



SMILE Measure list	Application in Communauté d'agglomération de La Rochelle
Noise	<p>Cleaner and more silent transport modes:</p> <ul style="list-style-type: none"> ▪ 3 electric minibuses operating on the Ville-en-Bois district and as a link between the Jean Moulin Park & Ride area and the city centre ▪ 6 electric cars for short time rental system (electric autoplus scheme) ▪ 1 electric shuttle boat
Urban goods delivery	<ul style="list-style-type: none"> ▪ Urban goods distribution centre: the ELCIDIS-ELectric vehicle City Distribution System is operated with 8 electric-powered commercial vans
Responsible car use	<ul style="list-style-type: none"> ▪ LISELEC self service rental system with 50 electric cars
Public transport	<ul style="list-style-type: none"> ▪ Multimodal offer: 80 buses and coaches, 4 shuttle boats, 56 electric cars, 350 bicycles, 40 shared taxis, 9 vehicles equipped for the disabled. Combined fare ▪ Extensive network: 19 bus lines, 5 coach lines, 2 maritime links, 112 taxi stops, 7 stations for electric cars to hire ▪ Experiments during the “In town without my car” day and the European Mobility Week and implementation of permanent measures since 1997
Soft modes	<p>Bicycle promotion:</p> <ul style="list-style-type: none"> ▪ Master Plan for “eco-friendly links”: 135 km cycling paths and lanes (86 km in the urban area), 900 bicycle racks. Coherent network with signposts ▪ 350 public bicycles free of charge for 2 hours and attractive fare ▪ Free bicycles at travellers’ disposal from the Park & Ride area ▪ The special bus to Ile de Ré and the electric shuttle boat are accessible to bicycles. ▪ Transport passes with combined fare to use public bicycles

<p>Parking Management</p>	<p>Jean Moulin Park & Ride area:</p> <ul style="list-style-type: none"> ▪ choice of mode of transport: walking, cycling or electric minibus shuttle ▪ a large range of transport passes to fit each need depending on the type of users (tourists, employees) ▪ employers taking in charge all or part of the price of the transport pass <p>Place de Verdun interchange terminal:</p> <ul style="list-style-type: none"> ▪ 600 parking places at the limit of the historical city centre ▪ public transport terminal for urban buses, interurban coaches, electric cars, bicycles, shared taxis
<p>Intermodality</p>	<p>Setting up of a Joint Board for Fare Pool in Charente-Maritime County:</p> <ul style="list-style-type: none"> ▪ a single ticket, “Pass’Partout 17”, for different modes of transport (bus, coach, tram, shuttle boat, bicycle) ▪ 6 local authorities and 5 carriers involved
<p>Mobility Management</p>	<p>The Transport Trends Monitoring Unit:</p> <ul style="list-style-type: none"> ▪ To monitor the implementation of the Urban Transport Plan and measure its effects by collecting, tracking, and processing data <p>The Company Travel Plan:</p> <ul style="list-style-type: none"> ▪ To collect needs, give personalised answers to transport questions, promote Park & Ride and public transport ▪ To encourage employers to reimburse all or part of the price of the transport pass to employees
<p>Urban planning</p>	<p>The Urban Transport Plan:</p> <ul style="list-style-type: none"> ▪ Aimed at reducing the urban motorised traffic and foster more sustainable modes of transport (public transport, bicycles, etc.). ▪ An original approach: partners included all the relevant State, County and local agencies, Chamber of Trade, shopkeepers, trade unions, business associations and community organisations, in addition with a group of 400 “contact” people from towns, neighbourhoods and local organisations
<p>Awareness raising campaign</p>	<ul style="list-style-type: none"> ▪ Creation of the “In town without my car!” concept in 1997