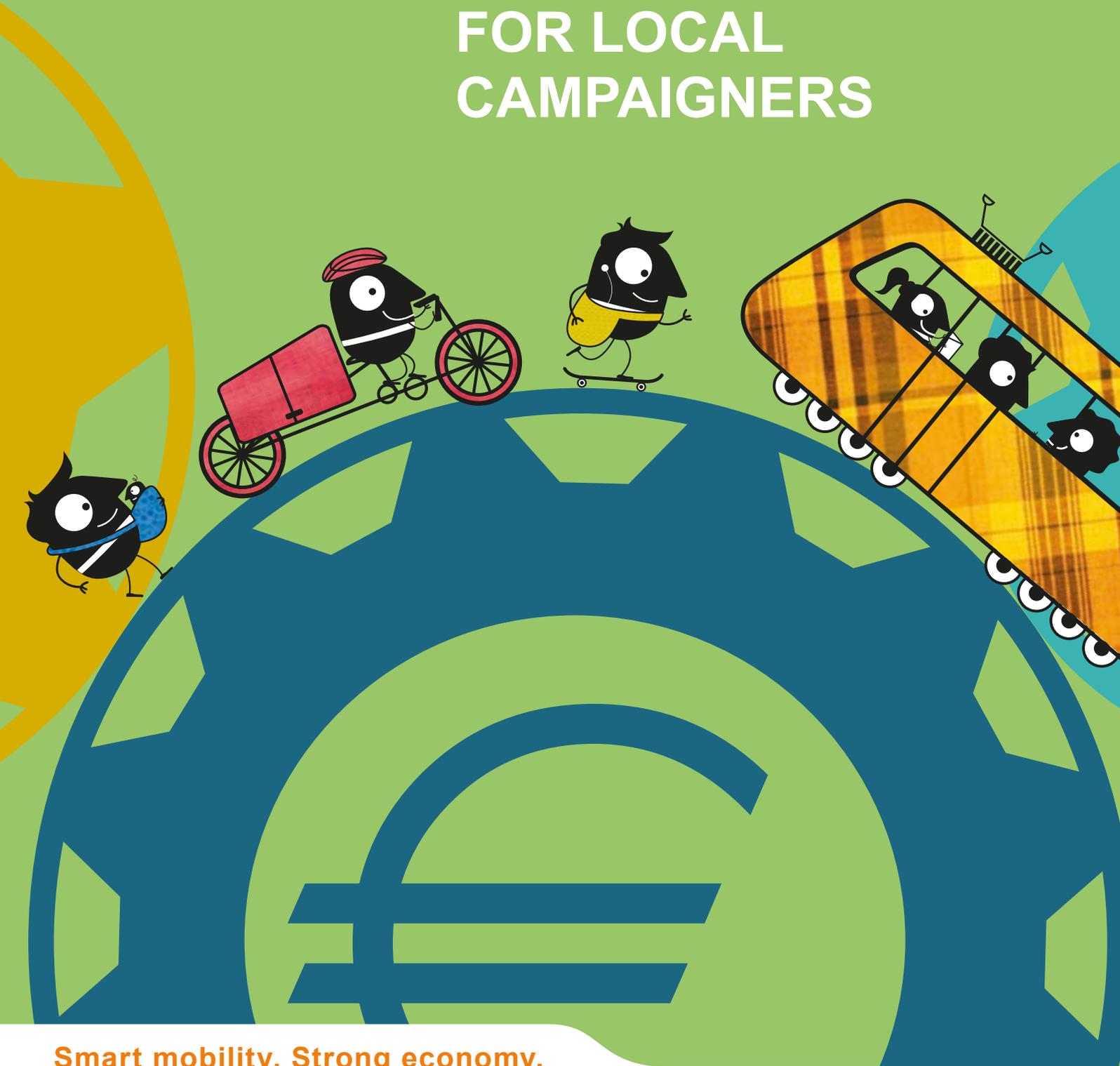


EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

HANDBOOK FOR LOCAL CAMPAIGNERS



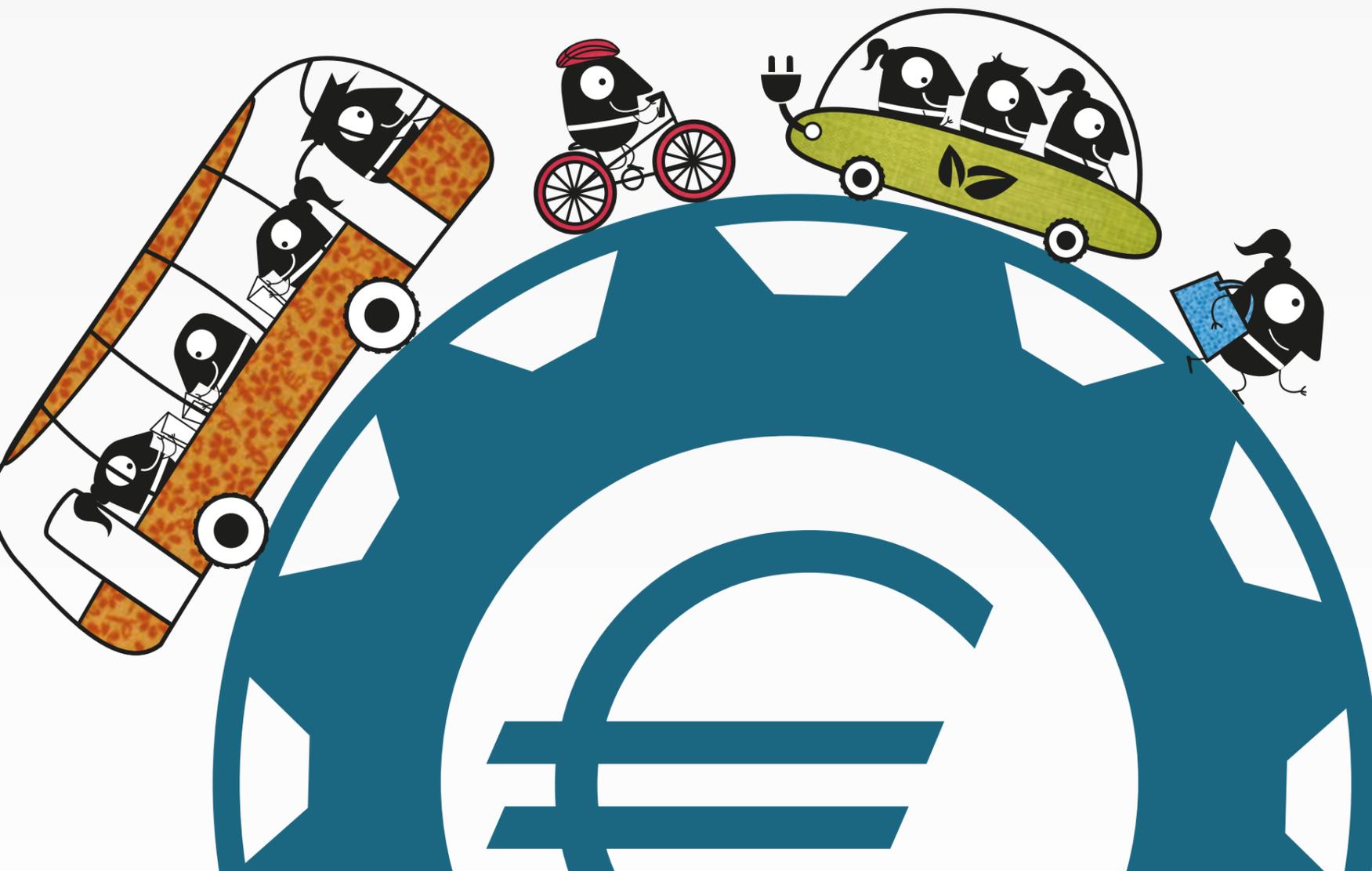
Smart mobility. Strong economy.

www.mobilityweek.eu





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INTRODUCTION TO THE HANDBOOK: A BASIC TOOL FOR EUROPEANMOBILITY- WEEK LOCAL CAMPAIGNERS

This Handbook aims to provide general information for local authorities planning to take part in the upcoming edition of EUROPEANMOBILITYWEEK, 16-22 September 2016. It presents the requirements to register online for EUROPEANMOBILITYWEEK. This guide is based on the experience of European cities that previously organised EUROPEANMOBILITYWEEK.

Valuable ideas are presented for the organisation of relevant activities and permanent measures. There is a chapter dedicated to how to apply for the EUROPEANMOBILITYWEEK Award.

Local authorities should take these guidelines into account when organising their EUROPEANMOBILITYWEEK, but they are free to adapt them to the local context. The information included here is not exhaustive, new ideas will continue to complement this Handbook.

Other complementary information can be found in the Best Practice Guide which provides examples of inspiring campaign activities and the Thematic Guidelines which focuses on the annual theme. These are published every year and are available on the website.

EUROPEANMOBILITYWEEK CONTRIBUTION TO SUSTAINABLE URBAN MOBILITY

The European Commission has set two ambitious goals for urban mobility: phasing out the conventionally fuelled cars in cities by 2050 and moving towards zero emission city logistics in major urban centres by 2030. EU Commissioner responsible for Transport, Violeta Bulc, focuses in 2016 on four priority areas: innovation, digitalisation, decarbonisation and people.

Background

In the year 2000, the Car-Free Day started as a European initiative. It served as an opportunity for cities to show how environmental issues concern them. For one day, i.e. 22 September, local authorities presented their urban centres in a different light by restricting motorised traffic, encouraging the use of sustainable modes of transport and raising awareness on the environmental impact of people's modal choices.

Following the success of the Car-Free Day, EUROPEANMOBILITYWEEK has been held from 16 to 22 September every year since 2002. More than 400 local authorities from 23 countries already took part in the very first year.

Awareness of the initiative has grown year on year, and public opinion is very favourable, with more than 80% of those interviewed expressing their support. Most people also recognise the value of the campaign to highlight excessive car use in cities.

What is it all about?

The European campaign on promoting sustainable urban mobility, EUROPEANMOBILITYWEEK, represents a perfect opportunity to explain the challenges faced by cities and towns to induce a change in behaviour and make progress towards a more sustainable transport strategy.

Local authorities are encouraged to organise awareness-raising activities around given topics and a theme, as well as to launch permanent measures that will improve the sustainable transport situation in their city.

EUROPEANMOBILITYWEEK also offers a good opportunity for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions for reducing car use and emissions, and test new technologies or planning measures.

EUROPEANMOBILITYWEEK gives people an opportunity to think about what our urban streets are really for and to debate concrete solutions for tackling challenges such as air and noise pollution, congestion, traffic accidents and health problems.

EUROPEANMOBILITYWEEK provides the opportunity to initiate a wide range of activities and offers a platform for local authorities, organisations and associations to:

- Promote their initiatives on sustainable urban mobility.
- Raise awareness on the damage of current urban mobility trends on the environment and quality of life.
- Establish partnerships with local stakeholders.
- Participate in a Europe-wide campaign sharing a common goal and identity with other towns and cities.
- Emphasise the local commitment to sustainable urban transport policies.
- Launch new policies and permanent measures.

Partnerships for sustainable mobility

Achieving smart and sustainable mobility is a lengthy process that requires not only political support but also committed partnerships. Local authorities are encouraged to enter into such partnerships and involve local actors as much as possible. Each local authority should seek out local partners who are relevant to the different events and coordinate the preparation of EUROPEANMOBILITYWEEK in close cooperation with them.

Therefore, municipalities should establish partnerships with (public) transport organisations, environmental, health and sports associations, local companies (including their external contacts, i.e. clients, suppliers, partners), the (local) media, etc.

Companies are often interested in participating to show that they are accepting their responsibility to counteract climate change and taking care of the community and the health of their employees. Local authorities should use these points to get more partners on board.



Companies, organisations and other potential partners that are not eligible to contribute to EUROPEANMOBILITYWEEK (16-22 September), but plan to organise some complementary activities during the year, can register individually. Thanks to the **MOBILITYACTIONS** feature these organisations can go to www.mobilityweek.eu and register their action to promote smart and sustainable urban mobility at any time during the year.

HOW TO PARTICIPATE?

Any city or town, even from outside Europe, is invited to participate in the EUROPEANMOBILITYWEEK. Their registration online will be approved as long as they organise an event or activity relating to sustainable urban mobility.

There are three participation criteria:

- Organising a week of activities, taking into account the year's focal theme.
- Implementing at least one new permanent measure which contributes to modal transfer from the private car to an 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. wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit. Permanent measures implemented earlier that year are also eligible on condition that they are promoted during EUROPEANMOBILITYWEEK (16-22 September).
- Organising, preferably on 22 September, the Car-Free Day by setting aside one or several areas reserved for pedestrians, cyclists and public transport for at least one whole day (1 hour before to 1 hour after working hours).

Those local authorities committing to all three of the above criteria will become *Golden Participants* and are eligible to apply for the EUROPEANMOBILITYWEEK Award (see chapter on 'The EUROPEANMOBILITYWEEK Award').

How to register?

After signing up for the first time or logging on to last year's account, the online registration form has to be completed on www.mobilityweek.eu

To complete the registration form for local authorities, the following information should be provided:

- Name, position and contact information of the main person in charge of EUROPEANMOBILITYWEEK within the municipality as well as in charge of media enquiries.
- Actions/events (relative to the year's theme) organised for the EUROPEANMOBILITYWEEK and the corresponding programme.
- Permanent measures to be implemented this year.
- Information about the zone(s) where access for private cars is heavily restricted.



Upon completion of the online registration, the national or European coordination will validate the submission. Once approved, an automatic confirmation email will be sent. Only after this will the city's activities be published online in the 'Cities' section. Login details on the website will be provided together with the confirmation email, thus allowing the municipality to update the information provided (e.g. changes to the programme).

Signature of the Charter is only compulsory when applying for the EUROPEANMOBILITYWEEK Award (from second half of September to early November).

THE EUROPEANMOBILITYWEEK AWARD

The EUROPEANMOBILITYWEEK Award seeks to reward local authorities' activities within the framework of EUROPEANMOBILITYWEEK. It aims to promote successful campaigns and to raise awareness on the need for local action in the field of sustainable urban mobility. The finalists are celebrated at a prestigious ceremony in Brussels and showcased in different publications. The winner of the EUROPEANMOBILITYWEEK Award is awarded a video to promote its achievements as a champion of sustainable urban transport in Europe.

Eligibility criteria

Local authorities are eligible for the EUROPEANMOBILITYWEEK Award if they:

1. have registered online at www.mobilityweek.eu
2. have submitted the signed Charter.
3. are *Golden Participants*, i.e. fulfilling all three criteria
4. are situated in the EU-28, EU candidate countries, potential EU candidate countries that are part of the Stabilisation & Association Process (SAP), European Economic Area countries (EEA), or European Free Trade Area countries (EFTA). These countries are: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo*, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

Evaluation criteria

An independent jury of experts in urban mobility will evaluate:

1. The quality of activities taking up the annual theme.
2. The action plan for events and public involvement.
3. The communication strategy.
4. The impact of permanent measure(s).
5. The scope of the partnerships with local stakeholders.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

Application procedure

Local authorities wishing to apply for the EUROPEANMOBILITYWEEK Award must:

1. Complete the application form in English (max. 20 pages), providing details about the local authority, events and activities, implemented permanent measures and the nature and contributions of partners.
2. Submit the application form via email, a digital copy of the signed Charter and a map of the area that was closed for motorised traffic during Car-Free Day.
3. Provide supporting materials: communication tools, press clippings, videos and images (preferably in high resolution) before 15 November.

The application form is made available online.

Award ceremony and prize

The EUROPEANMOBILITYWEEK Award ceremony is held in Brussels with the presence of the EU Commissioner for Transport. The winning local authority will be awarded a promotional video of up to three minutes to showcase its achievements as a champion of sustainable urban transport in Europe.

7 DAYS OF ACTIVITIES ON SUSTAINABLE MOBILITY

Cities and towns can organise activities on specific topics related to sustainable urban transport.

The three main means of sustainable transport – public transport, cycling and walking – and the links between them (intermodality) will naturally form the basis of the majority of activities.

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.

The launch of EUROPEANMOBILITYWEEK

Public and media events on 16 September, the first day of EUROPEANMOBILITYWEEK, are perfect to launch the campaign by:

- Introducing special offers such as a ticket with special public transport fares for the whole week.
- Offering additional services (higher frequency, shuttle services, maps, travel advice, etc.).
- Promoting intermodality.
- Rewarding those who leave their car at home, interviewing them so they can explain what alternative transport methods they chose and how it worked.
- Launching the permanent mobility measures the city has planned.

Public Transport

Using public transport to satisfy mobility needs is certainly a central theme of the EUROPEANMOBILITYWEEK. Public transport should be synonymous with freedom.

All public transport actors will be able to use EUROPEANMOBILITYWEEK as an opportunity to promote intermodal solutions, proving that these can offer a real alternative to private cars.

The following are a set of actions on how to successfully organise events dedicated to public transport. They aim to draw media attention by TV, radio and newspapers.

Clever commuting

Some actions to take into account are:

- Negotiate with operators stops near major workplaces.
- Give financial support, i.e. reimbursement.
- Provide lifts home in case of emergencies.
- Introduce special offers.
- Provide information about public transport.
- Organise personalised travel advice.
- Offer after-work drinks at nearby stops or on the bus.
- Promote planned actions on highly frequented routes.
- Set up a commuter challenge.
- Promote intermodality.
- Arrange a debate between public transport operators and commuters to discuss how the use of public transport could be increased and what the positive effects would be for the different parties.

Intermodality

- Walking or cycling in combination with public transport can make the latter more attractive:

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

- It is possible to promote cycling and public transport by allowing bicycles on vehicles at off-peak times and building new bicycle racks at public transport stops.
- Passengers can be informed on car-pooling and car-sharing schemes. New schemes are always welcome.
- Taxi sharing information can be displayed at interchanges.
- The information systems can be trans-modal, e.g. train staff providing information on buses and vice versa.



Accessible public transport

Accessible transport is a right and it ensures social inclusion. Moreover, the number of non-disabled passengers increases with more accessible public transport. It is necessary to:

- Adapt bus stops and align the height of the pavement with the door of the bus.
- Set up bus stops near major company premises.
- Implement disability awareness.
- Have timetables and other information in accessible formats (large print, Braille, audio format, etc.).
- Adapt infrastructure to enable accessibility (low-floor buses, lifts, ramps, etc.).
- Ensure information about the level of access through websites, mobile apps, leaflets, etc.
- Work with organisations for people with disabilities.

Safety

According to *L'Union Internationale des Transports Publics* (UITP), traffic accidents kill over 27 000 people in Europe every year. There is a direct relation between the number of people killed and the number of journeys by car. Accidents represent the principal cause of mortality affecting young persons in the EU.

The above figures can be quoted in relation to local figures.

Other measures could be the appointment of security or information agents on the network and the incorporation of safe and attractive walking routes within the network.

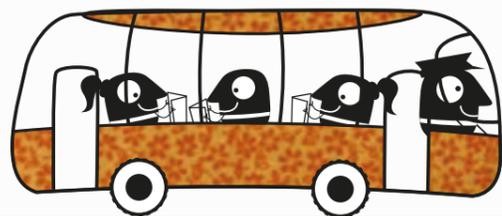
Passenger information

- Introduce new styles of timetables, websites or apps.
- Open multimodal information services.
- Find out what customers think.

Communication with customers & staff

Staff must be well informed for the entire EUROPEANMOBILITYWEEK to be successful. Activities could include:

- Offering visits to the public transport control office with explanations regarding frequency, speed, route...
- Staging an exhibition of innovative public transport equipment or prototypes on regular routes.
- Explaining disruptions due to new lines being built or visit a metro/tram worksite.



Cycling

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 well-being and are efficient and healthy.

All proposals for activities listed here are to draw attention to the benefits of cycling.

Cycling & clever commuting

In order to address bicycle infrastructure at the workplace, safety and incentives to promote cycling to work, it is important to:

- Set up a booth/bicycle information point in a highly-frequented area accessible to staff and the public.
- Set up a 'parenting' scheme. The 'new cyclist' would cycle to the workplace with his/her 'parent' and could then be interviewed about the experience.
- Organise a 'Bike to Work' day, offering all kind of incentives for commuters to use a bicycle.
- Organise a 'Commuter's Challenge' to show that cycling is not only the cheapest and healthiest mode, but most of the time also the fastest.
- Offer breakfast for people cycling to work.
- Hold a fashion show of cycling clothes or develop 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 info point or stand to give 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, shopping centres, etc.

'Try out and become an everyday cyclist!'

- In cooperation with local bicycle associations, organise information sessions on how to switch from using a car to using a bicycle, especially for those living up to 5 km from their workplace.
- Organise a fashion show for cyclists or an exhibition of bicycle prototypes and old bicycles.
- Ask local bicycle associations, bicycle hire services, stores and companies specialising in sports products to offer repair and maintenance checkpoints for bicycles.
- Ask local bicycle associations or the police to postcode bicycles against theft.
- Invite residents to participate in an 'Everyday Cyclist Tour' and ask participants to fix a poster on their back indicating the distance they cover every day by bicycle. All the posters will be shown in an exhibition at the end of the tour.
- Set up a cycling incentive programme in cooperation with local shop owners.

Walking

The following sets out a menu of actions in order to draw attention to the importance of walking as a means of travel. The proposed activities can be organised quickly and lack physical permanence. However, they are aimed at leaving an impact on people's minds and attracting media attention.

Walking & clever commuting

- Encourage companies to reward staff who walk to work with breakfast, for example.
- Invite company management to reward staff who walk to work with monetary incentives or an additional two minutes of annual holiday entitlement.
- Suggest to companies to give a present to street cleaners who maintain areas outside their buildings.
- Advise companies on how to change the design of their car parks to give pedestrians priority.
- Have the chief executive take a walk in the streets around the company's building(s) to assess accessibility for pedestrians.
- Work with companies to start carrying out regular joint graffiti removal projects in their neighbourhood.
- Distribute information on safe walking routes.

Living streets

- Arrange for council leaders to explore the city on foot to assess problems like physical barriers, cracked pavements, illegal parking, rubbish dumping, etc.
- Organise a 'Parking Day' (www.parkingday.org) and invite residents to make creative use of parking spaces.
- Plant trees in a less attractive street.
- Inaugurate a new 30 km/h (20 mph) zone.
- Arrange to get shopkeepers to join in the campaign through a local Chamber of Commerce.

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 30 km/h (20 mph) zones to discuss local walking conditions with them.
- In the presence of children, the Transport Minister dedicates a new pedestrian bridge, foot-path or other improved facility to pedestrian traffic.
- The Transport Minister and, where possible, other government officials, walks 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.

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



Mobility Management

Mobility management is becoming a decisive element for smart and sustainable city development. It consists of a demand-oriented approach to change the modal split in favour of sustainable modes of transport.

This approach involves new partnerships as one of the most crucial aspects. During EUROPEANMOBILITYWEEK local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

New flexible transport plays a role: buses with route flexibility, responsive transport, community transport, shared taxis, car sharing, Park & Ride, urban freight and goods delivery.

The tools to encourage behavioural change are usually based on information, communication, organisation and coordination, and require promotion.

Company travel plans

- Promote sustainable commuting in municipal or company newsletters.
- Award designations for sustainable companies.
- Promote 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 on mobility behaviour change.
- Set up an employee working group on mobility issues.
- Appoint a mobility coordinator or mobility manager.

Overall activities

- Organise a 'Bicycle Day', rewarding employees with flexible working hours, breakfast, T-shirt, live band, showers, massage, a postcode against theft, etc.
- Create a partnership with IT providers and companies for the organisation of a (national) 'Teleworking Day'.
- Get a local celebrity to state: 'I cycle/walk to work' or 'I use public transport to get to work'.
- Award for the best company making efforts to implement sustainable mobility.
- Organise a Sustainable Transport Day for companies: employees walk, cycle, use public transport or car-pool.
- Reward regular commuters who have a season ticket.
- Offer car drivers stuck in traffic jams a 'stress ball'.
- Develop a designation for bicycle-friendly companies.
- Present/launch car-pool initiatives among companies.
- Ask companies to offer employees a bicycle bonus.
- Company travel plans: test new measures during EUROPEANMOBILITYWEEK.

Sustainable Urban Mobility Plans (SUMP)

EUROPEANMOBILITYWEEK is a great opportunity for activating interest in SUMP. An effort must therefore be made on one specific day to:

- Set up an exhibition on the possible scenarios for transport development and on a selected scenario.
- Organise a conference on the urban mobility plan.
- Arrange neighbourhood meetings on urban mobility.
- Present/implement some of the urban mobility plan measures (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 EUROPEANMOBILITYWEEK is not only to promote the use of sustainable means of transport, but also to encourage responsible car use so that those who need 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 together with a 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 training sessions (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 of 10%).

'Give the car a break'

- Organise competitions where car drivers hand over their licence for a certain period of time and receive a public transport ticket in return.
- Exhibit cargo bikes and/or organise a demonstration of cargo bike delivery.
- Invite 'Everyday Cyclists' to present their daily routine and share their experience of transporting children and goods, making leisure trips, selecting appropriate clothing, etc.



- 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.
- When broadcasting traffic information on local radio, call on drivers to do the right mix; change and combine with other modes of transport if they want to avoid traffic jams.

Car sharing & car pooling

- Promote 'Clever Use of the Car' by presenting car-sharing and car-pooling schemes.
- Ask local businesses that have introduced a car-sharing scheme to present their results.
- In case there is no car sharing scheme in your city, launch a survey during EUROPEANMOBILITYWEEK to identify potential sharers for a future scheme.
- Allow people 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 commuting by car

- 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 entrance premises to see how many people change 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 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 EUROPEANMOBILITYWEEK or at least for one day during the week to attract the attention of TV, radio and newspapers to the messages of EUROPEANMOBILITYWEEK and the solutions offered by clean vehicles.
- Arrange a discussion breakfast between representatives of clean vehicle associations and civil servants to discuss how the use of clean urban vehicles could be increased and the positive impact for the different parties.

- 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. Transport of purchases to convenient car parks should be included.

Leisure & shopping: Smart and Sustainable Mobility to Boost Local Economy

The various ways of reaching leisure or shopping areas can be made by sustainable transport. It applies not only to the way people move, but also to the transport of goods within the urban areas; between 50 and 70 percent of goods movements in European cities could be shifted to (cargo) bikes, according to a research from Vrije Universiteit Brussel and the experience of the Cyclelogistics project. This topic is suitable for finding local partners, as they can promote their services.

Discover the city

Invite residents to discover their city from another viewpoint. Leisure activities could give the opportunity to discover the city safely and enjoy it in a quieter environment without cars.

- Special shuttle services to explore the city.
- Tours organised by tourist guides or rambling clubs.
- Pedestrian rallies in partnership with sport shops, schools, associations, etc.
- Hotel keys that also allow access to public transport, bicycle hire services and 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.
- Organize free 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 specialising in sports products to organise demonstrations on the streets: football, basketball, (beach) volleyball, skateboarding, roller skating, etc.
- Offer rides using specific modes of transport such as horse-drawn carriages, tourist trains, solar boats, etc.

Shopping

The implementation of car-free areas may be a cause of concern for some shopkeepers. This is why special efforts must be made to involve them at an early stage of the organisation.

- Communicate specifically to shopkeepers via an official document with customised information on how to get to the city centre without a car.
- Link the name of a bus, tram or metro stop to a shop.



- Advertise city centre shops in EUROPEANMOBILITYWEEK merchandising. For example, by placing the logos of the shops in the map of the car-free area, including a mention on the local radio when announcing the car-free day, guiding people to the shops thanks to banners on streets, etc.
- Create a designated space for deliveries. Clean vehicles would deliver the goods to the shops.
- Set up a service to deliver goods to customers using a fleet of clean vehicles.
- 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 cargo bikes.
- Distribute public transport tickets in shops before and during EUROPEANMOBILITYWEEK.
- Invite town centre shopkeepers to organise a lottery; prizes offered would be relevant to EUROPEANMOBILITYWEEK and include items such as bicycles, roller skates, etc.
- Encourage shopkeepers to occupy public space, recovered by the ban on vehicles, as an extension of their selling space (terraces or space for stalls on the street). However, EUROPEANMOBILITYWEEK should not turn into a vast commercial event organised for marketing purposes.

Additional examples of the economic benefits of smart and sustainable urban mobility for local economy are available in the Thematic Guidelines.

Mobility & Health

The number of vehicles on the European roads continues to increase, which leads to a deterioration in the quality of life of those living in cities (noise, air pollution, accidents, stress, etc.).

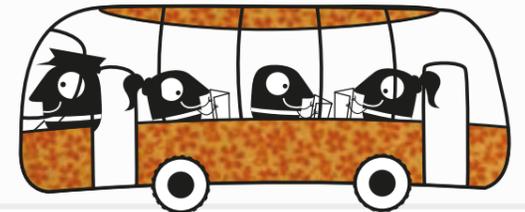
The health consequences of transport affect most of the population, and particularly vulnerable groups such as children and the elderly. Some of the effects of transport strategies on human health are well known and range from annoyance caused by traffic noise to respiratory and cardiovascular diseases.

Local health services, health insurance companies, doctor associations and sport organisations can be suitable partners for organising mobility and health activities.

Environmental nuisance

Local authorities have to act to protect their residents from the adverse effects of environmental noise and poor air quality. It is essential to conduct educational action on these topics.

- Ask the air quality monitoring network, environment and/or energy agency (EEA, IEE), information and documentation centres on noise (INCE, CIDB) to set up an exhibition on air and noise.
- Ask the police and/or automobile technical control centres to offer anti-pollution tests on vehicles in car parks.
- Provide explanations on how air quality monitoring systems are used and how to interpret the data.
- Present activities aimed at improving noise and air quality levels.



Benefits of walking & cycling

Research has proven that employees who undertake sufficient physical exercise are healthier, perform better and take less sick leave each year. Activities can include to:

- Invite health insurance organisations 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.
- Invite sport associations, businesses, schools, etc. to participate in contests, races or relays.
- Request the relevant organisations to install playgrounds encouraging physical exercise and agility amongst children.
- Ask 'health walk' groups to hold presentations encouraging walking.
- 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).

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 is to encourage organisations to implement Greenways and the general public to discover them.

General awareness raising

- Organise walks/bicycle trips or picnics on existing and unofficial (with precautions) Greenways accompanied by local representatives. Various interest groups can profit from Greenways as a meeting point:
 - People with reduced mobility, the elderly, etc.
 - Artists, athletes, politicians, local personalities, etc.
 - Second-hand bikes retailers.
 - Media and journalists.
- Use a Greenway as an open-air classroom for maths, geography, local history, natural environment lessons.
- Organise a clean-up of Greenways by volunteers.



Travelling in harmony with the environment

- Greenways are typically paths that follow railway lines, waterways or that cross forests or nature reserves. This is a good way to discover the natural heritage via guided tours or publications on the vegetation.
- The local heritage can be shown too via the conservation of features found along Greenways.

Local or regional authorities in action

Where Greenways already exist:

- Make the intersections between roads and Greenways 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.

A Greenways map is available on the European Greenways Association website

www.aevv-egwa.org/

PERMANENT MEASURES

Participating local authorities are asked to 'implement at least one new permanent measure which contributes to modal transfer from private car to environmentally sound means of transport.'

These measures don't need to be expensive. They show the commitment of the city to sustainable urban mobility. Some possible permanent measures are:

Bicycle facilities

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

Pedestrian areas

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

Public transport services

- Improvement and extension of public transport network (high-occupancy vehicle lanes, new stops, new lines, reserved areas, etc.).
- Increase in frequency, introduction of express services, etc.
- Use of ecological vehicles for public transport fleets.
- Introduction of mobile ticketing and services.
- Integrated services for various public transport modes.

Traffic-calming & reduced-access schemes

- Speed reduction programmes near schools.
- Reduction of outside parking zones.
- Creation of Park & Ride stations.
- Permanent access restriction to city centres.

Accessibility

- Launch of accessibility plans.
- Creation of facilities for people with reduced mobility.
- Removal of architectural barriers.
- Lowering and enlargement of pavements.
- Creation of tactile pavements and wheelchair ramps.
- Fitting of sound devices in traffic lights.

New forms of vehicle usage & ownership

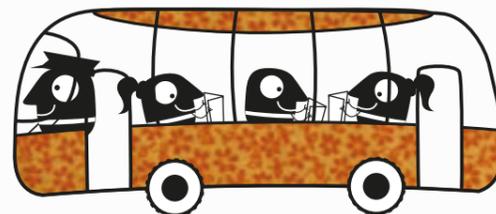
- Launch of online car-pooling and car-sharing schemes.
- Responsible car use (eco-driving, etc.).
- Use of clean(er) vehicles.

Freight distribution

- New regulations for freight distribution.
- Use of clean(er) vehicles.
- Creation of unloading platforms for freight transfer.

Mobility management

- Adoption of workplace and school travel plans.
- Creation of mobility centres and information services.
- Development of educational materials.
- Urban mobility plans in consultation with local actors.
- Provision of incentives and bonuses to employers.
- Facilitate access to business or other social areas.



CAR-FREE DAY

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

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

- Visualisation of specific themes (e.g. noise, air quality measurement, etc.).
- Planned measures could be presented or tested (e.g. establishment of a pedestrian zone).
- Activities for specific target groups (e.g. children).
- Organisations located in the area that could contribute with their own activities (e.g. gastronomy, sport).
- Number of visitors to the area on a 'normal' day and projected number of additional visitors.
- Parking areas required in the surrounding area.
- Links between different car-free areas.

Barriers & checkpoints

Access to the car-free area(s) will be monitored and barriers installed. The assistance of the following will be necessary:

- 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

A short list of authorised vehicles needs to be drawn up. In addition to the cleaner vehicles (LPG, NGV, electric, etc.), exemptions may be granted to health professionals, people with disabilities and for urgent repair works.

Emergency services (police, fire, ambulances) and electricity or gas workers will be granted automatic admission to the area.

Applications for exemption not provided for in the above list should be addressed to the responsible council department. Exemptions must be kept at a minimum.

Residents

Residents should be invited to move their cars the day before to clear the streets. 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 return before a specified time. They would then have to leave their cars in a car park.

Deliveries into the car-free area(s)

Deliveries will be authorised until a certain time (to be specified) in compliance with the general conditions. For traders requiring daytime deliveries, a loading zone can be created outside the area. The cargo will be delivered from that point by cargo bikes or clean vehicles.

Public transport

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

- Higher frequency of services.
- Greater accessibility for persons with reduced mobility.
- Special fares or free transportation.
- Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas, swimming pools, etc.).

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

Cleaner vehicles

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

- Delivery of goods to shopkeepers and/or customers.
- Specific requests, which can be handled individually at the checkpoints, in the car parks, etc.
- Residents and/or people with disabilities.

Bicycles

- Involvement of local cycling groups and associations.
- Special focus on the use of cargo bikes.
- Bicycle hire or loan points at Park & Ride facilities, railway stations, bus stops, etc.
- Combined bus and bike or parking and bike tickets, car keys or registration document against a bike, etc.
- Staffed, covered cycle parking facilities.
- Safe, well-marked cycle routes outside the car-free area(s), preferably all separated infrastructure.

Park & ride facilities

To encourage residents to leave their cars and use public transport, secure parking 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 can be provided from these car parks to the town centre.

Residents' car parks

Car parks should be reserved for resident use. They should be located within, or close to the borders of the car-free area(s) (and accessible only before or after the event). They should open only 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 & COMMUNICATIONS

All communications tools are available free of charge on www.mobilityweek.eu. The EUROPEAN-MOBILITYWEEK e-newsletter and the following social media channels will keep you up to date with recent news.

- www.facebook.com/EuropeanMobilityWeek
- <https://twitter.com/mobilityweek>
- www.youtube.com/user/europeanmobilityweek
- www.flickr.com/photos/europeanmobilityweek

Together with this Handbook, the following resources are available online (and some also as hard copies):

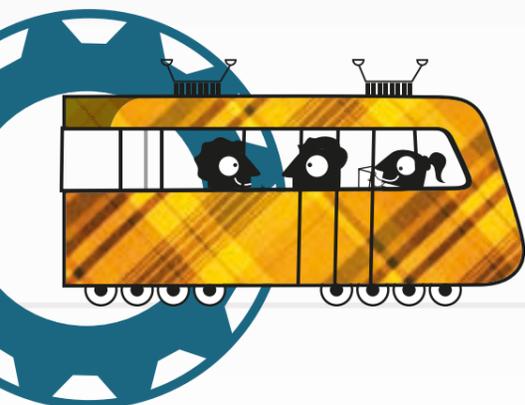
- Thematic Guidelines
- Leaflet
- Flyer
- Campaign Video
- Charter
- Best Practice Guide
- Communications Toolkit including Visual Guidelines and key visuals (Edgar illustrations, logo, templates, etc.)

All communications materials are available in English. The Thematic Guidelines, the flyer, the Campaign Video and this Handbook are available in 22 EU official languages.

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

Local information & communications

Local authorities should provide several tools to inform the public on the details of EUROPEAN-MOBILITYWEEK. To ensure synergy at the European level and to give people the feeling that they are part of a global movement, printed and online communications should feature the visual identity representing EUROPEANMOBILITYWEEK.



Above all, it is important to remain consistent in communications and to keep messages simple so that EUROPEANMOBILITYWEEK is recognised by the defined target groups.

Social media

Social media tools such as Facebook, Twitter, YouTube, Vimeo, Flickr, Instagram, LinkedIn, etc. allow us to directly engage with thousands of people and promote activities. When using social media, it's good to keep the following points in mind:

- Share content that is relevant to your audience.
- If you come across a misrepresentation, feel free to correct the mistake, but do so with respect. Be sure to separate facts from opinion.
- Spread the word and interact. Talk about the successes of partners, supporters or colleagues.
- Post meaningful and respectful comments. As much as possible, promote your area of expertise.
- Do not spam and do not post offensive comments.
- Double check the quality of everything you publish. Spell check and re-check the links. If you have made a mistake, be upfront about it. Admit and correct.
- Don't say anything online that you wouldn't be comfortable seeing quoted on BBC, being asked about by your mother or having to justify to your boss.
- Do not commit to any action, unless you are authorised to do so.
- Do not download or install software that you find through social networks.

Information letters

Several information letters customised to each target group can be sent prior to EUROPEANMOBILITYWEEK:

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

Information documents

To inform residents about EUROPEANMOBILITYWEEK and foster a debate on urban mobility, accessibility and safety, it will be necessary to produce and distribute:

- A summary document presenting the technical aspects of EUROPEANMOBILITYWEEK. This document will be distributed before and during the operation in all public spaces.
- A supplement or special issue of the municipal bulletin.
- Specific documents for individual target groups.
- A local press kit handed out during a press conference approximately one week before EUROPEANMOBILITYWEEK.



Internal communications

Successful internal communications:

- Involve municipal employees in the organisation of EUROPEANMOBILITYWEEK in order to ensure its success.
- Allow municipal employees to become promoters of EUROPEANMOBILITYWEEK 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, provide information (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 EUROPEANMOBILITYWEEK, municipal services must set a good example. As such, employees must be encouraged to take part in the activities organised during EUROPEANMOBILITYWEEK. 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 ensure the availability of alternative modes of transport. Special emphasis should be given to school or company mobility plans.

MONITORING & ASSESSMENT

Monitoring should be carried out by the local authorities, not only during the week but also during the year, so that lessons can be drawn. It should include modal split, traffic flow, air quality, noise and public opinion.

Traffic flow & public transport usership

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

Monitoring should take place over a period of several days for comparative analysis purposes. Technical and logistical assistance can be provided by the local highway and/or urban traffic authorities.

Air quality

Fixed and mobile sensors can be installed inside and outside the car-free area(s) to measure air quality over several days. To ensure valid comparisons, measures should be taken on the same day of the week and with similar meteorological conditions.

Towns and cities that do not possess their own air monitoring equipment should attempt to obtain it from cities not participating in EUROPEANMOBILITYWEEK, 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 the purpose of comparative analysis purposes. Several organisations can provide useful advice and help with the methodology, such as the local health authorities.

Public opinion

Targeted surveys can be conducted:

- 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).

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 and their expectations.



EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2016

