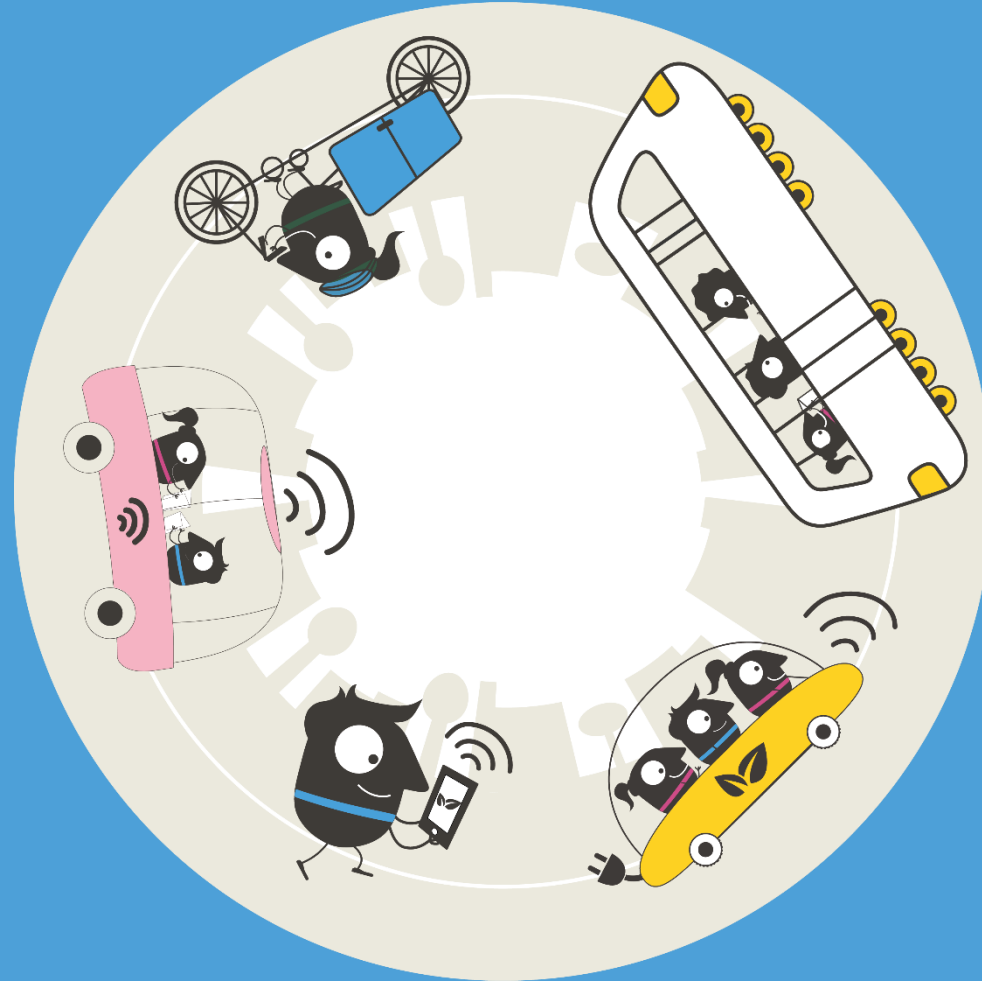


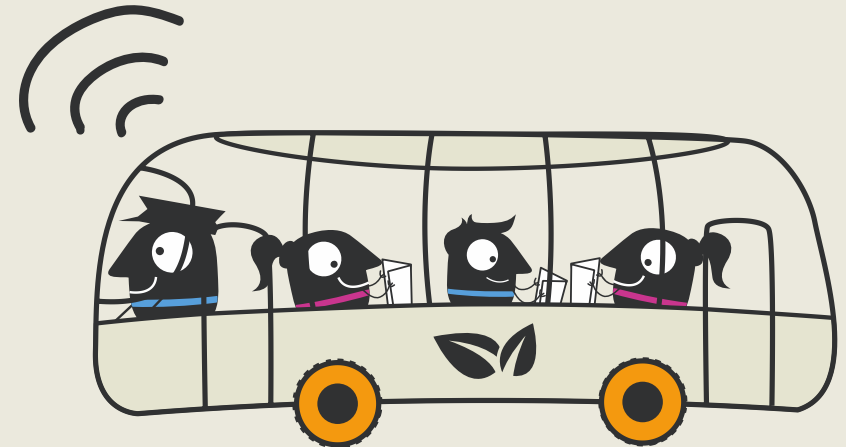
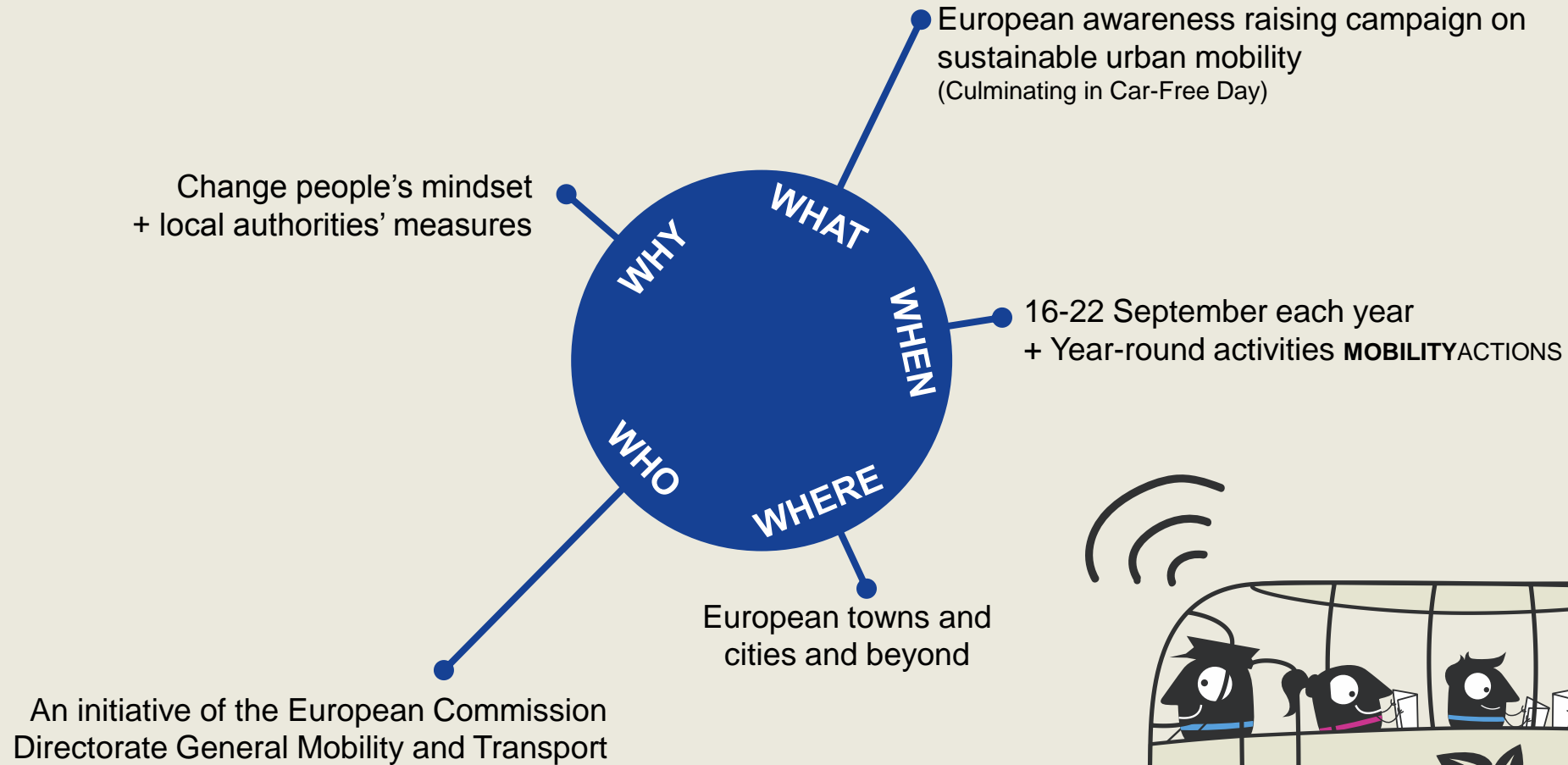
EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2018



Mix and Move!

WHAT IS ALL ABOUT?





EUROPEAN LEVEL

European Commission + European Secretariat



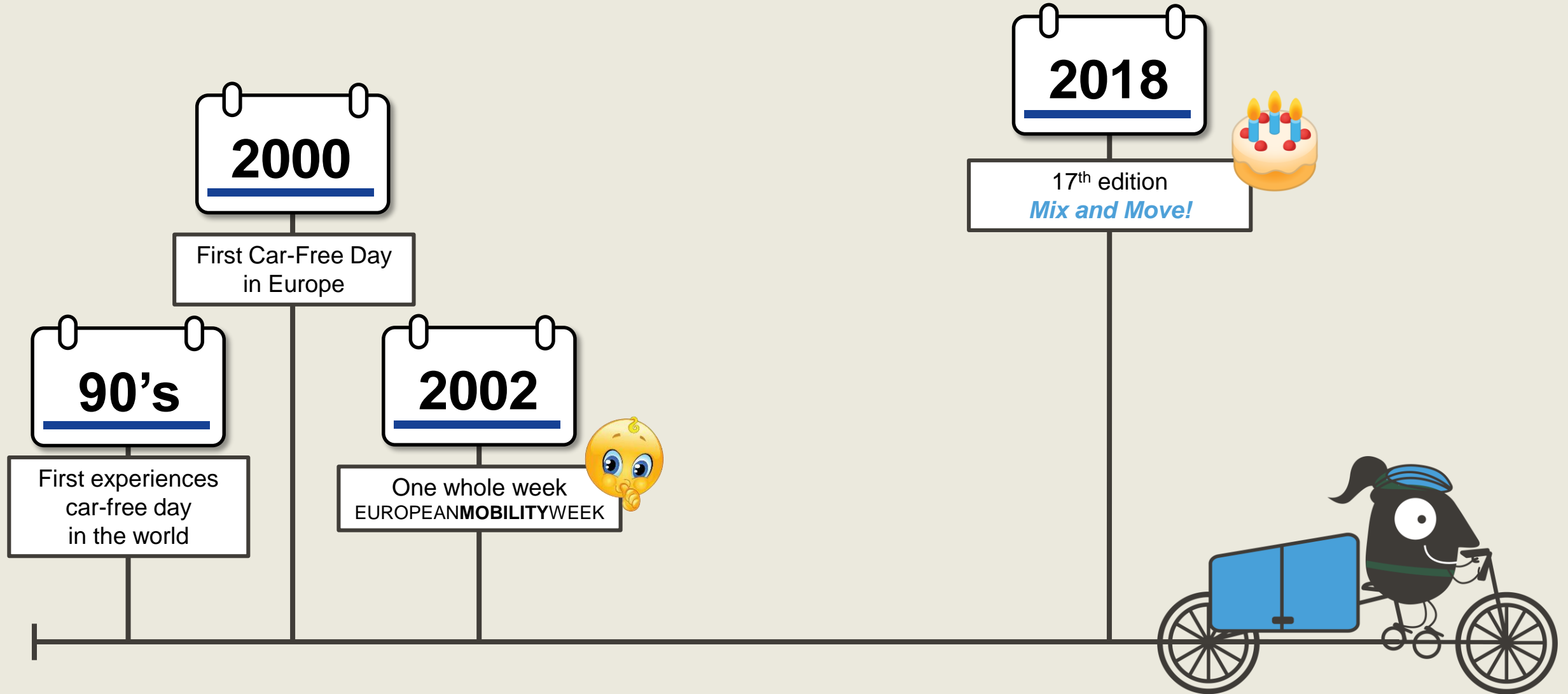
NATIONAL LEVEL

National coordinators working for their Ministries of Transport/Environment...



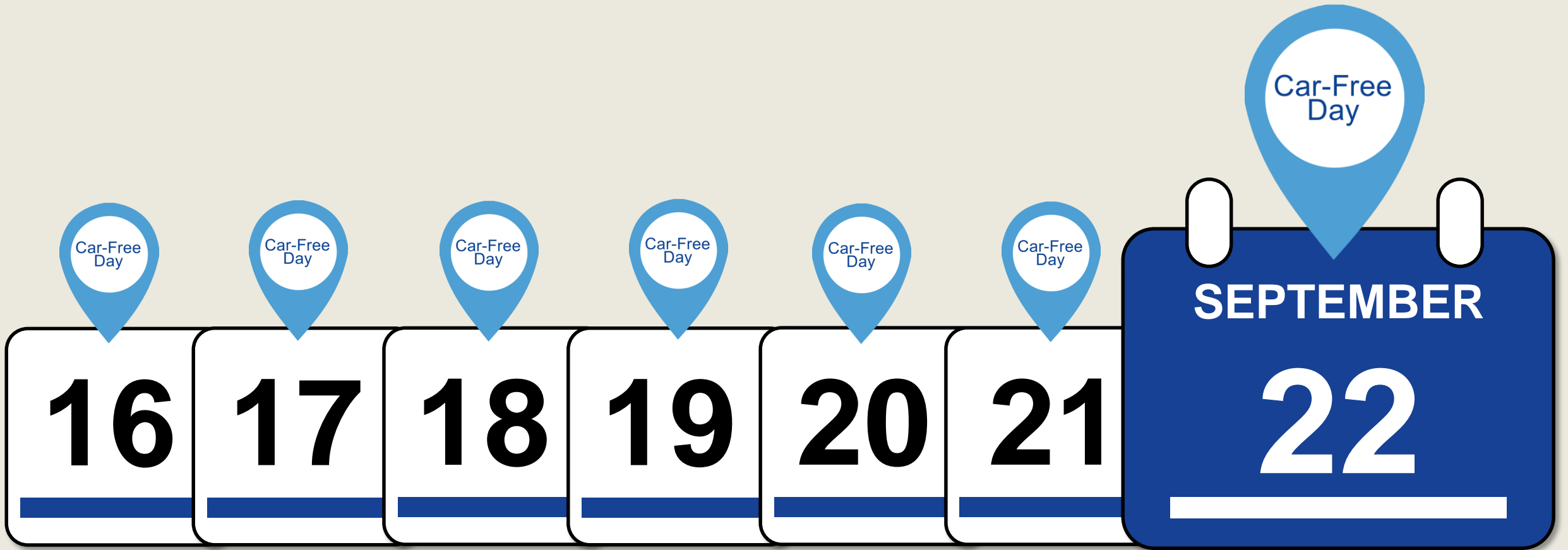
LOCAL LEVEL

Towns and cities present their activities and measures during **EUROPEAN MOBILITY WEEK**
Other organisations promote **MOBILITY ACTIONS** during the year (or during the week)



EUROPEAN **MOBILITY** WEEK

16-22 SEPTEMBER 2018



Mix and Move!
#mobilityweek





Ghent

Official Launch Event
16 September 2018

Mix and Move!
#mobilityweek



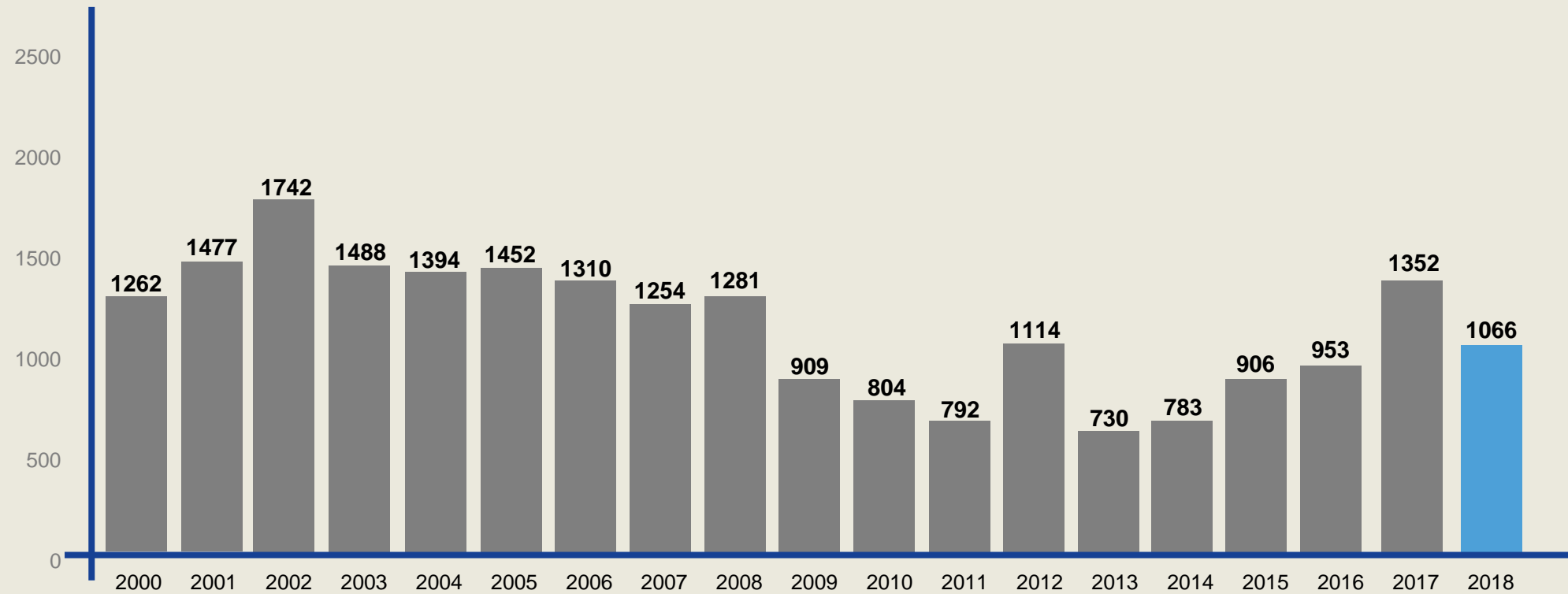


1066 towns
and cities
celebrate

Car-Free
Day



Car-Free Day participation over the years

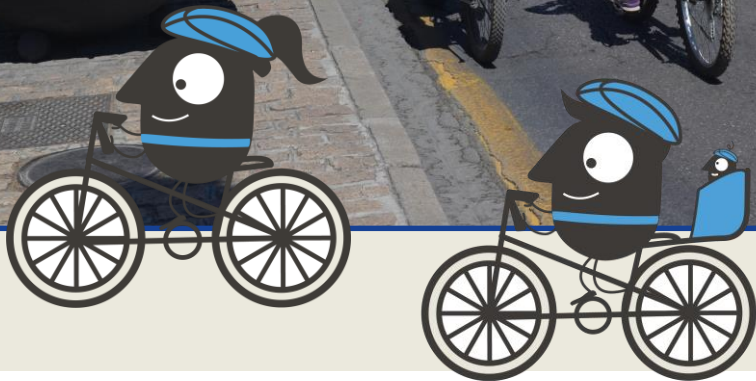


Car-Free Day offers a particularly good hook to experiment with new traffic models and sustainable transport.

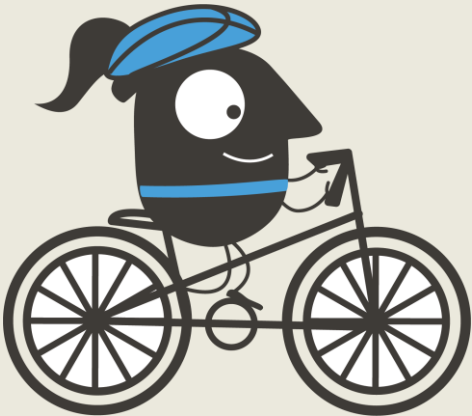
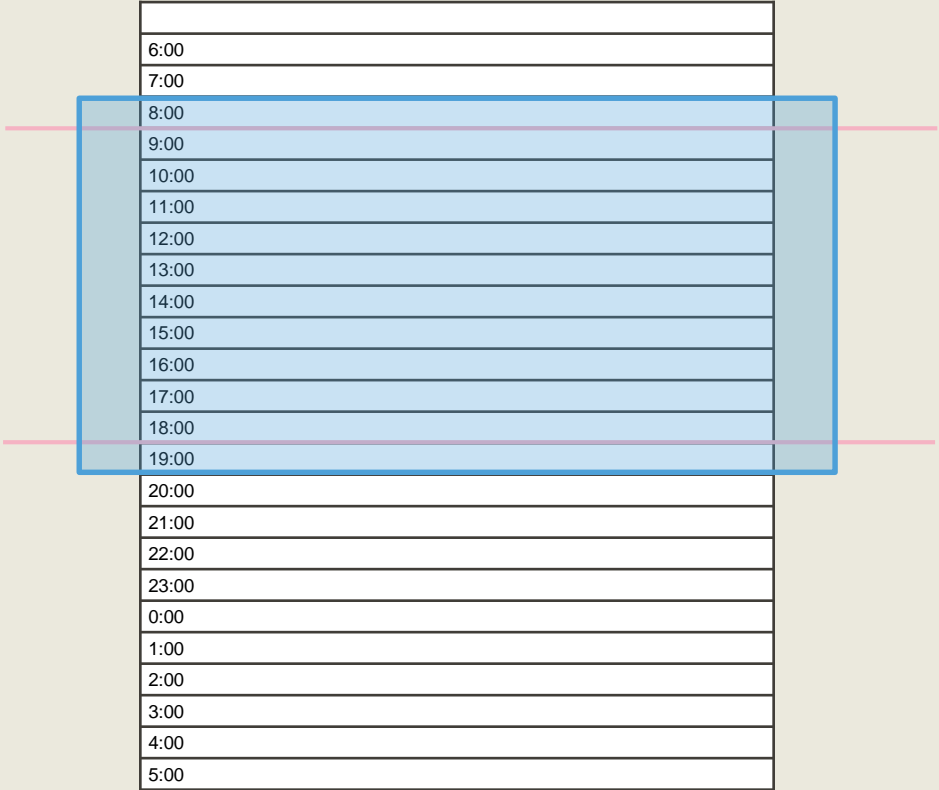
But the organisation of Car-Free Day needs to be **planned well in advance**, since closing streets to traffic can pose a bureaucratic challenge.



One or several car-free areas can be defined within a town or city.



The area(s) will be closed to motorised traffic for most of the day
(i.e. one hour before to one hour after normal working hours).



Only pedestrians, cyclists, public transport and cleaner vehicles, such as LPG (liquid petroleum gas), NGVs (natural gas vehicles), electric, etc. will be admitted



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

Give visibility to specific issues (noise, air quality, etc.)

Present or test planned measures (i.e. permanent pedestrian zone)

Target specific groups (children, workers, etc.)

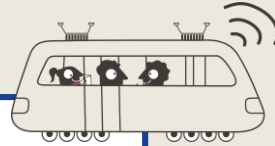
Highlight the commitment of businesses located in the area



Measure the air quality and noise on that specific day

Which alternative modes to offer during Car-Free Day?

Public Transport



- Higher frequency of services
- Greater accessibility for persons with reduced mobility
- Special fares or free transportation
- Specific initiatives (combined parking and bus or bus and train tickets, tickets offering reductions at cinemas, swimming pools, etc.)

Parking

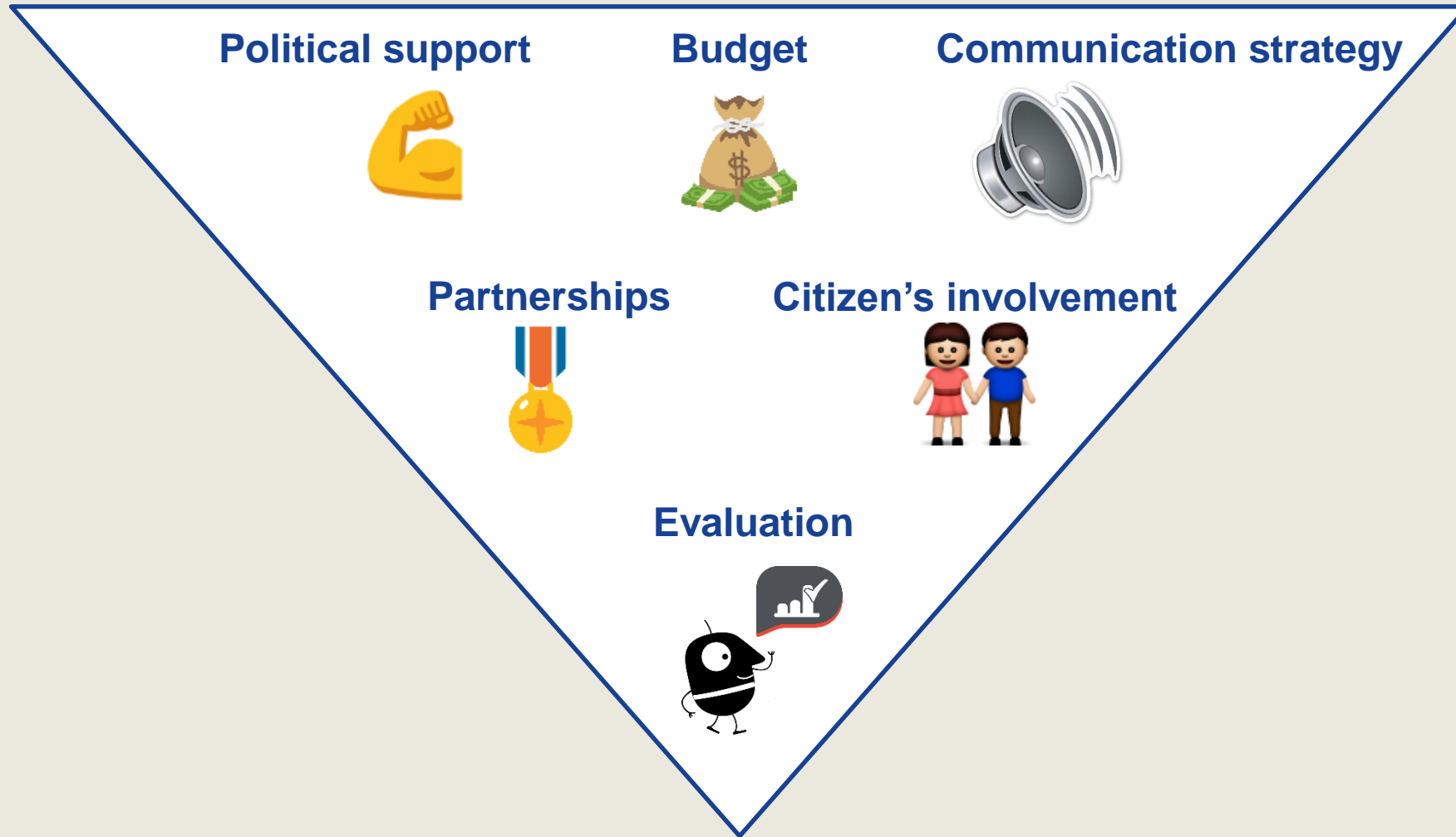


- Shuttle linking parking facilities
- Park & ride
- Convenience car parks
- Resident's car parks

Cycles



- Involve local cycling groups and associations
- Offer bicycle rental at 'Park & Ride' facilities, railway stations, bus stops, etc.
- Combine bus and bike or parking and bike tickets
- Offering a bike against car keys or registration document is also a good initiative
- Foresee staffed, covered cycle parking facilities
- Define safe, well-marked cycle routes outside the car-free area(s)
- Don't forget the use of cargo bikes for your event logistics and more!



Partnerships



- Communicate specifically to shopkeepers via an official document with customised information on how to get to the city centre without a car
- Link the name of a bus, tram or metro stop to a shop
- Advertise city centre shops in EUROPEAN**MOBILITY**WEEK merchandising (for example, by placing the logos of the shops in the map of the car-free area)
- Create a designated space for deliveries and use clean vehicles for this
- Distribute public transport tickets in shops
- Encourage shopkeepers to occupy public space, recovered by the ban on vehicles, as an extension of their selling space (terraces or space for stalls on the street). Note that Car-Free Day should not turn into a vast commercial event organised for marketing purposes.



Vienna

Mariahilfer straÙe



Ljubljana

Slovenska Street

Mix and Move!
#mobilityweek





Prague

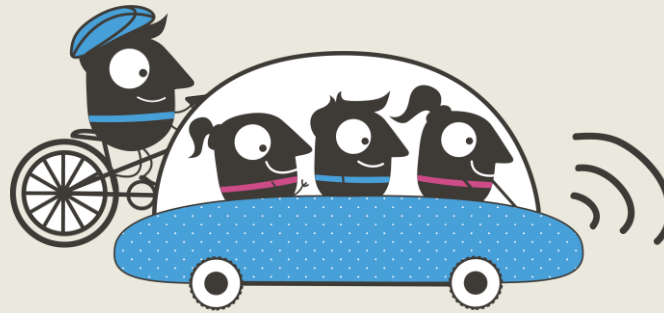
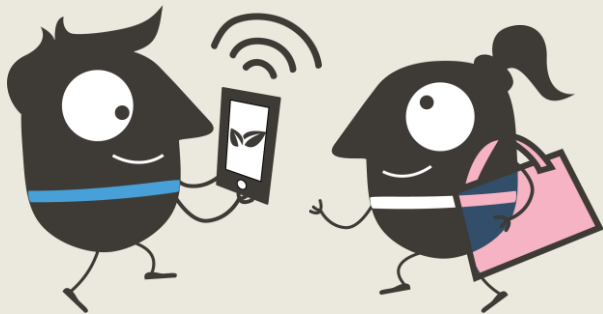
Cargo bikes for logistics

EUROPEAN**MOBILITY**WEEK is...

An opportunity for local authorities
to discuss sustainable travel behaviour
with their residents

A moment to draw attention
to specific aspects of mobility issues

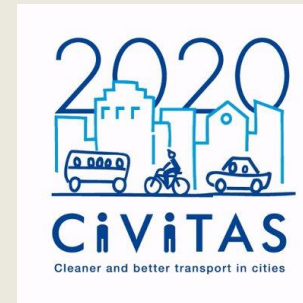
A way to encourage
the development of innovative,
long-term solutions



EU initiatives

In which other EU initiatives related to sustainable urban mobility is your town or city involved?

- ☐ European Week of Sport
- ☐ Project EDWARD (European Day Without A Road Death)
- ☐ The Covenant of Mayors (as signatory)
- ☐ The CIVITAS Initiative (as signatory)
- ☐ JRC Project on Social Biking

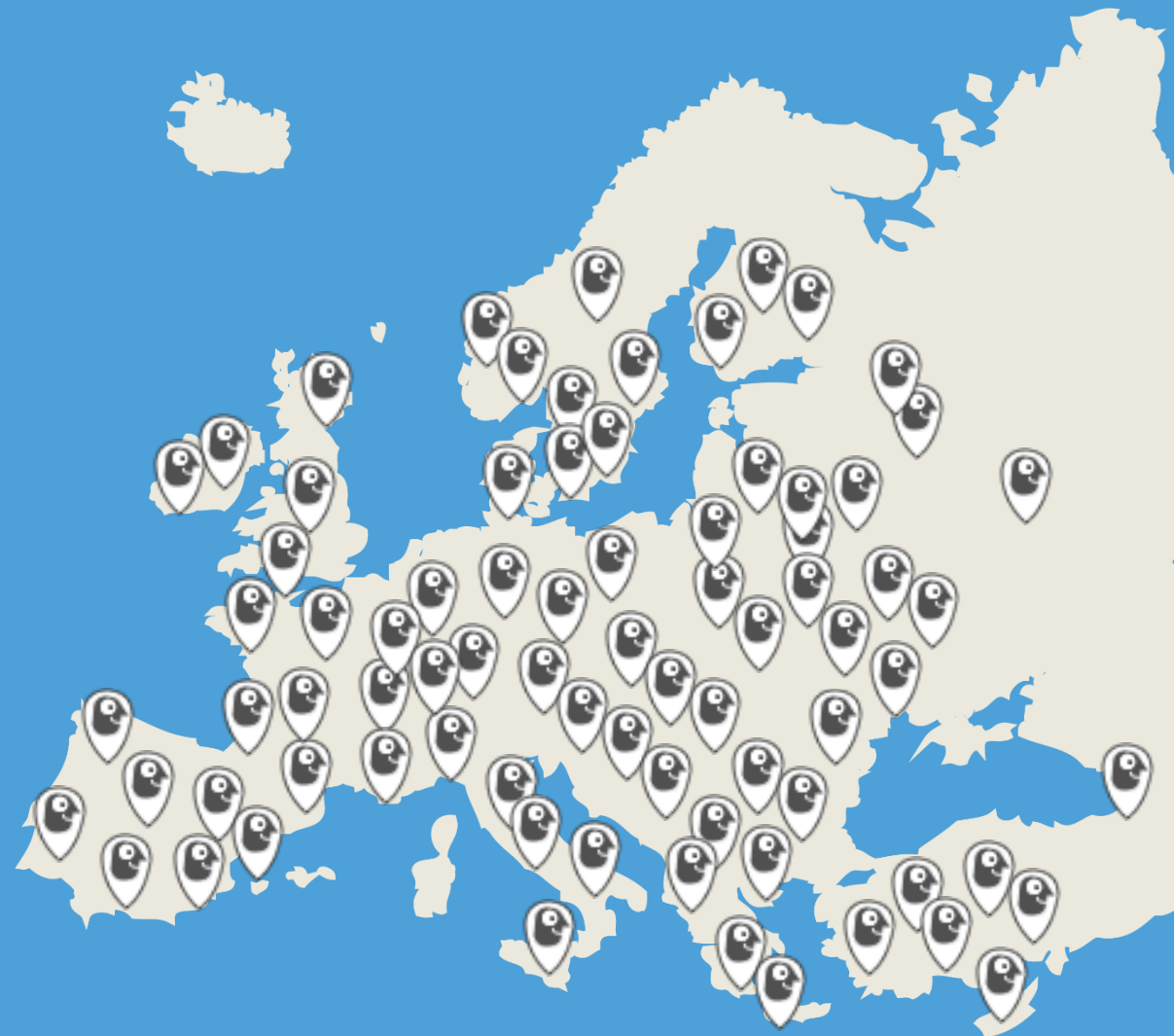
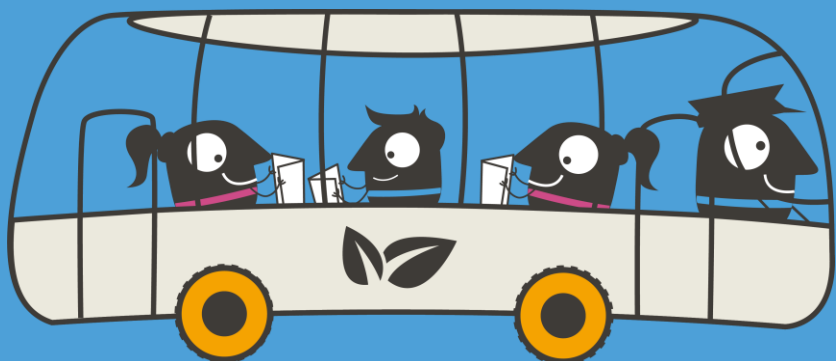


2546

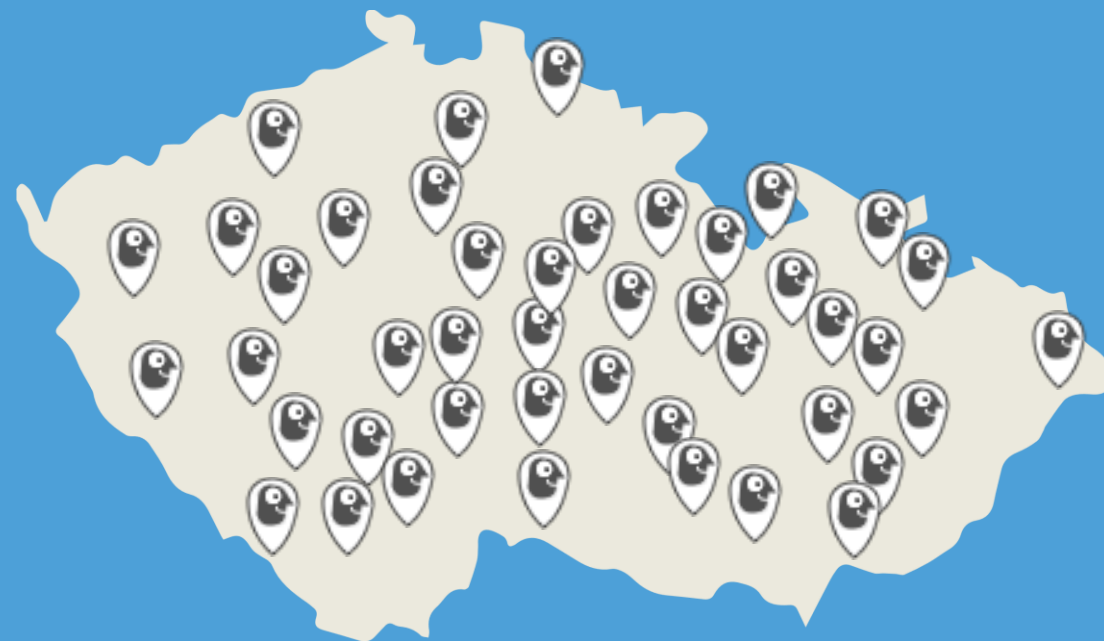
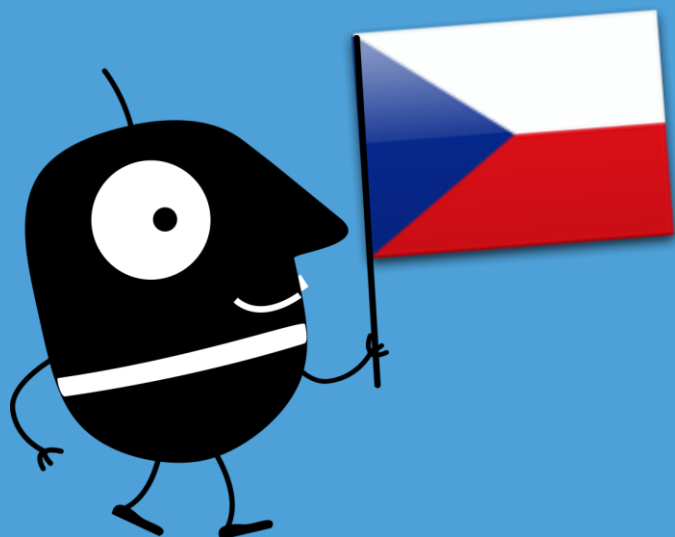
towns and cities

51

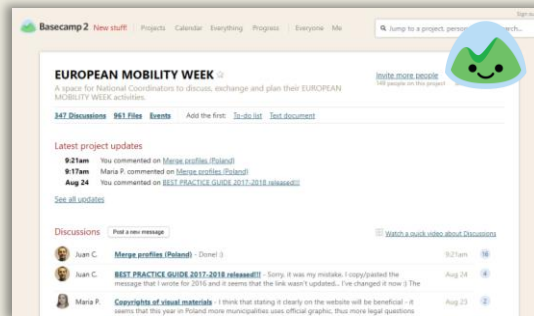
countries



29
towns and cities



European Secretariat services



Tools and advice typically through Basecamp (upon invitation)



Hosting 3 Coordination Meetings + Workshops
(€ 8,400 travel fund to June/November events)



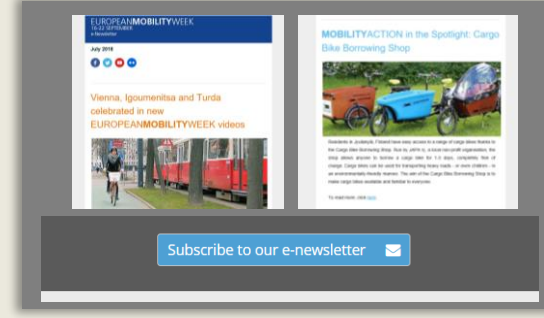
Presentations at national events and 3rd party workshops (CIVITAS Forum)



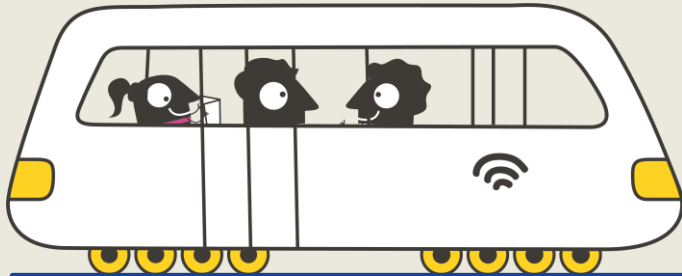
National Coordinators' (re)engagement, visitations, letters...



Social media, website, national links, interviews, graphics, templates, call-to-action...



Bi-monthly e-Newsletter



Mixing of transport modes
within the same journey
or for different trips



It applies to both **freight**
and passenger transport



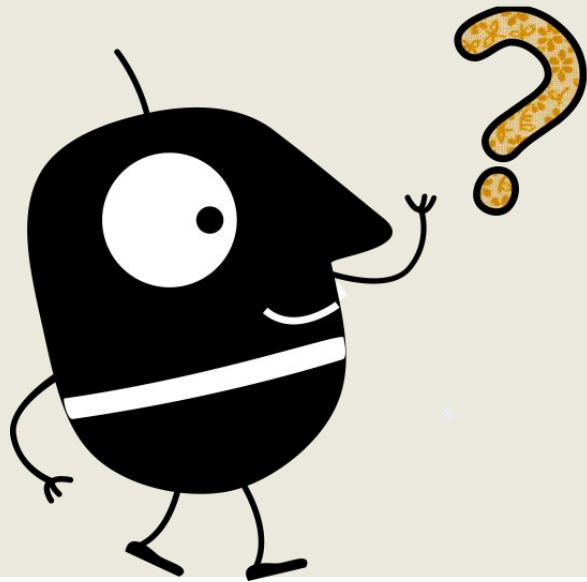
Driven on by the growing trend
towards **digitalisation**

EVROPSKÝ TÝDEN MOBILITY

16.-22. ZÁŘÍ 2018



Kombinuj a jed'!



Q&A