



Best Practice Guide II





TABLE OF CONTENTS

Introduction

Best practice examples:

- o Arad, Romania
- o Bydgoszcz, Poland
- o Frankfurt, Germany
- o Glasgow, UK
- o Koprivnica, Croatia
- o Mirandela, Portugal
- o Östersund, Sweden
- o Ponferrada, Spain
- o Prague, Czech Republic
- o Wiener Neustadt, Austria

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INTRODUCTION

The European Mobility Week has been running for six years with ever increasing success. It aims to influence mobility and urban transport issues in the long-term and also to improve the health and quality of life of European citizens. It is organized each year from 16-22 September and provides the ideal opportunity to engage European cities and citizens on the common subject of sustainable transport in urban areas, to explain the challenges the cities and municipalities are facing in order to influence a change in behaviour and to make progress towards a more sustainable transport strategy in Europe. The steady increase in the number of local authorities taking part in the European Mobility Week undoubtedly reflects European citizens' growing desire to be able to move around their towns and cities quickly, safely and with respect for their health and the environment.

This publication contains various best practice examples of activities undertaken in European cities during the 2007 edition of the European Mobility Week campaign. It has been collated with the help of national coordinators in charge of the campaign promotion in their respective countries.



ARAD: Innovative diversion of heavy traffic

The European Mobility Week in Arad was organised around educational activities on air quality issues, the promotion of sustainable transport methods, and the protection of the environment. The City of Arad permanently restricted freight transit through the centre and diverted it on the south-east ring road and launched major urban transport rehabilitation projects to improve infrastructures and to reallocate road spaces to pedestrians by stopping car access to several streets and by extending green areas along the roads. These measures served to reduce pollution, congestion, road accidents and to improve the overall quality of life of citizens. In order to achieve this, the city worked in close collaboration with local stakeholders including city police officers, employees from the public health agency, school representatives and the 'Agency for Environment Protection Arad', all of whom participated in the different EMW events, roundtables and projects.

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BYDGOSZCZ: Effective promotion of 'soft' modes

In the city of Bydgoszcz, the European Mobility Week raised public awareness on climate change and sustainable transport issues. It encouraged inhabitants to use public transport, cycle and walk and enabled the local authority to launch some infrastructure activities in order to improve facilities for cyclists and pedestrians, such as new biking and hiking trails, new foot bridges and traffic lights. The city was also engaged in creating more efficient public transport by introducing new EURO4 standards trams.



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FRANKFURT: Service improvements for public transit users

In 2007, the European Mobility Week in Frankfurt was primarily set up as a communication platform with the aim of creating a framework supporting varied topics, partners, areas and approaches linked to sustainable urban mobility. The activities implemented allowed people to learn about key transportation and environmental challenges and to propose solutions through collaborative working. In addition, the Mobility Week provided Frankfurt's citizens with a unique opportunity to try out alternative means of transport such as bike taxis and solar power vehicles.

As part of its permanent legacy to the city, Frankfurt has taken measures to improve the service provided for users of public transport to both retain existing users and to encourage new users. This customer 'guarantee' initiative allows delays in public transport to be registered via the internet and complaints to be managed through an effective management system. In case of delays of 10 minutes or longer, customers may qualify for a reimbursement of their fare. The system also offers an insight into the mobility habits of citizens and the traffic situation in the city. It was presented during EMW 2007 and was launched in spring 2008.

In addition, Frankfurt permanently closed the main artery road 'Hauptwache' in order to create public spaces that are undisturbed by motorised traffic. This will as a result improve the quality of life for all residents living in the inner city. This permanent closure was announced and tested during EMW 2007 with the eventual closure expected in 2008.

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GLASGOW: Safer roads for children

Glasgow City Council has been very active in promoting safe travel routes to school for children across the city. During EMW 2007, the city launched nine separate Safer Routes to School Schemes which also complement the School Travel Plans to help more children travel to school on foot and by bike. The Council has introduced mandatory school 'keep clear' (no car parking) markings outside all of its schools. Furthermore, for the fourth successive year, more than 37,000 pupils participated in the 'Hands Up for Glasgow' School Travel Tally' providing details on how they travelled to school that day. The results showed large increases in walking and cycling and a reduction in car trips taken for school journeys.

The European Mobility Week promoted a range of initiatives being delivered by the Council and partners to get people travelling by active and sustainable transport modes, such as the compiling of a street level cycle map and the creation of an accessible link path connecting popular walking and cycling routes on the River Kelvin and Forth and Clyde Canal. The events during the European Mobility Week attracted the participation of an estimated 75,500 people, many of whom gained an increased awareness of the multiple social and personal benefits of travelling by sustainable and active means. The European Mobility Week concept provides an annual focus for launching sustainable transport schemes, attracting media interest and engendering political support to this important area of public policy and action.



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KOPRIVNICA: A 'Town on the Move'

The City of Koprivnica has been an active participant in EMW since 2002 and this year was awarded the European Mobility Award 2008 for its outstanding commitment to achieving sustainable mobility. The city has launched a three year programme 'Streets for People' (2007-2009) that aims to make the city 100% accessible for all by reallocating 1.5 km of roads in the centre to non-motorised traffic, and by promoting walking and alternative fuels for public transport such as bio-diesel. The city also aims to engage the national and regional networks in more ambitious projects towards sustainable urban traffic. The comprehensive action plan developed by Koprivnica includes activities on all key transport themes: cycling, responsible car use, public transport, green spaces and

mobility and health. Educational activities such as bicycle training and road safety promotion were attended by many citizens. Children and young people consolidated the awareness activities by relaying the information to their parents, thus further influencing their travel behaviours.

The city of Koprivnica achieved a number of its sustainable public traffic aims thanks to the key objectives of the Week: to develop a sustainable traffic programme called 'Town on the Move'; to build 64 km of cycle paths as well as 84.5 km of longer tourist cycle paths; to enlarge green spaces by 20%; and finally to engage several dozen partners in the year-long promotion of cycling and walking. Thanks to its long-term efforts, cycling has now become synonymous with the city. The European Mobility Week has helped the city to showcase its achievements at the regional, national and international level and has resulted in Koprivnica becoming a beacon for sustainable urban mobility.

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MIRANDELA: Accessibility and the environment

As well as promoting the health and environmental benefits of soft transport modes and temporarily closing certain city routes for sporting activities, the City of Mirandela took an innovative approach to sustainable mobility by linking waste management and the promotion of cycling. As part of the European Car Free Day, the city held a promotion in the car-free zone during which a bicycle was offered in return for every 1,000 cans recycled. In addition to fostering the importance of recycling, and promoting environmental action, the contest encouraged people to cycle home on the new bikes and thus experience a new way of transportation.



Many actions were also undertaken to facilitate walking in the city. All permanent measures adopted improved the quality of life for many citizens, and simultaneously reduced noise and air pollution. The lowering of zebra crossings increased accessibility in Mirandela for people with reduced mobility, helping them to independently circulate on pavements across the city. The city also offered free travel on public transport to encourage people to leave their cars at home; permanently closed the main street in Mirandela to traffic and adjusted the traffic light system to ensure the better circulation of traffic across and around the city.

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ÖSTERSUND: Energy efficiency and climate change at the heart of EMW

The City of Östersund organised a whole week of events which integrated sustainable mobility with other key European and national concerns, namely energy efficiency and climate change. Various activities took place to raise awareness and propose solutions to urban challenges. During the car-free day, a greenhouse was set up in the town square which served as an exhibition hall and represented the greenhouse effect. Some 600 citizens visited the exhibition to participate in quizzes, lectures, and meetings with local politicians. Other activities included free bus travel, a seminar on climate change and a bike tour to the newly opened biogas plant in the city.



To improve the comfort and safety of cyclists and make it easier for them to travel by bicycle, two new combined bicycle and pedestrian lanes were built. In addition, space previously set aside for motorised traffic in one of the main squares was reallocated to cyclists and pedestrians. Other permanent measures adopted by the city include the improvement of existing cycle and pedestrian paths, the adaption of bus shelters for disabled people and the installation of noise barriers to reduce noise pollution. The city succeeded in involving many stakeholders in the preparation of the Week such as national cyclist organisations, public transport operators, local rescue corps, traffic safety organisations as well as an extensive number of municipal departments. This collaboration ensured an integrated approach for the campaign.

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PONFERRADA: Investment in the public transport system

The City of Ponferrada's action plan for EMW 2007 was focused on the theme of alternative means of transport to the car. Fun activities such as a transport race and street games were organised to highlight the accessibility of other transport means e.g. cycling and walking, and an information centre was set up to familiarise citizens with the new public transport and bike rental systems. The local police patrolled on bike throughout the Week and took children on bike tours in the town to observe mobility challenges first-hand. A school contest was also launched to encourage children to reflect on the current transport and mobility problems in the city. The City of Ponferrada also introduced long-

term measures to improve urban mobility. It is currently developing its first sustainable mobility plan, which will have clear positive impacts on the city.

It has made a large investment in the modernisation of its public transport services with the redesign of bus itineraries, the renewal of its fleet running on clean fuel and the improvement of bus shelters and information leaflets. The city has also set up an innovative free bicycle loan service and has implemented 30 new bicycle parks. The city worked in close collaboration with many local stakeholders and built up a successful communication strategy. Journalists were actively engaged in the European Mobility Week activities.

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PRAGUE: Looking at interchanges and hubs

The City of Prague has been participating in the European Mobility Week now for five years and it has subsequently become the most popular campaign in the city. During the Week, various events are organized to promote public transport, cycling and road safety. One event in particular is always very popular: an open day in the Prague Public Transport Company depot which gives citizens the opportunity to view the vehicles, attend sessions where they are maintained, cleaned and repaired and even sit in the driver's seat. Another popular event this year was the car-free day on 22nd September. Thousands of citizens took to the streets to take part in lots of different activities such as tennis on temporary courts, table tennis, skateboarding and inline skating. People could also try creative pottery and candle making in special workshops, attend a free street concert or travel around the city in traditional trams. There was also a high-profile public bike ride 'The Great Autumn Bike Ride' through the city attended by the Deputy Prime Minister and Czech Minister of the Environment, Martin Bursík and the Councillor of the Environment for Prague, Petr Št pánek.



The City of Prague has also implemented more permanent measures to improve urban mobility. The building of new cycle paths, linking the city centre with residential areas and areas for recreation, has been vital in the modernisation of the transport network. Furthermore, the Prague municipality is investing in rail infrastructure in the city and is in the process of constructing the Prague 'New Connection' railway which should ease traffic congestion in the city and open up more streets to sustainable transport modes.

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WIENER NEUSTADT: Bike it!

Cycling was at the heart of the EMW Campaign 2007 in the City of Wiener Neustadt. The diversity of activities included: a cycling workshop for children, designed to improve their biking skills as well as to make them perceive cycling as a fun activity; a bicycle manifestation to draw attention to gaps in the city's bicycle paths network and encourage politicians to further improve conditions for cycling in the city; and, as a longer-term measure, the inauguration of new bicycle racks in the inner city to meet the rising demand for parking space for bicycles. This launched a strategy foreseeing the installation of 40 new bicycle parking spaces with high standards regarding user-friendliness and theft-protection.

Wiener Neustadt has participated in EMW since 2002 and takes advantage of the annual campaign week to raise citizens' awareness of the link between mobility patterns and climate change/protection. The city makes use of the focused attention on sustainable mobility during the campaign week to open new infrastructure and launch new services which make it easier for citizens to adopt climate-friendly mobility patterns – such as a new, centrally-located bicycle rental service and the presentation of new bicycle maps, or the call-a-taxi service and the adaptation of bus stops to promote the use of public transport. The campaign week is increasingly arousing the interest of citizens, who are also making good use of the new services offered.



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www.mobilityweek.eu

This publication aims to provide examples of best practice in sustainable urban mobility across Europe by highlighting activities undertaken in cities during European Mobility Week and underlining the long-term impact of the campaign in these cities. Through the adoption and implementation of permanent measures during the Week, local authorities have made a real change towards sustainability. The Week represents the perfect opportunity to test innovative traffic measures and encourage an urban modal shift, from unsustainably high levels of personal car use to soft, sustainable modes such as cycling and walking, for more liveable cities.



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