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## CIVITAS MIMOSA NEWSLETTER – February 2011

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## **Message from *MIMOSA* Project Co-ordinator, Mr Andrea Arcelli, Bologna**

With the 2<sup>nd</sup> year of CIVITAS MIMOSA now over, most of the project's measures are entering their most challenging phase: the demonstration phase. The 5 MIMOSA cities' completion of the initial RTD phase, in all but a few measures, forms the basis for deployment of technologies and mobility approaches.

2010 has seen more than its fair share of serious obstacles. The economic world crisis has had a serious impact on MIMOSA city budgets. In most cases, partners have had to carefully re-plan their finances to facilitate their co-funding of the project. Also, several tender processes, planned by the consortium during the 2<sup>nd</sup> year suffered serious delays.

On top of the economic troubles, some partner cities experienced elections. Changes in political leadership always pose a potential danger for ambitious projects like CIVITAS projects. Politicians have a huge influence over mobility policies and this has an immediate knock-on effect for citizens. In MIMOSA, the team were fortunate. The newly elected politicians immediately recognised the good work done to date within the project and confirmed their commitment to MIMOSA. In Bologna's case, the situation appeared even more serious, when in January 2010 the Mayor del Bono resigned. Fortunately, the new administrators recognised the great importance of the MIMOSA project, granting full support to the city's team and guaranteeing its smooth execution.

On the upside, MIMOSA had plenty to celebrate at the 2010 CIVITAS Forum in Malmo. Bologna won the Technology Award for its innovative use of new technologies applied to mobility while the city of Funchal was chosen as the host city for the 2011 CIVITAS Forum. With 2 years to go, the CIVITAS MIMOSA project is now entering its most complex but potentially rewarding phase. The initial group of people which met in Funchal at the kick off meeting in 2008 have now formed a real consortium that is even more committed to achieving the best from this project.

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## **POLITICAL NEWS**

### ***City of Utrecht Gets Political & Financial Go-Ahead for Freight & Clean Traffic Action Plans***

On February 3<sup>rd</sup>, the Utrecht City Council voted unanimously for the Freight Traffic Action Plan 2010-2015 and voted with a large majority for the Clean Traffic Action Plan 2010-2014.

Dissent for the Clean Traffic Plan came from the Liberal Democrats, arguing that the construction of electric vehicle charging stations should be left to market forces and not the Council. However, the measure received a large majority support from all the other political parties ensuring its approval.

With 8 million euros made available by the Council to realise the initiative, the 2 traffic related Action Plans give Utrecht a concrete roadmap to stimulate clean and sustainable transport in the coming years. Electric vehicles, various innovations and increased efficiency in freight transport are amongst the focal points.

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## **TECHNICAL NEWS**

### ***Utrecht Tests Solutions for Urban Perishable Food Freight Distribution***

Perishable food produce has always been considered a "cumbersome" category within freight distribution. Keen to solve this problem, Utrecht, a frontrunner in the field of clean freight logistics, is researching 2 innovative solutions within the CIVITAS MIMOSA programme: Cross Docking and the Web Portal System.

Fresh food distribution is not suitable for bundling concepts of the 'traditional' urban distribution centre. Reasons include: strict demands on hygiene, special conditions for stocking and forwarding as well as delivery time windows not matching up with restaurant opening hours. As a result, fresh produce transporters along with catering businesses are encountering delivery problems and high costs.

According to the research carried out in Utrecht, 2 solutions of *Cross Docking* and a *Web Portal System* have been identified as having the potential to improve the efficiency and sustainability of fresh and perishable food product transportation into the city centre.

In the case of cross-docking, large transporters carry smaller transporters' and suppliers' cargo using existing infrastructure and vehicles. With this concept, the small supplier is still in direct contact with their customer and there is no competition from other products. However, the large transporters usually charge a distribution fee and there can be additional legal and financial commitments. Trust between participants is an important precondition.

The web portal system concept is aimed mainly at small and middle-sized suppliers, a group that is capable of high energy efficiency improvements. A new online selling system would be provided by an independent transporter. Catering businesses can find food-products from various suppliers on the web portal and order them through there. Freight will be collected from the various suppliers at one central location at the edge of the city and then brought to the catering business in one delivery. This way, a wider audience can be reached and technical solutions will be possible to still keep supplier-customer contact.

Under the CIVITAS MIMOSA framework, Utrecht will set up a pilot project based on one of these two concepts. At this point in time, the cross-docking system is the preferable option. Customers will be asked to order their goods which will be delivered to a large supplier instead of their own address.

Utrecht City Council will provide financial support for a 3 week duration whilst the system is being evaluated allowing target groups the chance to experience a different way of distribution. If these experiences are positive, a follow-up can be the set up of structural cross-docking and/or the web portal system. Stakeholder liaison and support between all actors is crucial to now make this innovative initiative a success.

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## PROJECT NEWS

### **2<sup>nd</sup> MIMOSA Integration Workshop .... A Timely Opportunity for Results!**

January 2011 saw the 2<sup>nd</sup> MIMOSA integration work shop take place in Dublin. With over 30 participants, the integration meeting was well attended by representatives from each city and partner organisation. Aimed at Workpackage (WP) Leaders and Measure Leaders, the focus was on improving integration and co-operation within and across the cities and the workpackages.

As the recent progress review had shown the need for more sharing of information as well as more detail on measures and deliverables, the workshop proved a timely opportunity in providing the framework for this to happen.

Day 1 of the workshop took the format of round table (World Cafe style) discussions, each focusing on a particular workpackage. Individuals travelled from one table to another according to their interest or involvement in the topics. These discussions were led by the WP leaders who used the opportunity to find out more detail about the various city measures within their workpackage, identifying synergies, asking questions and learning from the measure leaders.

Day 2 focused on the horizontal workpackages with a special emphasis on Evaluation, making everyone aware of what is happening in evaluation. Everyone reviewed a Measure Results Template and gave feedback to the relevant Local Evaluation Manager. This proved very informative, demonstrating the depth of information that is available, and identifying gaps where more detail is needed. A clear definition was given of the Local Evaluation Manager's role, tasks and duties. This is crucial in fostering integration. The session should also strengthen the knowledge exchange at measure level, enable people to learn more about others evaluation approaches on similar measures and get feedback from peers on their own evaluation activities.

Another main feature of the workshop was the introduction of Shareflow, an online sharing mechanism. Shareflow will enable Workpackage Leaders to continue efficiently communicating with Measure Leaders throughout the 5 cities. Users can upload and share files as well as discuss relevant issues. Workpackage Leaders have now set up information 'flows' and over the coming weeks will invite relevant participants to join.

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## **MIMOSA 5<sup>th</sup> Consortium Meeting – Tallinn June 14<sup>th</sup> - 17<sup>th</sup>**

The 5<sup>th</sup> MIMOSA Consortium meeting will take place in Tallinn from Tuesday 14<sup>th</sup> till Friday 17<sup>th</sup> of June 2011. We hope to see many of our MIMOSA partners there, including measure leaders and politicians. The meeting will take the following format:

**14<sup>th</sup> Tuesday** afternoon: Informal meeting with Site and WP leaders

**15<sup>th</sup> Wednesday:** Parallel groups (1 full day);

**16<sup>th</sup> Thursday:** Consortium meeting and brief afternoon session with politicians

**17<sup>th</sup> Friday:** Political morning session, official signature of the statement and technical workshop on public transport.

If you have any queries on the workshop, please contact Anu Leisner at [anu.leisner@tallinnlv.ee](mailto:anu.leisner@tallinnlv.ee)

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## **MIMOSA CITY NEWS**

### **FUNCHAL MIMOSA CITY NEWS**

#### **Funchal Gears Up for Large-scale Communication Campaign to Boost New Park & Ride**

The city of Funchal is currently facing a major dilemma. Tackling the growing number of commuters that daily enter the city centre with private transport (estimated to be over 47 thousands vehicles) whilst nurturing the skeptical citizen's involvement in new mobility schemes. Never one to shy away from a challenge, the City of Funchal has been busy preparing a 4 week communications campaign, starting on February 14<sup>th</sup>, for the new Park & Ride due to open on March 1<sup>st</sup>.

The Mobi Parque scheme, will comprise of 4 parking facilities, with rates from 40€ to 55€ per month according to services offered. To launch the campaign, a 50% discount will be offered in the first month to attract and secure take-up of the service.

Once the campaign is underway, 15.000 flyers will be distributed inside the main regional newspapers along with a flyer drop to citizen's homes living on the outskirts of Funchal. To boost and maintain service acceptance, a tailored video is to broadcast on primetime regional TV for several days. Targeted advertised messages on 25 buses throughout Funchal will point out financial savings for families incurred by using the Mobi Parque as opposed to parking their car in the city centre.

CIVITAS MIMOSA knowledge transfer has been alive and kicking with Funchal emulating one of Utrecht's successful P&R launch strategies: promoting and advertising the service near the main highway exits during morning rush hour.

Strategies listed above are just a snapshot of the overall communication strategy prepared to better communicate what the P&R offers in terms of quality, value and accessibility as well as push people to sign up to the service. Creating word of mouth on P&R and sustainable mobility will bring Funchal one step closer to becoming a friendlier and more sustainable city.

## **GPS Helps Funchal Finds It's Way**

Targeted at both residents and tourists, Madeira Tecnopolo (Funchal) under the CIVITAS MIMOSA framework, is currently implementing the pilot phase of an information and orientation mobility service using localisation/geo-tagging and GPS (Global Positioning System).

Users will be able to follow specially devised routes (e.g. museums, monuments, children's interests) whilst reading, listening to and watching information either via a handset device or through their own smartphones. Information on points of interest will be activated by geo-tagging /GPS once users have geographically reached a certain perimeter of the targeted location.

### **Main Functionalities (FrontOffice)**

An "electronic guide" follows predefined routes and points of interest in a sequential mode releasing text and multimedia information when the user reaches certain tagged points via GPS.

Users will be able to:

1. Select a specific circuit or thematic route.
2. Obtain specific audio and visual information on a point of interest once located within a certain radius of the POI.
3. Design and show their personal walks, with the help of a tool accessible via Web.

As mentioned previously, this service is currently in the test phase and is not yet available for the end-users as of the date of this article (February 2011).

### **The supporting platform (BackOffice)**

The service is based on an established "touristic" platform known as Isnova, recently updated to support GIS (Geographic Information Systems) and other key services. Isnova, stemming from a previous EU project, now offers increased resources, attractions and activities in Portuguese, English including the option of adding other languages. The system will also support new content and media produced by end users – this way people can design their own routes.

## **Public–Commercial Partnership Comes Together with City Bike Rental**

Known as the bike capital of Poland, Gdansk is always looking at new ways to develop bike mobility. This year, City Bike Hire will finally appear for the first time in Gdansk. The idea of city rentals may not be new elsewhere, but in Poland only Krakow has a pilot scheme of just over 200 bikes and 10 stations.

With the help of private investment combined with support from CIVITAS MIMOSA, the TriCityBike locally known as the TRM (Trójmiejski RoweR Miejski), will arrive in the cities of Gdansk and Sopot mid 2011. The first phase will see 1200 bicycles (1000 for Gdansk, 200 for Sopot) and 60 docking stations (50/10 respectively). There will also be further capacity for an estimated at 3000–4000 bikes for Gdansk alone. The TriCityBike will operate in a similar format to other international city bike rental docking systems and payments of seasonal ticketing cards OR credit cards.

Specifically designed for Gdansk, representatives for TriCityBike claim, that bikes will be constructed with unique parts that do not fit on other regular bikes. Design features include a cardan shaft instead of a regular chain.

Currently, the City of Gdansk is running a "Paint TriCity Bike" competition open to everyone. Until the end of February 2011, residents of Gdansk can come up with their very own version of a TRM bike. The best vision (if good enough) will be used as the official colour for all 1200 bikes!

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## **GDANSK MIMOSA CITY NEWS**

### ***Quality 1st, Promotion 2nd: Citizen Survey Feedback Changes Marketing Strategy***

Like many City Transport Councils around Europe, Gdansk is committed to promotional activities that encourage people to use public transport. Determined to avoid expensive and empty promotional campaigns that anger the public, Gdansk, with support from the CIVITAS MIMOSA team, carried out a survey to find out the real problems facing people on public transport as opposed to the perceived problems by the PT operators and Council.

With responses from over 1200 web users, most of whom use PT daily, the CIVITAS MIMOSA team in Gdansk analysed the data which produced interesting results. Given CIVITAS MIMOSA Gdansk's plans to encourage tram use, the team were particularly interested in the public's view on the trams. The online surveys carried questions such as: what is wrong with Trams? What has to be done to improve it? How Mimosa can contribute to it?

Information showed that further work needed to be done to improve the quality of services offered for any credible promotional activities to have the desired effect. Survey conclusions and evidence were sent to PT management (ZTM), PT operator (ZKM) and other potential parties of interest. The decision was taken to delay tram promotional activities until key tram quality issues were resolved. .

In December 2010, a Mimosa Evaluation meeting looked at opportunities to further meet user's needs towards PT. Step 1 will be "maximum capacity analysis" to be conducted with PT operator ZTM, providing answers on specific changes needed to make trams less overcrowded and more "user friendly". Due to unforeseen track works in the city, this survey will take place in autumn 2011. Results will be then be analysed, quality improvements made and new timetables introduced accordingly. Only then, will a campaign go out to promote the service.

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## **TALLINN MIMOSA CITY NEWS**

### ***Tallinn's Largest PT Company Launches Ambitious Eco-driver Behavioural Change Initiative***

Making a direct impact on bus driving behaviour has become a key feature of the CIVITAS MIMOSA programme in Tallinn. Over the last 2 years, the Tallinn Bus Company has renewed its total bus fleet of 335 with about 100 new buses. However, most drivers have yet to adapt their driving style according to the capabilities of the new engine technology. Technology alone cannot deliver. Personnel need specific training. Efficient bus driving behaviour can directly reduce fuel consumption, maintenance costs, pollution control as well as increase quality of PT service, traffic safety.

As part of the MIMOSA measure, Public Transport Operator TAK has equipped 10 buses with devices, which continuously monitor driver's performance and analyse data from various sensors on the vehicle. The sensors measure hard acceleration, hard braking, high curve speed on pavement, fuel consumption and speed over the vehicle's limit. Furthermore, the status of the vehicle and all event symbols are also shown on the map and it is also possible to monitor a selected driver in real-time via GPS in the office.

The Eco-driving training, devised by the Scania Driver Training Program is carried out during regular route service which can provide a challenging but important way to train bus drivers. Initial reports, concluded after some months of training, already show that the investment in eco-driving is paying off. Eco-driving is easy to learn and most interestingly, bus drivers are eager to improve their driving style after seeing their results and development after such a short time and comparing those with their colleagues.

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**TALLINN MIMOSA CITY NEWS****Accessible Port Freight Mobility Information Makes Life Easier for Tallinn**

Under the CIVITAS MIMOSA programme, Tallinn City Council and Tallinn University of Technology have teamed up with Port Authorities to improve freight traffic flows around the old port area in Tallinn with a mixture of old and new: Basic Clear Signage and GPS Technology.

Due to its location as freight gateway to Finland and Scandinavia, Tallinn, the capital of Estonia with a population of over 400,000, has the same transportation problems as a city of one million inhabitants. With freight transportation being such a large part of Tallinn's make-up combined with the limited capability of Tallinn's port roads for heavy transport, Tallinn's port area is a major bottleneck. To add to the chaos, port traffic signs have traditionally been installed in line with the needs of building work. Conflicting signs frequently cause freight to take the wrong route resulting in congestion, environmental pollution and threats to road safety in the port area and the adjacent areas of the Old Town and city centre.

Tallinn University of Technology carried out preliminary studies and surveys to streamline freight transport to and from the port area, defining portals, consoles and direction signage taking into account traffic corridor risks. Between May and December 2010, 42 planned traffic signs have been deployed.

Additionally, a GPS oriented navigation system has been installed. Truck drivers will now get adequate information about available truck routes on ferries (in the reception, buffets, etc). Instructions on how to download "Navi" map will be shown on notice boards and on leaflets. The map gives advice on choosing the right route from/to the harbour and is updated regularly to deal with special situations such as road construction, temporary restrictions, etc.

Accessible Freight Mobility Information facilitated by CIVITAS MIMOSA is working to improve smooth freight in Tallinn benefiting rather than hindering the mobility of local people who use the same roads for their everyday trips.

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**UTRECHT MIMOSA CITY NEWS****One Brand, One Budget, One Goal Keeps Utrecht Accessible**

Joined-Up Thinking on Mobility Information, Infrastructure and Budget forms the basis of Accessible Utrecht. Three infrastructural authorities, several public transport operators and the Utrecht Trade & Industry have come together to formulate a cohesive and integrated strategy on mobility communications and infrastructure. The Accessible Utrecht memorandum signed by the members outlines a defined set of monetary and work obligations including implementation, evaluation and mutual communication.

Measures include one centralised and consistent source of communication to citizens about traffic delays, road constructions and mobility measures. Another measure is the Public Transport Pass(s) for employees – the Utrecht Accessible Pass - with access to regional public transport, to public bicycles (for business and private use), to some rail routes and to Park & Ride.

As evaluation forms an integral part of Accessible Utrecht, a recent survey was carried out to test whether or not initiative is proving useful to citizens as to look at ways of improving it. Recent surveys among card holders show the following results.

**Public Transport Pass**

- Over 20,000 passes sold
- 400 employers in Utrecht area
- 80 % of pass holders use the PT pass
- 40 % former car users
- 25 % former bicycle users
- 35 % former public transport users
- 3,200 fewer cars during rush hours

On the question "what will you do when the Utrecht Accessible Pass will end", 17% stated they would return to use their cars again.

### **Communication Channels**

- (Mobile) website: 170.000 visitors a year
- News alerts: 25.000 subscribers
- Among the subscribers are 400 companies who forward the alerts to their Personnel
- Radio commercials with music logos
- Weekly adverts
- Twitter account
- Web video journal

### **Centralised System of Communication on Traffic Delays:**

- 71% has heard about the Utrecht Centralised System
- 75% recognition of Detour signs
- 47% recognition of Electronic signs above the highways
- 30% recognition of weekly adverts in the local newspapers on road works
- The satisfaction level is 6 out of 10 on communication about the road works
- 25% say they understand the information and they get enough information.

Moving forward, the Utrecht Accessible Team is now looking at building on the service by integrating future information channels. Plans are underway for mobile real-time applications allowing immediate alerts as well as improving in-car navigation systems which take into account road construction works.

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### **UTRECHT MIMOSA CITY NEWS**

#### **Rewarding Motorists Who Avoid Rush Hour**

Extensive infrastructural changes are set to be implemented in the western part of Utrecht in the coming years. As a result, road capacity will drop temporarily on some of the most important entry routes. To safeguard access during the construction works, it is estimated that 2000 to 4000 cars will have to avoid the morning peak hour.

Utrecht will take a variety of measures to aid this process, many of which come under the CIVITAS MIMOSA programme. One such innovative measure is Reverse Road Pricing. This involves motorists receiving a cash bonus if they avoid rush hours instead of being charged for using the roads during rush hour as is the case in various European cities.

Participants were selected via license plate camera registration. Motorists seen 3 times in 2 weeks on Utrecht's A2 highway received an invitation to participate in the project. Over the course of 13 weeks, participants earned 4 euros for every weekday they avoided the A2 highway during morning rush hour. Road cameras were on hand to keep track of cars.

Results from the 1<sup>st</sup> phase show that 4025 motorists earned an average amount of 55 Euro bringing the total cost of the Accessible Utrecht project to 220.000 euros. Traffic counts showed a decrease of approximately 750 cars on the highways around Utrecht. Once a full evaluation study is finalised, a decision will be taken on whether or not to repeat the measure.

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### **UTRECHT MIMOSA CITY NEWS**

#### **Where Can I Leave My Bicycle? Utrecht Looks to Locals for a Solution!**

Utrecht suffers from an unusual problem. The extensive amount of dedicated bike parking spots already provided by the Council does not satisfy the demand. This has become a real headache for many in the historical city centre causing overcrowding of pedestrian areas with parked bikes and increased time for bicycle users to find a parking spot. Intent on solving the problem, the city council turned to local citizens to come up with a creative solution.

Ideas from the public included parking basements under big squares in the city centre, parking integrated with park benches, combined parking for cars and bicycles, roof bicycle parking, a Ferris wheel for parking bikes and many more.

Of the 190 innovative ideas put forward, the Council chose a Behavioural Change solution as a cost effective and efficient way for Utrecht in the long-term



- Clear Information on Utrecht's Bike Parking Rules
- Enforcement of regulations by the Council
- Separate Signage for short-term and long-term parking

Having conducted phase 1 of research, the Council has now embarked on an information campaign, clearly defining the rules to bicycle owners. Specific improvements to short-term parking will require further testing and development regarding rules, parking infrastructure and related maintenance services to ensure they can be applied properly.

As with all behaviour change measures, this new parking solution will take time to implement but when it is, it is hoped that the results will stand Utrecht in a good place for the long-term. Other activities concluded by the City of Utrecht in 2010 include the completion of a guarded bicycle parking facility of 2691 places at the Smakkelaarsveld and a similar facility of 150 places at the Lange Koestraat.

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## **BOLOGNA MIMOSA CITY NEWS**

### ***Making Connections Between Sustainable Energy, Mobility, Environment & Climate***

On 3 December 2010, under the Regional Energy Plan framework, the regional council for Emilia Romagna hosted a meeting “**Energy and Sustainability: Environment, Climate and Mobility**” in Bologna. Dedicated to making connections between sustainable mobility, energy and environmental protection, the meeting attended by more than 100 people, provided an opportunity to explore the role of sustainable mobility in combating air pollution and climate change.

Situated deep within the Po valley, the Emilia-Romagna region suffers from a very high degree of air pollution. Enhancing electromobility forms a key part of the PRIT 2010-2020, a regional transport tool put forward by the Emilia Romagna region.

Speaking at the meeting, Director General of Mobility and Transport Infrastructure Department in Emilia-Romagna, Paolo Ferrecchi illustrated the new regional integrated LTP fare system STIMER, due to be completed by 2013 in the entire Emilia-Romagna territory.

Under the STIMER and MIMOSA framework, the annual integrated bus and train season ticket ‘MI MUOVO’ will eventually become an all encompassing mobility card, linking up train, bus LPT, bike sharing, car sharing, car pooling, taxi, park and ride parking areas and electric recharge device services.

Head of Emilia-Romagna Regional Urban Mobility and LPT (buses), Fabio Formentin spoke of working with co-funded European projects, CIVITAS MIMOSA, LIFE-plus – MHYBUS, POWER – ITACA focusing on 3 specific mobility measures: *GIM on Mobility/ITS, MI MUOVO-Bike & Ecodrive*.

As Regional Councillor for Mobility and Transport in Emilia Romagna, Alfredo Peri spoke of the important role of political support for electromobility. The result: a high diffusion of electric vehicles. Emilia Romagna now boasts 200 of the 400 electric vehicles circulating Italy.

All presentations are downloadable from

[http://www.regione.emilia-romagna.it/wcm/energia/pagine/seminari\\_piano\\_attuativo/01\\_presentazione/Documentazione/3\\_dicembre.htm](http://www.regione.emilia-romagna.it/wcm/energia/pagine/seminari_piano_attuativo/01_presentazione/Documentazione/3_dicembre.htm)

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## **Positive Results on University Semi-Pedestrian Zone Signal Green Light for Further Work**

As part of the CIVITAS MIMOSA framework The Municipality of Bologna have finished the 2<sup>nd</sup> phase of a semi-pedestrian area around the University to reduce pollution and use of motorised vehicles and in turn promote public transport, bicycle and pedestrian traffic.

Implemented before MIMOSA and limited to only a few streets, a pilot phase covering a small area was designed to test, measure and evaluate the opportunity to extend for other areas. The area now covers 50 hectares, which is most of the University Area. With few exceptions (e.g.: residents within the area), vehicles access is forbidden every day (h. 0-24) both for cars and motorcycles. Access control and enforcement in the restricted area is provided by ITS systems based on two cameras that automatically fine transgressors.

Actions put into practice included:

- Modification of traffic schemes in the area;
- Placement of two enforcement cameras assigned to control vehicle access;
- Implementation of the software to regulate enforcement;
- Municipality police presence during 1<sup>st</sup> phase of implementation
- A large-scale communication campaign to inform citizens of measure
- continued procedure improvement taking into account citizens and stakeholders requirements
- Smart card recognition system to pass through the electronic pillars

After a little more than a year, published results showed an excellent performance in terms of improved environmental, social and economic quality levels in the area.

- 70% decrease in cars entering the area compared to the previous period freeing the area from traffic chaos and restoring their original residential and social function.
- Number of fines connected to the unauthorized access has decreased during the last 9 months, showing public awareness of regulation.
- Decrease in cars has helped residents find parking spaces easily and closer to where they live.
- Polluting emission and the benzene concentration has decreased. The trend shows that pedestrian areas or very limited traffic zones usually register a low level of air pollution.
- People using public transport every day has increased. The Municipality of Bologna registered 25% more passengers taking the shuttle bus in the University area.
- To further assist passengers, the line has been improved with three new stops and with a prolonged timetable including night time.
- Local citizens now also have more choice when it comes to using bikes as opposed to private vehicles. The city has installed 24 new bikes to be hired in the area.
- Finally, with the reduction in cars come new commercial opportunities. A number of open air pubs have begun to appear in the pedestrianised zone encouraged by the increased footfall.

Given the measure's success, further studies are underway to investigate other opportunities and problems that were ignored in the pilot phase. Preliminary results show that the semi-pedestrian area could be further extended with the simple installation of 3 new cameras controlling vehicles' access. If these results continue for the foreseeable future, it is possible that the semi-pedestrian area will be further extended within the next 2 years – the timeline of MIMOSA.