



CIVITAS

Cleaner and better transport in cities

ELAN

CASE STUDY



LEAVE YOUR CAR AT HOME FOR A NIGHT OUT

MOBILITY MANAGEMENT



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The City of Ghent sought to achieve a modal shift towards more sustainable transport modes for trips to cultural events. It encouraged event organisers to make efforts in regard to sustainable mobility management and to establish promotion campaigns targeted at visitors.

Municipal context

Ghent is Belgium's third largest city with about 247,000 inhabitants and an area of 156.18 km². Over the past years, Ghent has made considerable efforts to curb the use of private vehicles, calm traffic in the city centre and improve bicycle mobility.

Today, the city's important port and university make it a bustling place. The presence of 67,000 university and high school students adds to the city's role as a Flemish cultural centre.

Ghent has an extensive public transport network serving the city centre and surrounding area. It has a metropolitan area of about 500,000 inhabitants. The city is surrounded by major

motorways that make the city centre easy to reach by car, but which leaves Ghent jammed with private vehicles.

In 1997, Ghent launched its "Mobility Plan for the Inner City". The ambitious endeavour to transform the city's mobility structures initially faced major opposition from retailers and citizens. The main features of the plan were to free the city centre of through-traffic, create a large pedestrian zone, calm traffic, and redesign streets and squares to make them more enjoyable for visitors and citizens.

Recent surveys confirm that living and visiting Ghent has become far more pleasant than a decade ago.

MUNICIPAL PROFILE

LOCATION

Ghent, Belgium

POPULATION

247,251

LAND AREA

156.18 km²

CIVITAS BUDGET

Total Ghent budget: EUR 7,500,000

Total EU contribution: EUR 4,400,000



GHENT IN CIVITAS

Ghent (Belgium) participated in CIVITAS ELAN, an innovative collaboration between the cities of Ljubljana (Slovenia), Ghent (Belgium), Zagreb (Croatia), Brno (Czech Republic) and Porto (Portugal). The motto of the project is "Mobilising citizens for vital cities."

CIVITAS ELAN

CIVITAS ELAN took an approach where "Putting the citizen first" was at the core of the work in the five cities. Aside from encouraging involvement, its cities pro-actively worked to convince citizens that clean mobility solutions are in their interest. With its 68 activities, ELAN increased the modal share of walking and cycling, supported innovative freight delivery solutions, implemented innovative demand management, and increased the use of cleaner and energy-efficient vehicles. It ran from 2008-2012.

READ MORE AT:

www.civitas.eu/display-all-projects



VIP arrangements for cyclists

Introduction

With the aim of integrating sustainable mobility into event management, the City of Ghent carried out one-to-one talks with an extensive number of event organisers and venue managers in city. Together, they tried to resolve the stumbling-blocks hampering sustainable trips to their events and venues.

First of all, the main issues were identified by interviewing 38 different cultural venues and event organisers. All received an accessibility sheet from *Slimweg*, an initiative of the Flemish government. Eight of these organisers were also provided with a mobility plan.

Additionally, an internet-based tool - the decision-making support system (DMSS) - was built to manage all mobility information and to organise holistic event management. The tool not only consisted of questions related to mobility, but also questions and advice related to environmental issues were posed.

Finally, several campaigns targeted at cultural event visitors were set up within the framework of CIVITAS. A first campaign called "Culture with low CO₂" was launched in September 2010, followed in 2011 by a similar campaign called "Go out without a car". Another campaign was established with the non-governmental organisation *Bond*

Beter Leefmilieu, in cooperation with four art houses and event organisers. Visitors who came by bike could buy a special ticket and got VIP-treatment, travel advice and could use a special cycle shed with a red carpet.

During all these campaigns, visitors could ask for personal travel advice. The City of Gent also provided support at several events, such as *OdeGand*, the festival of lights and various concerts.

Taking a closer look

Within this measure, a new integrated approach was developed. It aimed at limiting traffic problems generated by events through the introduction of a special event management system. The system not only takes into account every mode of transport, but also gathers in one place all the available information from all partners concerning mobility before/during/after an event.



Strong visuals accompanied the campaigns



In addition, a one-to-one approach to persuade car users to change their mobility behaviour was put in place.

New policy instruments are also under development. While it is not yet mandatory for event organisers to fill in online information about the management of their event, they have to submit a package of official documents to the City. The online tool provides a selection of measures to stimulate sustainable mobility behaviour and address waste management and noise regulations. If the event organisers do not adopt suggested measures, they are obliged to justify their decision. Another important step is represented by the inclusion of representatives of the mobility department in the core team that grants permits for events.

Finally, this measure made use of innovative communication channels and participative methods, in order to achieve a bigger change in mobility behaviour.

Results

All event organisers and managers demonstrated their willingness to work together with the municipality on sustainable mobility. 45 event organisers, cultural venues and organisations were contacted and all organised mobility actions in the framework of CIVITAS. This result went beyond the target, which was that at least 40 percent of the contacted

organisations should take measures to promote or facilitate more sustainable travel behaviour among their visitors. Moreover, 39 of them were provided with accessibility sheets and eight of them were even provided with a mobility plan.

With the aim to get the event tool accepted by at least 75 percent of all the participating cultural organisations, an online survey was launched to gather information from the event organisers. Only 22 users completed this online survey, but some stakeholders replied by e-mail and said that it was a very convenient tool. With such a low response rate, it is not possible to say if the target of 75 percent has been reached, but

those that did respond were all quite positive. The website, www.gentevenement.be, has an average of 200 unique visitors each month. During the test period in 2011, it even counted 396 individual visits. These figures show that the website has been consulted often.

Out of the 224 interviewees on the campaign "Culture with low CO₂", 72 percent understood the message of the campaign and 84 percent stated that the campaign made them think about their own mobility behaviour. In 2011, a survey was conducted after showing the promotional movie on the campaign "Go out without a car". A total of 596 visitors filled in the survey. More than 95 percent appreciated the theme of the short movie 'Go by foot, by bike, public transport, or briefly, without a car'. Almost 48 percent of the interviewees said that this message encourages them to make more use of sustainable transport modes. Respectively, 44 and 70 percent of the interviewees stated that they would consider asking for free travel advice, but only 20 people per event did so in the end. Looking at the two events combined, less than 5 percent of the contacted citizens asked for travel advice.

Finally, it can be said that the measure resulted in a modal shift towards more sustainable transport modes. Comparing the modal splits of the visitors to the *OdeGand* festival in 2010 and 2011, a modal shift of 3.68 percent can be seen towards more sustainable transport modes. The target of an increase by 2 percent in the use of sustainable transport modes to and from events



Taking the bus to a public event



has, thus, been definitely achieved. This shift would probably have been even greater had it not been raining during the 2011 edition of the event, in contrast to 2010.

Lessons learned

A central information point is warmly welcomed by event organisers.

An information point makes all tools that can contribute to reducing the impact of unsustainable travel available in one place. Using aids such as the DMSS-tool, tailor-made solutions can be developed for each event. Such solutions always propose a multi-modal approach.

Persuade visitors to switch to more sustainable transport modes, by giving them the chance to try alternatives.

Visitors, as well as event organisers, should be informed about possibilities to limit the impact of the event on the traffic. A personal approach is more effective than just distributing promotional material.

It is very difficult to persuade people to ask for free travel advice.

During the campaigns citizens got the chance to ask for free travel advice. In the end, only 20 people per edition used this service. It is not clear why the response was so low, but it is possible that some people think that it takes at least as much time to ask, as to look it up themselves.

Upscaling and transferability

The holistic management activities used in Ghent are tailor made and depend on the nature of the events. It is therefore vital to collect all information before the event on the number of expected visitors, the location, and the possibilities to use sustainable transport modes.

The general approach, however, can be easily transferred to other events/cities.

Budget and Finances

In terms of implementation, data collection and dissemination, a total of EUR 201,000 was spent. EUR 97,000 was spent on research and development activities.

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References or sources

http://civitas.eu/index.php?id=66&sel_menu=35&city_id=88



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