

## **Access e-magazine**

### **Un nouveau support d'information pour les villes européennes**

ACCESS, l'association des villes européennes pour une nouvelle culture de la mobilité, a créé un nouveau magazine en ligne, disponible depuis le 1<sup>er</sup> juillet 2004. Edité deux fois par an, il se donne pour objectif d'informer ses membres et adhérents des initiatives innovatrices, mises en place dans les villes d'Europe. Des articles pointus abordent les meilleures pratiques, les projets, les campagnes, les développements politiques en vigueur, afin de promouvoir une mobilité nouvelle. Le lecteur trouvera dans ce premier numéro des articles fouillés, accompagnés de nombreuses sources d'informations, sur la sécurité routière en milieu urbain, le « road pricing », et les meilleures pratiques en matière d'énergie renouvelable pour les transports urbains.

Pour plus d'information (en anglais)

ACCESS – Eurocities for a New Mobility Culture

<http://www.access-eurocities.org/>

## **Access –Internet-Magazin für Europastädte**

Seit dem 1. Juli 2004 ist auf der Homepage der Europastädte für eine neue Mobilitätskultur das Internet-Magazin "Access" abrufbar. Zweimal jährlich erhalten Interessierte Informationen, Links und fundiert recherchierte Artikel über Kampagnen, laufende Projekte, Strategien zu den Themenkreisen Mobilität, Verkehr, Road-Pricing, innovative Lösungen für nachhaltige Mobilität, usw.

Weitere Informationen (in Englisch)

ACCESS – Eurocities for a New Mobility Culture

<http://www.access-eurocities.org/>

14.09.04

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# Eurocities for a New Mobility Culture



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Spring 2004

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For further information:  
→ [www.access-eurocities.org](http://www.access-eurocities.org)

I am proud to present the first issue of the ACCESS e-Magazine. This new magazine gives information on innovative mobility programmes and policies that are being implemented in cities across Europe, as well as on best practice, projects, campaigns, political developments and ACCESS activities. We hope this magazine will give you inspiration for future policy developments and projects in the field of sustainable urban mobility.

This edition of the ACCESS e-Magazine includes a dossier on urban road safety, with best practices examples from the winners of the first European Road Safety Awards, which were presented on 7 April in London during the SAFE Signing Ceremony. Aberdeen was rewarded for its Comprehensive Road Safety Strategy, Ghent for Technological Innovation, Hampshire County Council for Partnerships, Krakow for Achievement and the London Borough of Bromley for Education. In addition, Mr Theologitis, head of the Road Safety Unit at the European Commission, (DG TREN), answers our questions on the European road safety action programme and the objectives of the European Road Safety Charter.

This magazine also looks into the potential of pricing measures. Two experiences of pioneers in road pricing are presented in this issue. The city of Genoa shows the results of a road pricing pilot project implemented in 2003 in the centre of Genoa. An interview with the London Director of Congestion Charging at Transport for London shows the encouraging results of the London Congestion Charging scheme, which has been in place since February 2003.

Following the successful ACCESS Seminar in Reykjavik, this magazine presents summaries of best practices in the field of renewable energies for urban transport, with examples from Reykjavik on the use of hydrogen for public transport, Lille on the production and use of biogas for urban buses, Gothenburg on the use of methane in public and private transport fleets, and Stockholm on the procurement of alternative fuel vehicles.



We also highlight ACCESS activities in the field of policy and lobbying. Currently, ACCESS is particularly interested in the European Commission's upcoming Thematic Strategy on the Urban Environment, which contains regulatory proposals for urban transport aiming to better address the challenges that cities and towns are confronted with in this field.

Finally, you will find the latest news on interesting European projects such as SMILE and BYPAD, as well as all information you need to join EMW 2004.

We hope this magazine will be a pleasant read and a useful information tool for your policies and activities towards a new Mobility Culture in Europe!

*Mr Giuseppe Pericu  
President of ACCESS – Eurocities  
for a New Mobility Culture  
Mayor of Genoa*

## 20.000 Lives to Save: The European Road Safety Charter

In June 2003, the European Commission published the *European Road Safety Action Programme*, which not only contains measures for the European Community and the Member States to undertake, but also includes the *European Road Safety Charter*. With this Charter, stakeholders can contribute with a concrete commitment towards safer roads in Europe! Mr Theologitis, Head of the Road Safety Unit at the European Commission (DG TREN) tells us more about the objectives and expectations of the European Commission in the field of road safety.

**What were the main reasons and objectives behind the Commission to publishing its Communication "European road safety action programme – Halving the number of road accident victims in the European Union by 2010: a shared responsibility"?**

"In its White Paper on transport policy of 2001, the Commission set, for the first time, a concrete European-wide objective for road safety: halving the number of road fatalities by 2010. At that time, this ambitious target was not merely the extrapolation of past development but far beyond that. But, following the White Paper, many Member States adopted identical targets for their national road safety policy. The year 2002 marked a turning point, at least for the EU-15, as the decrease had speeded up, and statistics showed that the target for 2010 was achievable. The Commission did not choose this percentage for the beauty of a round figure, but to give a clear mobilising signal. And, in fact, recent statistics show that this initiative has had a mobilising effect. The Commission was convinced that the target could be achieved at an affordable price by using hands-on measures, by exchanging best-practice, by learning from the best performing Member States. These measures, as well as their expected outcomes in terms of saved lives, are described in the European Road Safety Action Programme that was published in June 2003."

**What does the European Commission want to achieve by encouraging all stakeholders in the field of transport to sign the European Road Safety Charter? What are the expected results?**

"The European Road Safety Charter is one of the measures outlined in the European Road Safety Action Programme, which should help making out of road safety a major issue in our society. People are obviously much more afraid of potential dangers such as pollution or terrorism, which, in reality, cause far less deaths in Europe compared to 50.000 road fatalities each and every year. It would already be a substantial success if the Charter label alone were spread widely over Europe, informing citizens that there are 25.000 lives to save on our roads. And this is only half of the actual number killed on our

roads. And this is only half of the actual number killed on Europe's roads!"

**To your opinion, what are the most efficient types of actions which can best contribute to halving the number of road deaths by 2010?**

"Actually, the European Road Safety Action Programme welcomes any measure that is able to counter speeding, drink-driving and negligence of fastening the seat belt. To be honest, it is a proven fact that, in the short term, enforcement is the most efficient measure contributing to halving the number of road fatalities."

**Which kinds of commitments have been taken up by the Charter signatories so far? Do you plan to monitor the achievements?**

"So far, 70 different groups have signed the Charter and we are constantly receiving new applications. The commitments range from infrastructure measures (e.g. 800 meters of barriers separating opposite directions on three roads in Krakow), to awareness raising campaigns (German road safety council), road safety tests for children (Slovakian automobile club) or vehicle technology improvements (the European motorcycle manufacturers will offer advanced braking systems for at least half of their motorcycle types by 2010). All commitments are published on the Charter website: <http://europa.eu.int/comm/transport/roadsafety/charter.htm>. The signatories are asked to submit an interim report (normally after 1,5 years) and a final report (normally after 3 years), in which they describe how they took forward their commitment."

**Through their SAFE Campaign, ACCESS-EUROCITIES & POLIS contribute to the ambitious 2010 objective by encouraging local and regional authorities to sign up the European Road Safety Charter. Do you consider local authorities to be crucial stakeholders in the fight against road accidents?**

"Definitely! Local and regional authorities are both stakeholders and multipliers for road safety and the Charter message. Furthermore, they are involved in enforcement and infrastructure building, and have the "soft" means to create a certain road safety atmosphere. Using all these instruments and channels in a coordinated manner would have an enormous impact on road safety, both on the streets and in the minds of people." →→→



*Mr Theologitis,  
Head of the Road Safety  
Unit at the European  
Commission (DG TREN)*



## SAFE Campaign: European Cities and Regions United Against Road Accidents



### *What are the next steps in your campaign?*

"We are currently preparing a campaign for a wider public. During the summer holidays, a leaflet will be distributed to road users, in collaboration with the French, Spanish and Italian tolled motorway associations. With this campaign, we hope to inform citizens about the Charter, so that they can initiate "bottom-up" actions, in addition to our "top-down" process. The Commission has been addressing the different stakeholders at European level to disseminate the Charter idea to their members. With this action, citizens will be made aware of the Charter and hopefully ask their companies, associations, clubs, schools or municipalities to sign up to it."

*Local and regional authorities that are committed to promoting road safety in their cities and regions are invited to sign the European Road Safety Charter and the ACCESS-POLIS Urban Annex, which list a number of concrete measures for improving road safety and preventing casualties.*

*If you would like to show your commitment and sign up as well, please contact the ACCESS Secretariat.*

Considering the numerous accidents and injuries that occur on our roads, ACCESS-EUROCITIES and POLIS joined forces and launched the SAFE campaign. The SAFE Campaign aims to support the European Road Safety Action Programme of the European Commission through the implementation of local initiatives in towns, cities and regions across Europe that all together will contribute to halving the number of road accident victims by 2010.

As coordinators of the SAFE Campaign, ACCESS-EUROCITIES and POLIS were among the first stakeholders to sign the European Road Safety Charter of the European Commission on 6 April in Dublin, in the presence of the European Ministers of Transport. On 7 April, World Health Day on Road Safety, 30 member cities and regions from all over Europe signed the European Road Safety Charter and the ACCESS-EUROCITIES-POLIS Urban Annex in the City Hall of London during a ceremony hosted by Ms. Jenny Jones, vice-Mayor of London, and in the presence of the European Commission and Baroness Sarah Ludford MEP. In the document, the signatories pledged themselves to contribute to reaching the European target of halving the number of road accident victims by 2010 through individual and concrete local measures.

At the same event, a number of cities and regions that have already demonstrated best practices in road safety, received the first European Road Safety Awards. A jury consisting of representatives from the European Transport Safety Council, Transport for London, and the ACCESS-EUROCITIES and POLIS Brussels offices selected five winners in different categories: Comprehensive Road Safety Strategy (Aberdeen), Technological Innovation (Ghent), Achievement (Krakow), Education Measures (London Borough of Bromley), and Partnerships (Hampshire).

## Aberdeen: European Road Safety Award for Comprehensive Road Safety Strategy

Aberdeen, the capital of North-East Scotland with 212,125 inhabitants, is rated as one of the most desirable cities in the UK for living and working. Like most other cities in Europe, Aberdeen is facing ever increasing car traffic and its negative consequences on the economy and the environment. Aberdeen city's Local Transport Strategy consistently stresses the long-term vision to continue to demonstrate significant reductions in traffic accident casualties, ensuring the safety of vulnerable road users, minimising danger and the perception of danger. More specifically, Aberdeen's road safety policy aims to reduce the number of road traffic casualties in the city with 45%, while improving conditions for walking, cycling and using public transport.

Among the measures targeting vulnerable road users, are the implementation of **school travel plans**, in the framework of the Newhills school pupil trail project. The objective is to provide a safer environment and more specifically, to improve road safety for pupils of Newhills school by creating safer routes to school, managing pupil movements and dropping-off areas, while also encouraging walking to school. In order to achieve these objectives, improved facilities are provided for the School Crossing Patrollers on distributor roads in the neighbourhood. In addition, colour-coded safe walking routes to and from the school entrance were introduced on the network of footpaths around the school. Pupils are allocated an access route and parents are asked to drop off and collect their children at the starting point of each route. Thus, disruption to traffic is minimal and pupil movements can be managed safely. Also, traffic congestion has been reduced considerably at the school entrance, providing a safer and healthier environment for Newhills school pupils.

Aberdeen's road safety policy also aims at minimising conflicts between vulnerable road users and motorised traffic. As part of a wider city centre development strategy, the policy is to improve facilities for pedestrians in the city centre and to resolve the inadequacies of the existing footways. The main street crossing the city centre has narrow footways at the point where pedestrian levels are greatest. Consequently, it has the highest number of pedestrian related accidents in the city. The Strategy and Project Plan aims at resolving many of these difficulties, while addressing the mobility needs of all users.



Therefore, greater levels of pedestrian priority and pedestrianisation are being developed, together with improved infrastructure. The aim is to preserve the economic activity in the city centre, while reducing pedestrian/vehicle conflicts and accidents. The Aberdeen transportation strategy also targets cyclists. The objective is to increase commuter cycling to 8% of all journeys to work by 2011, while continuing to reduce cycle accidents. Cycle accident statistics are reviewed with neighbouring authorities, the Cycle Touring Club, cycle groups and other local associations to promote and implement a citywide and safe cycle network. In addition, this measure also takes into account pedestrians, as road crossings are being improved through the introduction of 42 crossings of various types, numerous traffic islands and 13 improved pedestrian facilities at signalised junctions. These improvements have already reduced conflicts between vulnerable road users and motorised traffic. It is also expected that continued reduction in vulnerable road user casualties will encourage more sustainable modes of transport.

Aberdeen's Transport Strategy wants to improve road safety by the systematic review, promotion and introduction of traffic management measures across the city. Following the results of the review, measures to be introduced are presented to the community for consultation and for approval by the elected members. It is expected that traffic flows are smoothed and traffic speeds controlled where necessary, but also that conflicts between motorised traffic and vulnerable road users are mitigated and obstructive parking regulated.

As speed is a major factor of road accidents, it is important to raise drivers' awareness of the safety problems caused by excessive or inappropriate speed. Traffic speed reduction in Aberdeen is achieved by engineering, education and enforcement measures. A programme of lowering mandatory, advisory and part-time speed limits around schools is currently being rolled out across the city.

As a whole, the road safety strategy in Aberdeen has proved very successful with a 28% reduction in the number of killed and seriously injured people in 2002, compared to the 1994-1998 average. The city of Aberdeen can be presented as a good practice in the reduction of the number of child injuries, as the target which is reached today, is even better than the national target for 2010. The city of Aberdeen managed to reduce the number of child injuries with 64,7% compared to 1994-98, and the number of injured child pedestrians with 57,5% compared to 1994-98.



## London Borough of Bromley: European Road Safety Award for Education

The London Borough of Bromley has the highest car ownership in London, with a large majority of short journeys made by car. Hence the challenge of reducing road traffic accidents, while affecting the modal shift. To this end, Bromley has developed a comprehensive package of measures including physical works, speed management measures, design and infrastructure related measures, behaviour related measures and awareness raising, specific measures for more vulnerable target groups, and integrated measures targeting all citizens. Bromley's Road Safety Plan aims to reach a 50% reduction in the total number of killed and seriously injured (KSI) by 2010.

Among measures targeting young people, the London Borough of Bromley has implemented school travel plans and the "Safer routes to schools" campaign. The objective of the scheme is to encourage sustainable forms of transport, while reducing the level of accidents around schools. It mainly consists of a mix of engineering measures and educational measures, such as: an online Car-Sharing database ([www.bromleyschoolrun.org](http://www.bromleyschoolrun.org)); road safety education; walking bus routes; "Bikewise" cycle training; various forms of crossings and refuges; improved paving and street lighting; improved cycle facilities, such as lockers, racks and on-site cycle routes; alterations to signal timings to favour pedestrians; coloured road surfacing. Currently, 17 school travel plans and 25 "Safer Routes to School" schemes are in place. Bromley is hoping that 40% of the schools have travel plans in place by 2006. In addition, the London Borough is implementing school-crossing patrols at 47 sites.

Bromley has also introduced a wide range of road safety awareness raising measures targeting drivers and pre-drivers. **Traffic education** courses are aimed at pre-drivers aged 17 to 21, who account for more than 10% of all casualties and 25% of KSI in Bromley. The six-week courses are designed to improve attitudes towards various aspects of driving and teach the hazard awareness skills, which new drivers are often lacking. As a result, the number of casualties caused by 17-21 year-olds decreased by 25% in 2002 compared to 1994-98 levels. **Advanced driving courses** for all drivers are aimed to improve the drivers' theoretical and general skills, as well as their parking skills. Furthermore, considering the number of motorcyclists involved in accidents, the borough has developed courses focusing on "accident prevention for motorcyclist" and aimed at powered two-wheelers riders, especially young people who wish to ride mopeds or scooters. The Road Safety Unit also created a **child car seat centre**, which provides free advice on practical seat fitting for parents transporting children in a car.

Bromley is fully committed to encouraging safe walking, cycling and public transport for leisure, school and work trips and actively participates in both spring and autumn Walk to School Weeks, National Bike Week, European Mobility Week and in publicity campaigns and road safety exhibitions. In addition, an auditing and review tool for improving pedestrian facilities called **PERS (Pedestrian Environment Review System)** has been developed to put special emphasis on protecting cyclists, pedestrians and people with reduced mobility. To further increase the modal share for cycling and improve safety levels, **adult cycling trainings** target adults wishing to cycle again after a long break, or those cycling for the first time.

Alongside educational measures, the London Borough of Bromley is implementing **traffic-calming schemes** to improve the road environment of the most vulnerable road users. A variety of physical measures are being implemented, such as vertical and horizontal deflections, traffic islands, pedestrian crossings, mini-roundabouts, corner restriction for parking, reduced speed limits etc. Since 1990, 65 traffic reduction schemes have been introduced in Bromley, which reduced the amount of accidents by an average of 107 per year. **Vehicle-activated signs**, which consist of radar guns displaying the speed of passing traffic on a large digital screen, also aim to reduce traffic speed. Furthermore, Bromley has created a **Home Zone** and **20 mph zones**. In the Home Zone, measures have been taken to meet the interests of pedestrians and cyclists rather than motorists.

A first assessment of Bromley's Road Safety Plan will be conducted in 2005 by the national Department for Transport. For the coming three years, the London Borough of Bromley has committed itself to proactively pursue a local target of reducing the incidence of road deaths and serious injuries in the London Borough of Bromley with at least 50% by 2010 from the average rate in 1994-98 as an extension of the London Road Safety Target of 40%. This target will be achieved through attitudinal, educational and engineering measures. In addition to the methods currently employed, Bromley will be looking to learn from, set and disseminate best practice in the UK and Europe.



## Ghent: European Road Safety Award for Technological Innovation

With a population of 230.000 inhabitants, Ghent is the second largest city of the Flemish region in Belgium. It is also the core city of a metropolitan area of 515.000 inhabitants with 35.000 people commuting to Ghent every day. The city has a well-developed and integrated mobility plan with limited access to the city centre by car, and comprising a car parking plan, a bicycle plan, a public transport plan with better services and development of transfer points, and traffic liveability plans per city sector with speed reduction and other safety measures. The latest mobility plan, approved in April 2002, prioritises the improvement of road safety, reducing the number of road accidents on black spots, and implementing speed management strategies, such as the area-wide introduction of 30 kph. zones and experiments with Intelligent Speed Adaptation (ISA).

In order to reduce speed in residential and inner urban areas, Ghent has developed 30 kph zones along with an awareness campaign promoting these zones. Each entrance of a "zone 30" area is sign-posted and where necessary 30 kph signs are painted on the street. The objective is to extend traffic calming zones to all urban and residential areas of Ghent. In the framework of a campaign targeting pupils and the general public, awards are presented to classes that make an art work in these traffic calming zones. Also special lighted sign posts are located at school entrances, and attractive information folders are distributed.

The major components of Ghent's speed management strategy are experiments with Intelligent Speed Adaptation, shortly ISA. The city, together with the Belgian Institute for Traffic Safety, launched the ISA pilot in the framework of the European PROSPER project. PROSPER examines the functioning, the effects, the implementation and the acceptance of Intelligent Speed Adaptation. As a whole, 3 public transport buses and 34 private cars (including some of the authority's fleet) have been equipped with the system in Ghent. Twenty private drivers, some opinion leaders such as the mayor, councillors, the university rector and the chairman of Volvo, are testing the ISA device in their cars. Reactions of users are very positive and the city is determined to further extend the use of this new technology. Ghent has started to promote ISA towards the European institutions, the Belgian ministries and the general public. Following this success, future efforts will be taken to implement ISA in the total car fleet of the city of Ghent. The general public will also be further informed of this new technology.

Along with speed management strategies, Ghent's mobility plan aims to change citizen's behaviour

regarding road safety. To this end, Ghent publishes articles on its road

safety policy in magazines and newspapers, implements large-scale awareness-raising campaigns for example on the use of bicycle lights and free night buses, and draws people's attention to the consequences of illegal parking, infringing traffic rules, speeding etc. The "clever on the road" campaign, which aim is to have drivers sign a charter to commit themselves to complying with the traffic rules, is very successful. The municipality co-operates with local organisations, and especially with schools.

The city of Ghent also wants to protect vulnerable road users on the inner ring road and on black spots, through new infrastructure measures such as red coatings for cycle lanes, new bus lanes, better and safer pedestrian and bicycle crossings, new traffic lights, improved cycle lanes, etc. In addition, to increase the livability and safety of the whole urban area, other infrastructure measures are taken such as road humps, one way streets, and redesigned road crossings. Finally, the city cooperates with the police to enforce speed limits, the use of bicycle lights and the like.

As a result, the 30 kph zones managed to reduce the speed with 5 to 15%. Test drivers of ISA are very positive, a large majority of them wants to keep the system. The Belgian Minister for Mobility is impressed with the results, and actions will be taken to implement ISA in Brussels. 2.000 people signed the "Clever on the Road" charter. The night buses were even more successful than expected with 41.000 users in the first year. As a whole, records of speeding in Ghent show that compliance with traffic rules is improving. Building on these good results, the city of Ghent has committed itself to taking further initiatives in the field of speed management in as many ways as possible. It aims to extend the 30 kph areas in the city, until all residential areas have this speed limit, which is approximately 70% of the streets in Ghent. In co-operation with the Regional Road Authority, the Minor Ring Road will be redesigned so that it becomes safer for cyclists and pedestrians and speed limits will be enforced more strictly. Speed limiting devices will be introduced in at least 10 school environments in the next years. Finally, the city wishes to further develop and promote the ISA-system.





## Hampshire: European Road Safety Award for Partnerships

The county of Hampshire is situated in the far south of England. With a population of 1,240,032, Hampshire is one of the largest non-metropolitan counties in England. Road Safety Policies are featured in the Hampshire Local Transport Plan (2000 – 2005). For the coming decade, the County Council has committed itself to achieving locally the UK government's targets of 40% reduction in all fatal and serious road casualties and to halving fatal and serious child casualties from the mid 90's levels. In addition, Hampshire decided to aim for a more demanding local casualty reduction target of 26% reduction in all fatal and serious casualties by the end of 2004 from the mid 90's levels. Hampshire's road safety policy includes education and training measures, engineering programmes, traffic rules enforcement, as well as specific measures targeting children, pedestrians and cyclists.

Hampshire County Council gives high priority to active community engagement in road safety. To this end, the County Council encourages and co-ordinates the work of Road Safety Councils, which consist of volunteer groups and individuals who promote road safety through their local community. Moreover, Hampshire works with the business community to both help with Occupational Road Risk Driver training services, as well as support Workplace Travel Plans to widen travel choice.

Also of particular importance is the need for active enforcement of road traffic laws, especially those which violation proves to be a leading casualty cause, such as speeding. Improved public awareness of the safety problems in today's road environment will, it is hoped, foster a climate where individual members of the community consider more often than they do at present, the need to improve their own safety and that of others when travelling. The County Council actively works with Hampshire Constabulary and with the Police, the Department For Transport and other authorities in the promotion and public awareness of matters related to road safety.

The County Council and its partner authorities believe that continuing co-ordinated programmes of engineering measures coupled with road safety education, training, publicity and awareness offer the best chance of achieving a lasting reduction in casualties on Hampshire's roads. Strong emphasis is put on the delivery of road safety awareness services through the [www.hants.gov.uk/roadsafety](http://www.hants.gov.uk/roadsafety) webpage, which regularly offers road safety materials, advice and publications, and promotes road user education and training for all age groups and types of road users.

In the provision of new highway engineering measures of all kinds, the County Council takes particular account of the needs of vulnerable road users, including children,

cyclists, pedestrians, older road users, motorcyclists and those with mobility handicaps. Emphasis will be placed on achieving casualty reductions among these groups. Examples of

measures aimed to improve the road safety of children include School Crossing Patrols, which are managed by a coordinator and two supervisors from the Road Safety Team of the County Council in cooperation with the County Council Highways and Road Safety Departments. Also, schools can borrow resources from these Departments for all ages to assist in the teaching of road safety, develop school travel plans, and work towards Safer Routes to School infrastructure improvements. Schools are invited to participate in pedestrian and cycle training sessions using instructors trained by the Road Safety Team. In addition, the Department for Transport produces various leaflets and posters to support road safety messages, which can be requested from the Road Safety Team. The County Council also works in close partnerships with vulnerable road user groups.

The County Council proceeds with audits, such as road accident analysis and investigation systems to formulate programmes of appropriate highway engineering measures intended to reduce casualties among all classes of road users. Hampshire concentrates on engineering works, which ensure the greatest reductions in road user casualties.

So far, the reduction of people killed and seriously injured achieved from the mid 90's levels stands at 18%, which puts the County Council on the way to reach the overall 40% reduction by 2010. Also, there is now a realistic opportunity to achieve the more demanding target of a 26% reduction in all fatal and serious casualties by the end of 2004.



## Krakow: European Road Safety Award for Achievement

The city of Krakow lies in the Southern part of Poland, in a valley at the foot of the Carpathian Plateau. For a population of 800.000 inhabitants, 400.000 cars are registered in Krakow, meaning that public transport plays an important role. 60% of trips are made with public transport and 20% on foot. Therefore, a close cooperation between the municipality and the local public transport operator is essential to the implementation of a successful road safety policy. Important aspects of Krakow's road safety policy are the collection and analysis of data, the elimination of black spots, and preventive activities.

In order to reduce serious frontal crashes, the city of Krakow decided to implement design and infrastructure measures to reduce speed. For instance, barriers were built, separating opposing directions. This obstacle in the middle of major streets does not only restrain traffic speed, it also prevents pedestrians from crossing besides marked zebra crossings. For the coming three years, at least 3 other roads will be equipped with barriers separating opposing directions.

Small roundabouts with one lane are built at cross roads, where car drivers should slow down. "Tempo 30" zones are traffic calming zones where the speed is limited to 30 kph. They are being introduced in residential areas, which are frequented by a lot of pedestrians and where parking is limited. The 30 kph zones are announced by special sign-posts, bumps, elevated roads at intersections etc. In a further attempt to reduce the driving speed, the city of Krakow has installed photo-radars on 19 roads.

Protecting vulnerable road users is another priority of Krakow's road safety policy. To this end, the city has installed sound signalisation for blind people at 19 crossroads, in close cooperation with the Polish Blind People Association. As for cyclists, Krakow has developed 30 km of safe cycle lanes, which are separated from car traffic. This is especially efficient for roads with big flows. The objective is to continue the development of cycle lanes.

Considering the large number of public transport passengers, it is important to protect them at bus or tram stops. In the centre of Krakow, passengers often have to cross the road, when getting on or off a bus or tram, which causes many accidents. Krakow is currently building safer bus stops, by adjusting the level of road surface near the bus or tram stop, to the level of the pavement. This not only makes it easier to enter or to exit bus or tram, it also requires drivers to reduce their speed. In addition, common bus and tram stops are built to concentrate the number of passengers in one place, which also improves safety at road crossings. In the city centre, two major bus and tram stations will be converted into "model" stations. The overall target is to decrease the

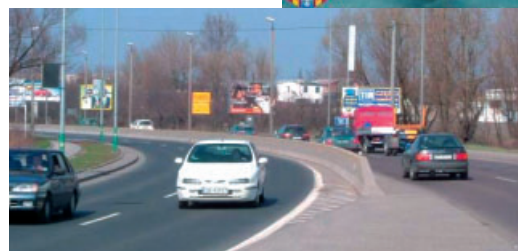
number of accidents at the two modernised stations with 25%.



Krakow has implemented a wide range of efficient awareness and education measures for children, such as the "Teddy bear rescuer academy", the "safe holiday" actions, the "Poland-wide tournament of knowledge about road safety" and the "youth motorisation tournament", the "apple and lemon campaign", safe routes to school initiatives and the "visible pupils for first class" campaign.

In order to tackle road safety problems, Krakow has appointed a Council of Road Safety, consisting of managers from the police, MPK (public transport operator), schools, the media, ecological organisations and insurance companies. One of the major achievements of this Council is the road safety programme.

So far, Krakow's road safety policy has been very successful with 60% of school zones equipped with road safety facilities, around 40% of 15-year olds having a cyclist card, a decrease in speed from 60 kph to 50 kph and many other infrastructure improvements. The city aims to decrease the number of accidents with 65%, and the number of pedestrian casualties with 75% by 2007.



## PIONEERS IN PRICING

**Innovative Solutions  
for Sustainable Mobility**

### Promising Road Pricing Experiments in Genoa

Genoa is a very active city in the field of sustainable mobility, participating in several EU projects on innovative urban transport strategies. It has also run a pilot demonstration within the EU project ProGR€SS (Pricing ROad use for Greater Responsibility, Efficiency and Sustainability in cities), which is funded by the European Commission, DG TREN, and aims to demonstrate and evaluate the effectiveness and acceptance of integrated urban transport pricing schemes to achieve sustainable transport goals and raise revenues.

Road pricing in Genoa was tested in the central area of the city (1 km<sup>2</sup>), including the old historical centre, the heart of commercial activities and the main pedestrian streets. This area is subject to about 54.500 daily entrances, 56% of which are made by cars. 6 visible gates equipped with optical character recognition technology delimit the road pricing area.

The trial aimed to evaluate the efficiency of urban road pricing in terms of congestion and pollution reduction and energy saving, to test the technological equipment and to analyse social and economic impacts of road pricing schemes in the city centre. The pilot was run in cooperation with 159 volunteers of whom 125 were frequent drivers to the city centre, entering the road pricing area at least 4 times a week. The volunteers signed a contract with the municipality that assigned them a virtual budget of 200€, stipulated the trial conditions (access monitoring, reduction of the budget at

every passage, privacy issues) and foresaw the payment of the residuals, at the end of the project.

The road pricing pilot was run in 2 phases of 3 months each (from March to May and from June to August) with the aim to evaluate the impact of the price level on citizens' behaviour. The entrance fee was to be paid with each entrance to the area and payment could be done directly at dedicated counters, or online on the dedicated website. From March to May, the fee was 2€ and from June to August 1€.

At the end of the pilot, volunteers filled in a questionnaire:

- 82,7% sometimes changed their behaviour (mode change, route change)
- 50% used PT as an alternative to the car or in combination with it: park & ride, park & walk
- The alternative route / mode caused on average an extra travel time of 12 minutes (+30%)
- 43% positively evaluated the applicability of road pricing in Genoa, although this opinion is strongly related to the existence of supporting measures in relation to PT, the road network and parking facilities. →→→



Figure 1: Volunteers' behaviour during the demo phase

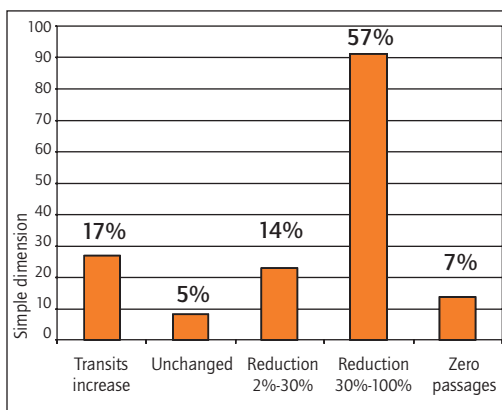
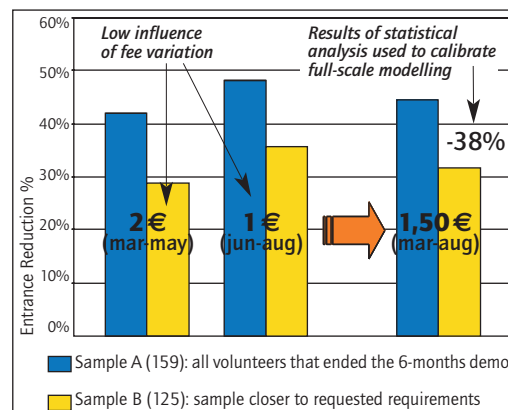


Figure 2: Results of statistical analysis



## PIONEERS IN PRICING

### Innovative Solutions for Sustainable Mobility

A statistical evaluation was carried out to further look into the impact of road pricing on the city and more specifically on the cordon area surrounding the road pricing area. Four scenarios were modelled, including various factors such as the level of the fee, the level of PT service, the percentage of exemptions, etc. It became clear that a fare of 1,50€ would reduce car traffic in the area with 38%. A curve describing the relationship between the reduction in the number of cars entering the area and the fee paid, was built up, taking into account the exemptions and the fact that, in reality, the fee would be higher. According to the chart, a reduction of 38% in traffic corresponds to a fee of 0,67€, which was used to model the main full-scale scenario. The fee to be applied in reality will depend on the decision made at the political level in Genoa. Following the evaluation, the different models were presented to politicians and other stakeholders for consultation.

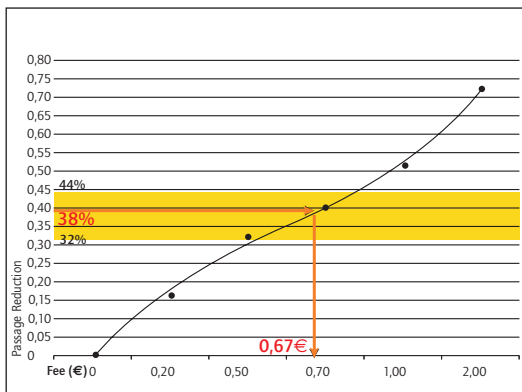
The first model (RP1) considers the outcomes of the pilot with the present road network and public transport services. This model shows that with a road pricing fee of 0,67€ and the exemption of all motorbikes and 30% of cars, there would be a 21% reduction in car traffic in the road pricing area. A 3% increase in car traffic is however expected in the cordon area. Emissions of CO<sub>2</sub> should decrease with 13% and the global shift to public transport should be 0,4%.

As a whole, Genoa expects to receive an income of 1,72 million € per year, which could be used for

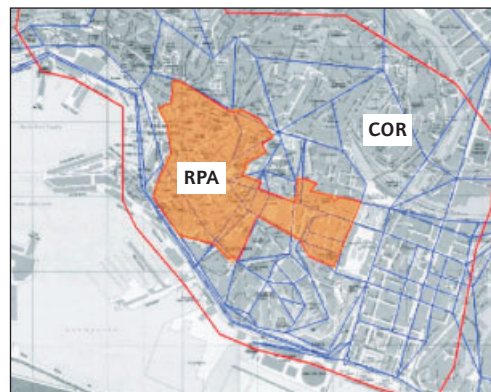
improving the public transport network, and further promoting sustainable mobility in the city. Currently, the concrete objectives of Genoa are to reduce car traffic with 15% in the road pricing area, noise with 5%, and CO<sub>2</sub> emissions with 10%.



**Figure 3:**  
Model relationship between reduction of passages and fee paid



**Figure 4:**  
Road Pricing Area (RPA) and Cordon Area (COR)



## PIONEERS IN PRICING

Innovative Solutions  
for Sustainable Mobility

## London Congestion Charging Scheme

Since February 2003, the already famous London congestion charging scheme has been in operation. The scheme requires all drivers to pay £5 per day if they wish to continue driving in central London during the scheme's hours of operation (Monday to Friday from 7am to 6.30pm). ACCESS wanted to know more about this experience and its results. Michèle Dix, Director of congestion charging at Transport for London, told us all about it.

**What are the main objectives of the congestion-charging scheme?**

"The primary objective of the central London congestion charging scheme is to reduce traffic congestion, since congestion and under-resourced public transport were identified as London's most pressing problems.

Congestion charging is aimed at deterring non-essential journeys into the congestion charging zone during charging hours, thereby making essential journeys easier, and reducing traffic and increasing journey time reliability in the congestion charging zone. Also, the scheme is designed to encourage Londoners to use alternative modes of transport if possible. Whilst there are some secondary benefits arising from the congestion charge, such as notably raising revenue and some environmental benefits, these were not primary aims of the scheme."

**Is the congestion-charging scheme part of an integrated approach, complementing other measures in favour of sustainable mobility?**

"Yes, the Mayor published his Transport Strategy in July 2001 with the aim of reducing congestion and improving public transport. Congestion charging is one of many integrated measures that have been introduced, or are in the process of being introduced in order to tackle these issues. Congestion charging was only implemented after the introduction of enhancements to public transport, and the subsequent freed road-space has allowed cycling and walking facilities to be improved."

**In April 2004, TfL published a second annual monitoring report on the congestion-charging scheme. What are the main results and impacts?**

"After one year, the main results of the charging scheme show that congestion charging was introduced successfully. Operation and enforcement are now working well. Congestion within the charging zone has reduced by 30%, and the volume of traffic in the charging zone has reduced by 15%. Bus services have improved, and public transport satisfies displaced car users. The impact of congestion charging on business is small and there are already benefits for the environment, with lower emissions and fuel consumption in the charging zone."

**To your opinion, what are the major social, economic and environmental benefits of the London congestion-charging scheme so far?**

"The initial environmental impacts in particular are encouraging. There have been reductions of approximately 12% in emissions of both NOx and fine particulates (PM10) from road traffic inside the charging zone. There is no evidence of significant change to the

ambient noise climate, though Londoners already recognise the beneficial effects of congestion charging and other initiatives on environmental quality.

Accidents have also been reduced compared to 2002, although this is a continuation of a recent trend in central London. The number of accidents involving powered two-wheelers has not however, decreased disproportionately. There have been a lot of claims regarding the effect of the congestion charge on business, in particular on the retail sector. However, statistics show that central London's economy outperformed the rest of the country in the first quarter of 2004, therefore, the effect of the congestion charge on the business sector is benign.

Reduced traffic delays, improved journey time reliability, reduced waiting time at bus stops, better fuel consumption, less pollution and accidents and a more pleasant environment all have an economic value. TfL estimates that the congestion charge produces net transport benefits of £50m per annum."

**Does the actual impact of charging correspond to the expectations?**

"Absolutely, in fact in many cases, the actual impacts are at the upper end of TfL's expectations. The charging scheme was introduced under worldwide scrutiny. The reality is that TfL's predictions were accurate and the scheme was introduced without the problems predicted by many commentators."

**What will be the next steps in your congestion-charging scheme?**

"All aspects of the scheme are constantly under review, the main focuses being the improvement of customer service and maintaining the effectiveness of the scheme. During the first few months of the scheme, the quality of service provided by the main contractor was not to the required standard. An extensive programme of improvements across IT, management, process and staffing was implemented, along with a tougher quality performance management regime. The performance across a number of areas increased, in particular in relation to performance of the call centre, the number and quality of penalty charges being issued and the end to end enforcement process. Some of these changes are still being implemented.

TfL is also currently investigating methods to make payment easier. Improvements to the fleet operator scheme (for organisations with 25 or more vehicles) are being implemented and more are underway. In addition, TfL is considering the possibility of automatic pre-payment for members of the public.

A public consultation was recently undertaken on the principle to extend the congestion charging scheme westwards. In July, a report on the outcome of the consultation will be presented to the Mayor, who can then decide whether or not to continue to the next stage of development. In the future, in order to maintain the effectiveness of the congestion charge, it may be necessary to increase the charge, though there are no plans to do this in the short term. TfL is also undertaking trials in new technologies such as "tag and beacon" and GPS (Global Positioning Satellite) systems. These could shape the way the charge is collected, and even the structure of the charge in 10-15 years time."

The full Impacts Monitoring Report can be downloaded from TfL's website at [www.tfl.gov.uk/congestioncharging](http://www.tfl.gov.uk/congestioncharging)



## BEST PRACTICES

Renewable Energies  
in Transport FleetsOutcomes of the ACCESS  
Seminar in ReykjavikLILLE:  
Recovery of biogas from organic waste  
and the production of methane fuel  
for a fleet of 100 urban buses

Launched in 1991, the Lille biogas operated bus project is a pilot experiment in Europe. The project is co-financed by the European Commission, the French Agency for Environment and Energy Management (ADEME) and the French Region Nord-Pas-de-Calais. The first gas-operated bus was put into circulation in March 1994.



A pilot production unit for biogas has been operational since April 1995. The production of good quality biogas comes from methane for 97,5%. The first phase of the project consisted of checking the reliability of gas buses, the cost per kilometre and the real contribution to the environment. Today, 107 gas buses are in use on a total fleet of 311 buses. One compressed natural gas (CNG) filling station is operational. These buses, the tram and the metro make that 75% of public transport journeys in Lille are made with clean vehicles. In addition, 195 CNG and electric cars are in use in the public fleet of Lille Métropole (Lille's urban community).

Currently, the city foresees to build a new bus depot for 150 gas buses. The target is to have 200 biogas buses running by the end of 2005. In addition, the city is investigating the production of biogas from a new organic waste centre for another 100 buses.

An additional target is to have more than 220 CNG and electric cars in the fleet of Lille Métropole by 2007. Furthermore, 3 bus depots will be built, to run 411 gas/biogas buses by 2007. The idea is to have 100% clean public transport and to be able to have a mass production of biogas from organic waste and sludge.

REYKJAVIK:  
The challenge  
of a domestic source  
for transport energy

With its geographical location and geological situation, Iceland naturally has a geothermal heat flux, combined with precipitations, which allow for geothermal and hydro-electric harnessing. However, transport, fishing and industry still emit about 11 tonnes of CO<sub>2</sub> per capita per year and require oil and gasoline imports. In order to tackle the problems of pollution and energy supply, the ministry of Industry and Commerce appointed a committee on "Domestic Fuel Production" in 1997. With a strong support and clear political leadership from the national government, a joint venture called Icelandic New Energy was set up to investigate the potential for eventually replacing the use of fossil fuels in Iceland with "hydrogen based fuels" and create the world's first hydrogen economy.

Three key projects on hydrogen were launched: fuel cell bus demonstrations (ECTOS), fuel cell passenger vehicles pilots, and fuel cell fishing vessel demonstrations. The ECTOS project (2001-2005) is run in cooperation with the CUTE project and aims at creating and integrating hydrogen infrastructure into the existing urban setting in Reykjavik. The CUTE (Clean Urban Transport for Europe) project, funded by the European Commission, involves 9 European cities (Amsterdam, Barcelona, Hamburg, London, Luxembourg, Madrid, Porto, Stockholm, and Stuttgart) aiming to introduce hydrogen in public transport systems.

Hydrogen is produced through an on-site electrolyser using renewable electricity to split water into hydrogen and oxygen. After that, hydrogen is stored in a compressor and delivered directly on to vehicles in a gaseous form. The first demonstration buses started to run in October 2003. They can drive 200 to 250 km at a maximum speed of 80 kph. Hydrogen can be transported by truck in a gas or liquid form. The project is currently investigating the impact of transforming hydrogen at each location. In addition, the use of hydrogen for fishing vessels is in demonstration. Another project is looking at how to extract hydrogen from geothermal gases. Geothermal heat could also provide energy for high temperature electrolysis of water. One of the main challenges today, remains the storage of hydrogen.

Iceland is investigating the possibilities to export hydrogen to the European continent. The Icelandic government is conducting studies to analyse the economic and social cost of hydrogen infrastructure and the pros and cons of a fully developed infrastructure for the hydrogen economy. →→→



## BEST PRACTICES

Renewable Energies  
in Transport Fleets**GOTHENBURG:  
The use of methane  
for public and private transport fleet**

In 1995, stakeholders from local and regional authorities, national authorities, a vehicle manufacturer and a provider of fuel and relevant infrastructures launched a project in Gothenburg, to introduce vehicles run on alternative fuels in local and regional road traffic. It was decided to use methane, a natural gas and fuel, as it discharges low green house gas and CO<sub>2</sub> emissions. Moreover, methane, being a potentially renewable fuel, can be made available in large amounts. It was therefore the opportunity to build up experience and new knowledge on the use of methane for public and private transport fleets, while also taking a step towards long-term sustainability.



The local, regional and national authorities played a central role in creating incentives for vehicles run on methane (i.e. free parking, taxi lanes at central spots, priority for environmental taxi when booking) and taking relevant political decisions to promote Natural Gas Vehicles (NGVs). The city of Gothenburg set the target to have 50% of its own fleet run on alternative fuel by 2003 and 80% by 2008. It also required all fuel suppliers of the city to offer alternative or renewable fuels and promotes environmental vehicles projects. Regional authorities gave financial support for disseminating information, and set the target that 100% of their own fleet would be green by 1998. Training and information for users of NGVs was organised and financed by the regional authorities. The project benefited from the support of national authorities, which drafted a long-term energy policy, and created consistent taxation such as tax rebates on biomass-based fuels and on company "green cars". Also, there were state-aided investments in infrastructure for NGVs.

Alongside the political and administrative support, fuel and infrastructure providers also played a crucial role in offering competitive products, contributing to environmental improvement, satisfying consumers and promoting a better image of NGVs users. In addition, the fuel provider launched the production of biogas.

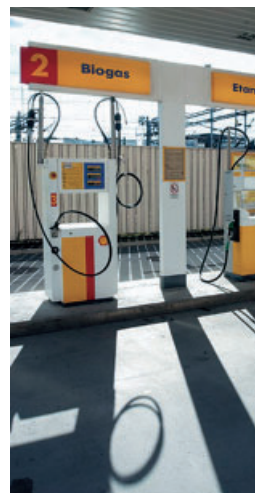
As a result, Gothenburg has today around 2000 NGVs, 9 public gas filling stations and 2 bus filling stations. A large majority of the 2000 NGVs are vehicles from the city and Volvo company cars. A first evaluation of the project shows that it is important to set common goals, to create incentives and to consider the offer from the end customer point of view.

**STOCKHOLM:  
Creating a market  
for alternative fuelled vehicles**

In the framework of the CIVITAS Trendsetter project, the city of Stockholm is investigating how to create a market for alternative fuelled vehicles (AFVs). Currently, the high cost of such vehicles, the inadequate infrastructure, national barriers, the lack of incentives, and the low acceptance of users are main obstacles for an alternative fuelled vehicles market. The city of Stockholm has set the target that by 2006, at least 4% of all new vehicles should be AFVs, 60% of all vehicles used by the city should be AFVs, and that AFVs should be fuelled by 80% of alternative fuels.

The city of Stockholm has been involved in numerous projects promoting the procurement of AFVs, such as ZEUS, Trendsetter, and HECTOR. These projects aim to develop the infrastructure for alternative fuelled vehicles, to buy a large quantity of these vehicles, to create a market, to raise the awareness of sustainable transport, and to develop new intermodal transport facilities. Around 350 vehicles were bought within the ZEUS project and the prices of the vehicles were reduced with 25 to 50%. 3000 ethanol cars were bought and the number of fuelling stations doubled. Within the Trendsetter project on clean vehicle procurement, 1700 biogas, electric-hybrid, ethanol cars and vans are bought per year over a 4-year period. Prices are reduced with 4 to 18%. In addition, these projects have contributed to opening the market for electric vehicles, and to foster the development of the required infrastructure. Currently, the city of Stockholm is developing the HECTOR project (Heavy Vehicles for Sustainable City Transport). The goal is to have at least two established vehicle manufacturers offer standardised city buses and regional buses that can be operated on ethanol, by the end of the project period. Another aim of the project is to buy 2000 buses within a 3 to 5 years period.

These experiences show that common procurement is essential to reduce the price of AFVs, to introduce new technologies, to help develop new infrastructure and to reduce technical and economic risks. Along with common procurement, it is also necessary to encourage the use of clean vehicles through incentives such as free parking for AFVs, free access in restricted zones, and through the promotion of clean vehicles in private companies. In order to further increase the public acceptance of AFVs, the city of Stockholm offers citizens the opportunity to borrow an AFV for free. In January 2004, there were around 2500 AFVs in greater Stockholm.



## Thematic Strategy on the Urban Environment

# Towards a widespread implementation of sustainable urban transport plans

*In January, the Commission published its Communication "Towards a Thematic Strategy on the Urban Environment", which sets out the main ideas for the Thematic Strategy on the Urban Environment, due for mid 2005. The Communication identifies the problems and challenges that European cities are facing. Four cross-cutting priority themes are addressed, which have strong links with many environmental issues: urban environmental management, urban transport, sustainable construction and urban design. The Commission considers these themes to offer the greatest scope for making progress in improving the quality of the urban environment. Moreover, they have a strong influence on existing environmental obligations such as on air quality. ACCESS is of course particularly interested in the proposals on urban transport, to better address the challenges that cities and towns are confronted with in this field.*

The most significant and far reaching action which the Communication is proposing on sustainable urban transport, is that each city with more than 100.000 inhabitants should develop, adopt, implement and regularly revise a sustainable urban transport plan, with short, medium and long-term targets. The Commission believes that there could be a requirement at the EU level to this effect. The question on whether an obligation on the European level in relation to sustainable urban transport plans would be appropriate, was subject to elaborate discussions within the ACCESS Network. Following the responses received from members, further discussions within the ACCESS Steering Committee and with the EUROCIITIES Environment Committee, it was decided to support the Commission's proposal for an obligation. On 15 March, EUROCIITIES and ACCESS members met with Commissioner for the Environment Margot Wallström, to exchange ideas on the different issues put forward in the Communication. On behalf of ACCESS, Councillor Arcangelo Merella from Genoa (ACCESS presidency), Councillor Patrick Davey from Leeds and Mr Patrick Allcorn from Transport for London, expressed their support for the proposed obligation on urban transport plans, provided a number of concerns would be taken into account. These concerns mainly relate to the importance of a flexible timeframe for the development of such plans -given the different stages of development and different local conditions in cities across Europe -, the question of how the development and implementation of these plans could be financed, and the need to take existing national frameworks in relation to urban transport planning into account.

In May, a written EUROCIITIES statement (on behalf of the EUROCIITIES Environment Committee and ACCESS) was sent to DG Environment, reflecting more in general on the overall Communication. In this Statement, EUROCIITIES and ACCESS welcome and support the Communication and consider it to be in line with the longstanding



demand from European cities for a European Urban Policy, recognising the challenges faced by larger cities across Europe. The statement also makes clear that, although the four themes that form the basis of the Strategy are important, they do not alone define a sustainable city. Other issues must be addressed as well, like health and biodiversity, citizens and stakeholder participation in policy making, governance, climate change, the integration of environment and urban/spatial planning, and the integration of economic, social and environmental aspects of urban policy. The full statement is available in the documents section of the ACCESS website.

In September, a second and more detailed statement will be submitted to DG Environment, responding to the concrete individual actions that are proposed in the Communication in relation to management, transport, construction, design, integration within community policies, integration within community environmental policies, integration between different levels of administration, developing targets and indicators, and supporting the mainstreaming of good practice at local level. ACCESS will provide the chapter on transport, based on the feedback it received from its members over the last few months.

The Communication will be subject to consultations throughout the whole of 2004. ACCESS is part of the EU Expert Group on the Urban Environment, which will act as the main consultative panel. The group will offer the Commission independent expert advice on the ideas set out in the Communication, highlight issues that need to be addressed in more detail, differently or which are missing. It will also comment on the recommendations of several working groups that have been established to consider key ideas in the Communication. One of these working groups particularly focuses on the issues of sustainable urban transport plans. The Expert Working Group on Urban Transport Plans met for the first time on 19 May. Genoa, Budapest, Gent and Transport for London are the ACCESS members that are part of this group. We will of course keep you informed through our newsletters and website on further progress in the consultations in the coming months. ■■■

For further information:

- [www.access-eurocities.org](http://www.access-eurocities.org)
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## SMILE: 11 ACCESS Cities Invite You to Take Action !

### European local authorities promote experiences in new mobility culture



The SMILE project (Sustainable Mobility Initiatives for Local Environment) has just come to an end. SMILE was funded in the framework of the LIFE programme of the European Commission, DG Environment. The project aims to help local authorities all over Europe to cope with increasing problems of congestion and pollution, and to introduce innovative approaches and good practices in the field of sustainable mobility.

To do so, the SMILE project developed user-friendly tools for elected officials, transport and environment officers of local authorities, environment and energy management agencies, public transport authorities and operators, and transport consultants:

- A **database** including more than 160 implemented urban mobility measures is available on the SMILE website. It presents best practices for innovative

sustainable urban mobility, ranging from a week-long campaign, to an overall urban transport plan.

- A **set of recommendations** for sustainable mobility policy is available on the SMILE website. The recommendations focus on several fields of local mobility policy: sectorial integration, mobility management, urban planning, parking management and urban freight coordination, as well as on more transport modes oriented issues such as responsible car use, public transport, walking, cycling and intermodality. Special attention is also given to noise abatement.

- A **study tour catalogue** presents 14 outstanding cities and invites other local authorities to visit good practice examples on site throughout Europe. The 14 SMILE host cities invite you to learn from their sustainable transport policies. This favours the exchange of know-how and the replication of good practices. The catalogue includes a summary of the city's mobility policy, a draft visit programme and contact details. ACCESS is proud that 11 of the 14 cities are ACCESS-EUROCITIES members: Aalborg, Berlin, Gent, Groningen, Krakow, Nantes, London Borough of Camden, Lund, Modena, Nottingham, and Terrassa!



For further information,  
→ [www.smile-europe.org](http://www.smile-europe.org)  
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## BYPAD Improves Your Local Cycling Policies

How good is your city's cycling policy? Is it successful? Is it effective? How could it be improved? In order to answer these questions, a bicycle policy audit system, shortly BYPAD, was developed within the framework of the European SAVE programme.

BYPAD is a self-evaluation tool for local authorities to screen the quality of their local cycling policy by means of an analysis of strengths and weaknesses in current policy and by giving clear indications for future improvements. BYPAD is based on total quality management techniques, which have already been used for decades in the private sector.

### BYPAD Methodology

BYPAD regards local cycling policy as a dynamic process. It does not only focus on the results, but also on the way cycling policies are embedded in political and administrative structures. BYPAD distinguishes 9 modules for which the quality of the cycling policy is determined. These modules cover 3 domains: planning the cycling policy, actions in the field, and effects.

BYPAD offers a mirror to the city's cycling policy.

An evaluation group looks after the weakest link in the quality chain, and checks where improvements are necessary and possible. This evaluation group consists of local politicians, relevant officers and bicycle user groups. The goal is to come to a collective assessment of the questions and to derive quality aims and measures for the future. An external process supervisor guides this self-evaluation.

### Results and output

So far, 59 European cities (see map below) from 16 different countries have implemented the BYPAD-tool. The cities play an active role in evaluating their cycling policy. The national contact points act as external and objective process supervisors, supported by the core consortium. 27 cities have finished their audit. The aim is to conclude all audits by October 2004. So far, in the overall scores, the city of Odense in Denmark comes out as European cycling city nr. 1. This ranking and comparison of cities is however not the main aim of BYPAD. The most important outcome of BYPAD for cities is the evaluation and improvement of their own cycling policy. →→→

Cities that have successfully implemented BYPAD receive the **BYPAD certificate**. Most of the cities are awarded with this certificate during a **national/regional workshop**, where participating cities play an active role and new cities are presented with the BYPAD-tool. In total, 10 workshops will be organised between June 2004 and November 2004.

For many cities, the BYPAD-audit opens the door to improvement actions for the local cycling policy. BYPAD also offers cities an objective **monitoring tool** to follow up the improvements of their cycling policy. Using BYPAD every two or three years gives cities the basis for setting out a clear policy.

On the long term, BYPAD will be able to provide an **evolution of cycling policies in European cities**, in relation to national/regional policies, bicycle use, and the integration with other policy domains.

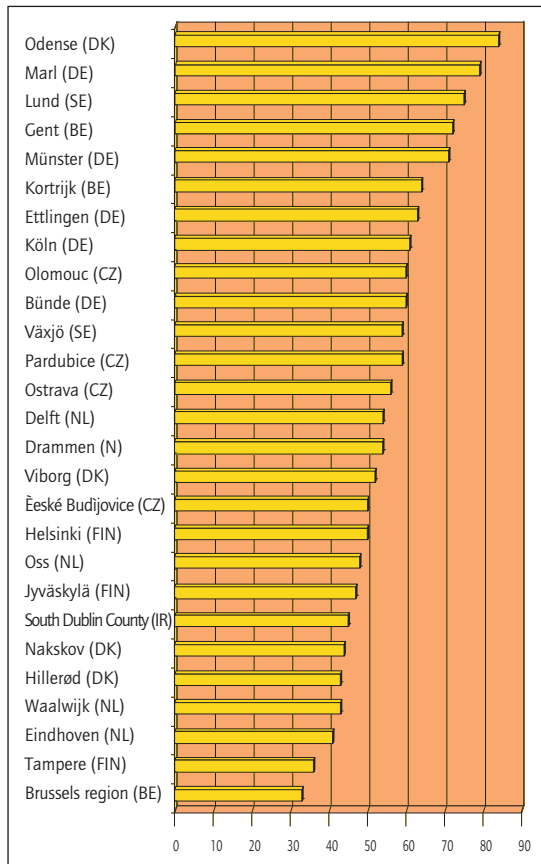
BYPAD has built up a **European-wide network of national contact points**. These "certified BYPAD supervisors" received an intensive training from the core consortium on how to guide the cities in implementing the audit, how to organise city meetings and how to prepare the quality plan.

### Future ambitions

The BYPAD partners aim to set up a **BYPAD foundation**, dealing with the certification, training and promotion (website, workshops, brochures) of BYPAD. This foundation should support cities in implementing the audit and exchanging their knowledge and experience on cycling policy.

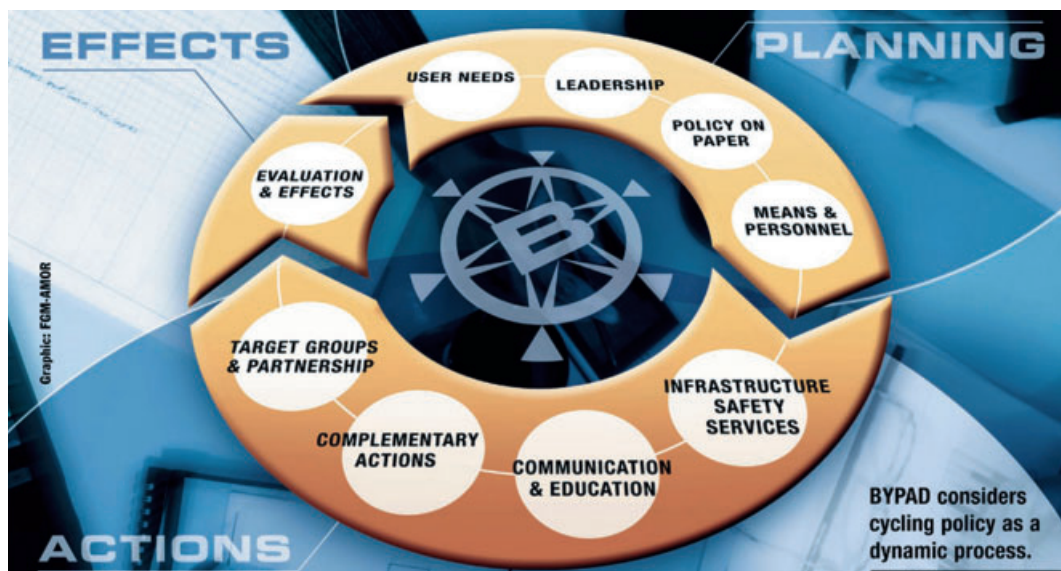
**Expanding the BYPAD-network** remains a priority. Special attention will be paid to implementing BYPAD in the new EU member states, training new BYPAD-supervisors and emphasising the exchange of experience between different BYPAD-cities.

**Updating and extending the BYPAD-method** is a third ambition: BYPAD will be complemented with new good practices from current BYPAD-cities, and will also be made applicable for small cities (< 30.000 inhabitants), as well as for regional, and national cycling policies. ■■■



BYPAD score on scale 0-100

For further information:  
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 or contact: Tim Asperges  
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## European Mobility Week 2004

The European Mobility Week has established itself as a truly European initiative with 431 cities and towns involved in 2002 and 723 in 2003!

Following this success, a third edition will be organised from 16 to 22 September 2004. European citizens will again be able to enjoy a full week of events dedicated to sustainable mobility. A wide range of initiatives tackling different aspects of urban mobility will be carried out by local authorities on each day of the week and in partnership with local organisations and associations. NGOs and businesses will have the opportunity to involve their local branches in joint projects with local authorities, so that progress is made towards more sustainable mobility on a permanent basis. The Car Free Day on Wednesday 22 September will be the highlight of the whole Week, with the challenge of organising "In town without my car!" on a working day!

SAFE STREETS for CHILDREN is the central focus for European Mobility Week 2004. The aim is to create a pleasant city, which provides the possibilities for children to travel both in a sustainable and safe way. With this focal theme, the European Mobility Week wants to contribute to the European target to halve the number of road victims in the EU by 2010. During the Week, different sustainable transport modes and measures (mobility management, safety, responsible car use, etc) will be promoted in relation to the horizontal theme.

Local authorities willing to participate in EMW 2004 are asked to sign the European Charter 2004, stating their commitment to and compliance with the general outline and guidelines of the initiative. Thus, cities also commit themselves to implementing at least one permanent measure that will remain in place after the Week has ended. The Charter lists possible permanent measures but leaves plenty of freedom and room for creativity. Permanent measures could be: a new public transport



line, a permanent mobility forum, an extension of the bicycle network, etc. Also, the EMW 2004 theme SAFE STREETS FOR CHILDREN allows for a wide range of possible permanent measures such as: a permanent service of your city towards schools to help them develop school travel plans, the launch of a special fund to improve the routes to school and the school surroundings, a bicycle pool school scheme for the whole city, a joint procurement scheme of schools and the city for high quality bicycle racks, speed limitations or access

restrictions in the vicinity of schools, play grounds and sports clubs.

The European coordination of the European Mobility Week provides the participants with a vademecum to help them in the practical organisation of the Week. A communication kit containing the common European communication aids and tools is available on the official website of the European Mobility Week: [www.mobilityweek-europe.org](http://www.mobilityweek-europe.org)

All local authorities taking part in the European Mobility Week 2004 will be invited to enter themselves for the European Mobility Week Award 2005. This Award recognises local action to promote sustainable transport in European cities and towns, especially during the European Mobility Week 2004. On 1 June 2004, the city of Ljubljana received the EMW award 2004 from European Commissioner for the Environment Margot Wallström during the Green Week Environment Ceremony.

Ljubljana in Slovenia was appointed as winner of the European Mobility Week Award 2004 for its intense programme of activities, its fruitful partnerships, and its special dedication to long-term improvements in local transport. Throughout the Week, the Environmental Protection Institute communicated measurements of noise and air pollution, accompanied by information on health and environment and the benefits of movement. A special circular bus route operated the entire week for free, offering residents an alternative form of transportation to the heart of the city. This proved very successful with an increase in the number of passengers by 55 percent. A particular highlight of the Week was the "In town without my car!" day on 22 September.

In addition, Ljubljana launched several permanent measures in relation to the theme of "Accessibility". The number of parking places for people with disabilities was increased, and the passenger centre of the local public transport operator was made accessible by providing ramps for wheelchair users. These are only a few examples of the efforts to make Ljubljana's public transport more accessible. Many good ideas and positive proposals were developed, as a result of a roundtable dialogue involving local decision-makers and the national association of people with disabilities.



## Links to Interesting Websites and Other Sources of Information

### ■ Road safety

European Commission, European Road Safety Action Programme:

→ [http://europa.eu.int/comm/transport/road/roadsafety/rsap/index\\_en.htm](http://europa.eu.int/comm/transport/road/roadsafety/rsap/index_en.htm)

European Road Safety Charter:

→ <http://europa.eu.int/comm/transport/roadsafety/charter.htm>

European Conference of Ministers of Transport:

→ <http://www1.oecd.org/cem/topics/safety/index.htm>

European Transport and Safety Council:

→ <http://www.etsc.be/>

International Road Safety Organisation:

→ <http://www.lapri.org/fundo11.htm>

United Nations Economic Commission for Europe:

→ <http://www.unece.org/trans/roadsafe/rslin.html>

### ■ Road pricing

Urban Transport Pricing in Europe:

→ <http://www.transport-pricing.net>

Progress project:

→ <http://www.progress-project.org/>

European Transport Pricing Initiative (CUPID):

→ <http://www.transport-pricing.net/cupid.html>

Europrice network:

→ <http://www.europrice-network.org/>

### ■ Clean urban transport

European Commission, DG TREN:

→ [http://europa.eu.int/comm/energy\\_transport/en/cut\\_en.html](http://europa.eu.int/comm/energy_transport/en/cut_en.html)

CIVITAS:

→ <http://www.civitas-initiative.org>

Trendsetter:

→ <http://www.trendsetter-europe.org/index.php?ID=561>

Clean vehicles:

→ <http://www.clean-vehicles.com/cleanv/news/index.html>

Fuel cell:

→ <http://www.fuel-cell-bus-club.com>

### ■ Projects

European Mobility Week and Car Free Day:

→ <http://www.mobilityweek-europe.org>

SMILE:

→ <http://www.smile-europe.org>

### ■ Interreg II and Urban evaluations

The ex post evaluations of the Interreg II and Urban (1994-99) initiatives are now available on the Inforegio website. The Urban evaluation concerns 118 programmes.

→ [http://europa.eu.int/comm/regional\\_policy/sources/docgener/evaluation/rado\\_en.htm](http://europa.eu.int/comm/regional_policy/sources/docgener/evaluation/rado_en.htm)

### ■ Urban Green Days

To celebrate this year's World Environment Day and Europe's Green Week, cities and towns across Europe were invited to organise events to report on their environmental progress. All urban areas were encouraged

to bring people together to talk about what has been achieved and what needs to be done to continue working towards a green future. Urban Green Days are a European Commission, Directorate-General Environment initiative. Examples of activities are presented on the Green Days website. For further information:

→ <http://www.urbangreendays.org/>

### Environment and the city

*RAVETZ, Joe, HOWE, Joe, CLIVE, George, and ROBERTS, Peter, 2004, Environment and the city, Routledge, 248p.*

Environment and the city has been written by English researchers from the Universities of Manchester and Dundee in the UK, and looks at the evolution of cities in the developed and the developing world and the implications for resource consumption and environmental impacts. It takes a cross-cutting approach with new thinking on multiple geographies. It provides a concise, accessible route map for all those interested in environmental issues emanating from our urban society.

### Planning for sustainability

*WHEELER, Stephen M., 2004, Planning for sustainability, Routledge, 272p.*

Stephen Wheeler, from the University of New Mexico, USA, sets out that existing patterns of urbanisation are unsustainable in the long run. Current development practices consume enormous amounts of land and resources, damage the local ecosystems, produce pollutants, create huge inequalities between groups of people and undermine local community and quality of life. Planning for sustainability presents a straightforward, systematic analysis of how more sustainable cities and towns can be brought about. It considers in turn each scale of planning: international, national, regional, municipal, neighbourhood, site and building. In the process it illustrates how sustainability initiatives at these different scales interrelate and how an overall framework can be developed for more liveable communities. ■■■

For further information:

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