



May 2008

Dear Reader,



Welcome to the latest edition of the CIVITAS SMILE newsletter! As usual we have lots of news about the implementation of the measures in the cities and the benefits that citizens of our cities are feeling. In addition, as the project enters its last year the emphasis is on the final delivery of the measures and the evaluation of the results. In this issue we get an early view of some of the first results as they come through from the evaluation team.

As you'll be aware, a key aim of the CIVITAS initiative is to transfer skills and knowledge between the lead and follower cities in each project. The project teams in the cities of Potenza, Suceava and Tallinn have learned a lot from working closely with their counterparts in Norwich and Malmö during the course of the project. On page 4 of the newsletter you can read about the experiences of the follow cities in our 'Follower City Focus' section. This focus will also be one theme that will be covered at the forthcoming consortium meeting in Tallinn on 9-11 June 2008.

In terms of getting the message across to a wider audience across Europe, CIVITAS SMILE continues to fare well in the number of news items appearing on the CIVITAS website (note the new web address: [www.civitas.eu](http://www.civitas.eu)). We've also had some good coverage in the local and national media in each country. In addition we're looking forward to presenting the project results at a final conference in January 2009, the details of which are being finalised as we go to press.



**Chris Humphrey**  
Project Dissemination Manager

## HELLO AND THANK YOU!

Hello Nicola Tamma - Nicola joins the Potenza team as Local Evaluation Manager at this very important stage of the Project. Evaluation is an important task for each Measure and Nicola took the opportunity to engage in the evaluation process process following the Project Management Board meeting in Norwich..

Thank You David - We say goodbye at the end of June to David Sprunt, Site Manager for Norwich. David's capabilities in management, technical and interpersonal skills has enhanced the progress of the seventeen Measures in Norwich . His new role is the Principal Transportation Co-ordinator for the west area of Essex ,which includes Stansted Airport. We wish him success in his new challenges and will be looking forward to sustainable transport systems being implemented at Stansted as a consequence of his association with CIVITAS..... Chris Mitchell will undertake the Site Manager role in Norwich for the residual period of the Project as well as his existing position as Co-ordinator for Dissemination ,Exploitation and Training.

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## MESSAGE FROM THE PROJECT LEADER

We now enter into one of the most critical stages of the project. When the next newsletter is published, all measures should be evaluated, at least in a draft version. It will demand both our dedication and expertise to present all results in such a short time.

All measures in the CIVITAS SMILE project will individually benefit the sustainable transport system where they are implemented, but from my perspective the most interesting aspect will be to see the systematic effect they have had together. I do believe the project has taken us one step further on our journey towards a sustainable urban transport system.

Having come this far into the project it is also pleasing that we can see the effect it has had on the follower cities, Potenza, Tallinn and Suceava. It is rewarding to think that we can show the path to a more sustainable transport system in all kinds of European cities. The Consortium Meeting in Tallinn will focus on these very issues and I sincerely hope the positive atmosphere will live on in our CIVITAS commitment well beyond the timescale of this project.

Jesper König

## The Initiative for cleaner and better transport in cities CiViTAS – A European approach

**CiViTAS** - cleaner and better transport in cities - stands for **C**ity–**V**ITALITY–**S**ustainability. With the CiViTAS Initiative, the European Commission aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference to the welfare of European citizens.

The Initiative supports 8 projects involving 36 cities. In addition, more than 80 other cities are members of the CiViTAS Forum that provides a platform for the exchange of best practice, ideas and experiences. Find more information on the CiViTAS Initiative and on all projects at <http://www.CiViTAS-initiative.eu>

The CiViTAS objectives are:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures;
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures;
- to build up critical mass and markets for innovation.

## Sustainable urban transport for the Europe of tomorrow SMILE – Bringing CiViTAS onto the road

**CiViTAS SMILE provides the strategy to combine a set of measures to develop an intelligent, sustainable and intermodal city transport system, making it possible to live an active life independently of private car use and ownership.**

The project addresses these issues by promoting bio-fuels, clean vehicles and intelligent travel from door to door in order to improve urban air quality, safety and security and increase the quality of life and health of all citizens, irrespective of social status or gender. The cities will work together to demonstrate and evaluate what is required to ensure the rapid deployment and take-off of clean urban transport systems in cities in the EU.

The objectives of CiViTAS SMILE are to improve urban air quality, create a sustainable, safe and flexible traffic system that improves the quality of life in two leading cities, Malmö (Sweden) and Norwich (UK), and in three follower sites, Tallinn (Estonia), Suceava (Romania) and Potenza (Italy). It will reverse the current trend of increased use and ownership of cars by promoting sustainable alternatives and stimulating efficient and clean city distribution of goods. CiViTAS SMILE brings together 29 partners in total who will implement 51 demonstration measures, which will reduce damaging emissions from city traffic. In the long run it aims to create a modal shift towards public transport, cycling and car-sharing.

The measures are divided into 8 work packages following the policies of the CiViTAS programme. The measures in CiViTAS SMILE are expected to have a significant impact in solving the problems of:

- dependency on fossil fuels
- competitiveness of clean vehicles and alternative fuels
- congestion in urban areas
- deteriorating environmental quality in the cities, i.e. air and noise pollution
- security in the city
- social inclusion and equal opportunities
- road safety
- economic efficiency and competitiveness of the cities
- fall in the modal share of public transport

<http://www.civitas-smile.org>



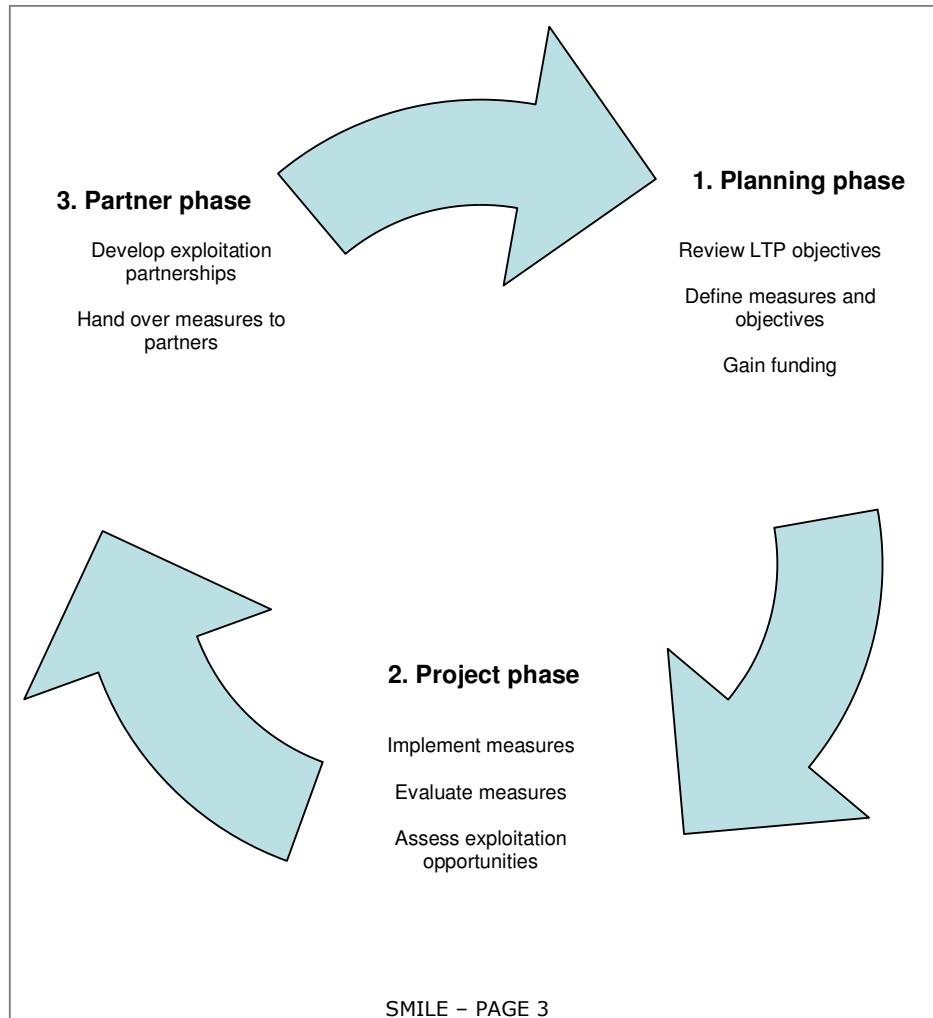
## **PROJECT EXPLOITATION UPDATE MOVING FROM EXPERIMENTAL TO SUSTAINABLE**

Within the CIVITAS initiative the term 'Exploitation' is used to describe how cities can ensure the long-term sustainability of their measure objectives. In other words, by finding ongoing sources of funding for measures, the transport benefits delivered for each city by SMILE can be made truly sustainable. In many cases the cities are already finding partners or budgets to maintain or expand their measures, but the cities may also require assistance with this activity.

Therefore in CIVITAS SMILE the Dissemination Team is assisting the five cities with their exploitation efforts by preparing an action list that can guide their work after the project is over. The action list will be prepared by reviewing the preliminary measure evaluation results in the light of a Market Area Assessment exercise that is being carried out by each city. This review will identify the opportunities for future funding or partnership working.

The results of the review will be incorporated into an Exploitation Plan which will be delivered at the end of the project. Further support and assistance will be provided to the cities by the Dissemination Team during the course of 2008. For example, in April 2008 a meeting was held with the measure leaders in Norwich to discuss the progress with exploitation activities in the city. More information on an exploitation training event, to be held in Tallinn on 10 June 2008, can be found in the article on training in this Newsletter. A diagram of the Exploitation Model that will be introduced at the training event is shown below:

### **The Sustainable Transport Exploitation Model**



## FOLLOWER CITY FOCUS – BENEFITS OF COLLABORATION

Local Dissemination Manager from the cities of Suceava, Romania, Tallinn, Estonia and Potenza, Italy share experiences gained as a follower city within the CIVITAS SMILE project. These experiences may be of interest to other follower cities within the CIVITAS family, and especially for CIVITAS Plus cities.

### Suceava Viewpoint



Entering a partnership within the EU project framework has enabled Suceava to be in contact with people with varying experiences. All the partners, regardless of prior experiences, have benefited from this collaboration.

Suceava was a follower city and benefited from the leader cities experiences. Suceava welcomed the Malmö project team who recognized the support and experience they were able to offer Suceava. We were able to adopt measures that could bring solutions to similar problems that Malmö had encountered in previous years and we learnt about the management and organisation systems set up in Malmö's institutions to overcome these problems.

Completing the implementation of the measures and recording the results made us realise that although the cultural/educational contexts were different, the problems were similar and we could still benefit from Malmö's experiences, By adapting their solutions to our realities, we managed to make improvements.

The collaboration within the impact and process evaluation work package is a significant part of the work, as this is a complex field and the extent to which a measure/project is successful can only be assessed through accurate and comprehensive evaluation.

Being a follower city in CIVITAS SMILE, we understand the obstacles and lack of experience that may prevent other follower cities from getting the maximum out of each activity. The advice we would give to other cities starting out in a follower role within CIVITAS Plus would be to make contact with another city from their country, who began with a similar cultural / educational / psychological / technical background to implement measures to eradicate similar problems. Also, when choosing the team, they should select competitive people with responsibility who are able to distinguish between the best solutions and solutions that are likely to fail.



### Potenza Viewpoint

Potenza joined Norwich and Malmö in the SMILE adventure as a small southern city, inexperienced in participating in European projects. SMILE gave us the opportunity to develop know-how and to obtain tools to be applied to develop new mobility solutions in Potenza city. Meetings, site visits, workshops: precious moments in which we could learn from partners about how to deal with common measures, how to find new solutions, and how to look at the future.

Norwich and Malmö were and continue to be *models* for actions we are implementing within the CIVITAS SMILE project. We have paid particular attention to measures, such as the Norwich Low Emission Zone, even though they are not included in the measures for our city. Following the progress in Malmö and Norwich will give us direction in future years.

Malmö and Norwich have also been *teachers* in the *art* of dissemination and exploitation of project objectives, activities carried out and results achieved. Potenza learnt during CIVITAS SMILE that any important action, involving citizens in any way, needs to be shared with final users. Potenza has now increased its awareness-raising activities and is continuing to stress their key role in its whole approach to improving the mobility system. During SMILE, Potenza has also benefited from the important contributions from Suceava and Tallin; it will use these lessons learnt in future planning actions. When Potenza started the project, the issue of sustainable mobility was not really considered to be one of the most important issues to deal with; however, thanks to the SMILE project, it has become the priority in the development of the new mobility system.

### Tallinn Viewpoint



Many innovative ideas have been developed in the city since Tallinn became part of the CIVITAS family and many new contacts have been made with other European cities and transport related organisations. Implementing the SMILE measures in Tallinn has improved our skills and knowledge of European projects and motivated us to prepare a project proposal for the CIVITAS Plus call.

Fruitful cooperation between Tallinn and Malmö started whilst preparing the SMILE proposal for CIVITAS II and this has continued throughout the implementation period. Malmö and Norwich as leading cities have provided know-how and support to Tallinn and its local partners by organising numerous training events and site visits.

Tallinn and Malmö are implementing two similar measures under the Telematics work package. The City of Tallinn had the opportunity learn from Malmö's experiences as Malmö launched their tender of priority system earlier than Tallinn and in April 2006, a delegation of local Tallinn partners attended a one-day training session organised by Malmö city officials and Swedish PT operator Skanetraffiken. The subject of this session was tendering procedure and defining terms of references for PT priority system. In June 2006 the City of Malmö organised a Mobility Management training where 15 representatives participated in order to gain valuable experience to plan and implement Mobility Management measures in the future. In December 2006, Malmö organised another training session on the subject of Clean vehicles that was attended by three representatives from Tallinn. Tallinn has also had good cooperation with Norwich, whose measures are a good example to follow in the future. In December 2007 three representatives from the City of Tallinn participated in the Freight Training & Thematic Leadership training session organised by Norwich.



## NEWS FROM THE CITIES

### Extended environmental zone in Malmö



On 1 September 2007, Malmö City introduced a larger, so called, Environmental Zone (or Low Emission Zone) for heavy goods vehicles. The extension of the environmental zone forms a part of the CIVITAS SMILE project.

During the autumn, Malmö's environmental zone was extended considerably; it has practically doubled compared to its previous size. Now it encompasses central Malmö inside the inner ring road. The environmental zones make environmental demands on heavy vehicles that go through the central parts of the city.

"As a result of the new environmental zone, we are intensifying our requirements and investing in improved air quality and noise reductions in central Malmö," says Urban Nordh of the municipal services department.

Malmö, Gothenburg, Lund and Stockholm have introduced the same rules, making it easier for hauliers who work throughout the whole country. "All new heavy vehicles which run on diesel are allowed to drive in the environmental zone for six years from the date of registration. But if you have, for example, the best engine which complies with Euro 5 criteria, you can drive through the environmental zones until 2020," says Urban.

A brochure, which covers the environmental zones in Stockholm, Gothenburg, Lund and Malmö has now been produced and is being distributed throughout the industry. In order to get a picture of how well the environmental zone in Malmö is working, the municipal services department will evaluate it.

"In October we conducted a new traffic count together with Malmö University College at 20 locations throughout the city. All the registration numbers of heavy vehicles were written down and will be checked to see if they are entitled to drive through the environmental zone. We will then compare the figures with our previous evaluations," says Urban.



City of Malmö

### Tallinn's Next Milestone

Although, it was wintertime in Tallinn and not ideal conditions to implement priority and information systems in public transport, the Swedish company Thoreb AB finished the second stage with the installation of equipment for priority and information systems. The second milestone was on 30th November 2007 and the executor of contract completed the installation of:

- 63 Tallinn Bus Company's buses
- 48 Tallinn Tram and Trolleybus Company's trolleybuses,
- 26 intersections-as part of the priority system,
- 7 depot stations with WLAN (wireless local area network).



The third milestone was on 31<sup>st</sup> March 2008: the executor finished the installation of information systems on 199 buses (plus 20 trailers), 41 trolleybuses and 52 trams. At the same time, the executor has been testing the priority system, which has to be finally inspected and approved at the end of May 2008. At the beginning of this year, the City of Tallinn started the next tendering procedure of public procurement called "Preparation of dissemination activities in spring 2008" and preparing the marking of public transport lanes which will be part of the priority system for public transport in Tallinn.





## A Students' CIVITAS Day – Potenza



In an activity to encourage students and their families to use public transport for their home to school trips, CIVITAS SMILE were successful in encouraging around one hundred students to travel across town using the public transport system: the new metro line, elevators, escalators and buses.

Over the past few years, Potenza has undertaken a transformation of their public transport system: new services, improvements to the existing system and the road network. All the efforts are directed to encourage citizens to travel using public transport and to reverse the trend of people travelling by private car .

Families taking children to school by private car represent a huge part of traffic within the town and the number of students travelling by school bus or on foot is quite small. Therefore, a proportion of SMILE activities in Potenza have focused on working with students on their travelling habits. Around one hundred students have been introduced at school to the SMILE project to learn about its objectives and activities in Potenza. They have been invited to think about their travel habits and the impact this

has on the environment and city congestion. The results of this initial survey revealed that very few students travelled by public transport and that they rarely walked to school.

The children were invited to write some "filastroade" (rhymes of the road) and the most beautiful have been published on the school website [http://www.potenzaterzo.it/forum/topic.asp?TOPIC\\_ID=1880](http://www.potenzaterzo.it/forum/topic.asp?TOPIC_ID=1880). To show that the city offers alternative options to the private car, around one hundred students crossed the town using the different means of public transport: the new metro line, elevators, escalators and buses. In many cases, it was the first time that children had used the metro and buses. At the end of the trip, students received a CIVITAS Paper to report their impressions of the public system, comments and suggestions, promises to change habits. The papers will be given to the Mayor and to the Transport Town Councillor: the new mobility system will take into account not only technicians' and politicians' voices, but also the opinion of children and students.



## Maximising the utility of printed materials in Suceava

The most efficient means of distributing clear, well-structured information is through printed materials such as brochures, folders and leaflets. Until now, the City Hall of Suceava issued one folder per year, however, from 2008, activities undertaken and the initial results are being disseminated through printed materials on a quarterly basis. The mid 2007 folder updated citizens on information regarding the actions taken by the City Hall of Suceava as part of the SMILE project. The folder gave information regarding the dissemination channels used by the project team for citizens that they could use. . The folder also promoted the Zone Urban Plan study with the new concepts of "car pooling", "car sharing", "park and walk" and "park and ride". By explaining and promoting this concept the Dissemination Team hopes to prepare the public to accept the concept and prepare them for future initiatives, planned at the political and administrative level in Suceava city.

The new leaflet for the first trimester of 2008 has been issued and distributed through the regular channels and also uploaded onto the City Hall website. In order to emphasise the new provisions of the EC's Green Paper on Urban Mobility "Towards a new culture for urban mobility" and to underline the parallel actions taken by the City Hall, we issued a leaflet that makes a comparative analysis of these policy objectives and the outcomes of the actions carried out within SMILE project. In this way the effect is doubled: we raise citizens' awareness of European policies and demonstrate what actions are being undertaken locally to implement the EC's recommendations and policies. These actions are clustered in Suceava city within the CIVITAS II - SMILE project.



These printed materials have been distributed again recently, within a workshop organised in a high-school, with two classes. Apart from the written information, the pupils could ask the project teams questions about Europe and transport.



## Freight in Bus Lane Plan for Norwich



A select group of lorries heading into Norwich will be allowed to use a bus-cycle lane during congested periods as part of a move to cut freight deliveries into the city.

Members of the Norwich Highways Agency committee have backed plans to allow HGVs operating as part of a new freight consolidation centre to use the bus and cycle lane in Newmarket Road.

Based off the A11 in Snetterton, the scheme is a tie-up between Norfolk County Council and Foulger transport aimed at encouraging firms, who would normally deliver direct into Norwich to place loads onto low emission vehicles for delivery into the city instead.

The new six-month experiment would permit Foulger lorries to use the bus-cycle lane in Newmarket Road and the route through Castle Meadow and



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Red Lion Street during the morning and evening peak periods. Feedback from the experiment will be monitored as part of a consultation to gauge how successful it has been. It's clear from initial consultation that there are some concerns from cyclists and residents; however the experimental scheme will allow these groups to see how the measure will work in the real life situation, with the knowledge that if there are any insurmountable issues that arise then the measures can easily be curtailed.

## New Identification Products in Suceava

The dissemination team is eager to ensure their dissemination modes become more varied and eye-catching: they have successfully promoted new environmental concepts by using news publicity signs and by finding the most appropriate methods of offering real time information through the most appropriate means in order to reach the greatest number of citizens.

In this respect, Suceava produced traffic signposts along the roadside that mark the 8 Eco-routes operated by the LTC new buses fleet. In addition, the introduction of "Eco-routes" and "Eco-driving" concepts were promoted in workshops and training events organised in schools as well as for the LTC bus driver's group. The traffic signs were successful in raising citizens' awareness of the City Hall's practical solutions implemented within CIVITAS SMILE, designed to ensure environmental protection. The "Eco-route" (Ruta ecologica) concept is in the middle of the board, surrounded by information regarding the actors and background information on how the implementation was achieved. The fact that these traffic signs are located alongside the main routes of Suceava city gives a large proportion of citizens the opportunity to read this information and to be made aware of the CIVITAS SMILE project.



The Dissemination Team also realised that the new LTC buses travelling around the city provided an excellent promotional opportunity, especially for private car drivers who rarely (or never) use public transport. The team therefore designed and produced a wide sticker promoting the project and its financers. These stickers were attached to the back of the 15 LPG converted buses that are part of the CIVITAS SMILE project. Through this initiative, the LPG fuelled buses are clearly recognizable and they also promote the CIVITAS SMILE measure.. This dissemination product is very efficient as it is visible to all citizens, especially those in the traffic in the Suceava city.

## Fifth carpool opens in Malmö



The last cars will be in place at the end of the autumn and there will be 16 cars or more in Malmö. SunFleet intend however to expand further in Malmö, and possible future locations include Turning Torso, World Trade Center, Värnhem and Limhamn. In September, SunFleet visited a Swiss carpool company to study how other European carpool companies work. Switzerland is a leading country when it comes to car pools, which started during the 1980s. So far, in Sweden, there are only two large commercial carpool companies. In order to meet this competition, SunFleet are investing in environmental cars and a new booking system which will make the cars even easier and more attractive to use.

SunFleet opened its fifth carpool (or car club) location in Malmö in October 2007 and have today 16 operational vehicles in Malmö thanks to the CIVITAS SMILE initiative. The latest carpool location is to be found in the vicinity of Slottsstaden on Banérsgatan behind Aquakul in Malmö. As a result, SunFleet have now achieved their objective of 5 carpool locations within the project CIVITAS SMILE. The other carpool locations are at Västra Hamnen, Centralstationen, Caroligaraget and P-hus Anna.

"Since our start in Malmö we have received an enormous amount of mail and telephone calls from the people of Malmö, it feels as if we are moving in the right direction. But we think there is still a considerable potential to grow in Malmö," says Caroline Jiborn from SunFleet.



City of Malmö

## Malmö companies on their bikes

Since the start of the project in spring 2007, 53 Malmö companies have cycled more than 18,000 km on their new orange bikes. The initiative is a part of CIVITAS SMILE and is called "Companies on bikes".

We originally aimed to include 50 companies in the initiative and we have exceeded our aims. We had nevertheless hoped that every company would purchase a few more bikes, but in total, 120 bikes have been purchased. Moreover, many companies have been in touch and would like to purchase more. However, it is not possible because it was a once-only offer, explains Cecilia Bostorp, coordinator at the municipal services department.

Companies in Malmö were allowed to purchase the specially painted bikes at a good price and Malmö city offered further sponsoring via the SMILE project and included bike computers, logo signs and organised competitions for the participants. There was a large kick-off in May 2007 and later during the autumn we also advertised in the press to draw attention to the project and the participating companies. Information was disseminated to all the large companies in Malmö inviting them to participate in the campaign. Companies were enthusiastic to be seen as a participant in Malmö city's project. The orange bikes are easily seen in a city environment and they attract attention, Cecilia explains. Many companies had already considered purchasing bikes and this excellent and simple offer made it an opportunity not to be missed.



City of Malmö

Surveys carried out on the project indicate that the main reasons that companies participated were the environment, health and to increase goodwill in the company. The project is a success; many companies have been in touch and asked how they can also get hold of an orange bike. The bikes can be seen in the town and other companies see them, says Cecilia. One reason why the venture has worked so well is that all companies that use the bikes are included in a competition. The companies that have cycled the longest distances win a carrier bike and all bikes that are used for more than 300 km per year also take part in an extra lottery.



## Scouts meet at camp in Suceava city



Young people represent the future of every country. Therefore, our society is paying great attention and support to the formation of organisations and activities to provide education to young people in topics such as: how to develop appropriate life values, how to interweave personal self-sufficiency as well as how to be actively involved in the general progress of our local and national community.

In this framework, the National Organisation of Romania's Scouts is gathering together, in a voluntary partnership, around 2,500 young members, organized into 63 subsidiaries, throughout the country. Their activity involves attracting new members, involving them in sporting competitions, for a healthy body and mind and to improve their level of education and the ability to participate in the community. Their mission is: "Think globally and act locally" and they are committed to being involved in many areas, including sustainable development.

The project dissemination team set up a camp-meeting with local scout organisations, one weekend during the summer. This meeting enabled us to

engage in face-to-face discussions and consultation with them. The topics discussed covered a wide range of common interest areas, and were focused mainly on environmental issues, pollution caused by road traffic, the need to promote alternative modes of transport (cycling, walking, and public transport) and to think, in this respect, on long term solutions to ensure a sustainable urban development. The conclusions drawn from these discussions highlight young people's degree of awareness and responsibility as well as their ability to influence the future approaches of responding to mobility needs. The location of the meeting was very appropriate: in the middle of the green nature, in land, barely touched by humans. The CIVITAS action was in the centre of our discussions and the CIVITAS banner was prominently displayed in the middle of the countryside, suggesting that clean air and the green environment should not only be in less inhabited areas, but also, in the urban areas. Humanity brought development and development should serve human interests positively. We, also, ensured that they will actively collaborate with our team with the dissemination of project measures and results. There are thoughts to organise a similar action.



## Hire a Car and Reduce CO<sub>2</sub> in Our City

A fleet of eco-friendly cars that can be hired on an hourly basis is being expanded in Norwich to keep up with demand. The City Car Club, promoted by the city council, aims to reduce the number of vehicles in the city centre by giving drivers the chance to use a car when they need it rather than keeping one they perhaps rarely use.

The scheme was launched just over a year ago and offers members the chance to book at a moment's notice and then use their entry cards to access one of two cars parked in York Street and Gloucester Street in the Golden Triangle area of the city. It has been so successful that four cars and new pick-up sites have been added at Stafford Street, Neville Street, Essex Street, and Portland Street. All six cars are available for use by Norwich residents and businesses for less than £5 an hour.

The council is keen to expand the club because it fits in with its policy on traffic and CO<sub>2</sub> reduction, and it was impressed by the fact that on average every club car replaces seven privately-owned cars meeting the objective of the CIVITAS Measure.



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Club members reduce mileage by 35pc after joining, compared with car owners. The six cars in Norwich will save about 55 tonnes of CO<sub>2</sub> a year, the equivalent of 14 flights to Australia.



## LPG in service of PT - Suceava



The Public Transport fleet renewal began in 2006, when 15 Euro 3 diesel buses, brand IRISBUS IVECO were procured, and put into service and further renewals took place in 2007.

Currently, the bus fleet consists of 30 new buses, of which 15 are running on LPG fuel. The conversion system modifying one diesel engine to running with LPG fuel was installed onto one new bus, with the view of offering practical examples in two ways:

- 1) to draw the vehicle owners' attention towards alternative fuel car market;
- 2) to stimulate the fuel conversion system manufacturing market, especially the manufacture of LPG converting systems. In addition to the positive impact on the environment, this activity will create new job opportunities.

The experience of Suceava Municipality and the results obtained are disseminated at the city / county / national level and will offer quantitative data about the costs and benefits of switching cars to alternative fuel engines, mainly addressed at private public transport operators.

This action can create a basis for enlarging the evaluation framework, by studying the impacts on employment rates in this market, level of incomes related to other jobs. Studies will also be focused on the direct impact and the interest among other PT operators (how many have shifted towards an alternative fuel transport, how many have contracted new vehicles and how many have chosen a converter). These studies will be complementary to studies related to the environment, economic, energy efficiency and stakeholders' impacts. The results will be available to the public and to the private public transport operators.

In this way, the initiative lays a broad foundation for a complex set of alterations for the benefit of society (social, economic, educational improvements), as well providing useful information on mobility management issues and decisions regarding local development, in the years to come.



## Mobility Day in Potenza

A Mobility Day was organised in Potenza. Two major events were included in the programme: the launch of an urban surface railway and an informative campaign explaining how the SMILE project is helping the city reach ambitious goals.

A Mobility Day was held in Potenza on October 31st. Within the activities planned for the event, an experimentation of an urban surface railway was launched. The railway, running on narrow gauge rail line, starts from the southern part of the town, corresponding to the main entrance to the city from the highway Potenza Centro and crosses the eastern side reaching the north where Basilicata University and S. Carlo Hospital are located. The new service will help the city to reach important objectives: to decrease vehicle traffic (the railway will attract a huge number of users who will choose the metro, as it is faster than the private car, as a consequence, the current urban bus lines that are now covered by the railway will be reduced) and to reduce congestion and provide better connections between the city and the university and hospital. During an information session, politicians and technicians discussed how SMILE and Civitas are helping Potenza to face its mobility problems and to meet other European cities.





## Small is Beautiful in Norwich Eco Friendly Bid



Norwich City Council is introducing permit parking based on car size, in a bid to encourage people to drive smaller cars.

Introduced in February 2008, the new permit scheme is designed to generate more on-street parking and encourage car owners to drive smaller cars, which are generally more carbon-friendly than larger ones. The scheme is to be rolled out gradually, with permit-holders changing over as and when their previous permit expires.

Drivers of cars less than 3.92m long will be paying £16 – just over half the price (£30) for people with cars more than 4.45m in length. The changeover will cost around £36,000, with funding from the EU CIVITAS project. The scheme also includes a 100% discount for private cars using alternative fuel.

This article received national news coverage and debate by the BBC television at breakfast time on 3<sup>rd</sup> January 2008.



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## Malmö campaigning for sustainable transport

Two large campaigns, "No ridiculous car journeys" and "Which road to take", have brought attention to environmentally adapted transportation and the problems associated with cars.

During the late spring of 2007, the people of Malmö witnessed film extras cycling around town bearing large advertising banners. In the newspapers, we read that half of all car journeys in Malmö are ridiculously short and that those who drove their cars risked being overtaken by a cyclist. At the same time adverts on the radio related that ridiculously short car journeys should be replaced by bike journeys. Fifty percent of the people in Malmö were aware of the campaign, and a total of 23% of the people of Malmö admitted that they had started thinking about their travel habits as a result of the campaign. The evaluation of the campaign also shows that 10,000 people drive their cars less than before the campaign.



During the autumn of 2007, the first campaign was followed up with "Which road to take" where residents were asked "which road should we take to reduce the amount of cars on the roads in Malmö?" The campaign included the development of a forum on the internet where suggestions could be posted. In total around 1000 contributions were received and they are still coming in. The which road to take campaign was approximately half the size of its predecessor, but was evident in the city through brochures, advertising and pretend road signs on the pedestrian walkways. The new road signs pointed to different possible routes which Malmö could take such as City Bikes (which people rent for short periods of time), free buses, car tolls or 1000 Swedish crowns per hour to park.. "The Which road to take campaign was noticed by 25% of inhabitants and between 50% and 60% admit that they have started to reconsider how they travel after having seen the campaign," says Sara. Some of the suggestions that have come in via the forum are that Malmö should make their cycle paths wider or purchase electric cars in bulk to bring down prices.



"Another suggestion is that Malmö's city centre should be closed completely to car traffic so that bus journeys are quicker. We are now collecting together all the suggestions that have come in and will bring this up with the politicians."

The two campaigns No ridiculous car journeys and Which road to take were both based on dialogue with the people of Malmö. Special representatives have been in place at weekends to discuss traffic and environmental issues. The evaluation from No ridiculous car journeys has also shown that as many as 94% of the people of Malmö think that it is positive that Malmö city is investing in campaigns to reduce the amount of car journeys.



## Freight Consolidation Progress in Norwich



Norwich's Freight Consolidation Centre received a boost in April with the launch of the first vehicle to carry a special livery to promote the scheme. This is sponsored by Chapelfield, the city's newest and largest shopping centre.

The concept of urban freight consolidation is to provide facilities for deliveries to be made to a warehouse outside the city, where loads can be grouped together for onward delivery using low emission vehicles, thus reducing congestion and pollution in the city centre.

Norfolk County Council appointed logistics company Foulger Transport as their partner to develop and operate the consolidation centre from their warehouse on the A11 trunk road at Snetterton. CIVITAS is funding the employment of a development manager to work with Norwich businesses to identify and realise the benefits of consolidation, which include helping retailers to reduce stockholding in store.

The first delivery from the consolidation centre was made in October 2007. Two customers are now using the service, with negotiations taking place with two more. The support of Chapelfield will help to raise awareness of the scheme and aid the recruitment of further customers.

Sophie Hallett, marketing manager for Chapelfield said: "We have a commitment to supporting environmental projects in Norwich and understand how important it is for retailers to maximise their sales space. This project will give a reliable and flexible service for stock deliveries and reduce congestion which is good for everyone in the city whether working, living or visiting."

Tony Adams, Chairman of the Norwich Joint Highways Agency Committee (comprising members of Norfolk County and Norwich City councils), said: "I am delighted that Chapelfield is supporting this initiative. We know that many city businesses will give the Consolidation Centre delivery service serious consideration when their current delivery arrangements come up for review."



## Mobility Week in Suceava city

The event was proposed by EPA Suceava and took place at their premises. Mobility week brought together, face to face, officials from relevant institutions and from the political level, to enable cooperation to facilitate a change in environmental issues.

The City Hall representative gave a speech that underlined once more the necessity of taking major actions to save the environment and reference was made to the measures implemented by the City Hall. A major topic of their discussion was linked to their shared ideas on urban sustainable mobility issues. "The day without car", re-united children from all categories of schools in Suceava city. That day, the entire length of the LEZ street was closed and school-children participated in cycling and roller-skating competitions. At the end of the competitions, the groups marched towards the City Hall, along with their teachers, representatives from the City Hall (including the vice-mayor, Environmental Protection Department and European Integration Service), local EPA representatives and the Environmental Protection Guard.



## TRAINING UPDATE

There are two more training events scheduled for the CIVITAS SMILE project. These events are open to all staff working on the project who would like to develop their skills and knowledge in the following areas:

1. Exploitation Training. As mentioned on page 3, 'exploitation' is the term used to describe the activity of ensuring the long-term viability of measure objectives within the CiViTAS initiative. In order to assist cities with their thinking and planning in this area, an Exploitation Training event will be held as part of the CiViTAS SMILE consortium meeting in Tallinn on June 11 2008. The workshop will introduce the Exploitation Model as the basis for planning and maintaining innovative transport measures.

The Exploitation Model, as developed by the project partners Transport & Travel Research Ltd, is a way of helping cities to get more value from their investments in sustainable transport. The model encourages cities to think about their measure objectives in the context of a continuous cycle of transport improvements and innovations. The Model uses a three-phase approach, consisting of Planning, Project and Partnership Phases (see the diagram on page 3).

2. Evaluation Training. A key dimension of working within the framework set out by the CiViTAS initiative is the commitment of cities to a detailed evaluation of their measures. Evaluation enables the costs and benefits of each transport investment to be analysed and compared, so that cities and the wider transport community can understand the most effective kinds of solutions for a better transport future.

While the project partners will have gained experience and confidence from carrying out the evaluation process, there are also lessons to be learned that can improve how they carry out evaluation tasks in their cities. With this in mind, an Evaluation Training Workshop event will be held in London on 17 October 2008, at a venue very near to Euston Station and St Pancras International Rail Terminus. The workshop will be delivered by experts from the project who will guide the participants through the evaluation process and the lessons learned at each stage.

## FUTURE MEETINGS

- PMB Meeting **9<sup>th</sup> and 10<sup>th</sup> September 2008** in Potenza
- The CiViTAS Forum 2008 - "Cities and Mobility: change is possible" - **9-11 November 2008** in Bologna
- The CiViTAS final conference will take place in early 2009 - **date to be announced shortly**

## EVALUATION UPDATE

Over the last few months the Evaluation Team has been working with the Local Evaluation Managers to collect data on the outcomes of each measure. Some of the preliminary results are suggesting that substantial improvements to perception of bus services and associated infrastructure have been achieved in the following cities:

**Malmö:**

- The new simplified bus routes in the city have been promoted under the theme of 'greener, easier and more often';
- 91% of respondents to a survey were aware of planned changes to the bus routes in the month that the changes were implemented.

**Norwich:**

- A new bus-rail interchange has been built outside Norwich Railway Station;
- The frequency of buses has doubled from 6 to 12 buses per hour (Monday to Saturday daytime) between the railway station and the city centre;
- 98% of respondents to a survey were satisfied with the quality of the new facilities;

**Suceava:**

- 30 new buses using renewable fuels have been purchased, to replace the older fleet of minibuses;
- Bus passenger numbers increased by over 250,000 between June 2006 and January 2007, while minibus passenger numbers fell by almost 100,000 over the same period;
- 67% of citizens responding to a survey agreed strongly with the introduction of a dedicated bus lane.

In addition to the ongoing measure evaluation activities, interactive workshops are being planned in each of the SMILE cities to discuss the evaluation lessons learned by those involved in the project. By running a workshop in each SMILE city, everyone involved can identify the benefits of being involved in the wider project development and implementation programme. These workshops will also help us gather as much information as possible for the evaluation and dissemination elements of the CiViTAS SMILE project

In order to get the most out of the experience, and to promote full discussion by participants, each workshop will be run in the local language. A successful workshop was already held in Suceava in April 2008 to test the concept and future workshops are forthcoming in Tallinn (11 June 2008), Norwich (1 July 2008) and dates still to be confirmed in Malmö and Potenza (early September 2008).



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**Norwich Partners:** Norfolk County Council, UEA (CRed), Anglian, First, Smart Moves.



**Potenza Partners:** Comune di Potenza, Regione Basilicata, CO.TR.A.B., ARPA,



**Tallinn Partners:** Tallinn Bus Company (TAK), Tallinn Tram and Trolleybus Company (TTK), MRP Linna Liinid (MRP) and Tallinn Technological University (TTU).



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