

TRANSPORT	A: Develop an integrated transport strategy	TRANSPORT	A: Develop an integrated transport strategy
A1 Define a vision, set targets and select priority areas for action		A2 Adopt rules for implementation and planning principles	
<p>The local authority should express a clear political commitment and show the decisive will to really bring about a change.</p> <p>The beginning is marked by the internal organisation of activities according to the objectives of the transport plan.</p> <p>Preparatory work</p> <p>Prepare a state of the art including an evaluation of the current transport situation and an overview of relevant existing plans.</p> <p>Set up organisation structures allowing the cross-sector coordination of activities including formal arrangements in budgetary commitments.</p> <p>Check potentials for regulations on the local level as well as funding opportunities for the implementation of measures.</p> <p>Implementation</p> <p>Define a vision that takes into account future economic development, the environment, social issues, traffic safety and the quality of life. This vision shall serve as a guide when developing a sustainable integrated transport strategy.</p> <p>Set long and mid term targets for the changes in transport use over time. These targets should be assessable and realistic.</p>		<p>An integrated approach requires multi-sector planning and thinking. Transport planning is closely linked to urban economic development, environmental policy, tourism, social welfare, education and others.</p> <p>Land use planning especially is an essential instrument for restricting private car use, for instance in new settlements.</p> <p>Adopt planning principles as a basis for the integrated approach chosen, such as urban density, improving mixed use of transport modes (intermodality), urban development around attractive and efficient public transport stations, etc.</p> <p>Define guidelines as rules for implementation. These rules apply to all measures being/to be implemented as well as to planning for applications; they shall ensure that the overall objectives of the strategy will not be undetermined.</p> <p>Regularly evaluate the decision-making procedures to identify potential barriers or contradictions when applying planning principles, guidelines or criteria!</p> <p>★ Zürich (CH) – Sustainable Mobility Strategy</p> <p>★ Groningen (NL) – Permanent Measures for Sustainable Transport.</p>	
TRANSPORT	A: Develop an integrated transport strategy	TRANSPORT	A: Develop an integrated transport strategy
A3: Set up detailed action plan		A4: Develop strategies to overcome barriers, identify new focal areas for activities and innovative measures	
<p>The action plan should contain a short description of the measures, the timing to implement the measures, the partners involved, and the total budget dedicated to this particular measure. The plan should be well balanced and implement meaningful groups of measures in parallel to reinforce their synergetic effects.</p> <ul style="list-style-type: none"> ✓ The action plan should be short and simple. ✓ The action plan contains a timeline and an allocation of the tasks for the moments of evaluation. ✓ To set a timeframe, normally the common categories short-term, mid-term and long-term measures are used. The more specific the deadlines, the better. <p>Whether you are developing an individual measure or a set of measures, always develop a communication strategy to support them. The action plan will normally contain measures that are geographically clustered or grouped in time. This can be used as eye catchers in the promotion and communication of different projects in the action plan.</p> <p>★ Flemish Region (BE) – Mobility Covenants: an integrated approach for local mobility problems.</p> <p>★ Nottingham (UK) – Greater Nottingham Local Transport Plan.</p>		<p>Monitor the implementation of the action plan to make sure it is on schedule, the financial commitments of the different partners and evaluate the impact of the implemented measures in relation to the se targets.</p> <p>Check your initial targets regularly, as it might be necessary to revise them or set new targets.</p> <p>Review the priorities set. Not everything can be done at once, so it is important at one stage to make efforts in fields that were not priorities initially.</p> <p>Develop additional initiatives, measures and projects (update the action plan).</p> <p>Assess barriers for the implementation of individual activities and develop strategies to overcome them.</p> <p>Identify focal areas for future activities.</p> <p>An integrated transport planning is part of an overall city marketing strategy to reposition itself as an attractive place to live, shop, work, invest or spend time and money as a tourist.</p>	

TRANSPORT	B: Involve your staff in your sustainable mobility plans	TRANSPORT	B: Involve your staff in your sustainable mobility plans
B1: Inform your employees about the environmental impact of their travel to and from work and about the alternatives		B2: Set up a mobility plan for the local administration	
<p>Through a monitoring system it is possible calculate the environmental impact of the municipal employees caused by their daily travel to and from work.</p> <p>Use the information about the amount environmental emissions to argue about sustainable transport options, like:</p> <ul style="list-style-type: none"> ✓ Car-pooling is shared use of a car, in particular for travelling to work, often by people who each have a car but travel together to save costs. You can provide special facilities for car-poolers, including designated pick-up points and high-occupancy vehicle lanes which are also at time opened up to designated cars with multiple riders. ✓ Car-sharing is a system where a fleet of cars is owned by a company or public agency or ad hoc grouping and made available for use by members of the carshare group. The costs and troubles of vehicle purchase, ownership and maintenance are transferred to a central organiser. ✓ Cycling and walking ✓ Use of public transport <p>★ Langenegg (AT) – Car-sharing as a local authority service</p>		<p>Define objectives for the municipal employees' mobility action plan:</p> <ul style="list-style-type: none"> ✓ create a special task force to test car-pooling, and after achieving the first successful results, promote the implementation of the same schemes in other public and local organisations ✓ invest in a bicycle or clean vehicles fleet for home-to work trips and work-related transportation for municipal employees ✓ set fuel efficiency and fuel consumption reduction goals ✓ make workshops for employees on eco-driving: how to save fuel through appropriate driving ✓ plan a progressive integration of alternative fuelled vehicles ✓ consider the chance of flexible work times, when appropriate, in order to let your employees better organise their trips to work ✓ consider the possibility of "alternating telework", in which employees work at home two or three days a week is a good way to reduce the transport need <p>★ Strasbourg (FR) – The GEODES (management and organisation of commuting journeys) project.</p>	
TRANSPORT	B: Involve your staff in your sustainable mobility plans	TRANSPORT	B: Involve your staff in your sustainable mobility plans
B3: Adapt the number and type of your vehicles to the specific needs		B4: Purchase fuel efficient, alternative fuelled and electric vehicles	
<p>Developing a vehicles fleet management system and a fleet data management system you can characterise your fleet adapting it to your needs.</p> <p>Optimise the administration vehicles use.</p> <ul style="list-style-type: none"> ✓ Avoid unnecessary journeys ✓ Share the same vehicles for different uses, avoid buying and maintaining more vehicles than effectively need ✓ Encourage cycling or walking when possible ✓ Select the appropriate vehicle for each specific use: avoid large vehicles (school buses, vans) to be used by a single occupant, try to efficiently organise the use of your transport fleet, i.e. fill up an indicative time plan for each vehicle 		<p>Motorised transport activity that cannot be avoided or shifted to alternative modes, should be, at the best, realised by low emission vehicles.</p> <ul style="list-style-type: none"> ✓ Use alternative fuels and retrofitting options for your vehicles ✓ When renewing your fleet buy hybrid and electric vehicles for specific purposes ✓ Local authorities may decide to invest in cleaner public transport or municipal fleets, or subsidise cleaner private vehicles <p>★ Camden (UK) – LPG Taxi Conversion</p> <p>★ La Rochelle (FR) Self-Service Electric Vehicles</p> <p>★ Lille (FR) Buses powered by the biogas produced by a sewage plant</p>	

TRANSPORT	C: Motivate stakeholders for sustainable mobility	TRANSPORT	C: Motivate stakeholders for sustainable mobility
C1: Involve relevant companies, institutions and organisations in the development of the transport strategy		C2: Train some local authority staff to help companies customise specific mobility plans	
<p>Try to involve managers (specially human resources managers), representatives (associations, unions) employees (in general and small groups), specific organisations an all together.</p> <p>Integrate the strategic actors of the mobility plan in order to rationalise the transport demand and develop a general strategy, involving:</p> <ul style="list-style-type: none"> ✓ Employees transport plans ✓ Goods delivery transport ✓ Students transport plans ✓ Plans for customers' access to services and shopping areas ✓ Tourists mobility plan <p>The involvement of all the actors is essential in building a successful mobility plan</p> <p>★ Mouscron (BE) – Public Participation Strategy integrated into Local Mobility Plan. Aiming to establishing a constructive dialogue between local stakeholders (elected representatives, citizens and local "living strength").</p>		<p>Train municipal employees to help local companies create their own mobility plans and by providing them with technical information and tools:</p> <ul style="list-style-type: none"> ✓ local transport plan regulations, ✓ local practices, ✓ information leaflets ✓ customised solutions for employee groups within companies <p>Preparatory Work</p> <p>Train the municipal employees according to the needs of the different companies and employees in your municipality</p> <p>Implementation</p> <p>The municipal staff will try in collaboration with some local companies make combined mobility plans that involve similar employees' groups.</p>	
TRANSPORT	C: Mobilise stakeholders for sustainable mobility	TRANSPORT	C: Mobilise stakeholders for sustainable mobility
C3: Offer accompanying services and set restrictions to support the individual mobility plans		C4: Establish performance agreements with companies and organisations	
<p>In the frame of the mobility plans for public organisations and companies, support and promote bicycle and deal with security for cyclist and pedestrians.</p> <ul style="list-style-type: none"> ✓ Set parking restrictions related to mobility plans, i.e. establish parking fees to discourage employees from going to work by car. ✓ Organise school buses ✓ Collective taxes facilities ✓ Special services for elderly people or disabled people who need to reach therapy or medical centres <p>★ Lausanne (FR) The Pédibus is a walking bus, that means a system for accompanying children on their walk to school. Volunteer parents with identification badges accompany the children.</p>		<p>Organise frame agreements between the public transport authority and the operators to propose attractive fares for companies involved in local mobility planning.</p> <ul style="list-style-type: none"> ✓ Subsidise public transport fares for employees ✓ Consider creating and implementing a system of tax discounts for companies/organisations that implement a mobility plan for their employees. Subsidising the costs arising from such a plan may also be considered ✓ Create an environmental concerned log/sticker that can be awarded to companies/organisations developing a mobility plan for their employees. ✓ A local contest can be organised for awarding the city's mobility plans best initiatives 	

TRANSPORT	D: Increase the share of zero carbon transport modes	TRANSPORT	D: Increase the share of zero carbon transport modes
D1: Set targets to increase the rate of cycling and walking modes		D2: Work on the progressive enlargement and improvement of your cycling and pedestrian network	
<p>Everyone in the city is a pedestrian or cyclist; therefore, local targets to encourage walking and cycling, including budgetary measures, should be set.</p> <p>Local authorities should keep informed of the latest developments in pedestrian and cycling network management strategies.</p> <p>Involve pedestrians, cycling and neighbourhood organisations in all the planning processes.</p> <p>Consider the establishment of walking/cycling friendly initiatives like "cycling/walking to school" programs as part of part of the town's travel plan.</p> <p>Increasing walking and cycling mode rate requires a comprehensive approach aiming to a long-term raise of awareness and planning educational campaigns directed at the general public, politicians and opinion leaders.</p> <p>Promotion should be undertaken to change existing attitudes to walking and cycling as a "Sunday" or "holiday option" and new and existing facilities should be advertised.</p> <p>★ Rennes, (FR) "Pro-cycling facilities and public bikes" project. The municipality introduced a Cycling Master Plan aiming to promote cycling as an efficient alternative to private car and a complement to public transport systems.</p>		<p>The cycling and pedestrian networks are to be of high quality with easy, safe, convenient and well signposted paths for all users, including the disabled, particularly between key destinations such as residential areas, schools, shopping areas, bus stops, stations and places to work.</p> <p>Contemplate the construction of pedestrian & cycling routes that encircle the city and link surrounding areas. The loop could connect to the city centre by means of green areas, thus acting as a link between currently separated open spaces, parks and sporting areas, a truly structured system for both the city and its outlying community areas.</p> <p>Transform the shopping streets in the town centre into pedestrian network on weekends.</p> <p>The pedestrian and cycling network should be easily recognisable; provided with coloured pavement and specific pedestrian signs.</p> <p>Signs showing routes and times to reach the main places of interest in the city would improve the quality of your green mobility network .</p>	
TRANSPORT	D: Increase the share of zero carbon transport modes	TRANSPORT	D: Increase the share of zero carbon transport modes
D3: Consider cyclists and pedestrians as main actors when reorganising the distribution of roadways		D4: Become a cycling city!	
<p>Organise in detail the distribution of the roadways between cars, public transports, cyclist and pedestrians, consider as often as possible pedestrians' and cyclists' mobility as the central issue.</p> <p>At crossroads, reduce waiting times for pedestrians as possible.</p> <p>Adequate lighting, mixed-use developments and appropriate urban design (avoiding the construction of alleys and blind corners) to encourage a greater number of night time cyclist and pedestrians.</p> <p>In areas of high pedestrian activity, promote the implementation of low-speed zones and the reallocation of road space to pedestrians.</p> <p>★ Skopje (Macedonia) Spreading a Bike Riding Culture. The aim is the promotion of alternative transport modes, with a special accent on bicycle riding.</p> <p>★ Larissa, Greece planned and realised an extended pedestrian network obtaining: reduction of traffic suffocation, environmental pollution and noise by discouraging car use and completely closing the city centre to traffic.</p>		<p>Become a cycling city means improving all possible measures to develop cycling as a real mode of transport, this involves decisions like transport policy as well as parking facilities for cyclists.</p> <p>Set up an integrated plan and implement groups of measures step by step.</p> <p>Implement local regulations to favour cycling</p> <p>Plan your cycle network comprehensively to be hierarchical an interconnected for the whole local territory</p> <p>Implement specific measures to develop an facilitated cycling.</p> <p>Provide special a attractive services: cycle renting, cycle maintenance services</p> <p>Create a "cycle office" exclusively in charge of cycling issues to coordinate the local authority's cycling policy</p> <p>★ Münster, is known as the "Bicycle Capital" of Germany, there are twice as many bicycles as cars. 43 % of all travel happens by bicycle. http://www.muenster.de/stadt/livcom/index256.htm</p>	

TRANSPORT	E: Provide a convenient public transport	TRANSPORT	E: Provide a convenient public transport
E1: Increase insights in the possibilities of existing public transport		E2: Improve public transport facilities and services	
<p>Marketing, promotions and awareness raising are indispensable in attracting people to public transport</p> <p>Use techniques for market research and customer satisfaction to identify the needs of potential passengers</p> <p>Public transport should be clearly “branded”, so that everyone can see each element in the network as a “part of a whole”.</p> <p>Techniques that keep existing customers and attract new ones include individualised marketing, bonuses for commuter tickets, and the offer of free tickets and mobility diaries for a few weeks in exchange of car keys.</p> <p>Developing good relationships with prospective and existing customers and other stakeholders depends on a comprehensive approach to marketing that includes customer satisfaction surveys and the targeting of seniors, families businesses and all other groups.</p> <p>★ Zürich, (CH) Sustainable Transport System aiming to establish a comprehensive perspective integrating all modes of transport and to give balanced consideration to the needs of all target groups involved.</p>		<p>Improving public transport facilities and services means making the journey times shorter, ensuring frequent and punctual vehicles and providing a comfortable service as a whole.</p> <p>Easy access for pedestrians, quick connections and punctuality are crucial to make public transport compete with car using.</p> <p>Buses, trams, cyclists and pedestrians should be always given priority in transport planning. Space devoted to cars should be reassigned to them.</p> <p>Employees should be given incentives to use public transport.</p> <p>Buses and trams should run on dedicated lanes, sharing them with taxis, cyclist and emergency vehicles.</p> <p>Bus and tram shelters should be covered, well-lit and comfortable and provide real-time information for passengers.</p> <p>Clean and attractive vehicles give a feeling of “individual safety”</p> <p>Only a dense network of bus and trams services is capable of servicing a city at a “neighbourhood scale”</p>	
TRANSPORT	E: Provide a convenient public transport	TRANSPORT	E: Provide a convenient public transport
E3: Develop and implement action plans on smooth and efficient intermodal interchanges		E4: Achieve a best practice public transport system	
<p>Many people use two or more modes of transport to reach the destination, this is the so called multimodal transport</p> <p>Region-wide action to bring together all public transport operators helps to achieve seamless door-to-door travel. Such unions also help to achieve multimodal information centres and unified tariffs</p> <p>Intermodality is one of the keywords when choosing an integrated approach, giving special attention to the combination of different transport modes, including all measures and activities facilitating interchanges or promoting such systems and facilities, e.g. spatially and temporally optimised interchanges from one mode to another, good passenger information, integrated ticketing/tariffs, bicycle free access to trains and buses, etc.</p> <p>★ La Rochelle (FR) The objective is to extend the number of routes and buses able to carry bikes in order to go from the periphery to the city centre and vice-versa.</p> <p>★ Norwich (UK) Rail station interchange The use of both rail and bus passenger transport can be stimulated by the provision of a high quality road/rail passenger interchange.</p> <p>★ Padova, Italy planned and experimented the “intermodality network system” connecting subway, bus, cycling and pedestrian mobility modes.</p>		<p>Analyse your previous experience and take it into account to plan new projects.</p> <p>By monitoring, you can improve the design and implementation of your actions.</p> <p>Set targets for the increasing rate of cyclists and pedestrians</p> <p>Traffic lights should be managed so that buses and trams stop only at places where passengers require them to.</p> <p>★ Malaga (ES) – Centralised Traffic Light Management, which coordinates and optimises traffic lights with specific attention and priority to bus lanes</p> <p>Non-polluting vehicles help to give public transport a positive image and add to the status of its users.</p> <p>★ Valencia (ES) – ECOBUS, where 10 hybrid buses have been bought for use in the historical centre with co-financing from the European Union.</p> <p>It is important to always have best practice targets.</p> <p>★ Parma (IT) Governing sustainable mobility. The Municipality of Parma aims at being a model city for public transport and for its efficient city mobility plan.</p> <p>★ Kalamaria (Greece) Free municipal public transport</p>	

TRANSPORT	F: Restrict traffic flows by managing parking space	TRANSPORT	F: Restrict traffic flows by managing parking space
F1: Increase compliance with existing parking regulations		F2: Start in the city centre to use parking and access restrictions to tempt users back to sustainable modes of transport	
<p>Involve local stakeholders in the preparation and implementation of parking regulations and measures (specially car users, residents and shopkeepers) in municipal activities/projects related to the parking policy.</p> <p>Make sure that right from the beginning the activities are participated/shared with all the local stakeholders to better satisfy their needs and expectations and limit dissatisfaction</p> <p>Launch information and awareness-raising campaigns to promote parking measures, directed at car users, residents and shopkeepers</p> <p>Launch advertising campaigns in the media and put forward the objectives of parking measures (in terms of a reduction of congestion in the city centre, air pollution, etc...)</p> <p>Try to pay special attention to the residents' needs and expectations (special permits for residents, parking cards for residents, etc...)</p> <p>★ Aalborg, Denmark. With its strict parking policy, that has increased the number and the fees of paid parking places, the municipality obtained a significant reduction of traffic loads in the city centre and a good revenue to invest in sustainable mobility development.</p>		<p>Consider as an essential element of your parking policy/programme the reduction of parking spaces availability in the city centre.</p> <p>Set up an integrated parking programme and implement groups of measures step by step; a single measure has a limited effect.</p> <p>Use parking and access restrictions in the historic core to tempt the user back to public transport, cycling and walking.</p> <p>Consider sustainable parking as a pillar for current and future large urban renewal initiatives</p> <p>★ Djon (FR) Introduced parking attendants to realise its parking policy obtaining: freeing up of on street parking, reduction of illegal parking, encouraging of alternative travel modes.</p> <p>★ Ljubljana (SL): Living Street Day – The City participates in sustainable urban mobility campaigns such as the "In town without my car!" campaign and the "Safe Walk to School" programme. During the Car Free Day (every year), flowerpots are put on a total of 300 parking spaces (approx. 10% of all city centre parking spaces) from 8 a.m. until 6 p.m.</p>	
TRANSPORT	F: Restrict traffic flows by managing parking space	TRANSPORT	F: Restrict traffic flows by managing parking space
F3: Set up and implement action plans on smooth and efficient intermodal interchanges		F4: Introduce regulations to limit parking space in new developments	
<p>Consider Park and Ride as a complement to parking restrictions in the city centre and as a good tool to facilitate the inter-modal shift from private motorised traffic to public transport.</p> <p>Give particular attention to Park and ride facilities, offering connections to frequent, fast public transport services, giving Real-time information for passengers and comfortable waiting, and being well managed.</p> <p>Create Park and Ride facilities in the periphery of the city and at main interchanges</p> <p>★ In Prague (CZ), the Park & Ride system, which is part of both the urban planning of Prague's city and Prague's region, allows people to combine a drive in the outer city with public transport into the downtown area. This form of transport requires an attractive Park & Ride system with sufficient capacity, thus enabling car drivers to leave their vehicles in the vicinity of rapid rail transit, primarily the metro.</p>		<p>In residential suburbs, new developments should include limited parking spaces. Moreover parking and vehicle road space should be separated from pedestrian road space.</p> <p>Reduce the road space in residential developments to prevent on-street parking and reclaim the space for pedestrians and children.</p> <p>★ In Gent (Belgium), the zone of paid parking is much wider than what we currently find in many cities. It comprises the whole area within the city's ring road (11 km perimeter). The price for parking differs according to the location. In the very centre, parking tariffs are very expensive and discourage long-term parking, whereas the area between the heart of the city and the ring road makes use of the so-called "third tariff". The tariff does not make it impossible to park for a longer time, but it does encourage people to look for alternatives.</p> <p>Use a quality management tool for the evaluation for your local parking policy</p>	

TRANSPORT	G: Calm local traffic for a safer and more livable city	TRANSPORT	G: Calm local traffic for a safer and more livable city
G1: Evaluate the potential for rapid and easy to implement solutions		G2: Implement speed limitations and access restrictions	
<p>In order to effectively start the implementation of a traffic calming and living streets policy it is appropriate to begin with measures easy to carry out and that do not entail an excessive cost.</p> <p>Find ways to put more greenery on streets (such as by growing plants on the sidewalk close to the front of houses).</p> <p>Pay more attention to the most vulnerable modes of transport (cycling and walking especially), children being a special target group. Once the habit of travelling by bike or by foot is developed, the use of public transport becomes more obvious.</p> <p>Make something happen in the streets: art exhibitions, objects for children to play with, skater zones, places to sit and meet.</p> <p>Publishing different communication aids and tools (i.e. a map of the traffic-calming /living streets areas, the measures in application, etc..)</p> <p>Organise events and contests to raise awareness of the population (such a traffic-calming /living street day, the European Car Free Day, etc.).</p> <p>★ Paris (FR) The "Paris Page 2002" event was a part of the city's attempt to improving the living environment, and to sharing public space more evenly with pedestrians and unmotorised traffic.</p>		<p>Jointly with the urban planning the speed regulation is the most important measurement for the consolidation of a living streets policy.</p> <p>The following measures can gradually be carried out:</p> <ul style="list-style-type: none"> ✓ Consider the legal basis framework applicable, especially in terms of speed limitations of traffic at 30 km/h an even below (there be must be a legal basis). ✓ Establish as many 30 km/h zone as possible ✓ Reduce speed of private motorised traffic. For instance through: chicanes, roadway narrowing, road humps, conversion of two way streets into one-way streets, construction of mini roundabouts at junctions ✓ Change priority rules for private motorised traffic and give priority to cyclist and pedestrians within the traffic-calming areas. <p>To reach your objectives in terms of speed limitations, you need a complementary approach for road design/physical obstacles/fittings signposting, road markings, and combine both.</p>	
TRANSPORT	G: Calm local traffic for a safer and more liveable city	TRANSPORT	G: Calm local traffic for a safer and more liveable city
G3: Improve and extend existing traffic calmed areas		G4: Introduce congestion charging or similar schemes to reduce traffic flow	
<p>The traffic-calming / living street measures can be implemented independently of the size of the local authority and may concern the whole or part of the city centre, the surroundings of the pedestrian area and may be extended to residential areas located outside the city centre.</p> <p>Traffic-calming / living streets areas should be considered as a pillar for current and future large urban renewal initiatives. The promotion of the mixed use of streets (such as shopping and housing) is part of this.</p> <p>Study and plan the extension of traffic-calming /living street measures to other areas and the expansion of the pedestrian area (continuity, safety, comfort, etc..).</p> <p>★ In Geneva (CH), a consultation process led to proposals for the introduction of traffic-calming / living street measures in the Eaux Vives district.</p>		<p>On the streets of many cities, cars don't move much faster than their parked brethren. These endless traffic jams lead to blaring horns, flaring tempers, missed meetings, and an eroding quality of life as noise and pollution increase.</p> <p>The solution, however, doesn't require a return to the horse and buggy. Instead, intelligent traffic systems will manage traffic flow, encourage drivers to use alternate forms of transport, and even enable people to find the services and information they need to drive safely, avoid traffic jams, and perform their daily routine with fewer hassles.</p> <p>★ London's Radical Solution</p> <p>In the winter of 2003, the city of London combined innovative technology and tools to combat its overcrowded city streets. Under the Congestion Zone Charging scheme, drivers are charged £5 (about \$8) each day that they operate a vehicle in the city's centre.</p>	

TRANSPORT	H: Develop an efficient goods delivery	TRANSPORT	H: Develop an efficient goods delivery
H1: Analyse the spatial pattern and the efficiency of urban goods delivery		H2: Redefine and improve the goods delivery organisation and infrastructure	
<p>Integrate goods delivery in general urban transport planning and its specific local regulations.</p> <ul style="list-style-type: none"> ✓ Analyse the spatial pattern of the city goods delivery system (localisation of the logistic platforms), and identify typical logistic routes (tours, volumes, weights). ✓ Analyse the efficiency of the city goods delivery system in general, per carrier and per zone (carrying ratios, types of vehicles). ✓ Evaluate the initial organisation (spatial flows, volumes, distances) and environmental impact of the good deliveries within the metropolitan area. ✓ Identify target zones to organise goods delivery (historical or cultural centres, high density areas with problems of pollution, congested areas, etc.). ✓ Identify the social structure of the commercial actors system (shopkeepers, drivers, company managers, local authorities, dwellers), what they expect and what they need. ✓ Check funding and cooperation opportunities (such as from the European Commission or the National agency for environment and energy management). <p>★ Berlin (DE) – Goods Traffic Platform</p>		<p>Local practices show that public initiatives aim to manage mobility and improve environmental standards in urban life, and private initiatives have commercial objectives. Both may be complementary.</p> <ul style="list-style-type: none"> ✓ Build parking facilities for goods delivery i.e. as the Lyon (FR) Rapido delivery principle ✓ Use important works, such as the construction of a public corridor to redefine and improve the goods delivery equipment and its organisation ✓ Define multi-use traffic lines, with lines dedicated to deliveries depending on the time of the day ✓ Define appropriate street furniture for drivers and delivery people ✓ Set up Urban distribution Centres in peripheral areas to ensure final delivery ✓ Define a regulation system to anticipate goods deliveries in the new building with commercial activities and inside them, define dedicated delivery zones, or authorised delivery items 	
TRANSPORT	H: Develop an efficient goods delivery	TRANSPORT	H: Develop an efficient goods delivery
H3: Inventory the potentials to transfer cargo to energy efficient/fossil fuel free means of transport		H4: Develop diversified schemes for deliveries	
<p>Through evaluating the impact of the urban goods delivery system, using air quality evaluation models, you can estimate the air quality impact and the energy consumption of your delivery system. Using this information you can look for alternative system that allow an efficient energy consume or a fuel free transport.</p> <p>★ La Rochelle (France) –Electric City Distribution System- La Rochelle built an urban distribution platform near the city centre, from which privately operated electric vans could pick up the goods to be delivered to the centre to any other long distance carrier.</p> <p>★ Rotterdam (NL) – Electric City Distribution System, where the 3 main transport companies already performing on an approach based on Urban Distribution Centres (UDC) for years play an important role.</p>		<p>Integrate other delivery systems to diversify the activities of the goods delivery, they not only improve the environment but also the economical dynamism of the city.</p> <ul style="list-style-type: none"> ✓ Organise proximity delivery areas i.e. in Nürnberg (DE), the goods may be picked up by inhabitants from the shop or an intermediate city goods centre or be delivered directly at home, with a co-financing of the delivery by the municipality and participation by the purchaser ✓ Launch new services and adapted equipment for shoppers to promote purchases in the city centre. ✓ Establish a participative dynamism involving all the actors of goods transportation (thematic discussion groups to orientate the strategies and measures, test periods of the measures for all, common logo for a common measure, etc.) ✓ Favour the use of shared vehicles or shared equipment and the grouping of consignments (such as “van-sharing”). <p>★ Aalborg (DK) – City Goods Delivery Cooperation</p> <p>★ Borlänge (SE) – Coordinated Distribution of Provisions</p>	

TRANSPORT	I: Promote responsible car use	TRANSPORT	I: Promote responsible car use
I1: Consider the applicable legal framework and analyse potential users of new schemes		I2: Promote eco-driving, car sharing and car pooling	
<p>Heading for a responsible car use and the use of alternative fuels means a change in behaviour of potential users and needs at the same time the introduction of a new set of regulations discouraging the use of private cars, this can be attained through:</p> <ul style="list-style-type: none"> ✓ Organisation of meetings with local employees, as well as interested citizens, to show them the chances for a “cleaner use” of vehicles and the numerous advantages of such measures ✓ In the local media (local press, regional TV, etc...) and at the occasion of special communication events, regularly publicise the practical, economical, social and environmental benefits of alternative fuels and sustainable transport ☆ Stockholm (SE) is to demonstrate and develop shared car usage through the MOSES (Mobility Services for Urban Sustainability) project. ☆ Vienna (AT) This project Car Free Housing is Vienna's first car free development. As one central pre-condition, residents oblige themselves to not own a car . <p>Sustainable car use UK information campaign: http://www.carplus.org.uk</p>		<p>Promote alternative, smart and effective solutions!</p> <ul style="list-style-type: none"> ✓ Car-pooling is shared use of a car, in particular for travelling to work, often by people who each have a car but travel together to save costs. You can provide special facilities for car-poolers, including designated pick-up points and high-occupancy vehicle lanes which are also at time opened up to designated cars with multiple riders ✓ Car-sharing is a system where a fleet of cars is owned by a company or public agency or ad hoc grouping and made available for use by members of the carshare group. The costs and troubles of vehicle purchase, ownership and maintenance are transferred to a central organiser. ✓ Eco-driving means appropriate and fuel-efficient use of a vehicle through appropriate driving (right speed, right gear, avoiding long stops with engine on, etc.), appropriate maintenance, etc. ☆ Odense, (DK) After the first Car Club was established today Car sharing has spread all over Denmark, partly thanks to Odense initiative. 	
TRANSPORT	I: Promote responsible car use	TRANSPORT	I: Promote responsible car use
I3: Promote the purchase of energy-efficient vehicles		I4: Develop a local biofuel infrastructure	
<p>Cleaner vehicles like, gas, compressed natural gas, biofuel, electric or hybrid vehicles have a reduced air pollution impact. The promotion of cleaner vehicles requires consideration of many different factors like:</p> <ul style="list-style-type: none"> ✓ vehicle and infrastructure performance and purchasing and operational costs (incl. Maintenance) ☆ Werfenweng (AT) – a Solar Charging Station was built to provide electricity for the 21 (spring 2002) Electric Vehicles of Werfenweng from a 100% renewable source, solar power, i.e. photovoltaic ✓ energy consumption and real environmental impact ☆ Stockholm (SE) – ELCIDIS / Electric Vehicle City Distribution System. ✓ social and cultural factors, strongly linked to awareness-raising and communication ☆ Geneva (CH) – Individual Public Transport. consists of a fleet of “self-service” electric vehicles available to subscribed users who pay on a hourly or daily basis. 		<p>Biofuels have a key role to play in a low carbon economy, with the potential to lead to significant savings in greenhouse gas emissions from the transport sector.</p> <p>Bioethanol:</p> <p>Introducing bioethanol into the transport fuels market requires the simultaneous installation of a fuel supply infrastructure and the availability of bioethanol vehicles with local servicing capability.</p> <p>Experience from Sweden suggests that the introduction of fuel bioethanol becomes fully self supporting when a market share of about 5% is achieved.</p> <ul style="list-style-type: none"> ☆ A local successful biofuel local project is the Somerset (UK) Biofuels (ethanol fuel blend) Project establishing a local fuel distribution network. <p>Biofuel from Waste</p> <p>Alternative sources of energy can also be obtained from waste, for example by municipalities in the framework of local recycling policies</p> <ul style="list-style-type: none"> ☆ Graz (AT) – Biodiesel from Waste Oil. 20% of some 1,200 gastronomy businesses in Graz participate in the collection and recycling system. 	

TRANSPORT	J: Offer advice for smarter choices	TRANSPORT	J: Offer advice for smarter choices
J1: Inform about sustainable transport and alternative fuels		J2: Accomplish any new service implemented with an information campaign	
<p>A public awareness campaign can focus on the preparation of a measure. Preparatory methods can be public involvement meetings, mobility forums, demonstration of limited car access schemes in preparation of permanent implementation, etc.</p> <p>Inform about the several chances for a sustainable transport:</p> <ul style="list-style-type: none"> ✓ Public transport facilities ✓ Cycling and walking options/chances ✓ Living streets ✓ Car-sharing and car-pooling ✓ Mobility management for companies and schools ✓ Use of biofuels and its advantages <p>Think multimodally from the start, campaigns focused on the promotion of one single transport mode will affect the use of other transport modes.</p>		<p>Inform the citizens whenever a new transport service is developed or implemented, in this way the municipality guarantees the publicity of the new service among the citizens and thus the possibility of a possible use of the same one.</p> <ul style="list-style-type: none"> ✓ Publicise a cycle tracks guide whenever a new section is inaugurated ✓ Inform in detail about new sections or changes in the public transport service ✓ Present the mobility centre when it is inaugurated ✓ Make publicity of the new Car-sharing services 	
TRANSPORT	J: Offer advice for smarter choices	TRANSPORT	J: Offer advice for smarter choices
J3: Set up mobility advice centre		J4: Offer targeted door-to-door advice services	
<p>Set up a mobility centre to monitor the traffic situation in your city and its improvements towards a more sustainable mobility and to give up to date information to the citizens.</p> <p>The main objective of a mobility advice centre should be:</p> <ul style="list-style-type: none"> ✓ To provide traffic and travel information through a variety of media. ✓ To provide information about alternatives to sole occupancy car journeys to and from work. ✓ To promote sustainable alternatives to the car. ✓ To help public make best choices about their journeys. ✓ To achieve a reduction in peak hour congestion and car parking problems. <p>★ Münster (Germany) The city council has established the "Münster's Service Centre" giving information on convenient mobility by bus, car, bike or train, providing also city and region maps, time tables and schedules. http://www.muenster.de/stadt/tourismus/en/mobility.html</p> <p>★ Nottingham (UK) "The travelwise centre", providing personalised travel plans to citizens. The plans offer bus advice at stop level, including times, prices, ticket options. http://www.itsnottingham.info/</p> <p>★ Graz MobilZentral - Austria's 1st mobility centre</p>		<p>Once you've launched your mobility advice centre, accompany it, spread information and try to influence nearby neighbourhoods that might be interested in enjoying the benefits of the mobility plan (by the municipality, a company, schools, etc...) and potentially be involved in similar mobility approaches and initiatives.</p> <ul style="list-style-type: none"> ✓ Include citizens in test measures ✓ Carry out door-to-door awareness-raising actions ✓ Identify specific areas or targeted groups that may need targeted advice <p>★ Karlstad (SE) - Sustainable Travel to the University. The University is expanding and faced with too many car commuters. Measures taken were pre-trip information packages and a free ticket offer for new students. Personal travel advice is given twice a year to students and staff at a temporary mobility office.</p>	

TRANSPORT	K: Campaign for sustainable mobility	TRANSPORT	K: Campaign for sustainable mobility
K1: Inform about challenges in transport and increase insights in the possibilities of sustainable modes and alternative fuels		K2: Organise public awareness actions about sustainable transport and alternative fuels	
<p>Sustainable mobility policy is a mix of the “4 Es”: Engineering, Education, Encouragement and Enforcement. It is clear that in local campaigns and mobility management schemes, education and encouragement are emphasised.</p> <p>However educational and promotional actions lead to nothing if not backed by complementary and permanent hardware measures in the field of infrastructure and transport equipment.</p> <p>A baseline to every mobility campaign and advice is the lowering of the thresholds to the use of the preferred transport mode. People can feel thresholds concerning budget, safety, comfort, punctuality and accessibility. The information given in public campaigns breaks down a barrier to the use of, for instance, public transport.</p> <p>Show that public services are determined to promoting a new mobility culture.</p> <p>From the start, politicians, media, and local organisations should be involved in the development of the campaign.</p>		<p>A very successful way of promoting sustainable transport is to spice up and add value to existing ways of going work or to school.</p> <p>The “walking bus: it is a system for accompanying children on the way to school with the help of volunteers parents with identifications badges and with organisational and logistic support from the local authorities.</p> <p>Home to work car-pooling: Some people drive to work and back together. In adding value (car-pool matching, dedicated car park spaces, extra driver’s insurance) other people are aware of the possibilities and might join in.</p> <p>The municipality can offer biofuel or electric cars as car-sharing or car pooling and so demonstrate the climatic, energetic and economically rentability of these kind of technologies.</p>	
TRANSPORT	K: Campaign for sustainable mobility	TRANSPORT	K: Campaign for sustainable mobility
K3: Participate regularly in European or national campaigns for sustainable mobility		K4: Continuously campaign for sustainable solutions	
<p>Most local campaigns are part of regional, national or European framework. The other governance levels can offer a lot of opportunities and support (in form of financial contribution, shared expertise) for local campaigns.</p> <p>The campaigner should be informed about the occurrence of these opportunities. The campaigner should also examine the possible synergies with other ongoing campaigns or action days (for instance, heritage days: use public transport to visit cultural heritage).</p> <p>829 European cities in 2005 participated in the European Mobility Week 2392 European cities (again in 2005) participated in “in the town without my car”</p> <p>The campaign’s and mobility centre’s budget has to be balanced. Financial contributions can be made by different authorities that are involved, and/or by sponsorship.</p> <p>Financial contribution to the campaigning budget is not the only way partners in the campaign can contribute. Other ways of contributing can be voluntary manpower, discounts, free use of equipment, etc.</p>		<p>A campaign is always part of a larger process and policy. You should have a continuity in the weeks, months o years following the campaign.</p> <p>The partners muss be involved during the follow-up of the events.</p> <p>The campaigns must result in new commitments for permanent, visible mobility measures.</p> <p>★ Geneva (CH) – Communication strategy for the 2002 European Mobility Week: partnership with a local newspaper, a local radio station and a local TV channel, a newsletter distributed to 250,000 households, and a mobile information stand made it possible to establish a dialogue with the local population. To cover the whole population, three press conferences at various levels were organised.</p> <p>★ Nantes (FR) – Balad’air. The city of Nantes is a French pioneer in environment and air quality management. Balad’air is a guided educational walk through the heart of Nantes that illustrates the effects of atmospheric pollution on the urban environment.</p>	