

# SMILE

Sustainable Mobility Initiatives for Local Environment



Welcome to 14 European Cities...  
An Invitation to take action





*Welcome to 14 European Cities...  
An Invitation to take Action*



# SMILE partners



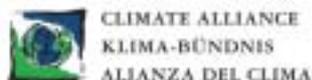
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*Produced by the SMILE partners  
Coordination of contents: ACCESS and Energie-Cités  
Pictures: SMILE partners and cities  
Coordination of design and print:*



*Printed in Spain (May, 2004) white chlorine-free paper  
Legal Deposit: .....*

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# Foreword

Dear reader,

Some experiences in life are so good, so special and so remarkable that you want to share them.

The SMILE project has found 14 European cities with special and remarkable sustainable mobility policies, which want to share their experience and knowledge with other transport professionals. We are proud to invite you, experts in the field of transport, environment and noise, and local and regional decision makers, to visit these champion cities.

The European project SMILE (Sustainable Mobility Initiatives for Local Environment) aims to contribute to identifying and finding common solutions to urban mobility problems. SMILE has developed a set of recommendations in the brochure "Towards Sustainable Urban Transport Policies - Recommendations for Local Authorities". The recommendations are also available on the SMILE website.

In this study tour catalogue, you will find the list of cities that open their doors to you as well as an overview of the urban transport measures in which they are outstanding. SMILE focuses on management aspects: sectorial integration, mobility management, urban planning, parking management and urban freight coordination, as well as on more transport modes oriented issues such as responsible car use, public transport, walking and cycling and intermodality. Special attention is also given to noise abatement.

In this brochure, each city is shortly presented, with a special highlight on its most innovative measures and policies in the field of urban transport. More detailed background information (such as permanent transport measures fact sheets) and the full SMILE measures lists per city are available on [www.smile-europe.org](http://www.smile-europe.org).

Strong partnerships are the key to a successful local urban transport policy. During your visit, you will meet and exchange ideas with public transport operators, local politicians and decision makers, car parking managers, town and transport planners, and many other crucial stakeholders.

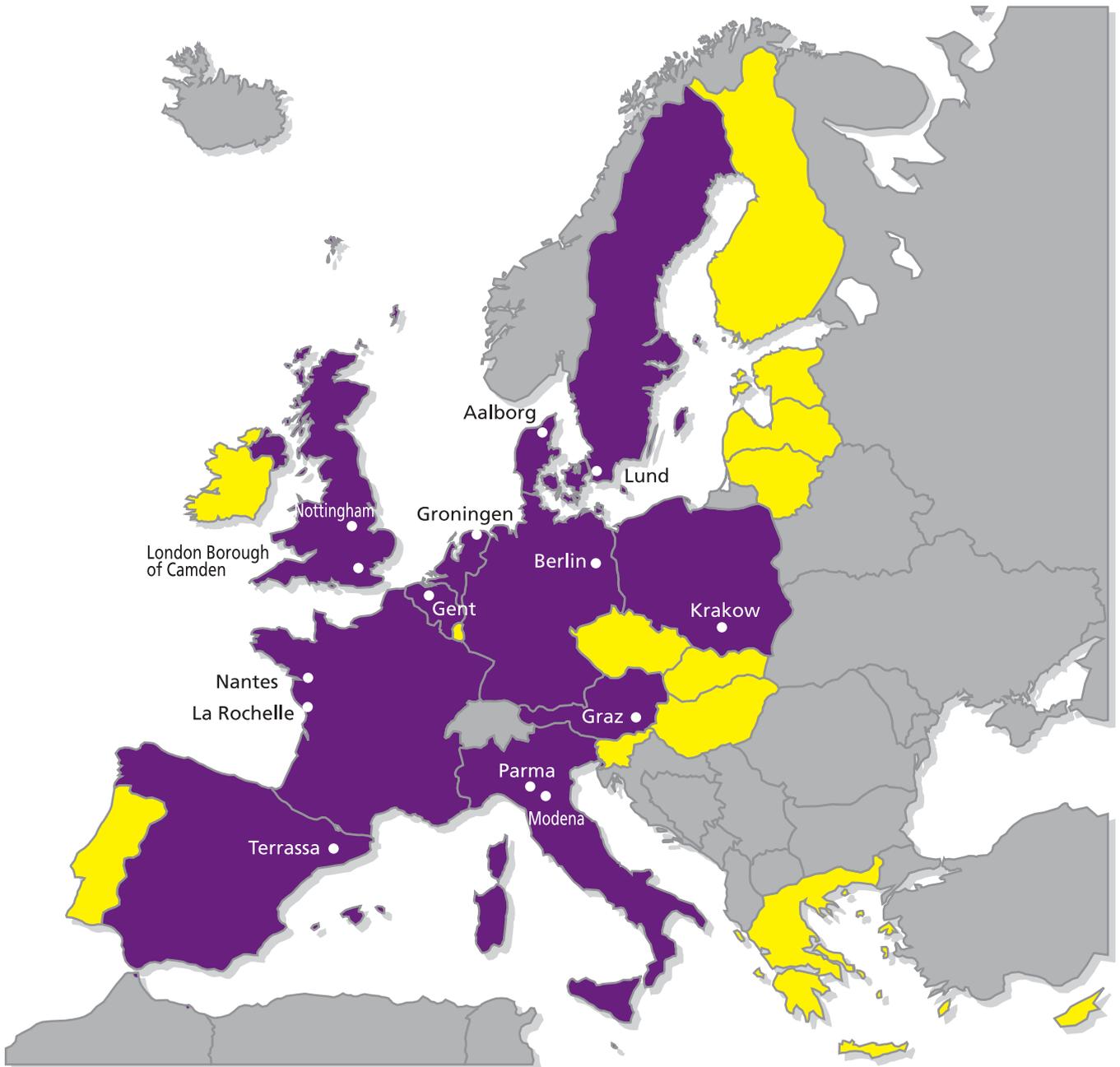
Standard programmes and contact details for your study tour are provided for each city. If you are interested, SMILE partners can organise a visit for you. The sample programmes can be adapted to your specific fields of interest. In the UK, Italy and France, we propose the joint visit of two cities. Each visit takes one day of a two day study tour.

We offer you exclusive insight into a wide - both geographically and thematically - range of good practice cities. We hope these visits will represent for you a useful tool to convince, gain knowledge and innovate.

We invite you to take action.

The SMILE consortium

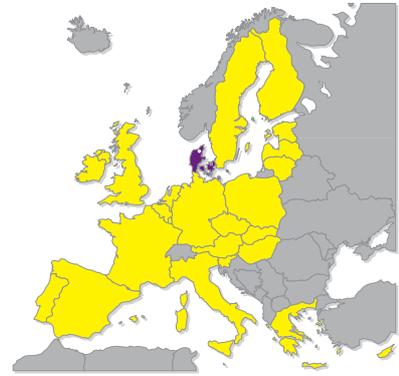
# *The SMILE host cities*



# Urban mobility issues tackled by the SMILE host cities

page	city	inhabitants	noise	public transport	urban freight	integrated approach	soft transport modes	parking policy	intermodality	mobility management	urban planning	responsible car use
8	Aalborg	162,000		x	x			x				x
10	Berlin	3,382,000	x	x	x	x	x	x	x	x	x	
12	Gent	226,000		x		x	x	x	x	x		
14	Graz	237,810	x	x		x	x	x	x	x	x	x
16	Groningen	176,666		x	x	x	x	x		x	x	
18	Krakow	800,000		x			x	x				
24	La Rochelle	139,880			x		x			x		x
32	London Borough of Camden	198,020				x	x			x		x
20	Lund	100,160		x		x	x			x	x	x
26	Modena	177,000	x	x		x	x			x	x	x
22	Nantes	554,601		x	x		x		x	x	x	
34	Nottingham	267,000		x		x		x		x		
28	Parma	171,105		x	x	x	x	x	x	x		
30	Terrassa	190,000		x	x	x	x	x	x	x	x	

# Aalborg (DK)



With 162,000 inhabitants Aalborg is the fourth largest city in Denmark. Aalborg is situated on the south side of the banks of Limfjorden in the northern part of the country. Due to its size, Aalborg is the economic, cultural and educational center of the northern part of Denmark.

In Aalborg, policies for integrating urban planning, transport and environment are specified and carried out according to:

- a 40 years strategy plan for the development of Aalborg including traffic and land use,
- a strategy plan for the elaboration of the infrastructure,
- a master plan for the urban development of Aalborg,
- a thematic plan for cycling,
- both a general and local plan of action for traffic and environment,
- access restriction and parking management,
- a traffic management and parking guidance system,
- a high degree of public participation in the planning process.



## Traffic and mobility management

In Aalborg, traffic and mobility management operate on several levels, from strategic goals to local campaigns. The long term planning perspective for Aalborg is laid down in the city's strategy plan. This plan describes how Aalborg should evolve in relation to land use and traffic for the next four decades, both in general terms and with regard to concrete projects. One of the major elements in the strategy plan is for example a third connection across Limfjorden in order to reduce the passing through traffic in Aalborg city centre. The third connection is also on the national political agenda for transport investments. Through the European project VIVALDI, Aalborg is participating in a public-private partnership aiming to establish a car-sharing scheme and thus tackle the growth in private car ownership. To regulate car use in the city centre, Aalborg has an extensive parking policy for the centre and neighbouring areas, based on time restrictions, paid parking spaces and parking licenses for residents. To monitor the traffic, Aalborg established a traffic information

centre collecting various traffic data ranging from video monitoring to the regulation of signals at intersections. Aalborg carries out several mobility campaigns each year, e.g. campaigns to improve the image of public transport, the Danish Green Week, etc.

- 👂 *Presentation of Aalborg's strategy plan*
- 👁️ *Visit of the Traffic Information Centre*
- 👁️ *Visit of the car-sharing site*

## Cycling in Aalborg

Currently the modal split for cycling in Aalborg is 14% and 19% for the urban area. Aalborg has developed a strategy to make cycling more attractive as transport mode. The

strategy contains three core elements. The first is to improve safety for cyclists, through cycle lanes, low speed zones for motorised vehicles and changes at intersections. The second element is a high degree of accessibility for cyclists. This is realised by means of commuter routes between both satellite towns and the city centre and within the city. The third element of the strategy relates to recreation. Travel by bike in Aalborg is not only a matter of getting from A to B. It should be an adventure. Aalborg has an extensive network of recreational cycling paths throughout the city.

- 👂 *Introduction to the cycle plan*
- 👁️ *Bicycle tour through the city along ABC routes*



## Public transport

In recent years there has been a lot of focus on public transport in Aalborg. Many activities were initiated to strengthen the image of public transport and make it more competitive with private transportation. Aalborg is partner in the European VIVALDI-project in which the creation of a more competitive public transport system is the core element. At the same time, Aalborg is implementing a new plan for public transport (in place since 1<sup>st</sup> April 2004). Key elements are the construction of a new compact terminal for coaches and city buses in connection with the main train station, the implementation of real time passenger information at key bus stops, the introduction of high frequency buses, the integration of the new local train line in the public transport system and the introduction of bus priority at the most frequented intersections.

 *Presentation of the new public transport plan and the VIVALDI-project*

 *Visit to the compact terminal and the local train stations*

## Freight transport

As most European cities, Aalborg is facing the complication of heavy freight transport in the city centre. Aalborg participates in two projects aiming to reduce freight transport in the city centre. The "Sustainable Citylogistic Solutions" project is built on a voluntary cooperation between the users of the logistic chain e.g. freight distributors, shopkeepers, freight centres and the city of Aalborg. Key elements are change of driving direction in the pedestrian area, time slots for freight delivery and loading and unloading zones. The "European eDRUL" project aims at using technological advantages to optimise freight transport in the city centre. Due to the different approaches adopted, the two projects will be very complementary.



 *Presentation of the freight transport activities*

 *Visit to the pedestrian area*

### Players to meet

- Local political representatives
- Transport and land use departments representatives
- Freight distributors
- Manager of the car-sharing scheme
- Public transport company representatives

## Visit Programme



### DAY 1

- 09:00 Welcome at the technical department
- 09:30 Presentation of Aalborg's strategy plan
- 10:00 Presentation of and visit to the traffic information centre
- 11:00 Presentation of the car-sharing concept and visit to the car-sharing site
- 12:30 Lunch
- 14:00 – Introduction to the cycling plan  
– Bicycle tour to experience the ABC cycling network
- 17:00 End
- 19:30 Dinner

### DAY 2

- 09:00 Presentation of freight transport activities
- 09:30 Visit to the pedestrian area to see measures implemented
- 12:00 Lunch
- 13:30 Presentation of public transport in Aalborg  
– Local and regional bus service  
– VIVALDI-project  
– ITS in public transport  
– Traveler card
- 14:30 Visit to the local train stations  
Visit to the new compact terminal
- 16:00 Farewell drink

## CONTACT INFORMATION

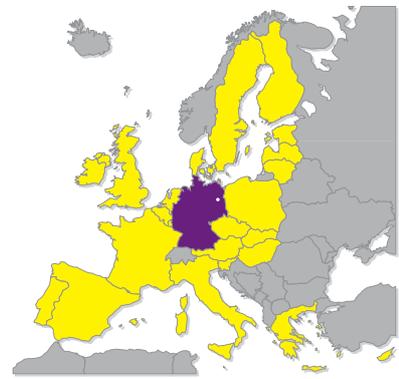
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# Berlin (DE)



Berlin, with its population of about 3.4 million inhabitants, has been going through a process of adaptation after the reunification and changed economic conditions. But this has also created new opportunities. Signs of a new start, new buildings and modernisation of infrastructure can be seen throughout the city. In the field of integrated urban transport policies, Berlin is at the forefront in Europe. For example, the city is a partner in the TELLUS project, which is being carried as part of the European Union's CIVITAS programme.



## Mobil2010

Mobil2010 is Berlin's new urban transport development plan which was adopted in July 2003. This integrated strategy aims to meet future mobility needs of inhabitants and to reach ambitious standards set for sustainable urban transport by:

- putting priorities on the maintenance of the existing infrastructure instead of expansion,
- using the existing infrastructure more efficiently,
- promoting public transport, walking and cycling,
- involving stakeholders for the planning and implementation of mobil2010,
- keeping the inner city free of through-traffic.

Currently in Berlin 32% of all trips are made on foot or by bicycle, 27% by public transport and 41% by car and/or motor-cycle.

 *Presentation of mobil2010*

## Sustainable urban planning

Urban and transport planners are developing Berlin's future polycentric structure to ensure a good balance of mixed-use areas. For these complex tasks different urban development plans are a tool for informal structural city planning and to give guidelines, to

set objectives, to define priorities and to point out relevant measures which aim at making Berlin an enjoyable place for working and living.

 *Overview of urban development plans*

## Cycling in Berlin

Berlin's bicycle route network has a total length of about 800 kilometres. According to its urban transport development plan, mobil2010, the city will promote cycling and will increase the potential for bicycle use, for instance by making it possible to convey bicycles on both regional and suburban trains and on the underground. Moreover, the city has set the target to increase the modal split for cycling from now 10% to 20% in the year 2015.

 *Presentation of Berlin's cycling policy*



## Public transport

In Berlin, local public transport is provided by the Berliner Verkehrsbetriebe (BVG). BVG operates the networks for buses, trams and the underground. In addition, regional and suburban trains are operated by subsidiaries of the German Railways (DB AG).

The regional transport agency, Verkehrsverbund Berlin-Brandenburg, is responsible for integrated fares, tickets, schedules and passenger information. In addition, the agency coordinates the needs and demands of 43 public and private transport companies in Berlin and the surrounding state of Brandenburg.



New ideas are for instance the BVG metrocard, which combines monthly tickets with access to car-sharing or the field trial for the electronic Tick.et. This would replace usual tickets in the long term.

## Traffic calming, access restrictions and parking

About 70% of Berlin's road network has a speed limit of 30 km/h. On main roads 50 km/h is allowed. In residential areas speed reductions have been extended to improve road safety for pedestrians. Traffic calming areas are also being enlarged. Moreover, on-street parking charges have been introduced in selected inner city and shopping areas.

 *Presentation of the city's parking policy*

 *Walking tour in the inner city 'Hackescher Markt' area*



## Mobility management

The Berlin Traffic Control Centre, as the responsible legal authority, monitors and controls traffic flows within the city. In addition, the Traffic Management Centre operated by the Berlin Regional Ministry of Urban Development in a public-private partnership with Siemens AG and DaimlerChrysler Services, provides comprehensive and dynamic information for all road and PT users. Soon both operations will be integrated, contributing to optimised overall traffic flows and providing travel information and advice.

 Visit to Traffic Management / Traffic Control Centre

## Freight transport: the platform for commercial traffic

In order to handle commercial traffic in a more environmentally friendly way, relevant actors were consulted to designate certain areas along main shopping roads as 'loading zones'. In this context, many interest groups have already been formed to elaborate specific city logistics concepts. In this process, the Berlin Regional Ministry plays the role of facilitator in order to help setting up platforms for actors involved in commercial traffic. This initiative has proven to be a particularly successful tool for problem solving.

 Visit to an area with designated loading zones

## Integrated planning to reduce pollution in air and noise

The overall aim is to bundle different types of measures effectively, through an integrated approach in urban and traffic planning. Particularly in a large city such an approach cannot be realised at once. Selected areas have been chosen, e.g. the central district Mitte and the historic centre of Köpenick which are planning and testing noise abatement measures in pilot schemes. In a step-by-step approach these piloted measures will then be implemented in other districts. The focus of these abatement strategies is put on the realisation of measures and the communication of these activities to the public.

 Presentation of the city's strategy to reduce air and noise pollution

 Visit to a pilot scheme area: measures for noise reduction from road traffic

### Players to meet

- Local political representatives
- Representatives of transport and land use departments
- Public transport operator
- Freight distributors, employers, and other relevant stakeholders and partners.

## Visit Programme



### DAY 1

- 09:00 Welcome at the city hall
- 10:00 – Overview of urban development plans  
– Presentation of the urban transport development plan 'mobil2010'  
– Presentation of the city's strategy to reduce air and noise pollution
- 12:30 Lunch
- 14:00 Walking tour in the inner city 'Hackescher Markt' area :  
– mixed-use area  
– parking management  
– traffic calming measures  
– measures to promote cycling
- 17:00 End
- 18:00 Dinner

### DAY 2

- 09:00 Visit to pilot scheme area: measures for noise reduction from road traffic
- 11:00 Visit to an area with designated loading zones
- 12:30 Lunch
- 14:00 Visit to traffic management / traffic control centre
- 16:30 Farewell drink

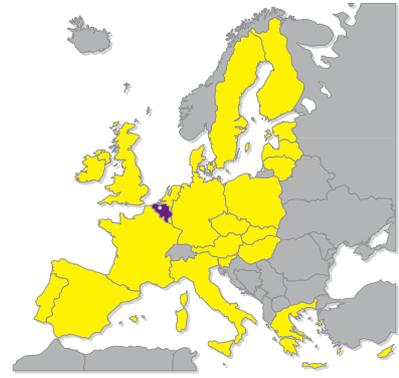
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# Gent (BE)



Gent, 55 km to the west of Brussels, covers 156 km<sup>2</sup> of which 36 km<sup>2</sup> is port area (handling 24 million tons / year). With its 226,000 inhabitants, Gent is the second largest city of the Flanders region in Belgium. As a result of the rapid development of the port, it became specialised in steel production, electromechanical industries and car assembly.

Gent is the third economic centre of Belgium. It is the only of the 5 major Belgian cities with a growing number of jobs, mainly in services (administration, health care and professional services).

Gent has a university and college students' population of about 45,000, and is the cultural heart of the Province of East-Flanders. The city has a well-developed and integrated mobility plan, creating synergies between:

- limited accessibility of the city centre by car in combination with a car parking plan,
- bicycle plan,
- public transport plan with better services and development of transfer points,
- traffic liveability plans per city sector with speed reduction and other safety measures.



## The largest pedestrian zone in Belgium and a smart car parking policy

The city of Gent has the largest pedestrian zone in Belgium. The historical city centre of 30 hectares is only accessible to cars with a specific permit.

Cars are redirected to the "P-route", a clockwise and anti-clockwise loop that connects the bigger parking lots close to the city centre. The P-route has a dynamic information and guidance system with indication of the occupancy status of the parking areas on the route.

The city has developed a peripheral parking policy with a Park & Ride under construction. There is a differentiated pricing policy. The 17,000 paying parking spaces within the city's ring road are cheaper than the city centre's parking facilities. Residents receive a free parking card for this area.

 Visit to the city centre, parking facilities and pedestrian zone

## Cycling policy

200 km of the 1000 km of roads on the Gent territory are property of the Flemish Region. These regional roads are the biggest concern in providing safety for cyclists. The Gent bicycle plan has set priorities in upgrading bicycle infrastructure at regional roads.

All pedestrian zones are open to cyclists. Streets are one way for cars, and two ways for cyclists.

A bicycle theft prevention scheme is part of the bicycle plan. It includes campaigning, bicycle registration and anti-theft bicycle racks. Two automatic bicycle pumps are available in the city, for bicycles running out of air.



Gent also focuses on the accessibility of the city by bicycles with the development of bicycle lanes next to the waterways that run across the city.

A safety campaign for young cyclists includes the distribution of helmets for children of 2.5 years old, bicycle flags for 5 year old children and safety vests for 8 year old children.

The city organises a second hand market for children's bicycles.

 Bicycle trip with focus on cycle policy in Gent, visit to the "cycle depot".

 Bicycle lanes, bicycle parking facilities, traffic lights, safety measures

## Public transport

The city of Gent has upgraded its public transport system through the implementation of the public transport plan. Frequency and quality of service have improved. A free late night service

in the weekend was introduced. Free public transport is available for senior citizens and teenagers. The renewal of the bus and tram fleet makes travelling more comfortable.

## Mobility management



Being the educational centre of the region, the city of Gent in a very early stage started to develop school commuter plans. The experience gathered in these projects is still taken up in several school mobility plans. New companies that come to settle in Gent are stimulated to develop a company mobility plan. The city's mobility service works according to an annual mobility communication plan. Gent is an active traffic campaigner. The city participates in the "In town without my car" campaign.

 *Mobility management in Gent, school commuter plans*

## Intelligent Transport Systems (ITS)

The dynamic parking guidance system is a good example of the way Gent makes use of the possibilities of ITS. Another ITS pilot project is the local demonstration with Intelligent Speed Adaptation (speed limiters). 46 cars (including the mayor's and the university rector's) and 3 regular buses have been equipped with an ISA-system.

 *Presentation of the ISA pilot*

## Integration of spatial planning and transport planning

The biggest challenges and opportunities for sustainable development are located north of the Gent region. An integrated approach for the economic, spatial and environmental future of the entire channel zone is being developed in the ROM-project. Regional, provincial and local authorities join forces to solve current and future development and accessibility problems in the channel zone. Transport is an essential part of this plan.

 *Visit to the Gent Port and channel zone (Including visit of the mobility manager at VOLVO Gent)*

### Players to meet

- Local political representatives
- Representatives of transport and land use departments
- School representatives
- Representative of the city's parking management company
- Coordinator of the ISA pilot
- The mobility manager of Volvo Gent

# Visit Programme



## DAY 1

- 09:00 – Welcome at the city's administrative centre (Wilsonplein) or in the town hall  
– Presentation of the city's mobility plan and the ISA project
- 12:30 Lunch in the city centre
- 14:00 Bicycle trip with focus on cycle policy in Gent, visit to the "cycle depot"
- 17:30 End
- 19:30 Dinner

## DAY 2

- 09:00 Presentation of the ROM project
- 09:45 Visit to the Gent port and channel zone (Including visit of the mobility manager at VOLVO Gent)

OR

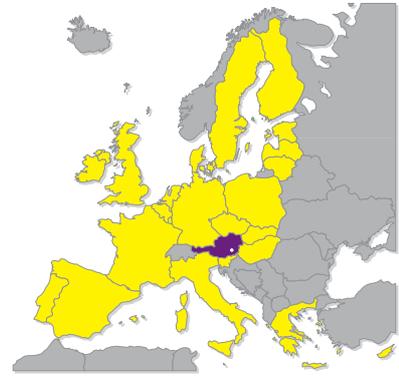
- 09:00 Presentation of the city's parking policy
- 10:30 Visit to the city centre, parking facilities and pedestrian zone
- 12:30 Lunch
- 14:00 Mobility management in Gent, school commuter plans
- 16:00 Farewell drink

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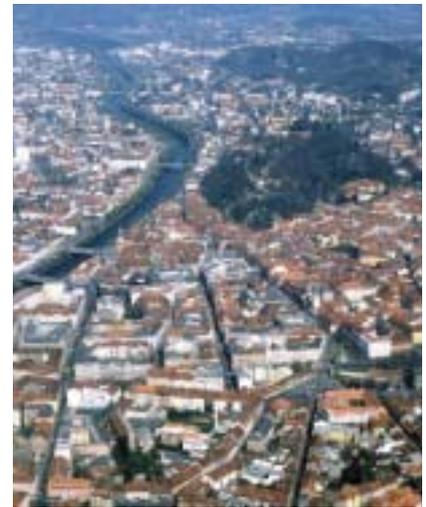
# Graz (AT)



Graz (238,000 inhabitants) is situated in the south of Austria. As one of the best-preserved historic cities in Europe, the Old Town was designated a World Cultural Heritage Site by UNESCO in 1999. Graz was Cultural Capital of Europe 2003. It is the capital and the cultural, economic and university centre of the Styria province.

Graz's city centre has many pedestrian precincts and distinct cycle traffic. It was the first city in Europe to implement a speed limit of 30 km for the entire city area (except for major roads) and the first Austrian city to open a mobility centre.

Graz is a city with high quality of life, and this is also the central issue of its transport policy. In the framework of the CIVITAS-project TRENDSETTER, the city boosts innovative solutions to achieve sustainable mobility.



## Graz's sustainable transport strategy

The main pillars of Graz's sustainable transport strategy are:

- large pedestrian areas and strolling zones,
- modern public transport with low floor trams and buses, real time information and guidance systems, traffic light priority, night buses,
- bicycle city (Cycling infrastructure in the centre, Bike + Ride, Bicycle Policy Audit ),
- integrated tariff and information system including the first Austrian mobility centre,
- environmentally friendly car traffic (parking regulations, speed limits, car-sharing, environmental parking),
- sustainable urban planning projects.

## Sustainable urban planning - integrated approach

The Master Plan for land use points out that expansion should only be made within public transport or bicycle

range and in corridors where good sustainable transport is possible. The initiative "Urban\_Link Graz-West" is tackling the historical problem zones of Graz West aiming for high-quality living and working in this district.

 Presentation of the city's urban planning policy, including master plans, traffic safety plan and TRENDSETTER

## Public transport

The Grazer Verkehrsbetriebe (GVB) is the main public transport operator in Graz. Fast routes that are partly separated from other traffic and prioritised at traffic lights speed up tram and bus traffic. Most buses and trams are comfortable, easily accessible (low floor) and modern.

By the end of 2004, 100% of the bus fleet will run on biodiesel – which is processed from locally collected used cooking oil.

 City tour by public transport (passenger interchange station, biodiesel buses...)



## Graz - city for cyclists

Graz started its bicycle facility development in the city centre – including the pedestrian zones. The modal share increased from 6% in 1980 to about 15% of trips in 2003.



For better cycling information the city offers a special bicycle map (printed and electronically). Furthermore, a dense network of cycling infrastructure in the centre, Bike + Ride facilities and Bicycle Policy Audits characterise cycling in Graz.

 Cycling tour experiencing the cycling facilities and measures



## Access restrictions for car traffic parking - responsible car use

Access is restricted for cars in the inner city, mainly by pedestrian zones and parking restrictions. Cars with low environmental impact get a discount on the parking fee. The principal objectives of Graz's parking policy are:

- restrict free parking to a minimum,
- use income from parking fees to support other transport policies,
- reclaim urban spaces by reducing surface parking,
- provide incentives for lower emission vehicles.

 Presentation of measures dedicated to responsible car use & parking policy



## Austria's first mobility centre - <http://www.mobilzentral.at>

MobilZentral opened in 1997 in a central location of Graz city centre. It currently offers information on public transport, including personalised timetables, all fares on all Styrian public transport, on Austrian and European rail services and on mobility services in general.

 Visit to MobilZentral, Austria's first mobility centre

## Noise abatement - GOAL

The GOAL project (Gesund Ohne Auto und Lärm = healthy without car and noise) concentrates primarily on the reduction of present shortcomings in the areas of traffic and noise.

### Players to meet

- Local political representatives
- Representatives of transport and land use departments (TRENDSETTER)
- Public transport operator GVB
- Other relevant stakeholders and partners (e.g. MobilZentral, FGM-AMOR - mobility management pioneer)

## Visit Programme



### DAY 1

- 09:00 Welcome at the city hall
- 10:00 Presentation of the city's sustainable transport strategy (Trendsetter, Graz' CIVITAS project and others) and spatial planning
- 12:30 Lunch
- 14:00 Presentation of public transport in Graz: infrastructure and marketing measures
- 15:00 Public transport tour to points of interest
- 17:30 End, time for discovering Graz on one's own
- 19:30 Dinner

### DAY 2

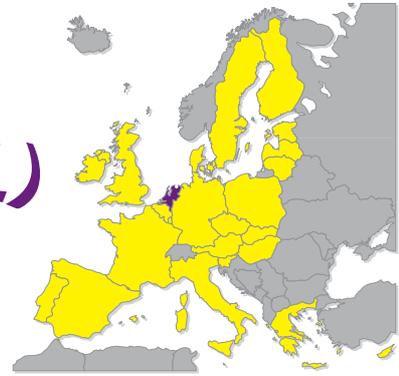
- 09:00 Presentation of measures regarding responsible car use and parking
- 10:00 Cycling tour experiencing the cycling facilities and measures
- 13:00 Lunch
- 14:00 Visit to MobilZentral, Austria's first mobility centre
- 16:00 Farewell drink

## CONTACT INFORMATION

### City of Graz

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# Groningen (NL)



Groningen is the metropolis of the northern Netherlands and with its 177,000 inhabitants, it is the seventh city of the country. Because of the presence of institutions such as a university and an academic hospital, Groningen plays a 'centre' role for over 500,000 people. Groningen has an integrated urban planning, transport and environment policy.



## The compact city - linking transport and land use planning

Groningen pays a lot of attention to the link between land use planning and transport planning. This is reflected in the concept of the 'compact city'. The compact city approach aims to keep distances as short as possible to as many destinations as possible, in order to limit the number of necessary travels and to allow many distances to be covered by bike. Points of attraction (such as commerce, cultural centres, employment centres) are located where they are accessible by public transport and bicycle. New residential zones are situated at 3-4 km from the city, close to public transport networks and cycling routes. Large businesses and public buildings are located in the neighbourhood of transport stops or railway stations, or in the city centre. Only enterprises really needing access by car are situated in the periphery. Car traffic in and around the city is concentrated to some roads in order to limit nuisance, and focuses on transport that is economically required. At those roads noise measures are implemented.

 Presentation of city's land use and transport policy

 Circulation plan, discouraging car use and in favour of cycling

## Cycling policy



The bicycle is very competitive to the car as a transport mode in the city of Groningen. Groningen's cycling policy was initiated in 1977 with the introduction of a traffic circulation plan. The inner city shifted its focus more towards the bicycle and away from the car.

The bicycle is on average 30% faster than the car in Groningen and around 50% of the number of travels over short distances are made by bike.

 Cycling tour experiencing the measures in favour of cyclists

 Bicycle lanes, bicycle parking facilities, traffic lights, safety measures

## Public transport: the KOLIBRI plan

Travelling within the urban region becomes more and more important: many people do not live where they work and a lot of traffic from the region also enters the city for shopping and leisure purposes.

Therefore the region of Groningen – Assen is developing the Kolibri Public Transport Network. The ambition of Kolibri is to implement a modern, fast and comfortable public transport network that competes with the car. By means of light trains, trams, speed bus connections and transferia, a network should be created which caters for fast connections.

 Presentation of KOLIBRI

## Parking management



The parking policy of Groningen supports the strategic choice to limit car access to the inner city: parking spaces in and close to the city only for business travel and targeted

(short) shopping; parking for fun shopping and commuter parking discouraged in centre, directed to Park & Ride; on-street parking in inner city most expensive.

 *Presentation of city parking policy and results*

## **Mobility management**

Influencing the demand for mobility and the travel behaviour of citizens in favour of sustainable transport modes is a main priority for Groningen. The city is experienced in setting up campaigns for different target groups and on different topics. Partnerships and cooperation with companies and business located in the area are essential to tackle transport problems related to commuting. Through the traffic coordination centre Groningen-based employers are encouraged to develop a company transport plan.

 *Visit to transport coordination centre*

 *Meeting with a company that has developed a company transport plan*

## **Freight transport**



Groningen has a historic city centre with small and narrow streets that cannot provide daily access to big trucks and vans. In addition, the city's policy is to

minimise motorised traffic in the centre. In 2002 Groningen received the 'Sustainable Distribution' label of the Platform for Urban Distribution, for its initiatives in favour of sustainable freight transport in the inner city.

Since 1995 Groningen has a special arrangement with freight transporters: they can also deliver outside the fixed delivery hours, provided they cluster goods to a minimum of 100 deliveries to at least 20 addresses in the inner city per day with small environmentally friendly vehicles. A Committee for Advice on supply issues was established in 1995.

 *Meeting with stakeholders*

 *Presentation of clean vehicles used for inner city distribution*

### **Players to meet**

- Local political representatives
- Representatives of transport and land use departments
- Public transport operator
- Representatives of transport coordination centre and local employers
- Freight distributors

# **Visit Programme**



## **DAY 1**

- 09:00 Reception at the city hall, Presentation of the integrated transport-land use policy
- 10:30 City tour to experience concept of compact city and circulation plan, with representatives of transport and land use departments
- 12:30 Lunch
- 14:00 Innovative public transport solutions for the future: the KOLIBRI project
- 15:00 Mobility management in Groningen: campaigns, parking measures, visit to transport coordination centre and meeting with Groningen based company
- 17:30 End
- 19:30 Dinner

## **DAY 2**

- 09:00 Freight transport: meeting with stakeholders involved in 'Sustainable Distribution' initiative; presentation of clean fleet
- 11:00 Presentation of city's cycling policy
- 12:30 Lunch
- 14:00 Cycling tour and on-site presentation of specific transport measures
- 16:00 Farewell drink

## **CONTACT INFORMATION**

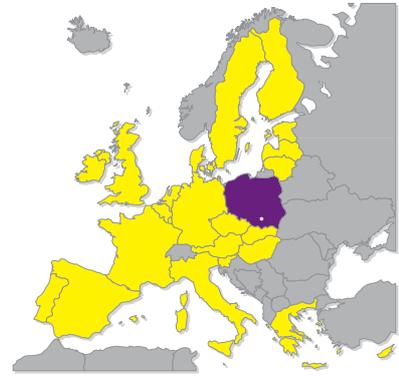
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# Krakow (PL)



Krakow lies in the southern part of Poland along the Vistula River in a valley at the foot of the Carpathian Plateau. The city covers an area of 327 km<sup>2</sup>. The local community of Krakow has a growing population of 800,000. Major advantages of the city are its rich historical and cultural heritage, its remarkable beauty and unique atmosphere, its multi-functional character, and fast and frequent railway and plane connections.



## Traffic access restrictions

In Krakow applies a strong concept of traffic calming. The traffic calming idea connected with pedestrian zone development was realised "step by step".

- In the 60s, car traffic was redirected to two radial roads in the old city.
- In 1979, the Main Market Square as well as neighbouring streets were closed for car traffic.
- As from 1984, crossing the old city by car became impossible (with a 60% reduction of car traffic in the old city streets as a result).



- In 1988, after lengthy debates the traffic restraint scheme was introduced:

- in zone A (50,000 m<sup>2</sup>, including the Main Market Place) car traffic was generally prohibited,
- in zone B (350,000 m<sup>2</sup>) car traffic was restricted; vehicular access was limited to service vehicles, residents with identity cards and taxis,
- in zone C, traffic was discouraged by parking restrictions,
- the Western part of the First Ring Road was split into sections to prevent through traffic.

## Charged parking in the city centre

The downtown area has about 18,000 parking spaces, mainly on streets and sidewalks. Only 1,700 places are located as off-street public parking. 3,300 parking places are private. For on street and sidewalk parking in the central business district, the current charge is 3.00 PLN (0.64€) per hour. For commercial off street parking, the charge is 7.00 PLN (1.5€) per hour. Pedestrian and bicycle traffic will be facilitated, public transport will be more attractive. Residential areas will become 30 km/h zones.

 Presentation of the A,B,C zones concept

 City centre tour to experience areas with access restrictions

## Awareness raising campaigns

Krakow was the only city in Poland participating in the European Mobility Week (EMW) campaign 2002. The success of the initiative resulted from the partnership and the involvement of citizens. In June 2003, the European Commission therefore rewarded the city for excellent local partnership. Krakow's Mobility Week promoted cross-sector partnerships. This was the basis for engaging local stakeholders in the organisation of events and initiatives that were part of the successful, weeklong programme. In the end, the European Mobility

Week was a joint undertaking of 28 partners representing NGOs, schools, businesses, governmental institutions, citizen groups and the city of Krakow. More than 200 people were directly involved in the organisation of the Mobility Week. As many as 3,500 citizens participated in the events, including 1,500 children and youngsters. The overall methodology, the partners, the different themes associated to each day of the EMW, the media involvement, the financial aspects and the obtained and expected results will be presented to the visiting local authority.

 Presentation of 2003 EMW in Krakow – EPCE (Environmental Partnership Foundation)

 On-site visit to Zwirzyniecka street

## Partnership in cycling

Today, the bicycle paths infrastructure in Krakow is about 30 km long. In the future, each renewal of road infrastructure will include a bicycle path or other improvements for cyclists. The idea is to increase the length of the bicycle network by integrating its cost in larger road investments. In addition also several new bike paths are built separately.



The users representatives, from the "Cities for bikes" initiative, play a crucial role, giving technical advice and feedback on new projects dealing with bicycle infrastructure. Technical standards following the best European experiences are being developed and should soon become part of the local legislation. A report on existing and future bike paths in Krakow was drafted in 2002. A working group led by the Deputy Mayor of Krakow, who is responsible for transport matters, gathers representatives of all municipal departments, environmental NGOs, users representatives, etc. and meets twice a month to discuss on the on-going cycling issues in the city.

 *The concept of partnership, presented by Cities for Bikes*

 *On-site presentation of new cycling infrastructure*

## Public transport



MPK is the main local public transport operator. In addition, a number of small operators run small buses. They are very popular and have also a major share in public transport trips inside the city. Public transport plays an important role in Krakow, as it represents ca. 50% of the trips in the city. For this reason priority measures for public transport are being

introduced such as dedicated bus and tramlines, priority on signalled crossroads and common tram and bus stops.

The existing urban public transport system is of a remarkable size:

- 84 km of streets with tramway (double track), 520 tram carriages serving 22 lines, 55 kilometres of tramway running on dedicated lines,
- 650 km of streets with bus traffic, 420 buses serving 118 lines.

Every day, 680,000 people travel by public transport.

 *Presentation of MPK*

 *Presentation of priorities for public transport*

 *On-site presentation of priority measures during peak hours*

## Players to meet

- Local political representatives
- Representatives of the city of Krakow's transport department
- Public transport operator - MPK
- Cities for Bikes organisation
- EPCE – the main EMW 2002 and 2003 partner

# Visit Programme



## DAY 1

- 09:00 Welcome at the city hall
- 09:15 Presentation of the city of Krakow's transport and land-use policies
- 10:15 Presentation of access restrictions for cars and parking management
- 11:00 European Mobility Week 2003 presentation – EPCE (Environmental Partnership Foundation)
- 12:30 Lunch
- 14:00 On-site visits (access restrictions, parking management, European Mobility Week)
- 16:30 Presentation of cycling infrastructure and the concept of "partnership in cycling"
- 17:00 End of meeting
- 19 30 Dinner

## DAY 2

- 09:00 Meeting at the city hall
- 09:15 On-site visits (cycling infrastructure)
- 10:45 Presentation of public transport – MPK operator and public transport policy
- 12:30 Lunch
- 14:00 Question and debate
- 15:00 On-site visits: public transport priorities
- 17:00 End of visit

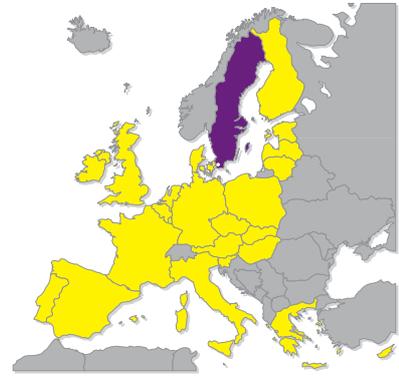
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# Lund (SE)



Lund (100,000 inhabitants), situated in the centre of the Öresund region and one of the oldest towns in Sweden, has earned a reputation of being a place where people meet, and, today, more than ever, Lund is a meeting place for ideas and creativity. The university and the science-park along with the multicultural atmosphere have turned Lund into a city where ideas are born – ideas that achieve both national and international success.

## LundaMaTs - an integrated effort to create a sustainable transportation system

Lund's sustainable transport strategy, LundaMaTs (miljöanpassat transport system i Lund), was introduced in 1997. The five pillars of the strategy are better public transport with improved intermodality for city buses and regional transport services, bicycle friendly town, industrial transportation and more sustainable commuter transport, environmentally friendly car traffic and sustainable urban planning. In the framework of LundaMaTs, a large number of activities – both infrastructure and soft measures – have been carried out. The emphasis is on measures designed to encourage voluntary changes aiming at creating an environmentally sound transportation system.

 Presentation of LundaMaTs

## Sustainable urban planning

Lund's work on sustainable development gained momentum with Local Agenda 21 in 1997 and the general plan from 1998 with about 20 different viewpoints. Examples of viewpoints on transport are: high priority for walking and cycling, reduction of car traffic especially in densely populated areas, expansion only within bicycle range and in corridors of good sustainable transport, extension of public transport with longterm socio-economic solutions, promotion of car-sharing and car pooling.

A project to tie mobility management and spatial planning closer together is currently running.

As a part of the 'Walk and Bike to School' project, school children and parents filled in a questionnaire about unsafe traffic spots, how they travel to school and which route they take. A list of the most critical spots has been set up, out of those 30 have been rebuilt by now.

 Presentation of the city's urban planning policy, including master plans, traffic safety plan, etc.

 City tour

## The bicycle city

'Bicycle City' is an integrated approach towards cycling in the framework of LundaMaTs. The focus lies on physical measures such as improvement and expansion of the bicycle network, bicycle parking, path lighting and Bike & Ride, on soft measures like specific marketing actions and includes the scientific evaluation of projects.

Lund is one of the most bicycle friendly towns in Sweden, the modal split for cycling and walking being 45%. Everyday, Lund's citizens cycle around 170,000 km, and 21,000 people visit the city centre by bike. 35,000 people per day change their mode of transport at the Lund central station and a large number parks their bike at one of the 3,800 parking facilities and continue the trip by bus or train. LundaHoj, the guarded bicycle park in the railway station area, offers rental bicycles.



 Cycling tour experiencing 'Bicycle City'



## Public transport

One of the principal characteristics of the transport policy in Lund is the construction of better infrastructure for buses and the marketing of public transport in co-operation with the regional transport operators.

Lund Link is a public transport highway from the centre via the University hospital, the Lund Institute of Technology, the Lund University and large business concentrations. Along the 10 km long stretch, bus traffic is prioritised by new, fast routes that to a large extent are separated from other traffic. Lund Link is a central measure aiming at enhancing the competitiveness of public transport.

The strategy of the city council is to establish fast bus lanes with buses of high standard and later convert the system into a modern tramway without large and costly reconstructions within the next 5-10 years.

A service line to support the mobility of elderly and people with disabilities drives along longer routes and picks up people right at their doorstep. Adapted low-floor buses serve the





*Bus ride on Lund Link*

residential areas and the city centre, but also the hospitals, most of the care centres and homes for the elderly people.

## **Access restrictions for car traffic**

In 1999, an environmental zone with traffic restrictions for heavy vehicles was established in the city centre. The environmental zone is not only to improve the local environment, but also to create a market for environmentally sound vehicles and thus to speed up technical development. Criteria for even stronger restrictions for entering the zone will be developed in the near future.

*Environmental zone, parking policy, parking information system*

*Test driving an ISA (Intelligent Speed Adaptation) vehicle*



## **Mobility office**

The Mobility Office in Lund, established in 1999, works on mobility management measures such as car-sharing, car pooling and commuting by bike or bus. It has set up various information and awareness campaigns aimed at different target groups, like the Health Bikers and the Bus Rider projects for commuters.

SMART Road User is the current campaign aimed at employees of companies. They receive information on travel time, travel costs, emissions, etc. with car, bus and bike for trips between their home and work place.

The Mobility Office is also responsible for the city's participation in the 'European Mobility Week' and the 'In town without my car!' initiatives. Lund received the European Mobility Week Award 2003 for the best communication strategy.

*Visit to the Mobility Office*

## **Players to meet**

- *Local politicians*
- *The city's technical services department (Road and Traffic Office, City Transport Office and Mobility Office)*
- *The City Architect's Office, Traffic Planning and Land Use*

# **Visit Programme**



## **DAY 1**

- 09:00 Welcome at the city hall
- 10:00 Presentation of city's sustainable transport strategy LundaMaTs
- 12:30 Lunch
- 14:00 Presentation of 'Bicycle City'
- 15:00 Bicycle tour
- 17:30 End, time for discovering Lund on one's own
- 19:30 Dinner

## **DAY 2**

- 10:00 Bus Ride on Lund Link and presentation of other projects improving attractiveness and competitiveness of public transport
- 13:00 Lunch
- 14:00 Visit to the Mobility Office
- 16:00 Farewell

## **CONTACT INFORMATION**

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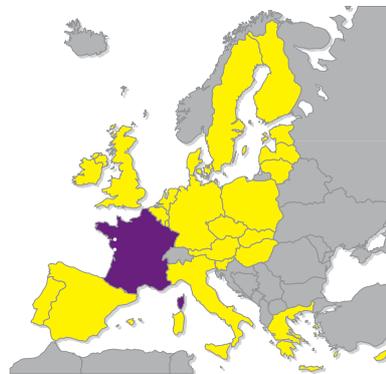
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# Nantes - La Rochelle (FR)



Born out of the Loire and the nearby Atlantic ocean, the Nantes urban area (555,000 inhabitants) covers 520 km<sup>2</sup>, with 150 km of rivers. Together with the Saint-Nazaire urban area and the Guérande Peninsula, the Urban Council of Nantes (UCN) covers a metropolitan area of 770,000 inhabitants. For the last ten years, Nantes has seen the second highest rate of growth in France with an increase of the number of housing and inhabitants in the centre of the city. To face the population growth and the two million daily journeys, the UCN follows a proactive policy for transport, urban development and environment.



## Urban planning and transport

An initial transport plan in 1991 and a more recent one in 2000 prioritise public transport, cycling and walking and aim to control the growth in private motorised traffic. This implies reducing the modal share of the car from 57% to 50% between 1997 and 2010. To this end, the urban transport plan is carrying out 42 transport related actions. Citizens living in suburban areas are obliged to use their car for daily trips. To tackle this problem, UCN aims to offer new housing, activities, buildings and public spaces increasing density in the city centre.

The Ile Feydeau is an historical neighbourhood with old buildings, which have been renovated over the last ten years. The southern part of this former island has been redesigned in favour of soft modes and public transport. Studies are in progress for the reshaping of the northern part of the former island, where the main public transport station of the conurbation is located.

 *Presentation of the Nantes urban area mobility and transport policy*

 *Redesign of the Feydeau Island's public spaces (historical neighbourhood)*

## Mobility management

The city encourages companies to develop "mobility plans" for all work-related journeys made by their employees and promote sustainable solutions such as buses, trams, regional rail, local coaches, car-sharing, parking, city bikes, etc. When employers contribute financially and are involved in mobility plans, Nantes Metropole proposes a reduction of 15% on the annual public transport fare of the employees of companies. Nantes is also implementing its own travel plan.

 *Presentation of the Nantes Metropole travel plan*

## Public transport and intermodality

Priority is given to public transport development (railway, tram and buses), by making the public transport network denser and more frequent, and by providing integrated Park & Ride facilities.

The development of the rail system and its synchronised connections supports secondary urban centres and helps to control urban growth. As a first step, the railway link between Nantes and Vertou has been upgraded and two new stations with Park & Ride facilities have been created.



The extension of the tram network and two new guided tram-bus routes are under development. The renewal of the public authority vehicle fleet is an opportunity to purchase cleaner vehicles (155 natural gas-powered buses). A second compressed natural gas station was built. The French certification of bus routes started with the definition of standards and regular consultation of users.





To face congestion problems caused by traffic crossing the Loire river, city bridges are under construction with public transport and soft modes, as well as three river shuttle boats:

- a link main railway station / city centre / university
- two links city centre / suburban cities (2005-2006)
- 👁️ *Suburban railway link Nantes-Vertou and connecting points (public transport network, Park & Ride), works on a tram and bus route, with car access restrictions*
- 👁️ *Tram extension, integrated in a remodelling project, visit of a Park & Ride connected to the tram*
- 👁️ *Return to the city centre by river shuttle boat (or tram line 2)*

## Soft modes

The bicycle network is under development; 300 km are available (objective: 800 km). To complete this network, a bicycle and pedestrian plan along the rivers is in progress. 195 km of pedestrian routes are already in place.

The 30-year old University site of the Tertre, was redesigned in favour of soft modes and public transport, with car access and parking restrictions. In the campus, the Vélocampus association offers 320 bicycles to students for annual rental and related services.

- 👁️ *Reorganised mobility on the University site of the Tertre*
- 👂 *Meeting with the Vélocampus association*



## Players to meet

- UCN local political representatives
- UCN parking and public transport department representatives
- UCN mobility department representatives
- UCN public spaces department representatives
- Public transport operator (SEMITAN) representatives
- Vélocampus association
- ADEME transport representative

# Visit Programme



## DAY 1 - NANTES

- 08:30 Welcome: coffee – presentation of UCN mobility and transport policies and travel plan
- 09:00 Technical presentation of implemented transport measures
- 09:45 Visit to suburban railway link Nantes-Vertou and transfer points, works on tram bus route 4, car access restrictions
- 11:30 Visit of the Feydeau Island's redesigned public spaces, (historical neighbourhood)
- 12:00 Lunch
- 13:30 Visits: public transport corridor, Park & Ride and interchange point, new public spaces of the University site of the Tertre, Vélocampus association, return to inner city by river shuttle boat.
- 16:30 Discussion
- 17:27 Train to La Rochelle. Arrival: 19:16 in La Rochelle, transfer to the hotel by coach.

## DAY 2 – LA ROCHELLE / See presentation and visit programme PAGE 24-25

## CONTACT INFORMATION

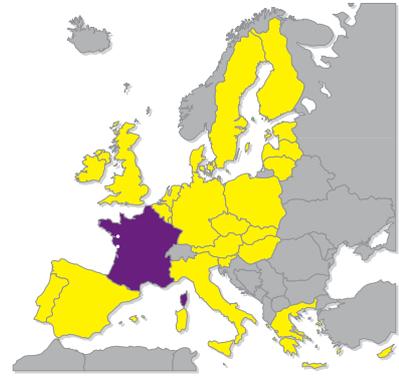
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# Nantes - La Rochelle (FR)



The Urban Community of La Rochelle gathers 18 towns and enjoys a steady rise in population, an indication of its attractiveness. With 140,000 inhabitants, it covers 20,650 ha. To meet growing travel needs and ensure overall coherency, the Urban Community is responsible for organising urban transport within the whole of the conurbation.



## Urban planning

Since 1985, the urban area has developed a concept of semi-collective transport as alternative for the private car. Road traffic increased on the periphery and decreased in the city centre. Two factors explain the success of these transport policies: multimodality (choice of modes) and intermodality (flexible use together with low fares). Developed within the Urban Transport Plan, these measures are now followed up by a Transport Trends Monitoring Unit.

 *Presentation of the Urban Transport Plan and its Monitoring Unit*

## Intermodality

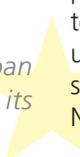
With the support of several local authorities, the "Pass'Partout 17" aims to become the single public transport pass in the whole Charente Maritime County (urban buses and minibuses, interurban coaches, inter-city regional trains, shuttle boats and bicycles).

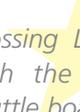
Introduced in 1988, the on-demand solar electric shuttle boat serves as a public transport link.

A parking place and a modal switch platform were built on the Place de Verdun, at the edge of the historical city

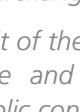
centre, with two aims: discouraging through city traffic, transferring it to public transport (19 lines of urban buses, 5 lines of interurban coaches, collective taxis with a three zone fare system, public bicycles free of charge for two or three hours, electric cars rental for a short time).

Based on the success of the Jean-Moulin Park & Ride (350 daily users, many more in summer), a public consultation was carried out among commuters in order to identify their perception of transport solutions and to collect suggestions from potential users on the second Park & Ride. This should be located in Lagord, in the North of La Rochelle.

 *Presentation of the "Pass'Partout 17". A travel card will be offered to each visitor*

 *Crossing La Rochelle channel with the solar and electric shuttle boat*

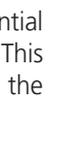
 *Visit of the Place de Verdun interchange terminal*

 *Visit of the Jean Moulin Park & Ride and meeting with the public consultation experts*



## Responsible car use and noise abatement

LISELEC, the electric car self-service rental, offers the advantages of a private car, without its drawbacks: operation on a time-sharing basis, and without adverse impact on the urban environment. LISELEC is mainly used for short trips within the urban area. 50 electric cars are available at 7 stations for a half or full day. The service complements the conventional transport systems, filling in certain gaps in service (e.g. in the evening or at night). Currently LISELEC had 500 registered users, with about 110 journeys a day.

 *Presentation and visit of the LISELEC station*

## Urban goods delivery

The ELCIDIS (ELelectric vehicle City Distribution System) was piloted on a European scale in 6 cities. ELCIDIS targeted carriers and aimed to reorganise deliveries in order to reduce pollution and congestion caused by lorries in the city centre. The carriers' lorries arrive at a strategically located platform. Parcels are then transferred to electric vans, which bring them to their final destination. In 2002, 300 parcels were delivered



per day to the city centre. Carriers save three hours a day, and the shopkeepers who use the system emphasise the decrease in noise and congestion caused by lorry traffic. A national evaluation on the economic and environmental impact of the system was carried out by the French Agency for Environment and Energy Management (ADEME).

 *Presentation and visit of the ELCIDIS platform*



## Awareness raising campaign



Even the best technical solution cannot work unless backed by the users themselves. On September 9, 1997, La Rochelle banned polluting cars from the city centre. Economic actors and authorities, inhabitants, the media, gathered to make this car free day a success. This local initiative grew into the European "In town without my car!" initiative.

 *Meeting with a member of the "In town without my car!" and European Mobility Week Pilot Group*

## Soft modes

A Master Plan for "eco-friendly links" aims at establishing a coherent protected network of cycle paths and lanes (135 km, including 86 km in urban areas) with good signposting. 350 public bicycles are available. Other services are: combined transport with an equipped bus, free bicycles on the Jean-Moulin Park & Ride, combined fare for either bus + bicycle or bus + bicycle + shuttle boat.

 *Presentation of the public bicycles system*

### Players to meet

- Urban Community of La Rochelle political representatives
- Political representative of the « In town without my car! » pilot group
- Representatives of the transport and mobility department, and of the technical department
- Representative of the Joint Board for integrated ticketing in the Charente Maritime County
- Les Nouveaux Armateurs, sociologists
- ADEME transport representative

## Visit Programme

**DAY 1 – NANTES /** See presentation and visit programme PAGE 22-23

**DAY 2 - LA ROCHELLE**

During the day, all travels are made with a free multimodal "Pass'Partout 17" card.

08:30 - 09:30 Welcome at La Rochelle headquarters. Presentation of:

- the global transport policy , urban transport plan and the transport trends monitoring unit
- the integrated ticketing in Charente-Maritime County

10:00 Visit to a LISELEC station, electric car rental

10:15 Visit to the ELCIDIS platform: Electric vehicle City Distribution System

11:00 Transfer by bus with Ceria-based Fuel-borne Catalyst to meet with a member of the pilot group of the "In town without my car!" Day

12:00 Lunch

14:00 Crossing La Rochelle channel with the solar electric shuttle boat and walk to Place de Verdun

14:30 Place de Verdun interchange terminal: urban buses and interurban coaches, public bicycles and electric car rental, shared taxis on demand

16:00 Visit to the Jean Moulin Park & Ride area with electric shuttle minibus

16:30 End of the visit

## CONTACT INFORMATION

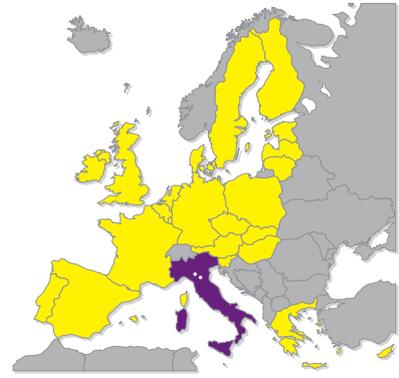
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# Modena - Parma (IT)



Modena is the second city in Emilia-Romagna region. The area of Modena is crossed by two national highways and two railways, and is a key junction in national transportation. The population of Modena is around 177,000 inhabitants. Another 110,000 people live within a range of 15 km. The productive fabric of Modena is historically characterised by SMEs. Employment sees more than 85,000 workers, while unemployment rates are less than half of the national rate (4.3 against 9.5). Modena has a university and college students' population of about 25,000. The city has activated its Local Agenda 21 process since 2002.



## Noise

Since the 80s, Modena has prioritised environmental noise control policies. Noise maps were developed for the urban territory and in 1991 a survey was carried out on citizens' reactions to road traffic noise. This led to the introduction of acoustic planning in land planning procedures.

In 1999, Modena adopted the acoustical zoning and the noise abatement action plan.

More than 9,000 m of sound barriers were built to protect residential areas and low speed zones were created to reduce noise levels and improve citizens' safety and quality of life.

 Presentation of acoustic planning procedure and noise level prediction practices

 Visit to residential areas protected by sound barriers

## Public transport

The public transport system was radically re-organised some 5 years ago with a focus on frequency instead of schedule, and on transfer systems.

It includes buses and trolley buses but also a cleaner vehicle fleet, car-sharing, tailor-made services for people with special needs and companies shuttle services. These services are supported by communication and awareness raising initiatives - accompanied, when necessary, by deterrents or disincentives

(e.g. extension of limited access areas or increase of parking fees).

The public transport network is 170 km long. The lines crossing the city centre are mainly electric trolley buses (3 lines - 25 km).

40 buses are fuelled with water and diesel-oil emulsion, to reduce pollutant emissions.

The local public transport company is building a methane filling station to convert its fleets to methane fuelled vehicles.

Car-sharing and transport on demand services for city suburbs are being tested, as part of an integrated public transport service.

 Presentation of Modena's mobility plan and public transport policy

## Soft modes

With some 104 km of bicycle tracks network, Modena is the 2nd cycling city in Italy. 10% of daily journeys are made by bike.

Guarded bicycle warehouses were implemented at interchange points, as part of social employment schemes.

A free bike rental service is running.

The restricted traffic area covers around 690,000 m<sup>2</sup> while pedestrian areas in the city centre represent more than 25,000 m<sup>2</sup>.

 Presentation of low speed zones plan and traffic flows prediction practices

 Visit to bike rental service

 Visit to traffic restrictions area and to low speed zones

## Parking management

Parking in the city centre is charged. In the most important areas, fees are not hourly rated but progressively, where the third hour costs double the fee of the second hour.

At present, there are around 1,800 paid parking spaces, of which 300 have progressive fees. In 2003, fees have been increased by 20%. Modena is supporting private companies to build underground private parking facilities in or close to the city centre.

## Intermodality

The railway and bus stations are the main interchange points. Park & Ride facilities are being developed, with free parking spaces.

STIMER (currently tested) is a pricing scheme based on the area instead of on the distance in km, on rate reduction according to the transfers made in a certain time, and on the possibility to use different transport modes with the same ticket.

 Visit to urban railway station



## Mobility management



Agreements were concluded with 12 companies to promote the use of public transport in home-to-work trips. Companies, the city of Modena and the public transport company agreed on the use of a yearly pass at reduced cost (AACITYCARD).

A similar agreement was reached with elementary schools (BIMBOBUS), supported with awareness raising and road education initiatives.

Company shuttle services are in place for companies located in industrial areas, which are not fully covered by public transport service.

A project is ongoing to improve the distribution of goods in urban areas (goods transit point), the final aim being to refuse access to non eco-compatible vehicles from 2005 onwards.

 Visit to company shuttle services for home-to-work transfers

## Responsible car use

Since 2000, the use of cleaner vehicles has been promoted, through both local financial resources and by participating in national or regional initiatives. Incentives are provided to both citizens and companies.

Modena also provides incentives for the purchase of two wheels electric vehicles, also installing recharge points at different locations.

## Integrated approach: environmental town planning

When designing a local plan, town planners must take into account noise reduction needs. For each new residential development, a "noise climate assessment" is compulsory, showing noise levels in the area where new houses will be built.

The position, the orientation and the height of new buildings are defined taking into account their use and the distance from noise sources; the position of noise barriers or the creation of low speed zones should ensure that noise limit values set by acoustic zoning will be met.



### Players to meet

- Local political representatives
- Representatives of mobility and environment departments
- Managers of the Agency for Mobility and public transport company
- Private companies mobility managers

## Visit Programme



### DAY 1 - MODENA

- 09:00 Welcome at Modena's city hall
- 09:30 Presentation of Modena's best practices:
- Mobility plan and public transport policy
  - Low speed zones plan
  - Traffic flows prediction practices
  - Acoustic planning procedures
  - Noise levels prediction practices
- 13:00 Lunch in the city centre
- 14:30 Site visits:
- Company shuttle services
  - Bike rental service
  - City centre area with traffic restrictions
  - Low speed zones
  - Urban railway station
  - Noise barriers
- 17:30 End of the visit and departure to Parma

DAY 2 – PARMA / See presentation and visit programme PAGE 28-29

## CONTACT INFORMATION

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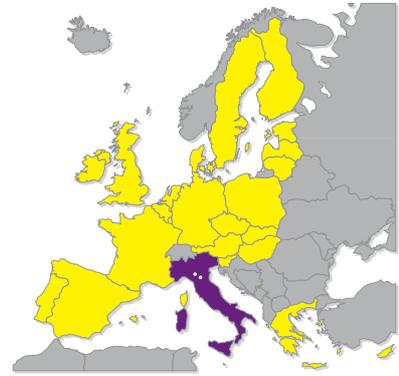
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# Modena - Parma (IT)



The Parma conurbation counts 171,000 inhabitants and covers an area of 260 km<sup>2</sup>, the main residential area representing 29.8 km<sup>2</sup>. The Torrente Parma flows through the city from south to north, with 9 bridges (7 in the city and 2 on the outer ring road) crossing the river, while the via Emilia, the main road linking 6 provinces of the Emilia-Romagna region, goes through the city from east to west. The historical centre extends for 2.5 km<sup>2</sup> inside the inner ring roads, and is divided between the old part (west of the river) and monumental area (to the east, where the heart of the city is located). In outer parts, the urban area is basically bounded by the ring road, with a further boundary in the north, where the motorway and railway link between Milan and Bologna are situated. Parma has prestigious universities and important companies in the agricultural-food industry like Barilla.



## Public transport

Since 2000, local public transport has undergone a major transformation, with new services and vehicles being introduced. Innovative policies have restyled conventional services to provide dedicated and flexible solutions, for example:

- Park & Ride shuttle buses: three routes bring motorists from a Park & Ride station to the city centre. Modern minibuses leave every 10 minutes on weekdays, at special prices.
- Campus express: a specific service for university students, which links the railway station to the university campus, with an intermediate stop at the main bus station. This service also operates with modern minibuses.
- Hospital bus: this service links up a large car park with the railway station, Parma's main hospital ("Ospedale Maggiore") and two other hospitals. Four medium-sized hybrid vehicles operate this service



and  
run  
only  
on

electricity when inside the grounds of the "Ospedale Maggiore". The service inside this hospital is free of charge.

- City bus: electric buses in the monumental area of the historical centre link up the Local Health Authority Offices and the railway station.



- Pronto bus: This is a dial-up evening/night-time service (from 8.00 pm to 1.00 am), with flexible route. Users can book the service to be picked up and brought to their chosen destination. Routes are planned with special software, based on bookings made. This service has replaced - and eliminated - some permanent night-bus services. Mid-size buses with a monitor for the driver showing the software-planned route are used.

- Happy bus: in operation since 15 September 2003, the Happy bus takes primary and lower secondary

school pupils (6-13 years old) to school. 42 special natural gas fuelled minibuses operate the service and are equipped with a video showing environmental education programmes. An assistant supervises the pupils. At present, some 1,500 pupils use the service.

These services prove to be very successful. The number of passengers using public transport each year rose from 24.2 mio in 2000 to more than 26 mio in 2003. The number of kilometres travelled went up from 5.7 mio in 2000 to 7.2 mio in 2003 with an urban network expanding from 322 km in 2000 to 404 km in 2003, including 8.5 km of lanes dedicated to public transport and 18 km to trolley buses.

 Presentation of Parma's mobility plan and public transport policy

 Visit to public transport company

## Traffic calming and parking management

Alongside local public transport priority initiatives, privately owned vehicle access to the historical centre





has been drastically reduced. The entire historical centre inside the inner ring roads, is now a limited traffic area. Permits are delivered for free to residents for one car, and at a charge for categories listed in a specific ruling. Throughout the historical centre and in areas just outside the inner ring roads, there is paid parking (blue lines), with cheaper rates for short-term parking. This has made the Park & Ride shuttle bus service extremely competitive and some 12,000 passengers now use the service 6 days of the week. Goods vehicles over 3.5 tonnes can only transit on the outer ring road, except when they have to access the city centre for deliveries or services.

 *Presentation of traffic calming and parking policy*

 *Visit to limited traffic area*

 *Visit to Park & Ride facilities*



## **Cycling policy**

Parma has 52 km of cycle lanes and cycle/pedestrian lanes. Cycling is promoted as the traditional way of getting around a flat city such as Parma, with financial incentives to buy electric bikes and a bike office managed by a local council company (Infomobility). Since June 2002, 648 electric bikes have been sold in the Parma area, while electric bike hire has clocked up 18,400 hours. During the morning rush hours, 16% of the people travel by bike.

 *Visit to cycling and pedestrian areas*

## **Mobility management**

Parma has appointed a mobility manager who has also helped to introduce mobility managers in the main 33 companies (with more than 300 employees) operating in the Parma area. At present, 13 commuter mobility plans have been submitted by the companies for assessment by the city council. The mobility manager is also drafting a transit point plan for goods delivery in the historical centre. At present, goods can be delivered at set times (from 9.00 to 10.30 am and from 5.00 to 6.00 pm).

### **Players to meet**

- *Local political representatives*
- *Representatives of environment and mobility department*
- *Representatives of the public transport company*
- *Representatives of the Local Council Company Infomobility S.p.a.*

# **Visit Programme**



**DAY 1 – MODENA /** See presentation and visit programme PAGE 26-27

**DAY 2 - PARMA**

- 09:00** Welcome at Parma's town hall
- 10:00** Visit to the new Council management offices and presentation of Parma's mobility plan
- 11:00** Visit to the public transport company offices and presentation of Parma's public transport policy
- 12:00** Visit to the European Food Safety Authority Offices
- 13:00** Lunch in the historical centre
- 14:30** Tour in the historical centre, limited traffic, pedestrian and cycling areas
- 16:00** Presentation of and visit to the Park & Ride facilities
- 17:30** Farewell drink

## **CONTACT INFORMATION**

### **Parma City Council**

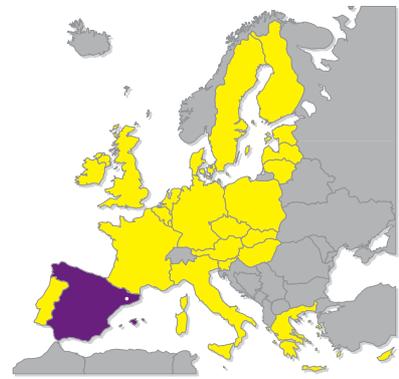
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# Terrassa (ES)



Situated on the northern border of the Barcelona metropolitan system, with 190,000 inhabitants and a strong industrial character, the city of Terrassa is currently undergoing a major growth, both in social terms and in terms of population. For the last two years, the city has been involved in a process of parallel planning, including the Environmental Plan, the revision of the General Plan (urban development), the Accessibility Plan, the Commercial Equipment Plan and the Mobility Master Plan.



## **Mobility model and master mobility plan: the cellular approach**

In the proposed Mobility Model of Terrassa, every suburb is given a cellular approach and is treated as a 30 km/h area, enabling vehicle and bicycle coexistence. Internal roads, which distribute traffic through the suburbs, are to be designed with a 40 km/h speed limit. Only for roads communicating external infrastructures or those with little residential areas, will the speed limit be maintained at 50 km/h. The centralities and their smaller counterparts should tend towards a pedestrian area design, with short connecting routes (max. 1 km) giving priority to pedestrians. The mobility plan also deals with goods delivery, public transport, parking management, bicycles, ... and introduces indicators -to be published every two years- to achieve Kyoto commitments.

  *Master mobility plan - Methodology and first actions carried out*

## **Comprehensive pedestrian plan**

In the historical centre, a well-connected pedestrian zone, in which strolling and shopping represent the most important options, was created. Measures include the removal of all architectural barriers, the creation of 30 km/h zones and strategic changes in traffic flows allowing a 40% traffic reduction, the implementation of heavy restrictions on loading and unloading times, fruit of an agreement between all parties, and the initial design of car parks according to the needs of residents and of the area's commercial and entertainment activities. All projects are carried out with the participation of neighbourhood associations.

Future developments include 140 km of principal pedestrian network to join all polarities and suburbs, as well as secure school access programmes.

  *Presentation of the comprehensive pedestrian plan*

 *Walking tour through the historical centre*

## **Public transport management**

Since 1993, the entire fleet has been controlled by an Intelligent Transport System (ITS). During the last four years, the public transport operator has carried out important measures to improve the service, including new accessible platforms in bus shelters, digital radio priority at traffic junctions, a newly designed fleet and the development of a new concept of reliability. A new generation of ITS and passengers' devices control were introduced in 2003, and a new integrated ticketing system was installed according to the instructions of the metropolitan area of Barcelona.

 *Presentation of public transport management*

 *Visit to the public transport company and on site trip*



## *New technologies applied to sustainable mobility*

An advanced centralised traffic control system with digital radio technology manages traffic, gives priority to public transport, and informs citizens. A new car-pooling web has also been created, to be used mainly in business and industrial zones. The main goal of these instruments is to collect, in the control centre, information on bus movements, traffic flows, incidents and other issues so as to provide up-to-date and relevant information to citizens, both on streets and at home.

 *Traffic control centre and other applications of new technologies*

 *Traffic control centre and on-site presentation of the use of new technologies*

## *Mobility management - participation of all stakeholders*

One of the most singular characteristics of Terrassa's mobility management policy is the involvement of all stakeholders, from the city council itself to the operating companies, from the world of education to the residents. Communication and information campaigns are carried out to raise awareness and generate interest and to promote the development and cultural, social and political consolidation of the mobility model.

So as to achieve the Mobility Pact, including 18 principles and objectives aimed at promoting sustainable mobility throughout the city, some 40 organisations and associations led by the city council discussed during 6 months the current and future state of mobility in Terrassa. They now continue to analyse and help carry out, from planning to reality, the specific actions to be implemented.

 *Presentation of participation strategy and meeting with stakeholders*



### *Players to meet*

- *Local political representatives*
- *Representatives of transport and mobility departments*
- *Representatives of public transport company*
- *Representatives of traffic control centre*
- *Representatives of organisations participating in mobility management*

## *Visit Programme*



### **DAY 1**

- 09:30** Reception at the city hall
- 10:00** The city's integrated master mobility plan: the cellular approach
- 11:00** Coffee Break
- 11:30** Comprehensive pedestrian plan, actions and results
- 12:30** Walking tour in the city centre  
On-site presentation of specific measures for pedestrians
- 14:00** Lunch
- 15:30** Presentation of public transport management in the public transport company's premises
- 16:45** Public transport tour - On-site presentation of specific measures
- 17:30** End, time for discovering Terrassa on one's own
- 20:30** Dinner with city representatives

### **DAY 2**

- 09:30** New technologies applied to sustainable mobility  
Presentation of and visit to the traffic control centre
- 11:00** Coffee break
- 11:30** On-site presentation of the use of new technologies
- 12:30** Mobility management –  
Participation of all stakeholders
- 14:00** Lunch
- 16:00** Farewell drink

## **CONTACT INFORMATION**

### **City of Terrassa**

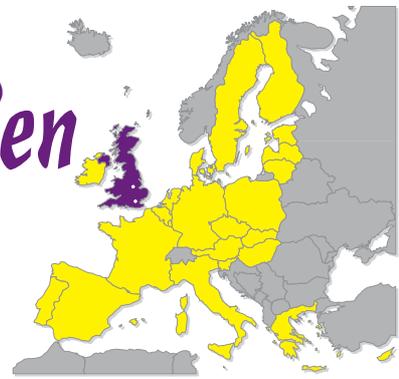
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# London Borough of Camden

## - Nottingham (UK)



London is a vibrant world city where 7.4 million people speak over 300 languages.

London's transport network includes a great diversity of public transport services, on river, surface and underground rail and 13,000 kilometres of road.

Transport for London (TfL) is the integrated body accountable for both the planning and delivery of transport services in London. Camden is a diverse inner London borough covering roughly 22 km<sup>2</sup>, with a population of 198,000. It is a small but important part of London, with a concentration of shops, offices, hotels, the country's legal centre, London University and large teaching hospitals, together with residential areas of character and elegance and renowned urban squares and green spaces.



### Camden's strategic approach - Green Transport Strategy

Camden is a leading borough in the development of sustainable land use, transport and air quality policies, actions and initiatives. Its Green Transport Strategy provides the overarching framework for delivering the Council's sustainable transport policies and projects in the borough. It pulls together environment, planning and transport policies, and sets an action plan, which includes initiatives such as workplace and school travel plans, clear zones, car free housing, travel awareness raising, and car free housing.

 Presentation of Camden's Green Transport Strategy

### Innovative, integrated sustainable street management: Camden's Boulevard Project

Camden actively listens to what its residents consider as priorities. Camden's residents have made clear they want cleaner streets, better pavements and a more attractive

environment. The award winning Boulevard Project aims to deliver this through an innovative major capital investment programme.

The project holistically looks at all aspects of the street environment. For example, the Borough has started washing more footways rather than just sweeping them; they are trying out a number of different ways of improving footway surfaces so that they can withstand high-pressure washing. And to do that Camden is exploring environmentally friendly ways of obtaining water, such as by boring holes into Camden's water table.

 Presentation on the Boulevard Project

 Walking tour to view implemented Green Transport Strategy initiatives and the Boulevard Project first hand



### Traffic busting: the London Congestion Charging Scheme

London's congestion charging scheme has provided a radical solution to a long-standing problem. It has helped to get London moving after years of choking traffic. The scheme tackles four key transport priorities for London: reducing congestion; improving bus services; improving journey time reliability for car users; and making the distribution of goods and services more reliable, sustainable and efficient. It has also raised significant funds to improve London's transport. Since the scheme was introduced in February 2003, it has reduced congestion by as much as 30% in the zone.



 Presentation by Transport for London, providing an overview of the congestion charging scheme's development and implementation

 Walking tour includes viewing the congestion charge boundary and enforcement mechanisms



## ***Building less car dependent lifestyles: Camden's Car Free Housing policy in action***

Camden has been encouraging the development of car free housing schemes in traffic congested and polluted areas, where land space is at a premium, since 1997. Car free housing is a planning policy for new housing schemes where the space traditionally reserved for car parking is used instead for more housing units or 'greener' uses such as more play spaces and cycle parking. In car free housing schemes there is no on-site car parking and residents of car free housing schemes are not eligible for on-street parking permits.

 *Presentation on Camden's car free housing policy*

 *Walking tour visit to a car-free housing development*

## ***Making a lasting impression: Camden's approach to International Car Free Day***

Camden began participating in the 'International Car Free Day' campaign in 2000. For three years Camden held progressively larger street parties to promote less car dependent lifestyles. In 2003 Camden decided to try a new approach of permanent closures that reallocate road space to pedestrians and cyclists and discourage or restrict motor vehicle access and related pollution.



 *Presentation on Camden's 'International Car Free Day' approach*

 *Walking tour: previous Car Free Day event sites and permanent closure*

### ***Players to meet***

- *Local political representatives*
- *Representatives of regional transport authority*
- *Local authority representatives*
- *Travel information centre employees*

## ***Visit Programme***

### **ARRIVAL DAY TO LONDON (OPTIONAL)**

15:00 - 17:00 Historic London Tour including trips on various modes of London transport

19:30 Dinner

### **DAY 1 - LONDON BOROUGH OF CAMDEN**

10:00 Presentations on Camden's overarching Green Transport Strategy and a number of innovative projects including the Boulevard Project

11:00 Depart on walking tour from town hall to view innovative physical measures and street management practices, and the Congestion Charge Zone and enforcement mechanisms

12:00 Presentations of the Congestion Charge Scheme, Camden's approach to Car Free Day and the Car Free Housing policy

13:00 Lunch

14:00 Depart on second part of the walking tour to visit the sites of Car Free Day events and the new permanent measures, visit to a car free area

15:55 Train from London St Pancras to Nottingham

17:40 Arrive Nottingham – guests welcomed at the station and showed to hotel

**DAY 2 – NOTTINGHAM / See presentation and visit programme PAGE 34-35**

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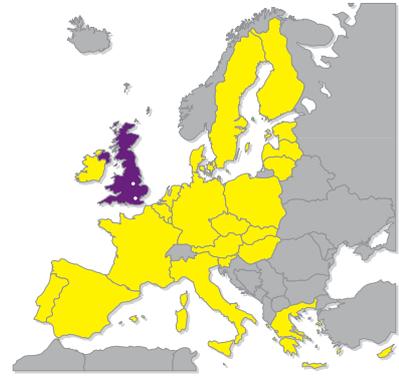
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# London Borough of Camden - Nottingham (UK)



Nottingham is close to the centre of England at the heart of the East Midlands. About 270,000 people live in the city. For the second year running Nottingham has ranked as the fourth best shopping destination. The city centre is 2nd place in retail league. The undisputed capital of the East Midlands, it is the 9th largest travel-to-work area in England with a population of 740,000 and 3 million people within an hour's drive. It is also the fastest growing major city in the UK in terms of job creation. Since 1991, there has been a clear increase in the number of commuter trips between the city and its travelling area, in both directions.

The responsibility for local transport is split between Nottingham city council and Nottinghamshire county council for their respective parts of the conurbation, and the Greater Nottingham Local Transport Plan (LTP) has been produced jointly on a rational basis, towards a more sustainable environment. Nottingham achieved increased bus usage and halted traffic growth, whilst successfully managing significant economic growth. The Government has ranked Nottingham city council the best performing transport authority in the country in 2002/03. This is the 3rd year in a row that the city receives national recognition of best performance.

## The big wheel: turning transport around

Led by the Greater Nottingham Transport Partnership (City & County Councils, Government Office for East Midlands, Nottingham Development Enterprise), the Big Wheel is a public awareness campaign and a user friendly way of selling the city transport vision. The distinctive brand has been used to promote integrated transport projects and unify the branding of public transport information, of travel and health public campaigns, and events (e.g. "In town without my car!").

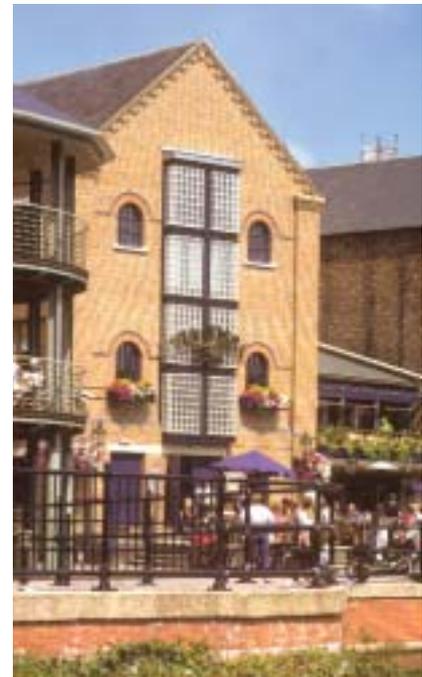
 Presentation on the rational and history of the Big Wheel



## Funding the NET (Nottingham Express Transit)

NET is the modern tram system which will help ease congestion, enhance the environment, promote regeneration and improve access - all of which will help to build on the city's booming economy. NET Line One is the start of a proposed network. It runs through former mining communities and disadvantaged inner city areas, before reaching the city centre and terminating at Nottingham railway station. Work began in June 2000 and NET is expected to take an estimated two million car journeys off Nottingham's roads every year.

Tram systems are not cheap to build - but they are worth it. All in all a £200 million investment. The two Council's invited tenders to build their tram system and selected Arrow Light-Rail as their chosen concession company to design, build and operate Nottingham's tram. Arrow's funding to build the tram is secured via a Private Finance Initiative for which Government approved credit



in December 1998. This type of funding transfers the risk to the private sector, and keeps the possibility for the local authority to start and develop other major projects at the same time.

 Presentation on the tram's funding

 Walking tour to show tram and associated infrastructure



## Parking, a usually missing link

Parking plays a key role in integrating transport and land use policies: Nottingham pursues a proactive parking management policy. This is reflected in the parking facilities (Park & Ride, city centre car parks, on-street), their pricing structure, their availability and the enforcement of any restriction. Nottingham is also considering introducing a congestion charging scheme on workplace parking.





 Presentation on the parking strategy

 City centre walking tour showing parking facilities, and bus tour to Park & Ride site

## Mobility management partnerships

Nottingham has been at the forefront in developing effective partnerships between the local authority and companies. The commuter planners club is one such example that has been established since 1996. Mobility management, or commuter travel plans, involves innovative ways of reducing car dependency whilst promoting sustainable alternatives. A commuter travel plan relies on active partners to shape their own mobility plans in line with the local authority's targets and objectives. About 30 employers of the city have developed travel plans, which encourage and help around 50,000 people to commute by more sustainable modes of transport.

 Presentation on partnership working to make commuter travel plans work

 On-site visit of an employer with a successful travel plan

## Filling the gap: accessibility to public transport

Nottingham has conducted a complete public transport accessibility audit, which has been used to inform bus service development. The Council has identified gaps in service provision and has responded with the introduction of semi demand responsive services to link isolated communities to the major bus corridors. In partnership with the two major hospitals, the city also has provided 'Link' services from the major bus corridors to improve access to hospital facilities. Information accessibility has also been identified as unsatisfying and the city has an Information Strategy with clear targets to plug those gaps.

The next best thing to illustrate bus measures, other than a bus, is the integrated ticketing Kangaroo, the 1st of its kind outside London.

 Bus tour showcasing public transport accessibility (infrastructure, equipment, information), including a Park & Ride site

### Players to meet

- Local political representatives
- Local authority representatives
- Marketing representative of the Big Wheel
- Commuter travel plans advisor

# Visit Programme

DAY 1 – LONDON BOROUGH OF CAMDEN/

See presentation and visit programme

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DAY 2 - NOTTINGHAM

- 09:15 Presentations on integrating transport and planning - The transport strategy; selling the vision with the Big Wheel campaign; funding with the tram private finance initiative; the parking strategy
- 11:30 City centre tour – integration of urban planning and transport policy illustrated with Clear Zone, regeneration sites along the tramline and on-street parking management
- 12:00 Lunch
- 12:45 Presentations on innovating in mobility management - Partnerships for travel plans; public transport accessibility
- 13:20 Visit to a successful travel plan partner, and bus tour showcasing all elements of public transport accessibility and a Park & Ride site.
- 15:15 Return to offices – questions and conclusion
- 16:30 Possible train to London, arrival 18:15

## CONTACT INFORMATION

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# *SMILE - Sustainable Mobility Initiatives for Local Environment: The Gateway to Sustainable Mobility*

Sustainable Mobility aims to reconcile citizens' mobility needs with quality of life and environment.

SMILE aims to help local authorities cope with this challenge by presenting good practices and introducing innovative approaches on a permanent basis.

Sustainable Mobility patterns require the distinct political will of local decision makers to bring about a change. Targets to reduce private motorised traffic, concerted strategies for the implementation of measures and specific examples for other stakeholders pave the way for sustainable mobility policies.

SMILE supports local authorities by presenting 170 successful and replicable practices for sustainable urban mobility in its local experiences database (see [www.smile-europe.org](http://www.smile-europe.org)).

SMILE analyses local policies and jointly with experienced European cities and towns, drafts recommendations for local authorities to facilitate the replication of these practices (see further considerations below).

Sustainable Mobility includes the concept of cooperative planning as measures are most effective if targeted towards specific groups of citizens and their corresponding requirements.

SMILE compiles the results and experience of European cities and towns in designing projects and measures according to the needs of specific target groups and presents successful models on how to involve citizens (see recommendations on target groups and SMILE CD-ROM).

Sustainable Mobility is about creating incentives for citizens to choose more sustainable modes of transport such as walking, cycling and public transport.

SMILE gathers experience on how to best include public transport in sustainable mobility initiatives and draws up recommendations for both local authorities and public transport operators (see recommendations on public transport and SMILE CD-ROM).

Sustainable Mobility intends to lower harmful noise levels, particularly from road traffic, thus increasing health and the quality of life in European cities and towns.

SMILE identifies innovative activities in reducing noise from urban traffic and elaborates practical guidelines aiming to point out existing potential for noise-abatement measures in a field for which local authorities are responsible and can therefore take action more easily.

Sustainable Mobility calls for innovative and permanent solutions to face increasing traffic pollution and congestion and contributes to a new mobility culture.

SMILE enables local authorities to benefit from the experiences of 14 of the most advanced European cities and towns in this field through the present SMILE Study Tour Catalogue and the SMILE Site Visits.





SMILE - Sustainable Mobility Initiatives for Local Environment

[www.smile-europe.org](http://www.smile-europe.org)