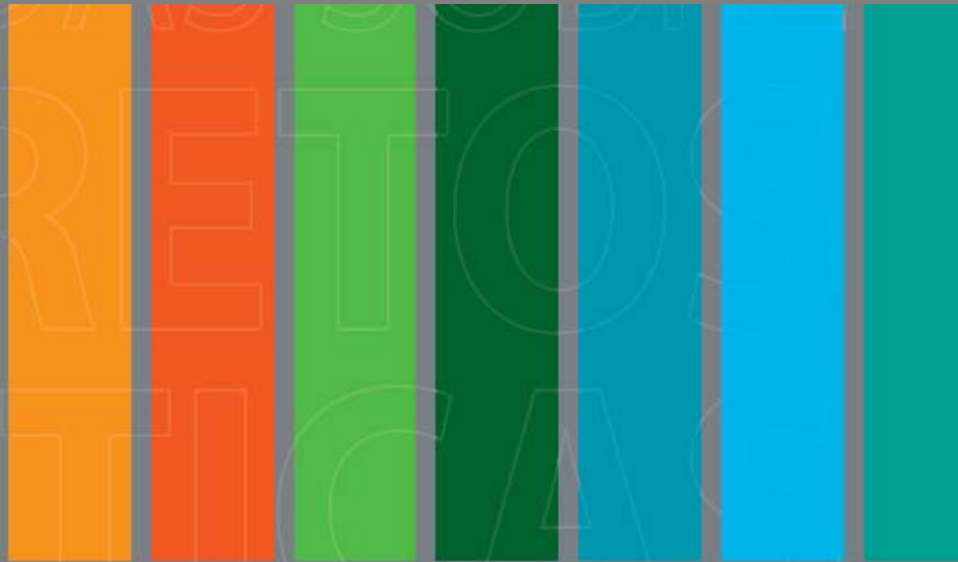


CaixaForum Madrid

17-18 noviembre 2008



JORNADAS SOBRE
**NUEVOS RETOS
Y BUENAS
PRÁCTICAS
URBANAS**
Experiencias españolas y europeas

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*

CiViTAS
Cleaner and better transport in cities



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



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

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



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...

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



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



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.



Development of Access Control Zones

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



Creation, promotion and extension of the
“Pass’Rochelais” a pass combining :

- cultural activities and transport
- leisure activities and transport



GUIDE 2008

PASS' ROCHELAIS

et si on alliait transport et culture...

VOYAGEZ
au cœur de
La Rochelle
en toute liberté !

12 sites
à découvrir
sans file
d'attente !

**TRANSPORTS
ILLIMITÉS**
sur la Communauté
d'Agglomération
de La Rochelle

www.passpartout17.org

Syndicat Mixte de la Communauté Tarifaire en Charente-Meritime



New dedicated bus lane joining the commercial area



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

2 new bike-buses operating



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



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

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



Innovative soft measures

SUCCESS

CIVITAS

- Business Travel Plan, notably creation of a carpooling web service
- Student Travel Plan : 'Pass'Etudiant17' offer
- 14 kms cycle path between Lagord and Esnandes

ETUDIANTS
bougez plus, dépensez moins !

Pass'Etudiant 17
Tarif spécial étudiant *

18,50€
par mois pendant 10 mois
(juillet et août gratuits !)
185€ par an

Pour une **utilisation illimitée** du bus, du libre-service vélo, du passeur et des parkings-relais Jean Moulin et l'Hermitage.

* sur présentation de la carte d'étudiant

Renseignements RTCR : 05 46 34 02 22 - www.rtc.fr

rtc   Communauté d'Agglomération de **La Rochelle** 

Bougez, on vous accompagne !



Real time information system in bus shelters & central bus station

Real time Information via SMS

Ligne	Destination	Départ	Qual
19	PL. GRANDS PRES	16:57	
05	LAFOND	17:46	Y
20	PORTSNEUF LE MA	17:47	S
63	BELGRADE/REPORT	17:24	H1
10	LES MINIHES	17:25	H2
36	MIREUIL PORT-NE	17:27	Y
17	M. CHTE MARITIM	17:29	H1
11	LAGORD	17:36	Y
08	PRIEUR	17:41	H1

NOUVEAU SERVICE

Mon prochain bus par SMS !

Recevez votre temps d'attente en direct et en temps réel sur votre portable...

Comment ça marche ?

- étape 1**
Repérez le n° de votre arrêt de bus ... ici "267"
- étape 2**
Envoyez "monbus" suivi d'un espace et du n° d'arrêt par SMS au 41199 ... ici "monbus 267"
- étape 3**
Recevez en quelques instants sur votre mobile le temps d'attente pour les prochains bus à cet arrêt !*

*Coût d'un SMS = 0,05 € Service exclusivement réservé aux usagers de la RTCR

Plus de renseignements au 05 46 34 02 22 et sur www.rtc.fr et www.agglo-laroche.fr

Gares SNCF



Bus



bateaux



Vélos libre-service



*A venir
Coming soon*



*A venir
Coming soon*



Voitures en libre-service

Parking-Relais



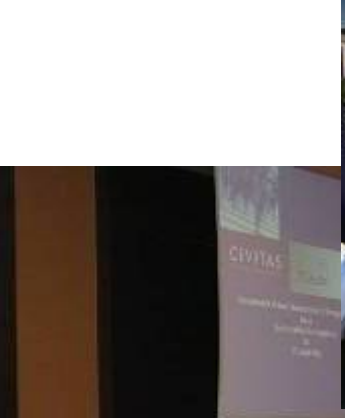
Taxis



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



National Task Force concept: Communicate peer to peer



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



November 2008: CATALIST call and a new DG Tren call for transport

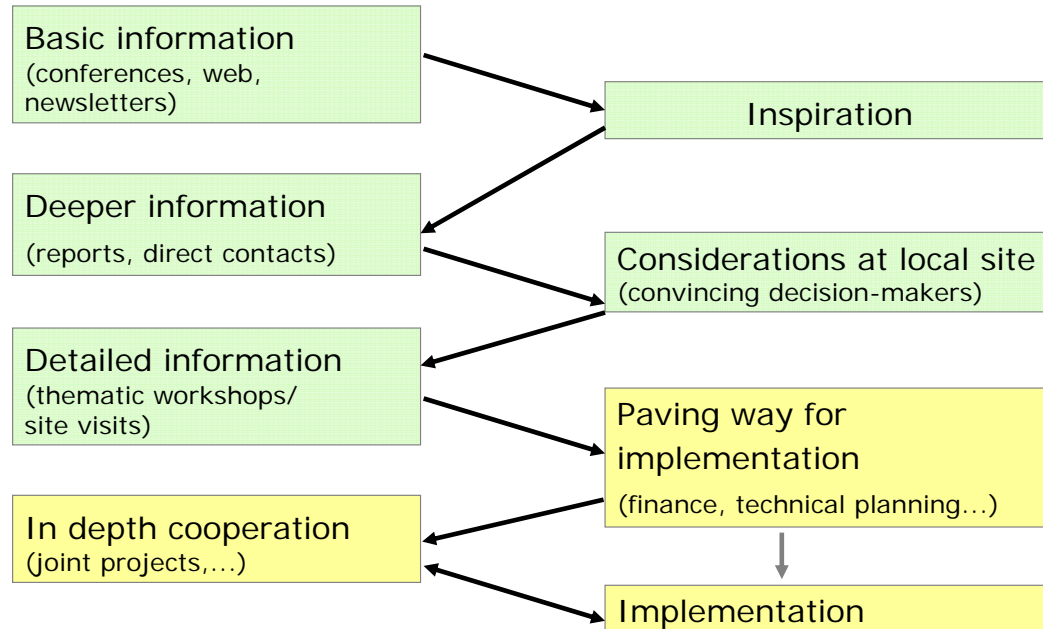


Target Cities

CATALIST: EC funded project to promote CIVITAS principles and approach to new cities; 24 partners, including 14 cities from across Europe

- Actions to encourage new cities to become engaged and adopt CIVITAS approach
- Develop interactive partnerships with existing CIVITAS cities
- Forum membership

CIVITAS CATALIST



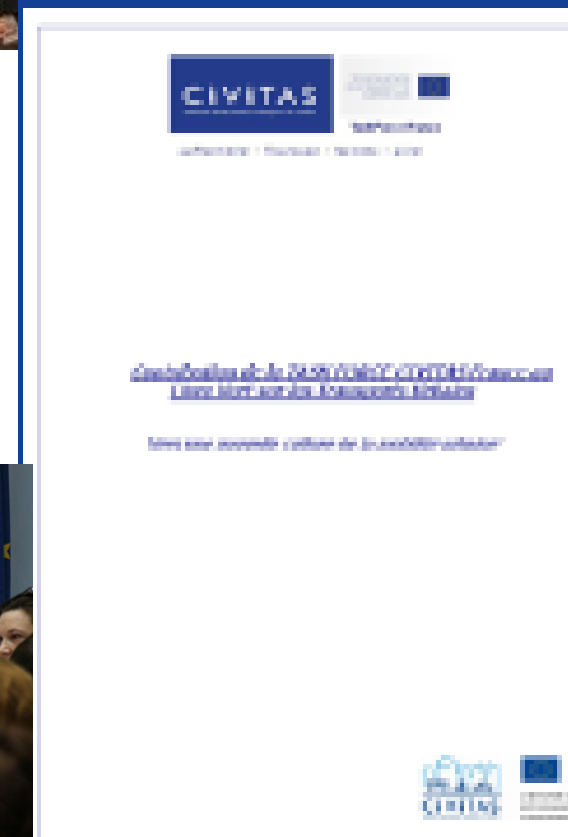
CATALIST will encourage networks and take up cities

CATALIST calls: focus is on promoting the concept and the CIVITAS fields, prearing bigger actions; small budgets (approx. 40.000€).

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)

Political aspect

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



Thank you for your attention

Marie Launay, TTR France

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Management + Dissemination

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www.civitas.eu

www.civitas-success.org



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