

MOVE



The CIVITAS Initiative Quarterly Newsletter

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CIVITAS ONLINE

citizens first

Mobile Graz puts its

www.civitas.eu is your portal to the CIVITAS Initiative. Visit the CIVITAS website to learn more about the CIVITAS Forum City Network, the ambitious policies and innovative measures many of its members have implemented, and how you can learn more about these at the annual CIVITAS Forum Conference. With regularly updated news and events sections, the site is your one stop shop for sustainable urban mobility!

Simply go to our website http://www.civitas.eu.

COVER STORY

Making company mobility management a reality

Tom Rye,

Professor of Transport Policy and Mobility Management, Edinburgh Napier University

Many cities use mobility management strategies to deal with transport problems, however to do so effectively they need to get companies on board. Mobility management has various impacts, such as improving the travel options available; providing incentives for users to change the frequency, mode, destination, route or timing of their travel; or simply reducing the need for physical travel through mobility substitutes or more efficient land use.

Companies and organisations have reaped the rewards of using mobility management, with reductions of 25 percent in single-car commuting reported in some cities in the UK. There is no reason why CIVITAS cities cannot emulate this success, as several already boast best practice examples. The key conclusion of the recent CIVITAS training event on company travel planning in Szentendre, Hungary, is that organisations will only pursue mobility management if there is something in it for them.



Participants at the CIVITAS training on company travel planning focused on identifying the needs of companies

This means that cities cannot expect every local employer to want a travel plan. They need to focus on organisations that have an interest in mobility management and identify their needs and motivations. In ARCHIMEDES city Brighton and Hove, UK, the municipality's travel planners used European Union resources to promote innovative and exciting cycling initiatives to local businesses in ways that can be easily replicated in other cities. The city's initiatives had a definite link to improving employee health or reducing the pressure on parking and had immediate and tangible results, that directly benefitted the employer.

They also introduced challenges where companies compete against each other to see which has the most staff cycling to work, motivating both companies and employees. Finally, by bringing local employers together in a business travel plan partnership, the City Council was better able to assess the interests of each and then develop mobility management measures tailored to their specific needs. The

factors that interest organisations vary, but often include issues such as business travel or car parking cost reduction, employee recruitment, problems related to staff travel, or a desire to portray a "green" company image. The severity of the problem may dictate the scale of the response, for example, parking charges will rarely be introduced if a company's motivation to have a travel plan is to appear more "green." It is also apparent that, where possible, it is hugely beneficial to have a motivated, high level contact person to promote and manage mobility management within each organisation.

The results speak for themsleves in VIVALDI city Nantes, France. By the end of 2010, 246 company travel plans were active, in comparison with just 16 in 2005. The city's company travel plan has reduced car use from 62 percent to 50 percent and made annual savings of 640,000km and 90 tonnes of CO₂.

The key messages are clear. Not all organisations are interested in mobility management, however to engage those that are, cities need to meet their needs on a case-by-case basis. If cities bear these points in mind they can utilise staff resources and achieve impressive results.



Walking and cycling improvements support transit and are critical to reducing per-capita motor vehicle trips

Experts are invited to exchange experiences and contact their peers through a mobility management themed discussion group. To do so, contact Ivo Cré [ICre@polis-online.org].

For more information, contact Tom Rye [T.Rye@napier.ac.uk].





CITY NEWS

Bus drivers improve driving style in Tallinn

The Estonian capital has launched an ambitious eco-driving behavioural change initiative for bus drivers in the city, and has also equipped buses with various sensors.



Tallinn has introduced 100 new buses, however, many drivers haven't adapted their driving style according to the capabilities of the new engine technology. Efficient driving behaviour can directly reduce fuel consumption, maintenance costs and pollution, as well as improve the quality of the public transport service.

The eco-driving training is carried out during regular route service, making it both challenging and effective. Tallinn bus company TAK has also equipped 10 buses with equipment to monitor the drivers' performance and analyse data from the sensors on the vehicles.

The sensors measure hard acceleration, hard braking, high curve speed and fuel consumption. Furthermore, the status of the vehicle and all event symbols are displayed on a map in the city office. It is also possible to monitor a selected driver in real-time via GPS.

For more information, contact Anu Leisner [anu.leisner@tallinnlv.ee].
Tallinn is a member of the CIVITAS MIMOSA consortium.

Biodiesel bus fleet in Coimbra

The city of Coimbra, Portugal, began a biodiesel bus trial in February on four public buses. It is an important step toward wider use of biodiesel for public buses.



The city aims to have four buses running on 30 percent biofuels by the end of the trial. The local transport company is running the tests, which, if successful, will lead to a gradual increase in the quantity of biodiesel used. The trial started with 10 percent biodiesel use and will increase by 10 percent in each phase in order to reach the maximum level by the end of 2012.

The maximum level achieved will depend on engine maintenance and efficiency, as well as environmental and economic considerations. The city's goal is to implement at least 30 percent of biodiesel in the fuel mix used by the bus fleet.

This means a substitution of 900,000 litres of mineral diesel fuel per year with biodiesel. It would be an impressive achievement given the hilly topography of Coimbra, which means the bus fleet needs powerful engines to deal with the terrain on a daily basis.

For more information, contact Margarida Redinha [Margaridaredinha@itap-net.org]. Coimbra is a member of the CIVITAS MODERN consortium.

Virtual maps guide cyclists in Ústí nad Labem

Ústí nad Labem, Czech Republic, has launched a cycle web portal as part of its CIVITAS activities. The portal is currently available as a trial version.



Citizens have been asked to give feedback to determine where improvements can be made before the final version is released. It provides information about cycling opportunities, services and popular tourist areas in the Ústí region. It also includes interactive maps of cycle routes, giving information on the characteristics of each route and warnings about narrow sections and steen hills

In addition, the portal shows suitable routes for in-line skating; road, track and mountain bikes; and videos that give users a taste of what the routes look like.

The site also has information on technical equipment such as cycle stands, rest areas and services with a corresponding photo gallery, and interesting locations in the area. All this is presented with descriptive text and pictures from the locality. The website is available at: http://cyklomapa.usti-nl.cdsw.cz

For more information, contact Katerina Oktabcova [katerina.oktabcova@mag-ul.cz]. Ústí nad Labem is a member of the CIVITAS ARCHIMEDES consortium.

EU NEWS

White paper lays foundation for sustainable transport system

The European Commission has published its new White Paper on Transport, providing a roadmap of 40 initiatives for the next decade to build a competitive and resource-efficient transport system.

Under the title "Transport 2050 - Roadmap to a Single European Transport Area", the paper outlines how Europe can increase its level of mobility, boost the economy and create new jobs. In parallel, the comprehensive strategy will reduce Europe's dependence on oil imports and significantly decrease carbon emissions from the transport sector. Collectively, the proposed steps will contribute to a 60 percent cut in Europe's transport emissions by 2050.

European Commission Vice-President Siim Kallas, responsible for transport says, "Transport 2050 is a roadmap for a competitive transport sector that increases mobility and cuts emissions. We can and we must do both." He went on to say that, "curbing mobility is not an option; neither is business as usual. We can break the transport system's dependence on oil without sacrificing its efficiency and compromising mobility. It can be win-win"

For more information, visit http://ec.europa.eu/transport/strategies.

ELTIS sustainable mobility web portal revamped

The European Commission recently unveiled the redesigned ELTIS web portal, which is now available in 11 languages.

The portal serves as the European platform for the exchange of information and good practice in the field of sustainable urban mobility.

ELTIS offers its users the opportunity to upload their own news stories, case studies and events and to share these with fellow professionals.

For more information, visit http://www.eltis.org.



CITY NEWS

Gates the key to traffic control in Perugia

Despite the successful implementation of a limited traffic zone in the historical centre of Perugia, Italy, the city still faces environmental challenges.



To increase the effectiveness of the limited traffic zone, Perugia installed automatic gates in various locations in the centre in 2002. However, the system did not cover all the entry points, and users were able to bypass the gates, thus creating potential security problems.

With the help of CIVITAS, Perugia has installed a new electronic gate, as part of a more ambitious plan to introduce a total of 10 gates in the most suitable parts of the zone. The strategy aims to improve the citizens' quality of life and reduce traffic levels, pollution and energy consumption.

After the new gates are installed, the monitoring centre and existing software will be upgraded to monitor the traffic flow and calculate the length the vehicles' stay, thus establishing a basis for a potential road pricing system. In addition, the gates can be used to control who enters and exits the zone, allowing officials to gather information on criminal activities.

For more information, contact Lucia Cristea [lucia.cristea@eiproject.eu].
Perugia is a member of the CIVITAS
RENAISSANCE consortium.

Making lasi accessible for all

lasi, Romania, is making public transport more accessibile for disabled people, starting with the bus fleet. The city is introducing measures, that are the first of their kind in the region.



At the beginning of 2011, ten minibuses were equipped with special mechanisms for physically disabled persons. Electro-hydraulic lifting platforms suitable for wheelchair users were attached to each minibus. The lifting platform has a linear movement, 350kg weight lifting capacity, is completely automatic, and can be adapted to a wide range of vehicles.

When a disabled person wants to use the vehicle, the driver simply uses a remote control to deploy the equipment and the users can then wheel themselves into the back of the bus. The public transport operator plans to further improve its fleet by equipping buses with automatic platforms.

lasi began its accessibility scheme in 2009, when audible warning equipment was installed in 20 signalised intersections along the CIVITAS corridor. In 2010, 50 stations and bus stops were built to provide easy access to public transport for people with disabilities.

For more information, contact Ninel Vlaicu Berneaga [ninel.berneaga@gmail.com]. lasi is a member of the CIVITAS ARCHIMEDES consortium.

Seniors voice their opinions in Zagreb

Senior citizens have become an important public transport user group and the Croatian capital has engaged in a stakeholder consultation process to ensure their needs are met.



The process is one of the building blocks of CIVITAS, and gives citizens a say in the development of policies. To this end, CIVITAS representatives visited a senior citizens' home in February and discussed the group's public transport habits.

Seniors highlighted several problems, including accessibility problems for pedestrians in wheelchairs due to cars parked in their way and a lack of ramps in many places. They also remarked on problems with the accuracy of travel information and access to trams and buses. They did express their satisfaction with the recently introduced low floor trams.

The senior citizens' comments and recommendations will be passed on to the relevant officials. CIVITAS will also incorporate them in a leaflet entitled "How to use public transport and be safe". Zagreb is organising a series of activities to improve the safety of seniors when using public transport and to encourage them to be fit and mobile.

For more information, contact Lidija Pavic-Rogosic [lidija@odraz.hr]. Zagreb is a member of the CIVITAS ELAN consortium.

NATIONAL NEWS

Networks break down virtual language barriers

CIVINET has launched enhanced web facilities for members of the five CIVITAS National Networks. The additional features went online at the start of March 2011 in the members-only area.

The section allows members to access relevant sustainable mobility information in their own languages – English, Italian, Spanish, French and Slovenian. Some cities have felt distanced from the CIVITAS Initiative due to language and contextual barriers. However, the improved web facilities connects these cities and municipalities to CIVITAS, bringing the

Initiative's approach to sustainable mobility to their "virtual doorstep".

Each national network provides members with up-to-date information from network events and technical guidance in the national language of the network. Members can download information such as newsletters, background documents, promotional material, translated documents and much more.

A forum has also been created to allow members to exchange information, ideas and experiences, or to find partners to work with. Members can also attend regular events run by each network and download the material from previous events.

For more information, visit http://www.civitas.eu/civinet or contact [civinet@civitas.eu].

SAVE THE DATE

The annual CIVITAS Forum Conference 2011 is taking place on 17-19 October 2011 in Funchal, Portugal.

Meet your peers and learn about sustainable transport activities all over Europe!

For more information, visit http://www.civitas.eu/forum_conference_2011 or contact secretariat@civitas.eu.

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CITY IN PROFILE

Vitoria – Gasteiz, Spain

Vitoria – Gasteiz, Spain, is the capital of the autonomous community of the Basque Country and won the CIVITAS Award for public participation in autumn 2010.



The award recognised the city's efforts to involve citizens and other stakeholders during the planning, implementation or evaluation of initiatives. It is also helping Vitoria-Gasteiz to introduce several measures as part of its Sustainable Mobility and Public Space Plan.

The plan, which was initiated in 2006, analyses the current mobility model in the city and develops proposals for the future to resolve the problems detected. The final product will be an integrated proposal for different mobility networks in private vehicles, and public transport, by bicycle or on foot, and their interconnections. CIVITAS helps the city implement these proposals in order to verify the theoretical model established in the Sustainable Mobility Plan.

Vitoria – Gasteiz is noted for balancing new development with environmental concerns and social initiatives. The city won the title of European Green Capital for 2012, beating a number of high profile cities.

For more information, contact Juan Carlos Escudero Achiaga [jcescudero@vitoria-gasteiz.org]. Vitoria – Gasteiz is a member of the CIVITAS MODERN consortium.

EVENTS

Workshop on integrated planning

A CIVITAS training workshop plans to provide participants with a thorough understanding of integrated planning as a means to better manage transport in cities.

The workshop will take place from 26-27 May 2011, in Bucharest, Romania. Using real life experiences, presenters will substantiate the need for integrated planning, providing insights into the planning and operational process, and presenting the tools currently available.

For more information, visit http://www.civitas.eu/events or contact [training@civitas.eu].

Spotlight on clean vehicles and fuels

Donostia-San Sebastián, Spain, will play host to Clean Fuels, Clean Vehicles, Clean City, a conference on the practical deployment of clean vehicles and fuels strategies in cities.

The conference is complemented by two training workshops and takes place from 15-16 June 2011. The first workshop will focus on how to establish policies and implement measures concerning electric vehicles, biofuels and used cooking oil collection in tourist regions.

The second will give participants an insight into clean vehicle procurement and tools for public authorities.

For more information, visit http://www.civitas.eu/events or contact [training@civitas.eu].

OUTREACH

Mobile Graz puts its citizens first

The city of Graz, Austria, is introducing strategies to make the concept of soft mobility a reality. Soft mobility involves promoting walking, cycling and the use of public transport as forms of sustainable, eco-friendly, socially acceptable and safe means of transport.

In Graz this has been achieved by improving green areas, pedestrian zones and bicycle traffic. The Green Network, which covers 550 kilometres, connects these green areas and links

residential areas with parks, playgrounds and woods on the periphery. The historic city centre and outskirts on the right bank of the river form a continuous pedestrian zone where, in certain locations, only bikes are allowed to cross.

Together with Graz, other CIVITAS CATALIST partners such as Bremen, Bristol, Kaunas, Krakow, Nantes, Rotterdam and Toulouse are promoting their successful experiences of soft measures and demonstrating how changing transport policies can give space back to the people.

For more information, visit http://www.civitas.eu/network and click on Thematic Groups.

About the MOVE newsletter

This quarterly newsletter serves to inform all those with an interest in sustainable urban mobility. It reports on developments in the field, including activities of pioneering CIVITAS cities and policy updates from the European Commission. Contributions are sourced from participating cities and organisations, as well as from the Directorate General for Mobility and Transport. Free copies can be obtained from the CIVITAS Secretariat:

c/o The Regional Environmental Center for Central and Eastern Europe (REC) Ady Endre út 9-11 2000 Szentendre Hungary Email: secretariat@civitas.eu

Tel: +36 26 504 046 Fax: +36 26 311 294

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Ruud Schuthof, Gloria Spezzano (ICLEI)

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