



CiViTAS
Cleaner and better transport in cities

ODENSE

Public Awareness and Individual marketing
Civitas Mobilis Session
Polis Toulouse 2007

Troels Andersen
Project Manager
Municipality of Odense

Priority of Cyclists and Pedestrians

Green wave for cyclists

Count-down displays

Interactive information screens
for cyclists and pedestrians



Electronic Cycle Scanners

- 4 placed in the city centre
 - Wireless connection
 - Ongoing cycle competitions
 - National health insurance card is scanned
 - Cycle detected
 - Max. 1 scan/hour
 - Monthly rewards
-
- 863 scans in 10 days
 - 1.7 scans/person



Quality Improvements of Public Transport

Complete bus priority system

Real time information in all busses

Electronic real time informations at selected bus stops

Bus information on SMS

WAP download of time tables

Pilot with service-busses

Media campaigns for new services:

- www.bybussen.dk including route planner
- 5,000 umbrellas handed out
- 20,000 water bottles handed out



Car Free Families

Mobility package for ½ a year:

- Free bus travel for 25 trips
- Free Car club membership
- Taxi card with 10% discount
- 100€ discount on bicycles
- Coffee mug, newsletters etcetera

370 persons participated

Cooperation with TV – monthly programs

37 families stayed members of car club

17 bus trips/family

66 € spend on taxies/family

Just 31% of trips by private car



Der findes ikke meget der er mere irriterende end en

parkeringsbøde

Det skulle da lige være de stigende benzinpriser eller den daglige parkometerfordring.

Bliv fri for bøder, bliv fri for afgifter - bliv Familien BilFri og spar samtidig masser af penge i benzin.

Læs mere på bagsiden.

Interactive Cycle Simulator for Children

Interactive training tool for children.

4,000 school children at 40 schools.

B-Game runs just before the national cycling test.

Training behavior and not just traffic rules.

B-Game is setting up a teenage universe

Includes mobile phones, helmets, friends etcetera

Includes an evaluation tool.

B-game is very suitable to be exported to other European countries.

www.b-game.dk/test



Personal Marketing of Travel Options

Direct contacts to target population 25,000 citizens

English report on best practice

8 persons hired 2007-8

Internet portal for all modes of transportation:

- Economy, time, emission, health
- www.cykelby.dk/budget
- 200 new users/month

- 9% car trips

+ 55% PT trips



	0%	150%	-100%	-66%	-100%
Kørte km/år	2.050	2.050	2.050	2.050	2.050
Tidsforbrug timer/år	51t.15m.	51t.15m.	128t.8m.	128t.8m.	128t.8m.
Kr./år faste	61.024	61.024	0	0	0
Kr./år løbende	3.034	3.034	1.025	1.025	1.025
Miljø (kg) CO2/år	369	369	0	0	0

Monitoring

26 online cycle countings

6 online pedestrian countings

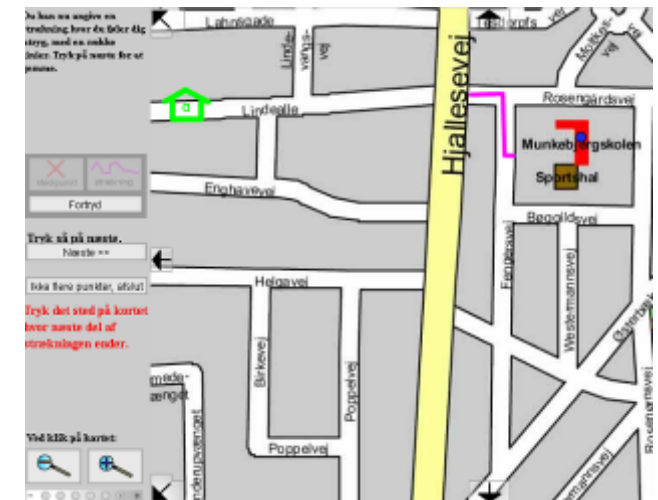
Presented on www.cyclecity.dk

Smart card registrations in PT

National survey on travel habits

School surveys on the internet every 4 year:

- Travel modes
- Safety issues



Thank you

Troels Andersen

ta@odense.dk

www.civitas-initiative.org



CIVITAS
Cleaner and better transport in cities
ODENSE



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION