



Handbook



European Info Point
EUROCITIES
1 Square de Meeûs
1000 Brussels
BELGIUM
Tel.: +32 -2- 552 08 66
Fax: +32 -2- 552 08 89
info@mobilityweek.eu
www.mobilityweek.eu

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WHY THIS HANDBOOK?

The Handbook aims to provide useful information and advice for local authorities participating in the **European Mobility Week** (EMW) initiative and in its **Car-Free Day** (CFD) event. It will present the minimum requirements that need to be fulfilled to be able to register officially (online) for the EMW. The basis for this guide are the experiences of European cities that organised the EMW in its previous editions and the Car-Free Days, the specifications laid out in the EMW Charter as well as the recommendations provided by the European and international partners of the EMW initiative.

This Handbook gathers valuable ideas and information for the organisation of activities as well as on which permanent measures could be implemented and promoted. Furthermore, one chapter focuses on the EMW Award to prepare local coordinators at an early stage to consider participation and shape activities according to the EMW Award criteria.

Local authorities should take these guidelines into account when organising their EMW, but are free to adapt them to their local context. The information included here is not exhaustive, new ideas developed during the forthcoming events will complement this Handbook in due course and will be made available on www.mobilityweek.eu. A wealth of innovative, inspiring campaign activities can also be found in the annually published Best Practice Guides which are uploaded on the 'Resources' section.

Please note that each European Mobility Week focuses on a particular topic relating to sustainable mobility, the so-called focal theme. The supplementary Thematic Guidelines are also aimed at local EMW coordinators in cities and towns and concentrate on the annual focal theme; they are published every year. This publication provides background information specifically on the theme, which can be used in local promotion and media activities for instance. The Thematic Guidelines are available for download on the EMW website.

Brussels, March 2014

WHY A EUROPEAN MOBILITY WEEK?

Following organisation of two successful Car-Free Days in the whole of Europe, the year 2002 marked the start of a new initiative: the European Mobility Week!

FROM THE CAR-FREE DAY ...

Former European Commissioner for Environment, Margot Wallström, established the Car-Free Day as a European initiative in the year 2000. It serves as an opportunity for participating cities to show how environmental issues concern them. For one day, i.e. 22 September, local authorities can present their urban centres in a different light and implement key actions aiming at restricting motorised traffic in certain areas, encouraging the use of sustainable modes of transport and raising awareness on the environmental impact of citizens' modal choices.

... TO THE EUROPEAN MOBILITY WEEK

The European Mobility Week has been held from 16 to 22 September every year since 2002 and is dedicated to sustainable mobility. The European Mobility Week gives the opportunity to initiate a wide range of activities and offers a platform for local authorities as well as organisations and associations to:

- Promote their existing policies, initiatives and best practices related to sustainable urban mobility.
- Contribute to raising awareness among citizens on the damage that current urban mobility trends cause the environment and the quality of life.
- Establish performance partnerships with local stakeholders.
- Participate in a Europe-wide campaign sharing a common goal and a common identity with other towns and cities.
- Emphasise the local commitment to sustainable urban transport policies.
- Launch new long-term policies and permanent measures.

WHAT IS THE EMW ALL ABOUT?

The European Mobility Week represents a perfect opportunity to present sustainable alternatives to European citizens, explain the challenges that cities and towns are facing in order to induce a change in behaviour, and make progress towards a more sustainable transport strategy for Europe. The campaign aims to influence mobility and urban transport issues in the long-term, as well as to improve health and the quality of life of European citizens.

The EMW gives people an opportunity to think about what our urban streets are really for and to debate concrete solutions for tackling challenges such as air and noise pollution, congestion, traffic accidents and health problems. Local authorities are encouraged to organise awareness-raising activities around given topics and a theme, as well as to launch permanent measures that will improve the situation of sustainable transport in their city.

Municipalities are strongly encouraged to use the EMW as a tool to develop their planned actions and to test new transport measures with their citizens. The EMW also offers a good opportunity for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions for reducing car use and emissions, and test new technologies or planning measures.

PARTNERSHIPS FOR SUSTAINABLE MOBILITY

No local authority can achieve sustainable mobility on its own. It is a lengthy process that requires not only political support but also committed partnerships. This is why the European Mobility Week encourages local authorities to enter such partnerships and involve local actors as much as possible. Each local authority should seek out local partners who are relevant to the different events and coordinate the preparation of the EMW in close cooperation with them.

Therefore, municipalities should establish partnerships and cooperation with local stakeholders such as (public) transport organisations, environmental, health and sports associations, local companies (including their external contacts, i.e. clients, suppliers, partners) and the (local) media, etc.

Companies are often interested in participating to show that they are accepting their responsibility to counteract climate change and promote clean air, taking care of the community and of the health of their employees. Ultimately, a company's image can be improved by being associated with a European campaign aiming to improve health and the environment. Local authorities should use these points to get more partners on board.

The EMW consortium is following the same approach at the European level, establishing a European Mobility Week Pledge that was signed by some 20 European and international organisations. These organisations officially expressed their support for the initiative. The EMW is therefore a suitable context for European and international stakeholders to work together towards the same goal: the achievement of sustainable urban mobility.

SUCCESSFUL EDITIONS OF THE EUROPEAN MOBILITY WEEK

European Mobility Week was an immediate success: more than 400 local authorities from 23 countries already took part in the very first year. Awareness of the initiative has grown year on year, and public opinion is very favourable, with more than 80% of those interviewed expressing their support. Most people also recognise the value of the European Mobility Week as a campaign to highlight excessive car use in cities, and the vast majority would like to see the event take place more frequently.

HOW TO PARTICIPATE?

Any city, town or local authority is invited to participate in the European Mobility Week – even those outside Europe! As long as a municipality organises an event or activity relating to sustainable mobility within the framework of the EMW, the (online) registration will be approved.

To denote the EMW as a top priority, and with this demonstrate the efforts a city/town is undertaking to support and promote sustainable mobility, the EMW Charter (available at www.mobilityweek.eu) can be signed by a (lord) mayor and the following criteria selected:

- Organising a week of activities, taking into account the year's focal theme.
- Implementing at least one new permanent measure which contributes to modal transfer from the private car to an environmentally sound means of transport.
 - Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport, e.g. road closure, wider pavement, new cycle or bus

lane, new traffic calming scheme, lower speed limit (permanent measures implemented earlier that year are also eligible on condition that they are promoted or inaugurated during EMW; see also section “Built to Last: The Permanent Measures” in this Handbook).

- Organising the Car-Free Day, i.e. setting aside one or several areas that are reserved solely for pedestrians, cyclists and public transport for at least one whole day, i.e. 1 hour before to 1 hour after normal working hours.
 - CFD should preferably be held on each 22 September.

Those local authorities committing to all three of the above criteria will become *Golden Participants* and are eligible to apply for the EMW Award (see also “The EMW Award” section in this Handbook).

The European Charter needs to be submitted to either your national coordinator (if there is one) or to the European coordination.

HOW TO REGISTER?

To officially register for the EMW and therewith be visible on the EMW website for millions of people throughout Europe and worldwide, the online registration form has to be completed on www.mobilityweek.eu. Submission is possible in around 10 different languages.

To complete the registration form for local authorities, the following information should be provided:

- Name, position and contact information of the main person in charge of the EMW within the municipality as well as in charge of media enquiries.
- Actions/events (relative to the year’s theme) organised for the EMW and the according programme.
- List of permanent measures to be implemented this year.
- Information about the zone(s) restricted to private cars.

Upon completion of the online registration, the national or European coordination will validate the submission. Once approved, an automatic confirmation email will be sent. Only after this will the city’s activities be published online in the “Participating Cities” section. Login details for the *Partner Area* on the website will be provided together with the confirmation email. In the partner area, the municipality is able to update the information provided (e.g. allowing changes to the programme).

THE EMW AWARD

The European Mobility Week Award seeks to reward local authorities' activities within the framework of the EMW. The EMW Award aims to promote experiences and successes in organising the campaign, and to raise awareness for the need of local and individual action in the field of sustainable urban mobility. The finalists are celebrated at a prestigious ceremony in Brussels each year and showcased in EMW publications. The winner of the EMW Award will also be awarded a free video to promote its achievements as a champion of sustainable urban transport in Europe.

ELIGIBILITY CRITERIA

Local authorities are eligible to enter the EMW Award scheme if they:

1. have registered their activities online at www.mobilityweek.eu AND
2. have submitted the signed EMW Charter AND
3. are “Golden Participants”, i.e. fulfilling all three criteria of the EMW Charter AND
4. are situated in the EU-27, EU candidate countries, potential EU candidate countries that are part of the Stabilisation & Association Process (SAP), European Economic Area countries (EEA), or European Free Trade Area countries (EFTA).

These countries are:

Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo under UNSCR 1244, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom.

EVALUATION CRITERIA

An independent jury, usually consisting of around five experts in the field of urban mobility, will evaluate the applications. Key criteria include:

1. The quality of activities taking up the focal theme of the EMW.
2. The comprehensiveness of the action plan for events, individual activities and the involvement of citizens.
3. The strategic approach to communicating and promoting the EMW to the citizens and the media.
4. The innovativeness of the permanent measure(s) implemented on the occasion of the EMW, regarding its/their public awareness-raising impact and its/their effectiveness in terms of sustainable mobility.
5. The quality and scope of the partnerships with local stakeholders for organising the EMW.

APPLICATION PROCEDURE

Local authorities wishing to apply for the EMW Award are invited to:

1. Complete the application form in English (maximum 20 pages), providing details about the local authority, EMW events and activities, alternative transport modes and implemented permanent measures as well as the nature and contributions of local partners.
2. Submit the application form via email - together with a digital copy of the signed EMW Charter and a map of the area that was closed for motorised traffic during Car-Free Day - before 1 November each year to the European Info Point.
3. Provide supporting materials: communication aids and tools, press clippings, CD-ROMs and DVDs with videos and images (preferably in high resolution) can be sent by normal post and should arrive before 15 November each year.

The application form will be made available online in due time.

AWARD CEREMONY AND PRIZE

The EMW Award ceremony is held in Brussels each year, usually in March, in the presence of the European Commissioner for Environment. The winning local authority will be awarded a free promotional video (a clip in English and the native language of up to three minutes in length) to showcase its achievements as a champion of sustainable urban transport in Europe.

Please refer to www.mobilityweek.eu for further information.

ACTIVITIES FOR 7 DAYS DEDICATED TO SUSTAINABLE MOBILITY

As indicated in the European Mobility Week Charter, cities and towns can organise a week of activities on specific topics related to sustainable urban transport from 16 to 22 September.

The European coordination together with the European partners has developed a broad spectrum of suggestions for local activities, building on the local experience gathered in previous years.

The three main sustainable means of transport including the links between them (intermodality) will naturally form the basis of the majority of activities. So in the following sections, you will find proposals for activities with useful advice on:

- | | | |
|---------------------------|-----------------------|------------------|
| → Public Transport | → Cycling | → Walking |
| → Mobility Management | → Responsible Car Use | → Leisure |
| → Shopping | → Mobility & Health | → Greenways |

In order to prepare an interesting seven-day programme, cities and towns can organise additional Car-Free Days, or focus on any other thematic event which may be more relevant in the local context.

THE LAUNCH OF THE EUROPEAN MOBILITY WEEK

Public and media events on the first day of the European Mobility Week – 16 September – represent a perfect opportunity to launch the EMW by:

- Introducing special offers such as a “European Mobility Week Ticket” with special fares on the public transport network for the whole EMW.
- Offering additional services (higher frequency, specific offers, shuttle services, etc.) as well as information provision services (maps, door-to-door travel advice, special municipal newsletter edition, etc.).
- Promoting intermodality by creating links between the individual modes addressed during the EMW.
- Rewarding those who leave their car at home for the EMW, interviewing them so they can explain what alternative transport methods they chose and how it worked in practice.
- Launching the permanent mobility measures the city has planned within the framework of the European Mobility Week

PUBLIC TRANSPORT

Using public transport to satisfy mobility needs is certainly a central theme of the European Mobility Week. Public transport should be synonymous to freedom and fundamental for good mobility in urban areas.

All public transport actors in the European Union will be able to use the EMW as an opportunity to promote intermodal solutions and to give clear information on how public transport connects with other modes, proving that it can offer an excellent alternative to using private cars.

The following are a set of possible actions that should help encourage participation in the European Mobility Week, and give ideas on how to successfully organise events dedicated to public transport in particular. All actions should draw attention to the importance of public transport and its interchange with other forms of travel in order to improve the quality of mobility. They aim to draw the attention of media such as TV, radio and newspapers to the messages of the European Mobility Week.

CLEVER COMMUTING

With topics ranging from availability and quality of public transport to companies and administrations, to the promotion of (new) offers of public transport and specific sites, to accessible information about public transport, to work or financial incentives for the use of public transport.

- Negotiate with public transport operators stops near to the site.
- Give financial support for public transport (rebated passes, reimbursement).
- Provide guaranteed lifts home for car poolers and public transport users in case of emergencies.
- Introduce special offers like an EMW ticket with special fares on the network for commuters for the whole week.
- Provide information about public transport and other sustainable modes on the intranet.
- Organise personalised travel advice.
- Offer after-work drinks at nearby bus stops or on the bus itself.
- Promote planned actions on highly frequented public transport routes.
- Set up a commuter challenge between most popular means of transport (car, public transport, cycling and walking).
- Promote intermodality by creating links between individual modes addressed during the EMW.
- Arrange a debate between public transport operators and civil servants to discuss how the use of public transport could be increased and what the positive effects would be for the different parties.

INTERMODALITY

Combine measures to promote cycling and public transport such as:

- Allowing bicycles on public transport vehicles at off-peak times.
- Building new bicycle racks at interchanges and public transport stops to encourage people to use a bicycle to reach the nearest public transport connection.

This can increase the attractiveness of public transport – see table:

	Average speed	Distance covered in 10 mins	Catchment area
Walking only	5 km/h	0.8 km	2 km ²
Cycling	20 km/h	3.3 km	32 km ²

- Car pooling and car sharing: inform existing public transport passengers on how they can take part in any existing schemes, or introduce new ones, promote car pooling with privileged parking at interchanges to act as a feeder to public transport services.
- Introduce on-demand taxi sharing from public transport interchanges.
- Introduce trans-modal information systems e.g. train staff providing information on buses and vice versa.

ACCESSIBLE PUBLIC TRANSPORT

Accessibility for disabled people and persons with reduced mobility is an important topic to promote public transport. Access to transport is not only a right and a necessary prerequisite to ensure social inclusion; accessible transport is also comfortable, high-quality transport for everybody. Experience shows that the number of non-disabled passengers actually increases when public transport is made more accessible.

- Set targets for adapting bus stops to improve access and narrow the gap between the sidewalk and the bus step height.
- Set up bus stops near company sites to facilitate access.
- Prepare and implement a disability awareness and disability equality training seminar for drivers and transport service providers, in close cooperation with representative organisations for disabled people.
- Introduce timetables and other important information relating to the transport in accessible formats, such as large print, Braille, easy-to-read and audio formats.
- Set targets to adapt/install infrastructure increasing access to public transport (low-floor buses, accessibility for wheelchairs, prams and trolleys, lifts, ramps, seating, ticket machines, etc.).
- Ensure that disabled people can easily obtain information about the level of access of a certain mode of transport (through accessible websites, mobile applications, telephone, leaflets, etc.)
- Organise a local meeting to discuss and draw up an accessibility plan as well as its implementation.
- Arrange a discussion breakfast with disability organisations to assess how to solve accessibility problems at the urban level.

SAFETY

- Confirm the good safety record of public transport with the media, e.g. UITP has the following statistics that can be put in relation to local figures:
 - Traffic accidents kill over 27,000 people in Europe every year.
 - There is a direct relation between the number of people killed on the roads in towns and the number of journeys made by car. In towns with well-developed public transport systems, the numbers are half that of towns in which almost all the journeys are undertaken by car.
 - Traffic accidents are the top cause of death for young people aged 1-25 in European Union countries.
- Present the appointment of new security or information agents on the network.
- Provide safe and attractive walking routes to stops.

PASSENGER INFORMATION

- Introduce a new style of timetable, internet service or mobile application.
- Open a mobility centre or other multimodal information services providing information on *all* modes of transport, timetables, access reports, etc.
- Use the EMW to find out what customers think of your services.

COMMUNICATION WITH CUSTOMERS & STAFF

The staff must be well informed for the entire EMW to be successful. If the network is already at full capacity, use the EMW to inform passengers on what you are planning to do to improve this, or when new improved vehicles will begin service. The EMW can be used as an information campaign for both passengers and staff. Activities could include:

- Offering visits to the public transport company control office – explanations of control over frequency, speed and route networks, which are the main elements that define a convenient service.
- Staging an exhibition, organising a demonstration or circulation of innovative public transport equipment or prototypes on regular routes.
- Explaining any disruption due to new lines being built or visit a metro/ tramway worksite.

CYCLING

The European Mobility Week is an excellent opportunity for all actors to join forces and learn about the integration of mobility policies. Cycling relates to all aspects that make a “liveable city”. Bicycles save space and energy and cause neither noise nor air pollution. They contribute to sustainable mobility and public well-being, are efficient and healthy. All the cities participating in the event will be motivated to learn and take action, making the EMW a stepping stone for bicycle usage in the city.

All proposals for activities listed here are to draw attention to the importance, potential and benefits of cycling. These include improvement of the public transport chain (train, bus, tram, underground) and considerable increases in the accessibility and effectiveness of both of these modes of transport, and should therefore receive adequate attention.

CYCLING & CLEVER COMMUTING

The following issues could be addressed: bicycle infrastructure in the workplace, bicycle theft, safety of cycling to work and incentives to promote cycling to work.

- Set up a booth/information bicycle point, in a busy, highly-frequented area of the city hall that is accessible to both staff and public.
- Set up a “parenting” scheme several weeks in advance, involving volunteer civil servants and an experienced bicycle user. The new “cyclist” would cycle to the workplace with his or her “parent” and the pair could then be interviewed about the experience (press release, newsletter, website) during the EMW.
- Organise a “Bike to Work” day, offering all kind of incentives for commuters to use a bicycle for their daily journey.
- Organise a “Commuter’s Challenge” between the most popular means of transportation (car, public transport, motorbike, walking, cycling) to show that cycling is not only the cheapest, best for the environment and healthiest method, but most of the time also the fastest!
- Offer a breakfast for people cycling to work.
- Hold a fashion show for cycling clothes; develop company-specific cycling kits (raincoat with company logo, etc.).
- Present bicycle-friendly companies with a designation or award.
- Distribute information on safe cycling routes to work (in cooperation with the local police or traffic planning department).

BICYCLE INFRASTRUCTURE

- Set up a bicycle information point or stand to give direct information to employees, homeowners, visitors, etc.
- Develop partnerships with companies to provide changing and shower facilities for cyclists.
- Implement safe and sheltered bicycle parking facilities.
- Purchase bicycles for a public or company bike pool.
- Install a public bicycle repair service.
- Relocate bicycle parking to the entrance of the public administration buildings, offices, companies, shopping centres, etc.

“TRY OUT AND BECOME AN EVERYDAY CYCLIST!”

- In cooperation with your local bicycle association, organise a seminar or stand informing and advising citizens on what to do if they want to switch from using a car to using a bicycle as a mode of transport (giving special attention to those who live up to 5 km from their workplace).
- Organise a fashion show for cyclists or an exhibition of bicycle prototypes and old bicycles.
- Ask your local bicycle association, bicycle hire services, stores and companies specialising in sports products to offer repair shops and maintenance checkpoints for bicycles.
- Ask your local bicycle association or the police to postcode bicycles against theft.
- Invite citizens to participate in an “Everyday Cyclist Tour”: Ask participants to fix a poster on their back indicating the distance they cover everyday by bicycle. All the posters will be shown to the public in an exhibition at the end of the tour.
- Set up a cycling incentive programme in cooperation with local shop owners

WALKING

The following sets out a menu of actions that national and local governments may wish to consider in order to draw attention to the importance of walking as a means of travel and to the need to make streets more liveable and accessible. The proposed activities concentrate on actions that can be organised quickly and that lack physical permanence – although it is intended that they will leave an impact on people’s minds.

Most of the actions set out below do not require lengthy or costly preparation, but are aimed at attracting the attention of the media (TV, radio and newspapers) on the messages of the European Mobility Week.

WALKING & CLEVER COMMUTING

- Encourage companies to provide staff who walk to work with breakfast (or some other reward).
- Persuade company management to reward staff who walk to work with monetary incentives or an additional two minutes of annual holiday entitlement (two minutes a day equals 10 hours per year – or an extra day's holiday – for someone who walks to work every day) for instance.
- Suggest to companies that they give a present to street cleaners who maintain the pavements and areas immediately outside their buildings.
- Advise companies on how to change the design of their car parks to give pedestrians priority or to make the area more pedestrian-friendly.
- Have the chief executive take a walk in the streets around the company's building(s) and to nearby bus stops and stations to assess accessibility for pedestrians.
- Work with a group of companies to start carrying out regular joint graffiti removal projects in their neighbourhood.
- Distribute information on safe walking routes.

LIVING STREETS

- Arrange for the mayor or council leader(s) to explore some part of the town or city on foot to assess potential problems such as physical barriers, cracked pavements, illegal parking, rubbish dumping, etc. and work on how to solve them.
- Organise a 'Parking Day' and invite citizens to make creative use of parking spaces.
- Plant trees in a less attractive street (since planting is usually done in the winter, it may be that only the preparations for planting will be practical at the time).
- Inaugurate a new 20 mph/ 30 km/h zone with a ceremony.
- Arrange to get shopkeepers and other property owners to join in the campaign through a local Chamber of Commerce.

NATIONAL GOVERNMENTS

- Children are accompanied by the Transport Minister on their daily walk to school.
- The Transport Minister meets parents and their children on streets with 20 mph/ 30 km/h zones to discuss local walking conditions with them.
- In the presence of local children, the Transport Minister dedicates a new pedestrian bridge, footpath or other improved facility to pedestrian traffic.
- The Transport Minister and, where possible, other government officials walk to and from work or their bus/train connection, etc.
- The Interior Minister accompanies a member of the police force on their beat and helps enforce safety on the streets.
- National government announces legislation to levy a charge on all the main sources of street litter – plastic bags, cigarette cartons and chocolate bar wrappers – with the proceeds of these charges going to enhanced street management. The Irish Republic already levies a charge on ‘free’ plastic bags.

All these activities are of course applicable for mayors or other local decision-makers as well!

MOBILITY MANAGEMENT

Mobility management is a demand-oriented approach that aims to change the modal split in favour of sustainable modes of transport such as cycling, car pooling, traditional public transport and new flexible transport modes and services – such as local buses with route flexibility, demand responsive transport, community transport, shared taxis, car sharing, Park & Ride services, urban freight and small goods delivery, etc.

Mobility management is becoming an increasingly decisive element for sustainable city development. This approach involves new partnerships and a set of tools to support and encourage change in attitude and behaviour towards sustainable modes of transport. These tools are usually based on information, communication, organisation and coordination, and require promotion.

For some years, mobility management has been implemented on a national, regional, urban and company level in several European states. Experiences during these years have made clear which aspects of mobility management are crucial: one of them is partnership. Within the relevant framework, businesses and schools should be responsible for reducing their environmental impact.

They can do this by undertaking research and drawing up a strategy, focusing on transport management. During the European Mobility Week local authorities can establish partnerships with schools and companies and implement school mobility plans and commuter plans.

COMPANY TRAVEL PLANS

- Pay attention to sustainable commuting in a municipal or the company newsletter.
- Award designations or trophies for sustainable companies.
- Organise a press conference, also giving the floor and publicity to employers that are active in mobility management and set a good example.
- Provide maps and accessibility guides for specific sites.
- Give personal door-to-door travel advice.
- Hold a company meeting on mobility issues.
- Organise a survey to see how many people changed their mobility behaviour.
- Set up an employee working group for the discussion of mobility issues.
- Appoint a mobility coordinator or mobility manager.

OVERALL ACTIVITIES

- Organise a Bicycle Day for employees, with rewards for cyclists such as flexible working hours, breakfast, a T-shirt, live band, showers, massage, possibility to have bicycle postcoded against theft, win a bicycle, etc.
- Create a partnership with IT providers and companies for the organisation of a (national) 'Teleworking Day'
- Get a local celebrity, e.g. the mayor, to state: "I cycle/walk to work" or "I use public transport to get to work".
- Award a Mobility Trophy to a company making an effort to implement sustainable mobility.
- Organise a Sustainable Transport (Car-Free) Day for companies: employees walk, cycle, use public transport, car pool to work.
- Reward regular commuters who have a season ticket for example with special actions such as a breakfast, a free newspaper and use this to create media interest.
- Offer car drivers stuck in traffic jams a 'stress ball'.
- Develop specific criteria and a designation for bicycle-friendly companies.

- Present/launch car pool matching initiatives among companies in the city.
- Ask companies to offer employees a bicycle bonus (per km).
- Company travel plans: test new measures during EMW.

SUSTAINABLE URBAN MOBILITY PLANS (SUMPS)

The European Mobility Week is a major event for activating interest in urban transport plans. An effort must therefore be made on one specific day to inform the citizens on the municipal approach:

- Set up an exhibition providing information on the different possible scenarios for transport development in the city and on one that has been selected.
- Organise a conference on the urban transport plan.
- Arrange neighbourhood meetings to discuss urban mobility.
- Present/implement some of the urban transport plan measures as part of the technical organisation (new bus routes, new Park & Ride facilities, cycling paths, green commuter plans, mobility centres, etc.) and give specific information on these innovations.

RESPONSIBLE CAR USE

The aim of the European Mobility Week is not only to promote the use of sustainable means of transport, but also to encourage responsible car use so that citizens who *have* to use their car, at least for certain purposes, can also contribute to a more sustainable urban environment.

A wide range of activities could be considered, as listed below. These range from careful and safe driving to restrict the mobility of non-car drivers as little as possible, to reducing emissions from car traffic (which has a direct effect on the climate and on air quality), to increasing the number of passengers per car.

Once again, it is not only the local authority's task to organise the activities listed here, they can be put up together with a diverse selection of local partners.

SAVE FUEL

- Ask car dealers or car manufacturers to set up a demonstration stand with fuel-saving cars.
- Invite driving schools to offer energy efficient trainings (eco-driving).
- Promote eco-driving amongst professional drivers like school bus drivers, taxi drivers, drivers for companies and institutions, etc.
- Launch a campaign with local petrol stations to encourage regular checking of tyre pressure (below 0.4 bar means an increase in fuel consumption by 10%).

“GIVE THE CAR A BREAK”

- Present equipment and/or organise a demonstration for the transport of goods by bicycle.
- Invite “Everyday Cyclists” to present their habits and experience on transport of children and goods, leisure trips, clothing, etc.
- Organise competitions where car drivers hand over their licence for a certain period of time (for instance during the EMW) and receive a public transport ticket in return, allow them to present their experiences, and reward them.
- Publish a “car driver’s etiquette manual” giving information on most of the subjects mentioned above, such as fuel saving, how to reduce noise, what to consider when undertaking repairs (sound dampening wheels, innovative oil filters, etc.), identify car wash services where water is recycled, parking zones, etc.

CAR SHARING & CAR POOLING

- Promote “Clever Use of the Car” by presenting car sharing and car pooling schemes.
- Ask local businesses that introduced an in-house car sharing service or a car pool matching scheme to present their results.
- In case there is no car sharing scheme in your city yet, start a survey during the EMW to ascertain potential sharers for a scheme to be set up in the future.
- Allow citizens who participate in the local car sharing scheme to present their experience (article with an interview in the local newspaper, etc.).
- Present a car pooler matching scheme.

PARKING

- Introduce new parking or no parking zones.
- Enforce parking infractions more strictly.
- Provide information about parking regulations.

RESPONSIBLE CAR USE TO WORK

- Organise a test day for electric vehicles.
- Introduce flexible working hours to reduce congestion at peak hours.
- Reserve the best parking spaces (nearest to the entrance) for car poolers.
- Provide a guaranteed ride home for car poolers in case of emergency.
- Relocate car parking away from the office entrance.
- Organise a survey at the premises entrance to see how many people changed their travel habits and publish the most remarkable results.

CLEAN VEHICLES

- Devote responsible car use events to clean vehicles (maybe in cooperation with the national level), and to electric, hybrid, natural gas vehicles (NGV), liquefied petroleum gas (LPG) and biogas cars in particular.
- Organise exhibition and demonstration stands where the public can see and test clean vehicles.
- Check whether the mayor could use an electric vehicle during the EMW or at least for one day during the EMW to attract the attention of TV, radio and newspapers on the messages of the European Mobility Week and the solutions offered by clean vehicles.
- Arrange a discussion breakfast between representatives of clean vehicle associations and civil servants to discuss how the use of clean urban vehicles could be increased and what the positive impact for the different parties would be.
- Create a designated space for deliveries. A platform or car park located outside the car-free area(s) would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.
- Set up a service to deliver goods to customers using a fleet of clean vehicles. Carriage of purchases to convenient car parks should be included.

LEISURE

This topic addresses the various ways of travelling to reach leisure or shopping areas, and to present alternatives so that these trips can be made by using sustainable means of transport. It also invites citizens to discover their city from another viewpoint than from behind a car windscreen. This topic is very suitable for finding local partners, as they can use it to promote their services and offers.

DISCOVER THE CITY

Leisure activities within the framework of the European Mobility Week could provide the opportunity to discover the city safely and in a quieter environment. Several activities can be proposed to enjoy the city without a car:

- Offer special shuttle services to explore the city.
- Ask tourist guides or local rambling clubs to organise guided tours.
- Organise pedestrian rallies. Potential partners include shops and businesses specialising in sports products, shopkeepers, schools, associations, etc.
- Introduce hotel keys that also allow access to public transport, to bicycle hire services and to car sharing schemes.

CONVIVIAL ACTIVITIES

- Ask associations, schools, the food industry, etc. to organise a free breakfast, or a huge picnic for lunch or in the afternoon.
- Offer concerts, theatres, street performances, artists, clowns, etc. in public spaces.
- Provide a blank wall on the main square to collect people's opinions.
- Ask local sports associations and/or stores and businesses who specialise in sports products to organise demonstrations on the streets: football, basketball, (beach) volleyball, skateboarding, inline skating, etc.
- Offer specific modes of transport such as horse-drawn carriages, tourist trains, solar boats, etc.

SHOPPING

Some shopkeepers may express concerns on the organisation of the European Mobility Week, especially if implementation of car-free areas is foreseen. Special efforts must be made to involve them at an early stage and to encourage them to participate in the organisational process.

Activities could be to:

- Draft a communication document especially intended for the shopkeepers. This document can be designed to provide customised information from the shopkeeper on how to get to the city centre without using a car (boxes that the shopkeeper can tick to indicate the nearest bus stop, car park and bicycle hire points).
- Develop paper bags and distribute them to shopkeepers. One side of the bag would feature the EMW logo, whilst the other would display a message promoting the city centre shops.
- Create a designated space for deliveries. A platform or car park located outside the car-free area(s)/city centre would be reserved for goods deliveries destined for the shops. Clean vehicles would then deliver the goods to the shops.
- Set up a service to deliver goods to customers using a fleet of clean vehicles. Carriage of purchases to convenient car parks should be included.
- Set up a “Zero-Emission Delivery Service”. A pick-up/drop-off point can be set up, comprising a continually-staffed cabin equipped with cool boxes to store chilled goods. The shops and customers will be linked by a fleet of delivery bikes.
- Distribute public transport tickets in shops. Both before and during the EMW, shops in the city centre could offer customers public transport tickets valid for the entire EMW.
- Invite town centre shopkeepers to organise a lottery; prizes offered would be relevant to the EMW and include items such as bicycles, inline skates, etc.
- Encourage shopkeepers to occupy public space. The EMW should not turn into a vast commercial event organised for marketing purposes. However, local authorities may encourage shopkeepers to use public space (recovered by the ban on vehicles) as an extension of their selling space – as terraces or space for stalls on the street, for example.

MOBILITY & HEALTH

When citizens talk about the environment, the first thing they think of is the pollution in cities and towns, as well as climate change and air pollution that rank third and fourth on the list of issues that worry them the most. At the same time however, the number of vehicles on the European roads as well as urban traffic continues to increase, which leads to a deterioration in the quality of life of those living in cities (noise, air pollution, accidents, stress, etc.). Indeed, it is a proven fact that the transport sector is responsible for 40% of the CO₂ emissions in Europe, with the majority of emissions resulting from road transport. These emissions are still growing faster than those in any other sector. The health consequences of transport affect most of the population, and particularly vulnerable groups such as children and the elderly. Some of the effects of transport strategies on human health are well known and range from annoyance caused by traffic noise to respiratory and cardiovascular diseases.

Local health services, health insurance companies, doctor associations and sport organisations can be suitable partners for organising mobility and health activities. Mobility consultancy in relation to health checks and vice versa is becoming increasingly popular.

ENVIRONMENTAL NUISANCE

Noise and air quality are the two main environmental concerns. With two European directives in place and local authorities now having to act to protect citizens from the adverse effects of environmental noise and poor air quality, it is essential to inform of the local authority's activities in this respect and to conduct educational action on these topics.

- Ask the air quality monitoring network, environment and/or energy management agency (EEA, IEE), information and documentation centres on noise (INCE, CIDB) to set up an exhibition on air and noise.
- Get the air quality monitoring network, EEA, IEE to demonstrate measuring devices for air quality and noise.
- Ask national/local police forces, automobile technical control centres to offer anti-pollution tests on vehicles in car parks.
- Provide an in-depth explanation to citizens on air quality monitoring systems used in urban areas and on how to interpret the data obtained.
- Present your activities aimed at improving noise and air quality levels to your city/municipality.

BENEFITS OF WALKING & CYCLING

The European Mobility Week aims to strongly enhance public awareness on the negative impacts of car traffic on the environment and quality of life in our cities as well as to promote sustainable modes of transport. Research has proven that employees who undertake sufficient physical exercise are healthier, perform better and take fewer sick leaves each year.

- Invite relevant organisations (health insurance companies, etc.) to provide information about health benefits of physical activity, health risks and the economic costs of physical inactivity, how to integrate physical activity into one's daily routine, etc.
- Organise a discussion with doctors to highlight the negative impact of transport on health.
- Ask a hospital/doctors to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness.
- Get sport associations to present their activities and offers.
- Invite sport associations, businesses, schools, etc. to participate in contests, races or relays.
- Request that the relevant organisations install playgrounds encouraging physical exercise and agility amongst children.
- Ask 'health walk' groups (organised by doctors/clinics to allow people to keep healthy by walking together) to hold presentations encouraging similar behaviour.
- The Health Minister/deputy mayor responsible for health issues should join a 'health walk'.
- Present measures already implemented or being planned to improve the situation of pedestrians and cyclists (traffic calming, pedestrian zones, direct/extra routes or network for cyclists and pedestrians, etc.).
- Organise fitness training (in conjunction with health insurance companies).

In this context, please also consider all recommendations made within the "Cycling", "Living Streets" and "Greenways" sections of this document.

GREENWAYS

A Greenway is a “communication route reserved exclusively for non-motorised journeys, developed in an integrated manner, which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.”

(Lille Declaration, 12 September 2000)

The aim of organising Greenways activities in the framework of the European Mobility Week is to encourage organisations that implement Greenways, in particular local authorities, as well as to encourage the discovery of these Greenways by the general public.

GENERAL AWARENESS RAISING

- Organise walks/bicycle trips or picnics for all users on existing and unofficial Greenways (precautions required in case of the latter), accompanied by local representatives. Greenways become a central focal point for various activities and interest groups:
 - For all individuals, with a special focus on mobility-impaired persons (disabled people, the elderly, etc.).
 - Involvement of artists, athletes, politicians, local personalities, etc.
 - Market for “second-hand bikes”.
 - Popular shows: theatre, music, etc.
 - Course or trail: to allow people to discover aspects of local heritage, nature, gastronomy, etc. on and around the Greenway.
 - Live TV/radio broadcasting.
- “Adopt a Greenway” by a school or class, or by residents. Activities could include art, photography, poetry, etc.
 - Use a Greenway as an open-air classroom for maths, geography, local history, natural environment lessons.
 - Visit to the Greenways with the local authorities.
 - Organise a clean-up of sections of Greenways by volunteers.
 - Setting up of “Greenways Friends” with volunteers (for safety, cleaning and promotion activities, etc.).

GREENWAYS = TRAVELLING IN HARMONY WITH THE ENVIRONMENT

- Natural heritage: guided walks/bicycle trips and/or publication of information packs on the vegetation typical of the Greenway (Greenways are typically paths that follow railway lines, waterways or that cross forests or nature reserves).
- Local heritage: conservation of features of every-day heritage found along Greenways – milestones, railway signalling; establishment and inauguration of art works along the Greenway.
- Discovering local “Greenways” with organised tours: exit points to natural areas and access to green spaces.

LOCAL OR REGIONAL AUTHORITIES IN ACTION

Where Greenways already exist:

- Make the intersections between road and Greenway safe.
- Ensure safe passage to schools and other service areas.
- Develop a school or company travel plan taking the local Greenways network into account.
- Publish initiatives to promote Greenways.
- Inaugurate the designation of a Greenway or a Greenway section.
- Inaugurate facilities implemented along Greenways: stopovers, “relais vélos”.

Where Greenways do not exist:

- Present a Greenways’ implementation project to the general public.
- Purchase land for Greenways, open sections of Greenways, create a local Greenways network.
- Allow companies to sponsor the development of new Greenways.

Please consult the European Greenways Association (EGWA) website where a Greenway map is available: www.aevv-egwa.org

BUILT TO LAST: THE PERMANENT MEASURES

Participating local authorities are asked to launch at least one sustainable urban transport measure which will continue to exist after the EMW.

More specifically, the EMW Charter asks that participating local authorities “implement at least one new permanent measure which contributes to modal transfer from private car to environmentally sound means of transport. Where possible, at least one of these measures should be a permanent reallocation of road space in favour of walking, cycling or public transport (e.g. road closure, wider pavement, new cycle or bus lane, new traffic calming scheme, lower speed limit).”

Permanent measures for sustainable urban transport don't need to be expensive and can have different sizes/scopes. Costs can range from a few hundred euros to provide cyclists in a bicycle pool project with reflective items and clothing, to large investments in public transport or cycle infrastructure.

Permanent measures make the European Mobility Week campaign last a whole year. It reminds people of the fact that less motorised traffic in town is possible. Permanent measures show that the commitment of the city or town does not stop at the end of the EMW, and that the local authority, its politicians and its services are willing to invest in the future and in a new mobility culture.

POSSIBLE PERMANENT MEASURES:

IMPROVED BICYCLE FACILITIES

- Improvement of bicycle network (creation of new lanes, extension, renovation, signposting, etc.).
- Creation of public bicycle or bicycle sharing schemes.
- Improvement of bicycle facilities (parking, locks, etc.).

PEDESTRIAN AREAS

- Creation or enlargement of pedestrian areas.
- Improvement of infrastructure (new footbridges, pavements, road crossings, zebra crossings, lighting, etc.).
- Extension or creation of new Greenways.

PUBLIC TRANSPORT SERVICES

- Improvement and extension of the public transport network (creation of high-occupancy vehicle (HOV) lanes for public transport modes, new stops, new lines, reserved areas, etc.).
- Improvement and extension of the public transport services (express services, increase frequency, etc.).
- Use of ecological vehicles for public transport fleets.
- Introduction of mobile ticketing and information services.
- Development of new technologies to improve the public transport network.
- Launch of integrated services for the various public transport modes.
- Development of accessible transport services for all.

TRAFFIC-CALMING & REDUCED-ACCESS SCHEMES

- Speed reduction programmes near schools.
- Reduction of outside parking zones.
- Creation of Park & Ride stations.
- New traffic regulations: traffic circulation and parking.
- Creation of new residential areas.
- Permanent access restriction to city centres.

ACCESSIBILITY

- Creation of tactile pavements.
- Creation of wheelchair ramps.
- Lowering of pavements.
- Enlargement of pavements.
- Fitting of sound devices in traffic lights.
- Removal of architectural barriers.
- Launch of accessibility plans.
- Creation of useful facilities for people with reduced mobility.

NEW FORMS OF VEHICLE USAGE & OWNERSHIP

- Launch of online car pooling and car sharing schemes.
- Responsible car use (eco-driving, etc.).
- Use of clean(er) vehicles.

FREIGHT DISTRIBUTION

- New regulations for freight distribution.
- Use of clean(er) vehicles.
- Creation of new unloading platforms for freight transfer.

MOBILITY MANAGEMENT

- Adoption of workplace travel plans.
- Implementation of school travel plans.
- Creation of mobility centres and online information services.
- Launch of awareness-raising campaigns.
- Development of educational materials.
- Development of urban mobility plans in consultation with local actors.
- Provision of incentives and bonuses to employers.
- Launch of seamless transport modes to facilitate access to business areas or other social areas.
- Creation of “Walking Buses” and “Cycling Train” schemes.
- Development of an air quality measurement tool and subsequent display in public places.
- Organisation of regular fora or surveys on public opinions and ideas.

CAR-FREE DAY

One or several car-free areas can be defined within a city. The area(s) will be closed to motorised traffic for most of the time on the day. Only pedestrians, cyclists, public transport and cleaner vehicles (LPG, NVG, electric, etc.) will be admitted to the car-free area(s). If more than one car-free area is defined, in a large city for example, pedestrian paths could link the different areas as an added benefit. The car-free area(s) can also be usefully backed up by a buffer zone where specific information will be displayed for car drivers.

The location and size of the car-free area(s) should be selected carefully, taking into account the local conditions and context. Criteria could be:

- Which area allows for the best explanation/visualisation of specific themes addressed on the Car-Free Day (e.g. noise: a usually very crowded street/crossing is turned into an “island of silence” for the day)?
- Which measures being planned could be presented and/or tested on the Car-Free Day (e.g. establishment/enlargement of a pedestrian zone)?
- Are there any activities for specific target groups (children: area around schools, linking schools, etc.)?
- Who or what is located in the area that could contribute to the Car-Free Day with their/its own activities (gastronomy, sport associations or any other institution which could present its activities – relevant for the objectives of the Car-Free Day – on the car-free street)?
- Who comes to this area on a “normal” day and for what reasons? With which mode of transport? How many additional people will (have to) use public transport?
- How many parking areas will be required in the area surrounding the car-free area(s) (location of parking facilities, potential space for the installation of additional parking space)?
- If more car-free areas are to be established: how can these be linked to one another?

BARRIERS & CHECKPOINTS

Access to the car-free area(s) will be monitored and barriers installed. To this end, the following services and persons will need to provide assistance:

- The local highway and/or urban traffic authority.
- The national and/or local police forces.
- Local authority staff: involving council staff is a good way to include the whole council and to encourage internal communication.

LIST OF EXEMPTIONS

Exemptions must be kept at a minimum. A short list of vehicles with special access rights should be drawn up. Authorised vehicles could be provided with a badge to reinforce the educational dimension of the event. In addition to the cleaner vehicles (LPG, NGV, electric, etc.), exemptions may be granted to the following:

- Health professionals who should offer a valid reason at the barriers.
- Urgent repair works (after calling a freephone number and indicating the nature of the work).
- Disabled people.

Emergency services including police, fire and mobile emergency medical services, electricity or gas workers will be granted automatic admission to the area.

Applications for exemptions not provided for in the above list should be addressed to the responsible council department.

RESIDENTS

Residents should be invited to move their cars on the day prior to the Car-Free Day to clear the streets within the car-free area(s). Special car parks may need to be provided and contracts signed with the parking operator(s).

An alternative would be to allow residents to drive their cars out of the area but not to be allowed back in before a specified time. They would then have to leave their cars in a car park outside the car-free area(s).

DELIVERIES INTO THE CAR-FREE AREA(S)

Deliveries will be authorised until a certain time to be specified in compliance with the general conditions that have been set out. For traders requiring daytime deliveries, a loading zone can be created outside the area. The deliveries will be taken from that point into the car-free area(s) by cargo bikes or a fleet of authorised vehicles (LPG, NGV, electric, etc.). A clean vehicle delivery service can be offered to the shoppers, either to their homes or to the car parks outside the car-free area(s).

The activities listed here are to ensure citizen mobility on the Car-Free Day. Please refer to the individual topics discussed in previous sections for further ideas on how to promote alternative modes of transport.

PUBLIC TRANSPORT

(Please also refer to the recommendations in the “Public Transport” chapter.)

To provide residents with efficient alternative modes of transport and to promote public transport, the following should be offered:

- Higher frequency of services.
- Greater accessibility for persons with reduced mobility.
- Special fares or even free transportation on the network, promotional offers (daily/weekly passes, tickets at a symbolic price).
- Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas or swimming pools, etc.).

It is also worth running shuttle services to link the outlying car parks with the city centre or to cover specific routes (city tour, ring roads, etc.).

CLEANER VEHICLES

(Please also refer to the recommendations in the “Responsible Car Use” chapter.)

LPG, NGV and electric vehicles may be used within the car-free area(s) for/by the following:

- To deliver goods to shopkeepers and/or customers.
- Residents and/or disabled people.
- For specific requests, which can be handled individually at the checkpoints, in the car parks, etc.

BICYCLES

(Please also refer to the recommendations in the “Cycling” chapter.)

At least four measures can be taken to encourage cycling on 22 September:

- Involvement of local cycling groups and associations.
- Bicycle hire or loan points, e.g. at Park & Ride facilities, railway stations, bus stops and in car-free area(s). A variety of hire or loan systems can be used: combined bus and bike or parking and bike tickets, car keys or registration document against a bike, etc.
- Staffed, sheltered cycle parking facilities.
- Safe, well-marked cycle routes outside the car-free area(s).

PARK & RIDE FACILITIES

To encourage residents to leave their cars and use public transport, Park & Ride facilities can be set up in the suburbs. These car parks should be staffed with an attendant and should have opening times in line with the hours of the Car-Free Day. They may be free of charge, or not (for example combined parking and bus or parking and bicycle ticket). Parking facilities, which are not located along regular public transport routes should be served by special shuttle services.

CONVENIENCE CAR PARKS

Special car parks should be set up close to the car-free area(s) for those who need to use their cars. These car parks may be used to drop someone off, for short-term parking (less than one hour), to facilitate car sharing, to deliver goods, etc. They should not be used as a long-term car park and they should be staffed for the day. Shuttle services from these car parks to the town centre can be provided.

RESIDENTS' CAR PARKS

(Please also refer to the recommendations on residents in chapters above.)

Car parks should be reserved for resident use. They should either be located within, or close to the borders of the car-free area(s) (and accessible only before or after the event). They should only open the day before the event, and remain open until the day after. Specific parking charges can be applied to encourage residents to leave their cars at the car parks for the whole day. Details are to be arranged with the car park operator(s).

INFORMATION & COMMUNICATION

On the EMW website, you will find all the communication tools you will need to advertise the campaign, as well as a toolbox explaining how to use all of these. You can also sign up for the EMW newsletter and connect directly with the European Coordination, local campaigners and supporting organisations via our social media channels (Facebook, Twitter, Youtube, Flickr).

EUROPEAN & NATIONAL COMMUNICATION TOOLS

Different types of tools have been designed and made available (free of charge) to local authorities via the European Mobility Week website: www.mobilityweek.eu

Apart from this Handbook, the following resources are available online (and some also as print editions):

- EMW Thematic Guidelines
- EMW Best Practice Guides
- EMW Leaflet
- EMW Charter
- EMW Communications Toolbox
- EMW Designs (logos, posters, banners and other graphics)

All communication materials are available in English. These tools should be translated and adapted by the national coordination, the European and international associations and organisations, and offered to the local authorities.

National coordinators are invited to develop additional tools. Experience from previous years has shown that a press kit introducing the EMW, presenting activities on the national level and dedicating a page to each partner city is a helpful tool.

LOCAL INFORMATION & COMMUNICATION

Local authorities should provide several tools to inform the public on the details of the EMW. To ensure a good synergy at a European level, printed and online communication should reproduce the EMW visual identity distinguishing the EMW and encourage citizens, community groups, companies, shopkeepers, etc. to take part in the European Mobility Week. It is crucial that all local authorities around Europe use the same branding to create coherence within the campaign and a consistent and strong global visual identity for the EMW campaign. A strong graphic identity should enhance the campaign by increasing participation and awareness, improving the campaign's position within the target market, strengthening the campaign's identity and giving citizens the feeling that they are part of a global movement

Above all, it is important to be also consistent in communication and to keep messages simple so that the EMW is recognised by the defined target groups. Please also refer to the EMW Toolkit for Designers available online at www.mobilityweek.eu; this document provides guidance on how to use the tools that are available.

SOCIAL MEDIA

Social media tools such as Blogs, Facebook, Twitter, YouTube, Vimeo, Flickr, Instagram, LinkedIn Groups etc. allow us to directly engage with thousands of people, and act as a useful platform to promote activities, events and communications material. When using social media, it's good to keep the following guidelines in mind:

- Stick to relevant themes. Broadcast content that is relevant to your audience.
- Feel free to correct others but stick to the facts. If you come across a misrepresentation, feel free to identify yourself and organisational affiliation and correct their mistake, but do so with respect and with facts. Be sure to separate facts from opinion.
- Spread the word, engage and interact. Don't only talk about yourself but also about the successes of partners, supporters or colleagues. Connect with them through social networks and spread their success stories. Engage with them by actively rebroadcasting or commenting on social media posts.
- Add value: Post meaningful and respectful comments. As much as possible, promote your area of expertise.
- Do not spam and do not post offensive comments. We don't engage in "flame wars" on any of our social media outlets, especially not directly with our audience, nor can we tolerate it amongst our audience (at least not on our own social media outlets).

- Ensure the quality of the materials being broadcasted. Double check the quality of what you publish or broadcast. Spell check and re-check the links. If you have made a mistake, be upfront about it. Admit and correct the mistake. If you correct an earlier post in a blog do so visibly, e.g. by using the strikethrough function and adding a paragraph that explains the update at the end.
- Think of BBC, your mother and your boss. Don't say anything online that you wouldn't be comfortable seeing quoted on BBC, being asked about by your mother or having to justify to your boss.
- Avoid commitments. Do not commit to any action, unless you are authorised to do so.
- Keep IT security in mind. Do not download or install software that you find through social networks. A lot of websites allow you some form of control over who can see your material. Use these features.

INFORMATION LETTERS

Several information letters adapted to each target group can be sent prior to the EMW to provide a general outline of the actions:

- A letter from the mayor addressed to all the inhabitants some weeks before the EMW.
- A specific letter to each of the more sensitive target groups (shopkeepers, enterprises, residents of the car-free area(s), etc.) to inform them of the EMW and invite them to take part in its organisation.

INFORMATION DOCUMENTS

To inform the inhabitants on the European Mobility Week organisation and to foster a debate on urban mobility, accessibility and safety, it will be necessary to produce and distribute documents introducing the EMW:

- A summary document presenting the technical aspects of the EMW. This document will be distributed before and during the operation in all public spaces, in shops, on car windscreens, etc.
- A supplement or special issue of the municipal bulletin.
- Specific documents for individual target groups, e.g. shopkeepers.
- A local press kit handed out during a press conference held approximately one week before the EMW.

INTERNAL COMMUNICATION

The European Mobility Week must also constitute an internal communication tool for the local authorities, used to unite citizen commitment. Successful internal communication would:

- Involve municipal employees in the organisation of the EMW in order to ensure its success.
- Allow municipal employees to become promoters of the EMW and new forms of urban mobility.
- Incite staff members to make more use of sustainable transport modes in the future.
- Launch a green commuter plan in particular for the municipal employees.

MOBILISING MUNICIPAL STAFF

Many employees will be required (if possible, on a voluntary basis) to answer phone calls, inform citizens (stewards, hostesses, etc.), monitor access to the car-free area(s) and the car parks on the Car-Free Day, handle the activities proposed, etc.

INTERNAL MOBILITY PLAN

Besides their involvement in the organisation of the EMW, municipal services must set a good example. As such, employees must be encouraged to take part in the activities organised during the European Mobility Week. To this end, an internal mobility plan can be set up and preparatory meetings held. The public transport network can be approached as can bicycle hire services to develop the use of alternative modes of transport. Special emphasis should be given to school or company mobility plans.

INITIATIVE ASSESSMENT

Local monitoring should be carried out by the local authorities so that lessons can be drawn at local, national and/or European levels. Monitoring should include air quality, noise, traffic flows and public opinion.

AIR QUALITY

Fixed and mobile sensors can be installed both inside and outside the car-free area(s) and measurements taken over several days to allow for a comparative analysis. To ensure valid comparisons, measures should also be taken on the same day of the week and when similar meteorological conditions prevail.

Participating towns and cities who do not possess their own air monitoring equipment should attempt to obtain it from cities not taking part in the EMW, or from cities in possession of equipment surplus to their requirements.

NOISE

Noise measuring equipment can be installed inside and outside the car-free area(s) to measure the impact of the day on noise levels. Noise should be monitored over several days for a comparative analysis purposes. Several organisations can provide useful advice and help with the methodology, such as the local health authorities for example.

TRAFFIC FLOW & PUBLIC TRANSPORT USERSHIP

The following should be monitored both inside and outside the car-free area(s): numbers of public transport users, motorised traffic, cyclists, pedestrians and car park use.

A period of several days should be monitored for comparative analysis purposes. Technical and logistical assistance can usually be provided by the local highway and/or urban traffic authorities.

PUBLIC OPINION

Targeted surveys can be conducted to gauge public reaction to the day. Several specific groups can be surveyed:

- Residents of the whole town/city.
- People travelling to the car-free area(s).
- Residents of the car-free area(s).
- Traders in the car-free area(s).
- Traders' customers.
- People working in the car-free area(s).

The European coordination has provided a questionnaire as well as a spreadsheet to process the results, allowing an automatic display of the results for your city. This questionnaire and methodology should be used to ensure consistency between the different surveys conducted on a local basis. The documents are available for download at www.mobilityweek.eu

A special effort should also be made to encourage shopkeepers to monitor the following:

- The number of customers in shops located within the car-free area(s).
- The number of customers visiting outlying supermarkets.
- The turnover, in collaboration with the Chambers of Commerce and Industry and the shopkeepers.

Other monitoring can be completed by local authorities depending on the type of action undertaken and their expectations of the day.

www.mobilityweek.eu



REGIONAL ENVIRONMENTAL CENTER

