CIVITAS
Cleaner and better transport in cities

SUCCESS

THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

SUCCESS

Smaller Urban Communities in Civitas
for Environmentally Sustainable Solutions

Final Report

Project co-funded by the European Commission under the thematic priorities 1.6.1 "Sustainable Energy Systems" and 1.6.2 "Sustainable Surface Transport" of the Sixth Framework Programme (2002-2006).

LA ROCHELLE - PRESTON - PLOIESTI

The SUCCESS Consortium in July 2007 (Ploiesti)

"La Rochelle believes in change because the inhabitants, when they are invited to take part to new experiments on mobility, are keen - even proud - to take the challenge.

However, La Rochelle is well aware that there is a lot of work in front of us and that progress is only possible by learning from others, by observing, by exchanging best practices, because no one can be on the right track alone.

Today, if a city like La Rochelle enjoys the reputation which brings me here at this session, it is due to the links which we have developed with all these cities of progress, all these women, all these men and all these institutions that encourage change."

Denis Leroy, Deputy Mayor in charge of Mobility at La Rochelle Urban Community.

CIVITAS Forum, Bologna

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1. Project execution

1.1 Project objectives

SUCCESS (Smaller Urban Communities in Civitas for Environmentally Sustainable Solutions) was a 4-year project, within the CIVITAS II Programme, with partners from La Rochelle, Preston and Ploiesti. As an integrated project, SUCCESS has been implemented thanks to an extensive investment in the participating cities, a large range of actors and integrated packages of demonstration measures.

The general objectives of SUCCESS were to:

- Demonstrate that alternative fuels could be an efficient choice for urban transport matters; the target for all vehicle fleets was a decrease of 20% in the use of fossil fuels, and 10% in energy consumption, CO2 emissions, Particulates, NOx and No2 emissions.
- Demonstrate that, with an ambitious package of mobility and traffic management measures, significant results can be provided regarding sustainable transport and energy policy;
- Demonstrate that cities in candidate countries can avoid the mistakes made in Western Europe, and contribute to the development of their collective transport systems;
- Support related research and assessment activities including new, all-inclusive training initiatives and communication initiatives to disseminate the results and encourage transferability in the concerned areas.

The local demonstrations included the implementation of biodiesel hybrid vehicles (buses. vans and taxis), backed up with a range of initiatives including access control schemes, Integrated Pricing Systems, deployment of a car sharing fleet, innovative transport information systems and new concepts for city logistics .

A characteristic of CIVITAS-SUCCESS was to address medium size cities challenges for a sustainable urban mobility.

The present report describes how far were reached these objectives, how work was performed and what achievements the project can account.

"A living environment for the 21st century"

1.2 Consortium

1.2.1 LA ROCHELLE

La Rochelle Urban Community, counting from 160 to 250.000 inhabitants in summer, is since several years now, an acknowledged advanced city in the implementation of innovative and sustainable urban transport policies (clean vehicles, car sharing, car pooling, bicycles, Park & Ride, "day without cars", electric boats…), amongst other strong environment benefit measures such as a "master planning" for wind turbines implementation in urban areas, an observatory of the air quality, coastal protection and littoral management studies, through a constant innovative process to involve citizens in a sustainable urban way of living.

1.2.1.1 La Rochelle Urban Community (CdA-LR)

Leader in sustainable mobility and involved in several European projects in this field, CdA-LR was the SUCCESS consortium coordinator, and the local team has closely cooperated with the project manager, ensured by Transport & Travel Research French office.
Moreover, CdA-LR has lead the work packages “Clean and energy efficient vehicles”, “ Access management”, “ Integrated pricing strategies”, “New forms of vehicle use and ownership” and “New concepts for the distribution of goods”, for which they have produced technical deliverables, which are the basis of the knowledge transferability to medium-size cities in Europe, in addition to all the training and dissemination actions (staff exchanges, CIVITAS French task force…) achieved during the project.
CdA-LR has organised and / or participated in more than 150 events during the 4 years, both at local, regional, national and international levels, where SUCCESS has been promoted to an audience of 30 to 50 people for training seminars to several hundreds / thousands of people during fairs and conferences. CdA-LR has organised the production of more than 200 marketing products (leaflets, brochures, rolls-up, press articles, CDs, DVDs…).
The European cell, responsible for the day-to-day management of the SUCCESS project and the coordination role, has grown from 2 to 4 persons within the 4 years of the project, allowing CdA-LR to position in the European projects family, beyond mobility field, all the more supported by a strong political team.

1.2.1.2 La Rochelle City

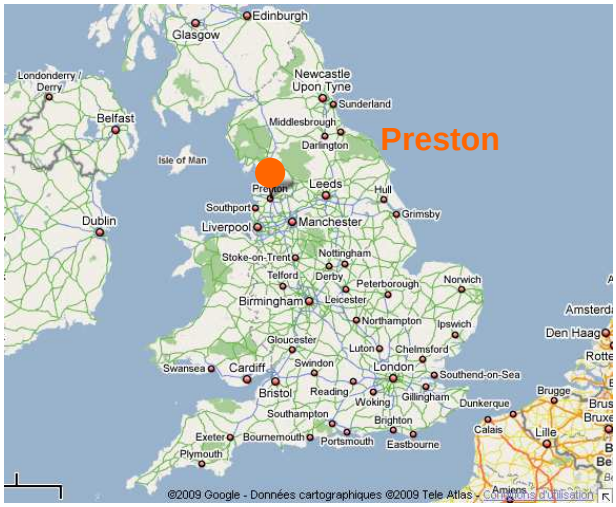
Whilst all transport and mobility issues are managed by the CdA-LR, the City of La Rochelle is in charge of the traffic organization. It has therefore assisted the CdA-LR, notably in the research and development of access control zones, car sharing and the city logistic plan for goods distribution.
The person responsible for the SUCCESS project, Mr Jacques Mollard, Head of the Technical Services of City of La Rochelle, is also President of the French antenna of the association for the promotion of the electric and hybrid vehicles (AVERE) and has then been a strong support in the Work Package on clean vehicles.

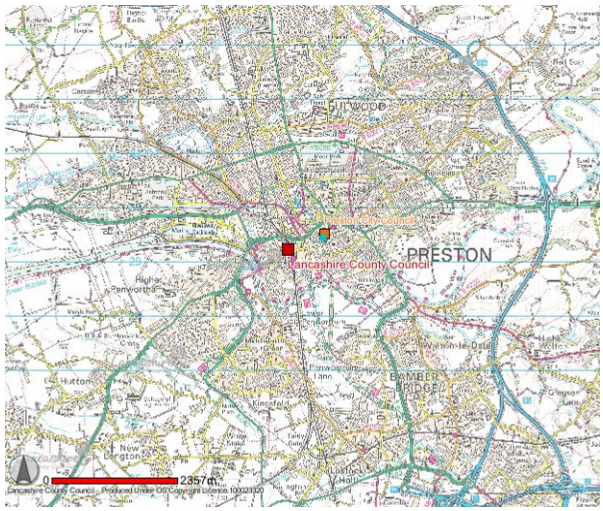
1.2.1.3 EIGSI, School of Engineers

EIGSI's activities gather education, research and professional training in the fields of logistics, renewable and alternative clean energies, and electrical / hybrid vehicles. EIGSI is a private school which awards a 5-year university level master degree to its graduates (about 150 engineers a year) and addresses the modern engineer's professional needs.
Dr. Dominique Breuil, director of the Industrial and Commercial Relations department, has acted as Technical Coordinator of SUCCESS and has organised, in partnership with the CIVITAS city of Norwich, knowledge transfer actions (brochure and workshops) on urban goods distribution and city logistics, in the framework of CIVITAS thematic leadership.
EIGSI has also played a major role in the technical dissemination of the SUCCESS measures, at national and international levels, at the occasions of conferences and fairs.
EIGSI has prepared a Master degree education course on integrated sustainable urban mobility, based on the CIVITAS framework (8 Work Packages + project management), which will start after SUCCESS end.

1.2.2 PRESTON

Lancashire County Council (LCC) is a pioneering authority in the UK in the development and promotion of sustainable transport. In Preston this has included, inter alia, Park & Ride sites, Quality Bus routes, business and school travel planning, Intelligent Transport Systems, and Local Safety Schemes. LCC has developed the concept of a Total Transport Network (TTN) for the Greater Preston area (population 235,000 approx.). This encompasses all modes of transport including public and private, passenger and freight.
Preston is England's newest city – city status was granted in 2002, and is the administrative capital and largest commercial centre of Lancashire. The city is strategically located and is an important transport hub on the UK Trans European Network between London and Scotland, with key rail and road links.
Preston has a strong economic and retail base. The area is also on the threshold of major regeneration, which will see a transformation of Preston's inner urban areas. Preston's student population is acting as a major catalyst too. With over 25,000 students, the University of Central Lancashire in Preston is the sixth largest and one of the fastest growing Universities in the UK. South Ribble, also local partner in SUCCESS, is a suburban and rural District of the south Preston, with a population of approximately 100,000 inhabitants.





1.2.2.1 Lancashire County council (LCC)

In SUCCESS, LCC was leader of the Preston site and of the Work Packages “Stimulation of collective transport modes”, “Innovative soft measures” and “Telematics”, for which they have produced technical deliverables, which are the basis of the knowledge transferability to medium-size cities in Europe, in addition to all the training and dissemination actions (staff exchanges, CIVITAS UK/IE task force…) achieved during the project.

LCC has organised and / or participated in more than 150 events during the 4 years, both at local, regional, national and international levels, where SUCCESS has been promoted to an audience of 30 to 50 people for training seminars to several hundreds and thousands of people during fairs and conferences. LCC has organised the production of more than 200 marketing products (leaflets, brochures, rolls-up, press articles, CDs, DVDs…).

LCC politicians, and especially Ms Jean Yates, County Councillor, currently President of the CIVITAS PAC, has played an important role in the support and the dissemination of the SUCCESS measures, as well as the contribution to European policies (Green Paper on Urban Transport, CIVITAS +, other DG TREN action plans…).

1.2.2.2 Preston Bus (PB)

Preston Bus provides a network of high frequency bus services around Preston using its fleet including low-floor, easy access double-decker buses and easy access mini-buses, well received by the customers and used on ‘Super Routes’ and for the Park & Ride services, in the framework of the network of "Quality Bus Services.

Preston Bus has been mainly involved in SUCCESS in the measures concerning clean vehicles and infrastructure improvement, including investment, staff training and promotion activities.

The purchase of 3 hybrid buses was originally planned by PB but has proved to be infeasible (no business case). The measure has then be reoriented towards the introduction of biodiesel to commercial bus operations / fleet in Preston and South Ribble (Preston Bus and Stagecoach commercial bus fleets is a primary aim) and the introduction of a new clean engine technology using biodiesel (‘clean & purge’, purge and liquid conditioning system in diesel engines) and trailed in combination with the use of biodiesel in school bus fleet. It is hoped that the managed trial within the CIVITAS programme will produce results on a par with the introduction of hybrid buses. However the effect on such technology and the use of biodiesel was not yet known. In addition the affects of driver training on fuel consumption have been investigated, based on the fact that driver training could improve fuel consumption by up to 20%.

Concerning the improvement of infrastructure, PB has contributed to the development of design solutions and to the creation of a seamless, accessible passenger environment with

consistent quality and branding (passenger shelters, signing, information, access at interchanges, cycling parking…)
PB has been subject to intense competition from Stagecoach, the largest operator in the County. This has become a local'bus war' and has impacted on CIVITAS plans in Preston.

1.2.2.3 South Ribble City Council (SRBC)

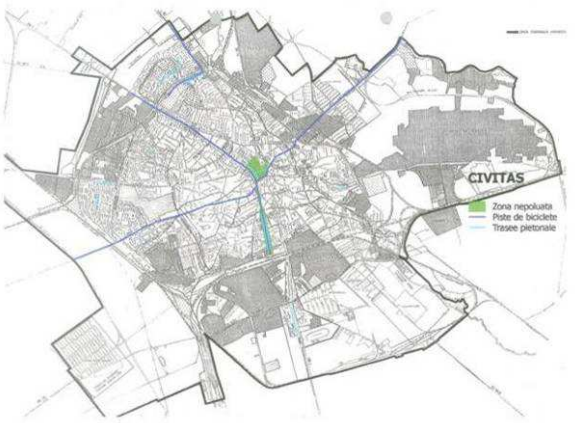
The service "Planning and Regeneration", has been responsible within SUCCESS, to implement, in cooperation with developers and local planning authorities, clear zones and access control new developments, parking pricing policy for on-street and public off-street parking, and Park & Ride, consistent with public transport access charges. SRBC has also contributed to the infrastructure improvement design and development, as well as to the development of strategic plan for alternative modes (walking and cycling), using the 'Living Streets' approach, and more specifically the implementation of a city cycling centre.
SRBC has also participated, at a lesser extent, to the Freight Partnership elaboration.

1.2.2.4 Preston City Council (PCC)

Within SUCCESS, PCC Environmental Services are responsible for local planning issues (local transport being managed by LCC), an have more specifically contributed to the clear zones setting-up, the parking pricing policy for on-street / public off-street parking and Park & Ride, to the infrastructure improvement design and development, as well as to the development of strategic plan for alternative modes (walking and cycling), including the implementation of a city cycling centre.
PCC has also strongly participated to the establishment of a Freight Forum for Preston and the elaboration of Freight Quality Partnership for central Preston, including the definition and mapping of freight routes.

1.2.3 PLOIESTI

Ploiesti city, 60 km North from Bucarest, capital of the Romanian most populated county, counts over 230,000 inhabitants and is an important international, national, and regional railway and motorway junction.
The local transportation company, RATPP, is subordinated to the local public administration and provides connections to all areas within the city for a daily average of 300,000 passengers transported by 62 trams, 193 buses and 10 trolleys.
UPGP is a higher education institution with a unique structure in the country, specialized in oil and gas, as the logical result of the exceptional experience and the special prestige acquired by the Romanian specialists in the field of oil and gas industry. Scientific research activity is the main component of educational and innovating process in UPGP, in co-operation with other Romanian or foreign institutions. UPGP is used to take part to European programmes, such as Leonardo da Vinci, Socrates, Tempus, but also the Research & Development Framework Programme.



1.2.3.1 Ploiesti City

Even if within SUCCESS, Ploiesti is a follower city, it has implemented concrete mesures which have strongly improved the environmental and urban conditions of citizens, in the framework of its Local Agenda 21. Indeed the major actions were the conversion of ancient buses to LPG buses, the monitoring of the bus fleet through GPS and the real-time information for public transport users, the improvement of bus shelters, the implementation of cycle lanes, and the setting-up of a central Clear Zone.

Ploiesti City has widely involved citizens (and specifically schools pupils) to ensure the best accompanying of the SUCCESS measures on the ground, notably at the occasions of the Europe Day or the Mobility Week.

Responsible for the project dissemination, Ploiesti has organised and / or participated in more than 150 events during the 4 years, both at local, regional, national and international levels, where SUCCESS has been promoted to an audience of 30 to 50 people for training seminars to several hundreds and thousands of people during fairs and conferences. Ploiesti has organised the production of more than 200 marketing products (leaflets, brochures, rolls-up, press articles, CDs, DVDs…).

The Mayor of Ploiesti, Mr Emil Calota, assisted by the dynamic European Cell of the City Hall, has played an important role in the support and the dissemination of the SUCCESS measures, as well as the contribution to European policies (Green Paper on Urban Transport, CIVITAS +, other DG TREN action plans…).

1.2.3.2 Ploiesti Transport company (RATPP)

Within SUCCESS, RATPP has contributed to the investment, training and promotion activities concerning the bus fleet improvements: modernization of the vehicle park and conversion of 25 buses to LPG, upgrading of the quality of services provided to the population through a monitoring system by satellite for all vehicles, allowing a better traffic and real-time information for public transport users, and then a higher confidence in public transport.

1.2.3.3 University of Gas and Petroleum of Ploiesti (UPGP)

Within SUCCESS, UPGP has deployed a comparative research in order to define the best alternative fuel technologies for Ploiesti and other similar Romanian cities (CNG, already experienced By Romanian operators before 1989, Bio-fuels and Hybrid). UPGP has also ensured the role of Local Evaluation Manager in Ploiesti and provided a strong support to Ploiesti City for the dissemination activities (especially the maintenance of the SUCCESS Website and the design of the marketing material).

1.2.4 PROJECT ASSISTANCE TO SUCCESS DEMONSTRATION SITES

1.2.4.1 Transport & Travel Research (TTR)

TTR is a transport consultancy, established in 1991, offering specialist research and consulting services to both public and private sector organisations, in the United Kingdom, in France (up to 31st May 2009, activity transformed then into a new company named Euro Project Consult) and throughout Europe. TTR has extensive experience in European Commission RTD Programmes, including work for the Directorates-General for Research, Energy, Transport, Environment, Social Affairs, Information Society and Regional Development.

Within SUCCESS, TTR has assisted La Rochelle in its leading role of coordinating and evaluating the project, as well as ensured the role of project manager (day-to-day liaison with partners, with the European Commission project officer, reporting, budget follow-up…). TTR has also provided assistance to the 3 sites of Preston, Ploiesti and La Rochelle in their local management, evaluation and dissemination activities; and more specifically to Ploiesti for their role of project dissemination leader.

On a technical side, TTR has also assisted Preston partners in the implementation of several measures, notably the elaboration of a Freight Partnership, as well as researches on customer requirements for transport information systems and a review of existing transport management and information systems for potential synergies.

1.3 Work performed and end results, Methodologies and approaches employed, Achievements of the project to the state-of-the-art (impact on urban transport sector)

1.3.1 Overview of the project measures

The key features of the demonstration projects in each of the cities are as follows:

1.3.1.1 La Rochelle

- **Clean and energy efficient vehicles:** the introduction of 2 hybrid minibuses, 10 EEV buses, the installation of 2 biofuel filling stations and a cooking oil recycling unit, use of Pure Plant Oil by 10 heavy vehicles.
- **Access management:** implementation of 3 new or extended access control zone, including specific access systems for buses and the creation of a strolling zone.
- **Integrated Pricing strategies:** Implementation of new ticketing products, Launch of a new PT pricing strategy and offer
- **Stimulation of collective transport modes:** New Park and Ride, New Dedicated Bus Lanes, Infrastructure improvement for collective transport (accessibility), reorganisation of the bus network and launch of a new PT brand, enhanced bike-bus service…
- **New forms of vehicle use and ownership:** Enhanced car sharing system, creation of an innovative Bike sharing system
- **New concepts for the distribution of goods:** Re-engineering of urban logistics, coordinated management over the whole urban community, new associated services.
- **Innovative soft measures:** creation of a 14-km cycling path, implementation of business travel plans (including the launch of a website carpooling service) and school travel plans
- **Telematics:** creation of a Geographic Information System adapted to Transport, real time information systems, integrated ticketing system allowing the use of PT thanks to a unique PT smart card, e-recharging smartcard system.

1.3.1.2 Preston

- **Clean and energy efficient vehicles:** the introduction of biofuel in buses and trials of cleaner engine technology;
- **Access management:** implementation of an access control zone in the University area and a 20mph zone in the city centre (with access control and junction improvements), to enhance the area for pedestrians and cyclists, whilst maintaining routes into the City for buses and private vehicles.
- **Integrated pricing strategies:** the development of a new parking and pricing policy, a web based travel information portal, park and ride sites, and roll-out of a multi-operator, inter-operable ticketing system for public transport using Smartcards.
- **Stimulation of collective transport modes:** enhancement of the public transport network with increased simple-to-use information on bus services in high-frequency corridors, implementation of a new orbital route, improvement of passenger facilities together with a new demand-responsive service for outlying areas.
- **New forms of vehicle use and ownership:** the development of car sharing and car clubs.
- **New concepts for the distribution of goods:** improvements in freight management through establishment of a Freight Quality Partnership, mapping guidance on

recommendations on improved–routes for goods vehicle operators and signage to help reroute vehicles away from congestion and the City centre.

- **Innovative soft measures:** promoted through the provision of new cycling and walking infrastructure (storage and routes) and information (e.g. maps), and supported by extension of business and school travel plans and major implementation of personalised travel plans.
- **Telematics:** enhancement of traffic information management and control systems (through improvements to Lancashire's Common Database) and development of multimodal web travel and travel information.

1.3.1.3 Ploiesti

- **Clean and energy efficient vehicles:** conversion of 25 diesel buses to LPG, plus interior/exterior refurbishment.
- **Access management:** Development of clear zone, enabling traffic calming and pedestrianisation in the central area of Ploiesti.
- **Stimulation of collective transport modes:** Improved infrastructure for collective transport through new waiting areas, information panels, real-time-information and a cleaning regime.
- **New concepts for the distribution of goods:** to elaborate a strategic plan of logistics and implement a zone for business to business services, consultation activities an advisory routeing map.
- **Innovative soft measures:** Planning for alternative transport modes and implementation of 8 km of cycling routes and pedestrian areas
- **Telematics:** Development of a GPS system for management of the public transport fleet and the implementation of a real time information system at stops and bus station.

1.3.2 Approach to evaluation

1.3.2.1 Impact evaluation

A set of core indicators were used in the CIVITAS-SUCCESS project, derived from MAESTRO and subsequent experience of cities in CIVITAS I. The selection of indicators used to evaluate each of the individual measures, and to what specification, was made by each sites local evaluation manager in discussion with the site manager and the project evaluation manager.

The adaptation and detailing of the indicators and the wider evaluation framework has been reported in Local Evaluation Plans (LEP) for each site, setting out what, how and when measures will be evaluated. The final presentation of indicators and assessment methods are set out in the Measure Results Templates (MRT), which contain the main results of the CIVITAS-SUCCESS project and are presented as an Annex to this report.

Data has been collected and for each measure in accordance with the scale of that measure. For most measures implementation will be at a scale much smaller than corresponds to the full scale of the city, and therefore measure-level evaluation has been appropriate. Impact evaluation of measures has also been considered at other scales, where appropriate:

- clustered measures (where similar actions are implemented in the same area);
- city level impacts (where analysis has been done on wider impacts).

In addition, through upscaling, an analysis has been carried out of the potential impacts should the measure be implemented on a larger scale than was possible in the demonstration phase. This has assisted the cities to forecast future impacts, as many measures will continue to be expanded in line with current policies for integrated mobility practices.

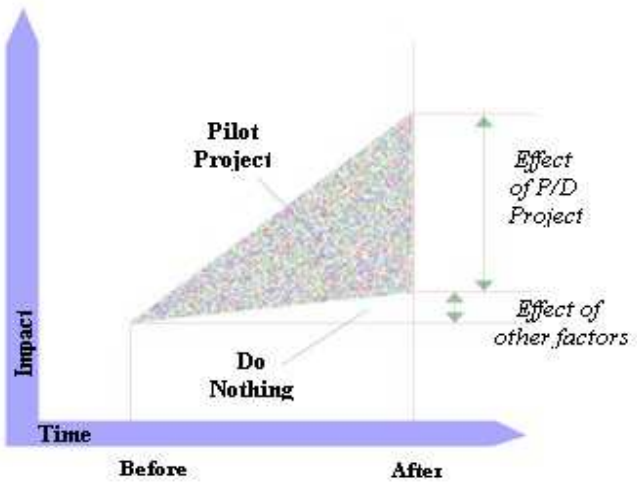


Figure 2.1 (from the Final Evaluation Report): Before (Baseline), Do-nothing (Business-as-Usual) and After (Ex-post) scenarios (from MAESTRO, 1999)

1.3.2.2 Process evaluation

It was anticipated that success of the CIVITAS-SUCCESS measures would be influenced not only by the technical solutions themselves, but also by optimising the process of planning and implementation including accompanying activities such as information, communication and engagement of stakeholders. This was in fact the case, and the influence of such activities has been recorded throughout the project via the process evaluation activities.

Process evaluation data has been collected and presented in two main ways:

- Via the collection of information on-site for activity reporting and process evaluation in a Project Management Tool based on MS Access. This had provided detailed time-series input to GUARD's analysis of process evaluation;
- Inside the measure results templates under a key section on 'Lessons Learned', to complement the impact evaluation results and collect important opinions, experiences and advice from managers of the implementation at the local Site level.

An important output from the process evaluation has been for those involved in measure implementation (the measure managers) to rate the importance of various drivers and barriers experienced during the implementation process, and highlight if these issues are likely to be relevant to other cities that will consider implementation of the same measure. In this manner an indication of transferability is made to assist readers of the measure results to understand the relevance of the experiences found during the process of measure implementation.

1.3.2.3 Outputs

A common reporting framework in the form of templates has been developed in CIVITAS II that form the building blocks for evaluation analysis in the CIVITAS-SUCCESS project. Completed templates, one for each reported measure, are contained as an Annex of the Final Evaluation Report.

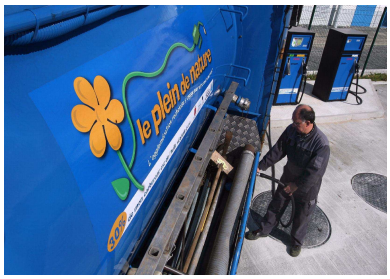
1.3.3 Key results

With over 50 measures progressed during the CIVITAS-SUCCESS project and accompanying evaluation activities undertaken over a number of years there are abundant results available at a detailed level. GUARD have been given full access to these results in order to draw cross site and cross project conclusions about the relative impact and importance of CIVITAS measures. The full sets of results from CIVITAS-SUCCESS are contained as Annexes to the Final Evaluation Report. Here we present some illustrative results as examples of key findings from each of the main demonstration themes.

1.3.3.1 Clean vehicles and alternative fuels

EEV buses demonstrated in La Rochelle proved reliable, had reasonable maintenance costs and reduced pollution drastically over previous standards of bus: the main findings of the exhaust gas analysis comparing Euro 3 and EEV buses showed a strong drop in favour of EEV buses in carbon monoxide (-98%), hydrocarbons (-98%), nitrogen oxides (-68%) as well as in particulate matters (-89%)

However, **hybrid buses** were tested in La Rochelle alongside electric buses of a similar size and duties and hybrid bus and their performance was disappointing, with low levels of reliability/availability and frequent maintenance required. Despite this, the public view was positive when they were using the vehicles due to the interest and support for clean urban public transport. Preston had difficulty obtaining suitable and cost-effective hybrid buses for their planned demonstrations, and used biodiesel in order to reduce CO_2 emissions from public transport.



Biofuel operations in La Rochelle were successful in reducing polluting emissions of PM, CO and to a lesser extent NO_x emissions (as might be expected). Maintenance rates did not increase for the vehicles, which is an important finding and bodes well for future implementations. Fuel consumption rose by around 5-6% which is in line with other experiences of high-blend biodiesel, and not sufficient to offset the positive impacts.

LPG buses in Ploiesti met their objectives of reducing pollution of (CO) emissions and reduced fuel costs. The maintenance costs of these buses were not reduced however (as had been hoped), and there are some concerns about long-term robustness of retrofitting this equipment to older buses. The public reaction to the overall refurbishment has been very favourable.

In Preston, the trial of the Firepower **clean engine technology** remained inconclusive as no detailed results have been provided by the company.

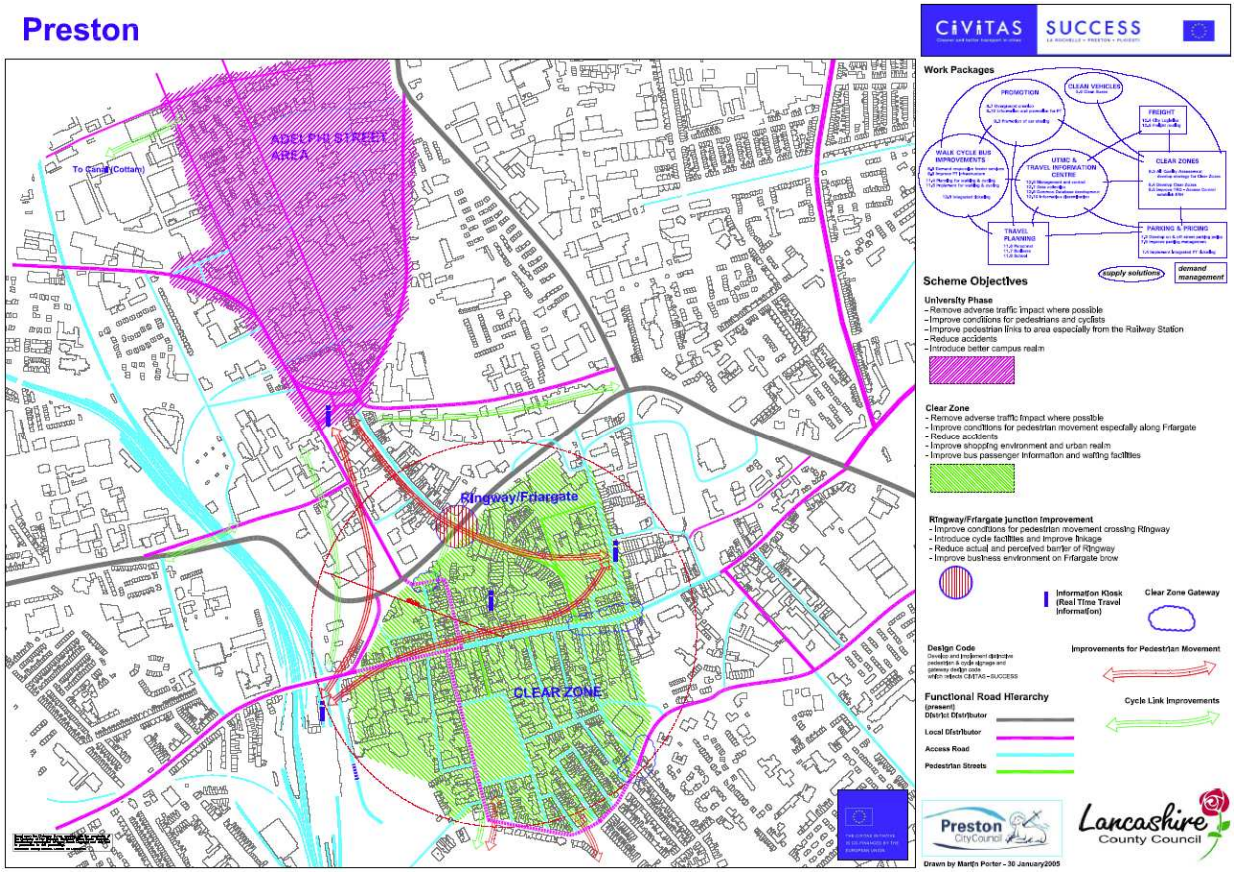
The **biodiesel**'s introduction increased costs for bus operators because they used to reclaim 80% of the duty paid on fuel.

1.3.3.2 Access Management

There was a high level of awareness about the implementation of the access control zones in La Rochelle. Those who had used the zones were generally satisfied with the Urban Community's initiative. Users felt the benefits to be in terms of increased safety, cleanliness and decreased noise levels.

The initial stages of the Preston Clear Zone measure (development of the Strategy) successfully set out a long-term programme of works that has gained public support during the consultation processes undertaken in CIVITAS-SUCCESS. The implemented aspects of the Preston Clear Zone include a major junction improvement for pedestrians and cyclists, construction of traffic calming and the reduction of the speed limit (to 30kph) which pedestrians' feel makes the area generally safer and more pleasant to use.

The implementation of traffic regulation measures in the Adelphi area in Preston has encouraged more walking and reduced volumes of car and light duty vehicles (van). The implementation of the scheme has greatly improved the attractiveness of the area for pedestrians. Initial statistics suggested that the number of traffic related accidents in the area have reduced.



The key results from the implementation of a Clear Zone in Ploiesti are that pollution and congestion from traffic have reduced and there is an increased awareness of benefits (and subsequent acceptance) from businesses inside the access controlled area.

In La Rochelle, the access restriction policy implemented in 3 main areas received equally a great support of the population who felt their benefits in terms of increased safety, cleanliness and decreased noise levels.

La Rochelle also decided to optimise the itineraries for tourist coaches when entering the city and to rationalise their parking. GPS assistance and information on dedicated routes were offered and coaches drivers declared they were satisfied, that it was easier to drive in the city now and that the reception in La Rochelle was better than in the other cities they used to access to.

1.3.3.3 Integrated pricing strategies

The implementation of integrated ticketing products in La Rochelle has been a success, when measured against the core indicators selected and monitored. The seven-day pass was the most popular and accounted for a little over half of the sales over a four-year period. The number of trips in public transport using '*Pass Rochelais'* between 2005 and 2008 had also increased, albeit by not as much as sales. Virtually all users were satisfied with the practical information provided in the *Pass Rochelais* brochure concerning activities and prices.

The new ticket pricing offer in La Rochelle should at least maintain the level of revenues as a survey among bus users revealed that over half of bus users were ready to pay more for an enhanced offer of public transport.

Test versions of the interoperable Smartcard in Preston were trialled generating useful results on performance and usability. Feedback from users was that instructions on how to use the Smartcard were clear and the roll-out strategy was refined with feedback that Smartcard recharge should take place on board the bus. Paying by Smartcard was the preferred method of payment amongst respondents across all bus routes.

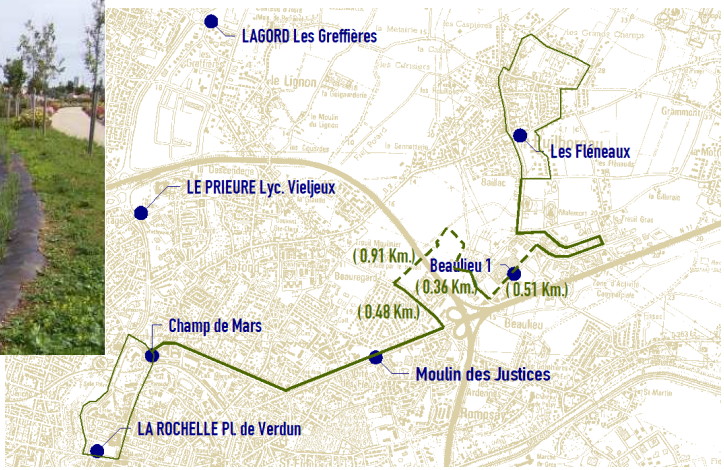
Results from two surveys conducted in relation to the parking strategy in Preston showed that there had been an increase in the use of car parks for P&R purposes.

1.3.3.4 Stimulation of collective transport modes

Among regular users of the N°9 bus line in La Roche lle, a large proportion noticed changes linked to the implementation of the dedicated bus lane and 90% of respondents stated that building such dedicated lanes for buses was a satisfactory initiative.

As evidence in favour for reorganising La Rochelle's bus network surveys suggested that over half of bus users (54%) said they were ready to pay more for an enhanced offer of public transport services. Bus frequency was highlighted as the main weakness of the public

transport network. Based on the forecasts on modal share by 2020 and taking into account population statistics, a possible saving in CO_2 emissions was estimated at 23%.



The bike-bus scheme in La Rochelle was a notable success in terms of the perception of the service. Public support for this initiative was very high amongst the general public and virtually all users that took a bike onto the bus expressed their satisfaction with the service.

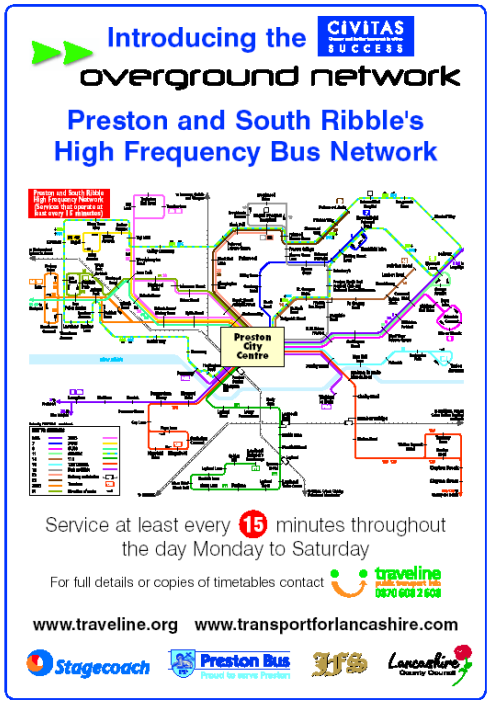
Another important measure was the settlement of an Accessibility scheme in La Rochelle which made 60% of the fleet fully accessible to disabled people, both with audio and physical disabilities thanks to low floor and vocal announcements on board

Infrastructure improvements to the public transport stops and waiting areas in La Rochelle resulted in many positive impacts. The level of awareness and satisfaction with physical accessibility of buses amongst bus users increased. There was also unanimous support for the on-board vocal message system indicating the name of the next bus stop. Within the CIVITAS timeframe (until end of 2008), the number of bus stops that had been made accessible amounted to 107 bus stops, and over 60% of buses operating in the network complied with accessibility standards.

The key results for the demand responsive transport service in Preston included high customer satisfaction with the service and its improvements over the previous offer. Passengers were also satisfied with the information provided for the service.

Various promotional activities were used to develop the concept of the Overground Network in Preston. These included advertisements in the local newspaper and radio; specific events promoting sustainable travel such as 'In Town Without my Car' Day; and distribution of leaflets on the newly established Orbit bus route.

There were high levels of satisfaction with bus service frequency on routes surveyed on the Overground network in Preston. Survey respondents were generally fairly satisfied with the quality of public transport. 10% of users were using a car before they started using the service which suggests a positive impact towards modal shift.



The results and public reaction amongst bus users to the specific improvements of infrastructure on the Gamull and Orbit routes in Preston were unclear. However, satisfaction levels with bus stop facilities have improved over time on other key routes that were monitored (88a/88c).

In Ploiesti, bus services were modernised by installing new shelters, panels with real time information, lighting and maps for orientation. Bus user appreciation of public transport facilities has increased and users stated that the scheme has improved the visual aspect of the city in general and of the bus stops in particular.

1.3.3.5 New forms of vehicle ownership and use

Car sharing measures in Preston reduced emissions and encouraged people to car share in the organisations where the website was implemented.

The key achievements for the car sharing system in La Rochelle were as follows:

- New car sharing organisation operational in the framework of a delegated management of public services;
- Significant adjustments of LISELEC systems after major technical difficulties; and
- Design aid tool for car sharing systems developed and tested.

The bike sharing scheme in La Rochelle was found to reduce the number car trips and associated emission of pollutants. The general public felt that the scheme was useful from a global perspective and the average number of subscribers increased over time. Because of the numerous improvements made at the end of the experimental phase, the full impacts were thought to not yet be fully visible.

1.3.3.6 New concepts for goods distribution

At the end of CIVITAS-SUCCESS project, the commercial activities of the logistics platform ELCIDIS in La Rochelle had started to grow significantly and the trends showed a reasonably good future. Awareness by customers and support by stakeholders had increased.

Very few impact indicators were relevant for measuring the involvement of logistics stakeholders in the optimisation of the supply chains in La Rochelle. The activities concerned mainly process evaluation and organisational activities whose effects had not been seen

before. However, the surveys of craftsmen provided clear feedback and ideas for how best to work with these SME.

A Freight Quality Partnership in Preston and South Ribble was established which helped identify and then steer the implementation of practical measures to improve co-ordination of freight traffic in the area. The production of Lancashire Freight Strategy was achieved, freight zones were defined and mapped, better information for freight operators and routeing for freight vehicles into and around the city were implemented.

Freight routes were defined and signposted accordingly in Ploiesti. As a result, the access of heavy duty vehicles was totally restricted in the city centre, and heavy traffic was directed to the city periphery. Levels of congestion, pollution and noise inside the city were lower than at the periphery of the city, where freight vehicles traffic had been re-directed. The Local Administration found that based on the Logistics Scheme elaboration, goods distribution activity had increased.

1.3.3.7 Innovative soft measures

The creation of a cycle path in La Rochelle achieved the anticipated results, especially in respect of user satisfaction.

Launched in September 2006, the carpooling service in La Rochelle saw a steady increase in the number of users since the service was launched. Car pooling was closely linked to travel plans in La Rochelle. The overall satisfaction of commuters using public transport as well as the increase in the use and awareness of home-to-work travel passes indicated that Business Travel Plans had a positive impact.

Key results from implementing student travel plans in La Rochelle along with the 'Pass Etudiant17' were that the number of Pass subscribers increased over a period of two years. The level of awareness regarding the Pass had increased and Pass subscribers were relatively satisfied or very satisfied with the Pass.

Results from the cycling measures implemented in Preston suggest that there have been increases in cycle use in the area during the CIVITAS project. This was attributed to increased promotion of cycling in the area, school travel plans and improvements to cycle infrastructure in the area. An analysis of cycle injury accidents in Preston indicated that the majority of injury accidents to cyclists occurred on main roads. This indicates that there was still a need to improve facilities for cyclists on main roads and to develop a network of cycle routes using minor roads and cycle paths.

The travel behaviour surveys conducted in Preston before and after the Personalised Travel Planning campaigns showed significant increases in levels of walking, cycling and use of public transport as modes of day-to-day travel, which also led to significant reductions in car use from the participants.

Positive results were found from implementing School Travel Plans in Preston as number of School Travel Plans in Lancashire increased in line with higher targets. There was a reduction in traffic as a result of the number of car journeys due to the introduction of School Travel Plans. Walking to school in Preston primary schools increased.

By implementing cycling and walking infrastructure in Ploiesti, facilities, accessibility and connectivity were improved. New cycle lanes and walking routes were created and this contributed to lower pollution and traffic congestion.

1.3.3.8 Telematics

Transport databases that were integrated with GIS in La Rochelle enabled the local authority to gain precise knowledge of the public transport network and to enhance efficiency by easy and quick access to precise and reliable data which constituted the pre-requisite for an added-value analysis. Data on mobility and transport could easily be used by many stakeholders (notably the staff in the municipalities) and high-quality documents and maps were produced. This process facilitated the decision-making process regarding the bus network.

With regards to real time information terminals in La Rochelle, the level of awareness, acceptance and satisfaction expressed by public transport users has increased. The same is also true of the real-time information service via SMS service. Six months after it was launched (July 2008), more than one in three users were aware of the SMS service.

The key results for the enhanced integration of the ticketing system in La Rochelle were that users who had used the smart card were generally satisfied. There was a very high rate of approval amongst bus users for developing a service to e-recharge travel passes.

The Strategy Integrator system implemented in Preston was relatively easy to use and operators found it relatively easy to identify when strategies had been triggered, in the first three months after the Common Database was introduced (March 2008).

Around 80% of respondents surveyed in Preston found the MARIO (mapping and travel information) website easy to use. For the majority of information topics, respondents felt that such as GIS-based information system was suitable /fit for purpose. Comments by survey respondents were encouraging of a strategy to add more website content.

The key result for the GPS system in Ploiesti was to reduce operational costs. In addition, public transport users knew about the real time information system and high levels of appreciation were recorded. Public transport users considered that the main improvement of the quality of bus stops was the installation of real time informational panels.

1.3.4 City wide impacts

1.3.4.1 La Rochelle

It was hoped that the measures implemented through CIVITAS-SUCCESS would have a positive impact on city wide traffic levels in La Rochelle, and thereby air quality. However, there was not a clear indication from the monitoring programme that overall city traffic levels had responded to the CIVITAS-SUCCESS measures.
However, some individual measures have documented some estimated reductions in car trips:

- Measure 9.2 Bike Sharing: in 2007 over 6,000 car trips were avoided;
- Measure 11.1 Implementation of new structure for alternative modes: 26% of respondents stated that they used the cycle path mainly for home-to-work or home-to-school travel and claimed that they changed their principal mode of travel after the cycle path were opened; and
- Measure 11.2 Business Travel Plan: between 65,000 and 85,000 car trips could be avoided.

It would appear that collectively the CIVITAS-SUCCESS measures in La Rochelle have not had a measurable impact on traffic levels at the city level, and thereby air quality. Impacts are difficult to prove and are likely to be dominated by population growth and seasonal variations. Results from individual measures have documented possible/hypothetical car trip reductions, which suggest that CIVITAS-SUCCESS has contributed to mode shift, which if extended in scale and duration could impact onto reduced traffic levels.

SUCCESS Tangible results in La Rochelle	
Vehicles purchased (or leased)	✓ 2 hybrid mini-buses rented for a 2-year period ✓ 10 EEV buses ✓ 2 bike-buses (buses equipped for transporting bikes) ✓ 3 GEM cars (electric cars)

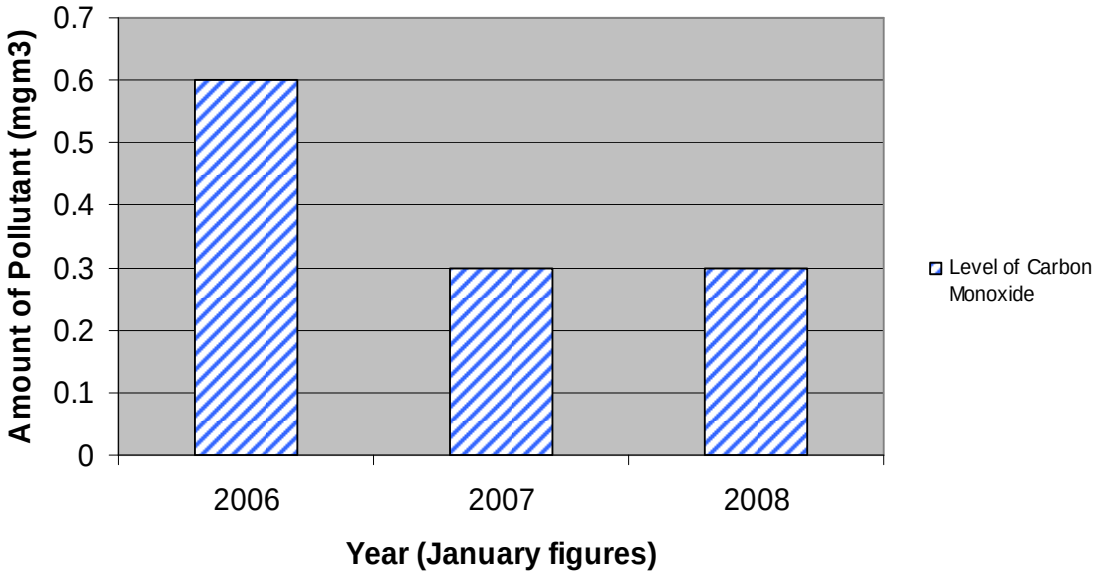
Constructions	✓ 2 biofuel filling stations (30% Pure Plant Oil (PPO) and 70% diesel) ✓ One cooking oil recycling unit ✓ One park-and-ride ✓ New dedicated bus lanes ✓ 107 accessible bus stops ✓ Accessible reception hall at La Rochelle bus station ✓ 14-km cycling paths
Installations	✓ 21 automated rising bollards ✓ 36 electronic real-time information terminals (on-board buses) and one panel at the bus station ✓ WIFI system for downloading on-board data from buses ✓ Contactless ticket validators on-board buses and at park-and-rides
Regulations	✓ 3 new or extended access control zones, among which one strolling zone. ✓ Access control strategy for tourist coaches in city centre
Services developed and/or offered	✓ Collection of used cooking oils from restaurants in and around La Rochelle ✓ GPS files downloadable for guiding coach drivers when entering the city centre ✓ New ticketing products, including the Pass'Rochelais, product combining Transport and Tourism/Leisure ✓ Development of a new PT pricing strategy and offer ✓ Reorganisation of the bus network ✓ Launch of a new and unique brand for the whole PT network ✓ Enhanced bike-bus service ✓ Elaboration and implementation of an "Accessibility Scheme" ✓ Development of accessible information on PT ✓ Enhanced car-sharing service ✓ Design, implementation and extension of a bike-sharing service ✓ Enhanced goods delivery services ✓ Extension of the Business Travel Plan (including a carpooling web-site service) ✓ Implementation of a Student Travel Plan ✓ Real time information on buses via SMS ✓ One unique smartcard for accessing all transport modes ✓ Development of a e-recharging smartcard system
Products developed and/or offered	✓ Development of a tool for interoperability in transport ✓ Geographic Information System adapted to Transport
Education provided	✓ Training tool for bus drivers ✓ Training of the Ambassadors of Mobility for students ✓ French CIVITAS Task Force with the other cities implied in the programme in France for promoting the integrated transport strategy in all urban areas ✓ Seminar on "Accessibility in public transport"
Sustainable transport campaigns	✓ European Mobility Weeks in La Rochelle ✓ Exhibition and reception at the European Parliament ✓ Information and communication campaign on the new 'Yelo' brand ✓ Information campaign towards restaurants in La Rochelle for the collection of the cooking oils

1.3.4.2 Preston

For the Preston site an analysis of emissions and predicted air quality was carried out. Over the evaluation timescales for the CIVITAS-SUCCESS project the trend in air quality was one of general improvement, with emissions and subsequently concentrations of all pollutants seen to be decreasing. However, this decrease cannot be clearly and directly attributed to the measures within CIVITAS-SUCCESS, as there were relatively small-scale demonstrations and the impacts are not easily separated from the other changes in the city, such as changes in land use and the reductions in emissions resulting from improvements in vehicle technology.

The analysis of the impact of individual measures in Preston did show, however, that the actions undertaken within CIVITAS-SUCCESS are leading to a decrease in pollutant emissions and over a larger scale actions of this type could have a significant effect.

Figure 4.9 (from the Final Evaluation Report): Carbon Monoxide concentrations in Preston



SUCCESS Tangible results in Preston	
Vehicles purchased (or leased)	✓ Demand Responsive Transport (DRT) vehicle purchased
Constructions	✓ Preston Adelphi Clear Zone- installation of traffic calming measures, ✓ Improvements to the Ringway/Friargate junction to improve pedestrian traffic flow ✓ Installation of additional cycle racks ✓ The Orbital route, Highway Improvements ✓ Watling Street Road: modification of Traffic Calming Measures ✓ Blackpool Road/Pedders Lane Junction Improvement.
Installations	✓ Fuel recording system calculating the mpg and vehicle trends ✓ New infrastructure, shelters and lighting on the Orbital route to improve the passenger experience ✓ Review and upgrade of the freight signage ✓ Major Cycle Infrastructure improvements

Regulations	✓ Road network re-designation exercise ✓ Parking and access regulations implemented ✓ Recategorising Station Approach car park, Leyland
Services developed and/or offered	✓ Introduction of a bio-diesel blend for the Preston Bus and City Council vehicles. ✓ South Ribble DRT service introduced. ✓ Car sharing - Developped partnerships, selected supplier and developed the brand www.sharedwheels.co.uk ✓ Car parking strategy for the Civitas areas was created. ✓ Personalised Travel Plans ✓ Freight Quality Partnership developped ✓ Business Travel Planners Network created ✓ Business planning for the integration of management and information systems. Design of the "strategy implementor." ✓ Smartcard back office system developed. ✓ New software platform for the Travel portal
Products developed and/or offered	✓ Overground network map ✓ Overground map mini pocket version ✓ Freight Map developed ✓ Cycle map developed ✓ Travel Behaviour Research findings and guides to modal shift ✓ School Travel Plan guides created ✓ Business Travel planners Network ✓ Multi operator smartcard ticket scheme developed ✓ Real time bus information available by internet, SMS.
Education provided	✓ As part of the personalised travel planning programme, training and advice to on "how to use 'the bus' and information about the network of services available. ✓ Bus drivers training on the operation of the real time system ✓ Business Travel Planning Guides ✓ School Travel Plan workshops
Sustainable transport campaigns	✓ Overall Marketing and Publicity Strategy for the project ✓ Advertising campaigns for car sharing, www.sharedwheels.co.uk, ✓ Advertising campaigns for the Overground Bus Network, ✓ Advertising campaigns for the individualised bus routes ✓ Advertising campaigns for the Flexi Link DRT bus service. ✓ Promotion of Park and Ride sites. ✓ Development of personalised travel planning campaign direct to households.

1.3.4.3 Ploiesti

In Ploiesti major surveys were carried out to understand the changing perceptions of integrated mobility measures implemented during the CIVITAS experience. While a relatively small proportion of Ploiesti's population had heard of the CIVITAS-SUCCESS project (11% of survey respondents) a very much higher proportion are aware of the measure the project has delivered. Of the people aware of individual measures, these have been very positively received. Results also show that expectations of measures from respondents are high and that they believe that the measures implemented will have a positive and lasting impact on many aspects of life in Ploiesti.

SUCCESS Tangible results in Ploiesti	
Clean vehicles purchased (or leased)	✓ Acquisition of 25 LPG equipments gradually installed after overhauling the buses.
Constructions	✓ 1 sqkm of clear area (Central Zone and Independence Boulevard) ✓ Acquisition of control technologies ✓ 8Km of cycling tracks in the main leisure area of the city ✓ 12 km of walking paths, which tripled the existing length of pedestrian paths in the central area and in residential quarters
Installations	✓ 10 bus stops equipped with new stops shelters ✓ Improved signing, information, access for the 10 bus stations ✓ Traffic information displays and city maps panels at selected bus stations ✓ Acquisition of the GPS equipment (169 units, making the 35 routes now entirely equipped) ✓ 28 Real-time information panels installed at the most crowded interchanges
Regulations	✓ Controlled access zones in the city center of Ploiesti are now introduced; 1 sqkm of clear area (Central Zone and Independence Boulevard) ✓ Elaboration of a City Logistics Strategic Plan (Rules and measures for organizing the freight traffic); freight routes defined and signed
Services developed and/or offered	✓ Development of the GPS system for the PT fleet of Ploiesti city, real-time information offered to a large number of travellers ✓ Restricted the heavy transport and set up the alternative routes for delivery the goods ✓ Created some discharging crossing stations (North and West terminals) ✓ More leisure spaces and better socialization enabled through the pedestrianisation and cycle paths
Products developed and/or offered	✓ GPS equipment installed on buses ✓ 25 LPG equipments ✓ LED information system installed in Ploiesti
Education provided	✓ Training programmes for : ✓ transport operators exploiting new types of clean buses; ✓ freight carriers involved in city logistics; ✓ developers of the integrated software fleet management – ticketing – real time information.
Sustainable transport campaigns	✓ Marketing of new LPG buses in Ploiesti city ✓ Public debate on the presentation of the Strategic Scheme for a Clear Zone ✓ Mobility week in all cities ✓ Public Services Annual Fair ✓ Project dissemination materials on streets ✓ Romanian CIVITAS Taskforce with Suceava and Bucharest involving all the Romanian municipalities

1.3.5 Upscaling and future development of CIVITAS measures

Upscaling considers what the impact would be if measures were implemented more widely or over a longer timescale than available during the CIVITAS projects. This is helpful for considering the impacts of implementing a measure beyond the demonstration phase, both for the city involved in the project and for those following.

In WP5, La Rochelle Urban Community is willing to go further in the development of new clean vehicles. In the short run, the introduction of extra EEV buses are being considered as well as other innovative technologies such as electric or hybrid propulsion. Elsewhere in WP5, The Urban Community have plans for a further extension in 2009 to facilitate and increase the use of alternative fuels to 8 heavy vehicles and a possible further extension to 30 light utility vehicles by 2010.

For WP8 measures it was estimated that if both Park-and-Rides were fully used, fuel consumption from private vehicles and emissions would decrease. Time savings would be made if dedicated bus lanes were implemented on a larger scale. It would appear that upscaled scenarios of a bike bus scheme have resulted in a greater understanding of where potential demand is in the future and for what kind of service. Financial upscaling was carried out for M8.6, which clarified that 40-50 bus stops will have to be made accessible each year, which represents a financial effort estimated at approximately 200,000 euros per year.

In WP9, M9.1 provided pointers on how the number of subscribers to a car sharing scheme could be increased. Cars should be improved technologically to provide greater range. For M9.2: Bike Sharing, the measure contributed to reducing car trips and pollutant emissions and upscaling quantified the impact of extending the service.

Finally under WP11 upscaling the ticketing measure (M11.3) using upscaling analysis provided evidence to show that greater marketing would mean that more students would subscribe to the ‘Pass Etudiant 17’ and encourage them to use public transport.

Upscaling analysis results for measures under WP7, WP8 and WP11 in Preston indicated that wider implementation would be very likely to have a positive impact on sustainable urban mobility.

The take up of the Smartcards measure (M7.4) was predicted to grow by approximately 25-50% per quarter, based on passengers and operators becoming more familiar with the technology and benefits.

For M9.9, once the CIVITAS-SUCCESS project has ceased, Lancashire County Council will continue to fund the Flexi Link service beyond 2010.

With regards to M11.6 (Personalised Travel Planning) it is intended to extend the measure to the Lancaster / Morecambe area using Local Transport Plan funding and tie-ins with the Cycling Demonstration City status awarded to the area. If this was successful and funding can be obtained, a roll-out to other towns in the East Lancashire area will be considered.

Ploiesti did not demonstrate as many measures as La Rochelle and Preston. However the upscaling analysis of measures did provide interesting evaluation results for WP6 Access Management and WP12 Telematics. Upscaled results for measures under WP6 and WP12 in Ploiesti demonstrated that wider implementation would be very likely to have a positive impact on sustainable urban mobility.

After the completion of the CIVITAS-SUCCESS project it is desired to extend the access controlled area (under WP6) and to create new such areas in the City in order to reduce congestion further. Furthermore in connection with M6.6, City Hall will promote and sustain alternative transport modes through education and simulation.

Under WP12, the public transport network is now extensively monitored via GPS. The main lines have been covered and the activity will be extended for the entire fleet (including trolley-buses and trams). Improvements in software will be made in response to small changes in requirements. Complementing this it is desired to expand the real-time information network to city level. The 50 panels that were installed at the main bus stops during CIVITAS-SUCCESS represented the core 25% of stops. However, more panels will be purchased and installed at stops as they were very well received by passengers.

1.3.6 Comparison of results, objectives & targets

A series of targets were set out in the original inception report of the CIVITAS-SUCCESS project for each of the sites, covering car traffic levels, public transport patronage, pollution concentrations and take up of alternative modes. Examples included a 2% per year increase in bus trips and a commensurate decrease in car trips after 2 years of the project (La Rochelle) and a 5% reduction in car usage and an increase of 25% in bus and non-motorised transport (Preston). In most cases these were expressed in terms that indicate these were city wide impacts. These would in reality be a massive change across even a medium sized city, in the time available between implementation and project end (a duration of 2 years maximum in the best of cases). Such targets are too ambitious.

From the city-wide evaluation done in Preston and La Rochelle on air quality and traffic a clear result showing impacts of this scale (magnitude and geographical coverage) cannot be attributed to CIVITAS measures, and probably has not been achieved.

What has been learned from the evaluation of the CIVITAS-SUCCESS project is that significant city-wide impacts are nearly impossible to achieve from a series of demonstrations that are linked thematically and integrated across mobility topics, but which are dispersed in the city so there is a more limited scope for geographical overlap. There is a choice between choosing to focus all measures on one area or corridor (which is then untypical and perhaps undermined by the behaviour of travellers in other areas of the city) or spreading measures across a range of areas to create a stronger foundation for whole-scale mobility transformation. The latter strategy can also take longer to produce results than is available in the CIVITAS project timescales, to a sufficient degree that they overcomes the trends that are operating in the reverse direction and with some force.

However, what has also been learned from the evaluation of the CIVITAS-SUCCESS project is that measures are available and have been implemented that are working towards improved mobility and reduction in negative impacts from transport. Indications are that citizens are keen on them both in principle and practice; therefore this momentum must be maintained to develop a steady change in opinion and then behaviour about what are acceptable standard and mode(s) of urban mobility.

Table 4.9 (from the Final Evaluation Report): Opinions regarding the access controlled area in Ploiesti

		Do you think that implementation of the access controlled area is a good / useful measure for Ploiesti city?			Total
		Yes	No	Don't know	
		% Row	% Row	% Row	% Row
Sex	male	88%	8%	4%	**100%**
	female	92%	4%	4%	**100%**
Age	18-35 years	94%	3%	2%	**100%**
	36-55 years	90%	8%	2%	**100%**
	56 years and over	86%	6%	9%	**100%**
Educational level	Sub average	86%	6%	7%	**100%**
	Average	88%	6%	5%	**100%**
	Superior	96%	4%	0%	**100%**
Presently you are...?	Occupied	91%	7%	2%	**100%**
	Unoccupied	89%	4%	7%	**100%**
Zone/ neighbourhood	Centre	88%	7%	5%	**100%**
	Rest of the city	91%	5%	4%	**100%**
Total sample		**90%**	**6%**	**4%**	**100%**

CIVITAS-SUCCESS Measures summary table

	Implementation of measures	Key findings	Process evaluation
M5.1	**Development of clean collective transport** Two Hybrid buses (GRUAU prototype) were operated for a two-year period (from November 2006 to October 2008) to shuttle commuters between the Jean Moulin Park-and-Ride and La Rochelle town centre.	Hybrid buses were tested in La Rochelle alongside electric buses of a similar size used on similar duties. The hybrid bus performance was disappointing, with low levels of reliability/availability and frequent maintenance required.	Most of breakdowns observed were not related with the hybrid engine, but La Rochelle will not prolong the experience. Despite this, the public view was positive when they were using the vehicles due to the interest and support for clean urban public transport.
M5.2	**Introduction of new clean buses** La Rochelle Urban Community introduced 10 new buses in 2008 which fully complied with Enhanced Environmentally Vehicles standards (EEV), currently the strictest standards regarding environmental requirements at European level.	EEV buses in La Rochelle proved reliable, had reasonable maintenance costs and reduced pollution dramatically over previous standards of bus (including NO_x and PM). Environmental and economic concerns could both be met.	Users were not entirely aware of this EEV buses fleet but they judged this project satisfactory to promote clean vehicles. Difficulties to initiate the EEV fleet of 10 buses in La Rochelle within the CIVITAS duration, all EEV buses are operating from Summer 2008. The installation of the pump supplying the pure urea solution implied a global reorganisation of the bus depot.
M5.3	**Implementation of biofuel filling station** To fuel conventional vehicles with lower carbon fuels La Rochelle constructed two biofuel filling stations in 2007. The biofuel, made of 30% Pure Plant Oil (PPO) and 70% diesel, was used by the local authority for 8 vehicles of the Water Treatment Department and Waste Management Department. Future plans include substituting PPO	Biofuel operations in La Rochelle were successful in reducing polluting emissions of PM, CO and to a lesser extent NO_x emissions (as might be expected based on other experiences). Maintenance rates did not have to be increased and oil quality was comparable to normal diesel fuelled vehicles. This is an important finding.	For biofuel operations it was concluded (based on the experience of La Rochelle) that a reliable, local supply chain of biofuel should be the aim, in order to minimise the positive impact on the environment. This is not without its challenges and managing the many individual organisations that can

	with Waste Vegetable Oil (WVO) from the restaurant oil collection scheme, which will have much lower green-house gas emissions (on a well-to-wheel basis).	Fuel consumption rose by around 5-6% (in line with other experiences of high-blend biodiesel).	contribute biofuel production from waste (e.g. Waste Vegetable Oil) required time and energy. It is also essential to build confidence before most private and public stakeholders have confidence in switching to these fuels. Overall, the operation on B30 (30% biodiesel) did not require any changes to the vehicles. Therefore, such an experiment can be recommended for reproduction in other cities.
M5.5	**Cooking oil recycling pilot project** The measure consisted of installing a cooking oil recycling unit and supplementing the fuel supplies of the Urban Community vehicle fleet by using recycled used cooking oil mixed with diesel. The plant was up and running since April 2008.	The use of recycled cooking oil as biofuel in the vehicles could not be achieved within CIVITAS because official authorisation (from the State authorities) to use it was only received by the Urban Community in January 2009. However, during the set-up and processing phase, results/feedback from restaurant owners was positive, and the system for collection and processing of oil worked well.	Most of the difficulties encountered in the implementation of the project developed in La Rochelle are linked to a strict enforcement of the national legislation that does not favour the development of biodiesel. A recommendation could be that governments should create tax legislation that favours such initiatives in order to foster the introduction of clean vehicles. Whatever the oil collection system offered to restaurant owners – direct collection service at the restaurant or voluntary deposit system at a given collection point – it has to be supported by a strong awareness-raising campaign for involving as many restaurants as possible in the system and for changing their behaviour.

M5.6a	**Introduction of clean buses** In Preston, the partners tried hard to purchase hybrid buses during the project, but were met by a number of barriers.	Vehicle availability was low (i.e. few suppliers, limited configuration), costs were very high and then Government grants were withdrawn on a national basis which undermined the cost to benefit ratio very significantly.	
M5.6b	**Introduction of clean buses** Trials on both the commercial and school bus fleet operating in Preston City were undertaken in partnership with a company called Firepower, using their 'clean and purge' technology. The objectives for the test group of vehicles were to: increase diesel fuel efficiency rates; and decrease levels of exhaust emissions. Bio diesel was implemented in all city routes in the CIVITAS area.	In Preston, the disappointing progress of the Firepower operated trial resulted in only partial evaluation of the full measure. Results from the clean and purge engine trials remained inconclusive. Therefore it was considered that the full planned evaluation process had not been possible. The biodiesel's introduction increased costs for bus operators because they used to reclaim 80% of the duty paid on fuel.	Unfortunately the detailed results of the trial have not been released by Firepower.
M.5.8	**Conversion of buses to LPG** Ploiesti carried out 25 conversions of old diesel buses to Liquefied Petroleum Gas (LPG) operation, and refurbishment of interiors and bodywork.	LPG buses in Ploiesti met their objectives of reducing pollution (based on the measurement of CO emissions) and reduced fuel costs. The maintenance costs of these buses remained high however, and there are some concerns about long-term robustness.	The public reaction to the refurbishment has been very favourable.
M. 6.1	**Develop and extend access control zones** Three access control zones were developed and/or extended in La Rochelle with the aim of reducing bus journey times and to improve the safety for all users, most notably cyclists and pedestrians. The access control zones enabled users to safely cross	There was a high level of awareness about the implementation of the access control zones in La Rochelle. Those who had used the zones were generally satisfied with the Urban Community's initiative. Users felt the benefits to be in terms of increased	The third access zone implemented is not the entire Old Harbour like previously thought but a part of it named La Coursive. A consensus has not been reached for political reasons between the main local stakeholders.

	strategic areas in La Rochelle, the 'Plateau Nautique' zone and the biggest commercial area called 'Beaulieu'. A strolling zone was implemented in the city centre of La Rochelle (covering the cultural area 'La Coursive' at the Old Harbour) with managed access for deliveries, residents and commuters/workers.	safety, cleanliness and decreased noise levels.	Some technical problems were noticed like inadequacy between equipment provided.
M.6.2	**Design access control scheme for tourist coaches** Access control strategies for tourist coaches were designed and communicated to stakeholders in the tourist industry with the aim of optimising the itineraries for coaches when entering La Rochelle and to rationalise their parking in the city. Useful tool/resources were developed and plans are in place to maximise these for the following tourist season.	Designing access control zones for tourist coaches in La Rochelle had not had the impact hoped for (by the end of the evaluation period) because efforts to communicate the initiatives mistakenly focused on coach operators and travel agencies instead of coach drivers. However, lessons were leaned and changes were made that should prove to be of benefit for the summer 2009 tourist season. Importantly for future direct communications, surveys found that coach drivers were satisfied with the reception facilities on their arrival in La Rochelle and considered the city an easy place to drive and Park.	There were delays in the conception of the GPS files because the initial software used turned out to be inadequate for some GPS systems
M.6.3 **M.6.4**	**Clear zone & access management – strategy** **Develop clear zones and extend pedestrianisation** The objectives of implementing a Clear Zone in Preston were to increase the 'user friendliness' of the central urban area for pedestrians and cyclists by improving accessibility and safety and to	The key results for the Clear Zone in Preston from the initial stage of works are the Ringway-Friargate junction improvements giving pedestrians and cyclists a junction that is easier to use and safer, incorporating state-of-the-art signal technology and quality materials for a	The initial part of the Preston Clear Zone measure (development of the Strategy), has set out a long-term programme of works that has gained public support during the consultation processes undertaken in SUCCESS.

	minimise pollution impacts (emissions and noise) in sensitive areas. The scheme also sought to provide suitable routes for delivery vehicles and public transport within the Clear Zone. An overarching strategy was developed, consulted upon with positive results and the important first stage of changes was implemented.	'whole junction' design. The construction of traffic calming and the reduction of the speed limit (to 30kph) in and around the Avenham area of the City Centre has made pedestrians feel generally safer from traffic.	
M.6.5	**Improved traffic regulation through access control** The Adelphi Area is an area to the north of Preston City Centre where the University of Central Lancashire (UCLAN) is situated. Traffic restrictions were fully implemented in this area to minimise pollution impacts, improve safety and access (for non-motorised modes), and improve the 'user friendliness' of the urban area.	The implementation of traffic regulation measures in the Adelphi area in Preston has encouraged more walking and reduced car and light duty vehicle (van) volumes. The implementation of the scheme has greatly improved the attractiveness of the area for pedestrians and there is improved air quality. Initial statistics suggested that the number of traffic related accidents in the area have reduced.	
M.6.6	**Development of a clear zone** A Clear Zone was developed in the city centre of Ploiesti. The main objective was to create a pedestrian area in the city centre and to ensure calmer traffic within the area, to improve air quality and public perception of their city.	The key results from the implementation of a Clear Zone in Ploiesti are that pollution and congestion from traffic have reduced and there is an increased awareness of benefits (and acceptance) from businesses inside the access controlled area.	
M.7.1	I**mplement further integration of ticketing system** A range of integrated ticketing products were extended in La Rochelle for public transport, which targeted new categories of users particularly	With regard to the integrated ticketing products in La Rochelle, available statistics showed that the implementation of *Pass Rochelais* had been a success. The sevenday pass was the most popular and	

	schoolchildren and visitors.	accounted for a little over half of the sales over a four-year period. The number of trips in public transport using '*Pass Rochelais'* between 2005 and 2008 had also increased, albeit by not as much as sales. Virtually all users were satisfied with the practical information provided in the *Pass Rochelais* brochure concerning activities and prices.	
M7.2	**Strategies for an integrated pricing system** The main objective of the integrated pricing system was to rationalise and simplify the pricing system of the urban public transport network in the Urban Community of La Rochelle. An objective was to make tariffs easier for customers to understand.	The new ticket pricing offer in La Rochelle should at least maintain the level of revenues (+7% foreseen, corresponding to +€220k per year for an equivalent volume of public transport trips). A survey among bus users revealed that over half of bus users were ready to pay more for an enhanced offer of public transport. This rate of acceptance was the highest among the working population (63%) and students (60%).	
M.7.3 **M.7.5**	**Develop on and off street parking pricing policy** **Improved parking management** A parking strategy along with associated management measures was implemented in Preston. The aim was to develop a consistent and equitable pricing structure for parking, both on and off-street and to use parking pricing as a demand management measure.	Results from two surveys conducted relation to the parking strategy in Preston showed that there had been an increase in the use of car parks for P&R purposes. Respondents stated they chose a car park in Preston based on distance to destination and that the main reason for travelling was shopping. Concerns were raised by respondents that some parking charges could become too high and therefore	A lack of participation from car park operators was noted as a lack of political and public acceptance.

		affect usage.	
M.8.1	**Implementation of a second P&R** A secure and accessible Park-and-Ride (P+R) was built in the north of La Rochelle to foster multimodality in the framework of daily Home-to-Work trips.	With regards to the new P&R in La Rochelle, the number of park-and-ride (subscribers) was somewhat below the targets set, considering the 100 parking spaces available. This can be explained by the proximity of the 'Esplanade des Parcs' car park (700 spaces) where commuters may park for free. However, the residents living in the relevant areas (north of the Urban Community of La Rochelle) had a higher rate of awareness of the park-and-ride compared to other zones of the Urban Community territory, which at 74% appeared to be relatively satisfactory.	
M.8.2	**Implementation of dedicated bus lanes** Dedicated bus lanes were built at traffic hotspots in the La Rochelle Urban Community to improve bus travel times and service reliability.	Among regular users of the N°9 bus line in La Rochelle, a large proportion noticed changes linked to the implementation of the dedicated bus lane on the line. 90% of respondents stated that building such dedicated lanes for buses was a satisfactory initiative. The expected gains in travel times due to the dedicated bus lane had been too limited to offset the consequences of the increase of the length of the route and the addition of new stops. However, 24% of passengers stated they would change their mode of transport from car to bus.	A cycle lane was programmed in the same place of one of the dedicated bus lane, a solution was found with the creation of a lane reserved for both cycle and buses.

M.8.3	**Reorganisation of the bus network** The main objectives of reorganising and remodelling the La Rochelle bus network have been to achieve a better adequacy between supply and demand. The measure also aimed to give better value to public transport services by enhancing its image. The ultimate goal was to have a public transport network that was better adapted (on a spatial and time scale), clearer, more credible, easier to use and faster.	As evidence in favour for reorganising La Rochelle's bus network, surveys suggested that over half of bus users (54%) said they were ready to pay more for an enhanced offer of public transport services. Bus frequency was highlighted as the main weakness of the public transport network. Based on the forecasts on modal share by 2020 and taking into account population statistics, a possible saving in CO2 emissions was estimated 23%.	Some difficulties were observed because of the multitude of stakeholders at local and departmental levels in the framework of the delegated management of public services.
M.8.5	**Extension of the bike-bus scheme** A bike-bus scheme extends the existing service over the Urban Community of La Rochelle.	The bike-bus scheme in La Rochelle was a notable success in terms of perception of the service. Public support for this initiative was very high amongst the general public and, virtually, all users that took a bike onto the bus expressed their satisfaction with the service.	The first call for tender, for acquire new buses didn't receive any answer. Another call for tender was launch for an adaptation of existing buses. Finally 2 buses were purchased because one of the bus selected for being adapted burnt. Difficulties have been encountered to define an appropriate route for the bike-bus
M.8.6	**Infrastructure improvement for collective transport** Infrastructure improvements were made in La Rochelle with the aim of adapting public infrastructure and equipment to make them accessible to everyone, especially to people with reduced mobility.	Infrastructure improvements to the public transport stops and waiting areas in La Rochelle resulted in many positive impacts. The level of awareness and satisfaction with physical accessibility of buses amongst bus users increased. There was also unanimous support for the on-board vocal message system indicating the name of the next bus stop. Within the CIVITAS timeframe (end	Technical improvements of the on-board vocal announcement system and significant adjustments have been required, postponing significantly the generalisation of the system to the whole bus fleet

		2008), the number of bus stops that had been made accessible amounted to 107, and over 60% of buses operating in the network complied with accessibility standards.	
M.8.7	**Creation of an "Overground Network" for PT services** A key aim in Preston was to enhance the current high frequency network of bus services along 20 key corridors in and around the city which were branded the 'Overground' in order to emphasise the high frequency nature of bus travel.	Various promotional activities were used to develop the concept of the Overground Network in Preston. These included advertisements in the local newspaper and radio; specific events promoting sustainable travel such as 'In Town Without my Car' Day; and distribution of leaflets on the newly established Orbit bus route. Respondents on route 11 and 16 found it very easy to recognise the bus on their route, were satisfied with facilities and very satisfied with service frequency.	The frequency of the changes of the bus services leads to the map becoming outdated.
M.8.8	**Demand responsive & feeder services** Off the main bus network, a demand responsive transport service in Preston was developed for lower frequency service in areas not currently served by public transport, for the benefit of the residents of the South Ribble Borough Council area.	The key results for the demand responsive transport service in Preston included customer satisfaction with the service and its improvements over the previous offer. Passengers were also satisfied with the information provided for the service.	
M.8.9	**Improved infrastructure for collective transport** Public transport infrastructure in Preston (signing, access, information, comfort and number of shelters, security…) was improved and demonstration on key routes implemented.	The results and public reaction amongst bus users to the specific improvements of infrastructure on the Gamull and Orbit in Preston were unclear. However, satisfaction levels with bus stop facilities	

		have improved over time with a number of Route 88a/88c users citing the facilities as 'good'.	
M.8.10	**Information & promotion for public transport** Information products and marketing message for public transport promoted the Overground Network.	There were high levels of satisfaction with bus service frequency on routes surveyed on the Overground network in Preston. Survey respondents were generally fairly satisfied with the quality of public transport. 10% of users were using a car before they started using the service which suggests a positive impact towards modal shift.	For a real-time information on public transport, a SMS service was planned but the cost was underestimated. The solution has been to make available anywhere on the network, real-time information via users' own mobile phones (WAP)
M.8.11	**Improved infrastructure for collective transport** User friendly infrastructure for public transport services was implemented in Ploiesti in order to maintain and then increase the already high level of public transport usage in the face of competition from mode share of private cars.	In Ploiesti, bus services were modernised by installing new shelters, panels with real time information, lighting and maps for orientation. Bus user appreciation of public transport facilities has increased and users stated that the scheme has improved the visual aspect of the city in general and of the bus stops in particular.	This measure faced delays caused by the procurement procedures: a public acquisition was organised for the works, but there were no participants
M.9.1	**Deployment of new car sharing fleet** An extended car sharing system was implemented in La Rochelle, based on new technologies with the aim of developing an approach adapted to medium-sized cities willing to implement a car-sharing system.	The key results for the car sharing system in La Rochelle were as follows: - New car sharing organisation operational in the framework of DSP; - Renewal of LISELEC systems after major technical difficulties; and - Design aid tool for car sharing systems developed and tested.	Major delays were due to the obsolescence of existing system.
M.9.2	**Bike sharing**	The bike sharing scheme in La Rochelle	

	A major bike-sharing system was designed and extended in La Rochelle to strengthen multimodality at transportation hubs and to encourage the use of soft modes for home-to-school, home-to-work travels and leisure activities.	was found to reduce the number car trips and associated emission of pollutants. The general public felt that the scheme was useful from a global perspective and the average number of subscribers increased over time. Because of the numerous improvements made at the end of the experimental phase, the full impacts were thought to not yet be fully visible.	
M.9.3	**Promotion of car sharing and car clubs** The objective of implementing car sharing measures in Preston were to promote car sharing by individuals and organisations in Lancashire by providing car sharing software for use on organisations' own intranet sites in Preston and South Ribble.	Car sharing measures in Preston reduced emissions and encouraged people to car share in the organisations where the ridematching website was implemented.	The costs estimated to set up a car sharing club are in excess of the available budget. Attempts to establish a city car club proved problematic and early endeavours were unsuccessful.
M.10.1	**City logistics strategic extension** A city logistics strategic extension was implemented in La Rochelle with the aim of optimising the efficiency in the use of the logistics platform ELCIDIS. The scheme also sought to define a methodology for developing a systematic approach of urban goods transportation that could be transferred to medium-sized cities.	At the end of SUCCESS project, the commercial activities of the logistics platform ELCIDIS in La Rochelle had started to grow significantly and the trends showed a reasonably good future. Awareness by customers and support by stakeholders had increased. The work done on delivery bay optimisation has been presented to several key managers in the Urban Community who liked the functionalities.	
M.10.2	**Customers services associated to goods**	By organising and optimising new goods	A lake of motivation from some

	distribution		
M.10.3	**Development of partnership with logistic operators** New goods delivery services were organised and optimised in La Rochelle notably for small businesses. This led to the development and implementation of new services realised by private and public operators. The involvement of logistics stakeholders in the optimisation of the supply chains was encouraged in La Rochelle.	delivery services in La Rochelle, the B2C activities of ELCIDIS were the most important source of income. The accuracy of delivery time was very good: no delays or complaints have been registered during two years. The evaluation concerned mainly sociological activities and gave a good representation of the feelings and behaviour related to goods transportation by SME's, providing ideas for how best to work with them	stakeholders was noticed. Besides this, the political involvement was low.
M 10.4 **M.10.5**	**City logistics partnerships & strategic planning** **Freight routeing & signing** Freight measures in Preston included a strategic plan for city logistics, based on the experience of La Rochelle and other best practice. An active Freight Quality Partnership (forum) was established to identify and then steer implementation of measures along with Freight Zones and preferred routes which were defined and mapped. Better information and routeing for freight operators was also investigated, designed and implemented.	A Freight Quality Partnership/Freight Forum in Preston and South Ribble was established which identified and then steered the implementation of practical measures to improve co-ordination of freight traffic in the area. The production of Lancashire Freight Strategy was achieved, freight zones were defined and mapped, better information for freight operators and routeing for freight vehicles into and around the city were implemented.	
M.10.6	**Freight partnership planning routeing & signing** A scheme for city logistics for Ploiesti was implemented in the inner city centre, and strategic signing for a large commercial area in a peripheral business district of the city.	Freight routes were defined and signposted accordingly in Ploiesti. As a result, the access of heavy duty vehicles was totally restricted in the city centre, and heavy traffic was directed to the city periphery**.** Levels of congestion, pollution and noise inside the city were lower than	A lake of involvement from the transport operators was noted.

		at the periphery of the city, where freight vehicles traffic had been re-directed. The Local Administration found that based on the Logistics Scheme elaboration, goods distribution activity had increased.	
M.11.1	**Implementation of new structure for alternative modes** A direct, continuous and secure cycle path for home-toschool trips, home-to-work trips, and leisure activities was created in La Rochelle. Special attention was paid to make this cycle path safe and accessible to cyclists of all levels.	The creation of a cycle path in La Rochelle made it possible to achieve the expected results, especially in respect of user satisfaction. Although further improvements were still possible, particularly in the area of safety along the cycle path, the overall impact of the measure was confirmed as being positive.	Difficulties occurred with private properties to trace the lane. Because of the length of the cycle path, 14 km, many stakeholders were concerned, it increased the difficulty to ensure the continuity of the route.
M.11.2	**Business travel plan** Business travel plans covering SME and local administrations were extended to the city centre of La Rochelle and business parks located on the territory of the Urban Community. An experimental carpool service was implemented and a transport service adapted to employees in the city centre working late at night was initiated.	Launched in September 2006, the carpooling service in La Rochelle was a definite success and there have been a constant increase in the number of users since the service was launched. Car pooling was closely linked to travel plans in La Rochelle. The overall satisfaction of commuters using public transport as well as the increase in the use and awareness of home-to-work travel passes indicated that Business Travel Plans had a positive impact.	Meetings with representatives of the people working late at night have been organised late in the project. It has jeopardized the implementation of this specific action which could not be implemented within CIVITAS timeframe but has been launched in July 2009
M.11.3	**Students travel plan** The main objective of introducing student travel plans in La Rochelle was to provide students with multimodal services at reduced prices and to	Key results from implementing student travel plans in La Rochelle along with the 'Pass Etudiant17' were that the number of Pass subscribers increased over a period	Difficulties were encountered to find students motivated to be involved as Ambassadors of Mobility, as well it was hard to motivate establishments for

	encourage them to use environmental friendly transport modes as an alternative to individual car for their Home-to-School travels. The measure included empowering the students themselves as "Ambassadors of Mobility".	of two years. The level of awareness regarding the Pass had increased and Pass subscribers were relatively satisfied or very satisfied with the Pass. The 'Pass Etudiant17" cost 18.50 € per month and represented less than 3% of a student's average monthly budget. This also meant that the price was reasonable and the pass was good value for money.	participating in meetings related to Mobility and Time management
M.11.4 **M.11.5**	**Planning for alternative transport modes** **Implement new infrastructure for alternative modes** Measures were implemented to increase cycle use by improving routes, equipment and information services for cyclists in the Preston and South Ribble area.	Results from the cycling measures implemented in Preston suggested that there had been increases in cycle use in the area during the CIVITAS project. This was attributed to increased promotion of cycling in the area, school travel plans and improvements of cycle infrastructure in the area. An analysis of cycle injury accidents in Preston indicated that the majority of injury accidents to cyclists occurred on main roads. This suggested that there was still a need to improve facilities for cyclists on main roads and to develop a network of cycle routes using minor roads and cycle paths.	
M.11.6	**Personalised travel planning** Personalised Travel Planning was implemented in Preston. The strategic objective was to facilitate a modal shift towards non-polluting/less-polluting modes of transport by supplying personalised travel information and incentives to users to assist	The travel behaviour surveys conducted in Preston before and after the Personalised Travel Planning campaigns showed significant increases in levels of walking, cycling and use of public transport as modes of day-to-day travel, leading to	

	their decision in replacing car journeys by walking, cycling and using public transport.	major reductions in car use.	
M.11.7	**Business travel plans** Business Travel Plans were implemented in Preston with a range of organisations, and linked closely to other initiatives taking place through the SUCCESS project (e.g. cycling infrastructure/equipment).	Results from implementing Business Travel Plans in Preston showed that driving to work alone was the most popular mode used across all distances. However, more than half of survey respondents said they were aware of Lancashire County Council's car sharing website. Travelling by bus had increased for medium to long distances, cycling was more popular over medium length distances and train travel was more popular over long distances.	A lack of participation from businesses was noticed.
M.11.8	**School travel plans** The strategic objective of implementing School Travel Plans in Preston was to encourage and assist schools in the development of a travel plan. A further objective was to increase the travel awareness of schools' staff, parents and pupils, thereby seeking to change the manner in which schools were accessed.	There were positive results from implementing School Travel Plans in Preston. The number of School Travel Plans implemented in Lancashire increased. There was a reduction in traffic as a result of the smaller number of car journeys due to the introduction of School Travel Plans. Walking to school in Preston primary schools increased.	Lack of participation from schools, staff, pupils or parents.
M.11.10	**Planning for alternative transport modes Implementing new infrastructures for walking & cycling** The main objectives of new cycling and walking infrastructure implemented in Ploiesti was to enhance the pedestrian and cycling environment by	By implementing cycling and walking infrastructure in Ploiesti, facilities, accessibility and connectivity were improved. New cycle lanes and walking routes were created and this contributed to lower pollution and traffic congestion.	A lack of involvement of the local partners was noted

	better design, access and security and to implement a package of modern solutions to increase city viability.		
M.12.1	**Development of integrated transport management systems** The approach to integrated transport management systems in La Rochelle was firstly to characterise interoperability problems occurring in the context of urban mobility. A key aim was to better identify the solutions from those that already existed and those that had been developed.	A comparison between transport and enterprise interoperability approaches had been conducted within La Rochelle as part of the extension of telematic systems. This comparison showed a large gap at the practical level, although concepts and global definition were better developed. It appeared that developments on interoperability in the two domains followed quite different paths but some bridges could be set up. Some had already been identified which dealt with ontology's which were studied more in the transport domain and well developed in the enterprises domain.	For this measure man power and costs in general have been largely underestimated.
M.12.2	**Implementation of databases on public transport combined to the GIS** The implementation of public transport databases combined with GIS in La Rochelle aimed to create new tools to facilitate and optimise the monitoring and the management of the public transport network, principally the bus network and the cycle paths.	Transport databases that were integrated with GIS in La Rochelle enabled users to gain precise knowledge of the public transport network and to enhance efficiency by easy and quick access to precise and reliable data which constituted the pre-requisite for an added-value analysis. Data on mobility and transport could easily be used by many stakeholders (notably the staff in the municipalities) and high-quality documents and maps were produced. This process facilitated	The test phase for the wifi system had to be extended which generated significant delays before its generalization to the whole fleet Due to the workload of the engineers in charge of the GIS project as a whole, it has not been possible to deliver as much in-depth training sessions as foreseen by the technicians

		the decision-making process regarding the bus network.	
M.12.3	**Real time information system** The quality of information for public transport users in La Rochelle was improved by providing them with reliable and constantly updated information, in real-time.	With regards to real time information terminals in La Rochelle, the level of awareness, acceptance and satisfaction expressed by public transport users has increased. The same is also true for the real-time information service via SMS service. Six months after it was launched (July 2008), more than one user in three was aware of the SMS service.	
M.12.4 **M.12.5**	**Development of the reload for smart card** **Enhanced integration on the ticketing system** New services for public transport users were offered in La Rochelle in order to make the management of their subscriptions more flexible and to provide an integrated approach via new ticketing equipment. This made the whole bus fleet accessible through the public transport smart card system.	The key results for the enhanced integration of the ticketing system in La Rochelle were that users who had used the integrated smart card were generally satisfied. There was a very high rate of approval amongst bus users for developing a service to e-recharge travel passes.	The price of the smart card reload machines was too much more expensive than expected. Due to limited matched funds, it seems unreasonable to local decision makers to consider more than 4 locations.
M.12.6 **M.12.7** **M.12.8**	**Management and Control** **Data Collection** **Development of a Common Database** The aim of a Common Database in Preston was to develop a 'Strategy Integrator' as a function within the Common Database to improve its functionality.	The Strategy Integrator system implemented in Preston was relatively easy to use and operators found it relatively easy to identify when strategies had been triggered in the first three months after the Common Database was introduced (March 2008). Increasingly, they found problems in identifying when strategies had been triggered thereafter -	

		mostly, it would seem, because of the way the fault was displayed on the Common database system; therefore the evaluation provided clear messages about future improvements.	
M12.9	**Implement integrated transport ticketing system** An interoperable Smartcard ticketing product and supporting system was introduced in Preston with the aim of enabling all bus operators serving the CIVITAS area to provide passengers with the opportunity to purchase a single 'Smart' ticket, on a card which could also be used for the purchase of other services.	For half of the people surveyed who used the test versions of the interoperable Smartcard in Preston, the product worked every time. Instructions on how to use the Smartcard were clear and it was preferred that the Smartcard could be recharged on board a bus. Paying by Smartcard was the preferred method of payment amongst respondents from all bus routes.	Technical issues on ticket machine/smartcard software have delayed overall progress of the workpackage. There is some concern amongst the operators, regarding the introduction of an Interoperable ticket due to perceived possibility of revenue abstraction by competitors and potential adverse impact on financial viability of some services.
M.12.10	**Information dissemination** Information systems in Preston were strengthened to provide better quality and variety of map-based information to users.	The large majority (8 out of 10) respondents interviewed found the MARIO (mapping and travel information) website easy to use. For the majority of information topics, respondents felt that such as GIS-based information system was more suitable /fit for purpose. Feedback from respondents encouraged the development of the strategy to add more website content.	
M.12.11	**Development of a GPS system for the PT fleet** A GPS system for the public transport fleet was developed in Ploiesti in order to improve the management of public transport, improve the quality of travel information and to reduce	The key result for the GPS system in Ploiesti was reduced operational costs, which stood out as the most obvious and easy result to quantify. Public transport users stated that they knew about the GPS	

	operational costs.	system implemented by the Public Transport Company. Users knew about the real time information system and high appreciation levels were recorded	
M.12.13	**Implementation of a real time information system for PT** An associated, new, real time information system was implemented in the city.	The quality of public transport was highly appreciated by users due to implementing a real time information system in Ploiesti. Public transport users considered that the main improvement of the quality of bus stops was the installation of real time informational panels.	

1.4 SUCCESS Policy Recommendations

1.4.7 Introduction

The experience gained by the SUCCESS partners over 4 years of working together to implement integrated policies and measures leads to a number of recommendations concerning ways to ensure that these interventions are successful and ways to improve their effectiveness.

It is clear to the SUCCESS consortium that the CIVITAS Initiative is an important driver of good practice in the development and implementation of sustainable mobility policies in cities. Its lessons should be adopted by all European cities in order to improve the quality of life of their citizens, and collectively to reduce the impact of the transport sector on climate change. To achieve this requires action on four fronts

1. Provision of political, policy and regulatory support
2. Provision of adequate finance
3. Increased institutional cooperation and
4. Increased involvement of users and stakeholders

The first three require action by public authorities at all levels - local, regional, national and European.

1.4.8 Recommendations to the European Commission

We recommend the European Commission to continue the CIVITAS Initiative and other programmes that support cities to implement pilot and demonstration projects. Without programmes that provide seedcorn funding to help cities introduce risky measures, the development of a European sustainable mobility culture will be slower and more fragmented, and cities will not have the incentive to learn from each others' experience or to implement truly integrated approaches involving different stakeholders.

We recommend the European Commission to provide funding to support the continued exchange of experience between the CIVITAS cities in order to capitalise on the knowledge gained by the programme participants.

We recommend the European Commission to introduce as soon as possible the dedicated EU support programme for financing clean urban transport activities, as mentioned in the Green Paper on Urban Mobility. We also urge the European Commission to engage in a dialogue with national governments regarding the possible expansion of national funds to support this activity.

1.4.9 Recommendations to national governments

We recommend national governments to recognise the benefits of the CIVITAS approach to sustainable urban mobility, to encourage cities to adopt it in conjunction with key stakeholders, to bring forward enabling legislation and regulations where appropriate, and to share the risks of introducing innovative measures by ensuring that adequate funding is available.

1.4.10 Recommendations to other cities

We recommend other cities to consider implementing the CIVITAS approach to sustainable mobility. The key factors are:

- Integration of Measures for all modes with common goals of reducing congestion, energy consumption and the environmental impact of transport;
- Thorough evaluation of both the impacts of the measures and the processes followed;
- A project-based approach involving the key stakeholders with an agreed programme and timetable;
- Close involvement and commitment of local politicians
- Communication with citizens.

1.4.11 Recommendations concerning specific measures

(1) Clean Vehicles and Alternative Fuels

Hybrid vehicles experiments in CIVITAS-SUCCESS proved challenging. Availability of vehicles was low, the cost of vehicle and/or maintenance was high and the risks of operating vehicles was high for a public authority to take on-board as most vehicles were still of a prototype nature.

In contrast, EEV buses in La Rochelle demonstrated that the evolution of a mature (diesel) technology can achieve environmental goals and meet day to day operational requirements. **Adoption of EEV standards is a practical way for cities and transport operators to deal with the transition period between older technologies and the radical change expected towards completely renewable energy sources**, more energy efficient drive-trains and/or a combination of both.

For biofuel operations it was concluded (based on the waste oil recycling experience of La Rochelle) that a reliable, local supply chain of waste oil should be the aim, in order to minimise the impact on the environment. This is not without challenges and managing the many individual organisations that can contribute biofuel production from waste requires time and energy. A system of oil collection ensuring a sufficient oil supply is needed and has to be adapted to the local context. Whatever the oil collection system offered to restaurant owners – direct collection service at the restaurant or voluntary deposit system at a given collection point – it has to be supported by a strong awareness-raising campaign for involving as many restaurants as possible in the system and for changing their behaviour.

Most of the difficulties encountered in the implementation of the biofuel project developed in La Rochelle are linked to a strict enforcement of the national legislation that does not favour the development of small and local experiment on biodiesel. Moreover in Preston, where it was planned that bus operators would experiment with biodiesel blends, there were problems getting a 5% blend from recognised suppliers at a reasonably competitive price. LCC are now working within the NW biofuels forum to help stimulate production and supply of fuels for the region and national legislation has since made 5% blend the UK standard. A recommendation could be that **governments should further develop tax legislation that favours biofuel initiatives in order to foster the introduction of clean vehicles**.

Refurbishment of older buses in Ploiesti to cleaner fuels (LPG) proved worthwhile in terms of lower fuel costs for the remaining life of the vehicle. The refurbishment of the interiors/exteriors seemed very popular with customers and this turned out to be a very

important aspect of the measure. Now that a sizeable number of older buses are converted to LPG the medium-longer plans would be to focus new bus purchase on the cleanest standard technologies, whether CNG or latest diesel. **Refurbishment of old bus fleets and conversion to LPG is a worthwhile short-term step that could be replicated in many of the New Member States**.

Overall, penetration of clean vehicle technologies and alternative fuels remains problematic. Supply of vehicles is insufficient because of non-organised demand, and both purchase costs and operating costs can be prohibitive. **This area requires the special attention of the EU if we want to achieve Kyoto objectives and the policy objectives concerning energy supply autonomy of Europe**.

(2) Access Management

Experience of the implementation of access control zones in La Rochelle, Preston and Ploiesti demonstrated the importance to inform people what is at stake and to take into account as much as possible the opinions and expectations of those who would be directly (in the zone) or indirectly (around the zone) concerned by the measure.

Early involvement and planning is important so that project managers have enough time and resources to deliver the project within a reasonable time. Changes should be seen as part of a continual programme of improvements to the area.

Political support should be sought as early as possible in the development of the scheme.

Cities considering access control should consider complementary measures to facilitate access to the zone and seamless trips using alternative modes of transport within the zone.

(3) Integrated Pricing Strategies

Lessons learnt about implementing various integrated ticketing products included the importance of forming strong local partnerships, providing multilingual information, attractive tariffs and offering high quality transport.

When starting to reflect on a new pricing offer, focus should not be immediately on specific targets but should concentrate first on setting the global architecture and framework of the new pricing offer. Qualitative and quantitative studies were essential and should not be neglected. One should keep in mind that a pricing offer should meet several objectives in order to reach a satisfactory compromise between different components such as financial, social and marketing aspects. On this last point, the pricing offer should be simple and clear, so it is easily understandable by all users

Recommendations formed during the development of parking strategy in Preston were that Local Authorities should firstly agree a clear Action Plan, with a comprehensive review of actions undertaken annually to keep moving forward. A review of land near bus and train stations was recommended, as land in these locations can sometimes be suitable for Park & Ride facilities, encouraging use of public transport with regular commuters.

(4) Stimulation of Collective Transport Modes

Based on the lessons learnt from the implementation of the **Park-and-Ride** in La Rochelle, several recommendations for other cities can be put forward. Decisions have to be taken to

ensure that a Park-and-Ride is the most attractive and efficient solution for commuters coming by car to the city centre. The link between the Park-and-Ride and the city centre must be fast, and run by efficient transport modes. This can be notably achieved through the creation of dedicated bus lanes. Offering commuters attractive prices ('incentives') compared to the parking spaces located in the city centre is a key element for convincing them to leave their car at the entrance of the city.

La Rochelle's dedicated **bus lane** project demonstrated the intricacies of the different factors involved in such a transport policy. A dedicated bus lane was considered in conjunction with other factors such as land development; the need to serve new districts; and overall evolution of traffic conditions. It was necessary to have full involvement of all public road managers at an early stage of the project to be able to anticipate any minor change that would require urgent validation and reactivity. Adjacent infrastructure can be considered for pedestrians and cyclists and should be a part of the project from the beginning.

A large-scale project to restructure the public transport network was carried out in La Rochelle. Such projects should not be carried out hurriedly and every stage has to be conducted carefully. Although the project might seem very technical, political involvement and support is vital for its long-term success. Attention has to be paid on other prospective aspects such as demographic evolution, housing policy, development of activity zones, leisure and cultural areas and transport hubs. Restructuring a public transport network may be accompanied by ensuring a global coherency of all the services offered under a single brand to make sure public transport users may easily identify the new network.

Recommendations were put forward from the experience of developing an Overground bus network concept in Preston. Creating and promoting a simplified design for a bus network in the city is achievable and should be considered by cities and areas where high frequency services exist if it is not already in place. Partnerships should be formed with stakeholders and communications between parties should be ongoing to ensure there is awareness of any potential issues or changes that may occur.

Providing transport to everybody (including the people with reduced mobility) is a key issue for public transport in the coming years. In this field, establishing a dialogue and a real partnership with the associations should be based on transparency and confidence: if for technical or financial reasons it is not feasible or reasonable for the local authority to implement a specific project, an alternative can be found through frank discussions with the associations. Most of time, the associations are ready to accept compromises if motivations are explained and justified.

To conclude, major barriers to improved public transport services in medium-sized cities include limited funds, car oriented land use, policies that underprice car travel, and stigma that is sometimes associated with public transport use. These barriers require continued action at European, national and local levels in order to halt the growth in car use.

(5) New Forms of Vehicle Ownership and Use

The car sharing system in La Rochelle demonstrated that targets and objectives must be identified clearly since these determined the nature of the car sharing system. More importantly, car sharing is a transport mode complementary to other transport resources, so the design must avoid if possible making an alternative to public transport and instead create a facility to travel to places not served by public transport, which otherwise would be done by car.

The car pooling software employed in Preston was very manageable and formed a good marketing tool for then developing sustainable transport activities with commercial sector organisations. It covered a wide geographical area and brought tangible benefits to the user. Effective marketing of the site was required at the launch and ongoing marketing was necessary to ensure ongoing benefits. This fact was also noted in the case of La Rochelle scheme.

Bike-sharing, mainly adapted for short duration usage, can be an efficient tool in a global "bike policy" at local level. Safety, solidity and reliability are key issues for such a system operating 24/7.

Overall recommendations for cities considering introducing car- or bike-sharing are as follows:

- **Financing is a key to determine the place of vehicle sharing in an urban transport plan.**
- **In medium sized cities, it is more difficult to make profitable sharing organisations, therefore local authority involvement is essential.**
- **Strong and continuous marketing is one of the key factors of success of vehicle sharing. This means that it is very important to put a real effort on promotion and communication.**
- **To be most effective, vehicle sharing facilities should be linked to other transport modes.**

(6) New Concepts for Goods Distribution

Local authorities seem less prepared to organise goods flows as they do for passengers. However, goods flows have to be optimised and controlled to develop traffic optimisation. So for the next coming years, integration of urban freight in urban transport systems must be a reality. This means that integrated methodology and tools have to be developed.

Based on the experience of the three CIVITAS-SUCCESS cities, a global approach to urban freight and its integration into a global organisation of transport in the city is necessary. Encouraging the involvement of logistics stakeholders in the optimisation of the supply chains is also important, so that similar concerns can be discussed and stakeholders can express their own behaviour, difficulties and requirements. It is important to create a freight forum or freight quality partnership which can determine and propose a global overview.

Recommendations for cities considering development of urban freight policies are as follows:

- **A freight transport strategy should be developed to optimise the contribution of freight to sustainable urban mobility.**

- **Practical 'on the ground' improvements are welcomed by a wide range of stakeholders and can lead to tangible benefits; they may assume various forms like mapping and signage improvements.**
- **In developing freight management plans, sufficient time must be allowed for review and comment by diverse stakeholders and for further amendment and approval.**
- **The Freight Quality Partnership approach can be a highly effective way of pulling together key stakeholders to identify and discuss local freight issues and to find local solutions to local issues.**

(7) Innovative Soft Measures

From work undertaken in all 3 CIVITAS-SUCCESS cities a number of recommendations can be made for other cities considering extension of soft measures such as travel plans and facilities for cyclists:

- Sustainable travel awareness events are particularly popular with stakeholder organisations and members of the community being targeted. They can act as an incentive to encourage organisations to engage in the process of producing a Travel Plan.
- Stakeholders concerned with travel plan issues should be gathered together regularly to discuss issues and help to develop alternative solutions to individual car travel.
- Identification of key barriers and opportunities for increasing cycle use is a valuable part of the process of developing a city-wide plan for increasing cycle use. A monitoring system should be established to help evaluate results. Sustained investment in both infrastructure and promotion over a long period of time is essential to deliver growth in cycling. Where cycling paths are to be created, measurements should be taken to establish the profile of the streets. Specific signage needs to be set up at every point where cycling paths cross the main road in order to inform car drivers about the existence of the cycle route and the cyclists about the street layout. Bicycle route infrastructure included the provision of parking spaces for bicycles with racks for security of bicycles.

General lessons on soft measures for cities are as follows:

- **More compact development encourages walking and cycling. New developments provide an opportunity to increase cycle use, but it is essential that new developments are connected to the cycle network for this to happen.**
- **Local authorities should provide companies, educational establishments and other target groups with tools in order to support them in the design and implementation of Travel Plans.**
- **A strong partnership between all the involved actors (local authorities, transport operators, businesses etc) is needed, as well as a continuous follow-up of the actions.**

(8) Telematics

Medium-sized cities hoping to develop a smart card ticketing system should be aware that such systems are technically complex and require significant investments in terms of time and money. User-friendliness and simplicity of use when using the smart card are key factors for success.

Make public transport easier for the traveller is essential to involve more and more people in the shift. Offering a unique smart card to PT users brings them a real enhanced quality of

service, whether it is for recharging one's season ticket via the Internet or for accessing to different PT solutions.

Real-time information solutions should be considered both complementarily and globally. Panels and terminals should offer a continuous and free real-time information service to public transport users. In order to cover the entire bus network, a reliable and cheaper solution especially for a medium-sized city should be considered by offering a RTI service via SMS, available at each bus stop. SMS services should be affordable for all and the needs of all users should be considered - for example, the use of SMS text on mobile phones can be of limited value for senior citizens.

Maintenance and fine adjustments of real-time information system should be taken into account from the inception of the project. The project management must be adequately resourced and multiple platforms for dissemination should be considered.

1.5 Project conclusions

The CIVITAS SUCCESS project ran for more than 4 years in medium size cities located in very different European countries. The variety of economic, legal and institutional backgrounds in France, UK and Romania added to the heterogeneity of city characteristics (industrial/historical…) provided the demonstration protagonists with an important basis for comparison of experimentations and achievements.

The Final Evaluation Report of SUCCESS and its annexes composed of the whole data results in each city deliver the numerous proofs that, everywhere, radical change is possible in Transport policies impacts when the whole spectrum of sustainable mobility measures are implemented with the support of supra level institutions and political will at local level.

The stakeholders engagement and the citizen consultation have been also key to the success of the measures which is still not totally assessable.

And the positive feedback that was revealed by the evaluation encourages the three cities decision makers to continue on the path drawn up through the CIVITAS experience.

This is actually the real success of the project: cities have learn from each other, have got in touch with a much wider group of innovative driving forces in Europe and “nothing will be as before” now. They are all engaged in new innovative projects and are integrating their transport plan with the other components of a wider ecological urbanism (energy, housing development, water and waste treatment, cultural heritage and education, businesses policy…).

The project has experienced as well the difficulties of implementing such ambitious policies, with sometimes important changes to manage in their national and local contexts. In any case, the project team, enforced by the common goal to achieve robust results together, shown its capacity to overcome barriers and find a way through with the support of the European Commission.

The three cities teams and their partners want to thanks the Directorate General for Transport and Energy for its continuous support and repeat their commitment to contribute to future policies in favour of Sustainable Urban Mobility and Sustainable Development as a whole.

They will continue their active participation in the CIVITAS initiative through the CIVITAS Forum and the new born project CIVINET for establishing national networks engaging new cities in CIVITAS.

They will maintain the exchanges with their fellow CIVITAS colleagues of CIVITAS 1, 2 and Plus.

They will finally further develop and generalise the successful measures (access control, improvement of collective transport, soft modes promotion, integrated pricing and telematics use) and deepen their efforts towards the target of a 100% clean fuels fleet and better managed goods deliveries in their cities.

The CIVITAS-SUCCESS Project team will maintain contact points for providing European cities with their good tips, advices and warnings hoping to serve the whole community of local authorities through the passionate but complex sustainable development target.

2. Dissemination and use

In the plan for using and disseminating the knowledge (called Dissemination, Awareness and Exploitation Plan – DAEP - in SUCCESS) the contractors, lead by Ploiesti Municipality, Project Dissemination Manager, had set out in a detailed and verifiable manner, the terms of use and dissemination of the knowledge arising from the project, which they owned, in accordance with their interests. It has been an evolving document, regularly updated (every 6 months) to give a cumulative overview of the project's undertaken and planned activities, and submitted at the end of each reporting period, through Excel files gathering dissemination and training events, as well as the products achieved, during the reporting period.

The **final plan for using and disseminating the knowledge**[1], as required at the end of the project, therefore provides a complete picture of all activities undertaken and most importantly provides information on the future route to full use (exploitation or use in further research) and dissemination of the knowledge.

It shows that SUCCESS partners have organised and / or participated in more than 200 events at international, national and local levels, as well as achieved more than 250 products delivered all over Europe (marketing material, press articles, brochures…).

The three participant cities and their partners, who have actively seconded members of their staff to each other during the implementation stage, have been in charge of:

- disseminating the information
- raising the awareness of the public and stakeholders
- promoting the exploitation of the demonstrations results

This is a summary of all the activities undertaken in the framework of the final DAEP:

2.1 At the project level (coordinated dissemination)

Ploiesti City Hall, with the support of UPGP (University), has developed a **logo** for SUCCESS at the launch of the project. The project slogan is: *"A living environment for the 21st century".*

A **website** has been developed by UGPG, with collaboration of all partners: www.civitas-success.org in order to promote the project activities and news, and to make major public documents downloadable. A private area has allowed partners to exchange heavy files and to archive the project major documents, photos, deliverables…

An initial project **leaflet** has been issued in May 2005, presenting a short description of the project's general objectives, the 3 cities projects with their strategic objectives and demonstration key features,

[1] Please consult this Appendix 1 to the Final Report

as well as their local partnerships; a revised longer version has been published at the project mid-term in May 2007.

Leaflet version 1 (May 05,1 p. A4 RV)

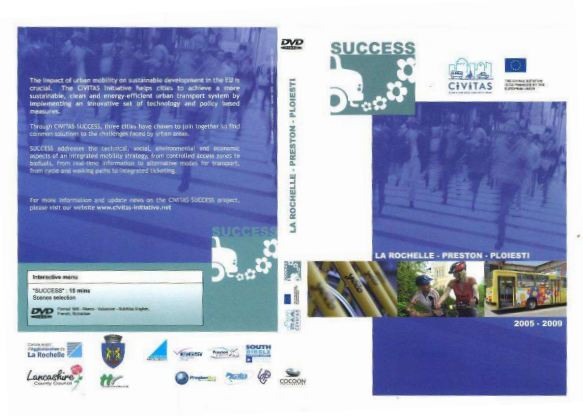
Leaflet version 2 (May 07, 20 p. A5 RV)

The initial promotion of the project has also been supported by a **general poster** which has been displayed, laminated when requested, in conferences where CIVITAS-SUCCESS had a stand. Each site has also locally produced national leaflets / brochures / posters to promote SUCCESS, all along the project.

A **bi-annual newsletter** has been issued, reporting how the SUCCESS methodology was progressing and comprising fact sheets of project partners, the measures taken, and forthcoming actions, especially with regards to exploitation of the outputs by other cities.

Project **final brochure**: Ploiesti published, at the end of the project, a complete Projects results Summary and methodological guide (based on finding collected and compiled by EIGSI and TTR).

A **final DVD** has been produced (at the occasion of the CIVITAS II Final Conference), providing a combined video, of the 3 sites implementations, targeting wide publics, with a strong impact. Each site has also achieved videos at national level.



The SUCCESS team has provided information to GUARD for dissemination through **international networks** such as ACCESS, POLIS, UITP and ICLEI…, but have more deeply organised actions in the framework of their **national networks**: GART, CERTU,

PREDIT and INRETS (France, La Rochelle), ATCO, LGA and CSS (UK, Preston), URTP and AMR (Romania, Ploiesti).
For that purpose, each site has set-up and activated a kind of "**taskforce**", sort of informal working group, aiming to facilitate the transport technologies research dissemination, in enforcing the CIVITAS apparition at the national level; disseminating, in each national context, the results of the research and demonstration projects lead by local authorities in Europe (through workshops / seminars, interventions at conferences, stands in fairs…); and promoting the national projects and the cities involved in CIVITAS.
The French task force presented a joint contribution to the **Green Paper** on Urban Transport.


It was initially planned that at the end of the project, each city would organise a large **final dissemination event at a national level**, which would address experts and policy makers wishing to be informed of the project results in order to exploit them in their local and national environments. Nevertheless, as the CIVITAS II projects chose to organise a **big CIVITAS II final conference**, the national conferences initial objectives have been re-estimated. There have been smaller events, combining workshops and seminars in UK and in Romania, and no final conference in France, because of the CIVITAS II Final conference held in Toulouse.

… and contributions to the CIVITAS dissemination actions:

- CIVITAS website: update of news and events, translations…
- Dissemination Liaison Group meetings every 6 months with the 4 CIVITAS II projects dissemination groups
- Annual CIVITAS Forum preparation: posters, presentations, contributions…
- Thematic Leadership of La Rochelle on urban freight

2.2 At the site level (local dissemination)

During the project, and more and more in the 4 years, La Rochelle has been very much **visited by delegations** from all over the world, as well as by similar French medium sized cities (about 20 in total), as well as Preston welcomed delegations from many UK authorities and from Sweden, Japan, Romania, France, Sweden, Ireland, Germany etc (about 10 in total); Ploiesti has welcomed many delegations in the framework of the other European projects it is involved with (about 5 in total).

Each site organised various activity in relationship with the **medias**: press conferences, press reviews at the occasion of special events, press articles of international, national,

regional and local coverages: for La Rochelle, about 25 articles in national press, about 30 articles in regional and local press, 4 radios interviews and 10 TV interviews / reports at national and regional levels; for Preston about 20 articles in national, regional or local medias and 3 radios interviews / reports at the regional level; for Ploiesti, very regular press articles, radio and TV interviews at a local level to explain the project implementations and progress.


Navettes relais Jean-Moulin / Dames Blanches :
le bleu leur va si bien...

Depuis le 15 janvier dernier, deux minibus à moteur hybride électrique assurent la liaison entre le parking-relais Jean-Moulin et le coeur de La Rochelle, arrêt «Dames Blanches» sur le Quai Maubec, en alternance avec les trois minibus électriques. Tous les cinq ont été récemment «habillés» de couleurs claires et de motifs légers pour rappeler leur apport incontestable (et celui de l'usager) à la lutte contre le réchauffement climatique. La Communauté d'Agglomération a mis les deux minibus hybrides en circulation à titre expérimental, pour une durée de deux ans, dans le cadre du programme européen de recherches Civitas II. Véhicules hybrides ou électriques, les horaires de desserte restent les mêmes.

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The project team has regularly hold "**informational meetings**" to ensure continuous public input on the development of the project. They had two main targets: general public, concerned with SUCCESS implementations / works and local partners technical or political teams, not involved in the day-to-day actions, but necessarily kept aware of the project follow-up. The public information meetings have often been organised during specific existing popular events, like the mobility week or the Day without my car, or else the European Day on the 9th of May: more than 15 events organised in La Rochelle, about 15 events in Preston and about 5 major events in Ploiesti but also regular communication campaigns and events towards citizens about CIVITAS measures.

Each site has ensured a wide dissemination of the project in **national or international conferences / workshops / fairs**, through prepared presentations: La Rochelle has organised about 15 presentations to French events / workshops and about 10 abroad (Europe + other countries); Preston has organised about 10 presentations in UK and several abroad; whereas Ploiesti has organised about 10 presentations in Romania a dozen abroad.

Market oriented workshops have been organized to focus on topics like: the implementation of a new technology (attributes, functionality, novelty, advantages for different target groups), elaboration of charge dossiers, financing schemes, case-studies, eg. of good practices... These have been overall achieved in the framework of the thematic leadership, supervised by CIVITAS GUARD and lead by La Rochelle and Norwich on city logistics. In total 4 workshops have been organised within SUCCESS.

Numerous other **marketing materials**, following the CIVITAS and SUCCESS brand guidelines, have been achieved by the sites, in order to disseminate each of their measures.

2.3 For "special actions" (at the project level, with specific objectives regarding know-how transfer)

Staff exchanges have been organised between each of the sites: technical staff have visited the 2 other sites and have welcomed the 2 other sites during one week or so (in total, 6 staff exchanges have occurred), on pre-determined themes, to deepen their knowledge and to gain experience from most advanced partners. This has been a very positive and successful experience.

The cities have organised **regional / national training courses** addressed to local authorities and other community actors with the relevant experts: there have been 3 training courses organised by La Rochelle, 3 by Preston and 3 by Ploiesti, on various topics like the accessibility in public transports, the promotion of soft measures, clear zones, personalised travel planning…

Other **specific and technical training courses** have been organised by the sites when needed in the framework of some measures implementations: bus drivers courses for new material, project management, schoolchildren training on road safety…

It had been planned that the EIGSI opens a **Master on urban mobility and advanced transport**, but the launching has been delayed. Nevertheless the objective remains to make technical engineers able to cope with the challenges of the tomorrow urban mobility, and the courses are based on the CIVITAS Work Packages integrated approach.

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for Environmentally Sustainable Solutions

PROJECT CO-ORDINATOR:
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