



APPLICATION FORM I

CATEGORY I

“Cities and Mobility: Change is possible”
for a CIVITAS demonstration city

Please send your entry via e-mail to the CIVITAS Forum secretariat: civitas@fgm-amor.at
This call closes on 15. September 2008.

DETAILS OF APPLICANT

Local authority	Communauté d'Agglomération de La Rochelle	
Country	France	
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SIZE OF CITY/TOWN: Please tick / insert an "X".	<input type="checkbox"/>	up to 50.000 inhabitants
	<input checked="" type="checkbox"/>	50,000 to 150.000 inhabitants
	<input type="checkbox"/>	150,000 to 500.000 inhabitants
	<input type="checkbox"/>	more than 500.000 inhabitants

DESCRIPTION

In your opinion, which ambitious measure(s) did your city successfully implement in the field of sustainable urban transport?

Through CIVITAS-SUCCESS, the year 2008 marked a major step forward in La Rochelle's sustainable mobility-oriented services.

1) Making the PT network more attractive: optimizing multimodality with YELO

Today in La Rochelle: the intermodal Pass'Partout17 smartcard, launched within SUCCESS, is valid within the Département (Charente-Maritime). This single transport card enables its holder to travel from one town to another and switch seamlessly from one of the Département's modes of transport to another (bus, train, electric shuttle boat, Park and rides) using just one ticket.

Now that La Rochelle has developed over the years a large range of public transport modes on its territory, the Urban Community of La Rochelle is improving attractiveness of its PT network by launching a new service offer and pricing combined with a new unique identity called 'YELO'. With Yélo, the network offer and pricing system will be upgraded, making ALL modes of transport easier and more practical to use with ONE single smart card: buses/coaches, bike sharing, park-and-rides, boats, electric carsharing and train.



1st September 2008 : presentation of the new YELO identity in the presence of the EU Transport Ministers

http://www.civitas-initiative.net/news.phtml?id=476&lan=en&read_more=1

2) A second generation of bikesharing in La Rochelle

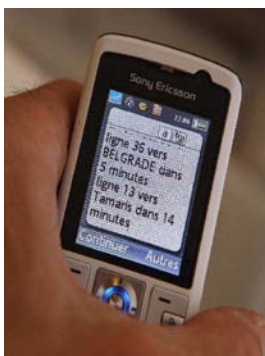


Following the first bike sharing system launched through SUCCESS in 2005, La Rochelle designed a new generation of bike sharing aiming at improving multimodality, security, comfort and simplicity of use. Among the many improvements is the availability of the service through the multitransport PT smart card. Experimentation on this new system has begun and the full service will comprise 350 bikes available at 55 solar-powered stations.

3) Making the PT network more practical

New user-friendly services dedicated to PT users were introduced in 2008 to facilitate use of the services and information access:

- Real time information at bus stops on SMS



The Urban Community of La Rochelle initiated a real time information service by installing electronic panels at the bus station and at bus stops. From July 2008, this system was extended to mobile phones (via SMS). Users have now the possibility to obtain the exact arrival time of the next 2 buses at a specific bus stop just by sending an SMS. This service includes as well real-time information via SMS and/or e-mail on any service change which might occur on the bus network.

- A new online recharging system for public transport season tickets



From July 2008, the Urban Community of La Rochelle introduced a new service enabling holders of Public Transport Season ticket holders to reload their PT card through an online payment system on the website of the bus operator (www.rct.fr). The update of the subscription is valid for use the following day. This system is providing genuine benefits for passengers and has been presented with an award at the

Public Transport Innovation Awards during the European Mobility Exhibition in Paris (9-12 June 2008).

These new implementations - representing the last key actions for La Rochelle within CIVITAS - are following other important actions already undertaken since 2005 through SUCCESS, such as clean vehicles (EEV buses, hybrid minibuses, experimentation on pure vegetable oils and used cooking oils), carpooling service, dedicated bus lanes, park-and-ride, improvement of carsharing and city logistics, new cycle paths ...

How did political leadership and support, and technical competence facilitate added up to the success of your measures?

La Rochelle **political decision-makers** have long provided a strong and continuous support to actions aiming at developing urban ecology, from the first town centre pedestrian precinct (1973) to the first car-free day (1997), not forgetting the famous yellow bicycles (1976). Through CIVITAS-SUCCESS, political leadership has again proved valuable for accompanying technical implementation of the measures:

1) Helping citizens change their mobility habits

By introducing the YELO concept and adopting a UNIQUE multimodal card for ALL the existing public transport modes, local decision makers made a strong appeal to convince the inhabitants to use alternative transport modes.

In parallel, the political role in the consultation carried out between public bodies and transport operators - including the French Railway Network (SNCF) - has been very important for the successful implementation of the project.

At last, since technical/technological added-value alone can not be considered as sufficient, political representatives have just started a further step by focusing on changing mobility behaviour of citizens. The European Mobility Week in September 2008 marked the beginning of this new pedagogic approach, with daily public thematic workshops on bike, bus, carsharing, carpooling etc. Led by the Vice President in charge of Mobility, Denis Leroy, these evening sessions aim at presenting the actions implemented within CIVITAS, at meeting citizens and answering their questions. Not only the citizens are fully involved in the definition process, but they can act as well as "Ambassadors" in favour of sustainable mobility.

2) Supporting the cooking oil pilot project

In order to facilitate and promote the use of alternative fuels, and despite the existing legal barriers in France concerning the use of biofuels, La Rochelle local decision makers took the risk to comply with the European regulation requirements by launching a used cooking oil pilot project in 2005. After setting up the plant in 2007, the Urban Community of La Rochelle started recycling raw material coming from restaurant owners from May 2008, with the hope of having vehicles run on this biofuel. By betting on this project, La Rochelle hopes to contribute towards the evolution of the current national legislation.

As far as **technical added value** is concerned, La Rochelle can be considered as a relatively small town for such experimentations. As financial resources are limited, technical competence is therefore essential to find adapted innovative solutions. Engineers from the local authority have greatly contributed to efficient implementation of the measures. For instance, most of the design and development of the bike-sharing system was carried out by the technical staff of the Urban Community. It resulted in an innovative system operating without having to resort to private advertising.

How did you take local cultural circumstances into account in the development and implementation of your urban transport measures?

Combining sustainable mobility with historical environment

La Rochelle's conurbation - although relatively small - developed over the years a genuine ethos of urban ecology. A whole series of initiatives were implemented - many of them in transport and mobility, taking into account the historical heritage of the old town (the city centre of La Rochelle is, indeed, listed as an heritage site area – making La Rochelle one of France's celebrated historical locations).

For almost 30 years now, the inhabitants of La Rochelle have been used to test new mobility services and to pay attention to sustainable mobility issues. For that reason, most of the measures implemented within CIVITAS-SUCCESS – notably the new YELO network- appear as the natural continuity to the work undertaken from years.

How did your city improve urban transport measures through qualitative and quantitative monitoring?

In 2000, La Rochelle adopted its Urban Mobility Plan. This document defines the objectives and the projects to reach over a 10-year period in the field of sustainable mobility. In parallel, a Mobility Observatory was created for the follow-up of this Mobility Plan. The objective is to analyse and provide a global overview of the mobility behaviour on the territory. All the partners and operators providing mobility services contribute to supply the local authority with accurate data.

Monitoring on mobility services

The Exploitation Support System, operational since late 2004, provides La Rochelle with in-depth data on PT frequenting, making it easier to adapt supply and demand in public transport. This system, combining transport with town-planning data, enables to adapt the PT network to new residential areas and comes as a valuable tool for strategic schemes dealing with building and developing activity zones. In order to facilitate and optimize management of the PT network, La Rochelle has been significantly improving its Geographical Information System.

In the framework of its Urban Mobility Plan, La Rochelle regularly carries out qualitative surveys to better meet PT users' expectations. Within CIVITAS-SUCCESS, a large quantitative survey has been launched

among PT users to have an in-depth knowledge of mobility habits of citizens. Specific qualitative surveys are being conducted as well to assess the degree of awareness and satisfaction among PT users and non-users.

Traffic counting and parking

Since 2000, La Rochelle has periodically followed up traffic on the bypass surrounding La Rochelle city centre and on the main roads by organizing yearly traffic counting. A regular follow-up of the parking offer and use is also ensured. Data on road injuries and deaths is collected as well.

Environnement/ Air quality

La Rochelle has been working in close collaboration with the *ATMO Poitou-Charentes* Association, which ensures collection of air quality and atmospheric emissions on the Urban Community territory. Within CIVITAS-SUCCESS, this partnership has been significantly reinforced to ensure a high-quality follow-up of atmospheric pollution.

In the framework of the 2008 European Mobility Week, on-board emission measurement system is being used on hybrid minibuses to analyse the emissions levels and other parameters in real conditions. A comparison will be drawn with the same microbus functioning with a thermal engine.

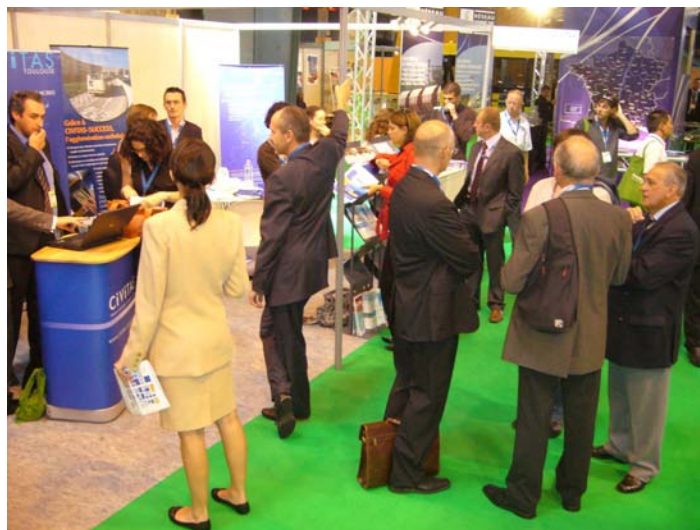


How did your city seek to exchange information with other cities engaged in related fields of action?

The CIVITAS French Task Force

Since 2005, La Rochelle has taken the lead of the CIVITAS French Task Force which gathers Toulouse, Nantes, Lille and La Rochelle as well as national networks dealing with mobility, research and transportation issues (GART, PREDIT/PREDIM, CERTU...). The French Task Force is a platform where the French CIVITAS cities can disseminate the main outcomes of the CIVITAS Initiative to other French cities and show them very concretely how they can benefit from such measures.

- In 2008, the members of the CIVITAS French Task Force initiated a common reflection on the Green Paper 'Towards a new culture for urban mobility', resulting in a common declaration sent to the EC in March 2008.
- In June 2008, Toulouse, Nantes and La Rochelle held a common stand at the 3rd European Mobility Exhibition in Paris to meet some key actors in the field of transport.



To extend the benefits of the French Task Force after CIVITAS II, it is planned to maintain exchanges between cities in the framework of CIVITAS-CATALIST.

The exchanges between cities technical staffs

New technical exchanges took place this year between CIVITAS cities. In May 2008, La Rochelle came to visit their counterparts from Ploiesti (RATPP) to exchange on clear zones, walking and cycling infrastructure etc. Conversely, La Rochelle hosted a technical exchange with Ploiesti in July, with a focus on real time information, accessibility of the PT, ticketing and multimodality, GIS and P+R. Nantes took part as well to this exchange by welcoming staff from Ploiesti and La Rochelle on the urban infrastructures implemented notably within CIVITAS VIVALDI.

This fruitful collaboration enhanced the European dimension and the added value brought by the CIVITAS Initiative. Above all, not only the staff in charge of European projects was able to take part to these exchanges, but also technical staff/engineers in charge of the concrete implementation of the projects were able to benefit directly from this experience.

On-site visits: regular on-site visits took place in 2008 in La Rochelle with French and international delegations: the PREDIT and the RATP, but also the city of Lucca (IT) and the French local authorities from Abbeville, Dax or the French Island Territory of Réunion came to visit La Rochelle to tackle topics such as freight deliveries, car-sharing, bike-sharing, accessibility or Park-and-Rides.

International events: presentations on CIVITAS outcomes in La Rochelle were held at international events such as the Final Conference of the LIFE-CEDM project in Lucca (IT).

On 1 September 2008, in the presence of the EU Ministers, Mr Antonio TAJANI, Vice-President of the EC in charge of Transport and Mr. Fotis KARAMITSOS, Director of the Logistics, Innovation, Co-modality

and Maritime Transport Directorate within DG TREN, the Urban Community of La Rochelle seized the opportunity to present two main CIVITAS- SUCCESS measures carried out in La Rochelle, namely the new bike-sharing system and the new YELO multi- transport card and PT network, operating from 2009. On 19 September, CIVITAS was mentioned as well as an example of good practice during the CITYMOBIL International Seminar on "automation for urban transport" hosted by La Rochelle on 19 September.

If your local authority is selected as winner by the CIVITAS Policy Advisory Committee, you will receive this CIVITAS Award at the CIVITAS Forum Conference in Bologna, 09 – 11 November 2008.