



**CiViTAS**  
Cleaner and better transport in cities

**VANGUARD**  
.....

**Aiming for Sustainable  
Urban Mobility:  
*A Survey of European Cities'  
Interests Towards CIVITAS,  
Training Programmes and  
Information Resources***

**Mobiel 21**

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**VANGUARD Deliverable 2.2:  
Needs Assessment Report**



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
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## Introduction

CIVITAS VANGUARD assists the European Commission in coordinating the CIVITAS Plus phase of its CIVITAS Initiative for cleaner and sustainable urban transport, as well as in disseminating CIVITAS Plus results.

To this end, CIVITAS VANGUARD activities are structured around three principal goals:

- to broadly disseminate the results of the CIVITAS Initiative by targeting urban transport practitioners in an enlarged European Union;
- to coordinate common-interest activities for CIVITAS Plus cities, such as capacity-building initiatives, so as to maximise their learning experiences, and to balance and extend their dissemination programmes;
- to offer an interface between the EC, the CIVITAS community and European society through forums and a pan-European information campaign (largely maintaining the current CIVITAS corporate identity).

In order to meet these goals, project activities are structured according to five work packages. Three of these work packages (WPs 3, 4 and 5) include core project activities, while two additional work packages provide background support for these core tasks.

Work Package 3, “Demonstration cities support”, will provide coordination, support and facilitation services to CIVITAS Plus collaborative projects and cities. Based on the results of Work Package 2, the specific coordination activities will be described in a “Service and Support Strategy” overseen by the so-called Support Structure.

Work Package 4, “Awareness raising, dissemination and communication”, will disseminate and market the CIVITAS Initiative itself and the actual results of the collaborative projects in the form of a European-level information campaign. Taking into consideration the results of the needs assessment, specific activities will be documented in an “Awareness Raising, Dissemination and Communication Strategy”.

Work Package 5, “CIVITAS community support”, will represent and give direct support to the CIVITAS Initiative itself. It will serve to maintain the sense of community in the CIVITAS Initiative and keep up its political image, and will act as the interface between the EC, politics and society. It will host the secretariat of the CIVITAS Political Advisory Committee and will provide the framework for the involvement of high-level policy makers.

Work Package 2, “Needs assessment”, will provide the foundation for the project’s support and dissemination activities. This includes an assessment of required assistance among the CIVITAS Plus cities (the direct beneficiaries) and will also consider the viewpoints of indirect (potential) beneficiaries (i.e. non-CIVITAS cities). This report collates the results of Task 2.2 “Needs assessment” and therefore serves as Deliverable 2.2. However, it should be noted that it does not make a detailed subjective analysis of the findings or make clear recommendations specific to these target groups. Rather, Work Packages 3 and 4 are invited to extrapolate what they feel is relevant to their respective strategies towards these groups.

## Executive Summary

CIVITAS VANGUARD conducted a needs assessment amongst CIVITAS Plus cities and non-CIVITAS cities. The results of this needs assessment will provide the foundation for CIVITAS VANGUARD's support and dissemination activities, including an assessment of required dissemination and training assistance among CIVITAS Plus cities and indirect (potential) beneficiaries (i.e. non-CIVITAS cities). In order to assess the required dissemination and training assistance among these two groups, two surveys, using an online questionnaire, were carried out between January 19 and February 20, 2009.

The target group of survey 1 included:

- CIVITAS Plus project dissemination managers
- CIVITAS Plus cities' local dissemination managers
- CIVITAS Plus cities' local decision makers
- CIVITAS Plus cities' heads of local mobility departments

The target group of VANGUARD survey 2 included local decision makers and/or heads of mobility departments in cities that were not previously involved in the CIVITAS Initiative, and that had not taken part in the CIVITAS CATALIST needs assessment analysis.

Survey 2 was performed in parallel with survey 1 and targeted 37 non-CIVITAS cities' decision makers and mobility departments. Non-CIVITAS cities are European cities that have never been involved in the CIVITAS Initiative (CIVITAS I and II or CIVITAS Forum) and that have not been approached by the CIVITAS CATALIST User Needs Analysis (February 2008). Contacting these cities fits the overall CIVITAS VANGUARD awareness-raising strategy throughout Europe.

In relation to information sources, results show that, in general, online sources such as websites and online libraries play the most important role for all target groups when looking for information on urban sustainable mobility. E-newsletters are also perceived as an interesting information source and important dissemination tool. Other online tools, such as networking facilities and online events, are seen as unnecessary tools. There is also a low use of printed newsletters, journals and books as a source of information.

Best practices, positive and negative experiences and case studies are popular information services and sources. When looking at sources relied on, the number of local decision makers as well as experts within mobility departments relying on department colleagues is striking. Events are also highly used by people within mobility departments to gather information on a certain topic.

On preferred training topics, CIVITAS project dissemination managers stated their interest in method-related and horizontal training topics such as stakeholder consultation, social inclusion, marketing and branding. Mobility department representatives and local decision makers prefer more technical CIVITAS topics such as collective passenger transport and transport management.

A large part of this needs assessment was aimed at finding out the main reasons for cities to register with the CIVITAS Initiative. Access to potential funding opportunities is the most important motivation for cities to get involved in CIVITAS. Accessing best practices and receiving information on the implementation of CIVITAS measures were also perceived as important.

# 1. Literature search

The first step in conducting the needs assessment was to conduct a brief literature search to understand popular current information channels among city mobility experts and decisionmakers, as well as to understand CIVITAS Plus cities' dissemination and training interests. To do this, the following steps were undertaken:

- analysing of existing user needs assessments on dissemination and training;
- listing ongoing projects or organisations active in the field of sustainable urban mobility and their communication channels;
- analysing CIVITAS Plus' descriptions of work (DoWs) vis-à-vis dissemination and training, in order to have a background idea of their dissemination and training plans and how these could feed into VANGUARD's strategic plans under WP3 and WP4.

The results were compiled as Milestone 2.1 in December 2008. This provided background information for the development of CIVITAS VANGUARD's needs assessment questionnaires for the various target groups. The main results of this phase are summarised here.

Source	Year	Target Group	Name
TRKC	2007	Academics	Transferring transport research results into university education — Report on the results of a user survey, a workshop in Rome and a roadmap for future improvements.
e-ATOMIUM	2005	Energy agencies	D1. Analysis report — questionnaire survey
PARAMOUNT	2006	Political policy makers, managers and practitioners	ID3.1. Report on analysis of existing products and information attitudes, potential synergies and demand of target groups
PORTAL	2005	Decision makers, trainers, managers, professionals, practitioners and students	Training needs analysis
Rijkswaterstaat	2003	Dutch traffic controllers	Leermiddelen Training Wegverkeersleiders, Fase 2: Leermiddelen
CIVITAS CATALIST	2008	CIVITAS I cities	D5.1. Long-term evaluation report, Part A “Initial Overview”
CIVITAS CATALIST	2008	CIVITAS cities, CIVITAS forum members, cities that have not been connected to the CIVITAS community	Initial User Needs Analysis Report
Silence	2007	Local traffic noise experts	ID7 State of the art on barriers and solutions to implementing...
Silence	2007	Local traffic noise experts	ID 1-2-3 State of the art on noise abatement...
Curacao	2006	City representatives involved in road user charging	User needs analysis, ANNEX C to the D1: Inception Report
Move Together	2008	Panel of selected EU citizens	Citizens statement
Biofuel Cities	2008	Biofuel professionals: biofuel and oil industry, biofuel and-users, R&D organisations and national and local governments	Barriers and solutions for the deployment of biofuels in Europe — survey results
Biofuel Cities	2007	Biofuel professionals: biofuel and oil industry, biofuel and-users, R&D organisations and national and local governments	Survey 2007 — Needs assessment for the European partnership
Eurobarometer	2005	EU citizens	Attitudes towards energy
Eurobarometer	2006	EU citizens	Use of intelligent systems in vehicles
Eurobarometer	2007	EU citizens	Scientific research in the media
Eurobarometer	2008	EU citizens	Europeans’ attitudes towards climate change

The table above provides an overview of the reviewed documents: the most important elements are mentioned. Because of the target group, the survey within CIVITAS CATALIST is discussed further in Section 3.5 concerning survey 2.



## 1.1. Popular current information channels

The kind of information sources used by practitioners or decision makers in the field of urban mobility in order to keep up to date in their working field is a question hardly ever raised in the user needs assessments that were analysed by VANGUARD in the literature search and reported on in D2.1 online questionnaires in December 2008).

However, some of the needs assessments analysed do lift a corner of the veil.

For example:

- The CIVITAS CATALIST survey shows that two-thirds of respondents know CIVITAS — mostly its website or other Internet sources, its conference, and CIVITAS-related workshops and news articles.
- The Biofuel Cities professionals get their information through journals, newsletters and websites.
- Transport Research Knowledge Centre (2007) research shows that academics get their information on non-EU research mainly through papers in scientific journals. For EU research they count on the deliverables of research projects and personal experience.
- The PARAMOUNT ELTIS user needs analysis is the most complete source in this regard. This states that:
  - Websites play a very important role as a source of information for practitioners and managers, and less so for policy makers.
  - Policy makers prefer to talk directly to their colleagues.
  - The use of newsletters as a source of information is relatively low, although respondents (policy makers, managers, practitioners) are quite in favour of receiving them.

## 1.2. CIVITAS Plus cities' dissemination and training interests

For VANGUARD it is interesting to see how different target groups prefer different dissemination formats and training methodologies. This can help VANGUARD to tailor the different communication streams to the needs of their specific audience. The CIVITAS CATALIST User Needs Analysis has already given first indications of what civil servants in non-CIVITAS cities would like to gain from the CIVITAS programme:

- Sharing best practices on implementation.
- Obtaining assistance in implementation.
- Using CIVITAS information channels to promote their own best practice.
- Less importantly, accessing general background information on clean urban transport.

The CATALIST respondents (i.e. civil servants) report the following interest in concrete activities — all perceived very well:

- Newsletter and topic guides (highest interest)
- Conference attendance



- Forum membership
- Interactive partnerships
- Study tours
- Seminars, workshops and training
- On-the-job training (higher low-interest score)
- Staff exchange (higher low-interest score)

The Biofuel Cities initiative reports that a project website and electronic newsletters are the most welcomed dissemination tools. The website can be basic, and online events, electronic billboards and online networking facilities are not necessary. The audience is not interested in printed newsletters. Longer documents are welcomed and information services such as fact sheets, case studies, a news selection and a project database are positively evaluated. An online library of scientific and policy documents is mentioned in particular. Of less importance are a calendar of events, a directory of key stakeholders, and workshops and study tours, although the latter are more appreciated by Eastern European respondents.

The academic community expresses interest, through the TRKC (Transport Research Knowledge Centre) survey, in papers published in peer-reviewed scientific journals. It recommends that the same priority be given to presentations as to other project documentation. Professionals could be informed through thematic alerting services when outcomes have been released.

As mentioned before, the PARAMOUNT ELTIS survey reports that although different target groups (managers, policy makers, practitioners) rarely mention newsletters as a primary information source, they all express interest in receiving them. The audience is quite demanding: most of them would like to receive such a newsletter six times per year; while the second largest group would like to receive a newsletter about twice a year. The ELTIS respondents rate case studies as the most needed source of information from websites. The need for case studies and good practice is also reported in the CURACAO user needs analysis, where respondents rate a good practice database and policy recommendations amongst the top preferred dissemination outcomes. The audience, dealing with highly sensitive issues on urban road user charging, is also interested to meet with peers in user group meetings. Interestingly, they are not interested in a handbook, which would probably not fit the extremely tailored road user charging planning and implementation practice.

The e-ATOMIUM survey gives interesting results for preference as to the type of training per country, expressed by energy agencies. Looking at all the countries together, it is clear that workshops (20%) and case studies (19%) are the favourite form of training. Web assistance (16%), lectures (14%) and training manuals (14%) rank next. Individual tutoring and CD-ROMs are less popular. There seems to be little variation between countries in terms of preference as to types of training.

The PORTAL survey reports that urban transport-related organisations are interested in mid-career lecture-based updating courses, together with seminars and practical workshops on new techniques and tools. Information about such events should preferably be communicated through direct mail and technical journals. Printed materials are ranked highly (73%) as preferred dissemination tools. In general, trainings should be limited to between two days and one week. In most surveyed organisations, there is no systemic planning for the training of employees. Training needs to be relevant for short-term needs. An interesting general conclusion is that most urban transport training

stakeholders are worried about the permanent expansion of themes in transport research, which is seen as a challenge when providing training services.

Two surveys provide information on how citizens prefer to be approached when it comes to research, and urban transport research in particular.

The 2007 EUROBAROMETER survey on scientific research in the media lists preferences and expectations regarding the presence of scientific research in the media. Europeans prefer research to be presented by scientists, and in the form of regular short news reports. These scientists should be reliable and precise, and give information that excels in clarity. Television is, in this regard, the most trusted and preferred medium. Automobile clubs and car manufacturers are trusted specialist sources when it comes to information about intelligent vehicle systems.

In the Moving Together project, the European citizens' reference group has interesting recommendations on awareness raising among European citizens. Professionals are invited to use less jargon, and the cooperation of stakeholders is requested. In order to reach citizens, the tools and language used will have to be different from those used within the expert community. Communication needs to have a human face — for example using everyday situations. Finally, the reference group again calls on project managers to involve ordinary citizens in decision-making processes early in project preparation and planning. A final comment gives a particular impetus to VANGUARD: stronger central coordination and more “umbrella” research programmes are needed in order to avoid interference and duplication.

CIVITAS GUARD and METEOR provided no relevant information with regard to VANGUARD's WP2 survey.

### 1.3. Conclusions

In brief, VANGUARD takes forward the following key points from this literature search:

- Previous research shows that access to knowledge is a barrier to action on urban mobility.
- Uninformed and unaware citizens create an extra barrier to tackle.
- Synthesis and coordination of information will be of key importance.
- Most cities consider themselves to be at the earlier stages of implementing integrated urban transport strategies.
- Urban freight seems to remain an underdeveloped area when it comes to cities' activity. This could be a specific point of attention for VANGUARD.
- Training needs will differ between countries.
- Training and dissemination should pay attention to the “what” and “how” of the use of existing tools.
- Regarding dissemination content, case studies, events and contact details are in high demand.
- Regarding dissemination tools, websites are the most popular. Everybody wants newsletters, although it is not certain that they are actually read.
- Cities are interested in information and assistance on implementation, not in general background information.

- Academics are interested in scientific papers that start with a reference to a general theory and then give concrete examples.
- VANGUARD should exploit the access it has to interesting initiatives and their communication channels through its partners.

Scientific activities should preferably be presented to the broader public by scientists, if possible on television. Jargon should be avoided.

## 2. Survey background

### 2.1. Target groups and methodology

In order to assess requirements for dissemination and training assistance among CIVITAS Plus cities and non-CIVITAS cities, two surveys were carried out by WP2 partners using online questionnaires between January 19 and February 20, 2009. The two surveys distinguished between the following sub-groups:

**Survey 1 target group** included:

- CIVITAS Plus project dissemination managers
- CIVITAS Plus cities' local dissemination managers
- CIVITAS Plus cities' local decision makers
- CIVITAS Plus cities' heads of local mobility departments

**Survey 2 target group** included:

- Local decision makers and/or heads of mobility departments in cities that had not previously been involved in the CIVITAS Initiative and that did not take part in the CIVITAS CATALIST needs assessment analysis.

#### 2.1.1. Questionnaire design

For each of the six target groups a separate questionnaire was developed, based on the results of the literature search (see Section 1 above).

1. CIVITAS Plus project dissemination manager
2. CIVITAS Plus local dissemination manager
3. CIVITAS Plus local head of mobility department
4. CIVITAS Plus local decision maker
5. Head of mobility department in a non-CIVITAS city
6. Decision maker in a non-CIVITAS city

Each questionnaire comprised a number of building blocks in order to address the research questions.

- CIVITAS Plus project dissemination manager questionnaire:
  - Introduction by WP2 partner
  - Identification of the respondent
  - Education and training topics and format
  - VANGUARD support — information and communication/marketing materials
  - Identification of possible input delivery to VANGUARD
  - Additional comments
- CIVITAS Plus local dissemination manager questionnaire:

- Introduction by WP2 partner
- Identification of the respondent
- Education and training topics and format
- Languages
- VANGUARD support — information and communication/marketing materials
- Identification of possible input delivery to VANGUARD
- Additional comments
- CIVITAS Plus local head of mobility department:
  - Introduction by WP2 partner
  - Identification of the respondent
  - Knowledge of CIVITAS Initiative
  - Sustainable mobility activities in the city
  - Sources of information and topics of interest regarding sustainable mobility
  - Sources of information regarding CIVITAS
  - Languages
  - Additional comments
- CIVITAS Plus local decision maker<sup>1</sup>
  - Introduction by WP2 partner
  - Identification of the respondent
  - Knowledge of CIVITAS Initiative
  - Sustainable mobility activities in the city
  - Sources of information and topics of interest regarding sustainable mobility
  - Sources of information regarding CIVITAS
  - Languages
  - Additional comments
- Head of mobility department in a non-CIVITAS city:
  - Introduction by WP2 partner
  - Identification of the respondent
  - Knowledge of CIVITAS Initiative
  - Sustainable mobility activities in the city
  - Informational needs in the city
  - Interest in becoming more involved in the CIVITAS Initiative
  - Languages

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<sup>1</sup> The input gathered here can be used to feed the WP5 political activities.

- Additional comments
- Decision maker in a non-CIVITAS city:
  - Introduction by WP2 partner
  - Identification of the respondent
  - Knowledge of CIVITAS Initiative
  - Sustainable mobility activities in the city
  - Sources of information and topics of interest regarding sustainable mobility
  - Interest in the CIVITAS Initiative
  - Languages
  - Additional comments

The questionnaires followed a “half-open” structure, combining open and closed (multiple-choice) questions. The multiple-choice questions allowed us to have a general overview based on a minimum quantitative analysis. The answers to the open questions gave us a better insight into the argumentations of the respondents.

All questionnaires were quality checked by the Transport Research Institute of Napier University and commented on by WP2 partners.

The comments made by the EC in early December 2008 were also included.

### **2.1.2. Pilot testing**

A draft version of the questionnaires of surveys 1 and 2 was tested in one city for each survey (the CIVITAS Plus city Ghent and the non-CIVITAS city Mechelen). Based on the comments of these cities, questionnaires were adapted and finalised.

### **2.1.3. Survey implementation**

This sub-section describes the specific cities surveyed, the basis for their selection, and the role of VANGUARD’s project partners in surveying them, along with the precise timeframe.

#### **2.1.3.1. Survey 1: CIVITAS Plus cities**

Survey 1 targeted all dissemination managers within the 25 CIVITAS Plus collaborative projects using online questionnaires. The dissemination managers were also considered as the “go-between” or “relay” to the decision makers and heads of mobility departments within their cities, so decision makers and mobility departments from all CIVITAS Plus cities are covered.

The 25 CIVITAS Plus cities include:

**Table 1: 25 CIVITAS Plus cities**

<b>Country</b>	<b>City</b>
Denmark	Aalborg
UK	Bath
Italy	Brescia
UK	Brighton
Czech Republic	Brno
Italy	Bologna
Portugal	Coimbra
Romania	Craiova
Portugal	Funchal
Poland	Gdansk
Belgium	Ghent
Bulgaria	Gorna-Oryahovitsa
Romania	Iasi
Slovenia	Ljubljana
Italy	Monza
Italy	Perugia
Portugal	Porto
Spain	San Sebastian
Macedonia	Skopje
Poland	Szczecinek
Estonia	Tallinn
Netherlands	Utrecht
Czech Republic	Usti nad Lebem
Spain	Vitoria-Gasteiz
Croatia	Zagreb

In this survey, questionnaires were developed for CIVITAS Plus dissemination managers to complete, along with a second and third questionnaire that VANGUARD asked them to use to survey their city's decision makers and mobility departments.

Thus in survey 1 we reached four target groups:

- CIVITAS Plus project dissemination managers
- CIVITAS Plus cities' local dissemination managers
- CIVITAS Plus cities' local decision makers
- CIVITAS Plus cities' heads of local mobility departments

### **2.1.3.2. Survey 2: Non-CIVITAS cities**

Survey 2 was performed in parallel to survey 1 and targeted 37 non-CIVITAS cities' decision makers and mobility departments. Non-CIVITAS cities are European cities that have never been involved in the CIVITAS Initiative (CIVITAS I and II or CIVITAS Forum) and have not been approached by CIVITAS CATALIST needs assessment. Contacting these cities fits into the overall CIVITAS VANGUARD awareness-raising strategy throughout Europe.

Thus the VANGUARD survey 2 target group includes:

- non-CIVITAS cities' local decision makers
- non-CIVITAS cities' heads of mobility departments



In order to select cities to be contacted for the CIVITAS VANGUARD needs assessment survey 2, cities' previous CIVITAS Initiative engagements were looked at. Cities that were already involved in CIVITAS I or II as demonstration cities, or listed as CIVITAS Forum cities (see the map below) were excluded. Cities that were already approached by the CIVITAS CATALIST User Needs Analysis <sup>2</sup> were also excluded from the sample. In addition, only cities with over 50,000 inhabitants were included in the sample.



**Figure 1: All CIVITAS cities**

The following table shows all the Forum cities.

<sup>2</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008.

**Table 2: CIVITAS Forum cities<sup>3</sup>**

<b>Country</b>	<b>Cities</b>
Austria	Graz, Krems
Bulgaria	Bourgas, Sliven, Varna
Belgium	Brugge, Gent, Hasselt, Turnhout, Verviers
Cyprus	Nicosia
Czech Republic	Brno, Praha
Denmark	Aalborg, Odense
Estonia	Tallinn
France	Brest, Chalons-sur-Saône, Clermont Ferrand, Grasse, La Rochelle, Lille, Nantes, Nice, Poitiers, Rennes, Strasbourg, Toulouse
Germany	Berlin, Bremen, Dresden, Hannover, Ingolstadt, Stuttgart
Greece	Athens, Hersonissos, Philippi, Region of Crete, Voula
Hungary	Debrecen, Gyula, Győr, Miskolc, Pécs, Sopron, Szeged
Ireland	Cork, Dublin
Italy	Bari, Bologna, Bolzano, Brescia, Cagliari, Cassino, Ferrara, Firenze, Genova, Gorizia, Lucca, L'Aquila, Milano, Modena, Monza, Naples, Parma, Perugia, Piacenza, Potenza, Ravenna, Roma, Venezia, Verona
Latvia	Riga
Lithuania	Kaunas, Vilnius
Malta	Valletta
Poland	Gdansk, Gdynia, Kalisz, Kraków, Mielec, Nowy Sacz, Poznan, Szczecinek
Portugal	Braga, Cascais, Coimbra, Faro, Funchal, Porto
Romania	Bukaresti, Constanta, Iasi, Ploiesti, Suceava
Slovenia	Ljubljana, Maribor, Nova Gorica
Spain	Alcalá de Henares, Aranjuez-Madrid, Barcelona, Bilbao, Burgos, Donostia - San Sebastián, Gandia, Gijón, Granada, Irún, Madrid, Ponferrada, Sevilla, Terrassa, Tudela, Vigo, Zaragoza
Sweden	Göteborg, Lund, Malmö, Stockholm, Örebro
Switzerland	Geneva, Zurich
The Netherlands	Eindhoven, Haarlem, Rotterdam, The Hague, Utrecht
UK	Bath, Bristol, Edinburgh, Gateshead, Glasgow, Leicester, London Borough of Bromley, London Borough of Hammersmith & Fulham, London Borough of Sutton, Newcastle upon Tyne, Northampton, Norwich, Plymouth, Preston, Reading, Suffolk, Winchester

In addition to the sample of CIVITAS I, CIVITAS II and FORUM cities, CATALIST interviewed a sample of European cities not yet involved in CIVITAS for the CIVITAS CATALIST Initial User Needs Analysis Report<sup>4</sup>. These so-called new potential take-up (NPTU) cities are listed in table 3.

<sup>3</sup> Updated on April 9, 2009

<sup>4</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p. 5-6.

**Table 3: New potential take-up cities**

<b>Country</b>	<b>City</b>
Albania	Tirana
Austria	Vienna
Belgium	Charleroi
Croatia	Koprivnica
Denmark	Copenhagen
Estonia	Parnu, Tartu
Finland	Helsinki
France	Angers Loire, Grenoble, Marseille, Mulhouse, Paris
Germany	Cologne, Frankfurt, Munich
Hungary	Budapest, Mosonmagyaróvár, Tatabánya
The Netherlands	Amsterdam, Hengelo, Parkstad Limburg
Portugal	Évora
Romania	Braila
Serbia	Belgrade, Kosovo
Spain	Murcia
Sweden	Karlstad
Turkey	Bursa
UK	Birmingham, Brighton & Hove, Coventry, Leeds, Nottingham, SEStran (South East Scotland Transport Partnership), Stoke-on-Trent, Torbay, Worcestershire

The local mobility departments of these CIVITAS CATALIST NPTU cities were neither approached by CIVITAS VANGUARD.

Table 4 below shows the number of cities per country that were already involved in the CIVITAS Initiative either as a CIVITAS demonstration city, a CIVITAS Forum city or a CIVITAS CATALIST NPTU city.

**Table 4: Cities involved in CIVITAS or contacted as new potential take-up (NPTU) cities within CATALIST<sup>5</sup>**

Country	CIVITAS demo city	CIVITAS Forum city	CATALIST NPTU city
Albania	0	0	1
Austria	1	2	1
Belgium	1	5	1
Bulgaria	1	3	0
Croatia	1	0	1
Cyprus	0	1	0
Czech Republic	3	2	0
Denmark	2	2	1
Estonia	1	1	2
Finland	0	0	1
France	3	12	5
Germany	3	6	3
Greece	0	5	0
Hungary	2	7	3
Ireland	1	2	0
Italy	8	24	0
Latvia	0	1	0
Lithuania	1	2	0
Malta	0	1	0
Netherlands	2	5	3
Poland	4	8	0
Portugal	3	6	1
Romania	5	5	1
Serbia	0	0	2
Slovakia	0	0	0
Slovenia	1	3	0
Spain	4	17	1
Sweden	3	5	1
Switzerland	0	2	0
Turkey	0	0	1
UK	6	17	9

In order to select countries and cities for survey 2, 12 regions were indicated, containing 35 countries. Those groups were selected:

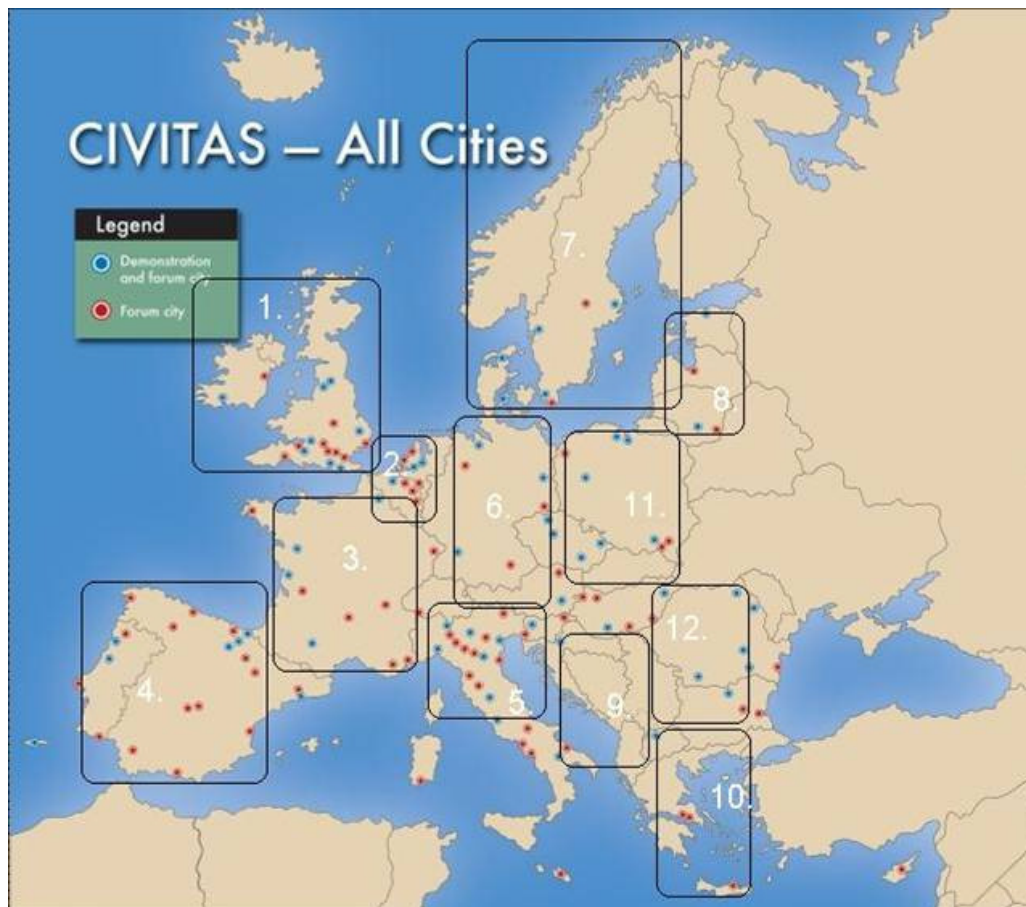
- on a linguistic and/or geo-political basis;
- to represent, together with the CATALIST NPTU cities, a good sample across Europe.

This **first selection** is shown in Table 5 below.

<sup>5</sup> Updated on April 9, 2009

**Table 5: First selection, survey 2**

Group of countries	Number of cities per group
Ireland, UK	2
Belgium, The Netherlands, Luxembourg	2
France	2
Spain, Portugal	2
Italy, Switzerland, Slovenia	3
Germany, Austria	2
Denmark, Sweden, Finland, Norway	3
Latvia, Lithuania, Estonia	3
Croatia, Serbia, Bosnia and Herzegovina, Montenegro, Albania	3
Greece, Cyprus, Malta, Macedonia	2
Poland, Czech Republic, Slovakia	3
Hungary, Bulgaria, Romania	3
<b>Total number of cities</b>	<b>30</b>



**Figure 2: All CIVITAS cities — geographical spread**

After looking at this first selection alongside the CIVITAS cities and cities/countries contacted by CATALIST, 15 countries were short-listed. This **second selection** focused on these 15 countries and was based on the under-representation of cities in these countries in the CIVITAS Initiative. Survey 2 can thus also be seen as a CIVITAS awareness-raising activity.

Table 6 shows all the countries in this second selection phase.

**Table 6: Second selection, survey 2**

<b>(Group of) Countries</b>
Ireland
Luxembourg
Switzerland
Finland, Norway
Croatia, Serbia, Bosnia and Herzegovina, Kosovo, Montenegro, Albania
Greece, Macedonia
Poland, Slovakia

This list of countries was proposed to the European Commission. The EC suggested including at least France and the Iberian Peninsula (Spain and Portugal) also in this list.

Taking all the above into account, VANGUARD drew up a list of countries and cities as the **definitive selection list for survey 2**.

France and Spain are included in the list, together with Belgium. In Belgium, a test questionnaire was filled in by the city of Mechelen.

As a next step, sample cities were selected from these countries. For each country, two priority and two back-up cities were listed (except for Belgium and Luxembourg, where only one city was contacted), based on the criterion of size (over 50,000 inhabitants) and contacts in the WP2 partners network. The selected back-up cities could be contacted should no response be received from the priority cities. In total, the sample comprised 62 cities in non-CIVITAS countries.

Table 7 lists the 19 non-CIVITAS countries and their respective priority cities:

**Table 7: Definitive selection, survey 2: 19 non-CIVITAS countries and their priority cities**

<b>Countries</b>	<b>Prior cities</b>
Albania	Durres, Vlora and Shkoder
Belgium	Mechelen
Bosnia and Herzegovina	Sarajevo and Banja Luka
Croatia	Dubrovnik and Pula
Finland	Turku and Helsinki
France	Bordeaux and Orleans
Greece	Thessaloniki and Chania
Hungary	Veszprem and Eger
Ireland	Limerick and Galway
Kosovo	Peja and Pristina
Luxembourg	Luxembourg
Macedonia	Ohrid and Bitola
Montenegro	Niksic and Podgorica
Norway	Trondheim and Bergen
Poland	Warsaw and Lodz
Serbia	Novi Sad and Nis
Slovakia	Banska Bystrica and Bratislava
Spain	Leon and Cordoba
Switzerland	Lausanne and Basel

Although survey 2 omits cities from a swathe of Central Europe extending from Sweden and Denmark through to Great Britain and Northern Ireland, the Netherlands, Germany, Austria, the Czech Republic, Slovenia and Italy, VANGUARD sought to ensure sub-

regional representation. In addition it considered the fact that 18 cities from the omitted countries had already responded to the CIVITAS CATALIST User Needs Analysis. Findings of relevance to the VANGUARD survey are therefore detailed in Section 3.5.9 “Related findings from CIVITAS CATALIST”.

#### **2.1.4. Role of VANGUARD partners**

For survey 1, all 25 CIVITAS Plus local dissemination managers and five project dissemination managers were selected and contacted by the WP2 partner with which the respective projects liaise. The local dissemination managers acted as go-betweens for the local decision makers and heads of mobility department questionnaires.

For survey 2, all six WP2 partners contacted cities in the 19 selected countries.



**Table 8: Survey 2, tasks of partners**

Country	Partner to do the interviews
Albania	REC
Belgium	Mobiel 21
Bosnia and Herzegovina	Senternovem
Croatia	Senternovem
Finland	Mobiel 21 & EUROCITIES
France	POLIS & EUROCITIES
Greece	Mobiel 21 & EUROCITIES
Hungary	Senternovem
Ireland	Senternovem
Kosovo	Senternovem
Luxembourg	Senternovem
Macedonia	ICLEI
Montenegro	ICLEI
Norway	POLIS
Poland	Senternovem & EUROCITIES
Serbia	REC
Slovakia	Mobiel 21
Spain	Mobiel 21
Switzerland	ICLEI

Both surveys 1 and 2 were carried out via telephone interviews by the WP2 partners using an online questionnaire to be filled out by WP2 partners during the interview.

Respondents were offered the possibility to fill out the online questionnaires themselves if they preferred.

As for sample size, we aimed for the following numbers in the different target groups:

**Table 9: Sample size of target groups**

	TARGET GROUPS		
	Project dissemination manager	Local dissemination manager	Mobility department head or local decision maker
<b>SURVEY 1</b>	5	25	25
<b>SURVEY 2</b>	/	/	37
<b>TOTAL</b>	5	25	62

As stated above, target respondents for survey 1 were contacted by each of VANGUARD's WP2 partners responsible for liaison with one of the CIVITAS Plus projects:

- The REC contacted CIVITAS MODERN project and local dissemination managers.
- ICLEI contacted CIVITAS MIMOSA project and local dissemination managers.

- POLIS contacted CIVITAS RENNAISSANCE project and local dissemination managers.
- Mobiel 21 contacted CIVITAS ARCHIMEDES project and local dissemination managers.
- EUROCITIES contacted CIVITAS ELAN project and local dissemination managers.

In order to maximise the number of respondents for survey 1, the following method was used:

- Each survey 1 partner informed the CIVITAS Plus project and local dissemination managers with whom they liaise by telephone or e-mail of the needs assessment and the interview to be conducted, and set a date for the interview.
- Each survey 1 partner sent the respective project and dissemination managers a copy of the questionnaire by email beforehand so that they had a clear idea of the questions to be asked during the interview.
- Each survey 1 partner filled out the online questionnaire during (or after, if easier) the telephone interview.
- Each survey 1 partner followed up on the interview with the CIVITAS Plus project and local dissemination managers with whom they liaise.
- After completing the interview, each survey 1 partner asked whether the local dissemination manager would like to interview the mobility department or a local decision maker in their city. If not, the contact information of the head of the mobility department or local decision maker was requested so as to enable the WP2 partners to contact these people themselves and conduct an interview.

In order to maximise the number of respondents for survey 2, the following method was used:

- Mobiel 21 provided all WP2 partners with an overview of which cities to contact for survey 2 and the corresponding contact information.
- Each survey 2 partner contacted the mobility department or decision maker appointed to his/her organisation by telephone to explain the needs assessment and to set a date for the interview.
- Each survey 2 partner sent the head of the mobility department or decision maker in question a copy of the questionnaire by email beforehand so that they had a clear idea of the questions to be asked during the interview.
- Each survey 2 partner filled out the online questionnaire during (or after, if easier) the telephone interview.
- Each survey 2 partner followed up on the interview.

### 2.1.5. Timing

The table below shows the timing of WP2.

**Table 10: Timing of tasks**

<b>Subtask</b>	<b>When</b>
<b>Questionnaire</b>	
Questionnaire draft version ready	Nov 27, 2008
Pilot study (2 cities)	Dec 10-12, 2008
Final questionnaires online	Jan 16, 2009
<b>Sample selection</b>	
Survey 1: Contacting and interviewing respondents as described in methodology section	Jan 19, 2009 to Feb 20, 2009
Survey 2: Contacting and interviewing respondents as described in methodology section	Jan 19, 2008 to Feb 20, 2009
<b>Analysis of results</b>	
Analysis of results	Feb 23, 2009 to Feb 27, 2009
<b>Needs Assessment Report</b>	
Needs Assessment Report	Feb 23, 2009 to Feb 27, 2009
<b>Annual update of Needs Assessment Report</b>	Oct 2009
	Oct 2010
	Oct 2011
	Oct 2012

## 2.2. Report structure and target audience

This report is structured in such a way as to make it easier for VANGUARD WP3 and WP4 to extract relevant information from the Needs Assessment in order to prepare WP3 and WP4 strategies.

Section 3 gives an overview of the results per target group:

- CIVITAS Plus cities – project dissemination manager
- CIVITAS Plus cities – local dissemination manager
- CIVITAS Plus cities – local decision maker
- CIVITAS Plus cities – local mobility department
- Non-CIVITAS cities – local mobility department and local decision maker

Particular attention should be given to Section 3.5.9, which presents a comparison between the results of VANGUARD survey 2 and the results of the survey conducted within CATALIST.

Section 3.6 provides a comparison between the results of the different target groups; while Section 3.7 provides a comparison of the results of this assessment with the literature search.

However, it should be noted that this report does not make a detailed subjective analysis of the findings or make clear recommendations specific to the target groups of the two surveys (i.e. CIVITAS Plus cities and non-CIVITAS cities). Rather, WP3 and WP4 are invited to extrapolate what they feel is relevant to their respective strategies towards these target groups.

The target audiences addressed by this report therefore include, in order of priority:

1. The CIVITAS VANGUARD project team
2. The European Commission
3. CIVITAS projects (POINTER, CATALIST and the five CIVITAS PLUS projects)
4. Organisations involved in dissemination activities of EU projects on sustainable urban mobility.

## 3. Results

Both WP2 needs assessment surveys (in CIVITAS Plus and non-CIVITAS cities and their different target groups), described extensively above, were conducted between January 19, 2009 and February 20, 2009 by WP2 partners.

An overview of the survey results is provided below.

The results are presented per target group questioned:

1. CIVITAS Plus cities – project dissemination manager
2. CIVITAS Plus cities – local dissemination manager
3. CIVITAS Plus cities – local decision maker
4. CIVITAS Plus cities – local mobility department
5. Non-CIVITAS cities – local mobility department and local decision maker

### 3.1. Survey 1: CIVITAS project dissemination managers

With this questionnaire, the CIVITAS VANGUARD WP2 partners wanted to reach the **five project dissemination managers of all five CIVITAS Plus projects**.

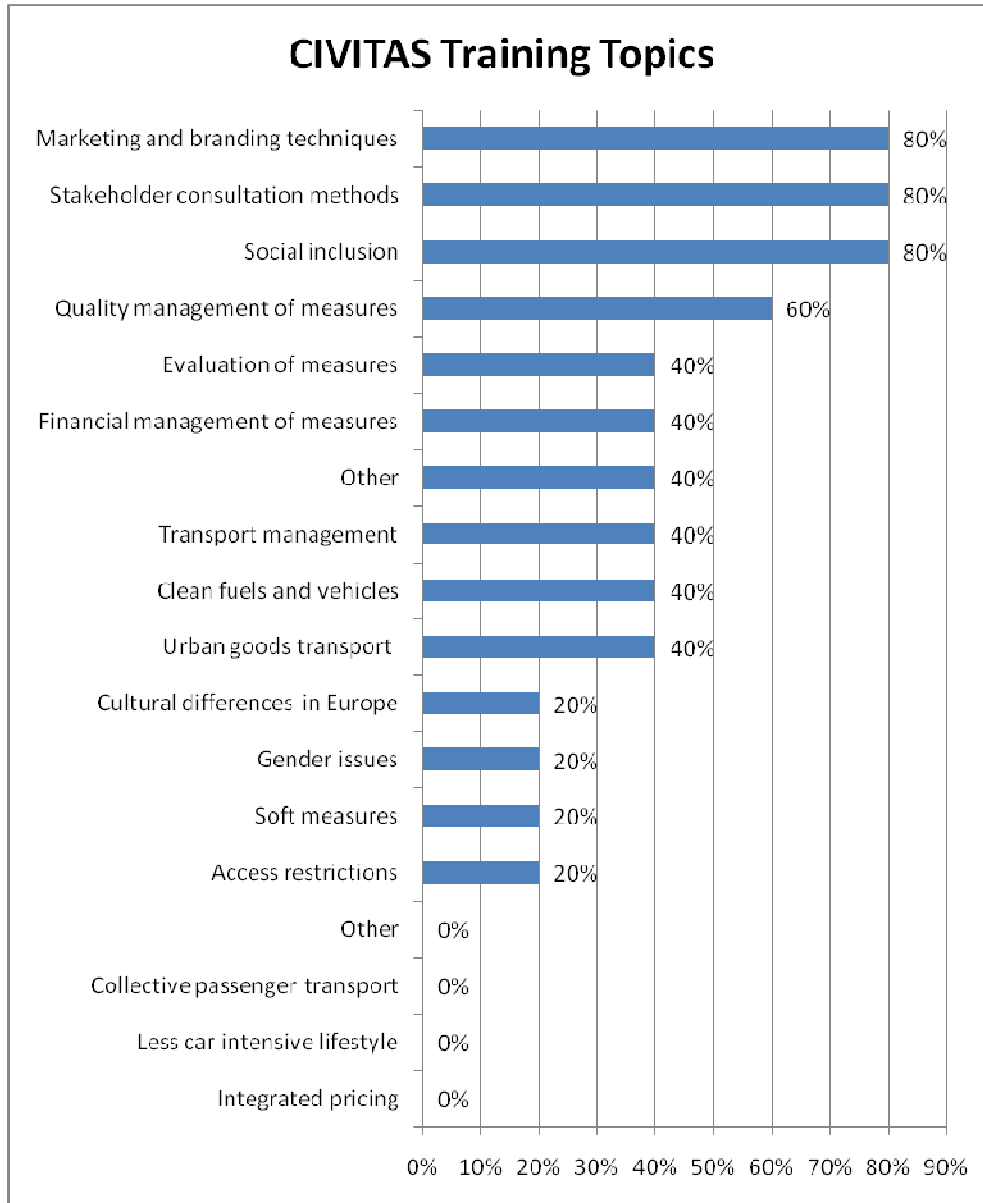
Extensive telephone rounds and e-mail campaigns carried out by WP2 partners between January 19 and February 20, 2009 achieved the response of five CIVITAS Plus project dissemination managers filling out the online questionnaire. This means a response rate of 100%.

The table below presents an overview of the profile of the **five responding project dissemination managers**.

**Table 11: Responding dissemination managers**

	<b>CIVITAS Plus project</b>	<b>Company</b>
1	CIVITAS ARCHIMEDES	TTR
2	CIVITAS ELAN	FGM-AMOR
3	CIVITAS MIMOSA	Interactions
4	CIVITAS MODERN	Methodos
5	CIVITAS RENAISSANCE	SAPIK

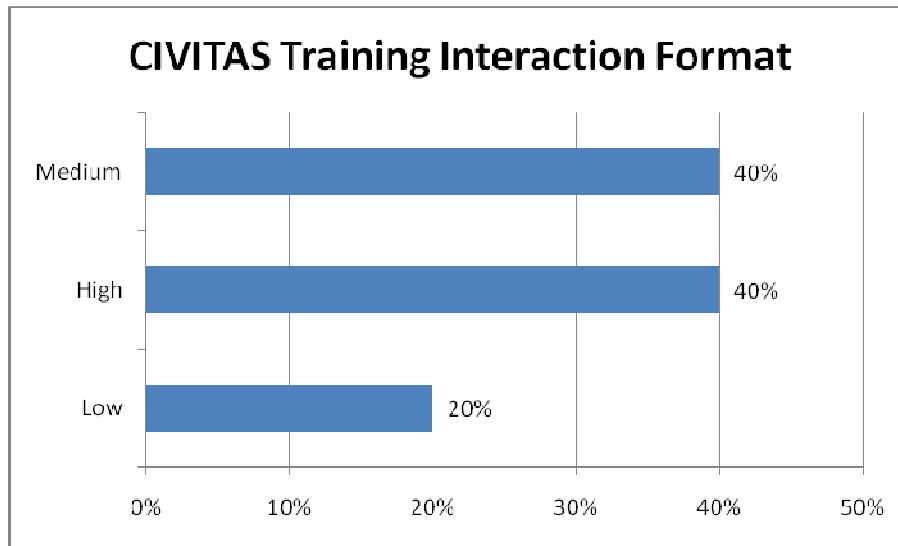
In terms of educational background, the managers came from a variety of fields, including architecture, history, economy and biology. Only two of the five managers have an additional degree in marketing or communication.



**Figure 3: CIVITAS training topics**

The most popular training topics among project dissemination managers are *marketing and branding techniques*, *stakeholder consultation methods* and *social inclusion* (80%).

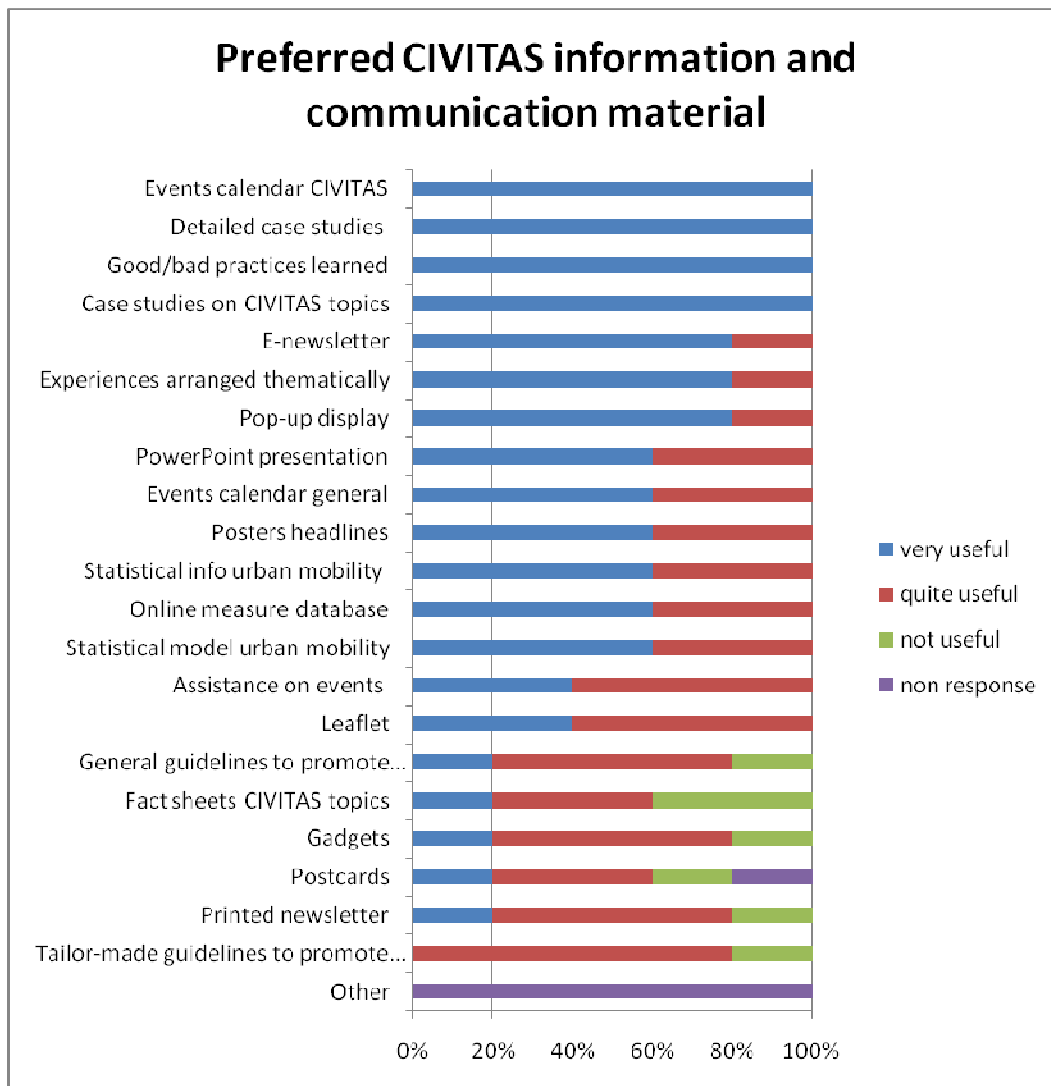
The least-appreciated topics are *collective passenger transport*, *less car intensive lifestyle* and *integrated pricing* (not mentioned).



**Figure 4: CIVITAS training interaction format**

In terms of interaction level, 40% prefer medium interaction during trainings (workshop) and 40% prefer high levels of interaction (debate).

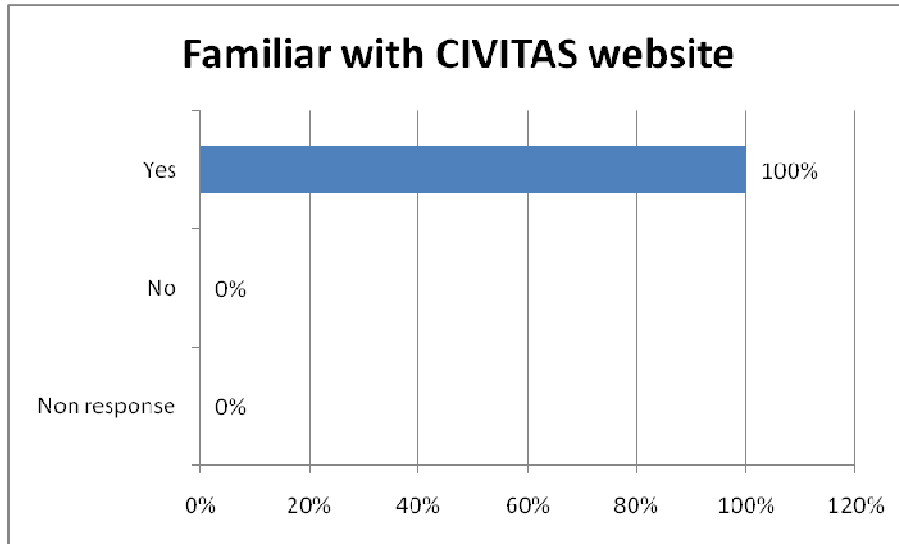




**Figure 5: Preferred CIVITAS information and communication material**

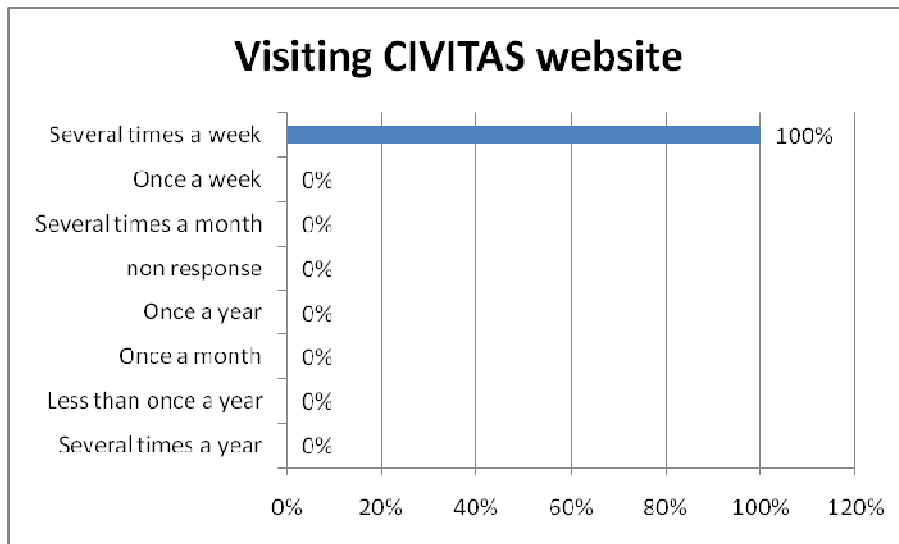
When asked about which CIVITAS information and communication materials they prefer, all project dissemination managers state a *CIVITAS events calendar*, *detailed case studies*, *good/bad practices learned* and *case studies on CIVITAS topics* (100%).

*Fact sheets on CIVITAS topics*, *gadgets*, *postcards*, *printed newsletters* and *tailor-made guidelines to promote CIVITAS at the local level* are of lesser importance.



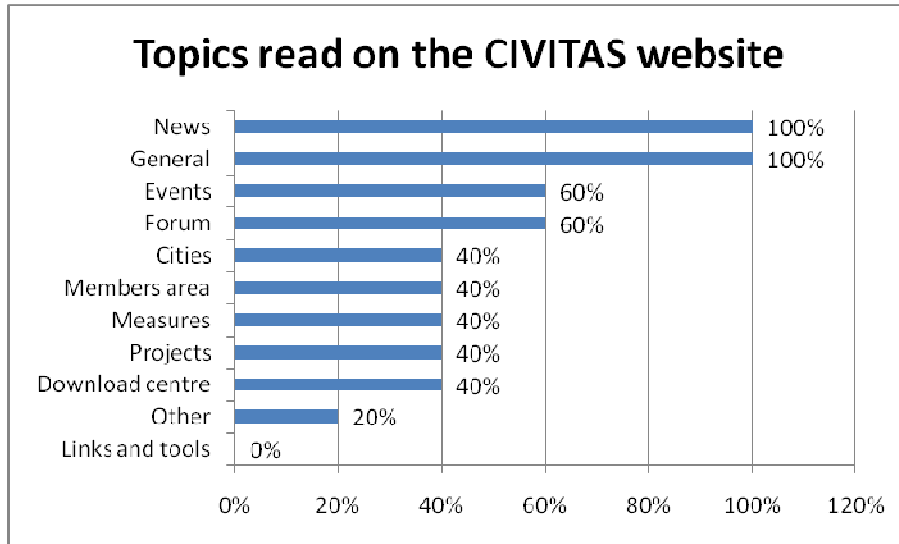
**Figure 6: Familiarity with CIVITAS website**

All project dissemination managers proved to be very familiar with the CIVITAS website (not surprisingly).



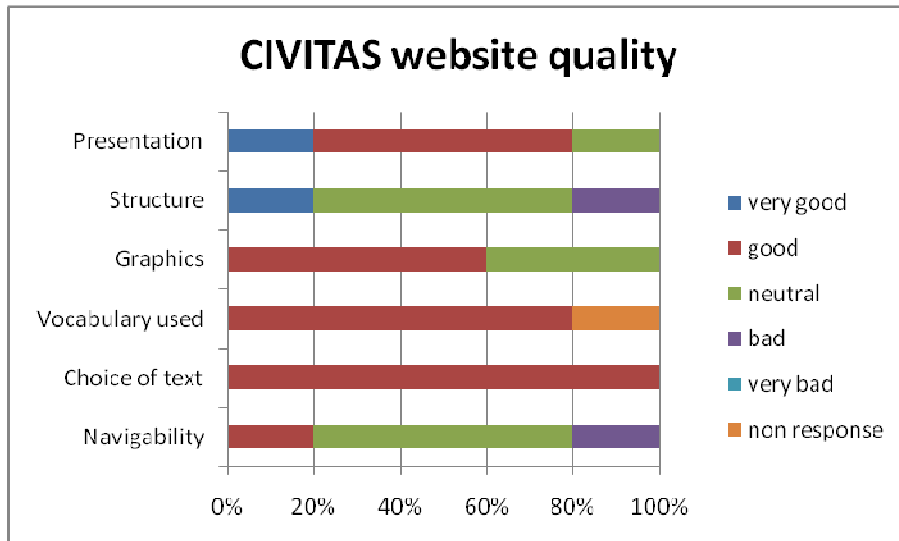
**Figure 7: Visits to CIVITAS website**

Not only are the project dissemination managers very familiar with the website, they also visit the website very regularly. All of them visit the website several times a week.



**Figure 8: Topics read on the CIVITAS website**

All project dissemination managers read the *News* and *General* sections.

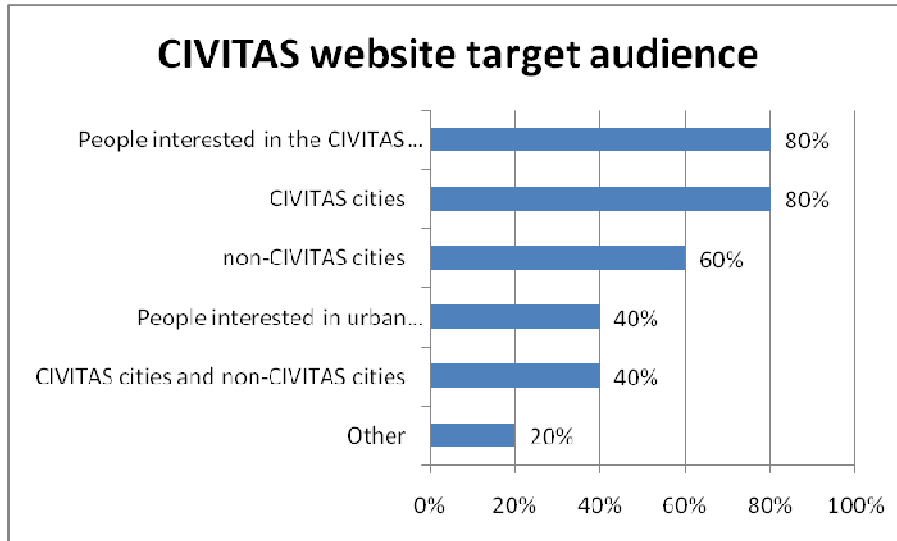


**Figure 9: CIVITAS website quality**

With respect to the overall quality assessment of the website, in general the website scores good marks: only *structure* and *navigability* receive more neutral and bad scores.

The following suggestions are made by respondents for website improvement:

- When targeting the general public, changes should be made
- Need for a forum, something interactive
- More images, colour...



**Figure 10: CIVITAS website target audience**

Project dissemination managers state that the CIVITAS website mainly targets *people interested in CIVITAS and CIVITAS cities* (80%).

A number of survey questions related to project dissemination managers' expectations with respect to the Dissemination Liaison Group (DLG) and VANGUARD.

For the DLG they stated:

- learning from other experiences;
- exchanging knowledge and experiences, especially best practices;
- support and advice.

For VANGUARD in general:

- creating cohesion between projects and CIVITAS I & II and Plus;
- making exchanges possible.

## 3.2. Survey 1: CIVITAS Plus cities – local dissemination managers

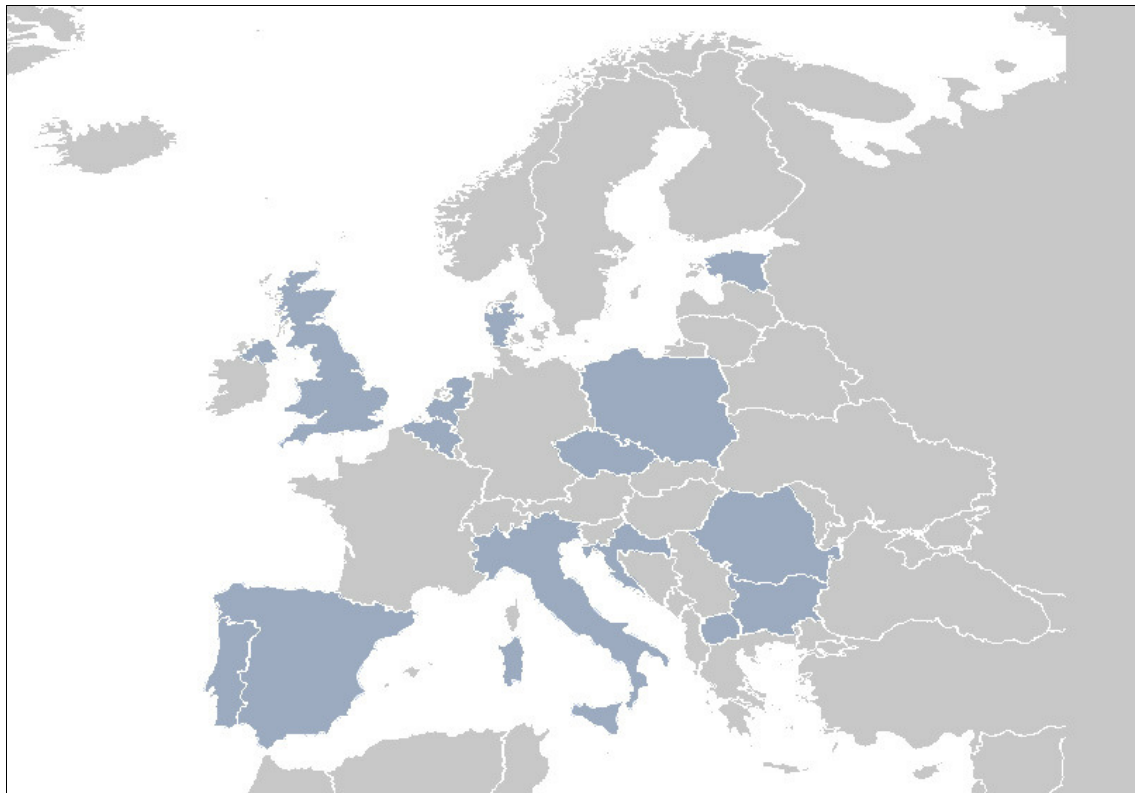
### 3.2.1. General information

With respect to survey 1, the CIVITAS VANGUARD WP2 partners wanted to reach **25 local dissemination managers in all 25 CIVITAS Plus cities**.

Extensive telephone rounds and e-mailing campaigns carried out by WP2 partners between January 19, 2009 and February 20, 2009 achieved the response of 20 CIVITAS Plus dissemination managers filling out the online questionnaire. This means a response rate of 80%.

The table below presents an overview of the profile of the **20 responding dissemination managers**.

The figure below gives an overview of the countries of the responding local dissemination managers.



**Figure 11: Countries of responding local dissemination managers**

Table 12 shows that the sample contains a large variety in terms of the size of the cities in which respondents work (between 39,000 and 750,000 inhabitants) and a good mixture between old and new EU member states (12 and 8 respectively). Almost two-thirds of the respondents (65%) indicate having some experience in marketing and communication.

**Table 12: Overview of respondents to CIVITAS VANGUARD questionnaire, CIVITAS Plus cities – local dissemination managers**

	Country	City	Number of inhabitants	Educational background	Experience in marketing/ communication
1	Croatia	Zagreb	750,000	n.a.	n.a.
2	Macedonia	Skopje	502,000	Management consultant	Stakeholder consultation, public campaigns, web forums, awareness assessment
3	Estonia	Tallinn	400,000	n.a.	n.a.
4	Italy	Bologna	372,256	Telecommunication engineering and European project planning	n.a.
5	Romania	Craiova	320,000	Engineer in industrial chemistry	IBD/GTZ – training in innovation and technological transfer
6	Romania	Iasi	303,979	PhD in machine manufacturing	n.a.
7	The Netherlands	Utrecht	300,000	Sce in human geography	Marketing manager WordPerfect Netherlands
8	Portugal	Porto	263,000	Civil engineer	Provided mobility information and organised related events (e. g. European Mobility Week)
9	UK	Brighton	253,000	Degree in communications	2.5 years' experience in marketing in Brighton
10	Spain	Vitoria-Gasteiz	233,000	Masters in biology	n.a.
11	Belgium	Ghent	235,000	Masters in political science	10 years' experience in PR/marketing/ communications in tourist attraction/ leisure business and city marketing
12	Denmark	Aalborg	194,000	Civil engineer in physical and environmental planning	Masters thesis: Planning in the branded municipality (2006)
13	Spain	San Sebastian	184,000	University degree in economics	EU dissemination since 1998. Mostly producing text content for newsletters, websites etc.
14	Italy	Perugia	158,000	Degrees in management in trade and tourism	Part of the marketing department within RATB, the surface public transport operator in Bucharest
15	Portugal	Coimbra	148,443	University degree in philosophy	14 years' practice in European projects dissemination
16	Italy	Monza	123,000	Degree in environmental sciences	Collaboration on local Agenda 21 dissemination
17	Portugal	Funchal	100,000	Degree in computer sciences	Supervising projects and organising conferences
18	Czech Republic	Usti nad Labem	93,000	University pedagogy	None so far
19	Poland	Szczecinek	39,000	Degree in pedagogy; Postgraduate degree in psychology in management and public relations	2 years as inspector on city promotion and media contacts
20	Bulgaria	Gorna Oryahovitsa	38,764	Bachelors degree in applied linguistics/English; occupational qualification in business administration; now doing a Masters in media and advertising	No experience

The table below shows an overview of the CIVITAS Plus cities' local dissemination managers contacted by telephone and e-mail, but who did not fill out the questionnaire by February 20, 2009.

**Table 13: Non-response CIVITAS VANGUARD questionnaire — CIVITAS Plus cities' local dissemination managers**

	<b>Country</b>	<b>City</b>
1	Czech Republic	Brno
2	Italy	Brescia
3	UK	Bath
4	Slovenia	Ljubljana
5	Poland	Gdansk

### 3.2.2. Training topics of interest

When asked about the CIVITAS training topics that VANGUARD plans to organise in the coming years, respondents would be most interested to participate in trainings on:

- marketing and branding techniques (75%);
- evaluation of measures (65%);
- cultural differences in Europe (55%);
- stakeholder consultation methods (50%);
- transport management (50%); and
- soft measures (50%).

The least popular are *access restrictions* (20%) and *gender issues* (10%).



**Figure 12: Training topics — interest in participating**

When asked to further specify the training topics, respondents came up with the following suggestions:

In the category *clean fuels and vehicles*:

- biofuels (twice)
- electric and hybrid vehicles
- new services and technology
- cost-effectiveness
- certification
- life-cycle analysis.

In the category *access restrictions*:

- access control ( 3 times)
- low emission zones (twice)
- schemes used and legislation
- reduction of freight.

For the item *collective passenger transport*:

- real-time information (twice)



- integration with other modes
- PT preference
- quality management.

For the item *integrated pricing strategies*:

- innovative use of parking and public transport pricing
- ticketing improvement
- integration between parking and access pricing
- parking policies.

For the item *less car intensive lifestyles*:

- car pooling
- car sharing
- demand responsive transport (DRT)
- safety and security
- light transport roads and crossings.

For the item *soft measures*:

- awareness raising on walking and cycling (4 times)
- marketing soft modes (twice)
- mobility education for children
- road safety campaigns
- collecting and distributing information to citizens and stakeholders
- lessons learned on awareness raising from previous CIVITAS rounds and what we can do better.

For the item *urban goods transport*:

- innovative freight logistics services
- consolidation centres
- environmental zones.

For the item *transport management*:

- transport management system (3 times)
- inter-modal travel information
- telematics system
- traffic management schemes.

For the item *social inclusion*:

- specific measures for disadvantaged groups
- reaching different target groups
- inclusion of elderly people, children, women, men, car users.

For the item *cultural differences in Europe*:

- in-depth knowledge on this issue
- how to send a message in a multilingual, multicultural city
- transferability of good experiences.

For the item *marketing and branding techniques*:

- messages to different groups of people
- creating newsletters.

For the item *stakeholder consultation methods*:

- methodological development in raising awareness.

For the item *evaluation of measures*:

- assessment methods and instruments.

For the item *quality management of measures*:

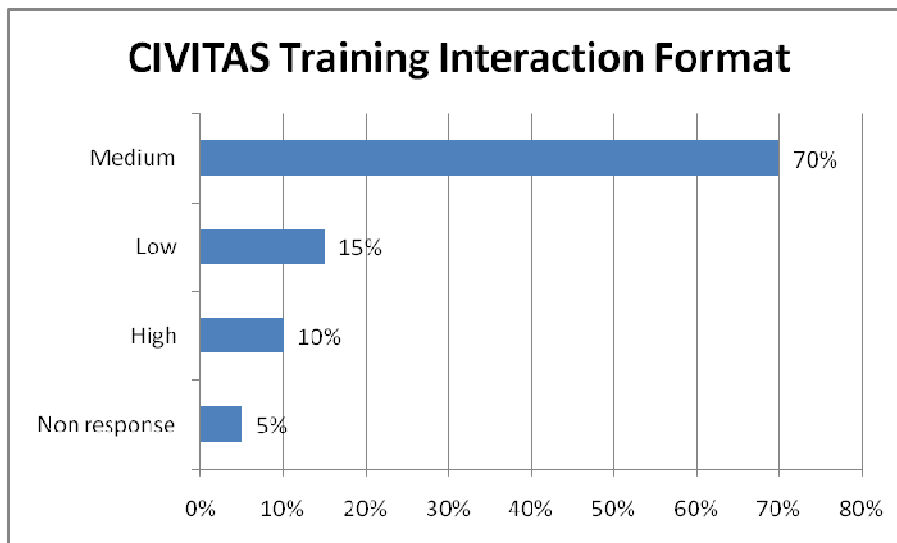
- regulations at the European level.

For the item *financial management of measures*:

- financial management tools.

Mentioned under *other* was the success and failure of CIVITAS I and II projects.

Besides content, the format of the trainings was also questioned. As for the preferred interaction format of the CIVITAS trainings organised, 70% of respondents prefer medium interaction (e.g. workshops).



**Figure 13: CIVITAS training interaction format**

Respondents were asked to indicate what type of interesting event on sustainable mobility they had attended in the past.

Responses were:

- Wheels of Change Conference, London, 1998
- EU Transpower project activities and workshops

- CIVITAS Forum, Bologna (Italy), November 2008
- CIVITAS ELAN workshop on intermodality, Brno
- A Step into Older Age, Real-Life Experience, by ZGB, Salzburg
- ECOMM

Secondly, respondents were asked to indicate a number of recommended trainers.

Willy Miermans (University of Hasselt, Belgium) and Tom Rye (Napier University, UK) were recommended. It was mentioned that ECOMM 2008 had some good trainers on mobility management and travel awareness.

### 3.2.3. Preferred CIVITAS information and communication material

In response to the question of which CIVITAS information and communication materials the local dissemination managers prefer, the figures below show that most respondents are in favour of:

- a CIVITAS events calendar (70%)
- general guidelines on how to promote CIVITAS at the local level (65%)
- detailed case studies (65%).

They are least in favour of a *printed newsletter* (5% find it very useful; 40% identify it as not useful).

One respondent would like the possibility to *subscribe to events and conferences online* and to have a *local website in the city's language*.

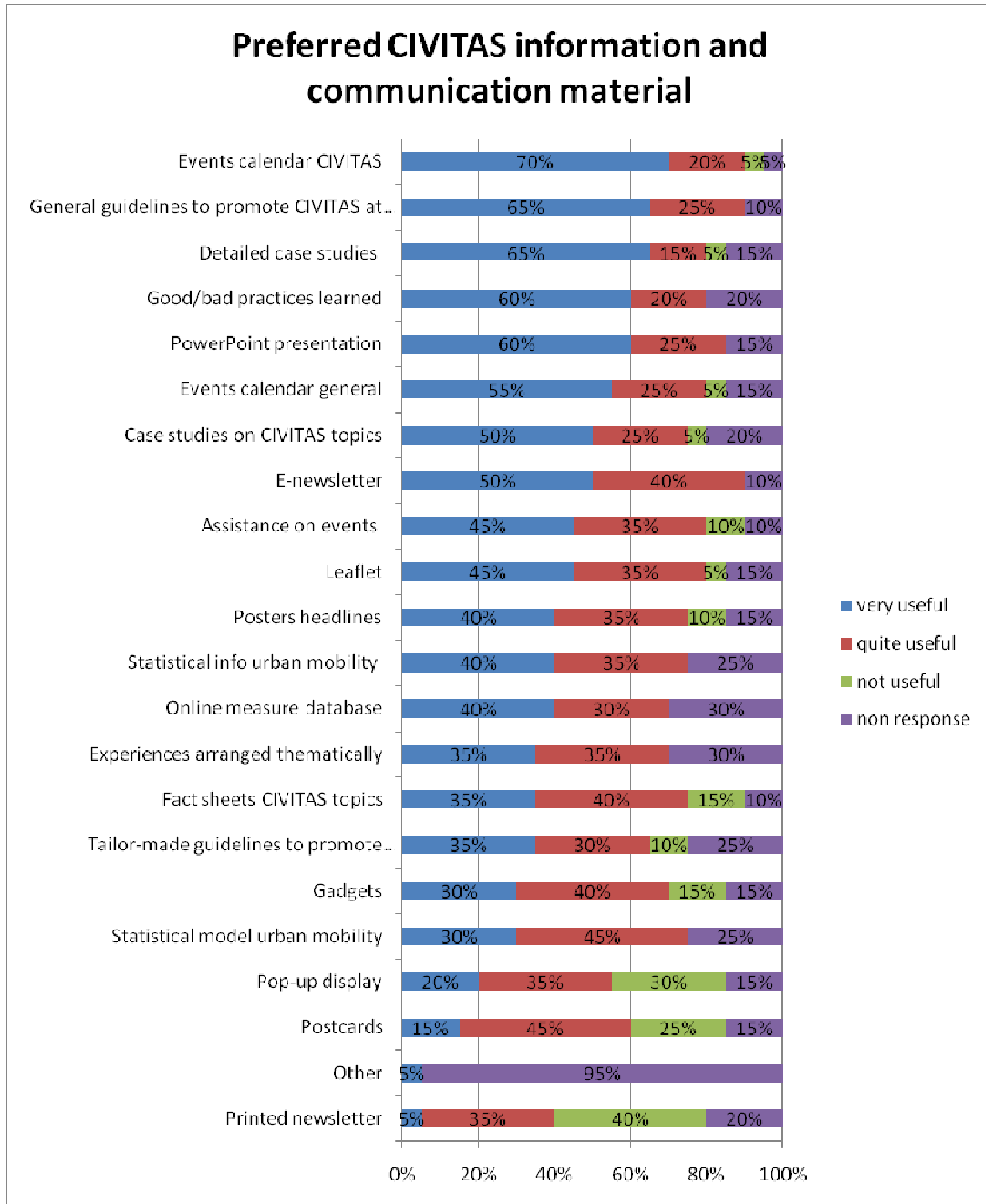
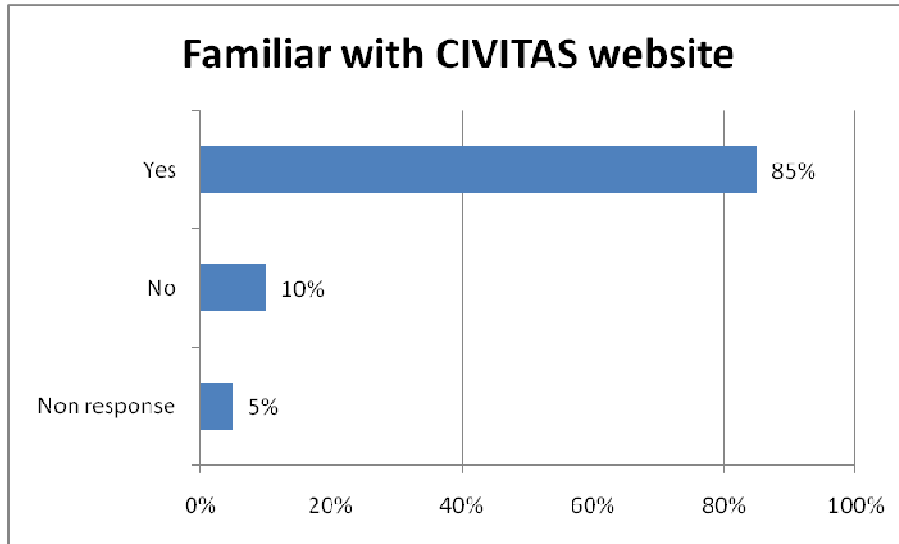


Figure 14: Preferred CIVITAS information and communication material

### 3.2.4. CIVITAS website

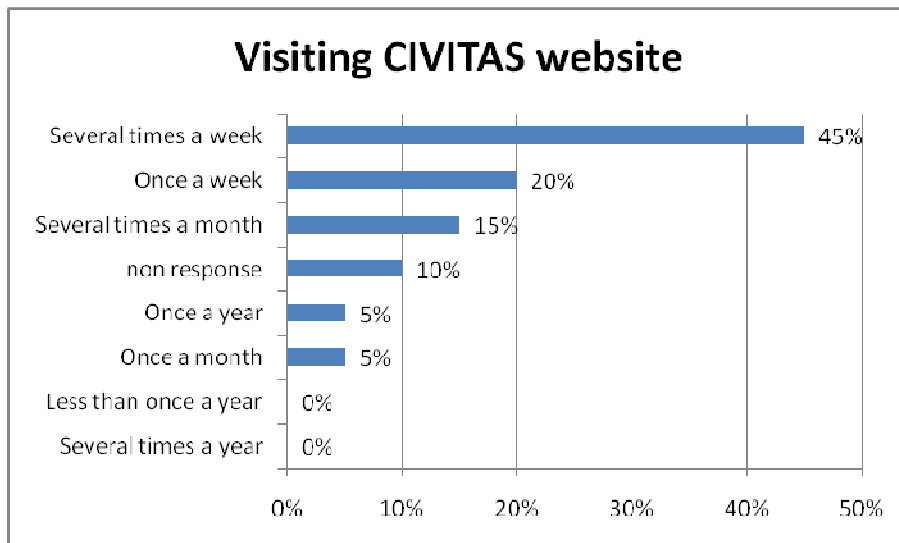
The CIVITAS website is one of the most important media by which to communicate to the outside world about the CIVITAS Initiative. A number of questions were aimed at assessing the current CIVITAS website and possible future improvements.

The first question concerned familiarity with the CIVITAS website: 85% of respondents know the CIVITAS website.



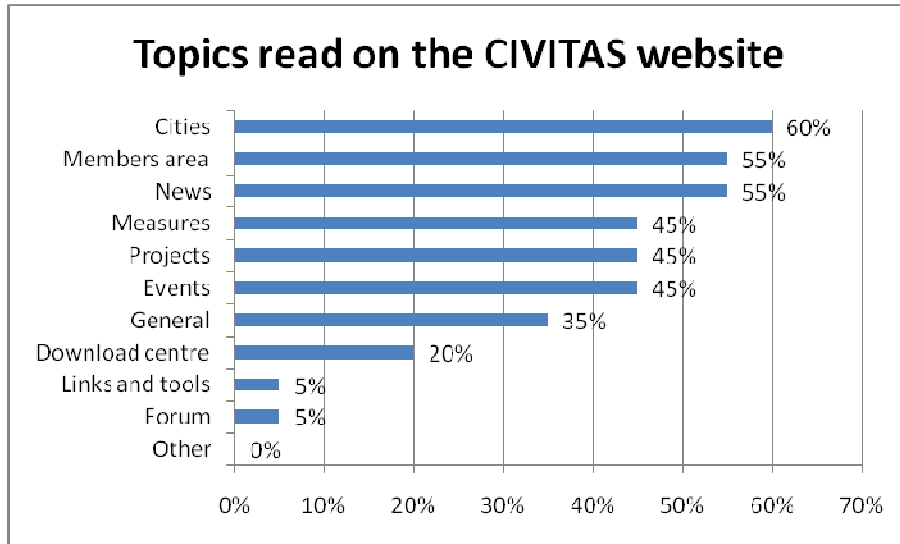
**Figure 15: Familiarity with CIVITAS website**

When asked about the frequency of their visits to the CIVITAS website, almost half of the local dissemination managers (45%) state that they visit the website several times a week. Almost two-thirds of the respondents visit the website once or several times a week.



**Figure 16: Visits to CIVITAS website**

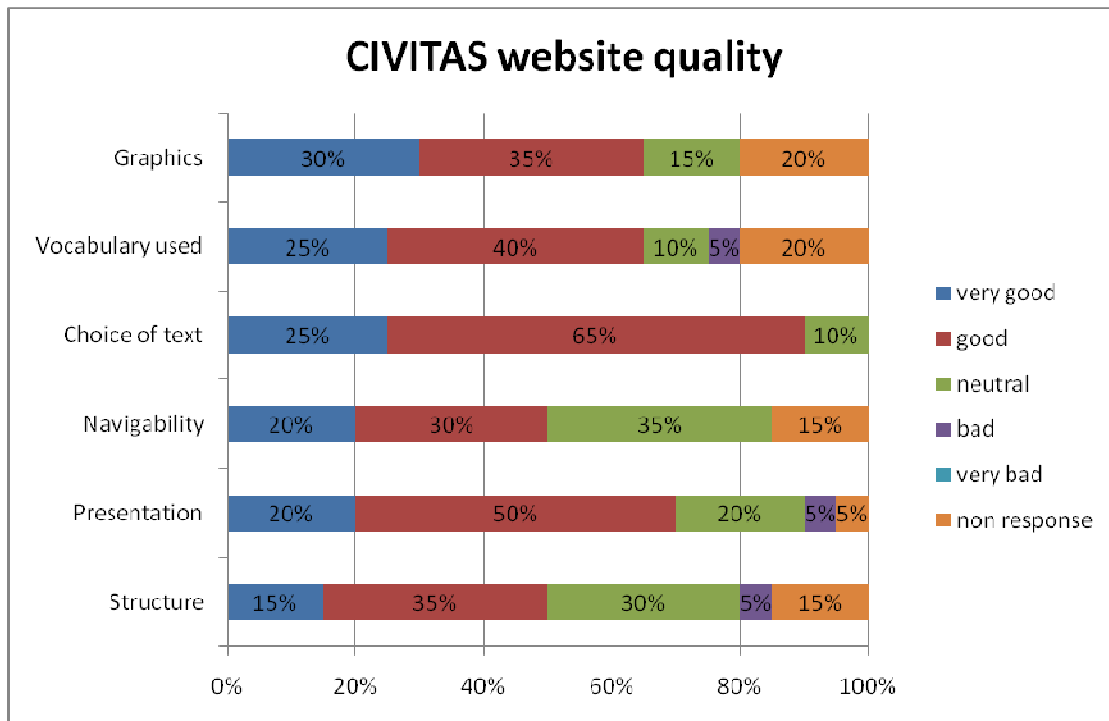
With respect to content, most local dissemination managers visit the “Cities” section of the website (60%). The *Members area* and *News* sections are the second and third most popular (55% each).



**Figure 17: Topics read on the CIVITAS website**

Respondents were also asked to assess the overall quality of the CIVITAS website with respect to six items.

Most appreciated (very good or good) were the choice of text, presentation and graphics. Navigability and structure were least appreciated.

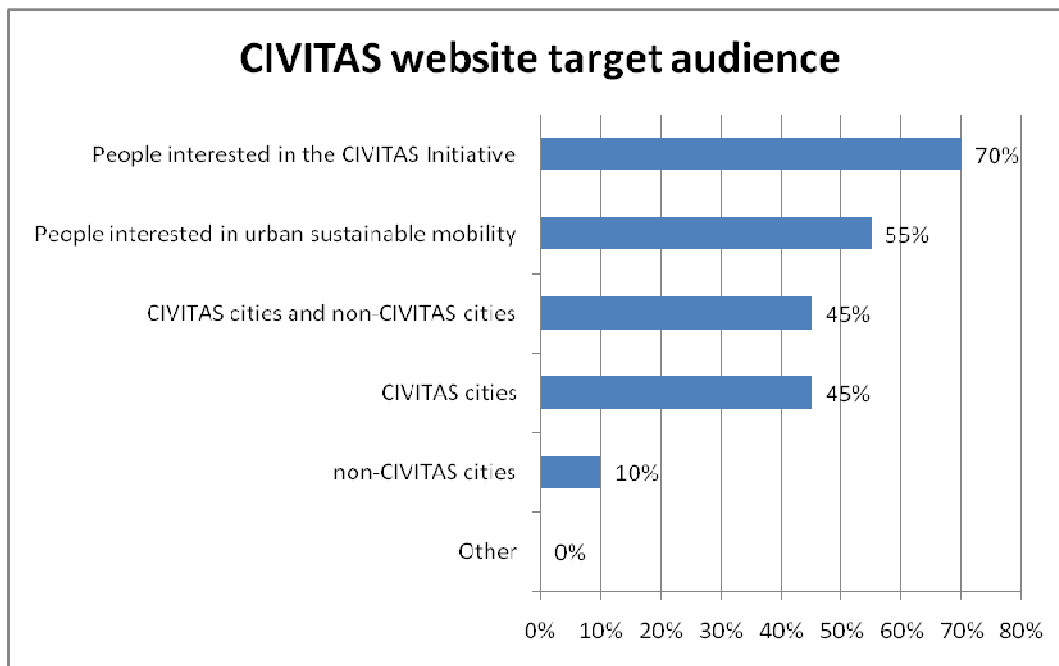


**Figure 18: CIVITAS website quality**

One respondent commented on the website that “it has an overall old look and feel with a strange search engine where you land on Google”.

Some respondents made suggestions for website improvement:

- more photos
- better graphics
- help windows
- better maps
- easier access to the measures database
- better way to present the CIVITAS cities
- refresh the design
- “more is less” principle
- maybe introduce a blog system
- better CMS — the system dates from years ago
- thematic entries are needed (for each theme the website needs to add some value on top of the content delivered by the project. This could be synthesis analysis, lessons learned, benchmarking etc.)
- basic information highlights to new members.



**Figure 19: CIVITAS website target audience**

Part of the quality check on the current CIVITAS website was to identify the CIVITAS website target audience. Some 70% of respondents think *people interested in the CIVITAS Initiative* are the main target group of the CIVITAS website.

### 3.2.5. Support to VANGUARD

So far, the questions asked have only related to what VANGUARD can provide *for* local dissemination managers. In order to get a picture of what VANGUARD can expect *from* the local dissemination managers, questions were asked on measure reporting, case study reporting, news items and multiplying CIVITAS among peers.

The results show that, for content, local dissemination managers would like to:

- write a case study on a city measure (80%);
- write a report on a city measure (75%);
- write a news item on a city measure (70%); and
- act as a multiplier (60%).

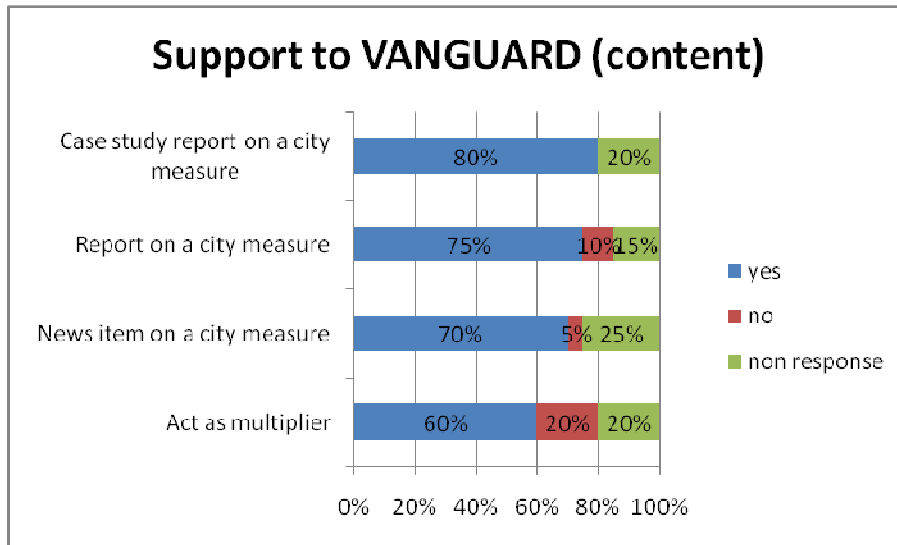


Figure 20: Support to VANGUARD (content)

As for timing and frequency, most respondents would like to deliver something after measure implementation.

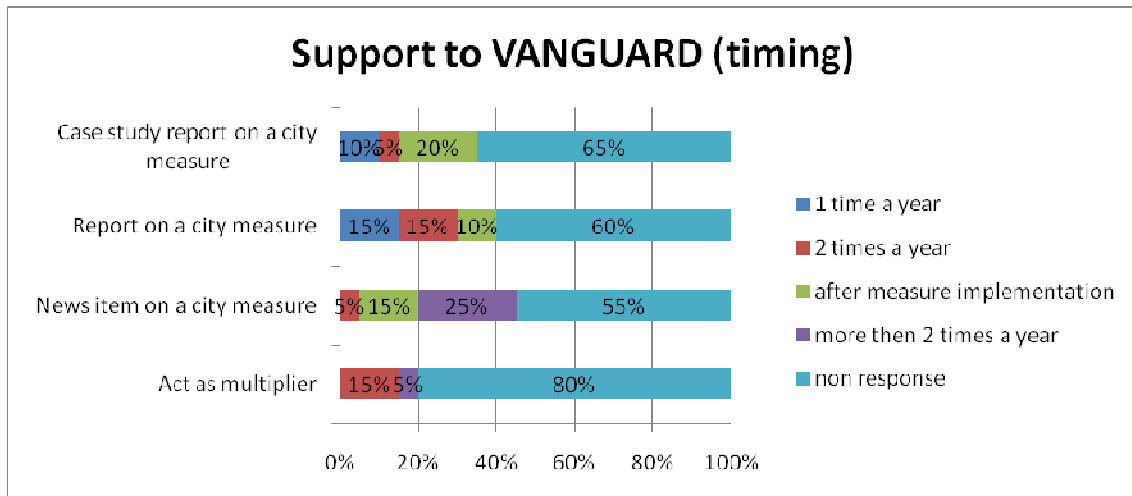


Figure 21: Support to VANGUARD (timing)



### 3.3. Survey 1: CIVITAS Plus cities – local decision makers

#### 3.3.1. General information

**Table 14: General information on responding local decision makers**

Country	City	Number of inhabitants	Employees in city administration	Employees involved in transport	Modal split known?
Bulgaria	Gorna Oryahovitsa	38,764	131	5	no
Poland	Szczecinek	39,000	80	4	yes
Slovenia	Ljubljana	267,386	525	38	yes
Romania	Iasi	303,979	684	5	no
Macedonia	Skopje	502,000	300	15	yes
Croatia	Zagreb	790,000	2.500	40	yes
Czech Republic	Usti nad Labem	93,000	430	45	yes
Italy	Perugia	158,000 (metropolitan area); 75,000 (city area)	1,350	130	yes
Romania	Craiova	320,000	280	16	yes
Portugal	Coimbra	148,443	1960	490	yes

Table 14 provides background information on the responding local decision makers and their cities.

We have **responses from 10 decision makers from the 25 CIVITAS Plus cities.**

The following map shows the countries of the responding local decision makers.

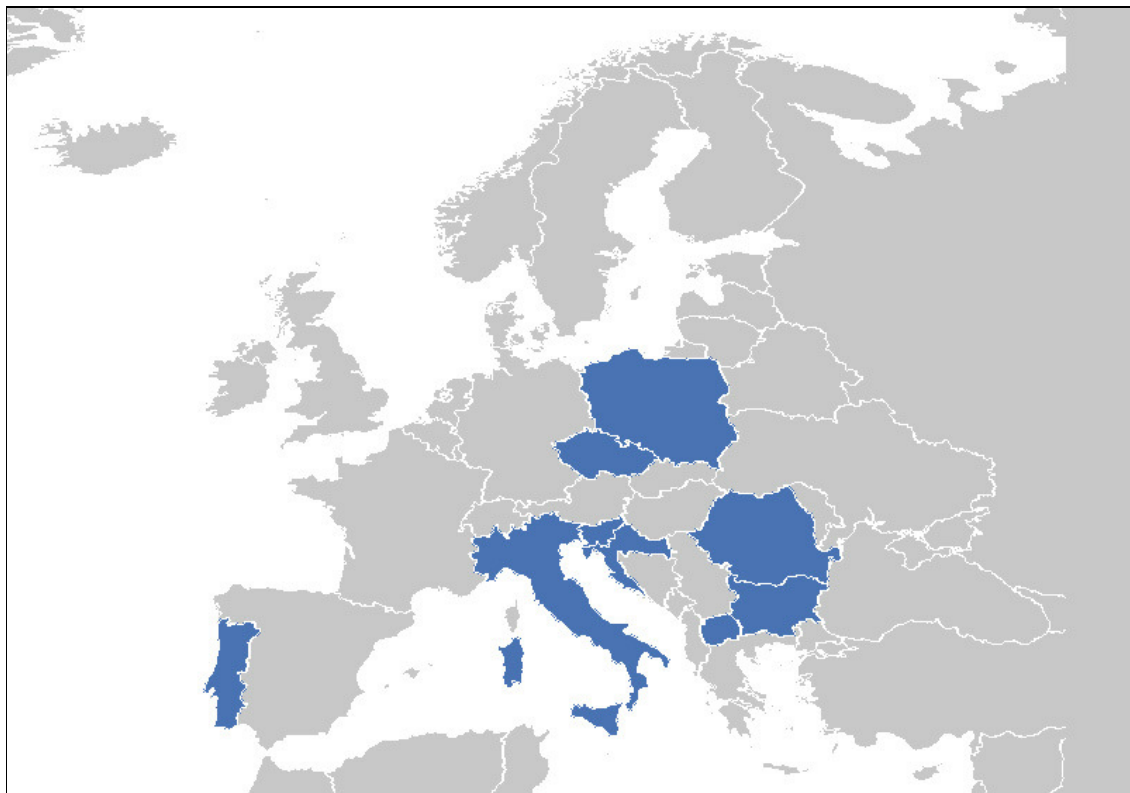


Figure 22: Countries of responding local decision makers

### 3.3.2. Acquaintance with the CIVITAS Initiative

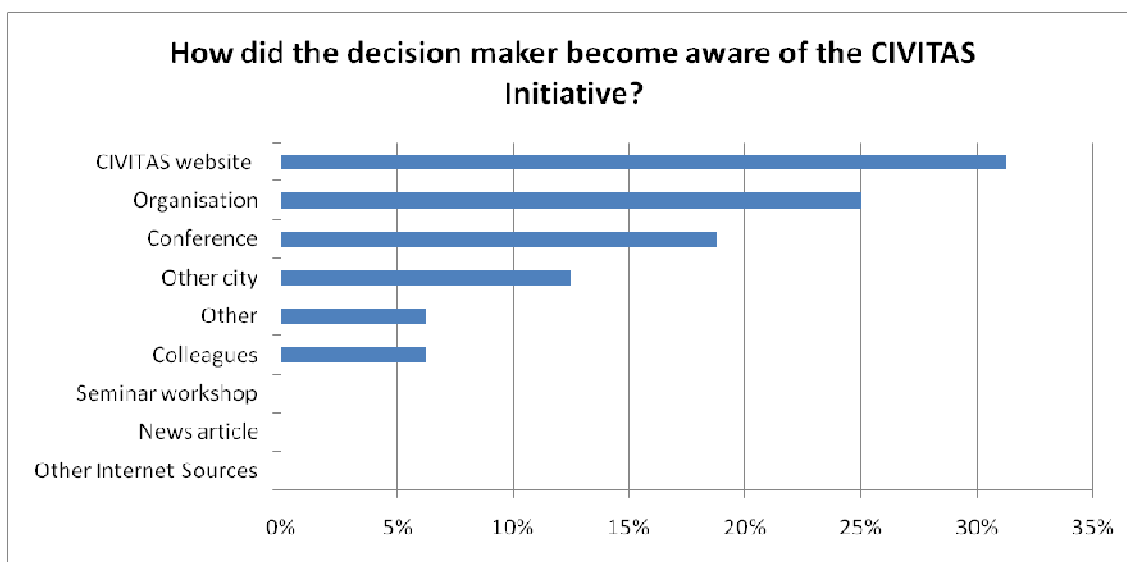


Figure 23: How did the decision maker become aware of the CIVITAS Initiative?<sup>6</sup>

<sup>6</sup> Response rate: 100%

Some 31% of the responding decision makers became aware of the CIVITAS Initiative via the CIVITAS website; 25% of politicians were introduced to the initiative by an organisation. The organisations mentioned are:

- NEA organisation
- EUROCITIES
- Umbria Region ICE in Brussels
- SMTUC.

The conferences mentioned are:

- CIVITAS Forum
- Mobility Conference, Twente, the Netherlands, 2006
- IMPACTS.

One local decision maker became aware of the initiative via a consultancy company, which informed them about the opportunities.

Some 50% of local decision makers became aware in 2007 (see figure 25).

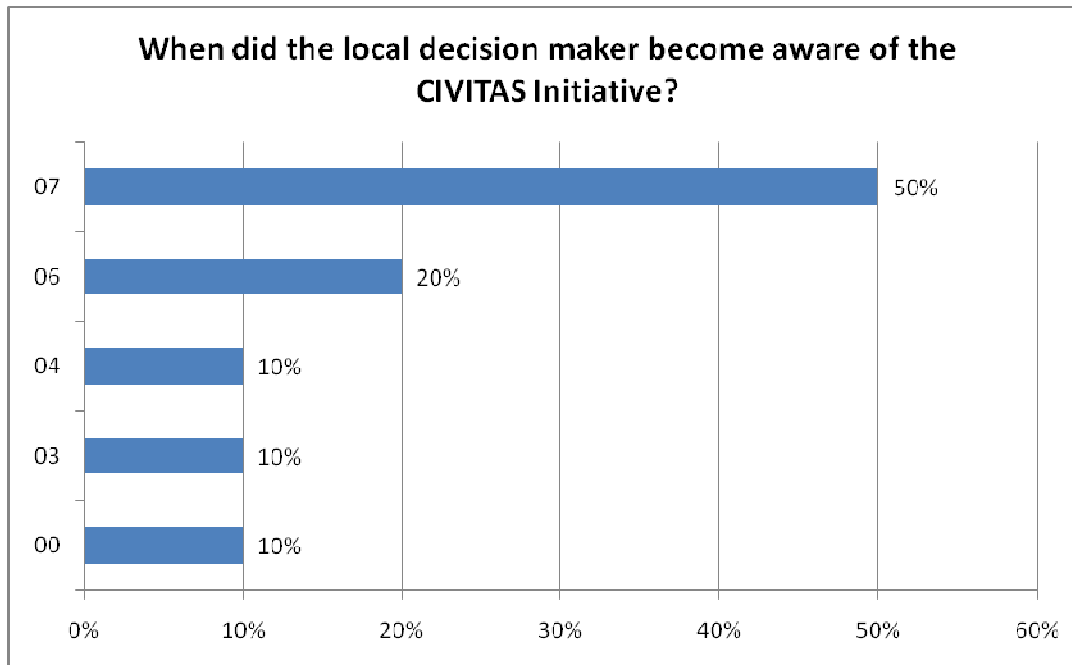


Figure 24: When did the local decision maker become aware of the CIVITAS Initiative?<sup>7</sup>

### 3.3.3. CIVITAS Plus interests

Figure 25 shows that the most important reason for local decision makers to apply for CIVITAS Plus funding was *interest in gathering information*. Also *learning from other cities* is an important reason for applying.

One respondent also mentioned promoting local innovative mobility actions as a reason for applying.

<sup>7</sup> Response rate: 100%

By far the least important reason for applying is *obtaining an external stamp of approval for local initiatives*: 30% of respondents indicate it as a reason to a low extent.

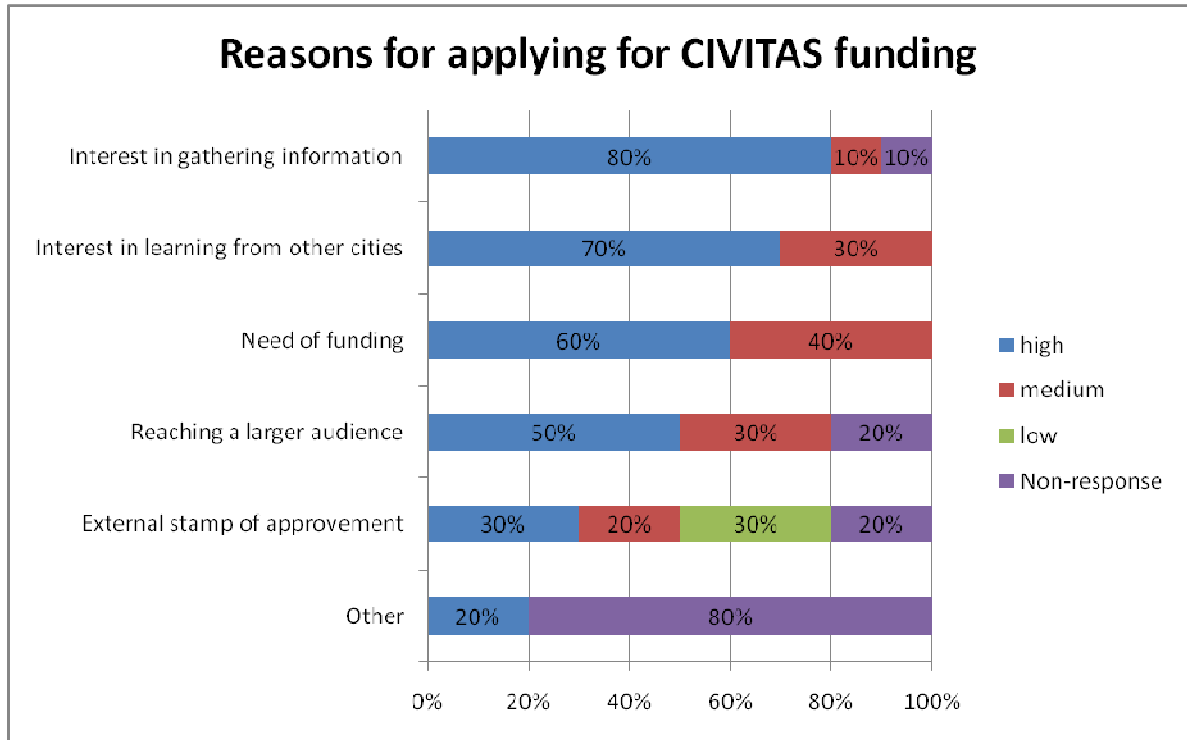


Figure 25: Reasons for applying for CIVITAS funding

### 3.3.4. Previous involvement in CIVITAS

Table 15: Previous application by cities for CIVITAS funding?

Yes	No
30%	70%

Table 16: Previous involvement by cities in CIVITAS?

Yes	No
10%	90%

The figure and tables show that only 30% of the cities have previously applied for CIVITAS funding, and only 10% of the cities have been involved in CIVITAS in the past, according to the decision makers.

3.3.5. Reasons for involvement in CIVITAS

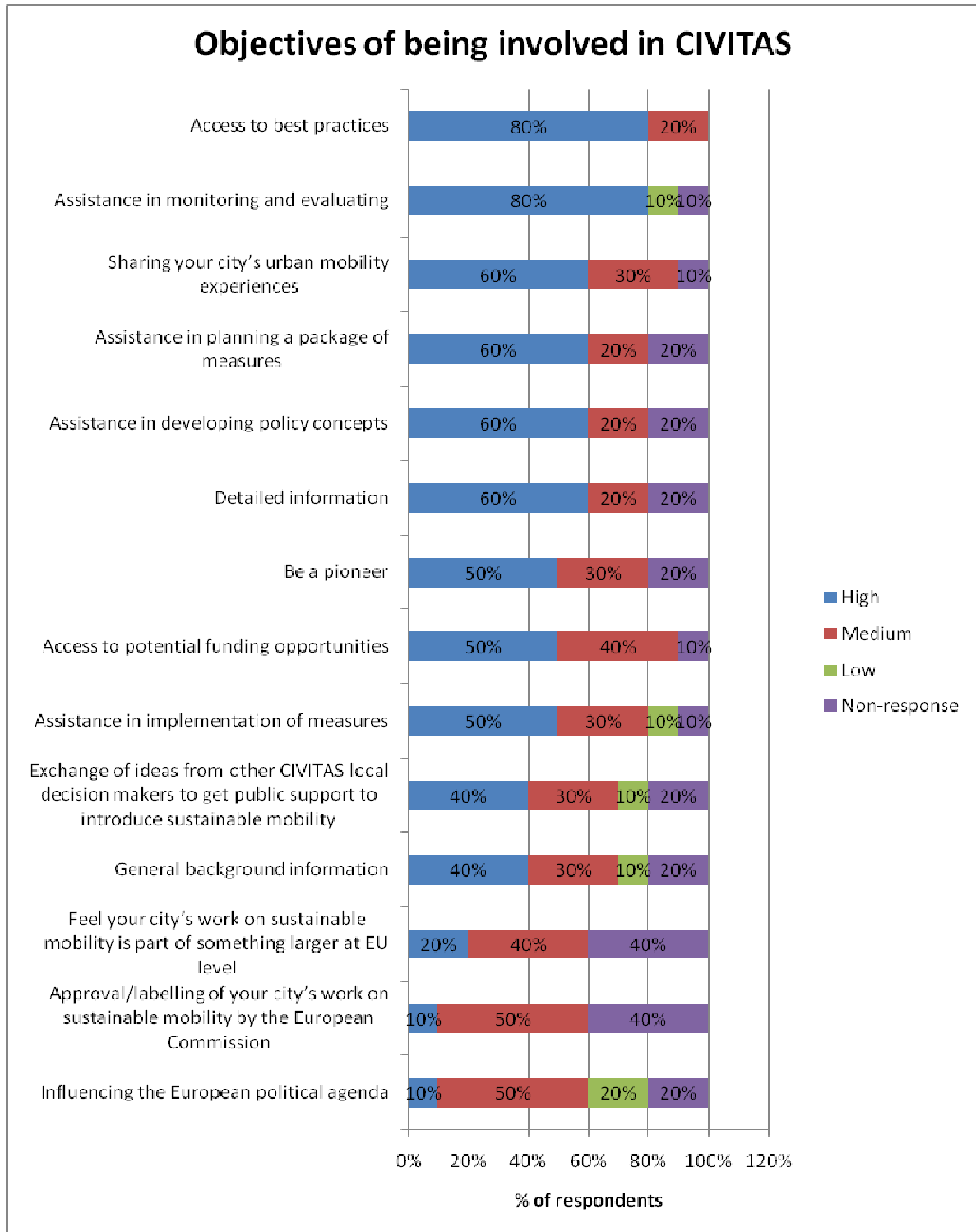


Figure 26: Objectives of being involved in CIVITAS

As can be seen in figure 26, 80% of respondents mentioned *access to best practices* and *assistance in monitoring and evaluation* as an objective with high importance for involvement in the CIVITAS Initiative.

### 3.3.6. Sustainable mobility activities

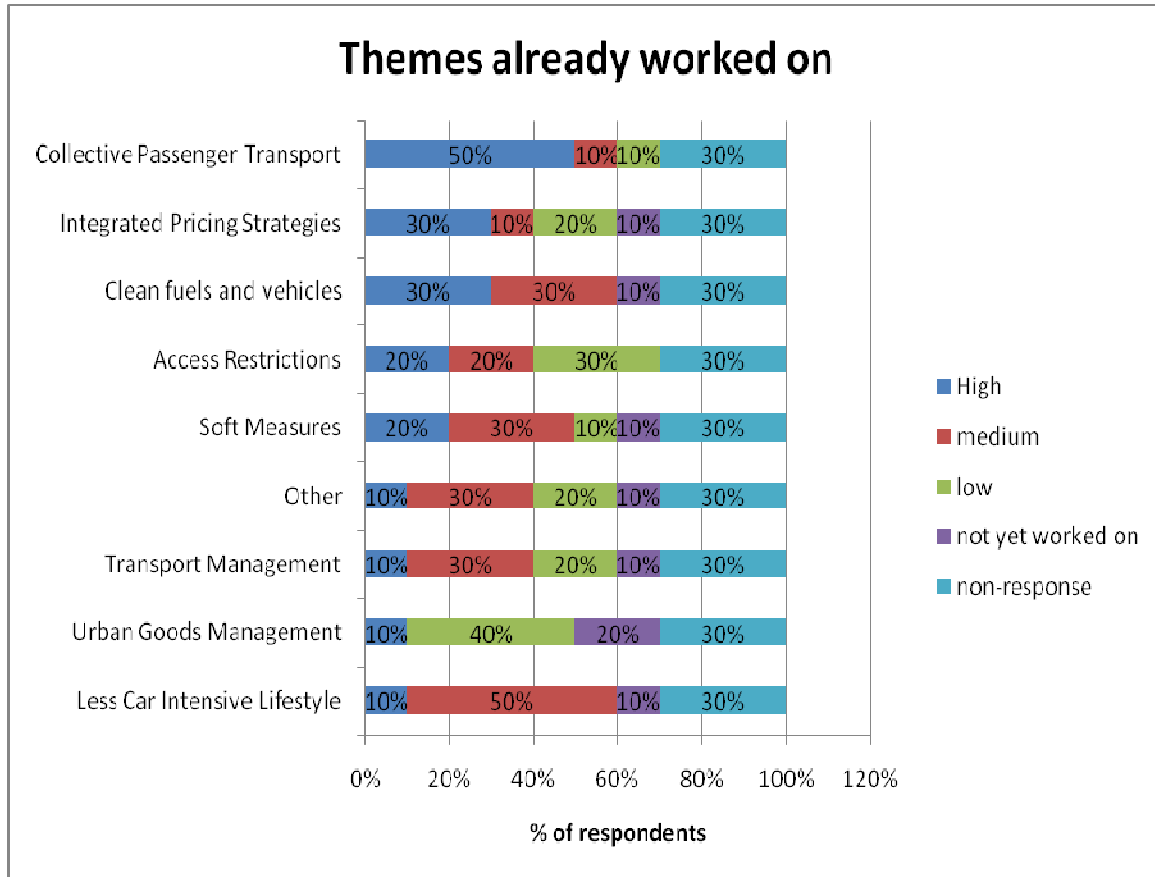


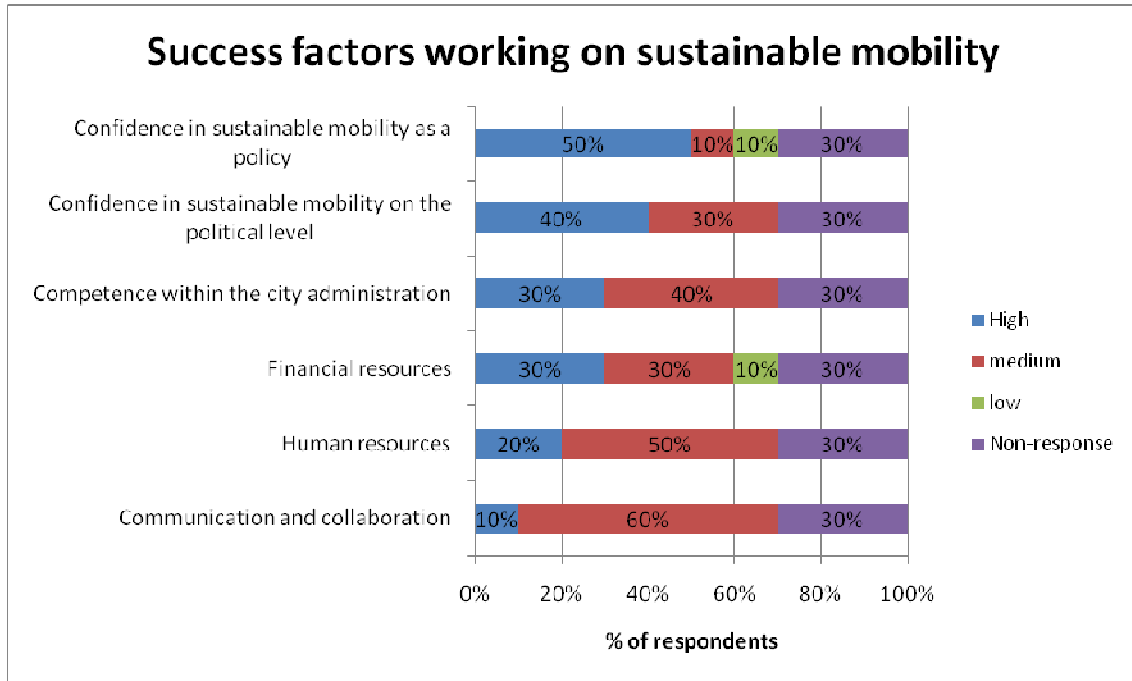
Figure 27: Themes already worked on<sup>8</sup>

Figure 27 shows that *collective passenger transport* is the most popular theme on which cities have been working. Some 50% of respondents indicated this as a theme on which they have been working to a high extent. *Urban goods management* receives the lowest level of attention from the cities. *Less car intensive lifestyles* receives attention from 50% of the responding cities to a medium extent.

Figure 28 makes clear that *confidence in sustainable mobility as a policy* is a success factor to a high extent for working on sustainable mobility. Some 50% of the respondents indicated this as a success factor to a high extent. *Communication and collaboration with local key stakeholders on the topic of sustainable mobility* is indicated by 60% of the respondents as a success factor to a medium extent.

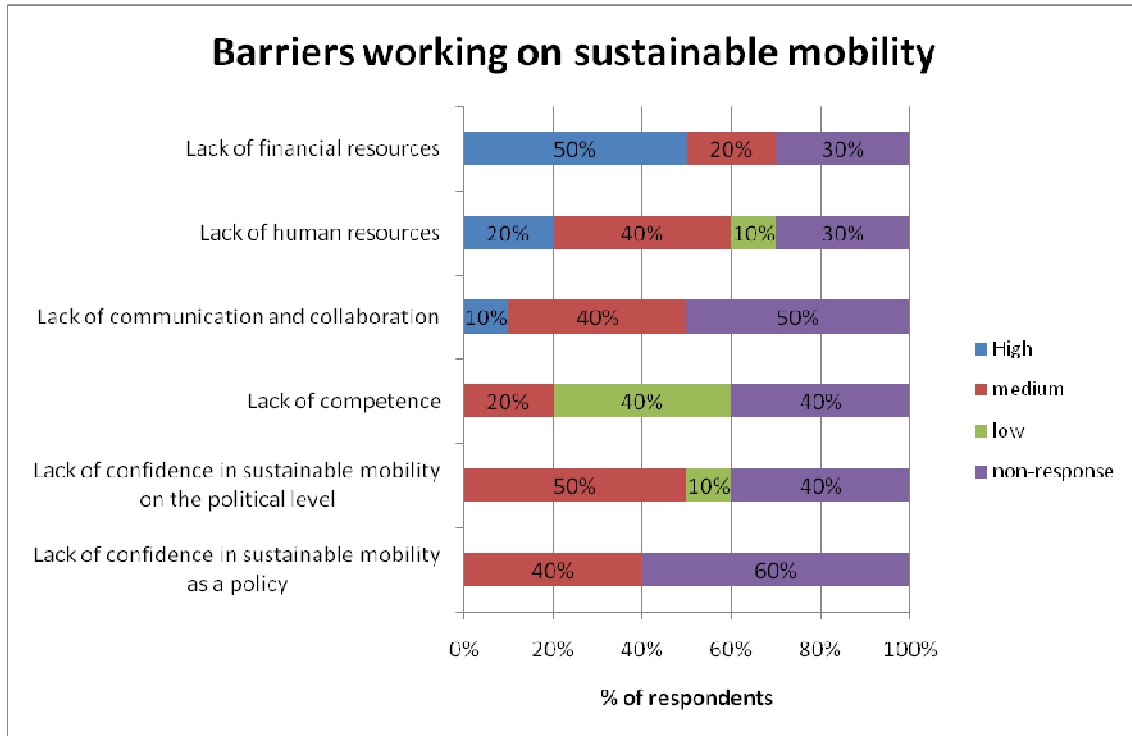
Under the category of *other themes*, one respondent specified telematics for vehicle flow management and control.

<sup>8</sup> Response rate: 70%



**Figure 28: Success factors in working on sustainable mobility**

Respondents were also asked about the barriers to implementing sustainable mobility measures. By far the most important barrier seems to be *lack of financial resources* (see figure 29). Some 50% of the respondents indicated this factor as a barrier to a high extent. *Lack of competence* is indicated by 40% of respondents as a barrier to a low extent. Thus cities do not seem to have a problem with competences concerning sustainable mobility. A *lack of confidence in sustainable mobility on the political level* is mentioned by cities as a barrier to a medium extent by 50% of respondents.



**Figure 29: Barriers to working on sustainable mobility**

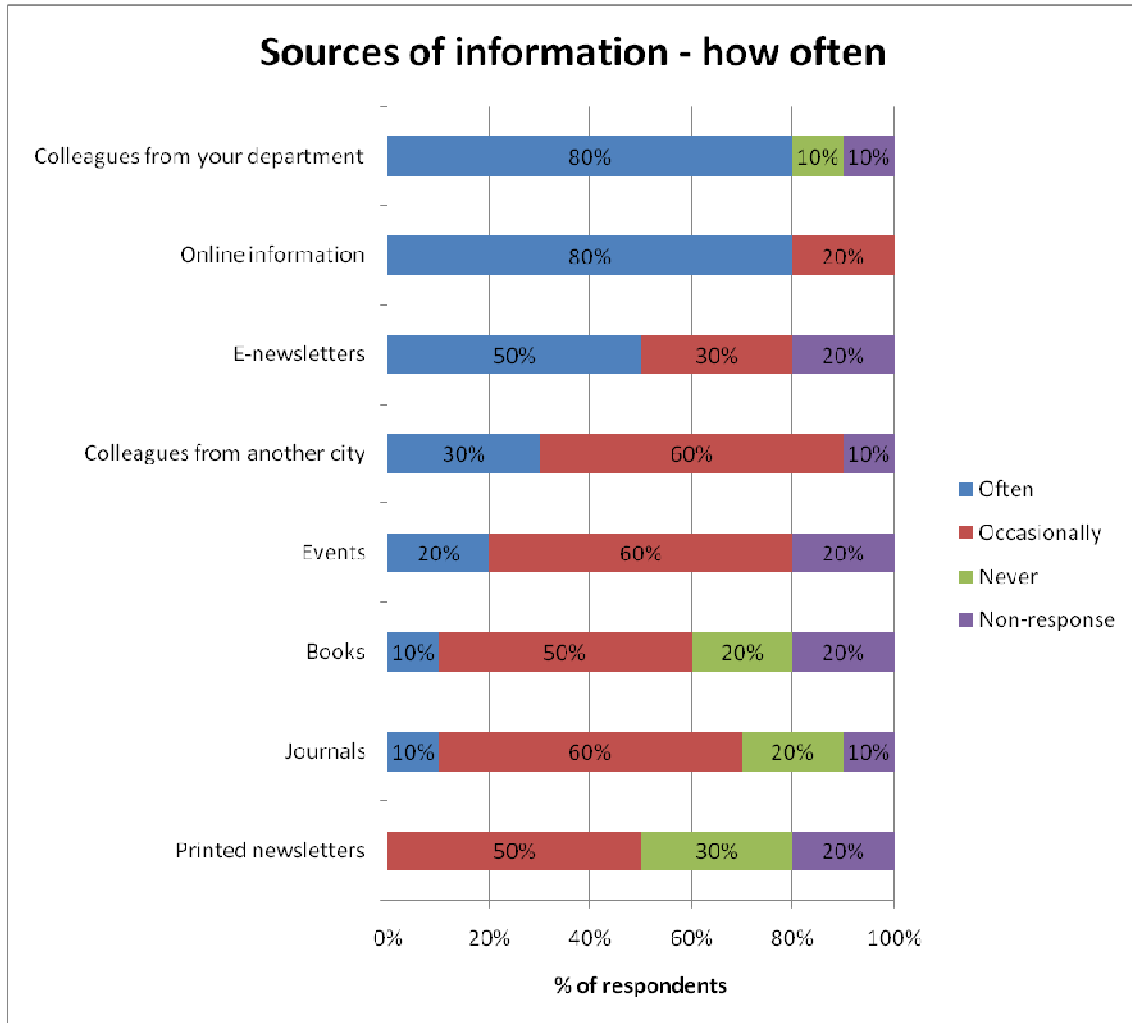
Respondents were also asked if they have in place a quality management scheme for sustainable mobility work. Only 29% of cities do.<sup>9</sup>

### 3.3.7. Use of information sources

Figure 30 shows the sources used by local decision makers when looking for information concerning sustainable mobility. *Online information* and *colleagues from another department* are mostly used by respondents as an information source. Some 80% of all respondents often use *online information* as a source for sustainable mobility information and *colleagues from another department*. *Printed newsletters* are not a popular information source: none of the respondents use this source often and 30% of respondents never use it.

<sup>9</sup> Response rate: 70%





**Figure 30: Sources of information — how often**

Figure 31 shows the importance of the sources used. *Online information* is indicated by 90% of the respondents as highly important for them. *Books*, *events* and *colleagues from another city* are all important information sources to a medium extent (50% of respondents) and for 30% of respondents *printed newsletters* have a low importance together with *journals*.

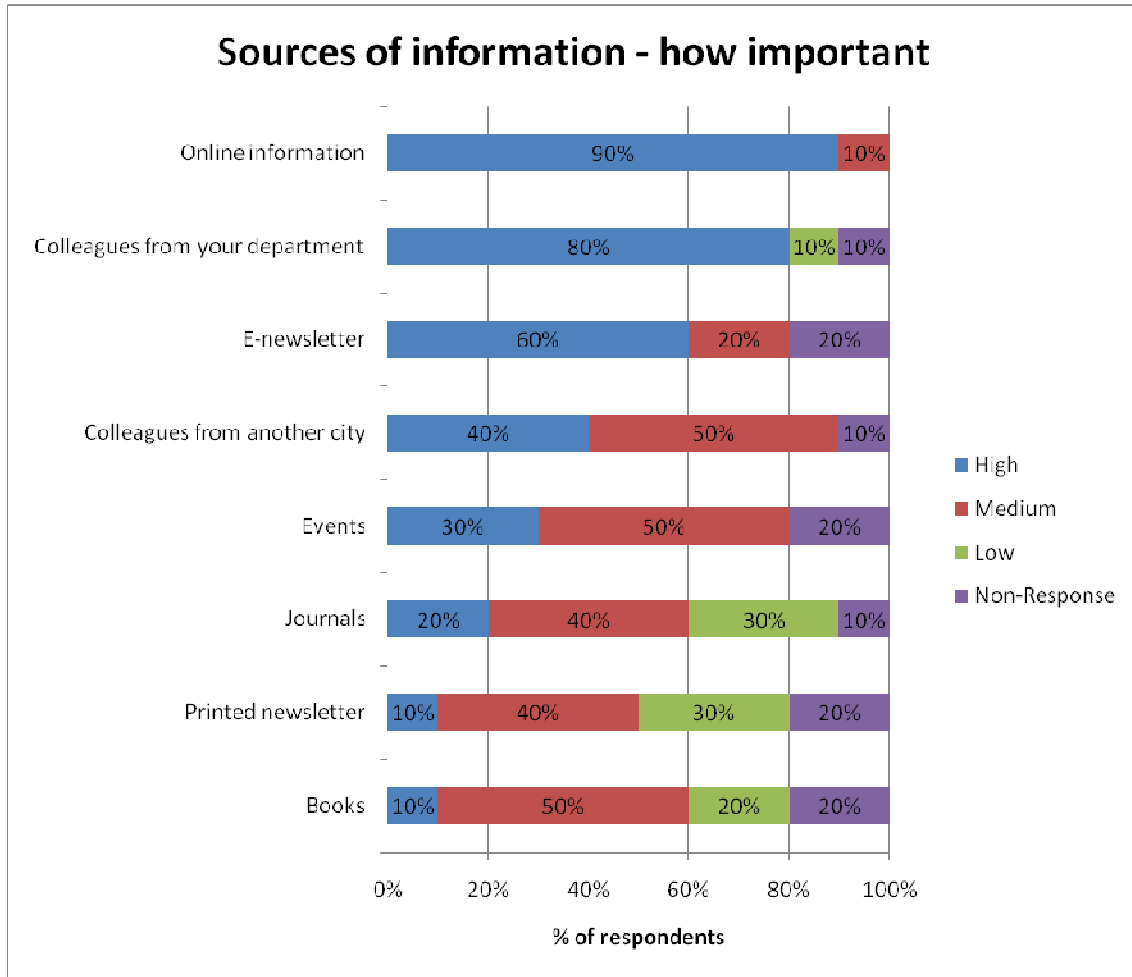


Figure 31: Sources of information — how important

### 3.3.8. Training topics of interest

With respect to training, 60% of respondents indicated *transport management* as a training topic in which they would be interested. *Social inclusion* and *collective passenger transport* are indicated by 50% of respondents as an interesting topic. The least popular topic is *gender issues*. None of the respondents indicated this topic (see figure 32).



**Figure 32: Training topics**

Figure 33 shows the preferred level of interaction during the trainings. The workshop type is preferred by 80% of respondents. None of the respondents chose lecture-type training.

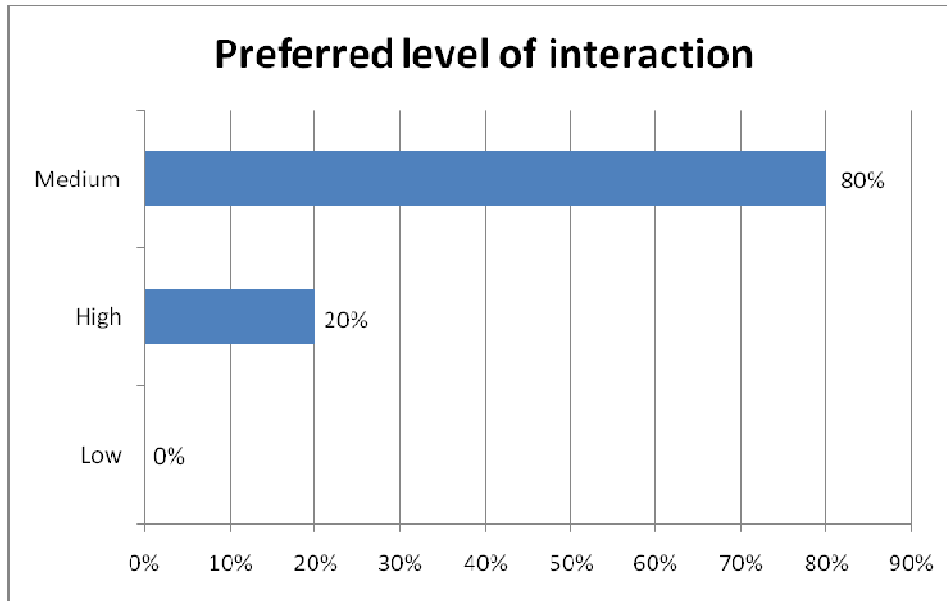


Figure 33: Preferred level of interaction<sup>10</sup>

### 3.3.9. Preferred information services and sources

Figure 34 shows information services and sources that are indicated as important for cities in receiving information about CIVITAS.

Among local decision makers, 90% indicated *electronic alerts* as a highly interesting service. Also *good/bad practices learned* and *European funding opportunities* are indicated by 80% of local decision makers. *Online networking* is indicated by 80% of all respondents as an interesting information service to a medium extent.

*Online measure database* and *experiences arranged thematically* seem to be the least popular information service. Some 50% of respondents indicated these as an interesting service to a low extent.

<sup>10</sup> Response rate: 100%

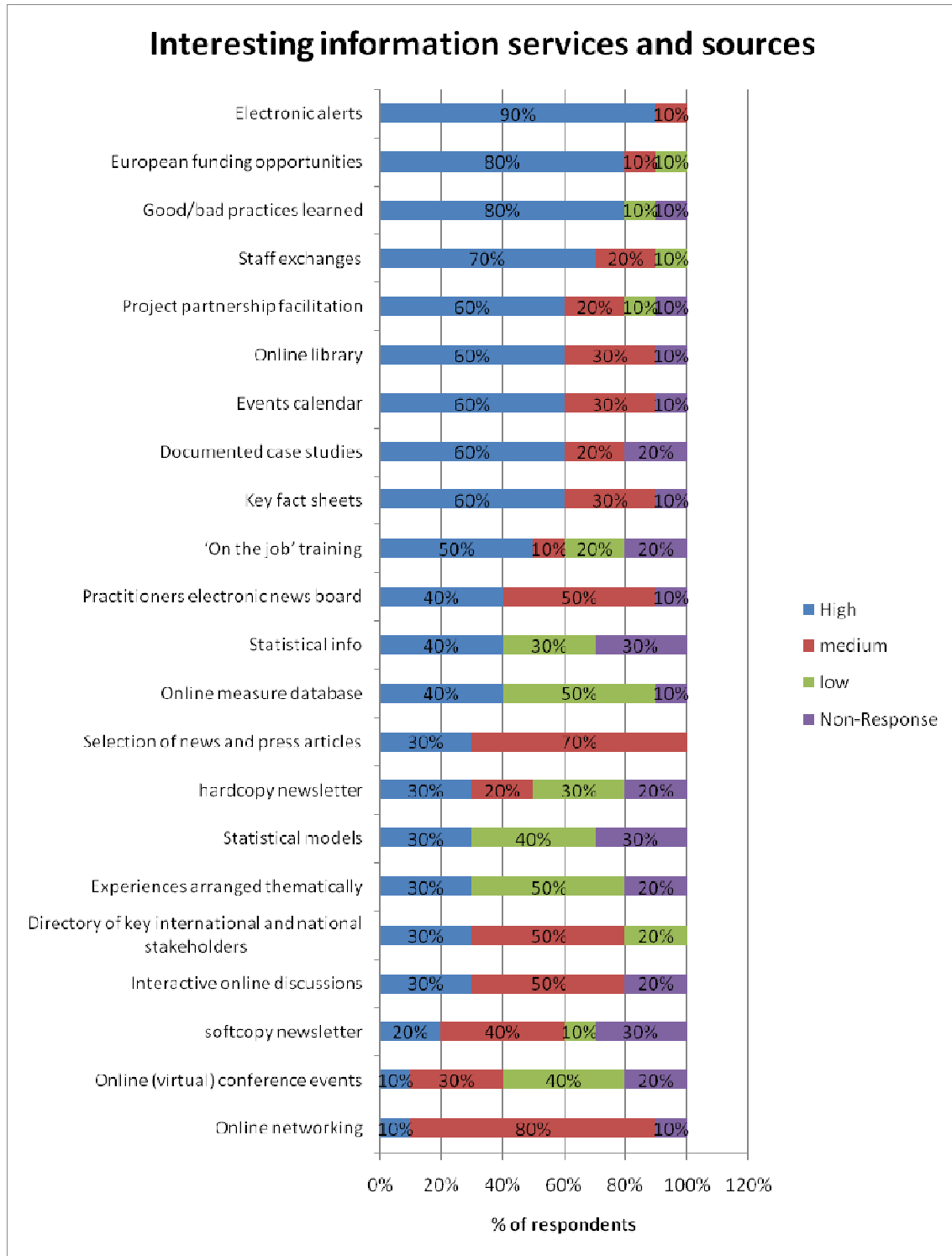
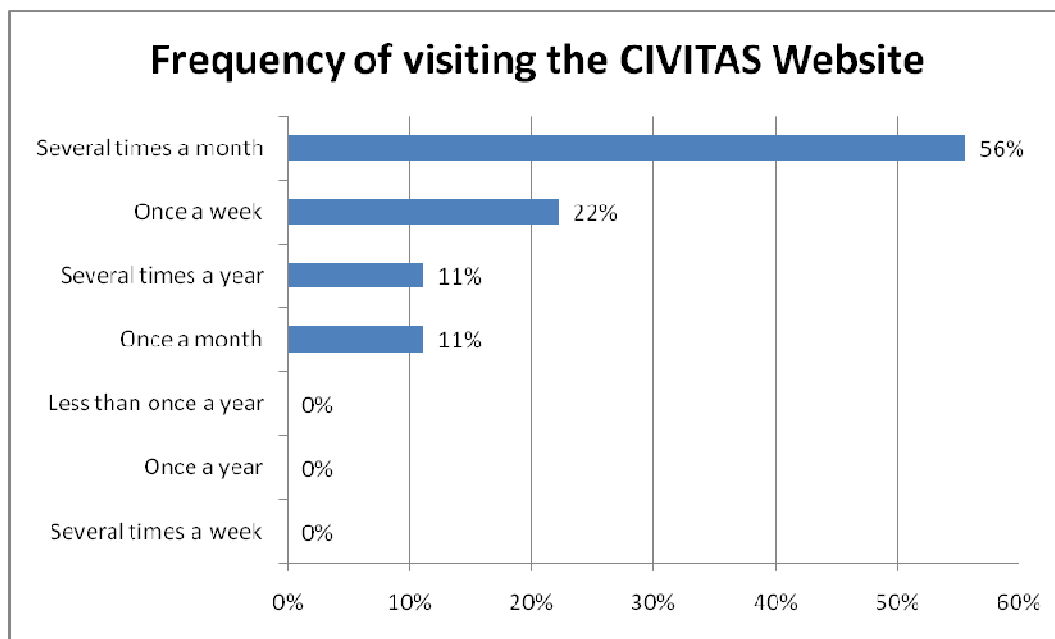


Figure 34: Interesting information services and sources

### 3.3.10. CIVITAS website

Some 90% of respondents answered the question regarding their familiarity with the CIVITAS website: all of them are familiar with it.

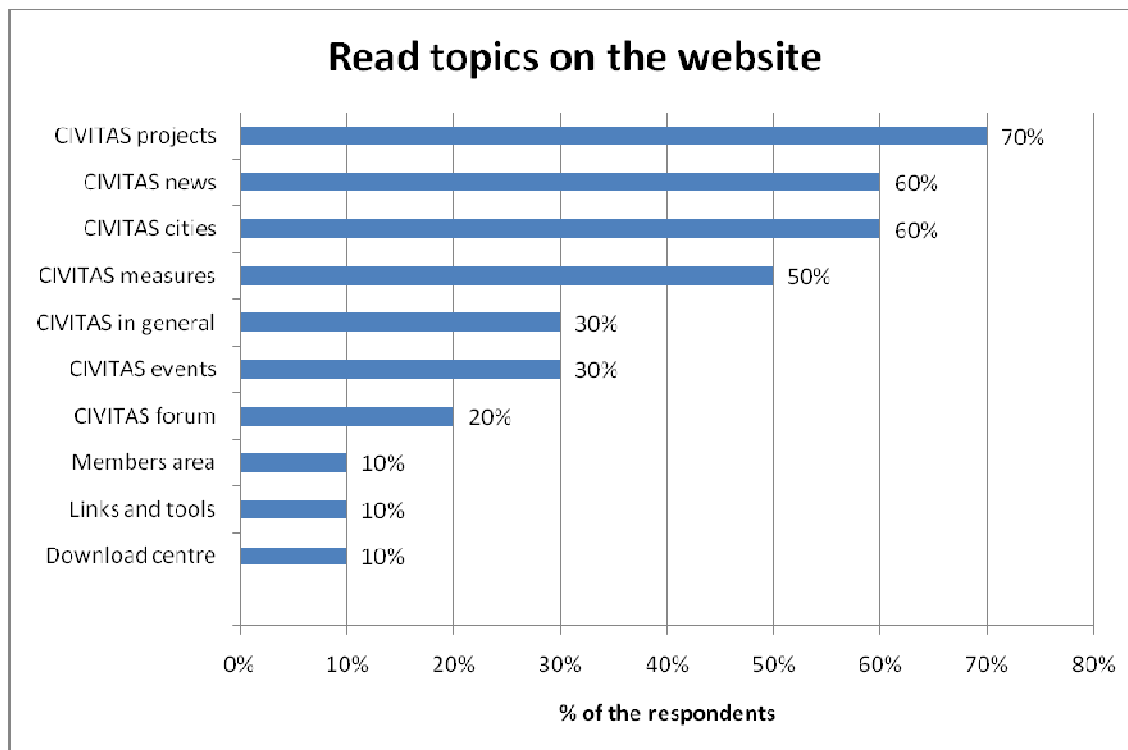
Figure 35 shows that 56% of local decision makers visit the website several times a month.



**Figure 35: Frequency of visiting the CIVITAS website<sup>11</sup>**

In figure 36, it can be seen that the most read topic concerns *CIVITAS projects*. This topic is explored by 70% of respondents.

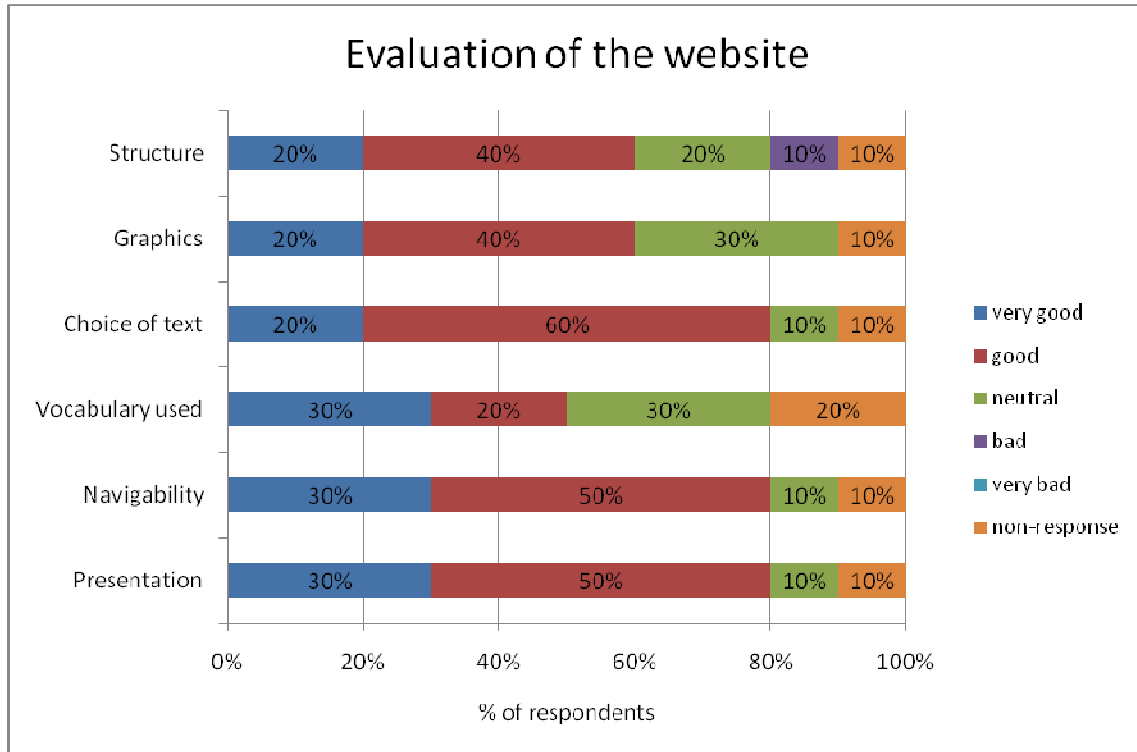
<sup>11</sup> Response rate: 90%



**Figure 36: Read topics on the website<sup>12</sup>**

Figure 37 shows the evaluation of the website by local decision makers. Overall their evaluation is *good* to *very good*. Only the structure is evaluated as *bad* by 10% of respondents.

<sup>12</sup> Response rate: 100%



**Figure 37: Evaluation of the website**

Only a few suggestions were made by local decision makers for improving the website: these included *use more multimedia features* and *improve the structure of the website*.

Respondents were also asked who they think is the target audience of the website. Some 78% think it is targeted to *people who are interested in urban sustainable mobility*. In addition, 56% of local decision makers also named *CIVITAS and non-CIVITAS cities* and *people interested in the CIVITAS Initiative* as the target audience.

### 3.3.11. Language preferences

**Table 17: Working languages**

Language 1	Language 2
English	/
Polish	/
Slovene	
Romanian	English
Macedonian	English
Croatian	English
Czech	/
Italian	English
Romanian	/
Portuguese	/



**Table 18: Information languages**

Language 1	Language 2
English	/
Polish	English
English	/
English	Romanian
English	/
English	/
Czech	English
Italian	English
English	/
English	/

Table 17 shows the working languages of the respondents. *English* is mentioned four times as a second working language.

Table 18 shows the languages in which people prefer to receive CIVITAS information. All respondents mentioned *English* as a first or second language. Four respondents also mentioned their mother tongue as the preferred information language.

### 3.3.12. Additional comments

One respondent described his expectations regarding CIVITAS VANGUARD as follows: A real link is needed between the demonstration projects within CIVITAS Plus.

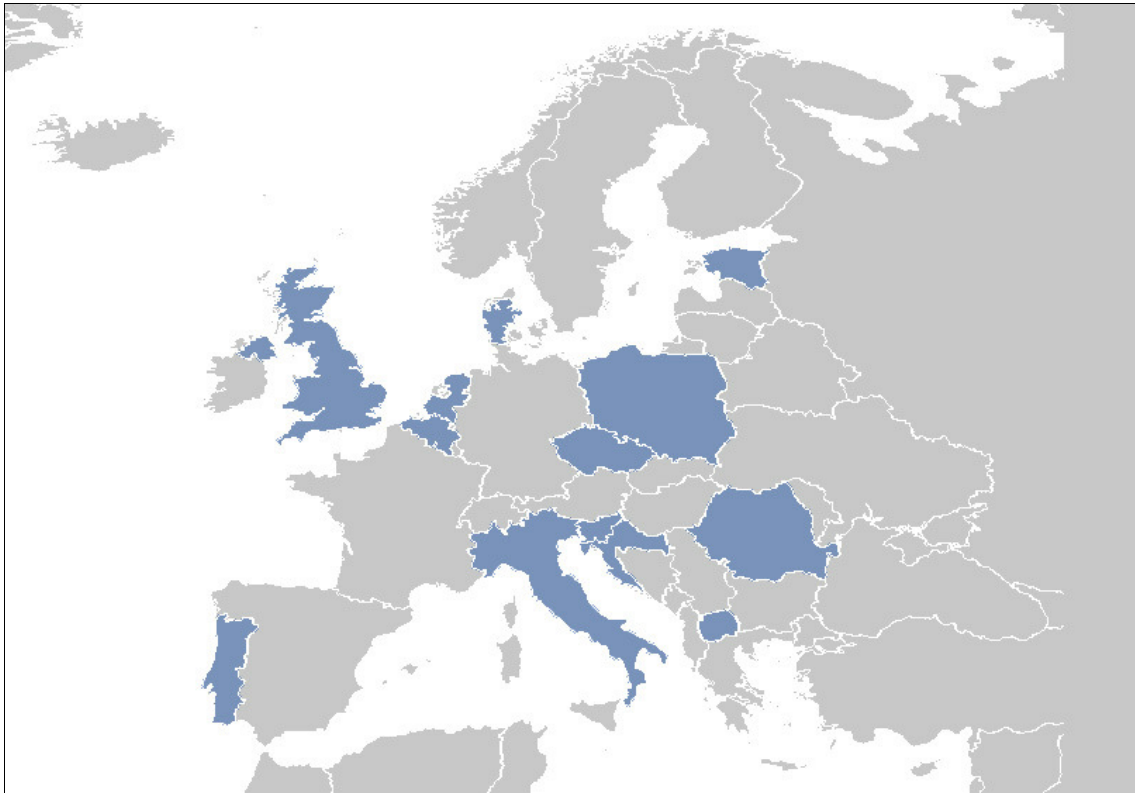
### 3.4. Survey 1: CIVITAS Plus cities – local mobility departments

#### 3.4.1. General information

By means of this survey, the goal of the CIVITAS VANGUARD WP2 partners was to reach **25 practitioners in the mobility departments of all 25 CIVITAS Plus cities**, asking about their information and training needs and how VANGUARD might feed into this. A number of questions were also aimed at determining the cities' objectives in becoming part of the CIVITAS family.

In order to receive a maximum response, extensive telephone rounds and e-mailing campaigns were carried out by WP2 partners between January 19, 2009 and February 20, 2009, resulting in **responses from 18 CIVITAS Plus practitioners** who filled out the online questionnaire. This means a **response rate of 72%**.

The following map shows the locations of the local mobility departments that responded.



**Figure 38: Countries of responding local mobility departments**

The table below provides an overview of the 18 responding cities.

The table shows a large variety in city size (from 39,000 to 750,000 inhabitants) and a good mixture between old and new EU member states. It also shows the number of employees in the city administration and the number of people working at the mobility department.

With respect to mobility department size, there are large differences between cities — from four employees in Szczecinek, the smallest city, up to 490 in the city of Coimbra. Two-thirds of the practitioners questioned have a good idea of the modal split in their city.

**Table 19: Overview of respondents to the CIVITAS VANGUARD questionnaire  
CIVITAS Plus cities – local mobility departments**

	Country	City	Number of inhabitants	Employees in city administration	People involved in mobility department	Modal split known
1	Croatia	Zagreb	750,000			no
2	Macedonia	Skopje	502,000	300	15	yes
3	Estonia	Tallinn	400,000	1,500	100	no
4	Italy	Bologna	372,256	5,000	100	yes
5	Czech Republic	Brno	370,000	1,500	60	yes
6	Romania	Craiova	320,000	280	16	yes
7	Romania	Iasi	303,979	684	5	no
8	The Netherlands	Utrecht	300,000	5,000	120	no
9	Slovenia	Ljubljana	267,386	555	43	yes
10	United Kingdom	Brighton	253,000			no
11	Belgium	Ghent	235,000	4,800	50	yes
12	Denmark	Aalborg	194,000	1,150	80	yes
13	Italy	Perugia	158,000	1,350	130	yes
14	Portugal	Coimbra	148,443	1,960	490	yes
15	Italy	Monza	123,000	1,000	25	no
16	Portugal	Funchal	100,000		28	yes
17	Czech Republic	Usti nad Labem	93,000	430	45	yes
18	Poland	Szczecinek	39,000	80	4	yes

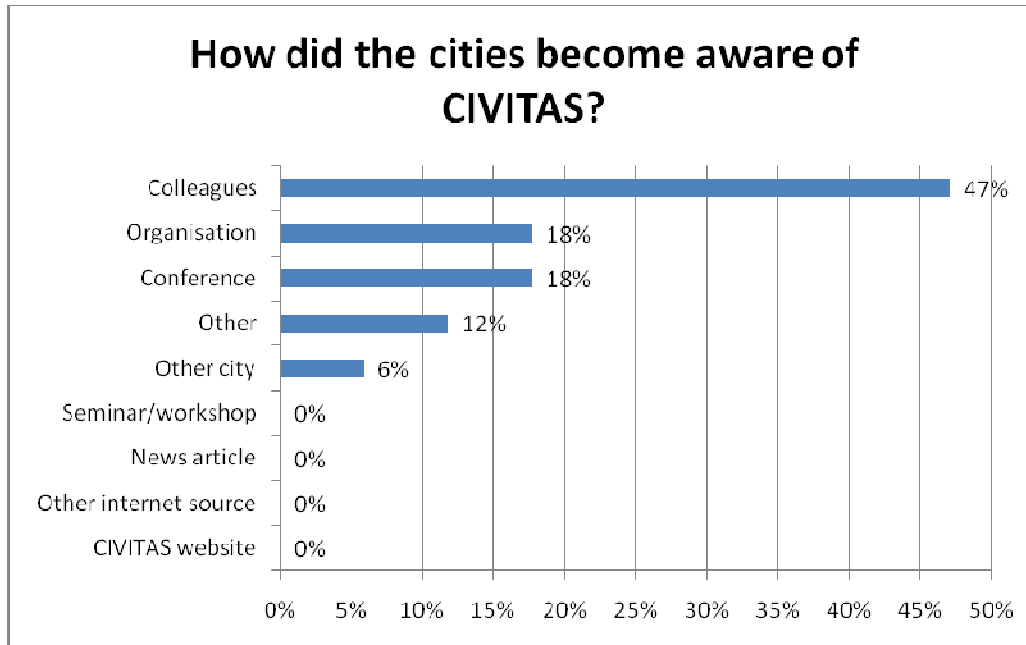
The table below gives an overview of CIVITAS Plus cities' mobility departments contacted by telephone and e-mail that did not fill out the questionnaire by February 20, 2009.

**Table 20: Non-responding CIVITAS Plus cities**

	Country	City
1	Portugal	Porto
2	Italy	Brescia
3	Spain	Vitoria-Gasteiz
4	Spain	San Sebastian
4	Bulgaria	Gorna Oryahovitsa
5	United Kingdom	Bath
6	Poland	Gdansk

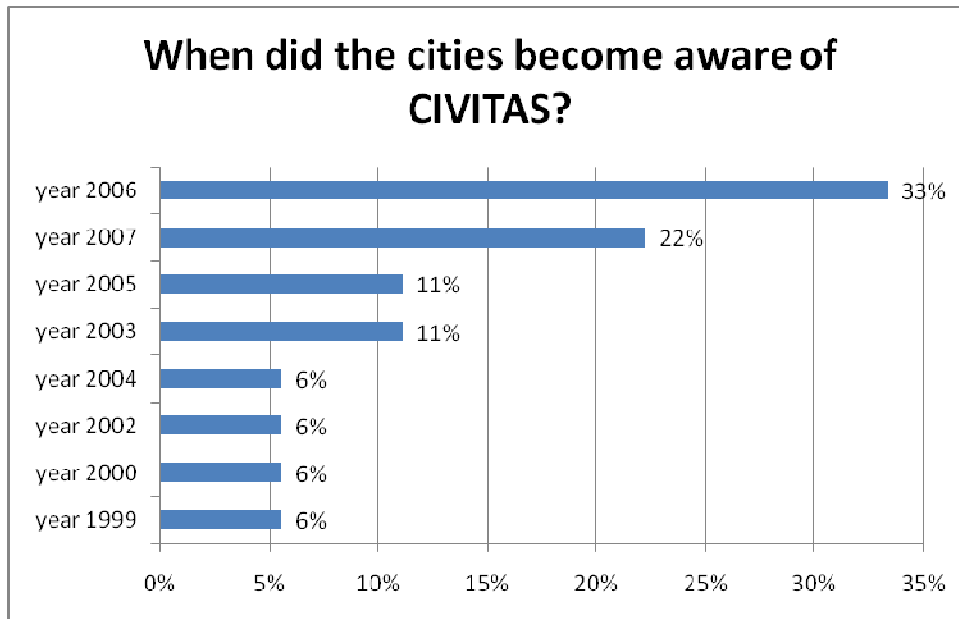
### 3.4.2. Acquaintance with the CIVITAS Initiative

In terms of the channels through which people from the mobility departments became aware of the CIVITAS Initiative, 47% of respondents indicated that they became aware of the CIVITAS Initiative via colleagues. Some 18% were introduced to the initiative by an organisation: the organisations mentioned are Umbria Region ICE in Brussels, Lombardia region national government department and DTV Consultants. Another 18% refer to a conference that put them into contact with the CIVITAS Initiative. The conferences mentioned are CIVITAS TELLUS (Bucharest), Mobility Conference (Twente, the Netherlands, 2006) and CIVITAS Forum (Burgos).



**Figure 39: How did the cities become aware of CIVITAS?**

As for timing, one in three respondents became aware of CIVITAS in 2006; and 22% in 2007 (see figure 40).



**Figure 40: When did the cities become aware of CIVITAS?**

### 3.4.3. CIVITAS Plus interests

Figure 41 shows that the most important reasons for the mobility department to apply to CIVITAS Plus were *need for funding* and *interest in gathering information on sustainable mobility*. These reasons were given by 67% and 61% of respondents respectively as reasons to a high extent. The least important reason for applying is *obtaining an external*

stamp of approval for local initiatives. Other reasons for applying include *city marketing* and *unsuccessful application to CIVITAS II*.

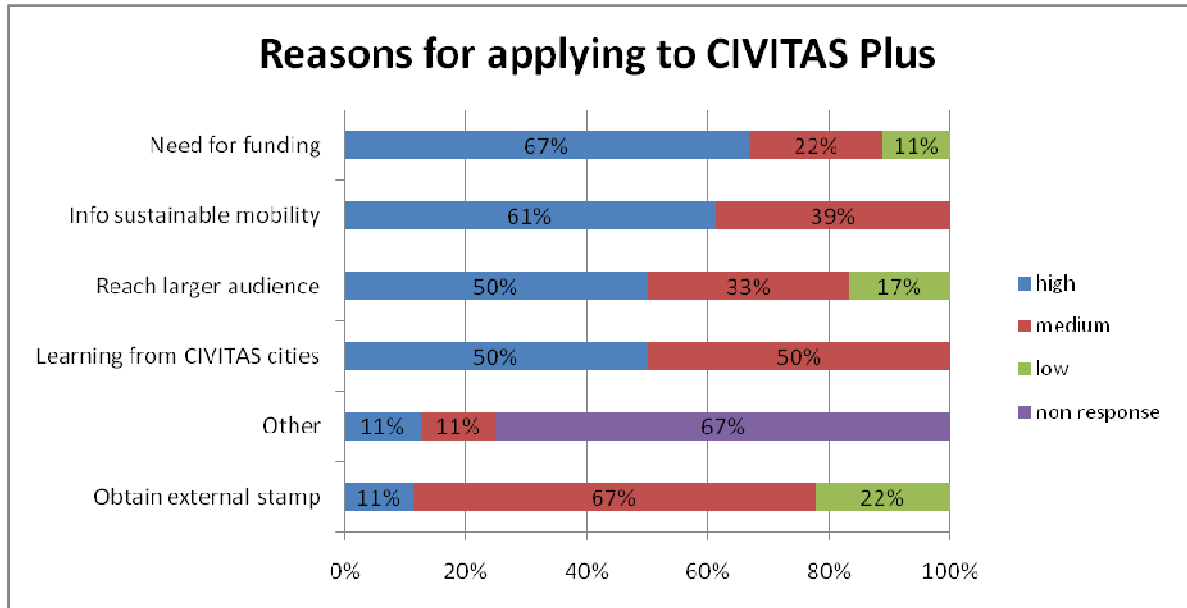


Figure 41: Reasons for applying to CIVITAS Plus

### 3.4.4. Previous involvement in CIVITAS

Table 21: Previous application by cities for CIVITAS funding?

Yes	No
33%	67%

Table 22: Previous involvement of cities in CIVITAS?

Yes	No
28%	72%

Tables 21 and 22 show that one-third of the cities have previously applied for CIVITAS funding, and 72% of the cities have no previous involvement in CIVITAS.

### 3.4.5. Reasons for involvement in CIVITAS

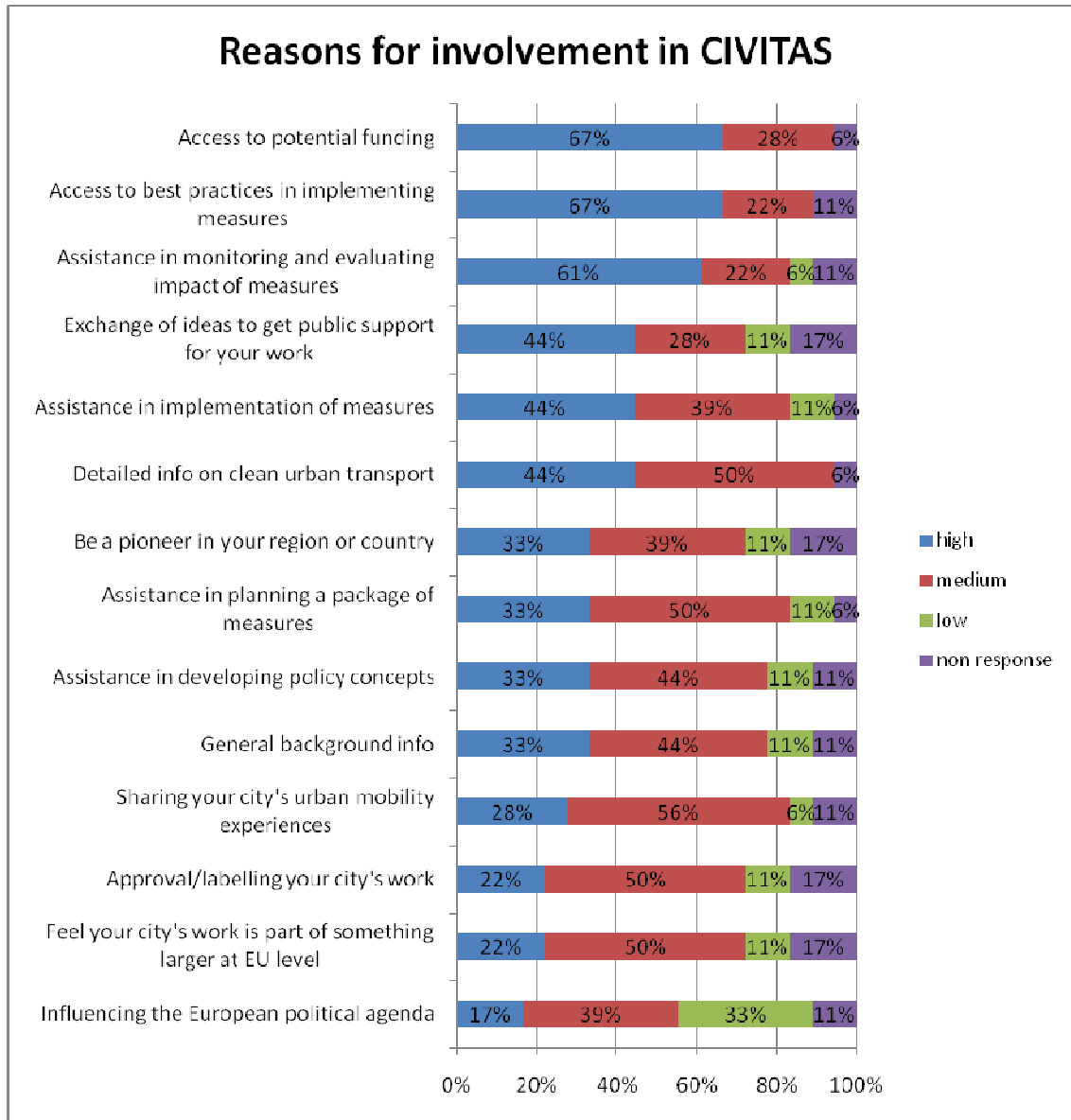


Figure 42: Reasons for involvement in CIVITAS

When asked about the cities’ reasons for becoming involved in CIVITAS, most respondents state *to have access to potential funding*, *to have access to best practices in implementing measures* and *to have detailed info on clear urban transport*. The least important objective is *influencing the European political agenda*.

### 3.4.6. Sustainable mobility activities

When asked about sustainable mobility themes worked on in the past, over 60% of respondents indicate work on *collective passenger transport*. *Access restrictions* and *soft measures* complete the top three themes. As shown in the next figure, the category *not* is rather low for all themes, except for *urban goods management* and *clean fuels*. This means that all cities have been working on almost all themes, to a high, medium or

low extent. Figure 41 shows the highest figure in the medium category is *less car intensive lifestyle* (50%). The *other* category includes *telematics* and *contribution to municipality employees in converting their petrol-driven cars to methane or LPG*.

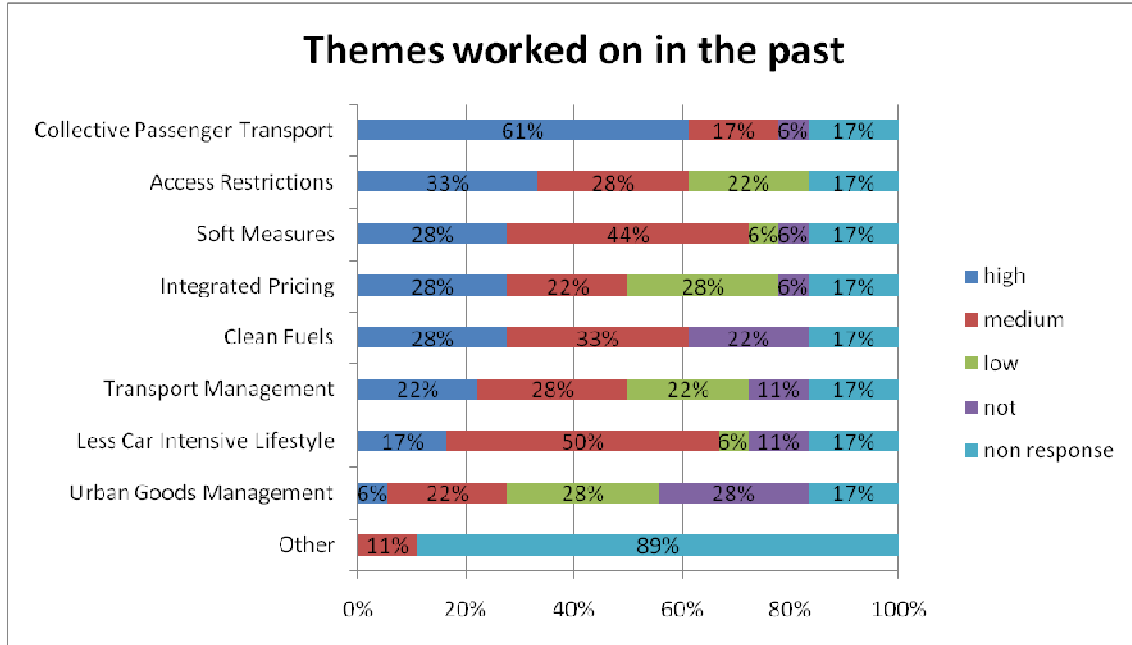


Figure 43: Themes worked on in the past<sup>13</sup>

In order to determine the level of professionalism in the mobility departments, they were asked whether a quality management scheme was in place.

Only 11% of respondents state that there is a quality management scheme in place concerning sustainable mobility.

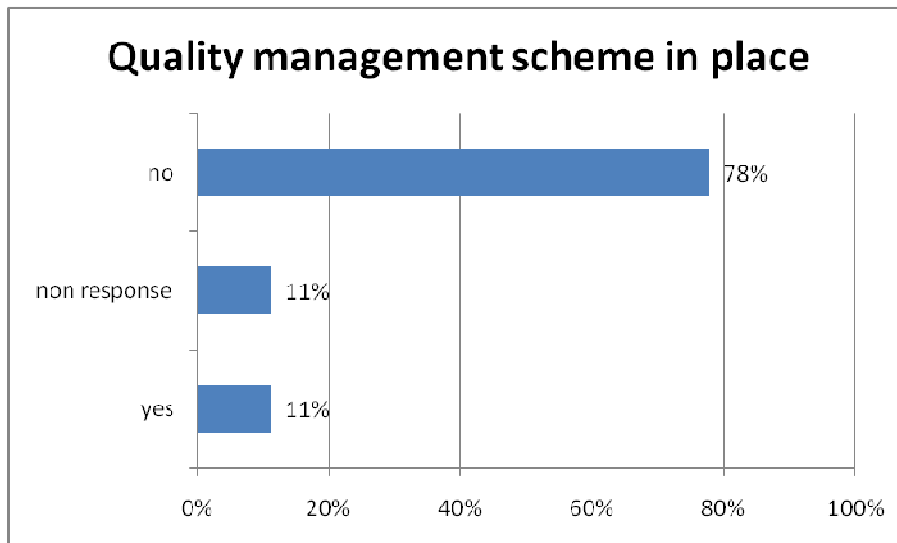
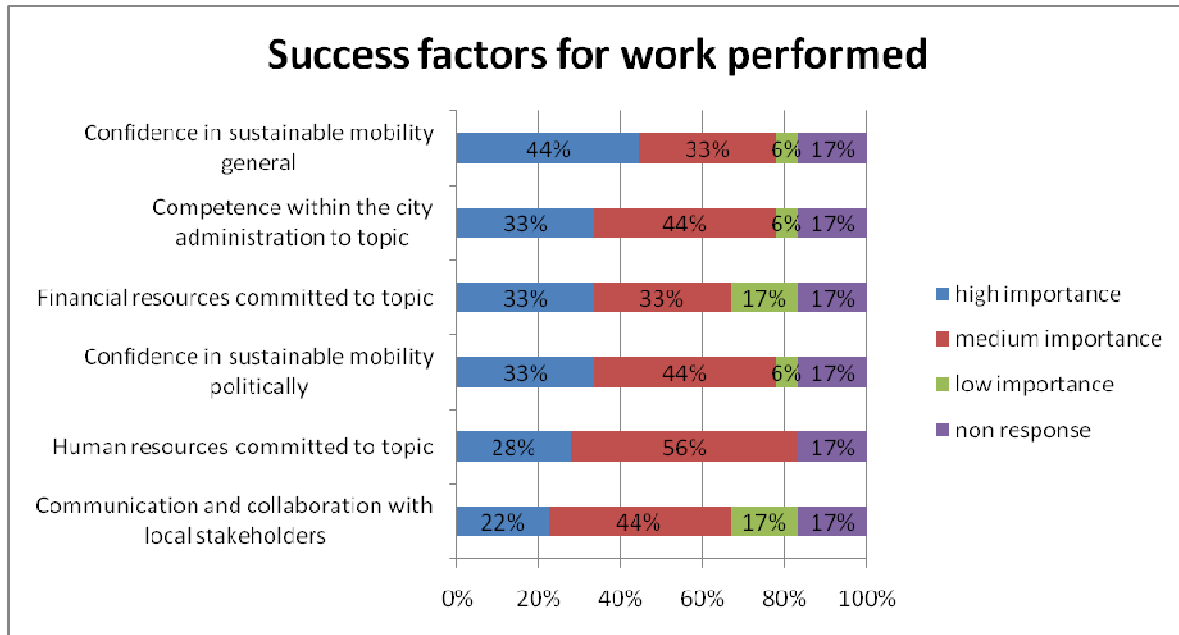


Figure 44: Quality management scheme in place

<sup>13</sup> Response rate: 83%

When asked about success factors in work already performed in their city in the field of sustainable mobility, most respondents indicate *confidence in sustainable mobility as a policy in general* as most important. Secondly, *competence within the city administration on the topic* is perceived as making the biggest contribution to the work performed on sustainable mobility in their city. Perceived as least important is *communication and collaboration with local stakeholders*.



**Figure 45: Success factors for work performed**

In terms of the barriers facing practitioners in the mobility department, most respondents indicate *lack of financial resources* and *lack of communication with stakeholders* as the most important. *Lack of competence in the mobility department* is perceived as being the least important hurdle.



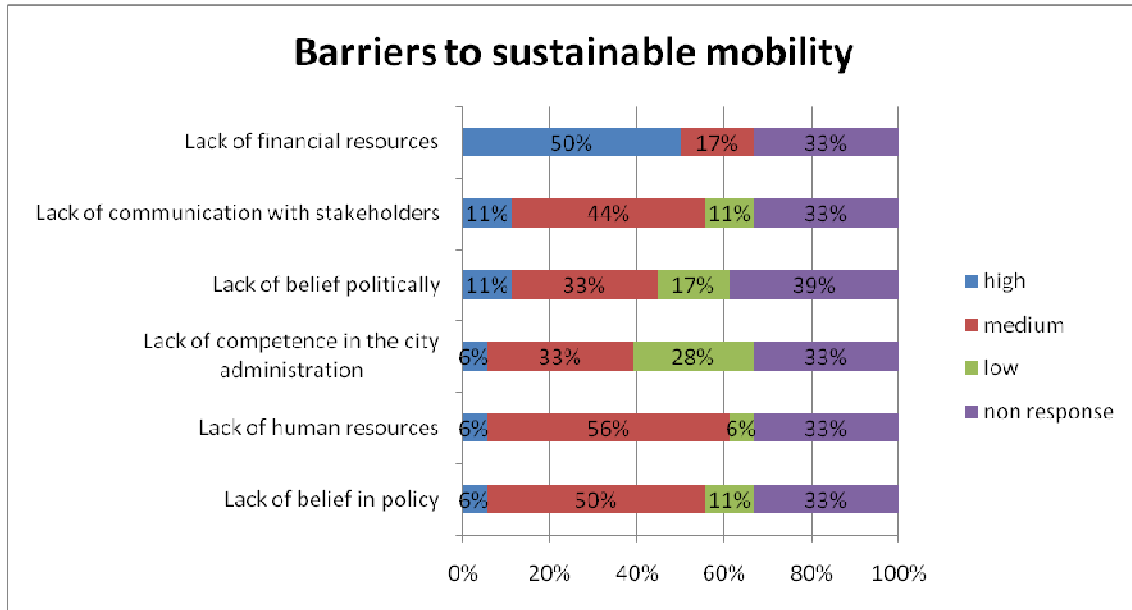
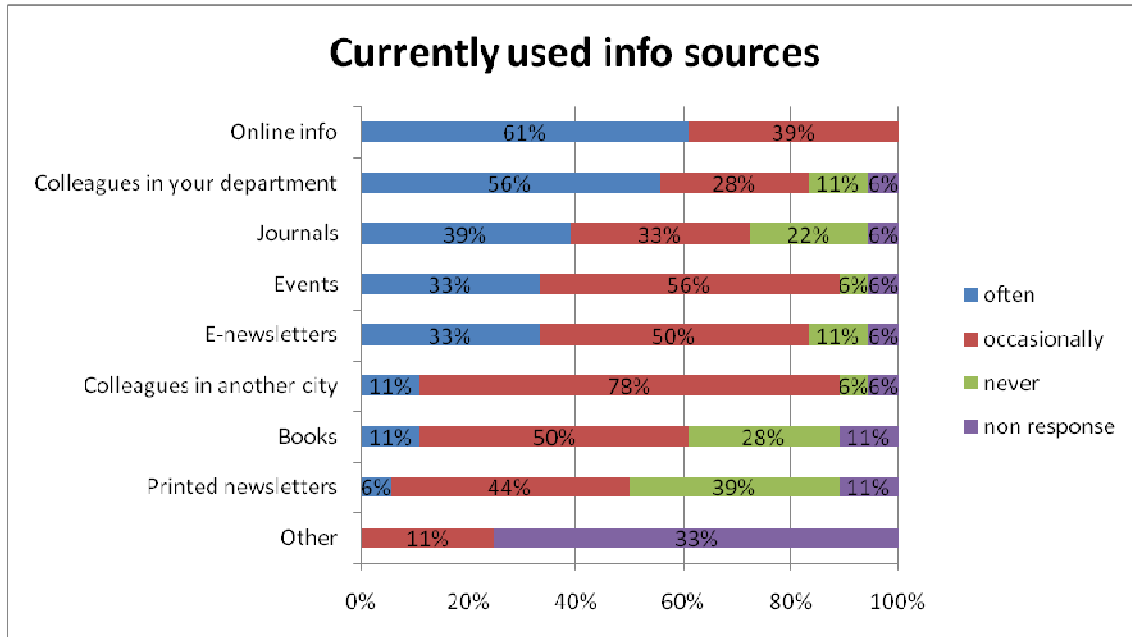


Figure 46: Barriers to sustainable mobility

### 3.4.7. Use of information sources

In order to start developing CIVITAS VANGUARD's WP4 Pan-European Awareness Raising and Communication Strategy, a set of questions were included in this questionnaire on the information sources currently used in the mobility department when looking for information on sustainable mobility in general. Based on this information, some decisions can be made by VANGUARD on what communication media to use and develop.

The numbers in figure 47 show that *online information* (including websites, online networks, online library and online databases) and *colleagues in your department* are the information sources most often used. The least popular are *printed newsletters* and *books*.



**Figure 47: Currently used info sources**

When asked for more detail about the information sources currently used, respondents answered as follows.

**Websites:**

- <http://www.osgv.org>
- <http://www1.eere.energy.gov/cleancities/international.html>
- CIVITAS website
- ELTIS website
- EU website
- EPOMM website
- websites of other cities
- Danish websites
- Cordis
- Polis
- [www.euromobility.org](http://www.euromobility.org)
- [www.clickmobility.org](http://www.clickmobility.org)
- [www.cittamobile.org](http://www.cittamobile.org)
- [www.wbcds.org](http://www.wbcds.org)
- [www.summa-eu.org](http://www.summa-eu.org)
- [www.mobidays.eu](http://www.mobidays.eu)
- [www.inderscience.com](http://www.inderscience.com)

**Journals:**

- *Traffic Technology*
- *Mobility Lab (It)*
- *Transporto Pubbico (It)*
- *Le Strade (It)*
- *Onda Verde (It)*
- Italian daily papers (such as *Corriere della Sera, Repubblica, Il Sole 24 Ore, Trasporti*),
- *The Economist*
- *International Journal of Sustainable Transportation*

The **book** *Sustainable urban development – SIDA*

**E-newsletters:**

- UITP
- URTP
- *Click mobility (It)*
- *Eco dale citta (It)*
- ARPA (Regional Agency for Environment, It)
- *AmicaBrianza*
- *Muoversi*
- *Euromobility*
- newsletters from PT enterprises
- ELTIS

**Events:**

- CIVITAS Forum
- ECOMM
- Conference on road safety
- Polis
- EUROCITIES

**Colleagues** from other cities:

- Suceava
- Ploiesti
- Bucharest
- Modena
- Florence
- Ancona
- Brno
- Malmo

- Helsinki
- Graz
- Utrecht
- Dresden
- Nuremberg
- Ljubljana
- Istanbul
- Bradford
- Turin
- Graz
- Sofia

When asked about the importance of the information sources used, the same items stand out. The most important are *online information*, *colleagues at the department* and *events*. Of lesser importance are *printed newsletters* and *books*.

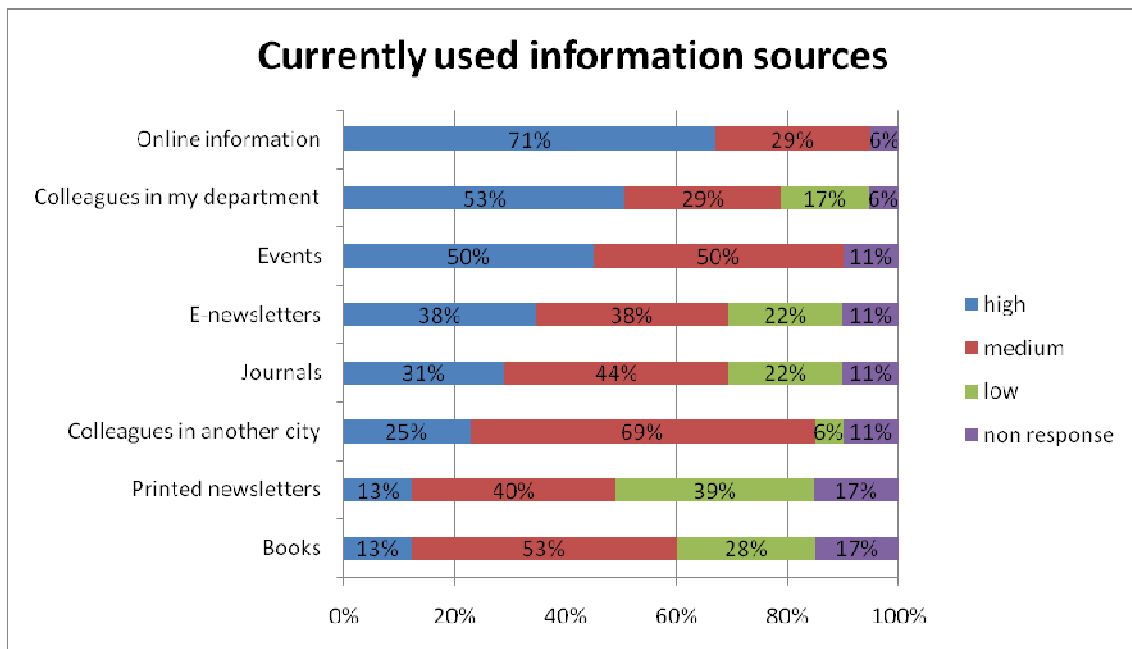
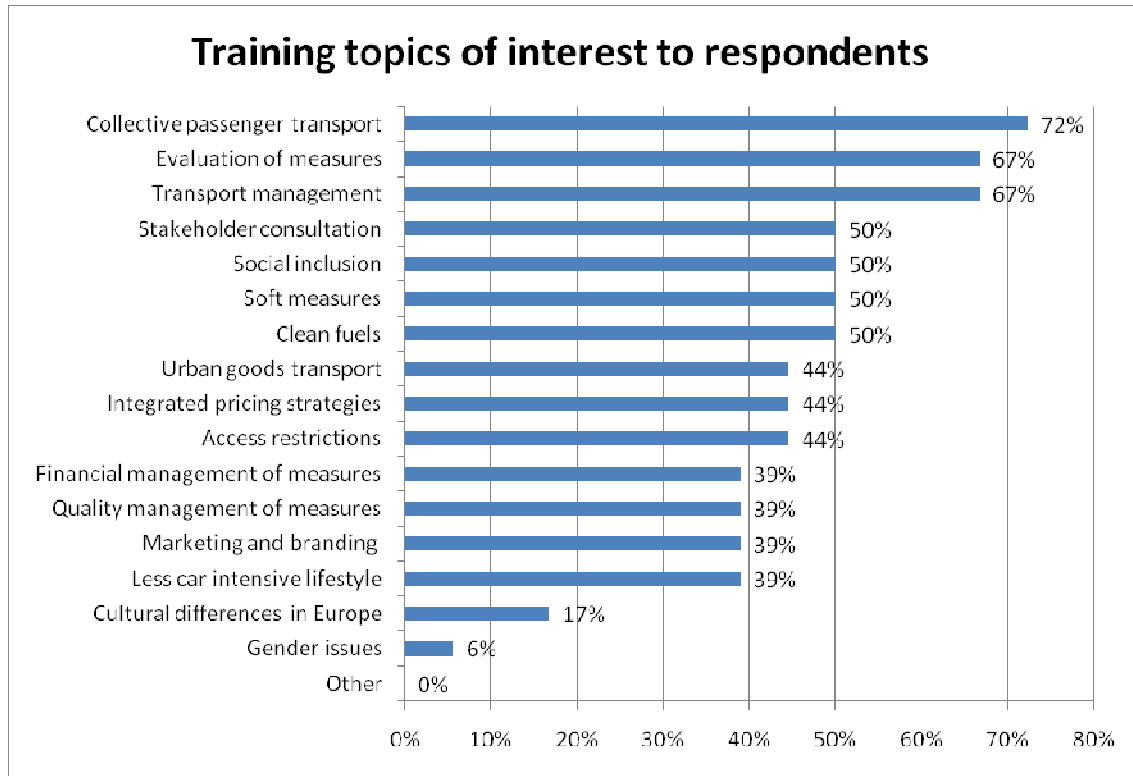


Figure 48: Currently used information sources

### 3.4.8. Training topics of interest

In order to take a first step in developing the CIVITAS VANGUARD WP3 Service and Support Strategy, questions were asked about training topics of interest to respondents. It was mentioned that the trainings would be organised by VANGUARD.



**Figure 49: Training topics of interest to respondents**

The results show that respondents are most interested in *collective passenger transport* trainings, trainings on *evaluation of measures* and *transport management*. *Cultural differences in Europe* and *gender issues* are the least popular.

When asked to specify training topics, respondents mentioned the following:

In the category *clean fuels and vehicles*:

- biofuels (5 times)
- CNG buses
- electric and H2 vehicles.

In the category *access restrictions*:

- access control (twice)
- traffic calming in the centre
- low-emission zones
- awareness raising on access restriction.

For the item *collective passenger transport*:

- integration with other modes (twice)
- non-conventional PT systems (twice)
- real-time information
- ITS
- PT preference

- financial support, strategies for increasing the number of passengers
- ticketing systems
- vehicle communication systems.

For the item *integrated pricing strategies*:

- e-ticketing
- ticketing improvement
- integration between parking and access pricing
- area-wide pricing schemes
- implementing experiences.

For the item *less car intensive lifestyles*:

- car pooling (twice)
- car sharing
- education on healthy lifestyles through walking and cycling
- increased road safety
- park and ride.

For the item *soft measures*:

- mobility management (twice)
- campaigning
- financial picture of soft measures
- road safety aspects
- changing behaviour.

For the item *urban goods transport*:

- freight logistics services
- best schemes
- new concepts.

For the item *transport management*:

- traffic management (twice)
- fleet management
- telematics systems
- travel plans
- automatic management systems
- control centre implementation
- new ways of communication to the general public for transport management
- real-time information systems
- ICT.

For the item *social inclusion*:

- new technology to assist vulnerable groups
- EU-specific experiences
- unemployment problems, alcoholism, other social issues.

For the item *marketing and branding techniques*:

- branding techniques to promote mobility
- promoting PT.

For the item *stakeholder consultation methods*:

- how to involve stakeholders and citizens on CIVITAS measures
- the use of new technology
- EU methods
- stakeholder involvement.

For the item *evaluation of measures*:

- statistical surveys
- making viable evaluation plans.

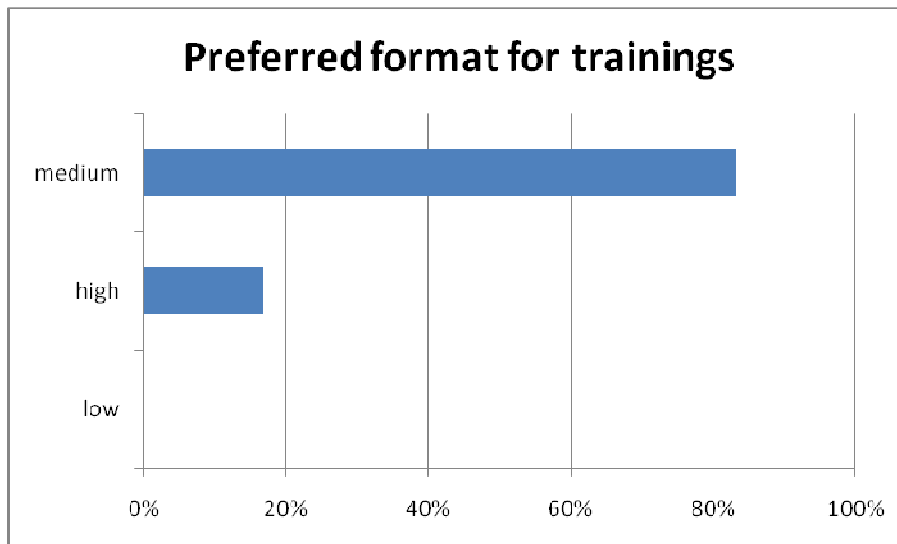
For the item *quality management of measures*:

- information supplied on other European countries that have successfully introduced quality evaluations in this area.

For the item *financial management of measures*:

- budgeting.

With respect to the preferred format of these trainings, over 80% of respondents indicate a preference for *medium interaction* during the training (e.g. workshop).



**Figure 50: Preferred format for trainings**

When asked to indicate the type of interesting event on sustainable mobility they had attended in the past, respondents mentioned:

- Participatory intermodal infrastructure planning

- Workshop organised by PAGUS, an INTERREG project, theme problems and solutions in Mediterranean cities
- Workshop at the CIVITAS Forum (3 times)
- Workshop at the EUROCITIES Mobility Forum
- ECOMM

Secondly, respondents were asked to indicate a number of recommended trainers. Willy Miermans (University of Hasselt, Belgium), Marco Mastretta (Municipality of Brescia, Italy), Toni Muzi Falconi (Methodos, Italy), and Tom Rye (Napier University, UK) were recommended.

#### 3.4.9. Preferred information sources and services

In order to further refine VANGUARD WP4 strategies, preferred CIVITAS information sources and services were explored.

The answers reveal that *good/bad practices learned, documented case studies, online library* and *staff exchanges* are the preferred sources and services.

*Online conferences* and *online discussions* are of least importance.



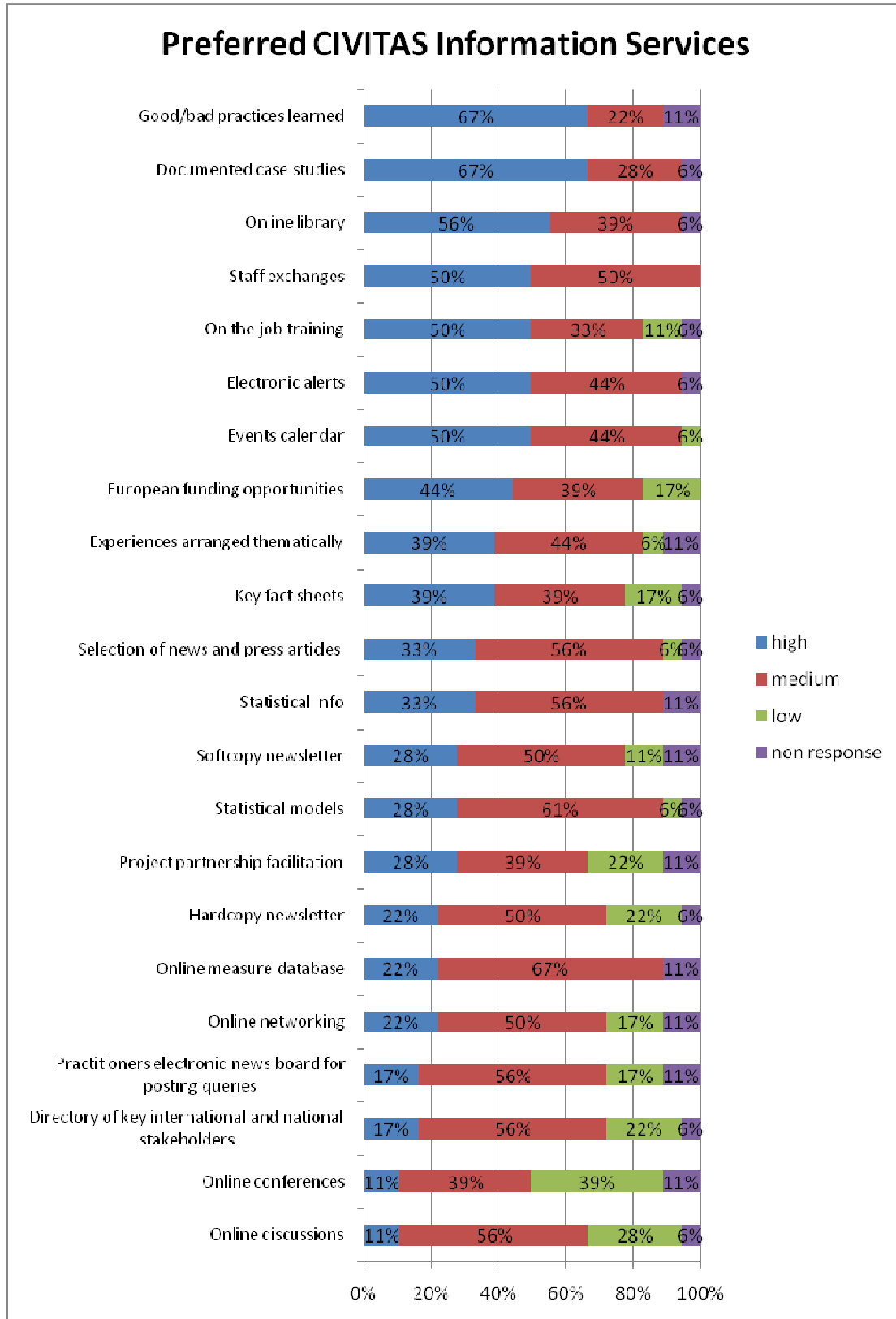


Figure 51: Preferred CIVITAS information services

### 3.4.10. CIVITAS website

The CIVITAS website is one of the most important channels to the outside world regarding the CIVITAS Initiative. A number of questions were devoted to assessing the current CIVITAS website and possible improvements in the future.

The first question concerned familiarity with the CIVITAS website.

Over 80% of the respondents know the CIVITAS website.

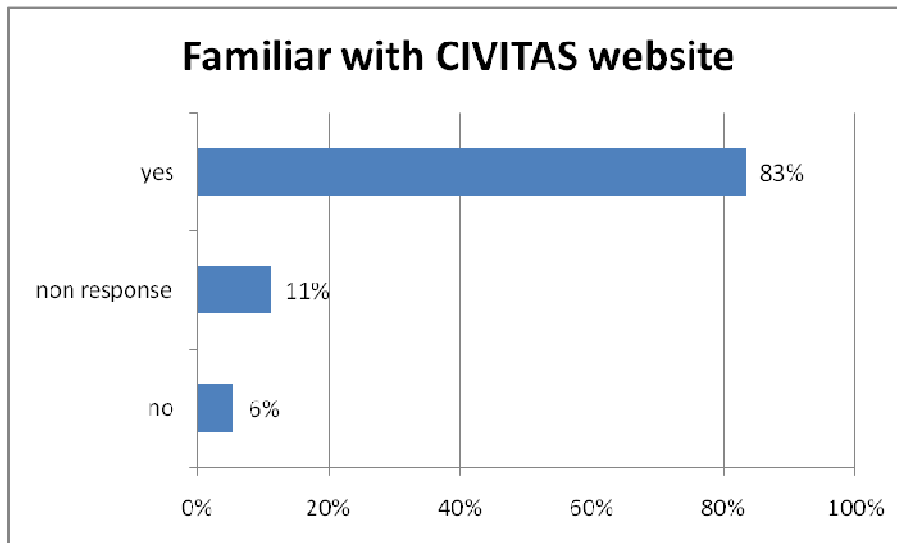


Figure 52: Familiarity with CIVITAS website

Next, respondents were asked how often they visit the website. The numbers show that respondents visit the website quite regularly: 44% visit the website *several times a month*.

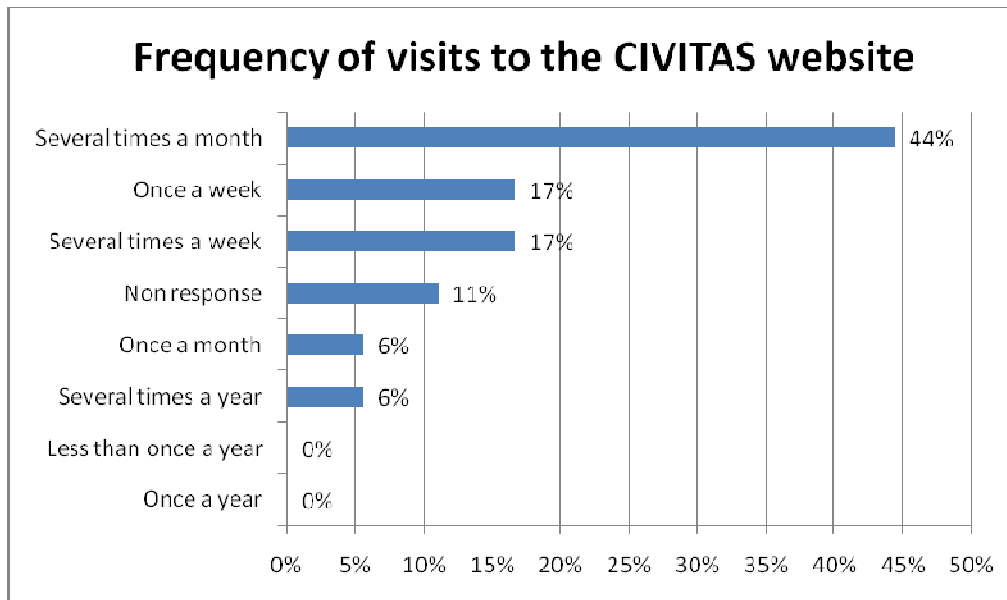
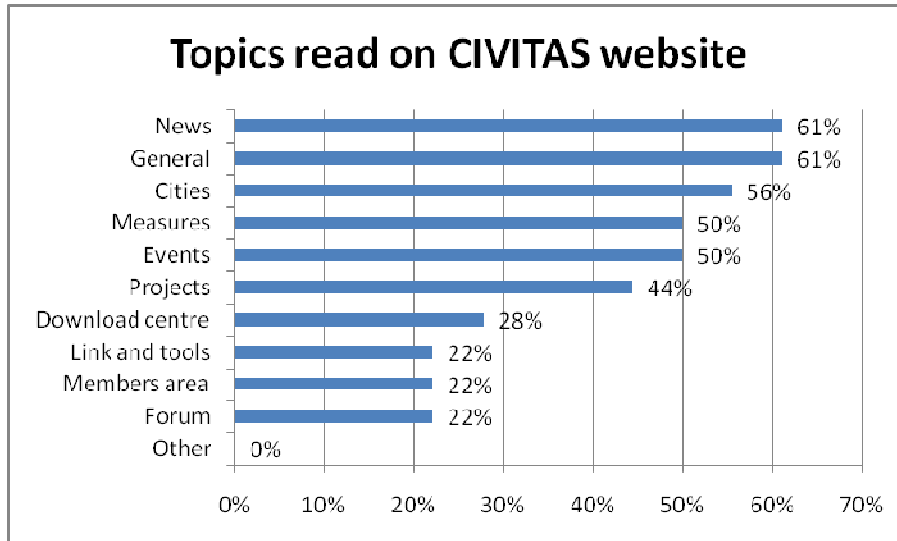


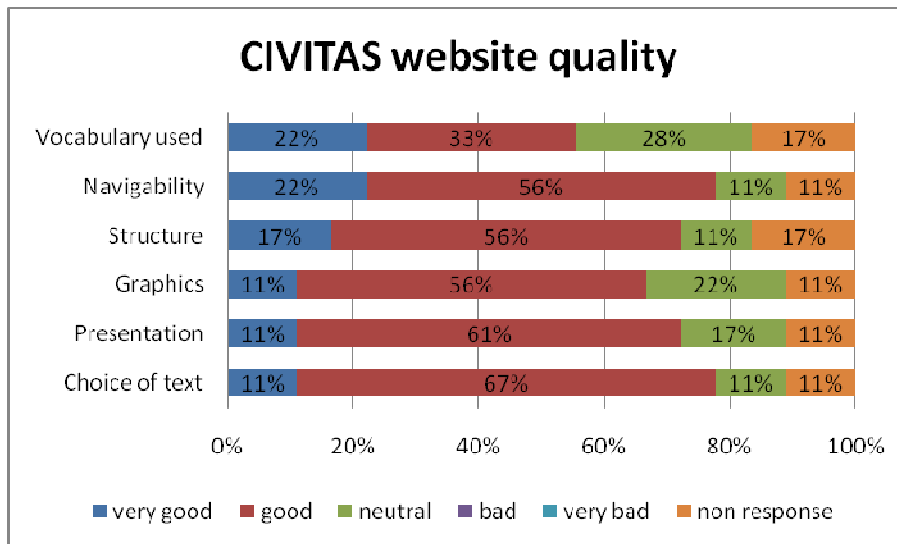
Figure 53: Frequency of visits to the CIVITAS website

In terms of content, the sections *News* and *General* are read the most (61% each). The sections *Links and tools*, *Members area* and *Forum* are the least visited.



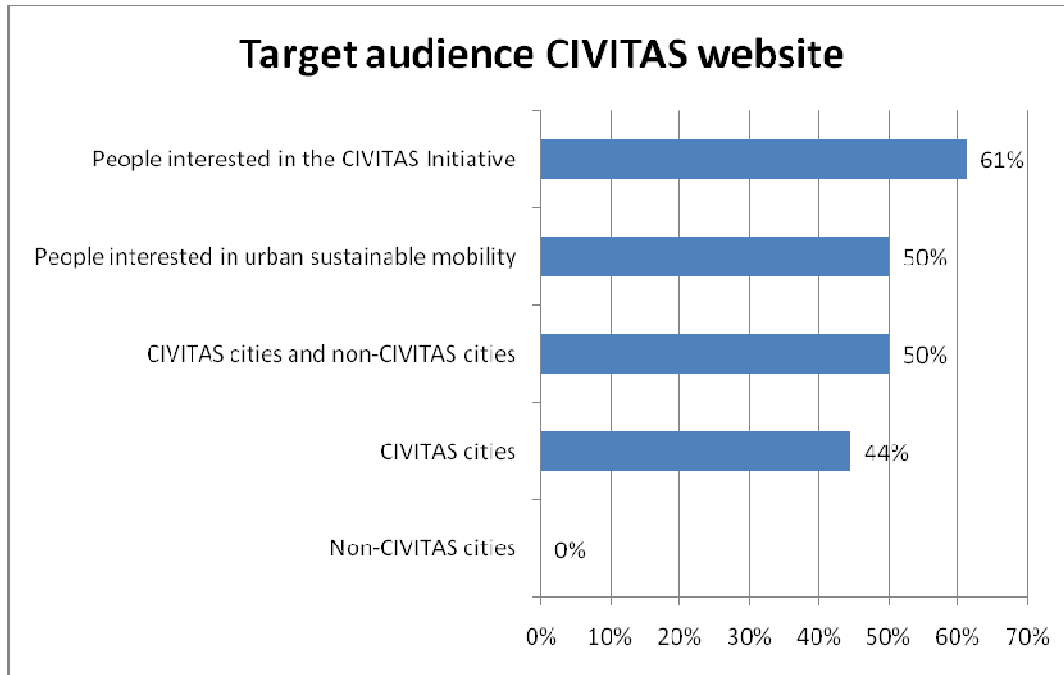
**Figure 54: Topics read on CIVITAS website**

When asked about the overall quality of the website, respondents are mostly happy with the *navigability* of topics and *choice of text*, while the *vocabulary used* and *graphics* receive the most neutral scores.



**Figure 55: CIVITAS website quality**

As for the website target audiences, most respondents (61%) indicate *people interested in the CIVITAS Initiative* as being the main target group of the CIVITAS website. The least popular choice was *non-CIVITAS cities in general*.



**Figure 56: Target audience of CIVITAS website**

When asked for suggestions to improve the website, respondents stated:

- It should be oriented toward the target audience and people interested in sustainable mobility; the website should contain more general information about sustainable mobility, or easy-to-follow links to such information.
- The website should be supported with extra content; it should make great use of multimedia, flashes, videos etc.

## 3.5. Survey 2: Non-CIVITAS cities – local mobility department and local decision makers

### 3.5.1. General information

As mentioned in the introduction, 37 cities in 19 non-CIVITAS countries were contacted. In each city we asked both the mobility department and the local decision maker to fill out the questionnaire. After intensive e-mail and telephone contact, **16 questionnaires** were received from the **local mobility departments**. The analysis is based on answers from these respondents.



**Figure 57: Countries of responding non-CIVITAS cities**

The reasons for non-response were:

- Difficulties in finding the right contact person: the VANGUARD partners had contacts in different cities, but those contacts were not always the right person to fill in the questionnaire.
- Language, which was an important barrier.
- When the contact persons of the previous cities were reached and it was clear that some of them would not respond to the questionnaire, in some cases there was no time left to contact the selected back-up cities before the deadline. If there was time, the partners were again often confronted with the problem of not finding the right contact person, or faced a language barrier.

Table 23 provides some general information about the responding cities.

**Table 23: General information**

Country	City	Idea of modal split?	Employees in the city administration involved in transport	Number of inhabitants in the city
Bosnia and Herzegovina	Brcko district	yes	3,200	85,000
Ireland	Limerick	no	500	92,000
Hungary	Veszprem	no	287	59,000
Switzerland	Lausanne	yes	5	131,000
Macedonia	Ohrid	yes	130	55,000
Montenegro	Niksic	yes	550	76,000
France	Artois-Gohelle	yes	16	600,000
Switzerland	Basel	no	760	189,000
Spain	Cordoba	yes	2,000	320,000
Bosnia and Herzegovina	Tuzla	yes	571	130,000
Kosovo	Peja	no	350	122,000
Serbia	Nis	no	800	300,000
Albania	Berat	no	307	64,000
Albania	Durres	no	225	200,000
Belgium	Mechelen	yes	900	80,164
Albania	Shkoder	yes	350	112,000

**Extra questionnaires** from **three mobility departments** were taken into account but not interpreted in the quantitative analysis. These questionnaires were received two days after the deadline:

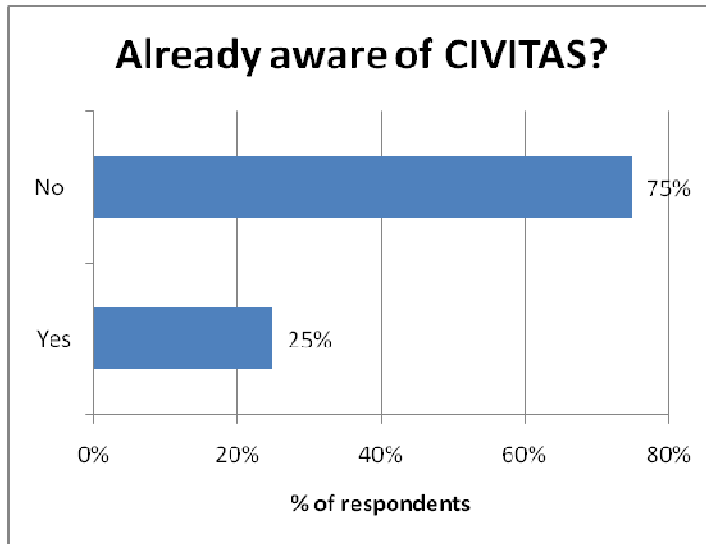
- Grenoble, France
- Niksic, Montenegro
- Novi Sad, Serbia

Besides the questionnaires from the mobility departments, **two** completed questionnaires were received from **local decision makers**:

- Nis, Serbia
- Novi Sad, Serbia

These answers are taken into account here, because the two questionnaires (mobility department and local decision makers) were almost the same. They are not taken into account in the quantitative analysis.

### 3.5.2. CIVITAS awareness



**Figure 58: Already aware of CIVITAS?**

As shown in figure 58, only 25% of respondents were already aware of the CIVITAS Initiative. This 25% was informed about the initiative at a seminar, through the CIVITAS website, or from another city. None of the respondents to the extra questionnaires were aware of the initiative.

None of the cities had previously applied for funding within the CIVITAS Initiative. None of the extra respondents had previously applied for funding.

### 3.5.3. Sustainable mobility activities

Figure 59 shows the sustainable mobility themes on which cities had already worked through policy targets in the past. Some 25% of respondents have worked to a high extent on *collective passenger transport*. *Urban goods management* and *clean fuels and vehicles* receive the least attention. A total of 69% of respondents have not yet worked on these themes.

It is also remarkable that a high percentage of the responding cities have not yet worked on sustainable mobility themes through policy targets. This is also the case among the extra respondents.

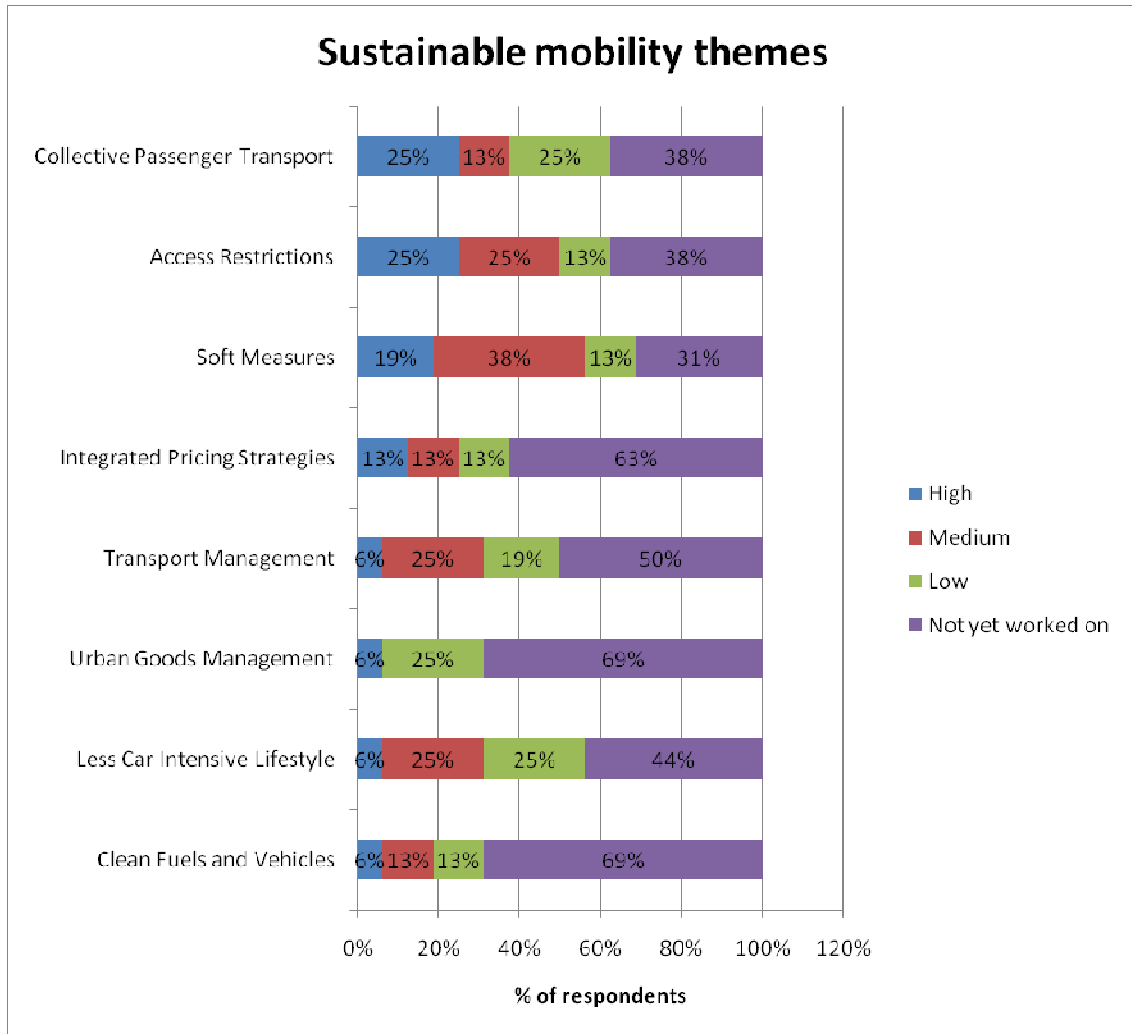


Figure 59: Sustainable mobility themes<sup>14</sup>

Figure 60 shows the success factors for implementing sustainable mobility measures. *Communication and collaboration with local key stakeholders on the topic of sustainable mobility (e.g. NGOs, companies etc.)* seems to be the most important success factor. It is indicated as a success factor to a high extent by 31% of respondents.

*Financial resources* are indicated as a success factor to a low extent by 31% of respondents. Figure 61, showing the most important barriers to work on sustainable mobility, gives the same picture. Whereas *financial resources* are indicated as a success factor to a low extent, they are indicated by all respondents as a barrier to a high or medium extent. This is also confirmed by the extra questionnaires.

<sup>14</sup> Response rate: 100%



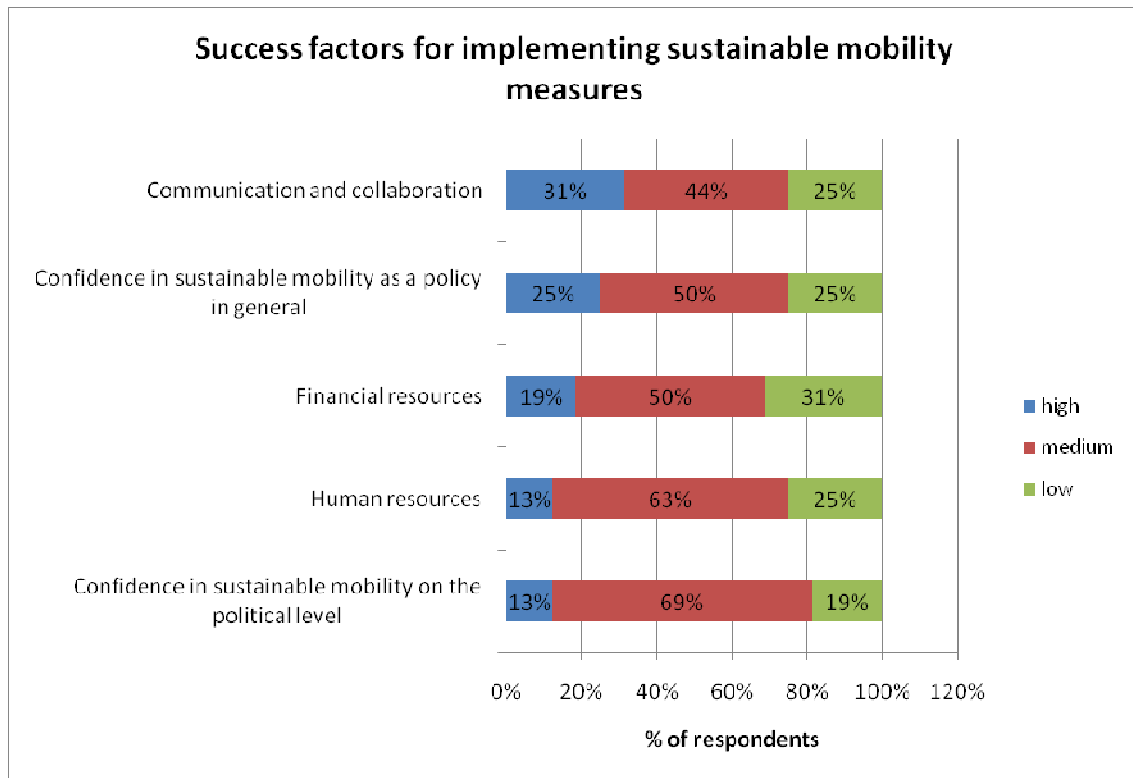
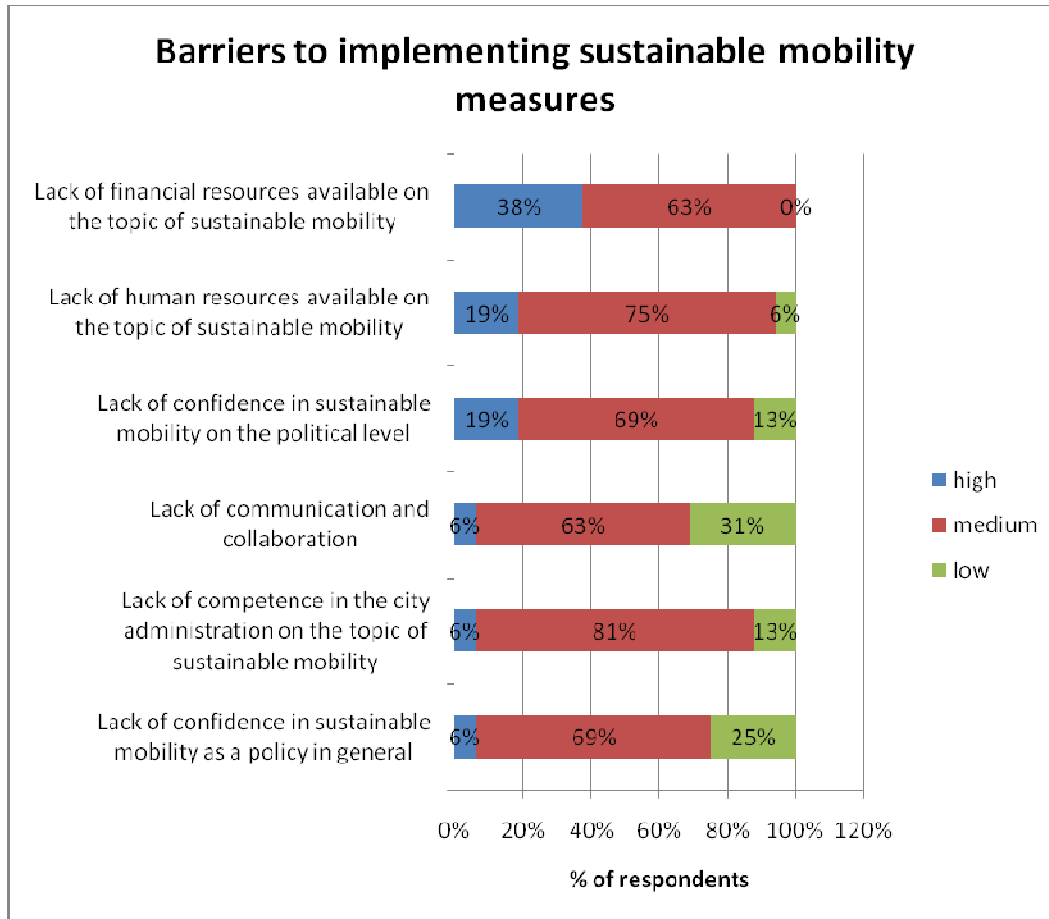


Figure 60: Success factors for implementing sustainable mobility measures<sup>15</sup>

<sup>15</sup> Response rate: 100%



**Figure 61: Barriers to implementing sustainable mobility measures**

As can be seen in table 24, 46% of the responding cities have a quality management scheme in place for sustainable mobility work conducted.

**Table 24: Quality management scheme in place for sustainable mobility work?<sup>16</sup>**

Yes	No
46%	54%

#### 3.5.4. Use of information sources

Figure 62 shows the information sources that the mobility departments use to inform themselves concerning sustainable mobility. Some 56% often rely on the knowledge of *colleagues in their department*. *Online information* is often used by 44% of the respondents. *Books* are never used by 44% of the respondents.

Figure 63 indicates how important the various information sources are to respondents. Again, *colleagues in their own department* and *online information* stand out and are indicated by 50% and 44% respectively as an information source of high importance.

E-newsletters mentioned are:

- *Transflash – Mobilités*

<sup>16</sup> Response rate: 81%

- [www.mobilservice.ch](http://www.mobilservice.ch)
- [www.eltis.org](http://www.eltis.org)
- [www.mobilityweek-europe.org](http://www.mobilityweek-europe.org)

Events are:

- Workshops in Montenegro, Budapest and Warsaw
- Conference on transport organised in Pristina by UN-HABITAT and the Ministry of Transport
- Seminar on urban transport in Skopje, Macedonia
- National workshop in Tirana on transport management issues – another local seminar organised on road safety in Berat
- Seminar on traffic safety, Novi Sad
- Seminar on traffic, Sombor

Examples of journals:

- *24H*
- *Green Horizon*, quarterly magazine of the Regional Environmental Center for Central and Eastern Europe
- *Ville et Transports*
- Various journals focusing on mobility

Online information sources:

- CERTU - INRETS - INSEE
- EPOMM
- [www.CIVITAS.eu](http://www.CIVITAS.eu)
- [www.eltis.org](http://www.eltis.org)
- [www.mobilityweek-europe.org](http://www.mobilityweek-europe.org)

*Printed newsletters* are mostly interpreted as *local newspapers*.

Examples of books are:

- Books published by CERTU, France

Other sources mentioned are:

- Information provided by transport associations and associations of taxis. The largest amount of information is retrieved during the yearly licensing process, when the whole documentation is submitted.

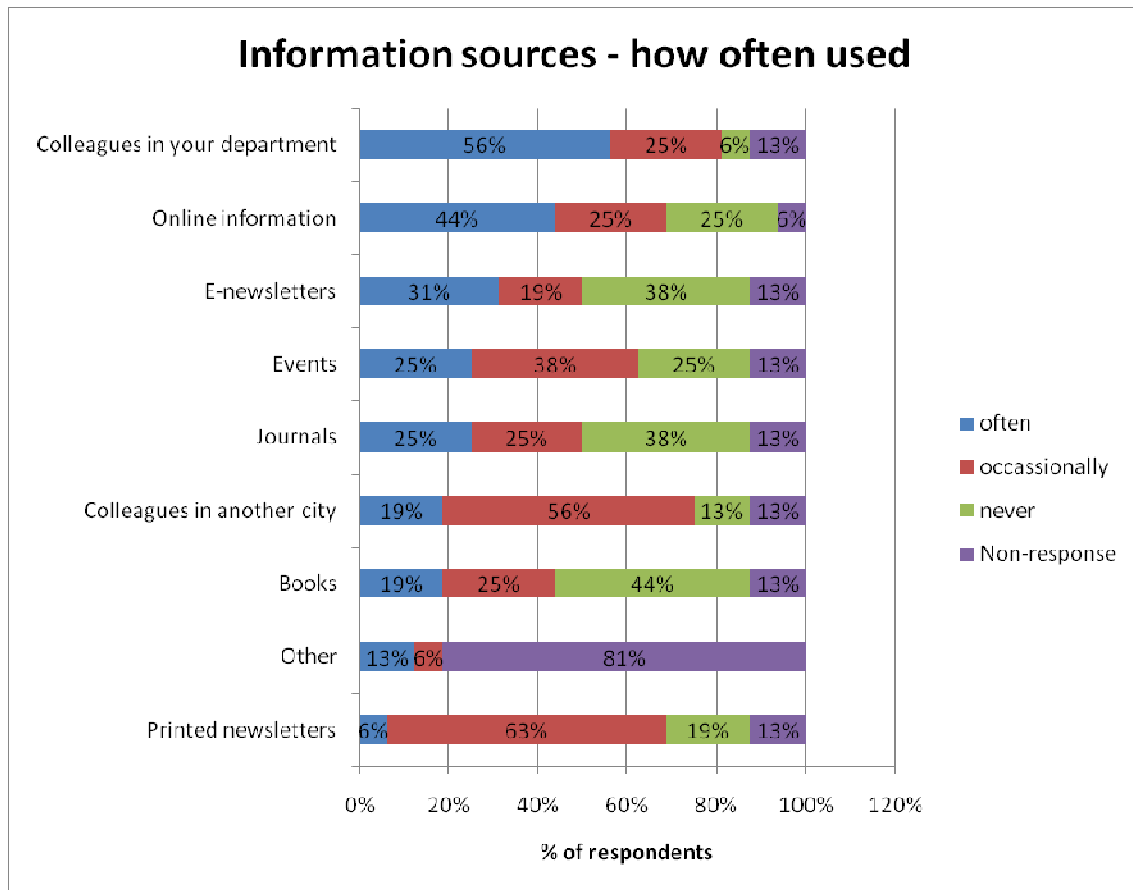
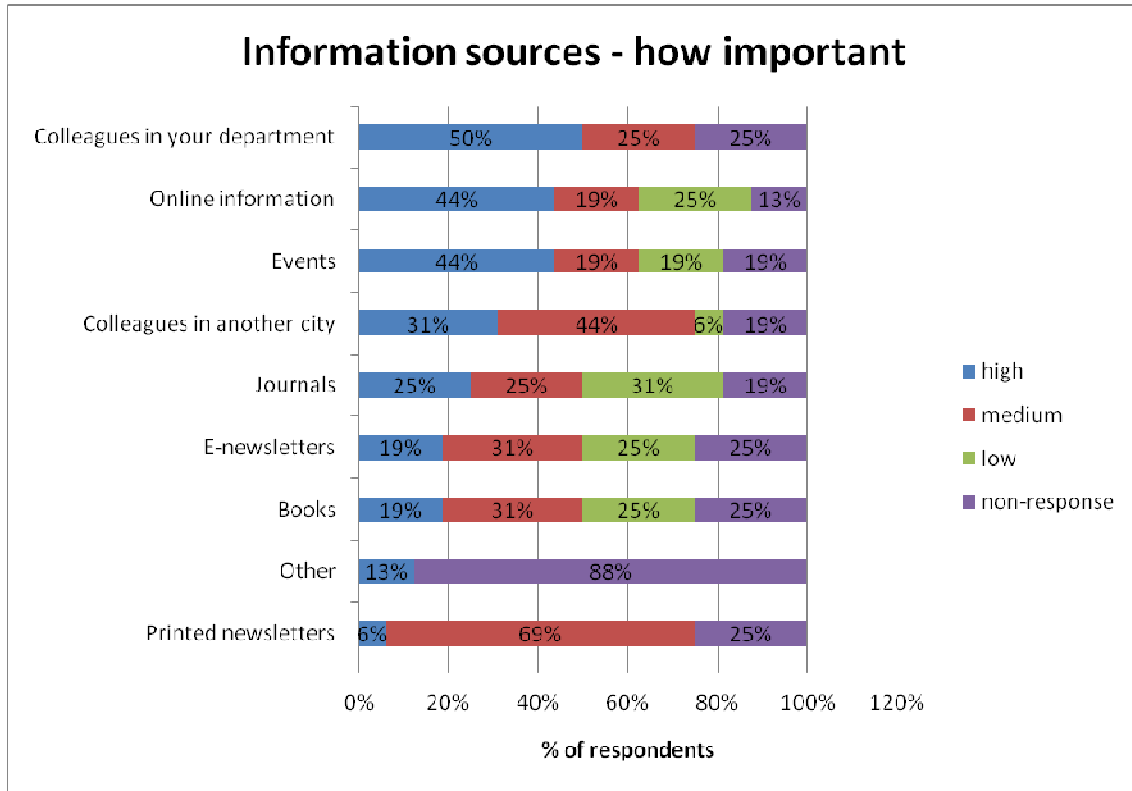
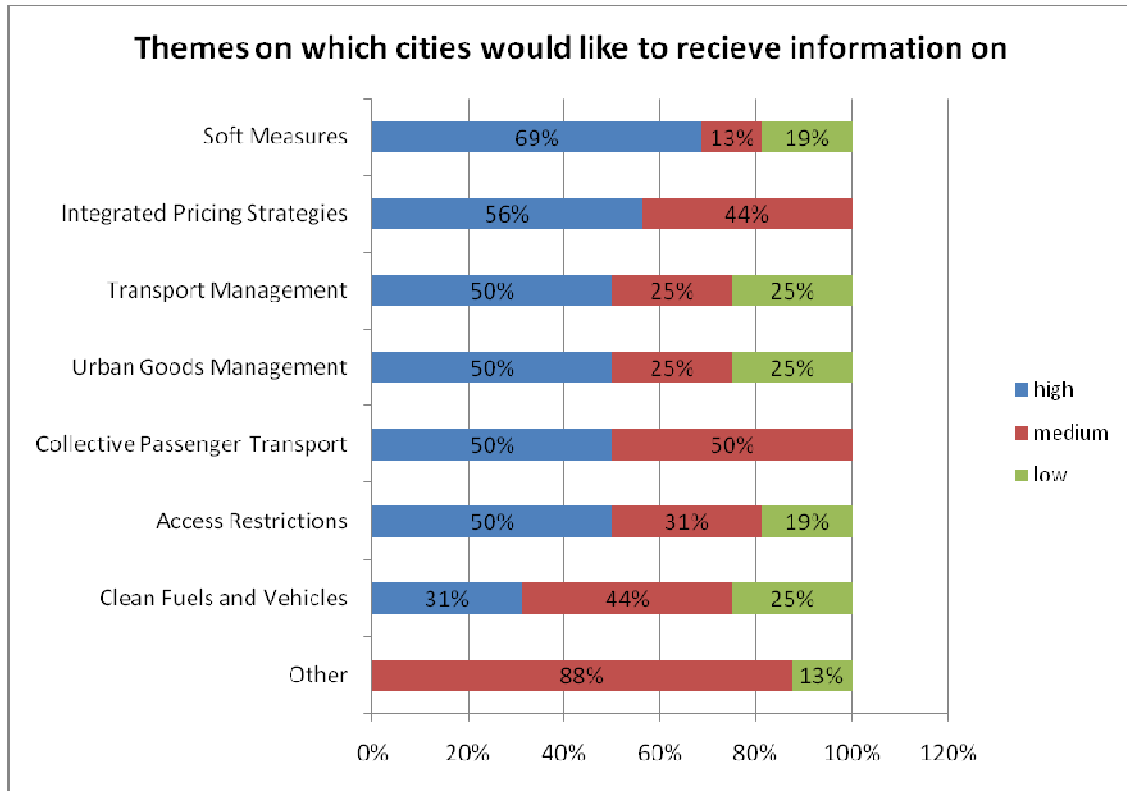


Figure 62: Information sources – how often used



**Figure 63: Information sources – how important**

Figure 64 shows those themes about which cities are interested in receiving information. A total of 69% of respondents are highly interested in receiving information on *soft measures*. One in four is only interested to a low extent in *transport management*, *urban goods management* and *clean fuels and vehicles*. This is confirmed by the extra respondents.



**Figure 64: Themes on which cities would like to receive information**

Figure 65 shows the preferred information services and sources for obtaining information about the above themes. *Information about European funding opportunities* is indicated by 69% of respondents as a highly interesting information service. *Documented case studies* are another popular information service.

*Online conferences* and *interactive online discussions* are the least popular. Half the respondents indicate both services as interesting to a low extent. This is confirmed by the extra respondents.

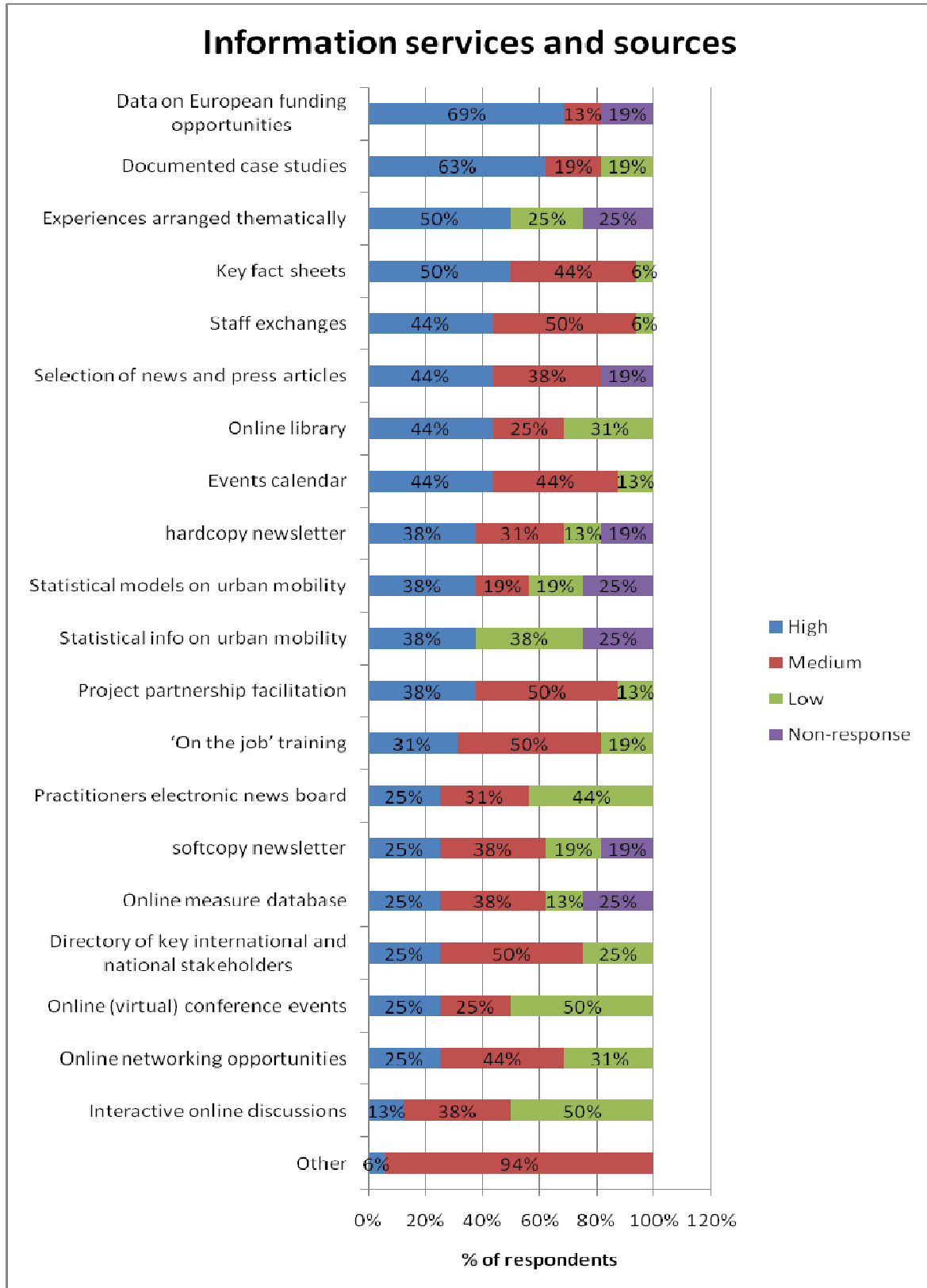


Figure 65: Information services and sources

### 3.5.5. CIVITAS website

Figure 66 shows that only 19% of respondents are familiar with the CIVITAS website. This is a logical consequence of the fact that only 25% of respondents were aware of the CIVITAS Initiative. Due to the very low response to questions about the CIVITAS website, there is no analysis here.

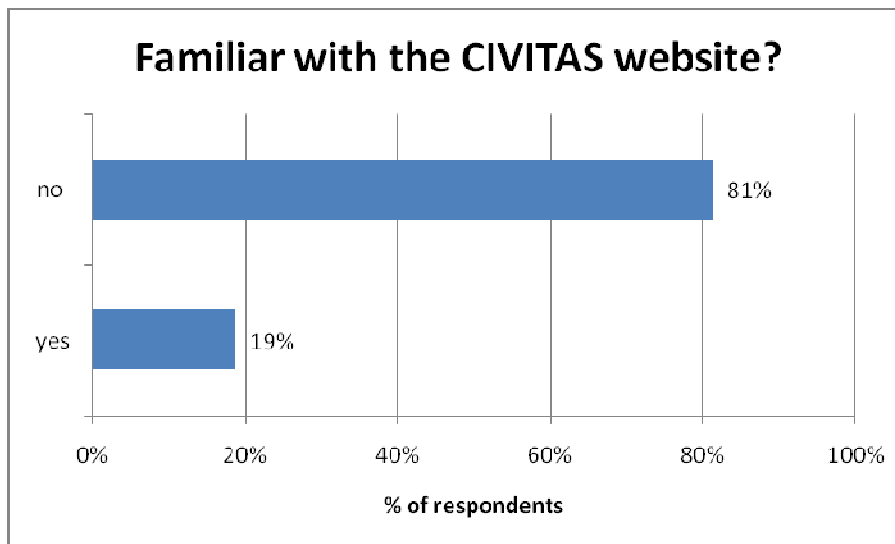


Figure 66: Familiarity with the CIVITAS website

### 3.5.6. Interest in the CIVITAS Initiative

When asked if the cities could imagine becoming involved in the CIVITAS Initiative, 81% of respondents answered yes.

Figure 67 shows the principal reasons for cities to become involved in the CIVITAS Initiative. Four objectives stand out in particular:

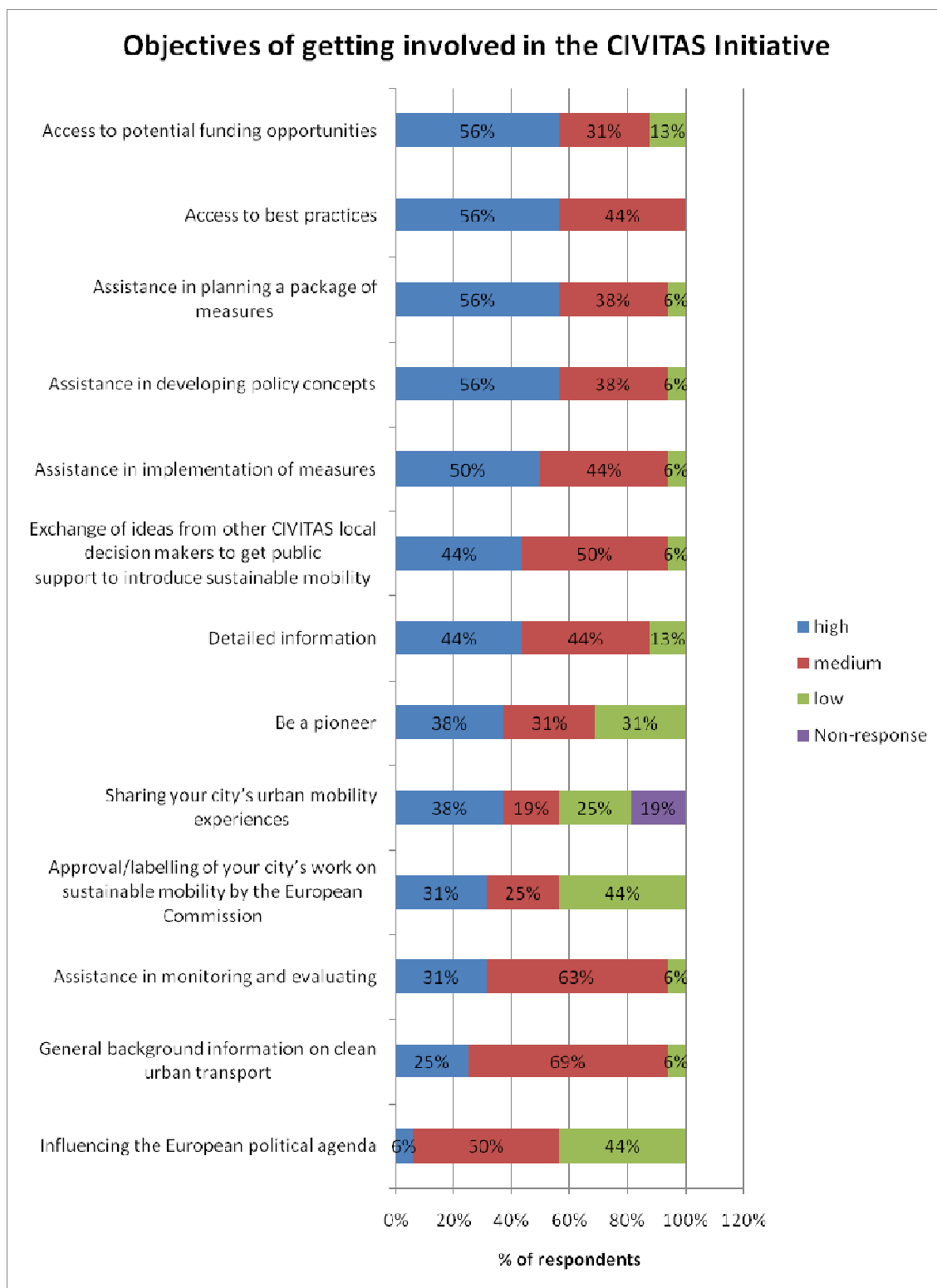
- access to potential funding opportunities;
- access to best practices;
- assistance in planning a package of measures;
- assistance in developing policy concepts.

Some 44% of respondents indicate *access to best practices* as a principal objective to a medium extent.

*Approval/labelling of your city's work on sustainable mobility by the European Commission and influencing the European political agenda* are indicated by 44% of respondents as a principal objective to a low extent.

This is confirmed by the extra questionnaires.





**Figure 67: Objectives of getting involved in the CIVITAS Initiative**

Figure 68 shows the principal barriers to cities' involvement in the CIVITAS Initiative. By far the most important barrier seems to be *insufficient knowledge of CIVITAS and its*

measures. In addition, the *benefits of getting involved in CIVITAS* are not well known by respondents. This is a logical consequence of the fact that only 25% of respondents were aware of the CIVITAS Initiative.

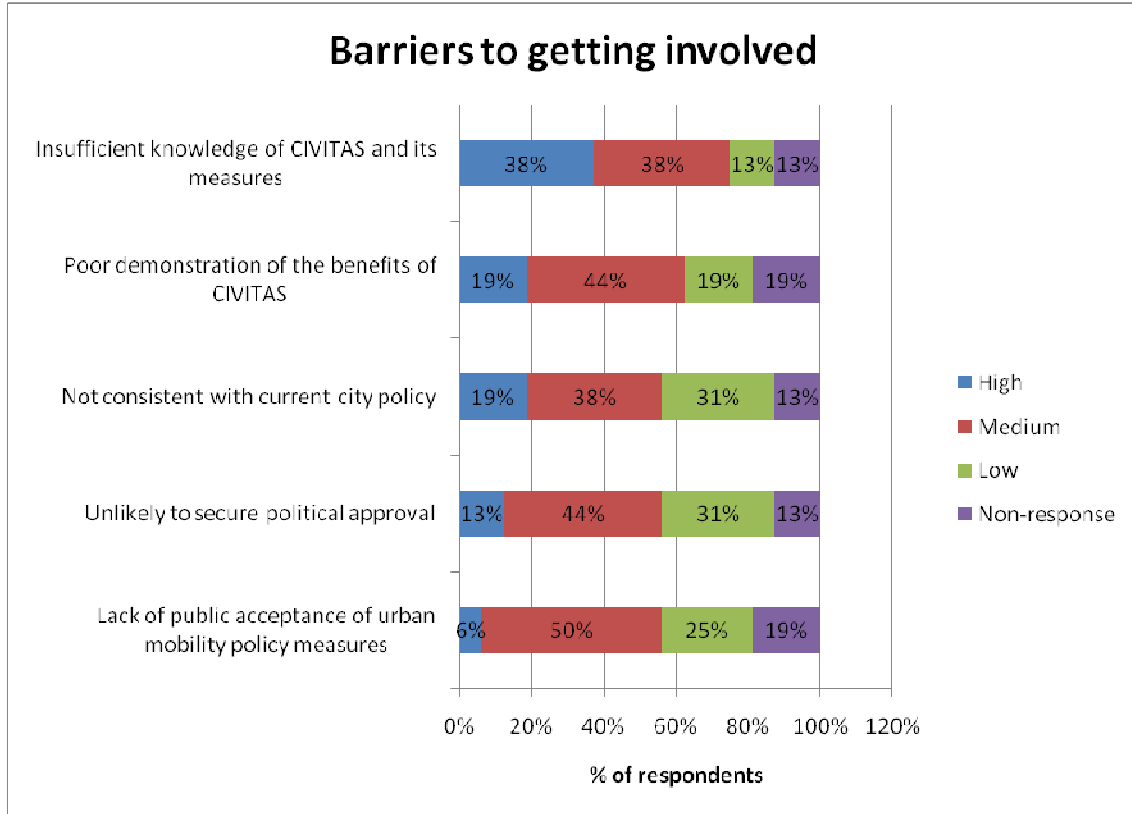


Figure 68: Barriers to getting involved

### 3.5.7. Language preferences

Tables 25 and 26 show the languages used by the respondents as working languages and the preferred languages in which to receive information about CIVITAS.

Table 25: Working languages of respondents

Language 1	Language 2	Language 3
Bosnian	Croatian	Serbian
English	/	/
English	/	/
French	/	/
Macedonian	English	/
Montenegrin	Serbian	English
French	/	/
German	French	English
Spanish	/	/
Bosnian	Croatian	Serbian
Albanian	/	/
Serbian	English	German

Albanian	English	/
Albanian	English	Italian
Dutch	/	/
Albanian	English	/

**Table 26: Information languages**

Language 1	Language 2	Language 3
Bosnian	Croatian	Serbian
English	/	/
English	/	/
French	/	/
English	/	/
English	/	/
English	French	/
German	/	/
Spanish	English	French
Bosnian	Croatian	English
Albanian	English	/
Serbian	English	German
English	/	/
English	Italian	/
English	/	/
English	/	/

### 3.5.8. Additional comments

Respondents made some additional comments concerning their expectations of CIVITAS VANGUARD:

- Active participation in the programme and the promotion of public mobility measures.
- We have very high expectations considering that Tuzla is one of the most polluted cities in Bosnia and Herzegovina. The cause of immense pollution is the high number of vehicles and very poor infrastructure.
- One of the main barriers in Peja municipality regarding mobility planning is that there is no mobility planning department, thus strategic and sustainable mobility measures are difficult to plan.
- High interest in being the beneficiary of the small grants for piloting some ideas on sustainable mobility.
- The concept is relatively new to municipality staff, therefore additional effort is needed to explain the concept and definitions included in this questionnaire.
- The interview is held with the director, while only a few exchanges are held with the mobility specialist, with whom future communication should be focused.

### 3.5.9. Related findings from CIVITAS CATALIST

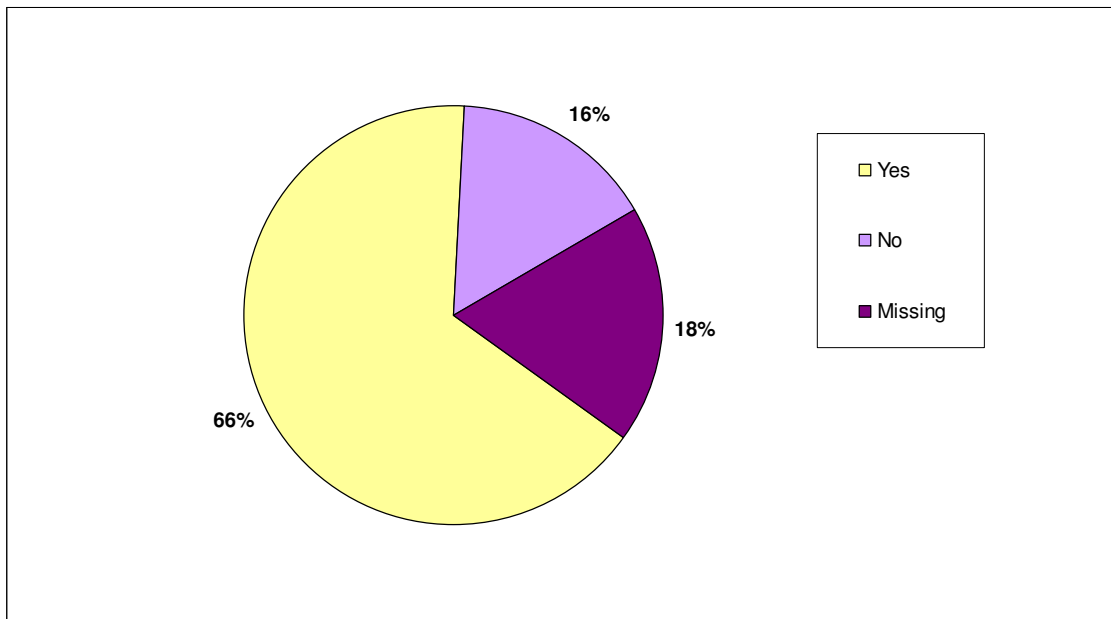
As described in Section 2.1.3.2, CIVITAS CATALIST interviewed cities not yet involved in CIVITAS — so-called new potential take-up (NPTU) cities. The selection of NPTU cities was one of the criteria in drawing up the list of cities for VANGUARD survey 2.

An important question that arises is whether the results of the NPTU cities within CATALIST are similar to the results of CIVITAS VANGUARD survey 2, since both groups comprise European cities that had no previous involvement in CIVITAS. Since the sample of European cities targeted by CATALIST differed from that targeted by VANGUARD (as described above), the surveys can be regarded as complementary.

The CATALIST project surveyed cities within Austria, Denmark, Estonia, Germany, the Netherlands, Romania, Sweden and the UK. These actually make up 21 of the 38 NPTU cities or 55 percent. Because of the way in which the CATALIST survey's findings are presented, we therefore present below their results for the entire NPTU group, and in particular those which are of particular interest and even comparable with VANGUARD. Limited comparisons with VANGUARD's survey results are also drawn.

#### 3.5.9.1. Awareness of CIVITAS

Within CATALIST, the NPTU cities were asked if they were aware of CIVITAS: responses are shown in Figure 69.



**Figure 69: Awareness of CIVITAS<sup>17</sup>**

When these results are compared with the results of survey 2, some differences emerge. In survey 2, only 25% of respondents were aware of CIVITAS, while in CATALIST 66% of NPTU cities were already aware of CIVITAS.

Figure 70 shows how the NPTU cities became aware of CIVITAS. The CIVITAS website seems to be the most important means, together with other online sources. The same

<sup>17</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.12.

question was asked in VANGUARD survey 2. However, a comparison of the two sets of results is not relevant because of the low response rate.

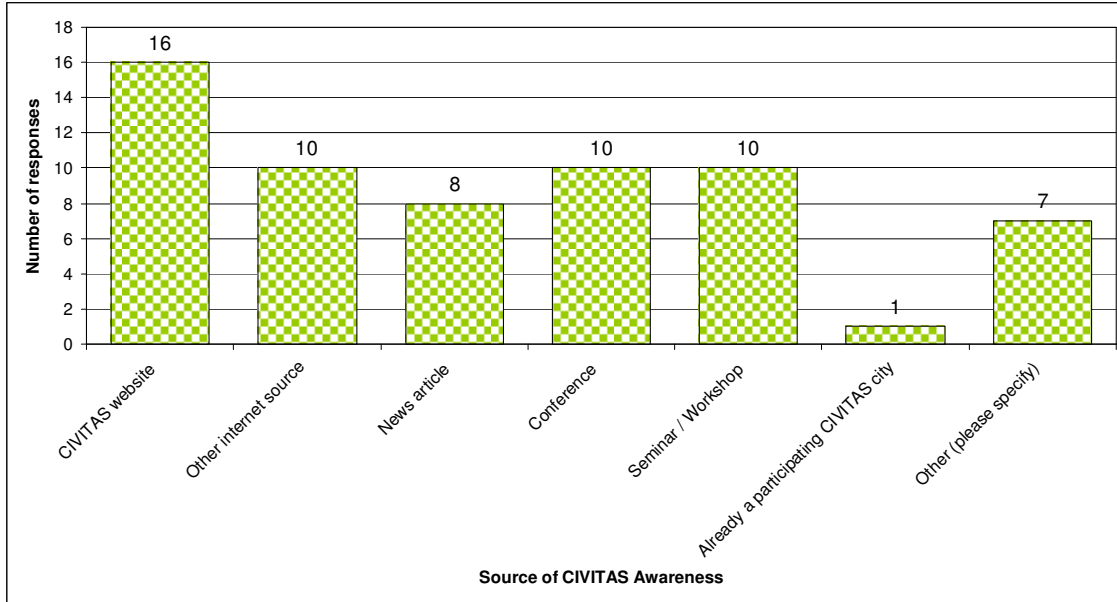


Figure 70: How did cities become aware of CIVITAS?<sup>18</sup>

### 3.5.9.2. Sustainable mobility themes

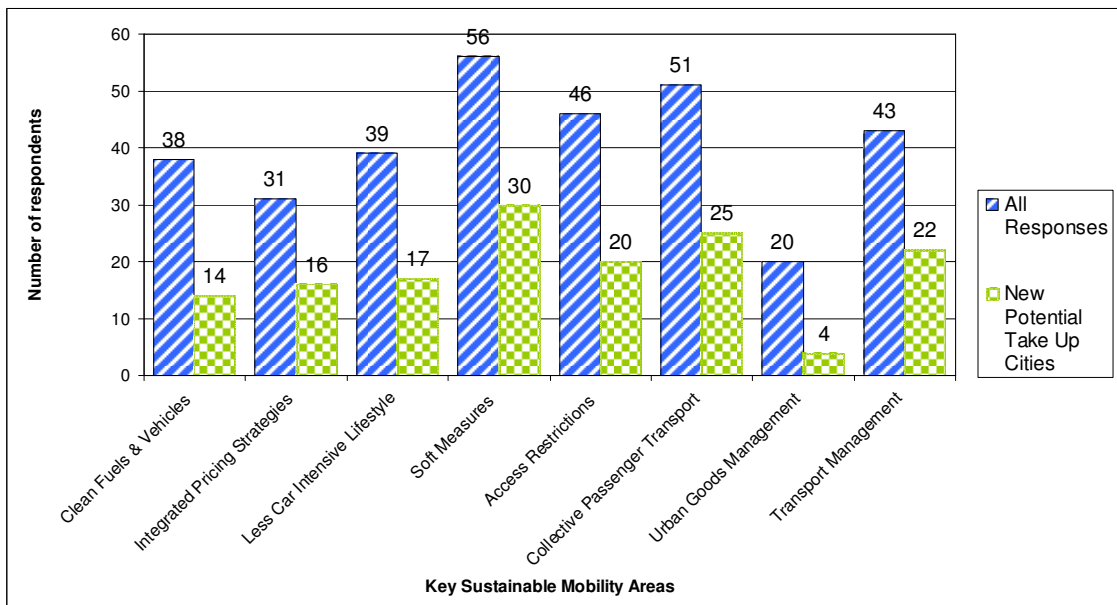


Figure 71: Interest in sustainable mobility themes<sup>19</sup>

Figure 71 indicates the themes in which respondents have high interest. The striped bars (all responses) indicate the interest of all responding cities within CATALIST's

<sup>18</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.13.

<sup>19</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.7.

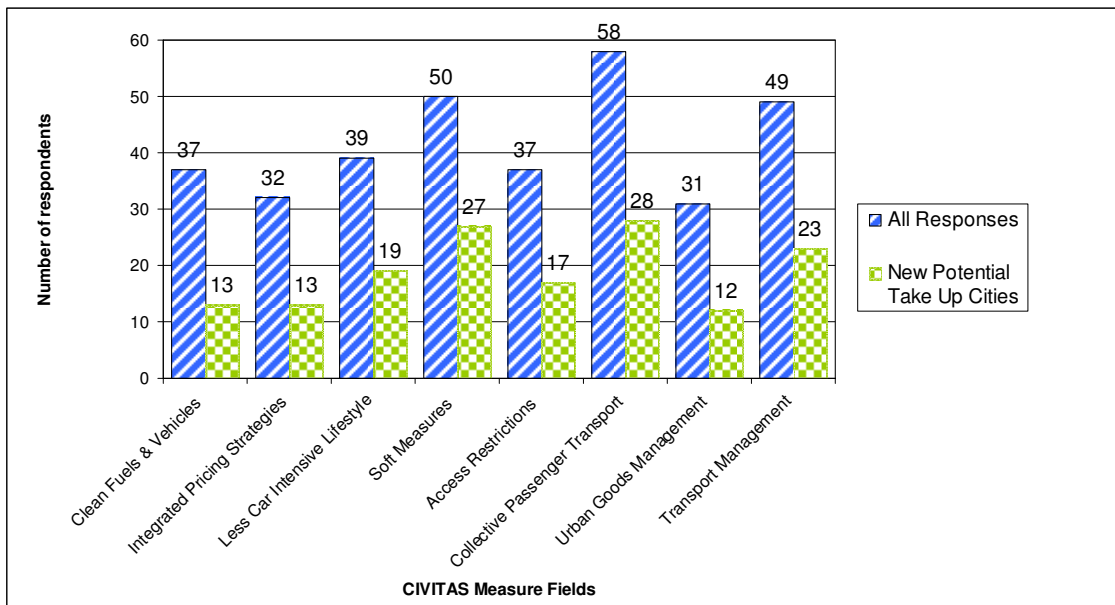
survey: CIVITAS I cities, CIVITAS II cities, CIVITAS Forum cities and the NPTU cities. The chequered bars show the fields of interest to NPTU cities only. The two groups are comparable (see for instance the top three categories are the same).

When compared with the sustainable mobility themes on which cities from survey 2 have already worked, the results are very similar. The top three in VANGUARD survey 2 (working on specific themes to a high and medium extent) are:

1. Soft measures (57% high and medium extent)
2. Access restrictions (50% high and medium extent)
3. Collective passenger transport (38% high and medium extent)

### 3.5.9.3. Informational interest in sustainable mobility themes

The striped bars in Figure 72 indicate the sustainable mobility themes on which the NPTU cities would like to receive information.



**Figure 72: Informational interest in sustainable mobility themes<sup>20</sup>**

Informational interest was a topic in VANGUARD survey 2: respondents were asked which themes they were interested in receiving information on to a high, medium or low extent.

The top three themes in VANGUARD survey 2, about which respondents were interested in receiving information to a high extent, were:

1. Soft measures (69%)
2. Integrated pricing strategies (56%)
3. Transport management – Urban goods management – Collective passenger transport - Access restrictions (50%)

The most striking aspect of the results of VANGUARD survey 2 is that respondents are interested in almost all themes to a high extent.

<sup>20</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.15

The most popular themes for the NPTU cities within CATALIST are *collective passenger transport* and *soft measures*, both of which are indicated by 50% or more of the respondents to survey 2.

### 3.5.9.4. Objectives in getting involved in CIVITAS

Figure 73 shows the principal objectives of all responding cities within CATALIST in getting involved in CIVITAS. The striped bars show the results for the NPTU cities. The most important objective for NPTU cities is *access to potential funding opportunities*. This is also the case for the cities responding to VANGUARD survey 2.

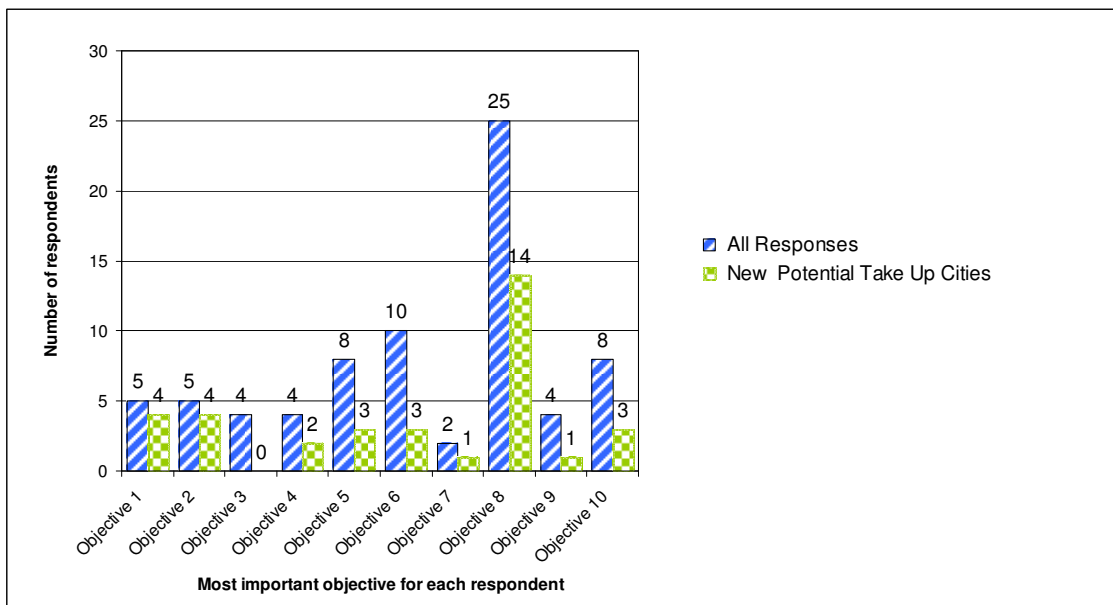


Figure 73: Objectives in getting involved in CIVITAS<sup>21</sup>

Objectives:

1. Accessing general background information on clean urban transport (overviews of concepts)
2. Accessing detailed information on clean urban transport (in-depth information on policies and measures)
3. Obtaining assistance in developing policy concepts
4. Obtaining assistance in planning a package of measures
5. Obtaining assistance in the implementation of measures
6. Sharing best practices in the implementation of measures
7. Obtaining assistance in monitoring and evaluating the impact of measures
8. Accessing potential funding opportunities
9. Influencing the political agenda on the European level
10. Promoting your city's own best practice examples

<sup>21</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.21.

### 3.5.9.5. Barriers to implementing sustainable mobility measures

The striped bars in Figure 74 show the principal barriers to adopting CIVITAS principles and implementing sustainable mobility measures in NPTU cities. It is clear that the most important barrier is lack of funding, both for the NPTU cities in CATALIST and for all respondents to the CATALIST survey.

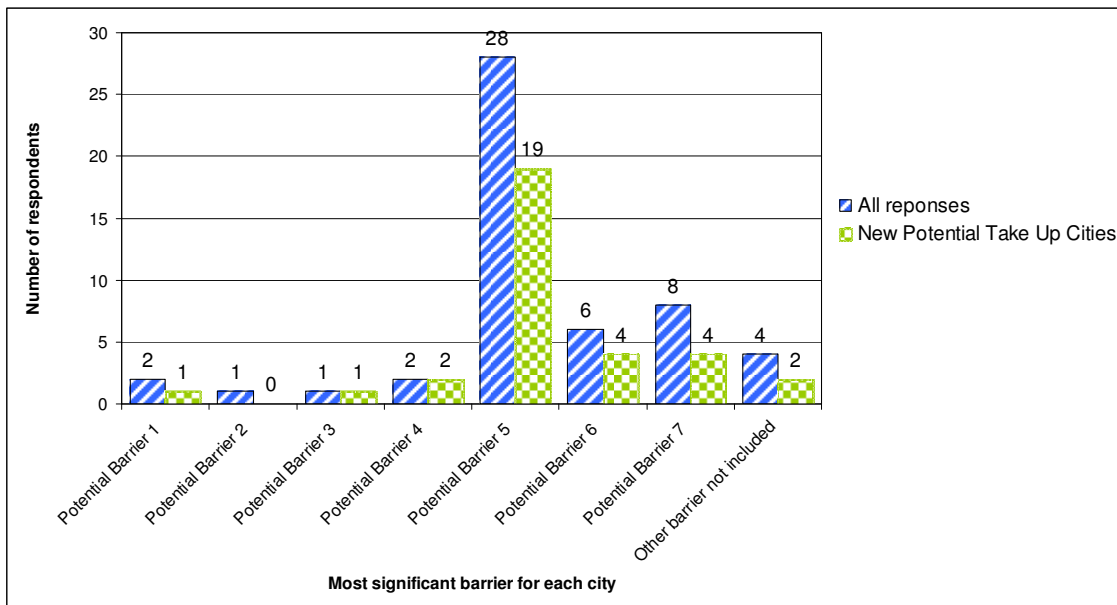


Figure 74: Principal barriers to implementing sustainable mobility measures<sup>22</sup>

Potential barriers:

1. Not consistent with current city policy
2. Unlikely to secure political approval
3. Lack of a political champion to promote the principles behind CIVITAS
4. Lack of public acceptance of urban mobility policy measures
5. Lack of funding — e.g. insufficient funds to support the development of urban mobility policy measures
6. Insufficient knowledge of CIVITAS and its measures
7. Lack of demonstration of the benefits of becoming involved in CIVITAS

The results can be compared to the question in VANGUARD survey 2 regarding barriers to implementing sustainable mobility measures. *Lack of financial resources* was indicated as the most important barrier. The same can be seen in Figure 74. By far the most important barrier for NPTU cities is lack of funding in implementing CIVITAS principles.

### 3.5.9.6. Information services and sources

Figure 75 gives an overview of all (possible) CIVITAS activities in which respondents to the CATALIST survey are interested. The striped bars show the results from NPTU cities, while the checkered bars show the results from all respondents. *Newsletters and*

<sup>22</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.24.



topic guides are the most popular information services. All other services and sources receive a comparable level of interest among respondents.

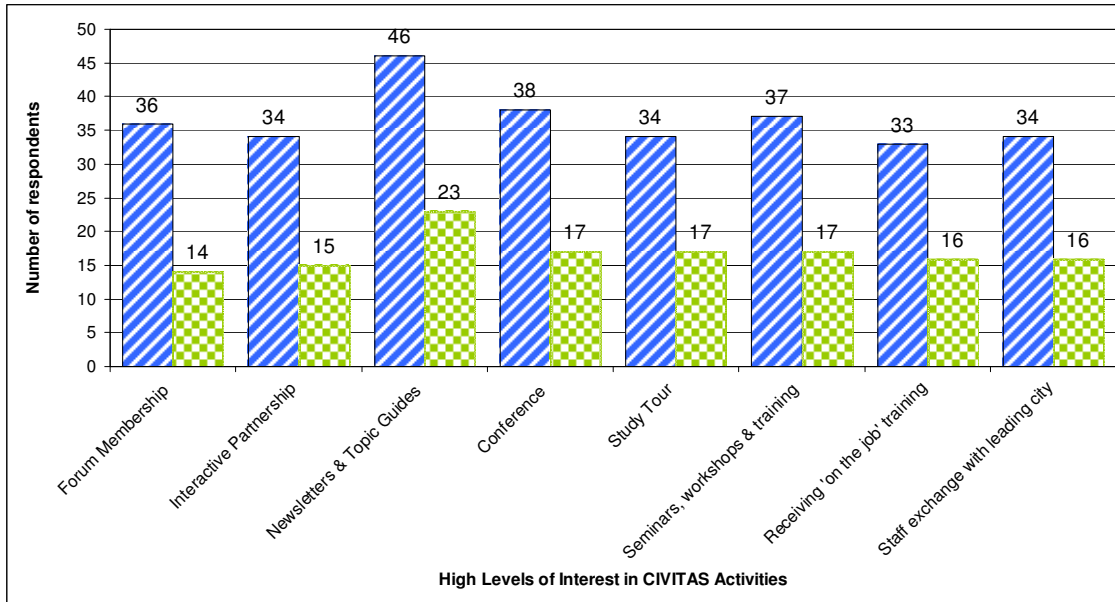


Figure 75: Interest in information services and sources<sup>23</sup>

Within VANGUARD survey 2, respondents were asked which services and sources they would be interested in. Because of the differences between surveys on this question, a comparison is not relevant.

### 3.5.9.7. Conclusions

Similar questions in the survey for the NPTU cities within CIVITAS CATALIST and the VANGUARD survey 2 produced similar results:

- *Collective passenger transport, access restrictions and soft measures* are the most popular sustainable mobility themes on which the cities have been working.
- *Access to potential funding* is the principal objective for cities in getting involved in CIVITAS
- The most important barrier for the cities to implementing sustainable mobility measures of CIVITAS principles is lack of financial resources.

<sup>23</sup> TTR, CIVITAS CATALIST Initial User Needs Analysis Report, February 2008, p.27.

### 3.6 Results comparison between target groups

Overall, in the course of the two surveys, 20 dissemination managers and a total of 35 city decision makers and/or mobility departments were interviewed and informed about CIVITAS between January 19 and February 20, 2009. The distribution of the actual respondents can be seen in the table below: 40 cities responded, comprising 18 non-CIVITAS cities and 22 CIVITAS Plus cities.

**Table 27: Geographical distribution of respondents**

Country	City	CIVITAS Plus city	Non-CIVITAS city
Albania	Berat		X
	Durres		X
	Shkoder		X
Belgium	<b>Ghent</b>	X	
	Mechelen		X
Bosnia and Herzegovina	Brcko		X
	Tuzla		X
Bulgaria	<b>Gorna-Oryahovitsa</b>	X	
Croatia	<b>Zagreb</b>	X	
Czech Republic	<i>Brno</i>	X	
	<b>Usti nad Labem</b>	X	
Denmark	<b>Aalborg</b>	X	
Estonia	<b>Tallinn</b>	X	
France	Artois-Gohelle		X
	Grenoble		X
Hungary	Veszprem		X
Italy	<i>Brescia</i>	X	
	<b>Bologna</b>	X	
	<b>Monza</b>	X	
	<b>Perugia</b>	X	
Ireland	Limerick		X
Kosovo	Peja		X
Macedonia	Ohrid		X
	<b>Skopje</b>	X	
Montenegro	Niksic		X
The Netherlands	<b>Utrecht</b>	X	
Poland	<i>Gdansk</i>	X	
	<b>Szczecinek</b>	X	
Portugal	<b>Coimbra</b>	X	
	<b>Funchal</b>	X	
	Porto	X	
Romania	<b>Craiova</b>	X	
	<b>Iasi</b>	X	
Serbia	Nis		X
	Novi Sad		X
Slovenia	<b>Ljubljana</b>	X	
Spain	Cordoba		X
	San Sebastian	X	
	Vitoria-Gasteiz	X	
Switzerland	Basel		X
	Lausanne		X
UK	<i>Bath</i>	X	
	<b>Brighton</b>	X	

NB: *Italics* indicates those CIVITAS Plus local dissemination managers not responding to our survey, while **bold** indicates CIVITAS Plus city mobility departments and/or decision makers responding to our survey (via local dissemination managers)

The geographical distribution of respondents is also shown in the map below:



**Figure 76: Geographical distribution of respondents**

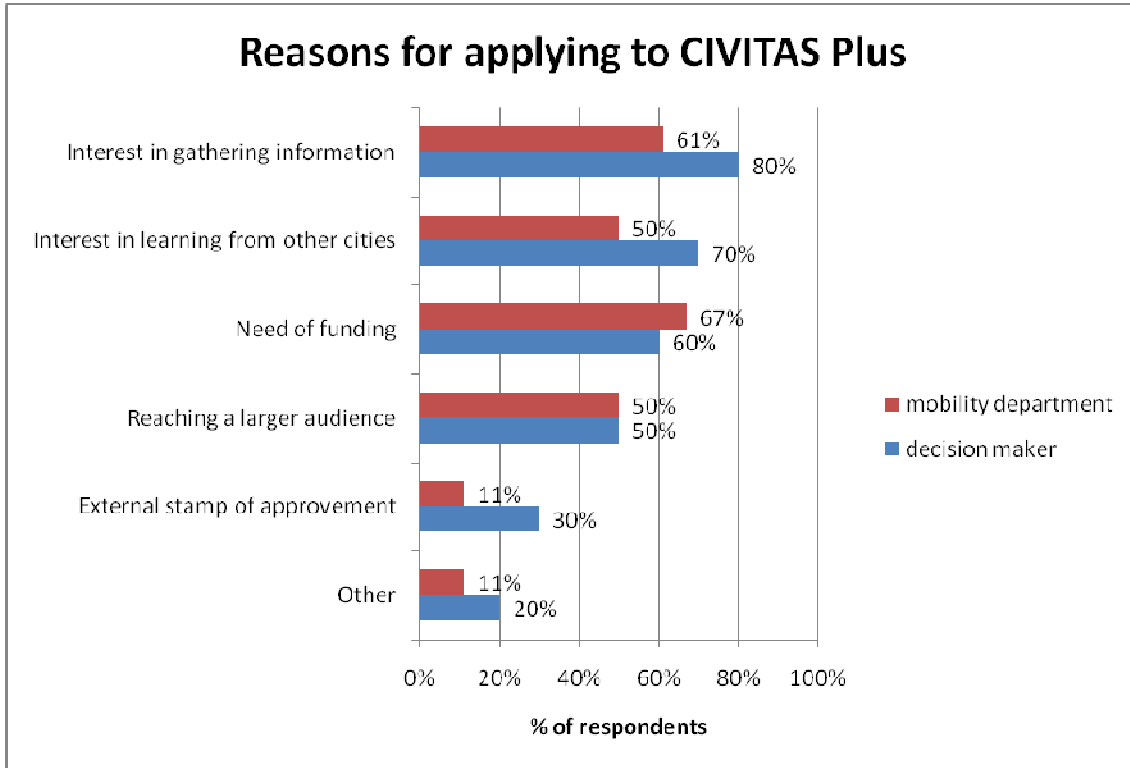
While Sections 3.1 to 3.5 above contain results for particular target groups, this section compares the results between the different target groups on specific items in the questionnaire.

The table below gives an overview of the items compared in this sub-section and the target groups involved. Items marked in orange refer to questions related to WP4, while items marked in green should be looked at in relation to WP3 strategies.

**Table 28: Comparing target groups**

Items compared	Target groups questioned				
	CIVITAS mobility department	CIVITAS decision maker	CIVITAS local dissemination manager	CIVITAS project dissemination manager	Non-CIVITAS mobility department
Reasons for applying for CIVITAS Plus funding	x	x			
Sustainable mobility themes already worked on	x	x			x
Success factors in sustainable mobility	x	x			x
Barriers to sustainable mobility	x	x			x
Often used info sources	x	x			x
Highly important info sources	x	x			x
Training topics preferred	x	x	x	x	
Training interaction level	x	x	x	x	
CIVITAS info sources preferred	x	x			x
CIVITAS website	x	x	x	x	
Objectives for involvement in CIVITAS	x	x			x

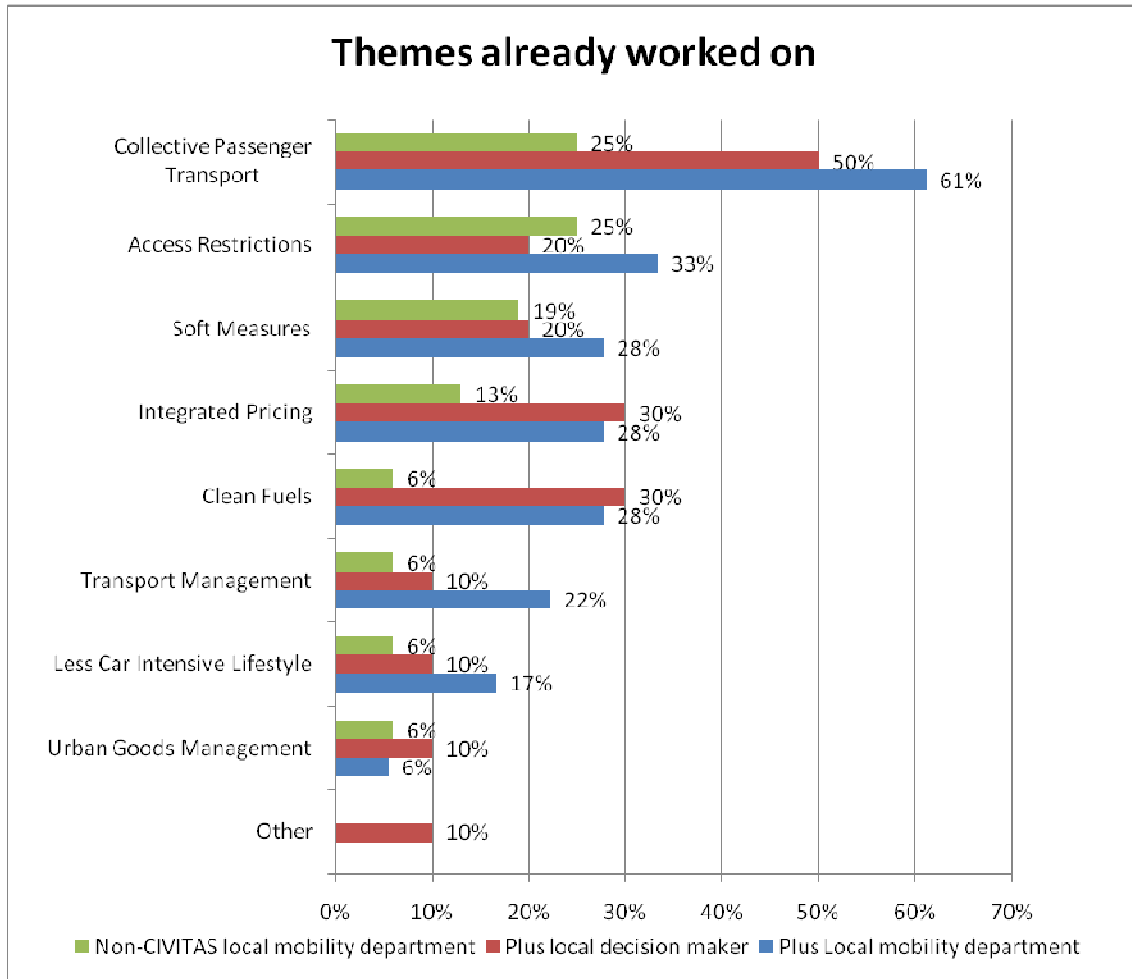
### 3.6.1. CIVITAS Plus interests



**Figure 77: Reasons for applying to CIVITAS Plus**

Figure 78 compares the most important reasons for local decision makers and local mobility departments to apply to CIVITAS Plus. Results show that the reasons are rather similar, although decision makers place greater value on gathering information, while the mobility departments regard funding as important.

### 3.6.2. Sustainable mobility activities

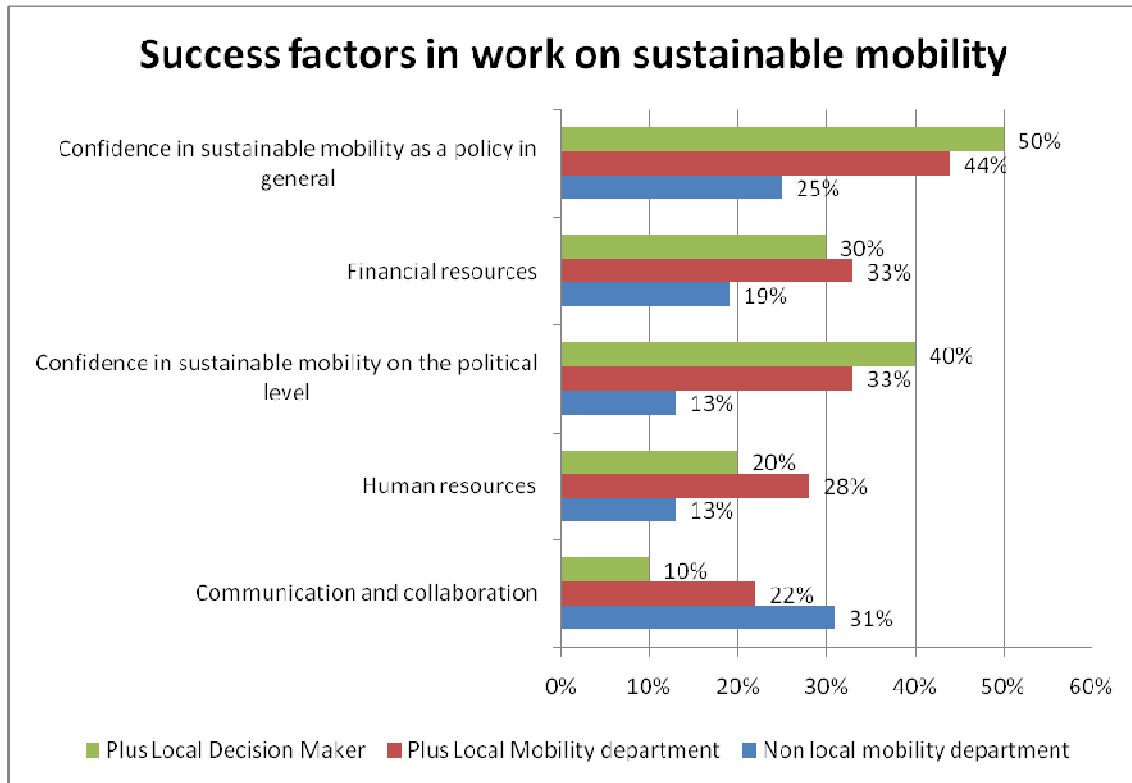


**Figure 78: Themes already worked on**

A theme on which all groups have worked in the past is *collective passenger transport*.

Among all groups, the least popular theme is *urban goods management*.

### 3.6.3. Success factors in work on sustainable mobility

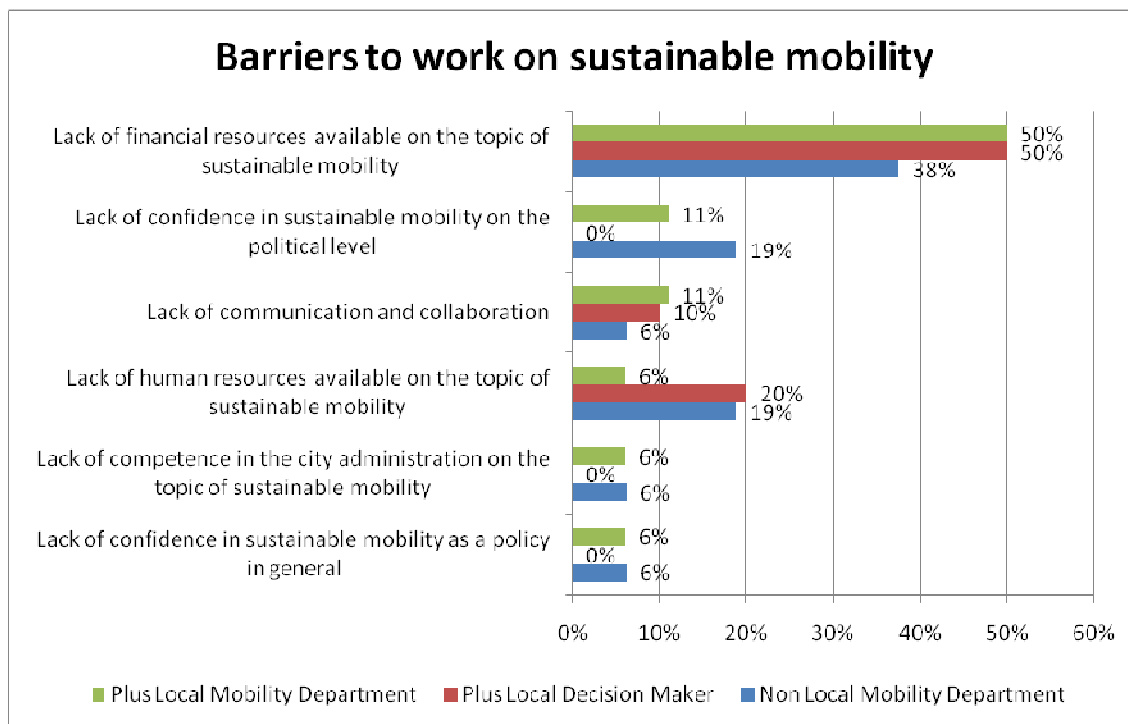


**Figure 79: Success factors in work on sustainable mobility**

One important success factor in work on sustainable mobility among all groups appears to be *confidence in sustainable mobility as a policy in general*.

The main difference between the groups here lies in the fact that *communication and collaboration with stakeholders* is mentioned as an important success factor to a high extent by the mobility departments of the non-CIVITAS cities. This factor is not rated as highly by the other groups.

### 3.6.4. Barriers to work on sustainable mobility

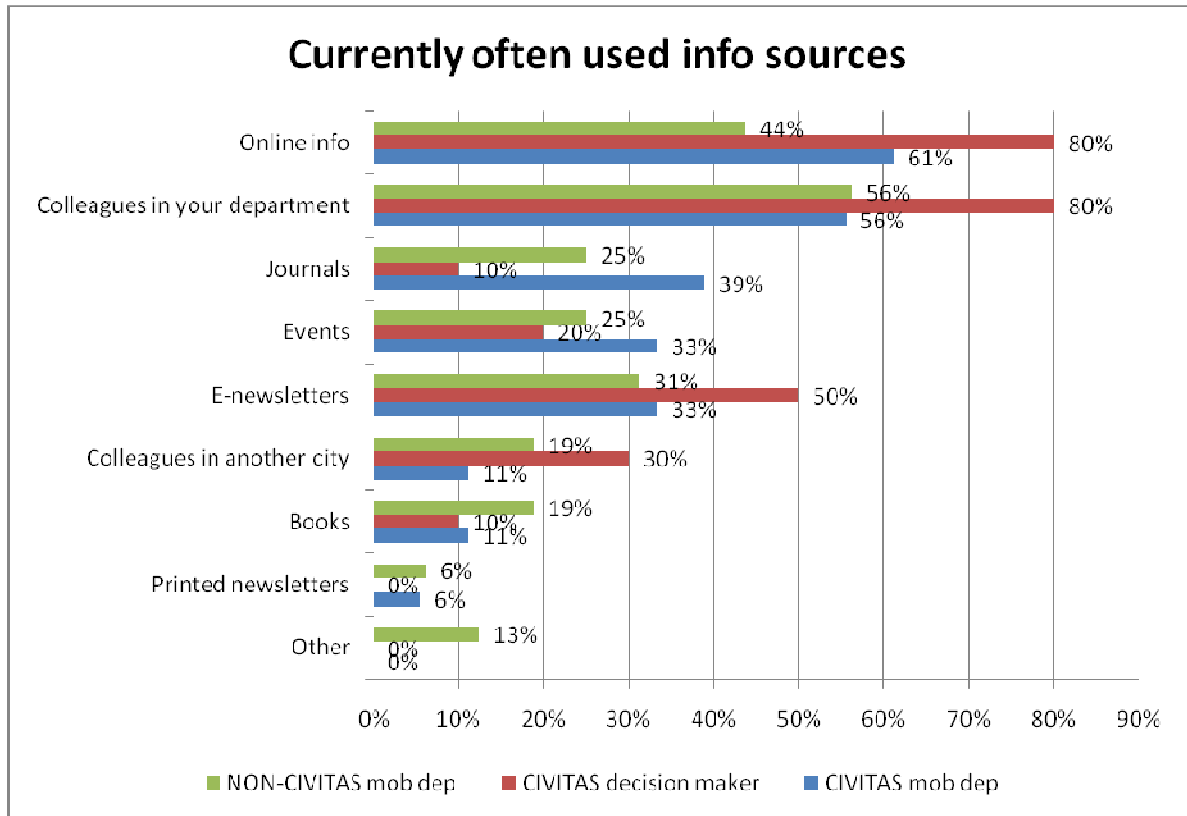


**Figure 80: Barriers to work on sustainable mobility**

By far the most important barrier among all groups of respondents is *lack of financial resources*.

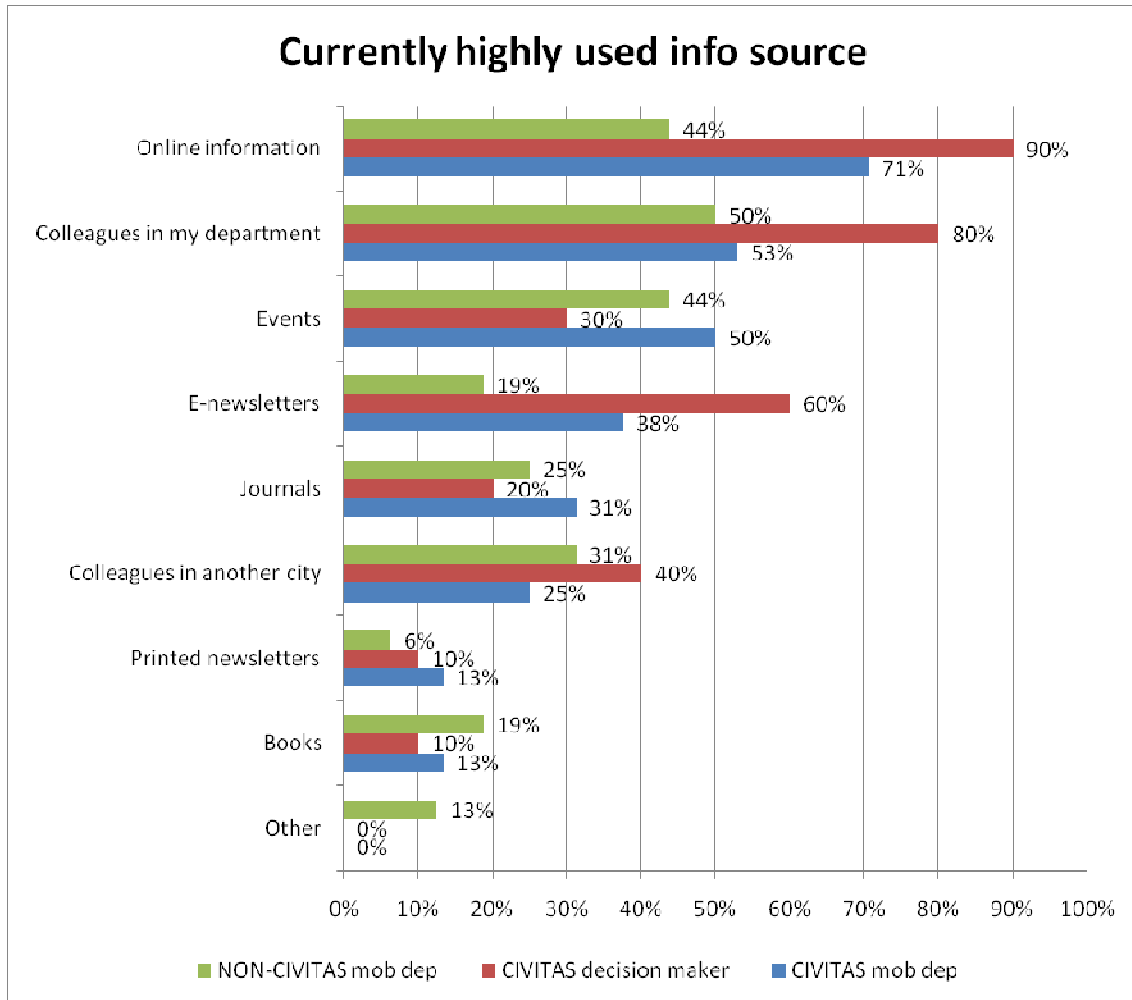


### 3.6.5. Use of information sources



**Figure 81: Currently often used info sources**

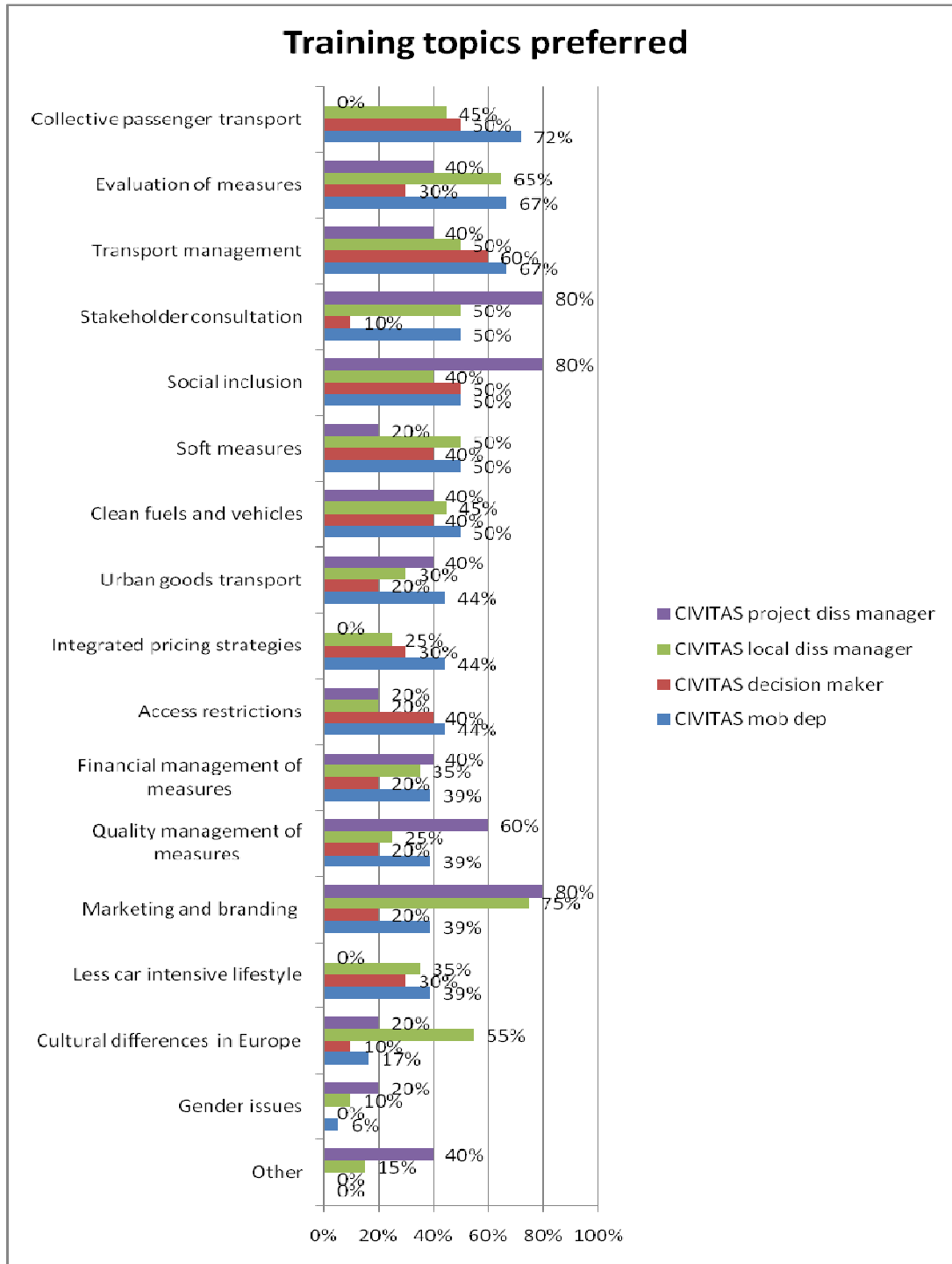
All groups use *online information* and rely heavily on *colleagues in their department* as sources of information. In the CIVITAS decision makers group, *e-newsletters* stand out (50% often used). The least used sources are *printed newsletters* and *books* among all the groups.



**Figure 82: Currently highly used info sources**

In terms of the importance of the information sources used, the same categories stand out again (*online information* and *colleagues in my department*), and this is true for all groups involved.

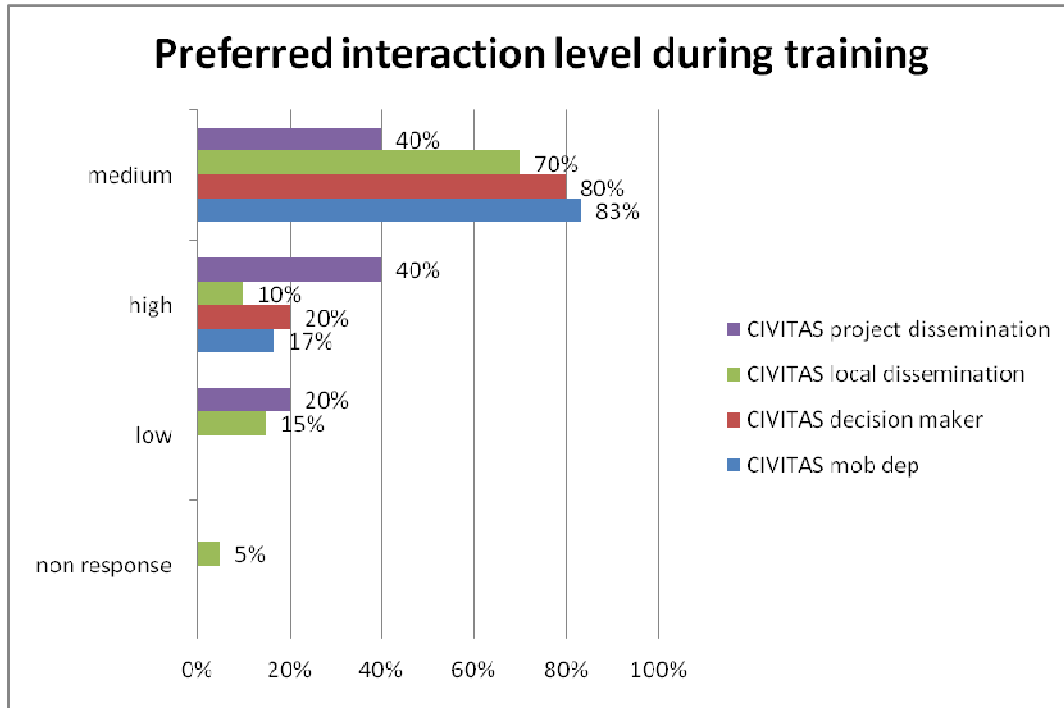
### 3.6.6. Training topics of interest



**Figure 83: Training topics preferred**

There are differences between dissemination managers and mobility departments/decision makers in terms of preferred training topics. Dissemination managers are far more interested in so-called horizontal and method-related topics such

as stakeholder consultation, social inclusion and marketing and branding. People from the mobility departments and local decision makers prefer the more technical topics.



**Figure 84: Preferred interaction level during training**

Figure 85 shows that all groups prefer the workshop as a format for trainings (medium interaction). Noticeably, 40% of project dissemination managers would like to have discussions during the trainings (high level of interaction).

### 3.6.7. Preferred information sources and services

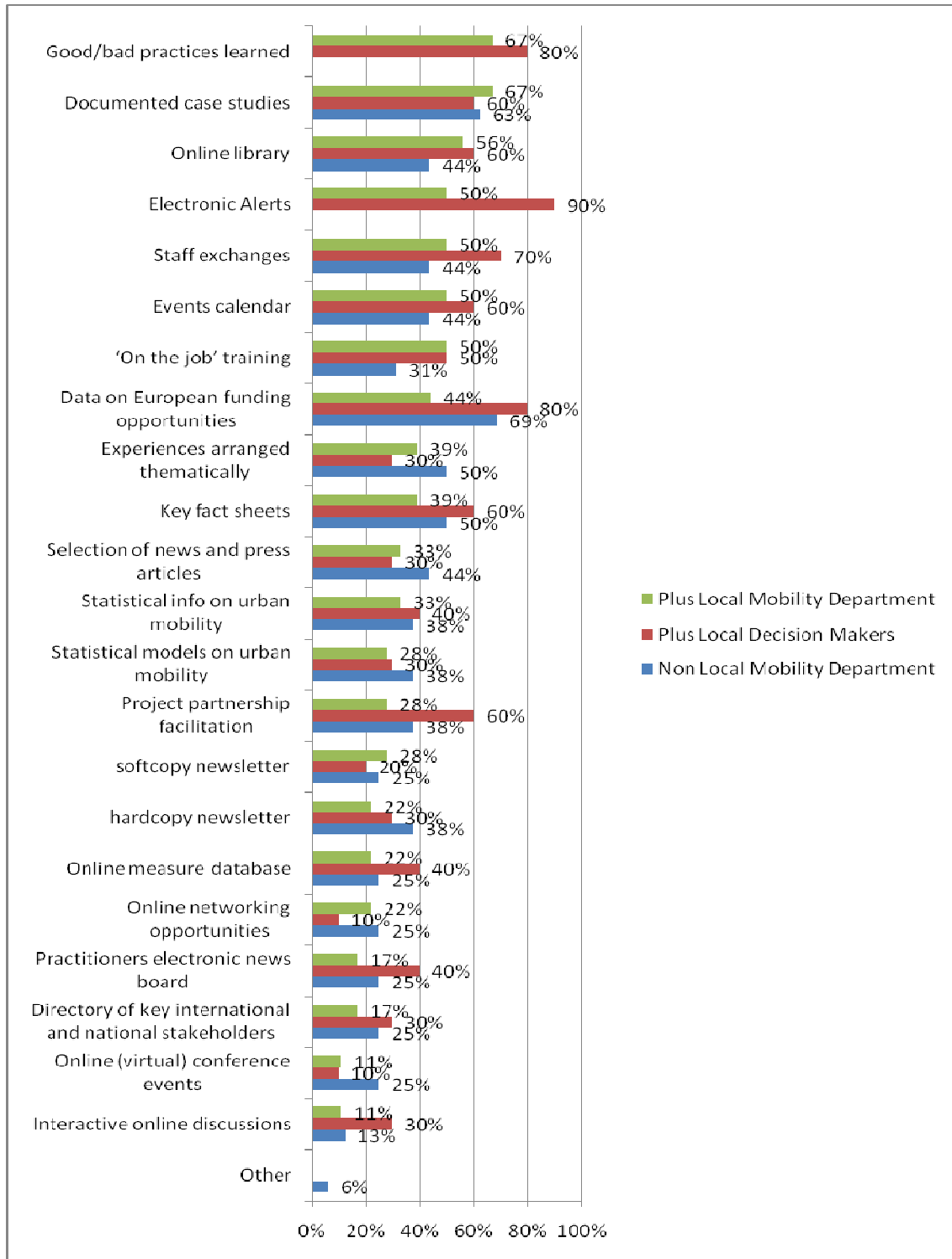
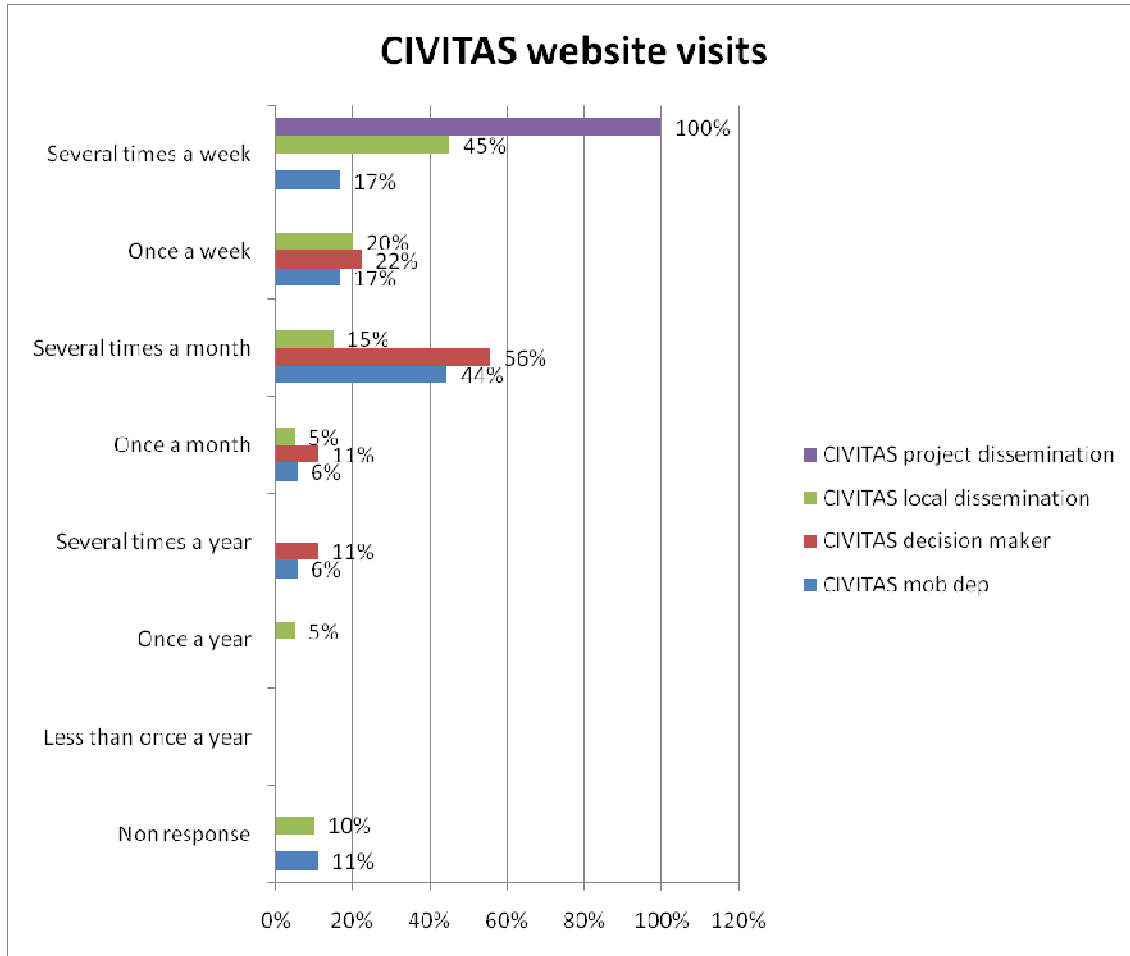


Figure 85: Information sources and services

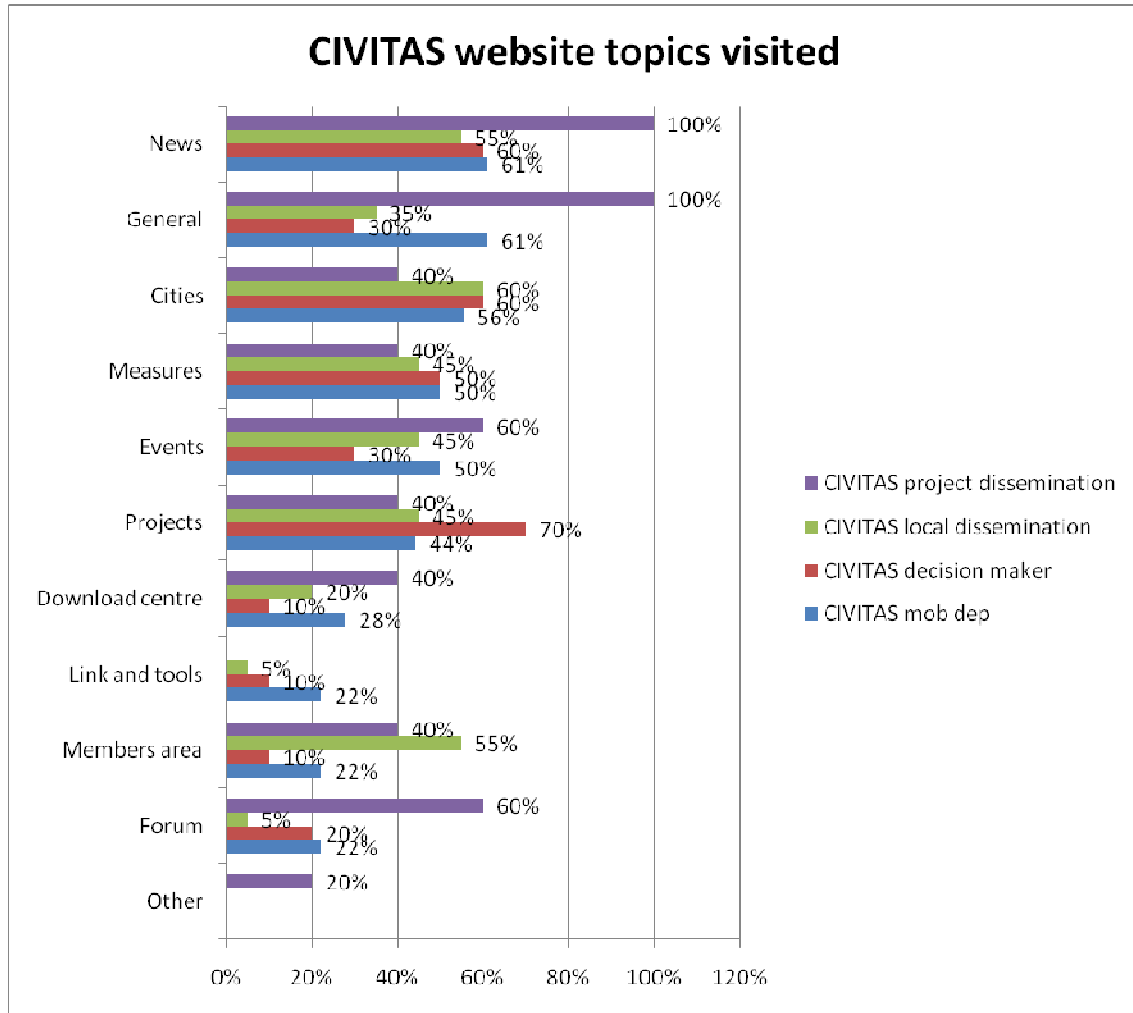
All responding groups are highly interested in learning from each other via *case studies* (i.e. *good/bad practices*), *staff exchanges* and *documented case studies*. None of the groups think *online virtual discussions and events* are interesting services.

### 3.6.8. CIVITAS website



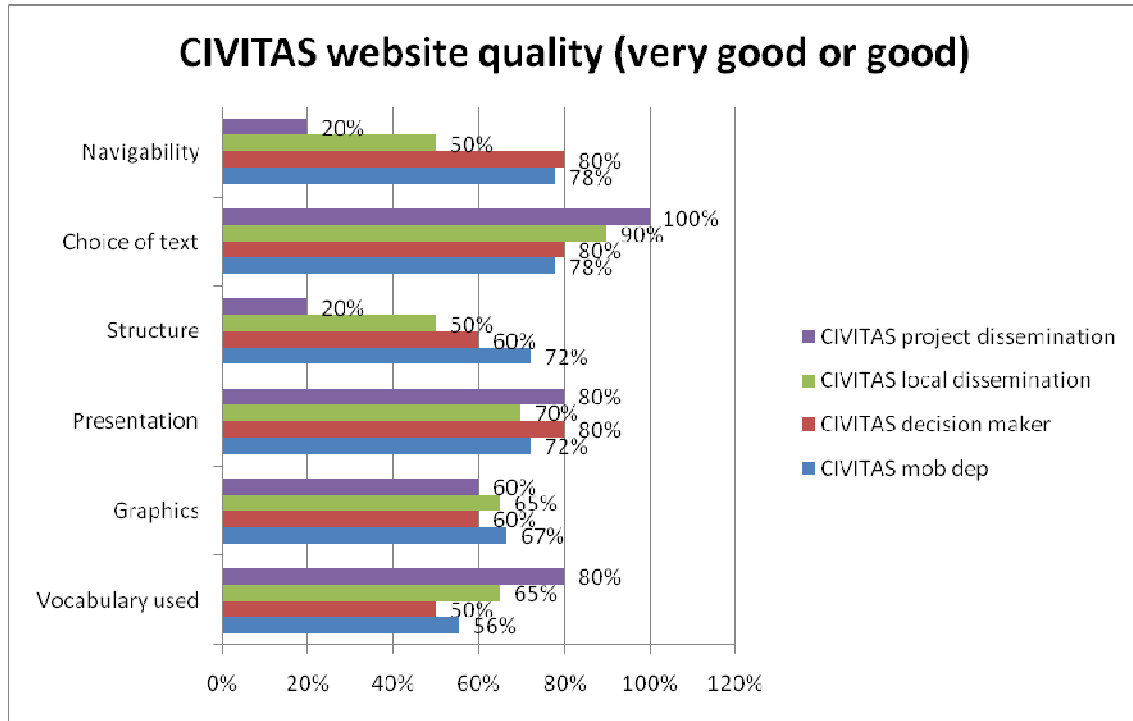
**Figure 86: CIVITAS website visits**

In their assessment of the current CIVITAS website, there is a clear distinction between the dissemination managers and practitioners in the mobility department/local decision makers. When it comes to visiting the CIVITAS website, the dissemination managers mainly visit the site several times or once a week, while local decision makers and mobility departments mostly visit the website several times a month.



**Figure 87: CIVITAS website topics visited**

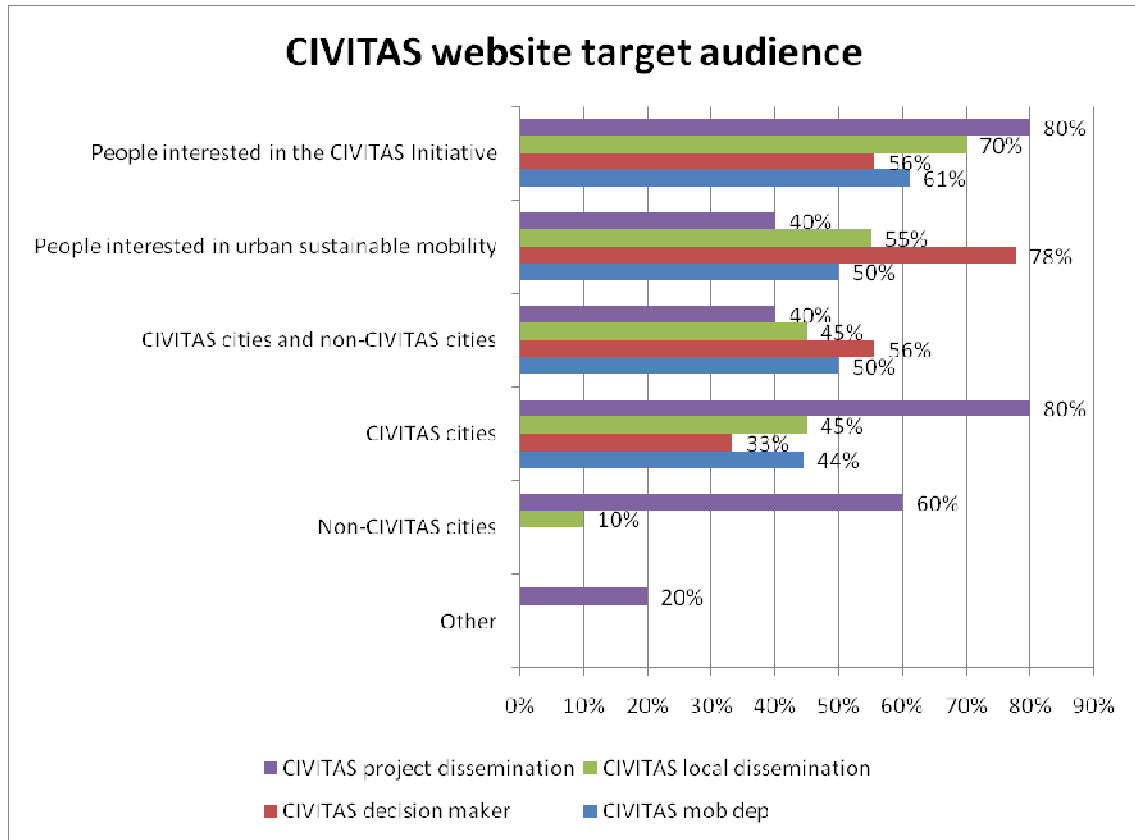
In terms of website topics visited, all topics are visited quite regularly except for the *links and tools* section. There are no major differences between the target groups questioned, apart from the high frequency of visits to the *projects* section by local decision makers.



**Figure 88: CIVITAS website quality (very good or good)**

No really large differences exist between the groups with respect to the quality rating for the website on a number of topics. *Choice of text* receives high scores from all target groups, followed by *overall presentation*. *Website structure* gets the lowest score.

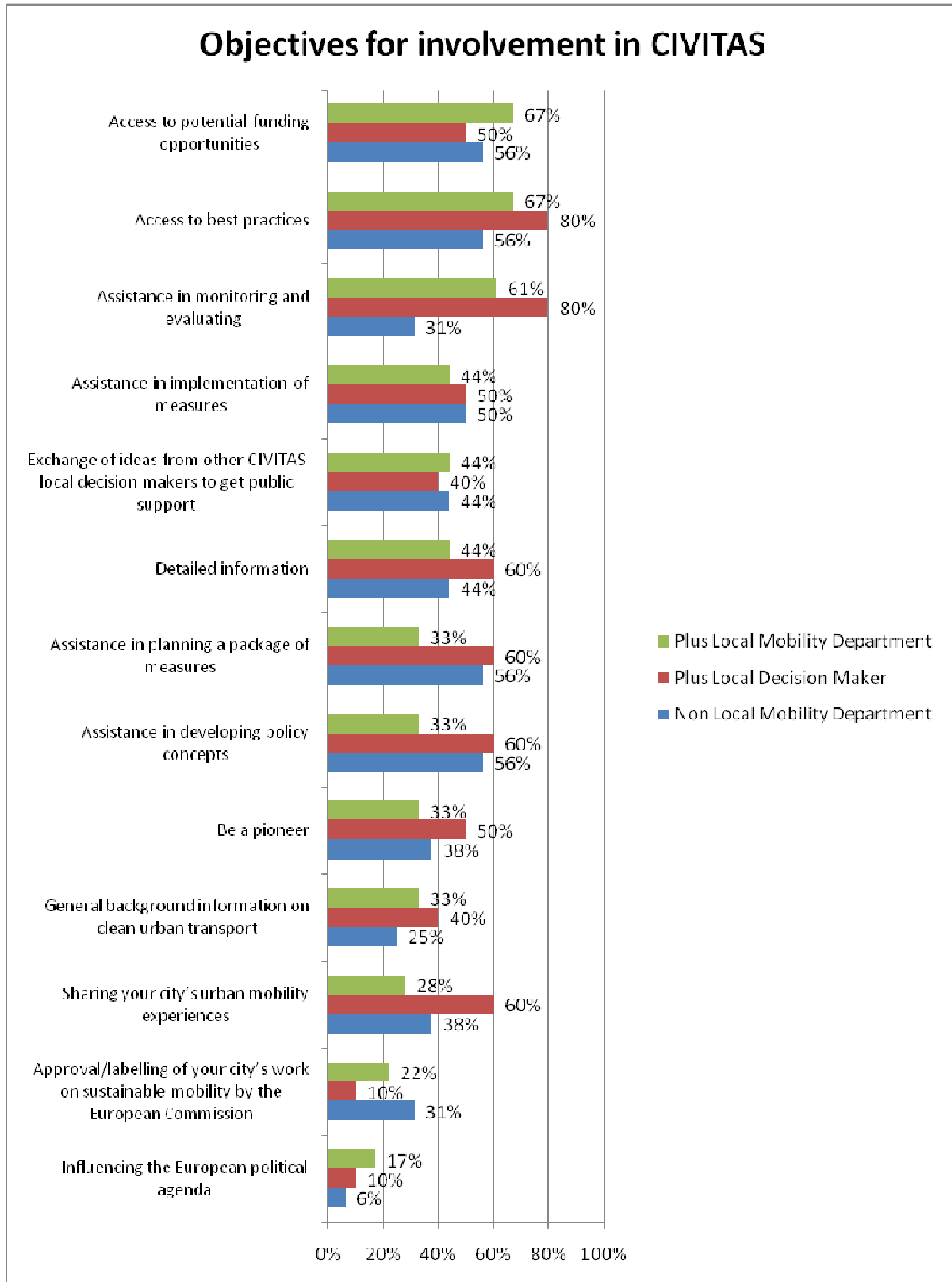




**Figure 89: CIVITAS website target audience**

When looking at the target audiences, no real differences appear between the groups.

**3.6.9. Interest in the CIVITAS Initiative**



**Figure 90: Objectives for involvement in CIVITAS**

For all groups, *access to potential funding opportunities* seems to be an important objective for getting involved in CIVITAS. *Access to best practices* is also an important objective for all target groups. A difference can be seen between the mobility departments and local decision makers: local decision makers accord greater importance to *access to best practices* and *assistance in monitoring and evaluating*, while mobility departments see the importance of potential funding.

Among all the groups, *influencing the European political agenda* is regarded as the least important objective.

## 3.7. Comparison with literature search

Section 1, Literature search, provided an overview of the assessments analysed and reported on by VANGUARD within Milestone 2.1. A comparison of these findings and VANGUARD's own needs assessment reveals some striking similarities and differences.

### 3.7.1. Most important similarities

- Online information such as websites, online libraries etc. play an important role as sources of information. Electronic newsletters are also perceived as an interesting information source and important dissemination tool.
- Other online tools, such as networking facilities and online events, are not seen as necessary tools.
- There is low use of printed newsletters as a source of information.
- Best practices, the sharing of good/bad practices, case studies etc. are a very popular information service and source in all assessments.
- Obtaining assistance in implementing measures is rated as an objective with high importance in all assessments.

### 3.7.2. Most important differences

- The Biofuel Cities initiative reports that respondents find an event calendar a service of low importance. In the CIVITAS VANGUARD needs assessment, the events calendar emerged as an interesting information service, according to respondents.
- The PORTAL survey ranked printed materials as a highly preferred dissemination tool and source of information, while in the VANGUARD needs assessment books, journals and printed newsletters emerged as the least interesting information services.

## 4. Conclusions

The introduction to this report states that VANGUARD's WP2 needs assessment provides the foundation for CIVITAS VANGUARD's support (WP3) and dissemination (WP4) activities, including an assessment of required dissemination and training assistance among CIVITAS Plus cities and indirect (potential) beneficiaries (i.e. non-CIVITAS cities). Its specific objectives include:

1. To evaluate the success and results of past and ongoing initiatives.
2. To identify the needs and expectations of the CIVITAS Plus cities and external stakeholders (e.g. non-CIVITAS cities).
3. To obtain the support and active participation of the CIVITAS Plus cities.
4. To provide ongoing input to CIVITAS VANGUARD about the evolving needs and expectations of the project's target groups.

Overall, 25 dissemination managers were approached and 44 city decision makers and mobility departments were interviewed and informed about CIVITAS during the two surveys between January 19 and February 20, 2009. The distribution of the actual respondents can be seen above in Section 3.6, along with their geographical distribution in the corresponding map.

The structure of this survey allows us to distinguish key findings for the CIVITAS Plus project and local dissemination managers (i.e. needs in terms of information, training and marketing) and for the local decision makers and heads of mobility/transport departments from CIVITAS Plus and non-CIVITAS cities:

- How do local decision makers or mobility departments decide what measures to implement regarding urban transport?
- How do city decision makers get their information?
- How can VANGUARD penetrate that information process?

Results show that, among all target groups, online information from websites and online libraries plays the most important role when looking for information on urban sustainable mobility. E-newsletters are also perceived as an interesting information source and important dissemination tool. Other online tools, such as networking facilities and online events, proved to be unnecessary tools. There is also a low level of use of printed newsletters, journals and books as a source of information.

Best practices, positive and negative experiences and case studies are popular information services and sources. When looking at information sources used, the number of local decision makers that rely on colleagues in their department as a main information source (80%) is striking. The same goes for people in mobility departments (inside and outside CIVITAS): 56% say they "use" colleagues in their department as an information source when it comes to information on urban sustainable mobility. Also, events are highly used by people in mobility departments for gathering information on a certain topic.

With respect to preferred training topics, CIVITAS project dissemination managers stated their interest in method-related and horizontal training topics such as stakeholder consultation, social inclusion, marketing and branding. Mobility department

representatives and local decision makers prefer more technical CIVITAS topics such as collective passenger transport and transport management.

A large part of this needs assessment was devoted to finding out the main reasons for cities to register with the CIVITAS Initiative. Access to potential funding opportunities is the most important objective prompting cities to get involved in CIVITAS. Accessing best practices and receiving information on the implementation of CIVITAS measures are also perceived as important. Receiving a label from the EC on work performed in their city and influencing the European agenda are regarded as the least important objectives.

When asked to assess the current CIVITAS website, CIVITAS respondents stated that they are very familiar with it, while only one in four of the non-CIVITAS representatives questioned had heard of it. Website users appreciate the overall website presentation and choice of text, while website structure and navigation need some improvement.

This report is the first step towards fulfilling VANGUARD's objective 4 (to provide input to VANGUARD WP3 and WP4). VANGUARD will continue to be assisted through the annual completion and update of this needs assessment.