



# **The Role of Information and Communication in Urban Vehicle Access Regulations (UVARs) schemes across Europe**

Technical Report

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# **The Role of Information and Communication in Urban Vehicle Access Regulations (UVARs) schemes across Europe**

Technical Report

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## **Introduction**

### **Background**

Making urban centres as accessible as possible requires local decision makers to prioritise the use of urban space according to local needs and circumstances. Similarly, local competent transport authorities need to decide on how to make the best possible use of the existing expensive transport infrastructure and maximise the accessibility of cities for passengers and freight.

Towns and cities across Europe are considering or have completed the establishment of Urban Access Regulations Schemes in order to improve air quality, urban accessibility and reduce congestion, and/or to foster the development of alternative transport modes and the use of cleaner and more energy-efficient vehicles.

The 2011 Transport White Paper announced the European Commission's intention to tackle this issue by providing an EU-level 'framework for urban road user charging and Access Regulations Schemes and their applications, including a legal and validated operational and technical framework covering vehicle and infrastructure applications'. This framework would seek to address the modalities for the development of Access Regulations Schemes. Authorities at the local level would retain their authority to decide on the appropriateness of an Access Regulations Scheme and to delimit the area under the scheme, to fix the amount of fees levied where a charging scheme is used, etc.<sup>1</sup>

An online public consultation was conducted on "The urban dimension of EU transport policy<sup>2</sup>" from 17 September to 17 December 2012. A vast majority of respondents (71%) think that EU support would contribute to more harmonious development of access regulations and urban pricing schemes at the local level. The most sought-after EU support in relation to access regulations schemes is the development and exchange of information and best practices, development of voluntary guidelines and recommendations, mandatory criteria and interoperability standards for equipment<sup>3</sup>.

On 22 September 2014, following the inter-institutional negotiations, the European Parliament and the Council adopted the Directive on the deployment of alternative fuels infrastructure (Directive 2014/94/EU). The cornerstones of the Directive are the following:

- requiring Member States to develop national policy frameworks for the market development of alternative fuels and their infrastructure;
- foreseeing the use of common technical specifications for recharging and refuelling stations;
- paving the way for setting up appropriate consumer information on alternative fuels, including a clear and sound price comparison methodology.

Furthermore, the proposition advanced in the 2013 EC Communication "Together towards competitive and resource-efficient urban mobility<sup>4</sup>" states that smarter urban access regulations and road user charging require "non-binding guidelines" that "would allow cities and Member States to benefit from the experiences elsewhere, and, where appropriate, foster a more common approach to issues such as vehicle categories, road signs, information provision, enforcement, exemptions, and pricing. This would make it easier for

users to understand and comply with schemes, while leaving cities flexibility to adapt to their local circumstances”<sup>5</sup>.

Finally, the 2013 Commission Staff Working Document “A call for smarter urban vehicle access regulations”, states that “the Expert Group on Urban Mobility should consider access regulations developments and assist with, for example, the elaboration of suitable best practice guides and non-binding guidance to help cities implement access regulations schemes effectively”<sup>6</sup>.

In such a context, the European Commission provides indications and guidelines to deal more effectively with the design and implementation of UVARs schemes, in partnership with member States and other relevant stakeholders, in order to avoid fragmentation and ensure a seamless transport system.

International organisations (UNECE) have also contributed to setting the framework towards a common approach, for instance through the Convention on Road Signs and Signals (1968<sup>7</sup>), which set out rules ensuring uniformity of road signs, signals and symbols, necessary in order to facilitate international road traffic and improving safety.

The following table summarises the main steps undertaken at EU/international level, in shaping the policy relevance and the policy framework concerning access regulations strategies and traffic regulation.

#### **UNECE Convention on Road Signs and Signals<sup>8</sup>**

The Convention set out in Vienna in 1968, established common rules ensuring uniformity of road signs, signals and symbols, necessary in order to facilitate international road traffic and improving safety. Following the opening for signature of the Vienna Convention on Road Signs and Signals, the Inland Transport Committee (ITC) of the Economic Commission for Europe, considering that it was necessary to achieve greater uniformity in the rules governing road signs and signals in Europe, asked the UNECE Group of Experts on Road Traffic Safety to prepare a draft Agreement supplementing the Vienna Convention. The final text of that Agreement was approved by the Inland Transport Committee on 1 May 1971 (see document E/ECE/812-E/ECE/TRANS/566) and was opened for signature the same day. The Agreement entered into force on 3 August 1979 and on 1 July 2007 it had twenty-nine Contracting Parties. This Agreement was supplemented on 1 March 1973 by a Protocol on Road Markings, which entered into force on 25 April 1985. This Protocol has twenty-four Contracting Parties, at the date of 1 July 2007.

#### **Urban Mobility Package<sup>9</sup>**

The section on smarter urban access regulations and road user charging within the Urban Mobility Package describes the role of urban vehicle access regulations in helping optimize urban access, air quality and to contribute to the goal of phasing out conventionally fuelled vehicles in cities by 2050.

In such a context, the European Commission has envisaged the need to exchange information among Member States and experts on urban access regulations across the Union, including practical implementation, conceptual foundations, effectiveness and impacts. This will lead to non-binding guidance to help cities implement access regulation schemes effectively.

#### **Transport White Paper<sup>10</sup>**

The 2011 Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system commits in its action 32 – an EU framework for urban road user charging to develop a validated framework for urban road user charging and access regulation

schemes and their applications, including a legal and validated operational and technical framework covering vehicle and infrastructure applications.

### Greening Transport Package

The EU has made internalisation of external costs of transport one of its main principles in transport policy. In 2008, the EC Greening Transport Package (COM/2008/0433), included a strategy for the internalisation of external costs (COM/2008/0435). With regards to urban pricing schemes, the latter document refers directly the Action Plan on Urban Mobility (COM/2009/490).

### Action Plan on Urban Mobility<sup>11</sup>

The Action Plan on Urban Mobility's (APUM). Action 7- access to Green Zones; Action 12- Study on urban aspects of the internalisation of external costs and Action 13 — Information exchange on urban pricing schemes – relate directly to this measure.

## Scope of the study

Against this background, the European Commission – DG MOVE has contracted a study to deliver six non-binding guidance documents (NBGD) on different aspects of access regulations, from design to successful implementation. The goal of the set of NBGDs is to support local authorities planning to introduce an access regulations scheme with practical guidance and recommendations. This is based on previous and current studies<sup>12</sup> and assessments of existing schemes on six aspects of UVARs, from planning to successful implementation:

Topic of the NBGDs	Rationale
1. Information and communication	To inform stakeholders about the scheme's characteristics and functionalities throughout the process of establishing and running a UVAR, and devise and implement effective communication plans, aiming to make users (including foreigners) able to understand the terms and conditions of the scheme, including fines and enforcement options, and establish an interaction with local authorities.
2. Enforcement (including cross-border), vehicle types, their identification and exemptions	To inform stakeholders, using best practices and examples, of the benefits of efficient vehicle identification methods, (including common standards for retrofitted vehicles) exemptions and enforcement rules, also in relation to national legislation. The situation at cross-border points and treatment of foreign vehicles is considered as well.
3. Planning, consultation and design (including definitions and typologies)	To provide information to stakeholders about the UVARs planning, consultation and design cycle. Dialogue with stakeholders, design and inclusions of ancillary transport policies, e.g. parking management and pedestrianisation, are considered.

Topic of the NBGDs	Rationale
4. National legal frameworks	To inform stakeholders about the requirements for an efficient and supportive national framework in relation to national and sub-national legislation for UVARs implementation.
5. Evaluation and assessment	To provide information to stakeholders on state-of-the-art techniques and practices for the evaluation and assessment of UVARs schemes. Information on the range of impacts, techniques, barriers and processes is collected, organised and shared, and is ideally drawn from best practices.
6. Technology options and interoperability	To inform stakeholders of the benefits and shortcomings of the available technology options, and of the potential benefits deriving from interoperability and, in general, from the adoption of common approaches.

While there is obviously no one-size-fits-all approach, commonly applicable solutions to shared challenges and concerns can be found for all of these relevant aspects, which can lead to a European rapprochement of practices for the benefit of cities, citizens and stakeholders across Europe, including business and industry.

The key topics which are presented in the six publications are strongly interrelated and should be seen in their global and dynamic interdependence:

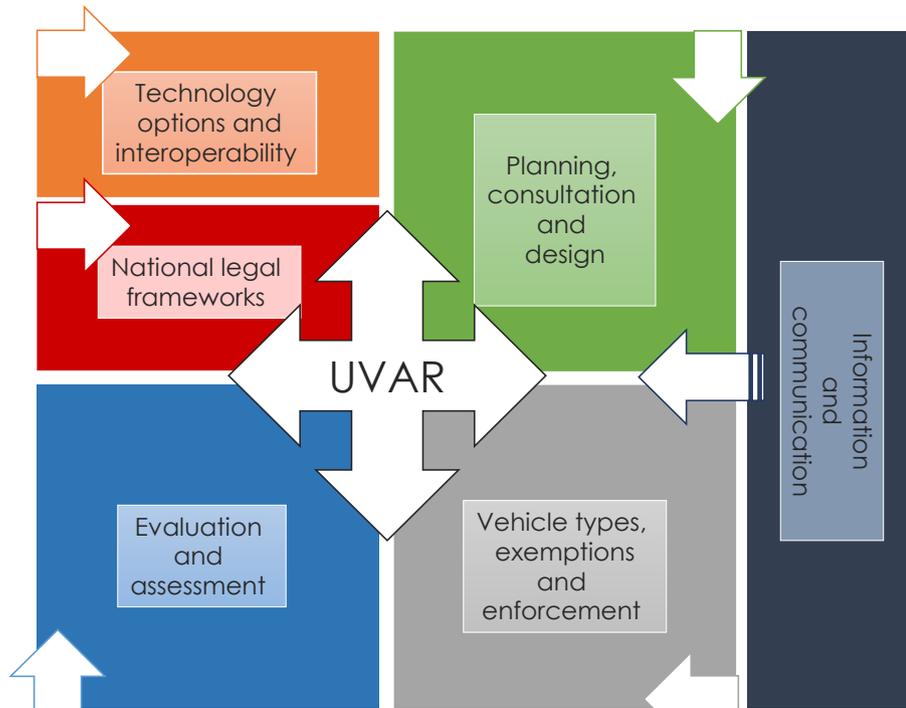


Figure I - The UVAR scheme

This document is primarily intended for use by public authorities, such as municipalities or local agencies, responsible for the management of the traffic, transport and transport infrastructures within urban areas.

All guidance documents will be available online on the European Commission's website once the project will be concluded.

## **The role of information and communication in UVAR Schemes**

Within this set of six non-binding guidance documents on UVARs, the present publication provides an overview of the topic of information and communication, which is a fundamental aspect both prior to the implementation of an access regulation schemes and once the scheme is in operation.

While the role of information and communication is particularly crucial in the design and planning phase, as it includes participation and consultation with operators and various types of stakeholders and citizens (see NBGD N°3), the present publication refers to the notion of customer service, which encompasses information and communication activities required once the UVAR scheme has been designed and approved by local administrations.

Customer service is one of the most important aspects of any UVAR scheme, as without a sound customer relationship management strategy, local as well as non-local and foreign road users may find it difficult to understand the motivations behind the introduction of the scheme, its practical rules, and implications on personal mobility as well as on local and non-local business.

Prior to the entry into force of the scheme, but also during the scheme's operation, the city administration needs to provide reliable and constantly updated information. The population must be informed on the launch of the scheme and provided with information on how the scheme will work. It is essential to also carefully plan and communicate alternative solutions for the various groups of users, such as non-motorised transport new infrastructure, reinforcement of public transport services, park and ride facilities immediately at the borders of the UVAR and the general adaptation of the local circulation plan.

In addition, the communication campaign has to effectively address people potentially affected by the scheme. Communication efforts should not focus solely on users within the area under consideration for the UVAR, but should also give importance to stakeholders outside the selected area, including those crossing international borders as well as foreign users in general. The main challenge at the European level is to simplify travel for citizens on the whole territory of the Union by providing a common approach to communication and information with regard to UVAR schemes across Europe.

As the introduction of UVARs often leads to dissent among citizens, transport stakeholders and business operators a proper communication is essential in order to address criticism from the outset and encourage acceptance by the population. In this respect, the way the UVAR is promoted from the start – for instance as part of a wider strategic context and not as an isolated measure - is fundamental. If the positive effects of the scheme can be demonstrated to users, they will more likely change their mobility behaviour.

## **Description of the process**

Each of the six identified NBGDs is the result of a participatory process, entailing the following activities:

- Clearly identifying the problem to be solved and the benefits of a more common approach across the EU.
- Defining the scope of the NBGDs and target audiences.
- Bringing together relevant background material (research papers, best practices and experiences).
- Convening a small, balanced group of technical experts to review the available material and prepare drafts of the NBGDs.
- Consulting a broad range of interested stakeholders on the draft NBGDs.
- Presenting the draft NBGDs to interested audiences.
- Revising the NBGDs as appropriate, based on the comments and feedback received.

## **Up-to-date literature review**

A literature review has been carried out in order to set up a knowledge base consisting of research, EU and national guidance, best practices, technical reports, articles and conference proceedings on UVARs. This activity served as a reference to draft the NBGDs.

Sources can be divided into three key categories:

1. *Information at the urban level.* This source accounts for the most significant share of available information. It includes i) the CIVITAS initiative knowledge centre, which reports access regulations feasibility and evaluation cases from the municipalities involved in the CIVITAS projects, ii) databases such as ELTIS, the urban mobility observatory, containing case studies dealing with pricing policies and access regulations measures, iii) academic literature on ex-post assessments of access regulations policies, iv) updates on the implementation of long-standing examples of access regulations policies in European cities, e.g. Milan, Rome, Bologna, London, Stockholm, Trondheim, Gothenburg etc.
2. *Information at the urban and national level.* The key reference for this is the website <http://urbanaccessregulations.eu/>, which provides an updated overview of the implementation of access regulations policies at the urban and national level (for most of the EU countries). In particular, when appropriate, the national level is addressed through the review of national legislation features, e.g. vehicle identification, enforcement practices, etc.
3. *Information at the EU level.* Academic papers and proceedings from research institutes provide comparisons on UVAR schemes.

The share of sources by key categories is shown in the following graph.

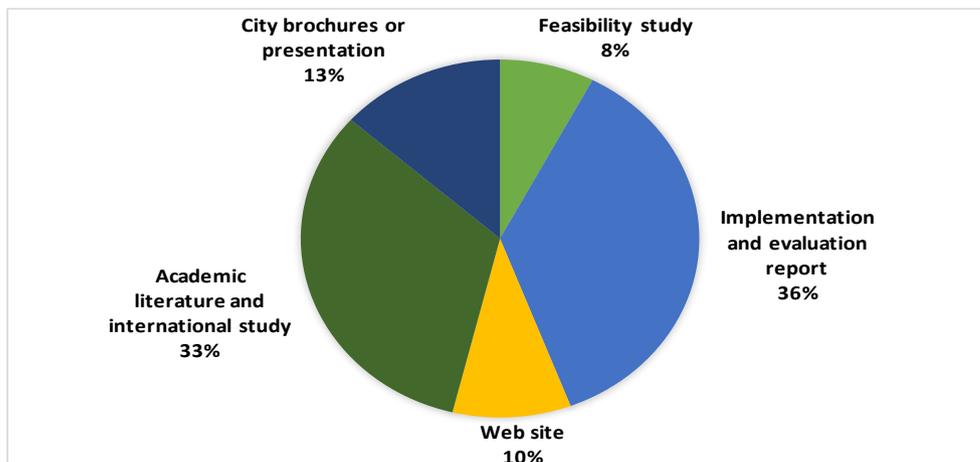


Figure II - - Literature review – type of sources

The methodology for literature review relies on the following assumptions:

- *Time horizon: 2011-2015.* The literature review begins with information from the Study on Urban Access Restrictions (ARS)<sup>13</sup> carried out in 2010, which provides extensive information on access regulations schemes. Building on that, the literature review focuses on publications, reports and studies issued from 2010 onward, trying to offer a complete picture of relevant sources concerning UVAR implementation and design in Europe;
- *Qualitative evaluation.* Each source is graded on a qualitative scale from high to low, indicating the quality of its information on the topic of NBGDs. For each source the title, time horizon, urban area involved, and a brief description of contents and useful notes are provided, e.g. types of reports, feasibility studies, evaluation reports, etc.;
- *Cross-cutting interpretation.* Finally, a cross-cutting interpretation of each topic throughout the available literature has been made to find relevant sections and to address relevant topics.

The topics in the “Information and Communication” NBGD aim at providing an overview of best practices that can guide local administrators in the preparation of efficient information campaigns and communication strategies on UVAR schemes, e.g. tools and techniques of communication or ways to disseminate the results. The goal is to improve the communication of the most important schemes UVAR, with particular reference to the information addressed to foreign users and the feedback mechanisms with users in general. The literature review shows that the most relevant information is contained in the evaluation and assessment reports of the cities involved in the CIVITAS projects on the one hand and in the updates of the UVAR schemes released by local governments on the other.

In the cities involved in the evaluation and assessment reports of the CIVITAS projects, both related to on-going and ex post UVAR schemes, the commitment towards encouragement of debate and dialogue among different stakeholders constantly emerges. It is frequent to face resistance by residents and business regarding UVARs: in some Member States, passenger cars are generally considered the most convenient mode of transport for shopping having repercussions on the perception of a UVAR scheme by business. The organisation of meetings with several stakeholders involved is one of the most recurrent instruments to build consensus. Other tools include on-line consultations, targeted surveys involving citizens and stakeholders in the affected areas as well as referendums.

Local governments committed to feasibility studies of new UVAR schemes, or to the extension/modification of earlier schemes, most likely support the design and delivery of effective media and marketing campaigns to raise awareness of the UVAR schemes impacts and characteristics. In terms of information tools, an important role is played by websites, generally the municipality website, in which information (usually in different languages) allows the users to be informed about tariffs and conditions.

In general, the assessment of the information collected through literature review is marked with an average "good" level: the analysis of the websites of local governments usually leads users to collect the key information on the UVAR schemes; in particular, fees and types of vehicles concerned. Less information is available on the rationale of processes and tools behind stakeholders' involvement, i.e. the most efficient/effective way to set up targeted information campaigns.

The complete list of literatures consulted is available in Annex I.

## **Stakeholder involvement and contributions**

The involvement of relevant stakeholders in the discussion and validation of the NBGDs has proved to be of great importance. Each NBGD benefits from two types of stakeholder input:

- a) The engagement of a balanced and representative group of experts providing direct contributions to the NBGDs according to their respective areas of expertise;
- b) The involvement of a broader group of stakeholders for the circulation and validation of the contents of the NBGDs.

### **Expert contributions**

A special list of experts has been compiled by the authors of this study. This is based on their direct expertise in the design, implementation and operation of access regulations schemes and systems as well as their broad and concrete experience with technologies adopted in the access control systems in a number of deployments across Europe.

The final list of selected experts is as follows:

- Greg Archer: leads the clean vehicles team at Transport & Environment
- Steve Kearns: Engagement Manager at Transport for London
- Mike McDonald: Emeritus Professor of Transport Engineering at the Transport Research Group of Southampton University
- Fabio Nussio: Head of International Cooperation at Roma Servizi per la Mobilità (Mobility Agency of the City of Rome)

- Adriano Trapuzzano: Ex-Solution Manager at BU Electronic Terrestrial Tolling of Kapsch TrafiCom AG
- Terje Tretvik: Senior Scientist at SINTEF Transport and Society, Transport Research

On 13 April 2015, a coordination meeting was held at the ISIS office in Rome, gathering both the experts and the research team, in order to share a common methodology and the main expected output of each NBGD.

The experts’ central contribution consisted in providing general feedback on the key challenges and available options identified by the research team on each NBGD topic. Once these were discussed and agreed on, they helped assess the potential impact of a common European approach and helped identify the key factors leading to the successful implementation of the practices showcased.

For the NBGD on Information and Communication the contributing experts have been: Steve Kearns and Terje Tretvik.

### UVAR stakeholders

At the outset of the study, a list of about 100 key stakeholders was compiled, comprising both cities and other relevant actors such as industry, institutions, economic players, citizen representatives, research institutes, and private consultancies (the list of stakeholders is available in Annex II).

The next figure shows the UVARs stakeholders in detail.

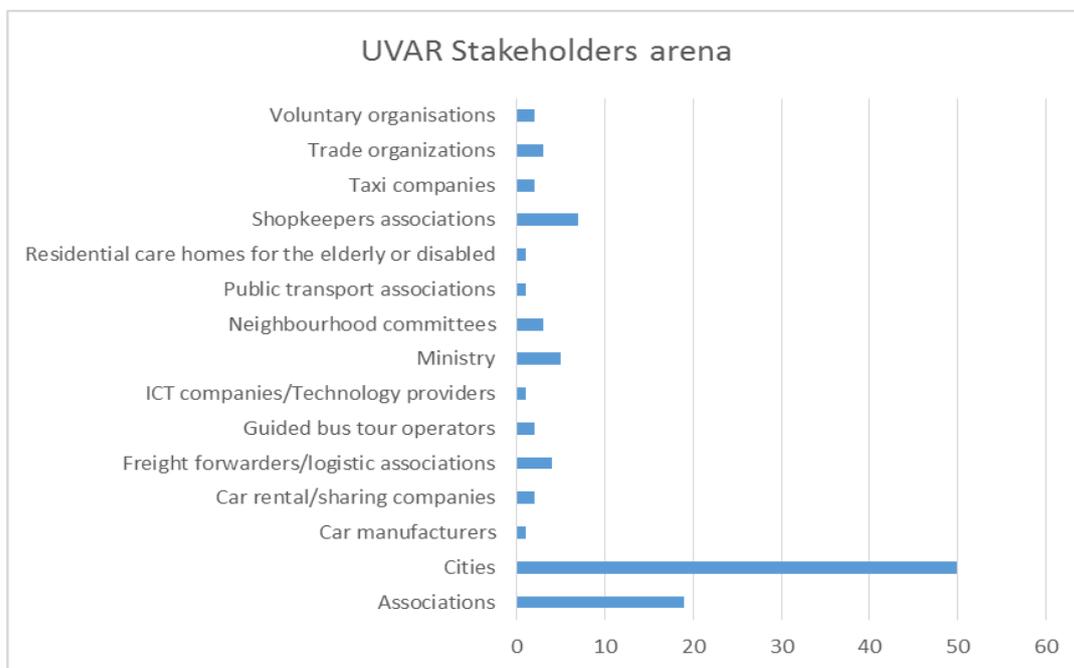


Figure III -- Composition of UVARs Stakeholders

Urban areas and transport associations (from public transport to passengers and freight) account for the biggest shares, followed by shopkeepers' associations and representatives of Member State Ministries.

Furthermore, a key contributor has been the Advisory Group on Access Regulations of the CIVITAS CAPITAL project, which has provided recommendations for the NBGDs.

This UVAR stakeholders' group has been consulted throughout the NBGD drafting process at different stages and in different ways, namely through:

1. The stakeholders' workshop on Friday 25 September 2015 in Brussels
2. An online questionnaire launched in November 2015
3. Continuous consultation via email

## **Presentation to target audiences and feedback**

### **Stakeholders workshop**

The UVARs stakeholders' group was invited to discuss the preliminary results of the first two NBGDs - Information and Communication and Vehicle identification, exemptions and enforcement – during a restricted workshop organised with the EC in Brussels on Friday 25 September 2015, at the Albert Borschette Conference Centre (the agenda is available in Annex III).

Car manufacturers, associations and city representatives took part in the workshop.

**Table 1 - UVARs Workshop - List of participating stakeholders**

<b>Name</b>	<b>Organization</b>
Kemal Onel	DG MOVE
Mans Lindberg	DG MOVE
Andrea Ricci	ISIS
Maurizio Tomassini	ISIS
Alessandro Distefano	PWC
Fuensanta Martinez Sans	ACEA European Automobile Manufacturers' Association
Yomi Otubushin	BMW Group
Vanessa Holve	EUROCITIES
Marta Marcuzzi	EUROCITIES

Name	Organization
Olivier Lenz	FIA Federation Internationale de l'Automobile
Andrew Turner	FIVA Fédération Internationale des Véhicules Anciens
Ian Catlow	London's European Office
Ivo Crè	POLIS
Lynn Regenber	Robert Bosch GmbH
Lucy Sadler	Sadler Consultants Ltd
Osvaldo Navarro	TPR University of Antwerp

Overall, the discussion was particularly useful in clarifying and/or fine-tuning some of the concepts developed in the first draft of the NBGD presented to the audience. Amongst others, the following suggestions have been incorporated in the new draft of the publication:

- Reinforce the concept of a 'European rapprochement of practices'.
- Focus on examples/case studies rather than merely best cases, since the perception of what a "best practice" is could be subject to the interpretation of the different stakeholders, which appear not to be aligned on the matter.
- The NBGD should provide "practical guidelines" to be used by the cities together with a set of recommendations for cities, without sending these to the EC as recommended standards.
- Distinguish between the role of communication during the design phase on the one hand and after the approval of a UVARs on the other. NBGD n°3 deals with the design and planning phase and will make special references to the role that information and communication plays in involving and engaging with stakeholders from a very early stage of the process. That said, the current publication focuses on communication and information starting from the moment the UVARs is formally agreed on by local authorities and the plan needs to go public. To clarify the difference, the concept of 'customer service' has been introduced in NBGD n°1, making reference to NBGD n°3.

Stakeholders proved very active in debating and commenting on the topics presented, especially in the closing session, where the audience's involvement in the highlighting of recommendations was particularly relevant.

The stakeholders' point of view was taken into the highest consideration along with their contributions on case studies in the formulation of the NBGDs.

### Online questionnaire

In November 2015, an online questionnaire was designed and distributed to the UVARs stakeholders' group and was made available on the web (through the DG MOVE website). The questionnaire was aimed at collecting feedback on the second draft of the first two NBGDs,

which had incorporated feedback received during the Brussels workshop on 25 September (the questionnaire is available in Annex IV).

The questionnaire was divided into four main sections:

1. Stakeholder details: this section collected information on the respondents, including type of organisation, geographical area, and contact details.
2. Questions on the overall clarity, relevance, effectiveness and usefulness of both the NBGDs as a whole, as well as on their contents.
3. Specific questions on each chapter of the NBGDs.
4. A section for additional remarks and suggestions.

In total, 18 stakeholders answered the questionnaire. Respondents' categories are presented in Figure IV.

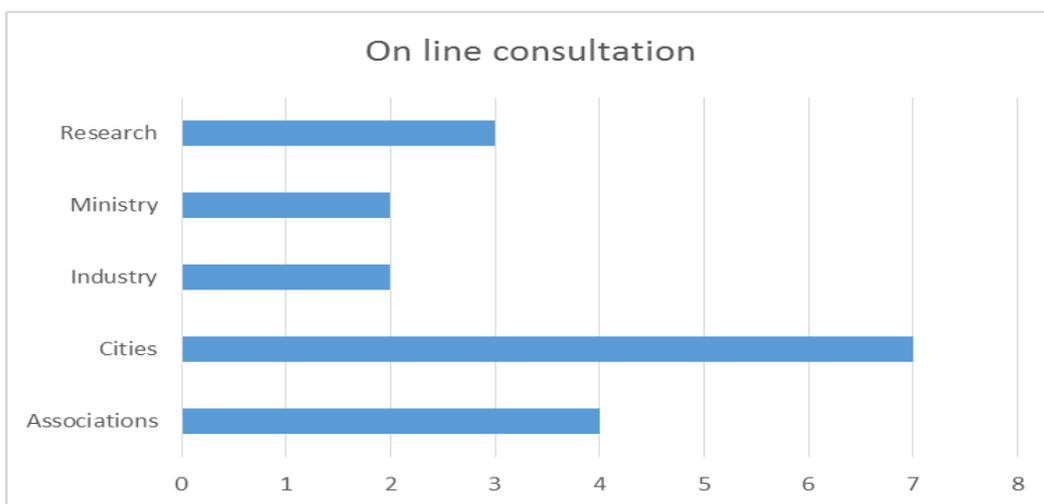


Figure IV – Categories of respondents to the on-line consultation

In terms of contribution to the NBGD on Information and Communication, the large majority of respondents ranked the clarity, relevance, effectiveness and usefulness of the publication between 7 and 9, out of a scale 1 (min) to 10 (max). Overall, the vast majority of the respondents (72%) considered the formulation of the recommendations to be satisfactory.

Aside from the positive feedback on the draft publication, a number of useful suggestions and remarks were received. For example, stakeholders suggested a more detailed description of the business sector – both local retailers and foreign economic operators- as a special target group of communication and information campaigns, and how modern communication technologies, including social media, will be used to reach this and other groups.

All remarks and comments received have been processed and taken into account in the preparation of the final version of the NBGD.

### **Continuous consultation via email**

The research team has kept up a regular dialogue with the UVARs stakeholders' group. Besides the invitation and participation in the workshop and the online consultation, stakeholders have been made aware of all new drafts of the publication produced. These drafts have been shared with all members of the group and accompanied by a call for additional input and comments, to make sure that inputs collected were addressed. A number of individual emails were received that provided either additional open comments or remarks, or directly tracked changes to the text.

## **Summary conclusions and recommendations**

The NBGD on Information and Communication in its final form provides a set of guidelines and a number of recommendations that can support local administrators in the preparation of efficient information campaigns and communication strategies on UVARs schemes. The goal is to improve the communication of the most important UVARs schemes, with particular reference to the information aimed at foreign users and feedback mechanisms for users in general.

This publication is the result of a careful analysis of previous and current studies and assessments of existing UVARs on the role that information and communication plays in the successful implementation of the schemes. The vast literature analysis carried out by the research team has been conducive to the identification of the main challenges cities face when a UVAR is adopted and local and foreign citizens, stakeholders and businesses need to be made aware of its existence and be informed about its rules. In response to these challenges, a number of solutions implemented across Europe have been identified that showcase the range of available options cities can choose from. Indeed, commonly applicable solutions to shared challenges and concerns can be found for key aspects related to information campaigns and communication strategies, which could lead to a European rapprochement of practices.

The key factors behind the successful implementation of the practices showcased, as well as the potential impact of a European rapprochement, have been analysed with the help of external experts and a selected group of stakeholders. The overall analysis allowed for the identification of a set of recommendations specifically addressing cities planning to introduce a UVAR scheme. Although there is no one-size-fits-all answer, this publication shares the view of the European Commission that a gradual rapprochement of basic principles of communication and information strategies at the European level would be beneficial. Such a rapprochement would ensure the consistency and clarity of decision making while improving the effectiveness and efficiency of the proposed schemes benefitting cities, citizens and stakeholders across Europe, including business and industry.

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<sup>1</sup> MEMO-12-671\_EN.

<sup>2</sup> European Commission DG Move: Results of the public consultation 'The urban dimension of the EU transport policy' (page 41).

<sup>3</sup> SWD (2013) 526 final.

<sup>4</sup> Brussels, 17.12.2013 COM (2013) 913 final

<sup>5</sup> Communication from the commission to the European Parliament, the council, the European Economic and Social Committee and the Committee of the Regions: Together towards competitive and resource-efficient urban mobility. Brussels, 17.12.2013 COM (2013) 913 final (page 5-6).

<sup>6</sup> Commission Staff Working Document: A call for smarter urban vehicle access regulations. Brussels, 17.12.2013 SWD (2013) 526 final (page 7).

<sup>7</sup> UNECE Convention on Road Signs and Signals, of 8 November 1968 (ECE/TRANS/196)

<sup>8</sup> UNECE Convention on Road Signs and Signals, of 8 November 1968 (ECE/TRANS/196)

<sup>9</sup> [http://ec.europa.eu/transport/themes/urban/urban\\_mobility/ump\\_en.htm](http://ec.europa.eu/transport/themes/urban/urban_mobility/ump_en.htm)

<sup>10</sup> WHITE PAPER Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system /\* COM/2011/0144 final \*/

<sup>11</sup> Action Plan on urban mobility [COM (2009) 490

<sup>12</sup> For a general overview, the analysis done by the ARS study can still be considered a solid reference for facts and trends from which to start. As for the practices of the cities mentioned in the publications, they represent a selection of options currently in operation across Europe.

ARS study - Study on Urban Access Restrictions, Final Report, December 2010 - TREN A4/103-2/2009. [http://ec.europa.eu/transport/themes/urban/studies/doc/2010\\_12\\_ars\\_final\\_report.pdf](http://ec.europa.eu/transport/themes/urban/studies/doc/2010_12_ars_final_report.pdf)

<sup>13</sup> ARS Study – TREN/A4/103-2/2009: Study on Urban Access Restrictions - Final Report, December 2010 [http://ec.europa.eu/transport/themes/urban/studies/doc/2010\\_12\\_ars\\_final\\_report.pdf](http://ec.europa.eu/transport/themes/urban/studies/doc/2010_12_ars_final_report.pdf).

## ANNEX I - List of information sources

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
1. CIVITAS-ELAN, 2013 "3.2. Study of congestion charging and dialogue on pricing" City of Zagreb	√		√		√		Feasibility study. Presentation made by Marko Slavulj, Ph.D. University of Zagreb Faculty of Transport and Traffic Sciences
2. CIVITAS-MIMOSA, 2013 "Bologna Road Pricing policies" City of Bologna	√√	√√√	√√√		√√√	√√	Measure evaluation report
3. CIVITAS-MODERN, 2013 "Superblocks Concept for Access Restriction" City of Vitoria-Gasteiz	√√	√√√	√√√		√√√	√√√	Measure evaluation report

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
4. CIVITAS-MIMOSA, 2012 "Flexible access for cleaner freight traffic" City of Utrecht		√√√	√√√	√√	√√√	√√	Measure evaluation report
5. CIVITAS-ARCHIMEDES, 2013 "Access Control Historic Centre" City of Iasi	√√	√√	√√√	√√		√√	Measure evaluation report
6. CIVITAS-ELAN, 2013 "Freight delivery restriction" City of Zagreb	√						Feasibility study. Presentation made by Hrvoje Pilko, B. Eng. University of Zagreb Faculty of Transport and Traffic Sciences
7. CIVITAS-ARCHIMEDES, 2013 "City Centre Access Control" City of Ústí nad Labem		√√√	√√√				Feasibility study

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
8. CIVITAS-REINASSANCE, 2011 "Upgrading of ZTL scheme" City of Perugia		√√			√		Information from Municipality
9. CIVITAS-2013 "toll - emission zoning of city" City of Brno		√					Information from Municipality
10. CIVITAS-MIMOSA, 2013 "Motorbike Pollution Reduction" City of Bologna	√√	√√		√√√			Feasibility study Measure evaluation report
11. CIVITAS-ELAN, 2011 "Congestion charging scheme for the Ljubljana region" City of Ljubljana	√√						Implementation status report on formal agreement for the congestion charging measure
12. CIVITAS-ELAN, 2012 " Access control system"				√√√	√√√	√√	Implementation status report on access control system (Pilot

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
City of Ghent							project)
13. <a href="http://www.urbanaccessregulations.eu">www.urbanaccessregulations.eu</a>		√√√	√√	√√√	√√√		Web site: overview of EU cities about: Low Emission Zones Urban Road Charging Schemes Urban Access Regulation
14. Clean Air, 2014, "Low Emission Zones"	√√	√√					Aid paper for Municipalities
15. <a href="http://www.eltis.org">www.eltis.org</a>		√√		√√	√		Web site: Case studies on Low Emission Zones in European cities
16. Frederik Strompen, Todd Litman, Daniel Bongardt, 2012, "Reducing Carbon Emissions through	√√		√√			√√	Overview of TDM measures. Road pricing and congestion charging in London, Singapore and Stockholm

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
Transport Demand Management Strategies" Beijing,							
17. GIZ, 2014, "Vehicle Travel Restriction to Improve Air Quality in Inner Cities"		√√	√√				Low Emission Zones factsheets. London, Berlin
18. GIZ, 2013, "Towards Better Air-Quality in Inner Cities"		√√	√√				Low Emission Zones factsheets. Milan, Berlin
19. Danielis, Romeo, L. R. (2011). An economic, environmental and transport evaluation of the Ecopass scheme in Milan"		√√√	√√√				Analysis and impact assessment of the Milan congestion charging policy
20. Sheffield City Council (2013). "Low Emission Zone (LEZ)	√√√		√√√			√√√	Low Emission Zones feasibility study

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
Feasibility Study" Sheffield City Council							
21. Christiane Malina, Frauke Fischer, 2012, "The impact of low emission zones on PM10 levels in urban areas in Germany"		√√√	√√				Overview on impact and characteristics of LEZ in Germany
22. CIVITAS-MODERN, 2011 "Access restriction policies in Craiova" City of Craiova		√√	√√√			√√	Measure evaluation report
23. CIVITAS-CARAVEL, 2011 "Policy Options for Access Restrictions" City of Stuttgart	√√	√√	√√√		√√	√	Measure evaluation report
24. CIVITAS-SMILE, 2011 "Time control			√√√			√√	Measure evaluation report

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
access restriction" City of Norwich							
25. CIVITAS-MIRACLES, 2011 "Restricting vehicle access along La Rambla" City of Barcelona		√	√√√		√√	√	Implementation report, editor Simon Hayes
26. CIVITAS-MIRACLES, 2011 "Multi Initiative for Rationalised Accessibility and Clean Liveable Environments" City of Rome	√	√√√			√√	√	Final Report publishable
27.CIVITAS-MIRACLES, 2011 "Set up of city centre clean zone" City of Cork		√	√√√			√√	Report on evaluation results
28. CIVITAS-CARAVEL, 2011 "Integrated Access Restriction	√√		√√√		√	√√	Measure evaluation report

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
Strategy" City of Burgos							
29. CIVITAS-SUCCESS, 2011 "access control schemes for tourist coaches" City of La Rochelle	√√	√			√	√√	"Design and implementation of access control schemes for tourist coaches" Editors: Breuil, Blackledge
30. CIVITAS-CARAVEL, 2011 "Integrated access control strategy " City of Krakow		√	√√√		√	√√	Measure evaluation report
31. CIVITAS-MOBILIS, 2011 "Access management for the city centre-LTZ buses" City of Venice		√√√	√√√			√√	Final transferability report
32. CIVITAS-33.CARAVEL, 2011 "Clean High Mobility Corridors"	√√√	√√√	√√√	√√	√√√	√√√	Measure evaluation report

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
City of Genoa							
34. CIVITAS-CARAVEL, 2011 "Policy options for access restrictions" City of Stuttgart		√√		√			Travelling towards a new mobility (brochure)
35. CIVITAS-ARCHIMEDES, 2011 "Efficient good distribution" City of Aalborg	√√	√√	√√√	√√	√	√√	Measure evaluation report
36. CIVITAS-RENAISSANCE, 2011 "Testing innovative strategies for clean urban transport for historic European cities" City of Perugia	√				√	√	Innovative cities (brochure)
38. CIVITAS-MODERN, 2011 "Freight distribution"		√√√	√√√		√√	√√	Measure evaluation report

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
City of Brescia							
39. City of Gothenburg website <a href="http://www.transportstyrelsen.se/en/road/Congestion-taxes-in-Stockholm-and-Goteborg/">http://www.transportstyrelsen.se/en/road/Congestion-taxes-in-Stockholm-and-Goteborg/</a>	√√	√√√		√√	√	√√	Transport Styrelsen website
40. City of Stockholm website <a href="http://foretag.stockholm.se/Tillstand/Trafik/Miljzon1/">http://foretag.stockholm.se/Tillstand/Trafik/Miljzon1/</a>	√	√√√		√	√	√	Municipality website
41. City of Trondheim "Road tolling in Norway, 2011"	√√	√		√√	√	√	Presentation by Norwegian Public Road Administration
42. City of London Website <a href="http://www.tfl.gov.uk/modes/driving/congestion-charge">http://www.tfl.gov.uk/modes/driving/congestion-charge</a>	√√	√√√			√√√		Congestion charge website

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
43. City of London LEZ <a href="https://consultations.tfl.gov.uk/environment/ultra-low-emission-zone">https://consultations.tfl.gov.uk/environment/ultra-low-emission-zone</a>	√√√	√√√			√√√	√√√	Ultra-Low Emission Zone website
44. Transport for London, October 2014, "Ultra Low Emission Zone consultation" Supplementary information			√√√			√√√	Proposal. Summary description of the proposal for addressing road transport emissions in London.
45. 2014, "Low Emission Zone: Lisbon's Experience"	√√	√√	√√				Academic Research. Description of the implementation process of Lisbon's LEZ, the results obtained.
46. UCL, 2014 "Congestion Management for China's Transit		√√√	√√√				Academic research. Overview of charging

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
Metropolis Cities"							schemes in London, Stockholm, Singapore, Edinburgh, Manchester, New York.
47. 2014, "Achieving genuinely dynamic road user charging: issues with a GNSS-based approach"					√√√		Academic research. Critical review of road user charging (RUC) systems through examples from the UK.
48. Transport Research Arena, 2014 "Evaluation of road transport pricing regimes"		√√	√√√				Academic research. London, Stockholm and Milano pricing regimes evaluated through a data envelopment analysis (DEA) comparative efficiency evaluation

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
							scheme.
49. 2013, "Comprehensive Urban Road Toll Evaluation System"		√√√	√√√		√√		Academic research. Comparison of the London, Stockholm and San Diego charging schemes and GNSs city toll systems using the TSES system.
50. Centre for Transport Studies, 2012, "The Stockholm congestion charges – five years on Effects, acceptability and lessons learnt"		√√√	√√√			√√	Working Paper. Effects, acceptability and lessons learnt from the Stockholm congestion charging system experience.
51. Peter Murray, 2012, Public Infrastructure Bulletin: Vol.1, "Congestion pricing for roads:		√√√	√√√				Academic research. Experiences of cordon pricing (London and Singapore),

Title	NBGD topics						Notes & brief description
	1. Information and communication	2. Vehicle types, identification, exemption and enforcement	3. Evaluation and assessment	4. National Legal Framework	5. Technology options and interoperability	6. Planning consultation and design	
An overview of current best practice, and the economic and transport benefits for government"							corridor pricing (Sydney) and hot lanes (US).
52. Siemens, 2011, "Electronic Toll Solutions "		√√					Leaflet. Major project examples all over the world
53. Satellic, "Urban Tolling and Telematic Solutions"					√√		Leaflet. Overview of city tolling systems
54. <a href="http://sootfreecities.eu">http://sootfreecities.eu</a>	√	√	√		√		Website on measures to reduce air pollution in urban areas.
55. Health Effect Study, 2011, "The London Low Emission Zone Baseline Study"			√√√				Study on impact assessment of London LEZ

Quality of information:

√√√ Good

√√ Medium

## **ANNEX II - List of stakeholders and other contributors**

- Associations de commerçants de Paris
- Athens Traders Association
- British Independent Retailers Association
- British Retail Consortium
- car2go Europe GmbH
- City Sightseeing Italy srl
- CIVITAS Initiative
- Concordia France
- Confcommercio
- Confederación Española de Comercio
- Coordinamento dei Comitati Milanesi
- Council of European Municipalities and Regions (CEMR)
- Drivenow
- EEA - European Express Association
- ERTICO ITS Europe
- ETSC - European Transport Safety Council
- EUROCITIES
- Eurocommerce
- European association for forwarding, transport, logistics and customs services (CLECAT)
- European Automobile Manufacturers' Association – ACEA
- European Cyclists' Federation (ECF)
- European Disability Forum
- European Freight & Logistics Leaders Forum
- European Intermodal Association (EIA)
- European Logistics Association (ELA)
- European Passengers Federation (EPF)
- European Passengers Transport Operators (EPTO)
- European Shippers Council (ESC)
- Federación Regional de Asociaciones Vecinales de Madrid
- Federal Ministry of Transport and Digital Infrastructure
- FEDERATION INTERNATIONALE DE L'AUTOMOBILE (FIA)
- Freight and Logistics Leaders Club (FLLC)
- Green Freight Europe (GFE)
- Hailo
- Handelsverband Deutschland (HDE) (German Retail Traders' Association)
- ICLEI - Local Governments for Sustainability
- INEX - ASSOCIATION FOR VOLUNTARY ACTIVITIES
- International Association of Public Transport (UITP)
- International Road Transport Union (IRU)
- Logistics Alliance
- London Road Neighbourhood Association
- Ministerio de Fomento, Dirección General de Transporte Terrestre
- Ministero delle Infrastrutture e Trasporti, Dipartimento Trasporti
- Ministry of National Development - Department for Transport Public Services
- POLIS
- Royal Norwegian Ministry of Transport and Communication – Department of Public Roads and Traffic Safety
- Savez Udruga Malih Trgovaca RH
- Taxi Capital
- The Association of European Vehicle Logistics
- The Original London Sightseeing Tour Limited
- UETR - European Road Haulers Association

- Vereniging Directe Verkoop

#### Municipalities

- Amsterdam
- Antwerp
- Athens
- Barcelona
- Berlin
- Birmingham
- Bologna
- Bordeaux
- Bratislava
- Brussels
- Bucharest
- Budapest
- Copenhagen
- Dublin
- Düsseldorf
- Eindhoven
- Ghent
- Hamburg
- Krakow
- La Rochelle
- Leeds
- Lisbon
- Ljubljana
- London
- London - Head of Office, London's European Office
- Lucca
- Luxembourg
- Madrid
- Malmö
- Manchester
- Milan
- Munich
- Naples
- Nice
- Oslo
- Paris
- Porto
- Prague
- Riga
- Rome
- Rotterdam
- Seville
- Sofia
- Stockholm
- Tallinn
- Thessaloniki
- Toulouse
- Vilnius
- Warsaw
- Vienna
- Zagreb

## **ANNEX III - Agenda of stakeholders' workshop**

DG MOVE: STAKEHOLDERS' WORKSHOP  
IN THE FRAMEWORK OF THE PREPARATION OF EU GUIDANCE DOCUMENTS ON  
URBAN VEHICLE ACCESS REGULATIONS

Friday 25 September 2015

Conference Centre Albert Borschette  
Room 2D, Rue Froissart 36  
1040 Brussels

### AGENDA

10:00 - 10:15 Introduction to the purpose of the workshop and the project  
Magda KOPCZYŃSKA, Director DG MOVE C

10:15-11:45 Presentation on the external study being conducted, the structure of the workshop and the expected outcomes; Presentation of main issues to be investigated under each topic and first findings

12:00 -13:30 Guided debate on the drafts, following the agenda set for each topic; background information on the drafts by the consultants and suggestions of the participants

13:00 - 14:00 Lunch break

14:00 - 15:30 Discussion on specific issues that have proven particularly difficult to solve and that will be of primary importance to the development of non-binding guidance documents

15:45 - 16:15 Discussion on which topics to examine further

16:15-16:45 Presentation of the first results of the parallel study on the preparation of six non-binding EU guidance documents on urban logistics

16:45 - 17:00 Summary and outlook  
Daniela ROSCA, Head of Unit DG MOVE C.I

## **ANNEX IV – Online questionnaire**

### Stakeholder information

1. Please indicate the geographical area(s) where your organisation operates (more countries can be selected):

- Austria (1)
- Belgium (2)
- Bulgaria (3)
- Croatia (4)
- Cyprus (5)
- Czech Republic (6)
- Denmark (7)
- Estonia (8)
- Finland (9)
- France (10)
- Germany (11)
- Greece (12)
- Hungary (13)
- Ireland (14)
- Italy (15)
- Latvia (16)
- Lithuania (17)
- Luxembourg (18)
- Malta (19)
- Netherlands (20)
- Poland (21)
- Portugal (22)
- Romania (23)
- Slovakia (24)
- Slovenia (25)
- Spain (26)
- Sweden (27)
- United Kingdom (28)

2. Indicate which of the following category(ies) best define your organisation (more categories can be selected). In case your company/organisation may fall under more categories, please mind to ensure that your following responses are coherent with the boxes you select.

- Governmental agency (1)
- Member of the industry (2)
- MS institution (3)
- Citizen and citizen representative (4)
- Academic and research organisation (5)
- Private consultancy (6)
- Other (8)

3. Please use this space to further elaborate your previous answer, if deemed necessary

\_\_\_\_\_ (1)

4. Please fill in with your contact details

- a. Company/organisation (1): \_\_\_\_\_
- b. Name (2): \_\_\_\_\_
- c. Surname (3): \_\_\_\_\_
- d. Position/Role within the organisation (4): \_\_\_\_\_
- e. City (5): \_\_\_\_\_
- f. Country (6): \_\_\_\_\_
- g. Telephone (7): \_\_\_\_\_
- h. Email address (8): \_\_\_\_\_

#### General questions

##### Clarity

5. Overall, on a scale from one to ten, how would you assess the **clarity (i)**<sup>1</sup> of the NBGD (minimum: 1 – maximum: 10)?

\_\_\_\_\_ Level (1)

If the score is below 6, the following questions will be shown. Otherwise, question no 7 will appear.

6. Please indicate which section(s) you consider unclear and why. Also, please indicate how the clarity of the mentioned section(s) could be enhanced.

\_\_\_\_\_ (1)

##### Relevance

7. Overall, on a scale from one to ten, how would you assess the **relevance/importance (i)**<sup>2</sup> of the contents of the NBGD (minimum: 1 – maximum: 10)?

\_\_\_\_\_ Level (1)

If the score is below 6, the following questions will be shown. Otherwise, question no 9 will appear.

8. Please indicate which section(s) you consider not-relevant/not-important and why. Also, please indicate – if appropriate – how these sections should be revised to increase their relevance/importance.

\_\_\_\_\_ (1)

#### Effectiveness

9. Overall, on a scale from one to ten, how would you assess the **effectiveness (i)**<sup>3</sup> of the NBGD and of the available options presented (minimum: 1 – maximum: 10)?

\_\_\_\_\_ Level (1)

If the score is below 6, the following questions will be shown. Otherwise, question no 11 will appear.

10. Please indicate which section(s) you consider to be non-effective and why. Also, please indicate how these sections should be revised to increase their effectiveness.

\_\_\_\_\_ (1)

#### Usefulness

11. Overall, on a scale from one to ten, how would you assess the **usefulness (i)**<sup>4</sup> of the NBGD and of its contents (minimum: 1 – maximum: 10)?

\_\_\_\_\_ Level (1)

If the score is below 6, the following questions will be shown. Otherwise, question no 13 will appear.

12. Please indicate which section(s) you consider useless and why. Also, please indicate how these sections should be revised to increase their usefulness.

\_\_\_\_\_ (1)

#### Section specific questions

13. Are the challenges identified in the NBGD (*Ch. II of the NBGD*) addressed and described in a satisfactory way?

- Yes (1)  
 No (2)

If not, how could the challenges be better addressed and described? Please specify (1)

\_\_\_\_\_

14. Are there any additional challenges, which you consider important to mention apart from the three types of challenges presented?

- Yes (1)
- No (2)

If yes, please specify (1) \_\_\_\_\_

15. Are the available options identified in the NBGD (*Ch. III of the NBGD*) presented and described in a satisfactory way?

- Yes (1)
- No (2)

If not, how could the available options be better presented and described? Please specify (1) \_\_\_\_\_

16. Are there any additional available options, which you consider important to mention?

- Yes (1)
- No (2)

If yes, please specify (1) \_\_\_\_\_

17. Are the potential impacts of a common European approach in vehicle types, exemption and enforcement identified in the NBGD (*Ch. IV of the NBGD*) presented and described in a satisfactory way?

- Yes (1)
- No (2)

If not, how could the potential impacts from a common European approach in vehicle types, exemption and enforcement be better presented and described? Please specify (1) \_\_\_\_\_

18. Are there any additional potential impacts from a common European approach in vehicle types, exemption and enforcement, which you consider important to mention?

- Yes (1)
- No (2)

If yes, please specify (1) \_\_\_\_\_

19. Are the barriers and enablers to a common approach identified in the NBGD (*Ch. V of the NBGD*) presented and described in a satisfactory way?

- Yes (1)
- No (2)

If not, how this section could improve? Please specify (1) \_\_\_\_\_

20. Are there any additional barriers and enablers, which you consider important to mention ?

- Yes (1)
- No (2)

If yes, please specify (1) \_\_\_\_\_

21. Are the recommendations identified in the NBGD (*Ch. VI of the NBGD*) presented and described in a satisfactory way?

- Yes (1)
- No (2)

If not, how could the recommendations be better presented and described? Please specify (1) \_\_\_\_\_

22. Are there any additional recommendations, which you consider important to mention?

- Yes (1)
- No (2)

If yes, please specify (1) \_\_\_\_\_

Additional elements

23. Please use the space below to provide your opinion on any additional aspect you may wish to mention

(please specify) (1) \_\_\_\_\_

Please note that we may contact you should we have any questions related to the data provided.

---

<sup>1</sup> In the questionnaire, a text box appears pointing the mouse on the word "clarity" with the following: Clarity in respect to the means and forms used to present the information.

<sup>2</sup> In the questionnaire, a text box appears pointing the mouse on the word "relevance/importance" with the following: Relevance/importance of the contents of the NBGD in respect to the objectives, measures/actions and problems related to UVAR schemes.

<sup>3</sup> In the questionnaire, a text box appears pointing the mouse on the word "effectiveness" with the following: Effectiveness of the contents of the NBGD in respect to the capacity of the NBGD of supporting the achievement of a desired result/expected outcome.

<sup>4</sup> In the questionnaire, a text box appears pointing the mouse on the word "usefulness" with the following: Usefulness of the contents of the NBGD in respect to the objectives, measures/actions and problems related to UVAR schemes.

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