



# Sustainable Mobile Cities

Research commissioned by the Flemish  
Government (Be) Ministry of Mobility and Public  
Works.

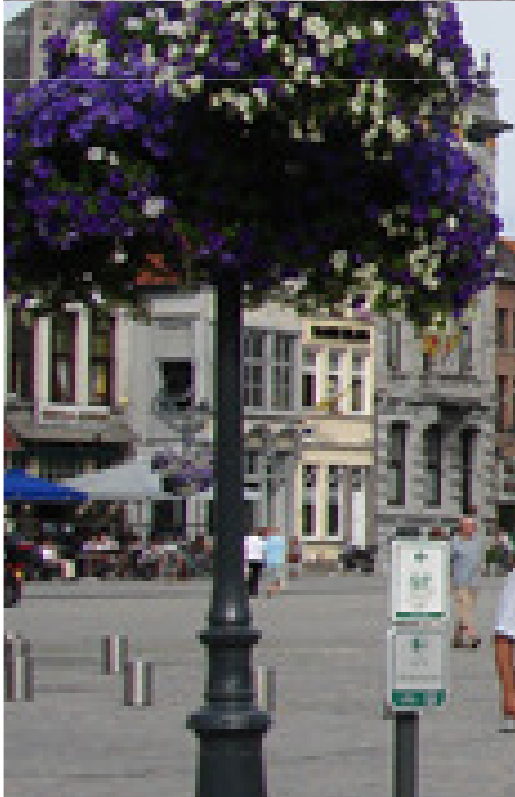
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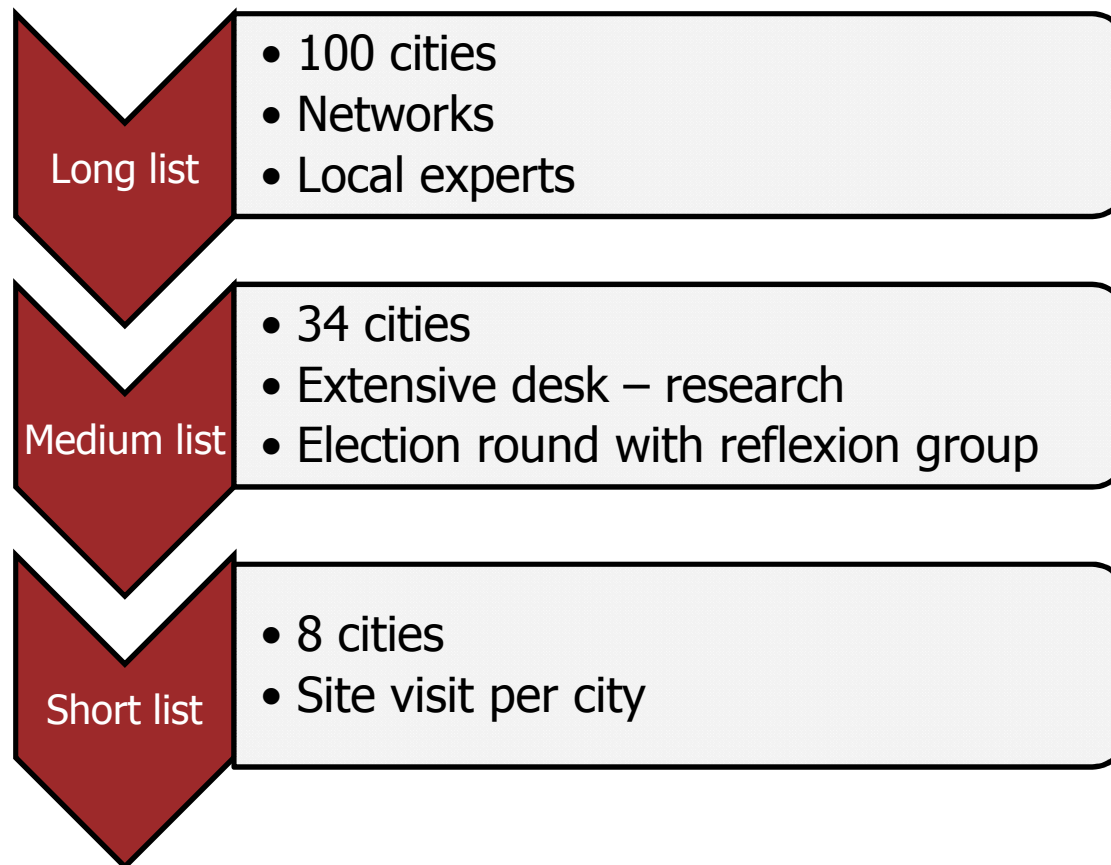
POLIS Conference Dresden  
25 November 2010



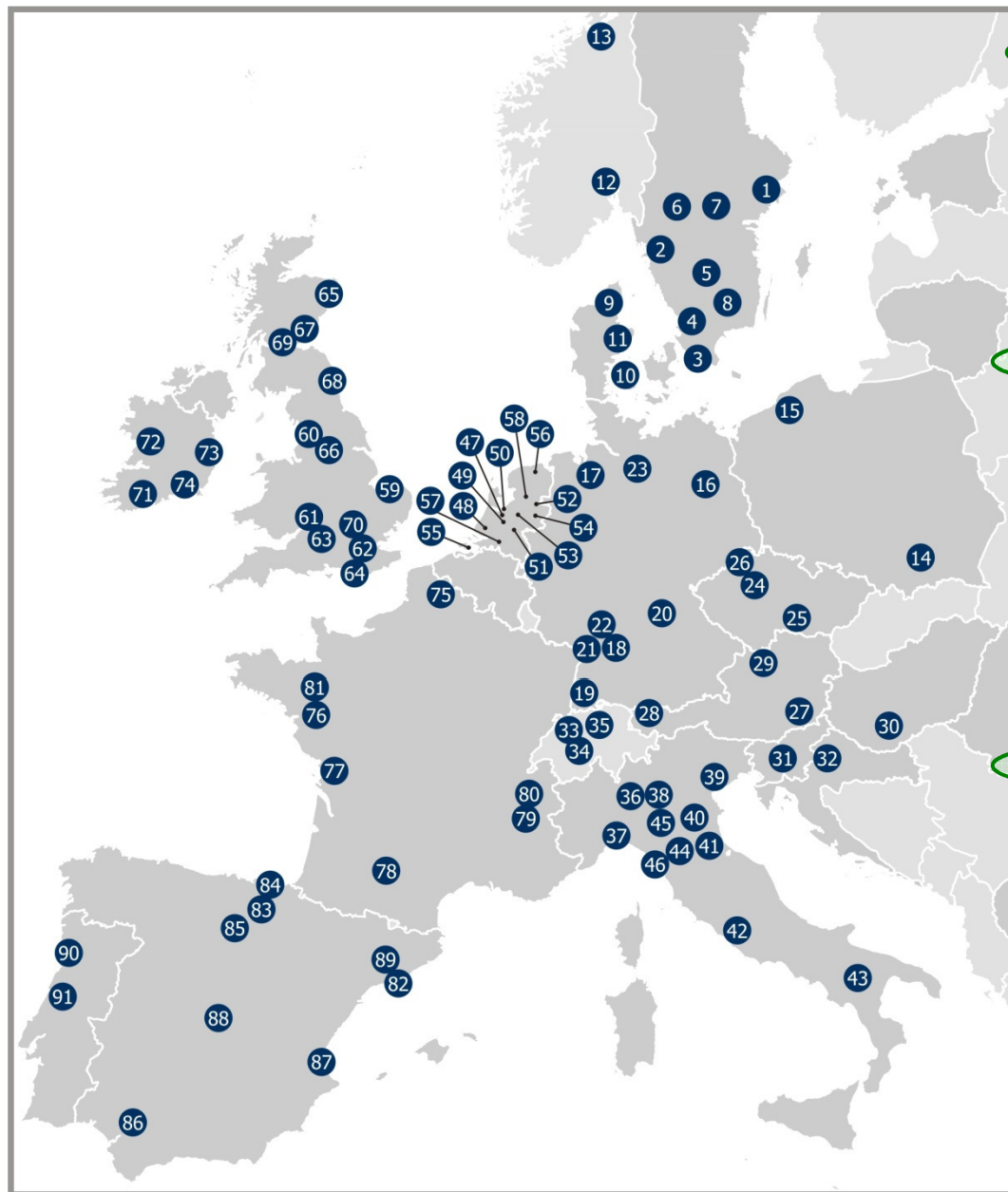
What can we learn  
from European  
Durable Mobility  
cities ?



# Analysis flow







#### Zweden

1. Stockholm X
2. Göteborg
3. Malmö X
4. Lund X
5. Jönköping
6. Karlstad
7. Örebro
8. Växjö

#### Denemarken

9. Aalborg
10. Odense X
11. Århus

#### Noorwegen

12. Drammen
13. Trondheim X

#### Polen

14. Krakow
15. Szczecin

#### Duitsland

16. Berlin
17. Bremen X
18. Stuttgart
19. Freiburg X
20. Erlangen
21. Ettlingen
22. Heidelberg X
23. Münster X

#### Tsjechië

24. Praha
25. Brno
26. Usti nad Labem

#### Oostenrijk

27. Graz X
28. Bregenz
29. Linz

#### Hongarije

30. Pécs

#### Slovenië

31. Ljubljana

#### Kroatië

32. Zagreb

#### Zwitserland

33. Bern X
34. Thun
35. Zürich X

#### Italië

36. Monza
37. Genova
38. Brescia
39. Venezia
40. Bologna X
41. Perugia
42. Roma
43. Potenza
44. Firenze
45. Parma
46. Pisa

#### Nederland

47. Utrecht
48. Rotterdam
49. Houten X
50. Almere
51. Arnhem-Nijmegen
52. Almelo
53. Apeldoorn
54. Enschede
55. Goes
56. Groningen X
57. Tilburg
58. Zwolle

#### Verenigd Koninkrijk

59. Norwich
60. Preston
61. Bristol
62. Winchester
63. Bath
64. Brighton X
65. Aberdeen
66. Bury
67. Dundee
68. Newcastle
69. Stirling

#### Ierland

70. York X
71. Cork
72. Galway
73. South Dublin
74. Waterford

#### Frankrijk

75. Lille
76. Nantes X
77. La Rochelle X
78. Toulouse
79. Grenoble
80. Chambéry
81. Rennes

#### Spanje

82. Barcelona X
83. Vitoria-Gasteiz X
84. Donostia - San Sebastian
85. Burgos
86. Sevilla
87. Gandia
88. Getafe
89. Terrassa

#### Portugal

90. Porto
91. Coimbra

## How did we proceed

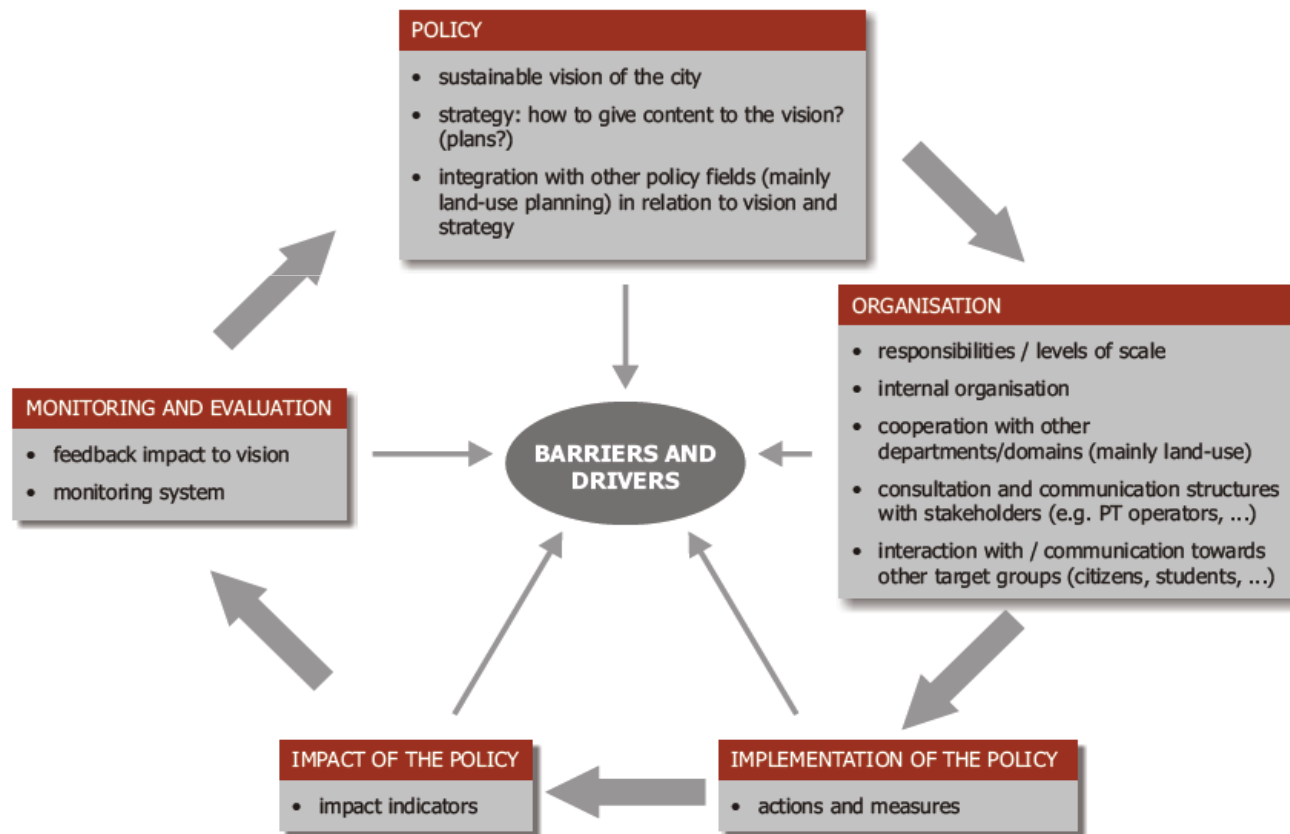
- ◆ **desk research**
- ◆ **Interviews with policy makers**
- ◆ **Interviews with stakeholders (action groups,...)**
- ◆ **Participative investigation**



# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 1. Pay attention to every step in the decision making process

Circle of success

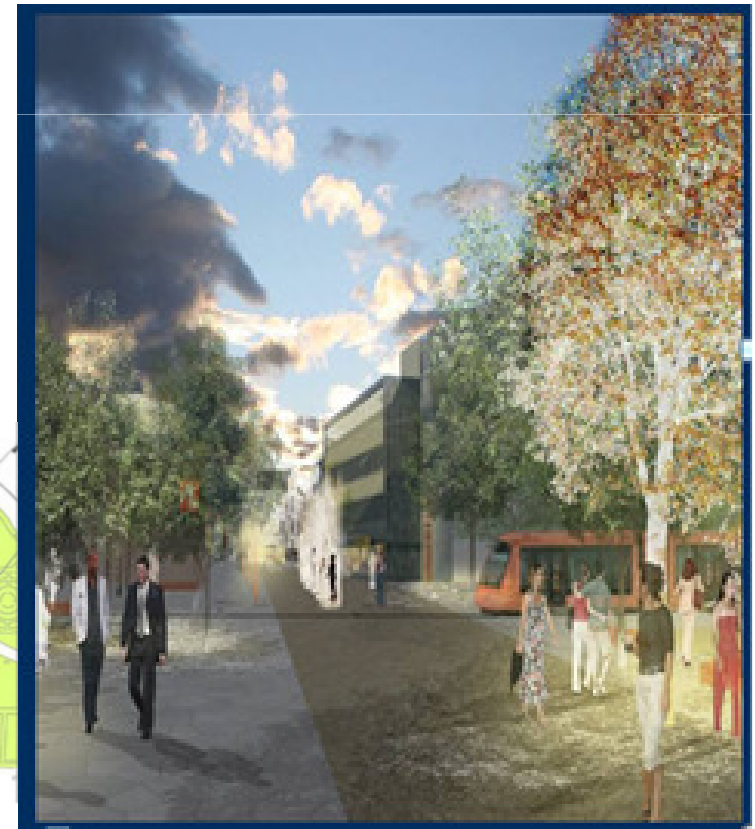
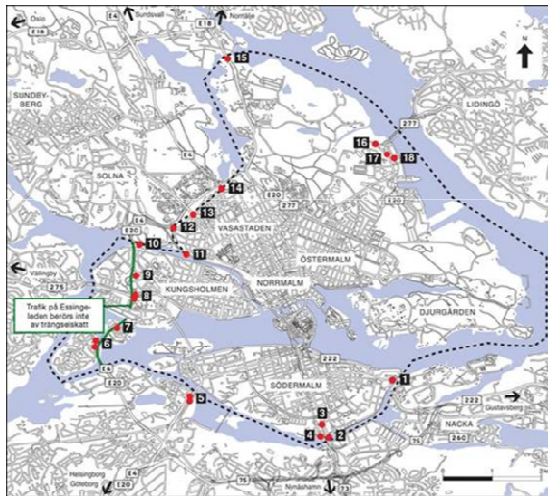




# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 2. Formulate a usable vision!

- *STOCKHOLM : Congestion Charging*
- *ODENSE : quality of life - environment*





## FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY



### 3. Define verifiable goals

– STOCKHOLM :

- Database with goals and milestones per actor
- Accessible for all levels in the administrations and policy
- Monthly process report

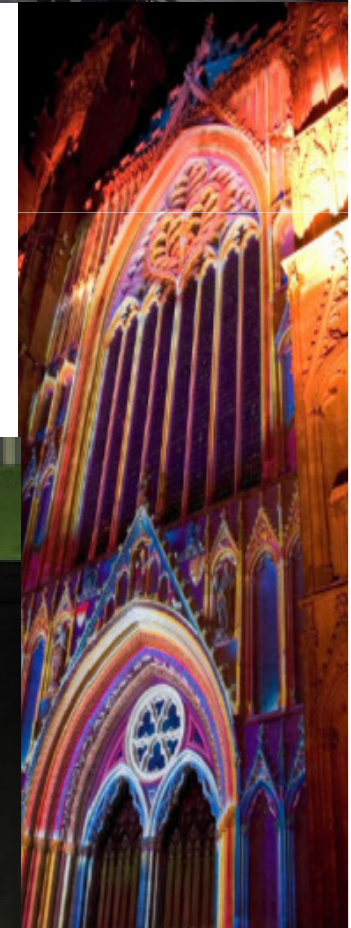




# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 4. Make use of all opportunities

- *BOLOGNA :*
  - *Ban of motorised traffic in historic centre*
  - *Reaction on increasing chaos and unsafety*
- *FREIBURG*
  - *Reaction from environmental civilians against nuclear plant*
  - *The policy grasped this as an opportunity to go further ..*
- *YORK*
  - *Starting point : Economical importance of historic centre (tourism)*



# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 5. Solid support!

- *York 's Community Strategy*
  - *Unites all policy fields*
  - *Different exchange platforms*
  - *the effects of mobility on the environment and space are evaluated.*
  - *→ This ways choices are supported and defended through various representatives from different fields of interest.*
- *Nantes Métropoles*
  - *Tram line 1 as showcase*
  - *Proved that the tram can be the structural backbone for the city mobility.*

**YORKWOW** **SUSTAINABLEWOW** **INCLUSIVEWOW**  
**CULTUREWOW** **LEARNINGWOW** **SAFETYWOW**  
**BUSINESSWOW** **HEALTHYWOW**



### 6. A tailor made participation process!


- *Odense*
  - *Level of participation depends of size/level of project*
- *Zurich*
  - *PT expansions voted through referenda: need for strong and clear communication*
- *Nantes*
  - *panel of civilians with expert – support as input to the metropolitan mobility plan*

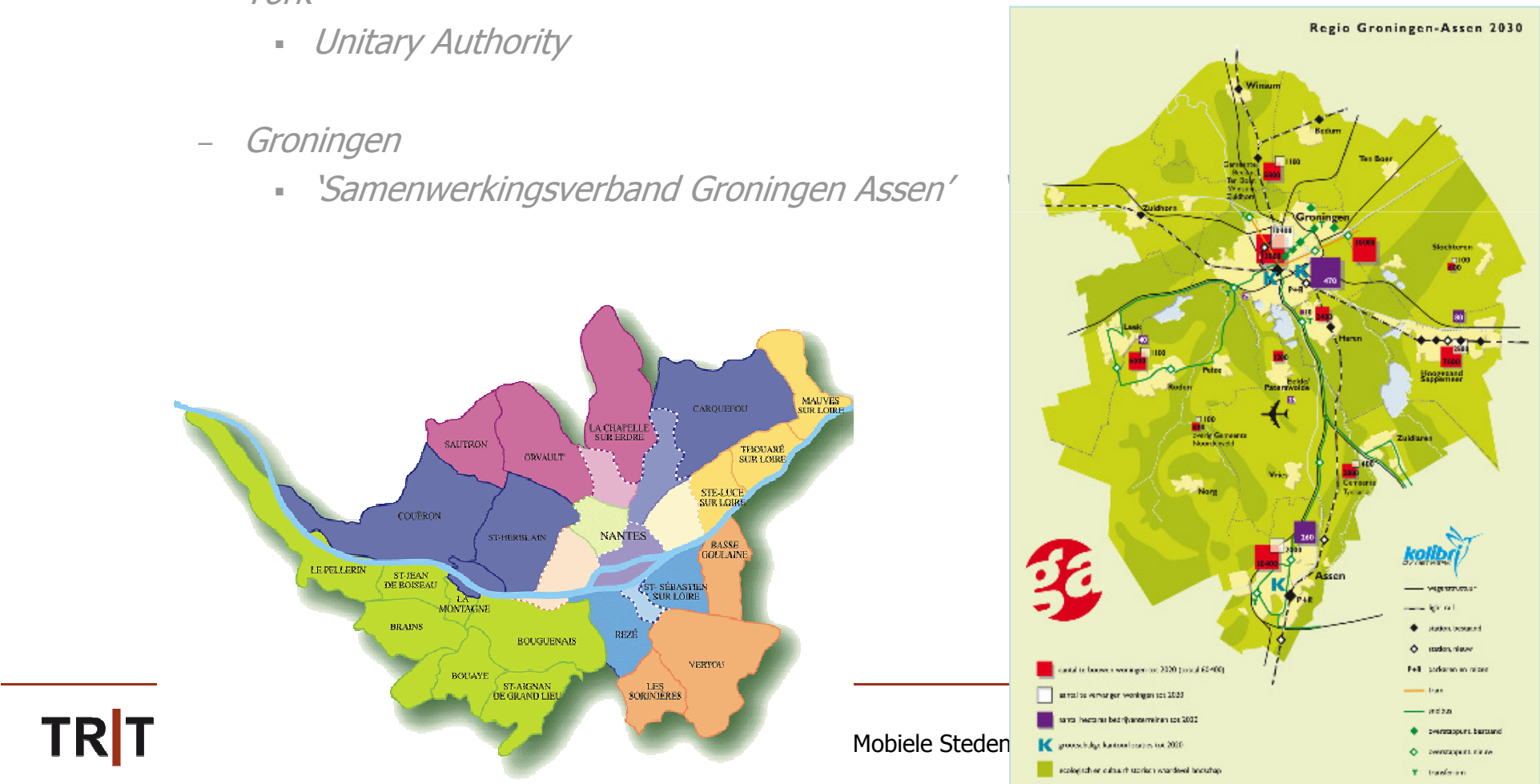
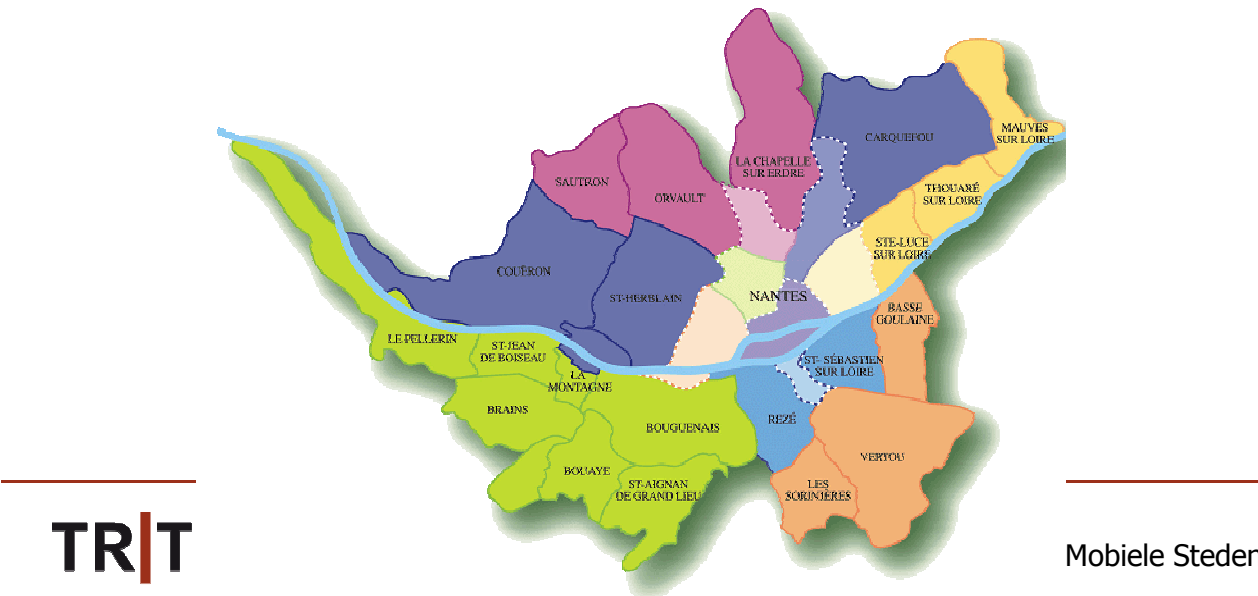




## FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 7. Organise yourself in an integrated way and on the right level

- *Odense*
    - *Level of participation depends on size/level of project*
  - *York*
    - *Unitary Authority*
  - *Groningen*
    - *'Samenwerkingsverband Groningen Assen'*
- 
- A map of the Regio Groningen-Assen 2030 area. The map shows a green landscape with a network of roads and railways. Key locations marked include Winsum, Beem, and Ten Boer. A red square indicates a specific area of interest, possibly a project site. The map is titled 'Regio Groningen-Assen 2030' in the top right corner.



## FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

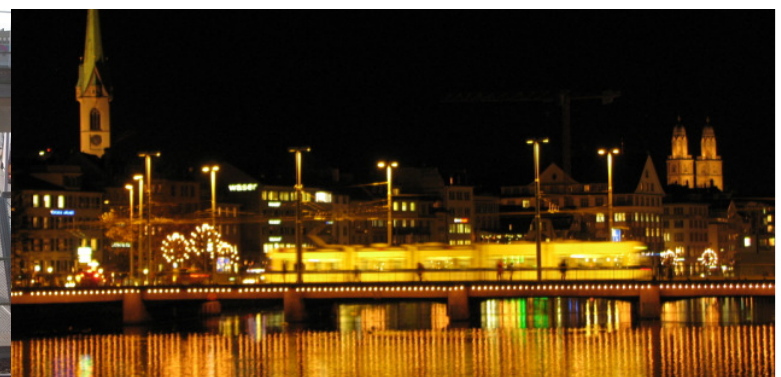
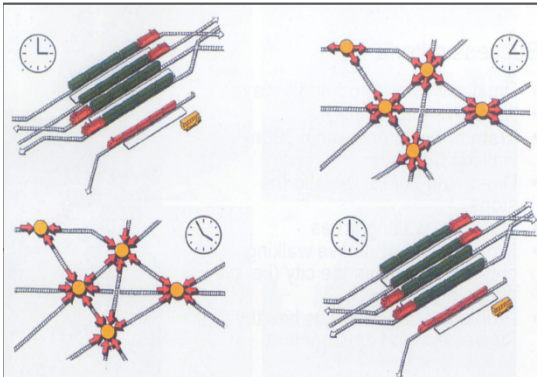
### 8. Land use planning and mobility planning have to go together

- *Nantes*
  - *Tram network integrated in spatial expansion / intensification*
- *Freiburg*
  - *City of short distances (nearby shops, schools,...)*
  - *Rieselfeld: first tram, then new residences*



## 9. A strong Public Transport structure as a base!

- *STOCKHOLM*
  - *Main station = central interchange between all PT levels*
  - *interchange between international, national, regional , city lines with very short walking distance*
- *In ZURICH*
  - *PT system = the most reliable answer to your transport needs*
  - *Short trips→tram*
  - *Regional connexions→ S-bahn*
  - *National and international connexions →train*
  - *Succes factors : reliability , speed, accurance, frequency and intermodality*
- *BOLOGNA: guaranteed smoothless flow by camera surveillance*





# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 10. The car in its limited role

- *BOLOGNA: car free city centre*
- *STOCKHOLM : peak charging*
- *ZURICH*
  - *unconditional priority for PT <> the car*
  - *Parking offer at same level since 1990*
  - *Shil City-shopping centre: 850 p spaces<> 19.000 vis./day*
- *FREIBURG*
  - *Seperation car / tram, with absolute priority for tram*
  - *Well balanced P&R-network*



## 11. The bike as THE urban transport mode

### - GRONINGEN

- *Bike= most efficient way to move around the city*
- *80% of all trips <5 km*
- *Circulation Plan warded car in inner city*

### - ODENSE

- *Bike= fast, efficient and safe*
- *Size of the city*

### - STOCKHOLM

- *+10 cycle routes on short term*
- *Partially on old car lanes*
- *Congestion tax*

### - FREIBURG

- *Cycle network covering centre +surrounding areas*
- *Cycle streets*
- *Active promotion*





# FOCUS POINTS FOR A SUSTAINABLE MOBILITY POLICY

## 12. Active mobility management supports the mobility behaviour needed

- *NANTES Métropole :*
  - *Big campaign with all major employers of the metropolitan area to promote PT and P&R.*
- *ZURICH*
  - *The image of PT*
  - *a trendy way to move around (mobilitäts kultur)*
- *ODENSE*
  - *Campaigns and soft measures as an integrated part of the cycle policy*

A photograph showing three women in dark blue uniforms and berets, holding mobile devices. They are standing in a row, looking at their devices. The background is a city street with buildings.

Many gentlemen happen to meet the wrong ladies when going out.

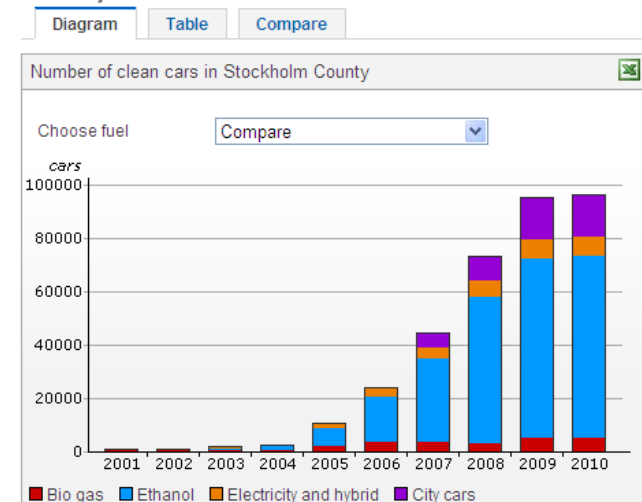
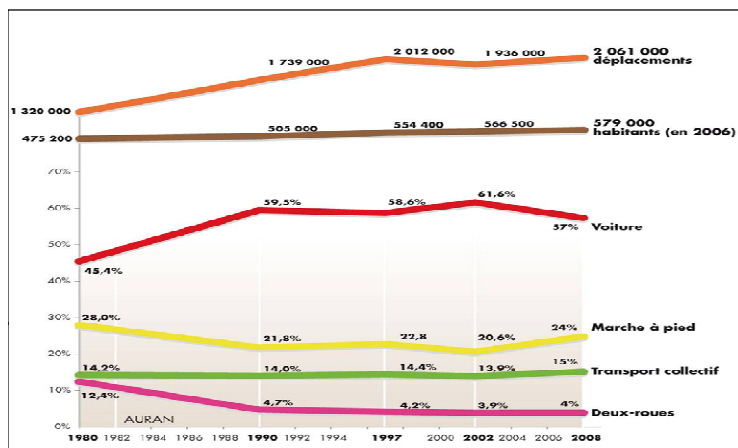
Die Bekanntheit mit diesen Telefonen bleibt Ihnen erspart, wenn Sie das Auto in Zürich absetzen lassen, und auf Ihren und Bus umsteigen. In der Stadt ist die nächste Haltestelle im Durchschnitt nur gerade 300 Meter entfernt. Dort finden Sie alle paar Minuten Anschluss, und können sich ohne Parkplatzprobleme ins Kino, ins Restaurant oder an die Party chauffieren lassen. So kommen Sie in jeder Hinsicht besser an. Für erste Kostenstellen empfehlen wir Ihnen die ZVV-Tageskarte für CHF 7.20. Weitere Informationen unter [www.vbz.ch](http://www.vbz.ch)

**VBZ ZürichLine**  
Unsteigen lohnt sich.



## 13. Monitoring and evaluation direct the policy

- *NANTES*
  - *Research institute AURAN*
- *YORK*
  - *performance-indicators*
  - *From national level defined, locally streamlined*
- *ZURICH*
  - *Sustainability check (21 criteria) for new projects*
- *BOLOGNA*
  - *Data collection through camera's and induction loops*
- *STOCKHOLM*
  - *Integrated management system (web-based)*



Trend:

→ improvement since 2001

## 14. Specific solutions for specific problems

- *Groningen*
  - *Red carpet<> problem of cycle parking in front of shop window on busy shopping days*
- *Bologna*
  - *Delivery in environmental zone: distributors pay more/less according to degree of pollution of their vehicles*
- *Stockholm*
  - *Delivery in "Old Town" with environmental vehicles from one point at the border of the city*



## 15. And... believe in people!

- *Groningen*
  - *Traffic circulation plan thanks to 1 man who implemented the quadrant system in one night*
- *Zurich*
  - *Sustainable mobility policy got shape thanks to the fact that one convinced elderman was in charge between 1978 en 1994*







**Thanks for your attention!**