



CiViTAS FORUM 2016

CIVITAS ANNUAL CONFERENCE | 28-30 SEPTEMBER | GDYNIA

Managing City Centre Access – The EVIDENCE project

30/09/16

Gdynia

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- **Economic consequences of interventions are most important**
- **Cost Benefit Analysis (CBA) often used in appraisal of transport projects**
- **BUT CBA not always useful for sustainable mobility measures**
 - Small scale
 - Low cost
 - Lack of data
 - Indirect impacts
 - Difficult to evaluate in isolation
 - Difficult to monetise
- **The EVIDENCE Project set out to find the economic evidence for Sustainable Urban Mobility Initiatives (SUMI)**

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Managing City Centre Access

- Access Restriction
- Inclusive Urban Design
- Parking Policy
- Congestion Charging

Over 70 case studies and reports reviewed



Access Restriction – access barriers, pedestrianisation, legal restrictions

- Road closures do not cause traffic chaos – drivers adapt their behaviour
- There may be increased traffic on surrounding streets – depending on capacity
- Pedestrianisation can increase retail revenues and the value of property
- Improvements to the urban environment:
 - reduced traffic, air and noise pollution
 - modal shift towards sustainable mobility
 - community cohesion
- Evidence base suggests that access restrictions can be implemented successfully anywhere



Retailers and businesses

- Initial opposition from retailers and traders
- ..but ‘they virtually never campaign for the abandonment of a scheme once it has come into operation’
- ...and ‘often voice a desire to extend its boundaries/periods of operation’
- Stakeholder engagement and brave decisions help to overcome opposition

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Parking Policies

- Parking issues strongly influence the decision-making process of travellers
- Schemes do not usually require large investment and can be realised in a relatively short time
- Restrictive parking measures are not detrimental to the local economy
- Parking management can increase the attractiveness of a city centre and its economic vitality
- Technology based parking systems can reduce search time or cruising and bring significant benefits in fuel use, air quality and congestion
- Can be easily transferred as cities tend to follow the same patterns in developing parking policies



Congestion Charging

- **Controversial**
- **Limited examples available**
- **Cities have to be attractive enough to continue to draw sufficient people to support economic activities**
- **Needs to be supplemented with supporting measures such as availability of alternative modes**
- **Large variety in the value of travel time savings**
- **Overall effect on road safety seems to be positive**
- **Substantial CO² savings in London**
- **Reduction in traffic may diminish over time**
- **Strong political commitment and legal framework required**
- **Implementation costs can be high depending on location**



Inclusive Urban Design – traffic calming, shared space, home zones

- Robust findings on reduction of injuries and fatalities
- Such interventions are small in scale so no reason to expect any significant impact on modal choice
- Measures to change driver behaviour would help to make home zones and shared space more successful
- The claim that shared space reduces vehicle speeds remains unproven

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Bundles of measures for success



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Access Restriction	Congestion Charging	Inclusive Urban Design	Parking
Public Transport Enhancements	Public Transport Enhancements	Marketing Schemes	Travel Information
New Public Transport systems – BRT, LRT, DRT	New Public Transport systems – BRT, LRT, DRT	Rewarding	Marketing Schemes
Walking and Cycling Infrastructure			

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- **Wide-scale re-alignment of funding towards sustainable mobility interventions is needed**
- **This will necessitate re-thinking the nature of the measurement of the economic benefits of schemes**
- **Move beyond existing approaches to transport appraisal from the current narrow set of CBA criteria**
 - Direct/indirect effects on health (due to pollution and illness)
 - The economic costs of these (absenteeism, turnover, life expectancy)
 - Effects of attractive environments on footfall, turnover, property values, attracting labour force
 - Economic costs of congestion and pollution (expenditure to remedy or cope with these problems)

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- **350+ items of evidence**
- **22 measure reviews**
 - In-depth
 - Summary
- **Common Practice Reader**
- **Training Materials**
- **Main reports**
 - Process
 - Methodology
 - Outcomes
 - Recommendations



Thank you!

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