



CIVITAS Summer Course

Sustainable Mobility for a Better Life

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RESOURCE PACK

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1. INTRODUCTION

About the CIVITAS Initiative

In Europe today road transport is responsible for 40% of carbon dioxide, while urban traffic is responsible for 70% of other pollutants in our environment. In recent years many visionaries and even policymakers have dreamt of creating societies where transport is green, safe and sustainable, but more often than not these dreams have remained on pen and paper. CIVITAS however has brought a breath of fresh air in this respect, introducing change to over 200 European cities towards greener transport under one dynamic and very active network.

The initiative was launched in 2002 to redefine transport measures and policies in order to create cleaner, better transport in cities. More specifically, CIVITAS has helped introduce numerous innovations and measures that have already made transport eco-friendlier in over 60 European metropolitan areas dubbed 'demonstration cities'. Thanks to an EU-funded investment of well over EUR 200 million, the project has guided cities to introduce improvements in four phases of the project, each building on previous successes. Indeed, over the last 14 years CIVITAS has managed to test over 800 measures and urban transport solutions, supported by the intensive exchange of good practices in the field. The project empowered citizens to convince politicians on adopting these innovations, upgrading the quality and sustainability of urban transport for numerous European cities.

- CIVITAS website: www.civitas.eu

About CIVITAS CAPITAL

The mission of CIVITAS CAPITAL is to contribute significantly to the goals of the EU's Transport White Paper by capitalising systematically on the results of CIVITAS and creating an effective "value chain" for urban mobility innovation. CIVITAS CAPITAL will initiate and support a mainstreaming process of CIVITAS principles based on a strengthened community of stakeholders. CIVITAS CAPITAL will help CIVITAS to build the bridge towards a more advanced identity within Horizon 2020. It will help to create a more structured link with large-scale deployment in support of Transport White Paper goals.

About the CIVITAS e-courses

An e-course is an individual course to be followed online. The course covers various topics and ends with an online test. All e-courses start with an introduction on the goals of the e-course, the structure of the course and what is expected of you. An e-course consists of 5-7 blocks, depending on the topic. You can watch movies, read articles or other texts, and work on little assignments to reflect on the theory. There's a variety in blocks to keep you alert and motivated. An e-course is an easy way to learn more about a CIVITAS topic. There is so much information to be found online. In the e-courses we bring CIVITAS knowledge and experiences of CIVITAS cities together in order to give you a quick overview on the topic. The main focus of the e-course is gaining knowledge rather than practicing skills.

- CIVITAS e-courses: <http://www.civitas-initiative.eu/learning-centre/e-courses>

About the CIVITAS Summer Course

The CIVITAS Summer Course is an interactive training event, where participants will learn from renowned experts and a selection of CIVITAS cities how sustainable mobility can lead to happy, healthy citizens in a healthy city. There will be room to discuss the challenges and experiences of the participants as well. The Summer Course will include practical assignments in the streets of Málaga to apply the lessons learned during the presentations and discussions. Participants that successfully conclude the Summer Course will receive a 'CIVITAS Learning Centre' certificate.

The positive effects of sustainable mobility policies go well beyond environmental and monetary benefits. At the very centre of a Sustainable Urban Mobility Plan (SUMP) is the idea of quality of life. This includes the level of happiness experienced by citizens, their sense of community and connectedness to other people, their physical health and their mental well-being. Sustainable mobility can make a large contribution to a happy city with healthy citizens. It also helps to create vibrant public spaces where people can meet and local economy can thrive. Developing the offer of sustainable modes creates jobs and a well-balanced parking management strategy generates funds while managing the ever-growing pressure that cars put on public space.

The CIVITAS Summer Course, which is held in English only, is open for experienced mobility professionals, who would like to learn more about the latest insights of economic impacts of sustainable mobility, as well as a new perspective on well-being and happiness as indicators of good policy.

About this resource pack

This package of notes, technical summaries, and other training material concerning this CIVITAS Summer Course is for your information. The resource pack aims to provide a flexible structure, allowing easy access to and downloading of the information, and creates linkages to sources of information. While it contains useful technical information also for professionals, this resource pack is not designed as a practical manual for solving sustainable mobility problems. The focus of the resource pack is on training needs and bringing out key principles and approaches rather than fine detail.

2. SUSTAINABLE MOBILITY

Sustainable Mobility in Europe

The European Commission has taken action on urban transport through various policies and funding of projects including CIVITAS. The 2009 Action Plan on Urban Mobility was a major step for European action in this area, and its implementation is helping to create cleaner and better urban transport systems.

The European Commission's guiding document on transport from 2011, the White Paper on Transport, highlights the importance of the urban dimension. Among other actions is the target to phase out the use of conventionally-fuelled vehicles in cities by 2050. In addition, after the 2011 Transport White Paper, the European Commission came up in 2013 with an Urban Mobility Package that addresses different initiatives.

- European Commission: Action Plan on urban mobility:
http://ec.europa.eu/transport/themes/urban/urban_mobility/action_plan_en.htm

- European Commission: White paper 2011 - Roadmap to a Single European Transport Area - Towards a competitive and resource efficient transport system:
http://ec.europa.eu/transport/themes/strategies/2011_white_paper_en.htm
- European Commission Mobility and Transport:
http://ec.europa.eu/transport/themes/urban/urban_mobility/
- Policy Recommendations for EU Sustainable Mobility Concepts based on CIVITAS Experience:
http://www.civitas-initiative.eu/sites/default/files/civitas-policy-recommendations_0.pdf

EPOMM - European Platform on Mobility Management

EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM is organised as an international non-profit organisation with seat in Brussels. Eleven countries have joined the network so far.

Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. At the core of Mobility Management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). Mobility Management measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

- EPOMM website: <http://www.epomm.eu>

Eltis – The urban mobility observatory

Eltis facilitates the exchange of information, knowledge and experiences in the field of sustainable urban mobility in Europe. It is aimed at individuals working in transport as well as in related disciplines, including urban and regional development, health, energy and environmental sciences. Created more than 10 years ago, Eltis is now Europe's main observatory on urban mobility. It is financed by the European Union under the Intelligent Energy - Europe (IEE) programme.

Under three key themes – discover, resources, participate – Eltis provides the information, good practices, tools and communication channels needed to help you turn your cities into models of sustainable urban mobility. The dedicated Mobility Plans section offers a hub of information on how to develop and implement Sustainable Urban Mobility Plans (SUMP) as the need for more sustainable and integrated planning processes in Europe grows.

- Eltis website: <http://www.eltis.org>

Entry points for Sustainable Mobility into the planning process

The most important entry points to integrate Sustainable Mobility into the planning are:

- When a detailed site development plan or building permission request is developed, measures can be part of the submission or part of the requirements set by local authorities.

- Sustainable Mobility can either be enforced or be entered as an option by legislation: for example, as part of environmental legislation, parking regulations, as part of the planning conditions.

MAX developed a tool called “Planning Simulation Workshop” – a workshop in which important stakeholders are brought together – this is an excellent departure point to start the integration of Sustainable Mobility into Land Use Planning (LUP). Organisational changes can be very helpful: For example, in the city of Leuven, Belgium, the mobility team is deliberately installed as a part of the land use department instead of a separate department. Another example for organisational change: Vienna installed a separate development institution in the new city district Aspern Seestadt.

Further read:

- EPOMM Planning Workshops: <http://www.epomm.eu/index.php?id=2753>
- Seestadt Aspern Vienna: <http://www.aspern-seestadt.at/en>

Sustainable Mobility and Land Use Planning

The integration of Sustainable Mobility with Land Use Planning (LUP) can lead to very good conditions, when measures are applied at the right spot – there where the traffic is generated. It also means that measures arrive at the right time – before all framework conditions are already set and behaviour is already established. Framework conditions for Sustainable Mobility, including the securing of adequate funding, can still be strongly influenced or even determined. Finally, such an integrated planning process is an excellent point to secure a good cooperation between stakeholders: planners, developers, future tenants, residents and decision makers. An integration of LUP and Sustainable Mobility leads to many positive outcomes: sustainable transport considerations (walking, cycling, public transport, shared cars) are taken into account from the very start, stakeholders co-operate, modal split targets are set. The process can lead to an urban environment that is more socially just, more economically efficient and more ecological. This helps deliver a better use of the land and a better quality of life.

- Article “Moving towards active transportation: How policies can encourage walking and bicycling”:
http://activelivingresearch.org/sites/default/files/ALR_Review_ActiveTransport_January2016.pdf
- Article “Spatial and social variations in cycling patterns in a mature cycling country”:
<http://www.sciencedirect.com/science/article/pii/S2214140514000802>

Sustainable Mobility and Transport Planning

A Sustainable Urban Mobility Plan (SUMP) is a “Strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles.”

Transport planning is not new, but SUMP goes further than that. It is a new and people-focused planning approach. Its basic characteristics are:

- a participatory approach;
- sustainability to foster economic development, social equity and environmental quality;
- the integration of policy sectors;
- clear, measurable objectives and clear evaluation plans;
- value for money

Central to the SUMP methodology is the focus on quality of life and quality of public space. A SUMP should guarantee safe, environmentally-friendly and (cost-)efficient mobility as well as access to jobs and services to all.

- Sustainable Urban Mobility Plans: <http://www.eltis.org/mobility-plans/european-platform>

Transport Learning: Land use and housing in Mobility Management

Have you ever thought about the relationship between urban planning decisions and the way people move around? About how urban density affects public transport, or about the most suitable locations for a new hospital, school or house? Does traditional zoning improve walkability and bikeability? How off-street parking standard regulations may affect car use? What mobility implications can we expect from different building types? How sustainable mobility should be taken into account in a street project? All these questions are covered in this module of the Transport Learning project, which is interested in both the large scale (urban planning) and the small scale (a street project, for example).

- Transport Learning website: <http://transportlearning.net/>

3. PUBLIC TRANSPORT

Collective passenger transport in CIVITAS

Many European cities face increasing problems of congestion. A high-quality, modern and energy-efficient public transport system that is well integrated with other modes is key to reducing car traffic and creating an appealing urban environment. CIVITAS cities are working on innovative ways to maximise the potential for local public transport through an accessible service that is a fast and convenient alternative to the private car. Efforts include for instance improving security and safety, and making it accessible to people with reduced mobility. There is also a focus on building up clean and energy-efficient public transport fleets. Moreover, integrated ticketing is crucial to make public transport and intermodal travel attractive options. Examples include smart cards that allow users to travel on different modes of public transport, or Park and Ride services that integrate parking fees and public transport fares.

- CIVITAS measures on Collective Passenger Transport: <http://www.civitas-initiative.eu/measures/collective-passenger-transport>
- CIVITAS Thematic Group for Collective Passenger Transport: <http://www.civitas-initiative.eu/TG/collective-passenger-transport>

CIVITAS Insight 12 - Integrated ticketing and fare policy for public transport

People are more willing to use sustainable travel options that offer better value and are more convenient. Integrated public transport ticketing and fair tariffs can help to overcome perceived and objective barriers. Facilitating the combination of modes by making ticketing systems as easy to use as possible is proven to increase the attractiveness of public transport.

- CIVITAS Insight 12: <http://www.civitas-initiative.eu/content/key-publications>

CIVITAS Insight 14 - Real-time information for public transport

Development and deployment of Intelligent Transport Systems have leapfrogged the past decade. Penetration rates of mobile technology with GPS and high speed internet connections are an important driver. Travellers are now able to gain real time information about transport offers anywhere and anytime. Planning trips – regardless modes - has never been so easy. Service providers and operators are able to better service their customers.

- CIVITAS Insight 14: <http://www.civitas-initiative.eu/content/key-publications>

CIVITAS Insight 15 - Making public transport work better for everyone

Improving the quality, availability, timeliness and multi-modality of public transport systems is a vital activity in making European public transport systems even better. CIVITAS shows us that these systems can get better by providing real-time, multimodal information, by making vehicles accessible to all (tourists, handicapped), by making the systems safer, by building new partnerships with employers and others, and by making riding buses, trams and metros easier with one ticket and one place to get information.

- CIVITAS Insight 15: <http://www.civitas-initiative.eu/content/key-publications>

CIVITAS Insight 16 - Better linking of intermodal services

Many European cities face increasing problems of congestion. A high - quality, modern and energy-efficient Public Transport system that is well integrated with other modes is key to reducing car traffic and creating an appealing urban environment. Convenient, efficient and clean collective passenger transport is an essential part of a sustainable transport system in urban areas. In order to maintain or increase the modal share of collective passenger transport, services need to be made more attractive to use, safe and punctual.

- CIVITAS Insight 16: <http://www.civitas-initiative.eu/content/key-publications>

CIVITAS POINTER Cluster Report 07 - Public Transport

Public transport (PT) is a key element of sustainable mobility in cities, and should be sufficiently attractive to retain existing users and encourage new users. Ways of increasing the attractiveness of public transport include improved operational efficiency, harmonisation of tariffs and timetables, accessibility and interchange facilities.

- CIVITAS Cluster Report 07: <http://www.civitas-initiative.eu/resource-center-display>

4. PARKING ECONOMY

Parking management in CIVITAS

Local traffic levels can be reduced by implementing demand management strategies based upon economic incentives and regulatory measures including smart parking strategies. In the field of demand management strategies, CIVITAS cities worked on access management; road pricing; walking and cycling enhancements; and parking strategies. Parking management involves innovations in design, communications and enforcement. Differentiated pricing schemes for parking are an effective means to reduce congestion and pollutant emissions in an urban context. Parking is a complex and sensitive issue. Parking measures should

be based on thorough analysis of parking data and facilities. Tariffs should carefully be differentiated across target areas and user groups. As all parking projects need political and legal approval, it is wise to hold working groups and stakeholder meetings to put this issue on the agenda. CIVITAS fosters experimentation in demand management measures with a view to spreading lessons learned among cities. The CIVITAS cities realised 26 innovative measures on parking management in 22 different cities from 2002 to 2012. Read the CIVITAS highlight on parking to learn about some of the most successful and eye-catching among these to inspire other European cities.

- CIVITAS measures on Collective Passenger Transport: <http://www.civitas-initiative.eu/demand-management/parking>
- CIVITAS Thematic Group for Demand Management Strategies: <http://www.civitas-initiative.eu/TG/demand-management-strategies>
- CIVITAS II Policy Note - Integration of parking and access management: [http://www.civitas-initiative.eu/sites/default/files/Results%20and%20Publications/CIVITAS II Policy Advice Notes 04 Access Management and Parking.pdf](http://www.civitas-initiative.eu/sites/default/files/Results%20and%20Publications/CIVITAS%20II%20Policy%20Advice%20Notes%2004%20Access%20Management%20and%20Parking.pdf)
- CIVITAS webinars on Demand Management Strategies:
 - Gothenburg: http://www.civitas-initiative.eu/sites/default/files/civitas_webinar_tdm_25032014_gothenburg_roth_0_0.pdf
 - Bologna: http://www.civitas-initiative.eu/sites/default/files/civitas_webinar_tdm_25032014_bologna_morra_0_0.pdf
 - CIVITAS POINTER: http://www.civitas-initiative.eu/sites/default/files/civitas_webinar_tdm_25032014_pointer_gilliard_0.pdf
 - CIVITAS CAPITAL: http://www.civitas-initiative.eu/sites/default/files/civitas_webinar_tdm_25032014_capital_martijnse_0.pdf
- CIVITAS City-2-City Exchange on Demand Management Strategies:
 - Nantes: http://www.civitas-initiative.eu/sites/default/files/c2c_access_management_nantes.pdf
 - Graz: http://www.civitas-initiative.eu/sites/default/files/20081105_c-2-c_parking_management_graz.pdf

CIVITAS Insight 04 - Developing safe and secure roads by managing parking

A strategic management of parking can dissuade some car users from driving to highly congested places or during peak times and to encourage the use of more sustainable modes. The ability to carefully consider the needs of residents, to assure that quality travel options exist, and education on the benefits of parking management are crucial to its success.

- CIVITAS Insight 04: <http://www.civitas-initiative.eu/content/key-publications>

Parking Management and Mobility Management

Managing car parking is one of the key ingredients to making a city liveable. A city in which parking is not well regulated and managed has destroyed public spaces: sidewalks and public squares blocked by parked cars, and a high proportion of traffic that is searching for parking. In most European cities, enormous

amounts of space and investment are dedicated to parking – and all this parking infrastructure can induce even more car traffic.

- EPOMM e-update “Parking Management and Mobility Management”:
http://www.epomm.eu/newsletter/v2/eupdate.php?nl=0615_2&lan=en

Guidance on Parking Provision in Town and City Centres

There is a significant amount of anecdotal evidence, opinion and speculation over the relationship between car parking provision and town centre prosperity. This confusion has been problematic for policy-makers at numerous levels. The problem is most acute for local authorities who have to balance the sometimes conflicting needs of multiple stakeholders and develop accessibility and transport strategies, choosing between sometimes conflicting objectives. The costs borne of maintaining and servicing a car park and the opportunity cost of what other uses that space could have been dedicated to, pitched against the needs of the car user, provide a difficult dilemma for local government, especially in light of a continuing devolution of fiscal responsibility.

- “Re-Think! Parking on the High Street” - British Parking Association:
http://www.britishparking.co.uk/write/Documents/Re-thinking_Car_Parking.pdf

5. SOCIO-ECONOMIC EFFECTS ON HEALTH AND SAFETY

Sustainable mobility may be seen to some as just a local government campaign to make them look good and save money. However, there are personal advantages to each person that becomes mobile in a more sustainable way. One of those big advantages is health benefits and none of us can take our health for granted. If we choose to walk or cycle rather than using our cars, then we will be exercising. Both types of exercise are unlikely to cause injury and are safe for most people to do. Walking is free of charge as well and if you already have a bicycle, then cycling will be too. By doing short journeys, perhaps to local shops or visiting friends, using these means, you will start to build up your fitness levels. If you are going further and use a bus or train, you will still have to walk to the station or bus stop and then onwards to your destination and this will also help you to get more exercise.

Safety and security are core components in creating sustainable urban mobility, and are primary areas of action within CIVITAS, particularly in making roads safer and more secure for 'vulnerable' road users. Improving the safety and security of modes can be an extremely important step in encouraging users to change (or even try) alternative modes, especially when they are perceived as 'unsafe' (e.g. cycling in cities with little dedicated infrastructure, or taking public transport at night).

- Article “Moving urban trips from cars to bicycles: impact on health and emissions”:
https://www.researchgate.net/publication/49815926_Moving_urban_trips_from_cars_to_bicycles_Impact_on_health_and_emissions
- Article “The effects of cycling to work on well-being: Evidence from Italian cities”:
http://velo-city2013.com/wp-content/uploads/20130612_LucaStanca.pdf
- Article “Does active commuting improve psychological wellbeing?”:
<http://www.sciencedirect.com/science/article/pii/S0091743514003144>
- City case studies and good practice examples: <http://www.pastaproject.eu/resources/publications/>

- CIVINET UK&I webinar “The health benefits of active travel” by Dr. Adrian Davis: <https://attendee.gotowebinar.com/recording/2581142399121045761>
- ENDURANCE Newsletter “Mobility and Health”: http://www.epomm.eu/newsletter/electronic/1213_2_EPOMM_enews_EN.php
- Fact sheets “Essential Evidence” by Dr. Adrian Davis: <http://travelwest.info/essentialevidence>
- TML study on cycling in Brussels: <http://www.tmleuven.be/project/fietsenbrussel/home.htm>
- WHO Health Economic Assessment Tool (HEAT): <http://www.heatwalkingcycling.org/>
- CIVITAS measures on Safety and Security: <http://www.civitas-initiative.eu/measures/safety-and-security>
- CIVITAS Thematic Group for Safety and Security: <http://www.civitas-initiative.eu/TG/safety-and-security>
- Original article “safety in numbers”: http://www.cycle-helmets.com/safety_in_numbers.pdf
- TML study on cycling in Brussels: <http://www.tmleuven.be/project/fietsenbrussel/home.htm>
- TML study on cycling in Wallonia: <http://www.tmleuven.be/project/fietsenwalloni%C3%AB/home.htm>
- Gehl Architects - Birmingham Connected? <http://www.birmingham.gov.uk/connected>
- Sustainable Development Solutions Network (UN): <http://unsdsn.org/>
- Degrowth conference 2014: Sabine Leidig, Initiative on socially responsible mobility – saying no to traffic madness: <http://www.degrowth.de/en/catalogue-entry/initiative-on-socially-responsible-mobility-saying-no-to-traffic-madness/>

6. DIRECT ECONOMIC EFFECTS ON RETAIL INCOME AND JOBS

Development is related at improving the welfare of a society through appropriate social, political and economic conditions. The expected outcomes are quantitative and qualitative improvements in human capital (e.g. income and education levels) as well as physical capital such infrastructures (utilities, transport, telecommunications). While in the previous decades, development policies and strategies tended to focus on physical capital, recent years has seen a better balance by including human capital issues. Irrespective of the relative importance of physical versus human capital, development cannot occur without both as infrastructures cannot remain effective without proper operations and maintenance while economic activities cannot take place without an infrastructure base. Because of its intensive use of infrastructures, the transport sector is an important component of the economy and a common tool used for development. This is even more so in a global economy where economic opportunities have been increasingly related to the mobility of people, goods and information. A relation between the quantity and quality of transport infrastructure and the level of economic development is apparent. High density transport infrastructure and highly connected networks are commonly associated with high levels of development. When transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multipliers effects such as better accessibility to markets, employment and additional investments. When transport systems are deficient in terms of capacity or reliability, they can have an economic cost such as reduced or missed opportunities and lower quality of life.

- Article “Bike lanes may have positive impacts on local economy (New York City):
<http://www.eltis.org/discover/news/bike-lanes-may-have-positive-impacts-local-economy-new-york-city-0>
- The future economic and environmental costs of gridlock in 2030:
[http://ibtta.org/sites/default/files/documents/MAF/Costs-of-Congestion-INRIX-Cebr-Report%20\(3\).pdf](http://ibtta.org/sites/default/files/documents/MAF/Costs-of-Congestion-INRIX-Cebr-Report%20(3).pdf)
- Article “Are cyclists good consumers?” (Velo-city Vienna 2013 Conference Magazine, p.60):
<https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008334.pdf>
- Article “consumer behavior and travel choices: A focus on cyclists and pedestrians”:
http://nacto.org/docs/usdg/consumer_behavior_and_travel_choices_clifton.pdf
- Article “PSU research makes connection between bike-friendly and bottom line”:
<http://bikeportland.org/2012/09/20/research-makes-connection-between-bike-friendly-and-bottom-line-77688>
- ECF study “Shopping by bike: best friend of your city centre. Cycling and local economies”:
https://ecf.com/sites/ecf.com/files/CYCLE%20N%20LOCAL%20ECONOMIES_internet.pdf
- Association of town and city management’s website “100 Ways to Help the High Street”:
<http://www.100ways.org.uk/>
- British Council of Shopping Centres brochure: “medium-sized and smaller towns RAISING THE GAME”:
https://www.bcsc.org.uk/documents/get_lob?id=120&age=&field=file
- Research paper “Business Performance in Walkable Shopping Areas” by G. Hack (USA):
<http://activelivingresearch.org/business-performance-walkable-shopping-areas>
- The Economic Benefits of Sustainable Streets: <http://www.nyc.gov/html/dot/downloads/pdf/dot-economic-benefits-of-sustainable-streets.pdf>
- Measuring the Street: New Metrics for 21st Century Streets:
<http://www.nyc.gov/html/dot/downloads/pdf/2012-10-measuring-the-street.pdf>
- Article „The Pedestrianization of Istanbul’s Historic Peninsula - Perspectives from Local Businesses“:
<http://www.wriroscities.org/research/publication/pedestrianization-istanbuls-historic-peninsula>
- TML study for ECF on cycling economy and cycling jobs: <https://ecf.com/sites/ecf.com/files/141125-Cycling-Works-Jobs-and-Job-Creation-in-the-Cycling-Economy.pdf>
- Article “Cycling innovation made in Flanders: Powering growth & jobs”: <https://ecf.com/news-and-events/news/cycling-innovation-made-flanders-powering-growth-jobs>
- British cycling economy (study LSE): <http://eprints.lse.ac.uk/38063/1/BritishCyclingEconomy.pdf>
- EPOMM e-update on “Economic benefits of Mobility Management”:
http://www.epomm.eu/newsletter/electronic/0112_EPOMM_enews.html
- UITP, Public transport: creating green jobs and stimulating inclusive growth:
http://www.uitp.org/sites/default/files/cck-focus-papers-files/fp_green_jobs-EN.pdf
- UITP: Investing in public transport infrastructure as part of the EU package for jobs, growth and investment: http://www.uitp.org/sites/default/files/cck-focus-papers-files/20141121_%20Contribution%20of%20public%20transport%20to%20jobs%20and%20growth-Nov2014L.pdf

7. HAPPINESS

Happiness is a mental or emotional state of well-being defined by positive or pleasant emotions ranging from contentment to intense joy. Happy mental states may also reflect judgements by a person about their overall well-being. A variety of biological, psychological, economic, religious and philosophical approaches have striven to define happiness and identify its sources. Various research groups, including positive psychology and happiness economics are employing the scientific method to research questions about what "happiness" is, and how it might be attained.

The United Nations declared 20 March the International Day of Happiness to recognise the relevance of happiness and well-being as universal goals.

People oriented transport and mobility encompasses both new ways of translating people's (both passenger and freight) needs into mobility solutions and new ways of delivering (co-creating) these solutions. Despite the huge diversity in cultural backgrounds, demographic developments, economic potential and social conditions, neighbourhoods and urban districts could be an appropriate scale to pilot mobility innovations that address some common sustainable urban mobility issues. These could include improving access to mobility solutions, to healthcare, education, jobs and for businesses and sustainable lifestyles; behaviours, reducing greenhouse emissions from mobility, reducing noise, increasing the use of alternative fuelled vehicles and public/shared transport and safety issues. Also, new uses of public space for different mobility users could be developed and tested at neighbourhood level.

Our societies face key challenges in the areas of climate, energy, safety, congestion or accessibility. By providing the right opportunities, and by making the right choices, key mobility challenges can be addressed while people in their neighbourhoods get happier and healthier at the same time. Making the right choices implies however changes in behaviour which is often hard for human beings. To ease these choices, it is important to involve people and to make sure that people will be better off with new solutions.

One of the main drivers for increased well-being is physical social connections. Physical meetings are of crucial importance to improve social interactions, whereas virtual social networks do not seem to have the same positive impacts on well-being. Research has shown an increase in the level of subjective happiness of citizens where public space is reclaimed or redistributed to slow traffic, and space is created that invites and encourages social contact. Such innovations at neighbourhood-level act as growth poles for local development and function as important nodes on an overall city level.

- The Happy City: <http://thehappycity.com/project/the-happy-city-experiment/>
- The World Happiness Report - Professors Jeffrey Sachs, Richard Layard, and John Helliwell (USA): <http://worldhappiness.report/>
- TED talk by [Charles Montgomery](http://tedxtalks.ted.com/video/The-Happy-City-Experiment-%7C-Charles-Montgomery): <http://tedxtalks.ted.com/video/The-Happy-City-Experiment-%7C-Charles-Montgomery>

Five ways to smile ... on the way to school!

Brighton & Hove, United Kingdom, made an animated video with schoolchildren in Brighton & Hove sharing the benefits of an active journey to school. They tell them that walking, scooting, cycling (and even skateboarding) are great ways to help us 'SMILE', improve our mental health and practice the 'five ways to well-being'.

- Five ways to smile: <https://www.brighton-hove.gov.uk/content/health/public-health-schools-programme/five-ways-smile-way-school>

8. MEASURING WELL-BEING

How's Life? describes the essential ingredients that shape people's well-being in OECD and partner countries. It includes a wide variety of statistics, capturing both material well-being (such as income, jobs and housing) and the broader quality of people's lives (such as their health, education, work-life balance, environment, social connections, civic engagement, subjective well-being and safety). The report documents the latest evidence on well-being, as well as changes over time, and the distribution of well-being outcomes among different groups of the population.

This third edition of How's Life? develops our understanding of well-being in new ways. There is a special focus on child well-being, which finds that not all children are getting a good start in life, and those living in less affluent families face more risks to their well-being. The report introduces new measures to capture some of the natural, human, social and economic resources that play a role in supporting well-being over time. A chapter on volunteering suggests that volunteer work can create a virtuous circle: doing good makes people feel good, and brings a variety of other well-being benefits to both volunteers and to society at large. Finally, the report looks at inequalities in well-being across different regions within countries, demonstrating that where people live can shape their opportunities for living well.

How's Life? is part of the OECD Better Life Initiative, which features a series of publications on measuring well-being, as well as the Better Life Index, an interactive website that aims to involve citizens in the debate about what a better life means to them.

- OECD Better Life Index: http://www.oecd-ilibrary.org/economics/how-s-life-2015_how_life-2015-en
- European Commission - What is the 'Beyond GDP' initiative: http://ec.europa.eu/environment/beyond_gdp/index_en.html
- European Commission Communication "GDP and beyond: Measuring progress in a changing world": <http://eur-lex.europa.eu/Notice.do?checktexts=checkbox&val=499855>
- Swiss well-being indicators for 2016: http://ec.europa.eu/environment/beyond_gdp/index_en.html
- International Transport Forum: Cycling, Health and Safety: http://www.keepeek.com/Digital-Asset-Management/oecd/transport/cycling-health-and-safety_9789282105955-en#page_1
- Enchantment engineering and pedestrian empowerment: the Geneva case: http://www.unige.ch/ses/geo/oum/articles/Aberdeen_YWSL_V3_sansimages.pdf

9. GLOBAL REPORT ON HUMAN SETTLEMENTS 2013

Planning and Design for Sustainable Urban Mobility argues that the development of sustainable urban transport systems requires a conceptual leap. The purpose 'transportation' and 'mobility' is to gain access to destinations, activities, services and goods. Thus access is the ultimate objective of transportation. As a result, urban planning and design should focus on how to bring people and places together, by creating cities that focus on accessibility, rather than simply increasing the length of urban transport infrastructure

or increasing the movement of people or goods. Urban form and the functionality of the city are therefore a major focus of this report, which highlights the importance of integrated land-use and transport planning.

- UN-Habitat – Global Report on Human Settlements 2013:
<http://mirror.unhabitat.org/pmss/getElectronicVersion.aspx?nr=3503&alt=1>

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