

Thematic Guidelines 2012



**Moving in the
right direction**
Sept. 16-22



**EUROPEAN
MOBILITY WEEK**

European Info Point

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Introduction

The **European Mobility Week** is the most widespread campaign on sustainable mobility in the world. It takes place every year from 16 to 22 September. The aim of the campaign is to encourage European local authorities to introduce and promote sustainable transport measures and to invite their citizens to try out alternatives to car use.

Since its introduction in 2002, the impact of European Mobility Week has steadily grown, both across Europe and around the world. In 2011, a record number of 2,268 cities participated, representing approximately 156 million citizens. A total of 6,821 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.

The Week culminates in the 'In Town Without My Car!' event, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport for a whole day.

Every year, European Mobility Week looks at a different topic related to sustainable mobility. This year's theme, "**Moving in the right direction**" focuses on Sustainable Urban Mobility Planning. The aim of these thematic guidelines is to provide local European Mobility Week coordinators with background information on this theme and with inspiration for suitable campaign activities.

European Mobility Week encourages local authorities to develop and promote sustainable urban mobility plans and organise activities to raise awareness on the topic among citizens. These guidelines provide concrete ideas on how to implement this and will also help local European Mobility Week coordinators to develop activities that match the criteria of the prestigious European Mobility Week Award.

Moving in the right direction

The slogan for European Mobility Week 2012 is 'Moving in the right direction,' which will reflect upon the role of Sustainable Urban Mobility Plans for our cities and towns. Why this theme? Why now?

Sustainable urban development is high on the international agenda. At this year's UN conference on Sustainable Development Rio+20, tackling mobility problems in cities has been identified as one of seven critical issues. In this context, tackling congestion and traffic-related problems is crucial. European cities are increasingly suffering from the negative impact of these on the economy, health and quality of life.

The European Commission's White Paper on Transport outlines a roadmap to a sustainable mobility system in Europe. Cities play a key role in this strategy. After all, urban transport accounts for 40 percent of all road transport in the EU and is responsible for a quarter of CO₂ emissions from transport.

As mobility demand increases and the need to drastically cut emissions becomes ever more pressing, cities need to be innovative and forward-looking. They need to develop a vision for an urban transport system that meets mobility demand, protects the environment and makes the city a better place to live. With some strategic thinking it is possible to make this vision a reality.

Sustainable urban mobility can be achieved through an integrated planning approach that takes into account all modes of transport in cities and their surrounding areas. **Sustainable Urban Mobility Plans** define a set of interrelated measures that bring you step-by-step closer to meeting the mobility needs of citizens and business, while enhancing the quality of life in your city. Additionally, such an integrated planning approach offers a competitive advantage and more and more often appears as a condition to access funding opportunities.

Sustainable Urban Mobility Plans aspire to balance environmental quality, economic development and social equity. They get you moving towards:

- A higher quality and more attractive urban environment;
- Improved accessibility for all;
- Improved safety and security;
- Reduced air and noise pollution;
- Lower greenhouse gas emissions and energy consumption; and
- More efficient and cost-effective transport of people and goods.

European Mobility Week 2012 provides the perfect momentum to get your city moving in the right direction!

Get moving, start planning!

A Sustainable Urban Mobility Plan (SUMP) defines a set of interrelated measures designed to satisfy the mobility needs of people and businesses in the short and long term. They constitute an integrated planning approach and address all modes and forms of transport in cities and their surrounding areas. Sustainable Urban Mobility Plans build on existing planning activities. Sustainable urban mobility planning is a new planning tool that is currently unknown in many parts of the EU, while some countries such as France and the United Kingdom are forerunners.

Sustainable urban mobility planning is planning for the future of your city with its people as the focus.

*It means
"Planning for People."*

The European Commission (EC) wants to accelerate the take-up of Sustainable Urban Mobility Plans in Europe. It has adopted an Action Plan on Urban Mobility to help local authorities to develop this integrated planning approach. The EC provides guidance material, promotes best practice exchange, identifies benchmarks and supports educational activities for urban mobility professionals. So, you want to get your city on track and start planning for a sustainable urban mobility future. That's great! But where do you get started?

A SUMP does not exist from one day to the next. As with the evolution of any plan at city or regional level, a host of actors need to be on board to support and fund your work. The phase in which your city finds itself will be a key indicator of what type of activities you should plan for this year's European Mobility Week.

Your Sustainable Urban Mobility Plan should be part of a broader vision for transport in your city and needs to be embedded in your sustainable development plan. It should work with the relevant policies and processes that already exist and build on these.

A full SUMP cycle involves four main phases:

- Preparing well for the planning process
- Rational and transparent goal setting
- Elaboration
- Implementation

The starting point for the first phase, Preparing well, is a recognition at city level that mobility and quality of life can and should be improved for its citizens. This fundamental commitment is the basis for further work. In cities and towns where there is no SUMP process in place, this is a starting point for opening dialogue.

Once the call for action has been answered, start identifying who should be involved and what you wish to achieve. Stay realistic about what you will achieve in the specified timeframe and within your local context. Future cycles will offer you the chance to improve and expand year-on-year.

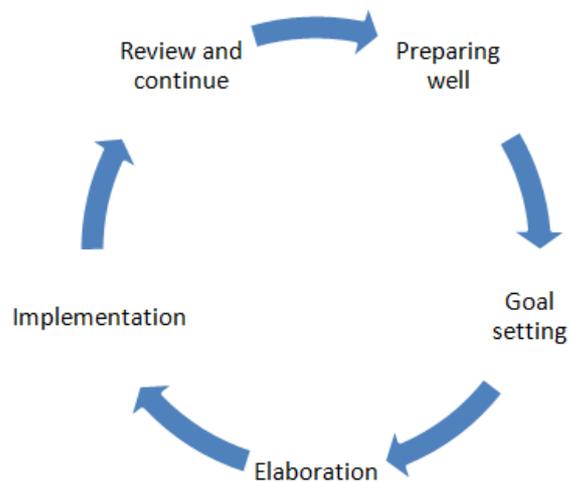
With your goals identified, the chance to involve citizens in the process arises. Plan your stakeholder and citizen involvement. Analyse the mobility problems that you face and develop options to address them.

Moving onto phase 2 we see concrete goals being set. Your city has a plan of action! Look to the future and make a vision of what your city could look like as a result of your planning in 20 years time. Make sure any targets that are set are truly measurable (these can be very handy for campaigning).

So, the commitment exists, the vision is in place and goals are set. Phase 3 sees clear responsibilities being set and importantly, funding allocated.

Phase 4 brings all the threads together. The measures are then in place and progress is being monitored and communicated. Lessons are learned through impact assessment and the plans for the next cycle are made with the aim of continual improvement.

Make sure to take a participatory approach. Citizens and stakeholders need to be involved from the outset and throughout the entire management process, not just consume the end results of the planning and implementation stages. Collaboration between different policy sectors, authority levels and neighbouring authorities is crucial as well.



Planning for people

This section is particularly relevant for those cities and towns who do not yet have a Sustainable Urban Mobility Plan in place or are currently active in the preparation phase for the planning process.

Urban transport planning is planning with people for public space¹, social spaces in the city that are open and accessible to all, make the city attractive and offer a high quality of life. It is about ensuring mobility for all, protecting the environment and making your city a more attractive place to live and work in. It is planning for people and planning for people requires planning with people.

Public space relates to all those parts of the built and natural environment where the public has free access. It encompasses all streets, squares and other rights of way [...]

Involving citizens and stakeholders is crucial to make your measures effective, obtain acceptance, public legitimacy and ensure good-quality decision making. Involving citizens in planning is also stipulated by EU directives such as the Aarhus Convention and international conventions.

Sustainable urban mobility planning should be a transparent process that designs solutions that will improve the quality of life for all citizens. At minimum, your transport planning culture should be based on regular communication and consultation. Actively encourage and enable citizens to get informed and join the planning process.

At its best, the process of mobility planning will create a sense of public ownership of the measures and a shared vision for the development of your city. It can strengthen the vitality of civil society and the local political culture.

Keep in mind that citizens are not one homogenous group but are diverse actors with different and sometimes conflicting interests. Be cautious of lobby groups and make an extra effort to involve minorities and the most vulnerable. Also, avoid treating people with special mobility needs as beneficiaries but actively engage them in the planning.

¹ Definition taken from the work of Professor Matthew Carmona at The Bartlett, University College London's school for multi-disciplinary research for the built environment.

There are many ways to involve citizens and exchange experiences with stakeholders.

So what type of activities could you do to put people back into the planning process?

- Hold regular formal or informal meetings or briefings to get feedback and address concerns.
- Encourage citizens to make suggestions for a more sustainable transport system. Conduct surveys, interviews and focus groups to find out why people use or don't use public transport, cycle or walk. Learn what it would take for them to use sustainable modes more often. Social media can provide interactive channels to enter into a dialogue with citizens.
- Arrange neighbourhood meetings to discuss urban mobility.
- Organise an informal evening with interest groups where people can share their new mobility experiences.
- Get senior citizens into the debate.
- Cast your vote – Give people the opportunity to approve the Sustainable Urban Mobility Plan.
- Set up a permanent steering group with key stakeholders and citizen representatives throughout the planning process to actively involve citizens in decision making.
- Bring delegations to your city so that others can learn from you. Give such events a high profile.
- Ensure city departments who will implement the Sustainable Urban Mobility Plan come together and get training as a unit – an integrated approach is crucial!
- Hold a lecture series on topics related to how your city's specific mobility situation can be improved.

From planning to practice

This section is particularly relevant for those cities and towns who have a Sustainable Urban Mobility Plan in place and are in the process of moving from planning to implementation.

According to the situation analysis and your vision for mobility in your city, you will identify concrete measures that guide you step by step towards your long-term goals. European Mobility Week is the perfect occasion to present some of your recently introduced or improved sustainable transport measures. When you are just starting to develop your integrated planning approach, think about measures already in place that your Sustainable Urban Mobility Plan is likely to build on.

The possibilities for measures are endless and depend on the local context. They can be infrastructural improvements or so-called soft measures such as mobility planning or demand management. In general, they can be aimed at reducing the environmental impact of vehicles, improving the modal share of collective passenger transport or soft modes, reducing car dependency and enhancing safety and security. Other thematic areas include urban freight and transport telematics. Some more concrete examples that other cities have implemented:

- Improve the cycling infrastructure in your city.
- Set up a car sharing scheme.
- Improve safety and security for cyclists.
- Develop a multi-modal journey planner.
- Set up an integrated ticketing system.
- Offer public bikes.
- Set up a traffic monitoring centre.
- Introduce congestion charging or access restrictions.
- Develop a sustainable freight delivery concept for the city centre.
- Develop a Park & Ride scheme.

- Work with institutions and companies in your city to develop mobility plans for employees' trips to work.
- Install charging infrastructure for electric vehicles.
- Collaborate with schools and parents to develop safe routes to schools and walking school buses.
- Set up a demand-responsive public transport service.
- Install provisions that improve accessibility for people with reduced mobility such as ramps on buses appropriate for wheelchair access.

Whatever measures are being implemented in your city, make sure that the targets that you are working towards are realistic given your local context and the timeframe that you are working in.

Targets should also be measurable. Use these targets in your communication with citizens, media and in other campaigning activities. Later when it comes to evaluating progress, make sure that any progress recorded is publicised. Don't be afraid of negative results, use them to identify where work still needs to be done and get to the bottom of what went wrong and what you can now do about this. Transparency is central to the SUMP experience.

What activities to organise?

European Mobility Week is a great opportunity to generate interest and encourage involvement in your Sustainable Urban Mobility Plan. It is the perfect occasion to invite citizens to get involved in developing your city's long-term vision for sustainable urban transport and promote different modes of sustainable transport throughout the campaigning week. Take advantage of the opportunity to gather citizens' views on mobility and public space and encourage their input into the actual planning process when you are developing or updating your integrated mobility plan or to monitor and evaluate your progress.

Car-free day on 22 September offers a particularly good hook to promote and experiment with new traffic models and sustainable transport. Many cities use the opportunity to set up environmental and pedestrian zones for the day and organise big open events in the freed up public space.

So, what can cities do to promote Sustainable Urban Mobility Plans during European Mobility Week and get moving in the right direction?

For those cities at the start of their SUMP journey, you need to work internally as well as on the street. Consider the following ideas:

- Organise a conference/symposium to get all stakeholders, including the local authority decision makers, talking about the concept. Publicise this through your local media channels.
- Answer the question, 'does it work?' with facts, so that politicians will support and supply funding.
- Make sure that the local authority's administration is aware that it has what it takes – and who it takes - to participate in European Mobility week.
- Organise study visits for a mixed-stakeholder group to cities where this is already in place and report back on the experience.
- Make sure public hearings are organised to get citizen input into plans and visions.

- If your city has a vision, celebrate this. Organise an exhibition in the town hall or other public building to show citizens what the plans are. Collect feedback on the street through surveys.
- Let citizens step into your shoes! Bring them into the planning process and take some responsibility for the final result.
- Reaffirm your city's commitment to sustainable urban mobility and make the most of existing plans and processes.
- Promote the benefits of public transport and non-motorised forms of transport.

For those cities where an SUMP is in the pipeline or already up and running:

- Set up an info-mobility point to offer free advice to citizens about their mobility options. Use it as a base for events, as Zagreb did with their info point, which is housed in an old tram.
- Offer individualised mobility planning. Make sure to take a targeted approach that is tailored to the individuals or specific groups, such as commuters. For guidance on how to go about this, have a look at what the SEGMENT project did. You will find the link to the project page in the resource section.
- Present some of the measures of your Sustainable Urban Mobility Plan through the form of an exhibition.
- More and more local governments are using social media channels as another way to reach out. Let people know how the plan is developing and what measures are about to be launched through twitter. Post on your facebook page.
- Produce SUMP guidelines in the local language, so citizens are informed about the topic.
- Organise a school competition. The school with the least amount of car journeys to and from school wins!
- Organise a conference on your Sustainable Urban Mobility Plan.
- Replicate Budapest's experience - Organise a competition between different transport modes. Will the bike, public transport or the car get there first? [Watch the video](#) on our YouTube channel.

- Reward citizens that use sustainable transport during European Mobility Week (in cooperation with local shop owners).
- Promote teleworking.
- Set up an exhibition presenting different scenarios for transport development in the city and show which one the city is going for.
- Organise photo, video or drawing competitions on visions for mobility in your city twenty years from now.
- Arrange urban street art initiatives to bring attention back to public space. [Yarn bombing](#), for example, where bike racks, bus stops, trams and other sustainable transport infrastructure are decorated with knitting has been a success in [Tallinn](#) (Estonia).
- Get people used to leaving their cars at home. Establish car-free Sundays!
- Make a special offer on monthly tickets for September, or at least for European Mobility Week.
- Reward citizens for the right behaviour – Check out Bologna’s [mobility credits system](#).
- Organise a cycling challenge between neighbourhoods or workplaces.
- Connect mobility with environment – take a leaf out of Almada’s book and offer ‘[Trips for Trash](#),’ whereby citizens are rewarded for returning recyclable material with public transport tickets.
- Ensure media coverage on your Sustainable Urban Mobility Plan and make use of marketing opportunities.
- Offer bike repair workshops.
- Offer safe cycling training for children.
- Arrange tours of the facilities of the local transport operator.
- Campaign for more use of sustainable modes!
- Work with the media to get a regular feature on the local radio. Some

radio stations offer reduced rates for local initiatives, but perhaps you can even negotiate some free coverage or sponsorship.

Whatever phase your city is at, make sure that you:

- Join cities throughout Europe in organising a car-free day with big public events on 22 September! But plan enough in advance – closing streets to traffic can be a bureaucratic challenge!
- “Like” European Mobility Week’s facebook page and follow @mobilityweek on twitter. Share your photos with us through flickr.
- Use the European Mobility Week logo widely!

These are only some ideas of what you could do. The European Mobility Week Handbook that is available for download on www.mobilityweek.com/resources provides participation criteria and ideas for measures and activities in general that are not specifically related to this year’s theme.

Get creative and think of other measures and activities for European Mobility Week 2012 in your city!

We are looking forward to your city’s ideas to get moving in the right direction!

Stories from the street

A new way of thinking: Örebro, Sweden

When Örebro started its sustainable urban mobility process, there was no common view of sustainable transport in the city. A self-assessment, part of the sustainable mobility planning process, revealed that most employees were experts in their field but had no holistic view of mobility. Since then, the city set up various seminars, multi-disciplinary planning groups and study visits that helped to foster a new way of thinking

Involvement leads to success: Odense, Denmark

Previous attempts by the city council of Odense to close two big through roads in the city centre had failed. Thanks to a communication plan that specifically addressed citizens living in the affected areas and ensured a good level of information and engagement, the plan succeeded.

Planning to get moving: Parma, Italy

In 2005, Parma started an integrated urban transport and land use planning process that outlined some short-term activities and long-term infrastructural developments towards sustainable urban mobility. Following a situation analysis and the development of a strategy, a number of measures were identified and implemented. These included regulating car use in the city centre, extending control and safety areas, traffic calming, promoting cycling and walking, as well as bus priority measures and integration of public transport modes.

Transforming the city centre: Ghent, Belgium

Over time, the historic city centre has been transformed into an almost entirely pedestrian area. Parents and children, tourists and business people stroll around the traffic-free streets that are bursting with pavement cafes.

Creating a new political culture: Ljubljana, Slovenia

Ljubljana wants to increase the modal share of cycling in the city. The city has tested and developed innovative public participation models to improve cycling infrastructure, motivate citizens to get on their bikes and foster a new culture of mobility planning that actively involves citizens.

Resources

- For more information on the European Commission's Action Plan on Urban Mobility, see http://ec.europa.eu/transport/urban/urban_mobility/action_plan_en.htm
- For more information on how to develop and implement a Sustainable Urban Mobility Plan and best practice case studies, visit www.mobilityplans.eu
- For best practice case studies on sustainable urban mobility, see www.civitas.eu and www.eltis.org
- For more information on involving citizens and stakeholder consultation, see the CIVITAS toolkit on organising successful consultations, http://civitas.eu/docs_internal/723/Brochure_STAKEHOLDER_CONSULTATION_web.pdf
- For guidance on how to target your approach to individuals, have a look at what the SEGMENT project did, at <http://www.segmentproject.eu>
- The transport sector is one of the main sources of greenhouse gas emissions, which contribute to our changing climate. It cannot be ignored if a city wishes to reduce its climate impact. The Covenant of Mayors is an initiative that endorses and supports the implementation of local sustainable energy policies. Learn more at <http://www.eumayors.eu>
- Monitor and evaluate the success of your campaign activities with the TAPESTRY campaign assessment guidelines: <http://www.max-success.eu/tapestry/www.eu-tapestry.org/>
- Learn how sustainable transport fits in with management, construction and design in the urban environment to create better and more attractive towns and cities in the 2006 Thematic Strategy on the Urban Environment, http://ec.europa.eu/environment/urban/thematic_strategy.htm
- For guidance on sustainable development management more broadly in the urban environment, <http://www.localmanagement.eu>

www.mobilityweek.eu

