



DESTINATIONS  
P O R T I S  
E C C E N T R I C



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
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# CIVITAS LIVING LABS ON STAGE

Discover 16 European cities making better living and moving a reality

**FINAL ONLINE EVENT 6-20 October 2020**

## Pushing innovation beyond PORTIS

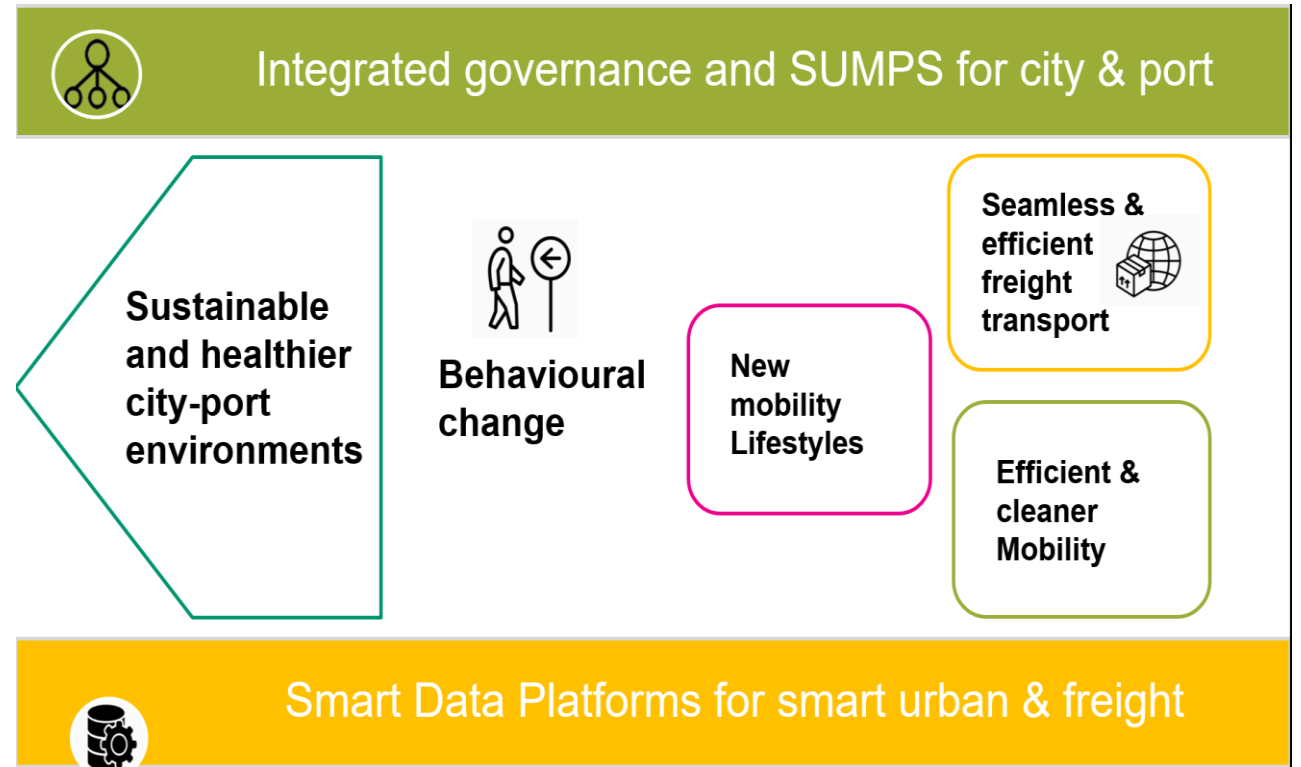
Dirk Engels, Transport & Mobility Leuven, CIVITAS PORTIS



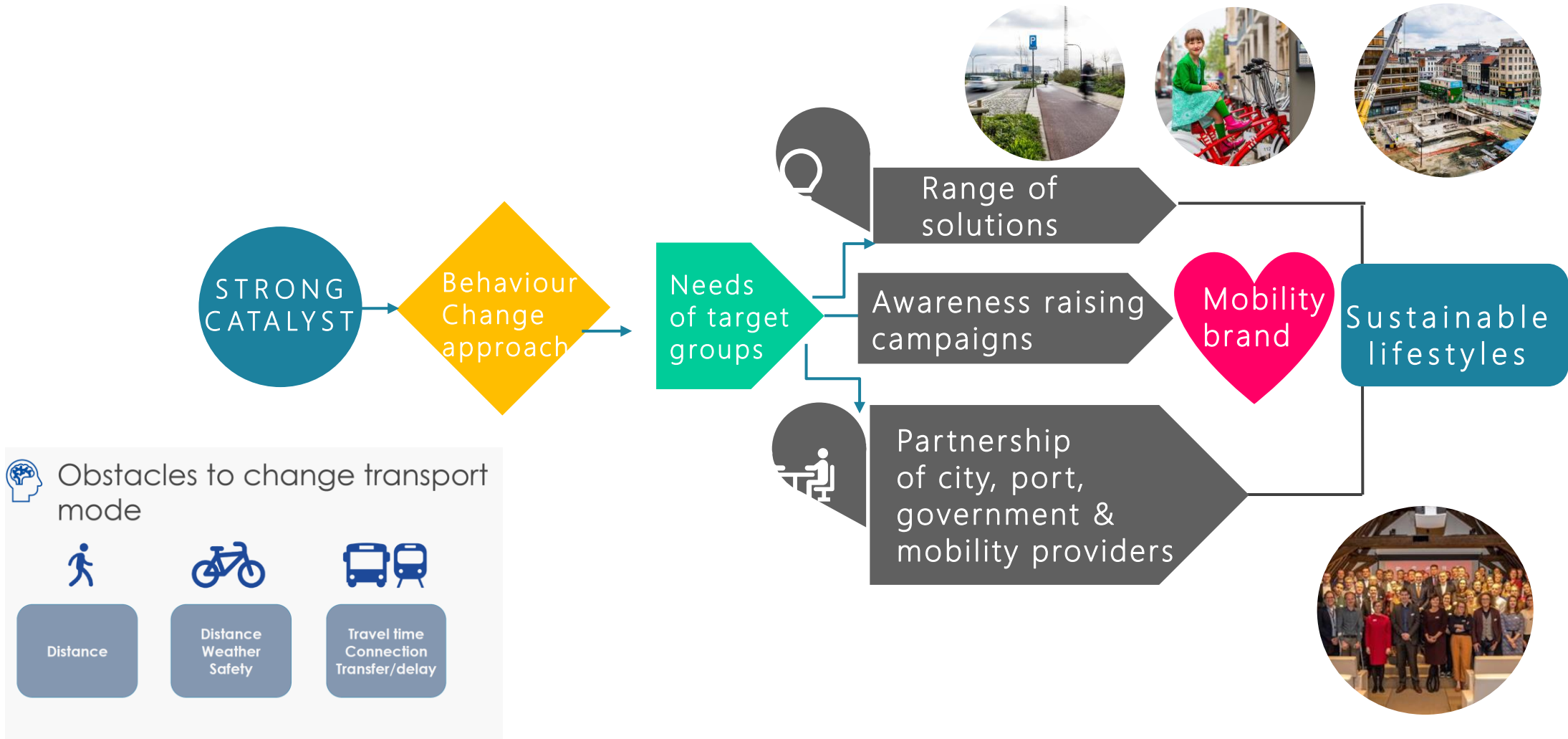
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# PORTIS

## Pushing behavioural change



# The PORTIS Behavioural change APPROACH

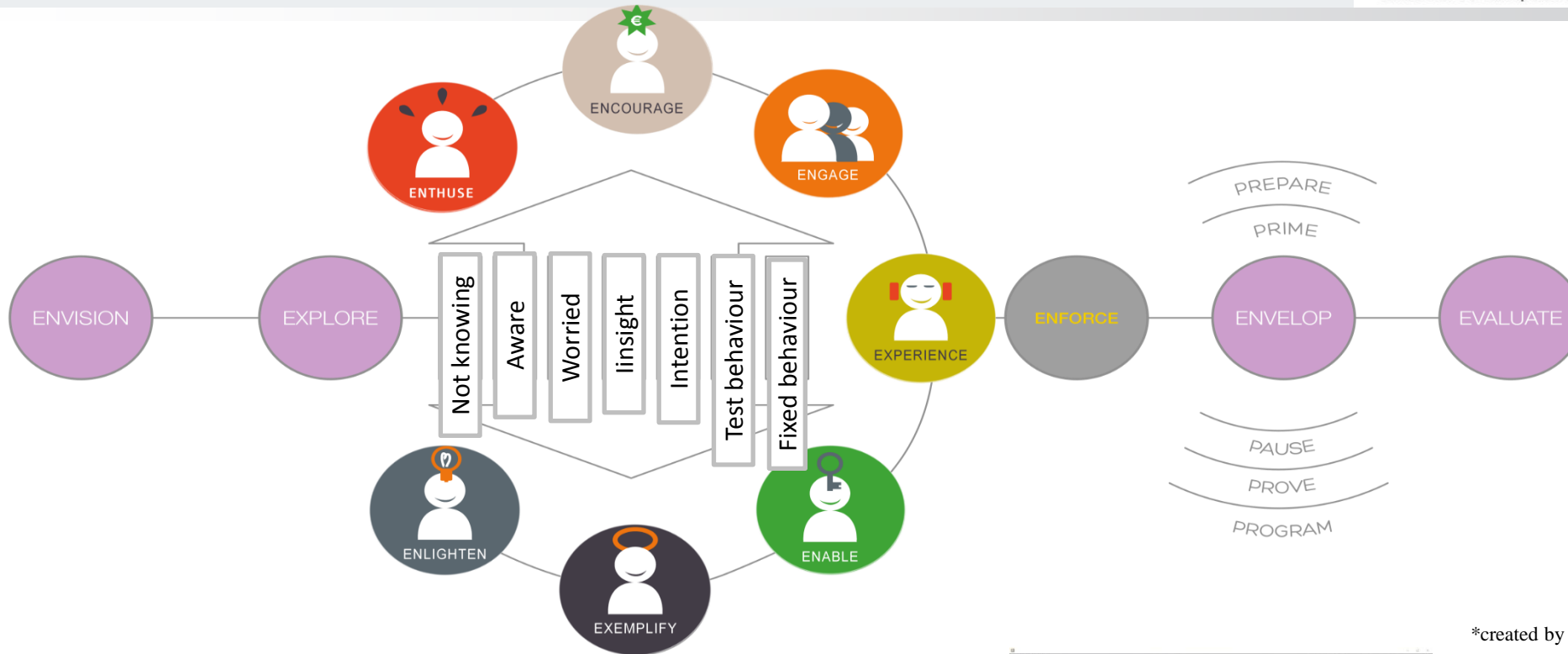


**Obstacles to change transport mode**

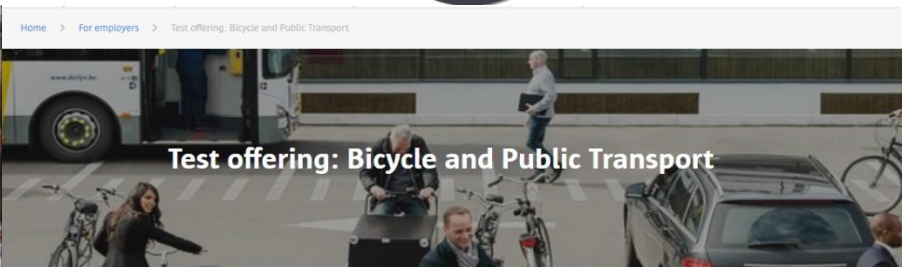
Distance	Distance Weather Safety	Travel time Connection Transfer/delay



# Behavioural change: 7E Model\*



\*created by Fran Bambust





# Smart ways to Antwerp

STRONG  
CATALYST

- common strong brand for all information and activities
- different target groups, different messages
- using mayor events as a triggering framework: the traffic works
- a sustainable multi-modal route planner promoting sustainable alternatives for the car putting the car in a sustainable role
- convince employers to convince employees to change

**Check before you go**

Smart ways to Antwerp

Combine bike, car and public transport

- Walking, bike, Velo-bike, bus, tram, train, water bus, car

Time	Location
08:05	Mechelen, België
08:12	Station Mechelen
08:18	Mechelen
08:35	Antwerpen-Centraal
08:38	048-De Keyserlei 2
08:43	023-Rubenshuis
08:43	023-Rubenshuis
08:45	Meir, Antwerpen, België

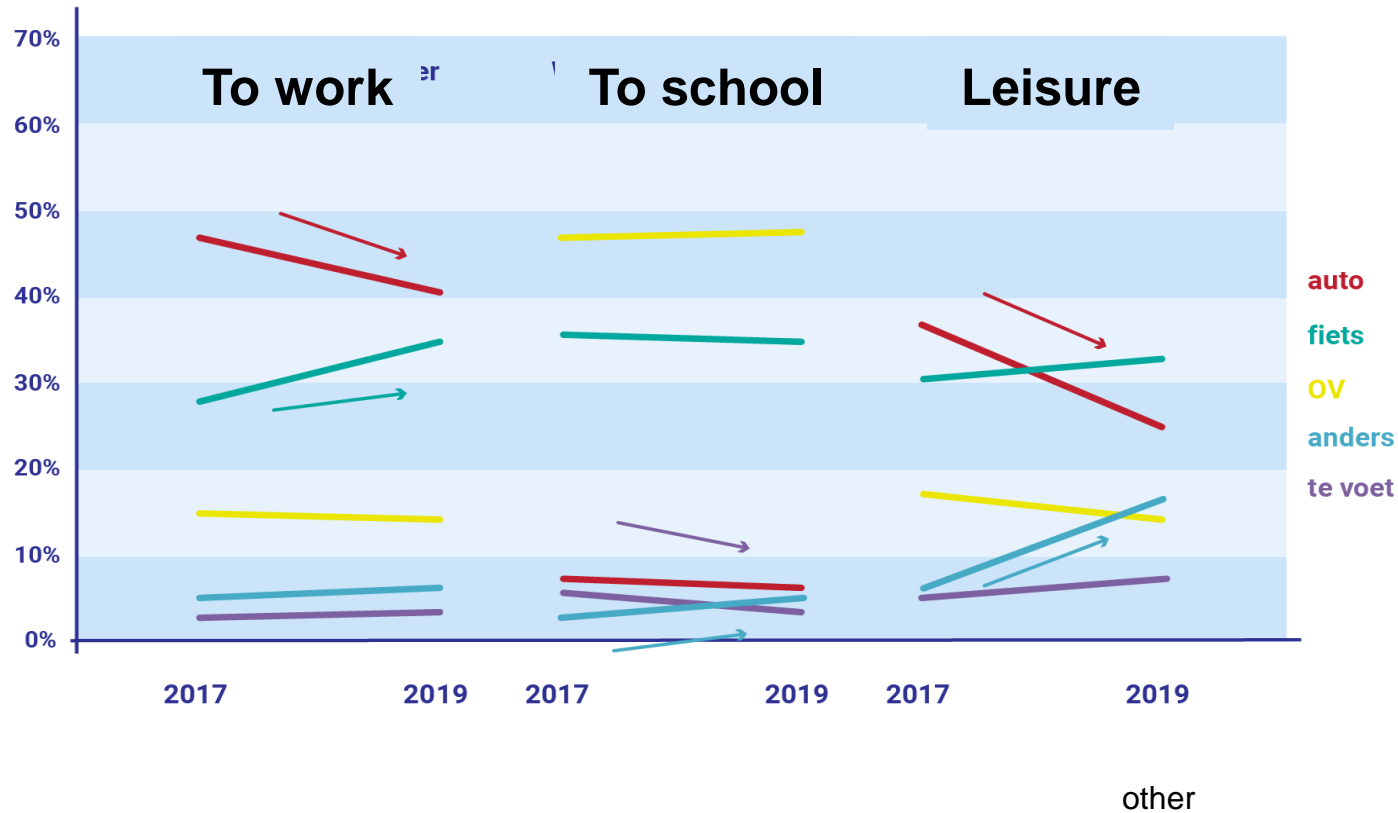


# Smart ways to Antwerp campaigns nudging behavioural change



- It's time for change. Not the car but Smart ways to Antwerp will become the new normal.
- A small step for you, a big jump for Antwerp
- Be the change

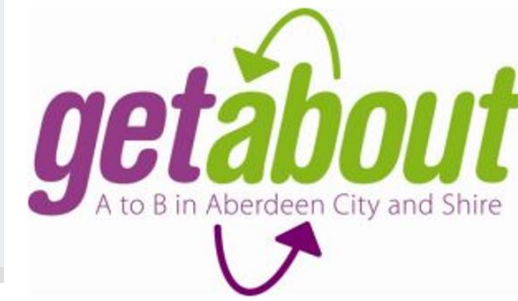
# Impact of the Antwerp approach



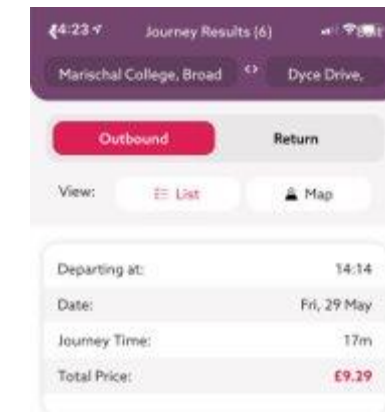
Source: Mobi survey

other

# Behavioural change activities in Aberdeen



- **Partnership to promote active and sustainable travel**
  - **Getabout** as a Strong **Mobility brand** covering Aberdeen City and Aberdeenshire
  - **Efficient segmentation of target groups per activity:** city wide, active modes, education ecofriendly vehicles or **per zone**
  - Consistent marketing campaigns but tailored to the audience
  - Engagement and **Inclusion**
  - Employer's approach towards employees
  - Collaboration between health and transport officers
- **Routeplanner GoAbz Aberdeen**
  - **Co design process:**
    - Students –Drivers - Age 60+ - Active Travellers



**‘Think about behaviour change as a product’**

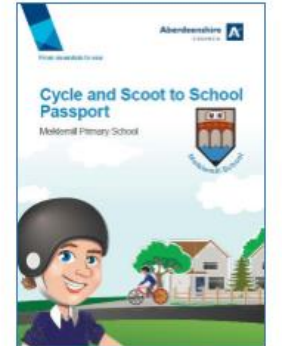
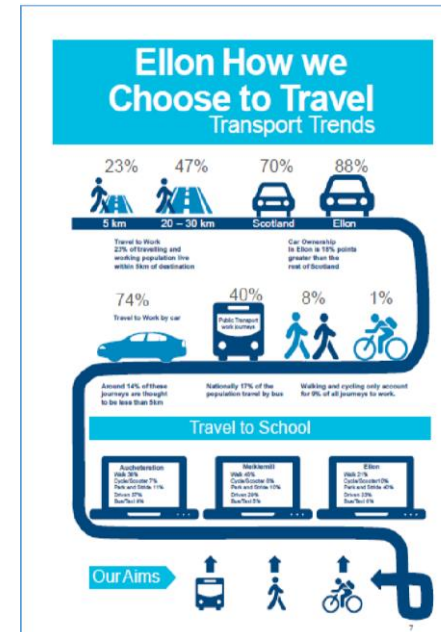


## Behavioural change

### Just do it ...

- Group activities per town
- Understand the context: the issues, barriers and problems
- **Understand the people in our target area**
- Clarity on objectives
- Provide information and tools to change
- **Monitor the outputs and outcomes**
- React the monitoring information provided

**And working with COMMUNITIES and PEOPLE to make the change.**



## Project Impacts

- Cycle Countings on important corridor: + 49% (2014-2017/18)
- Bike Ownership in Aberdeenshire is much higher than the national average with 20% of households with two or more bikes (11.9% in Scotland (2016)).
- Cycling to School: + 5.3% up to + 9.6% from 2013 rates.
- In Aberdeen city 2018 > 2019
  - Car driver : 46.5% > 44.5%
  - Cycling 3.3% > 5.5%
  - P&R: 0.66% > 0.70%
- Aberdeen City: 95% of people wanted to see more traffic free spaces in the city centre (survey 2019)

## What We Can Achieve

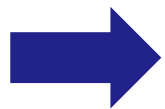


**Within ten years, 40% of all local journeys within the Integrated Travel Towns will be by active and sustainable modes.**

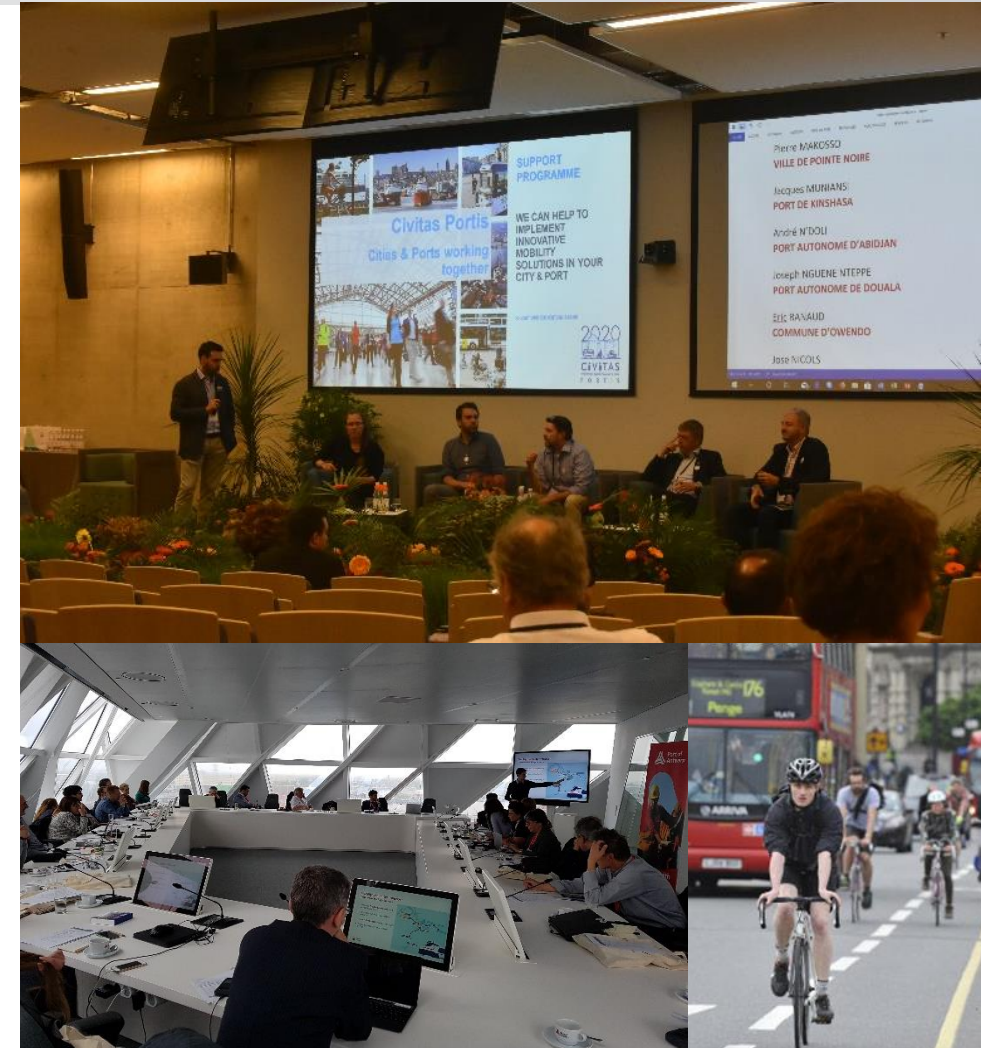


# Pushing behavioural change beyond PORTIS

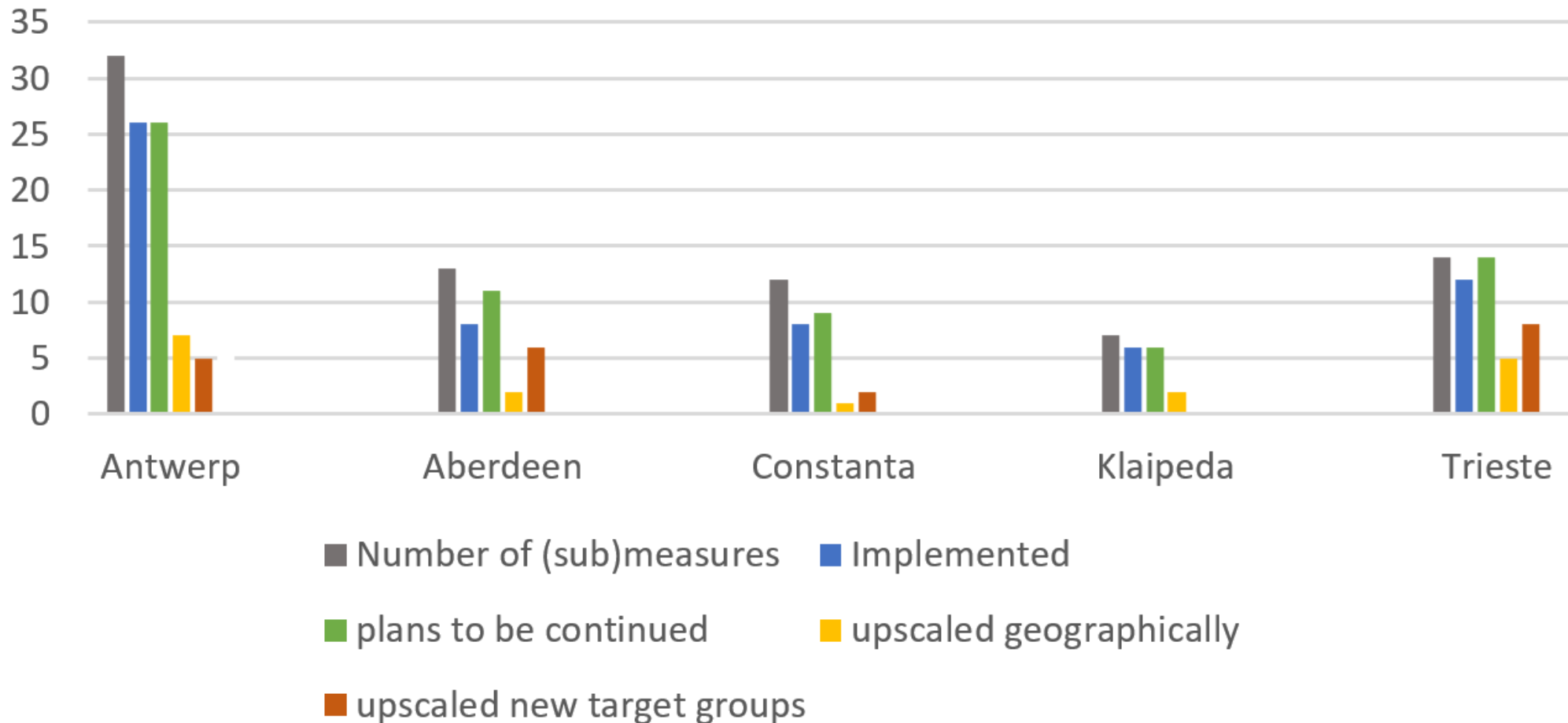
- **In-depth training sessions**  
Rethymno, Portoferraio, Gdynia, Koper, Valencia, Parma, Ljubljana, Rome, Thessaloniki, Torres Vedras, Lviv, Durres
- **Specific interest and knowledge exchange (incl. visits)**  
Madrid, Dublin, Rotterdam, Amsterdam, Bonn, Köln, Azerbeidzjan, Boedapest
- **Port Workshop: approaching city-port environment from the port gate**
- **Cooperation program**  
Hull, Valencia, Sines



**take-up of (elements of) the PORTIS behavioural change concept**



# Exploitation of the PORTIS measures





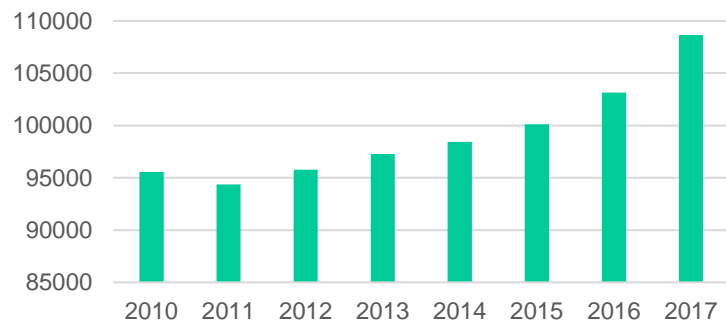
# PORTIS in Constanta

## Giving Urban space back to the citizen

- **The challenge**

- Urban area of Constanta overloaded by cars taking most of the public space – no respect for parking rules
- Most citizens take it for granted the car is everywhere
- The pedestrian and cycle networks in Constanta are very weak
- Lack of cooperation between the different institutions involved & political influence

Vehicle ownership





# PORTIS in Constanta

## Giving Urban space back to the citizen

### The PORTIS approach

- Growth Pole SUMP – approved in 2018
- Parking Policy for the city – approved by the City Local Council in February 2019
- The Communication strategy has been elaborated and accepted by the Mobility Forum.
- Strategic changes in the city: small pilot to overall reorganization **to protect sidewalks against the car**
- Plan on the **reallocation of street space in the city centre of Constanta**
- Strategic changes in the city and enforcement of the rules



**Visibility and space for  
cyclists and pedestrians**





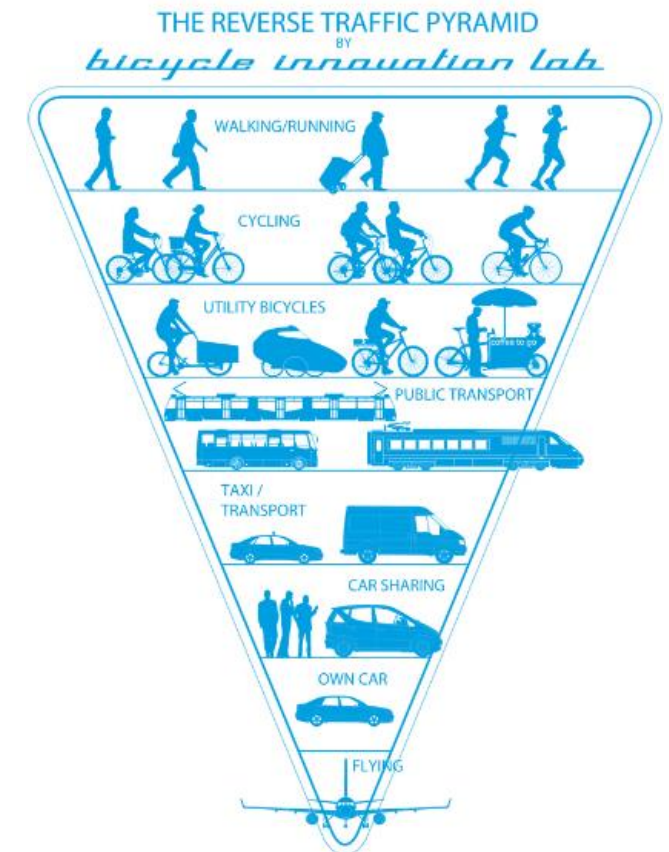
# PORTIS in Constanta

## Giving Urban space back to the citizen

- The PORTIS approach
  - First intensive awareness campaign to create acceptance for a better use of the urban space
  - Second campaigns to promote sustainable ways of transport (cycling, p.t., pedestrian):
    - **“Choose the bike”**
    - **“Choose the bus”**
    - **“Walk! It’s simple and healthy”**
  - Third campaign on larger scale



**Changing the mindset on mobility**

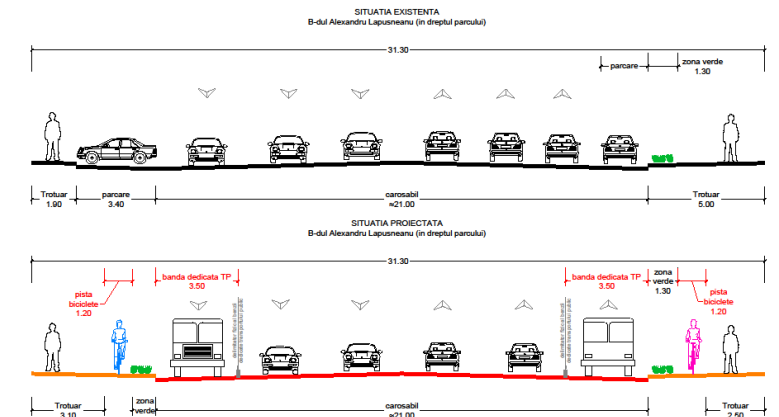
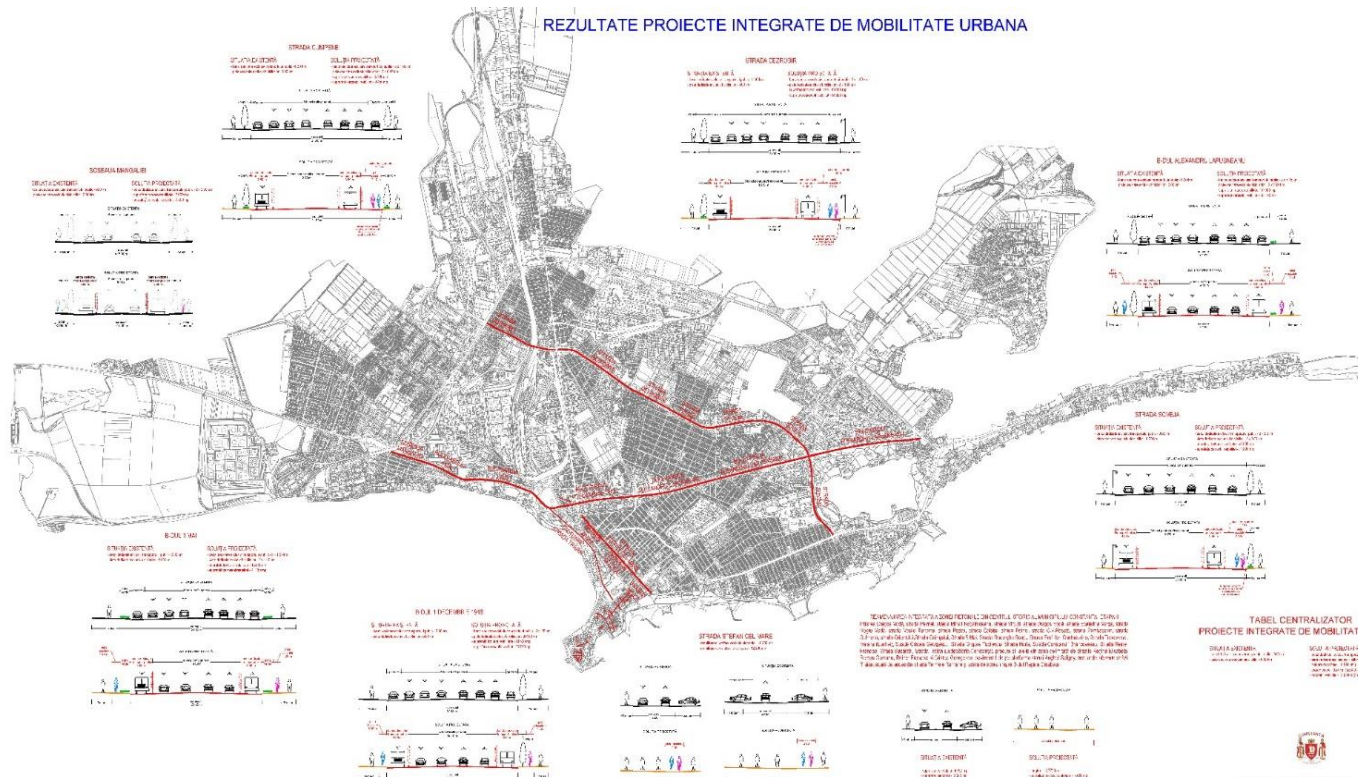


# PORTIS in Constanta

## Giving Urban space back to the citizen

- The future beyond PORTIS

- Extention of the reallocation plan to covering the whole urban area
- Pedestrian only areas in the city centre
- A mentality shift for the citizens and local decision takers on mobility





# Thank you!

## On behalf of all our PORTIS partners

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