

Project Objectives

The objective of MIDAS is to encourage transfer to less energy intense modes of transport by optimising the use of soft measures such as information and marketing campaigns, car clubs etc.

A range of barriers exist which hinder the successful introduction of soft measures on a scale sufficient to make a lasting impact on travel behaviour and energy consumption. These include the need for different organisations to work together; lack of awareness amongst stakeholder organisations and the general public about sustainable mobility issues; economic and social barriers; and the long time frame for urban planning.

Soft measures include information and marketing campaigns to encourage use of public transport, cycling and walking, car clubs and car pooling, mobility management initiatives etc. Those soft measures can make a significant contribution to the EU goals for energy saving, set out in the Green Paper on Security of Energy Supply and meet some of the aims of the Transport White Paper. Research shows that well conceived soft measures integrated with other transport improvements can reduce private car traffic by as much as 20%.

MIDAS addresses these issues by means of case studies in 6 cities (Liverpool, Aalborg, Cork, Clermont-Ferrand, Bologna and Suceava) linked to the overall urban plans.

Core actions include:

- A review of city land use and mobility plans and the potential contribution of soft measures
- Innovative consultation approaches with a wide range of stakeholders
- Implementation of a range of measures to encourage the use of walking, cycling and public transport
- Assessment of impacts, dissemination and training activities (training workshops to transfer knowledge and experience, with particular reference to New Member States)

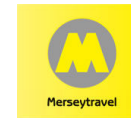


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Measures to
Influence transport
Demand to
Achieve
Sustainability



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AALBORG (DK)

The City of Aalborg is in Northern Jutland County, has a population of 163.000 inhabitants and is the 4th largest city in Denmark.

In the next few years the focus will be on the significant changes of the urban waterfront, making it a place of residential housing, restaurants, retail facilities and an area of significant recreational values for the citizens.

Aalborg is implementing an integrated plan for cycling and public transport, in the university corridor, a new commuter route from the city centre to the university.

The objective is to integrate the cycling policy, settled for 15 years within a lot of hardware investments, to the mobility and transport planning strategies.



LIVERPOOL (UK)

The city of Liverpool lies at the heart of the city-region of Merseyside, a major conurbation in North West England with 1,4 million inhabitants. The region is currently in a state of economic transition, as its predominantly maritime heavy industries have suffered significant decline. With assistance from European Union Objective 1 funding, a new economy is being forged, with the emphasis on the service, creative and technological sectors.

In Liverpool, selected new land-use developments will act as case studies to involve all stakeholders in the implementation of sustainable mobility policies, and a range of awareness, marketing and associated techniques will be used to persuade and assist travellers to use public transport, to cycle and to walk.



CLERMONT-FERRAND (FR)

Clermont-Ferrand agglomeration has nearly 300.000 inhabitants and is located in the Centre of France. The metropolitan area of Clermont-Ferrand implements a Urban Travel Plan which is currently in revision to be consistent with larger scale plans. In Clermont-Ferrand, the project will result in a new way of living and thinking about mobility in the city, by implementing parallel policies of mode transfer and multipolar urban development, around the notion of living areas.

The main outputs will be the organisation of consultation forums with all the stakeholders implied in the urban public transport as well as the general public; a multimodal travel guide will be produced to encourage the use public transports and soft modes and improving mobility in all the city areas.



BOLOGNA (IT)

Bologna is the regional capital of Emilia Romagna and has a modern Fair District, a rich group of industrial companies of primary importance in the mechanical sector and in the field of agricultural and food processing. Bologna, as all the modern cities, has to face with traffic and pollution especially in the city centre area.

Within MIDAS Bologna will encourage the use of low emission transport modes (bike, car-sharing, public transport...) through the realization of soft measures as awareness and marketing campaigns, coordination of the stakeholders on a common mobility policy that encourage sustainable mobility, surveys among citizens concerning mobility needs. The main goals are to promote and to increase the use of bike-sharing and car-sharing in the city centre and to realize a "mobility vademecum" that groups all the mobility services opportunities in the city.



CORK (IE)

Cork County is the largest county in Ireland. The population is about 324.750 persons and is planned to grow to about 370.000 persons by the year 2011.

Cork is realising a New Strategic Plan and the new rail link should influence new developments.

In Cork, key outcomes will include an operational transport strategy for a development corridor served by the new rail line, to encourage maximum use of the energy efficient means of transport that are available and, where possible, to minimise the use of less energy efficient transport means. Those actions will be followed by coordinated information and marketing initiatives and customer focussed procedures for the operation of energy efficient transport in the corridor.



SUCEAVA (RO)

Suceava City lies in the NE part of Romania, 450 km from Bucharest. The municipality of Suceava, with a surface of 52,1 km², lies on the E 85 European road, on the Suceava riverside. The town has 108.500 inhabitants at present.

Suceava will implement a series of information and awareness initiatives related to traffic and environmental issues, special actions to convince employees to change their travel behaviour, and special events in the LEZ (Low Emission Zones) in the city centre.

Suceava will benefit from MIDAS to implement targeted information actions towards young people and students, employees from the municipality and the private sector, targeted travel plans and information services.

