

Handbook 2009



Improving
City **Climates**
Sept. 16–22

EUROPEAN
MOBILITY WEEK

European Info Point

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WHY THIS HANDBOOK?

This European handbook aims to provide useful information and advice for local authorities participating in the “European Mobility Week” (EMW) initiative. The basis for this guide are the experiences of European cities that organised the European Mobility Week in its previous editions from 2002 to 2008 and the “In town without my car!” days from 1998 to 2008, the specifications laid out in the EMW Charter and the recommendations provided by the European and international partners of the EMW initiative.

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

“IMPROVING CITY CLIMATES”

is the focal theme for the European Mobility Week 2009. This not only refers to the meteorological climate, it can also relate to the general city atmosphere, to aspects affecting quality of life such as air quality, noise, road safety, quality of public space as well as social cohesion and integration for instance.

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

European Mobility Week website: www.mobilityweek.eu

WHY A EUROPEAN MOBILITY WEEK?

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

FROM “IN TOWN WITHOUT MY CAR!” ...

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

... TO THE EUROPEAN MOBILITY WEEK

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

- Promote their existing policies, initiatives and best practices related to sustainable urban mobility.
- Contribute to raising citizens’ awareness on the damages that current urban mobility trends cause the environment and the quality of life.
- Establish performing partnerships with local stakeholders.
- Be part of a Europe-wide campaign, sharing a common goal and a common identity with other towns and cities.
- Emphasise the local commitment towards sustainable urban transport policies.
- Launch new longer term policies and permanent measures.

PARTNERSHIPS FOR SUSTAINABLE MOBILITY

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

At the European level, the European Mobility Week consortium is following the same approach and established a European Mobility Week Pledge that was signed by some 20 European and international organisations. These organisations officially expressed their support for the initiative. The EMW is therefore a suitable context for European and international stakeholders to work together towards the same goal: the achievement of sustainable urban mobility.

SUCCESSFUL EDITIONS OF THE EUROPEAN MOBILITY WEEK FROM 2002 TO 2008

European Mobility Week was an immediate success: 320 local authorities from 23 countries participated fully, whilst there were an additional 111 supporting cities. Awareness of the initiative has grown year on year and public opinion is very favourable, with more than 80 % of the people interviewed expressing their support. Most people also recognise the value of the European Mobility Week as a campaign to highlight excessive car use in cities, and the vast majority would like to see the event occurring more frequently.

In 2008, a record number of 2,102 local authorities officially participated in the European Mobility Week and 7,677 permanent measures, also a record, have been implemented. Altogether, around 220 million citizens in 39 countries were involved!!!

HOW TO PARTICIPATE?

Any city, town, or local authority is welcome to participate in the European Mobility Week. The European Charter 2009 and the online registration form need to be completed and submitted to either your National Coordinator (if there is one) or to the European Coordination. For more information, please go to www.mobilityweek.eu/how-to-participate.

The Charter is the document for local authorities to declare their participation in the EMW or the “In town without my car!” day. All local authorities complying with at least one criterion of the Charter are considered *participants*, those local authorities committing to all three of the below will become *golden participants*. The three criteria are:

- To organise a week of activities, taking into account the 2009 focal theme of “Improving City Climates”.
- To organise at least one Car-Free Day during the EMW; local authorities are free to choose the date however. In this way, the National Coordinators, European Coordination and European Commission hope to encourage participation by local authorities that consider organisation of a Car-Free Day on a weekday to be a too big challenge. “In town without my car!” is the official title for the Car-Free Day event on 22 September. When organised on another day it should be referred to as “Car-Free Day” only.
- To implement one or more new practical permanent measures that contribute to modal transfer from private car to environmentally sound means of transport and to sustainable transport in general. These permanent measures make it possible for local authorities to show their real commitment to sustainable urban transport policies. Citizens will be more willing to change their behaviour if they see that their city or town invests in alternatives to the private car. Permanent measures make the spirit and enthusiasm for the EMW last a whole year. Since European Mobility Week’s 2007 edition, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport.

The *golden participants* are eligible to apply for the European Mobility Week Award. For further EMW Award conditions and information on how to apply, please refer to www.mobilityweek.eu/award.

WHY “IMPROVING CITY CLIMATES” AS FOCAL THEME?

Climate change is happening and represents one of the greatest environmental, social and economic threats facing our planet. For a lot of top environmental and economic experts, it is *the* ultimate defining challenge confronting mankind and must be addressed immediately, quickly and with long-term goals.

In its latest assessment report, the International Panel on Climate Change (IPCC) concluded that even with current climate change mitigation policies and related sustainable development practices, global greenhouse gas emissions will continue to grow over the next few decades. These emissions, which mainly comprise carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O), are causing global temperature increases. A rise in global sea levels, more frequent and intenser storms, floods, droughts as well as bush fires, changes in ecosystems and increases in infectious diseases are the inevitable consequences. Urban areas will have to meet some additional, very specific challenges, e.g. set up health systems, plan green corridors able to handle the effects of heat waves, etc.

Our current travel behaviour mainly relies on the use of fossil fuel-powered vehicles, which makes the transport sector a major source of CO₂ emissions. Although the latest technological developments regarding clean and energy-efficient means of transport, alternative fuels as well as intelligent transportation systems look promising, the effects of global warming can only be countered by making the change towards more sustainable transport modes such as cycling, walking, public transport, car sharing and car pooling.

2009 could mark an especially crucial year for combating climate change. The eyes of the world are turning to Europe – and to Denmark in particular – with high hopes. The United Nations Climate Change Conference to pass a follow-up agreement of the Kyoto Protocol will be held in the Danish capital of Copenhagen this coming December, and will bind the undersigned nations to legal commitments such as reductions in greenhouse gas emissions.

The European Union is committed to working constructively for a global pact to control climate change and to reducing its overall emissions to at least 20 % below 1990 levels by 2020. It is leading the way by taking ambitious action of its own and is prepared to scale up the planned reduction to as much as 30 % under a new global climate change agreement should other developed countries make comparable efforts. The EU has additionally set itself the target of increasing the share of renewables in energy use to 20 % by 2020 (for more information, please visit www.ec.europa.eu/environment). With the theme “Improving City Climates”, the local level can demonstrate its own commitment, determination to combat climate change and dedication to sustainable mobility.

The local level is the one closest to the citizens. Local governments should therefore act as role models, promoters and awareness raisers when it comes to tackling global warming. In no other field it is as important to convince people, because only a change in their behaviour will lead to the intended effect being achieved. By involving citizens in local strategies, acceptance of measures will be increased and the desired changes in behaviour achieved.

However, “Improving City Climates” does not simply refer to the meteorological climate. The theme can additionally relate to the general city atmosphere for instance, to quality of life with aspects such as air quality, noise, road safety, quality of public space as well as social cohesion or integration, and much more, giving it a wider interpretation and various possible areas of action.

FACTS & TRENDS

Between 2000 and 2007, the amount of CO₂ released into the atmosphere increased much more rapidly than experts predicted. On average, CO₂ emissions increased by 3.5 % per year, which is three times faster than between 1990 and 1999. The current amount of carbon dioxide in our atmosphere is the highest in 650,000 years¹! The effects of this are quite obvious:

11 of the 12 years between 1995 and 2006 rank among the 12 warmest since modern records began in around 1850. If we continue along the same route, with the CO₂ emissions released into the atmosphere, a temperature increase of between 2 °C and 5 °C may potentially already have been reached by the middle of this century².

¹ IPCC

² IPCC, The Stern Review

Since the 1970s, the tropical storms in both the Atlantic and Pacific regions have grown in intensity and duration by around 50 %, whilst 2005 set a sad record for the hurricanes in the North Atlantic: never before (since records began) have so many tropical storms developed so early in the season. The all-time record of 21 in one season (1933) was beaten in 2005 when 27 tropical storms hit. Such extreme weather conditions are only expected to increase in future³.

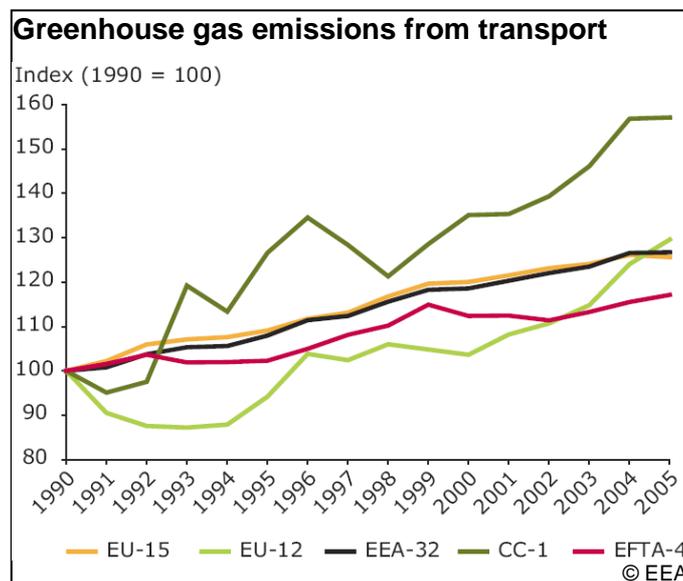
Of particular concern is the fact that the initial effects of climate change are felt most acutely by the world's poorest people and in countries that have contributed the least to global greenhouse gas emissions. Already today, far more than 20 million people have been forced to leave their homes due to changing environmental conditions. By the year 2050, UN predictions estimate that the number of 'climate refugees' could have increased to as much as 200 million⁴!

TRANSPORT AS CLIMATE CHANGE CATALYST

Looking at the transport sector, it is still the fastest growing consumer of energy and producer of the most greenhouse gases in the EU. Transport accounts for around a third of total energy consumption and for over a fifth of greenhouse gas emissions; private car use is responsible for the majority of emissions within this. Furthermore, the transport sector is responsible for a significant proportion of air pollution as well as noise nuisance in cities.

As it divides natural areas into ever-smaller pieces, it has a serious impact on the landscape with serious consequences for animals and plants⁵.

Improvements in the energy efficiency of the various transport modes are noticeable, however, are more than offset by the continuous growth of the transport sector:



³ Massachusetts Institute of Technology (MIT)

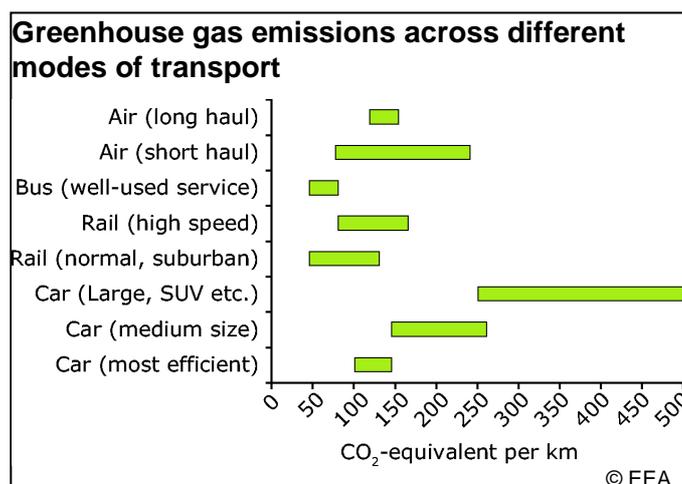
⁴ United Nations University; University of Hamburg

⁵ European Environment Agency (EEA)

1.9 % for passenger (with a total share of 75 %) and 2.7 % for freight transport annually. As a result of this escalation, energy consumption and emissions of greenhouse gases by transport are still increasing – by 27 % between 1990 and 2005. This is further worsened by a shift from more environmentally-friendly modes of transport to cars and airplanes in particular. Reasons for this are higher incomes, the growing number of car owners, cheaper airline tickets and thus more holiday (air) traffic. Had emissions from the transport sector followed the same downward trend as in society as a whole, total EU greenhouse gas emissions during 1990 - 2005 would have decreased by 14 % instead of just 7.9 %⁶.

MUCH HAS BEEN DONE – BUT MUCH MORE IS NEEDED!

Local authorities and with them transport policies increasingly recognise the need to restrain transport growth and to enhance the market shares of sustainable transport modes. Fair and efficient pricing, better targeted investments so as to improve the quality of urban transport infrastructure – including trains, buses, public spaces, bus stops, terminals, bicycle lanes and footpaths – raising awareness of the impact of individual travel choices, and spatial planning are just a few of the tools that can help to achieve this⁷.



The advantages are obvious: every kilometre cycled or walked, every kilometre less driven with a car, every car trip avoided is an active contribution to climate protection. For example: by using public transport, the individual impact on greenhouse gas emissions is up to 10 (!) times less than with a car.

The EMW provides the perfect platform to communicate the central role of sustainable mobility, to inform citizens about the steps local authorities are taking towards a greener future, to promote usage of public transport and to show what each individual can do to tackle the challenges of climate change.

⁶ EEA

⁷ EEA

WHICH ACTIVITIES TO ORGANISE?

The focal theme of the eighth edition of the European Mobility Week is “**Improving City Climates**”. Local authorities are invited to organise activities for their citizens to raise awareness about the critical effects of climate change. Moreover, municipalities are encouraged to launch and promote permanent measures that will facilitate the reduction of CO₂ emissions on a local level as well as to showcase what each one of us can do to effectively combat climate change.

The theme, however, does not only focus on the meteorological climate. By making a change towards more sustainable transport modes like cycling, walking, public transport, car sharing and car pooling, it isn't only greenhouse gas emissions that are cut dramatically – improvements are also made to the “climates” and overall atmosphere in our towns and cities, which suffer from air and noise pollution caused by traffic, road accidents, congestion, lack of public space as well as social cohesion.

During the European Mobility Week, reward do-gooders, raise awareness, inform and involve the citizens, implement sustainable measures and promote as well as celebrate them!

- Hold public discussions/exhibitions on climate change/climate refugees. Invite experts, politicians, teachers and parents with their children.
- Get the police on board to talk about road safety/correct road behaviour so as to explore the special needs of non-motorised traffic participants.
- Stage some street theatre: depict traffic situations and conflicts between pedestrians, cyclists and cars.
- Plan an open day at the police station to foster and establish good understanding between the authorities and general public.
- Analyse dangerous crossings/traffic spots and get experts to make these safer. Hold the ‘reopening’ during the EMW.
- Have a special focus on elderly and disabled people: discuss their needs and problems with them when they travel around town. Provide wheelchairs and crutches so that people can experience and better understand what it means to be handicapped.

- Take pictures of cyclists with extraordinary bicycles and publicise them so that citizens can vote for the “Cyclist of the Month/Year”. Give the winner a prize and/or invite the winner to a breakfast with the mayor.
- Work with schools on travel plans and teach schoolchildren how to use public transport. Organise a tour “exploring my city by tram/bus” so that pupils can get to school independently, safely and in an environmentally-friendly manner without having to rely on the “parent taxi”.
- Get politicians and/or teachers with their scholars to sign a declaration committing to small changes, which will help reduce their individual greenhouse gas emissions. Hand the declaration over to the mayor and display them at the city hall.
- Introduce “walking” or “cycling buses” where groups of children walk/ cycle to and from school together each day. Assign politicians and police officers to guide them and discuss dangerous spots along the route.
- Promote car pooling, car sharing and “pay-as-you-go” car schemes. Have “traffic jam walkers” to inform car drivers who are stuck in traffic everyday about alternatives. Ask them what needs to be done so that they would switch to more sustainable modes of transport.
- Install an online database that matches participants with similar commuting needs.
- Make local politicians cycle to work or use public transport throughout the entire EMW. Provide T-shirts/caps featuring the EMW logo and theme: 30, 40 politicians on the streets wearing the same outfit will attract media!
- Organise a commuter challenge to find out which mode of transport produces the least CO₂ emissions. Have the different transport modes compete in a race against each other to see who can actually get around faster in an urban setting.
- Urge car drivers to hand in their driving license for the EMW: give them a free or reduced public transport ticket and interview them about their ‘new’ experience.
- Put together a lottery for the users of public transport during EMW and have monthly transportation passes as prizes.
- Deforestation is responsible for around one fourth of the global greenhouse gas increase: plant trees, launch a facade greening programme, inform citizens about the impact of destructive logging, have an exhibition and give details of why it is important to preserve rainforests and primary forests.
- Set up an art competition for the “most beautiful tree”, the “perfect city” or the “perfect city climate”.

- Display the consumption of efficient electric appliances in comparison to old models; show how much CO₂ and money can be saved in private households – involve shopkeepers.
- Train bus drivers in eco-driving. Have a competition for the friendliest, most helpful and best eco-driving bus driver.
- Present Shared Space concepts on methods and policies for tackling road safety, community severance and congestion issues as well as for enhancing economic vitality in streets and public spaces.
- Implement new pedestrian crossings, 20 mph/ 30 km/h zones especially in front of schools, elderly homes and hospitals.
- Have traffic light systems synchronised with cyclist and pedestrian needs and correspond to their pace so traffic lights are phased.
- Arrange neighbourhood clean-ups which could also be set up as a competition amongst schools or citizens looking for the “biggest ‘earth’ saver in town”.
- Run a “Trips for Trash” campaign so that people can trade recycling material collected on the streets for public transport tickets.
- Measure/Calculate the CO₂ emissions, nitrogen oxides (NO_x) and particulate matter (PM) values for your city and show how they have developed over the years. Display future predictions if certain measures/changes in behaviour would/would not be implemented. Show the effects/results if every citizen in your particular city were to switch to sustainable modes of transport for just one week, i.e. the entire EMW.
- Raise awareness for individual contributions towards climate change. Offer a quiz or a calculator on the impacts of individual action (e.g. a carbon footprint calculator, see www.mycarbonfootprint.eu).
- Organise an opinion poll amongst residents, e.g. on how they feel about living close to roads with dense traffic flow, how secure they feel when cycling or walking in the city. Ask them for suggestions to solve problems.
- Show the effects if the polar ice caps would melt completely. If applicable, put signs up how high the water would be in your city and show which areas would be directly affected.
- Promote local foods, as these will have short transportation routes – local businesses will also benefit at the same time.
- Organise street interviews held by students together with local TV/radio channels about people’s opinions and awareness of climate change and how they are/will be affected. Ask them about the “climate” in their city.
- Trial permanent road closures during EMW; ask citizens, residents and shopkeepers for their opinion at the end of the EMW.

ACTIVITIES FOR 7 DAYS DEDICATED TO SUSTAINABLE MOBILITY

As indicated in the European Mobility Week Charter 2009, to be eligible for the European Mobility Week initiative, cities and towns can organise a week of events on specific topics related to sustainable urban transport from 16 to 22 September.

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

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

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

In order to prepare an interesting seven-day programme, cities and towns can organise additional Car-Free Days, or focus on any other thematic event which may be more relevant in the local context. Ideas for activities on “Accessibility”, “Safe Streets for Children”, “Clever Commuting”, “Streets for People”, and “Clean Air for All” can be found in previous editions of this handbook, which are available on request from the European Info Point.

THE LAUNCH OF THE EUROPEAN MOBILITY WEEK

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

- Introducing special offers such as a “European Mobility Week Ticket” with special fares on the public transport network for the whole EMW.
- Offering additional services (higher frequency, specific offers, shuttle services, etc.) as well as information provision services (maps, door-to-door travel advice, special municipal newsletter edition, etc.).
- Promoting intermodality by creating links between the individual modes addressed during the EMW.
- Rewarding those who leave their car at home for the EMW, interviewing them so they can explain what alternative transport methods they chose and how it worked in practice.
- Launching the permanent mobility measures the city has planned within the framework of the European Mobility Week.

PUBLIC TRANSPORT

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

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

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

CLEVER COMMUTING

With topics ranging from availability and quality of public transport to companies and administrations, to the promotion of (new) offers of public transport and specific sites, to accessible information about public transport, to work or financial incentives for the use of public transport.

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

INTERMODALITY

Combine measures to promote cycling and public transport such as:

- Allowing bicycles on public transport vehicles at off-peak times.
- Building new bicycle racks at interchanges and public transport stops to encourage people to use a bicycle to reach the nearest public transport connection.

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

	Average speed	Distance covered in 10 mins	Catchment area
Walking only	5 km/h	0.8 km	2 km ²
Cycling	20 km/h	3.3 km	32 km ²

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

ACCESSIBLE PUBLIC TRANSPORT

Accessibility for disabled people and persons with reduced mobility is an important topic to promote public transport. Access to transport is not only a right and a necessary prerequisite to ensure social inclusion; accessible transport is also comfortable, high-quality transport for everybody. Experience shows that the number of non-disabled passengers actually increases when public transport is made more accessible.

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

SAFETY

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

PASSENGER INFORMATION

- Introduce a new style of timetable or internet service.
- Open a mobility centre or other multimodal information services providing information on *all* modes of transport, timetables, access reports, etc.
- Use the EMW to find out what customers think of your services.

COMMUNICATION WITH CUSTOMERS & STAFF

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

- Offering visits to the public transport company control office – explanations of control over frequency, speed and route networks, which are the main elements that define a convenient service.
- Staging an exhibition, organising a demonstration or circulation of innovative public transport equipment or prototypes on regular routes.
- Explaining any disruption due to new lines being built or visit a metro/ tramway worksite.

CYCLING

The European Mobility Week is an excellent opportunity for all actors to join forces and learn about the integration of mobility policies. Cycling relates to all aspects that make a “liveable city”. Bicycles save space and energy and cause neither noise nor air pollution. They contribute to sustainable mobility and public well-being, are efficient and healthy. All the cities participating in the event will be motivated to learn and take action, making the EMW a stepping stone for bicycle usage in the city.

All proposals for activities listed here are to draw attention to the importance, potential and benefits of cycling. These include improvement of the public transport chain (train, bus, tram, underground) and considerable increases in the accessibility and effectiveness of both of these modes of transport, and should therefore receive adequate attention.

CYCLING & CLEVER COMMUTING

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

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

BICYCLE INFRASTRUCTURE

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

“TRY OUT AND BECOME AN EVERYDAY CYCLIST!”

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

WALKING

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

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

WALKING & CLEVER COMMUTING

- Encourage companies to provide staff who walk to work with breakfast (or some other reward).
- Persuade company management to reward staff who walk to work with monetary incentives or an additional two minutes of annual holiday entitlement (two minutes a day equals 10 hours per year – or an extra day's holiday – for someone who walks to work every day) for instance.
- Suggest to companies that they give a present to street cleaners who maintain the pavements and areas immediately outside their buildings.
- Advise companies on how to change the design of their car parks to give pedestrians priority or to make the area more pedestrian-friendly.
- Have the chief executive take a walk in the streets around the company's building(s) and to nearby bus stops and stations to assess accessibility for pedestrians.
- Work with a group of companies to start carrying out regular joint graffiti removal projects in their neighbourhood.
- Distribute information on safe walking routes.

LIVING STREETS

- Arrange for the mayor or council leader(s) to explore some part of the town or city on foot to assess potential problems such as graffiti, cracked pavements, rubbish dumping, dog waste, etc. and work on how to solve them.
- Plant trees in a less attractive street (since planting is usually done in the winter, it may be that only the preparations for planting will be practical at the time).
- Unveil a permanent piece of street sculpture or hold a temporary sculpture exhibition along a street with a wide footway, have an opening ceremony.
- Inaugurate a new 20 mph/ 30 km/h zone with a ceremony.
- Arrange to get shopkeepers and other property owners to join in the campaign through a local Chamber of Trade.

NATIONAL GOVERNMENTS

- Children are accompanied by the Transport Minister on their daily walk to school.
- The Transport Minister meets parents and their children on streets with 20 mph/ 30 km/h zones to discuss local walking conditions with them.
- In the presence of local children, the Transport Minister dedicates a new pedestrian bridge, footpath or other improved facility to pedestrian traffic.
- The Transport Minister and, where possible, other government officials walk to and from work or their bus/train connection, etc.
- The Interior Minister accompanies a member of the police force on their beat and helps enforce safety on the streets.
- National government announces legislation to levy a charge on all the main sources of street litter – plastic bags, cigarette cartons and chocolate bar wrappers – with the proceeds of these charges going to enhanced street management. The Irish Republic already levies a charge on 'free' plastic bags.

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

MOBILITY MANAGEMENT

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

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

For some years, mobility management has been implemented on a national, regional, urban and company level in several European states. Experiences during these years have made clear which aspects of mobility management are

crucial: one of them is partnership. Within the relevant framework, businesses and schools should be responsible for reducing their environmental impact. They can do this by undertaking research and drawing up a strategy, focusing on transport management. During the European Mobility Week local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

COMPANY TRAVEL PLANS

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

OVERALL ACTIVITIES

- Organise a Bicycle Day for employees, with rewards for cyclists such as flexible working hours, breakfast, a T-shirt, live band, showers, massage, possibility to have bicycle postcoded against theft, win a bicycle, etc.
- Get a local celebrity, e.g. the mayor, to state: "I cycle/walk to work" or "I use public transport to get to work".
- Award a Mobility Trophy to a company making an effort to implement sustainable mobility.
- Organise a Sustainable Transport (Car-Free) Day for companies: employees walk, cycle, use public transport, car pool to work.
- Reward regular commuters who have a season ticket for example with special actions such as a breakfast, a free newspaper and use this to create media interest.
- Offer car drivers stuck in traffic jams a 'stress ball'.
- Develop specific criteria and a designation for bicycle-friendly companies.

- Present/launch car pool matching initiatives among companies in the city.
- Ask companies to offer employees a bicycle bonus (per km).
- Company travel plans: test new measures during EMW.

URBAN TRANSPORT PLANS

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

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

RESPONSIBLE CAR USE

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

A wide range of activities could be considered, as listed below. These range from careful and safe driving to restrict the mobility of non-car drivers as little as possible, to reducing emissions from car traffic (which has a direct effect on the climate and on air quality), to increasing the number of passengers per car.

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

SAVE FUEL

- Ask car dealers or car manufacturers to set up a demonstration stand with fuel-saving cars.
- Invite driving schools to offer energy efficient trainings (eco-driving).
- Promote eco-driving amongst professional drivers like school bus drivers, taxi drivers, drivers for companies and institutions, etc.
- Launch a campaign with local petrol stations to encourage regular checking of tyre pressure (below 0.4 bar means an increase in fuel consumption by 10 %).

“GIVE THE CAR A BREAK”

- Present equipment and/or organise a demonstration for the transport of goods by bicycle.
- Invite “Everyday Cyclists” to present their habits and experience on transport of children and goods, leisure trips, clothing, etc.
- Organise competitions where car drivers hand over their licence for a certain period of time (for instance during the EMW) and receive a public transport ticket in return, allow them to present their experiences, and reward them.
- Publish a “car driver’s etiquette manual” giving information on most of the subjects mentioned above, such as fuel saving, how to reduce noise, what to consider when undertaking repairs (sound dampening wheels, innovative oil filters, etc.), identify car wash services where water is recycled, parking zones, etc.

CAR SHARING & CAR POOLING

- Promote “Clever Use of the Car” by presenting car sharing and car pooling schemes.
- Ask local businesses that introduced an in-house car sharing service or a car pool matching scheme to present their results.
- In case there is no car sharing scheme in your city yet, start a survey during the EMW to ascertain potential sharers for a scheme to be set up in the future.
- Allow citizens who participate in the local car sharing scheme to present their experience (article with an interview in the local newspaper, etc.).
- Present a car pooler matching scheme.

PARKING

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

RESPONSIBLE CAR USE TO WORK

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

CLEAN VEHICLES

- Devote responsible car use events to clean vehicles (maybe in cooperation with the national level), and to electric, hybrid, natural gas vehicles (NGV), liquefied petroleum gas (LPG) and biogas/biofuel cars in particular.
- Organise exhibition and demonstration stands where the public can see and test clean vehicles.
- Check whether the mayor could use an electric vehicle during the EMW or at least for one day during the EMW to attract the attention of TV, radio and newspapers on the messages of the European Mobility Week and the solutions offered by clean vehicles.
- Arrange a discussion breakfast between representatives of the AVERE electric vehicle association and civil servants to discuss how the use of clean urban vehicles could be increased and what the positive impact for the different parties would be.
- Create a designated space for deliveries. A platform or car park located outside the car-free area(s) would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.
- Set up a service to deliver goods to customers using a fleet of clean vehicles. Carriage of purchases to convenient car parks should be included.

LEISURE

This topic addresses the various ways of travelling to reach leisure or shopping areas, and to present alternatives so that these trips can be made by using sustainable means of transport. It also invites citizens to discover their city from another viewpoint than from behind a car windscreen. This topic is very suitable for finding local partners, as they can use it to promote their services and offers.

DISCOVER THE CITY

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

- Offer special shuttle services to explore the city.
- Ask tourist guides or local rambling clubs to organise guided tours.
- Organise pedestrian rallies. Potential partners include shops and businesses specialising in sports products, shopkeepers, schools, associations, etc.
- Introduce hotel keys that also allow access to public transport, to bicycle hire services and to car sharing schemes.

CONVIVIAL ACTIVITIES

- Ask associations, schools, the food industry, etc. to organise a free breakfast, or a huge picnic for lunch or in the afternoon.
- Offer concerts, theatres, street performances, artists, clowns, etc. in public spaces.
- Provide a blank wall on the main square to collect people's opinions.
- Ask local sports associations and/or stores and businesses who specialise in sports products to organise demonstrations on the streets: football, basketball, (beach) volleyball, skateboarding, inline skating, etc.
- Offer specific modes of transport such as horse-drawn carriages, tourist trains, solar boats, etc.

SHOPPING

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

Activities could be to:

- Draft a communication document especially intended for the shopkeepers. This document can be designed to provide customised information from the shopkeeper on how to get to the city centre without using a car (boxes that the shopkeeper can tick to indicate the nearest bus stop, car park and bicycle hire points).
- Develop paper bags and distribute them to shopkeepers. One side of the bag would feature the EMW logo, whilst the other would display a message promoting the city centre shops.
- Create a designated space for deliveries. A platform or car park located outside the car-free area(s)/city centre would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.
- Set up a service to deliver goods to customers using a fleet of clean vehicles. Carriage of purchases to convenient car parks should be included.
- Set up a “Zero-Emission Delivery Service”. A pick-up/drop-off point can be set up, comprising a continually-staffed cabin equipped with cool boxes to store chilled goods. The shops and customers will be linked by a fleet of delivery bikes.
- Distribute public transport tickets in shops. Both before and during the EMW, shops in the city centre could offer customers public transport tickets valid for the entire EMW.
- Invite town centre shopkeepers to organise a lottery; prizes offered would be relevant to the EMW and include items such as bicycles, inline skates, etc.
- Encourage shopkeepers to occupy public space. The EMW should not turn into a vast commercial event organised for marketing purposes. However, local authorities may encourage shopkeepers to use public space (recovered by the ban on vehicles) as an extension of their selling space – as terraces or space for stalls on the street, for example.

MOBILITY & HEALTH

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

Local health services, health insurance companies, doctor associations and sport organisations can be suitable partners for organising mobility and health activities. Mobility consultancy in relation to health checks and vice versa is becoming increasingly popular.

ENVIRONMENTAL NUISANCE

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

- Ask the air quality monitoring network, environment and/or energy management agency (ADEME, EEA, IEE), information and documentation centres on noise (INCE, CIDB) to set up an exhibition on air and noise.
- Get the air quality monitoring network, ADEME, EEA, IEE to demonstrate measuring devices for air quality and noise.
- Ask national/local police forces, automobile technical control centres to offer anti-pollution tests on vehicles in car parks.
- Provide an in-depth explanation to citizens on air quality monitoring systems used in urban areas and on how to interpret the data obtained.
- Present your activities aimed at improving noise and air quality levels to your city/municipality.

BENEFITS OF WALKING & CYCLING

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

- Invite relevant organisations (health insurance companies, etc.) to provide information about health benefits of physical activity, health risks and the economic costs of physical inactivity, how to integrate physical activity into one's daily routine, etc.
- Organise a discussion with doctors to highlight the negative impact of transport on health.
- Ask a hospital/doctors to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness.
- Get sport associations to present their activities and offers.
- Invite sport associations, businesses, schools, etc. to participate in contests, races or relays.
- Request that the relevant organisations install playgrounds encouraging physical exercise and agility amongst children.
- Ask 'health walk' groups (organised by doctors/clinics to allow people to keep healthy by walking together) to hold presentations encouraging similar behaviour.
- The Health Minister/deputy mayor responsible for health issues should join a 'health walk'.
- Present measures already implemented or being planned to improve the situation of pedestrians and cyclists (traffic calming, pedestrian zones, direct/extra routes or network for cyclists and pedestrians, etc.).
- Organise fitness training (in conjunction with health insurance companies).

In this context, please also consider all recommendations made within the "Cycling", "Living Streets" and "Greenways" sections of this document.

GREENWAYS

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

The aim of organising Greenways activities in the framework of the European Mobility Week is to encourage organisations that implement Greenways, in particular local authorities, as well as to encourage the discovery of these Greenways by the general public.

GENERAL AWARENESS RAISING

- Organise walks/bicycle trips or picnics for all users on existing and unofficial Greenways (precautions required in case of the latter), accompanied by local representatives. Greenways become a central focal point for various activities and interest groups:
 - For all individuals, with a special focus on mobility-impaired persons (disabled people, the elderly, etc.).
 - Involvement of artists, athletes, politicians, local personalities, etc.
 - Market for “second-hand bikes”.
 - Popular shows: theatre, music, etc.
 - Course or trail: to allow people to discover aspects of local heritage, nature, gastronomy, etc. on and around the Greenway.
 - Live TV/radio broadcasting.
- “Adopt a Greenway” by a school or class, or by residents. Activities could include art, photography, poetry, etc.
 - Use a Greenway as an open-air classroom for maths, geography, local history, natural environment lessons.
 - Visit to the Greenways with the local authorities.
 - Organise a clean-up of sections of Greenways by volunteers.
 - Setting up of “Greenways Friends” with volunteers (for safety, cleaning and promotion activities, etc.).

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

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

LOCAL OR REGIONAL AUTHORITIES IN ACTION

Where Greenways already exist:

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

Where Greenways do not exist:

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

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

BUILT TO LAST: THE PERMANENT MEASURES

Participating local authorities are asked to launch at least one sustainable urban transport measure which will continue to exist after the EMW.

More specifically, the Charter asks that participating local authorities “implement at least one new permanent measure which contributes to modal transfer from private car to environmentally sound means of transport. Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport (e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit).”

Permanent measures for sustainable urban transport don't need to be expensive and can have different sizes/scopes. Costs can range from a few hundred euros to provide cyclists in a bicycle pool project with reflective items and clothing, to large investments in public transport or cycle infrastructure.

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

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

POSSIBLE PERMANENT MEASURES:

IMPROVED BICYCLE FACILITIES

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

PEDESTRIAN AREAS

- Creation or enlargement of pedestrian areas.
- Improvement of infrastructure (new footbridges, pavements, road crossings, zebra crossings, lighting, etc.).
- Extension or creation of new Greenways.

PUBLIC TRANSPORT SERVICES

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

TRAFFIC-CALMING & REDUCED-ACCESS SCHEMES

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

ACCESSIBILITY

- Creation of tactile pavements.
- Creation of wheelchair ramps.
- Lowering of pavements.

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

NEW FORMS OF VEHICLE USAGE & OWNERSHIP

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

FREIGHT DISTRIBUTION

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

MOBILITY MANAGEMENT

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

“IN TOWN WITHOUT MY CAR!” DAY

The following advice has mainly been extracted from the earlier “Handbook for Local Authorities” for the “In town without my car!” day.

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

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

- Which area allows for the best explanation/visualisation of specific themes addressed on the Car-Free Day (e.g. noise: a usually very crowded street/crossing is turned into an “island of silence” for the day)?
- Which measures being planned could be presented and/or tested on the Car-Free Day (e.g. establishment/enlargement of a pedestrian zone)?
- Are there any activities for specific target groups (children: area around schools, linking schools, etc.)?
- Who or what is located in the area that could contribute to the Car-Free Day with their/its own activities (gastronomy, sport associations or any other institution which could present its activities – relevant for the objectives of the Car-Free Day – on the car-free street)?
- Who comes to this area on a “normal” day and for what reasons? With which mode of transport? How many additional people will (have to) use public transport?
- How many parking areas will be required in the area surrounding the car-free area(s) (location of parking facilities, potential space for the installation of additional parking space)?
- If more car-free areas are to be established: how can these be linked to one another?

BARRIERS & CHECKPOINTS

Access to the car-free area(s) will be monitored and barriers installed. To this end, the following services and persons will need to provide assistance:

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

LIST OF EXEMPTIONS

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

- Health professionals who should offer a valid reason at the barriers.
- Urgent repair works (after calling a freephone number and indicating the nature of the work).
- Disabled people.

Emergency services including police, fire and mobile emergency medical services, electricity or gas workers will be granted automatic admission to the area.

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

RESIDENTS

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

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

DELIVERIES INTO THE CAR-FREE AREA(S)

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

The activities listed here are to ensure citizen mobility on the Car-Free Day. Please refer to the individual topics discussed in previous sections for further ideas on how to promote alternative modes of transport.

PUBLIC TRANSPORT

(Please also refer to the recommendations in the “Public Transport” chapter.)

To provide residents with efficient alternative modes of transport and to promote public transport, the following should be offered:

- Higher frequency of services.
- Greater accessibility for persons with reduced mobility.
- Special fares or even free transportation on the network, promotional offers (daily/weekly passes, tickets at a symbolic price).
- Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas or swimming pools, etc.).

It is also worth running shuttle services to link the outlying car parks with the city centre or to cover specific routes (city tour, ring roads, etc.).

CLEANER VEHICLES

(Please also refer to the recommendations in the “Responsible Car Use” chapter.)

LPG, NGV and electric vehicles may be used within the car-free area(s) for/by the following:

- To deliver goods to shopkeepers and/or customers.
- Residents and/or disabled people.
- For specific requests, which can be handled individually at the checkpoints, in the car parks, etc.

BICYCLES

(Please also refer to the recommendations in the “Cycling” chapter.)

At least four measures can be taken to encourage cycling on 22 September:

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

PARK & RIDE FACILITIES

To encourage residents to leave their cars and use public transport, Park & Ride facilities can be set up in the suburbs. These car parks should be staffed with an attendant and should have opening times in line with the hours of the Car-Free Day. They may be free of charge, or not (for example combined parking and bus or parking and bicycle ticket). Parking facilities, which are not located along regular public transport routes should be served by special shuttle services.

CONVENIENCE CAR PARKS

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

RESIDENTS' CAR PARKS

(Please also refer to the recommendations on residents in chapters above.)

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

INFORMATION & COMMUNICATION

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

EUROPEAN & NATIONAL COMMUNICATION TOOLS

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

www.mobilityweek.eu

Apart from this Handbook, the following resources are available:

- EMW logo 2009
- EMW leaflet 2009
- EMW and “In town without my car!” Charter 2009
- Posters, logos, graphic elements
- EMW electronic briefs
- Best Practice Guides

These tools should be translated and adapted by the National Coordination, the European and international associations and organisations, and offered to the local authorities.

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

LOCAL INFORMATION & COMMUNICATION

Local authorities will have to provide several tools to inform the public on the details of the EMW. To ensure a good synergy at a European level, these communication documents will have to repeat the European visual identifying the EMW and to encourage citizens, community groups, companies, shopkeepers, etc. to take part in the European Mobility Week. Please refer to the toolbox available online (www.mobilityweek.eu/-download); this document provides some guidance on how to use the tools that are available. It is crucial that all local authorities around Europe use the same branding to create coherence within the campaign.

INFORMATION LETTERS

Several information letters adapted to each target group can be sent prior to the EMW to provide a general outline of the actions:

- A letter from the mayor addressed to all the inhabitants some weeks before the EMW.
- A specific letter to each of the more sensitive target groups (shopkeepers, enterprises, residents of the car-free area(s), etc.) to inform them of the EMW and invite them to take part in its organisation.

INFORMATION DOCUMENTS

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

- A summary document presenting the technical aspects of the EMW. This document will be distributed before and during the operation in all public spaces, in shops, on car windscreens, etc.
- A supplement or special issue of the municipal bulletin.
- Specific documents for individual target groups, e.g. shopkeepers.
- A local press kit handed out during a press conference held approximately one week before the EMW.

INTERNAL COMMUNICATION

The European Mobility Week must also constitute an internal communication tool for the local authorities, used to unite citizen commitment. Successful internal communication would:

- Involve municipal employees in the organisation of the EMW and guarantee its success.
- Allow municipal employees to become promoters of the EMW and new forms of urban mobility.
- Incite staff members to make more use of sustainable transport modes in the future.
- Launch a green commuter plan in particular for the municipal employees.

MOBILISING MUNICIPAL STAFF

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

INTERNAL MOBILITY PLAN

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

INITIATIVE ASSESSMENT

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

AIR QUALITY

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

Participating towns and cities who do not possess their own air monitoring equipment should attempt to obtain it from cities not taking part in the EMW, or from cities in possession of equipment surplus to their requirements.

NOISE

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

TRAFFIC FLOW & PUBLIC TRANSPORT USERSHIP

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

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

PUBLIC OPINION

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

- Residents of the whole town/city.
- People travelling to the car-free area(s).
- Residents of the car-free area(s).
- Traders in the car-free area(s).
- Traders' customers.
- People working in the car-free area(s).

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

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

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

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

www.mobilityweek.eu



Climate Alliance

