



**CiViTAS**  
Cleaner and better transport in cities

# Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

## DEMAND MANAGEMENT STRATEGIES

### People-powered transport first

Local traffic levels can be reduced by implementing demand management strategies based upon economic incentives, regulatory measures including zoning and spatial planning and tele-services.

In the field of demand management strategies, CIVITAS cities worked on access management; road pricing; parking strategies; and walking and cycling enhancements. This highlight offers insights on the last subcategory.

Conditions for walking and cycling can be enhanced by incorporating equitable access to living spaces into the design of urban areas, for instance through pedestrian zones or shared space concepts.

Cycling infrastructure can be upgraded through new cycle routes and improved networks with cycling tunnels, bridges or dedicated lanes. Cycling strategies should also cater for bicycle parking with bicycle racks, secure bike-and-ride facilities and covered storage space. Bike lifts in hilly areas, repair shops and showers can make cycling much more attractive to citizens.

**CIVITAS fosters experimentation in demand management measures with a view to spreading lessons learned among cities. The CIVITAS Initiative has realised 27 innovative measures for better walking and cycling facilities in 20 different cities. This highlight features some of the most successful and eye-catching among these to inspire other EU cities.**



### Walking and cycling infrastructure

**Vitoria-Gasteiz**, Spain, designed its cycling network so that 95 percent of citizens would be able to reach it within 250 metres of their homes. In its sustainable mobility plan, the city proposed an innovative superbblock model for its streets. Space inside the blocks are reserved for pedestrians and cyclists while private cars and public transport run along the streets that border these blocks. Four peripheral bike lines link different areas with the main entrances to the city. The model is integrated with many other measures such as the development of a new public transport network; access restrictions; new regulations of traffic lights cycles; and a new pedestrian and cycling lane network.

Other inspiring cities are Burgos (Spain); Debrecen (Hungary); Donostia-San Sebastian (Spain); Iasi and Suceava (Romania); La Rochelle (France); Ljubljana (Slovenia); Monza (Italy); Pecs (Hungary); Ploiesti (Romania); Preston (United Kingdom); Rotterdam (Netherlands); Szczecinek (Poland); Toulouse (France) and Usti nad Labem (Czech Republic).





## Bike-parking facilities

Many CIVITAS cities implemented bike-parking facilities and anti-theft schemes to encourage more and longer cycling trips. **Utrecht**, Netherlands, created new guarded parking facilities for 2,950 bikes and parking facilities for cargo bikes. The city organised a competition for innovative ideas to raise support for bike-parking facilities amongst citizens. The contest received 190 contributions; some very practical, like parking integrated with park benches; others very original, like a ferris wheel for parking bikes. The city chose a behavioural change solution consisting of a campaign on parking rules, better enforcement and separate signage for short-term and long-term parking. One important innovation in **Graz**, Austria, was the appointment of a bicycle policy coordinator in the city who is able to focus exclusively on bicycle policy.

Other inspiring cities are Brighton & Hove and Bristol (United Kingdom); Malmö (Sweden); and Venice (Italy).

## Personalised information systems

The cities of **Bath** and **Brighton & Hove**, United Kingdom, elaborated personalised information systems to make it easier for residents and visitors alike to navigate their way around the city on foot or by bike. Bath developed a way-finding and interpretation system, including pedestrian orientation points and a custom-made bus shelter. Brighton & Hove presented a new travel information website with a journey planner and information on best routes, travel time, calories burnt, topography and more. The website also introduced personal walking and cycling routes, as well as trip logs that show the health benefits.



## Vertical transport

The hilly city of **Donostia-San Sebastian**, Spain, introduced vertical transport with five new elevators and one escalator to make trips for cyclists and pedestrians easier and more convenient. An evaluation of existing public vertical transport systems provided criteria that led to a final selection of locations. After completion, the city published a brochure to promote the use of the elevators for walking and cycling trips.

Learn more at [www.civitas.eu/demand-management/walking-cycling](http://www.civitas.eu/demand-management/walking-cycling)

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