

PROMOTING A NEW MOBILITY CULTURE

Karen Vancluysen
ACCESS - EUROCITIES

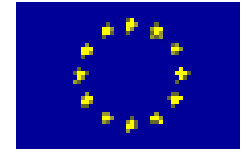
Workshop 3d: Raising awareness on health and
environmental impacts of urban traffic





access

Eurocities for a New Mobility Culture



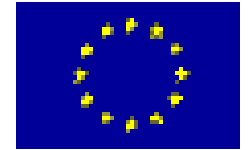
ACCESS - EUROCITIES

- network of 140 local authorities
- promoting a new mobility culture, while assisting cities to bring about a positive change in urban transport
- identify and develop practical solutions to achieve sustainable mobility and accessibility



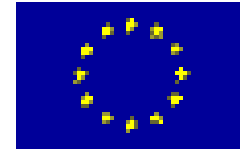
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Eurocities for a New Mobility Culture



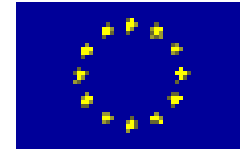
RAISING AWARENESS

- only through raising awareness of the problems and possible solutions, real progress can be made in cutting environmental, economic and human costs associated with traffic congestion
- changing mobility behaviour = developing strategies **in collaboration with** rather than **for** citizens
- involve all parts of the community in finding the most appropriate solutions to suit local circumstances



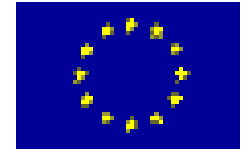
MOBILITY MANAGEMENT

- 'software measures'
- aiming to facilitate a change in travel choice towards more sustainable means of transport
- cooperation and partnerships!
- take account of people's differing needs and expectations
- e.g. information & advice, transport plans, sales & reservation, transport organisation & coordination, awareness raising



EUROPEAN MOBILITY WEEK

- an awareness raising initiative targeted at the European citizen on the damages that the current urban mobility trends generate on the local environment.
- building on the success of the 'In town without my car!' initiative (22 September) which remains the highlight of the campaign



THE EUROPEAN COORDINATION

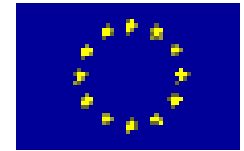
- Financed by DG Environment
- Core consortium:
 - ACCESS - EUROCITIES: coordinator
 - Energie Cités
 - Climate Alliance
 - ADEME



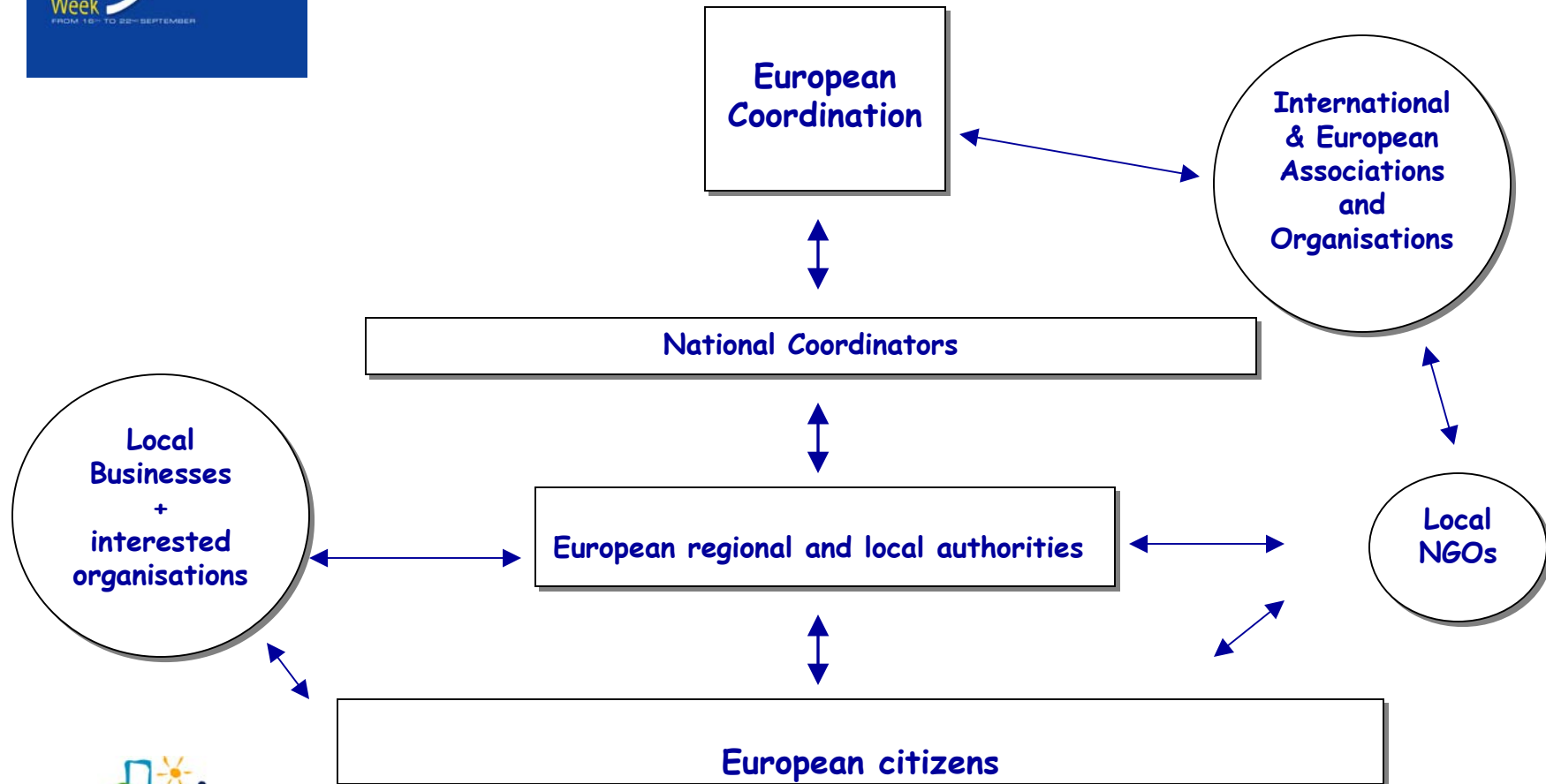
CLIMATE ALLIANCE
KLIMA-BÜNDNIS
ALIANZA DEL CLIMA

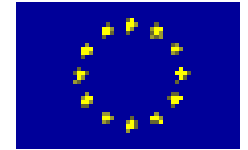
ADEME





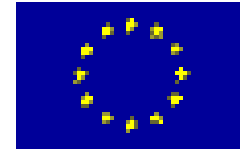
STRUCTURE





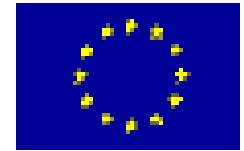
EMW 2003

- 16-22 September 2003, ended with CFD (on Monday!)
- Cities organising EMW also have to organise ITWMC
- 1 horizontal theme: **ACCESSIBILITY**
~ 2003 = European Year of People with Disabilities
- No other obligatory themes
- An activity had to be organised each day of the Week



EMW 2003: ACCESSIBILITY

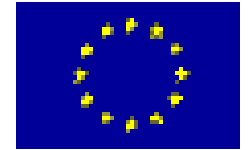
Focus on a sustainable mobility catering for ALL people, on a city that is accessible to anyone and welcomes anyone, taking into account specific needs and offering sustainable solutions



EMW 2003: ACCESSIBILITY

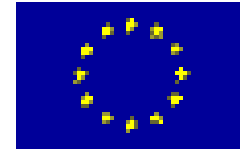
Examples:

- Increase access to all transport modes through good and intermodal information provision, e.g. mobility centre
- Accessible infrastructure: low floor buses, qualitative cycling infrastructure with good signage
- Carpool matching services
- Accessibility guides for schools, companies, disabled people...
- All-in-one tickets for events
- Transport on demand for remote areas, etc.



EMW 2003: First Results

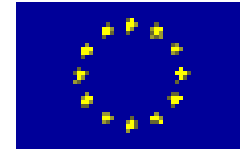
- 715 cities and towns involved in EMW 2003
- = over 100 million citizens addressed
- 1480 involved in Car Free Day only
- CFD on Monday was extra challenge but not taken up by all



EXAMPLES

- Scooters for less mobile people in Camden

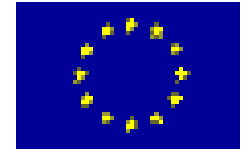




EXAMPLES

- Mobility Centre, accessible PT, mobility card for disabled citizens (Ferrara)



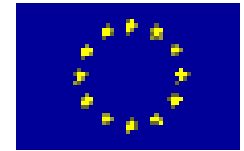


EXAMPLES

London Borough of Bromley:

- Accessibility study of PT facilities in B.
- Launch of free regional carpool database at regional business
- Public display of cycling with giveaways and information
- Free toolkit on travel plans for businesses
- Events in the gym to promote walking and cycling



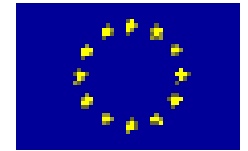


EXAMPLES

Reykjavik:

- Children's drawing exhibition on transport
- Introduction of gas vehicles, ecodriving
- New cycling route maps
- Presentation of the city's policy on accessibility for disabled people
- Inauguration of new streets
- Presentation new city centre plan & redevelopment
- Guided tours around the city

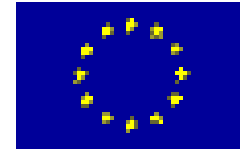




EXAMPLES

Lund:

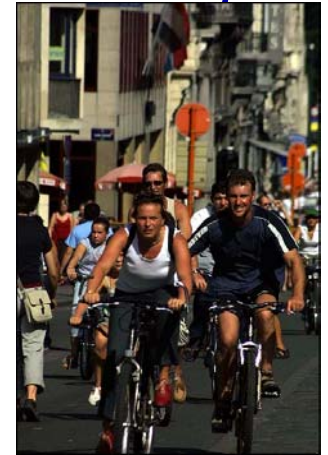
- Responsible car use
- Accessibility for elderly and disabled people
- Access to public transport
- Access for children
- Access for pedestrians
- Cycling and access to greenways
- Access for all

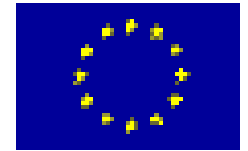


EXAMPLES

Brussels:

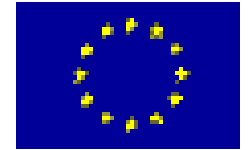
- Testing of measures: free minibus between main cultural and commercial areas; changing of driving direction in some streets; broadening of pedestrian crossings
- Free bicycle training for bicycle friendly companies; bicycle checks; bicycle tours along Brussels monuments
- Presentation of company transport plans
- Car Free Sunday: entire region car free, free PT





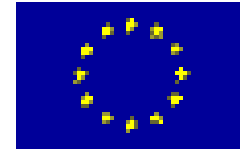
AND MANY MORE





EMW 2004

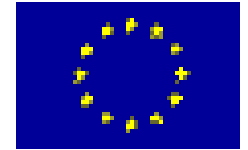
- 16-22 September 2004
- implementation of at least one permanent measure becomes obligatory
- 'Children and Safe Streets'
- World Car Free Day?



MORE INFORMATION

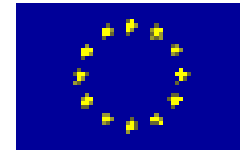
- EMW Website





SAFE CAMPAIGN

- promote the implementation of local initiatives in towns, cities and regions across Europe to contribute to halving the number of road accident victims by 2010
- sign the European Road Safety Charter
- SAFETY label



MORE INFORMATION

www.mobilityweek-europe.org

www.epomm.org

www.access-eurocities.org

ACCESS-Eurocities for a New Mobility Culture

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