

PROMOTING A NEW MOBILITY CULTURE

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

ACCESS – EUROCITIES for a New Mobility Culture

Today European cities are facing an important challenge, that of developing sustainable mobility, indispensable for the health of cities, their economic viability and the well being of their citizens. More than ever before, the way in which we travel in urban areas matters, not just in terms of time, convenience and comfort, but also as regards the quality of the air we breathe, the use of urban space and ultimately the quality of life in our cities.

Since its launch in March 1994, ACCESS - EUROCITIES for a New Mobility Culture has been promoting a new mobility culture while assisting cities to bring about a positive change in urban transport. ACCESS pursues these objectives by acting as a forum for: facilitating the exchange of ideas and experience and the transfer of know-how, pooling experience and disseminating good practice, helping cities to identify practical solutions and implement specific projects.

Whether at the local, national or European level, ACCESS is active in pressing for new strategies to improve mobility and the environment in urban centres. This is an essential aspect of the Network's action, as it is only through raising awareness of the problems and their possible solutions that real progress can be made in cutting the environmental, economic and human costs associated with traffic congestion.

As the experiences of many members have shown, changing mobility behaviour requires developing strategies in collaboration with, rather than for citizens. It implies involving all parts of the community in finding the most appropriate solutions to suit local circumstances. Here too, ACCESS plays an important role in enabling decision-makers to point to successful initiatives implemented elsewhere in the Network, which act as positive examples of what can be achieved.

Whether focusing on combating traffic and polluting emissions, improving the efficiency and quality of urban transport systems or exploring the integration of transport within other urban policies, ACCESS is uniquely placed to enable its members to work together as pioneers, demonstrating that the challenge of controlling urban traffic to improve the quality of life is one that can be met.

ACCESS provides a forum for around 140 local authorities from both EU and non-EU countries to identify and develop practical solutions to achieve sustainable mobility and accessibility. ACCESS actively works for its members to:

- Influence the European agenda to ensure that the views of member towns and cities are taken into account in policy development
- Promote a dynamic exchange of information and experience between member towns and cities in order to profit from best practice, understand shared problems and find common solutions
- Launch and carry out effective campaigns to raise public awareness of the need for sustainable mobility in towns and cities of Europe
- Encourage and facilitate the implementation of practical projects across Europe by member towns and cities

Through the organisation of conferences and seminars, the setting up of ad hoc working groups, the drafting of policy papers and the implementation of European projects, ACCESS addresses the following issues:

- Promote greater use of environmentally friendly modes of transport
- Implement effective collective modes of urban transport
- Disseminate and implement mobility management initiatives
- Raise public awareness of mobility choices
- Ensure efficient intermodality between modes of transport
- Encourage environmentally sound management of commercial transport
- Promote the use of clean vehicles for passengers and goods
- Improve road safety
- Support sustainable and rational use of energy in transport

Mobility Management

In recent years there has been much concern about society's ever increasing reliance on the private car, the associated costs in terms of congestion, pollution and safety, and the effect this has on those without access to a car. This concern has contributed to the development of several new approaches to transport planning – mobility management being one of them – which are aimed at encouraging and developing a more sustainable transport policy. The great challenge for the future is to safeguard our mobility and our economic development, while controlling demand for transport and maintaining or even improving quality of life.

This new task calls for creative and innovative solutions. In order to really tackle the problems, we need approaches, which do not simply rely on building new roads or introducing high levels of technology. In fact, besides these 'hardware' measures there is an urgent need for more 'software' measures that provide a whole range of services to address users' needs and to convince them to change travel habits.

Mobility Management is primarily a demand-oriented approach to passenger and freight transport that involves new partnerships and a set of tools. Its aim is to support and encourage a change of attitude and behaviour in favour of sustainable modes of transport. The tools of MM are based on information, communication, organisation, and co-ordination and require promotion.

The aim of mobility management is to ensure the fulfilment of mobility needs of different target groups in a socially, environmentally and economically sound way, for both passenger and freight transport. Unlike other approaches, mobility management is not about building new roads or making existing car traffic flows more smoothly. On the contrary, mobility management aims to facilitate a change in travel choice towards more sustainable means of transport. Mobility management initiatives can be taken at a site level, where large volumes of road traffic are generated or attracted (e.g. work sites, schools, shopping centres, large leisure facilities etc.) or at a city or regional level (e.g. by introducing a mobility centre in a city). Co-operation and partnership building – among authorities, transport providers, site owners, etc. – is always a key element in mobility management.

Convincing people to make other travel choices requires more than a rational approach. It must take account of people's differing needs and expectations. As such a number of services have been developed under mobility management:

- Information and advice, e.g. door-to-door public transport information, bicycle map;
- Consulting, e.g. company transport plan;
- Awareness and education, e.g. mobility education in schools, car free day;
- Transport organisation and co-ordination, e.g. car pool matching service, car sharing;
- Sales & reservation, sale of public transport tickets, reservations of bike and car rentals;
- Transport related products and services, e.g. all-in-one ticket for events, financial bonus for users of sustainable transport modes.

EPOMM or the European Platform on Mobility Management aims to spread and further improve the concept of mobility management. It is the reference point for all interested actors, ensures synergies between these actors and acts as representative interlocutor for all matters related to mobility management. ACCESS is member of the core consortium that carries out the day-to-day activities of the Platform. More information is available on www.epomm.org

European Mobility Week

An interesting example of a large-scale awareness raising initiative on the adverse impacts of current urban mobility trends on the quality of life and the environment is

the European Mobility Week. Each year from 16 to 22 September European citizens have the opportunity to enjoy a full week of events dedicated to sustainable mobility. A wide range of initiatives tackling different aspects of urban mobility are carried out by local authorities on each day of the week and in partnership with local organisations and associations. NGOs and businesses have the opportunity to involve their local branches in joint projects with local authorities, so that progress is made towards more sustainable mobility on a permanent basis. The Car Free Day on 22 September is the highlight of the whole Week.

The European Mobility Week represents a platform for local authorities as well as organisations and associations from all over Europe to:

- promote their existing policies, initiatives and best practices on sustainable urban mobility;
- launch new policies and initiatives;
- contribute to raising citizens' awareness on the damages that current urban mobility trends generate on the environment and the quality of life;
- establish performing partnerships with local stakeholders;
- be part of a Europeanwide campaign sharing a common goal and a common identity with other towns and cities in Europe;
- emphasise the local commitment towards sustainable urban transport policies.

The European Mobility Week not only addresses the public at large, but also involves different levels of governance and different stakeholders. On the European level the overall co-ordination of the initiative and the production of common tools is carried out by a European consortium in co-operation with the European Commission. European and International Associations and Organisations can express their support to the initiative by signing the European Mobility Week Pledge, thereby committing themselves to promoting the initiative among their local members who in turn can co-operate with local authorities to implement the campaign. On the national level then, national co-ordinators promote the initiative within their respective countries and towards regional and local authorities. They communicate the European guidelines and adapt them to the national context. The European co-ordination regularly meets with the international and European Associations and Organisations, as well as the national co-ordinators at EMW Co-ordination Meetings. Finally, the local authorities actually implement the initiative and organise the Week on the local level, in co-operation with local stakeholders and targeting the European citizens. This way, all levels of governance, as well as relevant stakeholders are involved and support the European wide campaign.

The European Mobility Week is establishing itself as a truly European initiative. The number of cities organising the European Mobility Week in 2003 increased to more than 700, compared to 431 in 2002. This year, 289 cities were participating (signed the European Charter) and 427 supporting (taking part but not 100 % complying with European guidelines). Both initiatives are also getting popular outside Europe, in Argentina, Taiwan, Canada, Mexico and Brazil, where cities organised the Mobility

Week and the Car Free Day based on the European experience and the guidelines of the European Charter. One of the main challenges for 2003 was the organisation of "In town without my car!" on a working day. This year, the Car Free Day was celebrated in more than 1400 cities and towns, with 1031 participating and 450 supporting cities.

Accessibility was the central focus for European Mobility Week 2003. The aim was to create a pleasant city, which provides sustainable mobility for all people, meeting the specific needs of different groups in our society. With this focal theme the European Mobility Week wanted to contribute to the European Year of Persons with Disabilities. In relation to this focal theme activities were organised on:

- public transport, e.g. accessibility of vehicles and stops for wheelchairs, prams, trolleys, elderly people;
- cycling, e.g. dedicated cycling infrastructure for safer cycling, signing of bicycle routes;
- living streets / Greenways, e.g. workshop on how to make streets more accessible and enjoyable for all, greenways for comfortable and relaxing walks;
- responsible car use, e.g. parking measures, clean vehicles;
- mobility management, e.g. mobility plan, car pooling, teleworking;
- leisure and shopping, e.g. accessibility maps, delivery services;
- mobility and health, e.g. effects of air quality and noise on human health, benefits of walking and cycling;
- intermodality, e.g. mobility centres, park and ride.

EMW 2004 will focus on 'children and safe streets' and will become more demanding and imply more long-term effects in terms of sustainable mobility through the obligatory implementation of at least one permanent sustainable urban transport measure that would continue to exist beyond European Mobility Week 2004.

SAFE Campaign

The cities networks dealing with urban transport issues, ACCESS & POLIS, are concerned about the number of accidents and injuries occurring on our roads every year. Although the number of road deaths has almost halved in the last 30 years, 40,000 deaths and 1,700,000 injuries still appear in the official statistics.

Aware of the common concern of their cities members, ACCESS & POLIS have decided to join forces and launch an awareness raising campaign on this issue.

The '**SAFE Campaign**' initiative aims to support the European Road Safety Action Programme of the European Commission through the implementation of local initiatives in towns, cities and regions across Europe that all together will contribute to halving the number of road accident victims by 2010.

In practice, local and regional authorities will be asked to sign up to the European Road Safety Charter which will list a number of concrete measures for improving road safety and preventing casualties.

Local and regional authorities that want to commit themselves to promote a safer use of the roads will be asked to take up one or more of the measures suggested and demonstrate an overall commitment to the promotion of road safety.

The cities performing the best will have the possibility to be awarded with a '**Safety Label**' by presenting their programmes on road safety and a detailed description of the concrete measures implemented.

The official launch of the initiative takes place at the respective Networks Annual General Meetings in Porto on 26 November (ACCESS) and in Cologne on 5 December (POLIS).

The first signing ceremony will be held on **7 April 2004, World Health Day on Road Safety**.

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European Platform on Mobility Management:

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European Mobility Week:

www.mobilityweek-europe.org

European Road Safety Action Programme

http://europa.eu.int/comm/transport/road/roadsafety/rsap/index_en.htm