

Strasbourg

2013 SUMP Award: Finalist factsheet

Local Transport facts

Name of the authority: Urban Community of Strasbourg, FR

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Size of City/Town: 456,000 inhabitants (central Strasbourg: 264,000 inhabitants)

Traffic volume: 154,300 vehicles/day (2012)

Land area: 306 km²

Population density: Strasbourg: 3473 inhabitants/km² (2010)
(Urban Community of Strasbourg: 1491 inhabitants/km² (2010))

Urban transport policy objectives of the city:

The reintroduction of a modern tram system in the 1990s initiated Strasbourg's path towards sustainable urban mobility. In addition to the construction of an interconnected public transport system was the development of cycling infrastructure to recover from a drop in cycling that occurred in the 1990s (from 8% to 6% of modal share between 1988 and 1997) back to 8% in 2009.

The first Urban Mobility Plan was drawn up in 2000 with a focus on the city centre. With changes in mobility patterns, new objectives were set within the revised and present Urban Mobility Plan in 2012, defining targets for 2025 and the following key objectives:

- Reduce the use of the car through ambitious modal share objectives for active modes (walking 36%, cycling 16%).
- A 30% reduction in driven mileage relating to the Urban Community of Strasbourg (calculated in vehicle-km)
- Traffic reduction on the A35 and along the "Route du Rhin"
- Reliable journey times for all modes of transport
- The use of active modes must contribute to 30 minutes of daily physical activity

The local Pedestrian and Bicycle Master Plans help the implementation of some of the SUMP's key objectives and aim to double cycling by 2025. Strasbourg has implemented a street code aimed at giving over a larger proportion of public space to non-motorised and active transport modes, such as cycling and walking.

The street code explores new ways of thinking about how urban public space is shared, by exploring a new balance in favour of pedestrians and cyclists. It began at the end of 2008 with the first "Street Code" meetings of the working group. These resulted in six strong actions:

1. Road network classification, in order to reach a balanced share of public space between each different modes



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2. "Zones de rencontre" or low traffic zones, areas open to every mode, pedestrian has priority over all others modes
3. The Pedestrian Plan, voted in 2012 by Urban Community of Strasbourg
4. School mobility and security around schools in order to reduce the speed or close the traffic (momentarily or definitely) around schools
5. Trials and new tracks for example the "turn to the right" for cyclists.
6. Deliveries: to promote non-polluting modes of delivery

Strasbourg's integrated its mobility policy into urban policy: "urban planning" as well as "housing" were policy fields fully taken into account when drafting the Urban Mobility Plan (in the same way Strasbourg's local housing plan included transport requirements when drawing up urban planning priorities).

The role of social, environmental and economic policy criteria in the city's SUMP:

1. Commitment to sustainable mobility principles

Strasbourg's Urban Mobility Plan promotes sustainable mobility as it incorporates multimodal transport through the whole of the Urban Community of Strasbourg, in accordance with economic, social and environmental needs:

To help drive economic development Strasbourg's Urban Mobility Plan is aligned with the "Eco-2020" roadmap and commits to provide reliable journey times for trips in and out of the city for both individual and goods vehicles. In 1998, Strasbourg set up a commuting scheme for its employees and advises local companies how to do so too.

The 'affordable fare structure' ensures access to public transport services for each household according to each household's individual financial situation, while Strasbourg also made significant efforts to enable people with reduced mobility to use public transport since signing the "Ville et Handicap" charter in 1990.

To cut emissions, Strasbourg focused its efforts on its bus and tram rolling-stock and the introduction of alternative fuels (two thirds of trips are made using electric powered vehicles, one third by buses, of which two thirds are gas-powered).

2. Territorial Integration

The Urban Mobility Plan covers the whole of the Urban Community of Strasbourg, a total of 28 municipalities. Actual mobility patterns were analysed to set out the functional area of the Urban Mobility Plan. In addition, the Urban Mobility Plan factors in cross-border aspects and includes initiatives carried out with Kehl, Strasbourg's German neighbour.

An example for a measure relating to neighbouring authorities is the extension of tram line D to Kehl railway station in Germany, an initiative jointly conducted by the Urban Community of Strasbourg and the German district of Kehl. When completed in 2015, the line extension will offer a direct link between Strasbourg city centre and Kehl and will facilitate commuting from the German side to Strasbourg.



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3. Sectoral integration

Many aspects of Strasbourg's Urban Mobility Plan interrelate with other fields of competence at state, regional and local level. Within the Urban Community of Strasbourg, the city's transport department worked with 12 different departments to develop the Urban Mobility Plan, incl. health, economic development, urban ecology, land use planning, local democracy and proximity, as well as with other partners such as the Chamber of Commerce and Industry.

In order to reach common goals, the various departments regularly held joint meetings, organised workshops and informed each other thanks to newsletters. On a case-by-case basis specific meetings are set up to gather other stakeholder's opinions and to involve them throughout the project implementation process. Validation meetings are held to formalise certain points in projects and to move ahead in the right direction. Steering Committees provide political input in the decision-making process.

Measures that relate to other policy fields include for example the Atmosphere Protection Plan, the Air Energy Regional Climate Programme, the Territorial Coherence Plan, the Mobility Pass, the Health Plan and the Intercommunal Local Development Plan.

Jury Comment

Strasbourg has demonstrated strong commitment to sustainability principles within its transport planning. All three dimensions of sustainability – social, environmental and economic – are translated into actions and Strasbourg emphasises (among other things) the often neglected social dimension in transport through advanced and ambitious public transport ticketing systems. Channels have been established to engage with other departments locally, regionally and nationally to work jointly on aspects of Strasbourg's Urban Mobility Plan that interrelate with other policy fields. Strasbourg demonstrates strong territorial integration to which the cooperation with the German city of Kehl is an additional component.

Concrete measure, example 1: Fair and affordable public transport fare structure

Beginning and end date:

Affordable fares are one of the initiatives taken by the community to enable each and every one of its citizens to use public transport. The new fare structure was introduced by the City and the Urban Community of Strasbourg on 1 July 2010 in order to promote fairness and solidarity, while encouraging sustainable development. The Urban Community of Strasbourg has overall responsibility for transport and it set out a fare structure designed to bring public transport within the reach of all its users. The affordable fare structure was approved by the Community Council on 7 May 2010, following a wide consultative process with the city's inhabitants.

Description of the activity:

Public transport fares are now based on actual household composition and financial resources and on the family quotient as set out by the French family allowances (CAF) fund. This quotient factors in individual household earnings, including wages, family allowances and benefits. The total is then divided into parts.

This fare structure sets out to be:

- fair and affordable: it allows for each household's individual financial situation
- supportive and responsible: as the fares are tailored to financial resources they allow each user to make an affordable contribution to the cost of public services;
- simple and sustainable: the fare structure is straightforward and easy to understand



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The new fare structure opens up the transport system to jobseekers and helps attenuate the threshold effects through fares based on revenue levels. Results after the first 2 years of operation show that reduced-rate season tickets account for some 60% of all season tickets.

Outcomes, findings and results:

A fair and affordable public transport fare structure has an important role in the development of use and attractiveness of the public transport system. On the 10th of December 2013, for the fourth consecutive year, Strasbourg city was rewarded for its global mobility policy and included on the mobility Prize list of "Ville, Rail et Transports". Increased attendance, fare and ticketing structures NFC, extension of public transport system, arrival of a bus rapid transit service but also fair and affordable public transport fare structure; thanks to the dynamic public transport system in Strasbourg, the city won the bronze medal.

The public transport system evaluation shows relevant results from 2009 until 2012:

- A 20.2% increase of the number of subscribers of which 54,6% benefit from a 50,75 or 90% reduction thanks to the fair and affordable public transport fare structure;
- A 19.5% increase of trips by year with 113.9 million trips in 2012;
- A 16% increase of revenue from clients with 42 million Euros in 2012.

Concrete measure, example 2: The Health Plan

Beginning and end date:

This approach was initiated in 2008 with the nomination by the President of the Urban Community of Strasbourg, of the Vice-President of the CUS, in charge of Health. Administrative services have been organized accordingly. In 2009, the diagnostic phase began in collaboration with the 28 communes of the CUS. This diagnostic has been the base of the elaboration of health policy, his strategic orientations and of the actions plan 2012-2014.

- The 27th May 2011 and 23rd June 2013 : Public presentation
- 2012: Elaboration of the actions plan, validation of the actions plan in the Community Council of the 27th October 2013
- 2012: begin of the implementation of the actions plan
- End of 2013/begin of 2014: Interim evaluation. Results the 6th February 2014.
- End of 2014: End of the actions plan. Revisions and updating at the end of 2014-2015.

Description of the activity:

Health is currently a prime concern of people within the Urban Community of Strasbourg. While healthcare is of major importance, prevention, the environment and living conditions are also key factors for people's health; policies such as urban planning, transport, the environmental sustainability and noise management have direct or indirect effects on people's health.

The Urban Community set up a special health education unit in 2003 and, in 2008, made health a central component of its policy, with the rollout of the health plan and the appointment of a vice president in charge of health for its implementation.

The health plan is based on three development paths:

- Fostering inter-municipal cooperation to set out public policies
- Making health a focal point for the development of lifestyles and the urban environment
- Providing solutions in line with the diverse nature of the population and seeking to reduce social and territorial inequalities with regard to health.



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Outcomes, findings and results:

An evaluation process is underway since the end of 2013; the results will be presented in the evaluation committee in February 2014. It takes the form of interviews with representatives from the different municipalities and of an enquiry questionnaire sent to 4505 agents. It aims at evaluating agents' mobilisation on health issues on daily missions and work (strategic challenge: health integration in community's different public policies). On the basis of the outcome of this evaluation, proposals will be put forward by the end of 2014. The health plan will be revised to allow for an assessment.



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