

## SUCCESS FINAL REPORTS

### 8. Policy Recommendations

CONTRACT N° : 513785

PROJECT N° : TREN/04/FP6EN/S07.39573/513785

ACRONYM : SUCCES

TITLE : Smaller Urban Communities in Civitas for Environmentally Sustainable Solutions

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PROJECT START DATE : 1<sup>st</sup> February 2005 DURATION : 4,25 years

**Date of issue of this report : 31<sup>st</sup> July 2009**



Project co-funded by the European Commission under the thematic priorities 1.6.1 “Sustainable Energy Systems” and 1.6.2 “Sustainable Surface Transport” of the Sixth Framework Programme (2002-2006).

## SUCCESS Policy Recommendations

### Introduction

The experience gained by the SUCCESS partners over 4 years of working together to implement integrated policies and measures leads to a number of recommendations concerning ways to ensure that these interventions are successful and ways to improve their effectiveness.

It is clear to the SUCCESS consortium that the CIVITAS Initiative is an important driver of good practice in the development and implementation of sustainable mobility policies in cities. Its lessons should be adopted by all European cities in order to improve the quality of life of their citizens, and collectively to reduce the impact of the transport sector on climate change. To achieve this requires action on four fronts

1. Provision of political, policy and regulatory support
2. Provision of adequate finance
3. Increased institutional cooperation and
4. Increased involvement of users and stakeholders

The first three require action by public authorities at all levels - local, regional, national and European.

### Recommendations to the European Commission

We recommend the European Commission to continue the CIVITAS Initiative and other programmes that support cities to implement pilot and demonstration projects. Without programmes that provide seedcorn funding to help cities introduce risky measures, the development of a European sustainable mobility culture will be slower and more fragmented, and cities will not have the incentive to learn from each others' experience or to implement truly integrated approaches involving different stakeholders.

We recommend the European Commission to provide funding to support the continued exchange of experience between the CIVITAS-2 cities in order to capitalise on the knowledge gained by the programme participants.

We recommend the European Commission to introduce as soon as possible the dedicated EU support programme for financing clean urban transport activities, as mentioned in the Green Paper on Urban Mobility. We also urge the European Commission to engage in a dialogue with national governments regarding the possible expansion of national funds to support this activity.

### Recommendations to national governments

We recommend national governments to recognise the benefits of the CIVITAS approach to sustainable urban mobility, to encourage cities to adopt it in conjunction with key stakeholders, to bring forward enabling legislation and regulations where appropriate, and to share the risks of introducing innovative measures by ensuring that adequate funding is available.

## Recommendations to other cities

We recommend other cities to consider implementing the CIVITAS approach to sustainable mobility. The key factors are:

- Integration of Measures for all modes with common goals of reducing congestion, energy consumption and the environmental impact of transport;
- Thorough Evaluation of both the impacts of the measures and the processes followed;
- A project-based approach involving the key stakeholders with an agreed programme and timetable.
- Close involvement and commitment of local politicians
- Communication with citizens

## Recommendations concerning specific measures

### (1) Cycling

Land use planning has an important role to play in determining the level of cycle use. More compact development encourages walking and cycling. New developments provide an opportunity to increase cycle use, but it is essential that new developments are connected to the cycle network for this to happen.

Bike sharing facilities are a good promotion tool for the utilisation of bicycles in general.

### (2) Car and bike-sharing

Financing is a key to determine the place of vehicle sharing in an urban transport plan. In medium sized cities, it is more difficult to make profitable sharing organisations, therefore local authority involvement is essential.

Strong and continuous marketing is one of the key factors of success of vehicle sharing. This means that it is very important to put a real effort on promotion and communication.

To be most effective, vehicle sharing facilities should be linked to other transport modes.

### (3) Travel Plans

Local authorities should provide companies, educational establishments and other target groups with tools in order to support them in the design and implementation of Travel Plans.

A strong partnership between all the involved actors (local authorities, transport operators, businesses etc) is needed, as well as a continuous follow-up of the actions.

### (4) Clean Vehicles and Alternative Fuels

Penetration of clean vehicle technologies and alternative fuels remains problematic. Supply of vehicles is insufficient because of non-organised demand, and both purchase costs and operating costs can be prohibitive. This area requires the special attention of the EC if we want to achieve Kyoto objectives and the policy objectives concerning energy supply autonomy of the EU.

(5) Traveller Information Systems

It is a mistake to proceed too quickly to introduce advanced information systems without thinking of the needs of all users. For example, the use of SMS text on mobile phones is of limited value for senior citizens.

(6) Public Transport and Car Use

Major barriers to improved public transport services in medium-sized cities include limited funds, car oriented land use, policies that underprice car travel, and stigma that is sometimes associated with public transport use. These barriers require action at European, national and local levels in order to halt the growth in car use.

(7) Urban goods transport

Practical ‘on the ground’ improvements are welcomed by a wide range of stakeholders and can lead to tangible benefits; they may assume various forms like mapping and signage improvements.

In developing freight management plans, sufficient time must be allowed for review and comment by diverse stakeholders and for further amendment and approval.

The Freight Quality Partnership approach can be a highly effective way of pulling together key stakeholders to identify and discuss local freight issues and to find local solutions to local issues.