Compendium of staffette experiences

DRAFT Executive summary

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Making approaches from different sides meet

The ultimate aim is to make stakeholders aware that sustainable urban transport contribute to creating healthy environment and help in preventing accidents as well as reducing non transmissible diseases such as respiratory and cardio-vascular diseases.

Walking and cycling are public health oriented. They induce less traffic accidents and congestion. They reduce urban noise, air pollution and GHG emissions. They improve the attractiveness of city centers.

Walking and cycling in urban areas should therefore be treated as an integral part of transport systems and town planning, on a par with public transportation and private cars.

Promoting a systemic, global integrated walking and cycling culture linked-up with transport health, environment and town planning is a major priority.

Improving and connecting analysis and intervention at the various institutional levels

The decision-making levels involved, from local to international, are many. Each country has its own institutional system; within this frame the competences of the various authorities vary greatly in the fields of transport health and environment policies. The analysis and intervention from local to international levels need to be connected. This development and connection aims at developing a coherent framework for town and country planning as well as financing at a national level without hindering local initiatives.

To that respect, data collection regarding urban mobility, emissions, and their impact on human health needs to be improved, with regard in particular to ascertain the consistency of data available at the various levels (i.e local, regional, national). Sharing good practices at all levels (local, national, and international) as developing the use of THE PEP toolbox, its partnership mechanisms and staffette race as an international cooperation platform on sustainable and health-friendly urban mobility.

This should also involve bottom-up information devices as 'food for thought' for national policies as well as examples to be taken into consideration at local level elsewhere.

Such policies might also apply to specific zones such as black spots and be aimed at focusing maximum attention to safety issues, as safety remains the major obstacle to cycling and walking being thought of as a credible alternative to private car use.

Taking into account all stakeholders

Involving all stakeholders

This implies to ensure that all stakeholders work together in a positive manner for promoting walking and cycling. This involves national authorities, local governments, the transport and health sectors, town planners, the business community and civil society. This implies:
• Recognizing and supporting forward looking initiatives taken by private citizens
• Recognizing the role of NGOs, their capacity to provide expertise, be involved in planning processes, increase the awareness of the public at large and provide information through debate and forums
• Involving all stakeholders from an early stage and in a constant manner in order to prepare the modification of the mobility behaviours that are a prerequisite to the implementation of sustainable urban transportation mobilities

Providing made to measure solutions

Walking and cycling infrastructure should be safe, comfortable and of easy access for children and senior citizens as well as connected and accessible from public transportation services.

Surveys carried out at regular times on patterns of urban mobility, especially public transport use should enable to identify critical points and ascertain improvement measures to be implemented in order to improve urban mobility

Experience-sharing, developing and testing innovative solutions should be promoted

Gathering support

Before modifying their mobility behaviour, people have to identify themselves with the policy objectives. Communication and awareness-raising campaigns are therefore strategic for gaining public support, in particular as regards demand management policies. To that respect, the following policies should therefore be carried out:

• Reach parents and children by the means of demonstrations in order to raise awareness and promote walking and cycling
• Forward to local governments and make public the results of surveys and follow-ups of policies in order to foster transparency in decision-making;
• Utiliser les systèmes de santé locaux et nationaux pour relayer l’argument santé dans les débats sur les politiques de transports urbains;
• Devise and support awareness-raising campaigns aimed at the public at large regarding the advantages of ‘man-propelled mobility’ as a feasible, healthy and safe alternative to private car use;
• Work with the media in order to raise their awareness of walking and cycling and the related events such as the opening to the public of pedestrian areas and cycling paths.

Grasping all impacts

The expected effects/impacts of sustainable transportation policies are local (e.g. reduction of pollution) as well as global (GHG emissions’ reduction) and land use) apply to people (improved health) as well as to territories (e.g. land use)

Such policies also bear indirect effects and the ‘virtuous circles’ generated by such policies should be highlighted. Walking and cycling development is accident reduction-prone as its increases the number of walkers and cyclists and raises the awareness of motorists to non-motorized traffic and road-sharing. Modal shift from private car use to walking and cycling allows both a decrease of car-related nuisances and an improvement of the health situation through active transportation modes practice;

Furthermore, promoting various options for transport and land use may reinforce the resilience of urban areas.

Setting up tools

Developing technical solutions

In order to improve the systems’ performance and efficiency:
• Set up technical standards for private cars and public transport vehicles;
• Develop low cost measures in order to make clean the existing bus fleets;
• Support technological changes in order to reduce the ecological footprint and increase the efficient use of transportation;
• Promote innovating transport technologies and solutions aimed at improving urban mobility such as Intelligent Transport Systems (ITS), including traffic management, monitoring and signals;
• Promote technological cooperations;
• Make e-bikes (« VAE » ou vélos électriques) an innovative action within the cycling development strategies in order to promote its attractiveness and accessibility, reach new users previously uninterested in cycling and promote cycling in hilly areas.

In order to improve services' supply and uses:
• Provide bicycle parking areas and relay parking areas safe and well lit in order to prevent theft;
• Develop as far as possible fast dedicated way and infrastructure adapted to the needs of faster cyclists;
• Introduce magnetic transport card devices in order to make simpler the multimodal use of the public transport system.

In order to publicize in the media the cycling paths and their accessibility through the use of map information technologies (GIS / GPS).

Communicating and raising awareness
Opportunities should be created as well as prevention campaigns and exercises in order to reach the public at large, promote a systemic global and integrated 'cycling and walking culture.

To that respect public places (schools, town halls) and institutions might be used to increase the general public's awareness on methods and models used for assessing the impact of transportation upon health and environment.

Furthermore campaigns on driving behaviours' improvement, energy efficiency and road safety should be organized within the frame of specific programs and eco-driving activities.

Last but not least, the promotion of use of THE PEP material (HEAT, THE PEP toolbox) at national, regional and local level is essential.

Working out guidebooks and guidelines

Such guidebooks and guidelines cover a wide spectrum. Guidebooks for public authorities, consistent methodologies for data collection at national and local level need, in particular to be developed.

It is essential to ascertain the existence of a legal and administrative framework enabling to set up provisions aimed at developing walking and cycling as well as transport on demand and mobility management.

To that respect advantage should be taken of THE PEP in order to associate other organizations for developing guidebooks and standards for sustainable and healthy urban transport.

In order to develop these guidebooks and guidelines it is necessary to share through a website - good (and also bad) practice, relevant research projects and the results of survey and data collections.

The final stage should be the working out of concrete legal and administrative provisions regarding the conception, planning and provision of transport services. As an illustration, the principles governing the definition of walking and cycling infrastructure might e.g. be the following:
• SAFE and perceived as such in all weather conditions, day and night;
• ACCESSIBLE with an uninterrupted network connected with public transport services;
• CONVENIENT in order to enable direct and well signalled access to housing, commercial and areas and workplaces;
• COMFORTABLE in order to meet the needs of all users including children and senior citizens;
• ATTRACTIVE as regards cleanliness, low noise level and quality of infrastructure en termes de propreté, de bruit et de qualité des infrastructures (including bicycle parking lots).
Planning
National policies for sustainable urban transport should influence and support the objectives set for land use, health and environment. Such policies should be consistent as a whole (investments, traffic and mobility management) and consistent with other public policies such as environment, health, land use and finance.

States should therefore develop NTHEAPs (National Transport, Health and Environment Action Plans) in order to co-ordinate their national policies in the field of health environment, transport and land use.

Developing a national framework for sustainable urban transport implies defining short and long term objectives, identifying and involving all stakeholders; identifying human and financial resources involved for the implementation of these objectives; strengthening the institutional legislative administrative and financial instruments needed to support those objectives at the relevant governance level; supplying guidance for vertical and transversal cooperation within the State institutional framework.

Local consistent actions may also produce tangible results worthy to be taken into account at national level; they may serve as good practice to induce other local governments to develop similar actions.

Measuring
Reliable and robust data are the relevant empirical basis for working out properly urban mobility policies due to the tendencies and mechanisms they put into light. Very often such data are not of an easy access and as such make benchmarking difficult.

Measuring properly implies to identify the main transport-related factors enabling to define life quality in urban areas (including employment availability, safety and urban amenities). An orderly follow-up of the implementation of urban mobility policies and of their relation with environmental and health objectives.

Assessing
Assessing brings back to the policy objectives that have been set, such as reducing pollution and noise levels, improving safety (by limiting maximum speed allowed) and quality of life.

Such an assessment may, for example be checking that enough room is allowed for use by non motorized citizens, to calculate the benefits of walking and cycling on health.

The issue may also be launching a monitoring of non-motorized mobility in order to make such a mobility an obvious component of transportation policies and follow its development. It may also be highlighting the benefits that walking and cycling in urban areas might bring to health, environment and the economy.

Working out governance
Coordination between institutional levels should be improved in order to foster work in common, responsibilities and investment sharing and coordinated working out of strategies and implementation measures by decision-makers in the fields of transport and environment. Such measures aimed at promoting sustainable urban transport should cover the fields of legislation, planning, financing, implementation and monitoring.

Partnership development for new synergies between health, environment and transport policies should be supported. Likewise, the implementation of principles and mechanisms set up in the THE PEP guidebook regarding institutional conditions favouring the integration of transport environment and health policies should be promoted.

The governance scheme to be set up covers all institutional levels. National governments should provide an institutional framework in order to prompt cities to include emission abatement targets in their transport policies. On the other hand, local and regional governments should submit their concerns at national level in order to enable proper coordination of local and national policies.
Involving all stakeholders (the public at large, business community, property developers, environmentalists) when urban mobility plans are defined becomes more and more strategic for developing and implementing sustainable mobility policies.

Private sector involvement through PPPs should define competition and market rules as well as services and service quality. PPP in the field of public transportation should be regulated in order to provide balanced benefits between partners with complementary functions.

Technical governance should be performed through practice exchange; it must e.g. meet the needs of development of consistent data collection methodologies.

Technical cooperation should also be promoted through joint action of business, public authorities, research and development community and technology suppliers.

**Financing sustainable urban transport systems**

**Investing**

Health and environment-friendly transport systems require investment. Such investments increase the energy performance and benefits for health and the environment.

Financing public transport rather than road infrastructure requires awareness of all beneficial effects - including financial ones – of investment in public transport.

Success stories from the point of view of health, environment and economics stemming from walking and cycling should be stressed in order to encourage investment in such modes.

Proper tuning of investment needs taking into account health and environment objectives and land use priorities in case funds are allocated by the State to local governments. Supporting mechanisms for environment and health-friendly investments should be set up. Furthermore, international financial institutions should set up programs aimed at developing sustainable transport programs, including cycling and walking-oriented projects.

Investment should not be concentrated in capital towns in order not to miss breakthrough opportunities in other key urban areas.

Where competence over urban transport belong to local government, competence over financial issues should be given in a transparent manner in order that local governments, at town or regional level are able to carry out fully their competence over development of sustainable mobility.

Developing sustainable transport systems implies research work. Research development and testing of solutions for promoting sustainable urban transport and land planning solutions should be organized and financed.

**Financing**

Pricing and fiscal policies should, in all areas, send the right messages aimed at promoting sustainable urban transport. In particular housing and real estate development policies should not induce congestion and ‘urban spreading’.

Resources generated by such policies should be allocated to strengthen environmental ad health-minded policies. Furthermore, such revenue stemming largely from motorist-taxation and as such not very popular at first should be allocated at local government level in order to facilitate their political acceptability.

**Incentivizing**

Employers should be incentivized towards sustainable urban mobility policies, in particular the setting-up of company mobility plans. Employers - whether private or public - should be made aware of the relevance of financing bike-commuting through economic incentives and equipments such as bicycle-parking lots and showers.
Bike-sharing systems at urban and regional level should be acknowledged as improving mobility in city centers and may be attractive for public-private partnership (PPP) financing schemes.