



**CiViTAS**  
Cleaner and better transport in cities

**VANGUARD**

# Report

## Results exploitation workshop #2

Polis



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

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# 1. Practical organisation

In this chapter we will give an overview of the second CIVITAS VANGUARD results exploitation workshop. The workshops are intended to disseminate the results of CIVITAS. Based on the selection criteria for suitable events, the second results exploitation workshop was held in April 2012.

There will be four workshops, each focusing on two of the CIVITAS thematic categories. This workshop presented examples from the themes of innovative telematics and transport demand management. The aim of the workshop was to transmit CIVITAS results and innovative practice to non-CIVITAS cities and other relevant stakeholders. This second workshop was hosted in parallel to the TRA2012 conference. Good presentations and plenty of time for discussion were at the heart of the workshop.

## 1.1 Promotion

The promotion for this second CIVITAS VANGUARD results exploitation workshop was primarily done via the CIVITAS-website ([www.CIVITAS.eu](http://www.CIVITAS.eu)), the internal CIVITAS Plus newsletter and the external CIVITAS newsletter, MOVE. The event was also promoted on the Eltis website. CIVITAS VANGUARD consortium partners, dissemination managers and speakers were asked to promote the event through their own channels. The workshop was also sponsored through the advertisement CIVITAS placed on the “Parliament Magazine” of May 2011. Specific attention was given to Greek, Turkish, FYROMacedonian and Bulgarian contacts not included in the CIVITAS database, as well as to TRA participants.

In addition to this direct mailings were sent to the CIVITAS contacts database.

## 1.2 Registration

Participants were encouraged to register on the CIVITAS website ([www.CIVITAS.eu](http://www.CIVITAS.eu)) via a registration tool; they had the possibility to register as from two months before the event. The registration tool closed one week before the training.

The pace of registrations was rapid and the capacity of the workshop, 40 participants, was reached two weeks before the event took place. VANGUARD took extra registrations, taking into account potential no shows.

No ancillary promotion was necessary.

## 1.3 Pre-event information and participant packs

Before the workshop the following documents were made available on the CIVITAS website and were sent directly by e-mail to the participants:

- Programme
- Practicalities document (getting there, hotels, etc.)

At the event the participants received the final programme, speakers’ biographies, handouts of presentations, and the CIVITAS II relevant Policy Advisory Notes.

## 1.4 Post-event information/communication

In the days following the event, presentations were posted online.

Participants were thanked via email for joining the workshop and were made aware of the online presentations, and asked to complete the online evaluation.

## 1.5 Audience composition

In total, 56 individuals registered for the workshop.

As the venue had a capacity of 40, late registrations were accepted, in view of expected no-shows.

In the end, 34 people attended the workshop. Remarkably, almost all no-shows were Greek registrations. This was a disappointment, given the active choice to be present in Athens to address the low participation of Greek cities in the CIVITAS Forum.



# 2. Workshop content

## 2.1 Introduction

*Ivo Cré, CIVITAS VANGUARD*

After initial formalities, Ivo Cré introduced the main elements of CIVITAS Initiative to the audience. In an effort to not contribute to powerpoint fatigue, he coupled the text/script of the standard CIVITAS presentation with corresponding images from the picture presentation developed to support the CIVITAS stand.

## 2.2 EU policy priorities

*Ivo Cré, CIVITAS VANGUARD*

In absence of the EC, VANGUARD focused on informing the audience of the current and long term priorities of the EC with regard to transport in Europe, specifically focusing on the urban dimension of this. Relevant activities from the 2011 White Paper *Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system* were also presented. The presentation concluded with an overview of financial instruments available, which can be drawn upon to finance activities related to sustainable urban transport.

### Questions from the audience:

There was a question to clarify the roles of the city networks Polis, ICLEI and EUROCITIES in the CIVITAS activities. Ivo Cré explained that these networks are part of the support project consortia, providing specific services such as training and communication to the CIVITAS programme and demonstrator cities.

The issue of conditionality of EU funding against initiating specific urban transport policies is highlighted.

## 2.3 Introduction to CIVITAS “definition” of transport telematics and a snapshot of its results

*Tariq van Rooijen, CIVITAS POINTER*

Mr van Rooijen commenced his presentation with a general introduction and definition of transport telematics, and reflected upon the case of Sensor City Assen in the Netherlands. He then summarised the outcomes of the CIVITAS II Telematics theme, with very positive effects on public transport travel time reductions (between 3 and 25%) and generally positive effects on punctuality. This results in fuel savings. The costs of telematics measures varied considerably, but a majority of the public accepts PT prioritisation.



Within the framework of the CIVITAS Plus phase, 49 measures are conducted with relation to telematics. A cluster report as well as policy recommendations about telematics will be published early 2013.

### Questions from the audience:

A comment was given with regards to the horizontal role of ITS. ITS are a tool, not a measure as such. This is confirmed by Ivo Cré, who also explained the added value why CIVITAS has singled out innovative telematics as separate topic.

Finally, a short discussion develops about the evaluation of impacts of CIVITAS measures, whether modal split can be detected, travel time reductions, behaviour etc. CIVITAS measures do take up travel time measurements at vehicle level (GPS location of buses) and at individual level (tracking of mobile phones).

## 2.4 The Aalborg information strategies using new technologies

*Alan Lewis, TTR Ltd.*

Aalborg presented its four ITS measures. The philosophy the city adheres to in its ITS strategy is to aim for fully integrated systems, composed of small replaceable standard modules using open standard interfaces, protocols and dataformats based upon standard hardware, software and operating systems. The city looks to avoid monopolies and is for freedom of choice within the market. Choices are made upon the basis of the best performance / price ratio.

In the future, the city will use the same basic system and will keep providing data (good and reliable), but will let others make the information services, in cooperation with other transport companies or by private companies.

### Questions from the audience:

After a specific reference of the speaker to bicycle routing, the question is asked which ITS measures are foreseen for cyclists. In this regard the “Safecycle” project was mentioned, looking into specific ITS applications to improve the cyclists road safety. More information available from [www.safecycle.eu](http://www.safecycle.eu).

## 2.5 Bologna ITS applications

### *Dora Ramazotti, SRM Bologna*

Mrs Ramazotti presents general data about Bologna and its urban traffic situation. She presents the nature of the Traffic Control Centre and how ITS are used for enforcement and traffic policy. She highlights the ITS activities of the CIVITAS MIMOSA projects and concludes with a very interesting ITS supported campaign, the CIVITAS MIMOSA EU Cycling Challenge. Participants of the workshop are invited to join.

### Questions from the audience:

Several participants appreciated the use of ITS technologies for campaigning purposes (with the ENDOMONDO tool), and the fact that Bologna uses ITS for a broad spectrum of applications, ranging from enforcement to awareness raising. The question is raised to what degree such campaigns can lead to certified processes with aspects such as credit trading. For these kind of processes one would definitely need before and after behavioural data, such as requested within CIVITAS. Cartesio based platforms such as ENDOMONDO make this possible.

## 2.6 The Skopje traffic management centre

### *Lovren Markic, city of Skopje*

The City of Skopje has developed within the CIVITAS RENAISSANCE project intelligent traffic management and control at 28 intersections in the city centre. For this, a traffic management and control centre was established, in order to manage adaptive traffic control in real – time. This comes with the equipment (hardware and software) necessary for adaptive traffic control.

Thanks to RENAISSANCE, the City of Skopje made the decision to upgrade the system through an EBRD project on automated traffic management (ATM). Installation starts in June 2012 and the deadline for installation is February 2013.

### Questions from the audience:

Mr. Markic is asked to explain the relation between the ITS measures and the city’s SUMP. Skopje is developing the SUMP within the RENAISSANCE project. The ITS measures contribute to the SUMP objectives. The SUMP of course also includes other measures. An important input from the ITS system towards the SUMP process is the fact that the system will generate important traffic data. This data is currently absent. Mr. Markic stresses the

importance of the involvement of the mayor, himself an engineer, in both the TMC and the SUMP realisation.

## 2.7 Panel discussion / conclusions

The speakers participate in a panel discussion, with questions from the floor.

On the measure side, it is appreciated that CIVITAS pays attention to ITS for different modes, public transport, as well as cars and even cyclists. CIVITAS looks at back office measures (Traffic Management Centre deployment) as well as customer information services. In that regard, systems implemented combine top-down and bottom-up elements.

One comment from the audience is to what degree CIVITAS cities are using the systems to the fullest. Do these systems contribute to better incident and event management? To what degree is the impact assessed?

In the discussion that follows, the panellists explain that the measures taken through the ITS explications are in line with the SUMP objectives. It is important to know that CIVITAS Plus has promoted the development of these plans. Next to an evaluation of the system performance, the impacts are evaluated in relation to their contribution to SUMP objectives. The panellists explain that the SUMPs are a big help to put the CIVITAS measures in a comprehensive framework.

Several panellists explain that political support to install such systems is very important. An additional argument for the CIVITAS approach has been the fact that the project has provided leverage for funding, both internally (the city frees up more resources to invest in transport), and externally (where, for instance, the EBRD is involved in the Skopje TMC roll out). Skopje is also involved in a peer to peer learning relationship with an Austrian city, that will help the city look into issues such as the use of historic data.

This brings the discussion to the topic of evaluation. Katrin Dziekan, project evaluation manager of MIMOSA, explains the complexity of evaluating the achievement of objectives of measures that are part of an interlinked package. It is difficult to disentangle the events. A crucial element in the evaluation is to have before data. The risk with ITS is that it is used as a technical tool and that the gadget status is not transcended. It is sometimes a challenge to link ITS measurable data to higher level objectives. On the other hand, ITS provides the evaluators with a substantial dataset about numbers of trips. Also intelligence in vehicles and smart phones helps evaluation processes.

A final comment of Mr. Graindorge related to the fact that a lot of ITS measures for end users are aimed at quality, comfort and user satisfaction. These are important aspects that induce a modal shift. Quality levels can be evaluated, although it is, again, sometimes difficult to relate this to higher level objectives.

## 2.8 Introduction to CIVITAS “definition” of Transport Demand Strategies and a snapshot of its results

### *Bernd Decker, CIVITAS CATALIST*

Bernd Decker explains that demand management strategies can reduce traffic through economic incentives, regulatory measures and modern communication technologies. Within the CIVITAS programme, CIVITAS cities experiment with and share lessons on access restrictions, pricing strategies, special parking tariffs for low-emission vehicles, financial rewards for avoiding peak times; “mobility credits” schemes that attaches a financial value to saving or exceeding emissions and marketing campaigns.

Mr. Decker presented case studies from Aalborg, Stockholm and Genoa. Evaluation shows positive environmental effects, through promotion of Transport Demand Management strategies together with clean vehicles, public transport and soft mobility; socio-economic Improvement of business opportunities and neighbourhood initiatives in less congested cities and improved traffic conditions, safety, security, accessibility through positive impacts on traffic and transport management and urban design.

There are no questions from the audience.

## 2.9 City of Utrecht – Innovative parking strategies

### *Wilco van de Vosse, Jan Bloemheuvel, City of Utrecht*

Mr. van de Vosse explains the principles and approach of the city of Utrecht with regards to parking. He explains that parking is not about cars standing still, but about a mobility chain, with parking as a crucial element within. The city follows a proactive approach, with the provision of off-street capacity, on-street payment and regulation and rigorous enforcement. The enforcement uses scan cars, linking automated number plate recognition to a database that holds the parking rights linked to a geo-reference.

#### **Questions from the audience:**

The presentation stirs a lot of questions and debate.

The city mainly works with scan cars. Why not use handheld controllers? Mr. Van der Vosse explains that this is difficult. The controllers need a lot of battery power, and it is difficult to keep software updated. The scan cars do not only manage parking. They manage the low emission zone, the truck free routes, vehicle tax evasion and some other minor municipal functions.

Is the available parking offer communicated to end users? The city has a good overview of the number of parking spaces, the occupation rate and the availability. This is not very well advertised at the moment. The city operates in a ‘data rich’ environment and is looking at a ‘we the data – you the apps’ solution to make the data available to apps developers.

One of the graphs shows that with an increase of the willingness to pay, the city loses money. This is due to the fact that fines bring in more money than the regular parking fees.

Booking and reservation of parking is not feasible yet.

A specific problem is that it is difficult to build a historic dataset due to the fact that for privacy concerns, the data has to be deleted at the end of each day.

## 2.10 Zagreb, Starting a discussion about road user charging

### *Marko Slavulj, City of Zagreb*

Mr. Slavulj explains the process the city of Zagreb undertook within the CIVITAS ELAN project with regards to road user charging. Thanks to CIVITAS, the city could benefit from the experience of other cities. It had an exchange with Ljubljana on congestion charging, and the cities explored a similar solution by using vignettes.

#### **Questions from the audience:**

There is a question about the technology aspect. Zagreb does not have a traffic control centre, and the vignette option offers a low cost and realistic option. This was part of the cost benefit analysis.

## 2.11 Group Discussion

The discussion following the TDM presentations brings in the expertise of the audience. The main discussion item is the balance between push and pull measures.



Pull measures can help cities to cut on 'grey parking', parking that is not regulated, but also doesn't conflict with the regulations. Cutting this kind of parking helps to improve the quality of life. An important push measure with regards to parking is the management through regulation and pricing of parking spaces at the boundaries of the city.

Mr. Walter of the city of Zurich gives the example that over the next years, the city wants to reduce the number of car trips with 10%; As the modal share of cars is already low (36%), this will be an important challenge. Building regulations will have to be adjusted, with less parking in new buildings.

The importance of integrating push and pull aspects even within one measure, or within a package of urban mobility measures.

A participant remarks that it is often the parking policy that is lingering behind in innovation. Cities take action in the field of low emission zones, pedestrianisation etc. but still stick to the parking policy that was designed a decade ago.

Another participant sees the rising fuel price as the most substantial push measure, that will gradually bring CIVITAS type solutions to the political agenda.

## 2.12 CIVITAS integrated approaches – Integrated mobility solutions in La Rochelle, including clean vehicles, ITS and access management strategies

### *Matthieu Graindorge, La Rochelle Urban Community*

Mr. Graindorge explains the process La Rochelle has gone through to come to an integrated urban transport system. He highlights the importance of the CIVITAS experience for his city. The importance of local partnerships is highlighted.

#### **Questions from the audience:**

Several participants express their appreciation for the La Rochelle approach.

The bicycle network in La Rochelle consists of 30% bicycle path and 70% bicycle lanes.

A substantial part of the discussion is dedicated to the clean vehicle policies. Matthieu Graindorge explains the importance and advantage of being an early starter, and having continuity in the approach of the issues. The city has built up a lot of confidence from the side of relevant industry players.

A big problem in this regard is the issue of continuity of supply, and the maintenance of commitment in this context, from the side of the suppliers as well as on the political front. EVs are an important part of the solution. The experience of La Rochelle shows that the vehicles need limited maintenance.

A short technical question is referring to the nature of the Yello Card: is it not prepaid but linked to an account that needs to be balanced every month. The La Rochelle experience with this card, which offers a mix of mobility solutions, is that there are more multi-modal travellers. Mr. Graindorge makes the comparison with food: now everybody can compose his or her own pizza!

## 2.13 CIVINET, exchanging knowhow at the national level

### *David Blackledge, TTR Ltd and Marie Launay, EPC*

David Blackledge and Marie Launay present the CIVINET approach to sharing CIVITAS knowledge.

## 2.14 CIVITAS opportunities for potential “take-up” cities

### *Gloria Spezzano, CIVITAS VANGUARD*

Gloria Spezzano explains to the audience that CIVITAS has a number of further services that they may take advantage of to maximise the knowledge that they can gain from the CIVITAS Initiative. The services that are referred to are:

- CIVITAS MOVE newsletter

- CIVITAS Forum Network
  - o Annual CIVITAS Forum Conference
- CIVINET
- Study tour programme
- Thematic groups
- Result workshops.

### 3. Evaluation and conclusions

All participants received an evaluation form in their participant folder. At the end of the workshop, they were asked to fill in the form. After the workshop an online version of the evaluation form was sent out to all participants. 18 respondents out of 32 participants filled in the evaluation form. The results of the evaluation are presented in details in the document “Evaluation – Result workshop Athens”; a summary of the main findings is presented here.

Participants are overall very satisfied with the workshop: both content and format are evaluated as good or very good by almost all respondents.

For the majority, there was a good balance between theory and practice in the workshop, although some found there was too much space for theory and one participant on the other hand indicated that there was too much time for debate.

Participants gained some insights in CIVITAS and learned from experiences from other cities. Insights gained could generally be useful as input for their own professional situation.

Among the main key findings, the evaluation highlighted that participants are interested in Forum or other events, which results in their interest in knowing more about the experiences and achievements of CIVITAS.

In terms of promotion, colleagues were indicated as the most important source of information, followed by emails. This makes it difficult to recruit participants from the non CIVITAS community, but also highlights that a personalised approach through partners and speakers is important.