

# ACTION POINTS FOR POLICYMAKERS, INDUSTRY AND CIVIL SOCIETY

8 June 2010, Skopje

## THE PEP WORKSHOP

**Sustainable and healthy urban transport policies**  
**“Working together to make things happen”**



**The Workshop identified problems and needs related to urban transport policies in the South-East Europe (SEE) region:**

- All SEE countries are facing a rapid and dramatic rise in individual motorisation and urban growth;
- Main problems are related to increasing congestion, high speed, lack of adequate urban planning, fast suburban growth, poor air quality, high levels of noise, and high level of road traffic crashes in urban areas;
- This, combined with low quality of public transport services and a lack of investments for renewal of the public transport system, results in serious urban mobility problems;
- Car traffic needs to be reduced and made cleaner and public transport must be made more sustainable (e.g. more use of electric vehicles) in order to offer a real alternative to the car;
- Cycling as a non-motorized alternative should be promoted;
- Most cities in the SEE region still face significant, and sometimes basic, governance problems related to the absence of a proper legislative framework, e.g. a national

strategic framework that promotes integrated policies between transport, health and environment as well as means for further improvement;

- There is a need for further capacity building and action to promote the implementation of the principles of sustainable mobility. Many cities lack a good strategy for further development and improvement of transport integrated with a city planning strategy, which at the same time provide healthier environment and adheres to the principles of sustainable mobility;
- In some SEE cities, the public transport situation has improved and effective measures have been undertaken, such as the introduction of systems of paid parking and investments in new low-floor trams, light rail and cleaner public transport vehicles. Some cities have begun preparing transport plans, bearing in mind how to improve the environment and health. Such activities should be enhanced, systematised and followed by other cities as they are the key to solving the mobility problems of the SEE region.

**The Workshop recommends that international, national, regional and local actors should work collaboratively to:**

***Establish a supportive national policy framework***

- Develop a national policy framework for sustainable urban transport that supports and influences national, regional and local goals for land-use, transport, health and the environment. It is important that this national policy framework be “internally coherent” – within the transport sector – with integration of transport investment, traffic management and demand management policies, and “externally coherent”, with integration of transport policies and those of other sectors such as environment, health, land use and finance. To this end, it is recommended that countries develop and implement National Transport, Health and Environmental Action Plans (NTHEAPs) as stated in the Amsterdam Declaration;
- Identify links between local policies for urban travel and land use, and national transport and planning policies so that policies on all levels are mutually supportive and that solutions are provided at the appropriate level;

***Provide a supportive legal and regulatory framework***

- Develop, in a participatory and transparent process, a legal and regulatory framework that provides guidelines for Government action on all levels. This framework is essential for effective implementation of spatial and land use, infrastructure planning and sustainable urban transport development integrating health and environmental concerns. This must also include parameters for involvement of the private sector in public transport provision for effective

implementation of sustainable urban mobility policies. Parameters for private sector involvement should be clearly specified including rules for competition and procurement, as well as service and quality obligations;

- Ensure that rules and regulations for public transport clearly specify the complementary roles of public and private sectors in service and infrastructure provision and financing. Financing of public transport should be reviewed to ensure that efficiency in operations is maximised. Public service obligations should include oversight of service and network quality, reduced fares and other concessions as a part of social policy.
- Public-private arrangements in provision of public transport services should be regulated to ensure fair reward for both partners;
- Ensure that measures to promote walking and cycling in urban areas as well as transport demand and mobility management tools, such as employer mobility plans, car sharing schemes, ec-driving, and telecommuting are supported in the legal and regulatory framework. To this end THE PEP Action Points for Policymakers, Industry and Civil Society recommended by THE PEP Workshop on Safe and Healthy Walking and Cycling in Urban Areas (September 2009, Prague) could be use as a guidance;
- Fully integrate air quality, greenhouse gas, noise and other health and environment targets into transport and land-use policy and adopt technical standards for vehicles and fuels and rigorously monitor their implementation in the public and private vehicle fleets. To this end, the UNECE technical standards for vehicles and their periodical controls could be effectively used.
- Ensure that more urban space is allocated for the use of citizens and not by cars only. This allows decreasing noise and pollution as well to increase security (also through reduced speed) and quality of life. To achieve this awareness raising campaigns are an essential component of related integrated policies.

### ***Ensure a comprehensive pricing and fiscal structure***

- Ensure that the pricing and fiscal structure send the right messages promoting sustainable urban transport across sectors. Inconsistencies in fiscal policy among sectors can pose problems for implementation, particularly for the integration of transport and land-use planning. Policy “interferences” can result in the wrong signals being sent to decision-makers – individuals in particular – about how to travel in and around cities. National policies for housing and real estate, for instance, can induce decisions about where to live that conflict with strategies to reduce congestion and urban sprawl;

### ***Rationalise financing and investment in urban mobility***

- Direct revenue flows from pricing measures, investment and other types of funding should be clearly earmarked so that opportunities for policy implementation are enhanced. Poorly channelled financial streams can frustrate application of policies designed to improve sustainability in urban travel. Revenues from pricing initiatives (e.g. road or congestion pricing, parking fines, etc.) should be channelled so that the environment and health performance of the transport system can be improved. Directing revenues from pricing measures to local and regional levels can enhance political support for and facilitate implementation of “unpopular” pricing initiatives;
- Allocate funding (investments or other) to maximise energy efficiency and environment and health benefits in the performance of the urban transport system. Funding decisions should be in line with environment and health targets. Infrastructure investment decisions should fully take into consideration these objectives and of mobility management.
- Weigh national investment and financing in capital cities against funding needs in secondary and tertiary cities as well. Excessive concentration of national government resources in capital cities risks inefficient use of funds, and perhaps more importantly, missed opportunities for promoting real improvements to transport systems in other key urban areas;
- It is important to establish national sustainable funding mechanisms to support investments in environment and health friendly transport systems. We call upon the International Financial Institutions to set up programmes to support sustainable urban transport projects.
- Investments are essential to achieve an environment and health friendly transport system. Investors in the public transport sector must be convinced about the financial benefits and returns of such investments rather than only invest in road infrastructure.

### ***Improve institutional co-ordination and co-operation to achieve the necessary integration***

- Co-ordinate national policy approaches on health, environment, transport and urban land-use (NTHEAPs);
- Vertical cooperation among all levels of Government, as well as horizontal among all sectors, is essential to realise the objectives for sustainability. Co-ordination among, transport, health and environment actors horizontally on all levels of government is necessary to ensure integration of policy objectives and strategies. This is the key for national Governments so that inconsistent messages on priorities for sustainability are not handed down on a sectoral basis. Vertical co-ordination among levels of

Government enables national-level objectives for sustainable development to be effectively communicated to and implemented by regional and local governments;

- National governments should provide institutional frameworks and incentives to encourage cities to include the objective of reducing emissions into their local transportation decisions. Priorities and objectives defined on local and regional levels can also be communicated from the “bottom-up”, to ensure that national policies adequately account for priorities at lower levels. Involvement of all stakeholders in the urban mobility plans – be they private sector entities, real-estate developers or environmental advocacy groups – is becoming an increasingly important factor in policy development and implementation for sustainable mobility;
- Responsibilities must be commensurate with resources for implementation to occur. When decision-making responsibility for urban transport is transferred from National Government to regional and local levels, corresponding responsibility over the sources of financing must be transparent and delegated as well so that local and regional governments are able to assume full responsibility and accountability for implementation of sustainable mobility solutions;
- Develop and promote a consistent, integrated framework for spatial planning at National level and financing and investment in regional and local transport and urban development actions while ensuring adequate flexibility for local innovation;
- Consider environment and health objectives as well as land-use priorities when allocating national government funds to the local level.

***Encourage effective public participation, partnerships and communication***

- If it is a top down approach, involve the public and all stakeholders early in the strategic design process and provide for their active involvement throughout implementation and monitoring. It is also important that some visible incentives are provided as contribution to the implementation stage, in the form of funds, awards, and other forms of recognition for actions taken by the relevant stakeholders;
- Undertake regular and systematic user surveys on urban transport, particularly public transport system, to identify critical elements and develop corrective measures and actions which could enhance the efficiency and functioning of public transport and improve mobility in urban areas;
- Seek partnerships from all three sectors to achieve a sustainable transport system. Successful implementation of sustainable urban transport policies requires more than government action. Necessary changes in travel patterns and behaviour make early and consistent involvement of these important actors in the transport system essential.

- Recognize the role of civil society organizations (CSOs) to provide expertise, participate in planning, and to promote public participatory education and community outreach;
- Inform and communicate with transport system users. They must understand and buy into the policy objectives before any behavioural change can occur. Effective communication and awareness raising are particularly important in winning public support for demand management policies.

### ***Improve data collection, monitoring and research***

- Sound and reliable data are the empirical basis for good policy-making. More importantly, they provide insight into urban travel trends and the forces behind them – necessary to evaluate what combinations of policies are best for the problems observed. Urban data are in many cases not easily accessible to national governments. As a result, potentially helpful benchmarking exercises are difficult to carry out;
- Improve data collection procedures, particularly as concerns urban travel, emissions and health impacts of transport. Overall data are also necessary to enable establishment of spatial plans covering all activities which are taking place on the territory. National governments can take initiatives or support on-going activities to improve consistency of data collection. Since data are often not collected in a consistent way among cities and collection methods are often subject to modification within a given city, it would be valuable to develop a consistent methodology for data collection at national level that can be used for such inquiries;
- Utilize the data and information on the Internet-based THE PEP Clearing House and contribute to it by transmitting good and bad practices as well as pertinent research and survey results;
- Carry out consistent monitoring of implementation of urban activities and their links to environment and health objectives. Communicate results of this monitoring to elected officials and the public to promote transparency in decisions and accountability;
- Organise and finance research, development, and testing of potential solutions to promote sustainable urban travel and land use. Encourage exchange of best practice among actors at local, national and international levels. Promote further use of alternative energy sources for vehicles.

***Make use of and contribute to the international framework provide by THE PEP***

- Continue to make use of the Transport, Health and Environment Pan-European Programme (THE PEP) and its implementation mechanisms, such as THE PEP Partnership and THE PEP Relay Race (“Stafette”) as a platform for international cooperation towards sustainable and healthy urban transport.
  - Apply the principles and mechanisms contained in THE PEP Guidance on Supportive Institutional Conditions for Policy Integration of Transport, Health and Environment;
  - Make use of THE PEP to invite other organizations, such as the sister-city programmes to participate in the development of guidance or standards for sustainable and healthy urban transport;
  - Make use of THE PEP framework and workshop series to organize further sub-regional workshops focused on specific regions and their particular challenges;
  - Pass the baton of THE PEP relay race to another host country and continue the journey that began at Amsterdam in January 2009, followed by Prague (September 2009), Skopje (June 2010) and Batumi (to be held in September 2010). In doing so, THE PEP relay race will effectively contribute to the implementation of the four priority goals and will make THE Link among all pan-European countries in sharing the best practice and promote policies for sustainable and healthy urban transport policies and cleaner, greener urban livelihoods;
  - Make use of THE PEP tools, such as THE PEP Toolbox and Health Economic Assessment Tool (HEAT) for cycling, and promote their application on national, regional and local level.
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