Measures to influence Transport Demand to Achieve Sustainability

Deliverable 13: Report on Mobility Management Measures implemented
MIDAS

Deliverable 13: Report on Mobility Management Measures implemented

Prepared for

Intelligent Energy Europe

By

ATC Trasporti Pubblici Bologna and Merseytravel

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Daniela Cocchi, Mirco Armandi, ATC Bologna</th>
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<tr>
<td>Quality Control</td>
<td>Anik Bennett, TTR Suzanne Cain, Merseytravel</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Suzanne Cain, Merseytravel</td>
</tr>
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Executive Summary

Measures to Influence transport Demand to Achieve Sustainability (MIDAS) responds to Key Action VKA9 of the Intelligent Energy – Europe’s (IEE’s) STEER Programme. The prime objective of this three year project is to encourage transfer to less energy intense modes of transport by optimising the use of soft measures aimed at reducing demand for private motorised transport.

Soft measures include information and marketing campaigns to encourage greater use of public transport, cycling and walking, car clubs and car pooling and mobility management initiatives. When applied to encourage greater use of sustainable travel modes, soft measures have the potential to make a significant contribution to the EU goals for energy saving set out in the Green Paper on Security of Energy Supply and meet some of the aims of the Transport White Paper. Research shows that well conceived soft measures integrated with other transport improvements can reduce private car traffic by as much as 20%.

MIDAS is being implemented by partners in six case study cities which are representative of a wide part of the enlarged Europe: Liverpool (UK), Aalborg (DK), Cork (IRL), Clermont-Ferrand (FR), Bologna (IT) and Suceava (RO).

In order to encourage transfer to less energy intense modes of transport by optimising the use of soft measures, MIDAS seeks to erode existing barriers which act to resist the successful introduction of soft measures. These barriers have been identified throughout the preceding Work Packages: WP2 and WP3. In WP2 the main outcomes were that there was a need for organisations to work together in order to make a successful implementation of soft measures. Another barrier identified is the lack of awareness amongst stakeholders and the general public about sustainable mobility issues. These barriers were the subject for the WP3 consultation exercises conducted in each partner city, which led to a report on the “Methods for stakeholders and target groups consultation in alternative transport strategies and user requirements analysis” (Deliverable 6/8).

The fourth Work Package of the project was then concerned with the design and implementation of soft measures to address the objectives and barriers identified. The 2 key deliverables of this Work Package are:

Deliverable 12 - Travel Awareness and Marketing Tools Used. Definition of the Marketing Tools, which is also based on the results of the consultation processes reported in Deliverable 6/8.

Deliverable 13 - which is this report, covering the Mobility Management Measures implemented during the project.

In this Deliverable we describe associated measures identified as hard or hybrid measures which are necessary for successful implementation of soft measures. Associated measures are mainly existing services which have been promoted through MIDAS project activities.
1 Introduction

The prime objective of MIDAS is to encourage transfer to less energy intense modes of transport, by optimising the use of soft measures aimed at reducing demand for motorised transport.

Soft measures include information and marketing campaigns to encourage use of public transport, cycling and walking, car clubs (car sharing) and car pooling, mobility management initiatives, etc.

Soft measures are often linked to other measures, structures and technologies helping people to change their travel behaviour towards more sustainable options. These include cycle lanes, information systems, integrated pricing, innovative incentives, bike rental, pedestrian areas etc.

We refer to this kind of measures as Associated Measures and in this deliverable details of measures implemented by each MIDAS city are described.

2 Soft measures (results from Deliverable 12)

Through the implementation of soft measures in the MIDAS project, the six partner cities have demonstrated a wide range of measures in order to encourage the road users to less energy consuming transportation.

The soft measures, which is the main concept of the project has been discussed with the foundation of the PLUME framework, identifying that soft measures will have an effect, however they need to be supported by other measures Associated Measures in order to obtain full effect and to overcome the identified barriers for reducing private car transportation.

Deliverable 12 (D12) concludes that soft measures can be interesting measures to implement in order to overcome several barriers for using sustainable transportation. However, it is also important to stress that soft measures cannot stand-alone. MIDAS acknowledges this by identifying associated measures, i.e. hard measures or hybrid measures, necessary for successful implementation of soft measures.

Furthermore, the nature of soft measures makes quantitative evaluation challenging. Soft measures will often have their main influence on awareness and attitude, but might not have a direct effect on the transport behavior among the selected target groups of the project. However, this result is seen as acceptable within the frame of the project, where the main objective is to break down the barriers for using sustainable transport. The result of this breakdown might not be immediately apparent, but might be visible in future transport planning and spatial planning, if the consultation processes with stakeholders have been carried out successfully, as has been the case in Clermont-Ferrand. In Aalborg, young people have been targeted, with the intention of influencing the perception of sustainable transport, by providing information about potential for using sustainable transport as an alternative to car ownership. This result will not be visible right away, but might in the future be measurable through modal shift. Already, a survey has shown that the perception of sustainable transport might have changed, and that now car users might change their mode of transport.
3 Associated Measures
The table below lists the associated measures developed in the six cities. The measures are detailed in the following paragraphs, grouped by typology.

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4 Car Sharing & Car Pooling

We found that sometimes, these two systems can be confused: with “car sharing” we mean a service where an independent company owns cars, and people who are members of the car sharing service can hire vehicles for the period they need, and therefore pay only for the real use of the car. In mainland Europe and North America the term used for this type of activity is “car sharing”, whilst in the United Kingdom the term used is usually “car club”.

“Car pooling”, on the other hand is based on agreements among people with the same mobility needs: for example your friends or colleagues share the journey with you, to share the cost of the fuel and parking. It is usually an informal arrangement, although schemes exist (such as described in the Liverpool examples) to put people in contact with others who live close by and are travelling the same journey. Again, the term “Car pooling” is largely used in mainland Europe and North America, whilst in the UK this type of activity is called “car sharing”, which is where the confusion arises, or sometimes “lift sharing” and “ride sharing”.

4.1 Bologna

Through the consultation exercise of MIDAS, ATC were able to find out what they needed to do to improve their existing car sharing service and make it more popular. In September 2007, the service was re-launched with an information campaign during the European Sustainable Mobility Week.

At the same time, 4 new car sharing locations in the city started to operate:

- Piazza Malpighi,
- Piazza del Francia,
- Via Riva Reno,
- Via Paolo Fabbri.
Furthermore the booking system has been improved allowing users to book the car directly via the Internet: [http://www.icsprenoto.it/](http://www.icsprenoto.it/)

In the context of Mobility Management activities, in order to improve mobility in the city centre and encourage car sharing use, **an agreement between ATC and the University** was signed in September 2008 to guarantee special conditions to university employees and students: the subscription costs have been sensibly reduced and the rules to join the service have been simplified.
4.2 Aalborg

Part of the thinking behind the integrated marketing strategy in Aalborg, developed as part of MIDAS, was that any alternative to the car should be promoted as part of the MIDAS campaign taking place in September 2007.

The car sharing scheme in Aalborg was implemented as part of the European project: CIVITAS VIVALDI in co-operation with Hertz. Hertz is now running the scheme, while the City of Aalborg is facilitating parking spaces for the cars in the scheme. The City of Aalborg is also a company member of the scheme.

The number of members of the scheme in Aalborg has been increasing since the launch of the scheme in 2004. In 2005 the number of members was 225 and in 2006 it was 267. By the end of 2007 the scheme had 295 members. In January 2008 Hertz has improved the scheme by lowering the age limit from 21 to 18 years. This should help young people who are not yet car owners. More information about the scheme is available in Danish at http://www.delebil.dk.

The City of Aalborg also promotes a national car pooling site as part of the MIDAS campaign. The car pooling scheme can be found at: http://www.pendler.net. The service gives the customer a possibility to plan commuting with other members of the service. The service is free.

4.3 Cork

Cork City Council, the adjoining local authority, with whom Cork County Council works closely and who are key stakeholders in MIDAS, have recently launched a Car Sharing Club. It is called “Go Car” and initially it has 3 bases in the city, at City Hall, University College and Clarke’s Bridge. The Car Sharing Project is a scheme that will ensure a reduction in car usage on roads through increasing the number of commuter passengers in each car on the road.
The County Council is represented on the Steering Committee for this project and future bases may be located in the County area depending on the success of the project. The link to the web site is www.gocar.ie

4.4 Liverpool

As explained in paragraph 4, the UK uses different terminology from most of Europe to describe Car Sharing and Car Pooling. For the purposes of the following case studies, the UK terminology is used.

As part of the national liftshare scheme, The MerseyCarShare Scheme has been set up to promote the benefits of sharing a car. The benefits promoted through this scheme are:

- Reducing the costs of travelling by car
- Undercutting the cost of nearly all other forms of transport
- Reducing congestion, pollution and parking problems
- Reducing the need for a private car
- Provides a real solution to the lack of public transport in rural areas
- Facilitates the integration of public and private transport

Anyone wishing to join the scheme can register their details online, and a link is then sent by e-mail to enable them to activate their MerseyCarShare account. They are then able to log on and ‘Search for matches’ to see who is going their way. More about this scheme is on the website: http://merseycarshare.org About 1500 people are registered. The scheme continues to grow, and is an important element of Travel Planning across the region, especially at major business parks.

Working in partnership with a commercial car club (WhizzGo) Merseyside TravelWise have promoted a “pay by the hour” car club scheme. WhizzGo is a pioneering UK company, dedicated to providing a workable alternative to car ownership that is both socially and environmentally advantageous. Once a member of the scheme, people can reserve a WhizzGo car online or by phone, in 30 minute increments. Minimum booking is 1 hour. Cars can be booked as far as 12 months ahead, or in as little as one minute. There is a one off cost to join with no monthly or annual fees. Driving is charged per hour, with discounted rates for businesses or frequent users of the scheme. The hourly rates include all costs usually associated with car ownership.
5 Information Services

5.1 Bologna

As part of MIDAS activities ATC consolidated and widened the information point ATCittà. ATC took advantage of the existing infrastructures, personnel and organisational aspects (open during the working days and weekends; experienced personnel, etc.) of ATC ticket/info point for public transport and increased information and assistance offered to the whole sustainable mobility services of the city.

ATCittà is located in Via IV Novembre, close to the city centre main square (Piazza Maggiore), and to the municipality building. Close to the main square there is also a car sharing parking area and a point for free hire of bicycle.

ATCittà point Via IV Novembre

5.2 Aalborg

The public transport information systems in Aalborg comprises several elements. Online journey planning and monitoring of buses were already available before the start of MIDAS, but were included on the new web campaign portal www.AtilBnu.dk and www.aalborg-trafikinfo.dk in order for the target groups to obtain information more easily. As part of MIDAS a new service was introduced: Real Time Passenger Information on the mobile phone, NT LIVE.

NT LIVE is a service that provides bus passengers with the actual arrival times of the buses. No more wasted time! By using the mobile phone, bus passengers can now check the actual arrival time of their bus before leaving home. Hence, if it is a couple of minutes late, users know it in advance.

Due to satellite access, NT LIVE always knows the exact position of the buses and is therefore able to calculate when exactly the bus will arrive at a certain stop.
To access this service, users send a text message - “NT LIVE”- to the number 1204. Users are then sent information about the service. The service itself is free of charge; users only pay what they would normally pay to access GPRS information via mobile phone.

As part of the MIDAS campaign, an interactive cycle route planner was also promoted on the webpage AtilBnu.dk. By inserting a departure and destination address in the Aalborg area, this application calculates the shortest or fastest route for cyclists. This route planner was originally developed as part of the VIKING project, and has been promoted as part of MIDAS on AtilBnu.dk.

Every Friday in December 2007 the mobility manager was present at the information desk of NT in order to promote sustainable transport. This was the culmination of the road shows performed in September and October 2007. The road shows were an important element of the MIDAS campaign. Please see D12 for a more thorough description of the road shows.

The Travel Guide is one of the main soft measures implemented during MIDAS in Clermont-Ferrand. It is an intermodal guide produced in 2006 to provide comprehensive integrated information on all modes (public transport, pedestrian and cycling paths, roads) and linked to main activity areas and services. The information available in this guide is based both on maps (area and transport lines) and in timetables.

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5.3 Clermont Ferrand

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A major new feature of this guide is the vast area it covers, that of Grand Clermont, which represents approximately 400,000 people. It is an area that includes various transportation
authorities, and this guide has been developed in partnership with SEPAC (Scheme of Territorial Coherence authority), ADEME (National Energy Agency), Riom community and SMTC (transport authorities).

In addition to the printed Travel Guide, a prototype was developed for the Internet. It is a navigational tool with interactive maps, giving a choice of different scale for the maps, and also the different transport modes (train, bus, tram). The location of the railway station and the bus and trams stops are also given. The system also includes timetables to plan the journey.

Example of the different travel and transport information contained on the maps of the Travel Guide.

Example of the Internet travel guide prototype.

In addition to the soft measures implemented through MIDAS, SMTC has developed a Real Time Passenger Information system called for the 1st tramline and the bus network. This system is composed of terminal passenger information at the main tram stops and bus network which indicates the different waiting times in real time.

Example of Passenger terminal information on the 1st tramline.

SMTC has implemented many tools for information on the network of urban transport, with the support of its principal transport operator T2C. The 1st tool is the schedule widely distributed throughout the city. It is also possible to collect information from T2C office, which is open to the
public, by phone with “Infolignes”, using a mobile phone thanks to SMS alerts, and through the Internet site www.t2c.fr which includes a route search by address or by stop. These measures are key to support the soft measures described in D12, and promote the use of sustainable modes of travel.

5.4 Cork

In order to support the development and promotion of sustainable modes of travel, and the soft measures developed in Cork and reported in D12, Cork County Council is also using specific associated measures to fulfil the aim of reducing use of the private car, these are:

Commuter trains and inter city trains are operated in Ireland by Irish Rail. Irish Rail has an on-line journey planning facility on its website. This can be used to plan local rail journeys in the Cork area. The link to the relevant web site is: http://www.irishrail.ie/home/

Similarly Bus Eireann, the national bus operator, who operates the City bus service, sub urban bus service and the long distance bus service in Ireland operates an on-line journey planner. The link to the relevant web site is http://194.106.151.94/jplan/bin/query.exe/en? This link can be used to plan local bus journeys. Currently the bus and rail journey planners are not linked.

Another operator, Citylink, operates some long distance bus routes throughout the country also has a web based journey planner. The link to this is http://www.citylink.ie/planyourjourney.htm
6 Bicycle and Pedestrian Facilities

6.1 Bologna

ATC, in cooperation with the Municipality of Bologna, is improving and enlarging the “C’entro in bici service” with new bikes and new pickup points. The service allows the free rent of “public bikes” with automatic pickup. The user joins the service at the ATCittà point and receives a key with a personal code to lock and unlock the bike from the rack.

In September 2007 two new pickup points for bicycle were launched in Piazza Puntoni and Piazza di Porta Ravegnana; currently, 6 locations are equipped with “C’entro in bici” bicycles. During 2008, 92 new bicycles were bought, increasing the total number from 68 to 160. New locations are going to be equipped, and by the end of the year about 20 pickup points will be equipped.

In the context of Mobility Management activities, in order to improve mobility in the city centre and encourage usage of the “C’entro in bici” service, an agreement between ATC and the University was signed to guarantee special conditions to university employees and students: the subscription costs have been reduced and the rules to join the service have been simplified.

For cyclists, a cycle path improvement study to improve the existing bike path network and review the protection and signalling of the paths (road signs, speed bumps, protection kerb, etc.) was carried out. In 2008, over 400 signs in the historical centre were installed to identify bicycle paths with useful indications both for tourists and citizens.
On 15th May 2008, the first phase of the closure to vehicles (with the exception of bicycles) of the University area in the city centre started. The area is controlled by automatic systems with videocameras for the detection of unauthorized vehicles.

**University area – Pedestrianisation phases**

### 6.2 Clermont-Ferrand

One of the measures implemented through MIDAS was consultation on the Urban Travel Plan (UTP) of Clermont-Ferrand, which is under revision. The UTP aims to promote alternatives to the car including soft modes (cycling and walking). Over the next 5 years this should result in several measures for pedestrians and bicycles including:

- A zone with special traffic conditions (limited speed, tonnage, etc.) in the centre of the city and the main urban centres;
- Qualitative improvements to improve pedestrian access to railway stations and stops of the 2 main lines of the urban network;
- 9 main cycling routes linking the centre of the town to the most dense urban centres Improving the continuity of the existing cycling network;
- Bicycle parking facilities in popular public areas (schools, public buildings, sports and recreation, park and ride, railway stations, shopping centres, etc.),
- The development of bike rental in the city centre

### 6.3 Cork

Cork City Council has introduced a programme of cycle networks throughout the City. The proposed cycle network has been divided up into four types of cycle routes:

- Radial cycle routes: travel from the main suburbs into the city centre.
- Linked cycle routes: connect the radial cycle routes with one another
- Orbital cycle route: circumvents the city centre
- Leisure cycle routes: primarily traffic free cycle routes and are designed to introduce younger and new cyclists to cycling.
A total of seven leisure routes are also proposed. The development of these leisure routes will ideally allow those such as parents to teach their kids how to cycle in a safe traffic free environment. In addition it will allow existing non-cyclists an opportunity to experience cycling in a pleasant and safe environment. It is envisaged that the majority of the cycle routes within the leisure areas are free from traffic and have dedicated facilities separate to that for pedestrians.

A significant transportation element of the Cork Area Strategic Plan 2001-2020 is the provision of a network of ten “Green Routes” located throughout the City in a radial pattern and extending into the County area. Each route provides sustainable travel facilities along its length i.e. bus lanes, cycle facilities and walking facilities where practicable.

6.4 Suceava
In Suceava activities concerning pedestrianisation and walking facilities include the implementation of a touch screen system, which can be used to promote MIDAS activities. This is a display system which has information regarding mobility and travel plans, and which was located in the town hall building in order to be accessible for all the citizens. It is also to be located in schools, high schools and public institutions in order to facilitate the dissemination of MIDAS measures. MIDAS information is also available on the VMS located in the city centre.
7 Traffic Management and Regulation

7.1 Aalborg

Aalborg has for several years worked with city logistics both in international and national contexts. From 2001 the City of Aalborg has worked together with several important stakeholders to improve delivering services in the city centre.

The result of the initiative was a time reduction in delivery and furthermore delivery of goods happens earlier now. This means that the delivery of goods is less disturbing for the people in the city centre. The result has been obtained by:

− Changing driving directions
− Implementing dedicated delivery spaces
− Improving planning and working procedures for delivery

The initiative, which is still running, has not been promoted further within MIDAS, since the freight delivery service stakeholders were not one of the target groups.

7.2 Clermont Ferrand

One of the objectives of the Urban Transport Plan of Clermont Ferrand is to streamline the transport of goods. This requires the implementation of a number of actions in the next 5 years which include:

− The experimental project "Clermont non polluting Deliveries". It is a logistics platform outside the city centre where the carriers unload their goods which are then delivered in the hyper centre. This mass flow and optimization of vehicles should help to increase the number of deliveries per vehicle and in parallel to decrease the number of vehicles used in the hyper centre.
− The harmonization of regulations across the metropolitan area (schedules, tonnages, stops prohibited on the road in rush hour or on bus lanes and routes with heavy traffic).
− The definition of routes for trucks in transit to avoid urban centres most populous.
− The incentive to use clean vehicles for deliveries.
− The study of a rail spur for any new area of activity located near a rail path.

Various studies and strategic models (including software MOSTRA) in connection with the revision of the UTP of Clermont-Ferrand showed that parking is one of the essential levers of a policy of modal shift of the car to alternative modes. In the UTP of Clermont-Ferrand and its 21 cities around, many actions on parking are planned in the next 5 years, including:

− The extension of regulated parking in the city centre and close to the tram as well as in major urban periphery.
− The development of nearby parking outside urban centres located in blue zone to accommodate users tilting,
- The creation of places reserved for persons with disabilities in areas under-equipped,
- The establishment of a monitoring committee to coordinate actions in order to achieve overall management, consistent and efficient parking and bringing together the various actors,
- Reducing the supply of parking on roads for free public space for pedestrians,
- The increase means to banish the illegal parking on pavement,
- The inclusion in the PLU concerned of a floor level for housing construction and a ceiling level for construction of offices in a corridor of 300m on both sides of the tramway line,
- Reducing the supply of parking at the workplace while implementing a Plan Travel Company

7.3 Liverpool

Merseytravel’s commitment to “smarter choices” has seen close working with district planners, with various “workshops” to explain the role of transport and accessibility in housing and employment site development. This groundbreaking area of work has seen the production of a “Supplementary Planning Document”, or SPD, which sets out the access and transport requirements for new development in Merseyside, and provides a framework for future investment in Merseyside’s road and rail network where new development would create additional travel demand. Specifically, it explains how development proposals will have to demonstrate that they are accessible by a realistic choice of transport, including cycling, public transport and on foot as well as by car.

8 Conclusions

Through the implementation of soft measures in MIDAS, the six partner cities have demonstrated and tested a wide range of measures to encourage road users to use less energy intensive transport. The soft measures, which are the main concept of the project have been discussed in D12, identifying that soft measures can indeed be effective, however they need to be supported by other measures in order to obtain full effect and to overcome the identified barriers for reducing private car transport. Practical examples of associated measures can be found in each partner city and have been described within this report, to enable the reader to understand the framework within which soft measures will have the greatest effect.