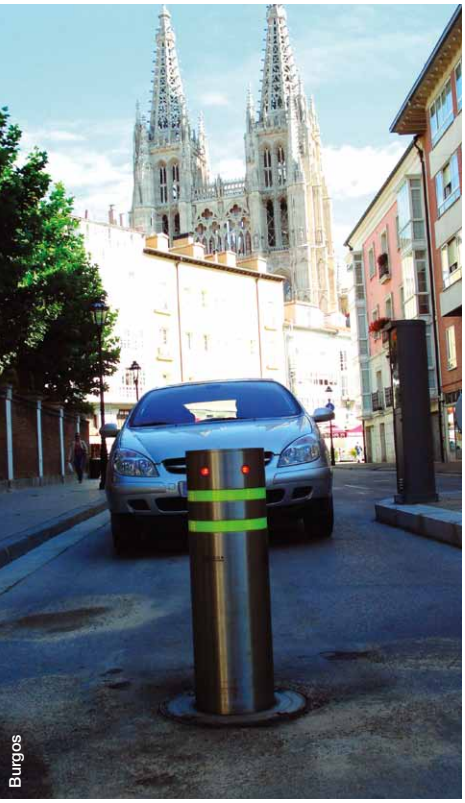
CiViTAS
Cleaner and better transport in cities

Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

DEMAND MANAGEMENT STRATEGIES


Burgos

To access or not to access

Local traffic levels can be reduced by implementing demand management strategies based upon economic incentives, regulatory measures including zoning and spatial planning and tele-services.

In the field of demand management strategies, CIVITAS cities worked on parking strategies; walking and cycling enhancements; and access management and road pricing. This highlight offers insights on the last subcategory.

Access to certain areas is managed through strategic plans for restrictive or limited traffic zones (LTZ) for personal and/or freight vehicles. These plans have the potential to realise high-quality mobility corridors where public transport, bicycles and pedestrians have priority over individualised motorised or freight traffic.

Beside prohibiting access to certain vehicles, demand for roads can be managed by charging for their use. Different formulae exist, including congestion charging, road pricing schemes or appropriate bonus-malus schemes.

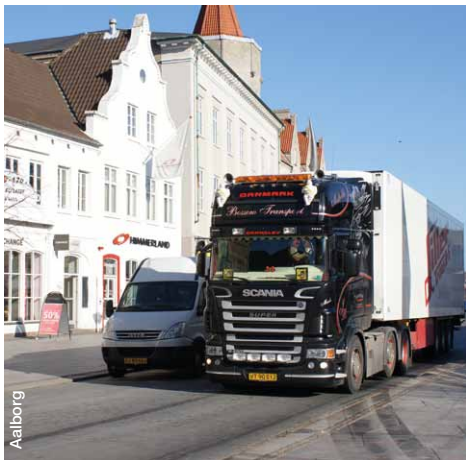
CIVITAS fosters experimentation in demand management measures with a view to spreading lessons learned among cities. The CIVITAS cities have realised an impressive 62 innovative measures on access management and road pricing in 41 different cities. This highlight features some of the most successful and eye-catching among these to inspire other European cities.

General access restrictions

Many CIVITAS cities have implemented limited traffic zones such as (semi) pedestrian areas or low emissions zones (LEZ) to provide better mobility and comfort for people. The city of **Craiova**, Romania, decided to introduce their pedestrian zone gradually so that people could get used to and accept this change. Access restrictions did not affect residents in the area, emergency vehicles or special services. A special focus was placed on dissemination activities and information campaigns aimed at raising awareness of the restriction benefits.

Other inspiring cities are Barcelona (Spain); Bremen (Germany); Bristol (United Kingdom); Burgos (Spain); Cork (Ireland); Gdynia (Poland); Genova (Italy); Ghent (Belgium); Graz (Austria); Gorna Oryahovitsa (Bulgary); Iasi (Romania); Krakow (Poland); La Rochelle (France); Ljubljana (Slovenia); Norwich (United Kingdom); Odense (Denmark); Perugia (Italy); Ploiesti (Romania); Prague (Czech Republic); Preston (United Kingdom); Rome (Italy); Stuttgart (Germany); Toulouse (France); Usti nad Labem (Czech Republic); Venice (Italy); and Vitoria-Gasteiz (Spain).


Genova



Aalborg

Restricted access for freight vehicles

The city of **Aalborg**, Denmark, implemented an environmental zone with specific restrictions on heavy goods vehicles. A considerable reduction of emissions was a result. The share of trucks compliant with the Euro IV emission standard or better increased from 28 to 54 percent in two years' time, while the share of Euro II or earlier dropped from 26 to 15 percent. The thorough evaluation process in Aalborg showed that compliance with national policy and stakeholder support are essential requirements for the introduction of low emission zones.

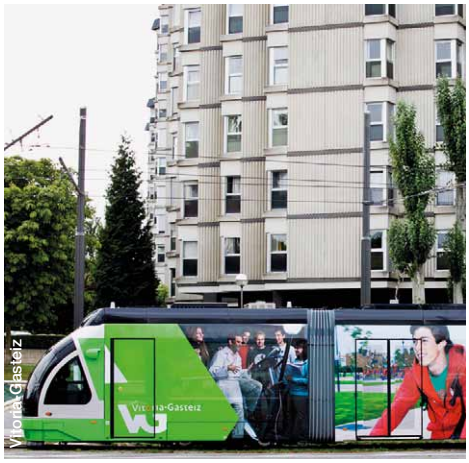
Other inspiring cities are Barcelona (Spain); Brescia (Italy); Gothenburg (Sweden); Ljubljana (Slovenia); Malmo (Sweden); Norwich (United Kingdom); Utrecht (Netherlands); and Zagreb (Croatia).

Road pricing policies

The city of **Zagreb**, Croatia, thoroughly studied different options for road pricing while creating a common understanding among all stakeholders. This resulted in a proposal to implement an ECO-zone accessible only with an annual vignette. These were available in five price categories depending on the type of engine. **Bologna**, Italy, revised its road pricing system to focus on the real external costs of journeys made by private cars. Regulations of the limited traffic zone were made more flexible, as occasional visitors were now allowed to enter the zone by paying an access toll based on vehicle type.

Other inspiring cities are Genova (Italy); Ljubljana (Slovenia); Rotterdam (Netherlands); and Stockholm (Sweden).

Bologna


Vitoria-Gasteiz

Buses and trams first

Revision of road design and traffic lights can significantly increase performance of bus transport in a city. In **Vitoria-Gasteiz**, Spain, traffic lights in the entire city were reprogrammed, and sometimes even removed, in order to make traffic run more smoothly and make public transport more attractive. New software made it possible to gather data, analyse it and manage the system. In the French cities of **La Rochelle** and **Lille**, dedicated bus lanes were created to optimise bus times and ensure service reliability. **Rotterdam**, Netherlands, on the other hand, created a high-quality tram service with separate, off-road tram tracks.

Other inspiring cities are Krakow (Poland) and Suceava (Romania).

Learn more at www.civitas.eu/demand-management/access