Advancing Sustainable Transport in Urban areas To promote Energy efficiency

Start & End February 2006 to January 2009
Total budget €1.8m (IEE – STEER)
Lead Partner London Borough of Bromley / LEPT
Overview, Outputs and Outcomes
ASTUTE Partners

- **LONDON (UK)** London Borough of Bromley & Creative Environmental Networks
- **BUDAPEST (HUN)** Studio Metropolitana
- **DUBLIN (IRE)** CODEMA
- **GRANADA (SPA)** Granada City Council
- **GRAZ (AUT)** City of Graz & FGM-AMOR
- **SIRACUSA (ITA)** MEDORO Research Centre & University of Catania
ASTUTE Objectives

• Identify and overcome Barriers
• Tried and tested Best Practice Toolkit
• Innovative approaches to increase cycling, walking, travel plans
• Equivalent reduction in Co2
• Disseminate Best Practice further via ASTUTE Agents in 6 New Member States
ASTUTE Results

LONDON

- Travel Plan – Bromley Council
- Travel Plan – Glades Shopping Centre
- Improved public information - Walking pocket maps
- Cycling Training for school children
- Travel plans rolled out via TfL’s Entreprise package
- 200 Personalised Travel Plans
1) Travel Plan – Bromley Council


- Modal Shift: w↗ 30%; c↗ 150%; car↘ 11%

- Co2 saved: 61 tonnes p.a.
ASTUTE Results
LONDON

2) Travel Plan – Glades Travel Plan

• Shopping Centre Travel Plan
• 60,000 staff and 6 million shopper journeys p.a.
• Multi stakeholder engagement
• Business investment
• Mobility Management Action Plan –
• Bike pool, PTPs, liftshare scheme,
ASTUTE Results

LONDON

Travel Plans – Bromley & Glades
3) Improved public information - Walking pocket maps
• 1000 distributed
• 40% public “feel closer” to centre
4) Cycling Training for School Children

- 1400 Children 2007/8
- 91 families
- Surveys taken 1 to 9 months later
- Increase in cycling:
  - 100% at least once a week
  - 44% twice a week
5) Travel Plans – TfL Enterprise Package

Journey Latin America
- Modal Shift: w\(\downarrow\)18%; c\(\uparrow\)27%
- Co2 saved: JLA 2.4 tonnes p.a.

Braitrim
- Modal Shift: w\(\rightarrow\) 0%; c\(\uparrow\)75%
- Co2 saved: JLA 2.9 tonnes p.a.
6) Personalised Travel Plans

- 200 Glades Shopping Centre Staff surveyed
- Attitudinal Questions
  - How would you feel working from home?
  - Would you consider car sharing?
- Travel Information Packs
  - Cost savings - Calories burned - Co2 saved
ASTUTE Results

BUDAPEST

1) Engaging walking and cycling stakeholders \( \uparrow 300\% \)
   - Hungarian Biker’s Club - Clean Air Action Group
   - Local government districts

2) Critical Mass Bike Ride
   - Earth Day & Car Free Day
   - 32,000 (2006) international record
   - 80,000 (2008)
3) South Buda Bike Path:
   - Connecting suburb with centre
   - Cycling ↑ 250%

4) Mathias Square: renovation & social inclusion w ↑ 20%
   - High unemployment
   - Public consultation – questionnaires – local needs
   - 80% willing to do voluntary work
ASTUTE Results

DUBLIN

Workplace Travel Plans

• City Council Workplace Travel Plan
  – Approved by members 2008

• KPMG Workplace Travel Plan
  – In consultation

• [www.workplacetravelplans.ie](http://www.workplacetravelplans.ie)
  – 1st resource - 4600 hits - 945 unique
ASTUTE Results

GRANADA

1) Granada City Accessibility Plan - Improving walking & cycling environment
   - Roads narrowed from 3 to 1 lane traffic
   - Widening of sidewalks
   - Parking spaces for residents only
   - Modal shift 2007-8: car ↓8.5%; w ↑10%; c ↑2.5%
ASTUTE Results

GRANADA

2) Granada City Travel Plan

• Community leadership - 600 staff
• Appointment of the Travel Plan Coordinator
• Modal shift 2007-8 w/ 8.75%; car ↓ 11.25%
• Co2 saved: 71 tonnes
ASTUTE Results

GRAZ

1) Graz Green Network – linking up of green spaces
   • 3000 Brochures distributed
   • Murpromenade opened up – attracting walkers
   • 100 more cyclists per day on shared walking/cycling path
ASTUTE Results

GRAZ

2) Innovative marketing

• 30 transport stops equipped
  special surrounding maps.
• 500 city guides
• Bike facilities map updated
3) Public consultation
• Greening of city centre - 16 parking spaces removed
• 12.9 tonnes Co2 p.a. saved
4) Anton Paar Travel Plan – innovative – Jorg Kastelic
5) Awareness raising - Thomas Fischer
ASTUTE Results

SIRACUSA

Integrated system of measures in Ortigia

- Free mini bus service – reducing car use in historic centre
- Improved walkways
- Restricted Traffic Zones
- Weekends: w\uparrow 24.1%; weekdays \uparrow 6.3%
Toolkit Testing & Overcoming Barriers

- Partners identify local barriers

- 15 month toolkit testing period to increase walking and cycling locally

- Toolkit tested for transferability

- Where no relevant case study available, partners research and insert additional ones
10 ASTUTE Barriers

1- Safety and Security Concerns
2- Lack of Infrastructure and Support
3- Poor Public Perception and Lack of Awareness
4- Inadequate Urban Environment and Design
5- Accessibility and Health Issues

6- Congestion and Air Pollution
7- Lack of Public Sector Support
8- Lack of Education and Training
9- Lack of Private Sector Support
10- Inadequate Information
### ASTUTE Barriers Overcome

<table>
<thead>
<tr>
<th>City</th>
<th>Barrier</th>
<th>Action to Overcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budapest</td>
<td>Lack of Infrastructure</td>
<td>Mathias square</td>
</tr>
<tr>
<td>Dublin</td>
<td>Lack of Private Sector Support</td>
<td>Workplace Travel Plan Website</td>
</tr>
<tr>
<td>Granada</td>
<td>Poor public perception</td>
<td>City centre Accessibility Plan</td>
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<tr>
<td>Graz</td>
<td>Inadequate Information</td>
<td>Brochures, maps, guides</td>
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<tr>
<td>London</td>
<td>Lack of Education and Training</td>
<td>Cycle Training</td>
</tr>
<tr>
<td>Siracusa</td>
<td>Safety and Security concerns / Lack of infrastructure</td>
<td>New secure walkways</td>
</tr>
</tbody>
</table>
ASTUTE Toolkit and Agents

• 150 Best Practice examples
  – Walking
  – Cycling
  – WTPs
• 10 Best Practice Video Examples
• http://www.astute-eu.org/
• New examples wanted!
• More information: paul.curtis@lept-eu.org
ASTUTE Toolkit