



## A dynamic partnership

A partnership of La Rochelle, Preston and Ploiesti has developed a project entitled SUCCESS (Small Urban Communities in Civitas for Environmentally Sustainable Solutions) as a response to CIVITAS II.

La Rochelle and Preston both have track records of innovation at European and national levels, and represent well the smaller cities of Europe. Both are located on the Atlantic periphery of the Community. They are both well placed to demonstrate the transport and sustainable mobility solutions which are transferable to the typical small medium sized European city. Ploiesti will support the Consortium by contrasting the lessons learnt with experience in a typical Eastern Europe city.

## The General Objectives

- Demonstrate that alternative fuels can be an efficient choice for urban transport matters;
- Demonstrate that, with an ambitious package of mobility and traffic management measures, significant results can be seen regarding sustainable transport and energy policy;
- Demonstrate that accession countries, soon to be new member states, can learn from our previous mistakes and contribute to urban collective transport issues;
- Contribute deeply, in a prospective way, to many different related research and assessment activities as and to new and wider-including training and communication initiatives supporting the objectives.

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Smaller Urban Communities  
in CIVITAS for Environmentally  
Sustainable Solutions



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
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# La Rochelle



La Rochelle lies on the Atlantic Coast of Western France. The Urban Community of La Rochelle includes 17 surrounding towns and La Rochelle itself. 160,000 inhabitants live in this area of 20,650 hectares and the total population may reach 250,000 people in summer.

**Local policy:** a combination of transport options based on robust partnerships that will harness the full potential of the latest technology.

**Objective:** A place where people can enjoy a high quality environment and travel easily and safely.

## Key features of SUCCESS demonstration projects:

- Clean and energy efficient vehicles: 2 hybrid buses rental using biofuel, 6 hybrid taxis and clean local authorities vehicles, a diester fuelling station, and cooking oil recycling
- Access management: extension of strolling zones, new technology of access control and specific access system for buses
- Integrated Pricing strategies: enlarged ticketing system, new ticketing products, global pricing system
- Stimulation of collective transport modes: new Park and Ride, new Dedicated Bus Lanes, access improvement to interchanges (cycles, elderly or disabled,...), reorganisation of bus network, night taxis, bike in bus
- New forms of vehicle use and ownership: new car sharing system for all the community and adapted to customers, bike sharing system
- New Concepts for the distribution of goods: re-engineering of urban logistics, specific delivery places, coordinated management over all community, new associated services
- Innovative Soft measures a more friendly enlarged cycling and pedestrian network supported by business travel plan and school travel plan
- Telematics : an information management and control system; a real time data collection system and on street information and route choice advice, with a common data base for operators; and an integrated ticketing system.

## Local partnership:

- Communauté d'Agglomération de la Rochelle
- Ville de la Rochelle
- Ecole d'Ingénieurs de la Rochelle
- Transport and Travel Research - France

# Preston



Preston is England's newest city-city status was granted in 2002. It has a population of 129,000 plus suburban areas in South Ribble (combined population 250,000). Preston is the administrative capital and largest commercial centre of Lancashire in the North-West of England.

**Local policy:** a vision for 2025 to improve quality of life for citizens.

**Objective:** to build a local partnership to tackle transport issues.

## Key features of SUCCESS demonstration projects:

- Clean and energy efficient vehicles: 2 hybrid buses. Bus fleets in the area using bio diesel.
- Access management: identifying the future clear zones in order to improve traffic regulation.
- Integrated Pricing strategies: new parking pricing policy and improved parking management supported by new ticketing products such as Smartcards.
- Stimulation of collective transport modes: an increase in use of high-frequency bus services in 18 corridors and improvement of associated passenger facilities, together with a central control centre for responsive on demand services and other infrastructure improvements.
- New forms of vehicle use and ownership: the promotion of car sharing and car clubs.
- New Concepts for the distribution of goods: an improvement in freight control through a user forum, specific zones, information and promotion of operators.
- Innovative Soft measures the provision of new infrastructure supported by business travel plans and school travel plans.
- Telematics: information management and control system; a real time data collection system and on street information; an integrated ticketing system.

## Local partnership:

- Lancashire County Council
- Preston Bus Limited
- Transport and Travel Research
- Preston City Council
- South Ribble Borough Council

# Ploiesti



With a surface of 50 sq km and a population of 230 000 inhabitants, Ploiesti City the Prahova county capital - is located in the South - East of Romania, 60 Km North of Bucharest, the capital of Romania.

**Local policy:** an efficient management of environmental issues and a clean urban transport development.

**Objective:** to reduce congestion locally and develop a new system of urban transport.

## Key features of SUCCESS demonstration projects:

- Clean and energy efficient vehicles: conversion of 25 Diesel buses to LPG
- Access management: 5 sq km Clear Zone
- Stimulation of collective transport modes: improved infrastructure for collective transport and enhanced quality of 10 interchanges
- New Concepts for the distribution of goods: freight partnership, routeing, signing, information in real time to freight operators
- Innovative Soft measures: 12 km of cycling routes and 8 sq km of walking streets
- Telematics: GPS system for the PT fleet, new ticketing system and a real time information system for PT.

## Local partnership:

- Ploiesti City Hall
- Public Transport Company
- Petroleum and Gas University of Ploiesti