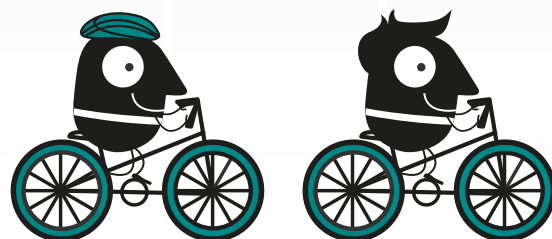
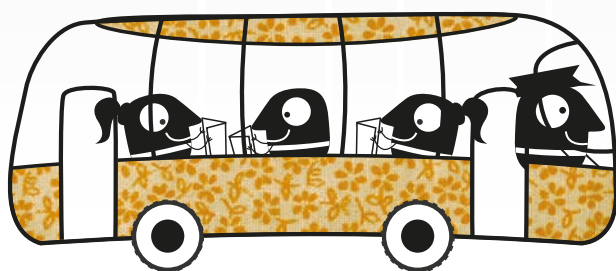


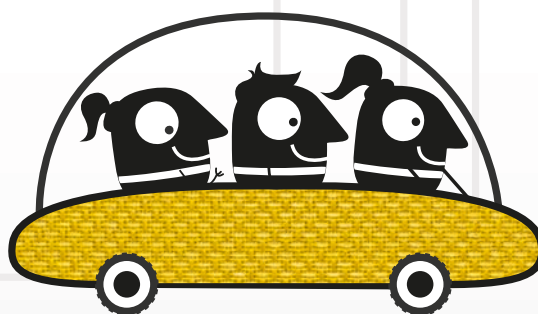


European
Commission



THEMATIC GUIDELINES 2015

16-22 SEPTEMBER



Choose. Change. Combine.

www.dotherightmix.eu



Mobility
and Transport

European Secretariat:

EUROCITIES

1 Square de Meeûs

1000 Brussels

BELGIUM

Juan caballero

Tel.: +32 2 552 08 75

juan.caballero@eurocities.eu

Authors:

Dagmar Köhler

dkoehler@polisnetwork.eu

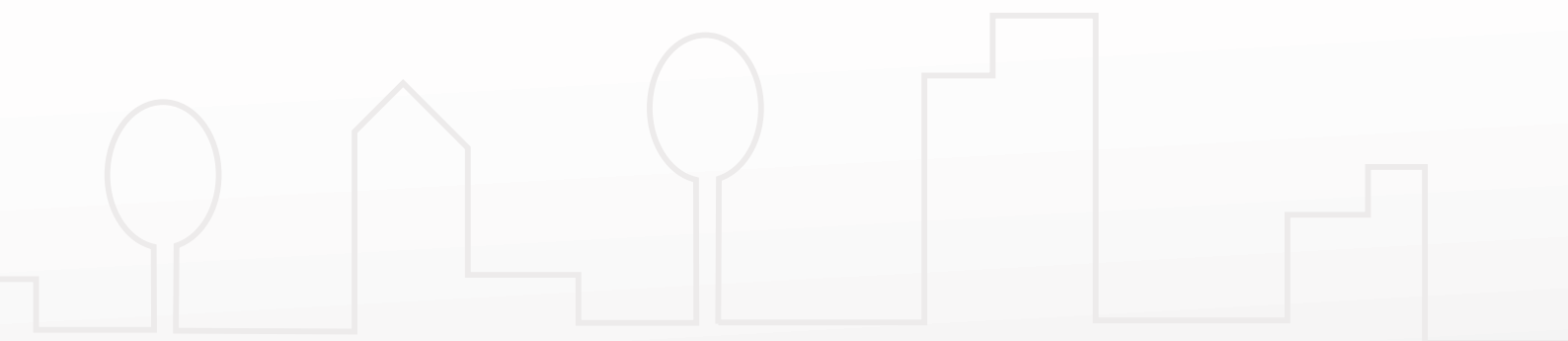
and

Thomas Mourey

tmourey@polisnetwork.eu

POLIS – European Cities and Regions networking for innovative transport solutions

June 2015



CONTENTS

INTRODUCTION	4
CHOOSE. CHANGE. COMBINE.	5
The 2015 EMW theme: multimodality	5
Political support to multimodal travel	5
Why live multimodal?	6
How can I live multimodal?	7
HOW CAN WE MAKE OUR CITIES MULTIMODAL?	7
Quality infrastructure for <i>all</i> modes of transport	7
Enable people to combine different transport modes	9
Tools supporting new choices	10
HOW TO GET YOUR CAMPAIGN STARTED?	10
WHAT ACTIVITIES CAN WE ORGANISE?	11
WHATEVER YOUR CITY IS DOING THIS YEAR, MAKE SURE THAT YOU...	13
RESOURCES	14



INTRODUCTION

Choose. Change. Combine.

European Mobility Week (EMW) takes place every year from 16 to 22 September, with the aim of encouraging European municipalities to introduce and promote sustainable transport. This year, the highly successful campaign is undergoing a change: European Mobility Week and DO THE RIGHT MIX are joining forces to strengthen the promotion of sustainable urban mobility!

Retaining the title of 'DO THE RIGHT MIX', the combined initiative will take the best aspects from each campaign, expanding its appeal and reach, and making it easier for interested participants to engage. European Mobility Week remains the primary component of the overarching campaign.

Since its introduction in 2002, the impact of European Mobility Week has steadily grown, both across Europe and around the world. In 2014, more than 2 000 cities from 44 countries participated. Over half of them implemented permanent measures, amounting to a total of 8 543, primarily focusing on mobility management, accessibility and supporting cycling and walking.

The Week culminates in the Car-Free Day, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists and public transport.

Each European Mobility Week edition focuses on a particular topic related to sustainable mobility. This year's theme of multimodality encourages people to think about the range of transport options available, and to choose the right mode when travelling.

The aim of the Thematic Guidelines is to provide national and local European Mobility Week coordinators with background information on this theme and inspiration for suitable campaign activities. These guidelines provide concrete ideas on how to implement this and will also help European Mobility Week campaigners to develop activities that match the criteria of the European Mobility Week Award.



CHOOSE. CHANGE. COMBINE.

The 2015 EMW theme: multimodality

Each journey is different, but too often we rely on the same mode of transport, regardless of whether it's best suited to the task. We may instinctively hop into our car, even though cycling or public transport may be a more efficient choice.

One reason may be that the private car presents itself as the mode that easily covers all of our travel needs, as a more convenient all-rounder than any other transport choice. For too many of us, our car is the personal guarantee of door-to-door transport, while none of the alternatives are perceived as being able to fully cover our mobility requirements.

However, this belief does not stand up to scrutiny. Combining different modes creates the seamless transport we need to beat congestion and avoid dependency on our cars.

This year's EMW theme of multimodality invites people to combine ways of getting around, which can often lead to a quicker and more pleasant journey.

Through making clever choices about the type of transport we use, we can save money, improve our health and help the environment – all it takes is the good will to try something new.

By choosing, changing and combining we can make our journeys work for us.

Political support to multimodal travel

Multimodality and intermodality are terms that are used to describe the combination of different modes. The term 'multimodality' refers to the use of different modes for different trips (for instance using the bicycle to go to work, taking a taxi to the opera), while intermodality refers to the seamless use of several different modes in one trip (such as a classic park & ride situation).

Promoting multimodal travel works best with the right political support. The 2011 White Paper 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system' promotes seamless and multimodal door-to-door travel in urban areas and for intercity transport. The key lies in the integration of the various modal networks including railway, metro and bus stations, as well as ports and airports. The modal networks need to be increasingly linked and transformed into multimodal connection platforms for passengers, as with urban interchanges, for example. In the Transport White Paper, the European Commission commits to building the right framework conditions for promoting the development and use of intelligent systems for interoperable and multimodal scheduling, transport information, online reservation systems and smart ticketing.



Why live multimodal?

Instead of driving into the city centre and paying high parking costs, why not drive to your local train station instead and complete the journey by public transport? Rather than spending the whole trip underground on the metro, why not get out a few stops early and explore a new part of the city? You may just find your new favourite café! Trying out new ways of move around allows us to experience our cities differently.

One of the novel aspects of this year's theme is how it leads us to reinterpret transport, viewing the journey from A to B as a means to enrich our day. The daily bus commute, for example, can be seen as a chance to catch up on the day's headlines; cycling can be viewed as a mobile gym, providing an on-the-go workout; and you may just meet the love of your life on the tram!

Make the most of your time... Whilst on public transport you can use your time to read the newspaper, check e-mails on your smartphone, work on your laptop, chat with your friends, or just sit back, relax, and listen to music.

Squeeze in a workout: Cycling or walking to work over short distances (up to 5 km) gives you the 30 minutes of exercise per day that you need to stay fit and healthy. Studies prove that people who walk for at least half an hour per day can hope to live on average two to nine years longer than those who don't^[1]. Those extra years could be used to travel the world, or to do something you've been putting off, such as learning a new language, watching your great-grandchildren grow up, and much, much more!

Save money for yourself: Sustainable transport users in cities where public transport usage is high save 500-600 litres of fuel per year – that's the equivalent of 15 full tanks or a trip abroad for you and your partner^[2].

Save money for society: Every kilometre cycled instead of driven saves the economy an estimated EUR 0.97 in indirect costs^[3]. For example, in Amsterdam two million kilometres are cycled every day, saving more than EUR 700 million per year^[4].

Make your city more liveable: A journey from home to work by car consumes 90 times more urban space and community infrastructure than the same journey by metro, and 20 times more space than if you had taken the bus or tram^[5]. Imagine the amount of parks, pedestrian areas and other public spaces that we could give back to people, if we all started to 'DO THE RIGHT MIX'.

Improve the planet: If cycling rates across the whole EU were the same as in Denmark, where the average person cycles 965 km per year, EU transport emissions would be more than 25 % lower^[6].

[1] International Federation of Pedestrians

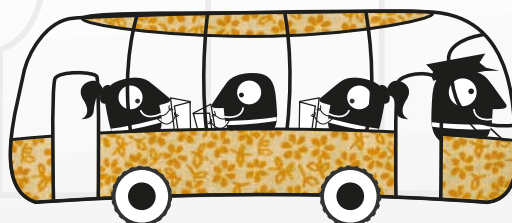
[2] UITP factsheet

[3] Trunk, G. (2011). Gesamtwirtschaftlicher Vergleich von Pkw- und Radverkehr. Ein Beitrag zur Nachhaltigkeitsdiskussion Masterarbeit am Institut für Verkehrswesen der Universität für Bodenkultur, Wien

[4] Amsterdam City Council

[5] UITP Factsheet

[6] Cycle like the Danes to cut carbon emissions, says study in The Guardian



How can I live multimodal?

If you're a commuter, then why take the car for a five-minute trip to the train station when you can cycle there instead? By cycling you can save money on parking and improve your health. By avoiding traffic jams, it may even be quicker and more convenient. When you reach the train station, you can fold your bike or park it securely for a fraction of the cost of parking your car, get on the train and make the most of your commute by getting some work done before reaching the office.

If you're a student, then why don't you try car-sharing? By using one vehicle for a number of people, you can save money, help the environment, and spend more time with your friends. If you want to enjoy campus nightlife by going to a bar or a concert, then just hop on the night bus to get home. It's that simple!

If you're a family, then why not consider taking part in a walk-to-school scheme? Such schemes involve lots of children walking to school together in a group, led by a responsible adult to keep them safe. Not only are such schemes good for a child's health, they also alleviate some of the stress of driving the children to school every day. If a walk-to-school system isn't possible, then why not consider biking instead? You could all cycle together or even invest in a family cargo bike.

HOW CAN WE MAKE OUR CITIES MULTIMODAL?

Cities and towns can employ numerous techniques and policies to make urban spaces more multimodal and thus more liveable. There is no single recipe for success and each city needs to find the mix that works in the context of their local circumstances. In this section we will explore some proven methods implemented in different European cities. The listed 'hard measures' can (and need to!) be complemented with promotional activities (see next chapter).

Quality infrastructure for *all* modes of transport

While infrastructure for individual motorised vehicles is well-developed in most European cities, some lack high quality infrastructure for walking, cycling or public transport. However, the development of high quality infrastructure for all modes of transport is a pre-requisite for the enhancement of multimodal lifestyles. Some inspirational measures undertaken by European cities are listed below, separated by mode:

Walking: Signposts and maps for pedestrians that indicate direction, distance and time needed, are a simple but effective measure to help people find their way when veering from their daily route. Among other cities, London^[7] has installed easy-to-read maps. In addition, the city sends a strong signal to all pedestrians that they are considered equal participants in the transport system.

[7] <https://tfl.gov.uk/modes/walking/find-your-way-around?intcmp=2427>





In Vitoria-Gasteiz^[8] (Spain), the municipality has implemented the ‘superblocks’ model since 2009, which essentially gives public space back to citizens. Superblocks are urban areas where motorised mobility is reduced to a minimum and moved to the outer streets, making all inner streets safe and comfortable for pedestrians (and cyclists), neighbours and services. The city’s strategy proved successful as the walking modal share in Vitoria-Gasteiz rose significantly in recent years.

Cycling: In Copenhagen^[9], London^[10], Flanders^[11] and the Netherlands^[12], cyclists can enjoy ‘cycle high-ways’, which are defined as ‘high standard bicycle paths reserved for cyclists for fast and direct commuting over long distances’^[13]. Under construction in other Northern European countries, these are high-quality, comfortable, regularly maintained routes, where cyclists enjoy a variety of services, including snow removal in winter, coordinated traffic lights, service stations, etc.

Less expensive measures can be undertaken to promote the use of bicycles, in particular by modifying traffic circulation. For instance, in Brussels^[14] the local authorities have generalised the use of ‘contra-flow’ cycling lanes, with all but the most dangerous one-way streets open to cyclists. Cyclists are also invited to use cycling boxes ahead of the stopping line for cars at traffic lights so they have increased visibility and can cross the intersection more safely.

Public transport: The construction and planning of relevant networks of public buses, tram lines and metro lines is a necessary step for offering users a quality public transport system in the long-term. Smaller measures can also significantly increase public transport service levels. For instance, in Budapest^[15], the BKK (Centre for Budapest Transport) is installing a world-class automated fare collection scheme. As a result, customers will be able to store several transport tickets or annual passes on their cards, they will have access to online services (renewal of subscription, money transfer, etc.) and they will no longer need to queue up at ticket offices.

Another use for the car: Car-sharing and car-pooling are two relatively new ways to use cars. These solutions impact on the number of cars in cities and consequently help to reduce some of the most pressing challenges such as congestion, management of public space and pollution emissions. In Paris^[16] and the surrounding region (Ile de France), local authorities have decided to deploy a single car-sharing system. Over 3 000 of the famous Autolib’ vehicles are now on the streets. All cars are 100 % electric, making this system particularly environmentally friendly.

[8] www.civitas.eu/content/superblocks-model

[9] www.supercykelstier.dk/

[10] <https://tfl.gov.uk/modes/cycling/routes-and-maps/cycle-superhighways?intcmp=2352>

[11] www.mobieltvlaanderen.be/vademecums/fietsroutesvlaanderen.pdf

[12] www.fietssnelwegen.nl/

[13] Michael W J Sørensen, TØI rapport 1196, 2012

[14] www.bruxelles.be/artdet.cfm/4360

[15] www.bkk.hu/en/2014/10/budapest-signed-the-contract-agreement-for-the-automated-fare-collection-system/

[16] www.autolibmetropole.fr/





Enable people to combine different transport modes

Beyond multimodality, some people may wish to combine several modes of transport and in doing so, combine the positive aspects of active mobility and public transport. You can find below examples of best practice from cities enabling the combination of several modes of transport.

Active mobility and public transport: Active mobility (walking and cycling) and public transport can easily be combined. This combination is the most environmentally friendly solution for long trips. To make it easier to combine cycling and public transport, it is permitted to take a bicycle onto buses, tramways, metros or local trains in several European cities such as Budapest^[17], Berlin^[18] and Rome^[19]. An alternative solution is to provide extensive bicycle parking facilities and/or public bicycles at public transport interchanges. In the Netherlands, for example, most train stations are equipped with 'OV Fiets'^[20] public bicycles, which can be hired by train passengers during their stay in the city. In addition, the bicycle parking facilities at Amsterdam^[21] train station are among the most impressive in Europe (26 000 parking places!).

Walking is the 'natural ally' of public transport. All public transport passengers need to walk at least to access and exit bus stops or metro stations. These routes can be transformed to a pleasant walking experience, ideally encouraging people to cover longer parts of their journey by foot. Constructing safe and attractive walking infrastructure to and from public transport interchanges makes a big difference. In place of a dangerous, polluted and unpleasant (ring) road crossing, the main train station of Strasbourg^[22], for example, is now easily accessible for pedestrians thanks to a large and comfortable walking area in front of the modern building. As a consequence, approximately 40 % of travellers choose to walk to their final destination from the station. The city intends to create a 'masterful' pedestrian network in the coming years with the train station as a point of departure.

Cars and public transport: Cities have the opportunity to make people leave their cars for at least one leg of their trip by creating parking spaces in strategic areas. Park and ride (P+R) areas allow people to park close to public transport stations and continue their trip towards a more central area of the city via a different means. In Amsterdam^[23], P+R parking is cheaper than other car parks, especially when combined with public transport, and in Tallinn^[24], P+R is free of charge for people using public transport.

[17] www.citymobil2.eu/en/upload/public-docs/CityMobil2%20press%20release_April2015-La%20Rochelle-Final.pdf

[18] www.berlin.de/en/public-transportation/1772016-2913840-tickets-fares-and-route-maps.en.html

[19] www.agenziamobilita.roma.it/it/servizi/mobilita-sostenibile/bici-in-bus-metro-e-treno.html

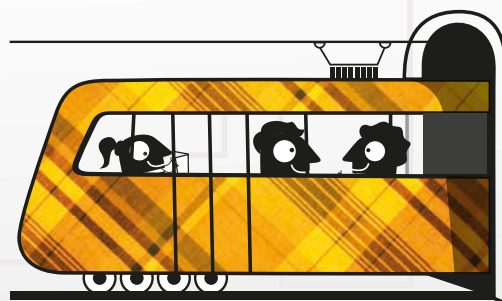
[20] www.ov-fiets.nl/

[21] www.iamsterdam.com/fr/media-centre/city-hall/dossier-cycling/cycling-faq

[22] www.en.strasbourg.eu/en/transport-and-environment/transport-and-infrastructures/getting-around-in-strasbourg/strasbourg-a-city-in-motion-2/

[23] www.iamsterdam.com/en/visiting/plan-your-trip/getting-around/parking/park-and-ride

[24] <http://m.tallinn.ee/eng/Park-and-ride?mobilitaade=1>





Tools supporting new choices

Some tools can actively raise the levels of multimodality in European cities by providing information and highlighting the benefits of the available modes.

Real-time multimodal information: By providing real-time information on all modes to the public, online tools allow people to vary their modes of transport and to compare the benefits. In Berlin's 'Südkreuz'^[25] train station, a 'mobility monitor' has been installed providing real-time information for all available transport modes. This includes local, regional and long distance rail, local and long-distance bus services, and the availability of vehicles for five different car-sharing options and for bike-sharing.

Greater Lyon^[26] has developed a very comprehensive online tool providing information on the availability of car and bicycle parking, local metro and tram lines, the best walking or cycling routes, and a real-time overview of the car-sharing system.

Multimodal journey planners: Several cities have developed multimodal travel planners for public use. Traditionally, travel planners advise travellers on the best itineraries from point A to point B. Nowadays, they also give the best option in terms of transport modes and thus play a role in promoting a more multimodal lifestyle. Skopje^[27] launched a new travel planner in 2014. The tool, which can be used in all European cities, proposes itineraries by foot, by bicycle, by public transport and by car. In addition to comparing travel times and distances, people can also check the CO₂ emissions and the cost of their trip, depending on their mode of transport. For each car trip, car users are even given an idea of the number of trees which 'have to work very hard to absorb all of the CO₂ they've emitted'.

Multimodal integrated ticketing: In giving people the opportunity to have a single card to use different modes of transport, cities can encourage people to adopt a more multimodal lifestyle. In Toulouse^[28], for example, people can use the 'Pastel' card. In addition to their subscription to the city's public transport, transport users can transfer their (regional) train tickets and their subscriptions to public bicycle and car-sharing schemes to a single card. They can also access bicycle parking facilities within the city and obtain reductions on parking fees with the 'Pastel' card.

HOW TO 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 apply in a range of areas. Create empathy value. Perhaps look at our most vulnerable members of society and see how this issue affects them. Then plan how to make changes for the better. Define your plan and set SMART objectives.

[25] http://www.vnzberlin.com/en_GB/-/neuer-mobilitatsmonitor-am-bahnhof-berlin-sudkreuz

[26] www.onlymoov.com/decouvrir/onlymoov-les-services/#.VTiu-SGqr58

[27] <http://skopjegroutemk/Home/Routing>

[28] www.tisseo.fr/les-tarifs/obtenir-une-carte-pastel





Secure political support. If your administration finds it difficult to connect with the theme of multimodality because they do not perceive it as being relevant for your city, ask your national coordinators for a letter of support.

Don't be too polemic or negative in the messages you choose to transmit. We cannot realistically expect to remove cars, trucks and other vehicles from the road to abate the negative effects of transport on air quality, but we can demonstrate that there are a variety of options open to the public and to businesses for moving around and transporting goods. Build on the material available on the European Mobility Week website www.mobilityweek.eu

Gather your evidence. What are the facts and figures on multimodality and the different modes of transport in your city and/or country? Use these as proof to emphasize your messages for different target groups.

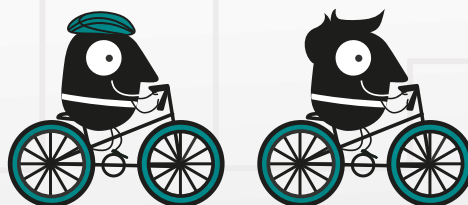
Build effective partnerships. Look at your campaign plan and its objectives. Who are the best placed groups to make the campaign lively and relevant for the highest target group? Bring them in! Has your city got a strong Agenda 21 community? Work with them. Need some expert backing? Look once more at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

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

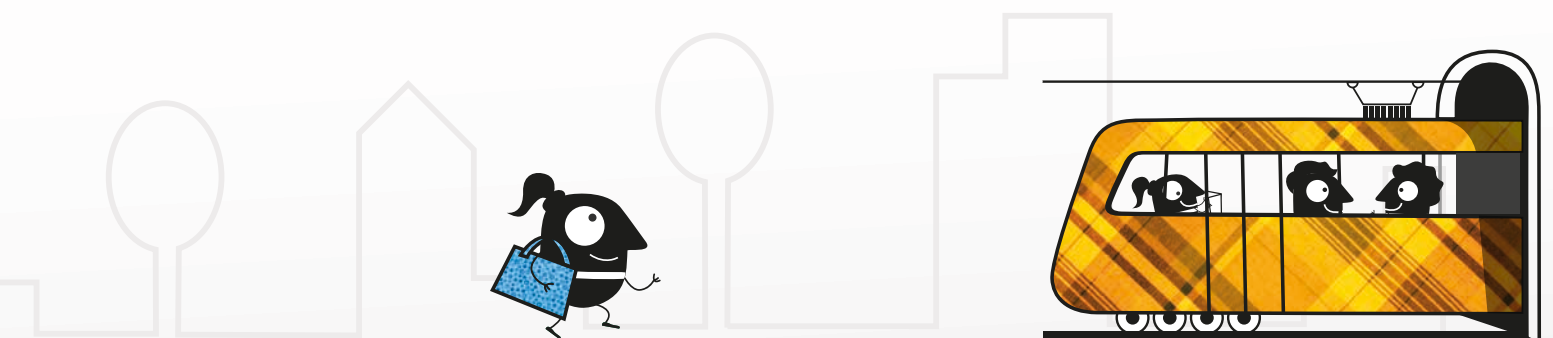
WHAT ACTIVITIES CAN WE ORGANISE?

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 this opportunity to set up environmental and pedestrian zones for the day and organise big open events in the freed up public space. As this year's Car-Free Day falls on a Tuesday, you could design and promote an alternative offer for commuters, inviting them to experiment with multimodal travel solutions, for example by making public transport and public bicycles available free of charge.
- Show people what a car-free city centre looks like. Get people used to leaving their cars at home more than one day a year. Establish car-free Sundays!
- Use the week to take surveys from your residents about how they feel about using different modes of transport in your city, what changes they would like to see, and what would convince them to leave the car at home.



- Raise awareness of the fact that short journeys can also be made by foot, by bicycle or by public transport, and that there are many health and environmental benefits. Launch a poster campaign to get people to leave the car at home for shorter trips.
- Use the materials on DO THE RIGHT MIX website to show how the time spent in different modes of transport can be best used. You can organise different activities, e.g. 'Guitar wagon', 'Clubbing bus', 'talking pedi-bus', 'playing areas' in public transport, spaces for discussion of 'topic of the day', business meeting rooms in public transport (Wi-Fi onboard!), etc.
- Promote the benefits of alternative forms of transport – for example, by encouraging employees in local government or the public sector to walk, cycle or use public transport.
- Organise competitions between workplaces, neighbourhoods and schools in order to encourage people to combine different modes of transport and to walk and cycle more often.
- Offer individualised mobility planning. Make sure to take a targeted approach that is tailored to individuals or specific groups, such as commuters. Take all modes of transport into account.
- Set up an info-mobility point to offer free advice to local residents about their mobility options. Use it as a base for events. Interchange stations are an ideal location.
- Promote your multimodal tools (integrated ticketing system, multimodal route planners, etc.) and propose training sessions.
- Implement a temporary participative signposting system. Commuters can write the distance and time needed to reach a particular destination using a specific mode of transport on signposts.
- Organise a competition between modes. Let people see for themselves the fastest way to get from A to B.
- Reward sustainable transport users during European Mobility Week (in cooperation with local shop owners).
- Organise photo, video or drawing competitions on visions for mobility in your city twenty years from now.
- Make a special offer on monthly fees for September (public transport, public bicycles, car-sharing system, etc.) or at least for European Mobility Week.
- Let people know via social media which policies, measures and activities your town or city has put in place to support multimodal travel.
- Work with the media to get a regular feature on the local radio. Some radio stations offer reduced rates for local initiatives, but perhaps you can even negotiate some free coverage or sponsorship.



WHATEVER YOUR CITY IS DOING THIS YEAR, MAKE SURE THAT YOU...

- Register your programme and activities on www.mobilityweek.eu
- Join towns and 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’ the ‘European Mobility Week’ and the ‘DO THE RIGHT MIX’ Facebook pages and follow [@MobilityWeek](https://twitter.com/MobilityWeek) and [@RightMixEU](https://twitter.com/RightMixEU) on Twitter. Share your photos with us through Flickr.
- Consistently apply the European Mobility Week visual guidelines and always in combination with the European Commission’s logo!
- Promote the European Union hashtag [#EU4LifeQuality](https://twitter.com/EU4LifeQuality) via your social media and communications materials!

These are just a few ideas for your events. The European Mobility Week Handbook, available for download on the ‘Resources’ section of www.mobilityweek.eu 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 2015 in your town or city!



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 observatory:

www.eltis.org

Transport White Paper 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system':

<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52011DC0144&from=EN>

Projects on multimodality

NODES project – New Tools for Design and Operation of Urban Transport Interchanges:

www.nodes-interchanges.eu

BiTiBi project – Bike Train Bike:

www.bitibi.eu

OPTICITIES – ITS multimodal solutions:

www.opticities.com

