



September 2006

Dear Reader,



Welcome to the first CIVITAS SMILE Newsletter. Through this communication, the project partners intend to disseminate the results and share information on project activities and experiences with stakeholders from our and other European cities. We hope that this newsletter will be of interest to you. In February 2005 the four CIVITAS II demonstration projects (including SMILE) officially started and this newsletter introduces the CIVITAS SMILE partners and reports on the progress made in the cities over the past year.

CIVITAS SMILE celebrated the first anniversary of the project, and the implementation of most of the measures is now underway. One of the highlights of this period has been the completion of our first measure, "Satellite based traffic management for SMEs in Malmö". Besides the high level of participation and lively debate on mobility planning, the participants will remember the magnificent setting and warm welcome from our colleagues from Suceava, City of Potenza, City of Norwich and City of Tallinn.

From this year onwards, we will organise several workshops; a multidisciplinary team of experts, practitioners and stakeholders will discuss one of the measures of the CIVITAS SMILE project. The most recent workshop was held on 7th June in London and dealt with how to run a successful transport-awareness raising campaign, whilst clean vehicles will be discussed in Malmö on 13th December 2006.

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The Initiative for cleaner and better transport in cities CIVITAS – A European approach

CIVITAS - cleaner and better transport in cities - stands for **City–VITality–Sustainability**. With the CIVITAS Initiative, the European Commission 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 to the welfare of European citizens.

The Initiative supports 8 projects involving 36 cities. In addition, more than 80 other cities are members of the CIVITAS Forum that provides a platform for the exchange of best practice, ideas and experiences. Find more information on the CIVITAS Initiative and on all projects at <http://www.CIVITAS-initiative.org/>

The CIVITAS objectives are:

- 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.

Sustainable urban transport for the Europe of tomorrow SMILE – Bringing CIVITAS onto the road

CIVITAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city transport system, making it possible to live an active life independently of private car use and ownership.

The project addresses these issues by promoting bio-fuels, clean vehicles and intelligent travel from door to door in order to improve urban air quality, safety and security and increase the quality of life and health of all citizens, irrespective of social status or gender. The cities will work together to demonstrate and evaluate what is required to ensure the rapid deployment and take-off of clean urban transport systems in cities in the EU.

The objectives of CIVITAS SMILE are to improve urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will reverse the current trend of increased use and ownership of cars by promoting sustainable alternatives and stimulating efficient and clean city distribution of goods. CIVITAS SMILE brings together 30 partners in total who will implement 51 demonstration measures, which will reduce damaging emissions from city traffic. In the long run it aims to create a modal shift towards public transport, cycling and car-sharing.

The measures are divided into 8 work packages following the policies of the CIVITAS programme. The measures in CIVITAS SMILE are expected to have a significant impact in solving the problems of:

- dependency on fossil fuels
- competitiveness of clean vehicles and alternative fuels
- congestion in urban areas
- deteriorating environmental quality in the cities, i.e. air and noise
- security in the city
- social inclusion and equal opportunities
- road safety
- economic efficiency and competitiveness of the cities
- fall in the modal share of public transport





News from the cities

Malmö - The Traffic: The Environment



As part of the CIVITAS SMILE project the Traffic Environment Section (Streets and Parks Department), Malmö has produced a handbook and film to encourage local companies in their efforts to adopt sustainable transport solutions. The handbook is called "Environmentally sustainable transport and travelling - a guide for companies" and the film goes under the name "Malmö: The Traffic, The Environment".

The Traffic Environment Section actively works towards more sustainable solutions in the urban environment, where companies realise that these solutions will help them save or make money. "...it feels very good and important that we can have a dialogue, that we can help each other to find solutions that will change the way we think, act and travel" commented Peter Joelsson, Administrative Executive at Sigma Exallon AB.

The city of Malmö has been working actively on this for over 5 years. To a certain extent, it is necessary to change people's behaviour before they carry out/plan their journeys. This could be achieved through including new distribution routes, transport planning or the procurement of vehicles and transports.

Both the handbook and the 10-minute film gather solutions, ideas and methods that companies can use and work with. It can be seen as a "toolbox" of suggestions, covering car pools, alternative fuels, driver training and public transport, as well as examples of good practice from other companies and how they have used different solutions.



Tallinn and Malmö working jointly together towards tomorrow's public transport



Within CIVITAS SMILE, Tallinn and Malmö follow each other's measures to exchange experiences and to avoid each other's mistakes. To achieve this, measure leaders from the different projects meet up several times during the project to exchange information. At the end of April 2006 the first "Training session" was arranged when four people from Tallinn Transport and Tallinn Bus Company Department visited Malmö to discuss public transport procurement. Tallinn is currently in the process of purchasing about 500 buses and needed to look at procedures and experiences in Malmö to facilitate their task.

During the day Krister Nordland and Henrik Holst, both from the Malmö public transport company, Skånetrafiken, described the procurement process they have been participating in and how to avoid the pitfalls. Tallinn in particular was very interested in the traffic signal priority system and also the real time information system that have been installed in Malmö.



In the afternoon everyone used a one-day bus ticket to try out Malmö's public transport system. There were opportunities to see the real time information system in action and also the new voice information system that has been installed to help people with disabilities. **Photo credit: Daniel Nilsson**





Malmö LBC wins award for security, quality and environment through CIVITAS SMILE



The city of Malmö and Malmö Lorry Central, LBC, cooperate in the CIVITAS SMILE project, focusing on the creation of a better traffic environment in Malmö, Sweden. In April 2006 Malmö LBC were presented the first Lorry Central award in Sweden for their ambitious work in security, quality and environment. The award was given to Malmö LBC since they achieved the highest possible ranking in the Trygg-Hansas security survey and have managed to decrease fuel consumption by 17% per vehicle.

“This award is evidence that our work has reaped results. We have managed to decrease our freight and environmental damages radically. We’re very proud of our work and we will continue to strive towards a more secure and cleaner traffic environment”, says Peter Willborg, head of environment and quality at Malmö LBC.



Within the CIVITAS SMILE project, Malmö LBC will train all their drivers in heavy goods eco driving. So far they have trained 70 of their drivers and the results have been very positive. **Photo credit: LBC**

Norwich Street Ticketing



Norfolk County Council have introduced fourteen brand new state-of-the-art touch screen Ticket Vending Machines (TVMs) at key locations throughout Norwich to improve the efficiency of bus services by reducing the time taken to pick up passengers at busy bus stops.

TVMs in the City Centre, at the Norfolk & Norwich University Hospital, and at the University of East Anglia allow bus users to buy tickets for services operated by First, Anglian Coaches, and Konectbus in the Norwich area, and other popular destinations throughout Norfolk. Tickets for foot passengers using the Norwich Park & Ride bus services are also available from the machines.

Passengers who have bought their ticket from one of the machines simply show it to the driver as they board. The machines accept coins and notes and also give change, but the next phase of the project will upgrade the machines to allow passengers to buy higher value tickets with a credit or debit card, using ‘chip and pin’.

Data about ticket sales is available to the operators, who can use the information to identify patterns of usage and ways in which to encourage further use. Other local operators are looking into making their tickets available through the TVM network.



NORWICH
City Council

Priority System and Passenger Information System Tender Delays - Tallinn

In January 2006 Tallinn Transport Department announced a public procurement process for a Public Transport Priority System and a Passenger Information System; it is a joint tender for both measures. Unfortunately, due to protests by some firms that submitted tender proposals for evaluation, the tender process was delayed. The procurement was carried out using a negotiated tendering procedure with prior publication of the tender notice.

The deadline for proposals was the beginning of February 2006. Seven proposals were received by that deadline. During February Tallinn Transportation Department carried out qualification of the received proposals. Several of them were judged to be ineligible, which means they did not meet the requirements set out in the tender notice and tender documentation. That decision was appealed in the Estonian Public Procurement Office. The new deadline for proposals was early August 2006.





Timetables by Text - Norwich



Bus passengers in Norfolk are now able to request timetable information at any time, any place, simply by texting the number of the bus stop they want to travel from. Following the success of a trial in Norwich last year, timetable information is to be made available for bus stops right across the county. All passengers have to do is text the code of their bus stop to the traveline number 84268 to receive back the next departure times of buses from that stop. The message sent is charged at the normal network provider charge rates and the returned text is free.

The service is being launched by Norfolk, Suffolk and Cambridgeshire County Councils on behalf of the East Anglia branch of traveline, a national organisation funded by the three authorities to provide travel information for the counties and local bus operators. Passengers can find out the codes in a number of different ways. They already appear on

special flags at a large number of bus stops in Norfolk and will be seen on more and more of the county's 12,000 stops over the coming months. Codes are also available via the traveline website (<http://www.travelineeastanglia.org.uk/smslookup.html>), where passengers can see a list of the whole region's bus stop codes, or by telephoning 0870 608 2 608. Mary Richards, Customer Services Manager for Planning and Transportation at Norfolk County Council, said: "Passengers can store the code for the stop nearest to their home or the one they use to get to work, school or college on their mobile phone. It's great news for people who need to get timetable information on the move and for mobile phone users who find this the most convenient way to find out about bus times. The service is especially useful in a county like Norfolk, which has many rural stops. It provides an additional source of information and therefore addresses the main excuse people give for not using public transport when it is a practical alternative to the car."



NORWICH
City Council

Fewer bus routes, more departures - Malmö

In June 2005 Skånetrafiken launched a totally new bus route system in Malmö, creating a simpler system with only eight main routes and a lot more departures. With the new system travellers can leave the timetable at home, because the bus is always only a few minutes away. The new bus route system did not come as a surprise to the citizens of Malmö. Before the new bus route system was launched advertising campaign targeted Malmö's citizens in different housing areas with letters and press advertisements. The personal letters sent out to residents in different housing areas contained information related to their special bus routes and through evaluation Malmö could see that this had a significant effect. On the first day of the new bus routes system information staff were available at key points in Malmö, says Anna Bertram, Head of Market and Communications at Skånetrafiken. Before the changes to the bus route system there were a large number of different bus routes, some going along the same route at the beginning and splitting up at the end of the route and vice versa. The main aim of the new bus route system was to



make the bus routes easier to understand and thereby encouraging more passengers to use the buses. By running the new main bus routes as straight as possible between the big transportation goals in the city centre and the main housing areas, a smoother and faster system has been created. To reach the remoter parts of Malmö the eight main bus routes were accompanied by six "plus" bus routes that serve the areas between the other routes and housing areas. Directly after the new bus route system was introduced the numbers of passengers did not rise as much as Skånetrafiken had wanted. However, during January 2006 there has been quite a high increase in passengers which makes the prognosis for the future good. **Photo credit: Kasper Dudzik**



“Famous people who have been cycling in Malmö”



“Famous people who have been cycling in Malmö” was published in 2005. This booklet is part of a “more cycling campaign” launched during 2005 as a preface to the CIVITAS SMILE project in Malmö. Malmö is a city where distances are less important when choosing transportation mode but where habit, traditions and image play an important role.

The ambition is to increase the overall use of bicycles from 24% of the modal split to 30-40% by the year 2008. One way of doing this is via infrastructure improvements such as new bicycle routes, improved signposts and signalling systems or other ways such as improving bicycle parking so people can leave their bicycles and use other transport modes.

Through various campaigns the citizens in Malmö have been informed about the importance of exercise as a reason to cycle more often, as well as the positive impact this has on the environment. The aim of the latest campaign was to

stimulate peoples’ imagination and curiosity. The booklet was distributed for free to all citizens in Malmö aged between 25 and 34 years old. After the launch, the first bicycle barometer in the city centre was installed. The barometer is part of the CIVITAS SMILE project and has an electronic display showing people how many people have passed by every day. Next to the barometer you can also pump up your tyres when needed. The number of bicycles that pass over a 24 hour period is displayed. The statistics of the number of cyclists is then displayed in one column next to another one showing the number from previous years. A second barometer was launched in spring 2006. Since the initiative began, media attention and interest from the public has been high. The overall statistics in Malmö in terms of cyclists is constantly increasing even if the results from the barometer itself are too early to ascertain. **Photo credit: City of Malmö**



Civilised and sustainable public transport for a growing community - Suceava



The City of Suceava is facing new challenges: the demand for transport is an increasing phenomenon in a society that is speeding up economic development and social change, in order to become an integrated European city. As a response to this demand, the Municipality of Suceava has taken important steps to improve public transport and maximize its usage. During the first year of CIVITAS SMILE, Suceava City has made significant progress. In addition to soft measures implemented to influence behavioural patterns and transport demand, Suceava has begun to develop a set of interrelated strategies that will bring about an intelligent, sustainable and inter-modal city transport system enabling its citizens to lead an active life, independently of private car use and ownership.

With this in mind, in 2005 Suceava City Council took over the administration of the former State Public Transport Company (SPTC), which became known afterwards as the Local Public Transport Company (LPTC). They are modernizing it and making it profitable in order to better serve the needs of passengers. Determined to make the city a nicer place to live the City Hall, along with the newly formed LPTC, is reducing the number of vehicles running in the city, establishing main routes that are operated by the LPTC and secondary routes operated by a limited number of private mini-buses. They are now also compatible with the new safety regulations. In July 2006, four out of the eight routes became eco-routes.

The bus fleet is also being made more environmentally friendly as well: the first set of 15 buses produced by IRISBUS-IVECO in France, equipped with Euro3 engines, is now in operation. With a capacity of 107 people they have a modern passengers’ security system and electronic panels to provide variable message information. They are also more comfortable for passengers. In May 2006 a bidding process was organised to purchase further buses: this time, the process will be much quicker, due to the valuable experience gained from the first contract. Suceava is also busy promoting the new buses and has designed a leaflet to inform citizens about them and for them to understand the changes that a project such as CIVITAS SMILE can bring about in their daily lives. Suceava will also evaluate the new buses by monitoring their patronage and customer satisfaction.





Changing a habit before it's too late – Malmö



The City of Malmö has tried out a new way of raising awareness regarding travel habits by giving people who have recently moved to Malmö information on sustainable transport alternatives. The idea behind the pilot project in Malmö was to inform new residents about the sustainable transport alternatives before they had a chance to form other transportation habits. About 1500 households received a personal letter about two weeks after they had moved into their new home town. The letter described how they, as new residents could travel in a sustainable manner by bus, train, bike or on foot. Two weeks later everyone was contacted by telephone and had a short and informal chat about their everyday travel needs and if there were any possibilities to switch car trips to bus or bike. Over 50 percent of the target group was contacted. Finally they were sent an information pack relating to their personal transportation needs. For example a bicycle map of Malmö or a personal timetable for the local bus.

Around 95% of the target group wanted and accepted the transport advice by phone and almost as many found it very positive and wanted more information. Many of the new residents had already quite sustainable travel habits and needed encouragement rather than information, but of those who were using their car on a daily basis as many as 41% said that the advice had changed their way of thinking about travelling. About 15% of the daily car users said that they have changed some of their most common travel patterns. **Photo credit: Mats Persson**



Automatic Passenger Counting (APC) System is Installed and Functioning – Tallinn



The Automatic Passenger Counting (APC) system was installed to 6 TAK buses and 6 TTTK trolley-buses by October 19, 2005 and has been functioning successfully. The APC system consists of infrared sensors placed in the upper panels of the vehicle doors, data logging sensors, GPS receivers, gateways and radio modems. These are installed on 6 TAK (Tallinn Bus Company) buses and 6 TTTK (Tallinn Tram and Trolley-Bus Company) trolley-buses.

A receiver modem connected to a PC is placed in garages. The measured data is transferred to an FTP server. Sensors mounted on doors switch on the registration of vehicle coordinates by GPS and passengers are counted by infrared sensors. On buses with four doors the gateway transfers the measured data from both data loggers by modem to PC.

The APC system is installed by the company RTT AS, with whom Tallinn Transport Department has worked over a few years.

The numbers of passengers are counted on lines and routes which will be equipped with the public transport priority system before and after installing the system. Reduction in travel time for one passenger will be calculated "before" and "after". The reduction of travelling time presents the effect from the use of the priority system. This method to estimate the effect of priority system is innovative in Tallinn.



GPS systems Saving money and the environment – Malmö



By using the latest technology a delivery company can radically improve their effectiveness, saving not only money but also the environment. 215 215, a Malmö based delivery company is using the latest GPS technology and has adopted other environmentally friendly actions. The delivery company has focused on providing environmentally friendly transport to its customers.

They have adopted a number of actions such as environmental reports drawn up and signed by all drivers in the company. These reports list where they refuel, the fuel used by the car (ethanol or gas), the type of oil used as well as the type of tyres being used.

The latest of these improvements has been the introduction of the GPS system, which decreases unnecessary driving distances, improves speed and improves the coordination of co-deliveries. Security is also enhanced as the traffic coordinators can direct the deliveries, avoiding traffic jams and other problems. They have improved their work by more than 50% in terms of coordination and timing. Previously traffic coordinators had to keep everything in their head whereas now they control all cars via the computer screen.

The GPS system gives location indications every second which means having full control of all vehicles. All the drivers approve of the system and enjoy using it. They all have a hand held computer allowing them to view the coming deliveries and the orders are signed off by the customer directly on the computer screen. The old system with papers, copies and signatures is a distant memory today. All employees have also gone through eco-driving training and have internal competitions as to who can drive the furthest without having to refuel. These actions have lowered the company's fuel consumption by 10-15%. **Photo credit: Mats Persson**



Action in Potenza



Potenza, aware of the themes of sustainable mobility, wants to make its policies more environmentally friendly within the CIVITAS SMILE project. Potenza plans to set up a Mobility Centre with the support of the main local institutions and companies. Citizens will be involved in different dissemination activities.

Potenza will develop two main actions:

1. Carrying out Mobility Management policies;
2. Implementation of clean vehicles within the local bus fleet.

Mobility Management policies will include:

- Setting up the Potenza Mobility Centre and Mobility Offices within companies and organization involved in CIVITAS SMILE;
- Establishing a website about mobility in Potenza;
- Introducing two new transport services: "car pooling" and "DRTS" service for people going to the centre from the periphery zones;
- Organising training courses for personnel involved in Mobility Management activities;
- Organising conferences and seminars about sustainable mobility in schools and work places;
- Organising a Mobility Day event in order to involve local citizens and authorities;
- Carrying out two survey campaigns to gather information on the mobility of workers, students and shoppers in Potenza.



CIVITAS SMILE cities attend a workshop on how to run a successful transport awareness raising campaign

No matter how many new public transport initiatives are implemented, their impact will be minimal if the public is not aware of them and if they are not promoted effectively. With this message in mind, Transport & Travel Research Ltd (the CIVITAS SMILE DET Co-ordinator) organised a training workshop for the CIVITAS SMILE cities on 7th June 2006. The target audience were the Local Dissemination Managers for those cities, whose role is to promote the CIVITAS transport initiatives in their cities to their citizens.

The content for the training workshop was based upon the findings of the EU funded project 'TAPESTRY', which had looked at how to carry out successful and effective communication to support and promote sustainable transport policies. The workshop took a practical approach and covered all aspects of carrying out a campaign: planning, targeting the audience, action, delivery and assessment/evaluation. These presentations were based on the guidelines and case studies developed within the TAPESTRY project. The workshop also looked at human psychology; before starting a campaign it is vital to understand people's attitudes and understand the thought processes behind people's decisions. Some of the barriers that prevent people from changing their travel behaviour were also explored.

From the presentations it emerged that it was very important to have the support of local stakeholders and to plan the campaign thoroughly before embarking on it. It is also necessary to set realistic objectives and to target a specific section of the public.

The cities also had the opportunity to share ideas and experiences of promoting new initiatives in public transport in their regions and left the workshop full of ideas for future campaigns. For more information on TAPESTRY, please write to alan.lewis@trr-ltd.com.





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