

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2017



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#MOBILITYWEEK

## BEST PRACTICE GUIDE



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# INTRODUCTION

In 2016, EUROPEAN**MOBILITYWEEK** saw record participation levels; 2 427 towns and cities from 51 different countries took part by organising activities and launching new urban mobility measures. The annual theme was 'Smart and sustainable mobility – an investment for Europe', under the call-to-action 'Smart mobility. Strong economy'.

The present publication highlights examples of best practice from the 10 local authorities that were shortlisted for the EUROPEAN**MOBILITYWEEK** Award 2016, including the winning city of Malmö (Sweden).

These top 10 European towns and cities are accompanied by a series of examples of **MOBILITYACTIONS** organised by NGOs, universities and private organisations within the framework of the campaign.

With this Best Practice Guide, we would also like to highlight some good examples of activities from other towns and cities that applied for the award, but were not selected amongst the top 10.

Our national coordinators also organised a good number of activities to encourage their towns and cities to join the campaign. These examples have earned their own section in this publication.

The last chapter takes us beyond Europe. A considerable number of countries from outside Europe follow the example of EUROPEAN**MOBILITYWEEK** and organise activities during the same dates to promote sustainable urban mobility. In this edition we travel to the United States.

All the examples included in the Best Practice Guide aim to inspire the future work of campaigners.



# EUROPEANMOBILITYWEEK 2016

▷ COUNTRY  
Sweden

LOCAL AUTHORITY

## MALMÖ

**Malmö won the EUROPEANMOBILITYWEEK Award 2016 for its vision of sustainable mobility. The city has an ambitious goal for its modal split, with already 22% of people cycling, 21% using public transport and 15% walking.**

Honouring active travellers like cyclists and pedestrians is one of the many examples of good practice from Malmö.

Several events were linked to the annual theme 'Smart and sustainable mobility – an investment for Europe'. These included an opening conference on 'the macro-scale socioeconomic benefit of cycling, walking and public transport' and a bicycle auction where 20 bicycles were sold. The advantages of shopping by bicycle was also promoted at different events.



© Jimmy Arvidsson



© Lars Bendroth



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The city's street and parks department has a dedicated 'dialogue' strategy and unit. The aim is to involve residents in the decision-making processes, with a focus on children and young people. 2 000 households and business owners were invited to a 'dialogue coffee' in April to discuss the car-free area in Friisgatan.

EUROPEAN **MOBILITY** WEEK benefited from an excellent promotional outreach and involvement of partners in Malmö. All departments of the city administration were involved in the campaign.

As part of its communication strategy it is worth mentioning that the city's official Facebook account was used to promote the campaign's messages during the week.

Malmö's comprehensive programme of activities was complemented by an impressive number of permanent measures with a holistic approach, including the creation of new pedestrian areas, new cycle paths, bike-sharing schemes and the adoption of its new Sustainable Urban Mobility Plan (SUMP).

A survey carried out after the celebration of the week shows that 8 out of 10 visitors greatly appreciated the event.



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▷ COUNTRY  
**Portugal**

LOCAL AUTHORITY  
**LISBON**

**The Portuguese capital presented a very ambitious and comprehensive programme of activities during EUROPEANMOBILITYWEEK 2016. The organisers focused on different target groups for each activity.**

The activities included an electric vehicle exhibition, games to encourage people to cycle to work, and a conference on the collaborative economy outlining the advantages of behavioural change.

The city has a long-term and integrated vision, as proven by its paradigm shift to achieve a 'city for all'.

Lisbon is expanding its cycling network with 150 km of new cycle paths, with the aim of providing a fully-accessible cycling network covering the whole city. This is complemented by traffic-calming measures and bike-sharing schemes.

In order to 'give back' the central axis of the city to pedestrians, the city has invested EUR 7 million for the rehabilitation of the main city-centre avenues. Furthermore, the city has foreseen one public square in every neighbourhood: eight of the 30 squares planned have already been inaugurated.

The regeneration of the river front represents an additional component of the reallocation of public space from cars to people.

For the first time, all of Lisbon's major public transport operators joined forces to organise a day of activities, with the result that over 2500 people now opt for public transport instead of using a private car.

The city excelled with its media strategy for the promotion of these activities, and was rewarded with a high level of participation.

▷ COUNTRY  
**(former Yugoslav Republic of Macedonia)**

LOCAL AUTHORITY

## SKOPJE

**Skopje organised activities and implemented measures that not only highlight the economic benefit of sustainable urban mobility, but also help to protect the environment.**

A good example of best practice was the involvement of the business sector in the organisation of some EUROPEANMOBILITYWEEK events, including cycling tours by night and sightseeing of the Old Bazaar with electric vehicles.

One of the most interesting activities was a debate on the role of media in urban mobility with 150 participants. A number of partnerships with public institutions and NGOs is also crucial for the success of the campaign.

Well-attended conferences and debates during the week focused on air and noise pollution and how to improve the quality of life in the city.

Combined with the European Week of Sport, health was also an important topic during the events. People had their blood pressure and blood sugar measured and received advice on ensuring a healthy and active lifestyle.

During the campaign, the city presented a new ticketing system for public transport, the extension of bus lines and the construction of new public squares.

Thanks to EU-funded projects like CREATE, FLOW and Ele.C.Tra. the city has added 50 new electric buses to its municipal fleet.





▷ COUNTRY  
**Poland**

LOCAL AUTHORITY  
**BIAŁYSTOK**

**Several activities from the Polish city of Białystok are noteworthy, like the bike-to-school initiative and picnics in the city centre, but the campaign encouraging residents to greet their bus drivers deserves a special mention.**

Buses were free all day: the only requirement to enter a bus was to simply say hello to the bus driver and the other passengers.

Groups of all ages were addressed, with adults attending conferences or other activities, and schools celebrating with activities for children in parallel.

The city presented IT solutions by inviting everyone to take part in workshops on the use of smartphones, tablets or computers to save time and money, and plan travel by bus.

The numerous partnerships with all relevant organisations managing transport in the city played a key role in the success of the campaign.

Furthermore, the city has recently implemented several multimodality solutions. For instance, public transport users can use shared bikes for free for the first 30 minutes. Other measures presented during EUROPEANMOBILITYWEEK were the extension of bus lines and a 50% discount on bus tickets in certain areas

A 420 metre stretch of the central thoroughfare has been made car free, with shared bicycle-pedestrian paths.

LOCAL AUTHORITY  
**KRUŠEVAC**

**The annual theme was addressed at a roundtable with stakeholders to discuss the economic benefit of sustainable urban mobility. This is a good example of how to increase involvement by local residents.**

Other activities included checking tyre pressure and about 20 cars a day underwent emission tests during the whole week.

Walking was also a focal area of the programme, with the deputy mayor and other VIPs participating in walks with local residents including people with disabilities and diabetes.

The involvement of the mayor and the excellent communication materials (videos and social media posts) as well as the good cooperation with media helped generate support for the campaign and its messages.

Car-free events have become very popular in Kruševac. Every evening during the summer period from July to September, the city centre was car free. This is a significant example of how an activity initiated during EUROPEANMOBILITYWEEK has been extended in format and duration.

The above activities were accompanied by permanent measures including the introduction of new pedestrian areas and the renovation of pavements and roundabouts.

Another new element introduced this year that contributes to the improvement of the quality of life is the monitoring of noise levels.





© Palma City Council

▷ COUNTRY  
**Spain**

LOCAL AUTHORITY  
**PALMA**

**Palma employed gamification techniques to promote public transport, cycling and walking among commuters. Some of these activities were proposed by the residents themselves, and also involved those living outside the city.**

EUROPEANMOBILITYWEEK is the perfect occasion to launch surveys and get feedback from workers, residents and other people concerned. Staff from Palma municipality participated in a survey to help guide new measures to promote multimodal daily commuting.

The programme included cycling tours, sport and music activities. Sustainable art nights, where people could visit museums until 01:30, were cycling focused, with a map of bicycle parking and cycle paths to reach every venue.

Parking activities also played an important role in the programme, in line with the city's push measures in this area.

Palma's permanent measures had a focus on improving the walking and cycling experience in the city. Besides reducing the number of parking spaces, the authorities also installed car-shaped bicycle racks to show how many bicycles can be parked in the space reserved for one car: 10 bicycles for one car!

LOCAL AUTHORITY  
**PRAGUE**

**Prague has made a significant investment in promoting sustainable urban transport modes.**

The main theme of the campaign was discussed in detail at a debate involving an economist and a doctor.

EUROPEAN**MOBILITY**WEEK is a perfect moment to test out new transport solutions, which is the case of Prague with regard to electric buses, as the city is considering the expansion of this travel mode.

The city conducted regular air quality measurements during Car-Free Day, with the results confirming that the campaign reduced air pollution by up to two thirds. Furthermore, cargo bike deliveries were used throughout the event, which attracted positive media attention.

Prague's other initiatives included the sale of annual public transport passes at a reduced price, test runs of electric buses, and the construction of bike and ride facilities.

The communication strategy had good results. An example of good practice is that the campaign was added to the official city website.





© Nick Tsoulontino

▷ COUNTRY  
**Greece**

LOCAL AUTHORITY  
**SAMOS**

**Samos is leading by example on how to engage with the residents of the island. A survey carried out during EUROPEANMOBILITYWEEK confirmed people's appreciation of investment in a pilot operation of municipal buses which has been gradually expanding.**

As a good example of preparing their programme of activities, the municipality held meetings with citizen groups from August until the celebration of the week.

Car-Free Day on Samos also offered a wide array of leisure and sports activities.

The cooperation between the local administration and the Ministry of Environment is also exemplary. This joint effort to increase sustainable mobility solutions on the islands is having a positive impact in terms of reducing costs for residents.

Multimodality also remains at the core of their actions. The municipal bus services are connected to bicycle stations to facilitate the combination of these two transport modes.

Samos has earned recognition for the pedestrianisation of its coastal road. Its other permanent measures included the installation of bioclimatic shelters for bicycles and improved accessibility for people with special needs.

LOCAL AUTHORITY

## **SOFIA**

**The Bulgarian capital decided to test its electric and hydrogen vehicle fleet during EUROPEANMOBILITYWEEK. In addition, a total of 126 new compressed natural gas (CNG) buses are currently in operation in the city.**

Sofia carried out air quality checks before, during, and after Car-Free Day. Concentrations of PM10 emissions were 2.58 times less than the figures from the day before. Nitrogen dioxide (NO<sub>2</sub>) was 1.35 times lower than the limit.

The city places great value on road safety. The council for road safety organised an interactive educational outdoor performance and a game as part of a wider campaign.

Sofia's permanent measures covered all transport modes and included the extension of the metro network by 2 km, the inauguration of a new metro station, the construction of six new cycle paths, and the refurbishment of underpasses and sidewalks.

The organisation of the campaign in Sofia is a good example of cooperation at all levels of governance, from ministry level to the European Union representation.

Sofia has a good communication strategy including audiovisual materials.





© Valencia City Council

▷ COUNTRY  
**Spain**

LOCAL AUTHORITY  
**VALENCIA**

**Valencia managed to engage with its residents during EUROPEAN MOBILITY-WEEK at a fair where different organisations presented their solutions.**

The programme of the activities was decentralised, with core activities moving each day to a different neighbourhood. All this resulted in very good participation figures and media coverage.

It is worth noting the impressive number of partnerships, including with large companies.

In line with the campaign's theme, Spain's third largest city organised an event that featured mobility start-ups and demonstrated ways to deliver goods in an ecologically responsible manner.

During Car-Free Day, 18% more people used Valencia's public transport system than on other days. Making public transport free of charge during the day was an excellent idea. The programme was full of activities including exhibitions and public debates.

The city's shopkeepers and restaurant owners welcomed its permanent measures, such as pedestrianisation and speed reduction.

# INSPIRING MOBILITYACTIONS

▷ ORGANISATION  
Natuur & Milieu

▷ COUNTRY  
The Netherlands

TITLE OF ACTION

## CAR-SHARING AWARD FOR DUTCH MUNICIPALITIES

Car sharing is an alternative form of car use. Savings made by car sharing can incentivise people to make environmental-friendly transport choices. For municipalities, it has a positive impact not only on the environment, but also in the reduction of the number of cars on the roads and increased parking space.



© Natuur & Milieu

Observing this, the environmental organisation Natuur & Milieu decided to launch a 'Car-sharing award for Dutch municipalities'. This is awarded to the municipality achieving the sharpest rise in the field of car sharing and implementing the most comprehensive programme.

Natuur & Milieu has supported the municipalities with inspiring factsheets and workshops on parking policy, communications and strategic policy. Specific questions focused, for example, on how to adjust parking policy in order to stimulate car sharing.

Figures illustrating the success of this **MOBILITYACTION**: a total of 30 municipalities made efforts to stimulate the use of car sharing through policy making, communication activities and the endorsement of local initiatives. The 'Car-sharing award 2016' was won by The Hague, with Wageningen and Nijmegen as finalists.



© Envira

▷ ORGANISATION  
**Envira Sostenible**

▷ COUNTRY  
**Spain**

TITLE OF ACTION

## **AIR QUALITY MEASUREMENTS ON PUBLIC VEHICLES**

**The UrVAMM system is a novel technique for air quality monitoring, installed on buses, waste-collection and other service vehicles. The goal of this on-board measurement is to reduce emissions through eco-driving.**

The company behind this new system organised an exhibition that was registered as a **MOBILITYACTION**. The exhibition showcased the UrVAMM technology following the success of pilot tests conducted in Gijón, Madrid, Oslo, Tarragona and Valencia.

The system consists of the installation of an efficient-driving assistant on board together with an environmental monitoring device. This creates a solution with an outreach almost throughout the whole city. Monitoring pollutants on the road allows for the sampling of the levels established in environmental regulations, supporting the traditional monitoring methods.

The sensors measure concentrations of carbon monoxide, nitrogen dioxide, nitrogen monoxide, ozone and particles, as well as temperature and humidity.



© Envira



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- ▷ ORGANISATION  
**Slow Town**
- ▷ COUNTRY  
**Italy**

#### TITLE OF ACTION

## TANGENZIALE DEI BAMBINI (CHILDREN'S RING ROAD)

**What if closing an area to road traffic and instead making a ring road for children could improve urban regeneration and resolve safety issues? The 'Comitato Slow Town' reached out to the municipality of Casalmaggiore (Italy) to implement this project.**

The municipality dedicated an entire ring road to its children in order to promote active mobility, which in turn helped to counter the desertification of the downtown area. The organisers decided to use inner city streets as safe routes to and from school, gym, the library, and the most attractive places in the area.

'Tangenziale dei bambini' has all the features of a true ring road: it is peripheral, connects main sites and is equipped with exits. It also complements other successful mobility plans such as a 'walking bus', which includes three lines connecting the centre to the primary school.

This **MOBILITYACTION** illustrates behavioural change starting with young children.



© Rita Ori



▷ ORGANISATION  
**SEUR**

▷ COUNTRY  
**Spain**

#### TITLE OF ACTION

## PROJECT TO CONVERT DIESEL VEHICLES INTO CNG VEHICLES

Research and innovation are needed to fast-track the transition to low-emission mobility. Equally important is the role played by local authorities in the change of mindset. This project devised in Spain encompasses both concepts with its aim to convert diesel vehicles into compressed natural gas (CNG) vehicles in order to equip the city logistics fleet.

The experiment is based in Madrid and is undergoing constant improvement. The delivery company SEUR performed a benchmark test at the start of the pilot (when the system was untested and unprocessed) and found that the converted EURO V vehicle reached the emissions level of a EURO VI vehicle.

A real emissions analysis concluded that the  $\text{NO}_x$  reduction ( $\text{NO}$  and  $\text{NO}_2$ ) is around -75% and the PM is around -38%. This would have a positive effect on air quality if the city were to transform the current fleet into dual fuel vehicles.

Considering that practically all goods distribution vehicles are diesel, with self-employed owners, this **MOBILITYACTION** offers a viable option in the short term to achieve a significant impact on the air quality of cities.





© Fietsdiensten

▷ ORGANISATION  
**Fietsdiensten.nl**

▷ COUNTRY  
**Netherlands**

TITLE OF ACTION

## INTERNATIONAL CARGO BIKE FESTIVAL

The use of cargo bikes for commuting or freight logistics is instrumental towards encouraging active mobility and reducing air pollution in our cities. Professionals, business representatives, experts and members of the general public met at the 'International Cargo Bike Festival' to discuss these issues and enjoy the wide variety of innovative cargo bikes on display.

This festival plays an important role in disseminating knowledge and experience in cycle logistics. It shows that cargo bikes can provide useful mobility solutions for densely populated areas.

The technology of cargo bikes is improving and their load capacity is increasing. The concept of cargo bike sharing is also a promising innovation to come. The use of cargo bikes for the transportation of people is therefore expected to increase.

This **MOBILITYACTION** provides good reasons for a better integration of cargo bikes in local and regional policies. The main objective is to reduce the number of vans by 400 000 by 2025, which would help save 1.5 million tonnes of CO<sub>2</sub> every year.

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▷ ORGANISATION  
**U-MOB LIFE consortium\***

▷ COUNTRY  
**Spain**

#### TITLE OF ACTION

## **EUROPEAN UNIVERSITY NETWORK FOR SUSTAINABLE MOBILITY**

**U-MOB LIFE, a five-year project co-financed by the European Commission under the LIFE programme, aims to create a network facilitating the exchange of best practice on sustainable mobility between European universities.**

Given the important role of universities in the education of present and future generations, they can play a strong role in supporting a change of mindset from unsustainable transport modes to non-motorised transport and public transport. Furthermore, university transport needs should be taken into account with regard to sustainable urban mobility planning.

The project awareness-raising activities and deliverables include three European conferences on sustainable mobility at university campuses, a web platform for exchanging knowledge/expertise, and a tool for measuring CO<sub>2</sub> emissions resulting from university mobility.

The first of three conferences took place at the Universitat Autònoma de Barcelona from 8-10 March 2017. 30 universities are expected to join the network by the end of the project.



© UAB

\* Consists of NOVOTEC, Universitat Autònoma de Barcelona, Erasmus Universiteit Rotterdam, Università degli Studi di Bergamo and Politechnika Krakowska.



▷ ORGANISATION  
**University of Aveiro**

▷ COUNTRY  
**Portugal**

TITLE OF ACTION

## **COOPERATIVE INFORMATION PLATFORM FOR LOW CARBON AND SUSTAINABLE MOBILITY (CISMOB)**

**As policy makers are committed to reducing our carbon footprint, the increasing availability of sensor technology to monitor and record large amounts of data should ease their task.**

This project applies information and communication technologies (ICT) to prioritise intervention areas, efficiently manage current road networks, and optimize the use of infrastructure. It also provides information and motivation to local residents to encourage them to choose more sustainable mobility options with the help of a set of indicators.

Furthermore, the project encourages the exchange of know-how through conferences, workshops, staff exchange programmes and dissemination actions.

In addition to improving the decision making in regional policies and local mobility programmes, CISMOB promotes a holistic approach to sustainable mobility. The activities led by the project are therefore relevant to a broader audience since they integrate other environmental externalities (e.g. noise and atmospheric pollutants) and aim to ensure equity and social cohesion.

© CISMOB



## OTHER MUNICIPALITIES

Many European towns and cities apply for the EUROPEANMOBILITYWEEK Award every year, but only 10 reach the top position of the ranking. However, some applicants made a great effort in organising very original activities that deserve to be shared with a broader audience. In this chapter, we would like to showcase some of these activities as a source of inspiration for local campaigners.

**Bissen (Luxembourg):**  
Book booths at bus stops

**Basel (Switzerland):** Cargo bike rental scheme with 22 pick-up points and a 50% discount during EUROPEANMOBILITYWEEK

**Getxo (Spain):** Safe and connected parking system for up to 11 bicycles each

**Torres Vedras (Portugal):**  
Noise measurement

**Alboraya (Spain):**  
Bonus of 75% on the municipal tax on electric vehicles



**Katrineholm (Sweden):**  
Comprehensive programme  
for a first-time applicant

**Labin (Croatia):** Photo contest

**Pancevo (Serbia):**  
Participants select projects

**Shkodra (Albania):** Speed limits  
and temporary car-free road

**Burgas (Bulgaria):** 'Heroes of mobility' put five  
different characters in the streets and social media  
presenting their mobility preferences and challenges

**Gioia del Colle (Italy):**  
Stakeholder involvement  
(shopkeepers, sport and  
cultural associations, etc.)

**Xanthi (Greece):** Excellent media work

**Kalamaria (Greece):** 2-lane to 1-lane street

**Kozani (Greece):** Screen displaying air quality levels  
in the central square before, during and after the week

**Farkadona (Greece):** Intelligent bus stops

**Messina (Italy):**  
Branded public transport tickets

## BEST PRACTICE AT THE NATIONAL LEVEL

The role of the **EUROPEANMOBILITYWEEK National Coordinators** is crucial for the success of the campaign in towns and cities all around Europe. Further to their typical activities and responsibilities, which include updating the national websites and the promotion and approval of registrations, we would like to highlight the following examples of best practice.

The **Portuguese** coordination translates and edits the campaign leaflet in addition to the materials provided in EU languages by the European Secretariat.

**Austria** has set a thematic priority considering local needs: bike and ride facilities at railway stations.

In **Germany**, the coordinator has produced a video explaining the campaign and materials that remain valid every year in an easy format that can be edited by local campaigners.

**Greece** organised a one-day conference for over 100 municipalities and invited the European Secretariat to attend. Phone calls and face-to-face communication contribute to establishing an effective network of local campaigners.

**The Netherlands** has launched a new website focusing on **MOBILITYACTIONS**.

In addition, four European countries work closely with the European Secretariat partner agencies to better implement **EUROPEANMOBILITYWEEK**.



An example of a successful activity is the photo wall in **Sofia (Bulgaria)** that inspired 25 000 people to take a photo with the campaign mascot last year and share it on social media.

In **Latvia**, the national coordination helps city councils with the development of concepts for local events and the production of promotional materials.

The **Polish** coordination encourages the biggest cities to spread information within local counties via city ambassadors.

In **Romania**, the National Agency of Environment Protection uses its network of offices to inform and disseminate information about the campaign to all cities from each county.



# BEST PRACTICE BEYOND EUROPE

## UNITED STATES OF AMERICA

In 2016, three American municipalities joined the campaign by registering their activities at [www.mobilityweek.eu](http://www.mobilityweek.eu)

Their good practice includes the following examples:

### Indianapolis

To celebrate International Car-Free Day, residents of Indianapolis are encouraged to be 'car free/car lite'. Cycling, walking and carpooling help to achieve this objective.

Residents can pledge to be 'car free/car lite' by filling out a pledge form online. Once they pledge, they receive details on events directly to their mobile phone or tablet. There are also prizes for participants!

### Washington DC

In the Washington DC metropolitan area, people are not only encouraged to make a pledge online, they can also explore commuter connections by joining an expert team that fits their needs.

The different options are: 'team bike', 'team pool', 'team rail', 'team telework', 'team bus' and 'team walk'. The overall aim is to make a positive change and reduce the number of private cars on the roads.





© Long Island Municipality

## Long Island

This municipality of New York organises a week of activities including a bus trip highlighting places reachable by their two public bus systems, and a summit addressing topics like bus rapid transit and bike-sharing schemes.

Residents are also encouraged to make a pledge online to be active in Car-Free Day.



# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2017

