



Best Practice Guide

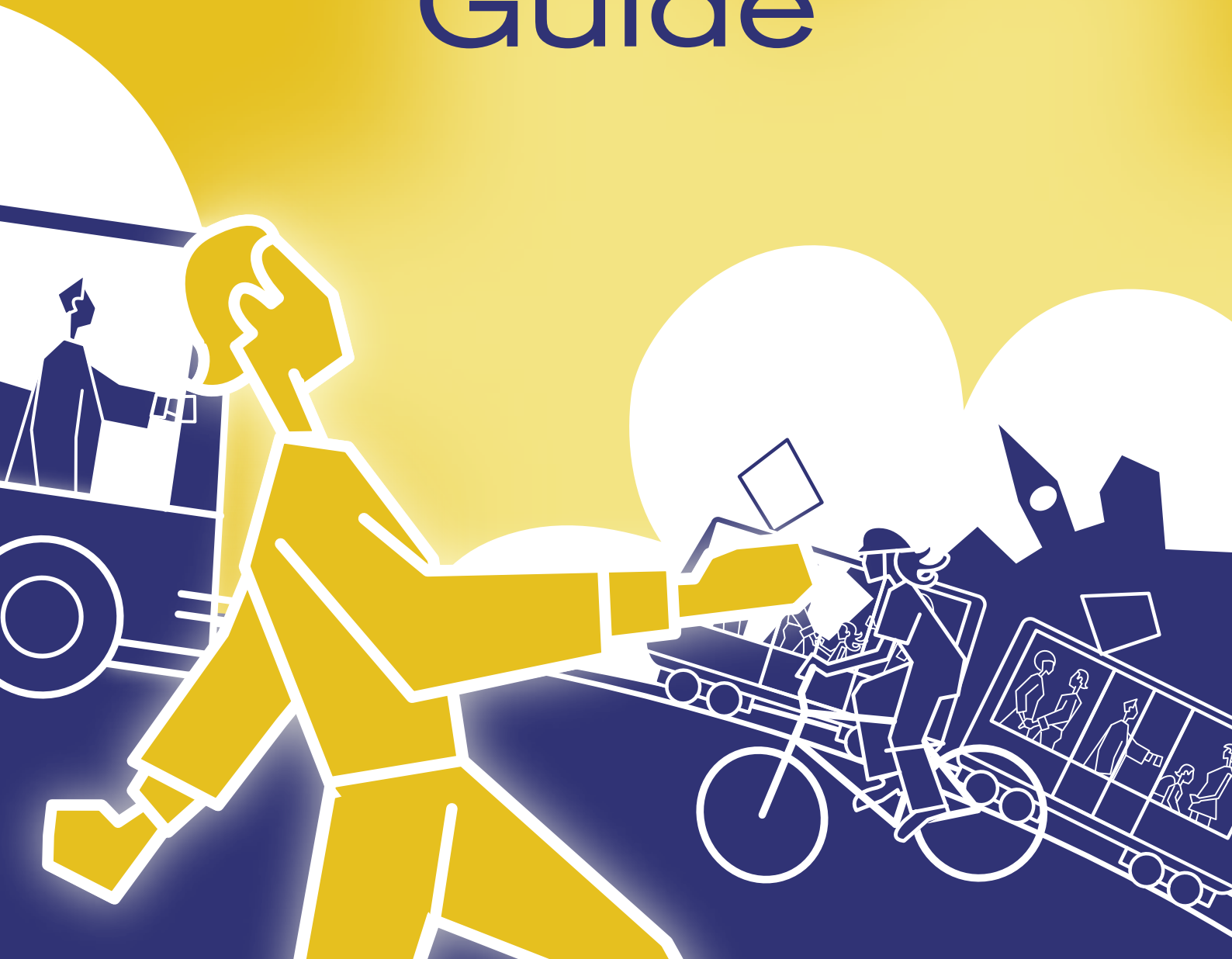


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INTRODUCTION

The European Mobility Week aims to influence mobility and urban transport issues for the long term as well as to improve health and quality of life of European citizens. This initiative represents a perfect opportunity to involve all European cities and citizens around the common subject of sustainable transport in urban areas, to explain the challenges the cities and municipalities are facing in order to induce a change of behaviour and make progress towards a more sustainable transport strategy in Europe.

Since 2002, an ever growing number of local authorities is joining this initiative, counting in 2006 more than 1300 cities and municipalities from 38 countries and involving around 200 million citizens. This publication gathers some best practice examples collected with the help of national coordinators in charge of the campaign promotion in their respective countries.

COPENHAGEN: Traffic experiments for a liveable city

The main objective of the City of Copenhagen for the European Mobility Week 2005 was to test 15 traffic experiments in various neighbourhoods - including for example the elaboration of a new traffic plan for the Mimergade area in connection with urban renovation. The plan includes proposals to prevent through traffic with a view to making the neighbourhood quieter and safer. The plan was tested by setting up ten physical barriers for cars as well as four marked parking spaces for shared cars. The majority of the experiments was successful and was also accepted and appreciated by the general public. The results of these tests provided a basis for the city to take informed decisions on whether or not to make the measures permanent.

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BUDAPEST: 110,000 visitors on the car-free day

“The European Mobility Week is a success story for the City of Budapest” says Noemi Takacs in the official application form of the city. Budapest started organising the Week five years ago and it has now become the biggest event on environment and sustainability in the Hungarian capital: a green festival with more than 110,000 visitors on the car-free day and more than 40,000 on the other events.



Its long term participation in the Week allowed the city to launch several beneficial initiatives to ease commuting journeys. For example: increase the capacity of bus lines, launch a new bus line in the suburban area, inaugurate a new express bus line to a capital of district, create bike racks in a Park & Ride area. Using the transport services provided by the Budapest Traffic Company was free of

charge during the ‘In Town Without My Car’ day.

Although this action costs a big amount of money, it is nevertheless considered as an important investment for the future. The aim is indeed that car drivers decide to use public transport. The Week is also an opportunity for the city to promote green technologies such as bio-ethanol fuels and to enter a debate with car manufacturers. The city also managed to reinstate the lost tradition of the Sunday promenade and to organise the car free day twice during the Week.

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SAN SEBASTIAN: Redesigning the city

The City of San Sebastian entered a large programme for developing the cycling culture in the city together with the creation of a new cycling network. European Mobility Week represents the perfect opportunity to promote the benefits of the bicycle, to organize bicycle trainings and free maintenance as well as to create new cycle lanes. This comprehensive programme to raise awareness on sustainable

urban mobility and soft modes also includes road safety educational activities targeted to children. These actions lead to a clear modal shift in favour of the bicycle. The city now enjoys a 4% modal share for bicycles, which is a tremendous increase



compared to previous years. In addition, San Sebastian organized, during the Week, activities to raise awareness on the needs and expectations of people with reduced mobility and introduced microbus lanes totally adapted to their needs.

For further information, contact Josu Benaito Villagarcia at josu_benaito@donostia.org

CAMDEN: Expanding the car-free area

Camden has held a car free day event every year since 2000. The Camden Car Free Day in 2003 introduced a new permanent road closure in the heart of London. This inspired a change in the European Mobility Week Charter: as from 2004, all participating cities have been expected to implement at least one new permanent measure which contributes to modal transfer from private car to environmentally sound means of transport. European Mobility Week and its 'In Town Without My Car' day are systematically used by Camden as a launch pad for an expanding network of car free and traffic-calmed streets throughout the Bloomsbury Clear Zone area. It is aiming to shift traffic away from narrow, essentially local streets, back onto the main road network, whilst maintaining access for residents and deliveries. Since the

start of this programme, the street has been transformed and pedestrian and cycle traffic has doubled.

For further information, contact Paul Davis at Paul.Davis@camden.gov.uk



Before ... and after: Museum street in Camden

BOLOGNA: A bottom-up approach for an integrated mobility plan at local level

European Mobility Week in Bologna saw the launch of several mobility management projects mainly focusing on new access modalities and cycling facilities as well as the introduction of new energy-efficient buses. The conclusion of the works of the public forum, which debated on the new rules and restrictions introduced within their new master plan for urban traffic, was one of the most important moments of the Week. The city administration succeeded in involving more than 300 key stakeholders and citizens in the development of this new mobility plan. A real bottom-up approach was created allowing citizens to closely participate to important transport-related decisions in their city. Bologna also inaugurated 21 new methane buses, allowing them to reach high environmental standards as half the bus fleet is now composed of clean buses.

For further information, contact Maurizio Zamboni at maurizio.zamboni@comune.bologna.it

ÉVORA: Safe commuting to school

The City of Évora launched the project “Safe Commuting to school” during European Mobility Week. This project will be developed along the full school year, involving associations, police and the whole school community in general, with the objective to discuss home-school mobility plans for each school individually. This encompasses the “Hand in hand Project”, in which volunteers accompany children in their urban routes to and from school, during lunch time. This latter guarantees children's safety, promotes walking and educates parents, teachers and kids on how to behave as

a pedestrian. Another successful activity resulted from a partnership established between the city and the Commercial Association. About 40 shop keepers from the Historic Centre of Évora joined the initiative. Clients shopping in these shops could exchange their invoices for free urban public transport tickets. This partnership will be explored in the future.

For further information, contact Maria Inês Morais at imorais@mail.evora.net

ELBLAG: Modernising public transport in a more comfortable and ecological way

Decreasing traffic volumes and improving air quality were the main objectives for European Mobility Week in Elblag. The programme for modernising the public transport induced positive effects such as increasing public transport use and decongesting the town centre. The town of Elblag launched an ecological series that was broadcasted during the entire week in order to raise awareness of citizens on climate change challenges and the various solutions that can be implemented to tackle this problem, notably in the transport sector. New tram lines and trams were launched during the Week and several cycling activities were organised. Elblag enjoyed a high level of participation for all its events as well as achieved to conclude fruitful partnerships with key local actors.

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NANTES: Clever commuting for all

Nantes Métropole has made continuous efforts towards sustainable mobility, applying diverse and innovative means to achieve its aims. It has consistently been one of the most active French cities in the different European Mobility Weeks. It works with a variety of stakeholders and has set up fruitful partnerships in order to involve the whole community in this campaign and ensure a long-term impact of the activities undertaken. The city succeeded in using inland maritime transport to reduce congestion in the city centre and free road capacity for other transport alternatives.

Nantes Métropole is also engaged in promoting further its concept of walking buses and gives a high priority for the creation of park and ride stations, pedestrian areas and new bus lanes. The city made some efforts to involve the business community and give them incentives to adopt company travel plans. To date, 57 companies are implementing such plan while another 41 plans are under development.

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KOPRIVNICA: Long term strategies for sustainable mobility

The City of Koprivnica, a small but committed town in Croatia, is engaged in a four-year strategy for reducing architectural barriers for children, disabled people and elderly, giving accessibility a high emphasis. The city is active in elaborating systematic noise measurements with the aim to set up a targeted noise abatement plan, and implements a long-term strategy of bicycle routes construction. Koprivnica created a network of sustainable mobility towns in Croatia with the aim to promote Koprivnica's model for sustainable mobility in neighbouring towns. The city welcomes efficient partnerships and adopted an integrated approach with the inclusion of its mobility strategy into its local agenda 21 plan. European Mobility Week provides the perfect framework for Koprivnica to achieve its aims.

For further information, contact Maja Istvan Krapinec at prostorno.okolis@koprivnica.hr

HRADEC KRÁLOVÉ: Road space reallocation as a viable solution to traffic challenges

During European Mobility Week 2006, a project with the aim of calming the traffic in Třída E. Beneše was launched in Hradec Králové. The motorised and non-motorised traffic was separated in Třída E. Beneše in order to improve cyclist safety. After the planned reconstruction, only one lane (the inner one) will remain for motorised transport from the existing two lanes on each direction. The remaining space will



be devoted to a bike lane and car parks. This road space reallocation project will improve the overall sustainability of the town and was already approved by a majority of residents. The city also bought public transport vehicles with an acoustic signal for blind and visually impaired passengers. This increases safety of the public transport system and makes it more accessible to persons with reduced mobility.

For further information, contact Pavel Šubrt at Pavel.Subrt@mmhk.cz

HELSINKI: Innovative technologies to purchase public transport tickets

Since 2001, the City of Helsinki offered its citizens the chance to buy public transport tickets by sending a text message (SMS) from their mobile phone. Since then, the use of the mobile phone tickets has expanded to cover most means of public transport in the Helsinki Metropolitan Area, except for certain bus lines.



The purchase of tickets was simplified during the 'In Town Without My Car' day in 2006. Citizens can now order a single ticket via their mobile phone by typing "A 1" (ticket in Finnish) or "AS 1" (ticket in Swedish) and sending the SMS to the number 16353. In return, citizens receive a single ticket that is valid for one hour from the moment of purchase. The return SMS includes the validity time and area, the identification number and the sender number. Nowadays the mobile tickets account for around a fifth of all single tickets bought in the Helsinki Metropolitan Area.

For further information, contact Jorma Kaihlanen at jorma.kaihlanen@ksv.hel.fi

VÖCKLABRUCK: Promoting cycling

Vöcklabruck (Austria) participated in European Mobility Week for several years now. Since 2006 there has been a special focus on cyclists. Each week, the "cyclist of the week" was elected for a period of 25 weeks and always presented in a weekly journal. This campaign attracted a lot of attention and resulted in an increased use of the bicycle. The "cyclist of the year" was elected from the 25 "cyclists of the week" and received a bicycle as a prize. Many people in the municipality are convinced that the bicycle is going to play a major role as a means of transport in the future. The local coordinator himself goes to work by bicycle every day and therefore has credibility as an organizer of European Mobility Week.

For further information, contact Peter Stieb at peter.stieb@voecklabruck.at



GENEVA: The Street is Yours!

For European Mobility Week 2005, the City of Geneva organised several well attended public debates on sustainable mobility, accessibility and health concerns, raising awareness of citizens on challenges faced by the city. The City actively promoted solar boats, rickshaw taxis, bicycles and many other valuable alternatives to cars and proposed several trial days for these transport modes. It also set up several information points giving health advices and organising games with children. The city organised a street party called the 'Street is Yours' and organised activities on the theme 'Respect changes our lives'.

Besides these activities, the City of Geneva also implemented seven permanent measures, focusing on new forms of mobility such as rollerblades with the 'Monday Night Skate' initiative or on mobility management training courses for local companies. Geneva inaugurated new pedibus lines, which is seen as a very effective way to encourage children to walk the path of sustainable mobility in a fun and healthy way. A Mobility Business Price was inaugurated in 2006. The objectives are to rationalise the mobility of employees and their costs in health and money. The Price will reward best companies' management plans. Moreover, the city succeeded in partnering with various associations, companies and schools to ensure the Week' success.

For further information, contact Alexandre Prina at Alexandre.prina@smo.ville-ge.ch

LJUBLJANA: Using alternative fuel for city buses

The Environmental Protection Office in Ljubljana monitored the results of the annual European Mobility Week and determined that short-term measures were not reaching the desired results of reducing pollution or congestion. The City then favours the introduction of long term measures and informative campaigns. The introduction of free daily and weekly tickets for public transport during the Week led to a complete elimination of traffic jams and a clear reduction of air pollution. The broad dissemination of information about the European Mobility Week played an important role in this.

European Mobility Week Award winner in 2004, the City of Ljubljana continued its journey in 2006 with the introduction of many new technologies such as hybrid electric vehicles or new biodiesel buses. The city introduced two buses using biodiesel fuel during the Week, as a result of a testing phase held within the framework of the CIVITAS – MOBILIS program. The second phase of this program started in

2006 and will end this year. The aim is to reach a permanent use of an optimal mix of biodiesel and diesel fuel on city buses by March 2009. The City also set up an interactive city transit route map on the Internet to ease passengers' travels thanks to updated information and advice on best public transport combinations.

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CONCLUSION

This publication is meant to highlight some examples of activities undertaken during European Mobility Week as well as to underline the long-term impact of this campaign. Through the adoption and implementation of permanent measures during the Week, local authorities make a real change towards sustainability. The Week represents the perfect opportunity to test traffic measures and encourage a modal shift in favour of soft modes for more liveable cities.

Don't forget to participate ... from 16 to 22 September

More information: www.mobilityweek.eu

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