

# MObility, Development and Energy use Reduction

-MODERN –

## 7<sup>th</sup> Framework Programme / Civitas



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
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The “mission” of the MODERN project is “to increase the overall quality of life in the cities, through the reduction of pollution generated by transports, the implementation of energysaving measures, the respect for the environment and the promotion of a less cardependant life-style”.

The Consortium include 22 partners from: Craiova – Romania, Brescia – Italy, Vitoria Gasteiz – Spain, Coimbra – Portugal. The consortium sees the relevant role of the New European Countries, with the presence of the Municipalities, the Public Transportation Companies, an adequate and complementary mix of other skills from Public Agencies, Research Institutes, Private Companies.

Craiova Municipality was the coordinator of the consortium. It is the first city from Romania that had such responsibility, oportunity and honor.

The project outlines a bold package of integrated measures in all the cities of the consortium, and covers all the areas required by the CIVITAS PLUS programme. It shows ambitious goals which will have a substantial impact on the state of the mobility in the cities and a good visibility at the European level, mixing measures with large scale application actions based in existing and commercially available technologies, and measures with more advanced trials and methodologies. The project has common main targets:

- To increase the quality and the effectiveness of the public transport system (from the environmental and from the service point of view), increasing the number of users;
- To limit the waste of energy and to support the diffusion of the use of clean fuels among the citizens;
- To support the effort of improvement of public transport through a series of measure capable of limiting the circulation of private cars;
- To give value at alternative “sweet” mobility modes improving safety and liveability for their users;
- To lower the number of accidents on the roads;
- To increase the technological endowment of the cities as a support to more and more intelligent mobility management policies and as a service to citizens;
- To diffuse as much as possible the culture of an environmental sustainable mobility among citizens and to increase the social awareness of the vital importance of these themes.

The project has 49 different measures within 4 middle-size cities: Craiova (Romania – Project Coordinator), Brescia (Italy), Vitoria-Gasteiz (Spain), Coimbra (Portugal), and 22 partners with all the Municipalities and all the local PT companies.

Another crucial target is to assess a wide communication and debate among the cities at the level of political decision makers and important stakeholders, and a strong cooperation among scientists and technicians of the European team to circulate experiences and best practice. The middle-size of the cities allow a better integration of the foreseen measures in the overall system if the mobility.

The measures of the project outline a good balance between large scale application actions based in existing and commercially available technologies, like in renewal of public transport fleet with clean vehicles, in technological systems for traffic management and infomobility, in promotional campaigns, in access restrictions and interchange systems, with more advanced trials and methodologies, like in energy saving, in alternative fuels, in freight distribution.

The first type of actions will be the backbone of the project with a massive impact on the state of the cities, while the second one will contribute to enlarge knowledge, to increase the qualitative level of mobility tools and to throw the basis for future developments.

The project, moreover the outlined objectives, has an important additional target, that is to assess a wide communication and debate among the cities at the level of political decision makers and important stakeholders, and a strong cooperation among scientists and technicians of the European team to circulate experiences and bets practice.

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The MODERN partners share the general objective to substantially improve the quality of mobility and environment in their cities through an integrated set of interventions operating on different issues and themes.

8 CIVITAS policy fields and horizontal activities	<b>Craiova</b>
1) Alternative fuels / Clean and energy efficient vehicles	tramway chopper
2) Collective transport and its integration with other modes	plan for extension of lines in surrounding city area and integrated e-ticketing system for trams and buses
3) Demand management strategies	flexible access to the city centre by using minibuses
4) Mobility management, marketing, information and education	correlate transport contracts, between big companies and RAT, with a software and operational map program in order to set up “green light” ways for public transport
5) Safe and secure road infrastructure and means of travel	cooperation with municipal police, create a surveillance centre and endow buses and trams with camera using GPS, GPRS system.
6) New mobility services for more efficient vehicle use or ownership, less car dependent lifestyles	contracts for specific users (east-west of Craiova big industrial areas)
7) Urban freight logistics, new concepts for goods distribution	create a plan base on intermodal logistic hub - special bus and trams stations and transport schedule for 4 hypermarket new built at Craiova limit
8) Innovative telematics systems for traffic management – Galileo applications	GPS, GPRS applications; infomobility tool for data collection and management; bus rapid transit line: preferential traffic light regulation

The most important characteristics and common problems the five cities share are:

- The presence of big mobility attractors of different kinds (universities, industries, public services) for all the surrounding regions;
- An increasing mobility demand, mainly satisfied through the use of private cars;
- A consequent increasing of the number of circulating private cars;
- The necessity to face the decrement of Public Transport passengers and its increasing costs, using innovative solutions;
- The existence of wide old areas of the cities with their very compact urban structure, raising very complex problems of space lack.

As a consequence of this situation, the problem of air pollution is a very relevant one in all the partner cities; for some of them it assume in some cases dramatic dimensions, as they belong to wide industrial areas with climatic particularity (for example Brescia rises in one of the most European critical areas under the air pollution point of view).

Congestion and accidents are two other main problems creating enormous social and economical costs and threatening citizens' health. The four cities are facing the increasing costs of providing efficient public transport services and of ensuring a sustainable mobility system and a fair accessibility to cities. They are aware that innovation is the key to improve efficiency and accessibility of public transport and environment protection.

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