



**CiViTAS**  
Cleaner and better transport in cities



THE CIVITAS INITIATIVE  
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## **CIVITAS Long-term Evaluation Results – an Overview of Barriers and Drivers of Implementation**

Brussels, 11 February 2010

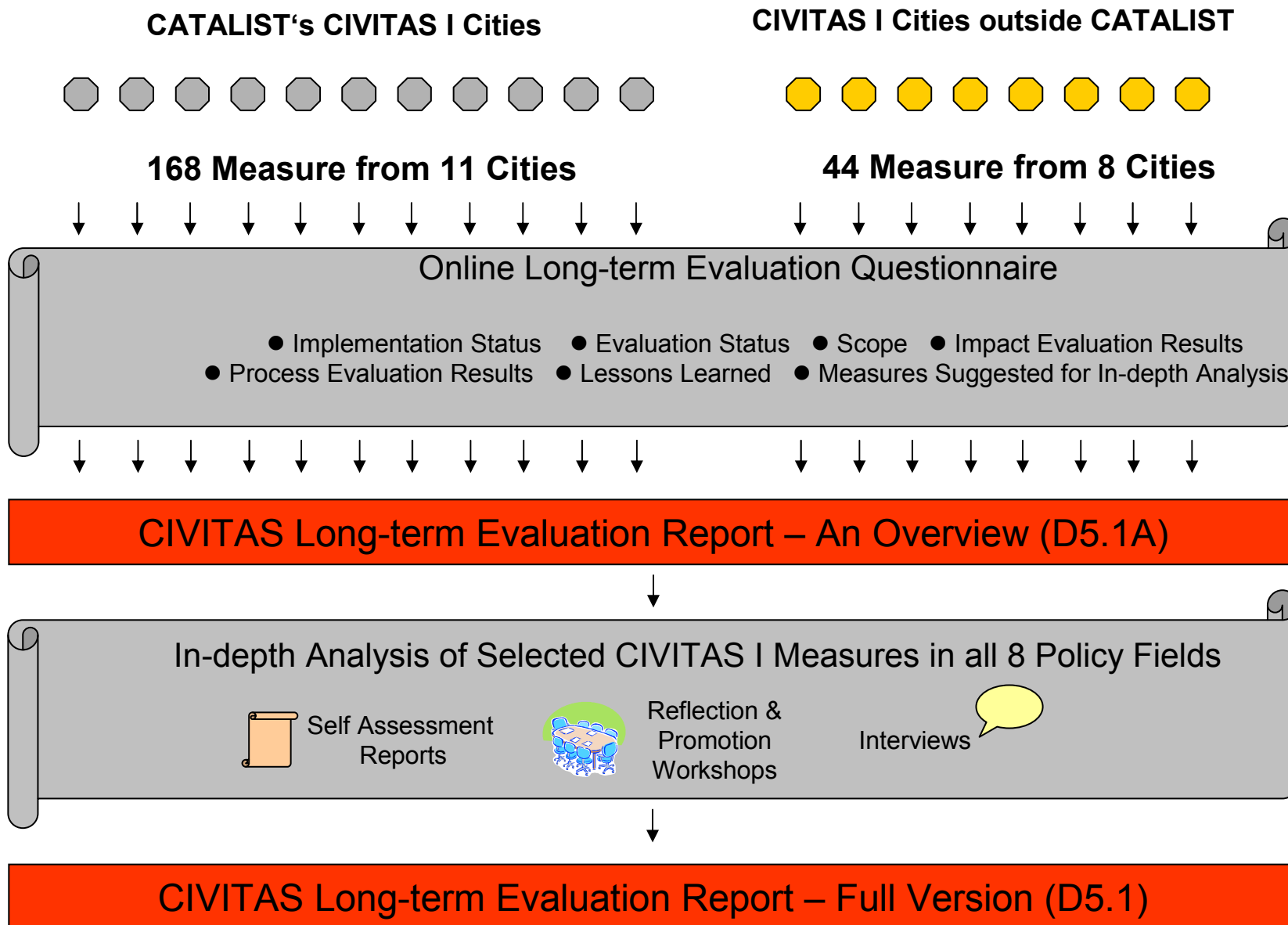
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## CIVITAS-CATALIST Long-term Evaluation

### Objectives

- to validate the results of CIVITAS measures
- to continue the assessment of the most relevant clean urban transport measures in order to increase the knowledge of their long-term effects
- to develop a collaborative process of review and assessment by experts and practitioners aiming to identify the most successful and stable best practices





## Long-term Evaluation Findings - Overview

**Based on input from 175 (out of 212) CIVITAS I measures covering 8 thematic fields**

- 84 measures known to be still ongoing (48%)
- 76 measures successfully completed, but not continued after the end of CIVITAS I (43%)
- 15 measures were terminated already during CIVITAS I by lack of success (9%)



## "Economy" Impacts

### All measures

- Congestion reduction and better accessibility of city centres corresponding to improved business conditions
- Particularly bicycle measures have obvious health impacts which translate into economic benefits for society
- Lasting effects due to the introduction of clean vehicles and associated health and environmental effects
- Increases in real-estate values observed as a long-term impact of, for example, access restriction measures
- However, also higher cost of investment, maintenance (clean vehicles)

### Urban freight

- Freight consolidation yielding economic benefits: more efficient distribution
- Improved business conditions



## Economic "Self-Sustainability"?

### Yes:

- ☐ Car sharing, when municipality guarantees parking bays
- ☐ Goods transport, when municipality co-ordinates
- ☐ Access management, when municipality pays for infrastructure
- ☐ Pricing

### Not yet:

- ☐ Clean vehicles, but be aware of value positive environmental impacts

### No:

- ☐ Soft measures and MoMa (by nature)
- ☐ Public transport (by nature)





## "Energy" & "Environment" Impacts

### All measures

- Clean vehicles as well as car sharing having rather direct environmental impacts in terms of pollution (CO<sub>2</sub>, NO<sub>x</sub>, PM) and noise reduction
- Energy consumption is usually reduced as a result of modal shifts, for example, from the private car towards slow modes or public transport
- Other energy savings are the long-term result of successful car sharing schemes or the introduction of energy-efficient (clean) vehicles
- Awareness campaigns ultimately leading to behavioural change
- Also soft measures and awareness campaigns or mobility management schemes leading to desired environmental impacts

### Urban freight

- Considerable amount of vehicle kilometres saved
- Equivalent reductions in emissions



## "Transport" & "Society" Impacts

### All measures

- Expressed mainly in better conditions, better accessibility and increased use of public transport
- Better quality of life as the ultimate aim of any sustainable urban mobility measure
- Positive long-term impacts on the (urban) society in terms of better environmental situations (reduced pollution and noise), better public health, increased traffic safety, and attractiveness of the city
- User acceptance of clean vehicles threatened by technical imperfections

### Urban freight

- Freight consolidation schemes and measures resulting in reduced congestion and parking pressure
- Positive impacts on the city centre accessibility and liveability





## Process Evaluation Results

### All measures

- For still ongoing measures, drivers have a higher relevance than barriers
- Top three **drivers** of implementation:
  - political commitment
  - availability of funding
  - cooperation – partnership
- Top three **barriers** of implementation
  - lack of funding
  - legislations and regulations
  - administrative structures and procedures



## Process Evaluation Results --- Drivers

### All measures

- Strong political support
- Public opinion, media attention
- Urgent air quality problems
- Good public-private co-operation
- Regulatory backup from national government
- Real estate values
- Success

### Urban freight

- Strong political support
- High priority among participating organisations
- Benefits to retailers
- Good communication



## Process Evaluation Results --- Barriers

### All measures - general

- Few front-runners to learn from

### All measures – specific (examples)

- Costs (soft measures, public transport, access management)
- Scale (car-sharing Aalborg)
- Technical vulnerability (clean vehicles, public transport)
- Availability of parking bays (car-sharing)
- Loss of street parking income (car-sharing)
- Complicated procurement issues (clean vehicles)

### Urban freight

- Scheme not being compulsory
- Cost and practical issues



## Transferability

- All cities report interest from other cities
- Transferability requires detailed knowledge
- Dependent on national legislation
- Legislation enables national transferability
- Soft measures: best practice examples
- New member states: *car ownership* is preferred over *sharing*
- Political will!



## Thank you

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## What is the best way/role for a city to get involved in developing urban freight solutions?

“

*Concrete role: Facilitator and coordinator, provide incentives/regulations, give a good example, communicator, urban planning (street, building level), continuator,*

*Strategic role: societal responsibility (e.g. climate change, sustainable development), provide the framework, guidance developments, understand influence, urban planning (land use), promote intermodality,*





## What is your primary suggestion for a potential take-up city?

*"In order to fly, all one has to do is simply to miss the ground."*

*(Douglas Adams)*

- learn from each other: best practices, reasons for failure and toolbox
- learn from similar cities,
- consider different sectors: goods and services
- 



## What is your boldest idea in terms of urban freight?

*"If at first, an idea is not absurd, then there is no hope for it."*

*(Albert Einstein)*

