

# CiViTAS

Cleaner and better transport in cities



## CIVITAS MIMOSA STUDY TOUR



**22-23 May 2014**  
**Tallinn, Estonia**

### **MAKING PUBLIC TRANSPORT MORE ATTRACTIVE FOR CITIZENS**

The study tour will present 3 CIVITAS MIMOSA measures:

- Public Transport Ticketing System
- Public Transport Communication System
- Mobility Management and marketing activities directed at popularising usage of active transport modes

This study tour is organised by City of Tallinn in cooperation with CIVITAS VANGUARD.



## About the study tour in Tallinn

### Theme: Making Public Transport More Attractive for Citizens

Tallinn is the capital of Estonia and with 430,000 inhabitants and an area of 159.2 km<sup>2</sup> the country's largest city. Since Estonia gained independence in 1991, Tallinn has undergone drastic change, which the public transport system could not keep up with. The city is struggling with more and more traffic from private cars. The massive shift to private car use and a large amount of through-traffic is taking its toll on the city and threatens to damage the beautiful old part of town that has been declared a UNESCO world heritage site. Tallinn's most pressing challenge is to renew and extend the public transport network including buses, trolleys, tramways and suburban trains.

The CIVITAS MIMOSA measures implemented by the city of Tallinn that will be presented during the study visit are:

- **The Public Transport Communication System**

The measure 'Communication System' was aimed at installing a modern communication system on 145 buses from the Tallinn Bus Company. The new PT communication system comprises of driver communication unit and operator workstation and is based on the 3G mobile communication standard. The system enables better information sharing possibilities, quicker communication and eliminates the bus drivers' need for communicating with mobile phone whilst driving. The first key result from the impact evaluation was a positive acceptance from bus drivers and managers/operators: 84% of bus drivers and 90% of managers/operators considered that the new communication system has positively affected their working conditions i.e. increased comfort of working and a modern working environment; 92% of bus drivers and 90% of managers/operators considered that the new communication system has improved working arrangements i.e. effectiveness of operations. A second key-result extracted from the evaluation was the identification of traffic safety improvements: 90% of both drivers and managers/operators considered that the new communication system has improved traffic safety.



More info at: <http://www.civitas.eu/content/public-transport-communication-system>

- **The new Ticketing System**

The measure was aimed at creating an innovative and secure contactless, online public transport ticketing system. The system consists of contactless cards, ticket registering validating machines (validator) at all PT vehicle entrances, printing devices by driver for 1-hour paper tickets, control devices, central server of the system and modems for connecting central server with PT vehicles. The key-results of the evaluation highlighted the success of the measure: between 2010 and 2013- 2016 running costs for Tallinn PT ticketing system were reduced by 64% and the level of citizens' awareness on the new PT ticketing system increased over four times. The level of acceptance for the implementation of the new ticketing system increased slowly by 18% between 2009 and 2012 among interviewed citizens.

More info at : <http://www.civitas.eu/content/new-ticketing-system-0>

- **Mobility management: making public transport more popular**

The measure aimed at supporting the change of modal share towards active modes of transportation. Guidelines for marketing sustainable transport were developed and numerous promotional activities were carried out during the course of the project. In total 26 promotional activities / events were carried out during the measure. Activities were applied to a range of target groups (schools, work places, individuals) and included also practical interventions such as, education and promotion to achieve a modal shift. All activities were supported by media coverage. One of the most influential activities with the largest target group within the measure was creation of a new Design Standard (identity) for Tallinn public transport service. Some of the activities implemented in Tallinn were themselves based on previous good practices experimented with in other cities and even implemented in the frame of the MIMOSA project. The successful implementation of the measure in Tallinn and the great acceptance by its citizens of the



activities conducted highlighted the high degree of transferability of the measure in the context of other European cities.

More info at: <http://www.civitas.eu/content/mobility-management-making-public-transport-more-popular>



# Preliminary programme

## Day 1

<i>Day 1: 22 May 2014</i>	
12:00	Gather at meeting point:  Residence of City Government, 4B Roosikrantsi str, Tallinn
12:00 – 13:00	Lunch buffet to get people know each other's
13:00 – 14:30	Welcome presentation:  the first year of free Public Transport in Tallinn Allan Alaküla
14:30 – 15:30	New public transport Ticketing system  Tiit Laiksoo
15:30 – 16:00	Coffee break
16:00 – 17:00	Mobility Management and marketing activities directed at popularising usage of active transport modes  Anu Leisner
17:00 – 19:00	Visit - TBC
19:00	Dinner hosted by Tallinn City Government in Neitsitorn (Virgin Tower) in old town



## Day 2

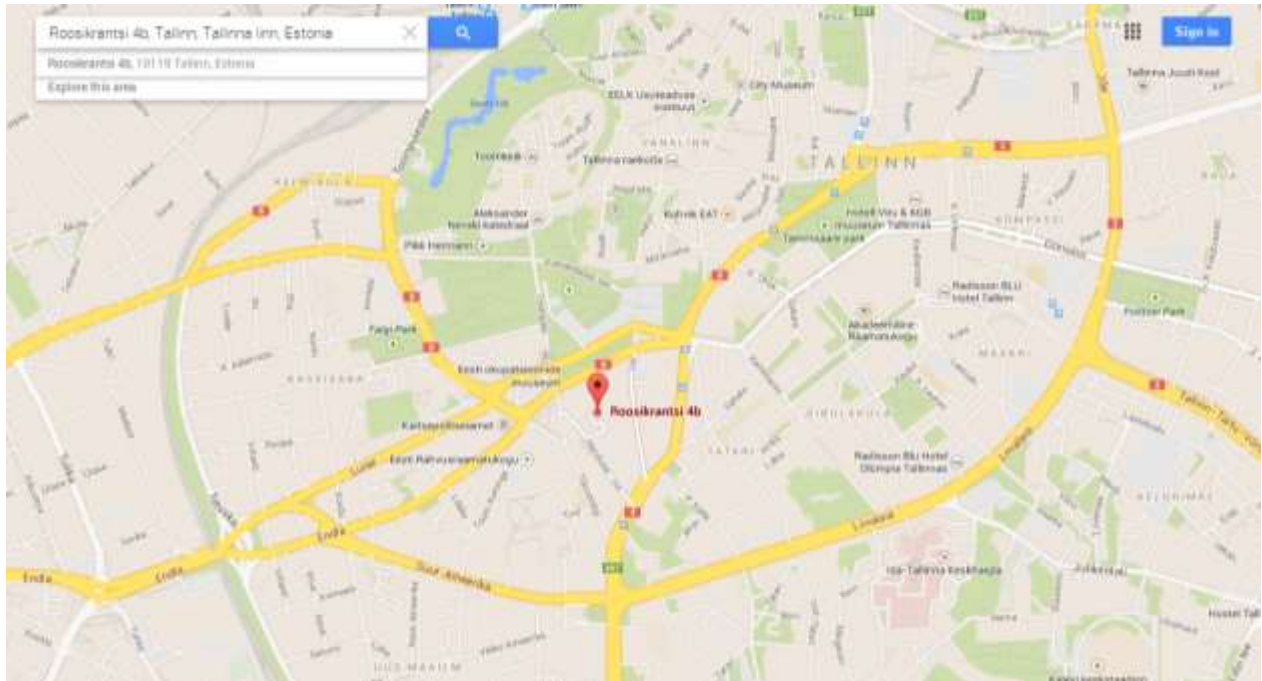
<i>Day 2: 23 May 2014</i>	
09:00 – 09:15	Gather at meeting point: Viru hotel
09:15 – 10:30	Bus tour with presentation of the new ticketing system. Transfer to the office of Tallinn City Transport Company
10:45 – 12:00	Public transport communication system Speaker tbc
12:00 – 13:00	Lunch
13:00 – 14:00	Final discussion
14:00	Transfer delegates to hotel

## Practicalities



## Location

Tallinn City Government, 4B Roosikrantsi str, Tallinn



## How to get to venue/meeting point?

### Tallinn Airport

Tallinn Airport passenger terminal

Tallinn 10112

Phone: +372 605 8888

E-mail: [info@tll.aero](mailto:info@tll.aero)

### BUS

The bus stops are located on floor 0

From bus stop 1, bus route no. 2 departs towards the city centre. Tickets can be bought from the bus driver when entering the bus. If you buy the ticket on the bus, it costs 1.60 EUR

## Target group



CIVITAS Plus measure leaders and local dissemination managers  
Other CIVITAS FORUM Network cities interested in the topic  
Mobility professionals

## Organisation

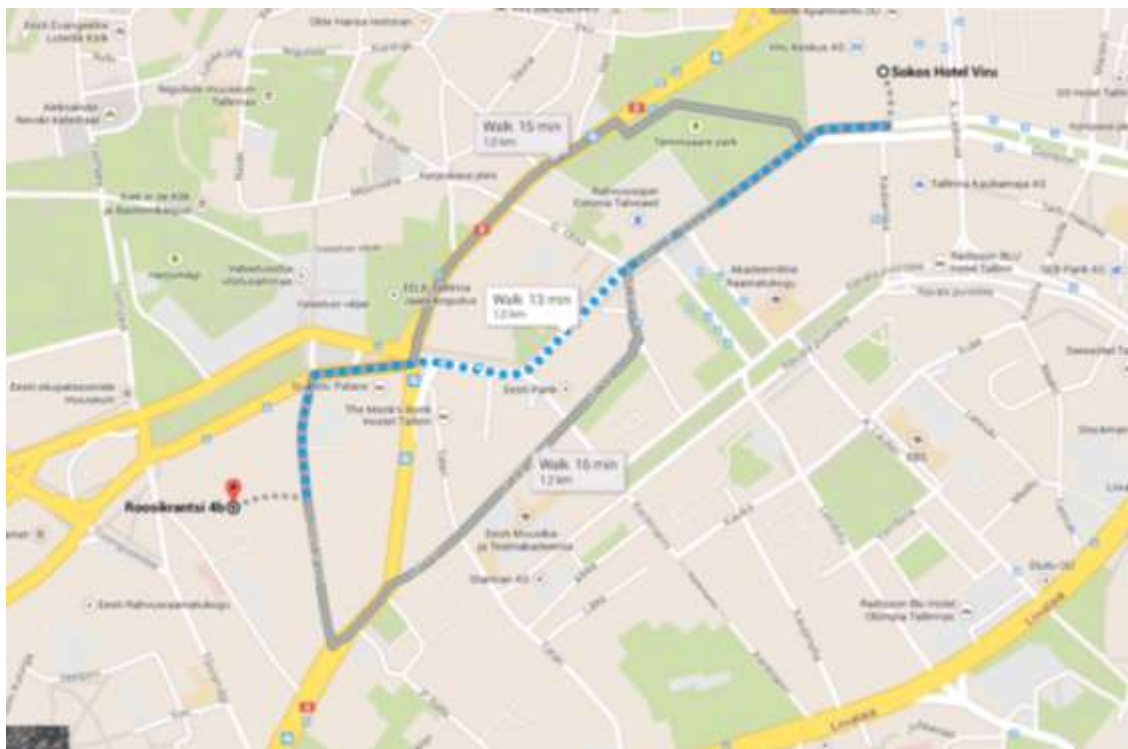
This study tour is organised by City of Tallinn in cooperation with CIVITAS VANGUARD.

## Hotels

A group booking will be arranged by the VANGUARD secretariat once registration will be finalised.

Original Sokos Hotel Viru ♥ Solo Sokos Hotel Estoria  
AS Sokotel, Viru väljak 4, 10111 Tallinn, Estonia  
tel +372 680 9233, Fax +372 680 9236  
e-mail: [kylli.tell@sok.fi](mailto:kylli.tell@sok.fi)

Password: CIVITAS  
Booking reference no: 12604831







## Registration

Registration is available at:

<http://www.eventbrite.com/e/civitas-study-visit-in-tallinn-tickets-10763374543>

Please note: **deadline for registration is 22 April 2014.**

CIVITAS VANGUARD will be able to co-finance the participation of urban mobility experts up to a limit of € 700.

## Contact

For further information, please contact:

CIVITAS secretariat: Anja De Cunto – [anja.decunto@eurocities.eu](mailto:anja.decunto@eurocities.eu) - +32 (0) 25 52 08 67

Tallinn Transport department: Tiit Laiksoo [Tiit.Laiksoo@tallinnlv.ee](mailto:Tiit.Laiksoo@tallinnlv.ee) +37 250 94 654

[www.civitas.eu](http://www.civitas.eu)



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION