

SUCCESS FINAL REPORTS

6. Final reporting on the implementation of the gender action plan

CONTRACT N°: 513785

PROJECT N°: TREN/04/FP6EN/S07.39573/513785

ACRONYM : SUCCES

TITLE : Smaller Urban Communities in Civitas for Environmentally Sustainable Solutions

PROJECT CO-ORDINATOR : Communauté d'Agglomération de La Rochelle (CdA-LR)

PARTNERS :

Ville de La Rochelle (Ville LR)

Ecole d'Ingénieurs de Génie de Systèmes Industriels (EIGSI)

Lancashire County Council (LCC)

Preston Bus Ltd (PB)

Transport and Travel Research Ltd (TTR)

Preston City Council (PCC)

South Ribble Borough Council (SRBC)

Primaria Municipiului Ploiesti (PMP)

Regia Autonoma de Transport Public (RATPP)

Universitatea Petrol-Gaze Ploiesti (UPGP)

PROJECT START DATE : 1st February 2005 DURATION : 4,25 years

Date of issue of this report : 31st July 2009



Project co-funded by the European Commission under the thematic priorities 1.6.1 "Sustainable Energy Systems" and 1.6.2 "Sustainable Surface Transport" of the Sixth Framework Programme (2002-2006).

GENDER (and Inclusion) ACTION PLAN (G(I)AP)

FINAL IMPLEMENTATION REPORT

1. GENERAL INFORMATION

- 1.1 Contract No.: 513785
- 1.2 Thematic priority: 1.6.1. Sustainable energy systems and 1.6.2. Sustainable surface transports
- 1.3 Instrument: Integrated Project
- 1.4 Project acronym:1 SUCCESS
- 1.5 Period covered (Start Date – End Date)1: 01/02/2005 – 31/01/2009
- 1.6 Name and title of co-ordinator1: Communauté d’agglomération de La Rochelle
- 1.7 Name and title of contractors:

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¹ Pre filled when applicable

2. GENDER ACTION PLAN PUBLISHABLE RESULTS TO BE COMPLETED BY COORDINATOR

2.1 Short description of the GAP main achievements (publishable)

Main actions done are briefly presented below for each WP (at project level or by site, according with the particular measures implemented). More details are included in the appendix (paragraph 5. *SUCCESS Gender Inclusion Actions*)

WP1: Project co-ordination and Management (at project level)

Main actions within this WP were to ensure female representation at all levels of the project and to coordinate the GIAP. The project team asked all partners to review involvement of staff in the project and to identify the gender balance of project input. Where there appears to be a gender bias the partner concerned has been asked to report to the Consortium on the availability of alternative staff and the mechanisms which can be implemented to overcome bias.

In the same idea, the local actors to be involved in measures implementation (universities and schools, merchants and residents associations, enterprises, etc); have been specifically solicited on gender representation.

The GIG had a task, with the Success evaluation manager, to ensure that the sites included as a factory, gender dimension into their evaluation planning. In all qualitative evaluation and stakeholder consultation, the local evaluation coordinators ensured that there is an appropriate gender balance and equity between all socio-demographic categories.

For more details about this WP, site by site, see the appendix (paragraph 5.2.3. a)).

WP2: Technical management

Main actions within this WP were to implement the GIAP in the Technical Committee. In agreement with the specificity of the measures implemented in each city, the women's contributions appear in technical or scientific fields. In both cases, reports about their activities as scientists, researchers and technicians in the project have been established.

For more details about this WP, site by site, see the appendix (paragraph 5.2.3. b)).

WP4: Dissemination

Main actions done in this WP have been to enhance the promotion of PT users and facilities for target groups promoting gender and social inclusion. Graphic material has been carefully designed to include images of women in positive roles (as well as disabled people and people from ethnic minority groups).

The results of the research activities have been:

- 24 papers presented in international conferences

Among these works, main authors of 18 papers presented in international conferences are women.

- 9 publications in international journals. More than 50% of authors are women.

In agreement with the transferability concept proposed by GUARD, a strong research collaboration has been developed between Ecole d'Ingénieurs en Génie des Systèmes Industriels (La Rochelle) and University Petroleum and Gases (Ploiesti). The results are 5 papers presented into 5 international and national conferences and 3 publications. The main authors of these works are women.

These activities can be perceived as dissemination actions because SUCCESS principles have been promoted at the same time.

For more details about this WP, site by site, see the appendix (paragraph 5.2.3. c)

WP3: Evaluation

The SUCCESS Gender Action Plan is a Gender and Inclusion Action Plan looking how to promote and to ensure equal access to transport facilities for all citizens without discrimination with **gender, age, ethnic community or disabled degree**. The paragraph **5.1. Identification target groups of SUCCESS project/city** shows how this target groups have been detected site by site (females, students, people with low mobility, pupils).

Two main works have been done to establish a specific target group for each city:

- A preliminary analysis was performed in order to distinguish sociodemographic variety for each city.
- Transportation behaviour of main target groups was analysed in each city using baseline data i.e. before SUCCESS.

Focus group discussions have been conducted regarding particular aspects differencing socio-demographic categories:

- Travel modes;
- Travel time;
- Travel motives;
- Complexity of the displacements chain
- Difficulties while travelling;
- Organisation of travels;
- Solutions for mobility problems encountered

All surveys undertaken have been disaggregated by gender (and by other social characteristics) to ensure that project outcomes reflect the views of all actors of the community. It was important in all survey work that the sample size was sufficient to provide statistically significant results by gender and age group. For a global analysis, disaggregating by age/sex would require larger samples. It was also necessary to “spot” sample women from particular social groups (e.g. Low income ethnic minority).

For example, for indicators such as the awareness and the acceptance level of the implemented measures, the sample sizes have been always superior to 600 persons for Preston, Ploiesti, La Rochelle.

How presented in table (paragraph 5.2.2), some WP such as

- *WP5: Clean and energy efficient vehicles*
- *WP10: New concepts for the distribution of goods*
- *WP12: Telematics*

have a particular role in GIA plan:

- favourable perception of the women and aged people toward clean vehicles and technologies

- favourable perception of the women and other groups toward clean vehicles to perform the urban goods distribution system
- Information systems provided information about facilities interesting to women and all groups

with the particular objectives to inform about technical issues of interest to all citizens.

Measures of work packages *WP6 – WP11* have been the subject of particular analysis because of the specificities of the characteristics of the implemented measures. Main results are compiled below and site by site (see paragraph 5.4.1 for details measure by measure).

WP6. Develop and extend Access Control Zones (La Rochelle and Ploiesti)

La Rochelle (targets: women, young people):

Indicators such as:

- level of awareness of the redevelopment work carried out in the zones
- attitude survey regarding the usefulness of the redevelopment work carried out in the zone
- perception of security

have been analysed with particular attention for women and young people.

Main results of GIAP are:

- Among the interviewed women, 90,9 % recognised the changes done in SUCCESS framework in Zone Plateau Nautique. 88% of young people noticed the changes. The level of awareness is lower because some of those interviewed have been living in La Rochelle for a short period of time i.e. several months, so they haven't observed the past configuration.
- More than 80% of females considered that the changes are very useful. There are no negative answers, only indecision (around 18%), essentially from women using this area occasionally. 74% of young people approved the changes done in the framework of the SUCCESS project.
- More than 90% of women and 80 % of young people have a favourable opinion about the positive impact of this measure concerning the perception of security (sum positive and rather positive opinions).
- User perceptions (especially women and young people) relating to the redevelopment work carried out in this access control zone are largely positive. The SUCCESS programme has made it possible to achieve the initial objectives: rising bollards have been installed in Zone du Plateau Nautique (La Rochelle) which prevents illegal traffic and parking in the controlled area and ensures a strong perception of the increase of the security level.

Ploiesti (targets: women, young people):

Indicators such as:

- level of awareness; and
- degree of acceptance

have been analysed with particular attention for women and young people.

There are slight differences regarding the perception of the implementation of the measure when considering different socio-demographic characteristics. Women and young people appreciate better the measure implementation, as well as high educated, working people that

do not live in the city centre; they all consider that the measure implementation was a useful change for the city.

WP7: Implement further integration of the ticketing system (La Rochelle)

La Rochelle (targets women, students):

Indicators such as:

- how Pass holders came to hear of the product
- proportion of Pass holders satisfied with the Pass principle
- Proportion of Pass holders satisfied with the information provided in the “*Pass Rochelais*” brochure
- Proportion of Pass holders generally satisfied
- Physical accessibility - Proportion of people who have reduced their car use thanks to the Pass

have been analysed with particular attention for women.

Main results of GIAP are:

- For all types of respondents, (any gender and age categories), the Tourist Office plays a key role in disseminating information about the Pass Rochelais: women seem to be less receptive to information obtained from the worldwide-web.
- These results demonstrate that this type of initiative is perfectly suited to the size of the city, its transport network and tourist attractions, for men as well as for women, particularly for women aged over 50 years old (88 % were very satisfied with the Pass).
- Virtually all users were satisfied with the practical information but we can remark that generally women are more exigent concerning the information about the activities to perform and the related prices.
- 99% of Pass users (all the sample size and the women) were generally satisfied with the travel pass they chose. Particularly as a huge proportion of these women (nearly 90%) stated that they were “very satisfied”.
- Of the 81 respondents in the 2008 survey who stated that they had a car during their stay in La Rochelle, two-thirds said that they would have used their car more without the *Pass Rochelais*. Even if the proportion of women that would have used the car is lower, it remains important (more than 40%).

WP8: Implementation of dedicated Bus Lanes (La Rochelle, Preston)

La Rochelle

Indicators such as :

- level of awareness attitude survey regarding the use of the redevelopment work carried out in the zone
- Level of acceptance of the dedicated bus lanes among the general public/bus users
- Spatial accessibility
- Quality of service – Accuracy of timekeeping

have been analysed with particular attention for women and people with reduced mobility .

Main results of GIAP are:

- The 2008 survey carried out among 140 bus users on line n°9 (between January and March 2008) revealed that among the 71% of previous regular users of the route,

82% noticed the changes that occurred after the implementation of the dedicated bus lane. Among these users, 87% are women.

- The 2008 survey among bus users on line n°9 showed that over 3 out of 4 people consider the dedicated bus lane has proven useful and believe it would be relevant to extend that scheme to the whole town. The proportion of women considering the changes as useful is more important.
- More than 85% of bus users (both disabled and able bodied paying customers) considered the changes brought with the dedicated bus lane as regarding 'spatial accessibility' (ease of getting on / dropping off the bus) to be positive.
- More than 90% of bus users (women and disabled people) considered the changes brought with the dedicated bus lane regarding 'spatial accessibility' (on the location of the bus stops) to be positive.
 - Among the 71% of previous regular users of the route, 83% expressed their satisfaction with the changes (the sum of those giving a rating of "positive" or "rather positive"), especially with respect to timekeeping. Among these respondents more than 50% were women.
 - Because around 80% of bus users are women, the gain due of the modal changes is around 13 600 l.

Preston

The indicators "satisfaction level" has been particularly studied

This has been analysed with particular attention for women and older people.

Main results of GIAP are:

- The level of satisfaction with bus stop facilities on a main Route (Route 11) was high with respondents aged 65+ : 67% in the 65-74 age band were very satisfied.
- 63% of females and 46% of male respondents were very satisfied with bus stop facilities
- The level of satisfaction with service frequency on Route 11 was high with respondents aged 65+: 92% in the 65-74 age band were very satisfied.
- 81% of females and 78% of male respondents were very satisfied with the service frequency.

WP9. Deployment of new car sharing fleet (La Rochelle)

La Rochelle

Indicators such as:

- Level of awareness
- Level of acceptance
- Level of favourable opinions

have been analysed with particular attention for women

Main results of GIAP are:

- Among the subscribers interviewed we note that only 58.9% are rather satisfied and 24.8% are satisfied about the LISELEC services. Only 2.3% of customers interviewed are not satisfied. Around 50% of women are very satisfied, a very important proportion.

- More than 82% of women said that the environment was the most important factor to take into account when the subscription has been paid.
- The customers seem to be particularly satisfied with the services proposed because of the 129 respondents, 122 are available to recommend the use of electric cars. Among women, 100% were willing to recommend the use of the LISELEC service.
- The use of the service LISELEC did not significantly change the habits of customers. We can therefore think that the use of electric cars is primarily a means to simplify the daily lives of clients. This conclusion is not so marked for women because more than 60 % declared that LISELEC use affected their habits.
- A global result of fuel saved by women can be estimated by year: around 1,8 tons gasoline and 1,1 tons diesel saved by modal changes.

WP11. Implementation of new structure for alternative modes (La Rochelle and Ploiesti)

La Rochelle :

Indicators such as levels of acceptance, awareness, perception of security, levels of satisfaction have been studied particularly for women and schoolchildren but quantified conclusions are not indicated because the sample size was different. The objectives of the questionnaire were different. We maintain that people living in the North of La Rochelle appreciate this new cycle path, especially women and schoolchildren, who are the main users.

Ploiesti

Indicators such as :

- Level of acceptance
- Level of favourable opinions

have been analysed with particular attention for young people and women.

This measure was very successfully received. We have remarked that no significant difference between genders exists concerning the perception of the quality and the necessity of this measure.

2.2 Problems that were encountered

Most important problems have concerned the external links previously planned:

1) linking with networks of female scientists in the field of the project : Female scientists' networks exchanges have been limited on meetings in international conferences.

2) Hiring gender experts to review/audit/monitor the gender dimension of the project:

The project asked gender and inclusion experts, regarding gender and social inclusion issues: the actions have been realised only at site level, without a common strategy at project level.

Even if specific target groups have been identified, for the most part measures and particularly indicators such as the awareness and the acceptance of the SUCCESS measures, the variety of the categories to take into account was important. Even if the sample size has been significant (more than 600 respondents), it was sometimes difficult to capture the opinions of all categories in a rigorous statistical manner.

2.3 Future plans and prospects for the GAP

Most of the remarks to improve the success of the measures have been given by target categories (women, people with reduced mobility, young people). A synthesis of these remarks is presented below:

- massive diffusion of information concerning the new measures (if necessary multilingual). Information must be clear, comprehensive, user-friendly and accessible to all.
- more information on bus routes and timetables
- more information about bus routes, about beaches sites, etc.
- tariffs (buses, car-sharing, park&ride, etc) have to be attractive for everybody, including families and need to be adapted to tourists' journey duration.
- up scaling (extension) of measures such as the cycle paths. Continuing discussions should take into account as far as possible the needs and expectations expressed, to inform regularly on the status of the project, to consider potential adjustments if needed, through suggestions to improve the initial plan. Regular meetings are needed to ensure global coherence in the project and good synchronisation of the schedules in the completion of the works.

In La Rochelle :

- females : more cycle paths from the outskirts to the city centre ; more security (without pedestrians)
- pupils : a cycle path linking Lyceums and city centre

In Preston: for all sections of the community: better cycling facilities and better urban design and lighting

In Ploiesti: the extension of number of km is expected, especially for women,, students and pupils

- Promotion must not be minimised for measures such as car sharing schemes. In car sharing marketing, vehicles must be visible to promote the whole organisation. As far as Liselec (La Rochelle) is concerned, the turn over of subscribers is high, especially among young people, so new subscribers have to be introduced to the scheme every year.
- Implementation of bus stations, car-sharing stations etc. situated in the proximity of key points (shopping, school, etc) in order to combine pleasant activities with useful actions.
- Perception of the security and of integration must be ensured : For example, the bus network in Preston,
 - the disabled: low floor buses and raised kerbs at bus stops
 - all sections of the community: improved lighting and quality of bus stop infrastructure ;
 - socially excluded: demand responsive transport such as the Flexilink service

3. SCIENTIFIC LEADERSHIP AND MANAGEMENT, AND WORKFORCE STATISTICS FOR THE PROJECT

Table below presents the distribution of people working for SUCCESS project. This statistic is given at project level (for details site by site, please see appendix (paragraph 5.2.3.a))

Type of Position	Number of Women	Number of Men	Total	% Women	% Men
Scientific manager	1	3	4	25%	75%
Scientific team leader / work package manager	3	14	17	18%	82%
Experienced researcher (> 4 years)	10	14	24	42%	58%
Early researcher (<= 4 years)	2	0	2	100%	0%
PhD students	2	1	3	67%	33%
Technical staff/others	61	20	81	75%	25%

The scientist level for the 2 first lanes has been identified in agreement with the certificate obtained by each person and with the experience level.

This shows an important share of women present at high level positions.

But the overall presence of women in the sector is only 25%.

4. GENDER ACTIONS UNDERTAKEN

	Actions taken	Description	Results achieved	Success rate (1 - 5)²	Comments
Gender balance within Project workforce	Main actions had like object to ensure female representation at all levels of the project and to coordinate the GIAP	The project team asked all partners to review involvement of staff in the project and to identify the gender balance of project input. Where there appears to be a gender bias the partner concerned has been asked to report to the Consortium on the availability of alternative staff and the mechanisms which can be implemented to overcome bias. In the same idea, the local actors to be involved in measures implementation (universities and schools, merchants and residents associations, enterprises, etc); have been specifically solicited on gender representation.	60% people working for SUCCESS project were women	4	Difficult to promote women in all WP, because of qualifications required. Ploiesti was a very good exemple with 51% women for Technical staf.
Raising gender awareness	The overall objective was to ensure that knowledge and experience gained during the project are shared as widely as possible and helped the urban medium size areas involved in such sustainable mobility strategies.	Ploiesti: A mix of dedicated channels was used in order to reach the target groups of decision makers and citizens and to inform them about the impacts of the project. The project promoted the transfer to other cities of an “integrated package” of initiatives aimed at stimulating more innovative management of environmentally friendly transport. The local public authority is interested in involving young people in the European projects developed in order to change the mentalities and to define new coordinates of the community life.	Ploiesti : A series of activities organized in accordance with the European Calendar such as the European Day, the Mobility Week, the Environment Day, included the participation of young people Each demonstration project made an effort to provide the accompanying horizontal project with the following: <ul style="list-style-type: none"> • input for CIVITAS dissemination activities, brochures and newsletters (in English) as agreed in the dissemination liaison group; 	4	

² 1 indicates a poor result, 5 indicates a good result

<p>Raising gender awareness</p>		<p>La Rochelle: All socio-demographic categories of citizens as well as the tourists have been encouraged to employ some innovator concepts in order to take advantage of culture facilities as well as comfort and timekeeping of PT services.</p> <p>Preston: Bus measures were implemented in Preston. These have benefited bus users and all sections of the community as new and improved bus services were provided.</p>	<ul style="list-style-type: none"> • establish a hyperlink from the project web site to the CIVITAS web site (format and contents of the project website to be agreed in dissemination liaison group); • input to the CIVITAS database of measures following the agreed format; • data for the cross-site evaluation as agreed in the evaluation liaison group. <p>La Rochelle: the Pass Rochelais brochures have been produced in French, English (2007), and German (2008) and are notably available at the different selling points. Implementation of a system from July 2008 enabling users to receive real-time information on bus running times via SMS for bus waiting times (0,05€/SMS) and delays on the bus network via SMS or e-mails</p> <p>Preston :</p> <ul style="list-style-type: none"> • The Overground network was promoted and advertised in the local paid for newspaper over a period of four weeks prior to Christmas 2007; 		
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			<ul style="list-style-type: none"> • Conducting promotional events- the 2 Move Festivals in 2006 and 2007 and In Town without my Car Day to promote sustainable transport 		
Promotion of Women in Science	Main actions concerned two types of promotions: the promotion of the SUCCESS project with a strong promotion of Scientific females.	Main actions within this WP were to implement the GIAP in the Technical Committee. In agreement with the specificity of the measures implemented in each city, the women's contributions appear in technical or scientific fields. In both cases, reports about their activities as scientists, researchers and technicians in the project have been established. The results of the research activities have been penalized by scientist papers presented ant European and international level.	Main results od the research activities are : <i>24 papers</i> presented in international conferences (main authors of 18 papers are women) <i>9 publications</i> in international journals. More than 50% of authors are women.	5	Among 3 cities, La Rochelle (EIGSI) has realised a strong research activity based on the results of SUCCESS measures (especially for WP3, WP9, WP10)
Monitoring Action Plan implementation	The SUCCESS Consortium has appointed 2 women like gender/inclusion co-ordinators	Main actions : <ul style="list-style-type: none"> - To produce and monitor the GA/Inclusion plan, in collaboration with the site level officers - To produce progress reports on the implementation of the gender/inclusion plan as directed by GUARD - Ensure the delivery of the GAP within time, cost and resource constraints. - To chair the project level gender/liaison group. - To advise the city level representatives on gender/inclusion related issues – e.g. gender 	The nominated gender/inclusion officers for SUCCESS are: For La Rochelle: 66% women For Ploiesti: 100% women Preston: 25% women	4	

		<p>related reports in all deliverables, networking issues, evaluation indicators and survey design, dissemination, awareness raising and training needs.</p> <ul style="list-style-type: none"> - To report to the SUCCESS Steering Committee as appropriate - To be the interaction point on gender/inclusion issues between SUCCESS, other CIVITAS projects and GUARD - Ensure that the gender/inclusion issues are documented on the project web space 			
Exchanges with females specialists in research field		<p>In the framework of the WP3, La Rochelle frequently used the knowledge of a partner called ATMO (company agreed to evaluate the air quality)</p> <p>In the framework of the WP3, Ploiesti used the knowledge of a partner called Chemistry laboratory</p>	<p>La Rochelle : This company has been represented by a woman (senior researcher)</p> <p>Ploiesti : the laboratory is represented by 2 females (senior researchers)</p>	4	
Collaboration between sites	Exchanges between sites in research activities	<p>In agreement with the transferability concept proposed by GUARD, a strong research collaboration has been developed between Ecole d'Ingénieurs en Génie des Systèmes Industriels (La Rochelle) and University Petroleum and Gases (Ploiesti).</p>	<p>5 papers presented into 5 international and national conferences; 3 international publications. The main authors of these works are women</p>	5	These collaboration is under development (new papers based on results of WP3 will be published).

5. GENDER ACTION PLANS – PROBLEMS ENCOUNTERED – TO BE COMPLETED BY COORDINATOR

PLANNED ACTIONS ³	PROBLEM ENCOUNTERED	CHANGES BEING INTRODUCED
For WP3 : Integration of disabled associations during the evaluation process	Difficulty to design links with representative organisms of disabled people	For each type of measure, a definition of disabled people has been done (for example, for bus networks : people with low mobility, people charged, females with strollers)
For WP3 : contacts with a representative from a national transport ministry to participate in the evaluation of the measures implemented, regarding gender and social inclusion issues.	Difficult to ensure the participation of specialists (the interest was not proved, especially because it should be done at city level, without possibilities to homogenous evaluation at project level)	These aspects have been treated at city level. After a short analysis of behavioural differences between the groups (women, ethnic communities, disabled or aged people, schoolchildren, students), main objectives retained by the team on charge with GIAP have been that SUCCESS must : <ul style="list-style-type: none"> -contribute to a more equal participation of men and women by creating awareness of this inequality among the partners and among all others to whom the project results are disseminated. - give particular attention to implementation of measures in order to ensure the equality of chances between genders. -do a rigorous evaluation of the perception of the quality in services for both genders.

6. TOTAL EXPENDITURE ON THE GENDER ACTION PLAN FOR THE PROJECT TO BE COMPLETED BY THE COORDINATOR
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Please specify the budget allocated to the Gender Action Plan

This is extremely difficult to assess this if we consider that the Implementation of the Gender and Inclusion Action Plan in SUCCESS was covering many demonstrations and research related areas.

³ Pre filled when applicable

6. Final reporting on the implementation of the Gender Action Plan

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The pure establishment, follow-up and reporting of the GIAP is estimated to 3-5 person-months and a budget of 35.000€

7. GENDER ISSUES IN THE RESEARCH

Gender issues	Description	Outcomes / Results achieved	Stage of research	Success rate (score 1 - 5) ⁴	Comments
WP1: Project co-ordination and Management	<ul style="list-style-type: none"> - to ensure women representation at all levels of the project, - coordinate the GIAP 	All partners reviewed involvement of staff in the project and identified the gender balance of project input. Where there appears to be a gender bias the partner concerned has been asked to report to the Consortium on the availability of alternative staff and the mechanisms which can be implemented to overcome bias.	End of project	5	
WP2: Integration and Technical Management	<ul style="list-style-type: none"> - implement the GIAP in the Technical Committee 	Main actions within this WP were to implement the GIAP in the Technical Committee. In agreement with the specificity of the measures implemented in each city, the women's contributions appear in technical or scientific fields. In both cases, reports about their activities as scientists, researchers and technicians in the project have been established.	End of project	5	
WP3: Evaluation	<ul style="list-style-type: none"> - ensure disaggregate impact measurement - coordinate evaluation with gender analysis 	The GIG had a task, with the Success evaluation manager, to ensure that the sites included as a factory, gender dimension into their evaluation planning. In all qualitative evaluation and stakeholder consultation, the local evaluation coordinators ensured that there is an appropriate gender balance and equity between all socio-demographic categories.	End of project	4	Difficulties to obtain representative sample size for all interesting categories
WP4: Dissemination, Awareness & Exploitation	<ul style="list-style-type: none"> - enhance the promotion of PT users and facilities for target groups - promoting gender and social inclusion 	Main actions done in this WP have been to enhance the promotion of PT users and facilities for target groups promoting gender and social inclusion. Graphic material has been carefully designed to include images of women in positive roles (as well as disabled people and people from ethnic minority groups).	End of project	5	
WP5: Clean and energy efficient vehicles	<ul style="list-style-type: none"> - Positive imagery 	Information for favourable perception of the women and aged people toward clean vehicles and technologies	End of project	4	
WP6: Access management	<ul style="list-style-type: none"> - to make women more mobile even if not totally liberated from family charges - to encourage restricted access zones promotion 	<p>La Rochelle :</p> <p>Among the interviewed women, 90,9 % recognised the changes done in SUCCESS framework in Zone Plateau Nautique. 88% of young people noticed the changes. The level of awareness is lower because some of those interviewed have been living in La Rochelle for a short period of time i.e. several months, so they haven't observed the past configuration.</p>	End of project	3	No information about disabled people could be exploited

⁴ 1 indicates a poor result, 5 indicates a good result

		<ul style="list-style-type: none"> • More than 80% of females considered that the changes are very useful. There are no negative answers, only indecision (around 18%), essentially from women using this area occasionally. 74% of young people approved the changes done in the framework of the SUCCESS project. • More than 90% of women and 80 % of young people have a favourable opinion about the positive impact of this measure concerning the perception of security (sum positive and rather positive opinions). • User perceptions (especially women and young people) relating to the redevelopment work carried out in this access control zone are largely positive. The SUCCESS programme has made it possible to achieve the initial objectives: rising bollards have been installed in Zone du Plateau Nautique (La Rochelle) which prevents illegal traffic and parking in the controlled area and ensures a strong perception of the increase of the security level. <p>Ploiesti :</p> <p>There are slight differences regarding the perception of the implementation of the measure when considering different socio-demographic characteristics. Women and young people appreciate better the measure implementation, as well as high educated, working people that do not live in the city centre; they all consider that the measure implementation was a useful change for the city.</p>			
WP7: Integrated Pricing strategies	- to provide more adapted “packages”	<p>La Rochelle : For all types of respondents, (any gender and age categories), the Tourist Office plays a key role in disseminating information about the Pass Rochelais: women seem to be less receptive to information obtained from the worldwide-web.</p> <ul style="list-style-type: none"> - These results demonstrate that this type of initiative is perfectly suited to the size of the city, its transport network and tourist attractions, for men as well as for women, particularly for women aged over 50 years old (88 % were very satisfied with the Pass). - Virtually all users were satisfied with the practical information but we can remark that generally women are more exigent concerning the information about the activities to perform and the related prices. <ul style="list-style-type: none"> • 99% of Pass users (all the sample size and the women) were generally satisfied with the travel pass they chose. Particularly as a huge proportion of these women (nearly 90%) stated that they were “very satisfied”. 	End of project	4	Difficulties to obtain representative sample size for all interesting categories

		<ul style="list-style-type: none"> Of the 81 respondents in the 2008 survey who stated that they had a car during their stay in La Rochelle, two-thirds said that they would have used their car more without the <i>Pass Rochelais</i>. Even if the proportion of women that would have used the car is lower, it remains important (more than 40%). 			
<p>WP8: Stimulation of collective transport modes</p>	<ul style="list-style-type: none"> - to improve safety and facilities for concerns of women - positive imagery 	<p>La Rochelle</p> <ul style="list-style-type: none"> among the 71% of previous regular users of the route, 82% noticed the changes that occurred after the implementation of the dedicated bus lane. Among these users, 87% are women. over 3 out of 4 people consider the dedicated bus lane has proven useful and believe it would be relevant to extend that scheme to the whole town. The proportion of women considering the changes as useful is more important. More than 85% of bus users (both disabled and able bodied paying customers) considered the changes brought with the dedicated bus lane as regarding ‘spatial accessibility’ (ease of getting on / dropping off the bus) to be positive. More than 90% of bus users (women and disabled people) considered the changes brought with the dedicated bus lane regarding ‘spatial accessibility’ (on the location of the bus stops) to be positive. <ul style="list-style-type: none"> Among the 71% of previous regular users of the route, 83% expressed their satisfaction with the changes (the sum of those giving a rating of “positive” or “rather positive”), especially with respect to timekeeping. Among these respondents more than 50% were women. Because around 80% of bus users are women, the gain on fuel consumption due of the modal changes is around 13 600 l. The level of satisfaction with bus stop facilities on a main Route (Route 11) was high with respondents aged 65+ : 67% in the 65-74 age band were very satisfied. <p>Preston :</p> <ul style="list-style-type: none"> 63% of females and 46% of male respondents were very satisfied with bus stop facilities The level of satisfaction with service frequency on Route 11 was high with respondents aged 65+: 92% in the 65-74 age band were very satisfied. 81% of females and 78% of male respondents were very satisfied with the 	<p>End of project</p>	<p>4</p>	

		service frequency.			
WP9: New forms of vehicle use and ownership	- analysis of the preferences of the customers	<p>La Rochelle :</p> <ul style="list-style-type: none"> • Around 50% of women are very satisfied, a very important proportion. • More than 82% of women said that the environment was the most important factor to take into account when the subscription has been paid. • Among women, 100% were willing to recommend the use of the LISELEC service. • The use of the service LISELEC did not significantly change the habits of customers. We can therefore think that the use of electric cars is primarily a means to simplify the daily lives of clients. This conclusion is not so marked for women because more than 60 % declared that LISELEC use affected their habits. • A global result of fuel saved by women can be estimated by year: around 1,8 tons gasoline and 1,1 tons diesel saved by modal changes. 	End of project	5	
WP10: New concepts for the distribution of goods	- Positive imagery	<ul style="list-style-type: none"> • Information for favourable perception of the women and other groups toward clean vehicles to perform the urban goods distribution system 	End of project	4	Difficulties to obtain representative sample size for all interesting categories
WP11: Implementation of new structure for alternative modes		<p>La Rochelle: people living in the North of La Rochelle appreciate this new cycle path, especially women and schoolchildren, who are the main users.</p> <p>Ploiesti: This measure was very successfully received. We have remarked that no significant difference between genders exists concerning the perception of the quality and the necessity of this measure.</p>	End of project	4	
WP12: Telematics	- Positive imagery	<ul style="list-style-type: none"> • Information systems provided information about facilities interesting to women and all groups 	End of project	3	Difficulties to obtain representative sample size for all interesting categories



APPENDIX



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

CIVITAS-SUCCESS

Smaller Urban Communities in CIVITAS for Environmentally Sustainable Solutions



GENDER and INCLUSION ACTION PLAN

PROJECT CO-ORDINATOR : Communauté d'Agglomération de La Rochelle (CdA-LR)

PARTNERS :

Ville de La Rochelle (Ville LR)

Ecole d'Ingénieurs de Génie de Systèmes Industriels (EIGSI)

Lancashire County Council (LCC)

Preston Bus Ltd (PB)

Transport and Travel Research Ltd (TTR)

Preston City Council (PCC)

South Ribble Borough Council (SRBC)

Primaria Municipiului Ploiesti (PMP)

Regia Autonoma de Transport Public (RATPP)

Universitatea Petrol-Gaze Ploiesti (UPGP)

Final report

Date of preparation: *July 2009*

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Introduction

The gender notion covers a socio-economic and cultural construct for differentiating between roles, responsibilities, constraints, opportunities, and needs of women and men in a given context.

Gender mainstreaming means identifying and integrating the different circumstances and interests of women and men in every project with a social or political dimension, both in advance of and at regular intervals during its implementation. Individual measures applied in the interests of gender equality should be accompanied by the objective of removing the need for them in the long term.

The SUCCESS project covered gender issues, as these are highly relevant to the fields explored – this is to say mobility, urban planning and sustainable development.

In the case of transportation, the gender issue is particularly noticeable in relation to:

- Collective transport users are mostly (sometimes with a significant majority of up to 80%) women;
- Fewer women hold driving licences and have access to private cars;
- Surveys undertaken about attitudes towards the environment show that women are the first and strongest link between family behaviour and environmentally-friendly practices;
- Women have particular concerns about personal security and other issues such as school travel and we have to take this into account.

Social issues such as ethnic groups who are mostly dependent on public transport and often located in areas with fewer infrastructures have also been observed in the project, and accessibility has been a key target.

- o In the case of SUCCESS, such issues are particularly relevant for Preston, with an Asian community particularly high in PT users.
- o In La Rochelle, women constitute a target group, a major user of Park & Ride (80%) and representing a great part of the Community employees and students. A targeted approach is also being followed concerning the disabled and elderly people.
- o With the participation of Ploiesti, the specific situation of a candidate country like Romania will be an important point for considering these issues as they are much more apparent there. Ploiesti therefore provides a big starting point to consider different gender action options.

Guidelines have been developed under the Sixth Framework Programme for Research and Technological Development within the EU which are followed in this plan. The plan is initiated with a first implementation report at the end of the first project period (M12) and covers:

- Measures to support equal opportunities
- Consideration of gender aspects in the contents of research

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1. Context

The European Union (EU) promotes a policy to ensure equal opportunities between men and women in the member states, supported by directives to which all member states are signatories. In addition, all member states have their own legislation regarding the equal treatment of men and women in all walks of life.

The European Commission (EC) promotes a number of programmes to further the equal opportunities of men and women within the EU (such as the EQUAL programme within the Employment and Social Affairs Directorate (DGEMPL). The Sixth Framework Programme for Research and Technological Development within the EU (FP6) is promoting the gender equal opportunity policy in its workplan. Within FP6, large 'Integrated Projects' and 'Networks of Excellence' are required to produce 'Gender Action Plans' to encourage projects to consider the equal opportunities agenda, throughout the life-cycle of their work; and to make real and sustainable advances in the area.

The SUCCESS consortium is a major 'Integrated Project' within the CIVITAS programme within FP6. The project aims to demonstrate a range of linked demonstrations in the area of promoting cleaner urban transport in Europe's cities. In doing so, the project aims to forward the EU's policy on energy and transport; also meeting the EU's environmental goals and promoting the member states as world leaders in the new sustainable economy.

The SUCCESS Consortium, in achieving the primary goals of the CIVITAS programme, wishes to ensure that the project also assists in achieving the important social goals that the cities are pursuing. The social policies of the SUCCESS cities promote the equal treatment of men and women and the protection of the most vulnerable in urban society.

Within the EU's 5 year programme to combat social inclusion, several of the National Action Plans (NAPs) on social inclusion published at the end of 2004 (and for the New Member States during 2005), highlighted the important role that transport can play in intensifying the process of social exclusion and gender inequality. However, the NAPs also highlighted that transport solutions do exist to engender better inclusion in European society and that these need to be urgently promoted. Different options of potential solutions have been highlighted within the DGEMPL preparatory actions on social inclusion (MATISSE); and in the current programme of trans-national exchange projects (ECLIPSE)

This document presents a plan for the SUCCESS consortium. The plan details how the consortium has addressed the issue of gender equality and social inclusion within its programme. All of the actions proposed within this plan respect the EU Directives on gender equality and social inclusion; and the national legislation of the member states regarding equal opportunities.

2. OBJECTIVES

2.1 The Commission's objectives

The EC's objectives to advance gender equality within FP6 are:

- Ensuring that the gender dimension is properly addressed in EU funded research content
- Promoting the participation of women scientists in FP6.

GAPs should consist of 2 elements:

- To analyse the current levels of participation of women in research, and to integrate the gender dimension into the research area being addressed.
- To utilise the analysis of women's participation in research to propose sustainable measures to promote gender equality as a result of the project.

The EC has 4 objectives for GAPs:

- To increase women's participation, at all levels within the research workforce
- To allow a better understanding of the gender dimension in research
- To raise the awareness of the gender dimension among all of the actors involved in the CIVITAS projects
- To highlight the responsibilities of different actors in CIVITAS for implementing measures that promote better gender equality.

2.2 SUCCESS Objectives

The SUCCESS consortium is committed to EU and respective national agendas on equal gender opportunities. The consortium has sought to achieve successful strategies for the greater inclusion of women and men in the conduct of the consortium's work, where the participation of either sex is seen to be deficient. It has promoted a greater awareness of gender issues within the SUCCESS family and increase the ability levels of those gender groups identified as being 'skill deficient' in the area of clean urban transport.

A primary objective of the SUCCESS project is to make cleaner urban transport accessible to everyone.

"Transport systems must serve the needs of the whole community, not just those with the ability to purchase and maintain a car; and irrespective of physical ability, wealth or gender."

Therefore, while the emphasis of the EC programme on gender equality focuses on the greater participation of women in the conduct of the consortium's work; the SUCCESS consortium extends this concern to address the gender concerns that arise in the substance of the project itself and the resulting transport policies pursued. Importantly, the consortium also recognises that the gender issue cannot be assessed in isolation. The lifestyles of men and women; and the role that transport plays in their lives varies depending not only on gender but on age, wealth, ethnicity or faith group, disability, frailty and dependency. In conducting its gender agenda, SUCCESS has pro-actively assessed the relevance of the CIVITAS measures on different groups of women and men. It has sought to pursue strategies that promote the equal access to transport facilities for all citizens, while addressing the role that CIVITAS measures can have on excluded groups most in need within the SUCCESS cities.

The SUCCESS Gender Action Plan is proposed to be a Gender and Inclusion Action Plan

3. Co-ordination and organisation of work

3.1. The SUCCESS Gender Inclusion Group (GIG)

3.1.1. Project level

The SUCCESS Consortium has appointed a gender/inclusion co-ordinator who has experience in this area. The main responsibilities were:

- To produce and monitor the GA/Inclusion plan, in collaboration with the site level officers
- To produce progress reports on the implementation of the gender/inclusion plan as directed by GUARD
- Ensure the delivery of the GAP within time, cost and resource constraints.
- To chair the project level gender/liaison group.
- To advise the city level representatives on gender/inclusion related issues – e.g. gender related reports in all deliverables, networking issues, evaluation indicators and survey design, dissemination, awareness raising and training needs.
- To report to the SUCCESS Steering Committee as appropriate
- To be the interaction point on gender/inclusion issues between SUCCESS, other CIVITAS projects and GUARD
- Ensure that the gender/inclusion issues are documented on the project web space

This Gender and Inclusion Action Plan has been co-chaired by Luminita Ion-Boussier (EIGSI, La Rochelle) and Marie Launay (TTR) and has involved experts where relevant.

3.1.2. City level

The SUCCESS Consortium appointed one person in each of the cities to be responsible for gender/inclusion related issues. They had responsibility for:

- Liaising with partners in their city to implement the GAP.
- Raising awareness of the gender/inclusion agenda among the local partners and politicians.
- Collecting the baseline data regarding the participation of women and men in the consortium's work and within the partner organisations
- Liaising with the dissemination/training person locally to decide on pro-active measures to raise the local awareness of transport and gender/inclusion; and to progress appropriate workshops. Also to monitor progress in this area.
- Liaising with the local evaluation manager to integrate a gender/inclusion component into the evaluation of all demonstration measures. Collect baseline data on the relative mobility positions of different groups of men and women for post comparisons. To collect and synthesize the intelligence gathered. Feedback into the local dissemination and training programme. Present results to the project level.

3.2. Project representatives

The nominated gender/inclusion officers for SUCCESS are:

La Rochelle: Mélanie Raimbault, Sébastien Davy, Luminita Ion-Boussier

Ploiesti: Daniela Vlad, Cozia Georgescu; Milena Prepelea

Preston: Jean Yates, Andrew Varley, Tom Parker, Mala Bhardwa

3.3. Interaction with GUARD

The gender/ inclusion experts for SUCCESS represented the project at GUARD events and liaised with the Evaluation Liaison Group (ELG) and the Dissemination Liaison Group (DLG) as appropriate. They represented the project on the “Social inclusion and gender advisory group”.

3.4. External links

Linking with networks of female scientists in the field of the project

The project was pro-active in the provision of training activities: Female scientists’ networks have been invited to participate in training and special events. .

Hiring gender experts to review/audit/monitor the gender dimension of the project

The project asked gender and inclusion experts, for example a representative from a national transport ministry to participate in the evaluation of the measures implemented, regarding gender and social inclusion issues..

4. SUCCESS Gender Inclusion methodology

4.1. The SUCCESS Gender Inclusion Group (GIG) activity

It included representative from each city and met every 6 months. Main meetings, their objectives and/or issues are presented below:

Period	Objectives/issues
Nov 2005 – Jan 2006	-discussion of draft plan and links with other plans -nomination of a representative per site.
End Jan / Beg Feb 2006	- proposed meeting around another occasion (Project Dissemination and Evaluation Group / PMT)
End of March 2006 (Preston)	- presentation of the agreed Final Implementation Plan at the SC - first socio-economic questionnaire and gender plan assessment questionnaire fulfilled
End Oct 2006 (La Rochelle)	- each city was invited to inform the ratios women/men effectively concerned by project works - Information and proposals were expected from each city to elaborate a gender action plan for users of traffic network concerned by SUCCESS measures. - behavioural analysis of target groups of each city
May 2007 (Ploiesti)	- establish the list of measures concerned by a GIA analysis - establish the impacts to analyse for GIA analysis
June 2008 (La Rochelle)	- proposals of the manner to present the results of GIAP - example of a study case in La Rochelle

4.2. Effort and Deliverables

4.2.1. Resources

Coordinate resources

1. 5 Person-Months have been allocated, in each site, to

- participate in the GIG,
- fulfil the gender implementation activity report and social questionnaire twice a year
- coordinate gender and social disaggregate data input for the GIG, in liaison with LEM and PEM

2,5 Person-Months were allocated by TTR to coordinate the GIG and deliver the reports (Initial Plan, Interim assessment of Implementation, Final Assessment Implementation)

These were either funded under the PM and RDT categories of activities, according to budgets available in the sites.

Local resources

Resources were allocated to:

- Participation of researchers to benchmarking and technical exchange activities was a part of WP2 – RDT effort planned in the sites
- Media and Awareness activities were a part of WP4
- Activities related to the Measures Preparation (RDT), Implementation (D) and Capacities development associated activities (T) were part of the resources planned inside these WP and Measures / Tasks.
- Activities related to the Measures Evaluation (WP3, WP5-WP12)

4.2.2. Budgets

Financial resources associated to each city are presented below:

City	Budget	Commentaries
La Rochelle		
Ploiesti		
Preston		

4.2.3. Deliverables

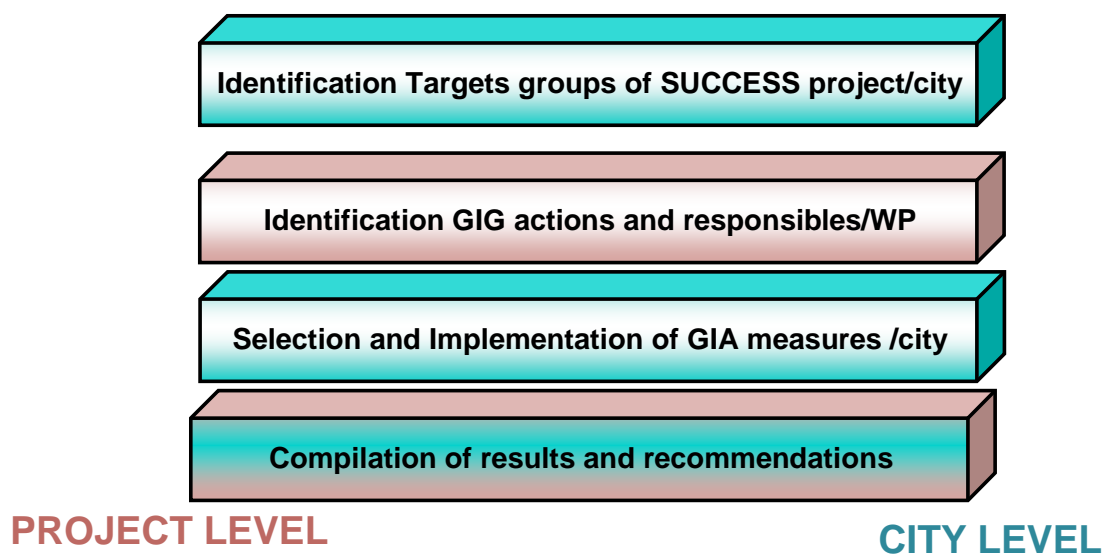
Each city completed an Interim Implementation Report before the GIG meetings and TTR produced a co-ordinated version of each city's inputs between the end of the first reporting period and the end of the first 18 months.

The pro-forma Interim and final implementation report has been annexed to the GIAP.

The Final report has been written by EIGSI and TTR after collection and amalgamation of intermediate reports.

4.4. Workplan

The main steps of the workplan defined by the GIA team at project and city level are shown below.



5. SUCCESS Gender Inclusion Actions

5.1. Identification target groups of SUCCESS project/city

The SUCCESS Gender Action Plan is a Gender and Inclusion Action Plan looking how to promote and to ensure equal access to transport facilities for all citizens without discrimination with **gender, age, ethnic community or disabled degree**.

Two main work packages have been completed to establish a specific target group for each city:

- A preliminary analysis was performed in order to distinguish sociodemographic variety for each city.
- Transportation behaviour of main target groups was analysed in each city using baseline data i.e. before SUCCESS.

The main conclusions of these studies are presented below

5.1.1. La Rochelle Urban Community; specific target groups

La Rochelle Urban Community lies on the French Atlantic coast in the Poitou-Charentes region. It includes the City of La Rochelle and its 17 surrounding communes. Total Population amounts to 160,000 inhabitants (approx. 21,000 hectares) and it may reach up to 250,000 people during the summer.

La Rochelle maintains strong links with the sea, harbouring one of Europe's largest yachting marinas as well as an important nautical industry. The economic dynamism of the Urban Community of La Rochelle and its capacity to create jobs (12,000 jobs increase in 10 years) are drivers for change. Other key features for La Rochelle:

- the settlement of the University (10,000 students),
- the development of a policy favouring quality of life, sustainable transport and urban ecology
- the presence of a great number of SMEs (7000),
- a strong maritime heritage, notably with the commercial harbour.

La Rochelle is also recognised for its pioneering transport policies and has succeeded over the years in developing a genuine ethos of urban ecology, from the 1st town centre pedestrianised precinct in 1973, to the 1st car-free day in 1997, not forgetting the 1st 'yellow bicycles' bike loan in 1976.

In that context, CIVITAS-SUCCESS appears as part of the global environmental strategy of the local authority for improving quality of life throughout the whole territory.

WOMEN and STUDENTS: - Collective transport users are mostly (sometimes with a significant majority of up to 80%) women; - Fewer women hold driving licences and have access to private cars;

The different surveys undertaken about attitudes towards the environment show that women are the first and strongest link between the family behaviour and environmentally-friendly practices; Women have particular concerns about personal security and other issues such as school travel and we have to take this into account.

For example, in La Rochelle, women constitute a target group and represent a great part of the Community employees and students. With more than 4000 students, La Rochelle pointed out another specific target for the GIAP (the students).



Use of Network bus for all generations in La Rochelle

5.1.2. Ploiesti; its specific target groups

Ploiesti city, the capital of Prahova County, the most populated county in Romania, is located in the south of Romania, 60 Km North of Bucharest, capital of Romania.

With an area of about 50 km² Ploiesti City is situated approximately half way between the North Pole and Equator and therefore the climate is temperate continental.

Due to its geographical location, Ploiesti has been strongly developed and by the end of the XVIII century was one of the fourth most important towns in the country. During the XIX century oil resources were discovered and the first refinery in the world was built; the area was concentrated on this, and became a target during conflicts (the city was destroyed during the 2nd World War) as for the building up of economic projects: about three quarters of the industrial production is still based on oil processing.

Nowadays, Ploiesti is the country's second city after the capital Bucharest in terms of industrial production value. It should also be highlighted that there are a large number of businesses in the city. Although only 28% of the county's population lives in Ploiesti, the city produces over 80% of the county trade. The only city in Europe surrounded by four refineries, Ploiesti has the oldest oil industry in Romania. The municipal economy is characterized by the concentration of large and very large businesses. A highly qualified workforce, the availability of production facilities and the proximity to Bucharest are all incentives for foreign investors to come to Ploiesti.

Small and medium private businesses provide employment opportunities for local workers who became redundant after the privatization of large industries. A well-represented SME sector would promote social stability in the municipality.

It is not only a heavy-industrialized centre, but also an important road and railway hub.

The University of Petroleum and Gas is the standard bearer for education in the field of petroleum industry (recognized by the European Union of Engineers).

Population characteristics show a great variety of groups

Females: 52%; Students: 4%; Seniors (> 60 years): 10%; Young people (< 19 years): 9%

ELDERLY and YOUNG PEOPLE: A targeted approach is also being followed concerning disabled, elderly people and young people. With the participation of Ploiesti, the specific situation of a candidate country like Romania was an important point for considering these issues as they are still much more visible and, therefore, constitute a major "starter", a space for development choice.



Young and senior generation sharing the SUCCESS measures in Ploiesti

5.1.3. Preston city & South Ribble Borough; its specific target groups

Preston

The granting of city status in 2002 was a significant achievement that recognised Preston's long history, diverse community and sub-regional importance. It also raised Preston's national and international profile, increasing the city's potential to attract further investment and jobs. Economic sustainability is vital to the city. Preston is the administrative and commercial centre of the County of Lancashire and is by far the largest single work centre. The Core Central Lancashire Sub Regional Strategy, prepared jointly with South Ribble and Chorley Boroughs, demonstrates how the three districts can introduce transport improvements to drive the economy of Central Lancashire.

With regard to transport, the city benefits from good highway connections to the M6 and M61 (to Manchester), M55 (to Blackpool) and M65 (to East Lancashire) motorways. The city is on the West Coast Rail Line from London to Glasgow and is mid point on the National Cycle Network. 5 cycle routes meet in Preston and the local cycle network is developing.

Preston has a total population of 131,000. The population density of the District is 923 people per square kilometre compared to 467 for Lancashire and 351 for England and Wales. The advantages of a good workforce and location have helped Preston to adapt and diversify its employment structure from a traditional manufacturing base in textiles and engineering, whilst retaining BAE Systems in the sub-region as an important advanced technology industry employing over 10,000 staff.

Preston has a strategic location at a bridging point on the River Ribble and lies at the very heart of Lancashire's business and transport networks. As a result large distribution centres have become well established around Preston, taking advantage of the city's excellent communication links. It is the retail, commercial and administrative centre of the County, with County Hall, a modern Crown Court complex and a wide range of regional and sub-regional offices of public agencies, banks, insurance and other professional bodies. The Tithebarn scheme in the city centre is an important retail and residential development.

The campus of the University of Central Lancashire is located immediately adjacent to the city centre, with strong links to local industry and commerce

The 30,000 students skew the age profile of the District compared to the average for Lancashire.

South Ribble Borough

South Ribble lies at the heart of Lancashire, immediately south of Preston and the River Ribble. South Ribble has a population of approximately 105,000 people. Leyland is the main shopping and administrative centre, followed by Bamber Bridge and Penwortham. The population density of the Borough is comparatively high at 934 people per square kilometre.

The Borough is a good location for business and a thriving business community which has proved itself adaptable to economic changes. The area has excellent connections by road (M6, M61 and M65) to destinations in Lancashire and beyond. South Ribble has good rail connections-Leyland station lies between Preston and Wigan on the West Coast Rail Line and is also served by Preston-Manchester and Preston-Liverpool trains. The Borough is connected to the National cycle Network and benefits from good cycle routes into Central Preston from Bamber Bridge and Penwortham.

South Ribble's economic strength has traditionally been based on the engineering and motor vehicle industries. The local pattern of employment has changed so that the service sector now accounts for 64% of total employment and agriculture, manufacturing, construction and production for 36%. This change to a service sector dominated economy is testimony to the resilience of the workforce within South Ribble and the Preston Travel To Work Area in general. Unemployment levels in South Ribble are consistently very low.

The total number of people employed within the Borough is around 40,000. BAE Systems employs 5,000 people in the aerospace industry at Samlesbury. Walton Summit and Lancashire Business Parks have good highway connections.

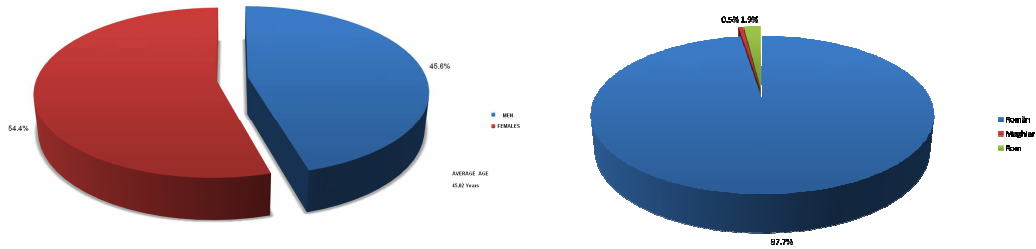


Young and senior generation waiting the implementation of the clear zone in Preston

ETHNIC GROUPS and ELDERLY PEOPLE are often dependant on Public Transport and are often in an area that requires more observation and accessibility should be a key target. In the case of SUCCESS, such issues are particularly relevant for Preston, with an Asian community particularly important in PT users.

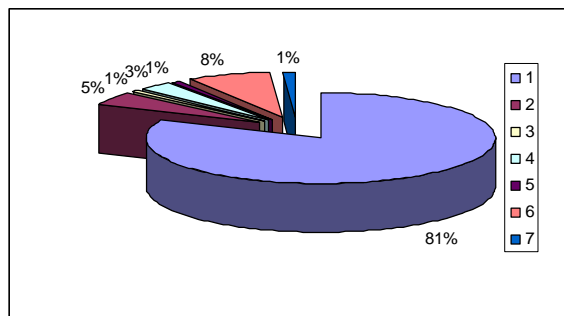
5.1.4. Diversity of target groups

Even if specific target groups have been identified, for the most part measures and particularly indicators such as the awareness and the acceptance of the SUCCESS measures, the variety of the categories have been taken into account. See three examples for three cities showing the diversity of the categories, with the specific target groups.

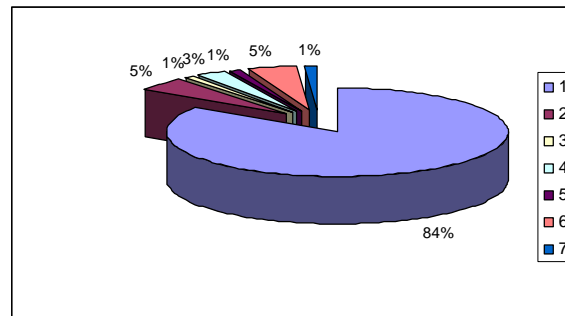


Ploiesti: Example of the diversity of categories interviewed in September - October 2008 (sample size 809 persons):
Analysis by gender, ethnic communities, age, religion

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Bus users (250 respondents respondents)



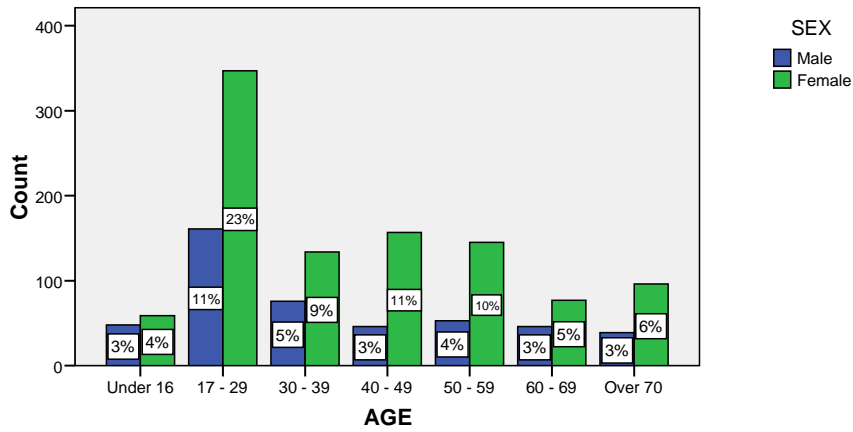
Population of CdA La Rochelle (300 respondents)

La Rochelle: Example of the diversity of type of interviewed people in September - October 2008:

Analysis by type of difficulty to move (charged, reduced mobility, disabled people)

- 1 – no difficulty; 2 – hard luggage; 3 – difficulty to move; 4 - woman pregnant;
- 5-woman with stroller; 6 – people visually impaired; 7 – people with crutch

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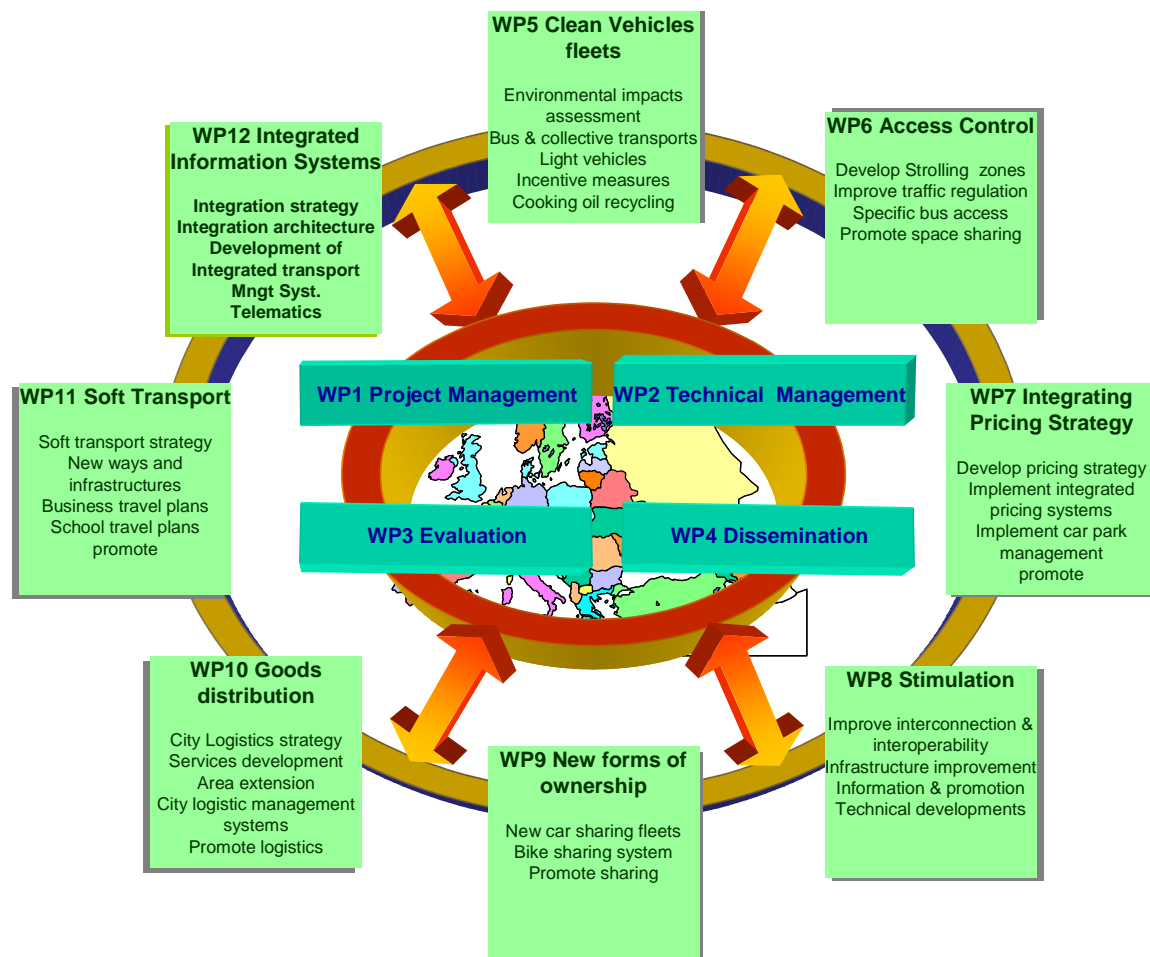


Preston: Age and gender of 1477 interviewed people in September - October 2006 (measure 8.7 – Overground network)

5.2. Identification GIA actions and actors /WP

5.2.1. Main objectives of the Workpackages - SUCCESS

The actions performed in the SUCCESS framework are distributed in several Workpackages presented below:



General objectives of defined WP are synthesised below

WP1: Project management

- To coordinate the activities to implement measures in the framework of SUCCESS project
- To coordinate the distribution of human and financial resources
- To organize meetings each 6 months

WP2: Technical management

- To analyse and validate the technical aspects of the measures in the framework of the SUCCESS project
- To sustain the research activities of the SUCCESS team

WP3: Evaluation

- To evaluate the efficiency of the measures implemented in the framework of SUCCESS WP5-WP12

- To perform the up scaling study for the most efficient measures
- To ensure the analysis of the impacts of the measures for a large sociodemographic panel of categories

WP4: Dissemination

- To promote among the citizens the measures implemented in the framework of SUCCESS project
- To promote at European and international level the research activities of the SUCCESS team

WP5: Development of Clean Collective Transport

- To increase the number of clean collective transport vehicles
- To reduce emissions of, and human exposure to, air and noise pollution
- To ensure that transport systems complement good health and well-being
- To ensure the transport system contributes towards a successful economy by creating access to jobs and creating an attractive environment

WP6 Access management

- To define the best practise for implementing access controlled zones
- To Minimise pollution impacts :
 - to reduce pollution due to vehicle emissions in town,
 - to decrease noise,
 - to better enforce traffic regulations.
- To develop user friendliness of the urban area:
 - to support local trade,
 - to improve access and safety in the city (especially for tourists, disabled people),
 - to work with property developers to integrate their proposals into the project.

WP7 Integrated pricing strategies

- To make travel by public transport easier and more attractive
- To make the pricing of urban transport homogenous and coherent for all transport modes and related activities
- To simplify the ticketing for users and retailers.
- To enable significant growth of public transport, and to improve access to public transport services.

WP8 Stimulation of Collective Transport Modes

- To build an optimised and user-friendly environment for PT activities
- Reduce dependency on the car, particularly during peak periods
- Increased use of Park & Ride facilities
- Improved reliability and flexibility of PT services
- Improve the modal split towards the use of PT

WP9 New forms of ownership

- Reduce single-occupancy car journeys and change users' behaviour with regards to owning and using vehicles.
 - to extend the vehicle sharing inside and outside the city,
 - to increase the number of vehicles in the shared fleets,
 - to develop and improve new transport resources to be shared,
 - to change users behaviour in matters of cars property.

WP10 Goods distribution

- To significantly decrease the transport of any kind of goods in the town,
- To reduce pollution and noise in the city,
- To improve security and reduction in severance,
- To simplify urban traffic (reduction of congestion).

WP11 Stimulation of Collective Transport Modes

- To improve conditions for the safety and convenience of pedestrians and cyclists,
- To enhance the environment, taking into account design, access and security.
- To provide an accessible pedestrian environment including vulnerable users
- Develop and implement networks of safe, accessible, attractive and convenient walking and cycling routes, linking key destinations such as town and district centres, schools, transport interchanges and business centres to residential areas

WP12 Telematics and information systems

- To reinforce the integration of the different transport management systems which are often functionally-dedicated and/or run by different operators
- To strengthen the services that information systems bring to passengers

Among these WP, 4 have a transversal dimension at the project level: WP1 (Project management), WP 2 (Technical management), WP3 (Evaluation), WP4 (Dissemination).

5.2.2. Identification GI actions and actors /WP

In the framework of the defined Work packages, the SUCCESS Consortium has identified the following items, describing the gender principles of the innovative project and the cooperation set up for, the gender analysis and activities to be undertaken within the context of a Gender and Inclusion Action Plan.

WorkPackages	Objectives	Actions / Target Groups	Responsible for the input
WP1: Project co-ordination and Management	<ul style="list-style-type: none"> - to ensure female representation at all levels of the project, - coordinate the GIAP 	<ul style="list-style-type: none"> - set up the GIG - organise the GIAP implementation 	CdA-LR Primaria Ploiesti TTR
WP2: Integration and Technical Management	<ul style="list-style-type: none"> - implement the GIAP in the Technical Committee 	<ul style="list-style-type: none"> - reports about women as scientists, researchers and technicians involved in the project 	SMs and Project WP Leaders
WP3: Evaluation	<ul style="list-style-type: none"> - ensure disaggregate impact measurement - coordinate evaluation with analysis by target groups 	<ul style="list-style-type: none"> - surveys <ul style="list-style-type: none"> - all sociodemographic categories - process evaluation regarding target groups 	LEM PEM
WP4:	<ul style="list-style-type: none"> - enhance the 	<ul style="list-style-type: none"> - special events and 	PDM, LDMs

Dissemination, Awareness & Exploitation	<p>promotion of PT users and facilities for target groups</p> <ul style="list-style-type: none"> - promoting gender and social inclusion 	<p>training specifically targeting women or men</p> <ul style="list-style-type: none"> - section on the website 	
WP5: Clean and energy efficient vehicles	<ul style="list-style-type: none"> - favourable perception of the women and aged people toward clean vehicles and technologies 	<ul style="list-style-type: none"> - information about technical issues of interest to all citizens, - training and recruitment of all 	Local WP Leaders
WP6: Access management	<ul style="list-style-type: none"> - to make women more mobile even if not totally liberated from family charges - to encourage restricted access zones promotion 	<ul style="list-style-type: none"> - access facilities for children, aged and charged people considered in urban reshaping and infrastructure - information and time management measures (child care, women with strollers, etc) 	Local WP Leaders
WP7: Integrated Pricing strategies	<ul style="list-style-type: none"> - to provide more adapted "packages" 	<ul style="list-style-type: none"> - explanatory research 	Local WP Leaders
WP8: Stimulation of collective transport modes	<ul style="list-style-type: none"> - to improve safety and facilities for concerns of women - positive imagery 	<ul style="list-style-type: none"> - timetables of collective transport - safety and security for all groups 	Local WP Leaders
WP9: New forms of vehicle use and ownership	<ul style="list-style-type: none"> - positive imagery, - social groups as examples 	<ul style="list-style-type: none"> - measures and promotion to focus on women, but, communicating directly on men ownership of the "first" car (women : different destinations by PT in the day) 	Local WP Leaders
WP10: New concepts for the distribution of goods	<ul style="list-style-type: none"> - favourable perception of the women and other groups toward clean vehicles to perform the urban goods distribution system 	<p>information about technical issues and promotion</p>	Local WP Leaders
WP11: Innovative soft measures	<p>-the innovation lies in redesigning public space by providing users - mainly bikers - with appropriate infrastructures.</p>	<ul style="list-style-type: none"> - facilities for alternative modes named as "soft" transport (cycling particularly) will look for adaptation 	Local WP Leaders
WP12: Telematics	<p>Information systems provided information about facilities interesting to women and all groups</p>	<p>information about technical issues and promotion</p>	Local WP Leaders

5.2.3. Actions done in WP: management, technical and dissemination

5.2.3. a) WP1: Project co-ordination and Management

Main actions within this WP were to ensure female representation at all levels of the project and to coordinate the GIAP. The project team asked all partners to review involvement of staff in the project and to identify the gender balance of project input. Where there appears to be a gender bias the partner concerned has been asked to report to the Consortium on the availability of alternative staff and the mechanisms which can be implemented to overcome bias.

In the same idea, the local actors to be involved in measures implementation (universities and schools, merchants and residents associations, enterprises, etc); have been specifically solicited on gender representation.

The GIG had a task, with the Success evaluation manager, to ensure that the sites included as a factory, gender dimension into their evaluation planning. In all qualitative evaluation and stakeholder consultation, the local evaluation coordinators ensured that there is an appropriate gender balance and equity between all sociodemographic categories.



Main actors of GIG focus team (Ploiesti, December 2007) Technical meeting (Ploiesti, December 2007) chaired by Cozia Georgescu, Technical Coordinator Ploiesti

Ploiesti city

Since several tasks were conducted simultaneously and because of the links between them, the management of the project required a particular effort in order to monitor this complexity. All the necessary processes were set up in order to guarantee the quality of the management and the achievement of goals and deliverables

The project quality management processes included:

- A global strategy and quality assurance that concerned all the activities dealing with the objectives
- Project integration management: activities in charge of the coordination and interactions between project tasks and of the management
- Project scope management concerned the definition and eventual modifications of the domain associated with the different research and demonstration tasks
- Cost and planning management related to the financial and time objectives and the possible modifications
- Resource management
- Communication management
- Risk management, which concerned the identification of barriers and their solutions.

In Ploiesti city it was intended that the local actors involved in measures implementation (universities and schools, merchants and residents associations, enterprises, etc) were solicited on gender representation.

Therefore the implementation of the projects involves both men and women, in accordance with the requirements of the different tasks and with the human resources already existing in the developed measures field.

At the top level the whole activity of project co-ordination and management was conducted by Mrs. Cozia-Roxana Georgescu. She worked together with the technical coordination manager, Mr. Radu Popescu, the evaluation manager Mr. Augustin Mitu and the dissemination manager, Mrs. Milena Perpelea. So the top level management team was balanced distributed on gender criterion.

The persons involved were selected on the basis of their previous professional experience. Also the tasks of their regular job provided them the necessary information in order to organize and monitor the activities planned for each stage of the project.

The gender balance for Ploiesti is presented below:

Type of Position	Number of Women	Number of Men	Total	% Women	% Men
Scientific manager		1	1		100%
Scientific team leader / work package manager	2	4	6	33,3%	66,7%
Experienced researcher (> 4 years)	0	2	2	0%	100%
Early researcher (<= 4 years)	8	6	14	57%	43%
PhD students	5	1	6	83,3%	16,7%
Technical staff	47	45	92	51%	49%

La Rochelle Urban Community

Because of the high number of implemented measures in La Rochelle, the major operational goals of this WP were to **ensure** that:

- Tasks were implemented efficiently and support was provided to the various teams to produce results of the desired standard
- There was good coordination between the various partners to ensure high quality results
- The overall project plan was managed effectively and effective deliveries foreseen
- Communication with the European Commission was of a high standard and reports and costs statements were delivered on time
- The project was led in a responsible and highly committed fashion

The gender balance for La Rochelle is presented below:

Type of Position	Number of Women	Number of Men	Total	% Women	% Men
Scientific manager		1	1		100%
Scientific team leader / work package manager	1	2	3	33%	66%
Experienced researcher (> 4 years)	2	3	5	40 %	60 %

Early researcher (<= 4 years)	2	0	2	100 %	0 %
PhD students	2	1	3	66%	33%
Technical staff	5	10	15	33 %	66 %
Other	16	8	24	66 %	33 %

Preston city & South Ribble Borough

The people involved in the SUCCESS project in Preston were chosen on the basis of their skills and professional experience. The necessary information was provided to all project members so that they could organise and monitor activities for each stage of the programme. The development and implementation of measures involved both men and women. Project members were assigned to measures based on their expertise and knowledge and the requirements of each measure.

The gender balance for Preston is presented below:

Type of Position	Number of Women	Number of Men	Total	% Women	% Men
Scientific manager	N/A	N/A			
Scientific team leader / work package manager	2	10	12	17%	83%
Experienced researcher (> 4 years)	8	11	19	42%	58%
Early researcher (<= 4 years)					
PhD students					
Technical staff	5	3	8	63%	37%
Other	6	5	11	55%	45%

We can retain that gender actions have been performed in each technical field of the SUCCESS project. It is interesting to see that gender equity was preserved for the distribution of the tasks during the SUCCESS project.

5.2.3. b) WP2: Technical management

Main actions within this WP were to implement the GIAP in the Technical Committee. In agreement with the specificity of the measures implemented in each city, the women's contributions appear in technical or scientific fields. In both cases, reports about their activities as scientists, researchers and technicians in the project have been established.

Ploiesti city

The Technical Management of the project coordinated the integration of demonstrations results and technological choices. Technical co-ordination provided support to the Work Packages and task leaders for the technical activities.

It also contributed to activities associated with dissemination, mainly the organisation of presentations, and workshop discussion groups contributing to technical integration.

Tasks in this WP also concerned all the contributions to the EU activities in urban transport, such as:

- Stimulation of the participation in Accompanying Measure meetings as well as in conferences and other activities of the CIVITAS Forum,
- Policy analysis carried out by the Accompanying Measures,
- Providing the lessons learnt from the project experience.

SUCCESS undertook specific gender focused measures in each technical field explored:

- Information about technical issues such as clean vehicles (WP5) designed to be of interest to all citizens;
- Access facilities for children considered in urban reshaping and infrastructure in order to make women more mobile even if not totally liberated from family charges;
- In the same idea, specific information and time management measures (child care, etc) was encouraged for restricted access zones promotion;
- Timetables of collective transport and facilities for alternative modes named as “soft” transport (cycling particularly) improved safety and facilities;
- Information systems provided information about facilities.

The employees from the RATP, the local public transport company, were mainly involved in the implementation of the technical measures related to the public transport and the services provided. From RATP there were 39 women and 38 men involved in the project, therefore it can be observed that the report between them was balanced.

La Rochelle Urban Community

It was previously proved during other projects that there is a significant difference in the involvement of men and women in such kind of projects and the number of women is traditionally small. The promotion of gender equality is especially needed in the technical field and in the research domain.

Intensive research and technical activities have been done in the framework of SUCCESS project.

These works have especially been done in

- WP3 – development of a methodology and a software tool for evaluating the efficiency of a measure
- WP9 (measure 9.1)- design of methodologies for optimizing the management and the extension of a car-sharing service (upscaling principle)
- WP10 (measure 10.1) - design of a methodology for optimizing the management and the extension of fleet for goods distribution

The results of the research activities have been penalized by:

- 24 papers presented in international conferences

Among these works, main authors of 18 papers presented in international conferences are women (especially Anjali Awasthi, Tatiana Cucu and Luminita Ion-Boussier).

- 9 publications in international journals. More than 50% of authors are women.

In agreement with the transferability concept proposed by GUARD, a strong research collaboration has been developed between Ecole d'Ingénieurs en Génie des Systèmes Industriels (La Rochelle) and University Petroleum and Gases (Ploiesti). The results are **5 papers presented** into 5 international and national conferences and **3 publications**. The main authors of these works are women (Daniela Vlad-UPG, Tatiana Cucu-EIGSI, Luminita Ion-Boussier-EIGSI).

These activities can be perceived as dissemination actions because SUCCESS principles have been promoted at the same time. See appendix 1 for the list of published papers where women were the main authors. In the framework of the WP3, La Rochelle frequently used the knowledge of a partner called ATMO (company agreed to evaluate the air quality) represented by a woman (senior researcher Agnès Hulin).



Presentation of upscaling principle for the implementing new car-sharing stations – measure 9.1. La Rochelle EVS 24 (Stavenger, Norway, 2009)

Preston city & South Ribble Borough

Measures put in place in Preston across all Work Packages were implemented for all sections of the community.

In relation to infrastructure, raised kerbs at bus stops and low floor buses provided level access for people with disabilities and also for those with prams. Improved lighting and the quality of infrastructure provided a more secure environment for all passengers.

In relation to the Flexi link bus service (M8.8) this was developed to provide access to facilities and services for those without access to a private car and where no current public transport was available. This included visits to health appointments, shopping, visiting and work.

5.2.3. c) WP4: Dissemination

Main actions done in this WP have been to enhance the promotion of PT users and facilities for target groups promoting gender and social inclusion. Graphic material has been carefully designed to include images of women in positive roles (as well as disabled people and people from ethnic minority groups).

Ploiesti city

The overall objective was to ensure that knowledge and experience gained during the project are shared as widely as possible and helped the urban medium size areas involved in such sustainable mobility strategies.

A mix of dedicated channels was used in order to reach the target groups of decision makers and citizens and to inform them about the impacts of the project. The project promoted the transfer to other cities of an “integrated package” of initiatives aimed at stimulating more innovative management of environmentally friendly transport.

The local public authority is interested in involving young people in the European projects developed in order to change the mentalities and to define new coordinates of the community life. A series of activities organized in accordance with the European Calendar such as the European Day, the Mobility Week, the Environment Day, included the participation of young people. The population of Ploiesti city means about 45% young people under 35 years old. Therefore there is great potential to be used in actions like that. Also the University in Ploiesti city is a permanent source of ideas and enthusiasm and usually supports the city hall initiatives.



Dissemination actions in Ploiesti (2008)

Promotional activities were held on September 22nd, 2007 and May, the 9th, 2008.

Involving people is the most important objective to the success of demonstrations. This implies making people understand and agree on the goals of the proposed schemes, also their own roles and their relations with other actors in this new system (why they have to act, what results they are supposed to obtain, what they must get from others, etc).

Each demonstration project made an effort to provide the accompanying horizontal project with the following:

- input for CIVITAS dissemination activities, brochures and newsletters (in English) as agreed in the dissemination liaison group;
- establish a hyperlink from the project web site to the CIVITAS web site (format and contents of the project website to be agreed in dissemination liaison group);
- input to the CIVITAS database of measures following the agreed format;

- data for the cross-site evaluation as agreed in the evaluation liaison group.

La Rochelle Urban Community

Particular measures introducing innovative concepts (necessitated an exhaustive promotion and diffusion activities.

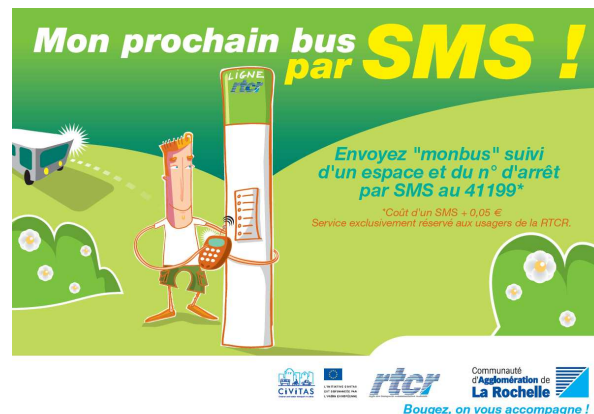
For example the Pass Rochelais brochures have been produced in French, English (2007), and German (2008) and are notably available at the different selling points.

The Pass has also been promoted in local Tourist Offices websites, local press and during special events. Each year, a mailing is addressed to 1 700 'Bed and Breakfast' with comprehensive information on the 'Pass Rochelais' to be made available to tourists.

Implementation of a system from July 2008 enabling users to receive real-time information on bus running times via SMS for bus waiting times (0,05€/SMS) and delays on the bus network via SMS or e-mails (free service – registration on the bus operator's website required).



English version of the Pass Rochelais (2008)



My next bus by SMS

All socio-demographic categories of citizens as well as the tourists have been encouraged to employ these innovator concepts in order to take advantage of culture facilities as well as comfort and timekeeping of PT services.

Preston city & South Ribble Borough

As mentioned in WP2, measures put in place in Preston were implemented for all sections of the community.

Cycling measures were implemented in the Adelphi area of the city such as cycle lanes, cycle parking and lighting. Maps were produced and distributed to promote the new measures. Changes to one-way orders were advertised and consultation activities with local communities were conducted as part of the redevelopment of the Adelphi area.

All sections of the community felt more secure and safer whilst cycling in or through the area after facilities had been implemented.



Bus measures were implemented in Preston. These have benefited bus users and all sections of the community as new and improved bus services were provided. Measures included:

- The Overground network was promoted and advertised in the local paid for newspaper over a period of four weeks prior to Christmas 2007;
- Promotions took place and personalised travel planning also promoted the use of the bus;
- Producing maps and other promotional materials- The development of the Overground Map and rollout of better quality information;
- Conducting promotional events- the 2 Move Festivals in 2006 and 2007 and In Town without my Car Day to promote sustainable transport
- Increasing the amount and quality of information at bus stops, which has created a better image for public transport

5.3. Selection of GIAP for measures undertaken in WP5-WP12/city

Selection of GIAP measures and dimension of the analysis were not possible without a preliminary analysis of the transportation behaviours before SUCCESS of the selected target groups.

5.3.1. Transportation behaviour of target groups before SUCCESS.

Focus group discussions have been conducted regarding particular aspects differentiating socio-demographic categories:

- Travel modes;
- Travel time;
- Travel motives;
- Complexity of the displacements chain
- Difficulties while travelling;
- Organisation of travels;
- Solutions for mobility problems encountered

Main conclusions of this study are presented below per target groups:

Ethnic communities (Preston and Ploiesti)

- Primarily walk or take the bus
- Often don't have driving licence or private car
- Cycling is not very popular, certainly amongst migrant women (particularly in Preston)

Females (Preston, Ploiesti, La Rochelle)

- General: differences between men and women in mobility behaviour
- Travel modes:
 - women → car passenger, on foot, on bus (in Ploiesti women often don't have driving licence or private car)
 - men → car driver, bike
- Travel distance: men → larger compared to women
- Travel time: men → more compared to women
- Travel motives:
 - men → in public domain (work, leisure time)
 - women → in private domain (children and family)

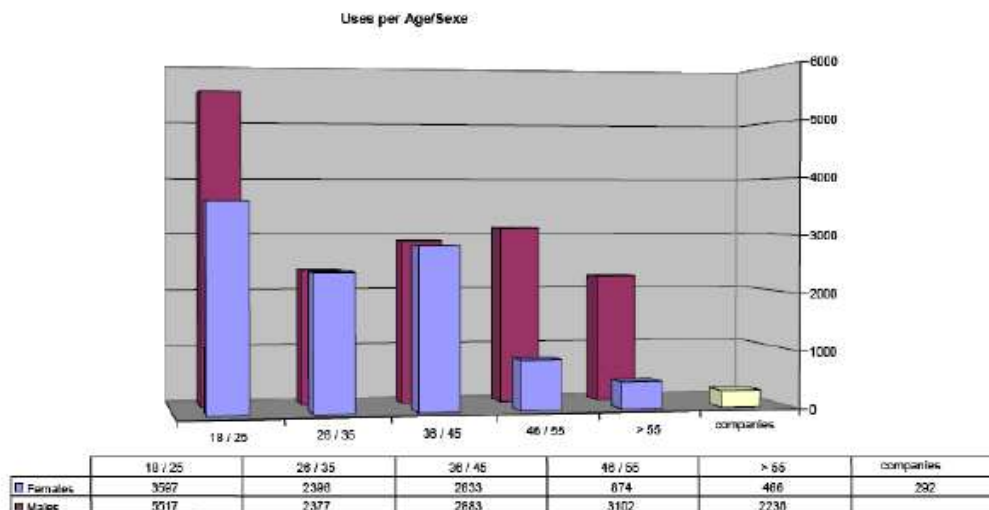
One particular category is "mothers with schoolchildren" (Preston and La Rochelle)

- Struggling to combine work and children
- Easier to combine tasks by using the car (child care, full time employment, daily shopping)
- Work close to home and/or have a part time job
- Not easy to convince to cycle more because of multiple tasks (children, carrying heavy groceries, time management)

Students

- Primarily use the bike or take PT (bus, car-sharing)
- Often don't have driving licence or private car

Collective transport users are mostly (sometimes with a significant majority of up to 80%) by women or young people (see example below about the customers of car-sharing service in la Rochelle before CIVITAS- analysis done in 2004).



Users of car-sharing service before SUCCESS (La Rochelle, 2004)

Combination of results

- Differences between categories in travel modes, time, distance and reasons
- Gender differences are based on traditional roles and tasks
- Trip chaining is typically a 'female' activity, especially for women with younger children
- Women and elderly people have particular concerns about personal security
- Women have other issues such as school travel and we have to take this state in account, even we could not emphasise on gender differentiating facts.

5.3.2. Selection of the measures undertaken in WP5-WP12/city

Measures retained for GIAP by each city as well as corresponding target groups are presented in the table below:

Workpackages	City	Measures	Main Target groups
	La Rochelle	6.1. Develop and extend Access Control Zones	Women, < 18 years, >60 years
WP6	Ploiesti	6.6 : Development of a Clear Zone	Women, < 18 years
	Preston	6.4 : Clear Zone 6.5 : Access Control	<18 year olds, >60 years and people with low mobility.

WP7	La Rochelle	7.2 : Strategies for an integrated pricing system	Students
	Preston	7.4 : Integrated ticketing system	<18 year olds
	La Rochelle	8.2 : Implementation of dedicated Bus Lanes	Women, people with low mobility, students
WP 8	Ploiesti	8.11 : Improved infrastructure for collective transport	Elderly people with low mobility
	Preston	8.7 : Overground 8.8 : Demand Responsive Transport 8.9: Public Transport Infrastructure 8.10: Public Transport Information and Promotion	Women, people with low mobility, >60 years, <18 years
WP 9	La Rochelle	9.1. Deployment of new car sharing fleet	Women
	Preston	9.3 : Car sharing and Car clubs	People with low mobility
	La Rochelle	11.1 : Implementation of new structure for alternative modes	pupils, women
WP 11	Ploiesti	11.9 Planning for alternative transport modes 11.10 Implementing new infrastructures for walking and cycling	Students, pupils
	Preston	11.5 Implementation of new structure for alternative modes 11.6 Personalised travel planning 11.7 Business travel planning 11.8 School travel planning	Students, women, Elderly and <18 years old.

How presented in table (paragraph 5.2.2), some WP such as

- *WP5: Clean and energy efficient vehicles*
- *WP10: New concepts for the distribution of goods*
- *WP12: Telematics*

have a particular role in GIA plan:

- favourable perception of the women and aged people toward clean vehicles and technologies
- favourable perception of the women and other groups toward clean vehicles to perform the urban goods distribution system
- Information systems provided information about facilities interesting to women and all groups

with the particular objectives to inform about technical issues of interest to all citizens.

WP3 essentially evaluated measures where selected target groups have been actors.

- **WP6: Access management**
- **WP7 : Integrated Pricing strategies**
- **WP8 : Stimulation of collective transport modes**
- **WP9 : New forms of vehicle use and ownership**
- **WP11 : Innovative soft measures**

5.3.3. Strategy to analyse the impacts of the measures for target groups

5.3.3. a). Selected Impacts and indicators for GIAP

Main impacts, indicators that have been selected in order to point out particular impacts for the target categories are presented in tables below. The sources used for it are also remembered

SOCIETY

No.	Impact	Indicator	Main source
13	Awareness	Awareness level	questionnaire
14	Acceptance	Acceptance level	questionnaire
15	Spatial accessibility	Perception of PT service accessibility	questionnaire
16	Economic travel cost	Relative travel cost	questionnaire

ENERGY

No.	Impact	Indicator	Main source
3	Fuel consumption (carpooling service)	Vehicle fuel efficiency	Model (COPERT III)

ENVIRONMENT

No.	Impact	Indicator	Main source
8	Emissions	CO2 emissions	Model (COPERT III)
10	Emissions	NOx emissions	Model (COPERT III)
11	Emissions	Particulate emissions	Model (COPERT III)

TRANSPORT

No.	Impact	Indicator	Main source
19	Quality of Service	Quality of service	questionnaire
28	Modal split	Vehicle Occupancy	Surveys, countings

Each city developed specific tools and methods for the statistical treatment of the database or for the modelling of fuel economy or energy benefits.

5.3.3. b). Sample size for the statistical analysis

All surveys undertaken have been disaggregated by gender (and by other social characteristics) to ensure that project outcomes reflect the views of all actors of the community. It was important in all survey work that the sample size was sufficient to provide statistically significant results by gender and age group. For a global analysis, disaggregating by age/sex would require larger samples. It was also necessary to “spot” sample women from particular social groups (e.g. Low income ethnic minority).

For example, for indicators such as the awareness and the acceptance level of the implemented measures, the sample sizes have been always superior to 600 persons for Preston, Ploiesti, La Rochelle.

5.4. Compilation of results by WP and recommendations

This section aims to realise a synthesis of works done in the framework of the GIA plan. Some examples are presented below in order to demonstrate the methodology used, the analysis by target group and the most significant results.

A great part of the results correspond to measures implemented in La Rochelle because the application of GIAP has been more adequate.

5.4.1. Main results/ WP

WP6:

<i>Measure title:</i>		Develop and extend Access Control Zones (Plateau Nautique)			
<i>City:</i>	La Rochelle	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	6.1

Short description:

The purpose of Measure 6.1, “Develop and extend access control zones” consists of creating access control zones in La Rochelle to enable pedestrians to safely cross certain strategic areas of the city and to limit transit traffic. The redevelopment work concerns three specific districts and each has its own timetable for carrying out the work involved:

- Zone de Beaulieu (September 2006);
- Zone du Plateau Nautique (June 2007);
- Zone de la Coursive (May 2008).

The evaluation of the results of the redevelopment work carried out in Zone de Beaulieu is dealt with in the evaluation report (Measure Result Template) for Measure 8.2 “Implementation of dedicated bus lanes”. The implementation of Zone de la Coursive was completed at the end of 2008 and its evaluation was generally done by using simulation tools (for Transport category and Environment category).

For this reason, this document only presents the results for Zone du Plateau Nautique.

For Zone du Plateau Nautique the baseline has been set at June 2007 when work began on installing the rising bollards. Before the measure was rolled out, Zone du Plateau Nautique was a partially accessible space in which illegal traffic (car/lorry) and parking were very common.

General objectives of Zone du Plateau Nautique:

- To increase users’ security (walkers and cyclists),
- To give priority in the traffic to public transport, cyclists and walkers.

Target groups for GIAP:

- The use of this access control area was expected to be a success for categories like women and pupils.

Main objectives for GIAP:

- More users (women pupils) on this access control zone
- Increased satisfaction and security perception

IMPACTS TESTED FOR THE GIAP

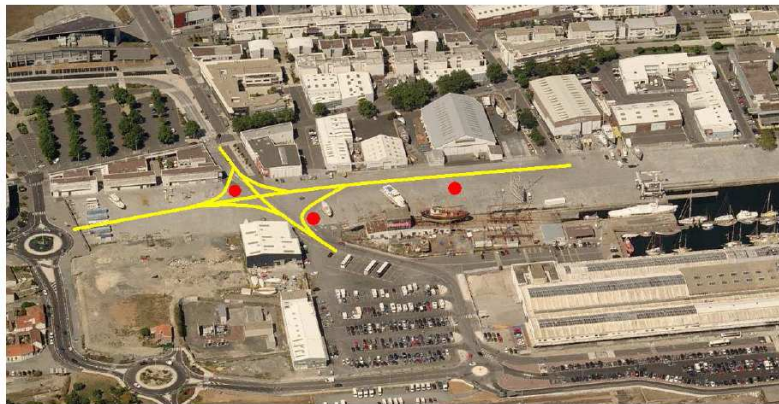
SOCIETY

No.	Impact	Indicator	Used
13	Awareness	Awareness level	Percentage of people aware of the redevelopment work carried out in Zone du Plateau Nautique
14	Acceptance	Acceptance level	Attitude survey regarding the usefulness of the redevelopment work carried out in the zone
17	Security	Perception of Security	Perception of security

- Indicator 13, 14, 17

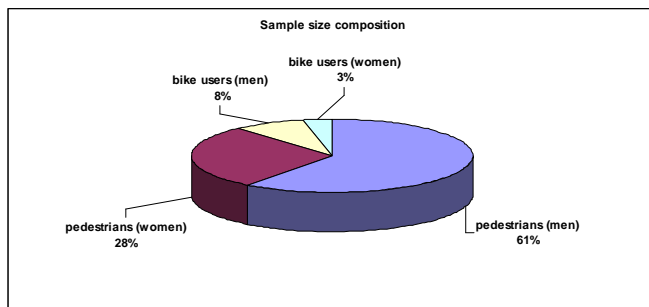
▪ **Source: May 2008 survey:** 153 pedestrians and cyclists who use Plateau Nautique were surveyed using a face-to-face questionnaire on 4 different dates (30 April between 2pm and 6pm, 7 May between 2pm and 5pm, 12 May between 2pm and 4.30pm and 13 May between 8.30am and 11am). The questions mainly concerned the frequency of trips across the district, the sociological profiles of respondents, satisfaction with the redevelopment work carried out and perceptions regarding security (the questionnaire is in Appendix 2).

In order to capture the flow of pedestrians and bike users, the interviewers were placed as represented below (3 red points)

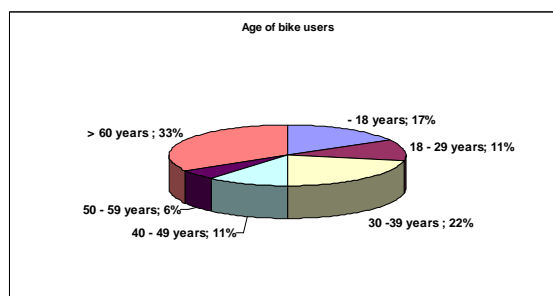
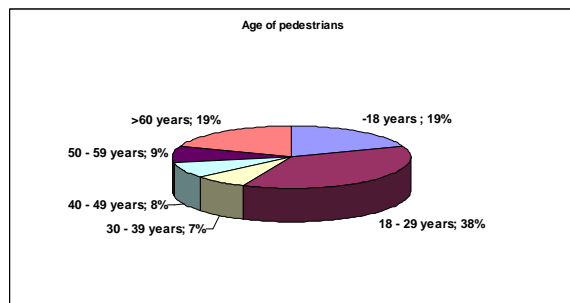


- **Frequency:** approximately one year after the redevelopment work was carried out in Zone du Plateau Nautique;
- **Confidence level:** High

More than 30% of respondents were women. The main users of the access control zone in this period were pedestrians.



The sample size of young people (students or pupils) is consequent also (more than 57% pedestrians) and around 30% bike users.

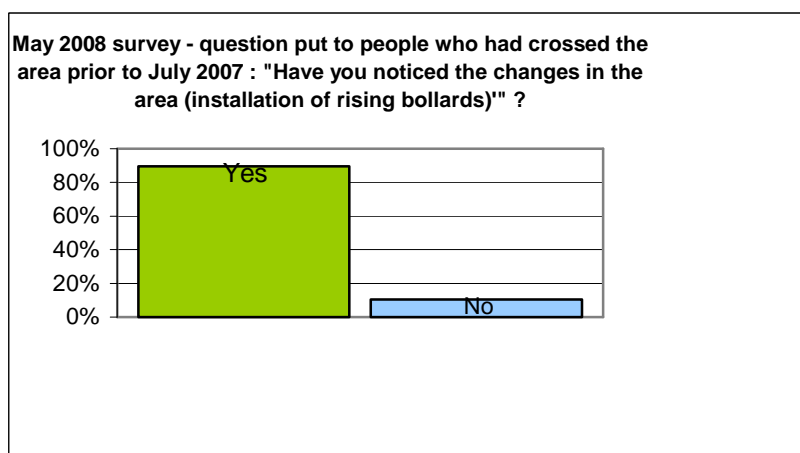


Main results of the GIG plan:

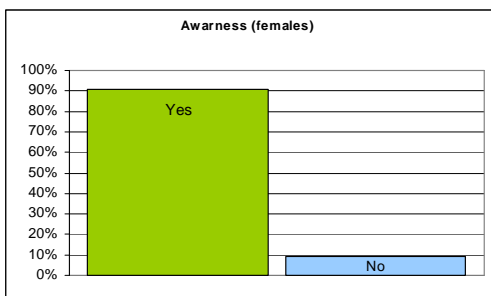
Indicator 13 “level of awareness of the redevelopment work carried out in the zones”

Almost 90% of respondents in the May 2008 survey (including 90 pedestrians and 16 cyclists) claimed to have been aware of the redevelopment work carried out in the zone. There is a high level of awareness amongst the people who travel along the route, including both pedestrians (90% level of awareness) and cyclists (87.5% level of awareness)

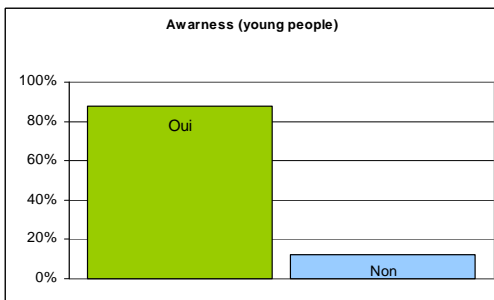
a) awareness level for all the sample size



b) awareness level for women



c) awareness level for young people



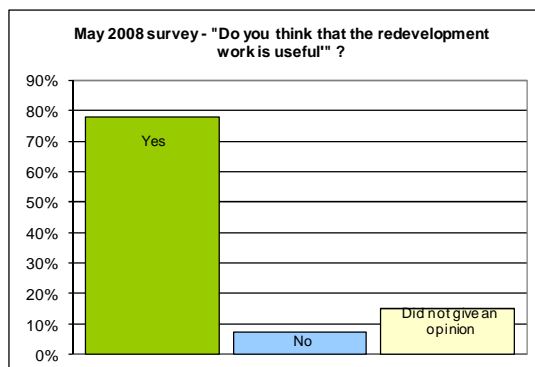
Among the interviewed women, 90.9% commented on the changes done in SUCCESS framework in Zone Plateau Nautique. 88% of young people noticed the changes (the level of awareness is lower because some of them have only lived in La Rochelle for a few months, so they haven't observed the past configuration).

Indicator 14 "attitude survey regarding the usefulness of the redevelopment work carried out in the zone"

Plateau Nautique

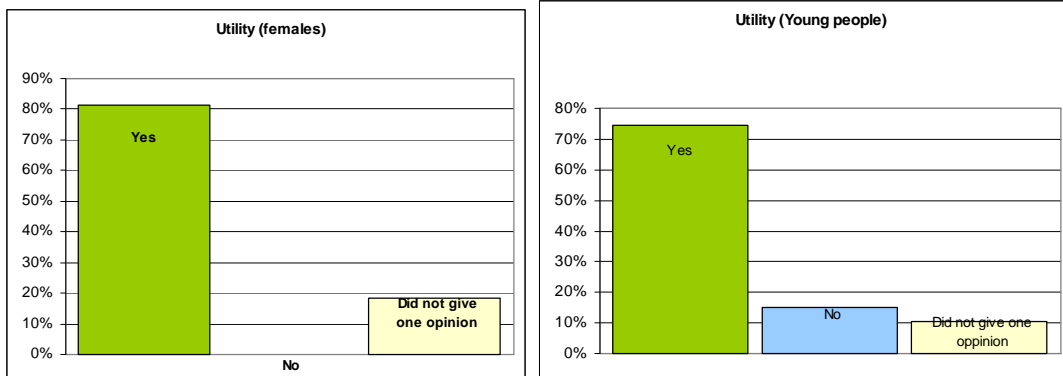
78% of people questioned in the May 2008 survey considered that the redevelopment work carried out in the zone was useful. Those who use the zone consider that the changes done in zone Plateau Nautique are generally useful. It should be noted that the satisfaction rating was a little higher for pedestrians (83% satisfaction) than for cyclists (77% satisfaction).

a) acceptance level for all the sample size



b) acceptance level for women

c) acceptance level for young people



More than 80% of females considered that the changes are strongly useful. There are not negative answers, only indecision (around 18%), essentially for women using this area occasionally. 74% young people approved the changes done in the framework of SUCCESS project.

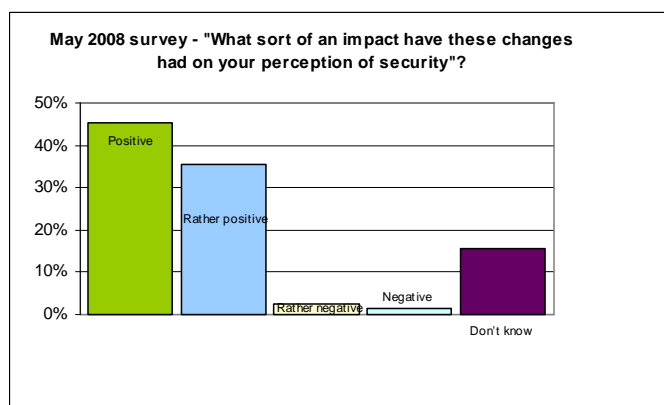
Indicator 17 “Perception of security”

Plateau Nautique

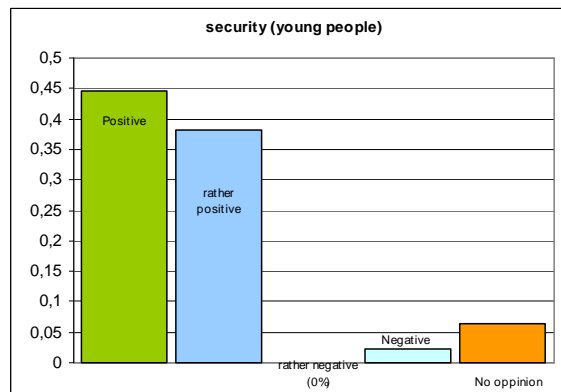
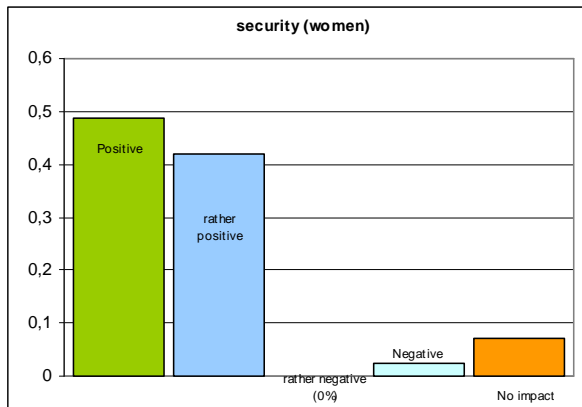
In the case of Zone du Plateau Nautique, security represents the perception of pedestrian and cyclist of safety with regard to the surrounding traffic (i.e., road safety).

Over 80% of respondents in the May 2008 survey considered that the redevelopment work in the zone impacted very positively or quite positively on their perception of security. It should be noted that these impressions were slightly more marked for pedestrians (81%) than for cyclists (78%). Users of the Zone du Plateau Nautique generally feel safe - from a road safety perspective - when they are crossing the area.

a) perception of the security level for all the sample size



b) security level for women c) security level for young people



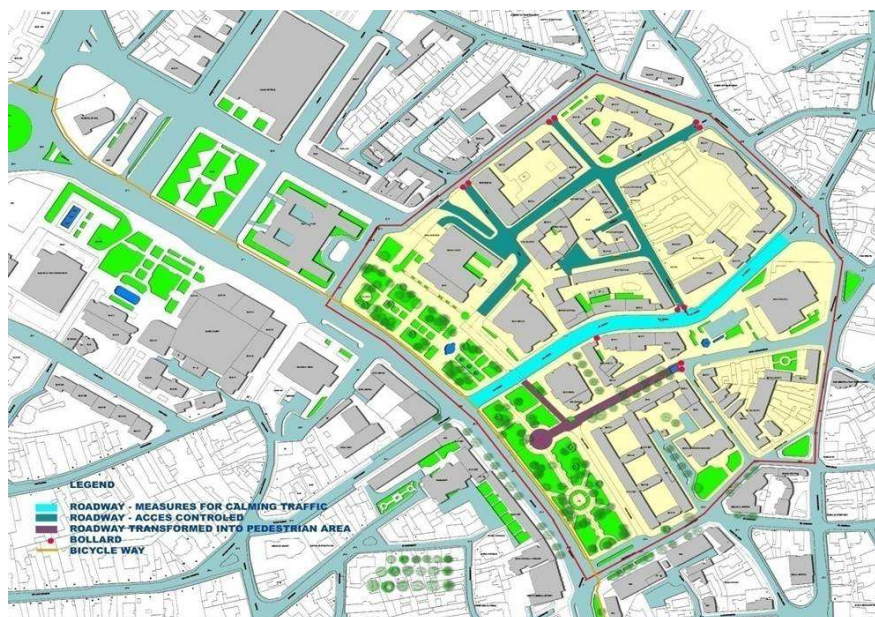
More than 90% of women and 80% of young people have a favourable opinion about the positive impact of this measure concerning the perception of the security (sum positive and rather positive of the opinions).

<i>Measure title:</i>		Develop and extend Clear Zones			
<i>City:</i>	PLOIESTI	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	6.6

Short description:

The work consisted in elaborating a strategic scheme for a city centre accessed controlled area, acquisition of controlled technologies and implementation of the clear zone.

Detailed image of access controlled area



In collaboration with RATP (the Public Transport Operator) and UPGP (initials for Petroleum and Gas University), PMP (Ploiesti City Hall) data was collected relating to the traffic levels in the targeted area and in the vicinities. The purpose of the data collection process was to

determine the best deviation routes for vehicles, as well as to identify the times when various businesses from the access controlled area have their supply delivered.

In August 2005, a survey was carried out in order to determine public' and businesses' views of the clear zone, to determine their requirements and how it was possible to meet those requirements.

Main measure objective

The main measure objective was to create a pedestrian area in Ploiesti City centre and to ensure calmer traffic within the area

Other objectives were to:

- Minimise pollution impacts (emissions and noise).
- Protect and enhance the historical inheritance
- Improve access and safety
- Increasing pedestrian's ways and public spaces.
- Improving urban image
- Improving the quality of urban life

Target groups for GIAP:

The use of this access control area was expected to be a success for women and young people. A targeted group of businesses from the area was also considered

Main objectives for GIAP :

- More users (women and young people) using this access control zone
- Business acceptance when considering the access control zone

IMPACTS TESTED FOR THE GIAP

SOCIETY

Impact	Indicator	Used
Awareness	Awareness level	The degree of awareness of the policies/ measures changing
Acceptance	Acceptance level	Survey of attitude to the current acceptance of the measure.

Source: City Hall August 2005 survey, PUBLIC TRANSPORT October 2008 survey and City Hall April 2009 survey.

Results show that:

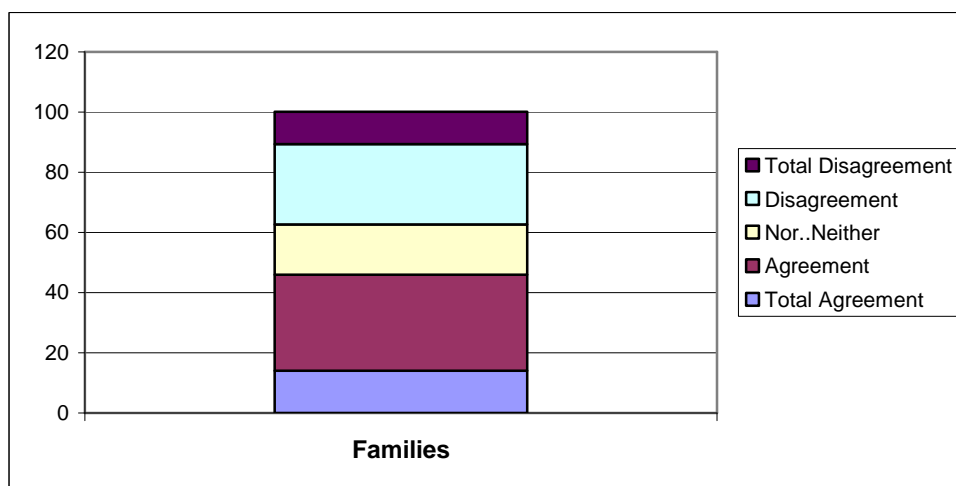
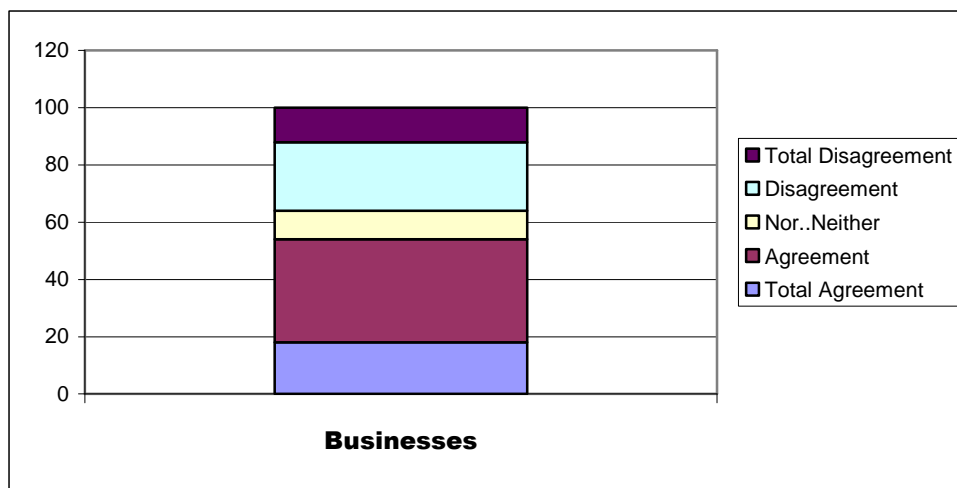
- The prohibited access of all vehicles in the Central Area, as a solution to reduce pollution has divided the opinions of the inhabitants (over 80% of inhabitants expressed pro and counter opinions):
 - 46.6% of respondents "totally agreed" and "agreed" with the measure; among the drivers interviewed 40.9% agreed with the measures.
 - 34% of respondents "totally disagreed" and "disagreed" with the measures while among the drivers 43.2% disagreed with the measures.

- Even though the “undecided” might have influenced the balance between any of these two extremes, it looked difficult to find a solution, even one based on democratic choice.
- A large proportion of the businesses (unlike residents) agree with certain vehicles access control in the Central Area, by introduction of access cards, at low prices.

After considering these responses the City hall decided to introduce access cards for inhabitants and businesses, the cards are offered for free.

Importantly, after open discussions with companies’ managers, their first reticent attitude changed and it was agreed that such an area could bring benefits to their businesses.

Figure C2.5.1 Businesses and families opinions regarding the introduction of access cards



Awareness and acceptance

The Public Transport Company carried out the survey in October 2008. The survey contained questions regarding the knowledge of measures implemented in the CIVITAS – SUCCESS project.

- 57.8% of Public Transport users named spontaneously as the first measure implemented as “the access controlled area”.
- 42.2% respondents named the cycling routes.

In April 2009 an after survey was administered at a city wide level in Ploiesti. This contains valuable information regarding the inhabitants perception on measures implemented within CIVITAS – SUCCESS project.

Survey methodology:

Sampled collectivity: adult Ploiesti population, over 18 years old;

Sample size: 570 persons, age over 18 (0,3% of Ploiesti adult population).

Maximum average error: +/- 4.1% with a level of trust higher than 95%.

Sampling type: probabilistic; random selection of houses from sampling points and of respondents from houses;

Face to face interviews in subjects homes, using a standard, semi-structured questionnaire.

Period: 22 - 27 April 2009

Survey results, applicable to measure:

The implementation of an access controlled area within the city centre is a highly recognized measure among the adult population of Ploiesti. According to the survey results, 81% of the people interviewed declared that they knew about improvements made to the landscape in the city centre.

All activities implemented within measure 6.6 are considered by respondents as being useful or very useful for the city.

91% consider that the new pavement is very useful, as useful as the acquisition and placement of the urban furniture. 84% also consider that the route signs for access restrictions are very useful / useful. Now 74% of respondents consider that useful or very useful, as well the barriers that restrict access in the clear area, when in 2005 the idea was rejected by around 40% of city centre inhabitants. These results, are extremely favourable to measure 6.6 can be put on the account of citizens need and expectation of such action that improve the visual aspect of the city. The measure implementation now has one of the highest rates of acceptance (90% of respondents consider that the access controlled area implementation is a good thing for the city).

Main results of the GIG plan:

There are slight differences regarding the perception of measure implementation when considering different socio-demographic characteristics. According to Table 1, women and young persons appreciate better the measure implementation, as well as highly educated, working people that do not live in the city centre; they all consider that measure implementation was a useful thing for the city.

Table 2.5.1. Opinions regarding the access controlled area

		Do you think that implementation of the access controlled area is a good / useful measure for Ploiesti city?		
		Yes	No	Don't know
		% Row	% Row	% Row
Sex	male	88%	8%	4%
	female	92%	4%	4%
Age	18-35 years	94%	3%	2%
	36-55 years	90%	8%	2%
	56 years and over	86%	6%	9%
Educational level	Sub average	86%	6%	7%
	Average	88%	6%	5%
	Superior	96%	4%	0%
Presently you are...?	Working	91%	7%	2%
	Not working	89%	4%	7%
Zone/ neighborhood	Centre	88%	7%	5%
	Rest of the city	91%	5%	4%
Total sample		90%	6%	4%

WP7:

<i>Measure title:</i>		Implement further integration of the ticketing system			
<i>City:</i>	La Rochelle	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	7.1

Short description:

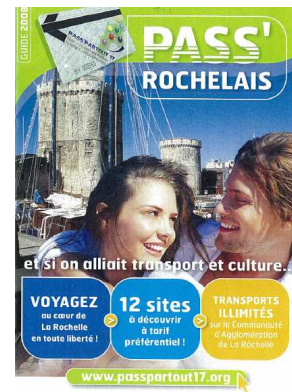
This measure aims to extend ticketing products to new categories of users and facilitate better integration.

Every schoolchild has been provided with a personalized smartcard. This card prevents ticket forging and thus improves safety for transport operators. This system makes it possible to remotely cancel a subscription in case of theft or loss of the card. Schoolchildren also

have the possibility to upload up to 4 subscriptions on their smartcard, according to their needs (e.g. to have access to public transport during holidays etc).

Furthermore, La Rochelle Urban Community has launched and developed since 2005 a transport Pass for visitors called 'Pass Rochelais', which combines unlimited public transport travel with discounted prices for museums and main attractions in the city. It offers:

- Unlimited transport to travel through the Urban Community by bus, sea bus, *paquebot* (boat crossing the Old Port of La Rochelle) and "yellow bikes" for 2, 3 or 7 days;
- Reduced prices to different sites;
- An economy of time on visiting sites (not queuing for purchasing their tickets);
- Environmentally-friendly holidays.



Syndicat Mixte de la Communauté Territoriale en Charente-Meritime

This Pass has then been adapted to meet the specific needs of various target groups (cruise passengers, congress-goers). To ensure a large diffusion of this product, selling points have been multiplied and new partnerships created.

New conceptual approach: the '*Pass Rochelais*' combines Transport and Tourism offering unlimited Public Transport travels with discounted prices for museums and main attractions in the city.

New organisational arrangements and partnerships: the launch and the development of the combined Tourism/Transport '*Pass Rochelais*' have gathered within a strong partnership various stakeholders interested in encouraging the use of Public transport and increasing the frequentation of cultural and leisure sites.

General objectives:

The main objectives of the measure were:

- To extend the range of integrated ticketing products for public transport;
- To target new categories of users which were not specifically taken into account in the pricing offer, particularly schoolchildren and visitors.

Target groups for GIAP:

The targeting specific user groups: visitors in La Rochelle and schoolchildren. Another category concerned by this measure is women.

Main objectives for GIAP :

The results presented below concern target specific group who use the new conceptual approach: the '*Pass Rochelais*' combines Transport and Tourism offering unlimited Public Transport travel with discounted prices for museums and main attractions in the city.

IMPACTS TESTED FOR THE GIAP

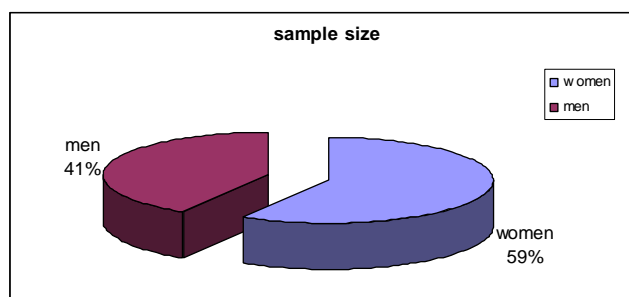
SOCIETY

No.	Impact	Indicator	Used
13	Awareness	Awareness level	How Pass holders came to hear of the product
14	Acceptance	Acceptance level	a- Proportion of Pass holders satisfied with the Pass principle b- Proportion of Pass holders generally satisfied c- Proportion of Pass holders satisfied with the information provided in the "Pass Rochelais" brochure
15	Spatial accessibility	Perception of PT service accessibility	Proportion of people who have reduced their car use thanks to the Pass
16	Economic travel cost	Relative travel cost	Proportion of users satisfied with the preferential rates offered to Pass holders

- **Indicators 13 to 16**

- **Source: Survey carried out in summer 2008:** 150 people were surveyed via a telephone questionnaire. The survey sample was extracted from a data base provided by the La Rochelle Tourist Office and comprised 130 French and 20 non-French nationals who had all used the *Pass Rochelais*. The interviews were conducted in June, July and August 2008. 145 respondents had used "*Pass Rochelais Culture*", 1 had used "*Pass Rochelais Loisirs*" and 4 had used both types of pass. The questions mainly dealt with how respondents had come to hear of the Pass as well as the travel and tourism aspects of the offering.

59% of respondents were women.

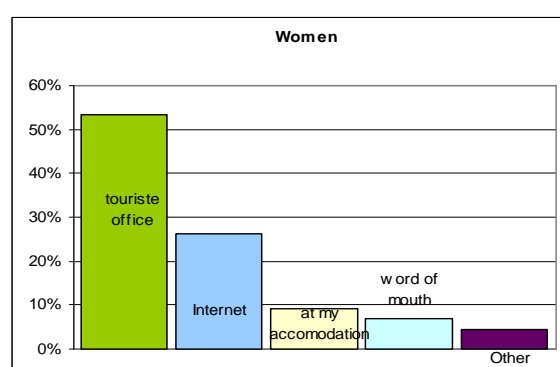
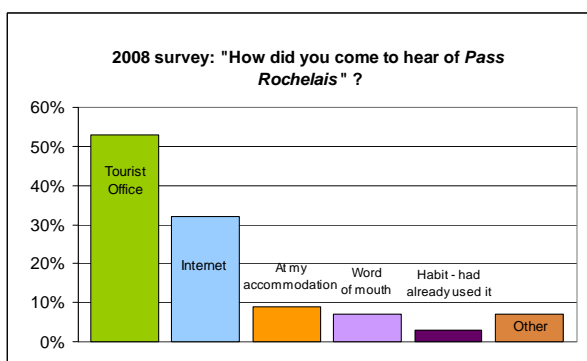


- **Frequency:** 3 years after the Pass was launched
- **Confidence level:** High

Indicator 13: How Pass holders came to hear of the product

Flyers, posters (especially inside buses), brochures printed up in French, English and German and maps available from the Tourist Office were widely distributed. Mail shots were also sent out to the owners of *chambres d’hôte* (bed and breakfast) and other tourist accommodation. The initiative was also promoted at five different events (heritage weekend, no car day, etc.).

According to the 2008 survey, more than half of Pass holders came to hear of the product through a tourist office (chiefly the La Rochelle Tourist Office) whereas about a third first heard about it on the Internet. Of those who first heard of it on the Internet, 94% had done so on the Tourist Office website.



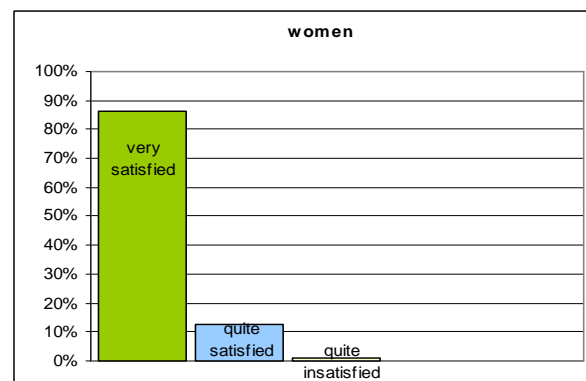
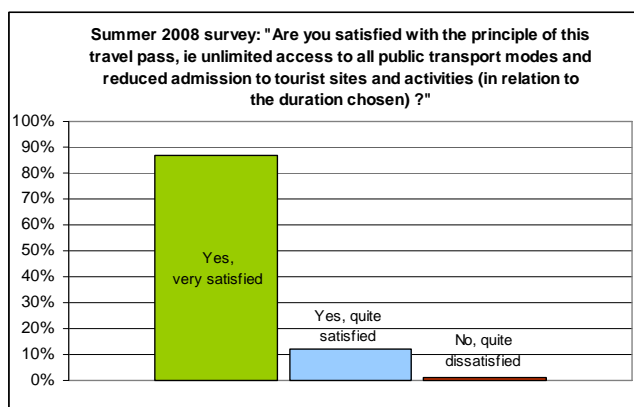
Sources of information of Pass Rochelais

The Tourist Office information campaigns have been effective in accommodation outlets, which is the third most frequently mentioned source (7% of users).

For all types of respondents, gender and age categories, the Tourist Office plays the main role in disseminating information about the Pass Rochelais: it appears that women seem to be less responsive to information obtained from the internet.

Indicator 14a “Proportion of Pass holders satisfied with the Pass principle”

The 89% satisfaction for all respondents rating demonstrates that this type of travel pass is much appreciated by users.



Acceptance of the Pass Rochelais principle

These results demonstrate that this type of initiative is perfectly suited to the size of the city, its transport network and tourist attractions, for men as well as women, particularly for women aged more 50 years (88 % were very satisfied with the Pass).

Indicator 14b “Proportion of Pass holders satisfied with the information provided in the “Pass Rochelais” brochure

Ten days after their trip to La Rochelle, 93% of Pass holders remembered the brochure given to them when they actually bought the Pass.

Of these users:

- 97% were satisfied (67% very satisfied and 30% satisfied) with the information provided in relation to the tourist attractions and activities;
- 95% were satisfied (74% very satisfied and 21% satisfied) with the information provided in relation to prices offered;
- 84% were satisfied (53% very satisfied and 31% satisfied) with the information provided in relation to how to get to these places via public transport.

The very high percentage of people who still remembered the information brochure shows that it was widely read and used.

96% of women remembered the brochure given to them when they actually bought the Pass.

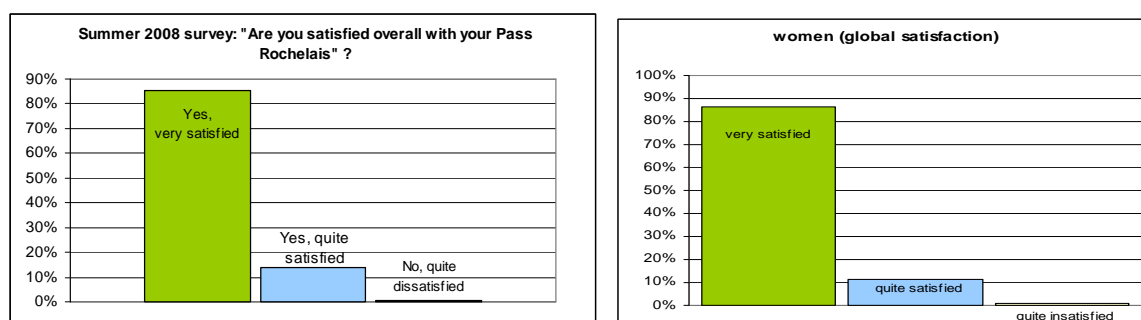
Of these female users:

- 71% were satisfied (53% very satisfied and 18% rather satisfied) with the information provided in relation to the tourist attractions and activities;
- 75% were satisfied (49% very satisfied and 26% rather satisfied) with the information provided in relation to prices offered;
- 85% were satisfied (58% very satisfied and 27% satisfied) with the information provided in relation to how to get to these places via public transport.

Virtually all users were satisfied with the practical information but we can remark that generally women are more exigent concerning the information about the activities to perform and the related prices.

Main remarks to improve the service have been given by women: more information on bus routes and timetables and a city map; more information about bus routes to beach sites, etc.

Indicator 14c “Proportion of Pass holders generally satisfied”

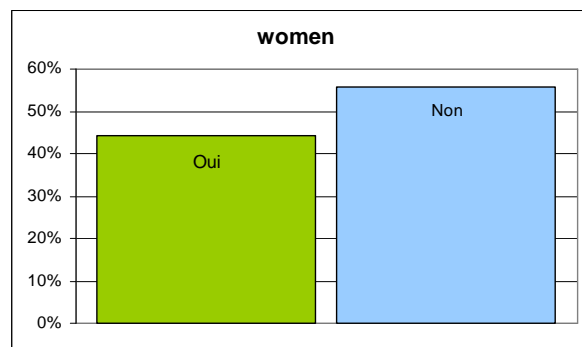
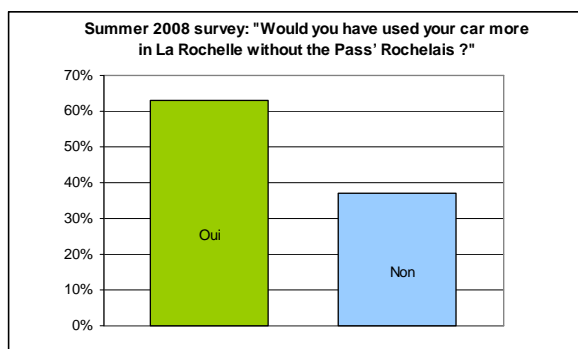


Overall satisfaction on the *Pass Rochelais*

99% of Pass users (all social categories) were generally satisfied with the travel pass they choose. Particularly as a huge proportion of these women (nearly 90%) stated that they were “very satisfied”.

Indicator 15: Physical accessibility - “Proportion of people who have reduced their car use thanks to the Pass”

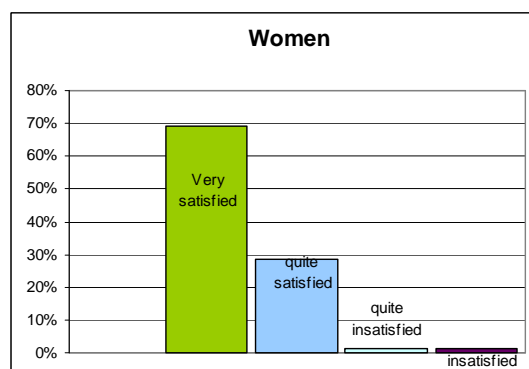
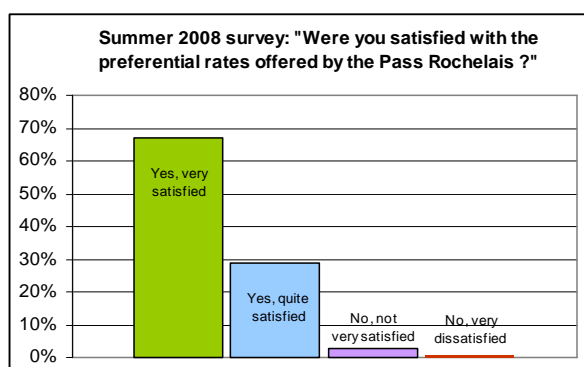
While the ideal indicator would have been one that reflected perceptions of the accessibility of the tourist attractions and activities offered by the Pass via public transport, the indicator measured here does provide an indication of the degree of accessibility via public transport.



Proportion of people who have used their car more with the *Pass Rochelais*

Of the 81 respondents in the 2008 survey who stated that they had a car during their stay in La Rochelle, two-thirds said that they would have used their car more without the Pass Rochelais. Even if the proportion of women that would have used the car is lower, it remains important (more than 40%).

Indicator16 “Proportion of users satisfied with the preferential rates offered to Pass holders”



Level of satisfaction with the preferential rates offered

96% of Pass users surveyed in summer 2008 stated that they were satisfied with the preferential rates offered by the Pass.

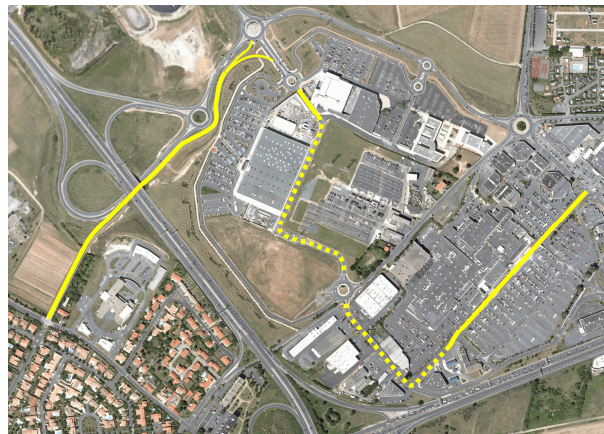
The attractive cost of the Pass is the third most important reason for customer satisfaction: *“A seven-day pass at 8 € is unbeatable value for money. I stayed two weeks, bought two seven-day passes and didn’t even need to rent a car” (especially for women, with more than 99% satisfied and very satisfied opinions).*

WP8:

<i>Measure title:</i>		Implementation of dedicated Bus Lanes			
<i>City:</i>	La Rochelle	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	8.2

Short description:

A new route has been implemented for line n°9 that joins the peripheral commune of Puilboreau, including the major shopping and economic area of Beaulieu, to the centre of the city. The economic and commercial area of Beaulieu gathers more than 200 undertakings and is still under development.



General objectives:

The main objectives of the measure are:

- To create dedicated bus lanes at traffic hotspots on the Urban Community territory,
- To improve bus travel times and service reliability.

Target groups for GIAP:

Target groups are women, students and schoolchildren as well as older or disabled people.

Main objectives for GIAP:

- More people making modal changes
- Increased satisfaction, timekeeping and improved perception of security

IMPACTS TESTED FOR THE GIAP*SOCIETY*

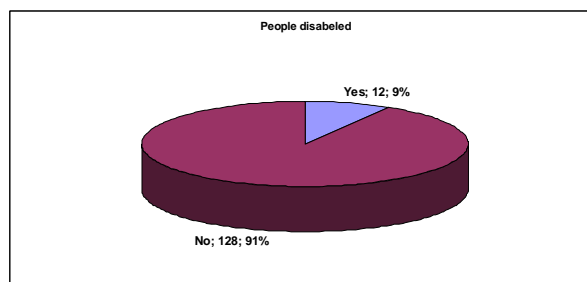
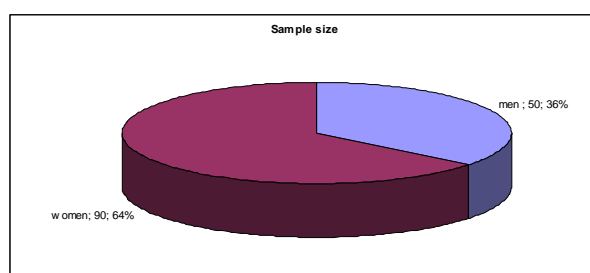
No.	Impact	Indicator	Data used
13	Awareness	Awareness level	Degree of awareness of the dedicated bus lane among bus users and the general public
14	Acceptance	Acceptance level	Attitude survey regarding the level of acceptance of dedicated bus lanes
15	Spatial accessibility	Perception of service accessibility	Ease to get in/drop off the bus and Satisfaction on the itinerary of the bus line and the localisation of the bus stops

TRANSPORT

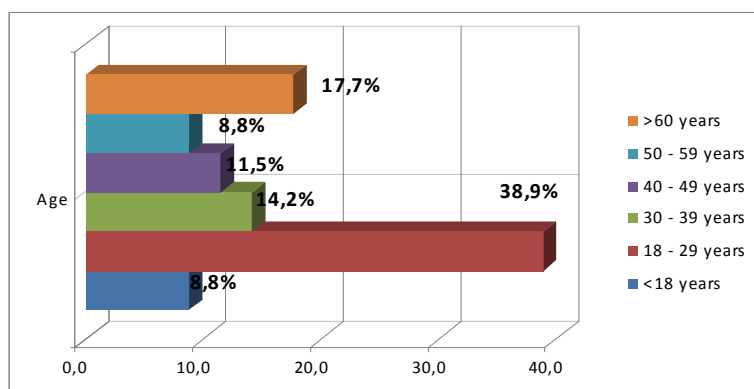
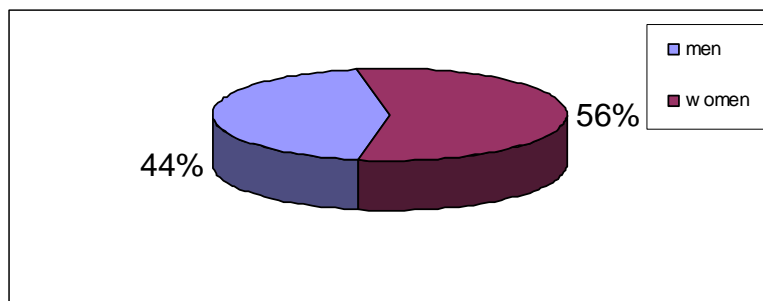
No.	Impact	Indicator	Data used
18	Quality of service	Service reliability	Perception of the accuracy of timekeeping

- Sources:

- **Quantitative “Satisfaction” 2008 survey:** A survey was performed between January and March 2008 among passengers waiting for the buses of the line n°9. The sample recorded 140 respondents. The questions mainly related to their level of awareness and acceptance of the project as well as their degree of satisfaction. The composition of the sample size is presented below:



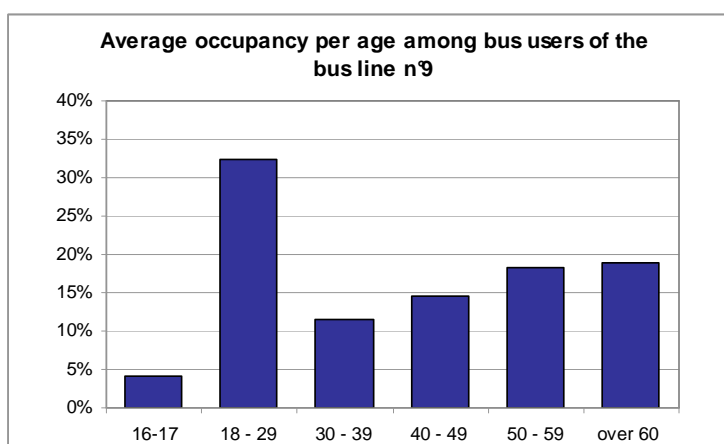
- **CBA analysis (January-March 2008):** A second questionnaire was performed among passengers waiting for the buses of the line n^o9. The sample recorded 113 respondents. The main objective was the evaluation of the rate of modal changes. The composition of the sample size is presented below:



- Confidence level: High

Sample of the November 2008 Population/Public Transport survey. The age of 190 bus users – having already used the bus line n^o9 – surveyed in November 2008 was recorded in the survey data base. The sample comprises:

- 4% of passengers under 18,
- 32% of passengers between 18 and 29,
- 12% of passengers between 30 and 39,
- 15% of passengers between 40 and 49,
- 18% of passengers between 50 and 59,
- 19% of passengers over-60.



Age-based analysis of bus users of the line n^o9

Almost a third of users on bus line n°9 (32%) are 18-29 age group and over a third (37%) are over 50 age group.

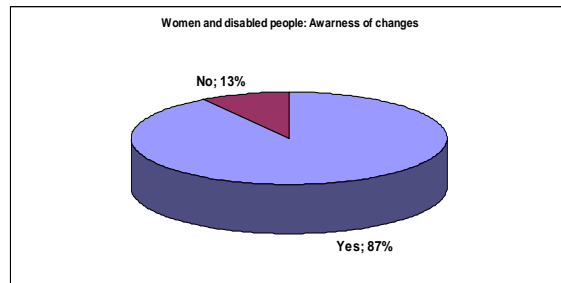
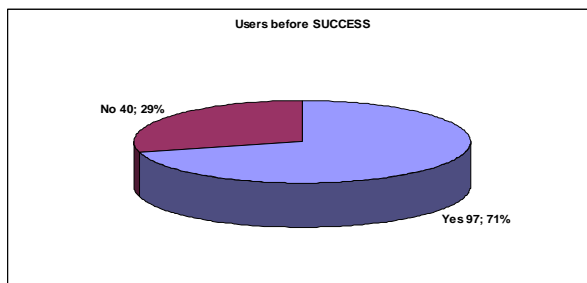
The gender of 190 users surveyed in the same survey of November 2008 was also recorded in the survey data base: the sample comprises 79% women and 21% men.

We should note the overwhelming majority of women using the bus line n°9.

- Confidence level: High

Indicator 13: Level of awareness of the dedicated bus lane among bus users and general public

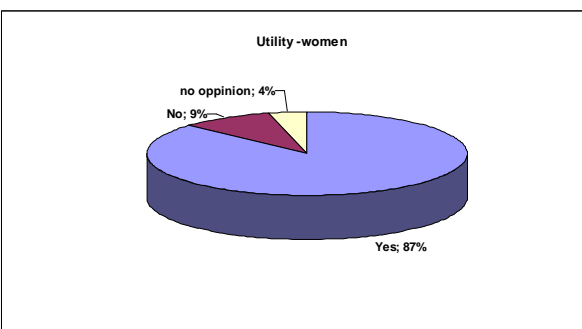
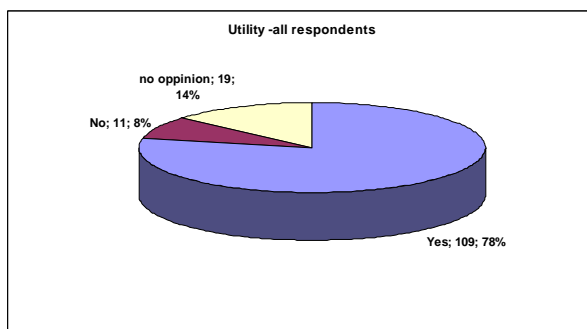
The 2008 survey carried out among 140 bus users of the bus line n°9 (between January and March 2008) revealed that among the 71% of previous regular users of the route, **82% noticed the changes that occurred after the implementation of the dedicated bus lane. Among these users, 87% are women.**



Indicator 14: Level of acceptance of the dedicated bus lanes among the general public/bus users

The 2008 survey among bus users of the line n°9 showed that over 3 people out of 4 consider the dedicated bus lane has proven useful and believe it would be relevant to extend that scheme to the whole town.

Proportion of women considering the changes are useful is more important (87%).

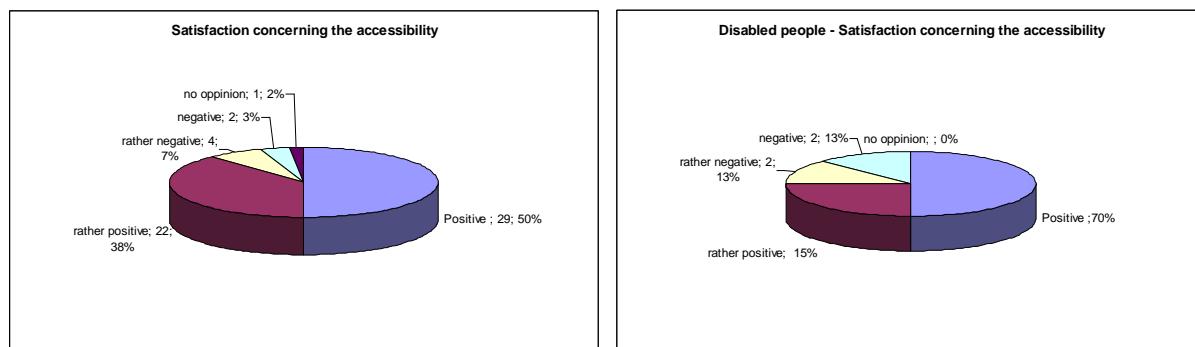


Indicator 15: Spatial accessibility

In the 2008 survey among 140 bus users on line n°9, the level of satisfaction on accessibility (meaning 'physical accessibility' as the **ease of getting on / dropping off the bus on bus line n°9**) was collected from all respondents:

- Among the 71% of previous regular users of the route, 87% expressed their satisfaction with the accessibility to the bus on this line.

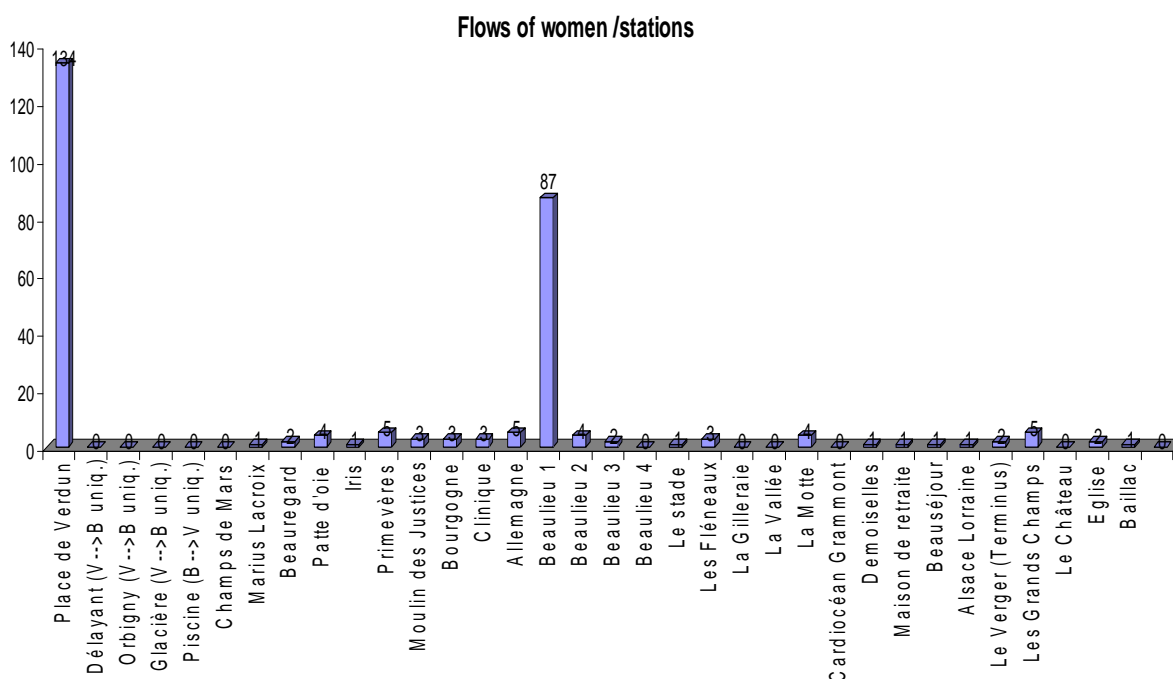
- Among the 29% of new users, 88% declared they were satisfied with accessibility.



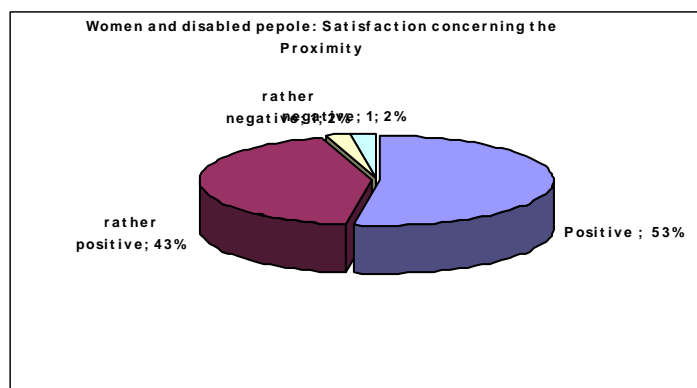
Bus users (disabled and charged people) considered as positive (more than 85%) the changes brought with the dedicated bus lane as regards 'spatial accessibility' (ease of getting on / off the bus).

Another definition of 'spatial accessibility' can also be considered. It would consist in assessing the level of **satisfaction on the itinerary of the bus line and on the location of the bus stops.**

The figure below shows that the majority of women (more than 70%) used this travel for shopping (station Beaulieu – great commercial centre). The proximity of the stations is a very important element of the quality of the service.



Bus users of the bus line n°9 (over 85%) thought that the changes brought with the dedicated bus lane as regards to 'spatial accessibility' (ease of getting on / off the bus and satisfaction on the itinerary of the bus line and on the location of the bus stops) were positive



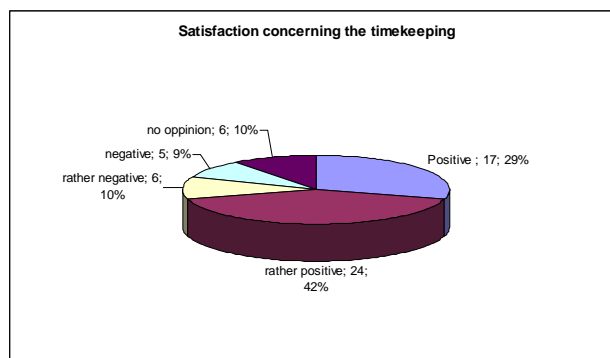
Bus users (women and disabled people) (more than 90%) considered the changes brought with the dedicated bus lane as regards 'spatial accessibility' (on the location of the bus stops) as positive

Indicator 18: Quality of service – Accuracy of timekeeping

Perception of timekeeping:

In the 2008 survey among bus users, respondents were asked about their perception regarding any improvement on the bus timekeeping:

- **Among the 71% of previous regular users of the route, 83% expressed their satisfaction with the changes (totalizing those giving ratings of "positive" or "rather positive"), especially with respect to timekeeping.**



- **Among these respondents more than 50% were women.**

ENERGY/ENVIRONMENT

No.	Impact	Indicator	Data used
3	Fuel consumption	Vehicle fuel efficiency	Fuel saved thanks to the dedicated bus lane in 'Beaulieu' estimated from modal shift
8	Emissions	CO2 emissions	CO2 emissions saved derived from the modal shift towards the bus service
10	Emissions	NOx emissions	NOx emissions saved derived from the modal shift towards the bus service
11	Emissions	Particulate emissions	PM10 emissions saved derived from the modal shift towards the bus service

- **Approach:** Estimation of fuel saved thanks to the modal shift towards the bus instead of private cars from the quantitative "Modal shift" 2008 survey. Emissions derived from the modal shift.
- **Source:** This survey was performed face-to-face among passengers of the bus line n°9 between January and March 2008. The sample recorded 113 respondents. The main objective was to assess any modal shift following the implementation of the dedicated bus lane.
- **Frequency:** once, one year and a half after the implementation of the dedicated bus lane
- **Confidence level:** High
- The sample has been considered representative enough for extrapolation to the total number of bus users of this line.

Indicator 3: Fuel consumption

Indicators 8, 9, 10, 11: CO2 emissions, CO emissions, NOx emissions, Particulate emissions

The method used for calculating savings in petrol consumption and benefits in emissions in one approach without care of the precision of results, but just for the range.

The savings in car petrol consumption are calculated from the modal shift estimated from the 2008 "modal shift" survey among passengers of bus line n°9 and then extrapolated from the ticketing validation on bus line n°9 provided by the bus operator.

Considering the following elements: average number of passengers of bus line n°9 per day, previous mode of transport of people, the average distance that people used to run by car from their home to the 'Beaulieu' zone.

When extrapolating on an annual basis (300 days of bus service operation), it would represent a gain of about 17,000 litres of fuel.

Because around 80% bus users are women, the gain due of the modal changes is around 13 600 l.

Considering the annual distance that would have been run by car without the modal shift in favour of the bus, emissions that would have been emitted would roughly amount to:

- 95 tons of CO2 emissions per year, based on 240 grammes per vehicle kilometre;
- 238 kg of NOx emissions per year, based on 0.6 grammes per vehicle kilometre;
- 23 kg of PM10 emissions per year, based on 0.06 grammes per vehicle kilometre.

80% of these quantities could be assimilated to gains obtained by women modal changes

The calculation is a rough one and does not take into account the emissions attributable to the bus service.

<i>Measure title:</i>		Overground Network			
<i>City:</i>	Preston	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	8.7

Short description:

The principal city operator in 2006, Preston Bus, reshaped many of the services in the city to create a higher frequency network along the key corridors. This was complemented by two other operators who were already providing high frequency links into Preston from South Ribble. The design of the new network was aimed at simplifying operations by creating an easier to understand and more frequent network of buses. It was hoped this would encourage more people to use the buses.

General objectives:

The key aim was to enhance the current high frequency network of services along 20 key corridors in and around the city of Preston, which were branded the 'Overground' in order to emphasise the high frequency nature of key corridors.

Target groups for GIAP:

Special attention was paid to make this new network accessible to all, especially for women and pupils

Main objectives for GIAP :

- Improved patronage;
- Increased satisfaction.

IMPACTS TESTED FOR THE GIAP

No.	Description	Indicator	Method Used	Frequency
13	Awareness	How awareness of the changes made to the Network has changed over time	Bus User Surveys	Annual
14	Acceptance	What bus users thought about the improvements to the Network	Bus User Surveys	Annual

Transport

No.	Description	Indicator	Method Used	Frequency
19	Quality of service	User perception of quality of bus services	Bus User Surveys	Annual

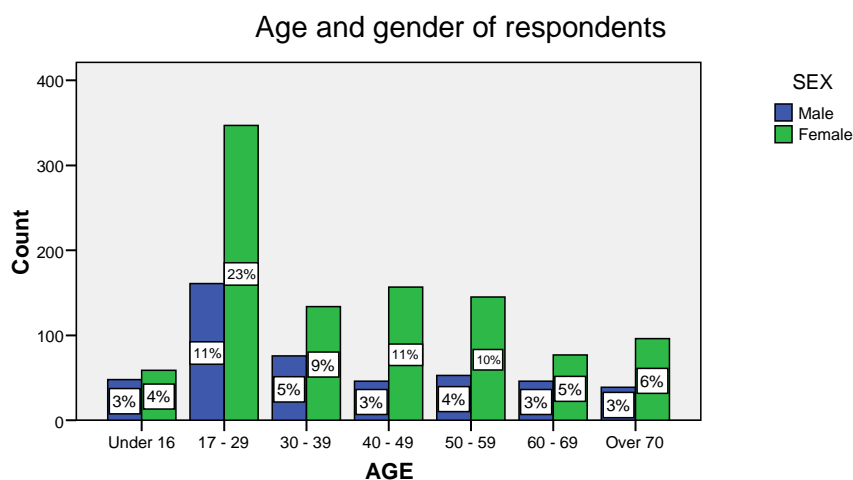
Sources and sizes established for GIG analysis:

- Sources:

Survey March 2006. Surveys were conducted with passengers travelling on routes 11, 16 and 132. Route 132 was one of the first routes to introduce bus-route branding in March 2006. Route 11 was a route that met the criteria for Lancashire County Councils "Quality Bus" status, namely frequent and reliable services with low floor and easy access vehicles. Route 16 was chosen as the control route as this had received neither bus-route branding nor "Quality Bus" status.

In total 1577 people were surveyed between June and July 2006. One hundred respondents were surveyed using a paper based questionnaire before the questionnaire was transferred to a PDA format for the remaining 1477.

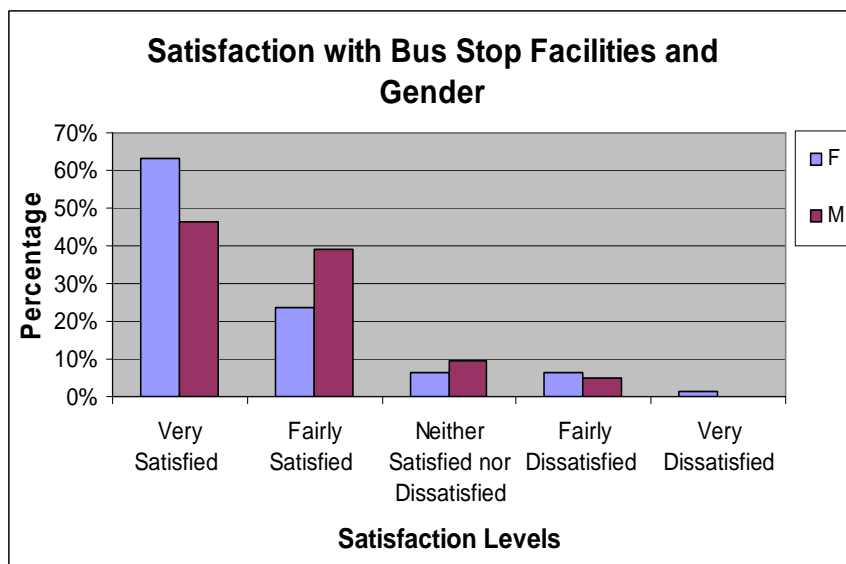
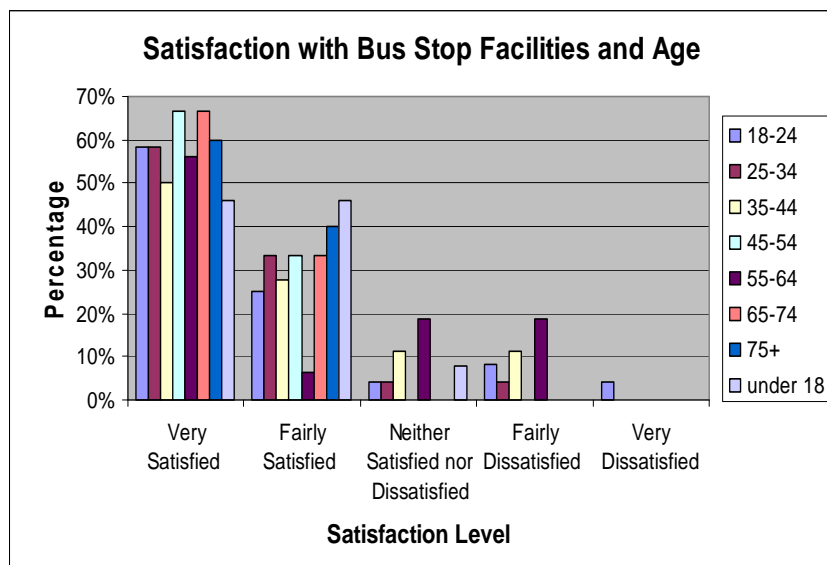
Figure 1 shows the demographic split of the respondents. Overall 32% of the respondents were male and 68% were female. **A considerable percentage (23%) of the respondents were females aged between 17 and 29.**



AFTER analysis: Bus User Surveys were undertaken in 2008. The surveys were undertaken with a random sample of members of the public who travel on bus services 11 and 16. These two routes were chosen because they were considered to be representative bus services. These two services start at Preston Bus station in the centre of the city and serve the areas of Ribbleson and Brookfield in north east Preston. One had Overground branding and improvements (bus service 11) and the other was a control route (bus service 16) where branding and improvements had not been made. 126 people were interviewed on Route 11 and 272 on Route 16.

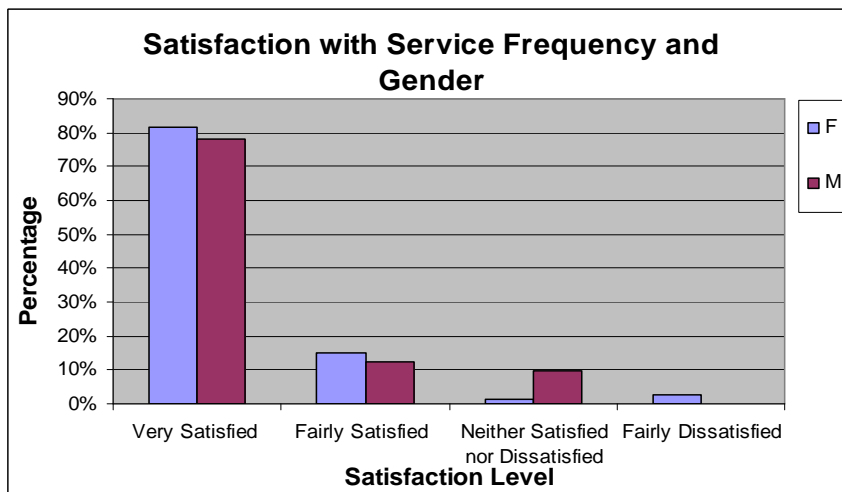
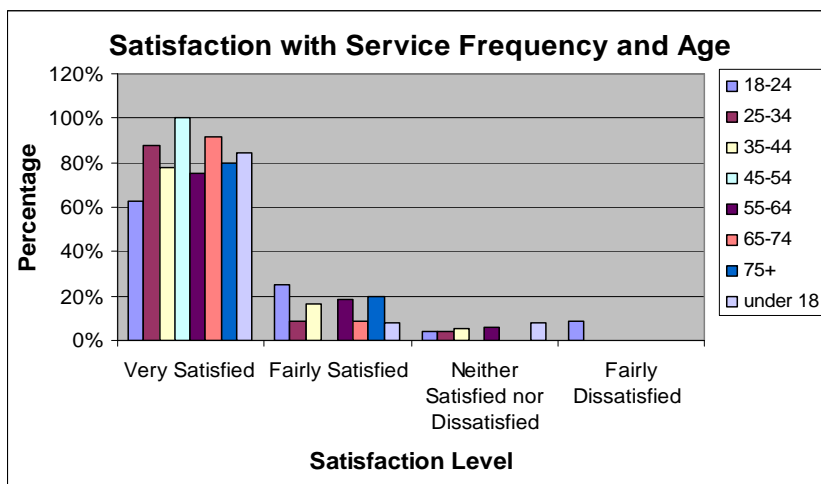
Main results of the GIA plan:

The results of bus users surveys presented in the graphs focus on Route 11.



KEY: F = Female and M = Male

- **The level of satisfaction with bus stop facilities on Route 11 was high with respondents aged 65+ : 67% in the 65-74 age band were very satisfied.**
- **63% of females and 46% of male respondents were very satisfied with bus stop facilities**



KEY: F = Female and M = Male

- **The level of satisfaction with service frequency on Route 11 was high with respondents aged 65+: 92% in the 65-74 age band were very satisfied.**
- **81% of females and 78% of male respondents were very satisfied with the service frequency.**

WP9:

<i>Measure title:</i>		Deployment of new car sharing fleet			
<i>City:</i>	La Rochelle	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	9.1

Short description:

This part of the measure concerns the redeployment of the LISELEC car sharing system. It was necessary to first define a strategy to find the best operating mode for the future.

General objectives:

The measure objectives are:

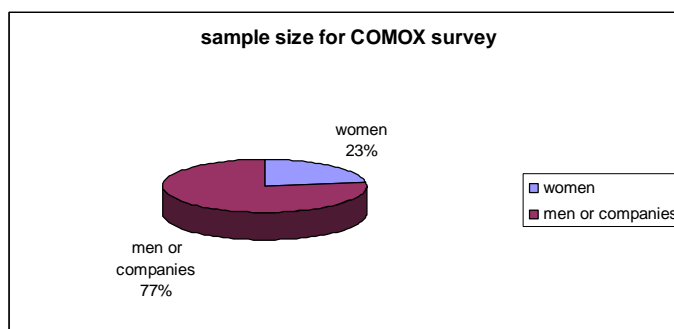
- to implement a new car sharing system based on new technologies;
- based on the established example of La Rochelle, to develop an approach adapted to medium-sized cities willing to implement a car-sharing system regarding both methodological and practical aspects.

SOCIETY

No.	Description	Indicator	Method Used	Frequency
13	<i>Awareness level</i>	<i>Awareness level</i>	Survey	Twice during the project
14	<i>Acceptance level</i>	<i>Acceptance level</i>	Survey	Twice during the project
14 bis	<i>Level of favourable opinion level</i>	<i>Level of favourable opinion level</i>	Survey	Twice during the project

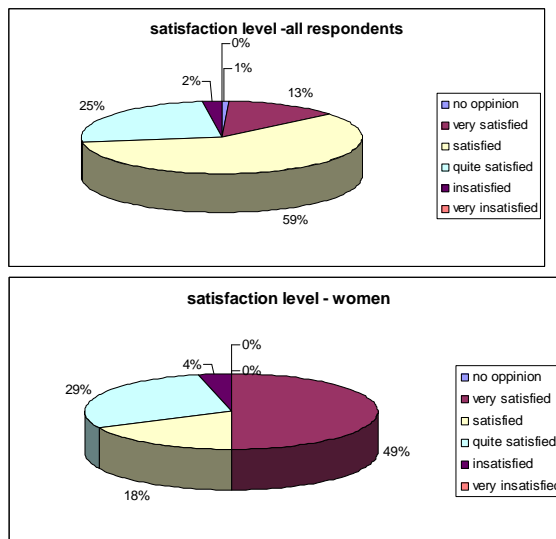
Sources : Surveys conducted during the project. The respondents are the subscribers of the car sharing service - A general survey has been submitted by Comox in April-May 2008 among 123 subscribers of the Car Sharing service in order to assess the perception of the LISELEC service, their level of satisfaction and their suggestions for improvements.

The sample size distribution is not easy to define, because one important user group - companies (main drivers could be men or women); that's why the analysis will concern only females identified by their first name.



- **Indicators 13-17 (Level of favourable opinions, Awareness level, Acceptance level)**

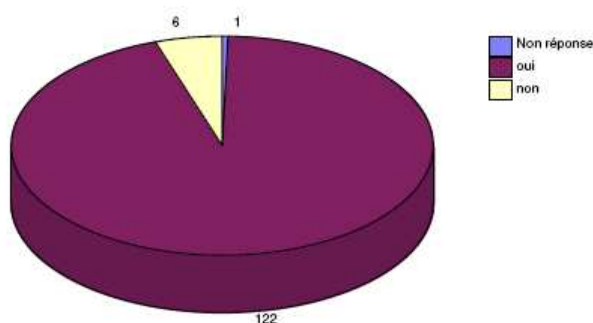
Amongst those interviewed subscribers we note that only 58.9% are rather satisfied and 24.8% are satisfied about the services LISELEC. Only 2.3% of customers interviewed are not satisfied. **Around 50% of women are very satisfied, a very important proportion.**



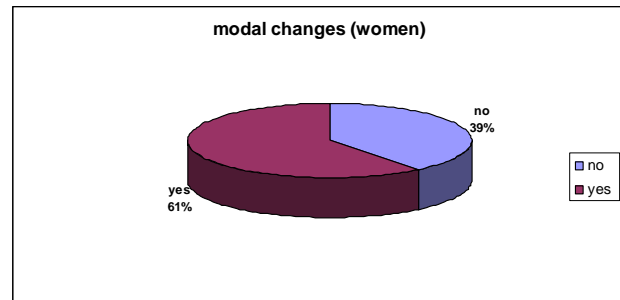
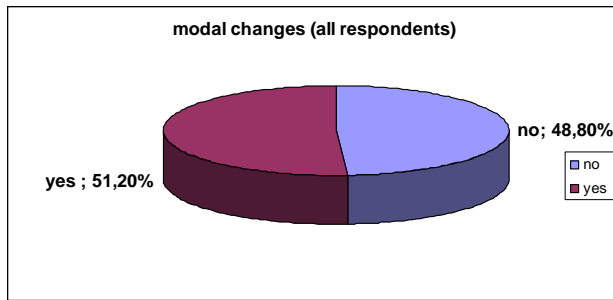
We note that the most important criteria taken into consideration by customers are "the environment", the "proximity" and "availability" of cars on site. However, other criteria, such as "the economy of the vehicle" and "Easy access" to the cars remain important.

More than 82% of women said that the environment was the most important factor to take into account when the subscription has been paid.

The customers seem to be particularly satisfied with the services proposed. Of the 129 respondents, 122 recommended the use of electric cars. **Among women, 100% were willing to recommend use of the LISELEC service.**



The use of the LISELEC service did not significantly change the habits of customers. **We can therefore think that the use of electric cars is primarily a means to simplify the daily lives of clients. This conclusion is not so marked for women because more than 60% declared that the use of LISELEC affected their habits.**



ENERGY/ENVIRONMENT

No.	Impact	Indicator	Data used
3	Fuel consumption	Vehicle fuel efficiency	Fuel saved thanks to the use of LISELEC
8	Emissions	CO2 emissions	CO2 emissions saved derived from the modal shift towards the car-sharing service
10	Emissions	NOx emissions	NOx emissions saved derived from the modal shift towards the car-sharing service
11	Emissions	Particulate emissions	PM10 emissions saved derived from the modal shift towards the car-sharing service

- Indicator 3 (Energy consumption)** - The car-sharing system in La Rochelle is composed of a fleet of 50 electric cars. This indicator has been introduced to evaluate the gain in fuel consumption attributed to the use of the car sharing system. The algorithm¹ to compute the gain in fuel consumption/month is based on the COPERT III methodology. The inputs of the programme were: the characteristics of the French national fleet (for 2006); the average value of the distance for the fleet; the number of cars of the fleet running per month; the average speed computed by the exploitation system; the characteristics of roads in an urban environment.

The variables inputted have been collected as follows:

- An information processing system is installed in each vehicle and provides the interface between the users and the vehicle. It memorizes information (hour of loan or restitution, user, kilometres, state of load of the batteries, for example). This information is first transmitted by hertzian way to an information processing system located in each car-sharing station; it is then transferred from the car-sharing station to the operator premises via a telephone line. The central exploitation system manages all the information about the fleet and the customers and can act on the availability of cars (vehicles requiring maintenance are automatically signalled as out-of-order).
- Monthly information such as the travel length, average value of speed, type of road and number of available cars are used to model the gain in fuel consumption.

Preliminary results are obtained in the hypothesis that, to perform their trips, people would have replaced electric cars by thermal cars. For a realistic representation of the gain in fuel consumption, these results have been corrected by using the percentage of having a private car (54%) as well as the occupation rate of the car

¹ software program developed by ATMO Poitou-Charentes and updated by EIGSI

(1,2). For these two last criteria, the results of a questionnaire submitted among 123 subscribers by COMOX (April-May 2008) have been used.

A global result of fuel saved by women can be estimated by year: around 1,8 tons gasoline and 1,1 tons diesel saved by modal changes.

- **Indicator 4 (Atmospheric emissions)** – Gains in pollutant emissions (NOx, CO2, PM) are estimated using the COPERT methodology. Because of the small value of the average distance by trip (around 6 km), the algorithm takes into account the cold emissions.

The results are presented below (emissions benefits due to modal changes by women) :

Emissions	NOX	CO2	PM
Tons/year	1,20E-02	8,90E+00	2,00E-03

WP11:

<i>Measure title:</i>		Implementation of new structure for alternative modes			
<i>City:</i>	La Rochelle	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	11.1

Short description:

This measure consists of the creation of a 14 km secure cycle path on the North coast of La Rochelle from La Rochelle to Esnandes via Lagord, Marsilly and Nieul sur Mer.

General objectives:

This cycle path has a dual objective: on the one hand it will enable the communities of Lagord and Neuil sur Mer to offer a direct, continuous, secure lane to La Rochelle for travel plans like Business Travel Plan or Home-School trips. On the other hand, this new cycle lane will represent a great asset for leisure (walks) and tourism.

The expected results of the measure are

- New accessible, secured cycle path,
- Modal shift to bike use for home/work travel.

Target groups for GIAP plan:

Special attention will be paid to make this cycle path accessible to all especially for women and pupils

Main objectives for GIAP plan :

- More users on this path,
- Increased satisfaction and perception of security
- Modal shift to bike use for home/work and home/school travel.

IMPACTS TESTED FOR THE GIAP

SOCIETY

13	Awareness	Awareness level	questionnaire	Evolution during SUCCESS
14	Acceptance	Acceptance level	questionnaire	Evolution during SUCCESS
15	Spatial Accessibility	Perception of accessibility	of questionnaire	Evolution during SUCCESS
17	Security	Perception of security	questionnaire	Evolution during SUCCESS

TRANSPORT

19	Quality service	of Quality of service	questionnaire	Evolution during SUCCESS
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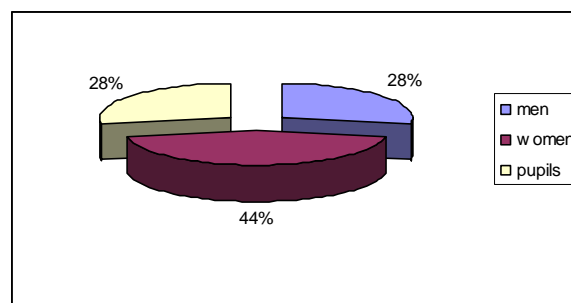
ENERGY ENVIRONMENT

3	Fuel consumption	Vehicle fuel economy	COPERT III	Reduction of fuel consumption thanks to the use of cycle path
8	Emissions	CO2 emissions	COPERT III	Reduction of CO2 emissions thanks to the use of cycle path
10	Emissions	NOx emissions	COPERT III	Reduction of NOx emissions thanks to the use of cycle path
11	Emissions	Particulate emissions	COPERT III	Reduction thanks to the use of cycle path

Sources and sizes established for GIG analysis:

- **First term 2007 survey:** A survey has been performed with 116 people using the cycle path in the morning.

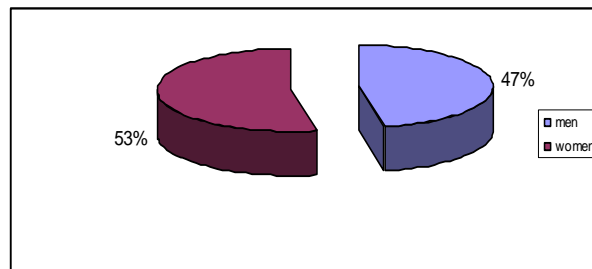
Main target groups for GIG analysis: women (44%) and pupils (28%)



Level of confidence: moderate.

- **October 2007 "Public Transport" survey:** 250 bus users and 50 park-and-riders were interviewed by telephone on 27 and 28 September 2007 after they had initially been contacted *in situ*, i.e., at the bus stop on the Place de Verdun (central bus station) and the Jean Moulin Park-and-Ride station.

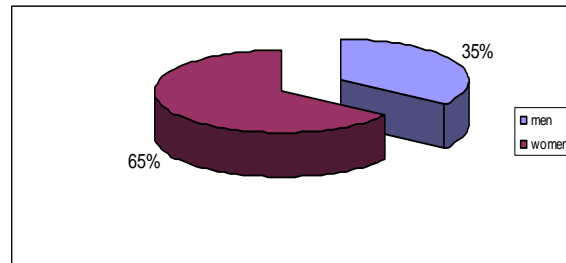
Main target groups for GIG analysis: women (53%)



Level of confidence: high.

- o **November 2008 “Public Transport” survey:** 250 bus users, 50 park-and-riders and 300 other inhabitants of La Rochelle were interviewed by telephone. The questions mainly related to awareness of measures, individual satisfaction levels and opinions concerning the development of measures.

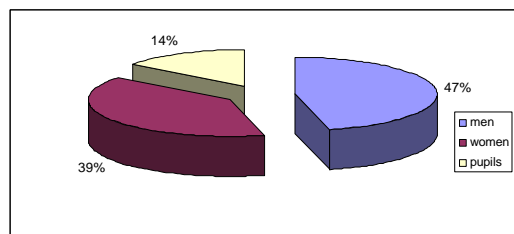
Main target groups for GIG analysis: women (65%)



Level of confidence: high.

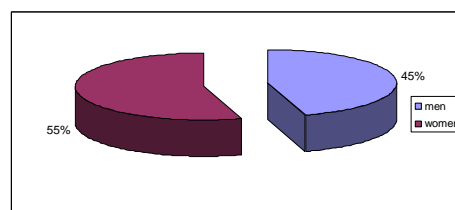
- o **November 2008 survey:** 76 users of the cycle path were interviewed during 4 days about their awareness, modal changes.

Main target groups for GIG analysis: women (39%), pupils (14%)



- o **Copert III methodology** based on November 2008 survey: an algorithm based on COPERT III methodology has been used in order to evaluate the fuel and the emissions saved by the use of the cycle path.

Main target groups for GIG analysis: women performing modal changes (55%)



Level of confidence: moderate

Main results of the GIG plan:

Table 1 resumes the results or the evolution of the indicators tested.

Indicator/Period	Results ² F –females ; P – pupils				Conclusions &remarks
	BEFORE		AFTER		
	May 2007	Nov 2007	Oct 2008	Nov 2008	
Awareness		F :22%	F: 25%		Positive feedback About impacts of Category SOCIETY (both target groups)
Acceptance		F: 45 %	F : 72%		
Spatial Accessibility	F :15% P: 12%			F+ P : 26%	
Security	F :12% P : 8 %			F +P : 35 %	
Fuel saved Gasoline Diesel				2,3 E -02 t /week 0,4 E -02 t /week	Only benefits performed by women are done because we had no information about the second alternative of pupils.
Emissions saved CO2 NOx PM10				48 E -03 t /week 0,9 E -05 t /week 1,1 E -6 t /week	

Even if we can observe positive evolution of some indicators, a comparison is not rigorous (because the sample size is different, sometimes it is a mixture between young girls and women). We retained just positive perception of this measure by all categories taken together

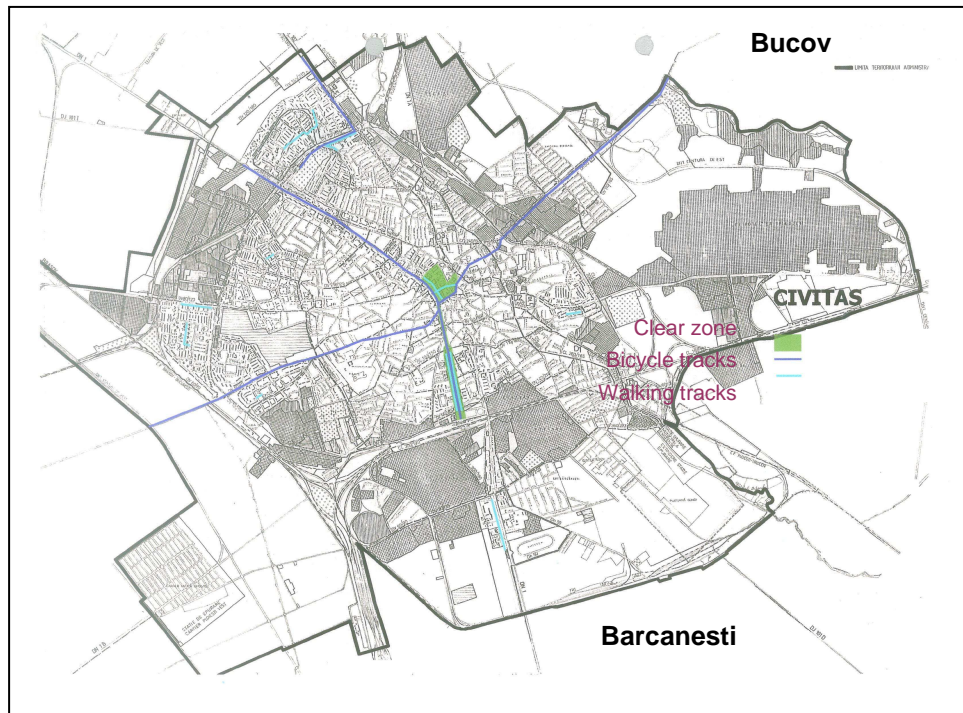
<i>Measure title:</i>		Implementing new infrastructures for walking and cycling			
<i>City:</i>	PLOIESTI	<i>Project:</i>	SUCCESS	<i>Measure number:</i>	11.10

Short description:

² % represents the sum between very satisfied and rather satisfied answers

8 km of cycle track were created during the CIVITAS project of a total of 14.85 km. The cycle tracks make the connection between Barcanesti (a village south of Ploiesti), the racecourse and the University and the city centre, and between the city centre and Bucov, a village situated east of Ploiesti, and the Constantin Stere Park (250 ha), the main area of leisure in the city.

12 km of walking paths were built, almost three times the existing space for pedestrians, - 4,30 km. Paths were built both in the central area and in the residential quarters in order to provide people with places for leisure and social activity.



Designed cycling and walking tracks

The main measure objectives were

- To enhance the pedestrian and cycling environment by better design, access and security.
- To implement a package of modern solutions to provide better design, access and security for pedestrians and cyclists in order to increase city viability.

Target groups for GIAP:

The use of this access control area was expected to be a success for working people (“occupied”) and, especially young people.

Main objective for GIAP:

- More users (young people) for the new created infrastructure

IMPACTS TESTED FOR THE GIAP

SOCIETY

Impact	Indicator	Used
Awareness	Awareness level	The degree of awareness of the policies/ measures changing
Acceptance	Acceptance level	Survey of attitude to the current acceptance of the measure.

▪ **Source: City Hall April 2009 survey.**

Sampled collectivity: adult Ploiesti population, over 18 years old;

Sample size: 570 persons, age over 18 (0,3% of Ploiesti adult population).

Maximum average error: +/- 4.1% with a level of trust higher than 95%.

Sampling type: probabilistic; random selection of houses from sampling points and of respondents from houses;

Face to face interviews in subjects homes, using a standard, semistructured questionnaire.

Period: 22 - 27 April 2009

The utility of implementing Measure 11.10 “New infrastructure for walking and cycling” is perceived as useful or very useful by the great majority of citizens, regardless of their socio-demographic characteristics as noted in Table 2

Table 2. The perceived utility of the cycling tracks, considering socio-demographic characteristics

		In Ploiesti were built few Km of cycling tracks. How useful do you think this measure was for the city inhabitants?				
		Not useful	Small utility	Useful	Very useful	I don't know/ Answer
		% Row	% Row	% Row	% Row	% Row
Sex	male	9%	9%	36%	39%	6%
	female	5%	8%	40%	42%	5%
Age	18-35 years	5%	7%	36%	47%	4%
	36-55 years	7%	8%	38%	41%	7%
	56 years and over	9%	11%	40%	34%	6%
Educational level	Sub average	8%	10%	38%	35%	9%
	Average	6%	11%	35%	44%	4%
	Superior	9%	5%	43%	39%	4%
Presently you are...?	Occupied	7%	7%	40%	39%	6%
	Unoccupied	8%	11%	35%	42%	5%
Zone/ neighborhood	Centre	4%	12%	49%	29%	7%
	Rest of the city	8%	8%	35%	44%	5%
Total sample			9%	38%	41%	6%

Measure 11.10 implementation of new infrastructure for walking and cycling is considered, by 70% of respondents, to be helpful for stimulating alternative/ ecologic transport modes. 69% of respondents consider that the measure is increasing the safety of cyclists and the same percentage, that the measure has the potential to significantly reduce the level of pollution. In the same manner, 68% of the adult population considers that the measure is also increasing the pedestrians' safety and 60% of them are expecting, a positive effect, namely a reduction of accidents.

38% of respondents declare that after the implementation of the measure they are more inclined to use the bicycle in the city. This also created the desire to increase the number of facilities and the infrastructure for cycling. 63% of respondents wish that more cycling tracks were created.

A greater availability for using the bike comes from men, young people, with high education, working ("occupied") persons (see Table 3).

Table 3. Availability to use bicycle, considering socio-demographic characteristics

		As a result of cycling tracks construction are you more incline to use the bike in the city?		
		Yes	No	Don't know
		% Row	% Row	% Row
Sex	male	42%	47%	12%
	female	35%	54%	11%
Age	18-35 years	51%	34%	15%
	36-55 years	42%	48%	10%
	56 years and over	22%	69%	9%
Educational level	Sub average	27%	64%	8%
	Average	39%	52%	9%
	Superior	47%	36%	16%
Presently you are...?	Occupied	45%	41%	14%
	Unoccupied	29%	63%	8%
Zone/ neighborhood	Centre	32%	50%	17%
	Rest of the city	40%	51%	9%
Total sample		38%	51%	11%

Regarding the desirability for more cycling tracks, no significant differences can be observed when considering the populations socio-demographic characteristics (see table 4).

Table 4. Level of desirability for more cycling tracks, considering socio-demographic characteristics

		Do you personally wish that more cycling tracks to be built in Ploiesti?		
		Yes	No	Don't know
		% Row	% Row	% Row
Sex	male	64%	16%	20%
	female	62%	14%	24%
Age	18-35 years	68%	12%	20%
	36-55 years	69%	12%	19%
	56 years and over	52%	20%	28%

Educational level	Sub average	57%	18%	25%
	Average	65%	15%	20%
	Superior	64%	10%	26%
Presently you are...?	Occupied	67%	13%	20%
	Unoccupied	58%	17%	25%
Zone/ neighborhood	Centre	62%	12%	26%
	Rest of the city	63%	16%	21%
Total sample			15%	22%

The survey showed that the studied population will accept the implementation of a centre for renting bicycles. 30 % of Ploiesti's adult population is willing to rent a bike from a bike hire facility.

The main reasons for using this facility are connected to the positive effects that cycling has on the human body (44% of Ploiesti population would rent a bicycle in order to cycle because "cycling keeps you healthy"). 33% of respondents that will not use the services of a bicycle hire facility are elderly persons; they also consider that the measure is completely un-useful.

The responses detailed on socio-demographic characteristic show that young people (18-35 years old) and working ("occupied") persons are more willing to rent a bicycle (see table 5)

Table 5. Availability in renting a bicycle.

		If a centre for renting bicycles, will be open in Ploiesti, would you be interested in renting and using these bicycles?		
		Yes	No	Don't know
		% Row	% Row	% Row
Sex	male	31%	52%	17%
	female	30%	57%	13%
Age	18-35 years	43%	40%	16%
	36-55 years	34%	50%	16%
	56 years and over	14%	74%	12%
Educational level	Sub average	29%	60%	11%
	Average	30%	53%	17%
	Superior	33%	52%	15%
Presently you are...?	Occupied	36%	46%	18%
	Unoccupied	24%	65%	11%
Zone/ neighborhood	Centre	29%	54%	17%
	Rest of the city	31%	55%	14%
Total sample			55%	15%

5.4.2. Conclusions and recommendations to perform impacts of the measures

WP6. Develop and extend Access Control Zones (La Rochelle and Ploiesti)

CONCLUSIONS

La Rochelle (targets: women, young people):

Indicators such as :

- level of awareness of the redevelopment work carried out in the zones
- attitude survey regarding the usefulness of the redevelopment work carried out in the zone
- perception of security

have been analysed with particular attention for women and young people.

Main results of GIAP are:

- Among the interviewed women, 90,9 % recognised the changes done in SUCCESS framework in Zone Plateau Nautique. 88% of young people noticed the changes. The level of awareness is lower because some of those interviewed have been living in La Rochelle for a short period of time i.e. several months, so they haven't observed the past configuration.
- More than 80% of females considered that the changes are very useful. There are no negative answers, only indecision (around 18%), essentially from women using this area occasionally. 74% of young people approved the changes done in the framework of the SUCCESS project.
- More than 90% of women and 80 % of young people have a favourable opinion about the positive impact of this measure concerning the perception of security (sum positive and rather positive opinions).
- User perceptions (especially women and young people) relating to the redevelopment work carried out in this access control zone are largely positive. The SUCCESS programme has made it possible to achieve the initial objectives: rising bollards have been installed in Zone du Plateau Nautique (La Rochelle) which prevents illegal traffic and parking in the controlled area and ensures a strong perception of the increase of the security level.

Ploiesti (targets: women, young people):

Indicators such as:

- level of awareness; and
- degree of acceptance

have been analysed with particular attention for women and young people.

There are slight differences regarding the perception of the implementation of the measure when considering different socio-demographic characteristics. Women and young people appreciate better the measure implementation, as well as high educated, working people that do not live in the city centre; they all consider that the measure implementation was a useful change for the city.

WP7. Implement further integration of the ticketing system (La Rochelle)

Indicators such as:

- how Pass holders came to hear of the product
- proportion of Pass holders satisfied with the Pass principle
- Proportion of Pass holders satisfied with the information provided in the "Pass Rochelais" brochure
- Proportion of Pass holders generally satisfied
- Physical accessibility - Proportion of people who have reduced their car use thanks to the Pass

have been analysed with particular attention for women.

Main results of GIAP are:

- For all types of respondents, (any gender and age categories), the Tourist Office plays a key role in disseminating information about the Pass Rochelais: women seem to be less receptive to information obtained from the worldwide-web.
- These results demonstrate that this type of initiative is perfectly suited to the size of the city, its transport network and tourist attractions, for men as well as for women, particularly for women aged over 50 years old (88 % were very satisfied with the Pass).
- Virtually all users were satisfied with the practical information but we can remark that generally women are more exigent concerning the information about the activities to perform and the related prices.
- 99% of Pass users (all the sample size and the women) were generally satisfied with the travel pass they chose. Particularly as a huge proportion of these women (nearly 90%) stated that they were “very satisfied”.
- Of the 81 respondents in the 2008 survey who stated that they had a car during their stay in La Rochelle, two-thirds said that they would have used their car more without the *Pass Rochelais*. Even if the proportion of women that would have used the car is lower, it remains important (more than 40%).

WP8: Implementation of dedicated Bus Lanes (La Rochelle and Preston)

La Rochelle

Indicators such as :

- level of awareness attitude survey regarding the use of the redevelopment work carried out in the zone
- Level of acceptance of the dedicated bus lanes among the general public/bus users
- Spatial accessibility
- Quality of service – Accuracy of timekeeping

have been analysed with particular attention for women and people with reduced mobility .

Main results of GIAP are:

- The 2008 survey carried out among 140 bus users on line n°9 (between January and March 2008) revealed that among the 71% of previous regular users of the route, 82% noticed the changes that occurred after the implementation of the dedicated bus lane. Among these users, 87% are women.
- The 2008 survey among bus users on line n°9 showed that over 3 out of 4 people consider the dedicated bus lane has proven useful and believe it would be relevant to extend that scheme to the whole town. The proportion of women considering the changes as useful is more important.
- More than 85% of bus users (both disabled and able bodied paying customers) considered the changes brought with the dedicated bus lane as regarding ‘spatial accessibility’ (ease of getting on / dropping off the bus) to be positive.
- More than 90% of bus users (women and disabled people) considered the changes brought with the dedicated bus lane regarding ‘spatial accessibility’ (on the location of the bus stops) to be positive.
 - Among the 71% of previous regular users of the route, 83% expressed their satisfaction with the changes (the sum of those giving a rating of “positive” or “rather

positive”), especially with respect to timekeeping. Among these respondents more than 50% were women.

- Because around 80% of bus users are women, the gain due of the modal changes is around 13 600 l.

Preston

Indicators such as :

- Satisfaction level

This has been analysed with particular attention for women and older people.

Main results of GIAP are:

- The level of satisfaction with bus stop facilities on a main Route (Route 11) was high with respondents aged 65+ : 67% in the 65-74 age band were very satisfied.
- 63% of females and 46% of male respondents were very satisfied with bus stop facilities
- The level of satisfaction with service frequency on Route 11 was high with respondents aged 65+: 92% in the 65-74 age band were very satisfied.
- 81% of females and 78% of male respondents were very satisfied with the service frequency.

WP9. Deployment of new car sharing fleet (La Rochelle)

Indicators such as:

- Level of awareness
- Level of acceptance
- Level of favourable opinions

have been analysed with particular attention for women

Main results of GIAP are:

- Among the subscribers interviewed we note that only 58.9% are rather satisfied and 24.8% are satisfied about the LISELEC services. Only 2.3% of customers interviewed are not satisfied. Around 50% of women are very satisfied, a very important proportion.
- More than 82% of women said that the environment was the most important factor to take into account when the subscription has been paid.
- The customers seem to be particularly satisfied with the services proposed because of the 129 respondents, 122 are available to recommend the use of electric cars. Among women, 100% were willing to recommend the use of the LISELEC service.
- The use of the service LISELEC did not significantly change the habits of customers. We can therefore think that the use of electric cars is primarily a means to simplify the daily lives of clients. This conclusion is not so marked for women because more than 60 % declared that LISELEC use affected their habits.

- A global result of fuel saved by women can be estimated by year: around 1,8 tons gasoline and 1,1 tons diesel saved by modal changes.

WP11. Implementation of new structure for alternative modes (La Rochelle and Ploiesti)

La Rochelle :

Indicators such as levels of acceptance, awareness, perception of security, levels of satisfaction have been studied particularly for women and schoolchildren but quantified conclusions are not indicated because the sample size was different. The objectives of the questionnaire were different. We maintain that people living in the North of La Rochelle appreciate this new cycle path, especially women and schoolchildren, who are the main users.

Ploiesti

Indicators such as :

- Level of acceptance
- Level of favourable opinions

have been analysed with particular attention for young people and women.

This measure was very successfully received.

We can remark that no significant difference between genders exists concerning the perception of the quality and the necessity of this measure.

RECOMMENDATIONS

Most of the remarks to improve the service have been given by target categories (women, people with reduced mobility, young people). A synthesis of these remarks is presented below:

- Massive diffusion of information concerning the new measures (if necessary multilingual). Information must be clear, comprehensive, user-friendly and accessible to all.
- more information on bus routes and timetables
- more information about bus routes, about beaches sites, etc.
- Tariffs (buses, car-sharing, etc) have to be attractive for everybody, including families and need to be adapted to tourists' journey duration.
- Up scaling of measures such as the cycle paths. Continuing discussions should take into account as far as possible the needs and expectations expressed, to inform regularly on the status of the project, to consider potential adjustments if needed, through suggestions to improve the initial plan. Regular meetings are needed to ensure global coherence in the project and good synchronisation of the schedules in the completion of the works.

For example, in La Rochelle :

- females : more cycle paths from the outskirts to the city centre ; more security (without pedestrians)
- pupils : a cycle path linking Lyceums and city centre

For example in Preston: for all sections of the community: better cycling facilities and better urban design and lighting

- Promotion must not be minimised for measures such as car sharing schemes. In car sharing marketing, vehicles must be visible to promote the whole organisation. As far as Liselec is concerned, the turn over of subscribers is high, especially among young people, so new subscribers have to be introduced to the scheme every year.
- Implementation of bus stations, car-sharing stations etc situated in the proximity of key points (shopping, school, etc) in order to combine pleasant activities with useful actions.
- Perception of the security and of integration must be ensured : For example, the bus network in Preston,
 - the disabled: low floor buses and raised kerbs at bus stops
 - all sections of the community: improved lighting and quality of bus stop infrastructure ;
 - socially excluded: demand responsive transport such as the Flexilink service

6. Conclusions of Gender Inclusion Actions Plan

A short review concerning the inequality between men and women, generally observed in the transport field as well as for citizens as for persons directly implied on traffic projects, allowed to the team of GIAP to identify the main target groups for each city.

After a short analysis of behavioural differences between the groups (women, ethnic communities, disabled or aged people, schoolchildren, students), main objectives retained by the team on charge with GIAP have been that SUCCESS must :

1. contribute to a more equal participation of men and women by creating awareness of this inequality among the partners and among all others to whom the project results are disseminated.
2. give particular attention to implementation of measures in order to ensure the equality of chances between genders.
3. do a rigorous evaluation of the perception of the quality in services for both genders.

Concerning the first point, it was remarked that the number of women effectively working for the SUCCESS project and having responsibilities is important (technical, dissemination, evaluation WP). Each city was invited to the next meeting to inform LI the ratios women/men effectively concerned by project works.

A preliminary analysis showed that in the SUCCESS partner profiles, many contributors listed among the non-technological and technological partners are women.

During the SUCCESS project, the following topics related to gender issues received due attention:

- All measures will be evaluated for gender issues, with the goal to actively promote gender equality. Even for WP such as WP5, WP10, WP12, in all dissemination and training activities attention has been given to involving women in an active or passive way in order to increase the involvement of women and raise their interest for SUCCESS
- Partners have been requested to strive for a higher involvement of women in the project activities.

For the second point, concrete actions are included at the beginning of the project. Security, acceptance level, awareness level and access of services are criteria specially discussed for the choice of a site to implement a measure. Several examples were presented (car-sharing, bike-sharing stations, bus stops....).

Interesting exchanges were made between three cities, particularly for the last point; several ideas will be jointly applied in three cities and an interesting comparison will be done to study the behavioural differences and to suggest common solutions.