Dear readers,

We have never been as close to the end, as they say. With the CIVITAS II Final Conference hosted by Toulouse at the end of January 2009, a page is being turned.

This event which brought around 350 participants to Toulouse, represented the main opportunity for the CIVITAS MOBILIS project members to present to this audience, in collaboration with the other CIVITAS II projects, the main achievements, lessons learnt and barriers that we have faced during the entire execution of the project. This was done through the 10 Workshops organised around the technical themes developed within CIVITAS II. Furthermore, a dedicated exhibition composed of a stand for each CIVITAS II project showed the principal project outcomes in an interactive way. The 4 CIVITAS Cafés, a sort of Philosophy Café organised in a very relaxed manner have also been the appropriate framework for the participants to freely share their experiences on 4 horizontal activities: dissemination; evaluation; exploitation and the partnership way of working within CIVITAS II.

Furthermore, political representatives from the cities involved in the 4 CIVITAS II projects animated the 2 plenary sessions. They stated what CIVITAS II brought concretely to their cities and presented the main policy recommendations resulting from their experience within the projects.

The main highlight of this final event remains the active participation of the European Commissioner for Transport, Mr Antonio TAJANI who honoured us by attending the Conference and expressed the European Commission’s full support and willingness for a prompt adoption of the Action Plan on urban mobility.

The CIVITAS MOBILIS teams are now working on the evaluation report and also on the policy recommendations report. This work will include concrete recommendations resulting from the MOBILIS experiences and case studies. They mainly address policy makers and stakeholders involved in urban mobility.

Lastly, I take the opportunity of this final MOBILIS Newsletter to warmly thank the entire partner consortium with whom we have been working since 2005 in an enthusiastic and productive manner.

Alexandre BLAQUIERE
Project Coordinator

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MOBILIS Policy Recommendations

CIVITAS created a new urban mobility culture in our cities

To improve the quality of life of their citizens, all European cities need to adopt sustainable mobility culture favouring alternative mobility in their city centres and sub-urban areas. Ever increasing traffic congestion and pollution of the urban environment have to be countered. The achieved culture change in MOBILIS has only been possible through a profound commitment and close involvement of the local politicians and policy makers.

Different starting points

Each MOBILIS city had a different point of departure in their search for a new mobility culture. Several factors which are partly formed by the policies of the European Commission, national and local governments influence these starting points. Some cities have experienced congestion in their historical centres for some years now, others just recently. Some cities have a long standing bicycle culture, while others until recently favoured private car use. Also factors like geographical characteristics, national fiscal policies or longstanding traditions of institutional cooperation influence the “starting point” of a city.

4 types of policy tools

The MOBILIS politicians discussed during four political steering group meetings the importance and nature of integrated local policies for the successful introduction of a new mobility culture. Based on the MOBILIS work and these discussions the MOBILIS project identified four distinct types of policy tools:

- Provision of political, policy and regulative support,
- Availability of financial means and economic logic,
- Creation of institutional cooperation and stakeholder involvement,
- Increase of user participation and awareness.

The in-depth discussions on these policy tools and the evaluation of the MOBILIS outcomes resulted in overall policy recommendations for local and EC policy makers and practitioners.

8 thematic themes

In line with the CIVITAS themes the MOBILIS project experimented with 46 innovative measures ranging from clean vehicles to the improved use of Global Navigation Satellite Systems like GALILEO. Based on the outcomes and set in a European project for each theme, a set of policy recommendations were developed for technicians, local and European policy makers. A flavor of the thematic recommendations is presented below.

Develop sustainability production criteria for bio fuels.

There are several signals that the EU bio fuels directive’s target of a 5.75% market share for 2010 is not likely to be achieved. The EC should stimulate the market, yet only focus on sustainably produced bio fuels. Negative effects on changes of land use (e.g. deforestation, food prices) and social working conditions should be avoided. The MOBILIS cities ask the EC for clear sustainability production criteria for bio fuels, including a threshold for producers in order to avoid that their non-sustainable bio fuel is sold outside the European Union.

Maintain a strong interaction between policy makers and technicians during the implementation of parking and access management measures.

Access and parking management are sensitive measures. One of the main drivers for implementation is the existence of a strong political interaction between the politicians and technicians. Take care that the measure is embedded in strong user consultation, information campaign and accompanying measures, especially the improvement of public transport services as for example was the case in Toulouse.

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When planning new ticketing technology do not forget that in the near future your marketing and organisation have to work with it.

Once the technology is implemented it puts constraints on the organisation and marketing of the local public transport. It is important to define upfront the marketing and organisation needs and constraints.

Use environmental performance and new technologies to build a high quality image of public transport.

Use “perceived quality” information and lifestyle trends of the users when designing a marketing campaign. New private cars are equipped every season with the latest technologies. Implement and highlight the new transport facilities and technologies, like SMS ticketing, wireless internet, proximity services to upgrade the image of public transport. Communicate on the environmental performance of the new fleet and make a link with the users’ need to adopt a “green” lifestyle.

Integrate new forms of vehicle and car ownership in planning of local traffic and urban development.

Integrate as much as possible car sharing and car pooling into local traffic plans and urban development. Foster collaboration between the public transport system and other mobility services. During the planning of local traffic have a special look at any infrastructural, urban development and behavioural constraints that could prohibit car pooling and car sharing to be a real success.

The development of an urban freight centre can only be the result of a long process of engagement and public awareness.

The activities for the development of an urban freight centre in Toulouse showed that a real success can only be obtained after a long process of involvement, cooperation and preceding clean urban freight deliver policies, like charters, plans and regulations. The local stakeholders have to be “mentally” ready for the realisation of such a centre. Make a thorough analysis of the costs and benefits of the individual stakeholders.

Integrated public transport information is as important as the public transport service itself.

A public transport network without a sufficient information provision is like a network that does not exist. In the MOBILIS project it was shown that integrated information provision with the help of ITS improves the perceived quality and attractiveness of the local public transport.

Create a dedicated agency to coordinate mobility services.

There exist several names for organizations responsible for mobility promotion, e.g. bicycle promotion office (Venice), clean vehicle info points (Ljubljana), mobility agency (Toulouse), or even time management agencies (Maisons du temps). A key lesson is that they are useful entities to coordinate the promotion, education, consultancy and organization of operational mobility activities with citizens.

Prepared by
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The future of CIVITAS

CIVITAS today

MOBILIS and the other CIVITAS projects have been highly successful “urban laboratories” where new policy concepts were tested, where the value of innovative systems and services for citizens was demonstrated, and where new forms of cooperation between stakeholders have come to life.

CIVITAS-MOBILIS and its three sister projects CARAVEL, SUCCESS, and SMILE, are being finalized and therewith the second project cycle of the CIVITAS Initiative completed. At the same time, five further projects have recently started as part of a new CIVITAS round which we have named “CIVITAS Plus”. Within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part.

When asking ourselves what will be the future of CIVITAS we should look at what the European Commissioner for Transport and Vice-President of the European Commission had to say about it during the CIVITAS II final conference: “Today Europe is facing serious economic recession - we must turn this into an opportunity. We must invest in innovative new policies and technologies to make our cities work better - that means reducing congestion, promoting public transport as well as healthy modes of transport such as cycling and walking. We will launch a series of concrete actions this year. They follow an integrated approach on sustainable urban mobility. We want to work in partnership with the cities and national governments to achieve this”.

The future of CIVITAS will be based on the Action Plan and its outcomes. So far the Commissioner detailed that it will include actions to assist public authorities with the implementation of a new Directive for promoting clean and energy-efficient vehicles, as well as funding support for pilot projects and studies on various aspects of sustainable urban mobility. Some more attention will be given to walking and freight distribution.

Four future CIVITAS branches

The MOBILIS project would favour four future directions of CIVITAS that could and should coexist one besides the other. Firstly, CIVITAS should directly support policy makers in placing urban mobility on the local agenda.

It was recognised during the MOBILIS political steering group meetings that policy coordination is a key requirement for successful planning and realisation of innovative measures leading to a new urban mobility culture. This means an institutionalised coordination within mobility policies, but also coordination with social, health and urban development policies. Initiatives like a CIVITAS exchange programme for policy makers based on the “Erasmus” concept should be part of a future CIVITAS.

Secondly, opportunities should be explored to bring CIVITAS beyond the European boundaries and use the CIVITAS experiences to allow third counties to profit from the CIVITAS lessons. These exchanges should be used for the participating European partners to create export opportunities for the local and European industries.

Thirdly CIVITAS should become a “quality label” for European structural funding and financing. All cities that would like to use European structural funds or financing, as for example through the loans of the EIB, should opt for a CIVITAS quality label. This means that in order to qualify for funding and financing the receiving city should have a sustainable urban mobility plan and integrated packages of hard and soft measures, as in the spirit of the CIVITAS initiative. This will not only allow new public transport infrastructure to be built but also guarantee its setting in an overall strategy of sustainable mobility.
Finally, the European Commission should create a dedicated EU support programme for financing clean urban transport activities\(^1\) that could be embedded in the structural funds. In line with what is stated in the “Urban Mobility” green paper the MOBILIS project agrees that the CIVITAS “approach” should pave the way for a dedicated EU support programme for financing clean urban transport activities outside the research framework. This programme should concentrate on actions on a larger scale, focussing on the integration of innovative actions in towns, cities and their periphery.

What ever direction the CIVITAS Initiative will take in the spirit of the famous American newspaper editor, author and politician William Allen White (February 1868 – January 1944) the CIVITAS MOBILIS project would like to state that:

“We are not afraid of the future of CIVITAS, for we have seen its past, still love it today!”

Footnote:

CIVITAS II Final Conference, Toulouse 2009

The following pictures and comments present you the highlights of the CIVITAS II Final Conference which was held in Toulouse at the end of January 2009. This article is therefore the opportunity to recreate the pleasant environment that all the participants enjoyed during this event.

We also would like to especially thank the 2 animators, Mrs Isabelle Dussutour and Mr. Robert Stüssi who actively contributed to this very good atmosphere.

The Auditorium Saint-Exupéry during the Opening of the CIVITAS II Final Conference. © Saada/ Schneider

The Mayor of Toulouse, Mr. Pierre Cohen together with Stéphane Coppey (President of Tisséo) opened the CIVITAS II Final Conference by presenting the main achievements characterizing the CIVITAS MOBILIS project in Toulouse. During this 1st Plenary Session, many political representatives from the CIVITAS II projects gave their testimonies on what were the main benefits for their cities from implementing such projects.

The President of Tisséo, Mr. Stéphane Coppey and the Councillor of the city of Ljubljana, Mr. Roman Jakic represented MOBILIS during this Plenary Session.

The main highlight of this event was the active participation of the European Commissioner for Transport, Mr. Antonio Tajani.

He reasserted during the Plenary Session the willingness of the European Commission to soon release the Action Plan on urban mobility that would demonstrate the added value of a European approach on this important issue.

He also took time to visit the CIVITAS II Exhibition which was set up by the 4 projects.

The Commissioner Tajani speaks with Mr. Roman Jakic and Mrs. Zdenka Šimonovic from MOBILIS Ljubljana. © Saada/ Schneider

The CIVITAS II Exhibition was an excellent opportunity for the four demonstration Projects (CARAVEL, SUCCESS, SMILE and MOBILIS) to illustrate through different dissemination materials their main achievements like leaflets, brochures, postcards, posters, rolls-up and videos. This shared space also enabled the participants to exchange on their experiences within their respective projects and to consider the best practices developed all around Europe in the field of urban mobility.

The Foyer Ariane where were exhibited the 4 Demonstrations Projects Stands. © Saada/ Schneider

10 Workshops (+ 2 technical visits). Each of them dealt with a dedicated theme developed within the CIVITAS II program. These workshops addressed a wide range of urban mobility issues and solutions to be developed in order to create the conditions for a better and cleaner transport in our cities.

Each Workshop was the opportunity for the technicians of
the 4 demonstration projects who actively participated in the CIVITAS program to present and highlight the most impressive results obtained through the implementation of their measures. Moreover, some interesting discussions were launched at the end of each workshop, enabling all the participants to exchange on their respective experiences.

In addition to the Plenary Sessions and to the Workshops, 4 CIVITAS Café sessions were organized during the Conference. These Cafés were based on the concept of the “philosophy cafés” where participants may feel free to express their own opinion on a certain topic launched by the moderator.

Together with the political representatives who formulated their recommendations on behalf of their respective CIVITAS II projects, Mrs Houtman reported the European Commission recommendations to policy makers and stakeholders involved in European projects and to those who would like to follow these initiatives. She also visited the Exhibition and met with the participants.

The last moments of the CIVITAS II Final Conference were dedicated to the “pass the baton” ceremony during which the CIVITAS II people handed over to the CIVITAS Plus Project Managers who have already started to work on the new project generation.

Therefore, the CIVITAS II Final Conference ended as it started: in a very good mood!

We warmly thank all the MOBILIS local teams who supported us in the organisation of this event.
Innovation in Mobility Management

A new parking management policy in Toulouse
To be presented during the workshop
The city of Toulouse has implemented a modernisation plan that has reduced the parking capacity of almost 2,000 on-street parking spots.

The Global Mobility Management concept developed in Toulouse
To be presented during the workshop
For more than 10 years, the local stakeholders in charge of mobility management have decided to move towards a more participatory process. Therefore, by increasing the transparency of the decision-making process, they ensure that the actions they undertake are in line with the expectations of stakeholders.

Access management for the Venice city centre
Venice is a very attractive city to tourists, with more than 40,000 tourists arriving every year. The increased traffic, resulting in a 20% increase in 2005, has led to a decrease in the number of public transport users, a decrease in the number of parking spaces, and a decrease in the quality of roads due to the increased number of small vehicles. To improve the situation, a new car parking management policy was implemented by the city council to improve the mobility management capabilities of the city of Venice.

Access and traffic management in the Venice Grand Canal through ANGOS
The Automatic Vehicle-Guidance Control System is an innovative system that uses road sensors and traffic management systems to manage traffic in real-time. One of the benefits of this system is that it improves the efficiency of the traffic in terms of emissions.

Managing freight distribution and parking in Veniceを選ぶ
To be presented during the workshop
The development of a new parking management plan is now being planned and cultural management of the Playa de las Americas is being implemented. It is envisaged that the plan will be integrated into the city's overall transport plan. The new plan will be implemented in phases to allow the city to adapt to the changing demands of the city.

Accessibility scheme for the Odenese city
To be presented during the workshop
During the four months the pedestrian zone is the main street of Odenese, there were 4,500 to 5,000 people walking in the pedestrian area. This situation has led to an increase in the number of people using public transport and a decrease in the number of private vehicles.

Implementation of environmental zones in Odenese
To be presented during the workshop
To increase the health and the quality of life for all, two ecological environmental zones (AEPA) were created in the city with high levels of noise, greenery and the Parks, Plazas, Green Space project.
CIVITAS MOBILIS Highlights at the CIVITAS II Final Conference

CIVITAS MOBILIS stand at the CIVITAS II Final Conference in Toulouse, was used as a crossroad with signposts to the CIVITAS discussions at the workshops and round tables, as a meeting and exchange point, bringing together the CIVITAS initiative community.
The end of Mobilis in Odense

Mobilis is soon ending in Odense after 4 years. Some of the six measures will still be visible in Odense and other measures will be evaluated again to see how they can be used in already existing projects.

In Odense Mobilis and its outcome were presented to the Department of Nature, Environment and Traffic as a way to hand over the project to the professionals. The purpose of the presentation was to tell them about the project but most importantly, it was to get feedback from the professionals on how they could carry on Mobilis in future projects.

“Implementation of environmental zones in Odense” is one of the measures, which has been well integrated in the Department of Nature, Environment and Traffic. The measure was so successful that the ideas will be implemented in coming projects about reducing speed in residential areas. The citizens involvement was especially fruitful. The concept has also been adopted in the new, ambitious Traffic and Mobility plan.

In the same measure, Odense also invented the world’s first cycle scanner, which is a kind of bollard with a scanner on top where you can register as a cyclist and participate in monthly lotteries. Only cyclists can register as the scanner can tell whether you bring a bicycle or not. The scanner was seen as a way to motivate cyclists and also a way of rewarding those already choosing the cycle. But due to really bad weather the scanners were put out of order and now the city will evaluate what to do with the scanners.

The measure “Personal transport choice marketing in Odense” did not only give us great knowledge about getting in contact with citizens about their traffic habits. The idea behind the project can also be used in other projects where you want to hear the public in another way. The head of the Department of Planning and Buildings e.g. saw a potential in transferring the idea to his area when the new strategy for architecture enter its hearing period.

“Integration and quality improvements of sustainable modes in Odense” gave an insight in how to use modern technology to heighten the image of public transport. The mobile phone was an important tool in this measure. Odense developed e.g. the concept “SMS your bus” where passengers could send a SMS and get the buses real-time. In addition, the SMS-ticket was a result of Mobilis and Odense was the first city in Denmark to introduce an electronic SMS-ticket in public transport. Since the launch in 2007 also the capital of Denmark, Copenhagen, now has SMS-tickets in public transport.

Finally, yet importantly, Odense also developed a traffic training game for children using real filming in the measure “Interactive traffic training for children in Odense”. The game is an educational tool and it has been implemented in all schools in Odense. The traffic teachers have been taught how to play the game and how to use it in traffic training. After the evaluation, we might have to make some adjustments, but the game will most certainly be an important element in teaching traffic also in the future.

A lot of good learning and knowledge came out of Mobilis and this was passed on to the professionals. It is now up to them to carry on Mobilis and the inheritance after the project.

Kristina Edren, kme@odense.dk
Forthcoming

Policy Recommendations

How to Change Mobility in your City
CIVITAS MOBILIS cities and partners

In 2004 the cities of Toulouse (France), Debrecen (Hungary), Ljubljana (Slovenia), Odense (Denmark), and Venice (Italy), and their main local mobility stakeholders established a European partnership for “Implementing Mobility Initiatives for Local Sustainability” – of which the CIVITAS MOBILIS project is the physical result.

MOBILIS aims to implement radical strategies for clean urban transport in all five cities and to create a new culture for clean urban mobility in the wider framework of sustainable development. The project will enable the involvement of all relevant stakeholders and the transfer of good practices to other urban communities across Europe.

Altogether 30 partners work on a range of mobility improvements scattered within eight technical and five policy themes during the four years lifetime of the project.

The Main Partners:

DEBRECEN (H)
http://www.debrecen.hu/
- Municipality of Debrecen
- DKV Debrecen Transport Company
- Hajdú Volán Transportation Inc.
- Hajdú-Bihar County State Road Maintenance Company
- University of Debrecen

VENICE (I)
http://www.comune.venezia.it/
- City of Venice
- ACTV S.p.A.
- Azienda Servizi Mobilità S.P.A.
- VESTA S.p.A. Venezia Servizi Territoriali Ambientali
- Agire – Agenzia Veneziana per l’Energia
- Commissario Delegato dal Governo per il Traffico Acqueo nella Laguna di Venezia
- Forma Utile S.p.A.

Supporting Partners

CIVITAS MOBILIS project partners, co-funded by European Commission through CIVITAS Initiative (http://www.civitas-initiative.org/). The MOBILIS E-Newsletter is published quarterly (during the project time span). If you want to register for a free subscription, please send an e-mail to milena.marega@guest.arnes.si.

The CIVITAS MOBILIS E-Newsletter is available at http://www.civitas-mobilis.org/.

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