CiViTAS
Cleaner and better transport in cities

SUCCESS
LA ROCHELLE - PRESTON - PLOIESTI

INNOVATIVE SOFT MEASURES

Deliverable 11 of the Success Project

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FOREWORD

Jean YATES, Emil CALOTA, Denis LEROY

As senior political representatives of the SUCCESS cities we have been personally involved in the project from its beginnings as a Proposal submitted to the CIVITAS Programme in 2004. We have been honoured to take part in the second phase of CIVITAS and we have been pleased to see how well the plans have been implemented in our cities and how our citizens have benefited.

The rich cooperation that has been the hallmark of SUCCESS, both between the cities and between local partners in each city, has resulted in greater understanding and mutual respect between different organisations and different cultures. This will have long-lasting effects that will benefit all who have been involved in the project.

We have been pleased to cooperate with the European Commission and the wider CIVITAS family, and have contributed to the CIVITAS Political Advisory Committee.

We trust that this document will provide useful lessons for others considering the adoption of measures similar to those that we implemented in the SUCCESS project.

***Denis Leroy**, Communauté Urbaine de La Rochelle, Vice Président en charge des transports*

***Jean Yates**, Lancashire County Council, County Councillor*

***Emil Calota**, Primaria Municipiului Ploiesti, Mayor*

SUMMARY

1 SUCCESS PROJECT

SUCCESS (Smaller Urban Communities in Civitas for Environmentally Sustainable Solutions) is a 4-year project, within the European Research and Demonstration Programme CIVITAS II, with 12 partners including local authorities, transport companies, universities and experts from La Rochelle (FR), Preston (UK) and Ploiesti (RO). The main objective of SUCCESS is to demonstrate that, with an ambitious package of mobility and traffic management measures, significant results can be provided regarding sustainable transport and energy policy in small and medium sized cities. SUCCESS addresses technical, social, environmental and economic aspects of an integrated mobility strategy. As a demonstration project, SUCCESS involves extensive investment in the participating cities, along with a large range of stakeholders and integrated packages of demonstration measures. Several actions have been engaged in each city ranging from controlled access zones to biofuels, from real time information systems to alternative modes for transport, from cycle and walking paths to integrated ticketing. In total, more than 50 different projects have been set up involving a large number of stakeholders leading to a very wide scope of sustainable mobility management and implementation.

The main goals of SUCCESS are :

- To demonstrate that vehicles using clean and alternative fuels can be an efficient choice for urban transport
- To demonstrate that, with an ambitious package of mobility and traffic management measures, significant results can be seen regarding sustainable transport and energy policy
- To demonstrate that accession countries, soon to be new member states, can learn from our previous mistakes and contribute to urban collective transport issues, while implementing at the same time actions promoting alternative transport modes
- To contribute deeply to many different related research and assessment activities such as new, all-inclusive training and communication initiatives supporting the project objectives

La Rochelle, Preston and Ploiesti represent well the medium-sized cities in Europe. Most of medium sized cities are built around an historical city centre. This city centre is quite often rich with several types of shops as well as craftsmen and small industries, with other commercial or tourist areas scattered around in the city. Commercial and industrial zones have grown up in the surrounding areas and are accessible within a short time.

Regarding transport, the main characteristics of such cities are their small surface area, the human size of relationships and their small investment capacity. Buses often provide the main form of public transport.

Medium sized cities generally have a low demographic density, with the population often spread over a large area, sometimes in surrounding small towns which are included in the "life zone". On the one hand this means short travel times, good accessibility and freedom for travelling, but on the other hand it makes collective transport very difficult to organise.

In such cities, relationships between citizens and between citizens and politicians are closer. The proportion of inhabitants involved in the city life is quite often higher than in larger ones: through different associations and clubs, inhabitants come to know each other more easily and have often direct access to politicians involved in these motors of the city life. So the city culture is more widespread and is shared by a many inhabitants.

Smaller cities have in general lower investment capacity; this capacity is not proportional to size and it is sometimes difficult for the local authority to raise financial levers to fund projects.

1.1 The Project Consortium Cities

PROJECT CO-ORDINATOR :

Communauté d'Agglomération de La Rochelle (CdA), FR

PARTNERS :

Ville de La Rochelle (Ville de LR), FR

EIGSI, Ecole d'Ingénieurs de Génie de Systèmes Industriels, FR

Lancashire County Council (LCC), UK

Preston Bus Ltd (PB), UK

Transport and Travel Research Ltd (TTR), UK/FR

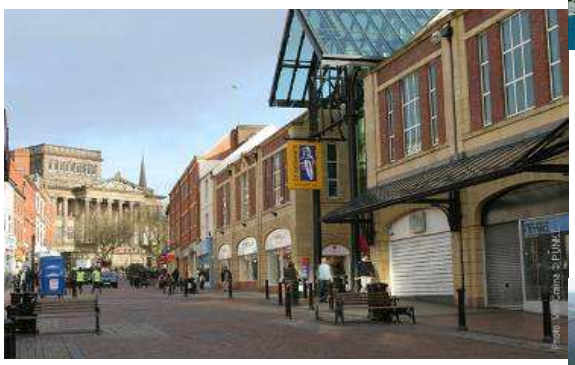
Preston City Council (PCC), UK

South Ribble Borough Council (SRBC), UK

Primaria Municipiului Ploiesti (PMP), RO

Regia Autonoma de Transport Public (RATPP), RO

Universitatea Petrol-Gaze Ploiesti (UPGP), RO



1.2 La Rochelle

La Rochelle lies on the Atlantic Coast of Western France. The Urban Community of La Rochelle includes 17 surrounding towns and La Rochelle itself. 160,000 inhabitants live in this area of 20,650 hectares and the total population may reach 250,000 people in summer. Based on a strong maritime heritage with several ports (commercial, leisure, fishing), the economic dynamism of the Urban Community of La Rochelle is the main factor of evolution of the city and the foundation of the urban strategies among which policies in favour of the framework of life and urban ecology (sustainable transport and protection of the landscape) stand in first position.

The Urban Community of La Rochelle has been involved for several years in improving urban transport and more specifically in introducing clean vehicles, developing new concepts for sharing vehicles, bicycles, in implementing Park + Ride, and even starting the "car-free day". Clean transport is not the only environmentally friendly improvement introduced in the town. Other actions have already been started to make the city one of the best in the country for environmental issues. Among these are "master planning" for wind turbines in urban areas, an observatory for air quality (ATMO existing since 1976), coastal protection studies (with La Rochelle University) and littoral management, electric boats for collective transport in the harbour. So SUCCESS is clearly part of the global environmental strategy of the local authority for improving quality of life in all of the city's communal areas.

1.3 Preston

Preston is England's newest city – city status was granted in 2002. It has a population of 129,000 plus suburban areas in South Ribble (combined population 250,000). Preston is the administrative capital and largest commercial centre of Lancashire in the North-West of England.

Preston is, however, an ancient place, receiving its Charter in 1179 - its historic Preston Guild is celebrated every 20 years with the last celebration in 1992. 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. This transformation is community-led with the Council and its key partners giving full support. The Council - in partnership with the private sector - is also working on a multi million pound scheme to redevelop Preston's City Centre through better retail, transport, housing, office, leisure and other mixed uses. Preston's student population is acting as a major catalyst too. With over 30,000 students, the University of Central Lancashire in Preston is the sixth largest and one of the fastest growing Universities in the UK.

Preston is already a UK leader in the field of transport telematics through its involvement in the UK UTMC programme and Lancashire County Council was recently awarded the title of UK Local Transport Authority of the Year 2004. The planned major regeneration of the city centre has created

an opportunity for SUCCESS to support a step-change in the provision of sustainable transport systems within the city.

1.4 Ploiesti

Ploiesti City is located in the south of Romania 60 km north of Bucharest, the capital of Romania. Ploiesti is the capital of Prahova County and is located south of the Sub-Carpathian hills and north-west of the confluence point of two main rivers, Prahova and Teleajen. The municipal economy is characterised by a concentration of large and very large businesses. The population of Ploiesti went from 56,460 as indicated by the December 1912 census returns, up to 252,715 in January 1992**.** At the end of the year 2001, the population had slightly reduced to 248,688.

Ploiesti City (5,844 ha) is intended to become the nucleus of a metropolitan area, which will include some nearby villages adding around 70,000 new inhabitants to the administrative area. The road network has a radial-ring structure and extends from the city to the neighbouring villages. The municipal roads comprise over 800 streets with a total length of 324 km. East and West ring belts mean around 5,300 vehicles transit Ploiesti each day.

Ploiesti is situated at the crossing of the European Corridors IV and IX.

Ploiesti is a railway hub providing connections between Bucharest, Transylvania and Moldavia. The city has several railway stations for passenger and goods transportation.

Ploiesti is also an important national and regional motorway hub. The municipality lies at the confluence point of the North-South and East-West axes, respectively at the crossroads of Transylvania-Bucharest (Danube River or the Black Sea) and Moldavia-Oltenia (the sub-Carpathian connection).

The local transportation company RATP, which is municipality owned, provides connections to all areas within the city. The municipal vehicle fleet comprised 193 buses, 62 trams and 10 trolleybuses carrying about 70 million passengers annually.

2 LA ROCHELLE

2.1 BUSINESS TRAVEL PLAN

2.1.1 Context

In La Rochelle Urban Community, the economical development is mainly based on SMEs working in the service sector. The city centre of La Rochelle represents the largest working area with around 10 000 workers, mainly shopkeepers, administration and hospital employees.

The city centre is overcrowded by long-duration parking (about 7000 cars a day). Two Park and Rides have been implemented in order to give an alternative solution to the employees working in the city centre.

The University of La Rochelle has been created in 1990. With a total of 10 000 students, it is located in the Minimes district, close to the city centre. The students mainly live in the city centre or around the university. Nevertheless, a lot of students come every day to the university with their private car, at the same period, engendering congestion of the traffic.

La Rochelle has also long committed to develop soft modes, notably by encouraging the use of bikes. Therefore, cycle ways have been developed in the city of La Rochelle for more than thirty years. The extension to other towns of the Urban Community was necessary to develop the use of the bike for commuters as well as visitors and the mobility between close points.

What is a Business Travel Plan?

A Business Travel Plan is the result of an approach aiming at providing employees located on a site/area with global and integrated solution to mobility issues. It includes home-to-work travels, travels for work, and deliveries/visits to the site.

The actions included in Business Travel Plans aim at promoting:

-The use of Public Transports

- Soft modes
- Carpooling
- Adaptation of the working hours
- Optimisation of the parking ….

In the framework of its Urban Mobility Plan and in order to tackle sustainable development issues, the Urban Community of La Rochelle has initiated in late 2004 a Business Travel Plan approach in the city centre of La Rochelle. The approach needed to be detailed, extended and optimised to become fully operational. The idea is to find a solution adapted to the specific needs of each target group proposing specific answers to their needs: car sharing, bicycle, public transport and P+R.

Main barriers identified before the implementation of Business Travel Plan

- A survey carried out in 2003 showed the predominance of the car (75%) and the low proportion of public transport (8%).

- Complexity of the workers' journeys: some of them have more than one journey and may travel in different directions. They may go and leave their children at school, and need to travel from one point to another during the day.
- Great variation of the hours to and from work (between 7AM - 10AM - and 4PM - 8PM)

2.1.2 City Objectives

Extension of the Business Travel Plan to the whole city centre of La Rochelle: SME's, local administrations and possibly business parks located on the territory of the Urban Community

Trialling of a carpool service

- Implementation of a 14 km cycle way linking La Rochelle to Esnandes (North of the Urban Community)
- Promoting alternative solutions to the use of individual cars in La Rochelle towards targeted public (workers and students)

2.1.3 Achievements

- Increased knowledge of alternative modes and public transport services among employees
- Increased number of employees subscribing to PT solutions in La Rochelle.
- Creation of a carpool service with a dedicated website. Increased number of employees using carpooling for their work-home journeys.
- 16 businesses and organisations (10 000 workers) adopted a Business Travel Plan approach

2.1.4 Implementation and operation actions

Approach in La Rochelle

Definition of the role of the local authority

Two approaches are possible in a Business Travel Plan:

- The local authority supports the businesses in the elaboration of the Business Travel Plan
- The local authority implements the Business Travel Plan

In 2005, the second approach was chosen, with the Urban Community carrying out the entire plan. In 2007, the local authority decided to change the first approach, as it was more efficient and more oriented toward the expectations of the organisations. La Rochelle has benefited from the technical exchanges organised with Preston on this topic: the four-day training and good practices sessions have confirmed to the Urban Community that its approach had to be revised.

The city centre is the area with the highest concentration of workers: about 10 000 employees and 485 businesses. The idea is to consider the city centre as a single huge entity.

The 4 steps of the implementation of a Business Travel Plan

1. Diagnosis

Design of a questionnaire, information collected/collated about the employee's travel practices for home to work travel patterns.

2. Finding solutions

Contact with the transport operators, quantified objectives, identification of the potential solutions.

3. Implementation

Implementation of the solutions and communication.

4. Evaluation

Setting up indicators, monitoring, and potential adaptation of the solutions.

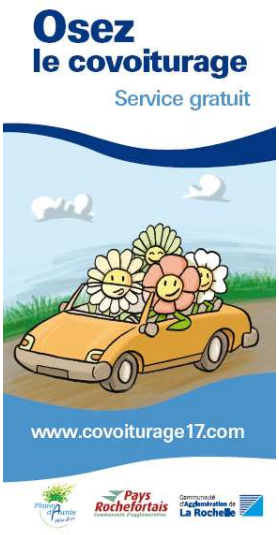
Promotion of the alternative solutions

- Park and Ride

Both P+R's are promoted in the framework of the Business Travel Plans. A "voucher" for a free test of the P+R has been produced.
The P+R shuttle service has been doubled at the peak hours (a shuttle each 5 min) and the opening hours have been extended to 8PM in order to respond to the users demand.
A survey shows the global satisfaction among the P+R users.

- Carpooling

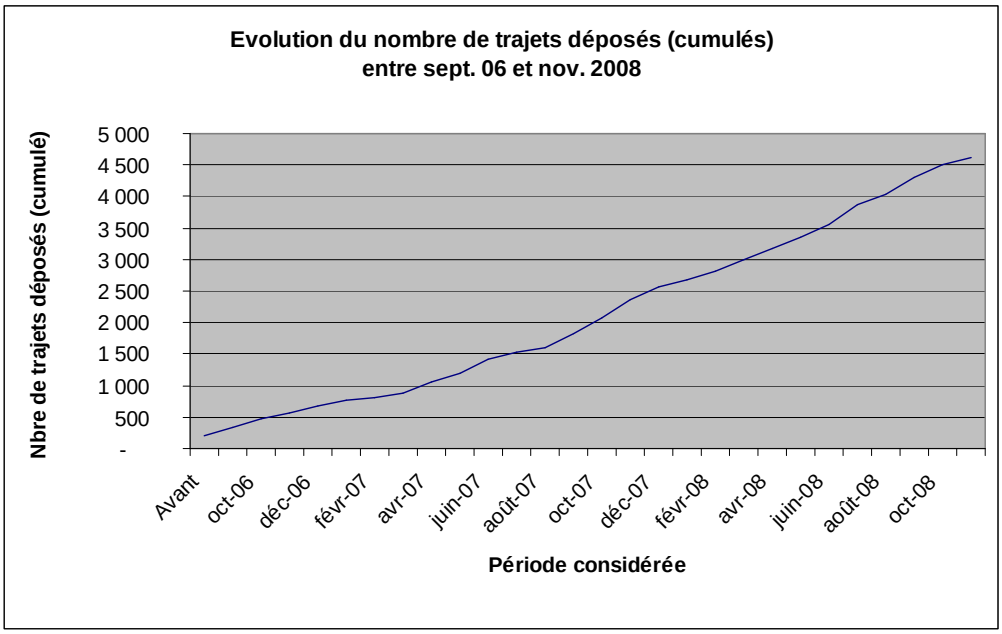
A carpool service has been implemented via the creation of a website (www.covoiturage17.com), in partnership with the urban communities of Rochefort and Plaine d'Aunis. The carpool website has been promoted in special events such as Trade Fairs, Student Fairs, the European Mobility Week …



Legal aspects have been considered in order to draw up a charter of good conduct between the users of the service, the service itself and the Urban Community of La Rochelle. Moreover, the systematic verification of the driving licence and automobile insurance has been cancelled providing the service with more spontaneity.

Results

With more than 4600 travels submitted in the carpooling website, this service has a real success.



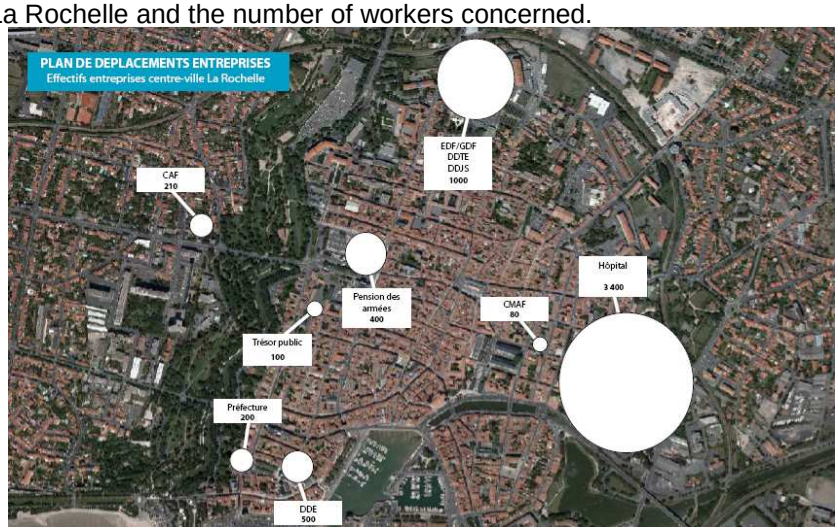
Surveys carried out in order to measure the satisfaction of the users of the service turned out to be positive: 30% of the users are satisfied with the website and a 60% are quite satisfied.

This study revealed that people use the carpooling service mainly for economical and ecological reasons: - 70% use the service for home-to-work journeys.

Partnership

Direct contact has been established with businesses and administrations in the Urban Community, most of which are in the city centre. Information and awareness raising meetings have been organised with the main establishments: the hospital, governmental administrations, ALSTOM act…

The map below shows the administrations carrying out a Business Travel Plan with the Urban Community of La Rochelle and the number of workers concerned.



- Organisation of workshops

A series of thematic workshops has been organised during the European Mobility Week in order to find common solutions to mobility issues. About 20 businesses and 360 people participated.

Zoom on…business travel plan experimentation:

The 75 workers of the Caisse Maritime d'Allocations Familiales tested alternative modes during the European mobility week. This example operation has been organised by the Urban Community and the Caisse Maritime d'Allocations Familiales.

Let's see it step by step!

1. Identification of the home to work journeys.

On the map of the Urban Community, the 75 worker's home have been localised and identified in the map with a number.

2. Working groups

The employees have been separated in groups according to their geographical area. They look at the map and discover new mobility solutions: a bus route in their street, a neighbour to carpool, the park and ride, a cycle path etc…

3. One week to change

During the working session, each of them identified the best way to go to work and decided to test it during the European Mobility Week.

The discussion about mobility was initiated in the Caisse Maritime d'Allocations Familiales. . After testing new mobility solutions, a lot of the employees decided to adopt it.

Publication of a methodological guide for the firms and administrations

There was a strong need of a global and methodological tool to explain the Business Travel Plan approach to public and private bodies. The targeted public are both the Business Travel Plans authors (and the working group) and the managers who decide the travel plan implementation.

- For the establishments' direction managers: this guide enables them to understand the Business Travel Plan approach, its benefits for their firm, and the way to implement it and have efficient communications.
- For the Business Travel Plan's authors: this methodological guide details, step by step the approach and gives examples of good practices.

The guide is composed of 2 parts. A "theoretical" approach aimed at presenting what the business travel plan consists of, its implementation in four identified steps; a practical one, giving the main tools to be used, examples of actions, frequently asked questions and where to get more information.

Lessons learnt:

A Business Travels Plan should:

- Support the businesses in **their** efforts to develop alternatives to the individual car. The involvement of the businesses in the design and implementation of their Business Travel Plan is essential;

- Be based on a close partnership between all the actors (local authorities, business representatives, transport operators, associations…)
- Take into account the relationship between Time and Mobility (differentiation between professional and personal time)
- Be taken into account in the urban planning
- To learn from the experiences carried out in others local authorities in Europe

2.1.5 Conclusions

After its first experience, La Rochelle has adapted its Business Travel Plan strategy, henceforth more orientated toward the expectations of the firms by supporting them in the design and implementation of their travel plan. The use of the P+R and home-to-work PT subscriptions has continuously increased since the introduction of the Business Travel Plans. As for the carpooling, the extension of the service to a regional website is being considered. To complete this range of solutions, new services are to be soon available, notably soft modes: a new bike sharing system and bike shelters.

Key points:
-The Urban Community provides companies with tools in order to support them in the design and implementation of their Business Travel Plan
- Raising awareness, information about the mobility solution and communication are key features of a travel plan
-A strong partnership between all the actors involved (administrations, businesses, local authorities, transport operators etc…) is needed, as well as a continuous follow-up of the actions.

2.2 STUDENTS TRAVEL PLAN

2.2.1 Context

No contribution targeting specifically students had been offered so far. A first study conducted in June 2003 considered that the great majority of students would be ready to change their mobility behaviour, notably to contribute to the environment preservation – a topic which they are particularly aware of. In addition, the possibility to using several modes of transport with one subscription is highly appreciated by students.

2.2.2 Objectives

- To provide students with multimodal services at reduced price
- To encourage students to use environmental friendly transport modes as an alternative to individual car for their Home-to-School journeys.
- To increase students awareness of alternative transport modes

2.2.3 Achievements

- Implementation of a Student Travel Plan involving a maximum of stakeholders: higher education schools and Universities, the student social support service, the French Youth Information Centre (CIDJ), the University Information and Orientation Points (SCUIO), the transport operator, the Joint Board for Public Transport (SMCTCM)…)
- Creation of a specific subscription for students available on smartcard : the “Pass’Etudiant17”
- Recruitment of students taking up the role of “Ambassadors of mobility” (information and promotion of alternative transport modes among the other students)

2.2.4 Implementation and operation actions

As part of the Student Travel Plan, the Urban Community wished to extend the information and raising awareness approach to students, in order to support and develop the use of alternative transport from home to university. Giving information about the PT network and mobility solutions is also a simple way of integrating new students in the city.

Creation of a new specific transport subscription for students

A new annual transport subscription for the students has been created: the Pass'Etudiant17. Through Pass'Etudiant 17 smartcard, students can have access for 185 €/year not only to the whole bus network but also to shuttle boats and bikes. Moreover, it allows the students to go from their place of residence – even outside the territory of the Urban Community, everywhere in the Charente Maritime Département - to their Higher School/University located in La Rochelle. It offers unlimited access with economical tariffs.

A Pass'Etudiant17 selling point is set up on the university area during the students' registration period each year (from August to October).

A strong partnership

La Rochelle University, EIGSI, La Rochelle Business School and the various higher education bodies as well as transport operators, SMCTCM[1] and CLOUS[2] are involved in the development of the Student Travel Plan. A discussion has been initiated with the stakeholders with the possibility of coordinating schedules in Schools with those of public transport. The dialogue with the partners has been continuous.

A study on Students' Mobility

The Urban Community, in partnership with the universities (institute of technology, university, engineering school, business school), set up a database on students' accommodation in the Urban Community, their city of origin and their habits in term of transport. The geocoding technique is used to process the data.

Student actors of their own travel plan: the ambassadors of Mobility

Ambassadors of Mobility have been recruited to raise awareness about mobility issues among the students and promote the public transport offer. The "ambassadors of Mobility" have been provided with regular training by the Urban Community in order to inform other students in an efficient way.

[1] Syndicat Mixte de la Communauté Tarifaire en Charente-Maritime

[2] Centre Local des œuvres Universitaires et Scolaires

Thanks to a partnership with the bus operator, the “ambassadors of Mobility” have been offered a one year subscription Pass’Etudiant 17. A Charter of Good Conduct has been developed.

Promotion

Communication and awareness-raising are key features in the development of the student travel plan: Pass’Etudiant17 flyers have been designed, advertisements included in the “Student guide”, promotion campaign in the buses….
Direct contact with the student has been established through information stands at key events and at the beginning of each school year. Oral presentations of the public transport network and mobility solutions are organised in the universities and high schools.

2.2.5 Conclusions

The number of students using Public Transports has dramatically increased, ensuring a success slightly exceeding the expectations. Within 2 years, the number of students subscribing to the pass has doubled. The observation of the students’ travel and the development of a strong partnership have been strong factors in offering adequate solutions to students at a reasonable price.

Key points:
- The new pricing strategy towards students, Pass’Partout17, turns out to be a success
- Awareness-raising, information on the mobility solution and communication are key features of a student travel plan

2.3 IMPLEMENTATION OF A NEW STRUCTURE FOR ALTERNATIVE MODES

2.3.1 Context

The use of bicycle in the Urban Community of La Rochelle has always been known for being the first alternative transport solution. The implementation of bicycle services in La Rochelle (including the bike renting service “Yellow bikes” initiated in 1976 …) emphasises the strong commitment of the local authority in that field. Moreover, the Eurovelo route number 1 (Atlantic Coast route from the North Cape in Norway to Sagres in Portugal) crosses La Rochelle and the northern cycle path is part of this route.

Cycle ways are numerous in La Rochelle and in the Urban Community; however a large part of the road space remains characterised as not being safe enough or an inconvenient route and, in the end, represents poor environment for cycling or walking. Notably vulnerable users perceived a lack of safety and security. A source of conflict can arise between pedestrians/cyclists and other users of the road space, especially in the city centre, as the streets are confined. Hence the basic idea has been to make a whole cycle path independent of the car road with specific signage, associated with a green landscape in order to make the cycle trips more user-friendly, and in parallel to make them more aware of environmental issues.

2.3.2 Objectives

The objective of this measure is to build a 14 km-cycle path in the northern part of the territory. This path runs through 4 communes (Lagord, Neuil sur Mer, Marsilly and Esnandes).

Through this cycle path, different uses are encouraged:

- daily home/school and home/work journeys
- leisure activities and tourism

A special attention has been paid to make this cycle path safe and accessible to everybody. Moreover, an ecological corridor has been developed along this cycle path, preserving biodiversity and providing users with a pleasant landscape.

2.3.3 Achievements

The 14 km cycle path – connecting the four cities of the urban area - has been implemented. A complete signage has been installed all along the cycle path. From the beginning, various stakeholders have been involved in the conception as well as in the implementation, notably the cyclist association “Vive le Vélo”.

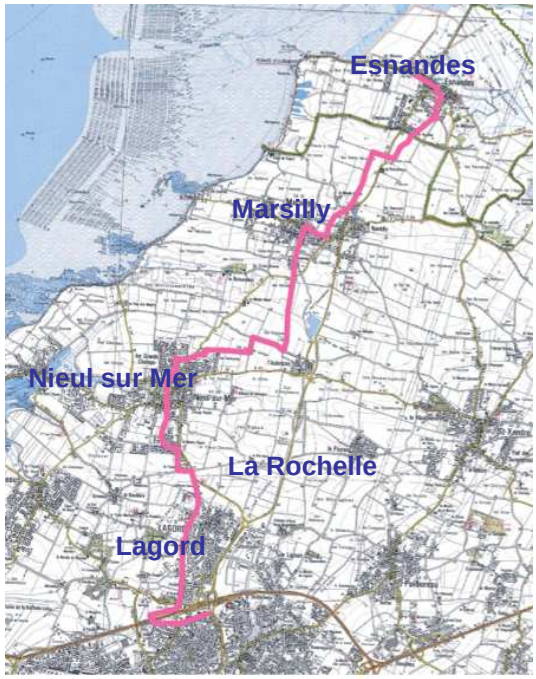
2.3.4 Design, implementation and operation actions

This path involves two types of structures:
Infrastructures in a dense urban environment, providing highly secure infrastructures for daily travel, despite strong competition with other users on road space sharing.
In urban peripheral area and rural areas, the infrastructures are integrated in a programme aiming at giving better value to the areas concerned and developing ecological corridors.
The idea is to combine the redefining of the public space to the different categories of users and the protection of the environment.

Redefining of the public space toward a better cohabitation between the users:

In a dense urban environment, the innovation lies in the redefinition of public space planning by providing public space users and principally cyclists with appropriate equipments. Since public spaces are limited, different transport modes have to share it without jeopardising the user's safety. To do so, several actions have been carried out:

- Separated cycle way and a walkway have been implemented
- Interactive pedestrian crossing points have been installed
- An infrastructure management system has been developed to remove barriers to pedestrians and cyclists.
- Accessibility for disabled or elderly people has been improved in several places.



All these developments generated, in some points, a reduction of the car speed;

One of the goals of the Urban Community has been to make a complete path linking the North of its territory (at the border of Vendée Département) to the South (Chatellaillon) – itself linked to the Eurovelo route n°1. The cycle path at the South of the territory had already been completed. Therefore, all efforts have been concentrated on the implementation of the Northern part of the Urban Community, crossing Lagord, Nieul s/Mer, Marsilly and Esnandes.

An ecological corridor

La Rochelle Urban Community designed its cycle path not only as a “classical” infrastructure for cycling but as an “ecological corridor” – an “eco-friendly” infrastructure. Indeed, the specific landscaping of the North of the Urban Community had to be preserved. Native plants adapted to local climatic conditions and land (green oaks, ash trees, country-style elms, sea purslanes, hazel trees, hawthorns, European charcoals, plum trees, briars, rose-bush, etc) were planted. Hedges have also been installed to separate the fields. Indeed, they protect both cultures and cyclists from the dominant west wind, they contribute to fix CO2, and help the rainwater management. Meetings have been organised to raise awareness among farmers and owners located next to the cycle path on the benefits of such plants.

The implementation of the cycle path has been an opportunity to accelerate the plantation of 6 kilometres of hedges in the public domain (between cycle way and fields). Some wood areas have been extended to comfort the implantation of a new wildlife and provide a convenient area for relaxation and discovery of sea borne landscapes in the Urban Community.

The project step by step…

The first step of this project has been to define the itinerary. All the data concerning topographical readings plots and landscaping have been registered... An important consultation task has been carried out with the inhabitants located close to the cycle path, the land owners, and the representatives of the municipalities.

In the first semester 2005, the project has been validated by the representatives. In March 2006, the call for tender has been prepared, considering 3 different lots: general landscaping, earthwork and plantations. The main factors considered were the financial offer, the respect of time measurements and the ecological aspects (combining protection of the biodiversity and comfort for cyclist).

The road works on the cycle lane have been globally completed by June 2007. In parallel, the 'ecologic corridor' (specific green spaces designed to protect biodiversity) has been completed.

The cycle lane has been inaugurated by M. Bono, Mayor of La Rochelle, on 2nd June 2007 during the National Bike's Day. Local, regional and national representatives attended the event.

A significant internal study has been led for promoting the use of the cycle lane for inhabitants of the Urban Community as well as for visitors. It has been focusing on two aspects:
- To consider the installation of panels at the entrance of each city crossed by the cycle lane indicating not only the cycle lane but also the main attractions.
- The creation of a specific pocket-map for the cycle lane. The panels and the pocket-map have been produced in the second semester 2008.

The engineers of the Mobility and Transport department of the Urban Community worked closely with local stakeholders used to participating in projects related to cycling Association « Vive le vélo » has notably been active in the improvement of the signage and of the finishing touches to the cycle path . Thanks to this work, a real coherence has been given to the signage all over the path.

2.3.5 Conclusions

The definition of the line drawing has been before presentation to the representatives from each municipality. The involvement of the municipality's representatives, users, neighbours and associations has been essential all along the project: they have been continuously informed of the status of the project and have actively contributed by their suggestions to improve the initial project.
Key points:
- Consultation with representatives, residents, associations in order to define everybody's needs.

3 PRESTON

3.1 IMPLEMENT NEW INFRASTRUCTURE FOR ALTERNATIVE MODES

3.1.1 Context

Conditions for cycling in Preston and South Ribble reflect to a great extent conditions for cycling in the UK as a whole. The UK has lower cycling levels than many European countries. Urban area and road networks have developed with little consideration for cyclists. Increased traffic has led to fewer people cycling. Out of town developments and a more dispersed urban pattern have favoured the car. Until recently there has been little investment in cycling in the UK. Past under investment in cycle facilities has contributed to the decline in cycling in the UK.

South Ribble has had a higher level of cycle use than Preston. In the 2001 Census 3.9% of the workforce cycled to work in South Ribble compared to 2.6% in Preston. A decline of 35% in Preston and 24% in South Ribble since the 1981 Census. High schools in South Ribble have for the UK very high cycling rates, whilst cycling in schools in Preston is low. At 2 high schools in South Ribble in 2007 more than 20% of pupils cycled to school.

Historically a high percentage of the workforce cycled to work in South Ribble to employers such as Leyland Motors. Though many of these employers are now gone to a diminishing extent the tradition still lingers on. The provision of good cycle routes leading into the centre of Preston from South Ribble is another reason why cycle use in South Ribble has held up. In Preston heavy traffic on main roads and the city centre traffic management system discourages cycle use. Though there are potentially good off road cycle routes in Preston such as the canal and a cycle path on an old railway these stop short of the city centre which discourages use. The best used cycle route is the area in the Old Tram Road a traffic free path providing a direct route into Preston city centre from South Ribble.

In 2004 there were 21km off road cycle routes in South Ribble and 21.5km in Preston. By comparison Lancaster, which is one of the UK's cycling demonstration towns, and of comparable size, had 60km of off road cycle routes in 2008. As a result cycle use in Lancaster has grown in comparison to Preston and South Ribble, Lancaster also has a lower accident rate per cycle trip.

Research by Socialdata in connection with the CIVITAS project suggested that cycling had the greatest potential of any mode to replace car use. It enables people to travel further than walking; it is more flexible than public transport and for short journeys as quick as travelling by car.

3.1.2 Objectives

- Set in place the basis for increasing cycle use in Preston and South Ribble is the future.
- Make it more attractive and safer to travel in the area by bicycle by increasing the length of the cycle path network in Preston by 7km (30%) and in South Ribble by 4.5km (20%), improving cycle parking and by other measures to improve conditions for cyclists on roads, such as traffic calming, contra-flows and cycle lanes.
- Increase awareness of the benefits of cycling and of the local cycle network by:
  - Producing a new cycle map of the area and other cycle leaflets
  - Personal Travel Planning
  - Improving signing of the cycle network
  - Working with major employers and schools to promote cycling through travel plans
  - Holding events to promote cycling
- Develop plans to improve the cycle network in the area.
- Improve monitoring of cycle use in the area by installing more automatic cycle counters on cycle paths. On road cycle flows are measured by manual traffic counts. Cycling to school is measured through the annual school travel survey.

3.1.3 Achievements

The length of the cycle path network in Preston has increased by 8km against a target of 7km and in South Ribble by 6.5km against a target of 4.5km.

Initial conclusions from the Travelsmart project suggest that cycle use in South Ribble has increased by 75%. On road cycle flows at 12 sites which data is available for increased by 36% from 2005 to 2007.

Conditions for cyclists have also been improved by other measures, such as the Adelphi scheme in the University quarter and the Clear Zone on the south side of the city centre, by reducing through traffic and slowing vehicle speeds. The Adelphi scheme included cycle crossings at a major roundabout. Contra flow cycle lanes have been introduced in four streets, enabling cyclists to make through journeys on quiet streets.

Cycle parking has been increased by installing more cycle parking in Preston city centre, and by requirement for new developments, such as supermarkets, to install cycle parking. This has had a significant effect on cycle parking in Leyland town centre, where two new supermarkets have recently been opened.

New cycle paths include a new route through Avenham and Miller Parks, two historic riverside parks on the edge of Preston city centre. A cycle path on an old railway serving the north east of Preston has been extended to serve an expanding industrial area to the north east and an outlying village. To get full benefit from this route there is a need to link it to the city centre. The canal towpath has been improved to provide a route into the City Centre from the North East. Other achievements include new routes serving schools and a new link to Walton Summit Industrial Estate avoiding a difficult motorway junction with a high accident rate for cyclists.

A new cycle map has been brought out, and signing of cycle routes has been improved in one area of the city. Events have been held in Preston to promote cycling. In 2006 and 2007 a cycle show was

held in the main square in Preston with cycling activities and information about local cycle routes. In 2008 a cycle race, which attracted top UK cyclists was held in Preston city centre. Cycle user groups have been set up at two major employers in Preston: The County Council and the University.
Cycle strategies for Preston and Leyland have been produced.
Studies have been done into allowing two-way cycling on Church Street/Fishergate, the main east west route through Preston city centre and into improving conditions for cycling in the docks area, a 1980s redevelopment that is unattractive to access by bicycle or on foot.
Though not part of the original CIVITAS project, funding has been obtained for a 'Go Ride' officer to promote cycling sport to children, through schools and junior cycle clubs. Lottery funding has also been obtained for a Cycling for Health projects in both Preston and South Ribble. This will include short rides for people recommended to take exercise by their doctor, perhaps to help them recover from illness.

3.1.4 Implementation and operation actions

Design of new cycle routes has largely been done internally, either by the County or District Councils. Problems to be overcome in building a new cycle road include legal, planning, funding and design issues. The legal process in the UK for making a path a cycle track can be quite complicated. Footways adjacent to a carriageway can become cycle tracks by a decision of the council, usually the Cabinet Member, whilst footpaths which are separate from roads, for example a path running between two roads, can be converted by cycle track order. If there are objections a public inquiry might result. Alternatively a path could become a cycle track by the landowner dedicating it as highway or by the landowner giving people permission to use it on a permissive basis. A new cycle route might need planning permission. An ecological survey may have to be carried out, consultation with residents is also important, a safety audit of the route is normally carried out and the proposals discussed with the user groups.
Though there is transport funding for new cycle facilities in the UK, the ability to develop new cycle routes is part dependent on grants from outside bodies such as the lottery or contributions from new developments. Often in the UK new developments are required to pay more to improve transport infrastructures as a condition of getting planning consent. The extension of the cycle path on the old railway serving the north east of Preston was largely paid for by contributions from developers and a reclamation scheme for derelict land. A new cycle project may involve the assembly of funding from a large number of sources.
Signing of cycle routes is being implemented on an area basis. The first area to be completed was the area on the south side of the River Ribble. Historically signing of cycle routes have been piecemeal. With some routes being away from the road network, awareness of cycle facilities by non-users is low. Signing cycle networks is quite complex. Often there are more than 100 signs involved and there is a need to ensure that signs agree with one another. Computer programmes are available to help decide what destinations to sign at different points in the network, though they were not used in this case.
The new cycle map of the area shows cycle facilities and recommended routes on roads linking key destinations. The new cycle map replaces a cycle map of the area that was 10 years old. In some other areas of the UK cycle maps have been brought showing the 'cyclability' of roads, rather than route networks. Roads are graded on their 'cyclability' on the map being marked in different colours.

The Preston and South Ribble map is a route based map as it was felt that such a map is easier to read and better shows the best cycle route between any two destinations. A difficulty in designing the map was to show all roads in the urban area at a manageable scale.
The new cycle map was produced by independent mapping company specialising in the design of cycle maps. It is based on national mapping data produced by the Ordnance Survey, the UK government's mapping agency. It is hoped to use the information on the cycle map as the basis for a future web based cycle journey planner.

The Preston Cycle Strategy was carried out by an outside consultant, whilst the Leyland study was done internally. The two strategies identify future cycle route proposals which can then be brought forward when the opportunity arises for example through a new development.
The Preston Strategy is based upon an analysis of trips to major employment areas and key destinations in the city. It identifies 6 main destinations in the city (city centre, University, docks, hospitals. college areas, Preston East employment area, Preston North East employment area), and proposed a network of primary cycle routes, made up of 5 radial routes and one route crossing the north of town, using a mixture of routes along cycle paths, parks, canal towpaths, quiet roads and cycle lanes on major roads. A network of secondary cycle routes serving more local destinations is also proposed. Routes to schools are also important.
To monitor cycle use the number of automatic counters on cycle paths has been increased from 2 to 7. This compares to 28 counters in nearby Lancaster, which is one of the UK's Cycling Demonstration Projects.

3.1.5 Conclusions

As a result of the CIVITAS project the basis for increasing cycle use in Preston and South Ribble in the future has been put in motion. Conditions for cyclists in the university area have been improved by the Adelphi project. The Clear Zone project and Tithebarn development should result in better conditions for cyclists in the city centre. There are also a number of other projects, such as the extension of a cycle path on an old railway into the city centre, which should if they come to fruition lead to a substantial increase in cycle use in the area. The research by Socialdata in connection with the Travel Smart Project has emphasised the potential that cycling has to replace car use in the area.
To a great extent the difficulties increasing cycle use in Preston and South Ribble reflect the difficulties increasing cycle use in the UK as a whole, where cycling levels are low compared to Europe. Past under investment in cycle facilities, a traffic system that favours car use, lack of knowledge and experience in designing cycling schemes and a general perception that cycling is not a safe mode of transport are all problems to be overcome to increase cycle use. One of the lessons of the project therefore is that there is need to improve conditions for cyclists in the city centre and immediate surroundings if cycle use is to be increased in the city as a whole.
Compared to many cities in Europe, cycle access into the city centre in Preston is poor. Though there are potentially good off road routes leading into the city, these stop short of the city centre, with cyclists having to negotiate the last part of their journey through difficult road conditions.
Schemes to reduce through traffic and traffic speeds are one way that conditions for cyclists can be improved. Both the Clear Zone and Adelphi Projects have helped to do this. Traffic management can

also help cyclists by providing more direct routes on quiet streets for cyclists whilst including access to an area by motor vehicles. The provision of contra-flow cycle lanes is one way that this can be done.

In the UK cycle use by women is far less than by men, the reverse of the situation in Europe. Though this problem has not been overcome in Preston and South Ribble, surveys suggest the proportion of women cyclists using a route was higher on well used traffic free cycle paths than on busy main roads. As part of the cycling demonstration project in Lancaster a study has been carried out into cycling by women. Preston has a high ethnic population. A study has been carried out in the east of the county into promoting cycling to ethnic groups. Cycling by Asian groups in the UK is generally low. The study suggested that the best way of promoting cycling to ethnic groups was working through existing community organisations.

The project also highlights the importance of having a dedicated team working on cycling. In Lancaster, which has one of the UK's cycling demonstration projects, there are 5 staff working on cycling, whilst Preston and South Ribble are covered by staff covering the whole county, who therefore have less time to spend on developing cycling in the area. The use of consultants is one way of getting over this problem. The appointment of a 'Go Ride' officer and project officers to work on the cycling for health schemes will increase the number of staff working on cycling in the area. These officers are employed by non-government organisations rather than the council.

Partnership working is also important in increasing cycle use. For example the university have been partners in the Adelphi scheme which has improved conditions for cyclists in the university area. The university has been active in promoting cycling to staff and students, improving cycle parking, setting up a cycle user group and holding cycle events.

Land use planning has an important role to play in determining the level of cycle use. A spread out development pattern with new developments located on the edge of the built up area favours car use, whilst a more compact pattern encourages walking and cycling. New developments provide an opportunity to increase cycle use. However it is essential that new developments are connected to the cycle network if cycle use is to be increased. For example the cycle path on the old railway in Preston goes past a retail park. At present there is no link between the cycle path on the retail park, which means people cannot use the cycle path to get to the retail park, though a condition of future expansion of the retail park is that a link is put in.

The project has also underlined the importance of having a good cycle strategy from which to develop cycling in an area. The strategy should aim to provide solutions to problems and identify opportunities for increasing cycle use. A new strategy for Lancashire, as a whole, was approved Summer 2008 and a Preston specific one in Spring 2008. An understanding of trip patterns and destinations are one way of ensuring that the strategy is market orientated. Questionnaire surveys can also help identify what is likely to increase cycle use. The survey by Socialdata has provided good background data for the cycle strategy. Monitoring is important to identify what works, and the success of the strategy. Before starting a project there is a need to carry out pre-surveys. As changes in cycling levels are difficult to measure accurately, as cycle flows are seasonal and variable from day to day according to the weather, there is a need to measure cycling rates by a number of different means to get a more accurate picture (e.g. travel surveys, counts of cyclists on roads and on cycle paths, cycling to school rate).

Though the development of a cycle network in Preston and South Ribble is still at an early stage initiatives undertaken in the CIVITAS project have helped form the basis of developing cycling in the area in the future.

3.2 PERSONALISED TRAVEL PLANNING

3.2.1 Objectives

The strategic objective of this measure is:

To facilitate a modal shift towards non-polluting/less-polluting modes of transport by supplying personalised travel information and incentives to users to assist their decision to replace car journeys by walking, cycling and using public transport.

General objectives will include:

Specific marketing campaigns in support of the walking, cycling and public transport infrastructure to maximise the value of the investment.

Encouraging the use of transport resources with zero pollution emissions.

Reducing dependency on the car or promoting responsible driving where a reduction of use was deemed impossible.

3.2.2 Achievements

Lancashire's first TravelSmart® Individualised Travel Marketing (ITM) programme, conducted across a total target population of 50,000 households in Preston, South Ribble, and Lancaster during 2006-07, was successful in increasing levels of walking, cycling and public transport use, leading to significant reductions in car travel.

By offering households personalised information and advice on the alternatives to private car travel and incentives to try them out, six separate ITM campaigns activated some of the significant potential for behaviour change existing across the target areas, as highlighted by extensive baseline surveys conducted in spring 2006.

A detailed evaluation of the TravelSmart programme measured average increases in use of sustainable travel modes among the target populations ranging from 11 to 36%, generating relative reductions in car driver trips of between 10 and 14%. The total annual saving in vehicle kilometres was approximately 62.6 million vkm, leading to annual CO_2 reductions of around 13,000 tonnes. The evaluation also provided strong evidence that the effects of TravelSmart were sustained for up to 18 months.

The programme of six ITM campaigns and travel behaviour research (consisting of baseline, interim and final surveys) was delivered by Sustrans and partners Socialdata under contract to Lancashire County Council. The work was focused on two 'package areas': Preston and South Ribble, where it formed part of the County Council's EU-funded CIVITAS SUCCESS project; and Lancaster (including Morecambe), where it was designed to support other local transport schemes, notably the district's Cycling Demonstration Town (CDT) programme.

At the time of its launch in early 2006, Lancashire's TravelSmart programme was the largest household travel behaviour change programme of its kind in the UK, helping to consolidate the County Council's position as one of the country's most innovative transport planning authorities. The aim of the programme was to reduce levels of car use by promoting walking, cycling and use of public transport among residents of the two packages area. The specific objectives were as follows:

To define suitable target areas in Preston and South Ribble, and in Lancaster district, to provide a total ITM target population of 50,000 households

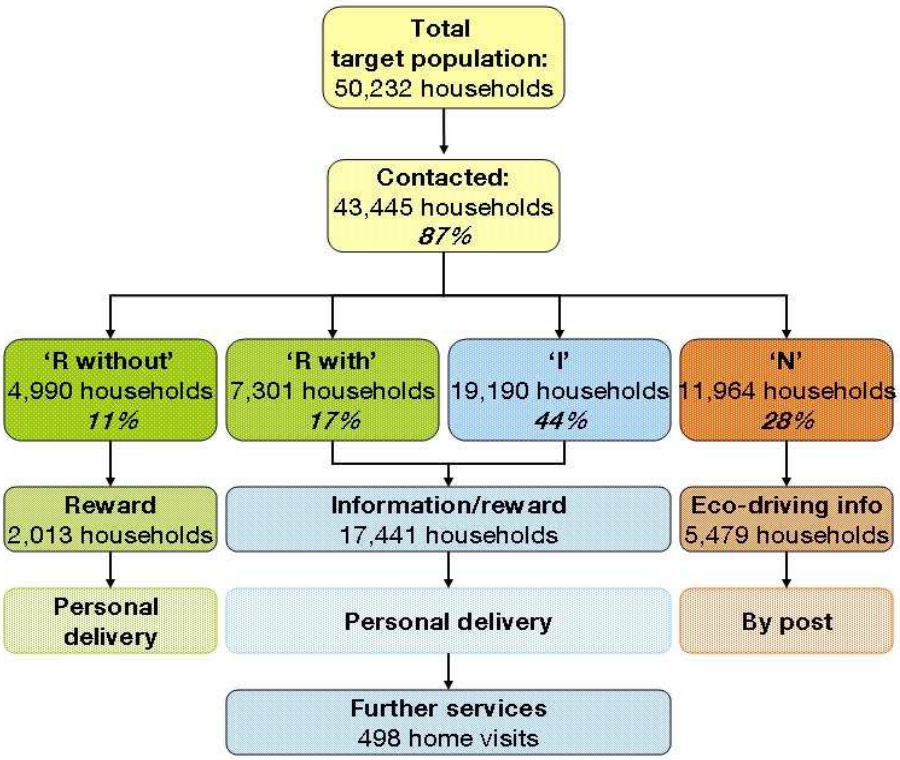
To develop for each area a package of information, incentives and other services to promote walking, cycling and public transport;

To offer this package of information, incentives and other services to the target population in each area, and to fulfil all requests received using the TravelSmart ITM technique (see below); and

Using a series of household surveys, to evaluate the effects of this intervention against a range of performance indicators relating mainly to personal travel behaviour using.

The programme was co-ordinated by a working group consisted of Sustrans, Socialdata and Lancashire County Council. This group was responsible for finalising the overall project design and developing the marketing package for each of the six stages of the ITM programme. Further inputs from Lancaster City Council and South Ribble District Council, in particular to the development of the marketing package, were sought as required.

Alongside published bus and rail timetables, local cycling and walking guides and information on community transport, the marketing package assembled for each ITM campaign included two resources developed specifically for TravelSmart®: stop-related bus timetables and a series of local travel maps. A programme of home advice sessions, together with targeted incentives (including a



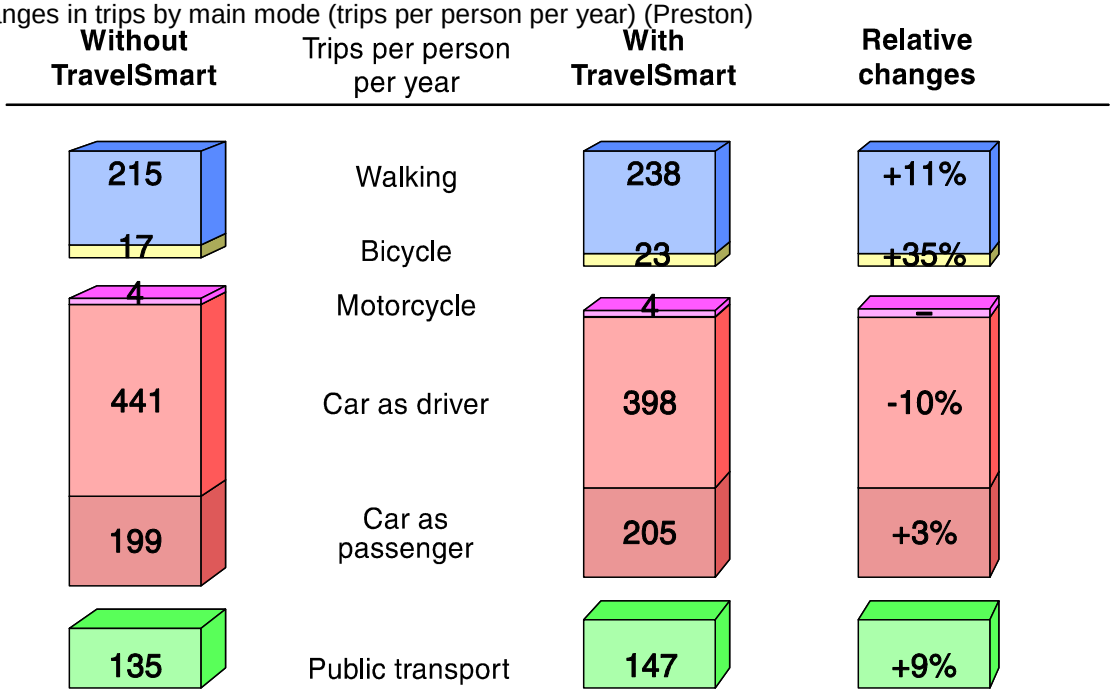
four-week 'test ticket' to for local bus services), was also developed to provide participating households with an opportunity to trial one or more alternative modes. Finally, a separate package of materials on responsible driving was assembled for distribution to selected households that were not interested in the main offer of information on sustainable travel options.

The overall responses to the six ITM campaigns are summarised in the flowchart above. This shows that of the total initial target population of 50,232 households, 87% responded to a combination of telephone and door-to-door contact, and were segmented into groups according to their current travel patterns and willingness to participate in the TravelSmart campaign. Of these, 61% were interested in

receiving personalised information and advice on walking, cycling and/or public transport and 11% were regular users of these sustainable travel modes with no need for further support. The remaining 28% were not interested in taking part.

Following this initial contact and the subsequent offer of advice etc to those interested, personalised TravelSmart packs containing a total of more than 190,000 items of information, rewards and incentives were delivered to a total of 19,454 households across the six target areas. In general, the most frequently requested information materials were the local travel maps, walking guides and stop-specific bus timetables. Following the offer of further advice and support to selected households, a total of nearly 500 home visits were also conducted by trained advisers on walking, cycling and/or public transport. A further 5,479 information packs on responsible driving were sent to households not interested in the main TravelSmart offer, bringing the total number of delivered packages to nearly 25,000, reaching nearly half of the initial target population.

Changes in trips by main mode (trips per person per year) (Preston)



The effects of all six stages of Lancashire's TravelSmart programme are summarized in the table below:

Target area	Target population (households)	Relative change in car driver trips	Relative change in trips by sustainable modes	Additional daily exposure to active travel (mins)	Annual reduction in vehicle km (millions)	Estimated annual reduction in CO_2 emissions (tonnes)
South Ribble	10,700	-13%	+36%	2	18.2	3,800
Preston	14,518	-10%	+11%	2	10.5	2,200

3.2.3 Implementation and operation actions

Background

In September 2005, Lancashire County Council invited tenders for a programme of behavioural research and personalised travel planning in two 'package areas', Preston and South Ribble, and Lancaster (including Morecambe). The Preston and South Ribble package was to form part of the County Council's EU-funded CIVITAS SUCCESS project while in Lancaster, the work was intended to build upon other local transport schemes, notably the district's Cycling Demonstration Town (CDT) programme. In January 2006, Sustrans and partners Socialdata were commissioned to undertake the work, using behavioural research and Individualised Travel Marketing techniques which had provided the foundation for their successful TravelSmart programme. At the time, this was the largest household travel behaviour change programme of its kind in the UK, helping to consolidate Lancashire's position as one of the country's most innovative transport planning authorities[3].

Aims and objectives

The aim of the Lancashire TravelSmart programme was to reduce levels of car use among the target populations by promoting walking, cycling and use of public transport.

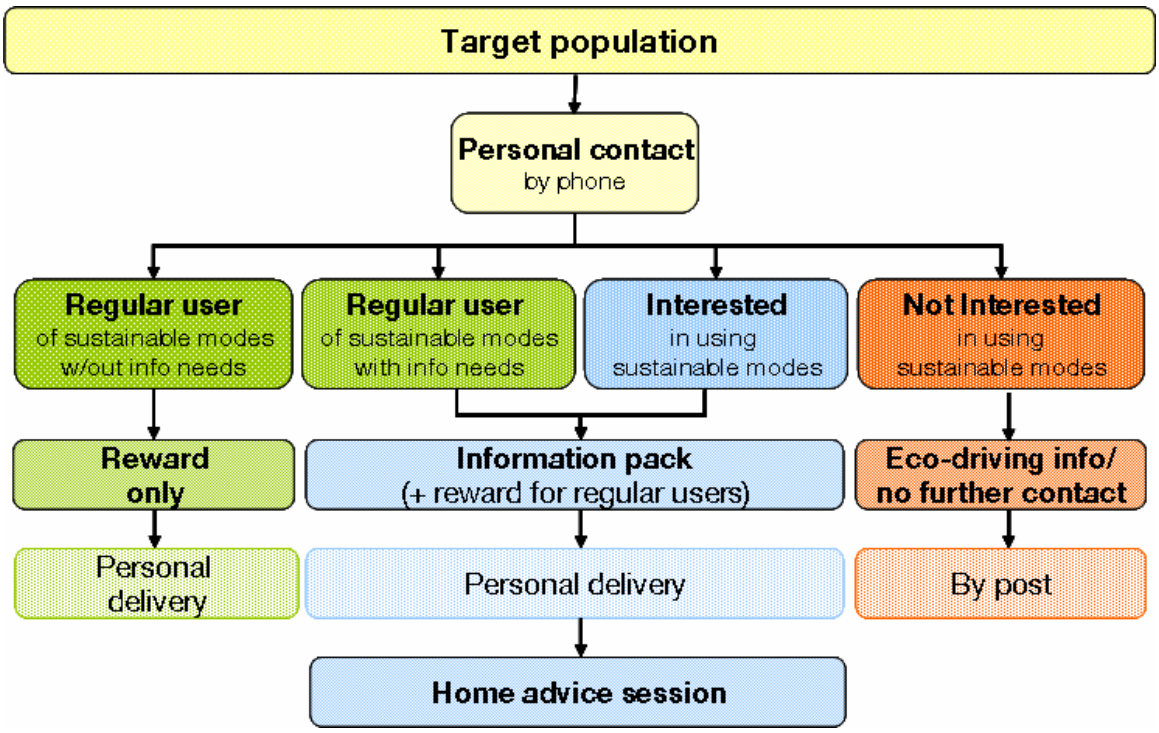
The specific objectives were:

- To define suitable target areas in Preston and South Ribble, and in Lancaster district, to provide a total ITM target population of 50,000 households
- To develop for each area a package of information, incentives and other services to promote walking, cycling and public transport;
- To offer this package of information, incentives and other services to the target population in each area, and to fulfil all requests received using the TravelSmart ITM technique (see below); and
- To evaluate the effects of this intervention against a range of performance indicators relating mainly to personal travel behaviour.

The TravelSmart Individualised Travel Marketing process

The TravelSmart ITM process, as illustrated in Figure 2.1, involves three key stages each based on personal contact with the households in the target area. This creates a dialogue which motivates people to consider and review their own travel behaviour in the context of their own lifestyle situations. People who are interested in changing are supported and encouraged, but the choice is always left to the individual. This process enables people to make voluntary (often small) individual changes which add up to make a significant difference to community-wide travel patterns.

Figure 2.1 Individualised Travel Marketing process



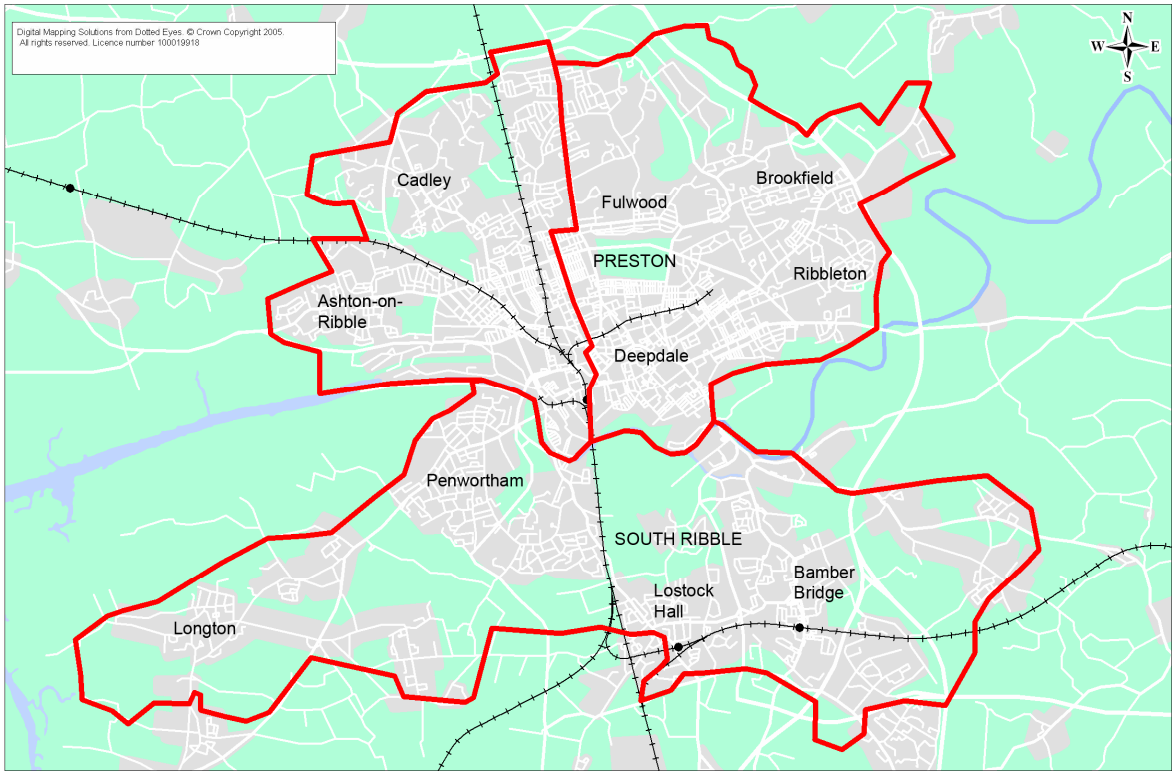
Target areas and populations

Definition of target areas

The original project brief specified that the ITM programme (and associated behavioural research) should be focused on two distinct target areas: Preston and South Ribble; and Lancaster district. At inception, it was further agreed that the programme should be focused on more heavily populated parts of these areas in order to capture the greatest potential for behaviour change.

The resulting six target areas are shown in Figures 2.2. These were known as Preston East, Preston West and South Ribble; and Torrisholme, Lancaster City and Morecambe.

Figure 2.2 Preston (West and East) and South Ribble target areas



Selection of target populations

At inception it was further agreed that:

1) The total target population of 50,000 households should be evenly split between the two areas; and

2) A target population of 25,000 households should be defined for each area in a way that maximised cost-effectiveness in the delivery of ITM

As the ITM target population of 25,000 households was less than the actual number of households in each area, there was a need to select households from within each target area to form the target population for each stage of the ITM programme.

The main criterion used in this selection process was the availability of telephone contact details on the basis that this would enable higher levels of participation to be achieved (for example through use of telephone motivation at different stages of the ITM process) for the same overall resource input.

Table 2.5: Summary data on target areas and populations

Target area	Households in target area[4]	Target population	% of target area households in ITM target population
South Ribble	27,159	10,713	39.4%
Preston East	30,234	7,518	24.9%
Preston West	23,710	7,000	29.5%

Project management

The project was co-ordinated by a working group, which consisted of Sustrans, Socialdata and Lancashire County Council. Meeting around six times per year over the course of the programme, this group was responsible for finalising the overall project design and, for each of the six stages of the ITM programme, developing the marketing package and reviewing progress with the fieldwork. Further inputs from Lancaster City Council and South Ribble District Council, in particular to the development of the marketing package, were sought as required.

As lead contractor to Lancashire County Council, Sustrans was responsible for day-to-day project management and reporting, as well as development of the marketing package for each stage of the ITM programme. Sustrans also managed the local ITM fieldwork, conducting door-to-door contact, deliveries and co-ordination of home visits from a series of field offices around the city. Socialdata undertook postal and telephone contact, database management and quality control from its Bristol operations centre. Lancashire County Council supplied local travel information materials and incentives in liaison with providers including local bus operators.

Information materials

A range of information materials was assembled on local options for walking, cycling and public transport, as well as other services. The principal sources of these materials were Lancashire County Council, Preston City Council, South Ribble Borough Council, Sustrans and the local public transport operators.

A checklist of available materials was developed and reviewed according to the following broad criteria:

Relevance to local travel needs of households in the target area;

Consistency with the overall aims of the TravelSmart campaign; and

Availability in the quantities required and within project time-scales.

All of the materials selected for use in each of the ITM campaigns were listed on the TravelSmart order forms specifically designed for each campaign (see Annex A). The form included the offer of a small incentive (see following section) to encourage households to respond quickly.

Local travel map

With the support of the local authorities, Sustrans produced a local travel map for the target area of each campaign, showing integrated information on local cycling, walking and public transport options

Personal journey plan

The offer of a personal journey plan, downloaded from the Traveline North West journey planner, was included under the public transport section of the order form. The item was described as follows:

Personal Journey Plan: A personal itinerary showing how to make a journey of your choice within Lancashire by public transport. (Please fill out the back of this form)

The back page of the order form was designed to capture the same information about the user's requirements as the Traveline North West internet journey planner.

Pledge Card

By pledging on the TravelSmart order form to use environmentally friendly travel options more often, households could qualify for a TravelSmart Pledge Card. The Pledge Card entitled households to discounts at local cycle and outdoor shops in Lancaster, Morecambe, Preston and South Ribble. These discounts were established by Sustrans with local retailers and included savings on servicing, accessories and new bikes. The Pledge Card also included a 20% discount on all orders placed by phone with the Sustrans shop.

Incentives and rewards

Sustrans sourced a range of incentives and rewards to support the ITM campaigns:

- TravelSmart®-branded calico shopping bags and folders in which to package materials and facilitate deliveries;
- TravelSmart®-branded personal FM radios to encourage a quick response to the order form; and
- TravelSmart®-branded pens and travel alarm clocks to reward regular walkers, cyclists and public transport users to confirm their travel behaviour.

The items used during the TravelSmart campaigns are summarised in Table 3.1.

Table 3.1 Rewards and incentives

Item	To whom offered	Why offered	How offered
Calico shopping bag	All households ordering materials from the customer order form	To package materials and facilitate deliveries	During home deliveries
Information folder	All households ordering materials from the customer order form	To provide a 'wrapper' for households to store their information	During home deliveries

Personal FM radio	All households receiving a customer order form	To encourage quick response to order form	On customer order form
Travel alarm clock and Parker rollerball pen	Households identified as regular users of sustainable travel modes	To reward regular users and reinforce travel behaviour	On separate order form, giving choice of two items
Pledge card	All households receiving a customer order form	To offer discounts at local outdoor and cycle shops (including good going partners)	On customer order form

Incentives offered as part of the further services are discussed separately in the following section.

Further services

A package of 'further services' was developed and offered on the TravelSmart order forms as a means of providing further support and encouragement to households with a particular interest in making greater use of sustainable travel modes. These services were provided in the form of a home visit advice session and were geared towards people currently making little or no use of the travel modes concerned. Households could receive a home visit with a local adviser on cycling, walking and public transport.

The TravelSmart order forms carried the following text to allow households to sign up for these further services:

TravelSmart Plus*:*

Your household may be eligible for a personal advice session with one of our local experts on public transport, cycling and/or walking in your area. Select one (or more) of the options below and we'll be in touch to arrange a home visit to suit your needs. You'll be surprised at the opportunities available.

• *Choose the bus – get the most out of public transport with the help of one of our specialist advisers, including tips on all the best ticket deals and a chance to try out local services.*

• *Choose cycling – get going on two wheels with the help of one of our cycling advisers, including advice on the best local routes, a bike 'health check' and the limited offer of a free cycle trip computer.*

• *Choose walking – put your best foot forward with the help of one of our walking experts, including advice on the best local routes, health information and the limited offer of a free pedometer.*

Various partners were involved in providing the public transport further services for the ITM campaigns

Table 3.2: Home visit providers and test tickets offered

Target area	Home visit provider	Ticket type offered
South Ribble	Stagecoach, Fishwicks and Lancashire United	Four week 'test ticket'
Preston East	Member of Lancashire County Council transport team	Four week 'test ticket'[5]

3.2.4 Implementation

Introduction

This section summarises the implementation of three TravelSmart campaigns in Preston (East and West) and South Ribble. It reviews the activities conducted, and the responses from the target populations during the three main phases of the ITM process: Contact and Segmentation, Service (Confirmation, Motivation and Information) and Convincing[6].

Contact and Segmentation Phase

The aim of the Contact and Segmentation Phase was to make direct contact with as many private residential households as possible in the target population(s), and to segment them into groups for the later phases of the ITM process.

The South Ribble and Preston West target populations consisted entirely of households with available telephone details, while in Preston East the target population included a small proportion (13%) of

[5] Preston Bus, Stagecoach, JFS and Lancashire United were all involved in the offer of the four week 'test ticket'

[6] Detailed accounts of the implementation of each ITM campaign were provided earlier in a series of field reports.

households without available telephone contact details. Separate contact strategies were used for each of these groups.

Households with available telephone details were sent an announcement letter explaining the purpose of the project. This was followed by a phone call to establish the household's current usage of sustainable travel modes and level of interest in receiving information on walking, cycling and/or public transport.

Households without available telephone details were also sent an announcement letter. For these 'non-telephone' households, this was followed by door-to-door contact in place of phone contact. Households contacted in this way were also segmented into 'I', 'R' and 'N' Groups according to their responses to a series of questions asked on the doorstep.

Up to five attempts were made to contact non-telephone households. In cases where someone was clearly at home but did not answer the door, a card was delivered to inform the household about the project and that a member of staff would call again.

During door-to-door contact in Preston East, the first part of the Service Phase was also carried out, i.e. households were offered a range of personalised information listed on the order form (see following section).

In total, after phone and door-to-door contacts were complete in each of the three stages, a total of 23,118 households (92% of the initial 25,231 households) were successfully contacted and segmented into Interested, Regular User and Not Interested ('I', 'R' and 'N') Groups (see Table 4.1).

Table 4.1 Contact and Segmentation Phase

	Households
Total Households	**25,231**
Contacted / segmented Households (total)	**23,118**
Contacted / segmented Households (%)	***92***

Comprising:

Group 'I' households interested in receiving information (not including regular public transport users, but including regular walkers and cyclists)	9,937	43%

Group 'R with' households with at least one person in the household using environmentally friendly modes (including public transport) regularly and with an information wish	3,852	17%
Group 'R without' households with at least one person in the household who regularly uses environmentally friendly modes, (public transport, walking or cycling), but did not require further information	2,512	11%
Group 'N' households who did not wish to participate, had no interest or were unable to use environmentally friendly modes	6,817	29%

Service Phase: Confirmation, Motivation and Information

The aim of this phase was to offer information and support to households contacted during the ITM process according to their specific needs. A comprehensive list of information on walking, cycling and public transport (referred to as the order form) was sent to households identified as Group 'I' or Group 'R with'. An offer of a small incentive (a personal FM radio) was included on the order form to encourage households to return their requests promptly. In the Confirmation Phase, all households in Group 'R' (with or without information needs) and those in Group 'I' that regularly walked or cycled were offered a TravelSmart®-branded gift as a way of confirming their behaviour. This offer was made on a separate mail-back order form.

During the Motivation and Information Phase, households successfully segmented into Groups 'I' and 'R with' received order forms by post. Motivation phone calls were made to households not returning their forms within a specific time period

3.3 BUSINESS TRAVEL PLANS

3.3.1 Context

This measure aims to increase the use and awareness of Business Travel Plans within the Preston and South Ribble areas.

A Business Travel Plan is a 'living' document containing a package of measures that will manage the travelling activities of an organisation. A Travel Plan is site specific and aims to promote sustainable travel choices and reduce reliance on the car. As well as benefiting the wider community through the reduction of congestion and pollution the plan will benefit the organisation through reduced costs etc.

Lancashire County Council encourages the use of Business Travel Plans through planning conditions and promotion of the Travel Plan concept. There is a limited amount of support and advice available to organisations from a Business Travel Plan Adviser that serves the whole of Lancashire.

3.3.2 Objectives

The main objectives were to:-

Increase the number of Business Travel Plans in Preston and South Ribble

Promote the concept of Business Travel Planning.

Assist organisations with the practical measures typically included in Business Travel Plans.

Ensure that any Business Travel Plans prepared are of suitable quality and are fit for purpose.

Facilitate the use of other Lancashire County Council services that will improve Travel Plans.

Reduce single occupancy car use generated by businesses.

3.3.3 Achievements

There are 34 active Business Travel Plans in Preston and South Ribble. It should be noted that the development of a travel plan process can be lengthy and that there are travel plans currently being produced that are not included in this figure.

There have been in excess of 150 businesses approached with a view to introduce Business Travel Plans and the Sustainable travel awareness events have proven to be popular and have been held at several large employers' premises.

Evaluating the success of the promotion of business travel planning as a concept has been problematic. Businesses were surveyed to determine the level of awareness of the concept but the response has been disappointing with a very low number of returned surveys

3.3.4 Implementation and operation actions

In order to deliver the expected outcomes of this work package a Business Travel Plan Adviser with specific responsibility for Preston and South Ribble was employed.

In order to implement Business Travel Plans, one of the initial actions required was to create awareness in the business community of what was required to create and implement a Business Travel Plan. To increase awareness a marketing campaign was planned and implemented, the campaign involved a direct advertising campaign and a radio advert. In addition in excess of 150 letters (as below offering the planning service were sent out along with a number of other promotional items and postcards (as below).

Dear

Re – Transport Issues Preston North Employment Area

In response to the traffic and congestion problems in the Preston and South Ribble areas I have recently been appointed as Business Travel Plan Manager with specific responsibility for those areas. My role is to guide and advise organisations on the business travel plan process.

I will soon be launching a network of interested parties that will come together to discuss the transport problems and issues in the area and how travel planning can help alleviate them. For further information or to join the free network please visit http://www.transportforlancashire.com/travelplannetwork.

Travel Plans have been shown to reduce car use by 15% and are an excellent way of cutting costs, improving recruitment and retention and reducing absenteeism.

If you would like to discuss the travel planning process or have any feedback please feel free to contact me on 01772 53 60 74 or email me at travelplans@env.lancscc.gov.uk.

Regards,

Gareth Cooper
Business Travel Plan Adviser
gareth.cooper@env.lancss.gov.uk

A well written travel plan will help you manage your car park and combat parking problems, making it easier to get to your site.

Lancashire County Council offers a free Travel Plan Advisory service, email **travelplans@env.lancscc.gov.uk** or call **01772 532415** or **01772 536074** for more details.

Business Travel Plans

Lancashire County Council

A travel plan can be a good opportunity to demonstrate your green credentials and give you the edge on your competitors.

Lancashire County Council offers a free Travel Plan Advisory service, email **travelplans@env.lancscc.gov.uk** or call **01772 532415** or **01772 536074** for more details.

Business Travel Plans

Lancashire County Council

In addition to this direct approach, the Travel Plan advisor was also included in a communication group regarding planning applications. As part of this, the advisor was able to submit recommendations and comments to the planning authority regarding the suitability of creating a

business travel plan. These recommendations are based on the threshold as set by the Department for Transport guidelines and are included in the "Essential Guide to Travel Planning" - http://www.dft.gov.uk/pgr/sustainable/travelplans/work/essentialguide.pdf

To deliver the plans a Business Travel Plan advisory service was introduced and promoted offering free advice and guidance. The advisory service includes survey design and data processing and analysis. In addition to this a network of Travel Plan Co-ordinators was introduced. Travel Plan Co-ordinators were invited to join the network which offers the opportunity to exchange ideas and good practice with other members. A network website has been established (below) which has online resources, useful links and gives members access to a contact directory.

The Business Travel Plan Adviser acts as facilitator bringing together parties that can contribute towards a successful Travel Plan into a Steering Group. A Travel Plan Steering Group can consist of employers, public transport operators, healthcare organisations, health and safety advisers, staff members and other public transport professionals.

A range of site-specific transport information was made available to organisations producing travel plans. It is anticipated that personal travel plans will be made available to employees, through the Civitas project individual Personalised Travel Plans can now be generated through a batch journey planning software. In addition to this other materials to promote Lancashire County Council's car sharing service are also distributed, this information has been provided through the work carried out in work package 9 of the Civitas project.

In addition to the information material, Sustainable travel awareness events were held. Large organisations were offered the opportunity to have a sustainable transport awareness day on their premises. Public transport professionals from Lancashire County Council manned a stand in a busy area such as a canteen or foyer. They were then on hand to distribute journey planning information

and to answer any questions or queries relating to sustainable transport. Other organisations such as health care providers were invited to attend the events where suitable.

In addition to the promotional materials made available, as a further incentive to create a travel plan, a grant scheme was created. In order to qualify for the grant the businesses had to complete a questionnaire detailing their plans. The uptake of the grant has so far been limited.

CiViTAS Cleaner and better transport in cities SUCCESS LA ROCHELLE • PRESTON • PLOIESTI

Application Form for Civitas TravelWise Workplace Grant 2006

Please complete this application form after reading the Guidelines for Applicants.

1. Details of Applicant

a) Please complete the following

Contact Name

Telephone Number

Email address

Name of Organisation

Address

b) Please indicate which category your organisation belongs to.

☐ Private sector ☐ Public sector/Registered Charity

c) Please indicate how many employees there are at your organisation.

☐ <50 ☐ <250 ☐ >250

A best practice document is currently being produced. The document will give local examples of the most successful initiatives and provide case studies.

As a result of the work carried out a number of Partnerships have been formed with local politicians, the Highways Agency, public transport operators, Primary Care Trusts, special interest groups such as cycling groups and employers both through Preston Chamber of Commerce and on an individual basis.

Incentives such as cycles and cycle safety equipment have been offered to encourage staff engagement with individual travel plans. To promote cycling as an alternative in excess of 150 cycle racks and storage facilities have been provided to a number of businesses in the Civitas area.

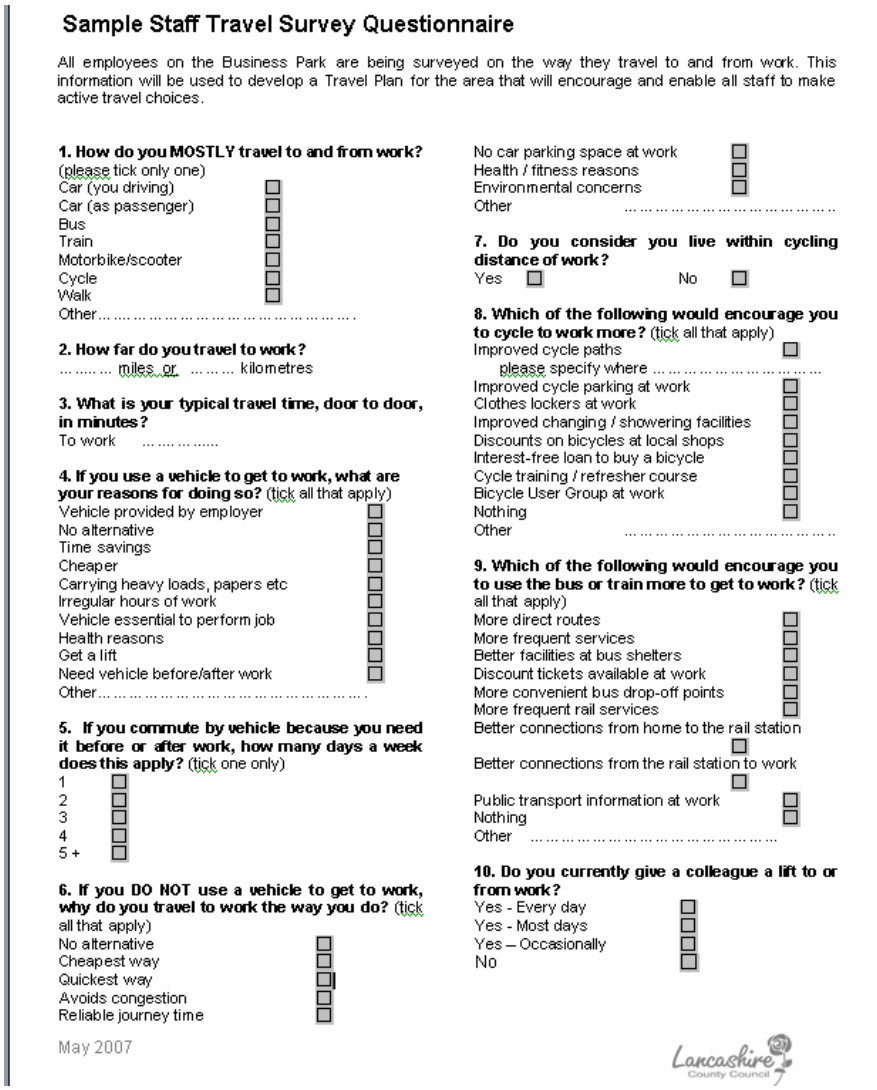
To illustrate how the process is implemented, a recent ongoing example of the process is outlined below.
In this case study the James Hall Distribution Centre organisation, contacted the Business Travel Advisor with a view to create and implement a Business Travel Plan.

At the initial meeting documents promoting and explaining the concepts of Business Travel Plans were provided, these included the "Lancashire Travel Plans Criteria", the Department for Transport

Guidance for Travel Plans (http://www.dft.gov.uk/pgr/sustainable/travelplans/work/essentialguide.pdf), public transport service information (individual timetables and bus service maps), Shared wheels information (car sharing), cycling maps and information. In addition to this examples of best practice of previous travel plans.

From this initial meeting, a steering group was set up to include: - a consultant, a representative from the local public transport provider, the Infrastructure Officer and the Travel Plan Co-ordinator. The project plan was developed and accepted by all attendees.

The Business Travel Plan Co-ordinator then provided a staff survey to be completed by the employees, sample questions (as below). From the analysis of the survey results, the Travel Plan advisor was able to offer individual plans and provide bus service frequency maps for the services for the areas concerned. (This process has now moved on through the purchase of the Batch Journey Planning software, through which public transport plans are produced for the specific individual and at various times of the day to reflect shift pattern workings)



Sample Staff Travel Survey Questionnaire

All employees on the Business Park are being surveyed on the way they travel to and from work. This information will be used to develop a Travel Plan for the area that will encourage and enable all staff to make active travel choices.

1. How do you MOSTLY travel to and from work? (please tick only one)
Car (you driving) ☐
Car (as passenger) ☐
Bus ☐
Train ☐
Motorbike/scooter ☐
Cycle ☐
Walk ☐
Other…….

2. How far do you travel to work?
…… miles or …… kilometres

3. What is your typical travel time, door to door, in minutes?
To work ……

4. If you use a vehicle to get to work, what are your reasons for doing so? (tick all that apply)
Vehicle provided by employer ☐
No alternative ☐
Time savings ☐
Cheaper ☐
Carrying heavy loads, papers etc ☐
Irregular hours of work ☐
Vehicle essential to perform job ☐
Health reasons ☐
Get a lift ☐
Need vehicle before/after work ☐
Other…….

5. If you commute by vehicle because you need it before or after work, how many days a week does this apply? (tick one only)
1 ☐
2 ☐
3 ☐
4 ☐
5 + ☐

6. If you DO NOT use a vehicle to get to work, why do you travel to work the way you do? (tick all that apply)
No alternative ☐
Cheapest way ☐
Quickest way ☐
Avoids congestion ☐
Reliable journey time ☐
No car parking space at work ☐
Health / fitness reasons ☐
Environmental concerns ☐
Other ……

7. Do you consider you live within cycling distance of work?
Yes ☐ No ☐

8. Which of the following would encourage you to cycle to work more? (tick all that apply)
Improved cycle paths ☐
please specify where ……
Improved cycle parking at work ☐
Clothes lockers at work ☐
Improved changing / showering facilities ☐
Discounts on bicycles at local shops ☐
Interest-free loan to buy a bicycle ☐
Cycle training / refresher course ☐
Bicycle User Group at work ☐
Nothing ☐
Other ……

9. Which of the following would encourage you to use the bus or train more to get to work? (tick all that apply)
More direct routes ☐
More frequent services ☐
Better facilities at bus shelters ☐
Discount tickets available at work ☐
More convenient bus drop-off points ☐
More frequent rail services ☐
Better connections from home to the rail station ☐
Better connections from the rail station to work ☐
Public transport information at work ☐
Nothing ☐
Other ……

10. Do you currently give a colleague a lift to or from work?
Yes - Every day ☐
Yes - Most days ☐
Yes – Occasionally ☐
No ☐

May 2007

Lancashire County Council

In addition to this a series of Sustainable Transport Roadshows have been arranged, to maintain the impetus of the initial plans and promote other means of travel.
This case study is still work in progress, as the organisation is intending to move premises and the steering group still have regular meetings to complete the travel plan.

3.3.5 Conclusions

Business Travel Planning is, for most people, a new concept. The main difficulties were
Convincing senior managers that producing a Travel Plan is a worthwhile exercise.
Ensuring that businesses commit suitable resources, both financial and human.
Changing the perception that transport issues are the responsibility of the local authority and that individuals and organisations cannot make a difference.

3.4 -SCHOOL TRAVEL PLANS

3.4.1 Objectives

The strategic objective of this measure is: To encourage and assist schools in the development of a School Travel Plan.

There are a number of further objectives which are:

- To increase the travel awareness of schools' staff, parents and pupils, thereby seeking to change the manner in which schools are accessed;
- To have a positive effect on modal split by encouraging walking, cycling and the use of public transport; and
- To reduce road traffic, particularly at peak times.

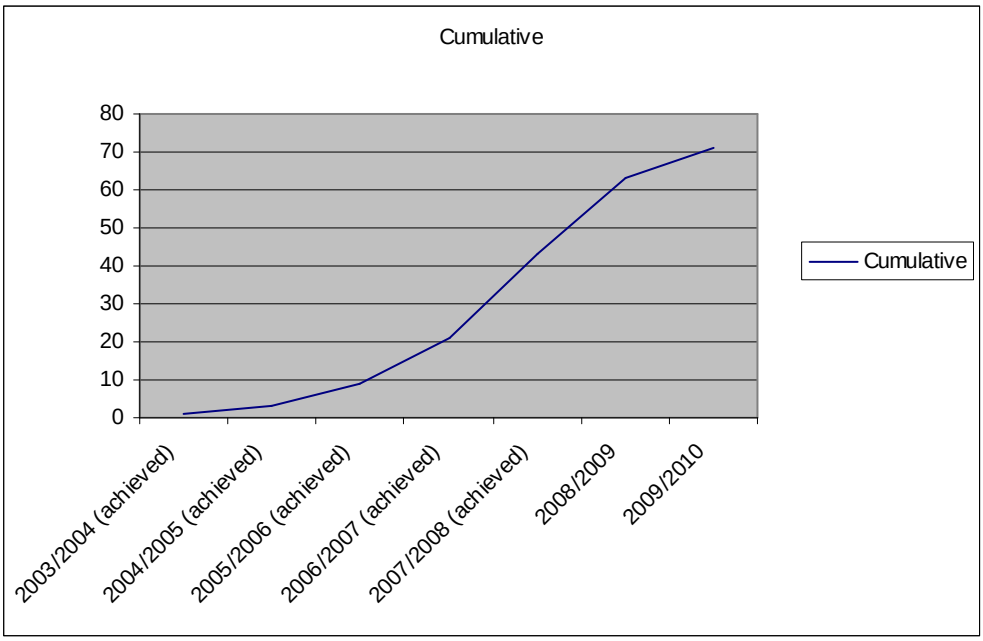
3.4.2 Achievements

In relation to the strategic objective of the measure; 'To encourage and assist schools in the development of a School Travel Plan', the following table and graph illustrate the achievement made in this area. School Travel Plan development is part of a central Government initiative that culminates in 2010. However, it is expected that by the conclusion of CIVITAS SUCCESS project in 2009 approximately 89% of Preston schools and 92% of South Ribble schools will have developed an approved School Travel Plan.

Travel Plan Output Targets (Maintained Preston Schools)

Year	New Plans	Cumulative	%
2003/2004 (achieved)	1	1	1%
2004/2005 (achieved)	2	3	4%
2005/2006 (achieved)	6	9	13%
2006/2007 (achieved)	12	21	30%
2007/2008 (achieved)	22	43	61%
2008/2009	20	63	89%
2009/2010	8	71	100%

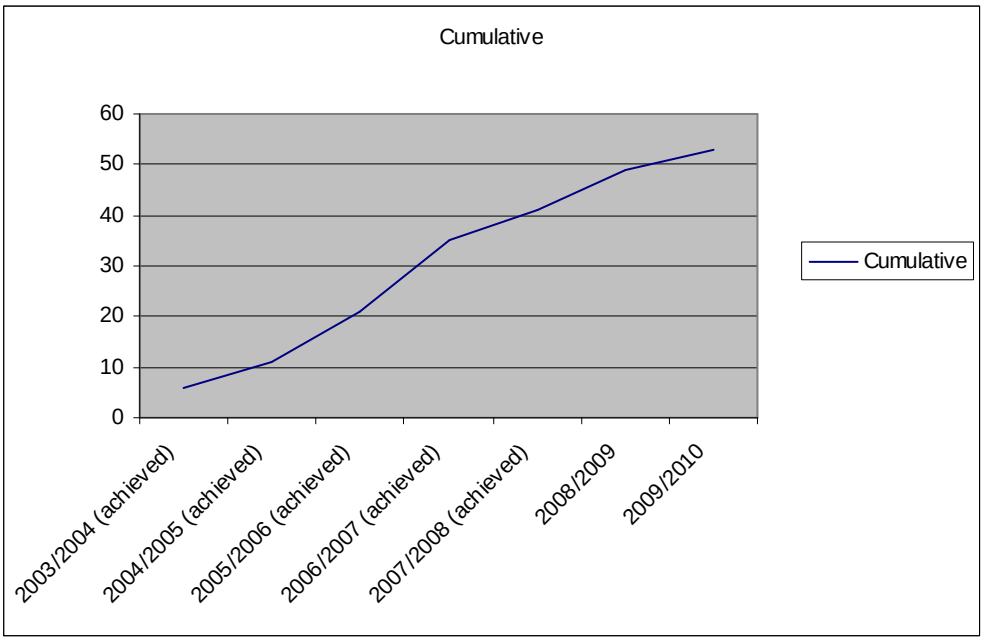
Travel Plan Output Targets – Cumulative (Maintained Preston Schools)



Travel Plan Output Targets (Maintained South Ribble Schools)

Year	New Plans	Cumulative	%
2003/2004 (achieved)	6	6	11%
2004/2005 (achieved)	5	11	21%
2005/2006 (achieved)	10	21	40%
2006/2007 (achieved)	14	35	66%
2007/2008 (achieved)	6	41	77%
2008/2009	8	49	92%
2009/2010	4	53	100%

Travel Plan Output Targets – Cumulative (Maintained South Ribble Schools)



To evaluate the success of the measure against the second objective – 'To increase the travel awareness of schools' staff, parents and pupils, thereby seeking to change the manner in which schools are accessed' – a School Travel Plan Awareness survey was conducted to gauge achievement of this objective. The following summarises the survey findings.

- Awareness of STPs.

This question was used to ascertain how many of the respondents were aware that their school had an approved STP.
Out of the 146 primary school respondents, 67 (46%) responses were affirmative.
Out of the 142 secondary school respondents, 56 (39%) were affirmative.
This result indicated that there had been some, albeit limited success in raising awareness of the existence of a School Travel Plan that could be used to influence travel habits on the home to school journey.

- Choice of Mode of Travel

In question 2 those who knew the school had a STP were asked if it had made them think differently about how they travelled to school.
From the group of 67 primary school respondents who were eligible to answer, 38 (58%) responded 'Yes' and 'No' was the choice of 27 (42%). 2 of this group did not answer.
From the group of 56 secondary school respondents, 26 (46%) responded 'Yes' and 'No' was the choice of 30 (54%).
This result appears to demonstrate that the STP has been fairly successful in influencing the travel choices of a good proportion of those who are aware of its existence in the school domain. For those who responded 'No' a further survey would need to be carried out to determine the reason for their responses. It may be that those respondents already walked or cycled to school and therefore have no need to change, rather than they've chosen to continue to travel by car even if another option was available.

- Purpose of a STP

In this question all 67 primary respondents eligible to answer were asked what they associated the STP with. The greatest association was 'traffic management' (62, (95%));'Encourages active lifestyles' (55, (82%)) was the next highest, whereas 'Environmental Issues' had the lowest response (28, (43%)).

Of the choices made by the 56 secondary school respondents eligible to answer this question, the greatest association was 'reducing car use' (27, (48%)), closely followed by 'active lifestyles' (26, 46%)).

Again 'Environmental Issues' had the lowest response (11, (20%)).

This question added context to the first two responses. Without it we could only assume that those who were aware of a STP and for whom it had influenced their travel choices were also aware of the purpose of a travel plan, i.e. to influence people to think about more sustainable travel options. This section indicated that for many people the message about how their travel choices impact on the environment had not been wholly successful and they were more likely to link a STP with promotion of health and activity or controlling the manner in which people used their cars, e.g. considerate parking, rather than influencing them not to use them at all.

The concern with this is that while car use on the home to school journey may be reduced in response to the school based initiatives to promote walking and cycling, the practice may not be carried into other areas of life, for example short journeys to the shops or leisure activities.

- STP initiatives

All 146 primary school participants were requested to complete this question, which covered STP directed initiatives. Of the choices given, 90 (62%) were aware the school took part in a 'Walk once a Week' initiative, 9 (6%) claimed the school had a Walking Bus, although this wasn't the case in some of the schools. A further 35 (24%) knew the school took part in Walk to School events.

For the secondary schools, question 4 contained a different selection of STP initiatives to those in the primary questionnaire. The results were as follows.

All 142 participants were eligible to answer this question. 28 (19%) knew the school offered cycle training, 81 (57%) were aware the school encouraged walking and cycling and 76 (53%) confirmed that the school promoted sustainable travel choices.

In conclusion, the data would indicate a general awareness of STPs which have influenced some in their travel choices and a high take up of STP initiatives is apparent.

Therefore, the overall objective of a STP being used to educate, influence and facilitate more sustainable travel choices has been achieved. However, there appears to be a weakness in the dissemination of the core message.

There may be several reasons for this, the broad range of school based initiatives in existence means that there is a great deal of overlap. Most parents and pupils are aware of the many initiatives that schools encourage, but they are unaware of where they originate from. Many schools do a lot of work regarding Healthy Schools and hence many parents and pupils think walking initiatives are a part of that.

3.4.3 Implementation and operation actions

The measure was implemented in the following stages:

Stage 1: Schools that are interested in receiving travel plan information are sent a pack. This contains all the information /templates and further best practice ideas to help schools complete a Travel Plan. Information Packs have been distributed since 2005. There was also a proactive approach to 'target' schools, principally those schools which had particularly high car use or accident records. The data used to determine the high car use schools was gathered using a mode of travel survey conducted by the School Travel Plan technician. Schools who did not initially show interest in developing a STP continued to be contacted on a termly basis.

Stage 2: An information sheet has been available on Lancashire County Council's School Web Portal since 2005. It is accessible to all schools. This gives information on the benefits of completing a Travel Plan and a list of relevant contacts.

Stage 3: Individual 1:1 contact - Between 2003 – 2006 schools were contacted individually and were offered individual or 1:1 assistance with an adviser.

Stage 4: Individual 1:1s contact (from 2006 – to present) Schools which have not responded to the other measures i.e. previous individual contact and 1:1 meetings or attendance at a STP workshop continue to be contacted individually and offered assistance through the process with an adviser.

Stage 5: Workshops (from Sept 2006 – to October 2007) All Schools who have not yet developed a STP are individually invited to attend a half day workshop in their area. All the information needed to complete a Travel Plan is presented to them and schools are encouraged to continue working with their adviser.

The adoption of the workshop approach

Prior to 2006 Lancashire County Council (LCC) used 1:1 contact to approach individual schools to support them either on a proactive or reactive basis. This was successful in terms of engaging and supporting schools in submitting an STP. However, by 2006, it was agreed that if this approach continued LCC would not achieve the overall group objective of all schools having a STP by 2010.

In 2006 a decision was made that a 'workshop' approach would be trialled as a means of engaging schools. This would combine School Travel Adviser (STA) support with practical assistance whilst allowing a number of schools to be targeted at each event.

The Workshops

The first 8 workshops were held in Preston during September and October 2006. A further 9 workshops were convened across Lancashire during April and May 2007 and 5 more were held in September and October 2007. Out of these 22 workshops, 1 was exclusively for Preston schools and of the remaining workshops 15 representatives attended from Preston and South Ribble Schools.

In total 352 people representing 232 schools attended the workshops. 59 of those schools were from the Preston and South Ribble CIVITAS SUCCESS area.

Stage 6: Website (from Jan 2007– to present) Continued development of the Lancashire County Council School Travel Plan (STP) website includes information, templates, guidance and electronic copies of existing STPs.

Level of acceptance/awareness amongst wider school community – Schools who have completed the first year of implementation of their STPs were approached to complete an Awareness Questionnaire. The questionnaire contained 4 simple questions designed to gauge the level of awareness of the existence of a STP and its core message. Questionnaires were aimed at the parents of primary age children and at pupils who were secondary school age.

3.4.4 Conclusions

Barriers to Parents awareness of School Travel Plans

- **Initiative Overload** – Most parents are aware of most school initiatives but they are not aware of the origin of the idea. Many schools do a lot of work regarding Healthy Schools and hence many parents are able to connect with individual initiatives such as these. However it is considered that most parents are not sure of the origins of a travel plan and thus will not necessarily buy in to a package of measures approach such as this.
- **External Factors–** Again parents are bombarded with many (sometimes contradictory) messages from various parts of the media. They may find it difficult to identify the source of a particular message and may 'switch off' from all these often conflicting messages.
- **School Pressures -** Naturally schools are very busy places with many competing pressures. Staff change and therefore priorities change. Maintaining interest in a school travel plan is a challenge and often relies on an individual ‘champion’ to promote it. Without this support the travel plan can falter.

4 PLOIESTI

4.1.1 Context

Following the summary review of the existing public transport system in Ploiesti, this section sets out proposals designed to help deliver this strategy. The intention is to ensure that the offer of Public Transport to residents and visitors of Ploiesti is to a benchmarking standard, and that it will be able to accommodate the levels of growth that Ploiesti is experiencing, both now and in the future.

Using the SWOT Analysis above and through discussions with the local public transport operator in Ploiesti and the Municipality, a series of proposals has been devised. These address the elements of the public transport strategy described above, and in particular seek to meet the following two objectives:

- To ensure that the public transport network meets the requirements of current and future demands in Ploiesti.
- Improvements are made to ensure the best quality of service is provided to passengers.

Public Transport Proposals for Ploiesti

The following public transport proposals have been identified for the City of Ploiesti:

- Priority Lanes/Segregation
- Priority Measure at Junctions
- Interchange Improvements
- Service Quality Improvements

Service quality improvements include the following:

- Extensive Stop Infrastructure upgrade based on hierarchy of stops
- Improved ticketing mechanisms
- A passenger information strategy
- A comprehensive marketing initiative
- New Routes
- Public transport improvements included within the traffic Model

Objectives for 11.9:

- Enhance the pedestrian and cycling environment by better design, access and security.
- Improve the functioning and environmental compatibility of the traffic system components

Objectives for 11.10:

- Implementation of a package of modern solutions offering better design, access and security for pedestrians and cyclists

- Increase city viability.
- Improve the convenience and safety of pedestrians/cyclists
- Enhance the pedestrian/cycling environment.
- Encouraging the use of transport resources with lower pollution emissions

***Stakeholders**:*

- PMP and Local Council of Ploiesti
- Public transport operator (RATPP)
- UPG Ploiesti

Situation before CIVITAS:

- No facilities for cycling even a demand for dedicated infrastructures exists
- Insignificant pedestrian ways (only three short streets for walking)
- Less than 9.00 sqm of green space against 17.00-26.00 sqm according to the standards
- High congestion of motorised modes
- High pollution

***Innovative aspects**:*

- Creating and improving some pedestrian routes between focus points in residential areas (west and north of Ploiesti)
- Improve safety, quality of urban life
- Reduce pollution and promote a healthy urban manner of life
- Improve urban image and protect urban landscape
- Improve the functioning and environmental compatibility of the traffic system components.

4.1.2 City Objectives

A high level of mobility in the urban area is required in a city in which the traffic volume, the level of air pollution, noise pollution and vibrations has all increased. All these issues required the identification of alternative transport solutions which are less polluting and life styles less dependent on cars.

The road network can either have a positive or negative impact on the transport and communications of a city depending on its design. It is necessary to set up a number of principles and ensure that future city design and planning projects adhere to these principles, otherwise a series of conflicts will occur in the urban traffic system. Therefore, in the design of programs and policies, we will take into consideration the following principles:

- The principle of reducing transport distances for the population;
- The principle of reducing transport distances for goods distribution;
- The principle of reducing investment costs for the accomplishment;
- The principle of reducing costs for maintenance and exploitation;

- The principle of reducing investment costs for the amortization of transport means and for the use of these means of transport in the transport process;
- The principle of friendly development of nearby spaces of the alternative transport lanes.
- The principle of improving the infrastructure for collective transport

The conflicts existing in the area will be solved by introducing alternative transport lanes, pedestrian areas and cycling routes, as well as by timely interventions linked to the distinct use of every lane (setting up of some public spaces i.e. squares, for socialising, where it is possible) and emplacement.

Policy Background

Public transport policy may be summarised as intending to:

- Reduce, or even reverse, the rate of decline in overall usage of public transport services.
- Provide an efficient, effective and affordable means of transport for those unable to use private transport
- Encourage the use of public transport in order to tackle congestion and improve the environment.

Public Transport Strategy

In order to facilitate the implementation of policy, the Ploiesti Master Plan proposes a public transport strategy based on the following elements:

- Undertake a review of existing public transport services to identify strengths, weaknesses, opportunities and threats
- Consider how service networks might be redesigned in order to better meet current and future demand patterns
- Identify relevant service improvements
- Analyse the causes of unreliability in service provision and propose systems and measures designed to provide public transport with operational priority and improved journey times
- In the light of future development and transport demand, propose new public transport infrastructure and services
- Identify and propose measures to improve the general quality of public transport services, including rolling stock, the waiting environment, ticketing policies and systems, information provision and general marketing.

4.1.3 Achievements

Main design features
Scale: 8 km cycling tracks
Location: section I - from UPG to Art Museum
section II – from the Art Museum until Mihai Viteazu' Square

Trips depending by the transport mean and the distance origin-destination

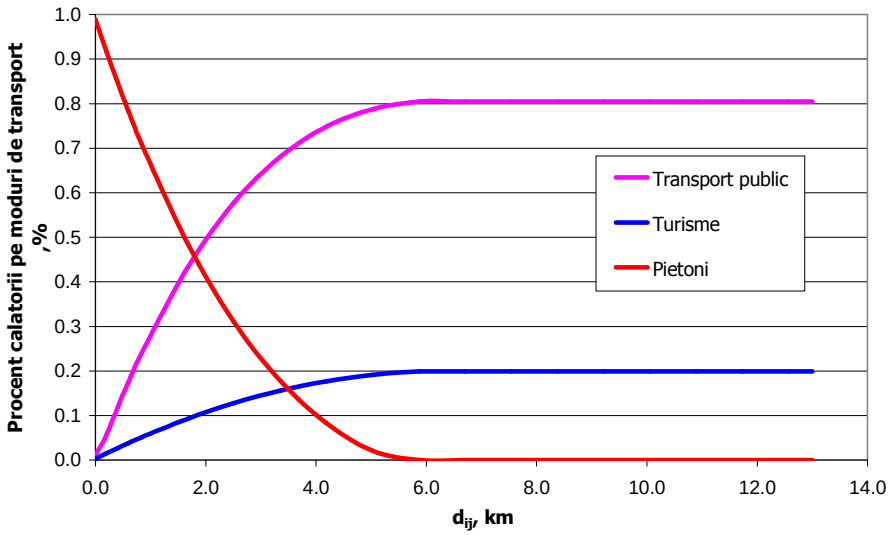


Fig. 4 Modal shift of the destination

Design process

11.9

- Establishment of a BBS (bulletin board service) referring to best routes.
- Collecting traffic data (Search Corporation traffic study) - activities performed without Civitas project, but displayed by pmp for supporting CIVITAS.
- Tender procedure (conditions of contract and services delivery contract for the strategic scheme design)

- Elaboration of a strategic scheme for walking and cycling.
- Co-relation between alternative transport modes with public transport

11.10

- **Elaborating the Feasibility Study (SF)**
- Citizens consultancy in order to established the best technical solution
- Technical Project PT (it results technical solutions, Execution Details and financial evaluation)
- Implementing walking and cycling facilities:
- Implementing cycling tracks, including facilities and improvements on Independentei, Bucuresti and Republicii Avenues
- Implementing walking ways, including facilities and improvements (Pedestrian walkways in the west District).
- Renewing roads infrastructure into big residential quarters - activities performed without Civitas project, but displayed by pmp for supporting CIVITAS.
- A promotion campaign to disseminate a positive behaviour by changing attitudes.

Expected results:

- Improve accessibility to urban core for metropolitan area community.
- Increase proportion of alternative transport within modal split
- Low pollution and traffic congestion

4.1.4 Implementation and operation actions

The setting up of the cyclists number

The potentials users of the cycling lanes were determined as percentage from the cyclist's number, pedestrian's number, transport public users number and cars trips numbers.

In România there are not statistics for the percentage of the potentials users of the cycling lanes from the numbers of trips with other means of transport.

For the moment we will consider as valid the next percentages:

- 10– 15% from the pedestrians trips will become cycle trips
- 5 – 10% from the public transport trips will become cycle trips
- 3 – 5% from the car trips will become cycle trips

From this consideration, in order to establish the cyclist number were first determined the pedestrian trips, the public transport trips and the car trips.

Fig. 5 – a detail for the pedestrian trips on the main streets network of Ploieşti.

Pedestrian trips

As we can see in the picture, the major pedestrian flows are located in the directions of the futures cycling lanes, as we indicated through CIVITAS.

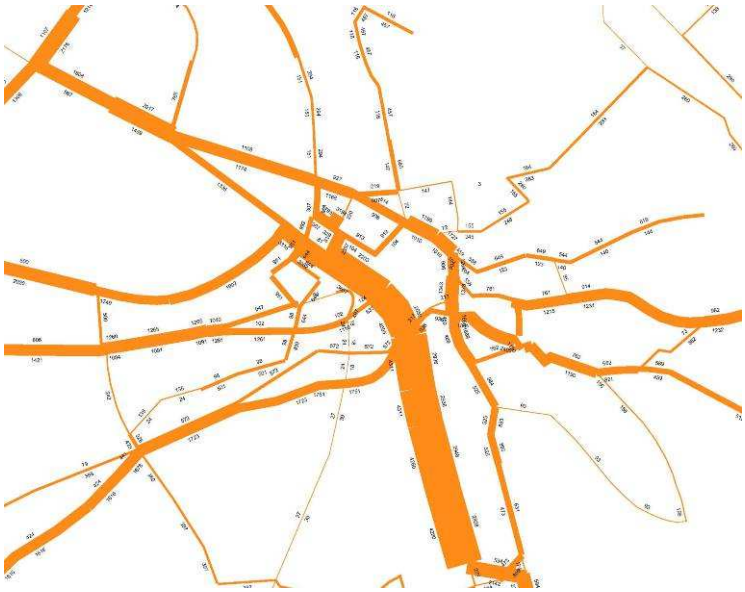
On the west-east direction, the pedestrian flows are bigger for Cantacuzino –Vasile Lupu – Carpați - Văleni – Găgeni direction than for the Mărăşeşti – Plăieşilor – Poştei – Ştrandului direction.

Knowing that on the north-west direction of the city the pedestrian trips are numerous, in the future is recommended to build cycling lanes in the direction indicated below:

Fig. 6. Cycling lanes in the neighbourhoods

Fig. 7 PT trips flows

Fig. 8 Car trips flows



Solutions proposed for the cycling lanes

The Ploiesti city it's an old city with tights roads, which hardly allow the construction of the cycling lanes on the carriageways. For security reasons, it is preferable to build the cycling lanes where the space is available.

On the South-North direction the cycling lanes are built only on the sidewalk, because the available space will allow this.

On the East-West direction the cycle lanes line were modified, different variants were implemented for delimitation according to the particular conditions of the roads.

There are installed indicators in every point where the cycling lanes cross the carriageway in order to make the car drivers aware of the cycling lanes and cyclists in the area.

The alternative transport coordination with the public transport will be made by the installation of the cycle racks in the most important points of connection with the PT means.

We have to mention that on the cycling directions there are RATP bus stops and two of the most important railway stations of the city: South and West Railway.

4.1.5 Conclusion

The changing in attitude of the citizens regarding the mobility, by encouraging them to use the bicycle, is one of the key elements of this project.

It would appear that cycling is no longer thought of as alternative transport mode; people must be reminded that cycling can be an efficient and pleasant way of getting around on a daily basis.

When the town centre has been remodelled for pedestrians, cyclists can now find their place in them quite naturally. Wherever cars are no longer taking up all the space, bicycles will be able to use the available spaces.

We can say that very often, measures which promote cycling will not in fact penalise private cars. A reduction in the maximum authorised speed, for example, affects the average speed only slightly; it even improves the fluidity of the traffic and reduces the hazards to which motorists themselves are exposed; similarly, opening one-way streets to cyclists not only presents no objective danger — except in some situations where the introduction of facilities will be necessary — but it also in no way obstructs the normal circulation of cars.

Every day European cities demonstrate that a reduction in the use of private cars is not just desirable but feasible. Amsterdam, Barcelona, Bremen, Copenhagen, Edinburgh, Ferrara, Graz and Strasbourg apply incentives that favour public transport, car-sharing and bicycles, along with restrictive measures on the use of private cars in their town centres. These cities do not harm their economic growth or access to their shopping centres. In fact, they promote them because they understand that unbridled use of cars for individual journeys is no longer compatible with easy mobility for the majority of citizens. Their approach is fully in line with the European Union’s international commitments regarding the reduction of greenhouse gas emissions and European legislation on air quality. This provides that local plans to manage and improve urban air quality have to be implemented and citizens have to be informed in the event of significant pollution.

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L'INITIATIVE CIVITAS EST COFINANCÉE PAR L'UNION EUROPÉENNE