

Thematic Guidelines 2014



**Our streets -
our choice!**
Sept. 16-22

EUROPEAN
MOBILITY WEEK



European Info Point

EUROCITIES

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Introduction

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

Since its introduction in 2002, the impact of European Mobility Week has steadily grown, both across Europe and around the world. 2013 saw the participation of 1,931 cities from 47 countries. A total of 8,623 permanent measures have been implemented, mainly focusing on infrastructure for cycling and walking, traffic calming, improving transport accessibility and raising awareness about sustainable travel behaviour.

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

Every year, European Mobility Week looks at a different topic related to sustainable mobility. This year's theme, "Our streets, our choice" focuses on the effects of transport on urban quality of life, and how we can redress the imbalance between space given to cars and space for cyclists and pedestrians.

The aim of these thematic guidelines is to provide local European Mobility Week coordinators with background information on this theme and inspiration for suitable campaign activities. European Mobility Week encourages local authorities to reallocate and redesign streets and public spaces in favour of people.

These guidelines provide concrete ideas on how to implement this and will also help local European Mobility Week coordinators to develop activities that match the criteria of the prestigious European Mobility Week Award.

Our streets, our choice

European Mobility Week 2014 aims to re-evaluate the way we think about urban space and to explore the relationship between land use and quality of life. This year's slogan, "Our streets, our choice", encourages people to create the city they want to live in.

For most of the last century, urban areas across Europe were shaped to better facilitate cars, often at the expense of other forms of transport. The dominance of private vehicles has resulted in our cities becoming ever more congested, polluted and noisy, as well as less pleasant and healthy.



From the mid-twentieth century onwards, cities were designed with provision for private vehicles as a priority, overshadowing other forms of mobility. This contributed to urban sprawl, with the development of low-density, car-dependent communities and areas on the outskirts of cities. As private vehicle ownership increased, rising congestion followed. Reversing this trend has only taken hold in recent decades, and in many parts of Europe it is continuing apace as private car ownership continues to rise.¹

According to a recent Eurobarometer report² on Europeans' attitudes to urban mobility, air quality remains the most important transport issue for most Europeans. However, traffic congestion, noise and accidents are also significant concerns. A majority of respondents in all EU member states other than Finland and Denmark thought that urban road congestion was an important problem.

¹ http://epp.eurostat.ec.europa.eu/statistics_explained/

² http://ec.europa.eu/public_opinion/archives/ebs/ebs_406_en.pdf

This perception was also reflected in regards to traffic accidents, and only in Finland, Latvia and Portugal was traffic noise not considered an important problem.

In aggregate, each of these three issues is regarded as important by 70 percent of respondents at EU level.

These issues don't just affect Europeans on an individual level. Problems with road infrastructure can have serious economic impact, particularly in urban areas, which contribute around 85 percent of European GDP. Road congestion in the EU is often located in and around cities and costs nearly €100 billion annually. It also significantly contributes to higher levels of air and noise pollution. In addition to environmental impacts, studies indicate that urban areas are not meeting EU targets for reducing road fatalities.³

The overall picture indicated by this research is that Europeans tend to view their cities as unpleasant and unsafe places to live or to spend time. And concerningly, less than a quarter of Europeans believe that the urban traffic situation will improve in the future. Opinions also differ on who should be mainly responsible for reducing traffic in cities, whether the general public, city governments, regional authorities, or national governments.

However, there is a great deal of awareness of what can be done to redress this balance. In the same Eurobarometer survey, measures such as decreasing prices for public transport, improving public transport services, enhancing cycling and walking facilities, implementing access restrictions for certain kinds of vehicles and providing incentives for carpooling or car-sharing can make a tangible difference to mobility across Europe.

Taking these priorities into account, there is a clear challenge for planners to rethink the way cities are currently operating. One of the most effective ways for policy makers of doing so is through reallocating space, and thereby positively influencing the choices that people make. There has to be a total emphasis on balancing the demand for increasing personal mobility and economic growth, with the need to respect the environment and provide an acceptable quality of life for everyone.

Understanding this challenge is vital to make systemic change to a European-wide transition to mobility culture which is better balanced between all mobility modes, as well as being low carbon and sustainable for the future.

³ http://ec.europa.eu/transport/road_safety/specialist/statistics/

Let's take a closer look at urban quality of life

Europe is the most urbanised continent in the world. At present over 70 percent of the population live in towns and cities⁴, and the use of conventionally-fuelled cars as a means of getting around is also increasing⁵. There are many examples of this change across Europe; just one is the increase in passenger kilometres travelled by car in the United Kingdom over the last four decades. In 1971 313 billion passenger kilometres were travelled by cars and vans in the whole of the UK. In 2007 this had risen to 689 billion passenger kilometres, an increase of 220 percent.⁶ Meanwhile, the population of the United Kingdom increased from 55.9 million in 1971 to 61.8 million in 2009. Over the same period, the number of households owning one car stayed roughly constant, households not owning a car declined, and households owning two, three, or more cars increased.

The traditional solution to increasing car traffic on our roads has been to increase the provision of road space, essentially increasing supply to meet demand. However, there is growing evidence that indicates that creating additional road capacity is not as effective as was previously believed. Rather than improving traffic flow, it is increasingly recognised that this contributes to more traffic congestion through a process known as 'traffic induction'.

In the short and medium term after more road space has been developed, some people will use the time savings offered by less congestion to drive further. Over the long term, the extra lanes will be taken up by new drivers and drivers who, because they have internalised the message that it will now be quicker to drive by car, will continue to do so despite congestion levels similar or greater than before more space for cars was added.

Increased car traffic on urban roads implies a higher demand for parking infrastructure, again at the expense of public space. In addition, motorists cruising for parking account for a considerable share of car traffic in urban areas. Another important fact to consider is that cars remain stationary most of the time. Research in the UK pointed out that "the average car is parked at home for 80 percent of the time, parked elsewhere for 16 percent of the time

⁴ <http://www.eea.europa.eu/>

⁵ <http://www.eea.europa.eu/>

⁶ <http://www.statistics.gov.uk/>

and is only on the move for 4 percent of the time”⁷. Again, this has a huge impact on the way we use urban space.

Beyond this, it is clear that for many cities in Europe there is simply no more room to expand road space any further in reaction to traffic congestion, and there is a growing awareness of the contributions to problems caused by designing cities around cars. This demands that more creative, equitable solutions are required in terms of the ways we use our roads.

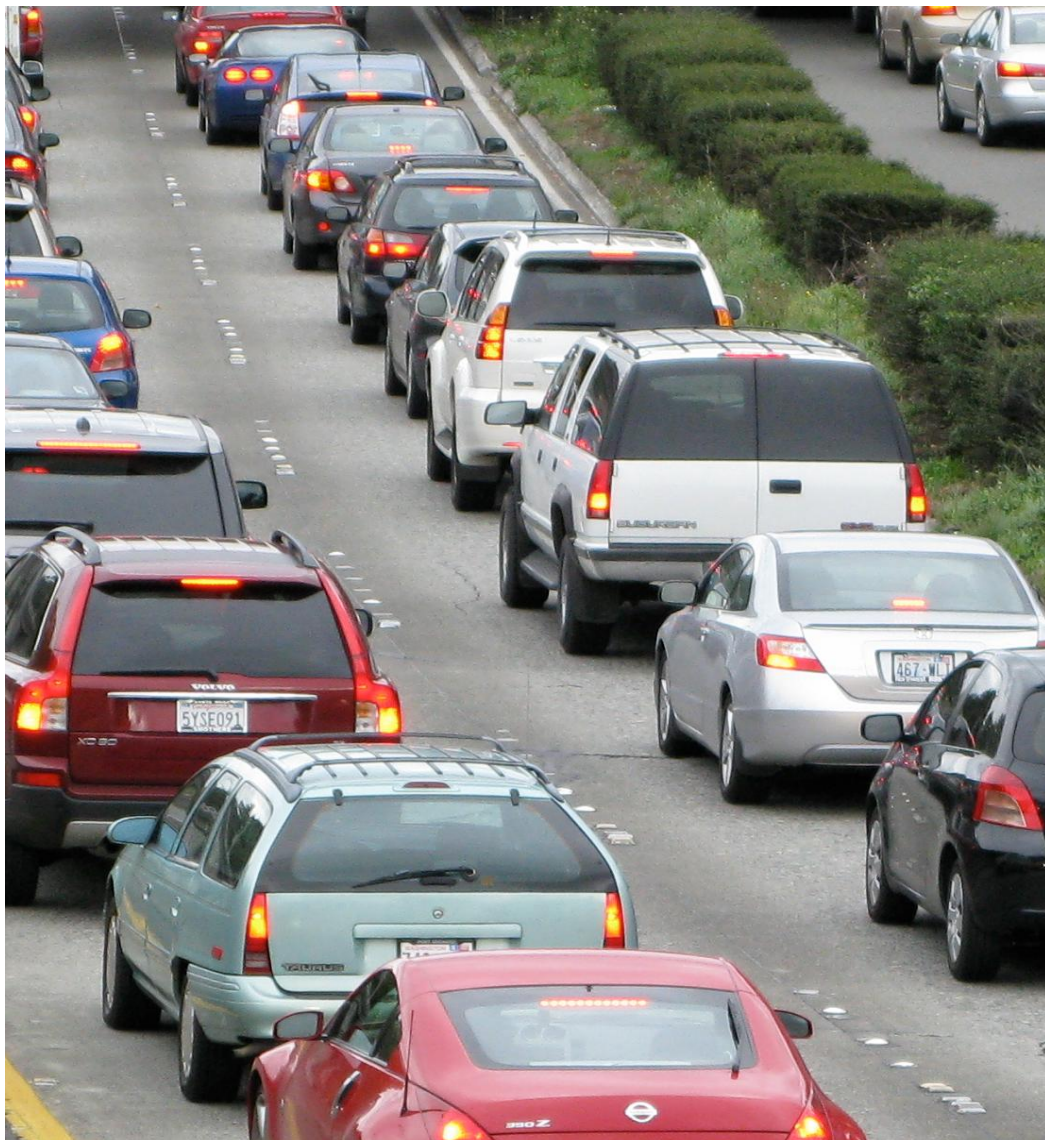
Some of the main impacts of increasing traffic and congestion on urban quality of life are as follows:

- Accidents – Over 40,000 deaths occur on Europe’s roads annually, and accident rates are four times higher in urban areas than in rural ones.
- Air pollution – Multiple effects including global warming, negative health impacts and correlative increase in public healthcare expenditure, and building decay.
- Biodiversity – Traffic emissions, noise, collisions with vehicles and land used for traffic infrastructure impacts negatively on the kinds of animal and plant life that will be able to flourish in cities.
- Fall in economic efficiency – Traffic congestion, pollution and accidents result in significant costs, both direct and indirect.
- Energy consumption – Trends show that transport consumes four percent more energy every year, meaning that its total energy consumption doubles every 20 years.
- Equity – Nearly a third of households in Europe have no access to a car. They suffer the negative effects of increasing car traffic without receiving any of the mobility benefits.
- Loss of economic activity– Town centres, the traditional focus of economic activity, face competition from less congested retail parks on the periphery of cities.
- Loss of urban space – Infrastructure for motorised transport takes up highly valuable land in city centres, and makes existing open spaces less pleasant.
- Noise and vibration – Transport is a major source of noise pollution,

⁷<http://www.britishparking.co.uk/>

which has been demonstrated to cause health and environmental problems as well as damage to historic buildings.

- Severance – Congested urban roads coupled with a lack of sufficient alternative infrastructure can lead to communities becoming socially and economically isolated from the larger urban area.
- Visual intrusion – The aesthetic qualities of cities can be diminished by parked and moving cars and related infrastructure. In particular, this can impact on a city's tourism potential.



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What are the effects of car-centred cities?

Health

The current dominance of conventionally-fuelled cars on the roads of our cities brings a host of impacts that have been shown to have direct repercussions on people's health.

One of the most evident health impacts of prioritising infrastructure for motorised vehicles is that it discourages the use of other forms of transport. Two thirds of the adult population across the EU does not reach the recommended levels of physical activity⁸, a contributing factor to health issues associated with carrying excess weight, including cardiovascular diseases and orthopaedic problems. Additionally, the negative aesthetic, safety and environmental impacts of car traffic make the prospect of walking and cycling in cities unpleasant for people who want to make a change to more active modes of transport.

The health issues associated with air pollution from conventionally-fuelled cars are well documented. Exposure to chemicals and compounds from exhaust emissions is linked with a host of health problems, such as asthma, pulmonary infections, cancer, reproductive disorders and developmental problems in young children.

There is an established body of evidence on the connection between prolonged exposure to noise pollution and adverse health outcomes.⁹ These include increased blood pressure and hypertension, and a recent meta-analysis carried out by the German Federal Environment Agency has found that road traffic noise is "a significant risk factor for cardiovascular diseases".¹⁰ Noise pollution has also been linked to stress, sleep disorders, and impaired cognitive performance, particularly in schoolchildren.

From this brief overview we can see that with less traffic our cities would undoubtedly be healthier places to live and work!

⁸ <http://www.euro.who.int/>

⁹ <http://www.thelancet.com/>

¹⁰ <http://www.noiseandhealth.org/>

Environment

Along with the very serious consequences for human health, planning cities with a focus on cars can bring numerous environmental problems.

It is not just human beings that suffer from transport-generated air pollutants. Animals also suffer greatly, with both their health and ecosystems affected. Pollutants, including heavy metals, find their way into the food chains of animals and humans alike. It is particularly important to preserve biodiversity in urban areas, as it is an indicator of general ecosystem health and is often the only contact urban dwellers have with nature. Car traffic also poses a serious risk of injury or death to animals and birds crossing urban roads. Moreover, persistent traffic noise has been shown to cause problems for birdlife, such as in establishing and maintaining their territories and attracting mates, making it more difficult for threatened birds to successfully breed and raise their young.¹¹

In terms of the built environment, grime from vehicle exhausts gathers on facades and windows, muting the street scene and often resulting in high cleaning costs. Acid rain erodes building facades, resulting in the loss of intricate detailing and the degradation of statues and monuments. Traffic vibrations can also harm the structural integrity of buildings, increasing maintenance costs. This can be particularly destructive for historic buildings which were never designed to deal with the issues that motorised traffic brings.

The effects of air pollution on the Earth's atmosphere and its contribution to climate change are well known. Transport worldwide is a major contributor to greenhouse gas emissions, particularly in developed countries where use of private motorised transport is highest. Increases in global temperatures and the effects of climate change show no sign of slowing down, making the need for change ever more urgent. Carbon dioxide and other compounds produced by exhaust emissions contribute to global warming. The results, of which we are becoming more and more aware, include extreme weather, rising sea levels, and increasing desertification.

The path to decreasing the environmental and health impacts related to transport is established – all that's needed is the political and social will to make the change!

¹¹ <http://www.ecologyandsociety.org/>

How can we improve quality of life in our cities?

Cities and towns can employ numerous techniques and policies to improve urban quality of life and take back spaces and routes from private vehicles. There is no single recipe for success and each city needs to find the mix that works for them. In this section we will explore some proven methods implemented in European cities.

People reclaiming space

People reclaiming space from motor vehicles to better enjoy and reconnect with public areas is one of the main ideas of this year's theme. Two recent campaigns, both from Belgium, have put this idea into action to great effect.

The city of Ghent is now in the second year of the [Living Streets initiative](#). Originally conceived by 25 volunteers from the city's Climate Alliance in an assignment to design how Ghent's mobility landscape might look by 2050, the core idea was of city living that is essentially car-free. Good provision of public transport and walking and cycling infrastructure would replace the need for day-to-day use of cars for travelling, while car-sharing would allow people to access a vehicle when they really require it.

Two streets in Ghent took up the challenge to become Living Streets. Presentations were given to all residents to ensure that they were aware of what was planned over June 2013. There were three broad goals: to experiment with sustainable mobility, to create a different approach to public space, and to foster social interaction between residents.

Other than these aims, there were no strict activities planned for the month. Sponsors donated money to purchase benches and decorations, vehicles such as electric and cargo bikes were gifted and subsidised travel on public travel and taxis was made available. This had the effect of turning the street into a social space, rather than just a conduit that people used to get from their homes to work or to go shopping.

Although the initiative prioritises the actions of local residents, the cooperation with the City of Ghent was also necessary and invaluable. The city's environment and mobility departments helped in organising meetings with the

police, managing the delivery of services such as refuse collection, and obtaining permits for closing the two participating streets. Thanks to the success of the first 'Living Streets' experiments, a second round of initiatives will be implemented and supported in the course of 2014.

Another good example is 'Picnic the Streets', first suggested by Belgian academic Philippe van Parijs. Van Parijs called for more space for pedestrians and leisure activities on Boulevard Anspach outside the Brussels Stock Exchange, using the campaign for the pedestrianisation of the Grand Place in the 1970s as an example of what could be achieved. Through his editorials in various local and national newspapers, a campaign called 'Picnic the Streets' coalesced around his idea.

The first picnic took place in the afternoon on 10 June 2012, where hundreds of people stopped traffic on Boulevard Anspach and began playing games, eating lunch, and relaxing. It was followed by similar picnics throughout the summer and an anniversary picnic in June 2013. The campaign caught the attention of Brussels' new mayor, who has [announced plans](#) to close parts of the city centre to traffic.

However, both of these movements were spontaneous, and not led by their respective city governments. How can cities support movements that might generate new ideas for reallocating space, without their influence becoming too overbearing? A good general rule is to source ideas from local communities, to listen to concerns and provide space for solutions to be developed, as both the municipalities of Ghent and Brussels have done. Reaching out to community or local environmental groups with the idea of cooperating on reallocation of space might also be a good strategy. Going one step further, cities could offer funding for innovative projects and schemes to address the issue, as [Transport for London](#) (UK) have recently done.

Outside Europe, the local government of Los Angeles (USA) is lending support to a city-wide programme of improving and expanding public space. The project, titled [People Street](#), encourages local community groups to work with the city in developing temporary public space for a year, chiefly by re-using streets or parking places. These new spaces can be made permanent, if sufficient support from the local community is shown. Numerous spaces across Los Angeles have already been created with the help of the project, and the city now invites applications for new spaces every autumn.

There are various initiatives and campaigns around the world working for a grass roots effort to reclaim public space for people, offering basic principles and tools to help people begin to think about how they can make their streets and neighbourhoods more pleasant places to be in. Two such organisations are the [Living Streets Alliance](#) and the [Project for Public Spaces](#), which offer a

wealth of materials and resources on their websites.

Supporting regeneration with space reallocation

While residents can often provide ideas and impetus to make changes in the way we use our streets, local governments are increasingly recognising that making more room for pedestrians and roads users other than private car owners can make city centres more attractive places to live, work, and relax in. Doing so in a smart way, including input from relevant stakeholders, can result in cleaner, more prosperous city centres, as the following examples show. All of the following case studies in this section can be found in the EC publication ['Reclaiming city streets for people.'](#)

One of the best examples of reversing urban decline comes from the city of Kajaani (Finland). In the early 1990s the city centre was in decline due to a combination of factors, including traffic congestion in the main high street and city square, a declining population, and a large number of empty properties leading to urban decay. Kajaani's strategy was to pedestrianise and beautify these highly congested areas, acting in concert with a consortium of developers, business owners and residents. As a result, the decline of the city centre was reversed and both residents and local businesses felt that the change had improved the atmosphere in the city.

Wolverhampton (UK) was also suffering from the collapse of the manufacturing industry in the city, with high unemployment as a result. Between 1987 and 1991 a four-phase transport strategy was introduced with the aim of not only making a significant impact on travel, but to establish Wolverhampton as a shopping destination for the region. Access to the city centre was restricted to buses, taxis, pedestrians and cyclists, while other traffic was redirected around the outer ringroad. Additionally, aesthetic improvements to streets and squares were made, making the city a cleaner, safer and more attractive location. The image of the city has continued to improve ever since.

Air pollution was a particular concern in Nuremberg (Germany), where high congestion and traffic-related air pollution was causing decay to historic buildings and health concerns. The removal of cars from the city centre over a decade, starting in 1989, has resulted in a pleasant city centre in which people can spend quality time. Additionally, traffic congestion has dropped in the streets surrounding the city centre, and there have been dramatic improvements in air quality.



Copyright: interbeat, Flickr.com

Getting retailers on board

Infrastructural improvements to reduce car traffic are often opposed by certain groups, particularly business owners in city centres. Their concern is that by reducing the ability of shoppers to drive their cars into the city it will harm custom, making people more likely to rely on out of town shopping centres. The support and inclusion of businesses can be critically important too in developing pedestrianisation plans, as they still need to be able to receive and make deliveries of their goods even if no other vehicles are permitted in the area.

An interesting tactic for this year's Mobility Week could be to encourage local businesses to offer discounts for people who use public transport or cycling to get around. A great number of cities who have previously participated in the campaign have, in cooperation with local businesses, offered discounts to people practicing sustainable mobility over the course of the week. In return, the businesses get free advertising and the possibility of return customers after the week ends.

Some cities are making this idea more permanent. A project entitled BiciClima in Iglesias (Italy) will develop maps of cycling routes in the local area with the logos of partner businesses printed on them, where users of the bicycle-sharing system will be able to receive discounts on their purchases.

There are some smaller scale ideas that can help alleviate concerns from retailers. In [Freiburg](#) (Germany) where the main shopping district is the compact and largely pedestrianised city centre, the local public transport company has the Päcklebus, where shoppers can deposit their purchases safely for a small fee and pick them up at the end of the day, leaving them free to go and enjoy lunch or get a coffee.

Communicating ways of travelling sustainably

It can be especially important for cities popular with tourists, many of whom may practice sustainable mobility at home but not realise what provision for walking and cycling exists, or how to effectively use public transport, to adequately inform visitors of available sustainable transport options. Moreover, creating resources and tools on sustainable mobility will always be of use to the residents of your city, whether they have lived there for years or just moved recently.

Business travel plans are a good way to reduce the number of kilometres travelled by private cars and emissions levels. Interested companies, in consultation with the city council, can together develop a commuter travel plan which encourages car pooling, cycling and public transport. Schools, universities, hospitals and other institutions are also encouraged to do likewise, putting a plan in place for their students, visitors and staff. Encouraging travellers to think about different ways to make their journeys can bring about an enduring shift towards sustainable modes.

[A guide to travelling sustainably in the city centre of Berlin](#) (Germany) was recently released in English, and provides step-by-step itineraries for sightseeing on foot, bicycle and public transport. Follow the link to find more information on ways that Berlin is supporting sustainable mobility, with links to specific policy documents.

[The Portuguese city of Aveiro developed maps](#) to show locals the available public spaces and the times it took to walk between them, hoping to change people's impressions of walking in the city centre and demonstrating how it could be an easy and logical way to get around rather than driving. This measure has been further supported by pedestrian route signs being set up in the city centre.

Cadiz (Spain) has coloured routes painted on the pavements in the narrow streets in the old town, giving visitors and tourists a choice of ways to explore the area and reducing the need to bring cars into this historic city.

Avoiding unnecessary car journeys

With the majority of urban car journeys less than six kilometres, avoiding journeys that could otherwise easily be accomplished by foot, bike or public transport goes a long way towards reducing emissions, congestion, and dangers for other road users.

City bike schemes and cycling infrastructure are two more alternatives to getting around by car. Bike schemes have become a common sight on Europe's streetscape. [Paris](#), [Brussels](#) and [Dublin](#) – the list goes on. But it's not just capitals that are getting in on the action. Donostia – San Sebastian introduced their scheme in 2009 and has seen the number of users rise year-on-year, reaching over 5,000 in 2011. This is a sure sign that short-distance car trips are being dropped in favour of more sustainable modes.

Appropriate infrastructure and measures to keep cyclists safe will also greatly bolster cyclist numbers. The Netherlands is well regarded as being a particularly good place to be a cyclist, and one town in particular is that of [Houten](#), near

Utrecht. Houten's design includes a dense network of direct routes for cyclists throughout the city, complemented by excellent bicycle parking and bike-sharing facilities. The city government heavily promotes the use of bicycles and walking – almost 80 percent of its inhabitants take active exercise for more than 2.5 hours per week, against the Dutch national average of 55 percent.

The governments of Norway, [Scotland](#) and [Wales](#) have all developed national legislation or strategies to simultaneously make better provision for pedestrians as well as to increase the number of citizens of those countries who walk for short distances rather than using their cars. Looking at these documents gives good background information on how to provide space and facilities for pedestrians, so that walking becomes the most logical and pleasant choice over short distances.

[Finland](#) and the Netherlands are also promoting teleworking through national campaigns. Teleworking reduces the need to commute to the office, which in turn reduces the demand for road space for private vehicles. For individuals, it means that they don't have to spend time commuting, lengthening their day.

In many large cities such as London, Paris, Berlin or Amsterdam, commuting with public transport comes with a hefty price tag. Public transport loans to cover the cost of cheaper yearly tickets are a good way to ensure that bus and trams are favoured over the car. Additionally more and more cities are experimenting with heavily subsidised public transport, or even completely free public transport to residents of the city – the most famous example of this being [Tallinn](#) in Estonia.

Many cities have taken the step to provide a number of municipal services online, allowing residents to avoid trips to the town hall to accomplish administrative tasks. Perugia in Italy has a city centre that is quite inaccessible to private vehicles. By redesigning the municipal website and offering a host of services digitally it was possible to reduce the need to travel, saving time, reducing fuel consumption and thereby emissions.

How can you get your campaign started?

Start this year by analysing the theme, looking at what it entails and **seeking out a focus** that suits your city and national context. Choose an environmental, emotional, economic or other hook that can transfer into the other areas. Create empathy value. Plan how to change this, using resources such as the European Mobility Week Handbook which contains more detailed guidance.

Secure political support. If your administration finds it difficult to connect with the theme of urban quality of life because they do not perceive it as a problem in your city, ask your national coordinators for a letter of support. They themselves will have received one from the European Commissioners responsible for Environment and Transport.

Don't be too polemic or negative in the messages you choose to transmit. We cannot realistically expect to put cars, trucks and other vehicles off the road to negate their effects on urban quality of life, but we can demonstrate that there are a variety of options open to people and businesses to move ourselves and goods around. Build on the material being developed in our sister campaign, [Do the Right Mix](#).

Gather your evidence. What are the facts and figures relating to urban quality of life and the problems that arise from transport in your country? Are there surveys on transport use and issues the national level or local level that you can use as evidence? Use these as proof points to underline your messages for your different target groups.

Build effective partnerships. Look at your campaign plan and its objectives. Who are the best placed groups to make the campaign lively and relevant for the most people? Has your city got a strong Agenda 21 community? Work with them. Need some expert backing? Focusing on health? Bring in some medical doctors. Taking a close look at climate? Bring in meteorologists, climatologists, local environmental groups.

Build on existing initiatives. Be it locally, regionally or nationally, there are certain to be a number of existing initiatives around that in some way relate to your campaign focus. Aligning with these can strengthen your case, amplify your messages and save some effort.

What activities to organise?

Once your campaign strategy is in place, you are going to need some tactics or activities to draw attention to what you are trying to achieve. Here are some ideas!

- Car-Free Day on 22 September offers a particularly good hook to experiment with new traffic models and sustainable transport. Many cities use the opportunity to set up environmental and pedestrian zones for the day and organise big open events in the freed up public space.
- Use the week to take surveys from your residents about how they feel about using public transport in your city, what changes they would like to see, and what would convince them to leave the car at home.
- Promote the benefits of public transport and non-motorised forms of transport – for example, by encouraging employees in local government or the public sector to walk, cycle or use public transport.
- Make creative use of parking space through developing ‘parklets’ – small public parks that only take up the space of one parking spot, but which offer extra space for pedestrians to enjoy their streets.
- Measure the air quality in your city throughout the week and actively involve school children and students in the monitoring process. Communicate the results to the public and point out the positive impact of sustainable transport initiatives on air quality.
- Raise awareness of the fact that short journeys can also be accomplished through cycling, walking or public transport, with accompanying health and environmental benefits. Launch a poster campaign to get people to leave the car at home for shorter trips.
- Offer individualised mobility planning. Make sure to take a targeted approach that is tailored to the individuals or specific groups, such as commuters.
- More and more local governments are using social media channels as another way to reach out. Let people know how the plan is developing and what measures are about to be launched through twitter. Post on your

Facebook page.

- Set up an info-mobility point to offer free advice to local residents about their mobility options.
- Create a personal emissions calculator on your municipal webpage or travel planning website.
- Launch the [Traffic Snake Game](#) in local schools. The school with the least amount of car journeys to and from school wins!
- Reward people that use sustainable transport during European Mobility Week with vouchers or discounts on goods.
- Organise photo, video or drawing competitions on visions for mobility in your city twenty years from now.
- Arrange urban street art initiatives to bring attention back to public space.
- Show people what a car-free city centre can look like. Get people used to leaving their cars at home more than one day a year. Establish car-free Sundays!
- Make a special offer on monthly tickets for September, or at least for European Mobility Week.
- Make public transport free on In Town Without My Car Day to encourage participation
- Work with car sharing companies to launch a cut-price sign-up offer during European Mobility Week 2014.
- Organise a cycling challenge between neighbourhoods or workplaces.
- Offer workshops on subjects such as bike repair or safe cycling.
- Arrange tours of the facilities of the local transport operator.

Whatever your city is doing this year, make sure that you...

- Join cities throughout Europe in organising a car-free day with big public events on 22 September! But plan well enough in advance – closing streets to traffic can be a bureaucratic challenge!
- “Like” European Mobility Week’s Facebook page and follow @mobilityweek on Twitter. Share your photos with us through Flickr.
- Use the European Mobility Week logo widely and always together with the [EU flag](#)!
- Promote the European Union hashtag #EU4LifeQuality via your social media and communications materials!

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

Get creative and think of other measures and activities for European Mobility Week 2014 in your city!

They are our streets, so it should be our choice!

Resources

Attitudes of Europeans towards urban transport

ec.europa.eu/public_opinion/archives/ebs/ebs_406_en.pdf

CIVITAS Initiative for Cleaner and Better Transport in Cities:

www.civitas.eu

ELTIS – The urban mobility portal:

www.eltis.org

European Mobility Week Handbook for Local Campaigners

www.mobilityweek.eu/fileadmin/files/Material_2014/Handbook_For_Local_Campaigners.pdf

Living Streets – Los Angeles

www.livingstreetsla.org

Living Streets – United Kingdom

www.livingstreets.org.uk

Project for Public Spaces

www.pps.org

Park(ing) Day

parkingday.org

www.mobilityweek.eu

#EU4LifeQuality

