

TRAVEL PLANNING FOR EVENTS



(c) Golazo Sports

This measure includes development of detailed, multi-modal mobility guides for major events in the city, with a focus on multimodal, smart travel options to and from the event. The information can then be used by event organisers in their communication with event visitors (via the Smart ways to Antwerp platform in different languages).

This should stimulate them to promote sustainable mobility amongst their visitors. At the same time, this exercise helps detect missing links in terms of infrastructure (e.g. bicycle racks and shelters, public transport stops, ...)

CONTEXT & CHALLENGES

The objective of this measure is to stimulate event organisers to promote sustainable mobility among their visitors and therefore contribute to avoiding traffic / congestion in the inner city of Antwerp and on the Ring highway around the city.

Major events will have personalised travel plans with multimodal scope and priority



(c) Sigmund Spinno

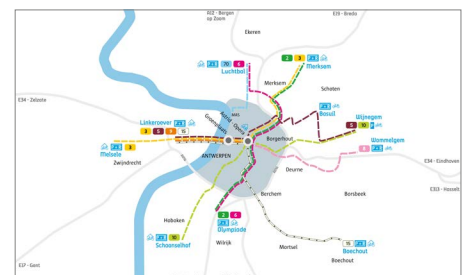


(e) Gianni Camilleri / Zaha Hadid Architects

will be given to sustainable travel to and from the events.

The detailed mobility plans for events developed in coordination with the City of Antwerp should play an important role in achieving a modal shift and reaching a 50/50 modal split in the city.

- **Challenge 1:** Data collection needs to be detailed and consistent in order to be able to make correct analysis.
- **Challenge 2:** Good communication between the stakeholders involved is necessary to be able to plan the big picture.
- **Challenge 3:** The coordination between different authorities needs to be streamlined, e.g. with the local police regarding the traffic flow during a running competition.



RESULTS - FINDINGS - LESSONS LEARNED

• Key result 1:

Six local event mobility plans were delivered¹.

• Key result 2:

Integrate approach of event mobility plans in the organization of the World Championship of Cycling in 2021 (after PORTIS deadline). The idea is to use this event as a catalyst for sustainable travel/cycling, and to increase the sense of pride/ownership among the citizens for Antwerp as a cycle-friendly city.

• Key result 3:

The format of the travel plans will be adapted for each coming event in Antwerp and can be a good example for other cities. Large-scale events can have a big influence (temporarily) on the mobility in a city. Good communication campaigns and detailed mobility plans for events can help raise awareness and achieve a permanent modal shift.

• Key result 4:

It is difficult to draw exact conclusions about how the mobility plans helped in achieving a more sustainable modal split as most of the results are from different events per year. From the campaign and survey results it can, however, be concluded that people are more conscious of their mobility choices when they are provided with detailed information.



Map: 'Example of an event mobility map (Tour of Flanders 2019)

Furthermore, thanks to the support from the city, many of the event organisers have become (more) conscious about the impact of their event on mobility, meaning the city has raised awareness on sustainable travel planning for events.

• Key result 5:

Through the creation of the mobility plans, also missing links in infrastructure are addressed, which makes them an integral part of the bigger picture/the mobility of the entire city. This should be considered as a positive driver towards creation of mobility plans.

Some lessons learned:

- Detailed mobility plans are important in order for events to be able to run smoothly.
- Good coordination and cooperation between different city authorities is needed in order to achieve the desired results.
- Communication through different channels helps to reach a wide audience.
- Follow-up and monitoring activities are necessary to be able to draw further conclusions.

¹ NB: Because of the outbreak of COVID-19 in March 2020 in the whole of Europe/the world, including Belgium, the planned events did not take place in the Spring of 2020.

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More info about CIVITAS PORTIS can be found on our website <http://civitas.eu/portis>

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