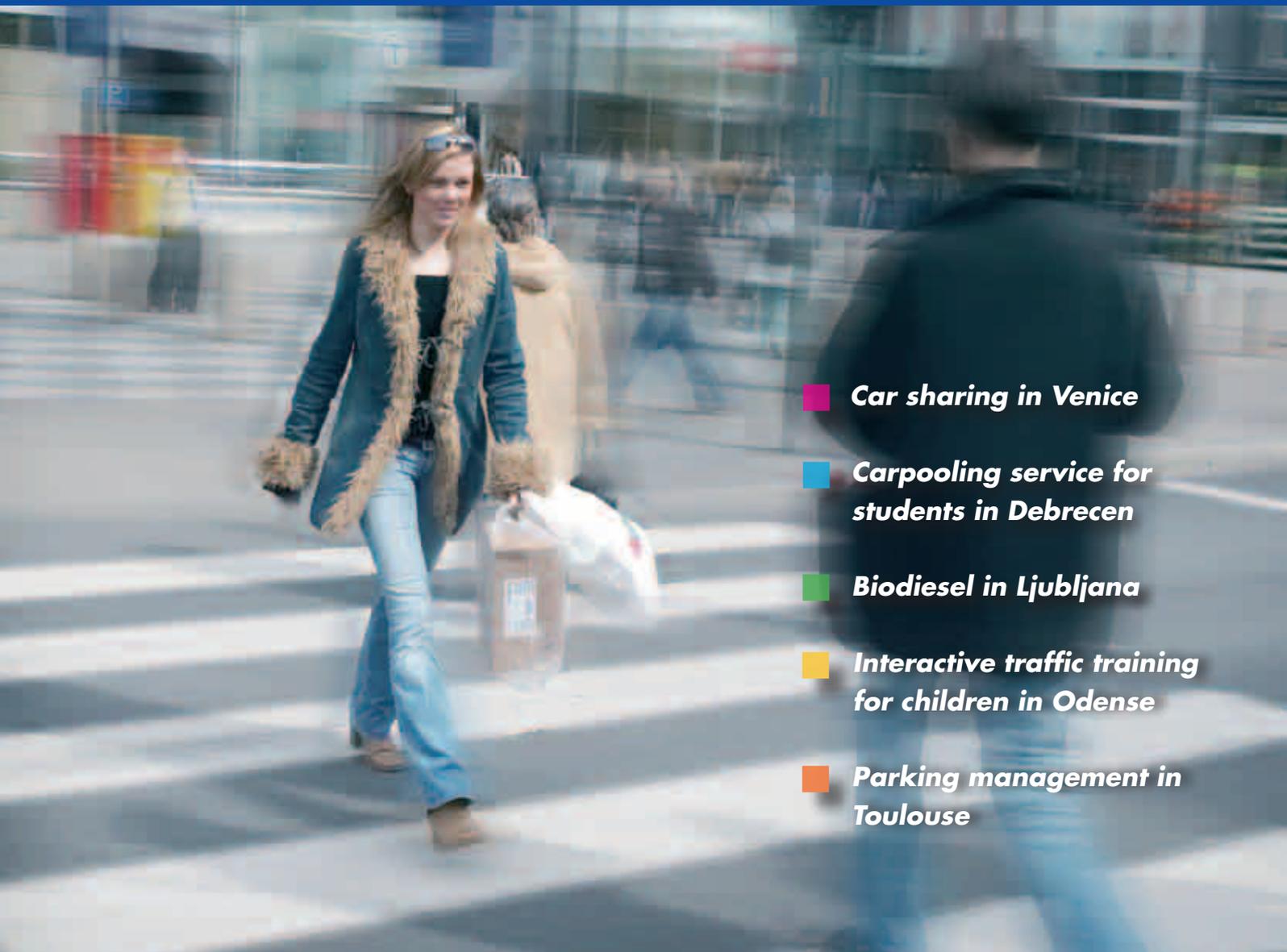


# Sustainable Urban Transport

- CASE STORIES FROM 5 CIVITAS MOBILIS CITIES



- *Car sharing in Venice*
- *Carpooling service for students in Debrecen*
- *Biodiesel in Ljubljana*
- *Interactive traffic training for children in Odense*
- *Parking management in Toulouse*



# Content

<b>CIVITAS MOBILIS project</b>	<b>3</b>
<b>Expanding a success</b> - <i>Car sharing in Venice</i>	<b>4</b>
<b>A CNG success in spite of setbacks</b> - <i>CNG buses in Venice</i>	<b>7</b>
<b>Against all odds</b> - <i>LPG boats in Venice</i>	<b>9</b>
<b>To share or not to share</b> - <i>Carpooling service for students in Debrecen</i>	<b>12</b>
<b>Breaking new ground</b> - <i>Sustainable urban transport plan for Debrecen</i>	<b>15</b>
<b>A learning experience</b> - <i>Biodiesel in Ljubljana</i>	<b>18</b>
<b>The virtual parent</b> - <i>Interactive traffic training for children in Odense</i>	<b>20</b>
<b>Living roads</b> - <i>30 km/h zones in residential areas in Odense</i>	<b>23</b>
<b>License to park</b> - <i>Parking management in Toulouse</i>	<b>26</b>
<b>How to support change</b> - <i>Commuter plans in Toulouse</i>	<b>28</b>
<b>How to promote cycling</b> - <i>Bicycle use analysis and a strategic guide to promoting cycling in Toulouse</i>	<b>30</b>
<b>Overtaken on the inside</b> - <i>Car sharing in Toulouse</i>	<b>32</b>
<b>Too many cooks spoil the broth</b> - <i>Multi modal traveller information system in Toulouse</i>	<b>34</b>

Text and layout: COGITA

Photos: Ljubljana, Odense, Debrecen, Toulouse, Venice, [www.eltis.org](http://www.eltis.org)

Front page photo: Scanpix/Kai Jensen

Printed by Clausen Offset

January 2009



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION



# CIVITAS MOBILIS project

[www.eltis.org](http://www.eltis.org)

## Dear readers,

I am glad to know that you have between your hands one of the most original outputs produced in the framework of the CIVITAS MOBILIS project. With the project ending at the beginning of 2009, this magazine aims to illustrate the most interesting case stories of the project and to present to you in another manner how these measures have been implemented thanks to some in-depths interviews with the leaders of these measures.

The CIVITAS MOBILIS project which started at the beginning of 2005 has comprised the development of 50 measures in the 5 partners cities (Toulouse, Debrecen, Ljubljana, Venice and Odense). Most of these measures have been implemented successfully and it is great to see how great the improvements in terms of mobility and transport policy have been in the five partners cities and how the mobility conditions of our citizens have benefited from the CIVITAS experience.

The innovative aspect of the CIVITAS MOBILIS project has been a challenge for all the actors and stakeholders who have been involved all through the implementation process of this ambitious EU project.

The measures which are highlighted in this magazine present the different barriers that the CIVITAS MOBILIS partners have faced and have tried to overcome in

implementing an ambitious set of innovative measures. It also presents the different drivers which have helped our partners to implement their measures in an appropriate and smooth way.

Some cases introduced in this magazine are considered as success stories and we have tried to identify the positive factors connected to these achievements meanwhile we have also put the focus on the reasons why some measures have somewhat failed.

Through this magazine, we wanted to present you with the most important lessons that we have been able to extract from our work during these four last years and we hope that some practitioners will find in the present documents some tips supporting them in achieving the development of a sustainable mobility culture in their city.

Anyway, coordinating the CIVITAS MOBILIS project has been an amazing experience for me and I just wanted to share with all of you this wonderful adventure. I now wish you all a pleasant read.

*Alexandre BLAQUIERE*  
CIVITAS MOBILIS Project Coordinator

# Expanding a success

## - Car sharing in Venice

Car sharing is a quite popular and a well known concept in Venice, especially on the historical island: in fact, car sharing is even more attractive since it is very complicated to be a car owner in a city with no roads. But instead of resting on the success, ASM Venezia wanted to make car sharing even more attractive and sustainable and to expand it to new user groups by introducing 18 CNG cars, cars for wheel chair users and a company scheme. The measure has overall been quite successful, even if a CNG filling station on the island of Venice has not yet been built.

### More mobility for wheel chair users

Before MOBILIS, it was very difficult for disabled Venetians in wheel chairs to travel to and from the island since not all the buses and taxis are able to carry wheel chair users. To give these citizens a chance to move around more freely, ASM wanted to introduce two car sharing cars for wheel chair users.

Since there are no cars on the market already suitable for wheel chair users, regular cars had to be adapted to make them accessible. The local Artisan Association helped adapt two Fiat Doblòs and after they had been approved by the authorities, they were made part of the car sharing scheme.

All the disabled people's organizations and the Info Handicap at the City of Venice were involved in the promotion process and both provided a direct communication line to potential users, but were also helpful regarding the issue of how to communicate with this target group.

Adding cars for disabled passengers to the car sharing fleet has been a success since the cars are used regularly. But the most important success factor is that it has made the disabled wheel chair users of Venice more mobile.

### CNG cars but no CNG yet

ASM also wanted to expand the fleet and attract new users by introducing 18 environmentally friendly CNG cars. CNG cars are very attractive and are operated just like ordinary cars. Due to these facts the CNG cars have

been easily introduced in the fleet as well as accepted by the users.

But there is one big problem regarding the CNG cars that ASM has not been able to tackle: There is no CNG filling station on the island of Venice - the nearest one is in Mestre on the mainland. This implies that ASM has to rely on the users to fill up the car before they return to the island. If not, ASM has to take the car back to the mainland and fill it up – a process which is both time consuming and lowers the environmental effect of the CNG car. But even though the users are given a discount if they fill up the car and a substantial fine if they don't, many users choose to return with an empty CNG tank.

Building a CNG filling station was initially part of the measure since the largest CNG distributor had approached ASM and suggested that it was very simple and easy. But when it had to be realized it emerged that the bureaucratic procedures are very complex and a lot of authorizations are needed. Therefore, it was impossible to build the filling station during the MOBILIS project timeframe.

One of the lessons learned in that regard is that the distributor could have been involved more directly in the measure to secure more commitment. Looking at the measure retrospectively, ASM also regrets that the CNG car producers were not involved more directly in the measure. Maybe that could have meant a reduction in the price of the CNG cars since they are being promoted every day when used in the car sharing scheme.



### **Corporate car sharing**

The third element of the car sharing measure in Venice was the implementation of a corporate car sharing scheme. The idea was that big companies should give up their own corporate car fleet and replace them by car sharing cars. The City of Venice tested the corporate scheme before it was marketed and it was very successful - one car sharing car replaced 7 or 8 corporate cars!

But the successful implementation by the City of Venice did not by itself convince the big private companies. Many were very reluctant to give up their company cars – it was important to have a car ready and standing by when executives suddenly needed one. But even though this is much more of a psychological barrier than a real life problem, it is a deal breaker since it is the executives that have to make the decision to get rid of the company cars.

### **ASM Venezia**

**ASM Venezia is a mobility service company which performs all the activities related to local public services foreseen by the law with regard to the auxiliary services to traffic and mobility.**  
[www.asmvenezia.it](http://www.asmvenezia.it)

ASM has tried to overcome the barrier by involving both the area mobility manager and the company mobility managers (every company in Italy with over 300 employees has to have a mobility manager). ASM also tried to write case stories of companies who had signed up and how much money they saved. But the psychological resistance was much stronger than the opportunity to save some money. ASM is convinced that the only thing that can change the attitudes of the executives is

word of mouth - other executives telling executives that it is a good idea to replace the corporate cars with car sharing. Primarily because it is cost effective and also because it is good for the environment as well as the companies' social and environmental image.

But even though many big companies were sceptical, a lot of small and middle sized businesses signed up for car sharing. All in all 9 big public and private organizations signed corporate car sharing agreements and got rid of their own car fleet, while 494 smaller firms signed up for car sharing as an alternative to taxi or public transport. Their motivation is primarily that car sharing is cheaper and more convenient.

### **Lessons learned**

The primary lesson that ASM has learned during the car sharing measure is the lesson that many others before them have learned: The difference between success and failure can in many cases be found in the level of professionalism, resources and efforts put into communication with the different target groups. The money is often well spent if it is used to involve the citizens, examine their needs and wishes and to be able to use that knowledge to target the communication with the different user groups.

### **Further information**

Please contact Ms Alessandra Bolognin, Director ASM, e-mail: [affarigenerali@asmvenezia.it](mailto:affarigenerali@asmvenezia.it)

**” Car sharing is a quite popular and well known concept in Venice.”**

### **The ASM car sharing**

The ASM car sharing scheme in Venice has 60 cars and more than 4000 users. The goal is to reach 5000 users by the end of the year.

# A CNG success in spite of setbacks

## - CNG buses in Venice

The public transport provider in Venice, ACTV, has for the last ten years experimented with different alternative fuels to reduce the environmental impact of the company's activities. In 2004 they drew up a strategy to implement CNG buses in their fleet. During the MOBILIS project 35 CNG buses and 5 CNG minibuses have successfully been put in circulation and a CNG filling station has been built at the ACTV depot. The only problem is that a CNG pipeline which should provide CNG to the filling station has had delays in being connected.



ACTV operates 600 land buses and 150 waterborne vessels, which all in all carry approximately 180 million passengers every year. The land buses ride 32 million kilometers per year and cover 3 provinces and 45 towns. To reduce the emissions from the buses, ACTV wants to replace a large part of the diesel fueled urban fleet, that is about 300 buses, with CNG fueled buses.

During the MOBILIS project 35 CNG buses and 5 CNG minibuses have been acquired for a Park'n Ride shuttle service (MOBILIS financed the price difference between a regular diesel bus and the CNG bus). Since the nearest CNG filling station is situated 7 km from the depot, establishing a CNG pipeline and a filling station at the ACTV depot was also on the agenda. The construction of the pipeline was to be done by the gas network company as part of a larger agreement with the City

of Venice regarding supply of gas to the whole city of Venice. The Italian government on the other hand provided 50% financing of the CNG filling station.

### **Less emissions and less noise**

Implementation of the CNG buses in the fleet has been very successful. The 35 CNG buses now run in total 2.000.000 million km per year in the urban areas of Venice (mainland). Besides the fact that the CNG buses emit less CO<sub>2</sub>, HC, Nox and PM<sub>10</sub> (particles) than the diesel fueled buses, they are also less noisy. Due to these facts the CNG buses have become very popular in Venice. In fact ACTV is often contacted by citizens who would like CNG buses in their neighbourhood. This development is seen as a symptom of a growing public demand in Venice for public transport to focus on environmental issues.

ACTV is happy to be able to respond to this demand because it is both good for business and the environment. The fact that ACTV sees it as good business to invest in environmental friendly buses is one of the key reasons why implementing 35 CNG buses in the ACTV fleet has been so successful. Implementing the CNG buses was part of the business strategy before MOBILIS came into the picture and that way the measure met a need in the company. Due to that fact, everybody at ACTV was committed to make this work – even though they were faced with some serious setbacks along the way.

### **Waiting for CNG**

Even though the introduction of the CNG buses in the ACTV fleet was unproblematic, getting CNG in the fuel tanks of the buses wasn't! The construction of the pipeline was constantly delayed – primarily because it was a complex bureaucratic process in which 23 different permits had to be obtained. Moreover, since the pipeline was a small subcontract to a larger contract, it wasn't prioritized.

In spite of this setback, ACTV has pursued its strategy of cleaner buses in the fleet in a determined manner.

With no CNG in the filling station at ACTV, the CNG buses have been filled at a public CNG filling station 7 km from the depot. This implies that ACTV has used 35 hours every day – one hour per bus per day – to fuel the 35 buses with CNG while waiting for the connection.

Because of this inconvenience and the fact that they are currently paying market price for the fuel, ACTV has not yet calculated the actual fuel cost. But the fact is that they will save a substantial amount of money, because CNG fuel is cheaper than diesel even though the buses do not run as long per liter.

The good news for ACTV is that the CNG pipeline was finally connected to the ACTV filling station before the end of 2008!

### **After MOBILIS**

Because the CNG buses were part of the ACTV business strategy before MOBILIS, it will also be part of the ACTV business strategy after MOBILIS. The goal is to have 100 CNG buses in the fleet, since that number

of CNG buses covers the bus need of main urban bus services and is also the maximum capacity of the filling station. The short term goals are to expand the CNG fleet with 11 buses in 2009 and 10 buses in 2011. Besides that, ACTV are currently looking into experimenting with a compression blend of CNG and hydrogen gas – which is a byproduct from a local company. The goal is to bring down emissions even more.

### **CNG**

**Compressed Natural Gas (CNG) is a fossil fuel substitute for gasoline (petrol), diesel, or propane fuel. Although its combustion does produce greenhouse gases, it is a more environmentally clean alternative to those fuels, and it is much safer than other fuels in the event of a spill (natural gas is lighter than air, but disperses quickly when released).**

**CNG is made by compressing natural gas (which is mainly composed of methane [CH<sub>4</sub>]), to less than 1% of its volume at standard atmospheric pressure. It is stored and distributed in hard containers, at a normal pressure of 200–220 bar (2900–3200 psi), usually in cylindrical or spherical shapes.**

**CNG's energy density is 42% lower than LNG because it is not liquefied), and 25% lower than diesel. (Source: Wikipedia.org)**

### **Further information**

Please contact Mr. Elio Zaggia, Director ACTV, Automobile Sector, e-mail: elio.zaggia@actv.it

# Against all odds

## - LPG boats in Venice

**In Venice, boats are used for pleasure and transportation of both goods and people. To reduce the environmental impact of private pleasure boats, AGIRE wanted to raise awareness about LPG fuel and build 4 LPG filling stations in the historical city of Venice. A slow and bureaucratic legislation process caused great problems, but against all odds everything fell into place at the end.**

Over 20,000 private pleasure crafts fueled with gasoline cause problems for the quality of the water in the lagoon and canals of Venice. To reduce the pollution of the water, AGIRE, the City of Venice Energy Agency decided in 2003 to prioritize actions that would promote the use of LPG as an alternative to gasoline for private pleasure crafts. Legislation regarding filling stations and conversion of gasoline engines to LPG fuel was not in place, but due to the fact that there was a lot of political attention on the matter, it was expected that legislation would be in place by 2005, when MOBILIS started.

### **The plan**

LPG is a reliable and well known fuel for cars in Italy. Several LPG filling stations are situated in Mestre on the mainland far from the lagoon, but to make it attractive for Venetian boat owners to invest in LPG engines or LPG conversion kits, AGIRE wanted to build 4 filling stations on the islands of Venice. In addition, they wanted to test 5 new LPG boat engines and 5 converted LPG engines and raise awareness about the advantages of LPG among the Venetians.

### **The problems**

Even though there was a lot of political focus on LPG in Italy and the EU when the measure was planned, legislation about filling stations and conversion kits was not in place when the measure had to be implemented. The reasons for the delay were both changes in government and general bureaucracy in Italy.

In 2007 it became obvious that the legislation and regulations about the filling stations and the conversion kits would not be fully in place within the MOBILIS time frame.



### **The Solution**

Even though the national and European legislation process regarding LPG dragged out, the interest in Venice was still high. Both the citizens and the politicians demanded LPG because it is much cheaper than gasoline and more environmentally friendly (LPG evaporates from the water unlike gasoline, which stays in the water). But the conversion kits were illegal to use and the filling stations could not be built. But without a filling station, buying a brand new and more expensive LPG engine was not attractive to the Venetians.

Because of the lack of legislation the measure was changed. Instead, AGIRE committed itself to carrying out market analysis, to test 10 LPG engines on private boats and to implement campaigns raising awareness about LPG engines and their benefits to the Venetians.

All the above was carried out according to the new schedule. In March 2008, 10 Venetian boat owners participated in an international LPG race with their brand new dual fuel LPG engines. Since then they have used the new engines in the waters around Venice. But when the LPG tank is empty they have to bring the boats to the filling station on the main land, because LPG fuel cannot be canned and taken to the boat.

### **The end**

Even though the MOBILIS measure changed, the local effort to make sure that legislation about filling stations and conversion kits was established did not. A group of local stakeholders lobbied intensively to put pressure on the national and European decision makers. Parallel to that, AGIRE applied for funds to the Region to build filling stations as soon as the legislation was in place. The application was approved and many distributors are interested in building stations.

The first LPG filling station funded with regional money in the historical city of Venice is currently being built. The EU draft on conversion kit standards is out in hearing and the final safety standards are expected in 2009. It is also expected that the Italian government will adopt the EU legislation.

There is no doubt that the MOBILIS LPG measure has been an important driver for the LPG legislation process. But the lesson learned in Venice is clear – do not go ahead with a measure if the legislation concerning it is not in place! These things tend to drag out and since you are not able to control the legislation process but can only try to influence it, it can be very frustrating.

**”** *In Venice, boats are used for pleasure and transportation of both goods and people.”*

### **LPG**

LPG stands for Liquefied Petroleum Gas and is an alternative fuel for spark ignition engines. Its advantage is that it is non-toxic, non-corrosive and free of tetra-ethyl lead or any additives and has a high octane rating (108 RON). It burns more cleanly than petrol or diesel and is especially free of the particulates from the latter.

LPG as a vehicle fuel has two main disadvantages. It has a lower energy density than both petrol and diesel, so the equivalent fuel consumption is higher, but since many governments impose less tax, it is still more cost effective.



### **Stakeholders**

Stakeholders that lobbied for LPG legislation during the MOBILIS project: AGIRE, the City of Venice, environmental organizations, the Italian LPG association, The Ministry of Internal affairs, suppliers, producers of filling stations, Mercury (engine producer), local LPG technicians and other experts, the participants in the LPG race, the French and English LPG associations and boat yards interested in converting engines.

### **Further information**

Please contact Mr Edoardo Tognon, Director AGIRE, e-mail: [tognon@veneziaenergia.it](mailto:tognon@veneziaenergia.it)

# To share or not to share

## - Carpooling service for students in Debrecen

Many new EU member states have little or no experience with carpooling. Hungary is no exception, but the municipality in Debrecen wanted to change that by establishing a carpooling service for students at the University of Debrecen. The main lessons learned are that different legal issues cause barriers, continuous promotion is very important and that Hungarian car owners are very reluctant to share their car.



Debrecen is the second largest city in Hungary and houses one of the largest universities in the country. 25.000 students live and study in Debrecen during the week, but on Fridays the students pack their books and laundry and head home for the weekend for clean clothes and a home cooked meal.

The main part of the students travel to and from the university by public transport. But the student discount has recently been reduced significantly and at the same time, the quality of public transport has lowered. Because of the high price and the low quality, many students dream of the day where they can buy a car and some actually buy one. And the picture is the same all over Hungary – the standard of living is rising and more and more people can afford to buy a car and therefore stop using public transport.

In that context the City of Debrecen wanted to do a simple low cost pilot project, where they introduced the concept of sharing private cars to a limited target group

(students) and showed them that there are alternatives to travelling alone in a car or in an expensive crowded train. The purpose of the project was therefore very simple: To gather Hungarian experiences with carpooling!

**“** *The success of the project is primarily due to the fact that the students were involved in the development of the system.* **”**

### Fellow traveller program

To develop the actual carpooling system a professional carpooling contractor was hired. But to make sure that the system matched the needs and wishes of the target group, the student organization at the University of Debrecen was also involved in the development of the system.

The system is called “Útitárs program”, which translated into English means “Fellow traveller program”. The students - and everybody else for that matter – can access the carpooling system via the municipal web page. At the web site the students register and receive an e-mail if the registration was successful. The students can then, with a user name and password, log into the system and place adds seeking or offering

rides for specific journeys on a kind of electronic bulletin board. The information, which can be placed, is date and time of the journey plus contact information (e-mail or phone number). If an agreement is made, the add can be blocked so that only “active” adds are shown.

### **Legal barriers**

Because of different legal issues the system ended up much more simple than it was originally intended. In Hungary the rules regarding data security are rather strict, but there are also other legal issues due to the fact that money changes hands.



If it was allowed to advertise the price of the trip on the web page, the city could be held responsible like a web shop owner when somebody purchased a ride. And on top of that the seller of the trip would have to pay taxes on his profit. And if that was the case, no one would sign up.

### **Promotion**

Before the system was launched the City of Debrecen researched how they should market the carpooling service. Based on this study, the service was marketed through local TV, radio, handouts and through the university intranet NEPTUN. Through NEPTUN it was possible to market the service directly to every student through a pop-up message the first time the students logged on into the marketing phase of the service. This was a very effective marketing channel since all the students have to use the intranet regularly to receive relevant information about their classes etc.

### **Results**

When the project period ended in March 2008, 100 users had registered and posted 204 ads. In a context where carpooling is completely unknown and innovative these numbers are considered successful. The project is not a huge success, but the numbers are higher than expected.

The success of the project is primarily due to the fact that the students were involved in the development of the sys-

**The second largest city in Hungary**  
Debrecen is with its almost 205,000 inhabitants the second largest city in Hungary. It is situated 220 kilometers northeast of Budapest and has a rich history, which goes back more than 6 centuries. Debrecen is the cultural and scientific centre of the region with many different festivals and cultural events and a flourishing bath culture.

tem and that the University of Debrecen supported the initiative and allowed the service to be marketed through the intranet of the university. The fact that the student discount for public transport had recently been lowered has also made carpooling more attractive to the students.

### **The future**

If carpooling for students has a future in Hungary one of the lessons learned in the pilot project is that it is all about promotion, promotion and promotion.



When the promotion stops, the number of new users signing in goes down rapidly. Secondly if the service should be implemented on a big scale in Hungary - it should be in all the universities at the same time, so that it is offered to all students and it should be promoted through the universities intranet since that is an easy, low cost and a very direct marketing channel. But to make carpooling for students a success in Hungary the legal barriers would have to be solved so that the system can be further developed and offer more information and features.

But an even bigger barrier is the Hungarians' reluctance to share their car in the first place. Owning a car in Hungary is a very much sought after status symbol. So when Hungarians become car owners they don't want to share their car with the ones not having a car. This barrier can only be overcome by making carpooling more known - for example by introducing it to the students before they buy a car themselves.

The direct link to the carpooling service is <http://utitars.debrecen.hu>

### **Shared use of a car**

**Carpooling is also known as ride-sharing or lift-sharing. It is the shared use of a car by the owner and one or more passengers, usually for commuting. Carpooling arrangements and schemes involve varying degrees of formality and regularity. Formal carpooling projects have been around in a structured form since the mid1970s.**

The project was carried out from August 2006 to March 2008.

### **Further information**

Please contact:

László Krajczár

H-4024 Debrecen, Piac u. 20.

Telephone: +36-52-511-556,

e-mail: [krajczar@ph.debrecen.hu](mailto:krajczar@ph.debrecen.hu)

# Breaking new ground

## - Sustainable urban transport plan for Debrecen

Before the year 2004 transport planning in Debrecen was done ad hoc when problems arose. The decisions about what solution to choose were made by the politicians without advice from experts and without taking sustainability into account. That changed when the Mayor of Debrecen invited different transport stakeholders to join the city in the development of a sustainable urban transport plan. In 2007 the plan passed and the process of making this plan has changed the way city planning is done in Debrecen.

Before the MOBILIS project, the city of Debrecen did not have a transport plan and sustainability was not taking into consideration when decisions regarding transport were made. The planning was ad hoc and there was no political tradition of involving or hearing stakeholders or experts during the decision making process.

But the politicians realized that it was important to draw up a strategic, long term sustainable transport plan and to involve the different stakeholders in the process to be able to address the challenges ahead regarding transportation in Debrecen. This kind of plan and this kind of process was completely new in Hungary, so the politicians in Debrecen were breaking new ground by doing the project.

As there has been no tradition of involving the different transportation stakeholders in the political decision making process, there was also no tradition of communication or collaboration either amongst the transportation stakeholders themselves nor between them and the city. This is also due to the fact that the different public transport companies are either run by the City of Debrecen or the state of Hungary, and these organisations have for a long time been in political opposition to each other.

### **The mobility working group**

But all the different transportation stakeholders agreed that it was important to engage in a continuous dialogue and have a forum where they could discuss common challenges. Therefore they all responded positively, when

the Mayor of Debrecen in the beginning of 2004 invited them to join a mobility working group which should draw up a sustainable urban transport plan for Debrecen.

The mobility working group consists of Hajdú Volán Transportation Public Limited Company (bus transport operator), DKV Transportation Public Limited Company (tram, trolley bus operator), State Road Maintenance Company, Supervisor Company of Public Premises of Debrecen, Debrecen Directorate of Railroad Transport and the Mayor's Office Main Department of City Development. The Cycling Civil Society didn't participate in the meetings of the working group but was consulted regularly.





**”** *The politicians in Debrecen were breaking new ground by doing the project.”*

Besides the establishment of the mobility working group, COWI was engaged to facilitate the process and to draw up the actual document based on the input from the mobility working group. The public was also involved in the process – primarily through meetings which are regularly held in the local districts where local politicians discuss important issues with the local citizens.

### **The story of success**

The plan was finished in 2007 and consists of three elements – an analysis of the current situation, visions and goals and an action plan for the prioritized goals. The mobility working group was part of the entire process and all the different stakeholders supported the final plan. The city council has since adopted the plan and it is now being implemented according to the action plan. Because of the project, city transport planning in Debrecen is no longer ad hoc, but is carried out systematically and with clear goals within the framework of the sustainable urban transport plan. The mobility working group is still active and is now used by the politicians as an expert adviser group.

So even though this kind of planning was completely new to all the participants, it was developed in time and supported by all the different stakeholders. Why did it turn out so well? First of all, the politicians realized that it

was necessary to draw up a sustainable urban transport plan and that they needed expert help to do so. To make that kind of statement and try out a completely different approach in an important challenge like city transportation took political courage, but it also paved the way for change. Secondly, the transport operators were willing to pick up the glove and work together and compromise in the name of the common good.

### **Obstacles on the way**

Even though the project is a success story there were some obstacles to be dealt with in the process. Since there is no tradition in Debrecen of the politicians involving stakeholders and experts in the decision making process, the stakeholders in the mobility working group were sceptical in the beginning. But as the work progressed they were convinced that it was not a show trial.

Another obstacle was that the different stakeholders often had needs and wishes and suggested solutions that were in direct opposition to each other. Therefore it was very important that the mobility working group was facilitated by a non-biased moderator who could suggest compromises and maintain focus on the goal. Yet another issue involving the stakeholders in the mobility working group was that several representatives of the mobility working group changed jobs during the process.

This delayed the process, since the new members had to familiarize themselves with the work already done and some discussions had to be re-opened. In retrospective, some of these problems could have been solved if the representatives had signed some kind of “letter of intent” that stated explicitly that they represented their organization and were committed to work for a common solution.

Last but not least, the citizen involvement could have been stronger than that which took place in the project. But considering that this type of process is completely new in Hungarian politics, this is a minor issue.

### **Further information**

Please contact László Krajczár,  
H-4024 Debrecen, Piac u. 20.  
Telephone: +36-52-511-556,  
e-mail: krajczar@ph.debrecen.hu

### **The mobility working group in Debrecen consists of:**

Hajdú Volán Közlekedési Zrt. – Hajdú Volán Transportation Public Limited Company (bus transport operator)

DKV Közlekedési Zrt. – DKV Transportation Public Limited Company (tram, trolley bus operator)

Magyar Közút Kht. – State Road Maintenance Company

Debreceni Közterület Felügyelet – Supervisor Company of Public Premises of Debrecen

MÁV Debreceni Igazgatóság – Debrecen Directorate of Railroad Transport

Kerékpáros Egyesület – Cycling Civil Society

Polgármesteri Hivatal Városfejlesztési Főosztály – Mayor’s Office Main Department of City Development.



# A learning experience

## - Biodiesel in Ljubljana

**MOBILIS was the City of Ljubljana's first experience of being part of a large European project. Due to this fact, MOBILIS was a great learning exercise, which among other things taught them how EU projects work. Even though or maybe even because implementing biodiesel was not that successful, the City of Ljubljana is now very ambitious regarding sustainable transportation and is now the coordinator of the new CIVITAS+ project, ELAN.**

One of the three MOBILIS measures in Ljubljana was implementing bio fuel in the public buses of the city of Ljubljana. The measure focused on the full process; from picking the right rape seeds to be used, testing whether it is best to grow the seeds decentralized or centralized and how the best results are obtained, testing different machines producing the actual biodiesel and using the fuel in the public buses at the end. LPP – the public transport provider – had to convert buses and test the biodiesel in action in their fleet. At first, they had to test 2, then 20 and then 100 buses.

### **Bio fuel is not cost effective**

LPP converted the first two buses to run on 100% bio fuel and tested how they did compared to the regular diesel buses. The result was that bio fuel was not competitive and cost effective. Resources were spent on converting the buses and the bio fuel buses needed twice as much maintenance. Besides the resources used on extra maintenance, new buses had to replace the bio busses, when they were taken out of the fleet. Even though this was already clear from the two first busses, LPP converted 18 more buses and tested the 20 bio buses during the winter to be sure. The result was the same – there are too many problems with the bio buses in order for them to be cost effective. Due to that fact, LPP did not convert the remaining 80 buses in order to the test 100 buses. But the 20 initial buses are still running on 100% biodiesel.

### **A lot of positive spin off**

But even though the biodiesel was not cost effective, the measure resulted in a lot of spin off activities. Debates,

round table discussions and conferences which focused on the need for alternative fuels and green public transport were held and showed a big interest in Slovenia regarding sustainable transport. The public debate also showed that it is necessary to have public support and public funding of green public transport – the individual operator cannot carry the burden all by themselves.

All in all, the measure was a success. A strong partnership between the City of Ljubljana, LPP (public transport provider), Agricultural Institute of Slovenia (testing the appropriate rape seeds), Faculty of Mechanical Engineering (providing extensive testing and right engine settings) and REC, Regional Environmental Centre, was established. The group has a common interest in working together and the partnership continues in the ELAN project. But it was at times also difficult as there were a lot of change in partner composition and even the measure leader was replaced a few times.





In addition to the partners, a number of stakeholders were also involved in the measure: Petrol, the bio-diesel distributor, the Regional Development Agency as well as different faculties from the university. A national stakeholder was missing, primarily due to the fact that bio fuels falls between several ministries – the ministries of the environment, transport and energy. At the regional level, an involved stakeholder was also greatly lacking, since the regional level is a very important player, when it comes to making the public transport more sustainable.

### **Be ambitious!**

The lessons learned by the City of Ljubljana through the MOBILIS project is first and foremost that it is important to be ambitious and to address these complex issues of how to secure a more sustainable transport from many different angles at the same time. And that's what the City of Ljubljana is going to do in the ELAN project, where they will implement 19 mobility measures.

Being part of MOBILIS has all in all changed the way transport problems are viewed in Ljubljana and sustainable traffic planning is now part of the next strategic urban plan of the city of Ljubljana.

### **The capital of Slovenia**

Ljubljana is the largest city and capital of Slovenia. It is located in the centre of the country and is a mid-sized city of some 270,000 inhabitants.

Ljubljana is regarded as the cultural, scientific, economic, political and administrative centre of Slovenia, which became independent in 1991.

Throughout its history, it has been influenced by its geographic position at the crossroads of Germanic, Latin and Slavic culture.

Its transport connections, concentration of industry, scientific and research institutions and industrial tradition are contributing factors to its leading economic position. Ljubljana is the seat of the central government, administrative bodies and all government ministries of Slovenia. It is also the seat of the Parliament and of the Office of the President. (Source: [www.wikipedia.org](http://www.wikipedia.org))

### **Further information**

Please contact Zdenka Šimonovic, City of Ljubljana, e-mail: [zdenka.simonovic@ljubljan.si](mailto:zdenka.simonovic@ljubljan.si)

# The virtual parent

- Interactive traffic training for children in Odense

Teaching children how to ride their bikes safely in traffic in Denmark is primarily carried out by the parents. The schools also have traffic training on the agenda, but it is very difficult to prepare the children in a class room or on a closed track for the many different challenges that real life traffic presents them with. In order to improve the traffic education in the schools, the Municipality of Odense wanted to develop a computer game that could improve the children's traffic skills. The main lesson learned is that it is important to keep it simple!

The starting point, when the development of B-game was initiated, was that the game had to be very realistic and had to function as a kind of virtual parent that could teach the child to be attentive and aware of the many different challenges that occur in traffic.

By choosing the medium "computer game" to communicate with the children, the Municipality of Odense chose a medium that appeals to and is well known by the children. On the other hand, the medium was (at least at the time) not accepted as a learning tool and both the teachers and the school department did not have much experience with using computer games for educational purposes.

## Developing an innovative game

Before the actual process of developing the computer game, the school department researched how children can learn through computer games, what types of traffic accidents cycling children are involved in and how children's motor functions, hearing, sight, coordination and reactivity develops.

The conclusion of the study was that the target group of the game should be six graders (11-12 years of age). The reasons are that six graders are able to and allowed (by their parents) to ride their bike on their own in traffic. Their motor functions, hearing, sight, coordination and reactivity are fully developed and they are able to reflect on the situations in a game and transfer the experiences to real life traffic. What this group of road users lack is concentration!



[www.b-game.dk](http://www.b-game.dk)

The main idea was that the game had to imitate reality as closely as possible. Due to this fact, the game had to be a flow game instead of the traditional stop and go traffic games since you cannot stop the traffic and rest as in real life. It was also very important that the situations in the game were as realistic and complex as possible to make the children able to focus on the most essential elements.

A detailed script was designed around common situations that occur in the traffic and which causes accidents. The game situations were then filmed in real life traffic from the



cart of a Christiania Bike so that the view was similar to the view of an 11 year old.

### **B-game**

The end product is a computer game called B-game. The game is an edutainment game, where identification, information and fascination are the key words. It is based on real life traffic footage with 11-12 year old actors as the main characters. The game play is a series of well known daily situations that occur as the player has to ride from his or her home to the movie theatre in the city center and meet with a girlfriend or a boyfriend.

All the regular game elements are present. The player has to choose a virtual identity (gender, outfit, cycle helmet, mobile phone and who to meet) and the level of difficulty is increased as the game progresses. Like in other computer games, you can “die” and have to start again until you run out of lives.

During the game, the player has to ride his/her bike through the traffic of Odense and remember to sign, look over the shoulder, break, turn and click on different potential dangerous elements like a car coming from behind, a truck turning right or other potential “dangers”. If essential dangers are overlooked the player has to redo the sequence. When the lives run out, an angel appears with “crash, boom, bang” sound effects.

**“ Before the game was made available to the schools it was tested on a focus group of six graders.”**

Before the game was made available to the schools it was tested on a focus group of six graders. They found the game very interesting and entertaining.

### **Keep it simple!**

All 38 public schools in Odense were invited to use B-game. To pave the way for the game to be used by the six grade teachers, one teacher at each school was trained in using the game, a teacher’s guide was drawn up and a “hotline” was established where the teachers could phone in if they had questions or problems regarding B-game.

Despite the effort to make the game easy for the teachers to use, only 12 schools used the game. The reasons for that are several.

First of all, the game consist of two platforms – the actual game and a administrator platform, where the teachers have to create a class “account” and create all the student as users before they can log in and play. That way the teachers can afterwards use the statistics platform to see how each student did in the game and talk to them afterwards about the things they had to be more aware of. But instead of being a helpful educational tool, the statistics platform is a huge barrier – the teachers perceive the game to be complicated to use.

Secondly, many teachers are not familiar with using computers and games as an educational tool - maybe due to the fact that at many schools the teachers have to book a special computer room in advance if they want to use computers. And when the students were finally placed in front of the computers, some of them did not work, the game server was down, or the internet connection was too slow...all these obstacles combined caused huge barriers for the teachers to use the B-game.

Because of the way the game is constructed technically (the schools, the classes and the individual student all have to be created as users) and the fact that it is hosted by the private company who developed the actual game, it can only be spread to six graders in other municipalities if they pay for access. Due to the price of that access, the game has not been made available to other municipalities.

The conclusion is that the game should have been simpler to use and made available for everybody to play for free online. That way the students could have used the game wherever and whenever they wanted!

### **B-game for boys and girls**

**B-game has been used 1,694 times during the project period. 50.4% of the games played were made by girls. Boys succeeded all 11 missions in 86.5% of games played while girls succeeded in 84.1% of them.**

### **Further information**

Please contact Kim Kragsig Melsen, e-mail: [kkm@odense.dk](mailto:kkm@odense.dk) or [www.b-game.dk](http://www.b-game.dk) (only in Danish)



# Living Roads

- 30 km/h zones in residential areas in Odense

**How much can speed be decreased by in residential areas if the number of traffic bumps are reduced and the money is spent on working with and including the citizens instead? This was the question that the municipality of Odense wanted to be answered in the measure “Living Roads”. The conclusions are that the speed was reduced and the quality of life was increased, but the bumps used were not sufficiently effective.**

The Municipality of Odense made a speed plan with the goal of introducing a 30 km/h speed limit in residential areas. But it is very expensive to establish speed restricting measures and the projects often meet resistance from the residents. The Municipality of Odense therefore wanted to test which effects were obtainable, if the distance between the speed restricting bumps to be put up was halved and if the citizens were involved in the elaboration of how these speed limiting projects as such should be designed.

## Living roads

Two residential areas – one in Bolbro and one in Korup – were selected for the project in which the goal also was to demonstrate and document that 30 km/h speed limiting zones improves both the traffic security, traffic safety as well as the quality of life for the residents in the area. The goal was to reduce the average speed by 25 %, to reduce the through traffic by 20 % and to reduce the number and gravity of the traffic accidents in the areas.

## Information, information and more information

As citizen involvement was the dominant password for the project, the first thing to establish was a web page functioning throughout the project as a channel of information to the citizens. The web page was also used for a questionnaire survey both before and after the project. The objective of the questionnaire was both to provide before and after documentation as well as to get a general overview of the traffic challenges and problems of the area. In addition to the questionnaire survey, traffic



censuses, speed measurements, number writing analyses etc. were carried out both before and after the project was implemented.

In order to make the residents in the areas aware of the project and to meet the Municipality's wish of wanting to engage in a dialogue concerning the establishment of the speed restricting zone, flyers were distributed door-to-door and information boards and posters were put up in the selected areas with information about the project.

Interested citizens were encouraged to sign up if they wished to participate in the citizen working group established to design the project along with the project leader.

### **Establishment of the working group**

A lot of residents wanted to participate in this work, so a working group was established in each of the residential areas each consisting of 6 selected citizens. The selection the working group was undertaken considering representation of gender, different age groups and different types of housing in the area.

### **Local ambassadors**

The members of the working group were very much involved in the work. Besides representing the residents in the area in the dialogue with the municipality concerning the design of solutions, the members also functioned as local ambassadors for the municipality and for the project in relation to the critical residents in the area, with whom they went into dialogue and defended the chosen solutions. In fact, through this work the involved citizens saw for themselves that there are many considerations and priorities to be taken and thus not all demands can necessarily be met.



The working group was given the task of finding out which solutions they wished to implement in the area. The conditions of the work were that a limited 30 km/h zone had to be established, that the budget was fixed and that the solutions had to take the results of the questionnaire survey carried out among the residents as a starting point.

The solutions were limited 30 km/h zones, road closures, establishment of concrete traffic islands and cushion bumps as well as a campaign and an activity day. Establishing 30 km/h zones required exemption from the road regulations – and after a longer waiting time the exemption came from the Department of Justice and the project was implemented according to plan.

### **Quality of life**

The evaluation of the project shows that it has reached the desired effects. The velocity of the cars has dropped in both areas and the residents also perceive that this is so. This is also readable in the fact that the residents express that they no longer experience traffic as bothering them after the project and that the unsafe spots have become safe. Ultimately this leads to a higher quality of life and joy of living in the area. Another effect of the project has been that the bicycle traffic in some roads has risen by 60 %. This is due to the fact that the project has contributed to creating an increased safety, so the parents no longer feel unsafe in sending their kids to school on a bicycle.

The velocity, however, did not drop by 25 %, which was the goal of the project. The reason is amongst others that the cushion bumps used weren't sufficiently effective. Apart from that, the conclusions are that it is not possible to obtain the speed reductions demanded by a new road regulation with 150 meters between the bumps. This implies that the Municipality of Odense most likely will be working with a distance of 75 meters between the bumps in the future.

### **Citizen involvement is the key to success**

The part of involving citizens in the project has been very successful though. Through the project a broad knowledge and acceptance of the chosen solutions has been created amongst the residents in the areas. In relation to future projects the recommendation, however, is that the extent of the citizen involvement should be reduced. The planning and holding of an activity day for example is very expensive considering the outcome.

The project shows, however, that through a close dialogue with and involvement of the citizens it is possible to gain a lot of resources and to create commitment and ownership of the chosen solutions in the local area. The residential group for instance participated actively in the elaboration of information material for the rest of the residents. It is vital, though, that the purpose of the involvement and the liberty of action of the citizens is clear from the beginning, so that no expectations are created that cannot be met. If this occurs, one risks dropping the whole project on the floor and instead getting solid resistance towards the project from local society.

The press was used continuously in the project in order to get the projects mentioned outside the residential areas concerned. This has led to the Municipality of Odense regularly getting enquiries from other residential areas wanting to impose limited 30 km/h zones. Thus these pilot projects have paved the way for the introduction of 30 km/h zones in other areas in Odense and have contributed to reducing the resistance significantly against such zones.

### **Problems along the way**

There have also been barriers along the way though. Amongst others an exemption had to be obtained from the Department of Justice. This is a process demanding considerable resources and good foot work. Since the start of the project new strict road regulations have come up. These also imply though, that future exemptions have to be given by local police. And all things considered the result is a shorter period for a decision to be reached.

The local police seemed not enthusiastic about the establishment of limited 30 km/h zones in the beginning, as this also implied that they had to enforce the regulation. But when the Department of Justice said yes, they went along with it.

Last, but not least, it was very important to involve the city bus company as establishing bumps on the bus routes has significance for the work environment of the bus drivers. The fact that buses run in the chosen residential areas was also a contributing reason for the choice of cushion bumps as the buses can go over them so the drivers don't perceive the bumps.

**” The evaluation of the project shows that it has reached the wanted effects.”**

### **Project web page**

**The project has its own web page, where the residents throughout the whole project period have had the opportunity to get information. See [www.levendeveje.dk](http://www.levendeveje.dk) (only in Danish).**

### **Further information**

Please contact Thomas Povlsen, Municipality of Odense, e-mail: [thp@odense.dk](mailto:thp@odense.dk)

# License to park

## - Parking management in Toulouse

**Parking management is often a precarious political issue because it limits and regulates the car users' latitude and that is usually not popular. But the City of Toulouse has during the last couples of years turned a difficult issue like parking management into a huge success.**

Before the City of Toulouse implemented the new parking policy, parking caused a lot of problems in the city. A study showed that people were moving from the city center because they spent a lot of time circling their neighborhood to find a parking space. The problems called for action and the politicians in Toulouse all agreed that something needed to be done even though it would not be popular.

### **License to park**

A parking policy which had the purpose of facilitating short term parking and managing long term residential parking was designed. The plan was to reduce the space for long term parking and increase the time period where one has to pay to park. One of the key elements in the scheme was the introduction of residential parking licenses, which allows residents to park one car long term in their neighborhood.

### **Step by step**

The idea was to implement the parking policy step by step and neighborhood by neighborhood to be able to learn from the experiences and improve the system for the next neighborhood. Thus, the parking policy was implemented in the first two neighborhoods in October 2005. The policy has since been implemented in 19 of the 20 neighborhoods in the city-centre of Toulouse.

### **Communication and citizen involvement**

The key elements of the implementation process have through the entire process been communication and citizen involvement. The Mayor started the dialogue by addressing the parking problems through the press and by stressing that the purpose of introducing this policy

was not to control parking but to solve the residents' parking problems. Maps of the first areas, where the policy was to be implemented, were disseminated through the press and it was explained why this step was necessary and how it would actually benefit the residents.

Throughout the process, the residents in the affected neighborhoods have received individualized material in the mail which explained how the parking policy would affect them and the neighborhood. The material was accompanied by a letter from the Mayor who invited the affected citizens to a local consultation meeting.

The police were also used as ambassadors on the streets. They were trained to talk to people on the streets about the parking policy when they had to enforce the rules. The people on the municipal service phone were also trained to answer questions regarding car parking.

### **Results**

To monitor the implementation process and solve problems along the way an observatory was established. They have been and are still monitoring the results and making satisfaction surveys.

The latest satisfaction survey showed that 78% of the residents in the 19 areas, where the policy has been implemented, were satisfied with the parking policy. Overall the implementation process went much smoother than expected. When the policy was implemented in the first two neighborhoods, the surrounding neighborhoods were crowded with cars and many residents contacted the Mayor's Office and asked for the parking policy to be implemented in their neighborhood as well. Slowly, the residents and shopkeepers saw

the positive effects in the areas where the policy was implemented.

The (almost) complete implementation of the parking policy in the city center of Toulouse has had several positive results. Parking spaces have been removed and the space has been made available to the citizens for other purposes. Some of the spaces have for instance been replaced by the Velô Toulouse bicycle stations.

For the residents, the parking policy has made finding a parking spot much easier. The number of illegally parked cars has also dropped significantly.

### What made it a success?

The introduction of the parking policy in Toulouse has been a huge success – but what made it a success? First of all, the residents were well aware of the parking problems - many were ready to move out of the city center because of the parking problems – so they wanted a change.



But another important reason is the strong political support to the policy. Even when the critical voices were the loudest, the politicians with the Mayor in front stood strong and defended the policy. They were convinced that it would in the end benefit both the residents and the shopkeepers.

### Parking spaces

There are 13400 parking spaces in the city center. 1800 spaces have been taken away due to the parking policy, while the number of parking lots for which users have to pay has increased from 2500 to 6900.

The period for which the car drivers have to pay have been extended from 9 am till 8 pm instead of 6 pm. In certain zones residents can get a parking license and pay a lower resident tariff from 24h/24h, in other zones from 6 pm to 9 am in the morning. 4700 places are still free of payment. The number of residents, who subscribed to the new paid parking system, was 4246 in December 2007.

But the success is also due to the fact that the policy was implemented step by step and that a lot of resources were put into communication with the shopkeepers and residents about why and how.

The close monitoring and continuously evaluation by the observatory and the instant improvements in the scheme when problems arose, have also contributed to the success.

Another important key to the success is the team behind the policy. The Mayor, local politicians, the city administration and the police all worked together to make sure that the policy was successfully implemented.

### The future

When the parking policy has been implemented in the last neighborhood, the city wants to develop the policy further. The tasks will be to work with the surrounding neighborhoods, co-operate with the private parking facilities and work with park'n ride.

### Further information

If you want to know more about the parking policy in Toulouse please contact Michel Rabinovitch, City of Toulouse, e-mail: [michel.rabinovitch@mairie-toulouse.fr](mailto:michel.rabinovitch@mairie-toulouse.fr)

# How to support change

## - Commuter plans in Toulouse

Since 1996 all cities in France with more than 100.000 inhabitants have been obliged to draw up an Urban Mobility Plan (PDU). Within the context of the Urban Mobility Plan, the public authority is also obliged to support and encourage companies to draw up commuter plans. To live up to that responsibility, the public transport authority and provider Tisséo has developed commuter plans.

In these plans they have analyzed what the public authorities can do to support changes in the way the employees in an industrial area or business area come to work. One of the most important lessons learned is that it is very important to take mobility management into account early in the planning process of a new industrial area/business area to make sure that it can be reached by other modes than car.

Tisséo has, during the MOBILIS project, supported several company commuter plans and three area wide commuter plans for the airport area, Basso Cambo and Labège Innopole. The area wide commuter plan consists of a mapping of the type of employees who work in the area, their working hours, where they live, how they commute to work, what transportation options are available to them, what the potential for change is and what the plans regarding public transport, road and bicycling are for the future. In this way, the public authorities get a clear picture of what needs to be done in order to support change in the transportation behavior of the employees in the area. The results of the area wide commuter plans have since been presented to the relevant institutional authorities of the area and to the relevant transport providers (public transport, road administration, bicycling) to ensure that actions to improve the situation can be planned.

### **Commuter plan toolkit**

The individual companies of the mapped areas have also been encouraged to draw up a company commuter plan. To make that process easier a commuter plan toolkit has also been developed. The toolkit will be distributed to 1000 companies in Toulouse.

### **Lessons learned**

Before MOBILIS, 10 companies in the Toulouse conurbation had drawn up commuter plans. Now 80 companies have made commuter plans. The reasons for the sudden interest in commuter plans should be seen in the context of the current environmental situation. Climate change and a general interest in protecting the environment have also caused many companies to focus on having an environmental friendly profile. The companies' focus on transport is not limited to commuting but also involves business trips both locally and abroad.

But there are still barriers along the way. The data collection process of an area wide commuter plan involves many stakeholders (company managers, the public authorities responsible for roads, PT and bicycling, Agency for energy and environment and employer organizations as well as the employees) and many of the involved managers as well as the individual employees were sceptical because they are situated in an area that can only be reached by car.

That's one of the reasons why it is very important to realize that the process of doing an area wide commuter plan of an area which can only be reached by car creates expectations of change among the employees regarding the possibility to be able to use public transport and bicycle to go to work in the near future. Another very important lesson learned is the need for paying attention to mobility management in the planning phase of a new industrial or business area. And it is not enough to ensure that the area is reachable by public transport or bicycling.

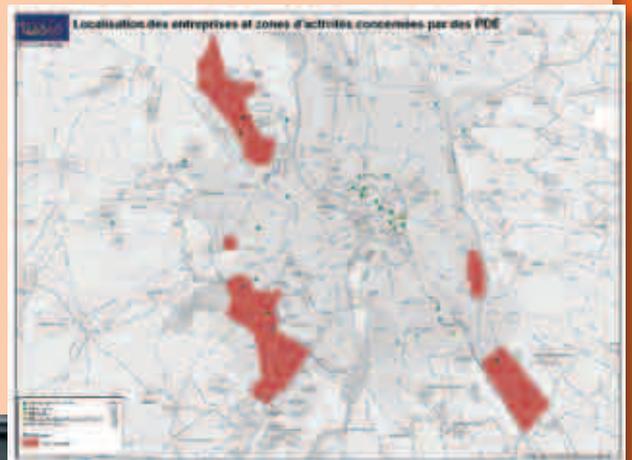
It is also very important to make sure that people, who then use public transport or bicycle to go to work in these areas, also have access to services and shops like bakeries and grocery shops. If this isn't a possibility, people would still need to go by car to be able to run their daily errands.

### Further information

Please contact Christophe Doucet, e-mail: [christophe.doucet@tisseo.fr](mailto:christophe.doucet@tisseo.fr)

### Tisséo

Tisséo is the Public Transport Authority and Operator of the conurbation of Toulouse. Composed of several local authorities, Tisséo has the competence to plan, finance and operate the urban public transport network. The network consists of two metro lines and 74 bus lines (one tramway line under construction (planned for 2010)).



# How to promote cycling

- Bicycle use analysis and a strategic guide to promoting cycling in Toulouse

France is a proud cycling nation and the host of the world's most famous bicycle race Tour de France. But when it comes to using the bicycle as a means of transportation, the French people do not have the yellow jersey. But with the Vélô Toulouse city cycle concept, cycling has been more visible in Toulouse. How can the City of Toulouse promote cycling as a means of transportation and increase the modal share from 4 to 10% by 2012? That and many other questions were to be answered by carrying out a bicycle use analysis and designing a 'how-to-promote-cycling-guide'.

Like in many other southern European cities there are not many cyclists on the streets of Toulouse. But like many other European cities, Toulouse would like to change that to reduce congestion and CO2 emissions from cars.

One of the first problems that needed to be solved was that bicycle competence and responsibility is not placed organizationally. To make up for that a working group was established at the end of 2005. The members of the working group are the Greater Toulouse authority (25 municipalities), the City of Toulouse, the public transport authority and operator, (Tisseò) and several other

stakeholders. The main task of the working group was to design a guide for developing bicycle policy in Toulouse.

## Infrastructure, services and communication

At first, a state of the art of needs, wishes, barriers and problems of the cyclists was carried out on the basis of data from a huge household survey that had been carried out. Afterwards a strategic guide on how to promote cycling was developed on the basis of the results of this analysis and a European best practices study.



” With Vélô Toulouse, the bicycle has become more visible in the city center.”



The main conclusions in the guide are that the City of Toulouse and the surrounding municipalities need to work on developing infrastructure for cyclists, improve signing and other facilities and services for the cyclists and engaging in proactive communication and campaigning to facilitate a cycle culture in Toulouse. Congestion, climate change, rising fuel prices, health - all the hot political issues can be addressed by focusing on the bicycle as a means of transportation.

### **The future of cycling in Toulouse**

With Vélo Toulouse, the bicycle has become more visible in the city center, but there is still a long road ahead before the bicycle is an integrated means of transport in the City of Toulouse. But cycling is now on the political agenda and the guide will be used when the chapter on

bicycling in the coming Urban Mobility Plan has to be written. After that, an actual action plan for promoting cycling in Toulouse will be drawn up.

But the challenge is to make sure that the current political focus on the bicycle is transformed into actions that will make more people use the bicycle in the city center instead of the car.

### **Further information**

If you want to know more about the bicycle guide please contact Blaise Delmas,  
e-mail: [B.delmas@grandtoulouse.org](mailto:B.delmas@grandtoulouse.org)

**[www.velo.toulouse.fr](http://www.velo.toulouse.fr)**

# Overtaken on the inside

## - Car sharing in Toulouse

In 2005, when the MOBILIS project started, car sharing was little known in France. But the public transport provider Tisséo wanted to introduce car sharing in Toulouse and started planning. Since then, car sharing has become available as an alternative to private car ownership for citizens in many of the bigger French cities. A car sharing service is also on its way in Toulouse, but this is not the public service that was initially planned.

In France, the public transport authorities are obliged to support alternatives to private car use. That is one of the reasons why in recent years the major public transport providers in France have started to offer car sharing to the users. A number of private car sharing clubs have also emerged all over France in the last couple of years. But at this moment there is a lack of laws which regulate who can run car sharing services and there is a necessity to clarify the role of Public Transport Authorities in regards to car sharing.

### Car sharing success factors

In 2005 Tisséo started the process of establishing a car sharing service by launching a marketing and feasibility analysis to see if there was a market for car sharing in Toulouse and how the service should be arranged.

The analysis showed that there was a market, but that the service would not provide a profit for the first 4-5 years. The success factors that were identified in the analysis are that the service has to be offered in a densely populated urban area and that it is important to provide a dense network of pick up stations from the beginning.

The study also showed that it is important to have good public transport available and to connect car sharing and public transport. Another important incentive for using car sharing that was identified in the analysis is the lack of parking spaces for private cars in the city – which can be controlled by a parking policy.

On the basis of the study, Tisséo planned to launch a car sharing service with 22 stations and 44 cars, but the final decision was delayed because of a municipal election in Toulouse in March 2008.

### Mobilib'

In parallel to the MOBILIS car sharing process, a car sharing associative organization was founded (75 members in 2007). They have now contacted Tisséo and the City of Toulouse regarding support and cooperation. And cooperation is necessary since the Mayor's office has authority over the parking spaces in Toulouse, and Mobilib' needs parking spaces to establish car sharing car stations.

Now the City of Toulouse is working on establishing some ground rules that regulates how car sharing

services have to operate and on what terms the City of Toulouse and the public transport provider Tisséo can support and cooperate with car sharing organizations. The regulations are necessary to make sure that other organizations, which are interested in establishing car sharing services in Toulouse, live up to the same demands and get the same benefits as the first established car sharing club. This is important to make sure that the City of

Toulouse treats all car sharing services equally and that parking lots are allocated to organizations that are fulfilling the basic requirements for implementing an efficient car sharing service.

” *It is important to have good public transport available and to connect car sharing and public transport.*”



The main lesson learned during the project is that sometimes the private sector overtakes the public sector on the inside - if the time is right for a good idea.

### **Further information**

If you want to know more about car sharing in Toulouse, please contact Alexandre Blaquièrre at Tisseo, e-mail: [alexandre.blaquiere@tisseo.fr](mailto:alexandre.blaquiere@tisseo.fr)

Read more about Mobilib on <http://mobilib.fr/> (only in French)

### **What is car sharing?**

Car sharing is a kind of car rental where people rent cars for short periods of time, often for a couple of hours. They are attractive to customers who make only occasional use of a vehicle, as well as others who would like occasional access to a vehicle of a different type than they use day-to-day.

The organization renting the cars may be a commercial business or the users may be organized as a democratically-controlled company, public agency, cooperative or ad hoc grouping. Today, there are more than six hundred cities in the world where people can carshare. (Source: Wikipedia)

# Too many cooks spoil the broth

## - Multi modal traveller information system in Toulouse

**A multi modal traveller information system, where all relevant information about mobility in Toulouse is collected, is much needed in Toulouse. But even though many of the different partners, who have to contribute with information to the system, are located in the same building the distance between them can at times be huge.**

In 1996, a partnership of the principal mobility actors with competences within public transport, urban and interurban routes (roads, car parking and cycling) were established. The name of the partnership is SGGD (Système de Gestion Globale des Déplacements) and the purpose of the partnership is to strengthen communication between the different organizations. Several of the partners are physically located at “Campus Traffic” in Toulouse, but that doesn’t mean that information and communication run smoothly.

### **All information in one place**

One of the main tasks of the partnership has been to develop an integrated information system where all relevant information about mobility (road, parking, public transport and biking) in Toulouse is collected and made available to the operators and through their own tools to their users.

The idea is that the system will contain information about congestion, time tables for buses and trains, event traffic info, a travel planner with info about price, time and environmental effects of the different traffic modes etc.

The idea is to collect all the information in one place and let the mobility center handle the information in the beginning. When the system is reliable enough, the information will be made available to the citizens on the internet.

### **A long and winding road!**

The plan was that the system should finally be developed during the MOBILIS project. But even though the goal is clear, the road to get there is not and the system is still

not ready. The reasons for that are many, but the main barriers have been lack of commitment and communication, organizational as well as technical problems.

First of all, the partnership consists of many different organizations with a very different perspective on transport and mobility.

### **Tisséo**

**Tisséo is the Public Transport Authority and Operator of the conurbation of Toulouse. Composed of several local authorities, Tisséo has the competence to plan, finance and operate the urban public transport network. The network is composed of two metro lines and 74 bus lines (one tramway line under construction (planned for 2010)).**



**”** *Such a complex partnership can only reach its aim when people accept to work together and go over their own company’s interests.”*



The concept of multi modal information instead of mono modal information is very new in France and some of the organizations do not see the need for multi modal information and have therefore not prioritized the project.

Secondly, many of the representatives in the partnership have been replaced during the long process and because of this, new ideas are constantly being put on the table and already closed discussions are reopened.

Thirdly, the data reliability is still very low, and this implies that the different organizations would rather not share any information than give unreliable information. And because of the lack of commitment from some of the partners, securing data reliability has not been prioritized.

In 2005 when MOBILIS started, the partners agreed that one partner had to take the lead. Tisséo has appointed the responsible partner and Tisséo established a project group at once which consists of 3 partners from SGGD, and a project leader was hired to guarantee that the system was developed. The project team is now committed to this objective and the plan is to have the system ready by the end of 2009. It underlines that such a complex partnership can only reach its aim when people accept to work together and go over their own company’s interests.

### **Toulouse SGGD**

**Système de gestion global des déplacements represents the cooperation of mobility policy makers and operators at the level of the region of Toulouse. Created in 1996, the aim of this cooperation is to develop multimodal tools in order to improve mobility management policy and to propose a multimodal management of traffic and networks. The members of the SGGD are: the State, the Region Midi-Pyrénées, the County Council of Haute-Garonne, the Greater Toulouse Authority, the City of Toulouse, the SICOVAL, Tisséo, RFF, SNCF and AUAT.**

### **Further information**

If you want to know more about the multi modal traveller information system please contact:  
Alexandre Blaquiére at Tisséo, e-mail:  
[alexandre.blaquiere@tisseo.fr](mailto:alexandre.blaquiere@tisseo.fr)

**For more information about the CIVITAS MOBILIS project,  
please contact:**

**TOULOUSE**

PROJECT COORDINATOR

Alexandre Blaquière

TISSÉO-SMTC

7, Esplanade Compans-Caffarelli  
31902 Toulouse CEDEX 9, France  
alexandre.blaquiere@tisseo.fr

Tel +33(0)5 67 7780 85

[www.tisseo.fr](http://www.tisseo.fr)

**VENICE**

Carlo Andriolo

City of Venice

Carlo.andriolo@comune.venezia.it

Tel +39 041 27 49 135

[www.comune.venezia.it](http://www.comune.venezia.it)

**LJUBLJANA**

Zdenka Šimonovic

Office of International Relations

City of Ljubljana

zdenka.simonovic@ljubljana.si

Tel +386 1 306 11 65

[www.ljubljana.si](http://www.ljubljana.si)

**DEBRECEN**

László Szucs

City of Debrecen

szucsl@ph.debrecen.hu

Tel +36 52 511 551

[www.debrecen.hu](http://www.debrecen.hu)

**ODENSE**

Kurt Frederiksen

City of Odense

kkf@odense.dk

Tel +45 6551 2710

[www.odense.dk](http://www.odense.dk)

[www.civitas.eu](http://www.civitas.eu)