October 2008

Dear Reader,

Welcome to the latest edition of the CIVITAS SMILE newsletter! A lot has happened since we published the last issue back in May 2008. Most importantly, the final CIVITAS SMILE Consortium Meeting was held in Tallinn on 9-11 June 2008. Representatives from all five cities in the project were in attendance and a number of very successful meetings, workshops and site visits were held. I’m glad to say that the spirit of international cooperation that has distinguished this project was not affected in any way by the national rivalries of the teams in the European Cup Finals!

Picking up on this theme of cooperation that characterizes the CIVITAS initiative, staff from CIVITAS SMILE are working closely with their colleagues in other projects to plan a unique final conference event. The CIVITAS II Final Conference, a European showcase of all that has been achieved and learned by 17 cities implementing 200 sustainable transport measures, will be held in Toulouse from 21-23 January 2009. See the CIVITAS website for further details (www.civitas.eu).

As the CIVITAS SMILE project enters its final six months the measure leaders are busy collecting and analysing the data from their measures. In this issue we continue to preview some of the first results as they come through from the evaluation team. To help the cities to develop their evaluation skills in the longer term, we are running an Evaluation training workshop in London on 17 October 2008 – see page 5 for further details.

Chris Humphrey
Project Dissemination Manager

MESSAGE FROM THE EVALUATION CO-ORDINATOR

The evaluation of the SMILE measures has picked up pace over the summer and now over half of the measures have full draft evaluation templates, with the majority of the rest due to be completed in the next four weeks.

The draft templates as received from the sites are subject to rigorous checking, first by the project evaluation team at TTR and then by CIVITAS GUARD. The good news is that the templates have been of good quality, meaning that the building blocks of the final evaluation report should produce valid as well as interesting results.

In addition to the written documentation, all five site-level “lessons learned” workshops have been held. These lessons will inform a joint dissemination / evaluation workshop to be held in London on 17 October 2008, which will mark the start of the process of reviewing key lessons learned from the project as a whole.

The cumulative effects team from Heriot-Watt University will hold their own seminar in Edinburgh on 10-11 December 2008.

Alan Lewis

MESSAGE FROM THE PROJECT LEADER

October 2008 and the time has come for wrapping up the project. All measures should have delivered sufficient data by now, not to mention they should all be implemented and tested. We have indeed seen a lot of activity during the summer and beginning of the premature autumn. To my mind we are also starting to see the effects of CIVITAS in the cities, not just the randomly selected measures anymore, even if they have all been part of a greater strategy. Politicians, senior managers are now using CIVITAS as something which can promote the general idea of sustainable transport within the cities.

We have a couple of months more to consolidate the effects of SMILE and to submit the final deliverables. After that we have to find capacity and resources within other spheres, but the strength and momentum coming from CIVITAS will linger well beyond January 2009.

I also take this opportunity to welcome Daniel Skog to the Project Management Office, temporarily replacing Jesper König who currently enjoys life as a father of Hanna on his six months paternity leave.

Christian Resebo

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http://www.civitas-smile.org
The Initiative for cleaner and better transport in cities

CIVITAS – A European approach

CIVITAS - cleaner and better transport in cities - stands for CIty–VITAlity–Sustainability. With the CIVITAS Initiative, the European Commission aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference to the welfare of European citizens.

The Initiative supports 8 projects involving 36 cities. In addition, more than 80 other cities are members of the CIVITAS Forum that provides a platform for the exchange of best practice, ideas and experiences. Find more information on the CIVITAS Initiative and on all projects at http://www.CIVITAS-initiative.eu

The CIVITAS objectives are:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures;
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures;
- to build up critical mass and markets for innovation.

Sustainable urban transport for the Europe of tomorrow

SMILE – Bringing CIVITAS onto the road

CIVITAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city transport system, making it possible to live an active life independently of private car use and ownership.

The project addresses these issues by promoting bio-fuels and clean vehicles, intelligent travel from door to door in order to improve urban air quality, safety and security and increase the quality of life and health of all citizens, irrespective of social status or gender. The cities will work together to demonstrate and evaluate what is required to ensure the rapid deployment and take-off of clean urban transport systems in cities in the EU.

The objectives of CIVITAS SMILE are to improve urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will reverse the current trend of increased use and ownership of cars by promoting sustainable alternatives and stimulating efficient and clean city distribution of goods. CIVITAS SMILE brings together 29 partners in total who will implement 51 demonstration measures, which will reduce damaging emissions from city traffic. In the long run it aims to create a modal shift towards public transport, cycling and car-sharing.

The measures are divided into 8 work packages following the policies of the CIVITAS programme. The measures in CIVITAS SMILE are expected to have a significant impact in solving the problems of:

- dependency on fossil fuels
- competitiveness of clean vehicles and alternative fuels
- congestion in urban areas
- deteriorating environmental quality in the cities, i.e. air and noise pollution
- security in the city
- social inclusion and equal opportunities
- road safety
- economic efficiency and competitiveness of the cities
- fall in the modal share of public transport

Good progress is being made towards the evaluation of the CIVITAS SMILE measures by the Evaluation Team and by CIVITAS GUARD. Preliminary results have already been obtained in the areas of improvements to public transport services and managing mobility demand. In parallel with the evaluation activities, the Dissemination Team is working to produce an Exploitation Plan for each city, to ensure the long-term sustainability of the measure objectives.

http://www.civitas-smile.org
EXPLOITATION UPDATE

Within the CIVITAS initiative the term ‘Exploitation’ is used to describe how cities can ensure the long-term sustainability of the objectives of their measures. In other words, by finding ongoing sources of funding for measures, the transport benefits delivered for each city by SMILE can be made truly sustainable. In many cases the cities are already finding partners or budgets to maintain or expand their measures, but the cities may also require assistance with this activity.

In order to assist cities with their thinking and planning in this area, an Exploitation Training event was held as part of the CIVITAS SMILE consortium meeting in Tallinn on June 11 2008. Dr Chris Humphrey of Transport & Travel Research Ltd (TTR), presented the workshop and introduced the Exploitation Model as a method for helping cities to get more value from their investments in sustainable transport. The model does this by encouraging cities to think about their measure objectives in the context of a continuous cycle of transport improvements and innovations.

The Model uses a three-phase approach, consisting of Planning, Project and Partnership Phases (see the diagram on page 3). Chris talked through the phases of the model and opened up the floor for discussion at various points during the workshop. The feedback from delegates on the workshop was very good, including the comment that this was the first time that one delegate had been able to understand this theme! Chris has been invited to moderate a Roundtable Session on the theme of Exploitation at the CIVITAS Forum in Bologna in November 2008.
EVALUATION UPDATE 1
IMPROVEMENTS TO PUBLIC TRANSPORT SERVICES

In May 2008 we presented some preliminary results on substantial improvements that have been made on the perception of bus services and on associated infrastructure in CIVITAS SMILE cities. More preliminary results have been now gathered from other public transport measures. The improvements that have been made for four of the five cities are listed below:

Malmö:
- 8% of people surveyed said that they made more bus journeys, due to the availability of timetables and real-time updates through mobile internet services;
- CCTV Cameras have been installed on 170 buses. In a follow up survey 17% of people stated that they now travelled more often as a result of the cameras;
- The new simplified bus routes in the city have been promoted under the theme of ‘greener, easier and more often’; and
- 91% of respondents to a survey were aware of planned changes to the bus routes in the month that the changes were implemented.

Norwich:
- 16 on-street ticket machines have been installed to reduce bus dwell times. Average boarding times per passenger have fallen from 8 to 6.4 seconds;
- A new bus-rail interchange has been built outside Norwich Railway Station;
- The frequency of buses has doubled from 6 to 12 buses per hour (Monday to Saturday daytime) between the railway station and the city centre; and
- 98% of respondents to a survey were satisfied with the quality of the new facilities.

Suceava:
- 30 new buses using renewable fuels have been purchased, to replace the older fleet of minibuses;
- Bus passenger numbers increased by over 250,000 between June 2006 and January 2007, while minibus passenger numbers fell by almost 100,000 over the same period; and
- 67% of citizens responding to a survey strongly agreed with the introduction of a dedicated bus lane.

Tallinn:
- The installation of a public transport priority system has meant that trolley-bus speeds have returned to 2005 levels, whilst car speeds have fallen by 11km/h since 2005; and
- Information signs and announcements of the next stop inside vehicles have been well received according to passenger surveys.
EVALUATION UPDATE 2
MANAGING MOBILITY DEMAND

Some preliminary results are now available for the innovative soft measures that have been introduced in the city of Norwich in order to reduce single-occupancy car trips and encourage new forms of vehicle ownership and travel by other modes.

Travel plans:
- This measure aimed to develop travel plans in schools and businesses. 88 school travel plans and 20 workplace travel plans have been submitted and approved;
- Single-occupancy car journeys to school were reduced by over 10%; and
- Single-occupancy car journeys to work were reduced by 22%, with one organization achieving a 45% modal shift.

Car Pooling:
- This measure aimed to sign up 3 businesses per year over 4 years to the car sharing scheme and to re-launch / re-brand the existing car sharing web tool;
- Economy: The amount of money saved on fuel and car running costs by the members of the car share schemes is £99,369;
- Energy: The fuel savings delivered by this measure is 993,690 miles;
- Environment: This measure has saved 304 tonnes of CO₂; and
- Transport: With 76% of the commuting car sharers previously travelling by single-occupancy cars it can be claimed that this measure has removed approximately 1,646 single occupancy cars from the network at peak time.

Car Club:
- 26% of Norwich City Car Club members gave up a private car;
- 48% of Norwich City Car Club members decided not to buy a car;
- Total number of cars displaced to date is equal to 40 cars;
- 79% of cars given up were five years old or more and these were replaced with new low-emission diesel cars;
- There is a 17% reduction in short journeys by car;
- There is a 12% increase in cycling and 9% increase in walking; and
- From a zero threshold in 2005/6, awareness of the club amongst the wider population grew to 23% amongst the population within the Survey Area (The Norwich urban area, and its rural hinterland) by May 2007.

TRAINING UPDATE

There are two more training events scheduled for the CIVITAS SMILE project. These events are open to all staff working on the project who would like to develop their skills and knowledge in the following areas:

1. Evaluation Training is a key dimension of working within the framework set out by the CIVITAS initiative is the commitment of cities to a detailed evaluation of their measures. Evaluation enables the costs and benefits of each transport investment to be analysed and compared, so that cities and the wider transport community can understand the most effective kinds of solutions for a better future.

   While the project partners will have gained experience and confidence from carrying out the evaluation process, there are also lessons to be learned that can improve how they carry out evaluation in the future. With this in mind, a Process Evaluation Validation Workshop event will be held in central London on 17 October 2008. The workshop will be delivered by evaluation experts from TTR, CIVITAS GUARD and Heriot-Watt University who will guide the participants through the evaluation process and the lessons learned at each stage.

2. CIVITAS SMILE is organising a three day Planning Evaluation workshop at Heriot Watt University in Edinburgh on 10-12 December. 20 academics from 7 European countries including Israel and USA have been invited to present their ideas on new approaches to evaluation.

   The first day of the workshop will be devoted to the Cumulative Effects Assessment used in CIVITAS SMILE. CIVITAS SMILE are holding their PMB in Edinburgh to coincide with this workshop so that transport and planning practitioners can take part in the workshop and together debate how we can more effectively measure the impacts of city interventions.

http://www.civitas-smile.org
How to achieve clean urban transport?

17 European cities present their results on:

- clean and energy efficient vehicles
- access management
- integrated pricing strategies
- stimulation of collective transport modes
- new forms of vehicle use and ownership
- new concepts for the distribution of goods
- innovative soft measures
- telematics


For more information please visit the CIVITAS website www.civitas.eu or contact Ms Aurore ASOREY, aurore.asorey@smilcat.fr
FOLLOWER CITY FOCUS – BENEFITS OF COLLABORATION

Local Dissemination Manager from the cities of Suceava, Romania, Tallinn, Estonia and Potenza, Italy share experiences gained as a follower city within the CIVITAS SMILE project. These experiences may be of interest to other follower cities within the CIVITAS family, and especially for CIVITAS Plus cities.

Suceava Viewpoint

Entering a partnership within the EU project framework has enabled Suceava to be in contact with people with varying experiences. All the partners, regardless of prior experiences, have benefited from this collaboration.

Suceava was a follower city and benefited from the leader cities experiences. Suceava welcomed the Malmö project team who recognized the support and experience they were able to offer Suceava. We were able to adopt measures that could bring solutions to similar problems that Malmö had encountered in previous years and we learnt about the management and organisation systems set up in Malmö’s institutions to overcome these problems. Completing the implementation of the measures and recording the results made us realise that although the cultural/educational contexts were different, the problems were similar and we could still benefit from Malmö’s experiences. By adapting their solutions to our realities, we managed to make improvements. The collaboration within the impact and process evaluation work package is a significant part of the work, as this is a complex field and the extent to which a measure/project is successful can only be assessed through accurate and comprehensive evaluation.

Being a follower city in CIVITAS SMILE, we understand the obstacles and lack of experience that may prevent other follower cities from getting the maximum out of each activity. The advice we would give to other cities starting out in a follower role within CIVITAS Plus would be to make contact with another city from their country, who began with a similar cultural / educational / psychological / technical background to implement measures to eradicate similar problems. Also, when choosing the team, they should select competitive people who are able to distinguish between the best solutions and solutions that are likely to fail.

Potenza Viewpoint

Potenza joined Norwich and Malmö in the SMILE adventure as a small southern Italian city, inexperienced in participating in European projects. SMILE gave us the opportunity to develop knowledge and to obtain tools that can be applied to develop new mobility solutions in Potenza. Meetings, site visits, workshops meant we could learn from partners about how to deal with common measures, how to find new solutions, and how to look at the future. Norwich and Malmö are and continue to be models for actions we are implementing within the CIVITAS SMILE project. We have paid particular attention to measures, such as the Norwich Low Emission Zone, even though they are not included in the measures for our city. Following the progress in Malmö and Norwich will give us direction in future years.

Malmö and Norwich have also been teachers in the art of dissemination and exploitation of project objectives, activities carried out and results achieved. Potenza learnt during CIVITAS SMILE that any important action, involving citizens in any way, needs to be shared with final users. Potenza has now increased its awareness-raising activities and is continuing to stress their key role in its whole approach to improving the mobility system. During SMILE, Potenza has also benefited from the important contributions from Suceava and Tallinn; it will use these lessons in future planning. When Potenza started the project, the issue of sustainable mobility was not really considered to be an important issue to deal with. However, thanks to the SMILE project, it has become a priority in the development of the new mobility system.

Many innovative ideas have been developed in the city since Tallinn became part of the CIVITAS family and many new contacts have been made with other European cities and transport related organisations. Implementing the SMILE measures in Tallinn has improved our skills and knowledge of European projects and motivated us to prepare a project proposal for CIVITAS Plus.

Fruitful cooperation between Tallinn and Malmö started whilst preparing the SMILE proposal for CIVITAS II and this has continued throughout the implementation period. Malmö and Norwich as leading cities have provided support to Tallinn and its local partners by organising numerous training events and site visits. Tallinn and Malmö are implementing two similar measures under the Telematics work package. The City of Tallinn had the opportunity to learn from Malmö’s experiences as Malmö launched their tender of a priority system earlier than Tallinn. In April 2006, a delegation of local Tallinn partners attended a one-day training session organised by Malmö city officials and Swedish public transport operator Skanetrafiken. The subject of this session was the tendering procedure and defining terms of references for a public Transport priority system. In June 2006 the City of Malmö organised a Mobility Management training session where 15 representatives participated in order to gain valuable experience in how to plan and implement Mobility Management measures in the future. In December 2006, Malmö organised another training session on the subject of clean vehicles that was attended by three representatives from Tallinn. Tallinn has also had good cooperation with Norwich, whose measures are a good example to follow in the future. In December 2007 three representatives from the City of Tallinn participated in the Freight Training & Thematic Leadership training session organised by Norwich.
NEWS FROM THE CITIES

Freight Consolidation takes centre stage in Norwich

Norwich’s Freight Consolidation Centre featured in a city centre photo shoot in August to launch a new trailer livery that will promote the service throughout the UK. The newly-branded trailer wowed customers and the public alike set against the backdrop of City Hall. Consolidation Centre operator Foulger Transport is now using the trailer on its national operations where it will be seen by thousands of road users on a daily basis.

The aim of the shoot was to raise awareness of the benefits of freight consolidation and to act as a springboard for an initiative to recruit further customers for the Consolidation Centre and continue the development of its services. The new livery of the trailer has been turning heads wherever it appears with its distinctive skyline imagery and partner logos.

A strategic promotional plan will now seek to capitalise on the photo shoot and grow the market for freight consolidation in Norwich, reinforcing the link between the vehicle and existing Consolidation Centre customers such as retailers Whittard, Lush and Turner and Moore.

Pictured are Davina Tanner of sponsor Chapelfield shopping centre, Phil Risby of Turner and Moore, Barry Germany of Foulger Transport, Andy Watt Head of Transportation and Landscape at Norwich City Council and Consolidation Centre Development Manager Graham Mayes.

Consolidation Centre operator Foulger Transport is now using the trailer on its national operations where it will be seen by thousands of road users on a daily basis. To find out more about the Norwich Freight Consolidation Centre contact Graham Mayes on +44 1953 715069 or email graham.mayes@foulgers.co.uk.

Radisson SAS pedals to victory - Malmö

Yes, we can finally confirm that Radisson SAS in Malmö has pedalled its way to victory with 1,665 kilometres per bicycle and 6,662 kilometres in total. That equals cycling from Malmö to Lhasa in Tibet.

As part of the CIVITAS SMILE Project, ‘Businesses on Bikes’ (Företag på cykel) has lead to Malmö businesses’ cycling almost as much as one lap around the world – or the longest possible route being from Malmö to Paris.

Following a final count, the winning company is SAS Radisson in Malmö with nearly 7,000 km on the bike. The winning prize is a Nihola load bicycle with a box.

“The winners obviously deserve a top quality load bike”, says Project Leader Helene Östberg.

By not taking the car, Malmö ‘Businesses on Bikes’ have together reduced carbon dioxide emissions close to 9 tons. All participating businesses that managed to cycle 300 km or more were also entered into a prize draw with the chance of winning one of three folding bicycles, which are perfect for taking on the train or bus. The winners were Logica, Tandvårdsgruppen St. Göran and Choice hotels.

Apart from being entered into a prize draw, businesses taking part in ‘Businesses on Bikes’ were also offered the chance of buying bicycles painted in a unique orange colour and featuring the businesses’ own logos at a very favourable price. “We would like to take this opportunity to say thank you to all participating businesses for their contributions over the past year. It has been fun and inspiring to see the orange bicycles around town”, says Helenë Östberg, Annika Hörnén and Cecilia Bostorp who make up the project team. The winners presentation was held in Gustaf Adolf Square in the centre of Malmö to give the inquisitive people of Malmö a chance to see the winners dig into their victory cake. PHOTO: Henrik Ahldin

http://www.civitas-smile.org
Travel planning soaring in Suceava

The need for mobility has increased in Suceava because of the prolific increase in the number of vehicles in the city and the scarcity of car parking spaces. Although the majority of lanes have not been widened to accommodate the increasing number of vehicles, interventions have been made to modernize the infrastructure and additional lanes have been built in important intersections. It is absolutely imperative to plan ahead of every journey and to choose the most time saving option to avoid traffic jams and psychological discomfort.

The dissemination team have paid great attention to the travel planning concept and have organised promotional campaigns in public institutions, focusing on employees of the City Hall and County Council. Information and discussions have taken place regarding daily city travel planning from home to work, to schools with children, to supermarkets for food supplies; to public institutions and back. These work outputs were contained in 12 travel plans for three public institutions: Colegiul Economic “Dimitrie Cantemir” Suceava, the City Hall of Suceava and the County Council/Prefecture (offices are based in the same building). The travel solutions were differentiated by weather conditions and classified according to the means of transportation possible depending on 4 distance categories (very short distances < 0.8 km, short distances 0.8 -1.5 km, medium distances 1.5 – 3 km, long distances > 8 km). Travel plans for all alternatives were designed and advantages and disadvantages of each travel modality were highlighted.

It was interesting to discover that although the concept was not known in theory, it was to some extent carried out by participating pupils and employees as a result of the city’s spatial and social conditions.

Using the data collected, such as distances between locations, city streets mapping, restrictions posed by the crowded areas, infrastructure facilities and status, the project team suggested a relevant classification for each criteria identified. They designed/proposed alternative travel plans to match the specific needs and situations applicable to the targeted groups of citizens.

To evaluate the degree of coverage and success of the travel plans, workshops/consultations were then held within public institutions. The results and knowledge transfer enabled the travel plans to be developed and to make them more appealing to a larger group of people within their common daily lives.

Dissemination Campaign in Tallinn

Throughout May and July 2008, the City of Tallinn was painted in “CIVITAS-colours”. Tallinn Transport Department with its partners carried out a dissemination campaign for the measures of the SMILE project. In order to work out the strategy and messages for the campaign we formed a conception, elaborated the key words and main messages and a produced a visual image. During the campaign we defined the main courses of action and the most important media channels.

Radio broadcast, outdoor and printed media were used. Both Estonian and Russian radio channels were incorporated into the campaign – Star FM and Kuku Radio for the former and Russian Radio and Sky Radio for the latter language group. In the radio clip a man’s voice described the troubles of the private car: congestions, expensive fuel, insurance, problems with parking and policemen. To conclude the voice advises people to use public transport, because it is cheaper and faster during peak hours (thanks to CIVITAS SMILE measure: public transport is now a priority system). Try at least once and you will get the proof yourself!

Outdoor media campaigns were carried out by the public transport vehicles themselves (buses, trams, trolleybuses). City advertising pillars and bus shelters were also used. Vehicles were covered with campaign messages and inside the vehicles, windows and handgrips were used, covered with text: “Thanks for choosing public transport”, but also with real factual samples, presenting the benefits of using public transport for public area and users. Clips with campaign messages were showed on the screens inside the public transport vehicles.

Print media covered all free newspapers such as Linnaleht Tallinn (City Newspaper) and local free newspapers in all 8 city districts (both Estonian and Russian). One of the goals of the campaign was to make a website. Today, everyone can visit the site www.tallinn.ee/smile and get information about CIVITAS SMILE activities in the City of Tallinn.

The first analysis provided by the evaluation team confirm that the campaign was successful and the public had noticed the elaboration of both CIVITAS measures in the city: public transport priority system & automatic stop calls and information in vehicles.

SMILE – PAGE 9

http://www.civitas-smile.org
Renewable Fuels for Buses and other fleets in Norwich

Can bus fleets in Norwich run on renewable fuels and so help to reduce greenhouse gas emissions from traffic in the city? Can we source fuels that are both high quality and renewable? How much carbon dioxide will so-called renewable fuels actually save? Will the use of biodiesel blends also reduce pollutant emissions, especially oxides of nitrogen that are the focus of the Castle Meadow Low Emission Zone in Norwich? What will be the impact on fuel economy? The University of East Anglia has been examining these questions as part of Civitas SMILE in partnership with local bus companies Anglian Bus and First Bus and other local fleet operators.

This measure began with one partner based in Norfolk that was the UK’s biggest manufacturer of biodiesel. The biodiesel was manufactured from used cooking oil and so promised very high greenhouse gas savings. The partner would deliver biodiesel to the bus company or fleet operator and top up the fuel tank to create the blend of fuel desired.

As the measure began, it became clear that the quality of the biodiesel fuel was not always of the standard essential for modern diesel engines and also that the blending process could cause some serious problems. It was necessary to establish a biodiesel laboratory to test for the key parameters of biodiesel. We are now able to establish very quickly whether a sample of biodiesel will be acceptable and also to check the actual blend level of any biodiesel blend.

Biodiesel is now sourced from a factory in Scotland that makes very high quality fuel from used oil and tallow and is shipped by road tanker to a fuel depot in King’s Lynn, Norfolk, where it is stored and blended as required for delivery. The supply company has depots across the UK and the impact of this Measure is a completely new supply chain that can supply high quality biodiesel of any blend, up to 100 per cent, anywhere in Norfolk and potentially anywhere in the UK.

Our Norfolk partners have successfully used biodiesel in buses and other vehicles at blend levels from five per cent up to pure biodiesel. We have set up exhaust monitoring systems to measure NO emissions as buses drive along the road to compare conventional diesel with biodiesel blends and pure biodiesel. As a result of this measure, for the first time, any fleet operator in Norfolk or beyond can now choose to use pure biodiesel or a biodiesel blend at any desired level in the confident knowledge that the fuel is of a very high quality, will make a significant saving in greenhouse gas emissions, and is likely to improve pollutant emissions as well.

Pledge to make city greener

The people of Norwich were today promised a greener and cleaner city as a range of environmentally-friendly initiatives were unveiled.

The City’s first low emissions zone came into operation on the 30th July in a bid to reduce carbon emissions and clean up Norwich’s air.

The measure, carried out in Castle Meadow, which is traditionally one of the areas in the city with the worst air quality problems, will mean stricter limits on exhaust emissions, the promise of grants to bus companies willing to make their vehicles more environmentally-friendly and free eco-driving training.

The regulations require bus drivers to switch off their engines when waiting in Castle Meadow.

There are more on street ticket machines, to reduce the time that buses dwell at bus stops, and more bus services from Norwich railway station powered by Euro 4 engines using biodiesel fuel.

The introduction of the zone is a joint initiative between Norfolk County Council and Norwich City Council and is one of the measures introduced as part of the CIWITAS initiative, co-financed by the European Union, for cleaner and better transport in cities.
Lessons learned in Malmö

At the beginning of September 2008, around twenty people involved in CIVITAS SMILE met to discuss what the project had achieved in Malmö.

Many constructive and interesting discussions took place between the project leaders congregating at City Hall. However, the general consensus among everyone was that CIVITAS SMILE Malmö had successfully invested in and made significant traffic environment improvements throughout Malmö. Perhaps most impressive of all was the fact that even though a lot had happened since the application was submitted in 2003, nearly everything had gone according to plan.

“There is a risk of the final outcome not looking too exciting as a result of escalating circumstances, but it is important to focus on and be proud of what has actually been achieved”, says Björn Wickenberg from City of Malmö Streets and Parks Department.

One of the problems discussed during the meeting was the frequent replacement of project leaders and other project members during the project. “The replacement of project leaders during the course of the project and information lost in conjunction with this did cause some problems with backup support not always being as speedy as one would have wished for”, explains Anna Jersby from Environment Department, City of Malmö.

215 Transporter was one of the first to finish the CIVITAS SMILE Project by implementing a benchmark traffic monitoring system. “We have saved a lot of time by reducing our mileage. In addition, our system is now completely paperless and more efficient which means less stress for our traffic controllers. Others in the industry are now following suit, installing the same technology”, says Ulrika Gunnarsson from 215 Transporter.

Many of the activities carried out in Malmö have involved trying to change the way in which people travel and this is no mean feat! “It has not been easy to try to change behavioural patterns during a project period of only a couple of years. Changing people’s behaviours takes time”, says Camilla Bakken from Skånetrafiken.

The difficulties of changing travel behaviour in a limited geographical area such as Malmö City was evident from the meeting. “It would have been interesting to involve the entire region, for example by introducing a fleet of green transport throughout the entire Skåne County rather than just in Malmö City”, says Göran Mårtensson from UMAS who has also been advised by E.ON that there is now a gas filling station in Trelleborg. Many of the project members pointed out that they have had very positive contact with the project leaders who have been very helpful. Even if the project is now coming to an end, there is still plenty to do. “At Sunfleet, we have already managed to achieve and exceed our most important targets but there are still things to do in for example marketing. After all, we did not have any operations in Malmö before the SMILE project”, says Christina Bjerke from Sunfleet.

Buy Back Cycle Scheme in Norwich

With the help of CIVITAS funding staff and students are set to benefit from a scheme which allows them to buy a bike and when they no longer need it, sell it back! Alternatively they can keep it forever! The flexible cycle lease back scheme provides good quality affordable cycles, complete with mudguards, rack and lock ready for commuting and complements the try-before-you-buy cycle loan scheme and salary sacrifice scheme which enables staff members to gain tax benefits when purchasing a bike.

The scheme was launched during Green Travel Week as part of “big bike day” and nearly all of the available cycles were sold by the end of the day. The scheme is of particular value to students who have had no alternative other than to purchase cycles privately; some of which have been old and not well maintained or roadworthy. The buy-back scheme allows students to buy either a new or well maintained second-hand cycle at a fixed rate and the University guarantees to buy it back up to 9 months after the purchase for a set fee. This scheme ensures cycles are ready and available when students arrive at the University and avoids the inevitable question of what to do with the cycle when they leave, a particular problem for International students and those visiting on short term placement. The University hopes that this scheme will also reduce the number of bikes abandoned each year which need to be re-cycled. The scheme has been well received, with returning students and “freshers” (first year students) registering their interest in purchasing a bike at the start of the next academic year.
Malmö residents choose the bus and gets access to timetables on their mobiles

With help from the SMILE Project, Skånetrafiken provides its passengers with real-time information on their mobile telephones and digital displays. This and other investments have resulted in a significant increase in the number of bus journeys.

In Malmö, bus travel has been on the increase for some time now. However, at around 2 – 3 % per annum at the beginning of year 2000, since 2005 the number of passengers have soared to a steady 7 – 8 % per annum. This can be explained by the restructuring of the Malmö City bus lines in 2005 and improved access to timetable.

The Faculty of Engineering at Lund University has together with Skånetrafiken carried out an evaluation of the investments made into a real-time information service system that does not just tell the passenger when the bus is supposed to turn up but when it actually will turn up. The real-time information, whether shown on digital displays or mobiles, has been positively received by the passengers and has lead to an improvement in travel quality. The real-time information service offered to owners of mobile telephones is less perceptible than that on digital displays and hence, less established – although this is likely to change over time.

Surveys have shown that every fifth passenger have used the real-time information mobile service provided by Skånetrafiken while as many as 30 % of the passengers would like to learn how to use it. Today, it is mainly the younger passengers that use this type of technology but as our society develops towards a digital future, the use of this service is likely to progress up through the age groups. This is an area of potential for continued development with over 90 % of survey respondents owning a mobile telephone. Mr Bo Nyström at Skånetrafiken works with the development of the real-time information services offered to passengers. “Our passengers like the real-time information found at bus stops and on their mobiles. Waiting for the bus is not so bad when you know exactly when it will turn up”, says Bo.

The digital real-time displays found at the bus stops are also a welcome addition for many passengers. Around one third of the survey respondents felt that the real-time information displays have increased the quality of their journeys and replaced standard timetables. The passengers also felt that the real-time information displays would justify a 4 % increase in the price of a monthly bus ticket compared with no real-time information displays at all. 25 % of the passengers were of the opinion that the displays have boosted the number of times they travel. However, a small percentage of respondents took a more critical view of the displays saying that they can sometimes be difficult to understand and do not always show the correct times.

“We have had a few technical problems with the displays with minor errors sneaking into the timetables”, explains Bo. Stina Johansson from the Faculty of Engineering at Lund University is responsible for the evaluation comments “Being able to see when the bus is coming undoubtedly improves the quality of travelling in Malmö – this is clearly evident from our evaluation.”

Car pooling service launched in Potenza

A car pooling service has been implemented for more than 1,000 employees of the CIVITAS SMILE partner Regione Basilicata. The organisation has purchased and installed software for managing the demand for car pooling amongst its staff, and a parking area has been reserved for all car poolers. Further incentives for car poolers are under consideration. Employees already undertook car pooling on an informal basis, amongst friends, relatives and neighbours. However, in order to increase the number of employees sharing the same private car for commuting to work, the Regione decided to procure and install a dedicated management system. From a link to the organisation’s homepage (www.basilicatanet.it) each Regione employee can access the car pooling system and register their details.

The system is able to match employees according to their departure site, pick-up and working time, route, sensitivity to environmental issues, and interest in saving petrol and car maintenance costs, and contacts them by e-mail. If members of staff agree to share their home-to-work travel, the system will send them their respective contacts (e-mail address or mobile phone number) and a badge or ticket allowing the car to access to the reserved parking area outside the company. Car pooling can be done on a regular basis and people can also choose to take it in turns to drive their own car.

An information campaign has been carried out by distributing a car pooling brochure throughout the organisation. Important results are expected on the long term, due to the current difficulties that Regione employees have in reaching their workplace caused by traffic, the lack of parking areas and the limited access to alternative modes of transport. A similar trial will soon be launched at the Municipality of Potenza.
Monitoring emissions in the Norwich Low Emission Zone

The Castle Meadow Low Emission Zone in Norwich was launched on 30 July. The University of East Anglia has been monitoring NO\textsubscript{2} levels in and around Castle Meadow now for over three years as part of the LEZ Measure. We have also analysed hourly data from the Castle Meadow air monitoring station and observe that NO\textsubscript{2} levels increase with the number of vehicle movements. This demonstrates conclusively that oxides of nitrogen in the atmosphere are caused to a significant degree by NO emitted from passing vehicles, particularly buses (NO from vehicle exhausts is rapidly converted in air to NO\textsubscript{2}).

The permitted annual mean limit for nitrogen dioxide, NO\textsubscript{2}, in the atmosphere is 40 µg m\textsuperscript{-3}. NO\textsubscript{2} can have an effect on lung function in certain individuals and it is also a precursor for atmospheric ozone, another pollutant. Also, NO\textsubscript{2} is known to be associated with other pollutants such as particulates. Maintaining a level at or below 40 µg m\textsuperscript{-3} gives confidence that pollutant levels in general are acceptably low even in areas where people might be exposed over long periods, for example if they live or work in the area.

The Low Emission Zone in Castle Meadow has been established to enable actions to be taken to bring NO\textsubscript{2} levels below the annual mean limit. At present, roadside levels are higher than 40 µg m\textsuperscript{-3} at almost all our measuring points both in Castle Meadow and nearby. Indeed, over the last year, there has been a small increase in roadside NO\textsubscript{2} levels compared to the first two years of monitoring, possibly because of increased bus movements.

What will happen when the impacts of actions to reduce NO emissions kick in? We are very hopeful that the actions being taken to enforce the LEZ will, over time, reduce annual mean NO\textsubscript{2} levels to below 40 µg m\textsuperscript{-3}. As part of this measure we have also been monitoring NO emissions from bus exhausts over a route near the Anglian Bus depot. These measurements show that NO emissions can still be high even when buses are idling and rise sharply during rapid acceleration and heavy throttle use.

Three key actions will reduce NO\textsubscript{2} levels in Castle Meadow and nearby. Retrofitting of older buses will reduce emissions from many of the more polluting vehicles using Castle Meadow. Eco-driving training for bus drivers will not only save fuel and carbon dioxide emissions but also reduce NO\textsubscript{2} emissions through more careful driving. Finally, requiring bus drivers to switch off their engines while the vehicles are stationary for any length of time will have a big and immediate impact in cutting unnecessary emissions. These actions together should indeed reduce NO\textsubscript{2} levels in Castle Meadow to below the annual limit and make the LEZ a success.

Norwich City Car Club set to double in size

Norwich City Council is providing additional parking bays to enable City Car Club to place more cars to rent by the hour as an alternative to car ownership for local residents and businesses alike. At least six additional locations are to be added in October. Bookings can be made directly from cars over the internet at www.citycarclub.co.uk or telephone 0845 330 1234.

New locations are likely to include Pottergate, King Street, Colegate and Recorder Road areas. Existing cars are primarily centered in the Golden Triangle area (NR2) but more recently, a new location has been added to the RCP car park in Clarence Road. City Car Club’s CEO, James Finlayson, said “We have had considerable demand for more locations and we are delighted that the council are helping us achieve this. With the rapidly increasing cost of motoring, coupled with eagerness from the Norwich community wanting to reduce its carbon footprint, we have had unprecedented demand for our service.”

“Clearly people still want to have access to a car but more and more motorists are opting for fractional ownership as opposed to buying a car because it is so much cheaper, less hassle and more environmentally friendly.” According to RAC figures a motorist driving 4,000 miles a year in a Ford Mondeo would pay around £2,400 in insurance, petrol, maintenance, depreciation, road tax and parking. A City Car doing the same mileage will cost just £1,200. The City Car Club Scheme is very simple to use. There are cars parked on streets around Norwich and six other UK cities. Bookings can be made directly from the cars at a moments notice, over the internet at www.citycarclub.co.uk or by telephone on 0845 330 1234. Once booked, members gain access with their smart enabled, personal membership card (totally keyless access). The PIN is entered onto the onboard computer and they just drive away. Journeys made are itemized on a monthly statement.
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Norwich Partners: Norfolk County Council, UEA (CRed), Anglian, First, Smart Moves.

Potenza Partners: Comune di Potenza, Regione Basilicata, CO.TR.A.B., ARPA.

Tallinn Partners: Tallinn Bus Company (TAK), Tallinn Tram and Trolleybus Company (TTTK), MRP Linna Liinid (MRP) and Tallinn Technological University (TTU).

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