

Handbook 2007

STREETS FOR PEOPLE



EUROPEAN
MOBILITY WEEK



European Info Point

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WHY THIS HANDBOOK?

This European handbook aims to provide useful information and advice for local authorities participating in the "European Mobility Week" initiative. The basis for this guide are the experiences of European cities that organised the European Mobility Week in its previous editions from 2002 to 2006 and the "In town without my car!" days from 1998 to 2006, the specifications laid down in the EMW Charter and the recommendations provided by the European and international partners of the European Mobility Week initiative.

Local authorities should take these guidelines into account while organising their Mobility Week, but are free to adapt them to their local context. Several aspects of the initiative related to the practical organisation of the thematic events and the use of the communication tools are compulsory, but other aspects are left open for local authorities to choose the most suitable solution for their local context.

STREETS FOR PEOPLE

is the focal theme for European Mobility Week 2007. This theme conveys the clear message that increasing road space for cars is not the answer to existing transport challenges. On the contrary, reducing road capacity for cars can represent a sustainable, efficient solution and also allows healthier lifestyles for all citizens without reducing individual mobility. The theme encourages local authorities to reallocate road space to non-motorised traffic. It also puts an emphasis on the need for improving air quality at local level: a major concern for the European Union and its Member States.

This handbook gathers valuable ideas and information for the organisation of activities addressing the focal theme, on how to reach the different target groups, and how to involve local stakeholders. The information included here is not exhaustive, new ideas developed during the forthcoming events will complement this handbook and will be made available on the

European Mobility Week website: www.mobilityweek.eu

WHY A EUROPEAN MOBILITY WEEK?

After the organisation of two successful "In town without my car!" events in the whole of Europe, the year 2002 marked the start of a new initiative, the European Mobility Week!

From "In town without my car!" ...

The former European Commissioner for Environment Margot Wallström established the Car Free Day as a European initiative in the year 2000. It serves as an opportunity for participating cities to show how matters related to the environment concern them. For one day, local authorities can present their urban centres in a different light and implement key actions aiming at restricting motorised traffic in certain areas, encouraging the use of sustainable modes of transport and raising awareness on the environmental impacts of citizens' modal choice.

... to the European Mobility Week

Every year, since 2002, the European Mobility Week is organised from 16 to 22 September and is dedicated to sustainable mobility. The European Mobility Week gives the opportunity to initiate a wide range of activities and represents a platform for local authorities as well as organisations and associations to:

- promote their existing policies, initiatives and best practices related to sustainable urban mobility;
- 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 Europe wide campaign, sharing a common goal and a common identity with other towns and cities;
- emphasize the local commitment towards sustainable urban transport policies; and
- launch new longer term policies and permanent measures.

Partnerships for Sustainable Mobility

No local authority can achieve sustainable mobility on its own. It is a long process that requires political support but also committed partnerships. This is the reason why the European Mobility Week encourages local authorities to enter such partnerships and involve as much as possible local actors. Each local authority is expected to look for local partners, which are relevant to the different events and to coordinate the preparation of the European Mobility Week in close cooperation with them.

At European level, the European Mobility Week consortium is following the same approach and elaborated a European Mobility Week Pledge that was signed by some 17 European and International organisations. These organisations officially expressed their support to the initiative. The European Mobility Week is therefore a suitable context for European and international stakeholders to work together towards the same goal, the achievement of sustainable urban mobility for the long term.

Successful Editions of the European Mobility Week from 2002 to 2006

European Mobility Week was an immediate success: 320 local authorities from 21 countries fully participated, with another 111 supporting cities. Awareness of the initiative has risen year on year and public opinion is very favourable, with more than 80 % of the people interviewed expressing their support. Most people also recognise the value of the European Mobility Week as a campaign to highlight excessive car use in cities and a large majority would like to see the event organised more often..

In 2006, more than 1320 local authorities participated in the European Mobility Week, which represents a 37% increase compared to 2005. More than 200 million citizens in 38 countries were involved !!!

HOW TO PARTICIPATE?

The Charter is the document for local authorities to declare their participation in the European Mobility Week or the In Town without my Car Day. This year, the Charter has been adapted in order to facilitate comprehension and reduce confusion. The former distinction between 'participating' and 'supporting' cities no longer exists. All local authorities complying with at least one criterion of the Charter are now considered as participants. Those local authorities committing to all three criteria become 'golden' participants to the event and are entitled to participate in the notorious European Mobility Week Award.

The obligation for European Mobility Week participants to organise the "In Town Without My Car!" day imperatively on the 22nd of September has disappeared since 2006. This way, the national co-ordinators, the European Co-ordination and the European Commission hope to encourage the participation of the local authorities that consider the organisation of a car free day on a weekday as a big challenge. Nevertheless, this obligation remains for the 'In Town Without My Car' participants.

The launch of one or more new practical permanent measures that contribute to modal transfer from private car to environmentally sound means of transport and to sustainable transport in general, remains compulsory. This permanent measure makes it possible for local authorities to show their real commitment to sustainable urban transport policies. Citizens will be more willing to change their behaviour if they see that their city or town invests in alternatives to the private car. Permanent measures make the spirit and enthusiasm for the EMW last a whole year.

As a special contribution to this year's focal theme, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport.

WHY 'STREETS FOR PEOPLE' AS FOCAL THEME ?

Rethinking public space

The European Mobility Week's national co-ordinators, the European co-ordination and the European Commission chose STREETS FOR PEOPLE to be the transversal theme for the European Mobility Week 2007.

It wants to convey the message that increasing road space for cars is not the answer to existing transport challenges, but that, on the contrary, reducing road capacity for cars can represent a sustainable, efficient solution and also allows healthier lifestyles for all citizens without reducing individual mobility. It also puts an emphasis on the need for improving air quality at local level, a major concern for the European Union and its Member States.

Traffic Evaporation instead of Traffic Induction

Case studies from around the world show that it is possible to reduce capacity available to cars without increasing traffic congestion in the surrounding streets. On the contrary, 'traffic evaporation' occurs which results in a more liveable environment in many different aspects.

In 1994, a UK government committee report showed that building new roads generates new traffic. Since then, there has been a lot of interest in whether the opposite is true - can reducing road space for cars cut traffic? This could be particularly important when introducing policies like bus lanes, which could provide a cheap and effective way to improve the attractiveness of public transport, but which would be untenable if displaced traffic brought neighbouring roads to a standstill. The same issue is often raised during plans to introduce street-running light rail systems, cycle lanes, wider footpaths or pedestrianisation schemes.

A University College London (UCL) team examined over 60 locations where road space had been taken away from cars and put to other use. Examples were studied from the UK, Germany, Switzerland, Italy, The Netherlands, Sweden, Norway, the USA, Canada, Tasmania and Japan. In some cases, road space for cars had been reduced because of deliberate policies like bus lanes or pedestrianisation; in others it was because of problems like roadworks. Irrespective of the cause, in such circumstances, there are often predictions of major traffic chaos.

Examination of the evidence suggested that these predictions rarely, if ever, prove accurate. Prolonged, long-term gridlock is simply not reported, although there can be short-term disruption, and some increase in problems on particular local roads. In many cases, there were actually significant reductions in the total amount of traffic on the networks studied. On average, 14-25% of the traffic that used to use the affected route could not be found on the neighbouring streets. However, the results varied substantially, depending on the context. For example, where schemes made public transport more attractive, they were more likely to encourage people to change mode than those which did not.

In explaining what was happening to the traffic, the following model of behavioural response emerged: Initially, when road space for cars is reduced, drivers simply change their driving styles in ways which pack more vehicles in, for example, by driving closer together. As conditions deteriorate, they then take the next easiest options - swapping to neighbouring streets, or changing their time of travel, leaving a bit earlier or later to avoid the worst of the traffic. As such adjustments also become problematic, a whole variety of responses is triggered, ranging from people altering how they travel, or where they carry out activities, through to people moving house or moving job, where the change in travelling conditions 'tips the balance' in a decision that was being made for other reasons anyway. Taken together, this third set of responses accounts for the measurable 'disappearance' of a proportion of traffic from the transport networks studied.

The project also highlighted the amount of variability which underlies apparently stable traffic flows, and which enables people to change their travel habits. Specifically, individuals make adjustments to their travel behaviour on a fairly regular basis anyway, either because of minor factors (like the occasional decision to work from home, or to carry out one activity on the way to another), or because of more important decisions (like changes in car ownership or job location or house location), or because of longer-term, life-cycle events (like changes in household composition). Hence, when road space is reduced, some

people are forced to alter a repeated, habitual pattern of behaviour, but other people are spontaneously reconsidering their travel options anyway, and can take account of changes in the network conditions as part of this process. It is this flexibility which enables surprisingly large changes in traffic flows to result from a particular change to road conditions.

Find the full report “Traffic Impact of Highway Capacity Reductions: Assessment of the Evidence” at www.cts.ucl.ac.uk/tsu/tpab9828.htm

Consult also the publication “Reclaiming city streets for people - Chaos or quality of life?” by the European Commission, DG Environment at http://ec.europa.eu/environment/pubs/pdf/streets_people.pdf

In Europe, the majority of citizens wants to promote transport modes which are more respectful of the environment. Many citizens are worried about the quality of the air they breathe and put air pollution at the top of their list of environmental concerns. Most of them are also in favour of increasing the amount of greenways and pedestrian areas over highways in order to rebuild a common sense of neighbourhood and local community and to solve air quality and noise pollution. These facts are apparent when analysing the opinion polls undertaken during European Mobility Week.

WHICH ACTIVITIES TO ORGANISE?

The quality of life in many European cities is affected by the negative impacts of increasing traffic levels. This year's focal theme looks at ways in which the dominance of car traffic affects our lives in urban areas, and aims at suggesting solutions which fit to the local context. Re-allocation of street space is, as the previous chapter wanted to convey, THE means to prioritise to sustainable modes of transport. The central message of the European Mobility Week to all actors in the society is that everyone can contribute in their own way to reduce the transport impact on air quality and global climate, but can also benefit by spending less time in traffic congestion, breathing better air and enjoying safer streets.

A vital part of encouraging the modal shift towards environmentally-friendly modes of transport is providing safe and efficient alternatives to the car at local level. Regional and local authorities, as policy-makers closest to the citizens, can raise awareness for the impacts of individual travel choices and they can promote walking, cycling, public transport and car-pooling (see chapter: Activities for 7 days dedicated to sustainable mobility). They can also implement the respective measures to improve the situation for the long-term (see chapter: Built to last: the permanent measures). For this, they usually re-allocate street space, being it for one day during the "In Town without my Car!" Day or by taking car lanes to build cycle paths or public transport priority lanes, by closing streets permanently for a new pedestrian zone or by using car parks to build a public transport interchange station. Even a speed reduction scheme contributes to a re-allocation of street space, as slower motor traffic requires less space between and around vehicles, and thereby frees up space for cycling and walking. Slower motor traffic is of course much safer, and crucially also *looks* much safer, creating more favourable conditions for people to try walking and cycling. Streets for People means people-friendly speeds: 30kph or lower is the ideal for most urban streets where people live, work, shop and go to school.

All usual European Mobility Week activities support the theme, of course, but some do especially apply this year:

- The European Mobility Week is the perfect opportunity to test some measures you are considering implementing 'in real' but during a limited time and to communicate to the public the potential benefits of a car-free urban environment.
- Use the Week to launch a comprehensive communication and consultation strategy, including public meetings and targeted meetings with different groups (such as residents and retailers).
- Political support for any reallocation of road space scheme is fundamental. Engage local politicians to explain the local transport policy in general and specific measures planned to the citizens or specific target groups.
- Show links between the objectives of road space reallocation schemes and national and European sustainable development policy guidelines (e.g. Plans de Déplacements Urbains in France, Local Transport Plans in the United Kingdom, and EU air quality directives).
- Work closely with the media. Reducing road space available for cars can provoke sensationalist, negative headlines. From the start, provide the media with all information possible and involve them. Present all the benefits of the scheme, but also the potential problems that may arise, especially during the early stages.
- Visualise the Before and the After: Public memories of the traffic problems that existed before a scheme can be short-lived, and images that highlight the improvements that such schemes bring can help win support for future projects. Take photographs which clearly show the situation before the implementation of any scheme, and where possible repeat the exercise at the same locations during and after the completion of the project. Or build a scale model of the proposal and present computer modelling results to gain support for a scheme enabling interested parties, who may not all be traffic planning experts, to grasp the intent.
- Retailers are often the group with the most direct concerns, and can be the most vociferous opponents. It is essential to build partnerships with local businesses that may be affected by any scheme in order to understand their needs and find ways to minimise any negative impacts on their trade. It's worth knowing that past evidence has often shown that trade can increase on the car free day, eg Howells department store in Cardiff (Wales) enjoyed an 11% rise in sales on 22 September 2002.

Hand over streets to citizens!

A proposal developed by UK “In Town without my Car!” participants

Local authorities announce a competition well in advance using local media opportunities and invite bids from residents (individuals, groups, associations) to put forward the case for *their own street* to be the focus for the “In Town without my Car!” Day, and perhaps the whole Week. This would be a chance for local people to develop and pilot their own ideas in their own streets, (eg. a lower speed limit, a homezone, a road closure...). The residents take ownership of the event and locals are empowered: they can make a difference! The local authority supports with traffic orders etc. the best workable proposal(s) which have strong grassroots support and leadership. Downloads are available to facilitate this approach at www.dft.gov.uk/173032/173062/draftletter

Other strong ideas emerging from the UK debate could fit as sub-themes:

- More frequent “In Town without my Car!” Days, eg. one in spring
- Stronger links with healthy lifestyles: research in Scotland shows that health is the biggest single motivator to cut car use: publicise benefits of daily exercise, health risks of sedentary lifestyles, higher pollution levels in cars...
- Focus on car-free lifestyles: highlight examples of people and organisations that thrive without personal motor transport.
- Celebrate people who achieve what they want in life (access to jobs, schools, shopping, holidays, entertainment, romance...) without always jumping in a car to get it!

Benefits of this proposal are:

- It works in residential suburbs and it can be a good solution for a town where the centre may already be pedestrianised or where a town centre event would be too costly and time-consuming to organise
- The local authority delivers what people want - it's not an imposition
- Everyone wants “something done” about the traffic in *their* street
- The organisational burden is shared, it can be cheap and quick to get sorted!

**Streets for Living -
a concept developed in the city of Nuremberg (Germany)**

The project “Nürnberg - intelligent mobil” promotes car alternatives as comfortable, healthy, joyful, fast, trendy, sporty, environmentally sound and also as a contribution to reducing traffic jams and saving money while fuel costs are rising. The goal is an intelligent and flexible modal mix with more public transport, bike and walking - and car only when absolutely necessary.

For the European Car Free Day 2002, the city's project team of “Nürnberg - intelligent mobil” invited schools, kindergardens, churches, companies and non-profit associations to apply with ideas to design “their” car free street under the motto “Streets for Living”. The five most successful applicants gained 333 € each to support their expenses for planning and organising their events. The city supported the events by paying the permissions for blocking the five streets (each 1000 to 2000 €) and with public relations, communication tools like leaflets, posters, advertisements in local newspapers and two press conferences.

The intention of “Streets for Living” was to enable adults and children to use streets of their own city as worth living areas and enjoy them as traffic free zones without noise, with better air and a lot of space for interpersonal communication and fun. On the other hand these blocked roads should make car drivers think about their own mobility by interrupting their actual habits.

So, on 22 September 2002 a mixture of colourful events took place like “Street Gospel”, a music show organised by a church, “Multikulti”, a street party with a mixture of ten nations, an exhibition of water sports in Nuremberg, a school party for sustainable mobility and a festival for neighbourhoods. For one day, streets became playgrounds, stages, exhibition spaces, racecourses, sports grounds, dance floors and beer gardens. Thousands of people came to look around, to take part and to enjoy the very different experience of a street without cars. The media reaction was lively and positive (13 reports in newspapers, 5 on the radio, 1 report on local TV). Due to the good results, the project team of “Nürnberg - intelligent mobil” decided to organise “Streets for Living” also the following year.

ACTIVITIES FOR 7 DAYS DEDICATED TO SUSTAINABLE MOBILITY

As indicated in the European Mobility Week Charter 2007, to be eligible for the European Mobility Week initiative, cities and towns have to organise a week of events on specific topics related to sustainable urban transport from 16 to 22 September, the organisation of the “In town without my car!” day being obligatory.

As for the other days, the European Co-ordination together with the European Partners has developed a broad spectrum of suggestions for local activities, building on the local experience gathered in the previous years.

The three main sustainable means of transport including the links between them (intermodality) will naturally form the basis of the majority of activities. So in the following sections, you will find proposals for activities with useful advice on:

- Public Transport
- Cycling
- Walking
- Mobility Management
- Responsible Car Use
- Leisure
- Shopping
- Mobility & Health
- Greenways

In order to prepare an interesting seven-day programme, cities and towns can also organise extra Car Free Days or focus on any other thematic events which may be more relevant in the local context. Ideas for activities on climate change, “Accessibility for all”, “Children and Sustainable Mobility” and “Clever Commuting” can be found in the previous editions of this handbook, available on demand at the European Info Point (valerie.benard@eurocities.eu).

THE LAUNCH OF THE EUROPEAN MOBILITY WEEK

Public and media events on the first day of the European Mobility Week – 16 September – represent a perfect opportunity to launch the Week by:

- introducing special offers such as a “European Mobility Week Ticket” with special fares on the Public Transport network for the whole week;
- offering additional services (higher frequency, specific offers, shuttle services, etc.) as well as information provision services (maps, door-to-door travel advice, special municipal newsletter edition etc);
- promoting intermodality by creating links between the individual modes addressed during the Week;
- rewards for people who leave the car at home for the Week, interviewing them so they can explain what alternative transport they chose and how it worked in practice.
- launch the permanent mobility measures the city has planned in the framework of the European Mobility Week.

PUBLIC TRANSPORT

Using public transport to satisfy mobility needs is certainly a central theme of the European Mobility Week. Public transport should be a synonym for freedom and fundamental to a good mobility in urban areas.

All public transport actors in the European Union will be able to use the Week as an opportunity to promote intermodal solutions and give clear information on how public transport connects with other modes, proving that it can offer a good alternative to using the private car.

The following are a set of possible actions that should help to encourage the participation in the European Mobility Week and in particular give ideas on how to successfully organise events dedicated to public transport. All actions should draw the attention on the importance of public transport and its interchange with other forms of travel in order to improve the quality of mobility. They are aimed at attracting the attention of TV, radio and newspapers to the messages of the European Mobility Week.

CLEVER COMMUTING

with themes, such as availability and quality of public transport to companies and administrations, the promotion of (new) offers of public transport to specific sites, accessible information about public transport to work or financial incentives for the use of public transport.

- Negotiate with public transport operators stops near to the site.
- Give financial support for public transport (rebated passes, reimbursement).
- Provide guaranteed ride home for car-poolers and public transport users in case of emergencies.
- Introduce special offers like an EMW ticket with special fares on the network for commuters for the whole week.
- Provide information about public transport and other sustainable modes on the intranet.
- Organise personalised travel advice.
- Offer drinks after hours in the near by bus stops, or on the bus.
- Promote planned actions on regular public transport routes.
- Set up a commuters challenge between most used means of transport (car, public transport, cycling and walking).
- Promote intermodality by creating links between individual modes addressed during the Week.
- Arrange a discussion breakfast between UITP representatives and civil servants to discuss how the use of public transport could be increased and what would be the positive impact for the different parties.

INTERMODALITY

Combining measures to promote cycling and public transport such as:

- Allowing bicycles on public transport vehicles at off-peak times.
- Building new bicycle racks both for vehicles, at interchanges or public transport stops to encourage people to use a bicycle in order to get to the nearest public transport connection.

This can increase the attractiveness of public transport – see table:

	Average speed	Distance covered in 10 min	Catchments area
Walking only	5 km/h	0.8 km	2 km ²
Cycling	20 km/h	3.2 km	32 km ²

- Car Pooling and Car Sharing: inform existing Public Transport passengers on how they can take part in any existing schemes or introduce new ones, promote car pooling with privileged parking at the interchange to act as a feeder to public transport services.
- Introduce on-demand taxi sharing from public transport interchanges.
- Introduce trans-modal information systems e.g. train staff providing information on buses and vice-versa.

ACCESSIBLE PUBLIC TRANSPORT

Accessibility for disabled people and persons with reduced mobility is an important theme to promote public transport. Access to transport is not only a rights issue and a necessary prerequisite in order to ensure social inclusion, but accessible transport is also comfortable, high-quality, transport for everybody. Experience show that actually, the number of non-disabled passengers increases when public transport is made accessible.

- Set targets for adapting bus stops to improve access and narrow the gap between the sidewalk and the bus step height.
- Set up bus stops near company sites to facilitate access.
- Prepare and implement a disability awareness and disability equality training seminar for drivers and transport service providers, in close co-operation with representative organisations of disabled people.
- Introduce timetables and other important information relating to the transport in accessible formats, such as large print, Braille, easy-to-read and audio formats.
- Set targets to adapt/install infrastructure increasing access to public transport (low floor buses, accessibility for wheelchairs, prams or trolleys, elevators, ramps, seating, ticket machines, etc.).
- Ensure that disabled people can easily access information about the level of access of a certain mode of transport (through accessible websites, telephone, leaflets etc.)
- Organise a local meeting to discuss and draw up an accessibility plan as well as its follow up.
- Arrange a discussion breakfast with the European Disability Forum in order to assess how to solve accessibility problems at urban levels.

SAFETY

- Confirm the good safety record of public transport with the media e.g. UITP has the following statistics that can be put in relation to local figures:
 - Traffic accidents kill over 45,000 people in Europe every year.
 - There is a direct relation between the number of people killed on the roads in towns and the number of journeys made by car. In towns with well-developed public transport systems, the numbers are half as many as in towns where almost all the journeys are made by car.
 - Traffic accidents are the first cause of death for young people aged 1-25 in European Union countries, far more than suicide.
- Present the appointment of new security or information agents on the network.
- Provision of safe and attractive walking links to stops.

PASSENGER INFORMATION

- Introduce a new style of timetable or internet service.
- Open a mobility centre or other multimodal information services providing overall information on all transport modes, timetables, accessibility conditions etc.
- Use the Week to find out what customers think about your services.

COMMUNICATION WITH CUSTOMERS AND STAFF

The staff must be well informed for the entire Week to be successful. If the network is already at capacity, use the Week to inform passengers on what you are planning to do in order to improve this, or when new improved vehicles will be put into service. The Week can be used as an information campaign for both passengers and staff. Activities could include:

- Offer a visit to the public transport company control office - explanation of control over frequencies, speed and route networks, which are the main elements that define a convenient service.
- Offer an exhibition, demonstration or circulation on regular routes of innovative public transport equipment or prototypes.
- Explain any disruption due to new lines being built or visit a metro/tramway work site.

CYCLING

The European Mobility Week is an excellent opportunity for all actors to join forces and to learn about the integration of mobility policies. Cycling relates to all the aspects that make a "liveable city". The bicycle saves space and energy; it causes neither noise nor air pollution. It contributes to sustainable mobility and public well being, it is efficient and healthy. All the cities participating in the event will be motivated to learn and to take action, making the Week a stepping-stone for bicycle use in the city.

All proposals for activities listed here are to draw attention on the importance, the potential and the benefits of cycling. Namely the improvement of the chain public transport (train/bus/tram/underground) and bicycle considerably increases accessibility and effectiveness of both transport modes and should therefore receive adequate attention.

CYCLING AND CLEVER COMMUTING

The following issues could be addressed: bicycle infrastructure in the workplace, bicycle theft, safety of cycling to work and incentives to cycle to work.

- Set up a booth/information bicycle point, in a busy and frequented area of the city hall, both accessible to staff and public.
- Set up a "parenting" scheme several weeks in advance, involving volunteer civil servants and an experienced bicycle user. The new "cyclist" would cycle to the workplace with his or her "parent" and the couple could then be interviewed about the experience (press release, newsletter, website) during the Week.
- Organise a "Bike to Work" day, offering all kind of incentives for commuters to use the bicycle for their daily trip.
- Organise a "Commuter's Challenge" between most used means of transportation (car, public transport, motorbike, on foot, bicycle) to show that the bicycle is not only the cheapest, the best for the environment, the healthiest, but also the fastest!
- Offer a breakfast for people cycling to work.
- Hold a fashion show for cycling clothes, develop company's own cycling clothes (raincoat with company logo etc).
- Present bicycle friendly companies with a label or award.
- Distribute information on safe cycling routes to work (in co-operation with the city's police or traffic planning department).

BICYCLE INFRASTRUCTURE

- Set up a bicycle information point or stand to give direct information to employees, housekeepers, visitors, etc.
- Develop partnerships with companies to provide changing and shower facilities for cyclists.
- Implement safe and sheltered bicycle parking facilities.
- Purchase pools of public or company bicycles.
- Install a public bicycle repair service.
- Relocate bicycle parking to the entrance of the public administration, offices, companies, shopping centres, etc.

“TRY OUT AND BECOME AN EVERYDAY CYCLIST!”

- Organise, with your local bicycle user association, a seminar or stand informing and advising people what they should do if they want to switch from car to bicycle as a mode of transport (giving special attention to those who live up to 5 km from their workplace).
- Organise an exhibition of bicycle prototypes or old bicycles.
- Ask your local bicycle user association, bicycle hirers, stores or companies specialised in sports products to offer repair shops and check-up points for bicycles.
- Ask your local bicycle user association or the police to engrave bicycles against theft.
- Invite citizens to participate in a “Everyday Cyclists Tour”: Ask participants to fix a poster on their back indicating the distance they cover everyday by bicycle. All the posters will be shown to the public in an exhibition at the end of the tour.

WALKING

The following sets out a menu of actions that national and local governments may wish to consider in order to draw the attention to the importance of walking as a means of travel and to the need of making streets more liveable and accessible. The proposed activities concentrate on actions that can be organised quickly and which lack physical permanence - although it is intended that they will leave a trace on people's minds.

Most of the actions set out below do not require lengthy or costly preparation, but are aimed at attracting the attention of TV, radio and newspapers on the messages of the European Mobility Week.

WALKING AND CLEVER COMMUTING

- Work with companies to get them to provide breakfast (or some other reward) for staff walking to work.
- Work with companies to persuade the management to reward staff who walk to work by, for instance, offering payments or an additional two minutes of annual holiday entitlement (two minutes a day equals 10 hours per year – or an extra day of holiday - for someone who walks to work every day).
- Suggest to companies that they give a present to street-sweepers who look after the pavements outside their buildings.
- Suggest to companies to change the design of their car parks to give pedestrians priority or to make the place more pedestrian friendly.
- Have the chief executive take a walk in the streets around the company's building and to nearby bus stops and stations to assess accessibility for pedestrians.
- Work with a group of companies to start carrying out regular combined graffiti-removal in their neighbourhood.
- Distribute information on safe walking routes.

LIVING STREETS

- Arrange for the Mayor or Leader of the Council to discover some part of the town or city on foot in order to assess the problems with graffiti, cracked footway paving, dumped rubbish, dog mess etc. and solve them.
- Plant trees in an ugly street (since planting is usually done in the winter it may be that only the preparations for planting will be practical).
- Unveil a permanent piece of street sculpture or hold a temporary sculpture exhibition along a street with a wide footway, have an opening ceremony.
- Inaugurate a new 20 mph / 30 km/h zone with a ceremony.
- Arrange through a local Chamber of Trade to get shopkeepers and other property owners to join in the campaign.

NATIONAL GOVERNMENTS

- The Minister of Transport walks with children to school.
- The Minister of Transport meets parents and their children in the streets of a 20 mph / 30 km/h zone to discuss local walking conditions with them.
- The Minister of Transport, in the presence of children, dedicates a new pedestrian bridge, footpath or other improved facility for walking.
- The Minister of Transport and officials, where it is possible, walk to and from work or to and from buses/trains, etc.
- The Interior Minister joins a Policeman who walks his beat and helps ensuring the safety of the streets.
- National government announces legislation to levy a charge on all the main sources of street litter – plastic bags, cigarette cartons and chocolate bar wrappers with the proceeds of the charges to go to enhanced street management (the Irish Republic already levies a charge on 'free' plastic bags).

All these activities are of course applicable for mayors or other local decision-makers as well !

MOBILITY MANAGEMENT

Mobility Management is a demand-oriented approach that aims to change the modal split in favour of sustainable modes of transport such as cycling, carpooling, traditional public transport and new flexible transport modes and services – such as local buses with routes flexibility, demand responsive transport, community transport, shared taxis, car sharing, Park and Ride services, urban freight and small goods delivery, etc.

Mobility Management is becoming an increasingly decisive element for sustainable city development. This approach involves new partnerships and a set of tools to support and encourage change in attitude and behaviour towards sustainable modes of transport. These tools are usually based on information, communication, organisation and co-ordination, and require promotion.

For some years mobility management has been implemented on national, regional, urban and site level in several European states. Experiences during these years have made clear which aspects of Mobility Management are crucial: one of them is partnership. Within the relevant framework, businesses and

and schools should be responsible for reducing their environmental impact. They can do this by undertaking research and drawing up a plan of approach, focusing on transport management. During the European Mobility Week local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

COMPANY TRAVEL PLANS

- Pay attention to sustainable commuting in a municipal or the company newsletter.
- Award labels or trophies for sustainable companies.
- Organise a press conference, also giving the floor and publicity to employers that are active in mobility management and setting the example.
- Provide maps and accessibility guides for specific sites.
- Give personal door-to-door travel advice.
- Hold a company meeting on mobility issues.
- Organise a survey to see how many people changed their mobility behaviour.
- Set up an employee's working group on mobility issues.
- Appoint a mobility co-ordinator or mobility manager for companies.

OVERALL ACTIVITIES

- Organise a Bicycle Day for employees, with rewards for cyclists such as flexible working hours, breakfast, t-shirt, live band, showers, massage, possibility to have bicycle engraved against theft, win a bicycle, etc.
- Let a famous person in the city, e.g. the Mayor, state: "I cycle/walk/use public transport to work".
- Award a Mobility Trophy to a company making efforts for sustainable mobility.
- Organise a Sustainable Transport (car free) Day for companies: employees walk, cycle, use public transport, car pool to work.
- Reward regular commuters with special actions such as a breakfast, a newspaper e.g. if they have a season ticket and use it to create media interest.
- Offer car drivers in traffic jam a 'stress ball'.
- Elaborate specific criteria and label Bicycle Friendly Companies.

- Present / initiate carpool matching initiatives among companies in the city.
- Ask companies to offer a bicycle bonus from employer to employee (per km).
- Company travel plans: test measures on the occasion of the Week.

URBAN TRANSPORT PLANS

The European Mobility Week is a major event for activating interest in urban transport plans. An effort must then be made on one specific day to inform the citizens on the municipal approach:

- Set up an exhibition informing on the different possible scenarios for transport development in the city and on the selected one.
- Organise a conference on the Urban Transport Plan.
- Organise neighbourhood meetings in order to discuss urban mobility.
- Present / implement some measures of the Urban Transport Plan as part of the technical organisation (new bus routes, new Park and Ride facilities, cycling paths, green commuter plans, mobility centres, etc.) and give specific information on these novelties.

RESPONSIBLE CAR USE

The aim of the European Mobility Week is not only to promote the use of sustainable means of transport, but also to encourage the responsible use of the car, so that citizens who have to use the car, at least for certain purposes, can also contribute to a more sustainable urban environment.

A wide range of activities could be considered, as listed below. They range from careful and safe driving in order to restrict the mobility of non-car-drivers as little as possible to reducing emissions from car traffic which leads to direct effects on the climate and on air quality and to increasing the number of passengers per car.

Once again, it is not only the local authority's task to organise the activities listed here, they can be put up together with diverse local partners.

SAVE FUEL ACTIVITIES

- Ask car dealers or car manufacturers to offer a demonstration stand with fuel saving cars.
- Ask driving schools to offer energy efficient trainings (eco-driving)
- Promote eco-driving towards professional drivers like school-bus drivers, taxi drivers, drivers from companies and institutions, etc.
- Launch a campaign with local gas stations on the regular control of tyre pressure (below 0,4 bar means an increase of fuel consumption by 10 %).

“GIVE THE CAR A BREAK” ACTIVITIES

- Present equipment and / or organise a demonstration for the goods transport by bicycle.
- Invite “Everyday Cyclists” to present their habits and experience on transport of children and goods, leisure trips, clothing, etc.
- Organise competitions where car drivers’ hand over their plates for a certain time (for instance during the Mobility Week) and are offered a public transport ticket in return, let them present their experiences, and reward them.
- Publish a “car driver’s etiquette manual” giving information on most of the subjects mentioned above, like fuel saving, how to reduce noise, what to consider on the occasion of repairs (sound damping wheels, innovative oil filters, etc.), indicate car wash services with water recycling, parking zones, etc.

CAR SHARING / CAR POOLING

- Promote the “Clever Use of the Car” by presenting Car Sharing and Car Pooling Schemes.
- Ask local businesses that introduced an in-house car share service or a carpool-matching scheme to present their results.
- In case there is no car-sharing scheme in your city yet, start a survey during the Week in order to ascertain potential sharers for a scheme to be set up in the future.
- Let citizens participating in the local car-sharing scheme present their experience (article with an interview in the local newspaper, etc.).
- Present a car-pooler matching scheme.

PARKING

- Introduce new parking or no parking zones.
- Enforce parking infractions more strictly.
- Inform about parking regulations.

RESPONSIBLE CAR USE TO WORK - ACTIVITIES

- Organise a test day of electric vehicles.
- Introduce flexible working hours to reduce congestion at peak hours.
- Reserve the best parking spaces (nearest to the entrance) to car-poolers.
- Provide a guaranteed ride home for car-poolers in case of emergency.
- Relocate car parking away from the office entrance.
- Organise a survey at the entrance of the premises to see how many people changed their travel habits and publish the most remarkable results

CLEAN VEHICLES

- Devote Responsible Car Use events to clean vehicles (maybe in co-operation with the national level), and in particular electric, hybrid, NGV, LPG or biogaz/biofuel cars.
- Organise exhibition and demonstration stands where the public can see and test clean vehicles.
- Check whether the Mayor could use an electric vehicle during the Week / one day of the Week with the aim to attract the attention of TV, radio and newspapers on the messages of the Mobility Week and the solutions offered by clean vehicles.
- Arrange a discussion breakfast between AVERE representatives and civil servants to discuss how the use of clean urban vehicles could be increased and what would be the positive impact for the different parties.
- Set up a platform for deliveries. A platform or a car park located outside the car-free area would be reserved to goods deliveries destined to the shops. Clean vehicles will then take the goods and deliver them to the shops.
- Set up a delivery service of goods to customers by a fleet of clean vehicles. The carriage of purchases to convenience car parks should be included.

LEISURE

This theme addresses the various ways of travelling in order reach leisure or shopping areas and to present alternatives on how to make these trips by sustainable means of transport. It also invites the citizens to discover their city from another viewpoint than from the windscreen. This theme is very adequate to find local partners as they can use it to promote their services and offers.

DISCOVER THE CITY

Leisure activities in the framework of the European Mobility Week could be the occasion to safely discover the city and in a quieter environment. Several activities can be proposed to enjoy the city without taking the car:

- Offer special shuttle services to discover the city.
- Ask tourist guides or local rambling clubs to organise guided tours.
- Organise pedestrian rallies. Potential partners are shops and companies specialized in sports products, shopkeepers, schools, associations, etc).
- Allow hotel keys to give access to public transport, to bicycle rental or to car sharing schemes.

CONVIVIAL ACTIVITIES

- Ask associations, schools, food industry, etc. to organise a free breakfast, and a huge picnic for lunch or in the afternoon.
- Offer concerts, theatres, street performances, artists, clowns, etc. in open spaces.
- Offer a blank wall on the main square to collect people's opinion.
- Ask local sports associations and/or stores and companies specialized in sports products to organise sports demonstrations on the streets: soccer, basketball, (beach) volleyball, inline skating, etc.
- Offer specific modes of transport like horse-drawn cars, tourist trains, solar boats, etc.

SHOPPING

Some shopkeepers may express concerns on the organisation of the European Mobility Week, especially if the implementation of a car free area is foreseen. Special efforts must be made to involve them at an early stage and to encourage them to participate in the organisational process.

Activities could be:

- Draft a communication document especially intended for the shopkeepers. This document can be designed so as to provide customised information from the shopkeeper on how to get to the city centre without using the car (boxes that the shopkeeper can tick off to indicate the nearest bus stop, car park or bicycle hiring point). It can also give information on the shop, the car or the city.
- Develop paper bags and distribute them to shopkeepers. One side of the bag would repeat the EMW logo of the event while the other one would display a promotional message concerning the city centre shops.
- Set up of a platform for deliveries. A platform or a car park located outside the car-free area/the city centre would be reserved to goods deliveries destined to the shops. Clean vehicles will then take the goods and deliver them to the shops.
- Set up a delivery service of goods to customers by a fleet of clean vehicles. The carriage of purchases to convenience car parks should be included.
- Set up a “Zero emissions delivery service”. A pick-up drop-off point can be installed, consisting of a constantly staffed cabin, equipped with cool boxes to store chilled goods. The link between the shops and the customers will be provided by a fleet of delivery bikes.
- Distribute public transport tickets in the shops. During the Week and before, shops in the city centre would offer their customers a public transport ticket valid during the whole Week.
- Invite the town centre shopkeepers to organise a lottery, prizes offered would be in relation with the theme of the Week, like bicycles, roller skates, etc.
- Incite the shopkeepers to occupy public space. The Week must not turn into a huge commercial event organised for marketing purposes. However, the local authority could encourage shopkeepers to use the public space recovered thanks to e.g. the ban on vehicles like terraces, stalls on the pavement, etc.

MOBILITY & HEALTH

When citizens talk about the environment, the first thing they think of is the pollution in cities and towns (see Special Eurobarometer 217), as well as climate change and air pollution that range in third and fourth places on the list of issues that worry them most. At the same time however, the number of vehicles on the European roads as well as urban traffic keep on increasing, thus entailing the deterioration in the quality of life of those living in cities (noise, air pollution, stress, etc.). Indeed, it is a fact that the transport sector is responsible for 40% of the CO₂ emissions in Europe with the majority of the emissions coming from road transport. These emissions from transport are still growing faster than any other sector. The health consequences of transport affect most of the population and especially vulnerable groups such as children and the elderly. Some of the effect on human health of transport strategies are well known and range from annoyance from traffic noise to respiratory and cardiovascular diseases.

Local health services, health insurances, doctors' associations or sport associations could be adequate partners to organise Mobility & Health activities. Mobility consultancy in relation to health checks and vice versa is becoming increasingly popular.

ENVIRONMENTAL NUISANCE

Noise and air quality are the two main environmental concerns. With the two European directives in place and local authorities now having to act to protect citizens from the adverse effects of environmental noise and poor air quality, it is essential to inform the local authority's activities on this respect and to conduct educational action on these themes.

- Ask the air quality monitoring network, Environment and/or Energy Management Agency, Information and Documentation centres on Noise to set up an exhibition on air and noise.
- Let the air quality-monitoring network, Environment and/or Energy Management Agency demonstrate measuring devices for air quality and noise.
- Ask national / local police forces, automobile technical control centres to offer antipollution tests on vehicles at car parks.
- Give a thorough explanation to the citizens on the use of air quality monitoring system in urban areas as well as on how to interpret the data presented.
- Present your activities to improve noise and air quality conditions in your city / municipality.

BENEFITS OF WALKING AND CYCLING

The European Mobility Week aims to strongly enhance public awareness on the negative impacts of car traffic on the environment and quality of life in our cities as well as to promote sustainable modes of transport. Research has proven that employees that have sufficient physical exercise are healthier, perform better and have less days of sick leave per year.

- Invite appropriate organisations (health insurances, etc.) to inform about health benefits of physical activity, health risks and economic costs of physical inactivity, how to integrate physical activity into the routine of everyday living, etc.
- Organise a discussion with medical doctors to insist on the negative impacts of transport on health.
- Ask a hospital / doctors to offer a ‘health check’ (blood pressure, circulation, weight, bone mass, etc.).
- Let sport associations present their activities and offers.
- Ask sport associations, businesses, schools etc. to participate in contests, races or relays.
- Ask appropriate organisations to install playgrounds encouraging physical exercise and abilities of children.
- Ask ‘health walk’ groups (organised by a doctor or a clinic for a group of men and women who keep healthy by walking together) to present themselves.
- The Minister of Health / deputy mayor for health joins a ‘health walk’.
- Present measures implemented already or being planned for implementation that improve the situation of pedestrians and cyclists (traffic calming, pedestrian zones, direct / extra routes or network for cyclists and pedestrians, etc.).
- Please also consider in this context all recommendations for the Cycling, Living Streets and Greenways activities.
- Organise fitness training (together with health insurance).

GREENWAYS

A greenway is a “communication route reserved exclusively for non-motorised journeys, developed in an integrated manner, which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.” (Lille Declaration, 12 September 2000).

The idea for organising Greenways activities in the framework of the European Mobility Week is to encourage the organisations that implement greenways, in particular local authorities, and also to encourage the discovery of greenways by the general public.

GENERAL AWARENESS RAISING

- Organise walks / bicycle trips or picnics for all users on existing and non-implemented Greenways (precautions required in the latter case), accompanied by local representatives, Greenways become a central meeting point for activities:
 - for all people and with a special attention to mobility impaired people (disabled persons, elderly people, etc.),
 - involving artists, sportsmen/women, politicians, local personalities, etc.,
 - market of “second hand bikes”,
 - popular shows: theatre, music, etc.,
 - course or trail: enable people to discover heritage, nature, gastronomy, etc. on and around the Greenway,
 - with live radio broadcasting.
- “Adopt a Greenway” by a school or class, or by residents. Activities could include art, photography, poetry, etc.
 - The use of a Greenway as an open air class room for mathematics, geography, local history, natural environment
 - Visit of the Greenways with the local authorities
 - Organise a clean up of sections of Greenways by volunteers.
 - Set up “greenways friends” with volunteers (for safety, cleaning, promotion, activities, etc.).

GREENWAYS = A DIFFERENT WAY OF TRAVELLING IN HARMONY WITH THE ENVIRONMENT

- Natural heritage: Guided walks / bicycle trips and / or publication of information packs on the vegetation typical of the greenway that is found along railway lines, waterways or in forests.
- Local heritage – conservation of items of every day heritage found along Greenways - milestones, railway signaling, establishment and inauguration of art works along the greenway.
- Discovering local “Greenways” with organised tours: exit points to natural areas and access to green spaces.

LOCAL OR REGIONAL AUTHORITIES IN ACTION

Where Greenways already exist :

- Make the intersections between road and greenway safe,
- Ensure safe passage to schools and other service areas,
- Develop a school or company travel plan taking the local Greenways network into account,
- Publish initiatives to promote greenways,
- Inaugurate the marking a Greenway or a Greenway section,
- Inaugurate facilities implemented along Greenways: stopovers /“relais vélos”.

Where Greenways do not exist:

- Present to the general public a Greenways' implementation project,
- Purchase land for Greenways, open sections of Greenways, create a local Greenways network,
- Let companies sponsor the development of new Greenways.

Please consult the European Greenways Association (EGWA) website where a greenway map is available: www.aevv-egwa.org/

BUILT TO LAST: THE PERMANENT MEASURES

Participating local authorities are asked to launch at least one sustainable urban transport measure which continues to exist after the Week.

More particularly, the Charter asks the participating local authorities to “implement one or more new practical measure(s) that are made permanent in the local authority and which contribute(s) to modal transfer from private car to environmentally sound means of transport and to sustainable urban mobility in general.”

Permanent measures for sustainable urban transport don't need to be expensive and they can have a different size or scope. The cost can range from a few hundred Euros for reflecting material for cyclists of a bicycle pool project, to big investments in public transport or cycle infrastructure.

Permanent measures make the European Mobility Week campaign last a whole year. It reminds people of the fact that less motorised traffic in town is possible. Permanent measures show that the commitment of the city or town does not stop at the end of the European Mobility Week, and that the local authority, its politicians and its services are willing to invest in the future and in a new mobility culture.

The EU LIFE-project SMILE (Sustainable Mobility Initiatives for Local Environment) made an overview of 170 permanent measures in urban transport policy, ranging from an overall urban transport plan approach to small-scale mobility management schemes for schools and companies. For more info visit the local experiences database a www.smile-europe.org

POSSIBLE PERMANENT MEASURES:

Improved bicycle facilities

- Improvement of bicycle network (creation of new lanes, extension, renovation, signposting etc)
- Creation of public bicycle or bicycle sharing schemes
- Improvement of bicycle facilities (parking, locks etc)

Pedestrian areas

- Creation or enlargement of pedestrian areas
- Improvement of infrastructure (new foot bridges, pavements, road crossings, zebra crossings, lighting etc)
- Extension or creation of new greenways

Public Transport services

- Improvement and extension of the public transport network (creation of HOV lanes for public transport modes, new stops, new lines, reserved areas etc)
- Improvement and extension of the public transport services (express services, increase frequency etc)
- Use of ecological vehicles for public transport fleets
- Development of new technologies in order to improve the public transport network
- Launch of integrated services for the various public transport modes
- Development of accessible transport services for all

Traffic-calming and reduced access schemes

- Speed reduction programmes in zones near schools
- Reduction of outside parking zones
- Creation of park and ride stations
- New traffic regulations: traffic circulation and parking
- Creation of new residential areas
- Permanent access restriction to city centres

Accessibility

- Creation of tactile pavements
- Creation of wheelchair ramps

- Lowering of pavements
- Enlargement of pavements
- Fitting of sound devices in traffic lights
- Removal of architectural barriers
- Launch of accessibility plans
- Creation of useful facilities for people with reduced mobility

New forms of vehicle use and ownership

- Launch of online car-pooling and car-sharing schemes
- Responsible car-use (eco-driving etc)
- Use of clean vehicles

Freight distribution

- New regulations for freight distribution
- Use of clean vehicles
- Creation of new unloading platforms for freight transfer

Mobility Management

- Adoption of workplace travel plans
- Adoption of school travel plans
- Creation of mobility centres and online information services (e.g. journey planner)
- Launch of awareness-raising campaigns
- Development of educational materials
- Development of urban mobility plans in consultation with local actors
- Provision of incentives and bonuses to employers
- Launch of seamless transport modes to facilitate access to business areas or other social areas
- Creation of walking buses and cycling train schemes
- Development of an air quality measurement tool and display in public spaces
- Organisation of regular fora or surveys on public opinions and ideas

“IN TOWN WITHOUT MY CAR!” DAY

The following advices have mainly been extracted from the former “Handbook for local authorities” for the “In town without my car!” Day.

One or several car-free areas can be defined within the city. This (These) area(s) will be closed to motorised traffic for most of the time on the day. Only pedestrians, cyclists, public transport and cleaner vehicles (LPG, NVG, electric, etc.) will be admitted to the car free area(s). If more than one car free area is defined, for example in a large city, pedestrian paths could link the different car free areas as an added benefit. The car free area(s) can also be usefully backed up by a buffer zone where specific information will be displayed for the attention of car drivers.

The location and size of the car free area should be selected carefully, taking into account the local conditions and context. Criteria could be:

- Which area suits best to explain/visualise the specific themes addressed on the Day (e.g. noise: a normally very crowded street/crossing turning into an „island of silence“ on the Day)?
- Which measures that are being planned could be presented and/or tested on the occasion of the Day (e.g. establishment/enlargement of pedestrian zone)?
- Are there any activities for specific target groups (children: area around schools, linking schools, etc.)?
- Who or what is located in the area that could contribute with own activities to the Day (gastronomy, sport associations or any other institution which could present its activities – relevant for the objectives of the Day – on the car free street)?
- Who comes to this area for what reason on a „normal“ day? With which mode of transport? How many additional people will (have to) use public transport?

- How many parking areas will be required in the surroundings of the car free area (location of parking facilities, potential space for the installation of additional parking space)?
- If more car free areas are to be installed: how can these different areas be linked to one another?

BARRIERS AND CHECKPOINTS

The access to the car free area(s) will be monitored and barriers will be installed. To this end, the following services and persons will provide some help:

- the local highway and/or urban traffic authority,
- the national and/or local police forces,
- local authorities staff: involving council staff is a good way to involve the whole council and to encourage internal communication.

LIST OF EXEMPTIONS

Exemptions must be kept at a minimum. A short list of vehicles with dispensation should be drawn up. Authorised vehicles could be provided with a badge to reinforce the educational dimension of the event. In addition to the cleaner vehicles (LPG, NGV, electric, etc.), exemptions may be granted to the following:

- health professionals, who should offer a valid reason at the barriers,
- emergency services, including policemen, firemen, mobile emergency medical services, electricity or gas workers (automatic admission into the area),
- urgent repair works (after calling a free phone number and indicating the nature of the work),
- disabled people,

Applications for exemptions not provided for in the above list should be addressed to the responsible council department.

RESIDENTS

Residents should be invited to move their cars on the day prior to the car free day in order to clear the streets in the car free area. Special car parks may need to be provided and contracts will be signed with the parking operator(s).

An alternative possibility is to allow residents to drive their cars out of the area but not to be allowed back in before a certain time to be specified. They would then have to leave their cars in a car park outside the car free area.

DELIVERIES INTO THE CAR FREE AREA(S)

Deliveries will be authorised until a certain time to be specified in compliance with the general conditions that have been set out. For traders requiring daytime deliveries, a loading zone can be created outside the area. The deliveries will be taken from that point into the car free area(s) by a fleet of authorised vehicles (LPG, NGV, electric, etc.). A clean vehicle delivery service can be offered to the shoppers, either to their homes or to the car parks outside the car free area(s).

The activities listed here are to ensure citizens' mobility on the Car Free Day. Please find further ideas on how to promote alternative modes of transport in the previous sections on the individual themes.

PUBLIC TRANSPORT

(see also the recommendations for the theme "Public Transport") To provide residents with efficient alternative modes of transport and to promote public transport, the following should be offered:

- higher frequency of services,
- higher standards of accessible services for persons with reduced mobility,
- special fares, such as free transportation on the network, promotional offers (daily pass, weekly pass, tickets for a symbolic price),
- specific initiatives (combined parking & bus or bus & train tickets, tickets offering reductions at cinemas or swimming pools, etc.).

Shuttle services are also worth being run to link the outlying car parks with the city centre or to cover specific routes (city tour, ring roads, etc.).

CLEANER VEHICLES

(see also the recommendations for the theme "Responsible Car Use") NGV, LPG and electric vehicles may be used within the car free area(s) for the following:

- to deliver goods to the shopkeepers and / or to the customers,
- for the use of the residents or for disabled people,
- for specific requests which can be handled individually at the checkpoints, on the car parks, etc.

BICYCLES

(see also the recommendations for the theme “Cycling”) At least four measures can be taken to encourage cycling on 22 September:

- involvement of local cycling groups and associations,
- bicycle hire or loan points: e.g. at the Park and Ride facilities, railway stations, bus stops and in the centre of the car free area(s). A variety of hire or loan systems can be used: combined bus + bike or parking + bike tickets, car keys or registration document against a bike, etc.,
- attended and sheltered cycle parking facilities,
- secured and well marked-out cycle routes outside the car free area(s).

PARK & RIDE FACILITIES

To encourage residents to leave their cars and use public transport, Park and Ride facilities can be set up in the suburbs. These car parks should be attended and open according to the time specified above. They may be free of charge, or not (for example, combined parking + bus or parking + bicycle ticket). Parking facilities, which are not located along regular public transport routes should be served by special shuttle services.

CONVENIENCE CAR PARKS

Special car parks should be set up close to the car free area(s) for those who need to use their cars. These car parks may be used to drop someone off, for short term parking (less than one hour), to facilitate car-sharing, to deliver goods, etc. They should not be used as a long-term car park and they should be attended for the day. Shuttle services from these car parks to the town centre can be provided.

RESIDENTS' CAR PARKS

Car parks should be reserved for residents' use (see above section on residents). They should be located either inside the car free area(s) (and accessible only before or after the event), or close to the borders of the car-free area(s). These car parks should open on the day before the event, and remain open until the day after. Specific parking charges can be applied to encourage residents to leave their cars at the car parks for the whole day. Details are to be arranged with the car park operator(s).

INFORMATION AND COMMUNICATION

The European Mobility Week image and tools have been updated to offer a new and innovative look to the campaign. You will find on the website all communication tools needed to advertise your campaign as well as a toolbox that explains how to use all these tools. All communication materials are available in English and French.

EUROPEAN AND NATIONAL COMMUNICATION TOOLS

Different types of tools have been designed and are put at the disposal (free of charge) of local authorities via the European Mobility Week website:

www.mobilityweek.eu

Apart from this European Handbook there are:

- the European Mobility Week logo 2007;
- the presentation leaflet 2007;
- the European Mobility Week / “In town without my car!” Charter 2007;
- posters;
- the European electronic brief.

These tools should be translated and adapted by the National Coordination and the European and International Associations and Organisations, and offered to the local authorities under specific conditions.

National Coordinators are invited to develop additional tools. Experience of the previous years has shown that a press kit introducing the initiative, presenting activities on the national level and dedicating a page to each partner city is a helpful tool.

LOCAL INFORMATION AND COMMUNICATION

Local authorities will have to provide several tools to inform the public on the details of the event. To ensure a good synergy at a European level, these communication documents will have to repeat the European visual identifying the event and to encourage citizens, community groups, companies, shopkeepers, etc. to take part in the European Mobility Week. Please refer to the toolbox available online, this document give you some guidance on how to use the tools at your disposal. It is crucial that all local authorities around Europe use the same brand in order to have a coherence within the campaign.

INFORMATION LETTERS

Several information letters adapted to each target group can be sent prior to the event to give the broad lines of the action:

- a letter from the mayor addressed to all the inhabitants some weeks before the event,
- a specific letter to each sensitive target group (shopkeepers, enterprises, residents of the restricted area on the car free day, etc.) to inform on the event and invite them to take part in its organisation.

INFORMATION DOCUMENTS

To inform the inhabitants on the European Mobility Week organisation and to foster a debate on urban mobility, accessibility and safety, it will be necessary to produce and distribute documents introducing the event:

- a summary document presenting the technical aspects of the event. This document will be distributed before and during the operation in all public spaces, in shops, on car windscreens, etc.
- a supplement or special issue of the municipal bulletin,
- specific documents for individual target groups, i.e. shopkeepers,
- a local press kit handed over on the occasion of a press conference a week before the event.

INTERNAL COMMUNICATION

The European Mobility Week must also constitute an internal communication tool for the local authorities, used to federate city dwellers' commitment. A successful internal communication would allow to:

- involve municipal employees in the organisation of the Week and guarantee its success,

- turn municipal employees into the promoters of this initiative and new forms of urban mobility,
- incite staff members to make more use of sustainable transport modes in the future,
- launch a green commuter plan in particular for the municipal employees.

MOBILISING MUNICIPAL STAFF

Many employees will be required (if possible on a voluntary basis) to answer phone calls, to inform citizens (stewards, hostesses, etc.), to monitor the accesses to the car-free area and the car parks on the car free day, to handle the activities proposed, etc.

INTERNAL MOBILITY PLAN

Besides their involvement in the organisation of the Week, municipal services must set a good example. As such, employees must be encouraged to take part in the activities organised during the European Mobility Week. To this end an internal mobility plan can be set up and preparatory meetings can be held. The public transport network can be approached as well as bicycle hirers so as to develop the use of alternative modes of transport. A special emphasis should be given to school or company mobility plans.

INITIATIVE ASSESSMENT

Local monitoring should be carried out by the local authorities so that lessons can be drawn at local, national and/or European level. Monitoring should include air quality, noise, traffic flows and public opinion.

AIR QUALITY

Fixed and mobile sensors can be installed within and outside the car free area(s) and measurements should be taken over several days to allow for a comparative analysis. To ensure valid comparisons, measures will also have to be made on the same day of the week with similar meteorological conditions.

Participating towns and cities not possessing their own air monitoring equipment should attempt to obtain it from cities not taking part in the initiative or from cities in possession of equipment surplus to their requirements.

NOISE

Noise measuring equipment can be installed inside and outside the car free area(s) to measure the impact of the day on noise levels. Noise should be monitored over several days for a comparative analysis purposes. Several organisations can provide useful advice and help with the methodology, like for example the local Health Authorities.

TRAFFIC FLOWS AND PUBLIC TRANSPORT USERSHIP

The following should be monitored both inside and outside the car free area(s): numbers of public transport users, motorised traffic, cyclists, pedestrians and car park use.

A period of several days should be monitored for comparative analysis purposes. Technical and logistical assistance can usually be provided by the local highway and/or urban traffic authorities.

PUBLIC OPINION

Targeted surveys can be conducted to gauge public reaction to the day. Several specific groups can be surveyed:

- residents of the whole town / city,
- people traveling to the car free area(s),
- residents of the car free area(s),
- traders in the car free area(s),
- traders' customers,
- people working in the car free area(s).

The European Co-ordination has provided a questionnaire and a spreadsheet to process the results, allowing an automatic display of the results for your city. This questionnaire and methodology should be used in order to ensure consistency between the different surveys conducted on a local basis.

A special effort should also be made to encourage shopkeepers to monitor the following:

- the number of customers in the shops of the car free area(s),
- the number of customers in the outlying supermarkets,
- the turnover, in collaboration with the Chambers of Commerce and Industry and the shopkeepers.

Other monitoring can be done by local authorities depending on the type of action undertaken and their expectations of the day.

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