objective is to have the whole bus fleet and 100% of bus stops accessible by 2015.

A Second Wind for LISELEC

Thanks to CIVITAS, the car-sharing system, LISELEC, is entering a new phase. Several major improvements can be mentioned, among which:

- The setting-up of a dedicated hotline, 24/7
- The experimentation of a new vehicle (GEM)
- The design of a new pricing strategy
- The testing of a new supervision system
- Electric vans made available for subscribers of LISELEC





Focus on the Ploiesti city

SUCCESS promotion at national level

In December 2007, **Ploiesti municipality** participated in the Interministerial Seminar on EU Green Paper on Urban Transport and Urban Mobility Development in Romania - Information and public debate, event organized by the Ministry of Development, Public Works and Housing together with the Urbanism and Architecture University "Ion Mincu"

Mr. Marcel Rommerts, EC - DG TREN representative, Mr. Donato CHIARINI, Head of the European Commission Representation in Romania, Mr. László BORBÉLY, Ministry of Development, Public Works and Housing were present at this event.

The two day event related to urban mobility ran as follows:

The Round Table - Best Practice Experiences for Urban Mobility in Romania, European Commission activities - programs and financing opportunities. Participants: officials from local authorities, Romanian Union of Public Transport (URTP), SC Metroul SA, Bucharest City Hall and the Public Transport Company (RATB), Ploiesti City Hall and ministries representatives.

A presentation about the **CIVITAS SUCCESS** project showed the implementation process in Ploiesti city, the changes that were and will be done in everyday life and also the impact of the environment, the sustainable development and urban mobility.

The round table was also an opportunity for the Romanian Task Force to gather and follow the established goals and action directions. In order to reach a larger area of activities and organisations, the Romanian cities involved in CIVITAS spread their acquired knowledge, lessons learned and good practice within different groups of potential interested parties.

The Seminar „The Green Paper for European Urban Transport – urban mobility development expectations in Romania” aimed to debate issues about the urban mobility development, the implementation of the Green Paper for European Urban Transport and institutional development in this field.

This event was opened by the Minister of Development, Public Works and Housing, Mr. László BORBÉLY, followed by Mr. Ambassador Donato CHIARINI, the Head of European Commission Office in Bucharest.

The Green Paper for European Urban Transport - European Commission



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Local Partnership
Ploiesti City Hall (PMP)
Public Transport Company (RATPP)
Petroleum and Gas University of Ploiesti (UPGP)

Politics and Actions” – was presented by Mr. Marcel Rommerts, the representative of CE – DG TREN G4.

The presentation “Urban transport and mobility development in Romania” was realised by the working group formed by representatives of Development, Public Works and Housing Ministry, Environment and Sustainable Development Ministry, Transport Ministry, Intern Affaires and Administrative Reform Ministry, Economy and Finances Ministry, Communications and Information Tehnology Ministry.

Mr. Marcel Rommerts also met the representatives of the local authorities' associations and discussed topics of European and regional issues, programs and sources for financing the transport development and urban mobility sector.

PUBLIC SURVEY IN PLOIESTI – to evaluate the importance of CIVITAS-SUCCESS measures for PT users

Urban areas can develop and grow very quickly over time, and measures, improvements and policies are required to enable flexible responses to changing conditions, so as to relieve traffic congestion without constraining economic development, and to enhance the liveability and vibrancy of Ploiesti.

Measures to promote public transport are a key element of the Ploiesti city transport strategy. Increased use of public transport at the expense of car journeys would lead to significant improvements in the quality of life in the city, through the improvement of air quality, and reduction in traffic congestion. However, large numbers of people will only switch to public transport if the level of service, including frequency, reliability, comfort and perceived security are improved. The municipality will continue to work together with the public transport operator to provide a level service, which meets these requirements. Making our transport system better will help our city maintain and improve its position as a good place to live, work and do business.

As part of the WP 3 Evaluation, RATP Ploiesti subcontracted a public survey to evaluate the CIVITAS SUCCESS measures which were already implemented as well as our intentions for the next months.

The user survey took place in August 2007.

One of the questions referred to the level of awareness public transport users regarding the measures implemented within CIVITAS-SUCCESS project.

The highest level of awareness has been reached by:

- M 8.8 – new shelters in the stops (69%)
- M 5.8 – conversion of old polluting diesel buses into LPG use (66%)
- M 12.13 – information panels in the stops (66%)

The lowest level of awareness has been reached by:

- M 8.8 – bike facilities in the stops (only 28% of the respondents having known about it)
- M 12.12 – new ticketing system for the public transport vehicles (32%)
- M 12.11 – implementation of the GPS system for the PT fleet (36%)

Even if the RATPP actions have various levels of awareness within the PT users, they consider them all to be very useful. The average score is around 4.4 – 4.5 on a scale between 1 (the least useful) and 5 (the most useful).

It is important to notice that women agree with the utility of these actions more than men do.

Moreover, the elders (age over 54) appreciate more the comfort both in the public transport vehicles and in the stops than the youth (age between 18 and 34).

Finally, taking into consideration all the actions implemented by RATPP in Civitas - Success project, the quality of the public transport in Ploiesti is appreciated around 4 on a scale between 1 and 5. The next public survey is to be done in 12 months` time, i.e. in August 2008.