

CLIENT: *European Parliament, Directorate General for Internal Policies of the Union*

YEAR: 2009

DESCRIPTION OF ACTIVITIES:

Objectives of the study

Following the presentation in 2007 of the Green Paper on Urban mobility, and in the view of the adoption of the Action Plan (which occurred in September 2009), the European Parliament has requested a research work to provide MEPs with comprehensive knowledge on: Sustainable Urban Transport Plans (SUTPs), Mobility Management and, finally, the promotion of cycling. These three issues, indeed, seem to play a key role in the debate in sustainable mobility in the European cities:

Urban mobility is crucially embedded in the daily life of EU citizens. Cities, though they are the powerhouses for economic growth and development (around 85% of the EU's GDP is generated in urban areas) are considered, indeed, to be some of the most critical parts of the transport system, not least because: (i) more than 72% (and this percentage is expected to further increase) of the European population live in urban areas, and (ii) 40% of total CO₂ emissions and 70% of emissions of other pollutants are caused by urban traffic.

A "more sustainable mobility" is, thus, regarded as being the main goal that underpins current approaches and solutions for future mobility.

For each of the three policy issues, the study has therefore looked at the following objectives:

- analysing the main elements/characteristics/concepts;
- illustrating the current situation across the EU;
- identifying current problems and challenges
- exploring future potential, including future options and objectives;
- understanding the interlinking between the distinct policy issues;
- analysing the current and future role of the EU from the regulatory, financial, and supporting standpoints.

Methodology and study structure

The study is structured along three briefing notes:

- the briefing note on **Sustainable Urban Transport Plans (SUTPs)** gives a comprehensive overview of the concept of SUTPs. The overall pur-

pose is not only to formulate a definition of, and analyse the objectives of SUTPs, but more essentially to present some concrete examples of selected European cities that have decided to implement such mechanism, and discussing the results obtained.

- The briefing note on **Mobility Management** highlights the main characteristics of this concept and discusses its main instruments and services provided, namely by taking three "soft measures" (car sharing; car pooling; travel plans) as reference. Their overall purpose is to persuade users to reduce car use through an optimization of their journeys. For each of them their characteristics and benefits are described, together with a review of case studies and an analysis of possible main challenges.
- The briefing note on "**Promotion of Cycling**" provides an overview of cycling problems and challenges by describing the main urban policies promoting cycling at different levels (infrastructure, safety education, intermodality and interlinking with the other transport modes, security). The note gathers some examples of good practice, whose outcomes are successful and effective. Some of these practices might be easily transferred to other cities within relatively short time spans, since they do not need expensive budgets and do not require the construction of infrastructures and cycling facilities.

Main conclusions

The main conclusions for each briefing note may be summarised as follows:

Sustainable Urban Transport Plans

- SUTPs should be based on a long term strategy and vision for mobility, which should be subject to regular monitoring and intermediate reviewing. Five years is regarded as a common time span for such intermediate assessment, which also enables a regular adjustment of the plan's contents.
- Integration (horizontally: between policies; vertically: between government levels) is a prerequisite from which objectives, targets and measures are later derived.

- Public involvement (and consequently acceptance) is seen as a crucial factor for making the plans successful.

Mobility Management

- Mobility Management should be built upon an integrated approach where a package of well balanced (“soft” and “hard”) measures is implemented, rather than single initiatives with a low chance of being effective. Sustainable Urban Transport Plans may provide a sound and appropriate framework for such integration.
- Main barriers to overcome: financial barriers and planning/functional/operational barriers have to be considered when designing and implementing a Mobility Management scheme.

Promotion of cycling

- There is not a single policy which can promote cycling, but rather a set of well integrated and coordinated policies. Promotion of cycling should be supported by a global vision concerning the city planning.
- The most important results have been achieved in those cities where infrastructure planning has been followed also (i) by training and education both for motorists and non-motorist road users, (ii) by

information and promotion campaigns and (iii) by careful spatial policies.

- Promotion of cycling should be supported by a global vision concerning the city planning.

The role of the European Union

Being mindful of the subsidiarity principle, the EU may provide a valuable contribution to secure that urban transport and urban mobility are high on the political agenda.

Developing policy instruments is a core area where EU intervention will be further needed, namely the EU should continue to have a guidance role in setting up common frameworks and approaches, where each city may have the opportunity to select the tools and methodologies that most suit their specific context.

Any effort in the provision of an operational and methodological guidance and framework may risk failure if it is not supported financially.

Therefore, the provision of incentive schemes and financial support from the EU is crucial in encouraging cities to adopt or simply fine tune approaches and solutions for more sustainable mobility.

Main features for SUTPs, Mobility Management and Cycling

Topic	Time horizon	Approach	Main features	EU role
Sustainable Urban Transport Plans (SUTPs)	- Medium and long-term	- Strategic (long-term vision of sustainable mobility)	<ul style="list-style-type: none"> Consistency between SUTPs’ objectives and broader national strategies in the reduction of mobility problems. Monitoring is a crucial step in all plans in order to check the progress of the targets and the measures implemented. Integration, which is intended both horizontally (between policies) and vertically (between government levels). This is regarded as a prerequisite, from which objectives, targets and measures are later derived. Public involvement and acceptance is the key to making plans successful. 	<i>(Common to all topics)</i> <ul style="list-style-type: none"> Guidance. Policy development. Financial support. Dissemination and exchange of best practice. Policy mainstreaming of sustainable mobility concepts into the planning processes. Policy support for developing sustainable mobility targets (for example, reduction of road accident casualties and injuries including those to vulnerable road users, reduction of pollutant emissions, reduction of noise levels in urban areas due to road traffic, etc.).
Mobility Management	- Short-to-medium term	- Operational (better and more efficient coordination amongst existing transport modes and services).	<ul style="list-style-type: none"> Use of mainly “soft” measures. Integration between “soft” and “hard” measures. Technological Innovation. 	
Cycling	- Short-to-medium term	- Operational (integration with sustainable mobility policies and demand mobility management).	<ul style="list-style-type: none"> Implementation of “hard” measures in the medium term and of “soft” measures in the short term. Improvement of cyclists’ safety. 	