

STIMULATION OF COLLECTIVE TRANSPORT MODES

Deliverable 8 of the Success Project

Authors:

Andrew Varley (Lancashire County Council, LCC)

Matthieu Aubineau (Urban Community of La Rochelle, CdA-LR)

Mihaela Lamandi (Primaria Municipiului Ploiesti, PMP)

Editor: Anna Trentini

(Ecole d'Ingénieurs de Génie des Systèmes Industriels, EIGSI)

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*

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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

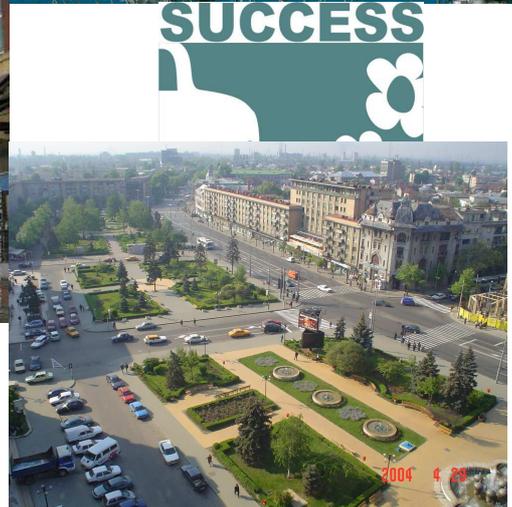
Preston City Council (PCC), UK

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 NEW PARK AND RIDE

2.1.1 Context

For many years now, La Rochelle has focused on developing new solutions to improve and widen the PT solutions provided for its inhabitants and to decrease the number of vehicles in the city. Among these actions are the development of car-sharing, city logistics, electric shuttle buses and boats in the city centre. Through CIVITAS-SUCCESS, La Rochelle aims at optimizing the quality of the PT solutions and introducing new innovative actions.

Before CIVITAS

In 2002 a first Park and Ride (P+R) was built in the South-East of La Rochelle, with the introduction in 2003/04 of one dedicated electric shuttle bus service serving La Rochelle's city centre every 10 mins. After the success of this P+R, the Urban Community decided to build new Park and Rides in its area with the objective of targeting strategic locations (traffic hotspots).

Prior to CIVITAS a first stretch of 3 kms dedicated bus lane had been built in La Rochelle - between the city centre and the "Les Minimes" district (including the University and the leisure harbour). The creation of new dedicated bus lanes were designed specifically target other strategic locations, notably commercial areas.

There had been no significant change to the urban bus network for more than 15 years. Over this period of time, there has been an expansion of numerous urban and commercial areas, as well as the development of new districts; this has made the network progressively insufficient and inadequate.

In addition a bike-bus service (bus equipped for the transport of cyclists and their bikes) operating during the summer between La Rochelle and the Ile de Ré proved to be very popular, so that further development of the service was considered.

The Urban Community of La Rochelle started installing some accessible infrastructure on its bus network in 2004. Within the framework of CIVITAS-SUCCESS it intended to define a more coherent and long-term oriented strategy aiming at enhancing, diversifying and coordinating actions in favour of mobility for everyone, notably people with special needs. Before CIVITAS a first Park and Ride (*Parking relais "Jean Moulin"*) was built in 2002 in the South-East of La Rochelle, with a dedicated electric shuttle bus serving the city centre of La Rochelle every 10 mins. Very rapidly this P+R proved to be a success with the commuters and tourists (more than 26 000 cars parked in the 1st year; 70 000 in 2004). Consequently, the Urban Community decided to build a new Park-and-Ride in its area with the objective to target the strategic axis where the flow of vehicles was the most significant.

2.1.2 City Objectives

In La Rochelle, the main objectives of this work package were:

- To increase the frequency of the bus routes, especially those directly affected by traffic jams.

- To develop solutions aimed at keeping vehicles outside the city centre and organising the transport of people from these locations to the city centre.
- To improve accessibility of the PT network, especially for people with specific disabilities.
- To increase the global efficiency of the public transport network.
- To clarify PT pricing strategy by harmonising the pricing range of all the existing services

To achieve these aims, a set of measures was launched in La Rochelle:

- Implementation of a new P+R (measure 8.1)
- Setting-up of new dedicated bus lanes (measure 8.2)
- Reorganisation of the bus network (measure 8.3)
- Extension of the Bike-Bus Scheme (measure 8.5)
- Accessibility improvements for collective transport (measure 8.6)

The basic idea was to build a new secure and accessible P+R in the Northern part of La Rochelle.

PT subscription holders were to have access to this P+R through their regular transport smartcard.



2.1.3 Achievements

Main features:

Building of a P+R (*Parking relais "l'Hermitage"*) consisting of 2 close but separate sites (125 parking spaces), located on a main road axis, in the northern part of La Rochelle.

Description:

This new P+R was inaugurated during European Mobility Week in September 2006 and has been operating since then. The car park is fully integrated into the PT network. Indeed, it has been equipped with smartcard readers/validators allowing the user to access the P+R through their regular PT smartcard, the same card they will use on board buses to reach La Rochelle city centre and a wide range of other modes of transport in La Rochelle.

There is also added value in making this car park a multimodal site, thanks to direct access to a bike sharing station and through the location of the office of the "GIE Taxis" taxi service.

On the whole 100 parking spaces were built on the P+R site (*cf- paragraph 'implementation and operation actions'*). The P+R is located near the ring road in order to be easily accessible by car from the North and the East of the Urban Community territory.

2.1.4 Implementation and operation actions

Partnership:

- Urban Community of La Rochelle
- Town of Lagord and City of La Rochelle
- Département “Charente Maritime”
- Taxi companies
- Public transport operator (RTCR)
- Yan le Gal Conseil

Design process

The first step of the project was to consult with all the stakeholders to meet their expectations. From these outcomes the Urban Community of La Rochelle defined an implementation strategy and contracted a design office to draw the complete axis from the entry of the city of La Rochelle to the bus station in the city centre.

Implementation process:

As there were 3 houses on the targeted area for building the P+R the next step of the project was the purchase and demolition of them. A first difficulty arose when one of the concerned owners (the house in the middle) did not agree to sell his house. However, after several discussions and explanations the owner dropped his opposition to the installation of the park-and-ride around his house. Eventually, it was decided to demolish the other two houses and to create a U-shaped car park corresponding to the available area.



Before



After

The Urban Community, however, considered the initial global surface of the P+R to be insufficient (50 car parking spaces). Therefore, it was decided to create a second P+R area very close to the first one and equipped with its own access control.



In parallel to the P+R service, an agreement was signed between the Urban Community of La Rochelle and the “GIE Abeilles Taxis” for its office to be located in the P+R. The “GIE Abeilles Taxis”, bringing together professionals on LR territory, had already been working in partnership with the local authority by offering taxi services at very low fares to people owning a PT card. This office is open 24/7 and is also used as an information point for the parking users.

A security system has been set up at the new P+R with cameras sending the images simultaneously to the taxi office and the office at the first P+R site (*Parking relais “Jean Moulin”*).

Unlike the first P+R implemented (P+R Jean Moulin) it was decided not to provide a dedicated shuttle bus between the P+R *l’Hermitage* and the city centre. A large number of bus lines are located very close to the P+R ensuring a good frequency of buses to the city centre. As a result people leaving their car at this P+R were required to go to the nearest bus shelter and take a regular bus to reach the central bus station (Place de Verdun).

The road between these two points is a 4-lane avenue, dedicated bus lanes were built so that buses can be slowed down by traffic jams, especially at peak hours.

Promotion activities

Communication activities have been carried out from September 2006:

- Inauguration of the P+R during Mobility Week in September 2006
- Meetings with companies to convince them to use the P+R
- Participation at exhibitions and events on mobility throughout the year: European Mobility Week, Day Without My Car, local/regional exhibitions (Exhibition Fair in La Rochelle, Salon Passerelle for students etc, Back-to-school)
- Press articles (local newspapers)

Flyers were handed out during exhibitions, conferences or sent by mail to the PT users.



Flyers promoting the P+R (2007)

(2008)

Training

Sessions were held by the Urban Community of La Rochelle for the staff at the two P+R sites offering:

- training on the new (extended) offer at the office of the *Jean Moulin* P+R
- training on the ticketing system and reception/customer services for the staff running the “Taxi Abeilles” office at the new *L'Hermitage* P+R

2.1.5 Conclusions

The main difficulties with this new P+R were:

- To communicate with the inhabitants living on the targeted site for the installation of the P+R and convince them to sell their house (in general, people are strongly attached to their home)
- The time needed to implement everything (the P+R opened in September 2006 after months of negotiations with the owners).

Since the car park opened, figures on the usage turned out to be quite disappointing. Some commuters did change their habits by using this new service but nobody bought a specific subscription to use it (*it is possible to subscribe and pay solely for using this service*), in spite of the communication and promotion activities.

One of the assumptions for the lack of success of this P+R is the presence of a large free car park very close to the city centre that is only a few hundred metres from the bus terminus, Place de Verdun. Commuters working in the city centre can quite easily reach this car park and find free spaces. They do not really need to find an alternative solution yet. Discussions have taken place between the Urban Community and the City of La Rochelle for considering an entrance fee to access this parking, which would enhance the attractiveness of the P+R L'Hermitage for commuters.

From this project, we can draw the following conclusions:

- *Decisions have to be taken to ensure that a park-and-ride is the most attractive and efficient solution for commuters coming by car to the city centre*
- *The link between the park-and-ride and the city centre must be fast and run by a specific shuttle at a high and steady frequency*
- *When possible the access to the city centre must be facilitated for buses and shuttles, notably through the creation of dedicated bus lanes.*

2.2 DEDICATED BUS LANES

2.2.1 Context

The implementation of new dedicated bus lanes raises the question of the covered areas (i.e. strategic zones in La Rochelle like shopping areas or highly used zones). The first project of the local authority was to implement dedicated bus lanes, in particular in the city centre.

Before CIVITAS only 3 kilometres of dedicated bus lanes had been built in La Rochelle, between the “Minimes” district (including the University and the yachting harbour) and the city centre.

Over the last 20 years, La Rochelle experienced a rapid growth in terms of population and activity. New districts and commercial areas were built, progressively causing traffic jams and delaying buses on specific road axis.

To relieve this problem a new exit was built at the ring road to serve as a new entry for buses to the shopping area.

2.2.2 City objectives

The aim through CIVITAS was to build a new dedicated bus lane at one of La Rochelle's main traffic hotspots: the largest commercial zone of La Rochelle (called ‘*Beaulieu*’, located on the commune of *Puilboreau*).

This area, which has similar size to the historical centre of La Rochelle, attracts up to 250.000 people. Like the city of La Rochelle, the Beaulieu zone is facing similar difficulties in terms of accessibility and congestion with a risk of obsolescence of the service.

This measure was expected to facilitate travel conditions by improving bus travel times and service reliability. Bicycles and taxis will be also allowed to use this dedicated lane.

2.2.3 Achievements

Main features:

- Trial of the bus lane (European Mobility week 2005) on Leonce Vieljeux street extended
- Building of a dedicated bus lane equipped with rising bollards and improvement of the existing bus lane (in front of the shopping centre)
- Study of the relevancy of a dedicated bus lane between the new P+R at l’Hermitage (cf-measure 8.1) and the city centre.



2.2.4 Implementation and operation actions

Partnership:

- Urban Community of La Rochelle
- Bus operators
- Puilboreau City
- “Carrefour” supermarket & “Leroy Merlin”
- Direction Départementale de l’Equipement (DDE)

Stakeholders:

- Taxi companies
- Local cycling associations
- Businesses located on the zone

Design process

The *Beaulieu* area, located in the East of La Rochelle, was considered as a priority due to the important flows of cars coming from La Rochelle and from the ring road - especially at peak hours and on Saturdays. By sharing roads with cars, buses were often delayed, whereas a specific bus route could enable the buses to sidestep traffic jams.

In 2004, a study on mobility and landscaping was carried out, with the aim to:

- define the orientation of the public space reorganisation
- define the strategy on traffic in this area

Implementation process

The work consisted of implementing a 2-kilometre bus lane. Specific bus shelters, platforms and adapted road signage were implemented to identify the clear zone section.

In 2005 the new bus lane was validated by technical leaders and representatives from the Urban Community and the commune of Puilboreau.

Assistance for the call for tender on the implementation of the dedicated bus lane was provided by a consultancy. In parallel, shops and retailers have been consulted and negotiations took place



especially with banks directors, who wanted to use the bus lane for the transport of funds by secured vehicles.

In 2006, The Urban Community acquired the properties. Some were sold by the hospital of La Rochelle; the others were made available by the French State. The call for tender for the implementation of the clean site consisted of 3 packages: public roads and networks, access control terminals and traffic lights/lighting.

There was a small change in the project concerned the crossing of bicycles under the bridge of the ring road. At the beginning, it was planned to make cycle paths but the width of the road was too small to make this possible. Eventually, it was decided to allow bicycles to run on the bus way. At this time there are no major safety problems in the road share between the buses and the bikes on the dedicated bus lane.

Promotion

Promotional activities (display panels along the road) were originally planned to raise awareness of drivers along the road between La Rochelle and the *Beaulieu* commercial area (one of the main traffic hotspots). The objective was to promote the time saved and comfort gained for passengers using the new bus lane. The campaign had to be rapidly abandoned, however, due to political barriers (the risk of strong dissatisfaction among the shopkeepers of the city centre as well as the commune of Puiboreau, which is the final destination of the n°9 route after the shopping area).



Training

An interactive (touch screen) training terminal was purchased for all the staff of the RTCR bus operator. At a time when the network is being upgraded and new aims and objectives are being set (cf- measure "ReORGANIZATION OF THE BUS NETWORK"), this has been a useful tool that has been warmly welcomed by the drivers. Among the applications offered is an interactive map indicating all the bus routes, including the route 9 using the new bus lane. This option includes a video of every route showing every bus stop with potential difficulties.

Présentation de
l'entreprise

La RTCR

Organigramme

Quelques chiffres

La CDA et ses communes

Le métier de
conducteur-receveur

Ses missions

Le cadre légal

quelques règles à respecter

Organisation du service

La prise de service

La fin de service



La RTCR

La RTCR (Régie des Transports Communautaires Rochelais) est un établissement public et commercial

Exploitation

Prestataire CDA

Conseil d'administration



La RTCR exploite :

- Les bus
- les vélos
- Le bus de mer, le passeur, les taxis et le transport des personnes à mobilité réduite en sous traitance.

2.2.5 Conclusions

In general there has been no major technical difficulty in the study or in the implementation. The main problem encountered was at the section crossing the ring road where there is a single way for both directions. Some problems as mentioned in the WP6 Deliverable, regarding the maintenance of the rising bollards at the entrance of the dedicated bus lane, can also be reported. The configuration was adopted because there was not enough space under the bridge to create a two-way road. Nevertheless, lights were installed at the crossing to give priority. Moreover, it was necessary to test the possibility of a crossing between a bus and a bike under the bridge, as it is compulsory to keep a minimum distance of 1 metre between a bike and another vehicle.

2.3 REORGANISATION OF THE BUS NETWORK

2.3.1 Context

Before CIVITAS and over the last 15 years there had been no significant evolution of the urban bus network. Over recent years the extension of urban areas and the rapid growth of commercial zones made the network insufficient and inadequate.

Meanwhile, PT services have been broadened in order to meet users' expectations and the PT network has become more complex and difficult to understand for those who are not particularly familiar with it. In the same way the logo and the name of the network have not changed for a long time and both needed to be updated and clarified so that users will feel more informed and confident when taking the bus.

The ultimate goal is to have a network that is better adapted (on a spatial and time scale), clearer, more credible, easier to use and faster.

2.3.2 City Objectives

- The first objective is to redefine the network by remodelling it according to the new configuration and needs of the territory. To do so new routes need to be created; others must be modified on several parts and bus frequencies as well as service reliability have to be improved on several lines. Several high quality bus service lines are to be offered on the main axis.

- The second objective is to renew the global image of the network. Every transport mode must be identified under a unique identity (same brand, same colours etc).

(In parallel, the redefinition of the pricing offer also represents a decisive tool for successfully implementing this measure (*cf- measure 7.2*).

2.3.3 Achievements

- *Restructuring of the PT network* - The urban and suburban transport network was restructured to provide an improved PT quality service
- *New unique identity for ALL public transport modes*

The new network offer in La Rochelle is called "Yélo". First Yélo aims at achieving complete multimodality: with a unique smartcard people can use to access buses, self-service bikes, park-and-ride, boats, time-shared electric cars or other modes of transport that comes with a simplified pricing system tailored to all user categories (*cf- measure 7.2*). In that context the new single identity, which has been developed through this measure, is key to identifying all the modes of transport included in the Yélo offer, underscoring their unification and as a result the possibility of using all of them with a single card.

2.3.4 Implementation and operation actions

Design process

- Redefinition of the PT network - one territory, two key operators.

Two bus operators are operating in the Urban Community territory so the restructuring of the PT provision applied according to two levels:

- The RTCR - which is legally under the leadership of the Urban Community - serves the City of La Rochelle together with the surrounding communes/"first ring" (i.e. 9 communes). The redefinition of the network consisted in optimising the main bus axis, mainly in the city of La Rochelle and the surrounding towns of the. A first phase consisted in slight modifications of the lines and occurred in September 2006. The technical restructuring is expected to be achieved in January 2009.
- The other 9 communes of the Urban Community ("second ring" – cities located at the border of the Urban Community) are being served by a private operator in charge of the management of schools and interurban transportation. The reorganisation took the form of a public-private partnership (PPP). A significant restructuring task has consisted of choosing an operator in the framework of a Delegated Management of Public Services for twelve-year period.

- A single image for the whole PT network

Internal reflexion on how to give better value to PT services by enhancing its image was initiated in 2006. All the stakeholders concerned took part in this process and a call for tender was launched in the first semester of 2008 by both the Transport Department and the Communication Department to select an agency for assisting La Rochelle Urban Community in this crucial task.

The objectives were to:

- find a relevant and catchy name for the whole network
- find a name for each associated service: bike-sharing, car sharing etc.
- find a name for the new PT smartcard
- make graphical research and propose a new graphical charter:
 - o For the services: bus, boats, bikes, shared cars
 - o For the network signage: central hub, bus shelters, information panels of boats, bikes etc.
 - o For the documentation: flyers, pricing offer
 - o For the network smartcard, transport tickets etc.

Particular attention was paid to the new bike-sharing system, which is a core element of the renewed mobility offer in La Rochelle.

Implementation

- Redefinition of the PT network

To that end, the Urban Community carried out a preliminary study to understand how and why users travel, their points of departure and arrival and their schedules. This study was conducted in October 2007 in partnership with the bus operator RTCR.

Throughout the process, as the authority in charge of transportation issues, the Urban Community ensured the preliminary technical analysis, then the day-to-day monitoring and follow up of the restructuring. Through CIVITAS four engineers of the Transport and Mobility Department considered the length of every line; their impact on the global cost for the operator, the new possible itineraries for buses, etc. Other technicians and administrative staff of the Urban Community were also actively involved in the process.

From these results and the constant collaboration of both stakeholders, a new network has been designed. An emphasis has been put on the links between the main exchanges (transport hubs) served by high-quality bus axis. To ensure an improved quality service the organisation for both drivers and services has been also renewed.

As for the 2nd ring, the work consisted in contracting out a new operator in the framework of a Delegated Management of Public Services. This new framework enabled the local authority to set objectives, roles and responsibilities matching the restructuring requirements. After a call for tender procedure was launched in 2006 and following the technical analysis made by the Urban Community, a negotiation phase took place in the beginning of 2008 with the three tender suppliers. The best tender was officially selected in November 2008.

In order to better assess the needs and expectations of the different cities, the local authority set meetings with the mayors and presented maps and simulations of routes running into their town. Bus frequencies have also been set according to the new commercial, industrial or residential areas.



- A single image for the whole PT network

The work on the new branding/identity resulted in a new network name: "Yélo". Yélo is a combination of French and English terminology and it refers to the long tradition of mobility in La Rochelle and notably its strongest symbol, the yellow bikes (*Vélos Jaunes*).

The main difficulty in this process was to establish an agreement between the numerous stakeholders (e.g. bus operators, local decision makers, users) and to coordinate all these parallel aspects (technical feasibility, delegated management procedure, common image). A considerable time was required to overcome these obstacles and to agree on such long term decisions.

Particularly, the Conseil Général of the Charente-Maritime (Département) launched its own delegated management of public services on the whole county which has greatly interfered with the implementation of the reorganisation of the network in La Rochelle and significantly delayed the measure from its initial planning.

Partnership:

- Urban Community of La Rochelle
- Bus operators (1st and 2nd ring of La Rochelle): RTCR, OCECARS, KEOLIS Littoral
- Syndicat Mixte de la Communauté Tarifaire en Charente Maritime
- City of La Rochelle
- Conseil Général de Charente Maritime

Promotion activities

The new brand of the network was officially introduced to the public on September 1st 2008, during an informal meeting of the European Transport Ministers in La Rochelle (in the framework of France taking over as the head of the EU).

From September, a strong marketing campaign was launched to introduce the new Yélo concept which will be fully operational in 2009:

- Yélo DVD through CIVITAS-SUCCESS
- Roll-ups
- Yélo Leaflet, presenting each transport mode available on the territory
- Yélo Press Book



Training activities

A specific training terminal was purchased for all the staff of the RTCR bus operator. At a time when the network is being upgraded and new aims and objectives are being set, the terminal has proved useful and has been warmly welcomed by the drivers.

The terminal is an interactive (touchscreen) tool providing training to the drivers and focuses on different issues, including the following examples:

- The driver's "code of conduct": missions, responsibilities etc.
- Organisation of work: checklist (things to do), need for punctuality, itinerary, change, parking and cleaning of the bus at the end of the day etc.
- How to drive a bus: interactive menu displaying the dashboard, the settings, information terminals, ticket validator etc.
- Accessibility for people with reduced mobility: legal aspects, functioning of the access ramp, passenger assistance etc.
- Communication with the passengers: "Welcome on board", ticket selling, management of difficult situations (e.g. dogs, no change, bulky or dangerous items)
- Accidents
- Bus routes: interactive map indicating all the bus routes. Video of every route showing every bus stop with potential difficulties.

2.3.5 Conclusions

As announced to the European Commission in December 2007, 2009 will be the starting point for the new organisation of the network in its technical aspect as well as its communication aspects.

The whole development of this new organisation will be completed by the introduction of a new pricing strategy (Measure 7.2 of CIVITAS-SUCCESS).

2.4 INFRASTRUCTURE IMPROVEMENT FOR COLLECTIVE TRANSPORT

2.4.1 Context

In February 2005 the French Parliament voted in the "Law on Equal Rights and Opportunities, Participation and Citizenship of Persons with Disabilities", listing the many obligations of public corporations and private institutions. After long debates, this Act has addressed very ambitious objectives for the French Urban Communities, notably in the field of public transport.

In that framework a 10-year period has been given to transportation authorities to make public transport services accessible.

2.4.2 City Objectives

La Rochelle Urban Community has decided to define a long-term strategy aiming at enhancing, diversifying and coordinating its actions on accessibility in PT, and to comply at the same time with the French Law on Equal Rights for Persons with Disabilities.

Thanks to CIVITAS-SUCCESS, La Rochelle Urban Community has initiated a strong process for fully reaching these objectives by making all bus stops in its PT network accessible by 2015 – taking as much as possible into account, not only the physically impaired but also those with other impairments/disabilities.

First, the objective has been to adapt public transport infrastructures and equipment throughout the Urban Community of La Rochelle in order to make them accessible to everyone, especially to people with reduced mobility.

The long-term objective is to have 100% of buses and bus stops accessible by 2015, with bus stops reaching at least a “comfortable” level of accessibility.

Diagnosis

Improving accessibility on the PT network amounts to working on 3 different levels: public roads, bus stops and buses.

As far as public roads are concerned, local authorities in La Rochelle edited a guide on accessibility regarding public road infrastructures as early as 2000, with best practice for pedestrians including the mobility impaired.

In 2003, a study was carried out to assess the accessibility level of the whole public transport network in La Rochelle. A shared diagnosis with associations for people with reduced mobility led to the definition of 3 accessibility levels at bus stops (each bus stop is classified in one of these levels):

- **28 cm quays** – the same height as the bus floor - on the dedicated bus lane at *Les Minimes* district enables people in wheelchairs to get on the bus without having to use a special ramp. This level of accessibility is considered “*full*”
- **with 20 cm quays**, boarding the bus requires using a ramp with a 5% slope. The level of accessibility is considered “*comfortable*”
- Bus stops with no specific improvement or equipment other than the access ramp and where a specific help for assisting persons with abilities is recommended.

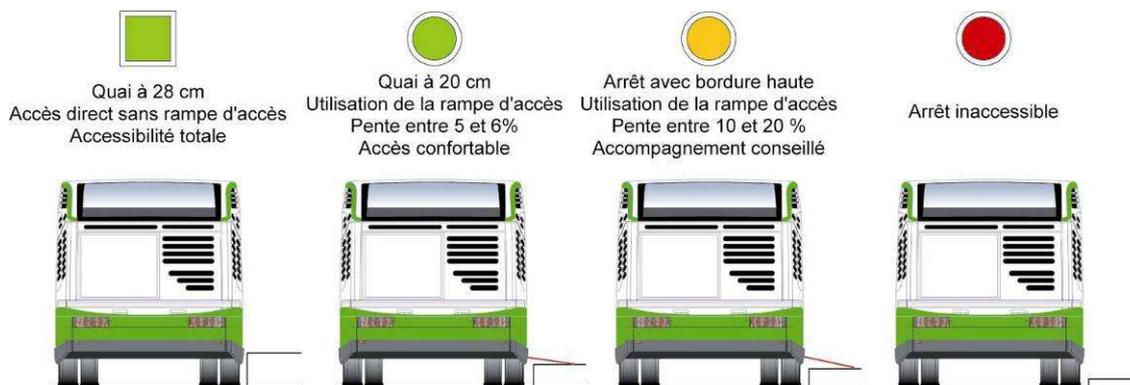


Illustration for each bus stop of the 3 possible accessibility levels (the 4th standard of bus stops, marked in red, is considered as “non accessible”)

In 2004 the local authority built a first dedicated bus lane at *Les Minimes* district with "full" accessible bus stops.

In 2005 54% of bus stops were considered as “accessible” even though only less than 10% reached the “comfortable” level, which means that for most of the bus stops specific assistance was required. It did not, therefore, provide a satisfactory level of comfort among people with special needs.

2.4.3 Achievements

1. *Design and adoption of the Accessibility Scheme in PT in La Rochelle*
2. *Creation of an Accessibility Committee*
3. *Infrastructure improvements (buses, bus stops and bus station)*

2.4.4 Implementation and operation actions

Partnership

- Urban Community of La Rochelle
- Participating Associations for people with reduced mobility ('Association Française contre les Myopathies', 'Association des Paralysés de France', 'Association Valentin Haüy', 'Association Voir Ensemble', 'Fraternité Catholique des Sourds', A.D.A.P.E.I, U.N.A.F.A.M, 'Association Accompagnement 17')
- Bus operators (1st and 2nd ring of La Rochelle): RTCR, OCECARS
- City of La Rochelle

1. Creation of an Accessibility Committee

In December 2005 this working group was created to design, approve and then follow-up the actions defined by the Accessibility scheme.

Key issues for each disability were identified from the very beginning of the process with the help of several organisations: *Association Française contre les Myopathies, Associations des Paralysés de France, Association Valentin Haüy, Association Voir Ensemble, Fraternité Catholique des Sourds, A.D.A.P.E.I., U.N.A.F.A.M., Association Accompagnement 17.*

Their valuable contribution was important to carry out a shared diagnosis of the PT infrastructure in La Rochelle, to identify different levels of accessibility or to determine priority working fields and areas, notably the need to improve accessibility at Place de Verdun, which no longer complied with the legislation.

The creation of the Accessibility Committee with specific working groups proved decisive in ensuring the follow-up of this measure. Four groups were created with a focus on a specific handicap: visual, hearing, mental and physical disabilities.

2. Improvement of PT infrastructure

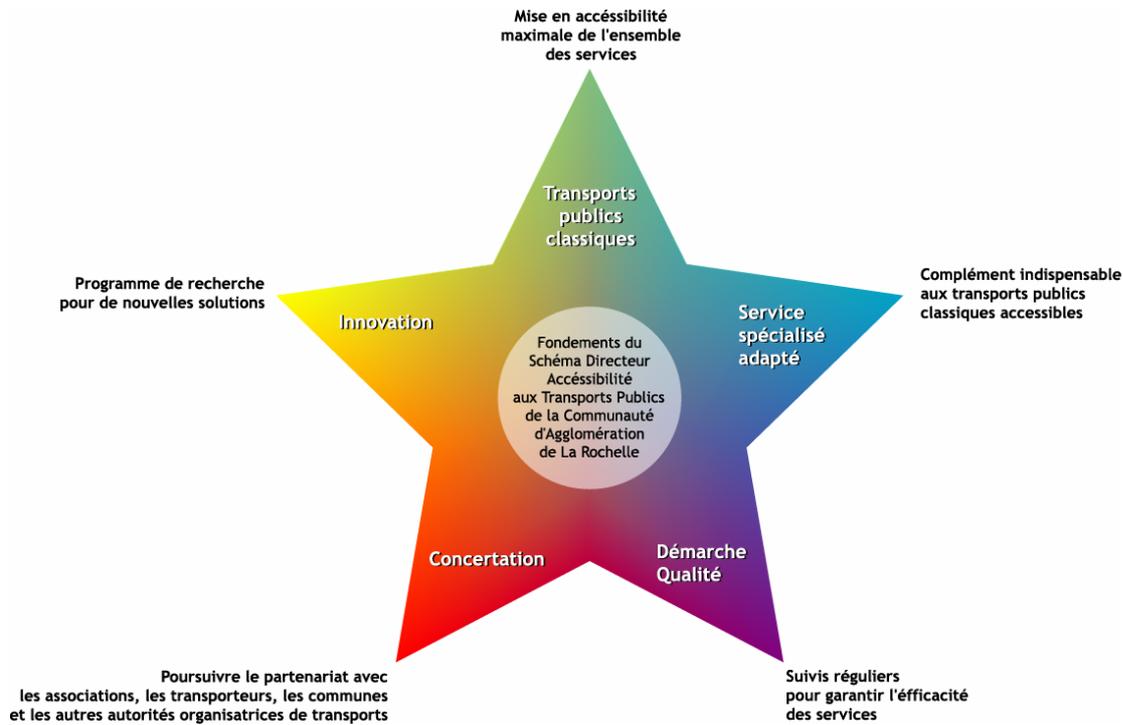
- Design and adoption of the Accessibility Scheme in PT in La Rochelle

The process initiated in 2003 between the local authority and the different local stakeholders continued within CIVITAS-SUCCESS.

A key output from this consultation process involving as many stakeholders as possible has been the Accessibility Scheme (setting objectives over the 10-year period). The official document was signed during the European Mobility Week 2006 -on 22nd September - by the Urban Community and all the stakeholders involved.

Crucially the Urban Community of La Rochelle, together with the involved partners, in September 2006 signed an Accessibility Scheme for the PT network. This scheme defines step-by-step what needs to be undertaken for the period 2005-2015 to have the whole PT network fully accessible. Notably, it identifies 3 working fields:

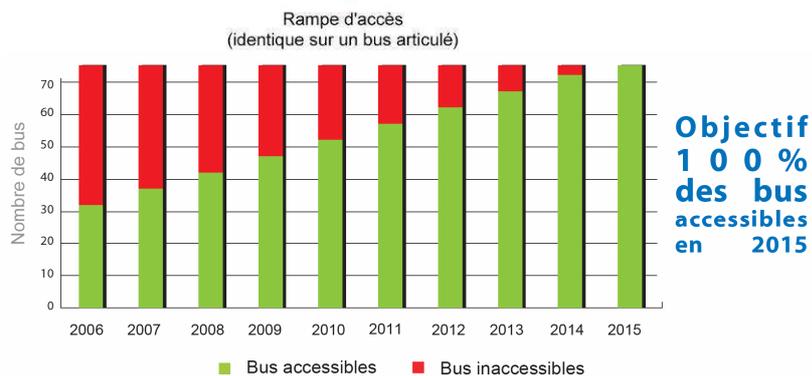
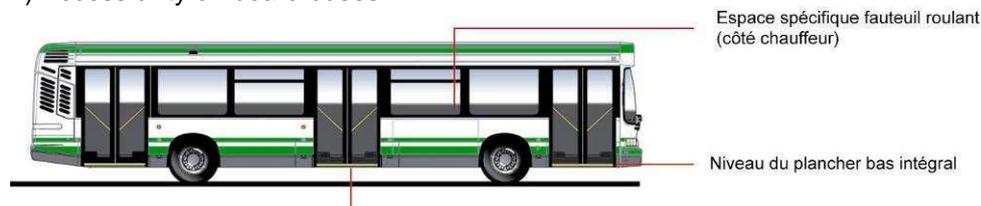
1. Improvement of the dedicated on-demand transport service (*not in the framework of CIVITAS*)
2. A Committee dealing with accessibility issues in Public Transport and ensuring the follow-up of the La Rochelle transport policy.
3. Infrastructure improvements throughout the Urban Community territory.



Main principles of the Accessibility Scheme

- Infrastructure improvements throughout the Urban Community territory.

1) Accessibility on board buses



 The fleet of the bus operator has been renewed at a frequency of 5 buses a year. The new buses (as all new buses to be purchased will be) are equipped with integral low floors and access ramps. In 2007, the number of accessible buses of the operator fleet amounted to 43 out of 83. The bus operator in charge of serving the most distant communes of the territory (second ring) is also concerned by these improvements.

 Information adapted to persons with reduced mobility has been displayed on board buses, such as the ticket fares near the ticketing machine and the bus driver.



  studies for installing a vocal announcement system on board buses started in 2007. This system consists of a permanent vocal announcement system indicating the name of the next stop. When approaching the bus stop, a speaker installed outside the bus announces the route number and the destination. The service was launched in December 2008.

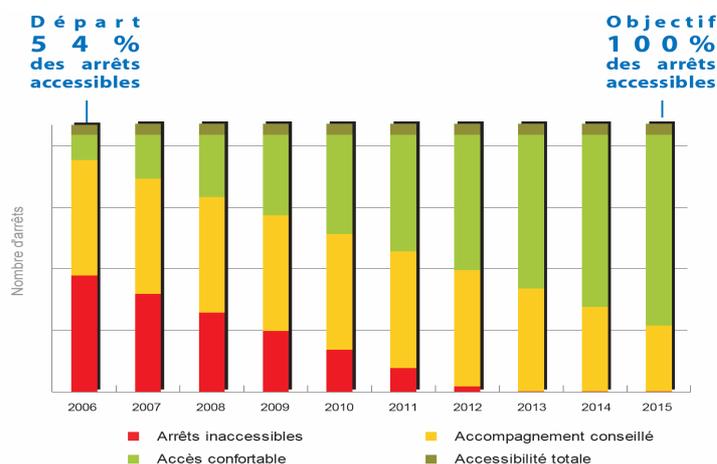
Several hypotheses had been advanced for the implementation of the system:

- to equip the visually-impaired with a remote control so that they would be able to activate themselves the vocal announcement at bus stops as well as on-board buses. Privileged at the beginning of the study phase, this scenario has been rejected as it is considered too restrictive as the system could benefit not only the local visually-impaired but everybody on-board buses.
- as a consequence, the choice of an on-board system was made in order not to solve only part of the accessibility problem by equipping each person concerned with a specific system, but to implement a systematic vocal announcement useful for all bus users.

Tests have been conducted with a “synthetic voice” on several bus lines. Technical improvements have been needed. It has also been decided to replace the “synthetic voice” by a human one.

  Moreover, specific pictograms now enable easy identification of accessible buses on route schedules.

2) Accessibility at bus stops




 To achieve the objectives set in the Accessibility Scheme, La Rochelle Urban Community focused first on 'priority' bus stops, i.e. those most frequently used by people with disabilities but considered as "non-accessible". By extension, every new bus stop - within and after CIVITAS – is to be made accessible to all categories of user. In 2007, 57% of the bus stops were accessible. From 2008, between 30 and 50 bus stops will be made accessible each year.

To do so a procedure of call for tender was launched. The public works contract established for a 3-year period included three services: public works, signage, and electricity.

Ex- accessible platforms at Esnandes – « Salle des fêtes » Bus stop



Before



After




 Information at bus stops has been significantly improved. An adapted signage, indicating the number of the route and the name of the bus stop with bigger characters and improved contrast (dark letters with light-colour backgrounds) is progressively replacing the standard information.

Adhésifs glace de retour




 The accessible bus stops were also indicated on every bus route.



3) Other infrastructure improvements at the central bus station

 The accessibility at the central bus station was improved as the bus station is made of angled parking for buses, which does not comply with the 2005 Law on Accessibility.

As a result through SUCCESS it was therefore decided to facilitate boarding and alighting of the bus by implementing one specific accessible platform.



 The office of the bus operator at Place de Verdun was improved as well with the installation of automatic doors to replace the heavy entrance doors and installation of a fully accessible information desk (2007).

Work done in 2007



4) Improved accessible information to users



In the 2nd semester of 2008, an accessibility guide was edited for the visually impaired. This document comprises all the information presented in the standard bus time tables and every bus route is presented in large characters on an A4 page of a specific coloured paper. Several versions have been needed so that this document is adapted to specific reading machines used by the visually impaired.

Ligne 17.
Place de Verdun - Gare SNCF - Université - Gymnase
Universitaire.

Légende : voir pages 9 à 11.

—	Place de Verdun, Niveau 2, Taxis.
—	Dupaty, Niveau 4.
—	Quai Valin, Niveau 3, Lignes : 1, 10 et 19.
—	Motte Rouge, Niveau 3, Lignes : 1, 10 et 19, Taxis.

Promotion

- Continuous consultation process throughout the design of the Accessibility Scheme (Creation of the Accessibility Committee)
- Accessibility Guide for the visually impaired
- Press and media: La Rochelle presented with the “Ville et Transport” 2007 Award on Accessibility for its global approach, its consultation process and the ongoing work on the PT network.

Training

- Role of the Accessibility Committee
- Created specifically for the bus drivers

2.4.5 Conclusion

- Through CIVITAS the improvement of accessibility throughout the bus network not only focused on persons with reduced mobility but on all users. Addressing these improvements to all meant that specific users would not be “stigmatised” but that the issue would be managed more globally.

A direct consequence was to integrate people with reduced mobility into the standard PT service offer and therefore to progressively transfer them from the specific on-demand service adapted for people with special needs to the standard network offer.

- The steady and close consultation between all the stakeholders is the key element and proved to be decisive for the planning and implementation of these actions. The Mayors of the communes made the necessary arrangements to inform the inhabitants of the nature and the progress of works. Having the view of the bus operator was also important to take the drivers needs into account (manoeuvre when approaching the bus stop for example).

- The positioning of bus stops must comply with security constraints when waiting, boarding and get off a bus. The pavement has to be high enough to facilitate the boarding of strollers or wheelchairs. As for the building of a bus shelter, it should respect a minimum distance of 90cm from the edge in order not to bother pedestrians. At last, the bus stop must obviously comply with environmental demands while ensuring 2 main functions: comfort and security.

3 PRESTON

3.1 CREATION OF AN OVERGROUND NETWORK

3.1.1 City Context

Preston City Council is responsible for local planning issues but is not responsible for local transport issues, which are managed by Lancashire County Council as the Highway Authority. Some peripheral areas of Preston lie within the planning jurisdiction of South Ribble District Council. The city is strategically located and is an important transport hub on the UK Trans European Network between London and Scotland, with key rail and road links including the West Coast Main Line and M6 motorway. The main regional airports are located at Manchester and Liverpool.

Bus networks in many cities in the UK are confusing as there are often several bus operators and many different service numbers. Prior to CIVITAS SUCCESS there were over 25 services serving 20 key corridors in and around the City, where there was also some duplication. The principal city operator in 2006, Preston Bus, reshaped some of the services in the city to create a higher frequency network along the key corridors. Two other operators, Stagecoach and J S Fishwick & Sons who were already providing high frequency links into Preston from South Ribble complemented this.



3.1.2 City Objectives

In Preston, the main objectives of this work package are to:

- Enhance the current high frequency network of bus services by increasing the perceived frequency along 20 key corridors
- Lessen dependency on the car
- Promote the bus as a reliable and flexible alternative to private transport
- Develop lower frequency services for the benefit of residents
- Build an optimised and user-friendly infrastructure and information for public transport activities, which will help to encourage people to use public transport
- Enhance maintenance and damage reporting procedures for bus stop infrastructure
- Improve ability to interchange.

To reach these objectives several projects were launched:

- Measure 8.7 Creation of an “Overground Network”
- Measure 8.8 Demand responsive bus service
- Measure 8.9 Improvement of transport infrastructure

Measure 8.10 Information and Promotion for PT

The main objective of this measure is to enhance the current high frequency network of services along 20 key corridors in and around the City of Preston. By marketing the network as a whole, rather than as individual services, we will increase passenger flows and create a better understanding of the bus network in a new easier to understand style.

This is a major piece of work involving the re-branding of infrastructure and the provision of information to new and potential users of public transport to create a simple network that is easily understood. It will be carried out in partnership with the three main bus operators in the City.

3.1.3 Achievements

The main results are:

- A new Overground network map, brand and associated leaflets
- Colour coded bus information at stops
- All high frequency bus routes (services that run up to every 15 minutes) in and around Preston and South Ribble have seen colour coded infrastructure introduced at all stops in the area. Over 500 stops in Preston and South Ribble are colour coded and feature CIVITAS branding.



3.1.4 Implementation and operation actions

Design

The design is based on a re-cast bus network in the Preston area to simplify operations in conjunction with Preston Bus. By creating an easier to understand and more frequent network of bus services, it is hoped this will encourage modal shift.

As the network of high frequency services developed it was decided to display it in a simplified way rather than a traditional map overlay. The London Underground map is an iconic piece of design that is both easy to read and understand and this style was chosen as an appropriate design format. Specialist cartographers, who already produce maps for bus services in the area, were commissioned by Lancashire County Council Information & Marketing Group to design and draw the Overground map.

To complement the map the bus stops in the area have been colour coded with differently coloured squares, each colour representing a specific service, creating a network effect. Tied in with this, the service information at bus stops has also been colour coded, which required changes to the software. The roll out of this infrastructure work took approximately 14 months.

Partnership

The simplified bus network was developed by Preston Bus and on some routes in partnership with Lancashire County Council. Stagecoach North West and J Fishwick and Sons have also been involved as they operate frequent services in and out of Preston and South Ribble. Further partnership working is required between the operators and Lancashire County Council to promote the network further.

Promotion

The network has been promoted on a limited basis, using pocket guide leaflets and paid for press advertising in local newspapers. Further on bus advertising was carried out, along with on bus poster advertising.

passenger information

Departures from:
PRESTON, Ribbleton Lane/County Arms

1 PRESTON - RIBBLETON - GRIMSARGH - LONGRIDGE
via Gamull Lane - Red Scar

You are here:

Mondays to Fridays
0530 0600 0627 0642 0657 0706 0714 0722 0731 0741 0751 0801NSch 0811
then at 21, 31, 41, 51, 01 and 11 mins past each hour until 1801 1812 1827 1857 1927 1957 2027 2057 2128F 2157

No Saturday or Sunday Service
Notes:
F=Friday Only NSch=School Holidays Only THF=Thursdays and Fridays Only

8 Preston Bus Station - Moor Nook
via Ribbleton Lane

You are here:

Mondays to Fridays
0533 0602 0617 0629 0650 0700 0710 0720 then at least every 9 mins until 1743 1754
then at 09, 24, 39 and 54 mins past each hour until 2039 2055 2112 2132 2152 2212 2232 2302

No Saturday or Sunday Service

Text lanaptat to 84268 for times of next buses from this stop (only 25p plus the standard charge from your service provider)

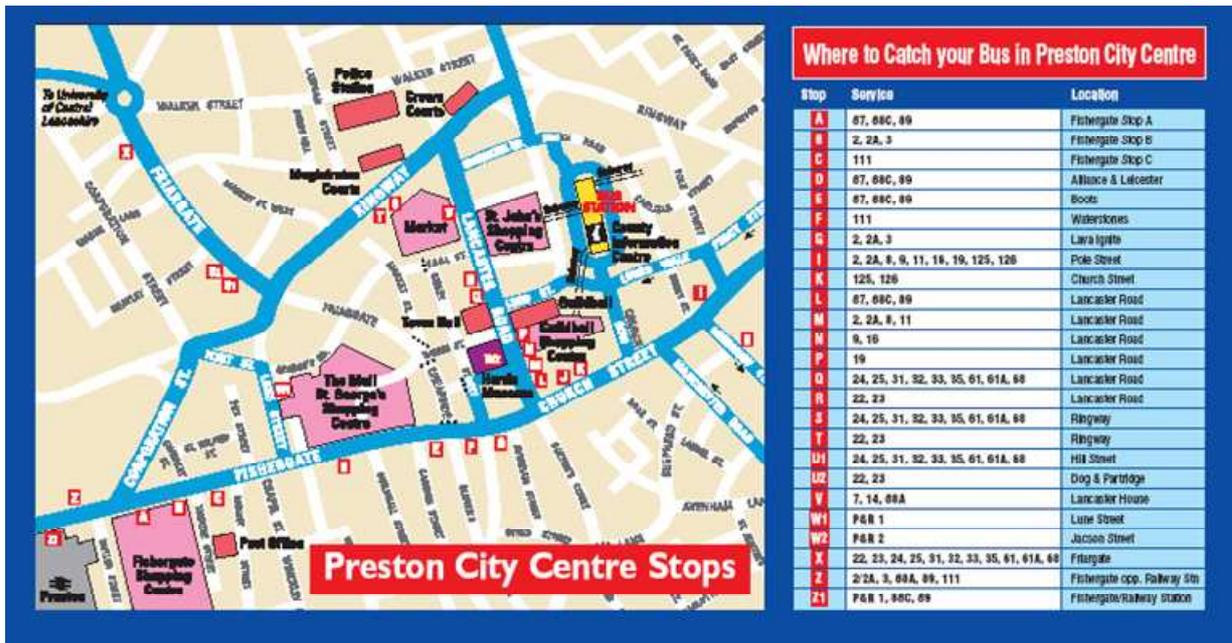
Lancashire County Council To report damage to this display please call 01772 533450 and quote the stop reference below
Effective From: Dec 08 © Omnibus Solutions Ltd Ref: Civitas Stop Ref: PRESTON, Ribbleton Lane/County Arms (20010371)

Civitas
Cleaner and better transport in cities

traveline
public transport info
0871 200 22 33
www.traveline.info

Calls to traveline from BT landlines cost 10p per minute plus operator connection charge, mobiles and other networks may vary
The information shown on this display is derived from official stop points provided by bus operators. Times between these points are estimated according to speed and distance but are not guaranteed. Please arrive at your stop at least 5 minutes early.

Lancashire County Council



This map has been produced in a new style to show the **high frequency network** of bus services that run in and around the Preston City and South Ribble areas.

All services shown operate at least **every 15 minutes** throughout the day, Monday to Saturday, some services are more frequent and run up to every 6 minutes. **Just turn up and go.**

As well as those services shown on the map there are many others that run less frequently.

Full details of these can be seen on the Preston and South Ribble Bus Map and Guide available from your local Information Centre or from Traveline.

You may have noticed over the past year that bus stops and information has been colour-coded to make getting around the area easier.

This map has been produced as part of the CIVITAS SUCCESS project.

www.civitas-success.org

For further information about bus services in Lancashire please call into your local County Information Centre on Preston Bus Station or contact:

www.transportforlancashire.com
www.civitas-success.org

THIS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

Preston and South Ribble High Frequency Bus Services

From December 2007

Training

No specific training has taken place apart from creating awareness of the Overground network within the bus companies.

Operation

The implemented measures have seen a number of changes over the 18 month-rollout. Many bus routes have been revised and a number of services operating on a competitive basis have been introduced. This has created a number of management issues, as routes already branded have had to be changed sooner and more frequently than had been anticipated at initial rollout.

3.1.5 Conclusions

The concept of a simplified bus network in Preston has generally been well received. The bus services have been revised and the development of the map has proved popular and easy to understand. Key to the wider understanding of the network is widespread promotion and marketing. This element unfortunately had to be put on hold in early 2007 due to bus competition issues on many routes in the Preston City area. This has caused a considerable number of changes to the map (7) and also to the infrastructure branding in the area. There was a window of opportunity to carry out some promotion in December 2007 as the network had stabilised, however further changes were introduced in March 2008 requiring further cartographic work and the updating of infrastructure.

The above has caused problems in developing further promotional partnerships for the Overground Network. This network will be an ongoing project after the term of CIVITAS SUCCESS and the approach may be rolled out to other areas within Lancashire, subject to stable networks and willingness for other operators to be partners in the scheme.

3.2 DEMAND RESPONSIVE AND FEEDER SERVICES

3.2.1 Context

This Demand Responsive Transport (DRT) bus service covers areas in rural South Ribble not currently well served by public transport. Route variations and planning will be required to ascertain the most efficient routing.

This measure proposed to re-establish a current infrequent service in South Ribble as a demand responsive bus service. Demand responsive services operate to a semi-fixed timetable and have the ability to deviate off-route in a selected area to pick up passengers closer to their homes.

A service had been chosen to be converted to DRT but following a tender process the service would not have met Lancashire County Council guidelines for costs and subsidy support, i.e. it would not create enough revenue to cover costs. It has been decided not to continue with this DRT service due to financial constraints



3.2.2 Objectives

To try and develop lower frequency services in areas not currently served by public transport, for the benefit of the residents of the South Ribble Borough Council area.

3.2.3 Achievements

The main results are:

- The development and launch of a new DRT bus service, South Ribble Flexi Link, in September 2007. Serving South Ribble, Flexi Link gives citizens without access to a car or regular public transport services the ability to get to places of employment, shopping, leisure and medical appointments
- Link with Central Lancashire Dial-a-Ride to operate and manage the service
- Dedicated driver hired to operate service
- Procurement of easy-access, branded vehicle for use on the service that was introduced in March 2008
- Production of advertising and publicity material for distribution in the area
- Service that operates 5 days a week at hours when there is the most demand.

3.2.4 Implementation and operation actions

Design – the design is based on the experience gained in the market by Central Lancashire Dial-a-Ride, which currently operates Dial-a-Bus services in the South Ribble and Chorley Districts of Lancashire.

It is based on Dial-a-Bus models in other local areas and parts of the UK. The service fills a gap not met by conventional public transport in the South Ribble area, where “normal bus services” operate in and out of the main conurbations of Preston and Leyland with few services operating east to west in and around the borough area.

Citizens who do not have access to a car or use of conventional transport can contact Central Lancashire DAR by telephone to request a journey. Central Lancashire DAR will then arrange a time and pick up the passenger as close to their home as possible and then “drop off” as close to the final destination as possible, they will also arrange the return journey. The cost of this service matches as closely as possible conventional bus service fares.

The service commenced operation in September 2007 and to date has provided over 6000 passenger trips.

Partnership

The South Ribble Flexi Link service is a partnership between registered charity Central Lancashire Dial a Ride and Lancashire County Council, with design provided by the LCC Community Transport Team.

Promotion

Marketing support has been provided by Lancashire County Council’s Information and Marketing Group in partnership with Central Lancashire DAR. Promotion to date has included leaflets, posters and business cards. These have been distributed by LCC and CLDAR including localised promotion by CLDAR at various events. Paid for advertising and articles have appeared in the South Ribble Borough Council newspaper throughout 2008 and this is distributed to all households in the target area of South Ribble.



A new vehicle was delivered in March 2008 with Flexilink livery incorporating CIVITAS SUCCESS branding, which has also helped to promote the service.

Training

Training of the driver has taken place to inform him of the areas covered and to develop his customer care skills.



The driver is also trained to MIDAS (Minibus driver assessment and training) standard, which is a nationally recognised standard to enhance minibus-driving standards and promote the safer operation of minibuses.

3.2.5 Conclusions

The Flexi Link service has been largely successful in providing access to social activities and essential amenities whilst allowing passengers to maintain their independence. Prior to the introduction of the Flexi Link service 39% of passengers were unable to make the journey and a further 28% relied on friends or relatives to provide transport.

A major difficulty the service faces is serving the 111km² of South Ribble with only one vehicle. To date over fifty transport requests have had to be turned down because the vehicle was not available for the location required. To combat this, partnerships with taxi operators is being explored to distinguish whether they can pick up the demand that Flexi Link is unable to meet.

Although the Flexi Link aims to provide transport to 'everyone' who has no access to or difficulty in accessing public transport the uptake has largely been amongst the elderly. Only 6% of passengers are from the under-50 age range. The possibility of building partnerships with businesses in South Ribble has been looked at, in order to provide transport to work for current and potential new employees. However, due to the popularity of the service it has not proved feasible to provide a service to employees at this moment in time.

3.3 IMPROVED INFRASTRUCTURE FOR COLLECTIVE TRANSPORT

3.3.1 Context

The creation of the Overground network and subsequent marketing of the public transport network in the CIVITAS SUCCESS areas can only go so far in improving passenger confidence. Improvements to infrastructure are also required to create a better image of public transport and improve security, which will in turn encourage people to use public transport services.

3.3.2 Objectives

To create an optimised and user-friendly infrastructure for public transport that will encourage people to use the services on offer. This will include additional sheltered waiting areas of a higher quality, an enhanced maintenance regime and damage reporting mechanism, more cycle parking, additional real-time information and better bus priority.



3.3.3 Achievements

New infrastructure has been designed and erected. Design plans and drawings have been developed for each bus stop in line with DDA requirements. Approximately 150 bus stops have been redesigned in the Preston and South Ribble area along the route of the new Orbit services (nos. 88a and 88c), the Gamull service (no. 11) and to a minor interchange site in Lostock Hall, South Ribble.



The minor interchange site includes new signage to shops and the local railway station. Further bus stop improvements in South Ribble will take place in the near future but outside the scope of the Civitas project.

Improvements to shelters and infrastructure have been made in Preston and South Ribble. Further improvements including new shelters, additional real-time information poles, raised kerbs for ease of access to board and alight the bus and better on road markings to protect against indiscriminate parking that would prevent the bus docking correctly have been rolled out along both the Orbit routes, launched in October 2006 and the Gamull route, launched early 2007.



In addition, traffic-calming measures on the Orbit route have been redesigned to be more bus friendly, which has enabled the service to become more reliable.



A major junction improvement has taken place at a key intersection and another key junction improvement will take place within the next few months, as have further Traffic Regulation Orders to reduce parking along seriously congested parts of the route.

The junction improvements and Traffic Regulation orders are fundamental in improving and regulating bus journey times.



Also included is better, easier to understand stop-specific bus stop information linking in to the Overground network map.

To ensure a more efficient damage reporting/rectifying regime, a bus shelter working group has been established, which is working towards uniquely identifying each shelter. This will lead to shelters being publicised on the internet via Lancashire County Council's GIS Map system and will allow users to ascertain who owns the shelter.

Further cycle parking is proposed for the City Centre and discussions have taken place with Preston City Council, The University of Central Lancashire and Preston Railway station for further cycle parking to be introduced.

Links have also been made with the Realtime bus information system and traffic signals to create better bus priority in the city. This bus priority is currently being installed in over 30 signals in the Preston City area for the Orbit bus service. The Realtime information system is also being expanded to enable users to have a clear knowledge of when their bus is due at their stop. This information is also available on the web, so users can plan from their desks or homes before setting out for their journey and is also being developed to link into the SMS bus stop service.

3.3.4 Implementation and operation actions

Design and consultation

Each individual bus stop has been redesigned by a highway engineer after receiving relevant information from Public Transport Policy officers, who offer advice from the points of view of both bus operator and bus user. Issues that are considered by both teams are:



- Is the stop still in the optimum location or should it be moved to suit a change of situation in the environment, such as a new housing estate or health centre, or because of the closure of a school?
- Is it in a safe location or have traffic conditions or highway functionality changed? Is there a historic reason for the location that still applies?

- Could the bus stop be moved to minimise loss of residential parking or improve privacy issues for local residents?
- Should the bus stop have a shelter? Boarding potential should be considered against the loss of privacy and parking. Any negative effects of a shelter should also be minimised where possible, whilst still aiming to improve the public transport offer to the travelling public.
- Is the bus stop approach accessible by mobility-impaired people?
- Is the bus stop approach safe?

Once the bus stops are designed the police, bus operator and councillors (County and City) are consulted; the designs are revised if required and then signed off. This is the point when affected frontages are consulted. Any objections are then looked into and further revisions made if feasible. Once this process has been completed all the results of the consultation are reported to the Lancashire Local Committee. This committee consists of councillors from both authorities and they take the final decision of whether or not the plans for each bus shelter location are progressed. Decisions on the other bus stop improvements such as Clearways, raised kerbs and location are taken by the Cabinet Member for Environment and Transport at Lancashire County Council. This Cabinet Member also approves the financial expenditure. Once these procedures are completed a works order or tender can be let and the physical works can begin. A similar process is followed with the Traffic Regulation Orders and the redesign of Traffic Calming Measures or highway junctions.

Partnership

This measure is being delivered by Lancashire County Council Quality Bus team in partnership with the Highways and Environmental Management Team, Preston City Council, Preston Bus, South Ribble Borough Council and the Police.

Considerable organisational management of the scheme is required as external contractors are delivering the service and require monitoring and managing. It is a high cost scheme, both human and financial, to deliver improved infrastructure. Specialist CAD software is required to design stops layout and resources are for traffic light priority and real-time GPS bus tracking.

Promotion

As previously mentioned, considerable consultation takes place on most aspects of infrastructure improvements. Letter and leaflet drops take place at all affected frontages.

Traffic Regulation Orders are advertised in advance of implementation.

Lancashire Local Committees (LLCs) and Cabinet Decisions appear on a Forward Plan and in the case of LLCs the public can attend the meetings and make representation if they wish.

ORBIT LEISURE GUIDE July 2008
Preston

For some great ideas for things to do in Preston, pick up a copy of the leisure guide from:

Preston Bus Station
County Libraries
County Information Centres
Preston Tourist Information Centre
and locations along the Orbit route

You can also download a leaflet online at www.transportforlancashire.com

ORBIT
BUS UP TO EVERY 15 MIN

Preston Bus
Lancashire County Council

Significant route marketing and branding takes place generally and also direct to businesses along the routes.

Once launched there is ongoing promotion of the routes, in particular in the case of the Orbit route as it was a brand new route. The Orbit Leisure Guide was devised and distributed. A promotion of the SMS text service also took place in target areas where car use is the favoured travel option.

Training

Training has been given to drivers on this route for both route recognition and the concept of Quality Bus. Drivers are asked to consider the passenger via customer service training and Preston Bus has appointed both a Customer Service Manager and an Orbit Route Champion. Additional training is required when changes occur on real-time software and will also be required when stored 'Travel Rights' via Smart Cards are introduced. This will be addressed as and when the Smart Card upgrade takes place.

3.3.5 Conclusions

Following the termination of the Lancashire Highways Partnership agreement with Preston City Council on 30 June 2006 the City Council no longer has delegated authority to implement a Traffic Regulation Order. The various TROs that were being processed at Preston City Council subsequently transferred back to Lancashire County Council, causing significant delay in implementation as the procedures had to be restarted.

There have been staff resource problems within Highways and Environmental Management at Lancashire County Council, which slowed down the implementation programme in particular regarding the highway junction improvements and resolution of "snagging" lists. This is now being addressed, however, by the use of agency consultancy staff and an additional CIVITAS officer.

It is our experience that a considerable number of objections can be received from affected frontages; usually referring to loss of parking, privacy, antisocial behaviour associated with shelters and road safety. These are very time consuming to deal with and can be difficult to resolve. The road safety aspect is usually the easiest to deal with as all bus stop designs undergo a safety audit.

A reduction in policy "grey areas" would result in improving the efficiency of the Lancashire County Council consultation period. This is to be addressed through internal consultation with relevant staff and the Cabinet Member in order to draw a line under decisions so that work on the ground can progress. This is the result of a few objections to bus stop upgrades being unresolved or in worse cases half completed whilst further negotiations take place. This is unacceptable to all parties and a more clear-cut approach would minimise this delay on future projects.

Further improvements could be made by having a dedicated team of people working solely on bus projects in one location, in order to gain the relevant experience and provide a consistent approach.

3.4 INFORMATION AND PROMOTION FOR PUBLIC TRANSPORT

3.4.1 Context

Before CIVITAS, although most bus stops in the City Centre area had information about the services that operate from them, it was occasionally complex to understand and read. This makes it difficult to market and promote a product that people find hard to understand and in some areas was of poor quality. There are almost 680 bus stops in Preston and 507 in the South Ribble area of which 154 feature Realtime electronic displays. All bus stops provide an introduction to the bus network for passengers and potential passengers, so they must be of high quality.

The aim of this work package is to improve the provision of information and promote the transport network as a whole, linking in with the other areas of the work package of developing the Overground network and improving infrastructure.

3.4.2 Objectives

The objective is to create user-friendly information and promotion that will encourage the use of public transport. Easily obtained information is vital for the user and non-user and we will develop innovative ways to deliver this information.

3.4.3 Achievements

This element creates strong links with other elements of work package 8. Creating an improved infrastructure and the development of the Overground needs to be promoted to ensure increases in patronage, modal shift, and awareness of the network available.

A marketing plan for the Overground network has been developed to tie in with the Orbit bus service in Preston. Associated marketing activities have been developed including the use of house to house distribution of literature along targeted routes, press releases and face to face contact with businesses to encourage a better understanding of the network. This links in with WP 11 Innovative Soft Measures and the personalised travel-planning program, where potential users are given the information needed to enable an informed choice of travel.

An SMS next bus information service has been introduced. It is advertised at bus stops in the area. Users send a text message detailing their stop reference and within seconds a response comes back detailing the next 3 or 4 departures from that stop, discussions are taking place to link the real time bus information to the service. This service has now been extended for use via mobile internet browser at: <http://lnbmm.kizoom.com>



Text **to 84268** for
times of next buses from this stop
(only 25p plus the standard charge from your service provider)

3.4.4 Implementation and operation actions

Following the development of the Overground Network of bus services, cartographers developed a stylised map. This map formed the basis of a 'Mini Guide' that has been distributed in the area to develop an awareness of the local bus network. Work on the interactive web version of the map has been put on hold due to the number of pending route and service changes.

The number of 'at stop' displays has been increased with the majority of stops in the Preston and South Ribble area now having stop specific, colour coded information.

We have increased the number of outlets for the distribution of materials and have held a number of events and roadshows to promote sustainable transport in businesses and shopping centres, including supporting In Town without My Car Day in September 2007 and Preston on the move in September 2008.

Personalised travel information was produced in 2006 and 2007 and included information on walking, cycling and travelling by bus as part of work package 11.

Local bus interchange information has been produced and distributed and in February 2008 the Preston Bus Station information infrastructure was improved with new poster cases and information installed.

Paid for advertising in the local media also took place in December 2007. This ran for 4 weeks.

It has not been possible to create a City Centre Mobility Centre, as the costs are not sustainable.

Partnership

The initial work in developing the network was a partnership between Lancashire County Council and Preston Bus, Stagecoach and J Fishwick and Sons bus companies. Initially the marketing being developed was in



partnership with the operators, however due to competition issues on the bus network this was put on hold for a period of time. A partnership between LCC and Preston Bus still operates for the promotion and marketing of the Preston Orbit bus service.



Promotion

The Overground network was promoted/advertised in a local paid-for newspaper 4 weeks prior to Christmas 2007. Events have taken place, including the 2 Move Festivals in 2006, 2007 and 2008 and In Town without My Car Day, and Preston on the Move (2009) to promote sustainable transport. Promotions have taken place on the newly launched Preston Orbit bus service and personalised travel

planning has also promoted the use of the bus as well as other sustainable modes.

Promotion of the Park and Ride bus services has taken place, particularly in the weeks prior to Christmas to encourage use and reduce city centre congestion.

A radio advert was aired in December 2007, encouraging the use of public transport in the run up to a busy Christmas period in the City Centre.



Information road shows have taken place in the main hospital in the City, the largest shopping centre, a number of businesses and a major supermarket.

We have developed a marketing plan to promote the SMS text service on a number of key routes and areas including the Preston Orbit. An advertising campaign has taken place involving posters on buses and a leaflet/poster drop to

businesses and organisations on busy bus routes. Magnetic bookmarks have been a useful marketing tool for students.

Training

As part of the personalised travel-planning programme in Work Package 11 we have offered training and advice to potential users of public transport on how to use 'the bus' and information about the network of services available. This included a free "trial" bus ticket to travel on the network for several weeks as an incentive and introduction to the services. Bus drivers have received training and literature regarding the operation of the real time system.



3.4.5 CONCLUSIONS

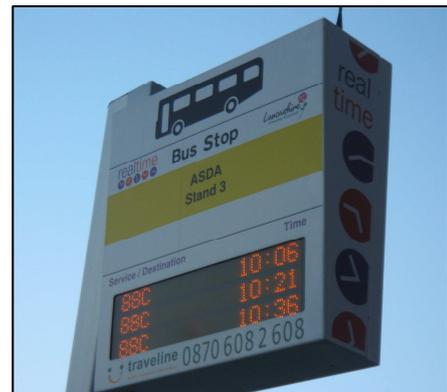
The development of the Overground Map and roll-out of better quality information together with links to other elements of WP8 and WP11 have been well received and the information provision has been improved and rolled out to more areas. We have linked Realtime information to the SMS and this will be operational by December 2008, providing accurate estimates of bus arrival times directly to mobile phones and via mobile internet.



We have increased the amount and quality of information at bus stops, which has created a better image for public transport

It was proposed that in the second half of 2007 we would develop a marketing and promotional plan for the bus network in Preston and South Ribble, to create awareness of CIVITAS and the opportunities for travel that are available on the network. This also linked in with the finalising of the Overground bus stop branding and

infrastructure improvements. The UK bus market, however, is a free market and open to competition at very short notice. We have experienced this in the Preston area starting in June 2007 and the network has changed over 5 times in the period up to November 2007. This has caused problems in keeping the map and infrastructure up to date. With a large amount of marketing being carried out by the local operators themselves, promoting only their services, we have also been unable to promote the overall network as we had proposed. There was some stabilisation in the 2 months before Christmas 2007, which enabled a small amount of Overground advertising to take place. Following intervention by the traffic commissioner some of these issues have been resolved and it is now possible to further promote the network. We are monitoring the competition issues with a view to marketing the network further in the 2009 but outside the scope of CIVITAS SUCCESS. If this is not possible we will focus our efforts on the promotion of those services under the control of Lancashire County Council that operate in the area and also the Preston Orbit service.



4 PLOIESTI

4.1 IMPROVED INFRASTRUCTURE FOR COLLECTIVE TRANSPORT IN KEY INTERCHANGE

4.1.1 City Context

Ploiești is the capital City of Prahova County and is situated in the historical region of Wallachia, Romania. The city is located 56 km (35 miles) north of Bucharest and has a population of 233,000 (according to the 2002 census) making it the ninth-largest city in Romania. Ploiești is also a well established textile manufacturing centre. Although oil production in the region is constantly declining, there is still a flourishing processing industry that includes four oil refineries linked by pipelines to Bucharest, the Black Sea port of Constanța and the Danube port of Giurgiu. There is a local tradition based on the production and the export of oil, chemical and petrochemical equipments (UPETROM, UZUC, UZTEL, 24 IANUARIE), heavy bearings, detergents, fabrics and cables. The research and planning for the prospecting of oil and gas extraction, of the oil equipment, the processing of crude oil and chemification are also represented by specialised institutes. The city is an important railway centre connecting Bucharest with Transylvania and Moldavia. Ploiesti's public transport system consists of an extensive network of buses, trolleybuses and trams.

The public transport operator in Ploiesti, RATPP, is subject to the policy of the local public administration. RATP Ploiesti works with 1145 employees and provides connections to all areas within the city for a daily average of 150,000 passengers transported by 33 trams, 216 buses and 10 trolleys. There are 33 bus lines with a total length of 415.46 km; 2 trolley-bus lines with a total length of 19.9 km and 2 tram lines with a total length of 23.8 km.

An important priority of the municipality of Ploiesti is to increase the quality of services offered to citizens. With the main aim of ensuring that there is a safe and comfortable public transport for passengers in Ploiesti - quality is another important element of the implementation.

A user friendly infrastructure for public transport services had to be created in order to maintain and increase a high level of patronage in competition with private cars.

Ploiesti City Hall and the Local Public Transport Company, as partners, have the similar reasons (the urban traffic deployed in Ploiesti city that has 250,000 inhabitants and a surface of 58 km²) for implementing the objectives of the measure.

Policy Background

As far as public transport is concerned, the policy may be summarised as follows:

- 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 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 provide for both the 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.

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 provision of Public Transport to residents of and visitors to Ploiesti is to a benchmarked 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 had 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.

4.1.2 City Objectives

The various daily activities across the city require a high level of mobility in the urban area.

Along with traffic volume growth, the levels of air and noise pollution and vibrations have also increased, which meant alternative transport solutions that would be less polluting and less dependent upon the car had to be identified.

Depending on their design, road systems can help or hinder the transport and communications of a city. The establishment of certain key principles and their inclusion in city planning and design can work to solve a series of problems that can occur with urban traffic. As a result, in the development of programs and policies, the following principles will be taken into consideration:

- reducing transport distances for the population
- reducing transport distances for goods distribution
- reducing investment costs for implementation
- reducing costs for maintenance and exploitation
- reducing investment costs for purchasing transport means (vehicles) and their use
- sympathetic development of spaces close to the alternative transport lanes
- improving the infrastructure for collective transport.

The difficulties 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 specifications of every lane and location. Where possible some public spaces will be identified and set up as areas for relaxation and socialising.

The Local Public Transport Company aims to provide safe and comfortable public transport in Ploiesti. Social safety for travellers can be realised inside the vehicles (buses, trams) but also in the shelters and bus stations.

Punctuality is considered by the RATP to be one of the key features of public transport. The Traffic Department from RATP continuously monitors the fleet through a GPS system. The GPS system assists the public transport improvement by allowing more information to be obtained so that the schedules can be followed in the best way. It is very important for the drivers to be trained to stop at the station until the scheduled departure time, even if they reach the bus stop earlier than planned. Except for vehicle accessibility, accessibility from the street to the vehicle is also very important.

Public Transport Proposals for Ploiesti

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

- Priority lanes/segregation
- Priority at junctions
- Interchange improvements
- Service quality improvements

Service quality improvements include the following:

- Extensive stop infrastructure upgrade based on a hierarchy of stops
- Improved ticketing mechanisms
- A passenger information strategy
- A comprehensive marketing initiative
- New Routes
- Public transport improvements included within the traffic model

4.1.3 Achievements

There are some tram stations without well defined interchanges; this means that the travellers must cross through traffic to reach the tram, which is very unsafe.

Information in the bus shelters

The bus shelters must not only offer protection in different weather conditions but also be a safe and lighted area where travellers can wait for the bus at night. To modernise the image of public transport it is essential to create and implement a clear local policy for bus shelters - where they should be located, what kind of information should be displayed, the lighting system, rain and snow fall protection.

Before Success

The following photographs show two shelters: one near the train station, the other at a bus stop.



If we zoom in on the shelter at the bus stop, we can see that there is no public transport information inside the shelter.

The static information is very limited; there is only the sign for the stop and the number of the line. The direction of travel is not displayed and there are no departure and arrival times. The main reason for not placing departure or arrival times at the stop is that punctuality cannot be guaranteed.

Lack of PT information in shelter:

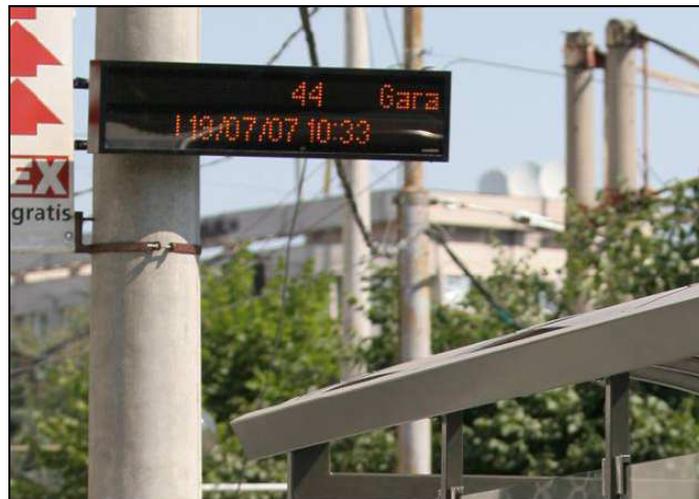
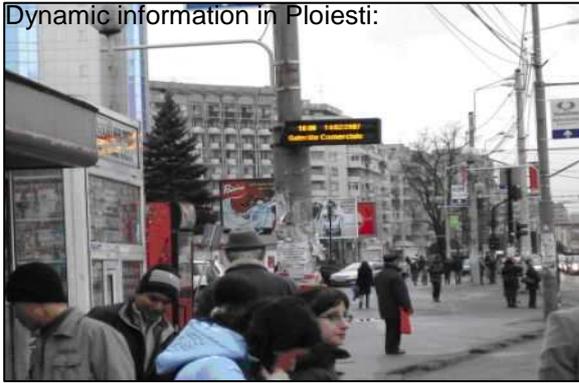


4.1.4 Implementation and operation actions

Through CiViTAS SUCCESS

At some bus stops the passengers are informed by real time information using information panels at the bus stops illustrated in the following photos.

Dynamic information in Ploiesti:



This dynamic information informs passengers about the waiting time for the next bus due at the stop as well as the number of the line, date and time.

What is happening now!

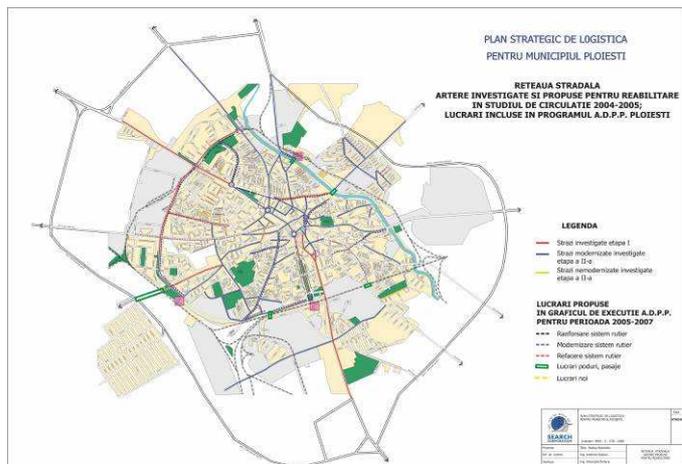
The direction for measures 8.11 and 11.10 (implementation of alternative transport modes) which is concerned with setting up public transportation stops and cycling tracks, is the North – South axis including Republicii Boulevard, Gheorghe Doja Boulevard, Independence Boulevard and Bucharest Boulevard.

This measure also works in applying Law no. 448/2006 regarding the protection and promotion of disabled people's rights.

According to Law no. 448/2006, article 63, chapter IV – Accessibility, local public administration authorities are compelled until 2010, to:

- adapt, according to legal provisions in the field, the public transportation means and stops in order to provide unlimited access for disabled persons
- mark, by using tactile pavement at the level of public transportation stops, the access spaces to the entrance door of a means of public transportation
- provide information concerning the lanes, routes and directions for public transportation means, by fitting appropriate display panels, using large letters and contrasting colours.

The construction of 10 new shelters at 10 bus stops with facilities for elderly and disabled people is in progress and some of the shelters have already been installed. In order to keep these new facilities comfortable and functioning, an adequate maintenance regime will be established. Specific actions concerning improvements in signing, information and access are now being developed. The bus station environment will also be improved, setting up special equipment that displays information about traffic and panels showing the city map.

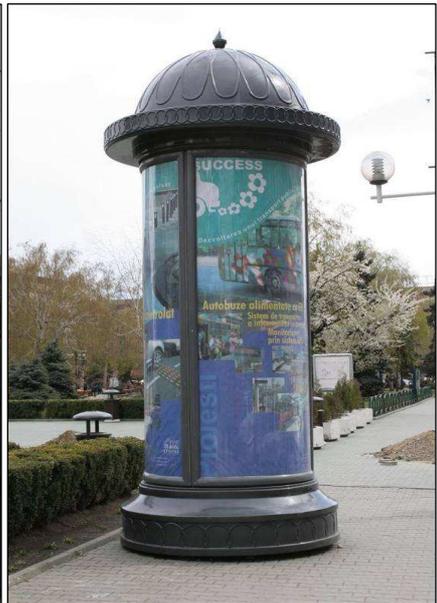


Cycle parking facilities will be created in the key interchanges. The acquisition of equipment is partially completed.

The locations for the new bus station shelters are:

- Commercial Galleries – 2 bus shelters
- Mc Donald's – Nord Area – 1 bus shelter
- Mail Building or Cinemascope - 1 bus shelter
- Timken - 1 bus shelter
- Timken 2 - 1 bus shelter
- UPG 1- 1 bus shelter
- UPG 2 - 1 bus shelter
- Hippodrome - 1 bus shelter

- Bucuresti Avenue - 1 bus shelter



Partnership

The Central Dispatching Centre, which is one of the objectives in M12.11 (Development of a GPS system for the public transport fleet) linked with M8.11, will improve the bus station environment by setting up special equipment that displays information about traffic:

- to determine the position of the vehicles on routes and display it on a computer screen;
- to display special messages to the drivers (on board monitor);
- to collect and send various parameters (pressure, temperature, loading level etc.);
- to regularize the traffic by correcting the differences between the real time (on route) and the scheduled one (on the diagram);
- to create a database needed to both regularize the traffic and to provide an economic estimate of the exploitation of the fleet.

Public Transport Monitoring System

RATP, through the CIVITAS programme, has implemented several projects aimed at improved public transport efficiency, including the installation of Automatic Vehicle Location (AVL) to monitor vehicle progress corresponding to schedule. The AVL system was supplied by Romanian company Radcom. The RATP network includes 30 lines, of which 11 are currently served by vehicles fitted with AVL. RATP has fitted AVL to their 194 buses and this will be extended to fitting out their trolley buses and trams. From interviews with Mr Ion Micu, General Manager RATP, and staff of RATP and the Municipality the following information was ascertained regarding the AVL system:

- Number of public transport vehicles fitted with AVL: 194 buses
- Number of lines with vehicles fitted with AVL: 11
- Number of Passenger Information Displays: 38

The AVL system uses GPRS for vehicle-centre data transmission. Vehicles can send telemetry data for up to 10 predefined vehicle parameters. Vehicles are fitted with an on-board driver display, which shows the driver his performance according to the schedule i.e. late, on-time or early. Automatic audible progress information is provided to passengers in the form of “the next stop is ...”. The AVL system allows text messages to be passed to and from the Central Office. The AVL system is stand-alone and is not integrated with any fare collection or other systems. A total of 38 LED matrix Passenger Information Displays (VMS), displaying information for up to 7 lines per display, are sited to serve the 11 lines equipped with AVL.

Promotion

9 May 2007: For Europe Day, there were organized activities with the participation of the students from secondary and high schools relating to common continental issues like environmental protection, energy saving, cleaner and more efficient transport, future cooperation and development.

All the activities organised by the Municipality to promote the SUCCESS measures had the active



involvement of children and young people at the Europe Day.

It was a good occasion to present the progress of the project, the future steps and also the innovative aspects and impact on urban life.

Materials distributed included leaflets, SUCCESS newsletters, ball pens, notebooks, calendars, peak caps and informative items.



At the second public service suppliers market (**23-25 May**) - Ploiesti City Hall displayed informative materials and also provided information about current projects financed by European Funds or other sources. Participants included citizens and representatives from all sectors that have an interest in urban transport and public services.

This day was an opportunity for better promotion of the project at the service

suppliers' level as well as at the citizens' level.



Another event for promoting the achievements of the project was the interactive exhibition organized on the occasion of Environment Day (5 June) aiming to promote clean and sustainable transport, along with other elements, as part of the living environment.

The innovative aspects of the project were highlighted to the exhibition visitors.

TRAINING

The drivers were trained so that they would be able to stop exactly at the revamped station curb in order to avoid any possible accidents for passengers while boarding or alighting the bus. At the same time the drivers are also trained to supervise and use, in optimum conditions, the monitoring equipment located on board the bus, while strictly following the timetable and routes set.

4.1.5 Conclusions

Measures to promote public transport are a key element of the Ploiesti city transport strategy. Increased use of public transport at the expense of car journeys would lead to significant improvements in the quality of life in the city, through an improvement to air quality and reduction in traffic congestion. However, large numbers of people will only switch to public transport if the level of service; including frequency, reliability, comfort and perceived security are improved. The municipality will continue to work together with the public transport operator to provide a level service, which meets

these requirements. Making our transport system better will help our city to maintain and improve its position as a good place to live, work and do business.

Transport is one of the most important parts of day-to-day life. We use transport each day to go to work, school, visit the shops and friends, and to access services. Whether we make journeys by car, bus, motorcycle, on foot or by bicycle, we rely on the transport system being safe, reliable, convenient and affordable. The relative attractiveness of different modes of transport influences our choice of travel.

The municipality will continue the development and implementation of the measures to include environmental, safety and security improvements in order to meet the city's objectives relating to public transport:

- Improving road safety
- Improving bus journey times and reliability
- Relieving traffic congestion
- Improving the work of parking and loading arrangements
- Improving accessibility and social inclusion on the transport network
- Encouraging walking by improving the street environment
- Encouraging cycling
- Bringing transport infrastructure to a state of good repair
- To maintain and improve accessibility to the transport system for everyone.

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Project Coordinator

Jean Marie GRELLIER, Directeur du service Transport et Mobilité,

e-mail: Jean-marie.grellier@agglo-larochelle.fr

La Rochelle Urban Community Site Manager

Matthieu GRAINDORGE, responsable projets européens, service Transport et Mobilité

e-mail: matthieu.graindorge@agglo-larochelle.fr

Preston Coordinator

Stuart WRIGLEY, Director Strategic Planning & Transport,

e-mail: Stuart.Wrigley@env.lancscc.gov.uk

Preston Site Manager

Christopher Hadfield,

e-mail : Christopher.Hadfield@lancashire.gov.uk

Ploiesti Coordinator

Cozia-Roxana GEORGESCU, Head of European Integration Department,

e-mail: pci@ploiesti.ro

Ploiesti Site Manager

Milena PERPELA, European Integration Department,

e-mail: al21@ploiesti.ro

Project Advisor

David BLACKLEDGE, Corporate Director

e-mail: david.blackledge@ttr-ltd.com

Project manager

Marie LAUNAY, Directrice Euro Project Consult,

e-mail: marie.launay@europrojectconsult.eu

Technical Coordinator

Dominique BREUIL, Directeur de la Recherche,

e-mail: dominique.breuil@eigsi.fr



L'INITIATIVE CIVITAS
EST COFINANÇÉE PAR
L'UNION EUROPÉENNE