



APPLICATION FORM CIVITAS AWARD

IMPLEMENTING SUSTAINABLE TRANSPORT POLICIES – FOR A CIVITAS DEMONSTRATION CITY

I. DETAILS OF APPLICANT

Local authority	Kaunas City Municipality	
Country	Lithuania	
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Size of City/Town:	<i>Please tick / insert an "x".</i>	
	<input type="checkbox"/>	up to 50,000 inhabitants
	<input type="checkbox"/>	50,000 to 150,000 inhabitants
	<input checked="" type="checkbox"/>	150,000 to 500,000 inhabitants
	<input type="checkbox"/>	more than 500,000 inhabitants

In your opinion, which ambitious measure(s) did your city successfully implement in the field of Sustainable Urban Transport?

- Modernisation of the public transport fleet from former soviet era autobuses to modern euro III Solaris buses
- Continued and improved usage of electric buses (trolleybuses) and increasing and updating the network of these (which represent the most popular method of public transport)
- Promotion of public transport network to international visitors through closer cooperation with Tourism Departments and tourism centres and sites of attraction.
- Vastly improved public transport management system that allows greater two way communication with public users so that Municipality can improve the public transport system based on real and actual public needs and feedback.
- Network of cycle routes through the city - linking the urban spaces with green park areas.
- Air quality monitoring and a resultant reduction in pollutants (nitrate-oxide in the city centre reduced by almost fifty percent since 2001 / 2002).
- Increased political involvement and awareness of the European initiatives in sustainable urban transport.
- Active participation in the EU Mobility Week since 2001.
- It is quite an unusual step for post soviet countries to engage in the encouragement of public and private partnerships in public transport. However, we have an approved City Municipality plan with private companies who provide the microtaxi (mini-bus) services around the city; a service that we have incorporated into our public transport strategy and step by step we are implementing it.

How political leadership and support, and technical competence added up to the success of your measures?

- Because of the unique nature of the Vivaldi project and the range of initiatives of the different European partners, political involvement and motivation has been easier to attract, achieve and to contain which makes political support and leadership easier to manage too. Even when there have been political changes in personnel, we feel that the continuation process between politicians has been a process that is encouraged regardless of possible different political affiliations.
- We had the successful election to the Civitas Political Advisory Board of one of our City Councillors - which has meant that Kaunas has been able to develop a deeper understanding of European policies in sustainable transport issues as well as a broader dissemination of the available information. This also means that we have good practice ideas from a selection of different European cities being discussed and in some cases, added to our internal 'list of things to do'.
- Political support for new, connected, and continuation projects has been easier to harness because politicians have been able to clearly see the affects (and benefits) of the Vivaldi measures. This has led to our success in EU structural funds and ERBD applications as well as enjoying political (and therefore financial) commitment, energy and motivation to join consortiums applying for INTERREG and other EU based

projects.

- Vivaldi project encourages Kaunas to concentrate on what we were good at doing, in particular activities involving the development of electric urban public transport and - because of our high percentage of public users (60%) - the promotion and information awareness campaigns for urban mobility.
- Therefore sticking to what we know we can do - and having the project funds to support us in these activities and others - gave the technical staff the confidence and added competence to make our measures successful ones.
- There is also an informal network of mentors and experts from our CIVITAS partners that we can rely upon to help with some particularly tricky technical issues concerning new initiatives and practices; this also adds confidence to our team and efficiency to the delivery of our measures.

How did you take local cultural circumstances into account in the development and implementation of your urban transport measures?

- We carried out an analysis of the passenger flow in Kaunas city and this, as well as the PIKAS system - our Vivaldi supported public transport traffic management system - ensures that all planning of public transport is based on actual public usage of vehicles as well as the peaks and troughs throughout the day.
- The network of cycle routes around the city as well as the fact that our biggest city centre shopping area is a fully pedestrian area means that we have managed to maintain the accessibility to the city centre and its immediate surrounding greenery for the citizens of Kaunas.
- Kaunas - as the industrial centre of Lithuania during the Soviet period - suffered perhaps the most after the fall of the Soviet Government and the switch to an independent state. Large, heavy production, industrial centres experienced a huge fall in production and often had to close or relocate to smaller premises. This happened on quite a large scale across the city and meant that whereas before we had a public transport system providing routes and services to all workers at every major industrial and factory production site across the city, the new economic situation dictated that we redesign our public transport routes to take these changes into consideration - which is what we did and did very well.
- The City's municipality transport website has the facility to receive suggestions and feedback on any issues relating to public transport and urban mobility. We actively encourage members of the public to contact the municipality through the feedback / comments form and we give them an assurance of a reply and follow up on their comments or suggestions for improvements.
- Traditionally public transport in Kaunas has been a cheap form of travel and we had to make a lot of technical improvements whilst at the same time try to keep the costs of travel to an expected and acceptable level. One way of doing this was through the introduction of the single monthly ticket that gave travellers the right to travel on either of the two main PT providers in the city. A separate monthly ticket was 45 litas (13 euros) for each of the separate PT providers; we produced a single monthly ticket for 55 litas (16 euros) which offered users a really good value for money ticket and at the same time improved public transport services and vehicles.

How did your city improve urban transport measures through qualitative and quantitative monitoring?

- Consultation with public users through quantitative research – which helped us to plan and implement a lot of the measures that we carried out including passenger flows so that we could get the major Vivaldi funded measure – PIKAS System – absolutely right.
- The city had a strategic plan completed some time before the Vivaldi/Civitas programme. However, we saw it necessary to revise this based on the new initiatives coming out of the CIVITAS programme in order that we could make the most of the longer term opportunities that CIVITAS offered to Kaunas. This was done in part through quantitative research carried out with public transport users and public service providers.
- Environmental quality monitoring for air pollution and noise levels has been carried out since 1993 to allow us to build up a set of trends for Kaunas city. This information is used to help make decisions in urban planning, traffic flow optimization, and general environmental regulation. Continuous automatic air quality monitoring in Kaunas is carried out in 3 permanent stations as well as through a mobile monitoring laboratory. The analysis of air quality monitoring has resulted in the introduction of several technical, economical and planning measures in Kaunas city, which substantially reduced concentrations of some major air pollutants.
- This environmental monitoring has been instrumental in helping Kaunas to maintain its commitment to improving the environmental impact of transport in the city to such an extent that we revised our environmental policy (which is incorporated into the transport strategy) to include specific references to:
 - minimise emissions from traffic
 - improve the city traffic management system to decrease transit traffic flows through the city sleeping districts and recreational areas
 - introduce new means of transport and improve the existing ones
 - prioritise public transport, bicycles and walking routes when reorganizing traffic
- We are currently half way through a comprehensive evaluation and monitoring revision exercise of the Vivaldi Project which will not only produce a detailed report of how the technical measures have worked, but will also provide (and I believe we are the only Vivaldi City doing this) a comprehensive review of the internal monitoring and management systems in order to gauge how effective we have been as a project team and how we can learn to be better with future EU (and other) related projects spanning several countries.
- We will implement an e-ticketing system in Kaunas and the Vivaldi project enabled us to carry out the necessary feasibility studies and research to ensure we understood the full financial and practical implications. A follow on to this original research will be – over the next few months – a comprehensive qualitative and quantitative survey of public perception and acceptance of e-ticketing (especially necessary when public transport users are not typically familiar with using electronic cards of any description!)
- As part of our contract agreement with public transport service providers, each year we carry out a customer satisfactory index research and based on these results, the necessary changes and improvements to PT service are performed or plans for future

improvements are made.

- A marketing and research campaign is currently being planned to target Kaunas City's 40,000 students and to evaluate their opinions and suggestions on how to improve public transport services and make it more 'attractive' to them: we expect this to be delivered and completed within the next four months.

How did your city seek to exchange information with other cities engaged in related fields of action?

- Kaunas has been an organiser or participant in all the Vivaldi technical workshops as well as the Civitas workshops.
- Mindaugas Kucinovas (Vivaldi Transport Specialist) was selected to take part in the EU Fifth Framework 'TRUMP' programme (Training programme for Urban Transport Professionals - Jan to June 2005). This brought together over fifty transport professionals from more than twenty EU countries for a series of workshops, seminars, and practical on-site visits in six European cities. This provided a great opportunity for discussion, exploration, and comparison of each participant's city transport related initiatives.
- We have worked particularly closely with Vivaldi partners in Bremen on e-ticketing initiatives. We also liked and used their idea of linking public transport tickets to major public events and so for the European Junior Athletics Championships - held in Kaunas in July 2005 - we gave free public transport usage to all people who had tickets to the Athletics Championships.
- Speaker participation in the TELLUS -CIVITAS conference in Gdynia sharing our experience of over forty years running an environmentally friendly trolleybus system in Kaunas.
- Some of our Civitas partners also - along with Kaunas - make up the 100 plus city membership of the Union of Baltic Cities (UBC). This organisation plans and organises a vast number of opportunities for project partnerships and exchange of good practice throughout each year culminating in the UBC annual conference (this year held in Turku). We competed against our fellow CIVITAS partners - Aalborg and Malmo - for the best environmental practice award and are also part of the UBC EnvCom BUSTRIP (Baltic Urban Sustainability Transport Planning and Implementation) project.
- There are also several INTERREG III and related projects that Kaunas has joined the consortiums of - including two (BUSTRIP and MoCuBa - Mobility Culture in the Baltic Region) that we hope to successfully start next year and that will specifically allow us to really push ahead with continued progress in many of the CIVITAS measures that we have managed to implement to date.
- Also the INTERREG III 'Hermes' project (that we have joined the consortium of) will, if successfully supported, allow Kaunas to develop and improve the links between public transport, tourism and the local airport and in particular, the opportunities presented by the opening up of our airport to low-cost airline services.

Final Note:

For Kaunas, it has often been hard to keep pace with ever-changing technologies but I think that we have managed it quite well. In the process of learning we have also been able to share the relevant experience that we have in providing our citizens with a good set of well used, accessible, reliant and relevant mobility choices and we have been able to do this both on a

local level and, perhaps more importantly, on a European level.

It has been both hard work and an enjoyable experience to have the opportunities through Civitas to be a part of such a vast range and broad spread of European experience, skill, and knowledge and to witness first hand the quality and innovative of the initiatives that are making a real difference to sustainable transport and mobility culture across Europe.

Thank you.

Thank you for applying for the CIVITAS Award: Implementing Sustainable Transport Policies

If your local authority is selected as winner by the Policy Advisory Committee, you will receive the CIVITAS Award: Implementing Sustainable Transport Policies – for a CIVITAS demonstration city, at the CIVITAS Forum Conference in Nantes.