
6 BETTER MOBILITY, LESS TRAFFIC

We recognize the interdependence of transport, health and environment and are committed to strongly promoting sustainability mobility choices.

Mobility and transport is a crucial point in our towns and cities. Transport impacts directly on local greenhouse emissions and on health and local authorities need to consider solutions to these problems. Local authorities have the capacity to define and influence modes of transport due to their responsibilities in areas such as planning, and public procurement.

We will therefore work to:

- 1. reduce the necessity for private motorised transport and promote alternative accessible to all.**
- 2. increase the share of journeys made by public transport, on foot and by bicycle**

An integrated transport strategy is critical for the future sustainable development of towns and cities. [Centre for the Study of Urban Planning \(CERTU\)](#) one of the most important research centres in Europe on mobility states that the proportion of private cars to citizens is continuously increasing and consequently there are problems of traffic congestion, pollution, health, noise, and occupation of public spaces. Today, in our congested cities, to use a private car is synonymous with less quality of life, both at the level of the individual and at community level. For an individual citizen private transport involves financial cost, but a cost in time (as more people live at a distance from their work) and a reduction in quality of life. Initiatives have been undertaken in some cities, for example the congestion charging scheme in [London](#).

When local governments consider ways to manage transport flows in their physical structure they need to start from the priority of quality of life and consider the negative economic impacts of an ineffective transport strategy, such as the municipality becoming unattractive for businesses to locate to.

Municipalities have to develop an integrated transport model which combines different modes of public transport in a transport intermodal strategy. In this sense the municipality have to design bus lines that will cover the attraction points – or destination points – and to organize the use of the public space in order to prioritize buses and other public mobility services. It is necessary to combine regulatory transit strategies for example to implement more pedestrian zones in the historic town centre as a priority and in surrounding areas set in place regulation of operational loading and unloading only and emergency services. In the short term the most important problem for the municipality is to convince shop owners that private car restriction is not a measure against their activities, but, citizens, as pedestrians, will spend more time and money in these areas. The municipality can make agreements or partnership strategies with the private sector to promote other transport alternatives such as carsharing, car-pooling, or collective transport based on [shuttle services for different industries in the same area](#).

In the short and mid-term the municipality should develop an educational campaign in order to raise awareness in their citizens about the kind of transport solutions to be implemented. One good example is the [European Mobility Management Day and their guidelines](#) to organize it. In addition it is important to design an accessibility plan to detect and solve the barriers (physical or a perception about danger and insecurity) to foot and bicycle journeys. This will help to encourage citizens to go by foot or bicycle.

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3. encourage transition to low-emission vehicles

Vehicle emissions are one of the most important contributors to greenhouse emissions and consequently to climate change. For many years, unleaded petrol, vehicular traffic regulation, and more efficient vehicles have helped to decrease emissions and their noxious effect, but will not sufficiently reduce global emissions from transport.

The integrated transport strategy will include policies for using more efficient vehicles and technologies (e.g hybrid vehicle), less polluting forms of energy and renewable energies. The case of [Vaxjo \(Sweden\) and their Comprehensive Fossil Fuel Reduction Program](#) is of interest in this respect. Local authorities should combine these aspects with public transport promotion, regulatory private vehicles schemes (e.g. bicycles) and in their mobility plan.

The local authority can implement short-term actions in the area of low-emission vehicles. Until recently encouraging transition to low-emission vehicles has been difficult due to market rules, however local governments can introduce fiscal incentives to promote end-use energy efficiency and renewable energy in private cars, educational campaigns, vehicle control campaigns in order to detect technical faults engines in cars, and regulatory campaigns in specific transport sectors e.g. in taxis. In the long term, the local authority can introduce energy efficient public transport vehicles, such as the scheme for [buses with natural gas in Barcelona](#) (Catalonia-Spain), or vehicles with renewable energies or less pollutants. Other actions will be for example the building of infrastructure to support electrical vehicles charges.

Due to the linkage between energy and mobility it will also be useful to consider AC 3 and AC 4, and also AC 10. These Commitments define, the following steps: reduce primary energy consumption and increase the share of renewable energies, avoid unnecessary consumption, and improve end-use energy efficiency, improve air quality.

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4. develop an integrated and sustainable mobility plan.

A sustainable mobility plan is probably the most effective tool to put our towns and cities in a sustainability mobility scenario. To implement a sustainable mobility plan, local authorities have to consider which are the mobility flows in the municipality and which are the principal “hot spots” or attraction points in the city (for different activities such as economical, educational, housing, leisure and shopping). To identify how people make the journey to these hotspots or attraction points (by car or bus, bicycle, on foot) is the key to detect mobility problems (such as congestion) and define a future strategy on mobility. Local authorities should make an accurate periodical survey – with a spatial and representative dimension in order to define, model and regularly evaluate mobility problems.

If the local authority had previously planned the future development of the municipality in order to define the different city functions and the location of these, it is then possible to compare this with the mobility analysis and detect any problem areas. The recommendation is to incorporate the sustainable mobility plan into the city development master plan.

In regenerating derelict or disadvantaged areas local authorities should look for a mobility agreement between all relevant stakeholders in order to define and implement mobility actions. Many of the actions included in a sustainability mobility plan will be implemented by the council, due to their complexity. In the regeneration of areas it is possible to use different spaces to promote pedestrian zones or to reduce road transport with regulatory rules with priority given to public transport, emergency support services, economic activities and residents. See the example of [Terrassa \(Catalonia-Spain\) mobility master plan](#).

In the modal integration transport plan, it is important to co-ordinate charges for travel with other neighbouring local authorities. For an example of this see [REal COst Reduction of Door-to-door Intermodal Transport \(RECORDIT\)](#).

This commitment is linked with AC 3 and AC4 in terms of improving soil quality, preserving ecologically productive land and promoting sustainable agriculture and forestry, and with AC5 on planning and design.

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5. reduce the impact of transport on the environment and public health.

Traffic flows produce a negative impact on health due to their pollutants and noise impacts. The [INTEGAIRE project](#) on air quality and mobility provides guidance to manage these two issues.

In the mobility strategies it is important to consider the monitoring of traffic flows, in particular places and under different climate conditions. A further element is the impact of car use on individual health. The [European cycle route network](#) provides a useful example of how to promote other forms of travel.

The mobility plan should consider traffic flow, in relation to employment and local amenities in any new development or restructured areas. A good example in this area has been the mobility management for hospitals ([Mobils project](#)).

Responsibility for climate protection is directly linked with transport and its greenhouse emissions. Energy consumption and pollutants have a negative impact on the environment, in addition to climate change, for example, in the green areas of a locality.

The ideas exposed in the previous sub-commitments can help in this objective. In the short term it is possible to introduce traffic regulation to decrease energy consumption, however the crucial point is to reduce transport congestion in order to achieve effective greenhouse reduction emissions and reduce the environmental impact.

This Commitment is linked with AC7 (Local action for health: Protecting and promoting the health and well being of our citizens. This states that local governments need to “mobilise urban planners to integrate health considerations in their planning strategies and initiatives”.

To find further Resources relating to Aalborg Commitment 6, click here:

http://www.localresources21.org/theme_matrix.php?t=6