

CIVITAS ELAN

LJUBLJANA • GENT • ZAGREB • BRNO • PORTO



FINAL NEWSLETTER

CIVITAS ELAN



Introduction



Zoran Janković,
Mayor of Ljubljana

I'm happy that with CIVITAS ELAN the project partner cities – Ljubljana, Gent, Zagreb, Brno and Porto – made a giant step towards more sustainable mobility in urban areas. Through concrete improvements and large scale awareness-raising and marketing campaigns and manifold activities to increase the attractiveness of public transport for all, walking, cycling and cleaner fuels, ELAN triggered change in travel behaviour. The project also gave citizens a voice in numerous citizen engagement activities, which was found by all to be enriching. This is one small example of how such projects are contributing to the creation of the new Europe. ELAN helped promising ideas get from the laboratory to the mainstream. Successful pilots, strategies and surveys within the project triggered further investments, such as structural funds in Ljubljana, a new CIVITAS project in Brno, and many other European co-funded projects in Zagreb and Gent.

While the journey of innovation and improvement towards sustainable mobility continues for the five ELAN cities I thank everybody who helped make ELAN the success it was, acknowledging that the most hard-earned results are not always the most visible ones!

Zoran Janković,
Mayor of Ljubljana



SUCCESSFUL MEASURES

Increased energy-efficiency

BRNO: In Brno 280 trams and 140 trolley buses were equipped with a system for optimisation of energy consumption. This improvement, which cost 60,000 €, brings annual savings of 65,000 €! The system obtained certification from Czech Railway Authority, so all public transport operators can use it.

GENT: As the car fleet of the city administration was out of date, 45 cars (18%) were removed from it. To compensate the removed cars, the employees can use the car sharing system cambio, which is now available for all city administration employees. Future purchases in the city fleet will often be electric cars and hybrid trucks. Also, 54 employees took eco-driving lessons, which reduced the use of fuel by 7%.



GENT

Cleaning up vehicle fleets

LJUBLJANA: In 2009 Ljubljana made a step towards a greener public administration fleet by replacing old cars with six rented hybrid cars and by purchasing 50 company bicycles to be used by the city administration and city traffic wardens. This has contributed to the decrease of business trips by (regular) car, resulting in lower fuel costs, less noise and better air quality.

ZAGREB: In Zagreb, 70 new energy efficient and less noisy low-trams were introduced. The trams were produced by a Croatian Consortium. Also, the public transport fleet was made more environmental-friendly with 100 bio-diesel and 60 CNG buses.



ZAGREB

LJUBLJANA: Ljubljana started using one of the latest and cleanest technologies available and became the first Slovene city that offers 20 new CNG and 5 hybrid buses in public transport, along with its first CNG filling station.

GENT: In Gent, the outdated trolley line was replaced with 20 hybrid buses, which brought very positive results. All these new vehicles follow modern ecological standards and provide more comfort, better access and greater safety for all passengers.

Managing public space and access

GENT: A new parking system around the main station limited the maximum time of parking to 5 hours, whereas before people could park in this area for a whole day. With this measure the parking pressure on street decreased by 11%, this is caused by the fact that parking is allowed for half a day. Commuters can park their car inside the new parking building. Also, a new vision on parking management was designed, focusing mainly on neighbourhood parking's, shared parking places in new housing projects, car sharing and more parking space for bicycles in neighbourhoods.

LJUBLJANA: Over the past five years pedestrian areas in Ljubljana's city centre were increased from 5 to 30 streets. Along with new pedestrian zones, one-way streets, reduced speed zones and new parking areas for



LJUBLJANA

residents were designated. The city established an ecological zone in the wider city centre area, closed to all motorised traffic. It now covers more than 30 city streets (79,671 m²) and will be further expanded every year. Citizens and visitors agree that this improved the general image of the city and contributes to better life quality.

Making walking and cycling more attractive

GENT: Gent's cycle street was the first 'cycle street' in Belgium. It was installed as a pilot project and successfully increased the number of cyclists by 36%. Afterwards, in February 2013, new national cycling-friendly legislation was implemented. As the citizens showed a lot of interest for renting the bicycle bins, the city decided to order 20 additional ones. The walking map on which distances are marked in walking minutes not in kilometres is also a big success. It is used to show that people often don't walk somewhere due a psychological barrier, rather than because of the actual distance.

GENT: For Gent the online tools include the bike route planner, the cycling website, together with monthly newsletter and a Facebook fan page. On average 2000 routes are calculated monthly and the website attracts ± 5000 visitors per month.



GENT

LJUBLJANA: Ljubljana developed an interactive cycling map on Geopedia, which is regularly updated with information on bicycle infrastructure, the public bike sharing system BicikeLJ, bicycle racks, services and potentially dangerous spots. As a part of the comprehensive cycling strategy the citizens are also invited to contribute to the improvement, upgrade and actualisation of the published online information.

Developing integrated and specific safety/security strategies and improving safety in public transport

GENT: Through educational games and a close contact between bus drivers and youngsters it was possible to increase the mutual respect between the two parties. The costs for this programme are rather low, since old buses are used and turned into 'school Trammelant buses'.

ZAGREB: For seniors it is very important to be able to organize their lives independently and to participate safely in urban transport. A series of workshops with in total more than 500 senior citizens was held on safer use of public transport and on new systems and serv-



ZAGREB

ices. Training with 160 public transport drivers was carried out to raise their awareness on the needs of older passengers. A brochure with tips on how to use public transport safely was published and 8.000 copies were distributed. A short film called "Alojz and Vlatka" was also produced.

Enhancing traveller information and ticketing

BRNO: 159 ticket vending machines were equipped with a diagnostic system, which automatically detects malfunction. Time needed for the repair of defect ticket vending machines was therefore shortened by 15 hours.

PORTO: The innovative tool Information for Mobility Support helps people to select the best combination of transportation from their place of departure to their destination in real time. This system consists of two different products: InfoBoard (LCDs displays) and mobile application "MOVE-ME". The latter is especially popular among citizens - 21% of interviewed users said that since MOVE ME is available they use their private cars less.



BRNO



PORTO

POLICY RECOMMENDATIONS



Political support and integration

Political support was the key success factor with regard to measure implementation. The lack of such support in some cases made it more difficult to take necessary decisions, to reach consensus between stakeholders, and to ensure financial resources.

Regarding sustainable transport, decision makers (i.e. senior staff and politicians) have to demonstrate that this is a priority for them. To achieve this, the inclusion of the decision makers into the project was particularly helpful. Also national and international legislation which requires that certain targets have to be met ensures such prioritisation of these issues.

Innovative demonstration projects can help forming new national standards, as was the case of the cycle street in Gent, which was later included in the national cycling legislation.



Stakeholder and citizen engagement

When designing a mobility measure it is on the one hand important to determine all key actors already in the planning phase and to involve them as early as possible. An example is the cooperation between different public transport operators for the provision of travel information, e.g. the Mobile Information System in Porto.

On the other hand it is also essential to involve those who will be affected by the measure or will be its final users – the citizens. They proved to be a valuable source of knowledge. Therefore, including their opinion in the design of the measures can lead to a more useful measure and to greater acceptance.

The CIVITAS ELAN project provided many good examples, like the involvement of impaired people for the design of public transport services in Brno and Ljubljana; asking citizens' opinion on the location of car sharing points in Gent; the establishment of the Cycling Platform of Ljubljana and the introduction of the 'mobility dialogue' with citizens in neighbourhoods along the demonstration corridor.



Comprehensive approach

To make an efficient step toward sustainable urban mobility a wide range of measures has to be implemented, dealing at the same time with transport organisations and the citizens' travel behaviour. This CIVITAS message has now been confirmed through the experiences of the participating cities.

Evaluation has shown that new vehicle technologies can lead to significant improvements, but as they are still in developing stages it is not recommended to focus on a single fuel type. These technological improvements need to be combined with promoting other sustainable transport modes like cycling and public transport to reduce traffic.

The set of measures, suitable for a city, depends on its cultural, social and economic context. This needs to be kept in mind when assessing the transferability of the measures.

Financial support

Due to subsidy programmes for innovative measures, like CIVITAS, various experimental approaches were carried out and tested that otherwise might not have had the required resources. This especially applies for the recent difficult economic times, in which public finances were (and mostly still are) restricted.

Therefore the implementation of some measures was endangered even during the project. This was true particularly for large (intermodal) developments, such as in Zagreb and Porto. And now, after the project, also smaller scale measures are at risk of being discontinued because of the lack of funding, e.g. the mobility shops and innovative transport services (the DRT service in Porto).

In this respect, it is recommended that investments in sustainable mobility are selected on a rational basis.

Evaluation

A profound and well-balanced evaluation of the initiative's effectiveness is essential to steer the mobility policy and to optimise the solutions. It helps to identify which measures are performing well and which are not, and also, how to improve those less successful ones. This is very important for deciding on future investments to achieve success in the long term.

As the starting point of the various sites was very different in terms of sustainable transport, a good general set of data describing the key mobility indicators in the city is important to monitor the city's progress. Such a database would also make the evaluation of specific measures much easier and would allow the understanding of specific results in the correct context.

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