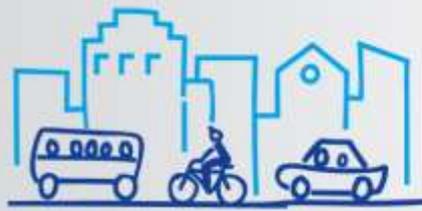


CiViTAS

Cleaner and better transport in cities



CIVITAS MIMOSA STUDY TOUR



Bologna, Italy
10-11 April 2014

USING NEW TECHNOLOGIES TO FOSTER SUSTAINABLE BEHAVIOUR

The study tour will present four CIVITAS MIMOSA measures:

- MobiMart research
- Flexible access restrictions to the city centre
- New traffic control centre
- Clean vehicles for the public transport fleet

This study tour is organised by CIVITAS MIMOSA in cooperation with CIVITAS VANGUARD.



About the study tour in Bologna

Using new technologies to foster sustainable behaviour

The old town Bologna, 140.85 km² in size and with 384, 000 inhabitants, is located in the centre of Italy. Its central location, its prestigious university and numerous enterprises require a high level of varied mobility. The city is trying to reconcile this demand with the low capacity of the narrow streets in the medieval city centre.

The study tour will cover four measures implemented by the municipality through the project CIVITAS MIMOSA:

- **Flexible access restrictions to the city centre**

The technological system which regulates the entrances in the historical city centre was obsolete and not properly working. The measure was aimed at updating the existent software to protect further the city centre from unauthorised accesses and to improve the semi-pedestrian roads which grant a low environmental zone impact in the city.

The RTD consisted in a research aimed at understanding what were the main needs of the city and at providing the public administration of a complete vision of the supply system (market research). Basing on the research results the public tender specifications for the software management have been defined.

More info at <http://www.civitas.eu/content/flexible-access-restrictions-city-centre>

- **MobiMart research**

Incentive mechanisms based on “green certificates” generated to reward ecological conversions and sustainable practices in the industrial field were at the basis of MobiMart RTD activity.

MobiMart led to the study and implementation of a system of "mobility credits" following the Kyoto carbon offset scheme, i.e. a system of rewarding positive behaviours related to the transport and mobility sector. The credits so identified were recorded, validated and potentially exchanged through existing platforms for credits exchange.



The ultimate aim of the measure was to evaluate whether the creation of this carbon offset system can encourage or not, private individuals and companies to adopt more sustainable practices from an environmental perspective.

More info at <http://www.civitas.eu/content/mobimart-research>

- **New traffic control centre**

The Municipality developed the new traffic centre CISIUM that connects and integrates the ITS systems in the city in order to achieve optimal real time traffic management. CISIUM monitors a large proportion of traffic lights in the city and also influences traffic communications in the whole metropolitan area. Thanks to CIVITAS Mimosa measure (i) a fine tuning activity on traffic models and scenarios, (ii) an evaluation analysis and (iii) a dissemination campaign for road users were performed.

More info at <http://www.civitas.eu/content/new-traffic-control-centre>

- **Clean vehicles for the public transport fleet**

Bologna local authorities have always shown great interest for alternative fuel/engines in order to improve the sustainability of the public transport fleet. Since 2002, thanks also to regional funds, the public transport company invested in natural gas (CNG) buses, infrastructures and particulate filter (FAP) to reduce emissions.

The RTD activity of the Mimosa measure aimed to realize a study concerning the technological possibilities to develop “clean” buses comparing existing technological options and prospects.

The study permitted the identification of the best technological solution to introduce low pollutant buses considering the scenario of Bologna and the results have been the input for the realization of the technical specifications for a call for tender for the supply of the vehicles.

More info at <http://www.civitas.eu/content/clean-vehicles-public-transport-fleet>



Through CIVITAS MIMOSA, Bologna acted as a pilot site to try innovative activities that has helped the city improving its urban transport system and has represented a valuable showcase for other medium-sized cities across Europe.

The city's efforts have already been recognised at the European Mobility Week (EMW) in 2011, when Bologna won the EMW for effort in promoting and investing in sustainable modes of transport. Bologna also won the CIVITAS Award for Technological Innovation in 2010 for the design of an intelligent transport system that integrates traffic monitoring and rule enforcement and the CIVITAS Award for Public Participation in 2013 for the European Cycling Challenge initiative.

Demonstrating its commitment to a long-term strategy and concrete actions, the city set itself clear and measurable objectives and they have been achieved through the project. Local Public Transport has advantaged through dedicated communication campaigns promoting new ticketing services and modalities, having the dedicated lanes more protected and timekeeping increased by means of ITS and improving the cleanliness of the fleet thanks to two very innovative hybrid vehicles introduced within the project.



Preliminary programme

Day 1

Day 1: 10 April 2014	
12:00 - 12:15	Gather at meeting point, Comune di Bologna - COBO premises: Piazza Liber Paradisus 10, Bologna - Tower A - building lobby
12:15 - 12:30	Welcome and agenda / purpose of the study visit (COBO - Cleto Carlini; SRM - Giuseppe Liguori)
12:30 - 13:30	Lunch buffet to get people know each other's
13:30 - 14:00	The strategy for sustainable mobility in Bologna (COBO - Cleto Carlini) + Q/A
14:00 - 14:30	Bologna and the CIVITAS MIMOSA project - lesson learnt (COBO - Cleto Carlini) + Q/A
14:30 - 15:00	MobiMart and the European Cycling Challenge (SRM - Giuseppe Liguori) + Q/A
15:00 - 16:00	Visit to CISIUM - the Traffic Control Centre of the city (COBO - Carlo Michelacci) + Q/A
16:00 - 17:30	Transfer by bus to the city centre and guided tour: how ITS may support urban mobility. (COBO - Carlo Michelacci; Kapsch TrafficCom - Jonathan Checco)
20:00	Dinner

Day 2

Day 2: 11 April 2014	
9:00 - 9:15	Gather at meeting point TPER premises: Via di Saliceto, 3, Bologna
9:15 - 9:30	Welcome and introduction to topics (TPER - Mirco Armandi)
9:30 - 10:15	Visit to the Automatic Vehicle Monitoring system (TPER - Mirco Armandi) + Q/A
10:15 - 11:00	Car Sharing and E-Car Sharing (ATC – Mauro Maccagnani) + Q/A
11:00 - 11:30	Coffee break
11:30 - 11:45	Bus trip to the Regione Emilia-Romagna premises by hybrid bus
11:45 - 12:00	Hybrid bus explanation (TPER / RER - Mirco Armandi / Andrea Normanno) + Q/A
12:00 - 12:45	“Mi Nuovo” Integrated Public Transport Fare System (RER - Andrea Normanno) + Q/A
12:45 - 13:15	Electric mobility in Bologna: recharging station for electric vehicles and promotion of electric bicycles (RER - Andrea Normanno) + Q/A
13:15 - 14:15	Lunch - Vertice Restaurant
14:15 - 15:00	Final discussion (COBO - Manuela Marsano / RER - Andrea Arcelli)
15:00	End of the visit



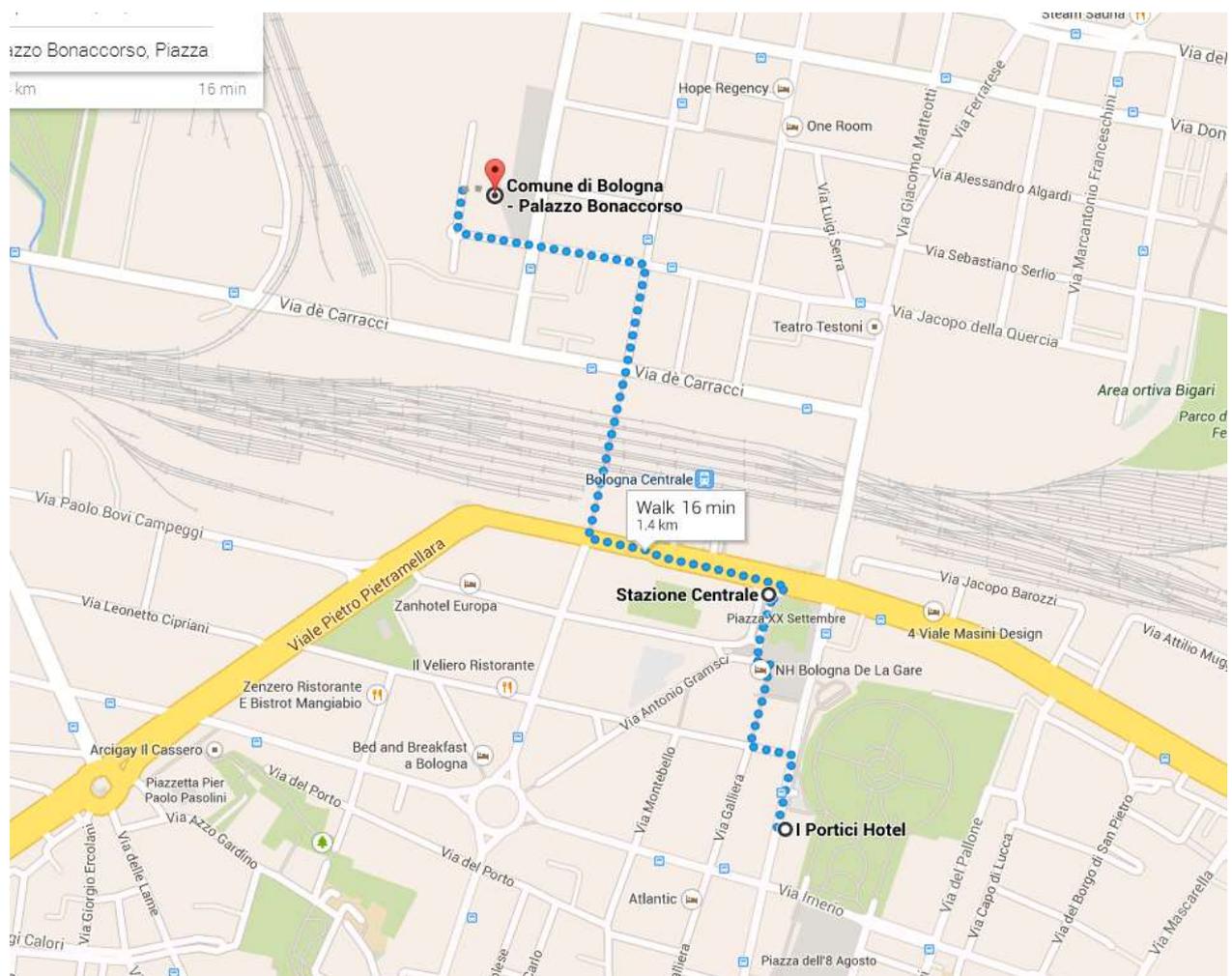
Practicalities

Location

1st day:

Meeting at Comune di Bologna, COBO premises, Piazza Liber Paradisus, 10

Short walking distance from train station and hotel (ca. 15 minutes)

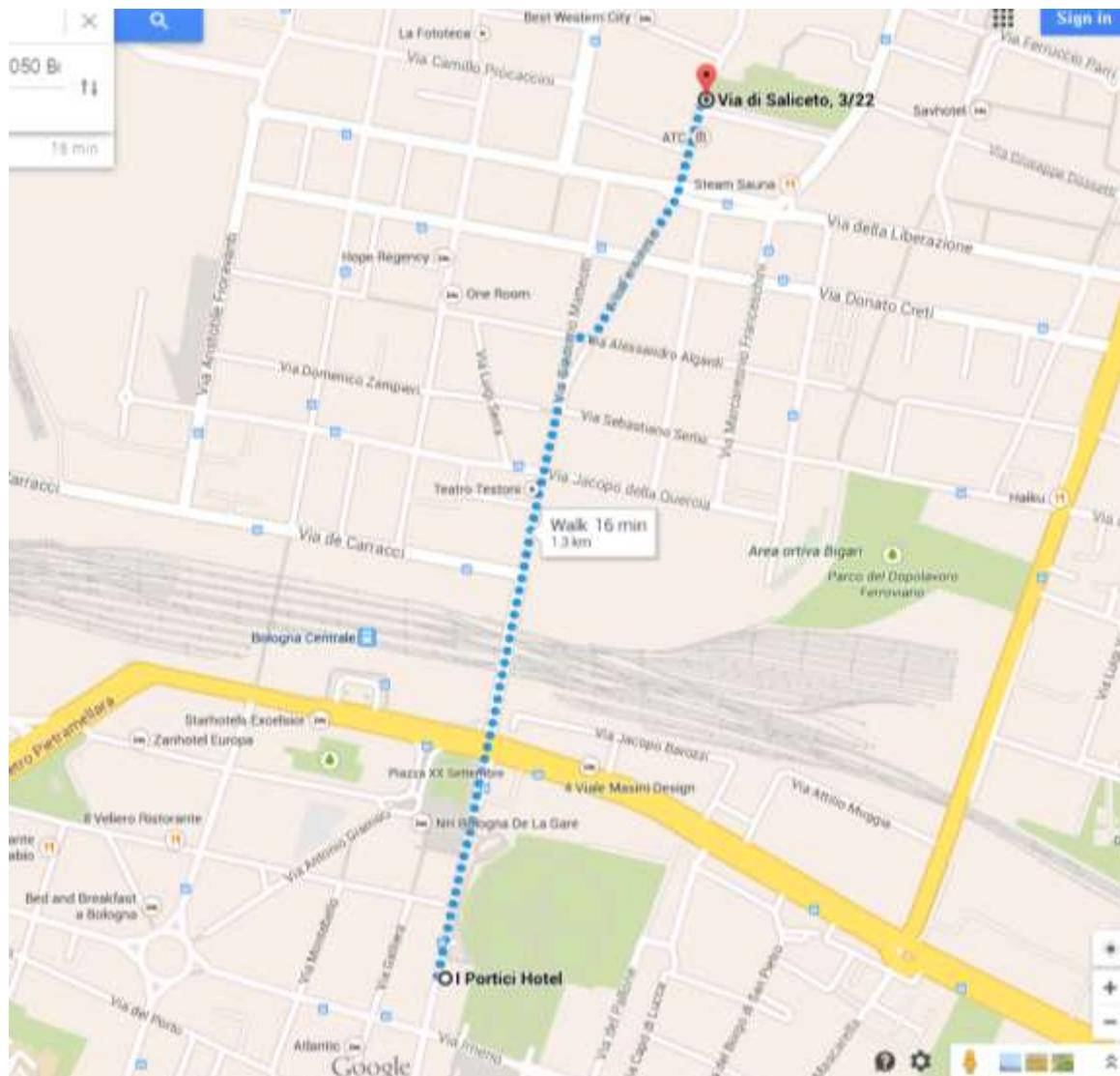




2nd day:

Meeting at TPER - Trasporto Passeggeri Emilia Romagna, Via di Saliceto, 3

From hotel: short walking distance (ca 15 minutes)





How to get to the meeting point?

From Bologna airport „G. Marconi” to Central Station

<http://www.bologna-airport.it/uk/?LN=UK>

By Bus

Aerobus - BLQ shuttle service

Airport-Railway Station

Travel time: about 20 minutes

One way ticket: € 6

Phone No. +39 051/290290

By Taxi

+39 051 372727

Indicative cost: € 20

Target group

CIVITAS Plus measure leaders and local dissemination managers

Other CIVITAS FORUM Network cities interested in the topic

Mobility professionals

Organisation

This study tour is organised by CIVITAS MIMOSA in collaboration with CIVITAS VANGUARD.

Hotel

The chosen hotel for the study visit is:

HOTEL I PORTICI****, Bologna

Via Indipendenza, 69 - 40121 Bologna - Italy

e-mail reservation@iporticihotel.com

Tel. +39 051 42185

<http://www.iporticihotel.com/en/i-portici-hotel-bologna>



How to reach the hotel: <http://www.iporticihotel.com/en/how-to-reach-us>

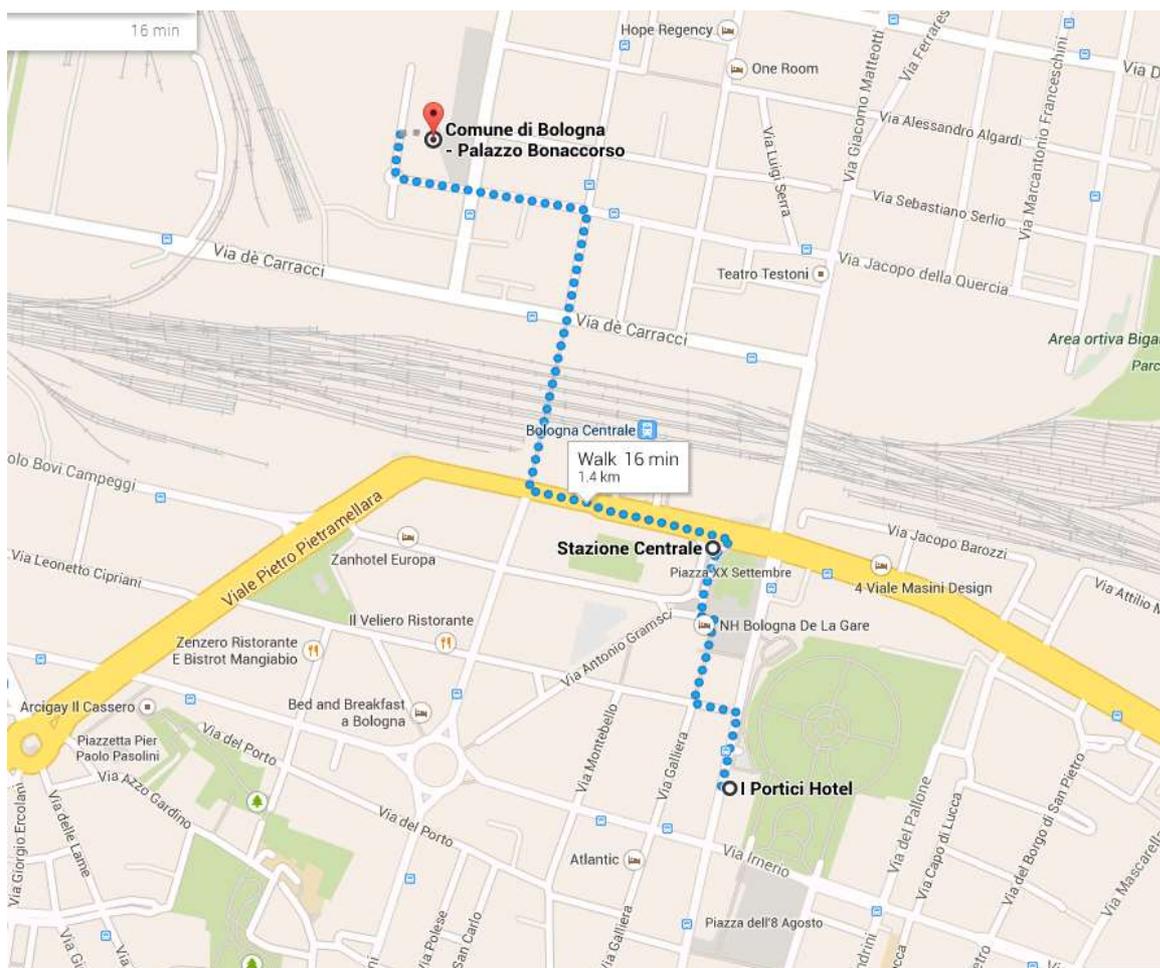
The hotel is situated at walking distance from the train station and meeting point of the first day.

To obtain a privileged price when reserving mention **“SRM agreement”**.
Privileged prices (breakfast included) have been secured until room availability.

Single room: € 89.90

Single room with French bed: € 99.90

Double room for one person: € 109.90 (modern style) and € 119.90 (liberty style)





Registration

Registration is available at:

<http://tinyurl.com/lwyrmy4>

Please note: **deadline for registration is 17th March 2014.**

CIVITAS VANGUARD will be able to co-finance the participation of 11 urban mobility experts up to a limit of €550.

Priority will be given to experts from the following countries: Albania, Bosnia and Herzegovina, Croatia, France, Greece, Montenegro, Portugal, Slovenia and Spain.

Participants from other countries are welcome to join the study tour, but may have to cover their own expenses.

The result of the selection process for co-financing of participants' travel costs will be available shortly after.

Contact

For further information, please contact

CIVITAS VANGUARD secretariat:

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SRM - Reti e Mobilità, Bologna :

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For further information about CIVITAS please see: www.civitas.eu

