

Newsletter

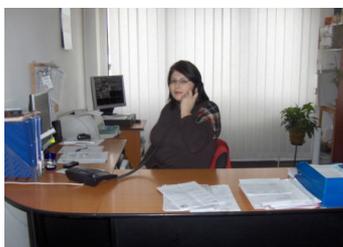
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Compressed natural gas and biogas vehicles in Slovenia

Until October 2010 there were no cars, busses or other vehicles driving on CNG (compressed natural gas) or biogas in Slovenia. From the alternative fuels it was only LPG (liquefied petroleum gas) on the market, which is, compared to the CNG, a product of oil and therefore less environmental friendly. With the aim to promote CNG and biogas as clean, energy efficient and sustainable fuels, Energap and Energetika.net organized a professional conference held in Maribor in October 2010. During the conference, the first five registered CNG cars were introduced in Slovenia. Energap also invested in the first CNG filling station in Maribor, where the owners of CNG vehicles can refuel free of charge. The project BENEFIT was also promoted during the conference. As a result of this campaign, the city administration is now thinking of investing in new CNG busses.

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Toll free telephone number in Bistrița

In the BENEFIT project, TRANSMIXT SA, the public transport operator in the city of Bistrița, Romania, has implemented a toll free telephone service named TELVERDE – GREENPHONE. This allows the citizens of Bistrița and public transport passengers to obtain information about the public transport bus line no. 13 (the demonstrator line in BENEFIT project) free of charge. The toll free number can be dialed from any phone connected to fixed or mobile networks in the area of Bistrița – Năsăud county. Because the service is aimed at local public transport users, this phone-line is connected directly with the "Bus operational Department" of the local transport company and it is active in Bistrița from Monday till Friday between 07.00 to 21.00 hours.

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The "mobility officer": working to change behaviour

The local implementation of BENEFIT foresees the assignment of a "mobility officer". The position has been created in February 2011. Local stakeholder groups worked on defining of a task list for this officer. The mobility officer cares about the promotion and material distribution to target groups located at the university and Parc Bit, as well as secondary schools from all over the island. Also the selection, monitoring and evaluation of the mobility behaviour of a small "sample group" as well as the organization of creative campaigns and competitions, raffles, mobility surveys, seminars and open door's days lie within his or her responsibility. The provision of mobility packages and information assistance to students and employees are further tasks.

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Bologna – Mobility management agreements and job ticket

Mobility management agreements with the introduction of the Mimuoovo integrated annual season ticket bus+ train were signed with the University of Bologna, ASL Bologna – Health company (hospital, ambulatories, offices) and Enel (national company for electricity supply). Furthermore a new ticket was designed only for mobility management agreements to meet the needs of workers that do not use the bus every day and for this reason are not interested in the annual season ticket. This new job-ticket, named “Ecoticket”, is composed of 15 daily tickets that can be used in a maximum period of 4 months. From 1st January 2011 the employees of the Bologna municipality started to use this new ticket.

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Electronic system ticketing implementation process in Bistrița

Starting with the last year, the municipality of Bistrița city, Romania has taken the first steps towards electronic system ticketing implementation process. Since January 2010 the buses have been equipped with the new electronic system devices. The implementation process will last about 3 years. At this moment the system is operational only for those people who benefit of various complimentary offers from the municipality, like pensioners, people with disabilities, students, pupils and others. The system replaces the old paper tickets that were collected by the drivers when the passengers got in the bus. Now they have to use an electronic card, once they get into the bus, to validate the trip.

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Maribor started to work on preparing a SUMP (sustainable urban mobility plan)

In the last two years some positive changes occurred in Maribor especially regarding the level of awareness about the importance of sustainable mobility issues within the city administration. Interest of organizing urban mobility in a more sustainable way is now also growing among other stakeholders in the city (university, different institutes, development agency, etc.). In 2010 the city administration and other main actors have started to work on the new organization of the bus service in the city – modern, ICT supported and attractive for users. Some good examples of “soft measures” were also implemented like individual mobility plans, awareness campaign, and workshops for pupils. Activities for the preparation of SUMP have started.

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Travel survey in Zilina university campus

The survey was carried out for five days in the period of 12 hours each day. The main aim of the survey was to get information on the number of private cars accessing the university campus and their occupancy and length of stay and the number of public transport passengers using trolleybus lines to get to the university campus. The first results show that using public transport has a positive tendency but on the other hand the usage of private cars is very high. The BENEFIT team also prepared an electronic questionnaire for students and employees. They were asked about their travel habits, the travel conditions in urban transport vehicles and to provide some suggestions to improve public transport services in Zilina, especially for lines operating by the nearby university campus.

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Information map on public transport service and the new fare and ticketing system

ATC produced a leaflet addressed to the target area with the description of the bus lines, a map of the target area, a map of the connections with the surrounding municipalities and information concerning the new fare and ticketing system. The information material was distributed to companies' employees with mobility management agreements, through ATC info offices and to annual season ticket holders.

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Retro Christmas tram in Sofia

A retro tram for Christmas and New Year celebrations was running in Sofia during Christmas time. It provided an unforgettable atmosphere of old capital transport with a lot of attractions for passengers – red wine degustation, cookies and chocolates for children and music. The tram was driven by Santa Claus and Snowbell offered presents. The initiative aimed to increase the public interest in tram transport among citizens. The role of the tram transport development is to continue to transport the main part of the passengers in the city and to provide a connection with the new metro lines.

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New posters and info-panels at the University of Brno

After a long preparation time KORDIS has placed 5 info-panels and the university premises. They are strategically placed close to the most important places and at the entrance hall. The panels provide information about PT (public transport), ticket prices, plan of PT in Brno and Southern Moravia and information on how to reach the different university buildings in Brno by PT. The university representatives are happy to have such information for their students, because they have to move quite often from one university building to another. The quickest and cheapest way is to use the public transport.

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Implementing the promotional campaign in Palma

The Consortium of Mallorca, together with CINESI and the OGAS office, is managing the deployment of the promotional campaign, focused on changing mobility behaviour in the target areas (University and Parc Bit). The aim is to modify current habits and trends, which point out a continuous decrease of public transport in the global modal share. Thus, action lines being carried out are those relating to the promotion of car pooling schemes, application of new marketing concepts and social-technological networks, strategic communication plans located at the entrances and parking areas, etc. It is important to stress the innovative, fresh and modern style of the campaign, moving beyond traditional dissemination activities.

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