

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

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# 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

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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



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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



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



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# **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





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



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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.

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### **Access control**

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**Development of Access Control Zones** 

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



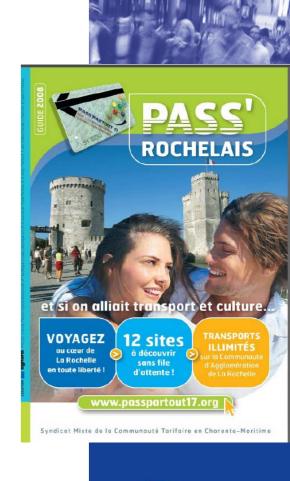




# **Integrated pricing strategies**

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

- cultural activities and transport
- leisure activities and transport









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# **Stimulation of collective transport modes**

New dedicated bus lane joining the commercial area



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

### 2 new bike-buses operating

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# 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

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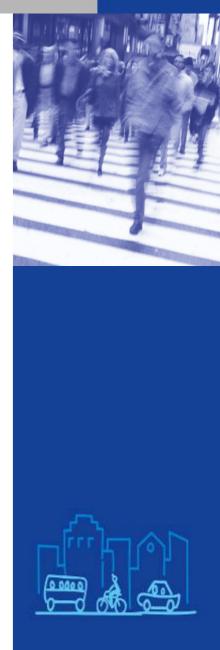


# **Goods delivery/city logistics**

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



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### **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





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

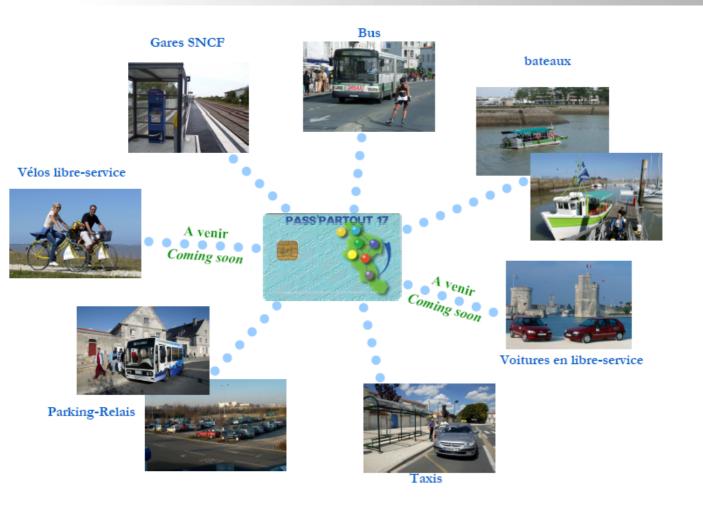
Real time Information via SMS

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### Extension of the smart card system

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

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





La Barriello





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# **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

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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.

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

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

#### Andrew Verlag, Langeshire County Council

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IC Clarke, CIVITAS \$19 Manage

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# 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.

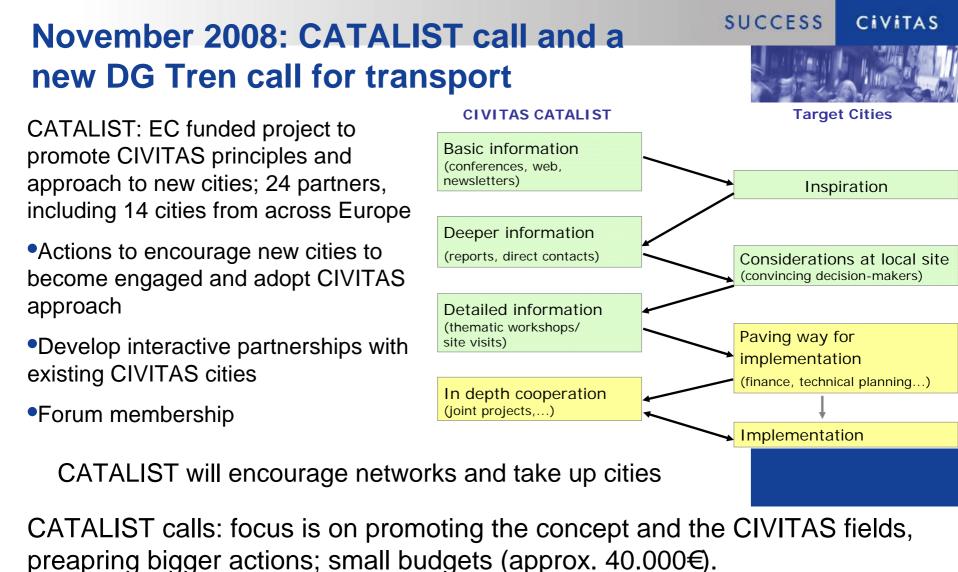
Citizens are part of CIVITAS

Local stakeholders are the makers of a successful CIVITAS project

Ploiesti Poster for the Public Debate regarding the Clear Central Zone



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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)

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# **Political aspect**

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





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# Thank you for your attention

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