

www.eu-benefit.eu

Supported by 

Newsletter

No. 02 | December 2009



The 13th bus line in Bistrița, Romania

The municipality and the Public Transport Company (SC TRANSMIXT SA) from Bistrița, Romania, are trying to improve the transportation conditions in order to fulfill the market requirements. In April 2009, SC TRANSMIXT SA was awarded as the main and exclusive public transporter for the next 6 years. Yet, due to infrastructure problems, still minibuses are in use for this line. Starting from May 2009 Bistrița operate the 13th bus line at 15 minutes intervals. The goal is to operate the line with a higher frequency, but first of all the public has to be attracted to the public transport showing the benefits of using it. Therefore, the focus on appropriate and feasible strategies has to reach the goal: "growing the number of public transport users".

Contact: Ovidiu Drăguș, Bistrița, E-mail: ovidiu.dragus@transmixtbn.ro, <http://www.transmixtbn.ro>



New parking policy proposed in Sofia

After presenting the new EU Action plan on Urban Mobility and discussing this issue with representatives of the Sofia municipality, the member of the Municipal Council Mr. Radoslav Toshev proposed a new parking strategy for the Capital city. The proposal date, 19th of November, foresees a car-free central zone (red zone), an enlarged „blue“ zone and paid parking places in peripheral neighbourhoods. The strategy became the main discussion topic in all media. The Club of Sustainable Development for Civil Society has sent a letter of endorsement to the Municipal Council thus supporting the efforts of the new government to introduce modern Mobility Management measures in Sofia.

Contact: Prof. Lucia Ilieva, Sofia, E-mail: mail@csdcs.org, <http://www.csdcs.org>



Creative Competition for Children

The municipality of Žilina has started a creative competition for elementary school children from the Žilina region, dedicated to the theme "My dream public transport". The participants will send their individual projects related to the theme: paintings in oil, pencil, felt pen, art projects, etc. Children's art work will be on view in public transport vehicles. The expert committee will meet to present the results in January 2010. All participants of the competition will be awarded small gifts, with winners receiving valuable prizes (e.g. free tickets for city public transport). Winners in three categories will also have the extraordinary opportunity to cover a real trolleybus with their paintings.

Contact: Dana Sitányiová, Žilina, E-mail: dasit@fstav.uniza.sk, <http://www.zilina.sk>



New arrangement of bus lines on students' demand

Students and employees of the University of Zilina form the main project target group in Zilina. During the summer, 2 faculties have been moved from the city centre to the new university campus. Consequently a big amount of travellers have changed their travel behaviour. DPMŽ (transport operator in Zilina) has decided to improve the connection between the city centre and the university campus especially in the morning traffic peak by providing extra bus connections. During the semester, DPMŽ plan to modify the time-table according to results of an on-going travel demand survey and the actual situation. DPMŽ will also prepare some suggestions to enhance transport connections, e.g. create new special line or reorganise current lines.

Contact: Ján Šimko, Žilina, E-mail: jan.simko@dpmz.sk, <http://www.zilina.sk>



Mobility Management Mascot is finished

KORDIS has finished the mascot at the end of October. It has a shape similar to the IDS JMK (public transport operator) logo which is well known to the public because it is used on the stop-signs, all information leaflets and timetables. The mascot is made of plastic and has proportions of approx. 2 x 2 m. It is shaped for one or two persons to sit inside provide information services and distribute leaflets. KORDIS is going to place the mascot foremost in the University Campus at the beginning of semesters. This type of marketing can persuade students to use public transport not only during study time but also as employees. In addition to using the mascot at the universities, KORDIS is going to introduce it at the Day of Public Transport in Brno (June 2010) or the European Mobility Week (September 2010).

Contact: Tomáš Hladík, Brno, E-mail: thladik@kordis-jmk.cz, <http://www.idsjmk.cz>



BENEFIT at the European Mobility Week Fair

During the celebration of the European Mobility Week in Palma (16.-22. September 2009), several actions were organised. Take for example the BENEFIT International Stakeholder Forum, which was a great success just as the Mou-te bé ("move properly") fair which was held at the airport terminal building. This fair was exclusively dedicated to sustainable transport (public transport, bicycle, other means), and gathered main stakeholders like bus operators, bike retailers, specialized companies (e.g. car pooling services), potential users, decision-makers, and so on. At the same time, promotion for the BENEFIT project was presented to the general public in form of a stand with roll-ups, explaining the activities and typology of the project. Moreover, dissemination products were handed out to people interested in the project.

Contact: Raul Medina Granados, Palma de Mallorca, E-mail: rmedina@cinesi.es, <http://www.cinesi.es>
Antoni Bosch Oliver, Palma de Mallorca, E-mail: abosch@consorcidetransports.com, <http://www.tib.caib.es>



Diagnosis of the University's Mobility Plan

In November the first findings of the University's Mobility Plan were presented to the institutional authorities. The Vice-Rectorate of Students and Mobility, as well as the Environmental Management and Sustainability Office of the campus, attended the meeting. The aim was to discuss the results obtained from the diagnosis stage, paying special attention to the current modal share situation (83% private car versus 17% public transport), the saturation of parking facilities (more than 80% at certain periods of the day), and the need to adopt measures in order to turn around the attitude of the campus population. Local partners agreed to arrange another meeting as soon as possible to debate potential ideas and proposals.

Contact: Raul Medina Granados, Palma de Mallorca, E-mail: rmedina@cinesi.es, <http://www.cinesi.es>

Antoni Bosch Oliver, Palma de Mallorca, E-mail: abosch@consorcidetransports.com, <http://www.tib.caib.es>



Citizens are filling in the questioner about public transport.

Awareness campaign in Maribor

In Maribor more than 50.000 people are coming to work every day by around 37.000 cars. Modal share for Public Transport is less than 10%. EnergaP's main activities in the past were oriented in educational and Public Transport promoting campaign. During the European Mobility week in September 2009 brochures about environmental and health problems of increasing car traffic and about benefits and positive effects of using Public Transport in urban area were distributed. We published online prize questionnaires for citizens about their travel behavior and prize Photography Contest about clean forms of transport for pupils. Our next step is oriented towards the target area "Industrial Zone Tezno". Through meetings, workshops and questionnaire, traffic count and other activities, a mobility study and a travel survey will be prepared.

Contact: Vlasta Krmelj, Maribor, E-mail: vlasta.krmelj@energap.si,

Branka Mirt, Maribor, E-mail: branka.mirt@energap.si, <http://www.energap.si>



Supported by **Intelligent Energy**  **Europe**

PROJECT COORDINATION:

Austrian Mobility Research – FGM-AMOR

Jörg Kastelic, Schönaugasse 8a, 8010 Graz, Austria

E-mail: kastelic@fgm.at

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

www.eu-benefit.eu