CIVITAS
Cleaner and better transport in cities

AALBORG

Aalborg

T9.1 New Travel Information
Websites in Aalborg

Aalborg Kommune

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1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for CIty-VITAlity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by:

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme "of cities for cities"
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living 'Laboratories' for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas
- The four Leading cities in the ARCHIMEDES project are:
- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Aalborg

The City of Aalborg, with extensive experience of European cooperation and having previously participated in CIVITAS I (VIVALDI) as a 'follower' city, is coordinating the consortium and ensures high quality management of the project. The City has the regional public transport authority (NT) as a local partner, and framework agreements with various stakeholder organisations.

Aalborg operates in a corridor implementing eight different categories of measures ranging from changing fuels in vehicles to promoting and marketing the use of soft measures. The city of Aalborg has successfully developed similar tools and measures through various

initiatives, like the CIVITAS-VIVALDI and MIDAS projects. In ARCHIMEDES, Aalborg aims to build on this work, tackling innovative subjects and combining with what has been learned from other cities in Europe. The result is an increased understanding and experience, in order to then share with other Leading cities and Learning cities.

Aalborg has recently expanded its size by the inclusion of neighbouring municipalities outside the peri-urban fringe. The Municipality of Aalborg has a population of some 194,149, and the urban area a population of some 121,540. The ARCHIMEDES corridor runs from the city centre to the eastern urban areas of the municipality and forms an ideal trial area for demonstrating how to deal with traffic and mobility issues in inner urban areas and outskirts of the municipality. University faculties are situated at 3 sites in the corridor (including the main university site). The area covers about 53 square kilometres, which is approximately 5 % of the total area of the municipality of Aalborg. The innovation corridor includes different aspects of transport in the urban environment, including schools, public transport, commuting, goods distribution and traffic safety. The implementation of measures and tools fit into the framework of the urban transport Plan adopted by the Municipality.

Figure 1: The Archimedes Corridor in Aalborg

3. Background to the Deliverable

Availability of updated and reliable traffic information is important to enable travelers to make sensible choices in terms of modal choice and timing of their journeys. This demonstration will improve two existing web services in Aalborg with the new services and information developed through ARCHIMEDES.

The internet has become a very important channel for traffic information. Travel planning, traffic information, webcams and other kinds of traffic services are very popular. But as the number of services placed on the web pages grows it becomes more and more difficult for the user to find the relevant information quickly and easily. The goal for this deliverable is to further develop the two web-pages www.aalborg-trafikinfo.dk and www.NordjyllandsTrafikselskab.dk by implementing functions that enable the user to personalise the web-pages and services, so that information is accessible, and to incorporate new types of information such as dynamic congestion data, when such data becomes available.

THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
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This deliverable provides information regarding the implementation of Task 2.3

3.1 Summary Description of Task

This demonstration will improve two existing web services in Aalborg using new services and information developed through ARCHIMEDES.

In the first phase the two websites will be renewed to make information regarding different transport modes more easily accessible via individualization of pages and by developing different gadgets[1] with traffic information.

In a second phase enhanced Real Time Traffic Information giving information on road congestion and on incidents in Public Transport will be incorporated to improve comparisons between modes. To enable travelers to choose the optimal mode of transport, transport route and departure time.

4. Modernising Travel Information

The web-page www.aalborg-trafikinfo.dk was established as a part of the VIKING project, and the purpose was to give a complete view of the different modes of traffic in the Aalborg area. It contains information about road traffic, public transport, parking, bicycle, pollution and other traffic related information. Before the ARCHIMEDES Project the page had about 3.000 visitors every month.

The web-page www.NordjyllandsTrafikselskab.dk was updated in 2006 with a new design that enabled users to find the most important information from the entry page. As new services have been developed the need for a more flexible personalised access to information has grown. Before the ARCHIMEDES Project the page had about 160.000 users every month.

4.1 Description of Work Done

The web-page www.aalborg-trafikinfo.dk has been moved to the Danish Road Directorate web-page www.trafikken.dk/nordjylland as a sub domain.

Functions have been developed to allow users to set up a personal profile that enables users to select the services they want to see on their personal page.

A framework for the personal sub-pages has been developed. The framework allows the user to administer the contents and layout of his personal traffic information page by selecting and adding traffic information gadgets and to place them on the page as desired.

A series of traffic information gadgets have been developed.

The web-page www.NordjyllandsTrafikselskab.dk is extended with similar features but with more focus on gadgets with information of Public Transport.

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[1] Gadgets are miniature objects that offer cool and dynamic content, mostly on traffic, and can be placed anywhere on the individualised page.

4.2 Specification of "mintrafik" and "mitNT"

The web-page www.trafikken.dk/nordjylland gives a complete view of the traffic in the Aalborg area. It is managed in collaboration with the Danish Road Directorate and is an important part of the ITS strategy for the City of Aalborg. It contains information about road traffic, parking, bicycle information, ferries and public transport.

The web-page www.aalborg-trafikinfo.dk has been moved to the Danish Road Directorate web-page www.trafikken.dk/nordjylland as a sub domain and a new page that can be personalised has been developed.

On this page users can set up a personal profile that enables them to choose between different gadgets and to customize the single gadgets. For example, a webcam-gadget, showing congestion on the bridge or in the tunnel, or a gadget showing real time information for the favourite bus stop.

Each gadget shows personalised information, based on either the person's master data e.g. home and work address or favourite bus route or on specific data selected in the gadget.

Besides traffic gadgets, rss gadgets with news and weather have been developed to make the service more interesting for potential users.

When the user has chosen which kind of information he or she wants to see, it is possible to move the different windows around by simple drag and drop.
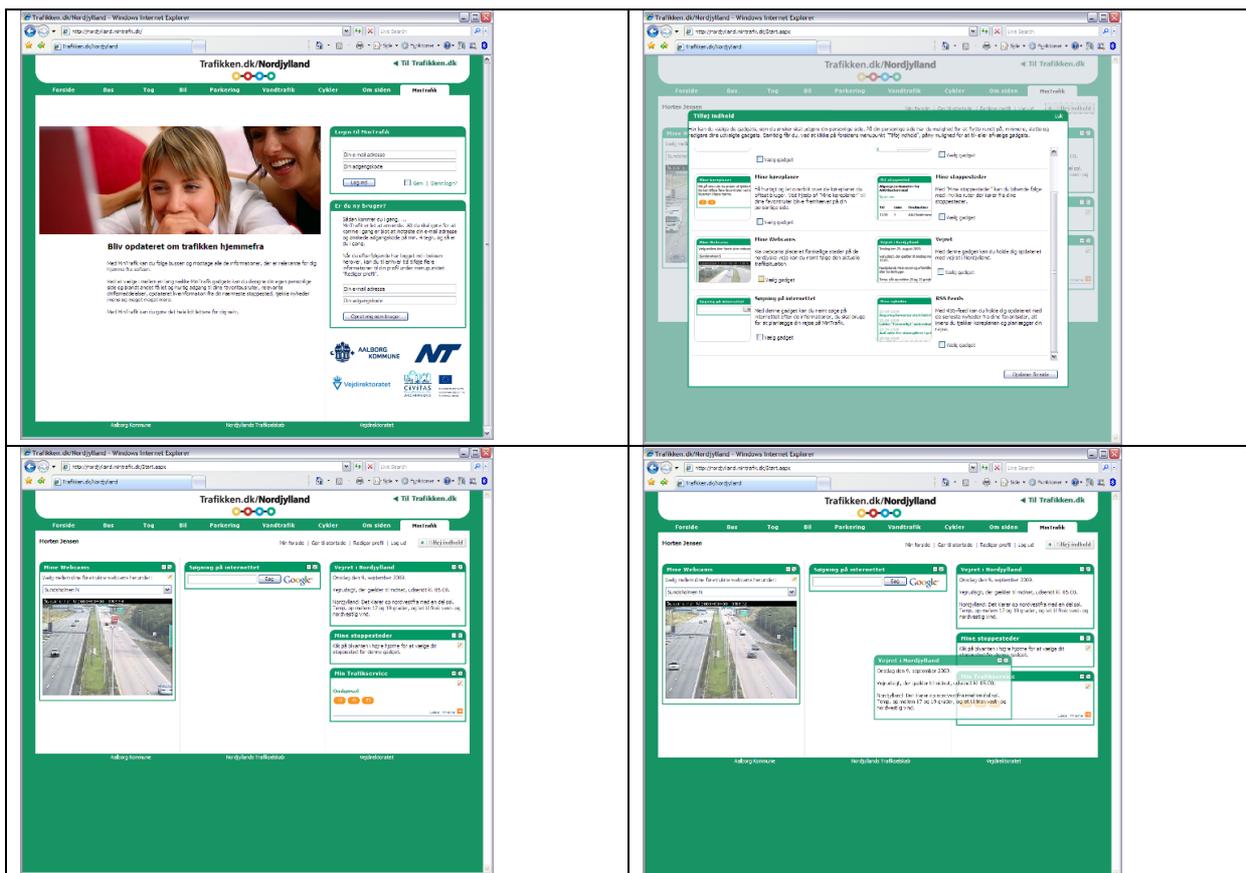

Figure 2: Example Pages from www.trafikken.dk/nordjylland

The web-page www.NordjyllandsTrafikselskab.dk is the main page for users of Public Transport in the City of Aalborg. The page contains all information about Public Transport as dynamical travel planning, timetables, fares, delays, maps etc.

As with www.trafikken.dk/nordjylland this site has been extended with functions allowing users to set up a personal profile that enables them to choose between different gadgets and to customise individual gadgets.

For example if you choose a favourite bus stop you will get a window with real time information for all departures from that stop within the next two hours.
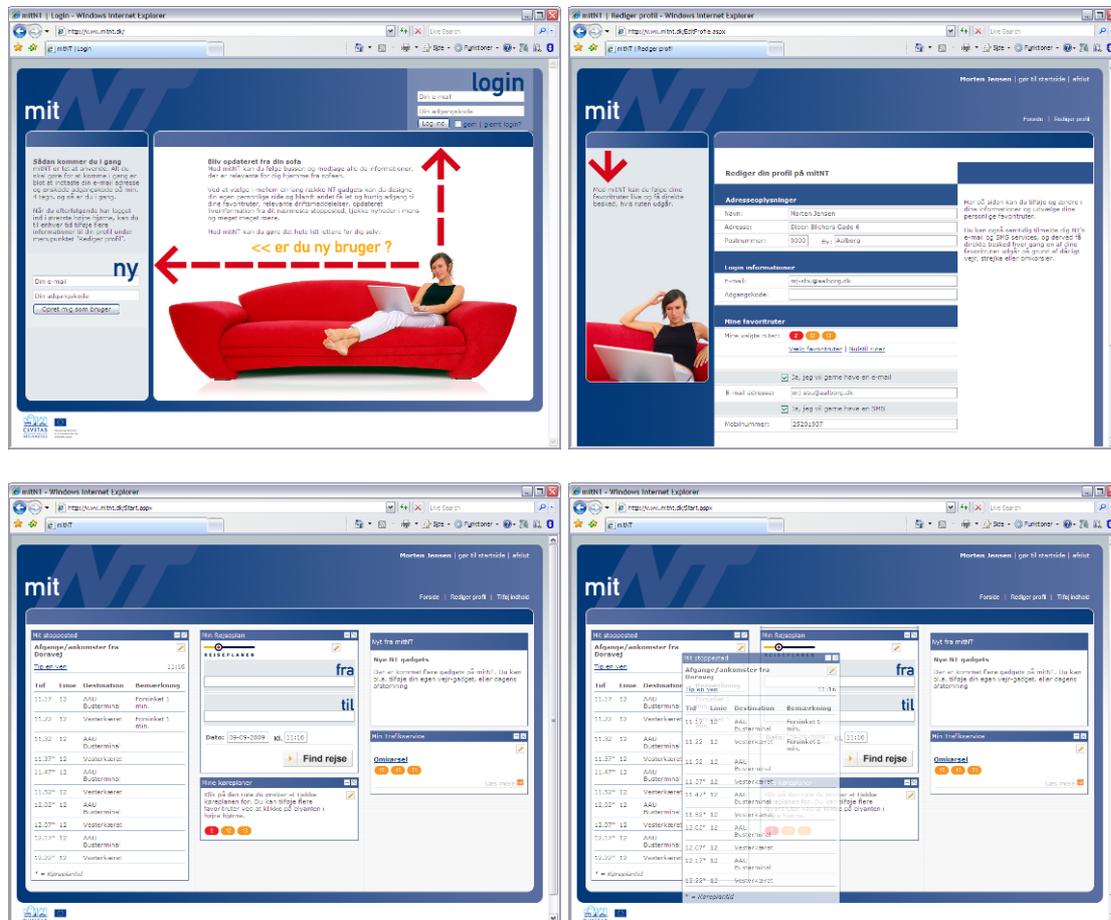
Figure 3: Example Pages from www.mitNT.dk

Figure 4 A Real Time Gadget for a Bus Stop

Figure 4 B Gadget Informing of Incidents and Rescheduling of Public Transport

Gadgets on the two new web-pages:
- Min Trafikservice – Keeps you updated on rescheduling and incidents in Public Traffic
- Mine Køreplaner – Shows you the timetables for your favourite routes.
- Mine Stoppesteder – Shows you real time information for your favourite bus stops.
- Min Rejseplan – Travel Planner – customised with address information for your often used destinations as home and work.
- Mine Webcams – shows you the traffic situation on major traffic connections or bottlenecks
- Vejret I Nordjylland – The weather in North Jutland.
- Søgning på internettet – Google search.
- RSS Feed – Keeps you updated on news around the world.

As a new function personalised versions of the site can be created for larger companies etc.

As part of ARCHIMEDES measure no. 30 'Commuter Travel Plans' a site has been set up for the University. www.trafikken.dk/nordjylland/aau.asp
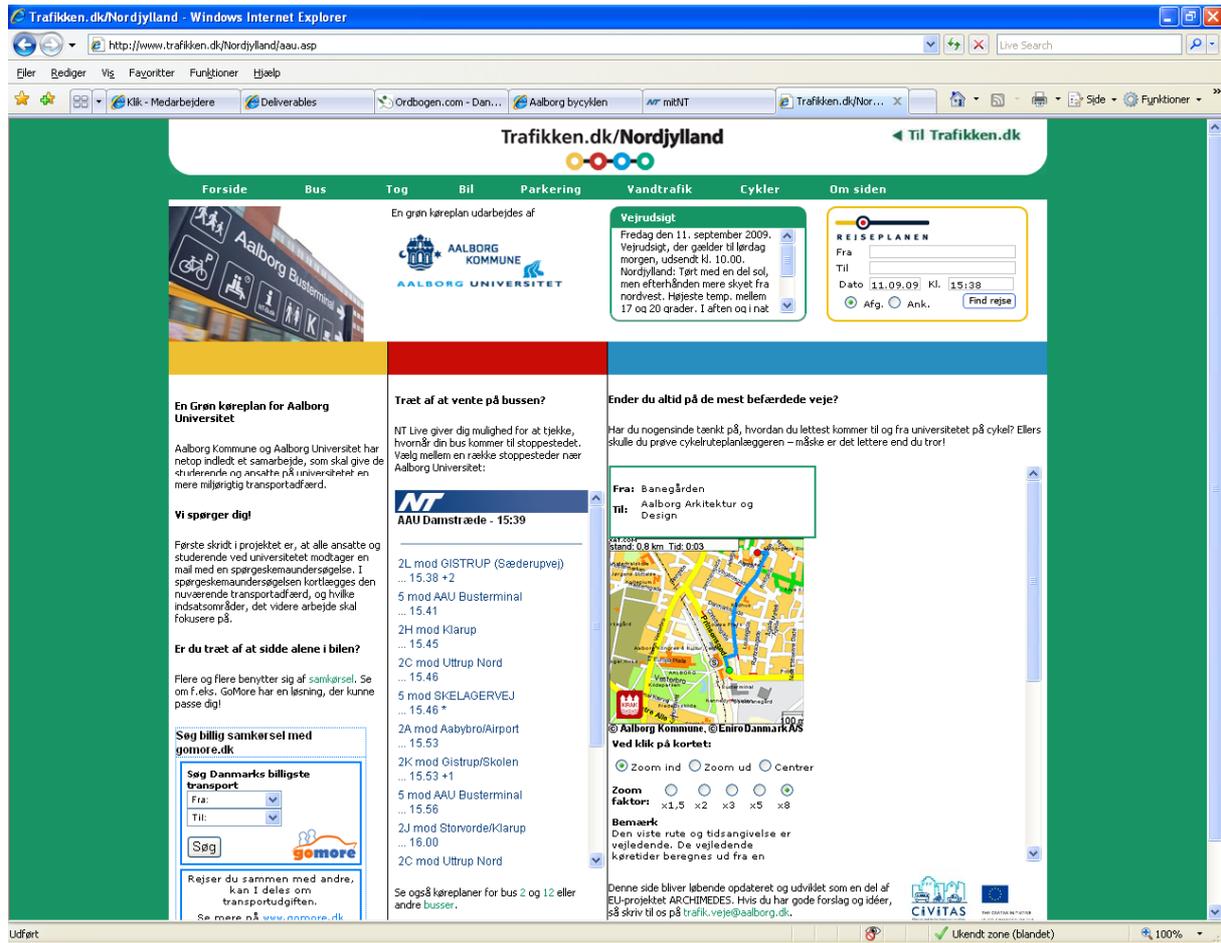
Figure 5 The Webpage that Links Measures 9 and 30 in ARCHIMEDES

4.3 Communication

A press release was launched on 20th May 2009 by the Danish Road Directorate, informing about the new service and an internet based campaign is planned in fall 2009.

A news-message was published at www.NordjyllandsTrafikselskab.dk with information about the new features 15th May 2009.

A campaign was launched 31st August 2009 in buses with the text 'Get informed from the couch'. See poster in a bus and the poster on the next page.

Figure 6 Campaign Poster to Advertise the New Information Services

4.4 Problems Identified

No problems have been detected for the web-pages.

4.5 Future Plans

New gadgets will be developed and new services launched on both sites during the ARCHIMEDES project period when technology and data are ready.

Especially when congestion data becomes available from task 8.3 'Congestion monitoring using Telematic' (October 2010) new gadgets will be developed.