

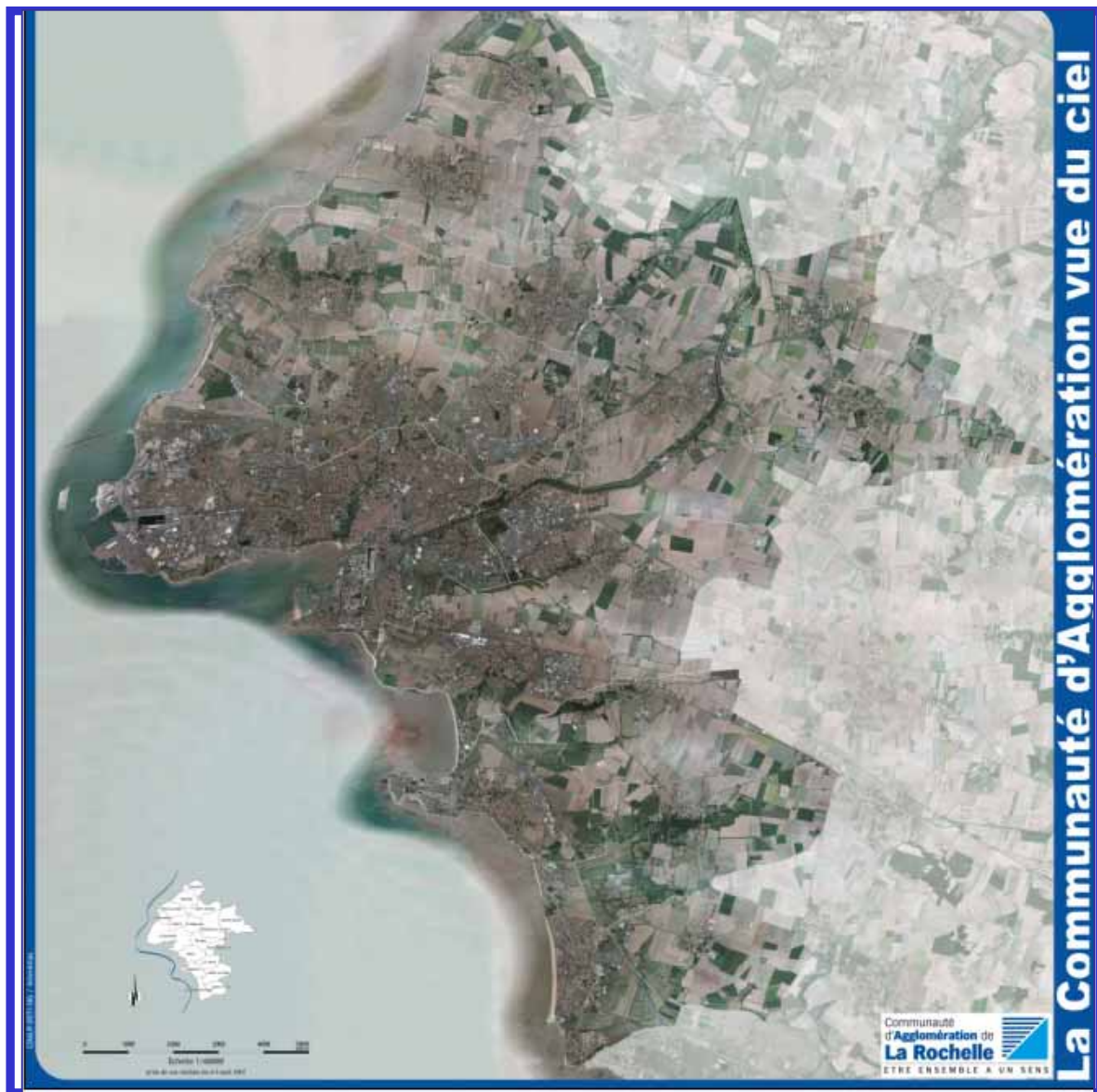
The transport and mobility strategy in La Rochelle



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THE URBAN COMMUNITY TERRITORY (1/4)



Population

- 18 towns
- 21000 hectares, 5500 of urban areas (residential & industrial areas)
- 145,000 inhabitants (80 000 in La Rochelle); 12% increase over the last decade
- Around 700 inhabitants/km²

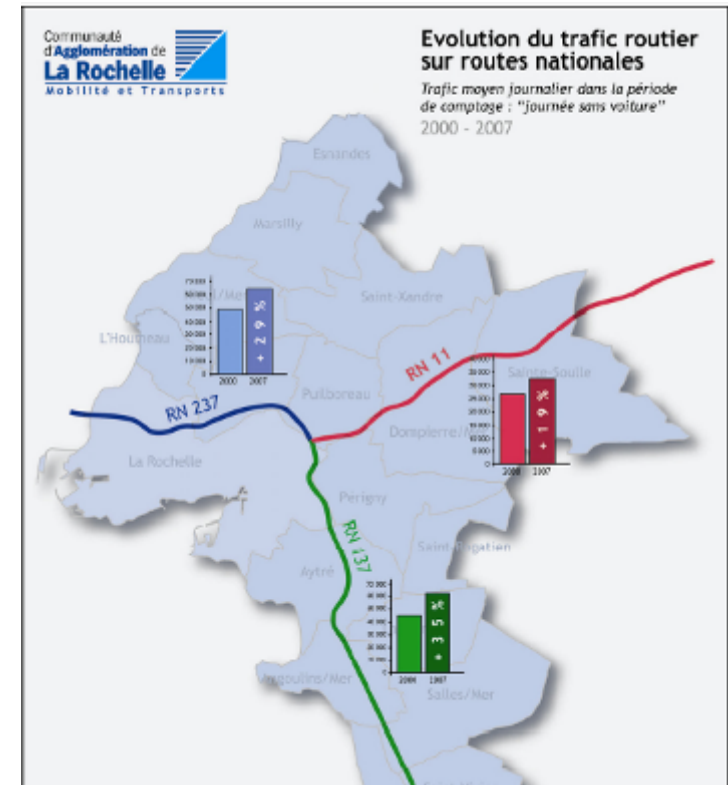
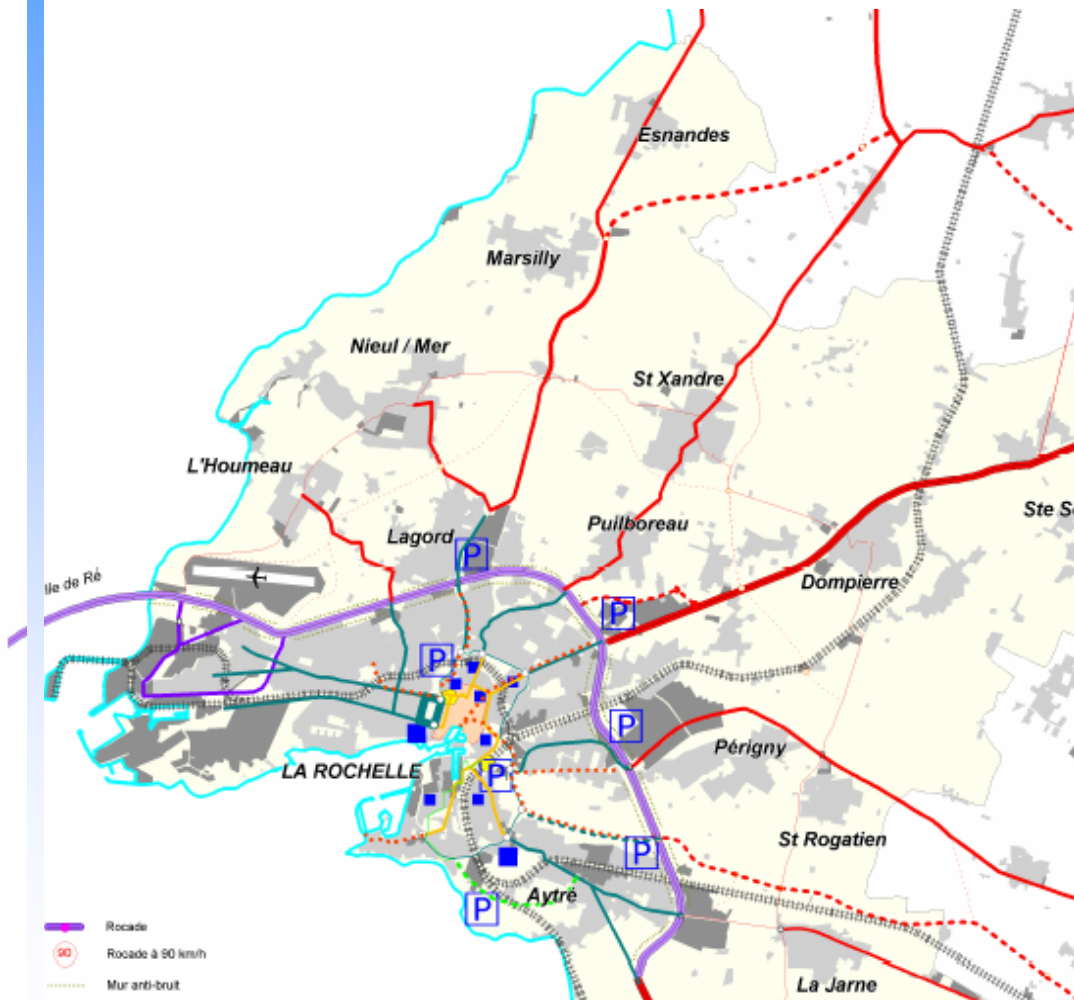
THE URBAN COMMUNITY TERRITORY (2/4)



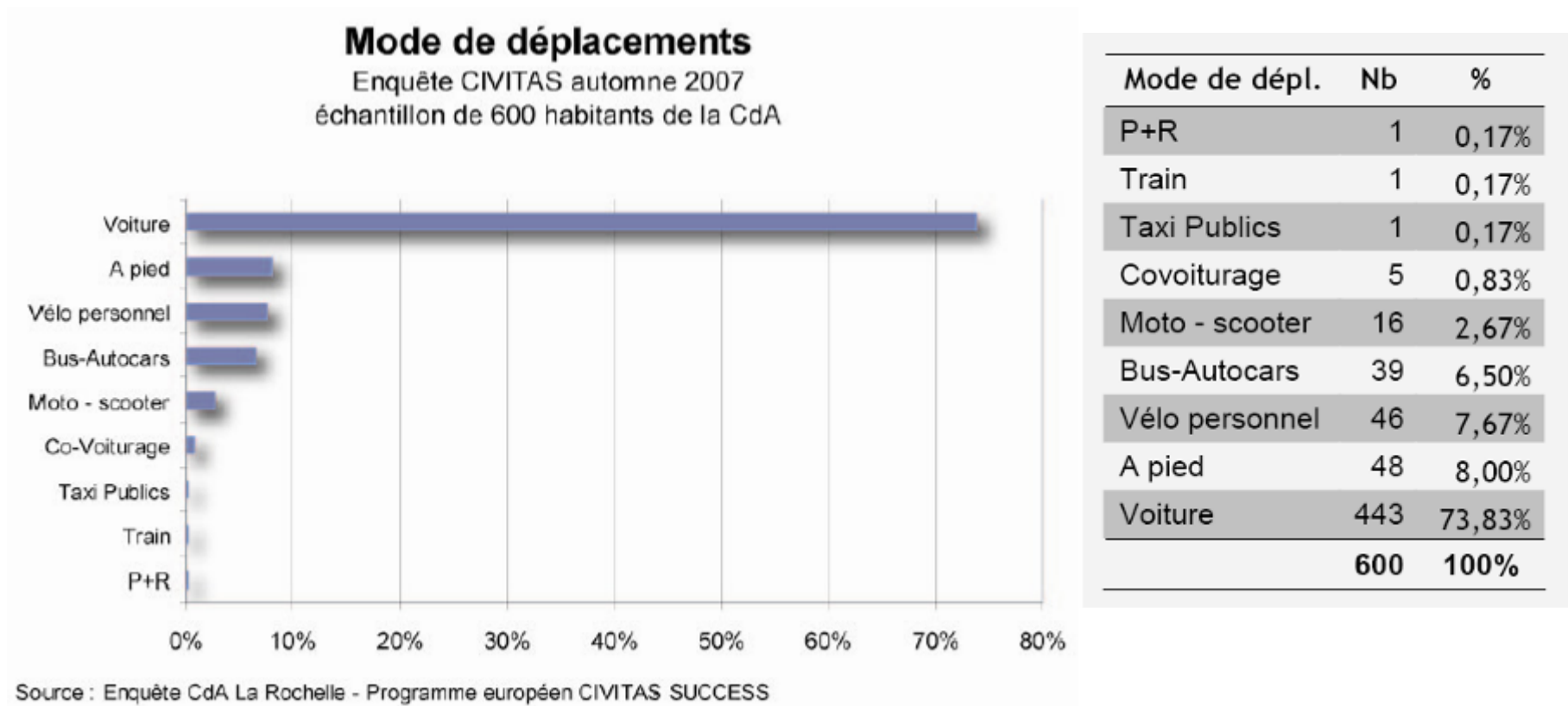
Economy in La Rochelle :

- 219 construction companies,
 - 375 companies in the field of industry,
 - 1 249 shops,
 - 1 353 service-oriented companies
- ... and a large number of restaurants

- Car traffic doubled in the end of 90's.
- Increasing traffic on the major roads (including the ring road)



- Current modal share within the Urban Community of La Rochelle (CdA)



MOBILITY POLICY IN LA ROCHELLE

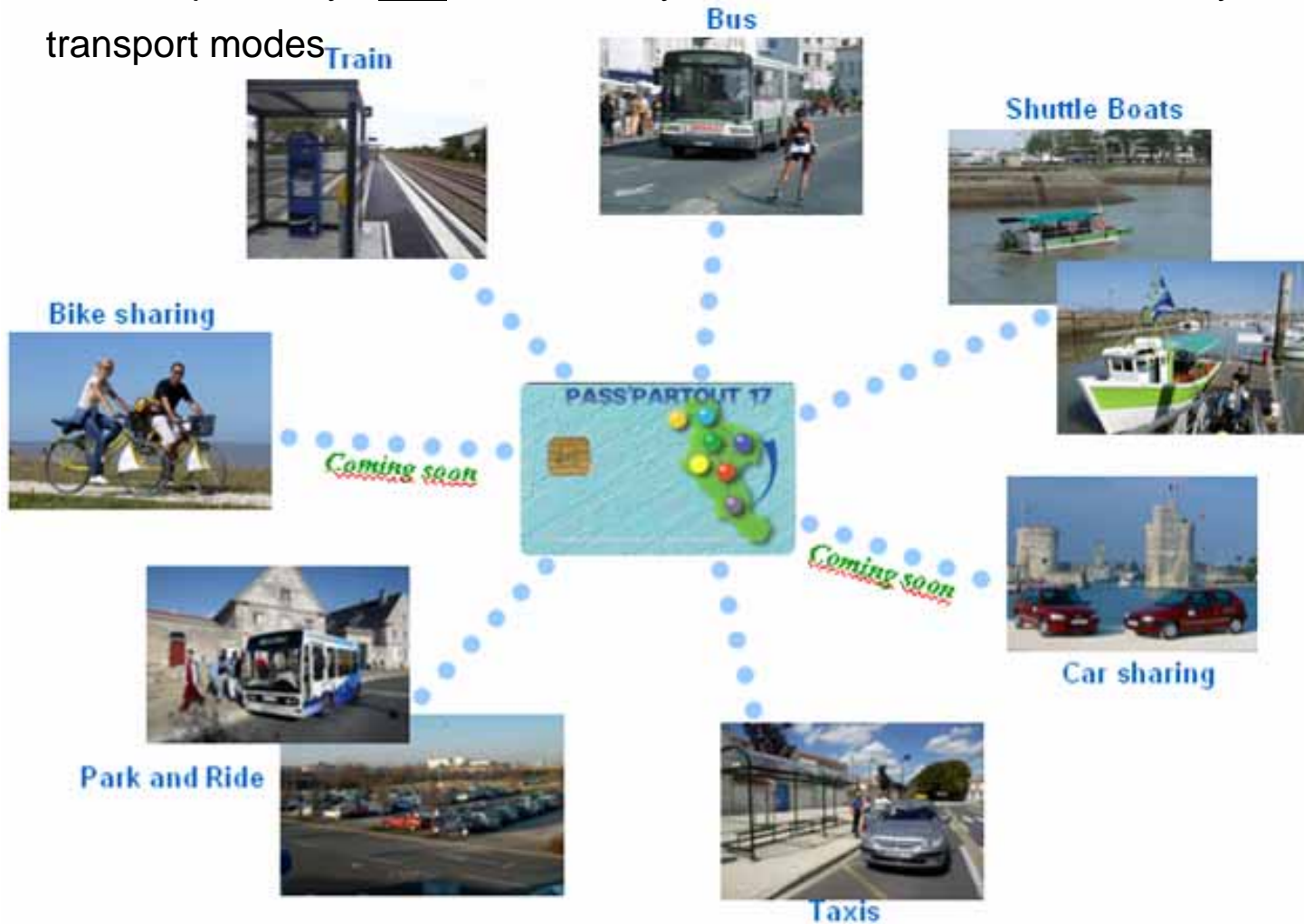
- 1- Integrated Ticketing Strategy**
- 2- Improvement of Public Transport**
- 3- Bike/Car-sharing**
- 4- Encouraging Soft modes**
- 5- Urban Goods Transport**



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1- INTEGRATED TICKETING STRATEGY (AND TELEMATICS)

... interoperability : **one** smartcard system to travel all over the county with several transport modes



Buses, boats and bike buses are all equipped with similar ticketing machines (with both magnetic and contactless systems)



2- IMPROVEMENT OF PUBLIC TRANSPORT

- Park-and-ride (P+R)



- Dedicated bus lanes



Real-time information system

- Two panels at the transfer hubs
- 36 terminals in bus shelters
- 2008 : real-time information on mobile phones(SMS)



Accessibility of the PT network

Objective : 100% of bus fleet and bus stops accessible by 2015.

Refurbishment of the platforms (bus waiting shelters & bus stops)

- specific access at bus stops,
- platforms raised to street level
- tactile strips on the platform edge,
- visual and vocal announcement system (2008)



3- BIKE/CAR-SHARING

VEHICLE SELF-SERVICE RENTAL : THE LISELEC PROJECT

Activity

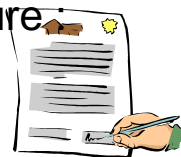
Self-service round the clock, 7 days a week
7 stations - 50 vehicles (25 Peugeot 106 ; 25
Citroën Saxo)
A range of contracts/fares
A useful link with the public transport network



How does it work?

A simple procedure

- *One contract*



- *One pass*



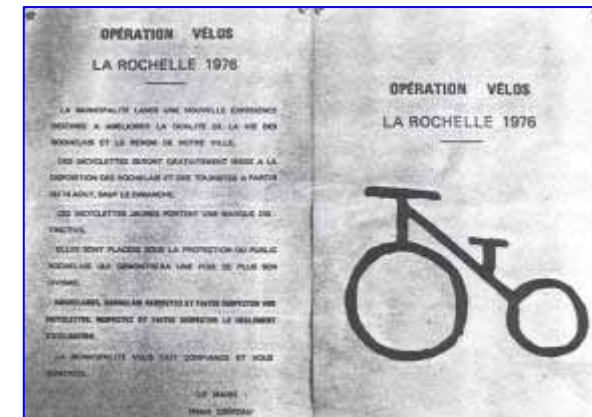
- *One secret code*



THE LA ROCHELLE BIKE-SHARING SYSTEM

A strong political commitment towards the use of bikes initiated as early as 1974 with the first public bike rental system in France (the « Yellow Bikes »)

1st generation of bike-sharing (2005)



2nd generation of bike-sharing (2008)



4- ENCOURAGING SOFT MODES

Student Travel Plan

(& creation of a Student Mobility Observatory)

Business Travel Plan

P+R,

PT for specific working times

New carpooling system

www.covoiturage17.com)

New cycle paths



5- THE ELCIDIS DELIVERY PLATFORM

CONTEXT

Municipal ordinance restricting goods deliveries in the city centre of LR between 6:00 and 7:30 a.m

(access restriction to combustion-engine vehicles only*)

OBJECTIVES OF THE PLATFORM

- Reorganizing deliveries to reduce pollution, noise and congestion caused by lorries in the city Centre
- Facilitating traffic fluidity



HOW DOES THE PLATFORM WORKS?

- One central platform strategically located between the city centre and surroundings areas
- Parcels and pallets forwarded by carriers unloaded at the platform
- Parcels optically scanned for registration and preparation of consignment waybills
- Sorting by sector and delivery, street and consignee in electric-powered vehicules (Citroen Berlingo, 3.5-t FAAM).



LEGAL FRAME

Since 2006: delegated management for a 12-year period between the CdA and a private operator



ROLE AND RESPONSABILITIES

...are contractually shared between both actors :

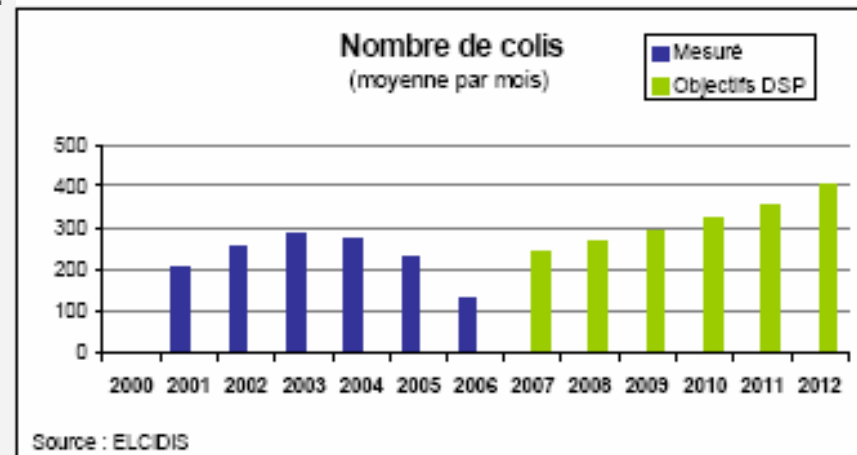
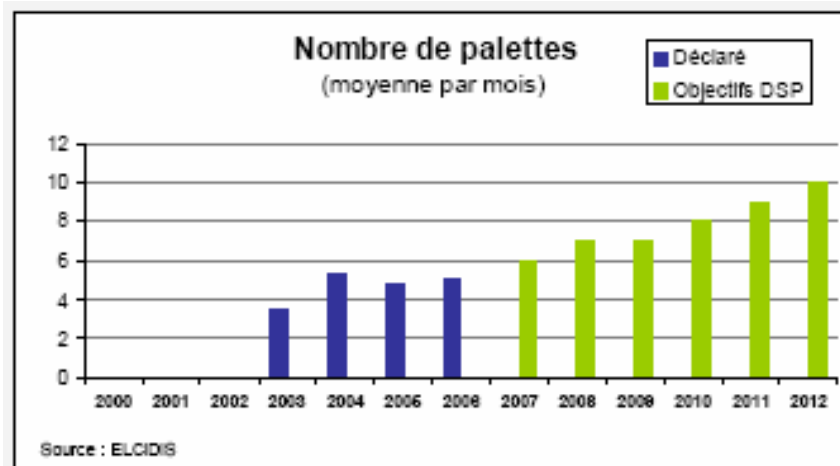
- CdA : sets objectives, facilitates the implementation of the services and monitors the actions developed.
- Operator : in charge of the operating management, suggests improvements and ensures promotional activities

SHARED COSTS

- Operating costs and investments in charge the operator
- Receives the benefits generated by the service
- Financial support by the CdA in the very first years of the project (Exploitation Subsidy).



ACTIVITY RESULTS



NEXT STEPS

- Optimizing the goods delivery system in LR
- *Developing new partnerships*
- *Developing new services/optimizing the existing services (B2C : delivery service to the P+R, deep-frozen products, home deliveries from supermarkets, geographical extension of the system...*
- New clean vehicles (electric or electric-hybrid)

Thank you!

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