

2020
CiViTAS
Cleaner and better transport in cities



CIVITAS CITIES **SUCCESS STORIES**

THE SECOND EDITION



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

IMPRINT

About

This publication has been developed within the framework of the CIVITAS SATELLITE CSA, funded under the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement no 713813.

Publisher

ICLEI - Local Governments for Sustainability, European Secretariat, Freiburg, Germany.
Executive Director, Wolfgang Teubner

Main Authors

Adrienne Kotler (ICLEI Europe), Hana Peters (Rupprecht Consult)

Co-Authors

Michael Glotz-Richter (Free Hanseatic City of Bremen); Iva Rorečková (Brno City Municipality); Claudio Mantero, Joana Gaudêncio (Horários do Funchal); Małgorzata Ratkowska (City of Gdansk); Nathalie Roguez-Villette (Nantes Metropolitan Region)

Editor

Richard Adams (ICLEI Europe)

Layout

Martin Freire (ICLEI Europe)

Disclaimer

The views expressed in this publication are the sole responsibility of the authors named and do not necessarily reflect the views of the European Commission.

Copyright

All images in this publication are the property of the organisations or individuals credited. The content of this publication may be replicated and built upon. It must, however, be attributed to the CIVITAS Initiative.

February 2021

INTRODUCTION

For nearly 20 years, the CIVITAS Initiative has helped make greener mobility a reality in cities of all sizes throughout Europe and beyond.

Over the course of the five CIVITAS phases to date, hundreds of innovative measures have been implemented. From active and shared mobility to mobility management and clean public transport and urban freight, these have spanned the whole sustainable urban mobility spectrum.

Cities have not only benefitted through measures. The inter-city exchange and peer-learning that comes with being a member of the CIVITAS community has emboldened cities to believe that they too can change their transport systems.

In certain places, CIVITAS involvement has inspired a particularly marked shift, serving as a springboard to alter the way people move in and around them.

In this second edition of the CIVITAS Success Stories booklet, discover the stories of five cities where that is the case. Bremen (Germany), Brno (Czech Republic), Funchal (Portugal), Gdansk (Poland), and Nantes (France) await!



THE CITIES



BREMEN, GERMANY

PAGE 6



BRNO, CZECH REPUBLIC

PAGE 8



FUNCHAL, PORTUGAL

PAGE 10



GDANSK, POLAND

PAGE 12



NANTES, FRANCE

PAGE 14



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION



BREMEN, GERMANY

Population: 580,000 people
Area: 326.7 km²

© Michael Glotz-Richter

In the past two decades, sustainable mobility has taken off in Bremen. Its modal split in 2018 was 25% for walking, 25% for cycling, 14% for public transport, and 36% for cars.

CIVITAS involvement has helped drive this shift to sustainability. The city is a founding member of the Initiative and was among the first signatories of the CIVITAS Declaration in 2002. Since then, it has taken part in multiple CIVITAS projects, including CIVITAS VIVALDI (2002-2006) and ELIPTIC (2015-2018), whilst it is coordinating the new ULaaDS (2020-2023) project.

Bremen is a cycling city. In July 2020, it opened Germany's first 'bicycle zone', whilst in recent years it has added 4,000 safe cycle parking spaces and a network of premium cycle routes. An extensive public transport network offers a further travel alternative. Recently, the tram network was extended and new bus lines introduced. The seamless ticketing system

FAST MOBILITY FACT

2002 to 2020

+800%

Registered car sharing users

used by the region's 30 operators enables multimodality.

The City of Bremen, the European SUMP Award winner in 2015, promotes car sharing in order to discourage car ownership. Indeed, the German city is an internationally recognised forerunner. VIVALDI's measures helped develop this facet of mobility policy, and car sharing is now widespread. In the ongoing CIVITAS SUNRISE project, residents in the Hulsberg neighbourhood are using co-creative mobility planning to rethink parking policy and boost car sharing.

CIVITAS projects have not only aided sustainable transport development financially – inter-city exchange and inspiring examples have also helped. Workshops and study tours brought both technical insights and aroused political and public debate, showing how things could be done differently.

In this way, CIVITAS involvement and measures helped cultivate a culture change among politicians and the public. Support for active modes and car sharing in particular was stimulated - the latter went from being a niche issue to a pillar of mobility policy.

“Being in CIVITAS has made Bremen more liveable. Aside from the many measures, it established a crucial idea: the future cannot be built on individual car ownership. Realising this and freeing up street space is about political decision-making more than technology – the latter is not the sole solution”

Dr. Maike Schaefer

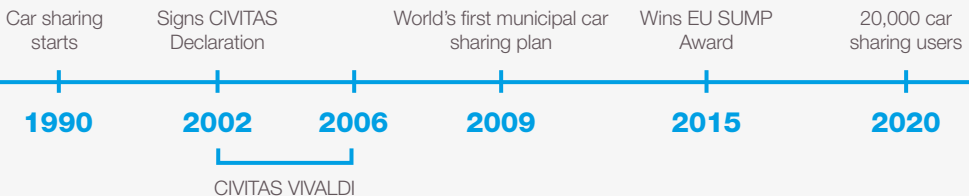
Minister for Climate Protection, Environment, Mobility, Urban and Housing Development, Free Hanseatic City of Bremen

Measure in the spotlight: Car sharing promotion

Bremen has enjoyed substantial success with its car sharing programme. Starting in 1990 with 28 users and three cars, the city had 2,450 users when VIVALDI began in 2002. Under the project, nine new car sharing stations and the cambio car sharing service were launched, with user numbers increasing by 43%. When the city prepared its municipal car sharing action plan in 2009 – a world first – there were 5,000 car sharers.

By winter 2020, they numbered over 20,000. The city’s experience, its ‘mobil.punkt’ concept, and the design of its mobility hubs have been transferred to other European cities. Overall, the city’s 20,000 car sharers have taken 6,000 private cars off the streets, freeing up 25km of street space.

SHARING CARS TO STIMULATE A MOBILITY CULTURE CHANGE





BRNO, CZECH REPUBLIC

Population: 381,000 people
Area: 230 km²

© City of Brno Municipality

For over a decade, Brno has worked to build and maintain a high-quality, regionally connected public transportation system for its 390,000 residents.

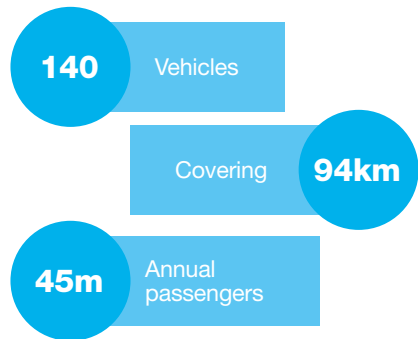
The city's 2019 modal split evidences this: 53% of people use public transport and 31% private cars, whilst 5% walk and 2% cycle.

Brno's involvement in CIVITAS has been integral to reaching this point. Within two CIVITAS projects – CIVITAS ELAN (2008 - 2012) and CIVITAS 2MOVE2 (2012 - 2017), it implemented 16 sustainable mobility measures. Most focused on making public transport more attractive, efficient and multimodal.

Within ELAN, five minibuses specially adapted for passengers with disabilities were introduced, offering a demand-responsive service. Work was also conducted to improve the energy efficiency of Brno's trams and trolley buses. This extended into 2MOVE2, with a

FAST MOBILITY FACTS

Brno has Europe's
largest trolleybus network



concept developed for the role of e-mobility in public transport. Various e-buses were tested and an outline prepared for an e-minibus service.

2MOVE2 also saw Park and Ride incorporated into the city's parking system: a new facility was built and nine further locations identified.

To encourage multimodality, buses were equipped with bicycle racks, whilst a new traffic management centre sped up public transport infrastructure maintenance.

CIVITAS participation enabled the city and its partners to share knowledge on public participation processes in public transport planning. This provided the basis for Brno's Sustainable Urban Mobility Plan (SUMP) development process: the city's SUMP was approved in 2018.

All CIVITAS measures implemented in Brno are still in place, be it in their original form or modified to suit the changing urban landscape. Compared to when the city first joined CIVITAS in 2008, Brno is now more liveable, with better public transport and a SUMP.

Measure in the spotlight: Prompt ticket machine repair

In 2006, when preparing for CIVITAS ELAN, Brno Public Transport Company crafted a plan to repair ticket machines more conveniently and promptly.

In ELAN, Brno defined the technical requirements for a system that automatically alerts a control centre of any defects, meaning they can be rapidly repaired. They then weighed up different options to find the best solution. A system was initially installed in 10 machines and on one computer in the control centre – it was not long before another 149 machines were equipped with the new technology!

This led to quicker repair times, with the machines' 'out of order' time reduced by 15 hours by the end of ELAN. Today, all ticket machines are equipped with this technology.

“Since CIVITAS first came to Brno 12 years ago, our city has become more liveable, public transport has vastly improved, we have a SUMP – and citizens know about it! Whilst there is still much to do, we are on the right path.”

Iva Rorečková, Head of Transport Development and Strategy Office,
Brno City Municipality

A BURNING DESIRE TO GET PEOPLE MOVING SUSTAINABLY

Joins CIVITAS
ELAN

Rapid ticket
machine repair

Joins CIVITAS
2MOVE2

First Park & Ride
facility opens

Brno's SUMP
approved

2008

2010

2012

2016

2018



FUNCHAL, PORTUGAL

Population: 105,000 people
Area: 76.15 km²

© Horários do Funchal

For over a decade, Funchal, the largest city on the island of Madeira, has been working with CIVITAS to improve local sustainable mobility.

The city is a popular tourist destination, and its push towards sustainable mobility has been led by the public transport operator Horários do Funchal, in partnership with the Municipality of Funchal, the Region of Madeira and other local agencies.

In 2008, Funchal joined the CIVITAS MIMOSA project to test new approaches and solutions for sustainable transport. This led the city to explore innovative technological solutions, such as cleaner buses for better air quality.

Despite the efforts made during MIMOSA, the number of public transport users continued to decline. To reverse this trend, the Region of Madeira joined CIVITAS DESTINATIONS in 2016 with the plan to empower tourists to travel sustainably, and in the process improve mobility for all in the region.

FAST MOBILITY FACTS

2017 to 2019

+5%

Number of public transport passengers

Tourist satisfaction with public transport services

+8%

CIVITAS involvement has been crucial to both Funchal and Madeira's commitment at a political level. For example, DESTINATIONS contributed significantly to the regional Sustainable Urban Mobility Plan (SUMP), called SUMP-RAM, approved in June 2019. The plan was the result of collaboration between more than 20 entities, covering the mobility and the tourism sectors.

Political support also helped the region implement measures to reduce the costs of

public transport in 2019, increasing its affordability for all. Furthermore, politicians in Madeira secured investment from the European Regional Development Fund for public transport fleet renovation, mobility plans, and pedestrian and cycling infrastructure.

The impact in Funchal and Madeira is clear: public transport use among tourists and residents has risen. This has been paired with improvements to make Funchal more pedestrian-friendly by closing city centre streets to vehicles and tackling congestion through traffic access restrictions. There has also been an increase in private and public electric vehicle use.

Funchal has used CIVITAS involvement to reach new sustainable mobility heights: this was recognised with the “CIVITAS Legacy” award in 2020.

Measure in the spotlight: Make public transport more attractive

The Region of Madeira set out to encourage more public transport use, especially outside of peak hours. To do so, it mostly targeted the local tourism sector. Cross-sectoral partnerships were established with hotel and tourism agencies, key information shared with residents and tourists, ticket sale points restyled, and overall service improved.

Other actions included extensive social media promotion, disseminating short informational videos and brochures, improving bus stops, training staff in English to support tourists, and raising awareness about mobility at the political level. The results speak for themselves: the downward trend in public transport passenger numbers has reversed.

“CIVITAS DESTINATIONS helped make sustainable mobility an important issue on the political agendas of Funchal and Madeira. We are committed to reducing negative mobility externalities and to provide sustainable and accessible mobility to tourists and residents.”

Alejandro Gonçalves, President of the Board, Horários do Funchal

SUSTAINABLE TRAVEL FOR TOURISTS AND RESIDENTS

Joins CIVITAS
MIMOSA

First partnership
with hoteliers

Joins CIVITAS
DESTINATIONS

Cheaper monthly
public transport pass

Regional SUMP
approved

2008

2009

2016

2019

April

2019

June



GDANSK, POLAND

Population: 462,000 people
Area: 262 km²

Gdansk is a major seaport and the largest city in the Pomerania region of Poland. Its 462,000 residents travel 32% of the time by public transport, 21% by walking, 6% by cycling, and 41% using private vehicles.

For over a decade now, Gdansk has been committed to improving the modal split of sustainable modes. Until the mid-2000s, however, the City of Gdansk had not yet focused their efforts on reducing the growth of private car use. Joining the CIVITAS MIMOSA project gave Gdansk an opportunity to do so, whilst learning from cities already well-advanced in the field.

Through MIMOSA, Gdansk could see how development, innovation and decision-making were done by others. Furthermore, the ability to learn and test new solutions with a group of peers generated policies that were legitimised by concurrent adoption in other cities. Many of Gdansk's measures focused on behavioural change: that meant changing people's

FAST MOBILITY FACTS

128km

The length of segregated bike lanes in Gdansk's 734km cycle network

The amount of city streets with a 30km/h speed limit

50%

perceptions towards and increasing their use of sustainable modes.

Cycling provides a good example. With CIVITAS support, Gdansk demonstrated that it was not only a recreational activity, but was also a way to commute. Various behavioural change and education campaigns – including on safety – have led to cycling's modal split increasing from 2% in 2002 to 6% today.

The most significant of these was the Gdanska Moda na Rower campaign ("Gdansk Cycle

Chic"). This sought to combat negative stereotypes around cyclists and show that it could be a "cool" mode of transport for all. Through CIVITAS, the city discovered the need to pair infrastructural improvements with campaigns to influence behaviour, whilst not compromising safety.

For Gdansk, CIVITAS served as an ideal instrument to better understand the frameworks, processes and (technical) conditions required to introduce and test innovative, courageous and integrated strategies for clean and sustainable urban transport.

Gdansk remains dedicated to fostering sustainable mobility. For example, it adopted its first SUMP in 2018.

"MIMOSA showed us that the technological and infrastructure solutions often implemented by local governments do not achieve change on their own – they must go hand in hand with effective marketing and promotional campaigns. This combination achieves real change."

Maciej Lisicki, Deputy Mayor of Mobility, Gdansk

Measure in the spotlight: Making public transport use secure

Perceived or realised security threats can deter public transport use. In Gdansk, combatting vandalism helped overcome this.

In 2009, Gdansk conducted a baseline study to better understand vandalism in the public transport network. The subsequent "Safety and Security – Anti-Vandalism" campaign aimed to address security concerns and enhance the image of public transport.

Actions taken were diverse, spanning installing security cameras, holding security training workshops for staff, improving safety infrastructure at public transport stops, and having children create "STOP Vandalism" signs.

Acts of vandalism decreased by over 20%, and the perceived sense of safety and security among public transport users increased by nearly 25% (compared to 2009).

MAKING SUSTAINABLE MODES SAFE AND STYLISH





NANTES, FRANCE

Population: 620,000 people
Area: 523 km²

© Nantes Métropole

Over the last two decades, Nantes has made the way that people move in the city far more sustainable. This was in part thanks to its involvement in CIVITAS VIVALDI from 2002-2006.

Even now, close to 20 years later, the city is still feeling the positive impact of participation. VIVALDI exposed Nantes to sustainable mobility measures applied in other European cities: it used this experience to adapt its own urban mobility policy and launch new initiatives. It also helped create a framework for stakeholder engagement and facilitating the involvement of political leaders - this accelerated innovation in the city.

Motivated by VIVALDI, Nantes developed a multimodal mobility policy with ambitious objectives for cycling, alongside actions to reduce private car use. These included car sharing services, pedestrian zones, restricted traffic areas, and further traffic calming

FAST MOBILITY FACT

+280%

Amount of bicycle racks added in the past eight years

Length of cycle paths in the city over the last 19 years

+290%

measures. This was combined with a proactive parking policy - street parking places were reduced, favourable rates given to residents, and the Park and Ride offer boosted to 8,000 spaces.

Furthermore, the city created information systems, integrated different mobility services and ticketing systems, and offered a form of mobility consultancy, helping develop mobility plans for companies and their employees and school travel plans.

The public transport network, which had three main tram corridors when VIVALDI started, was further developed. A new 'trambus' line started the year after VIVALDI ended, with the 'Chronobus' Bus Rapid Transit (BRT) linking to the main tram network since 2009.

Public transport is also getting greener. Nantes is the first European city with a fully electric BRT - the 22-vehicle service started in 2019. Its work is not limited to land: hydrogen river shuttle services are being introduced to bring passengers across the Loire River.

Measure in the spotlight: An integrated cycling policy

Under VIVALDI, Nantes redefined its mobility policy, with a significant part relating to cycling. The cycle path network expanded from 225km in 2000 to 655km in 2019. Roads were transformed to have one lane for cars and two wide lanes for cyclists.

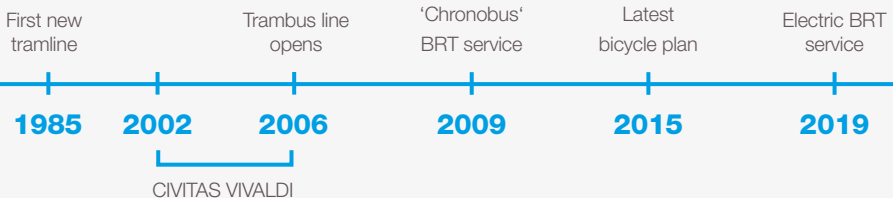
New short- and long-term bike-rental systems were installed that offered various models such as cargo bikes, electric bikes and tricycles - the amount of stations also increased steadily over time.

The number of cycle racks rose from 2,000 in 2002 to 5,600 in 2010, distributed over 700 sites across the city. Nantes is aiming for its cycling modal share to reach 12% by 2030.

"The legacy of our involvement in CIVITAS VIVALDI is a considerable one, and one we still benefit from today. It helped us refocus our mobility priorities and create a platform for the exchange of ideas between our stakeholders, as well as with our political leaders."

Eric Chevalier, Chief Operating Officer, Nantes Métropole

A CYCLING AND PUBLIC TRANSPORT TRANSFORMATION





THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

www.civitas.eu

 CIVITAS Initiative

 @CIVITAS_EU

 CIVITAS Initiative

 CIVITAS Initiative