

SUSTAINABLE MOBILITY IN LA ROCHELLE AND OTHER INNOVATIVE CITIES. FRANCE.

MARIE LAUNAY. TTR. FRANCE.



# Sustainable Mobility in La Rochelle and other innovative cities

CIVITAS and the EU pot of experiences for integrated strategies & clean urban transport





Smaller Communities in CIVITAS for Environmentally Sustainable Solutions

THE CIVITAS INITIATIVE

IS CO-FINANCED BY THE EUROPEAN UNION



New Challenges and Urban Best Practices Madrid, 17th November 2008 Marie Launay, Transport & Travel Reseach Ltd

# CIVITAS, a EU Research & Demonstration Programme which became a Label – CIVITAS, as a concept for integrated sustainable mobility in Communities



CIVITAS

SUCCESS

The primary goal of CIVITAS is to generate a decisive breakthrough in the way urban transport is organised so that radical change in its impact on climate change and quality of life is possible. *CIty, VITAlity, Sustainability* 

For that, a number of cities able to show the example, implement series of measure which, combined, produce a coherent and efficient improvement strategy.

This concerns innovative technologies and processes; innovation is also in the way the technologies, systems and people are organised to produce high results



SUCCESS CIVITAS

**CIVITAS 1**, 2, Plus: 8 years of programme now and more than 50 cities in the whole enlarged **Europe** 



Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid

THE CIVITAS INITATIVE IS CO-FINANCED BY THE EUROPEAN UNION

# **CIVITAS in France: Nantes, Lille between 2002 and 2005; Toulouse and La Rochelle in 2005 for 4 years**

- Large-scale demonstrations which led to significant improvements, new services and pollution diminution: biogas in Lille, new transport policy in Nantes...
- CIVITAS is dealing with having a significant impact on pollution and transport modal shift through integration of 8 categories of policy based measures:
- **1.** Clean vehicles and fuels
- **2.** Promoting and improving collective transports
- **3.** Access control and clean zones
- **4.** Mobility management
- **5.** Safety and accessibility of all
- 6. Goods delivery and urban logistics
- **7.** New forms of ownership, less car-intensive lifestyles
- 8. Telematics

In La Rochelle, all these fields have been developed with a permanent look at their integration.

Another key word in EU programmes, especially FP: EVALUATION or how to enable real replication...



# **Clean Vehicles**

Two hybrid microbuses in operation between the P+R and the city centre of La Rochelle





SUCCESS

CIVITAS

Implementation of EEV standards for 10 new buses in 2007-08



THE CIVITAS INITATIVE IS CO-FINANCED BY THE EUROPEAN UNION

Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid

Biofuels for the vehicle fleet of the Urban Community of La Rochelle :

2007 : Two biofuel stations using Pure Plant Oils

- 2008 : Cooking oil recycling plant (beg.) using oil collected from restaurants owners.

Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, Madrid









### **Access control**

SUCCESS CIVITAS

**Development of Access Control Zones** 

- Enhancing pedestrian and cycling
- Reducing unnecessary traffic
   while developing attractive public
   spaces







# **Integrated pricing strategies**

Creation, promotion and extension of the "Pass'Rochelais" a pass combining :

- cultural activities and transport
- leisure activities and transport









### SUCCESS CIVITAS

# **Stimulation of collective transport modes**

New dedicated bus lane joining the commercial area



SUCCESS

CIVITAS



- Adoption of a 10 year strategic scheme on accessibility
- Installation of accessible bus stops

### 2 new bike-buses operating

Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, Madrid

THE CIVITAS INITATIVE IS CO-FINANCED BY THE EUROPEAN UNION

# New forms of vehicle use & ownership

### Car-sharing :

- new types of vehicles,
- new organisation of the system;
- new users

Bike-sharing :

- progressive extension
- innovative new system
- accessible with the regular
- PT smartcard

Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid



Etant donnés le volume et l'utilité des informations fournies su ne vaudrait-il pas mieux installer le mât côté console de comn (regrouper physiquement toutes les consignes d'utilisation) ?

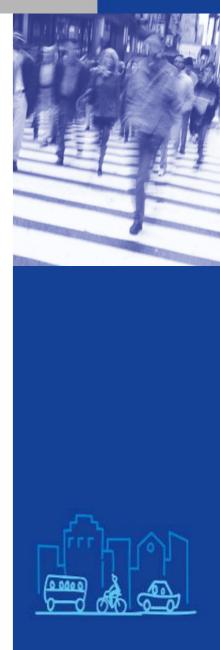


# **Goods delivery/city logistics**

Reorganisation of the logistics platform
Individuals/Professionals have access to the clean vehicles for their deliveries



Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid



CIVITAS

SUCCESS



### **Innovative soft measures**

• Business Travel Plan, notably creation of a carpooling web service

• Student Travel Plan : 'Pass'Etudiant17' offer

 14 kms cycle path between Lagord and Esnandes





Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, Madrid

THE CIVITAS INITATIVE IS CO-FINANCED BY THE EUROPEAN UNION Real time information system in bus shelters & central bus station

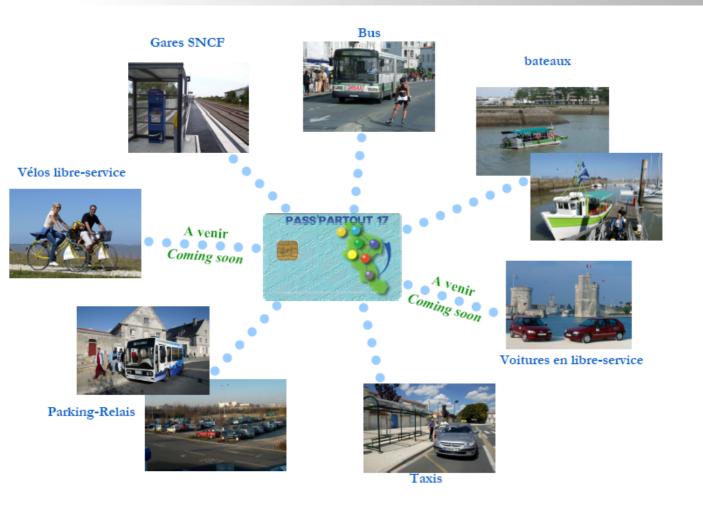
Real time Information via SMS

Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, M



### Extension of the smart card system

### SUCCESS CIVITAS



An integrated innovative ticketing approach : one smartcard for a whole range of mobility services

Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, Madrid







# **National Task Force concept: Communicate peer to peer**





La Barriello





CIVITAS-SUCCESS

SUCCESS,

ion rochelaise

for La Rochelle's numation

La Bochella

IVITA

SUCCES

TIVITA

La Brochelly







### SUCCESS CIVITAS

CIVITAS,

# **Relationship with media**

- Press releases in local newspapers and municipal or transport company communication material
- Interviews of the local authority representatives

### Press conference, informational meetings, CIVITAS > UN PRO aunching events of measures 2020 I trip sont les objectife du prog

Shuttle to employ

Co-ordinating in-h

and health transp

SLINKY looks st

adans 8 projets de demonstration, de séles d'Europe, dont en France : après Lifle et Nantes peu Civities 4, Toulouse et La Rochelle (voir ci deserve) pour Civitis 8, sont partie prenante de l'initiative, dotée d'u Budget de 110 millions d'élidant 100 finances par l'Union européerine. Objectif 7 Mettre en counte des menutes Instrumine ante gebane approvie intégrée de la gardian de la mobilité unbaine en intégrant le facteur inter de 11 de la tatantament de fait, en laterataine Les projets allectionnée couvrant l'une du planieurs de 8 delei n pade metares béhicules et certaurants propres, systèmes de sei fication de la voirie, tatifications intégrés doue opportant de mades absenantifs innovemes, resevences concepts de distribución des marchandrias, etc.). Con when, get assument soules in monthement du programme - signature d'une charte et forum annuel, la dernier a Nantes en revembre dom ar - doivant faire preuve si'un vérbatrix ungagement politique, ces expériments tions mondos doivent permettre d'évels en rivepart sur la contommation d'énergie, le bruit et la pollution de Fair, puis de révoleer un quide des bonnes pratiques à l'intenti on des aggiornitations européennes de plus de Les pop habitants, un nouveau groupe d'une puarentière de villes désuit être prochainement effectionnel. pour la période 2007 2014. Le cestie des « plansières » s'élargire dont convinci sélonent.

propagation of the start the scientification of a set in start as 200° and is introduce of 10 mills (Carbon 1, 1000-000) due to 2 programme service they preservative most by long prior band some band bein avvid with the moment ways

### INTERVIEW > CIVITAS PERMET DE BOOSTER CERTAINS PROGRAMMES

color burns cit-

Local I Bair Bialor.

#### Michal-Martial Durieux est vice printident delégais aux Transporta à la communenté d'eggloménistion de La Rochelle, elle Civitais.

to Low in TAW + Course In Reside participe o elle controlement è fundamentazione finitate di f the states of the second states must d'applocateution a ste schericert ale paul le proin Sonne we les orbie des propries et les manures de gat-den de la mobilité, aux coliés de Parsian en Grunde-Bretague et de Fristan an Assessments on efficient the normalized committee allin pilata. None neuro etpen du a reterent is projet als 2012 attail accompaet le fritt. Le seclet a débuit en Reclaritier in pour Loss. It doit persame Socialization des arbitestes generation in the second second second printeer prevents Budielle - faith uter a de l'électrique.

1200 Citables Patter sont conversion? 11.55.0 - II y and sharelies 1 systemes errer les parkings de discussion et le percentile, or sent des conduce et man passeouth an appel d'offres stars even next dos collicator hybridas third dompers and environment d'atlive nued is direter millingé to gravie h int is, frombri il y a les 50 which les on iteratory on literator



tors to voture open added on trimporte où ta ville. Dette del priverte 11/M/J - So torise d'incar d'abord et to ever by employments of an technihirty site de l'incorrection in a la compleration Switchi specific clubate not bet rehicults. Il gaiste gant un volet touchest our Excellence paur A 5 will have Of does plus by 1 millions length water as waters is the following as as around recorders, well 41 to der dependent ers utwintendent mit surgebriefen plastic qu'il de Thybride: Par a Resesestas titu tillõre rogistre na m. Flore preside folia minite cont la titalioritat st my leasting with increase of their dischart samed. Oda rows presently, other da projet dientring went Sod-Gare optide contribu e marmines « Desconders de titul unique > Prove Partner 17 + 510m of Raises is readly a managefully a figurate sol de l'oggie notation. Dans cette Zer. it y ante to pilly diction ges realities that over, its response performance Mais 2 first surning put his couple and pinnelsi : s'as un gra unrall Alta Rochelle, colo (let di ano qu'en se pré-Leight dash, do arths in bes, firs onope de des rioggement durable. Ou

confederations and neuril designations aporttaculares qu'or soches est ? Aufoutifue in volum more a démun-(10) Quibu on ha echanges ? Hold, Holders on providing and thatle the enfoquer stabile à la sue de tout les jourst. peti-deadly, at his chance deprived interoptication dies en mars 2029, au plan Neur results residently re visit d'abori le nu practica à la 21 column tank Les echiences no wind pay recent dam its Reen tochdala #

Marie Launay, TTR France • 17th November 2008 • UN



#### CIVITAS - a touch of Europe comes to Lancashire

#### Andrew Verlag, Langeshire County Council

2006 Langestrike County Council was poor suncerne Courty Council was DOCESSA in justing the European CIVITAS DOCESS Industry, With paramete Present, Ch uncid, Sauth Richtle Georgen, Owners, Free a and TTR we had to deriver many new listing, is support Transport within the when A Seath Richtle areas of the County now and 2009. As with many project the first year which a

ACC811 atsinable transport including public transpo shing and cycling. CIVITAS will address the

miniantions of the SUCCESS service

Conversion of



### ID OUR partners, as 8 e CEVITAS ELICCESS

Treas and energy efficient vehi we project will by to introduce and informatic herbitist because using sing invanigated along with a refer refuelling. This area of the delivery pressures as forugh the Energy Stavings Tru miche options are being cons

All bank of some

evitand Town Centre. Clean pones are being leveloped and the approach will also leak at

CIVITAS

#### stegrating prising strategies

nting integrated reing a

#### insulation of passenger t



tern met ichten des in sochen Une die direchtle impor-tene, en met die oder gereichte inste die ordenen annangemensuch dependent considerations Final day manda comparison at all

Dispectrizarya trafficalisi in transported and dislocal de cililiori.

I donessis by subject or . Eastly years do date, convelation

andala, or a allores. A statisticate formali-

and door lo on proc store at An which malers.

the distant set of the second set

theid and not puty the lat he

ofmany. Yelmologiile de

would GPS at or utilitate are memory public de cillion Cibere public ritigamenti most pike Di condimente

10-1012-00

diated prolocitadasi CIVILES II se referà la Demoltares sistem ful GFS pentre parent enter d trenaport public. Concernitation of

tubent. Nue spars he orderes : rates man firms de hansport integente, cars implements local de utilites con memorservite mod de disponsante Un transport modern de traffe de communal, contras transport de comple indicador, em dante mare de tinge deles, deix e bardides de de programme properties care sus cite communals por contra de encontral elemente compositempo Energenit acoust (CPS), esterar informationale activities de "depresentare e autoractivi y pint la activit pooprifier GIS, reads mails trailentin". Ca also revisas se ma observa reads, insten de empteras pi presti stateties in information. Para are This introductors since holdest subsects other rest and representationer. unpiles radie al rasi non o indicators active & classifier

Dr. of: exists and onlie commenceptive de ciste, su etc, care prototorio as robers, catternali, dia holio is colo second appelling and appelling tati de improvpirant o bei mai many de practice la consectance repick, on sill efficients conprote chevatur 24 de ver tacàdar qu' convegitor de includes. that collede adeptate one and conform. Antening de composites seus "alacies" processione increase industry dis multi-

Volksondaria.

The second state

repairs of a fail maniation

Buckets Rance in dispersion

avoiles rates. colificant' det, e pisatione realisti, e He red them important in cashe days if you do attractioner, protect period a secondar impacts temperature pdby of our prin cherrich and it is writter overstar permit loof it ethiet in ender it inter periodike entrypeic h anti, la un merci, calicante cali, merchani carepane, il poste para calicanti, de merchi mina ind cone totales concepti la attainistipo local, can, pro-transpond 'advided' politos de docer a remedie a considerán ecologica de a considerán ecologica de politos de docer a remedie a considerán ecologica de a considerán e framportal paths da one preserve drategrene, prate discusse pain intermedial per-

in trop scal of case man in dis-

die 22, filad on month of for

accept at some rest "part do

makers inclusion finction which is a posise forth lice tor mar represent a shakingi wome in davidana wonletis de administrare at hand. Das accuse "balles intseman, dependent the heavy "Beento" avone manolo chose



ATCO Here's Sering 20

Saw encoupts for the distribution of good-A partnership with freight operators and ot natenalders will be established. Dedicated transmission will be essentiated, bedrated transmission be produced and transmission provide transmission and states, along with dealers and electronical infrastructure will be investigated.

### manager and manager

the project will look at introduc oproaches to integrated plannin writees and school bave plans, ensemblished travel plansing safe

integration of transport ma

IC Clarke, CIVITAS \$19 Manage

tment of an integrated control

# Communication: CIVITAS at the heart of local policies

CIVITAS doesn't have to be just a European program. This is a support programme for ambitious sustainable mobility policies supported by the European Union that all actors have interest to promote.

It's a programme dealing with all concrete, daily, aspects of local urban transport and its impacts are visible on street.

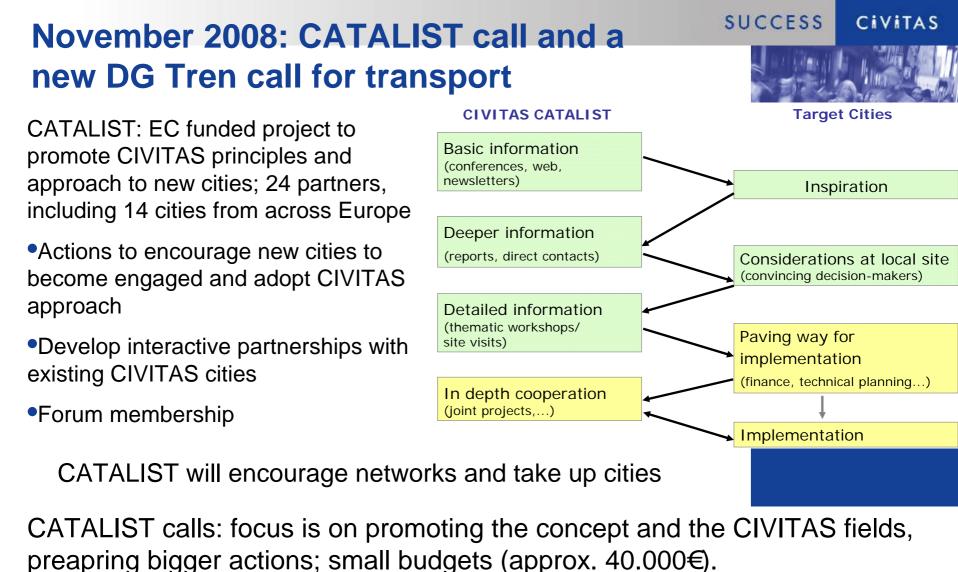
Citizens are part of CIVITAS

Local stakeholders are the makers of a successful CIVITAS project

Ploiesti Poster for the Public Debate regarding the Clear Central Zone



Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid



DG Tren : call for grants in the urban transport field: approx. 1 million Euro projects in specific fields (freight, demand responsive transport, safe cycling and walking, green zones, integrated information and payment systems)

HE CIVITAS INITATIVE IS CO-FINANCED

Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid

### SUCCESS CIVITAS

# **Political aspect**

- Crucial apparition and dialogue with national institutions
- Political debate and recommendations
- Political leadership at the local level





Control Control of the 2015 Control Control Control Control of Con

hims any accessible collars de la acciditar anigador



Marie Launay, TTR France • 17<sup>th</sup> November 2008 • UN-HABITAT international Meeting, Madrid

THE CIVITAS INITATIVE IS CO-FINANCED BY THE EUROPEAN UNION

# Thank you for your attention

Marie Launay, TTR France CIVITAS-SUCCESS Project Management + Dissemination

marie.launay@ttr-ltd.com www.civitas.eu www.civitas-success.org



Marie Launay, TTR France • 17th November 2008 • UN-HABITAT international Meeting, Madrie





THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION