Create

POLICY RECOMMENDATIONS

CIVITAS
Cleaner and better transport in cities

What is CREATE?

CREATE is an EU Horizon 2020 and CIVITAS project that aims to reduce road congestion in cities by encouraging a switch from cars to sustainable modes of transport, and improve the liveability of cities. It involves five Western European capitals and five Eastern European and Euro-Med cities.

CREATE main outputs

The CREATE project will provide stakeholders with concrete tools which can be used by mobility practitioners:

Guidelines on how to tackle current congestion, reduce levels of car use in cities and plan for the future

Peer to peer exchanges and capacity building

Dissemination and exploitation plans

Business cases for investment using EBRD, EIB or World Bank funding

What has CREATE done

▶ Examined how five Western European capital cities have dealt with growing car use and congestion, over past 50-60 years – with lessons for growing urban economies

▶ Carried out
   • quantitative analysis of trends in car use and influencing factors
   • qualitative investigation of governance facilitators and constraints
   • investigation of funding, modelling and appraisal issues

▶ Identified future challenges and opportunities for urban mobility

▶ Produced a range of policy and technical documents

CITY-TO-CITY POLIC

The following summary of the project's policy recommendations a more sustainable mobility.

1. Establish a vision

The priority for public authorities should be to establish a vision for their city. It should be a vision in which sustainable transport plays a key role – this will encourage place-based thinking. Investment in infrastructure and innovation should contribute to achieving this vision and transport policy should be aligned with it. A long-term vision and strategy (e.g. a SUMP) should be combined with short-term action plans, and incremental targets to monitor progress towards goals.

2. Be bold - experiment

The essence of the CREATE findings is that policies once dismissed as radical, unfeasible or impractical can, over time, gain widespread acceptance and even become orthodoxy.

3. Collect and analyse data to support your vision

There is a need to build a strong evidence-based policy-making and analysis process, and to understand where progress is or is not being made in relation to priorities. Use wider indicators of urban mobility performance and ensure data is carefully measured.

Investigate how anticipated technological changes can help you to achieve your aims. This will prepare you to work constructively with such changes if/when they arise so that you derive value from them.

4. Integrate urban planning

Integrated planning, between urban and regional authorities and between transport and land-use planning is crucial to avoid unsustainable car-oriented developments leading to high traffic levels and congestion. Urban developments should not be authorised without Sustainable Urban and Mobility Plans in place. High density developments should be mandatory in some parts of cities and metropolitan areas.

5. Integrate governance

Establishing a Metropolitan Authority for Transport (or equivalent) integrating all modes, and land-use and transport entities across the metropolitan area can help solve key transport and land-use problems, particularly the integration aspect.

6. Foster multi-level and cross-sectorial governance

Collaboration between policy-makers across sectors and levels of governance (i.e. regional, national and international) is needed. For example, improved internet access and e-governance could reduce trips whilst maintaining agglomeration benefits. For this to happen, transport policy-makers should collaborate with the city's communication/technology department (or equivalent). Regard must however be had for potential adverse social and economic impacts – for example social isolation and the continuing health of retail centres.

ns aims to help other cities successfully reduce road congestion and move towards

7. Provide good alternatives to car use to foster modal shift

There is a need to anticipate congestion problems before traffic gets worse by providing attractive and efficient alternatives to car use, in particular collective transport and active travel. Infrastructure should be built primarily for the movement of people and for place-making instead of vehicle movement. Investments should focus on sustainable mobility solutions, including public transport, cycling and walking. Young students who rely on public transport represent a 'captive audience'. If alternative mobility options are provided to those users they will be less likely to rely on car use in the future.

8. Discourage car use

Once alternatives to car use are in place, public authorities can discourage car use and encourage a shift to more active and sustainable modes by making car travel more expensive, slower and less convenient than the alternatives (e.g. by taxing private vehicles or their use, by increasing parking fees, by decreasing the space allocated to car use) - provided that this is in line with the local policy and stakeholder climate.

9. Engage with stakeholders but don't try to be 'all things to all people'

Communicate about your vision: introduce trials and demonstrations – 'seeing is believing' – and run marketing and behaviour change campaigns. Public authorities should actively engage with, and consult, key stakeholders and citizens, including the media. It would usually be expected that any city-wide transport plan has the broad support of the population, even though difficult choices sometimes have to be made. Significant change requires a clear set of priorities and a clear policy direction – which will not, at first, please everyone.

10. Increase institutional capacity

Increasing human resources capacity focused on planning for movement and liveability (e.g. including urban planners, public transport experts, health experts) is key to support a transition towards sustainable mobility. These people should reflect a diverse range of disciplines and should have an appropriate level of technical expertise.

11. Decentralise decision-making but within a consistent city framework

Evidence suggests that increased autonomy at the local level improves decision making and action at this level. Local authorities should generate sources of funding, for example through land value capture, to support sustainable transport, such as parking management or local infrastructure for sustainable transport. However, local decision making needs to be within a consistent and agreed city-wide framework.

12. Change legal framework

Changes in regulation may be needed to implement key transport policy measures; for example, to ensure effective enforcement of traffic regulations (e.g. bus lanes or parking provision), and to enable drivers to be charged for the use of existing public roads.

13. Communicate the benefits of sustainable mobility and place-making policy measures

Inform and engage with the public about the individual and collective benefits of introducing sustainable mobility and place-making policies, in terms of increasing city vitality, improving their health and well-being, better access to opportunities, more pleasant and liveable urban environment.

Get started example list

Identify local issues and collect relevant data

Agree vision and priorities to tackle these issues

Support walking and cycling by introducing two or three new key pedestrian crossings and two or three cycle routes

Put in bus corridor priority schemes on two or three routes

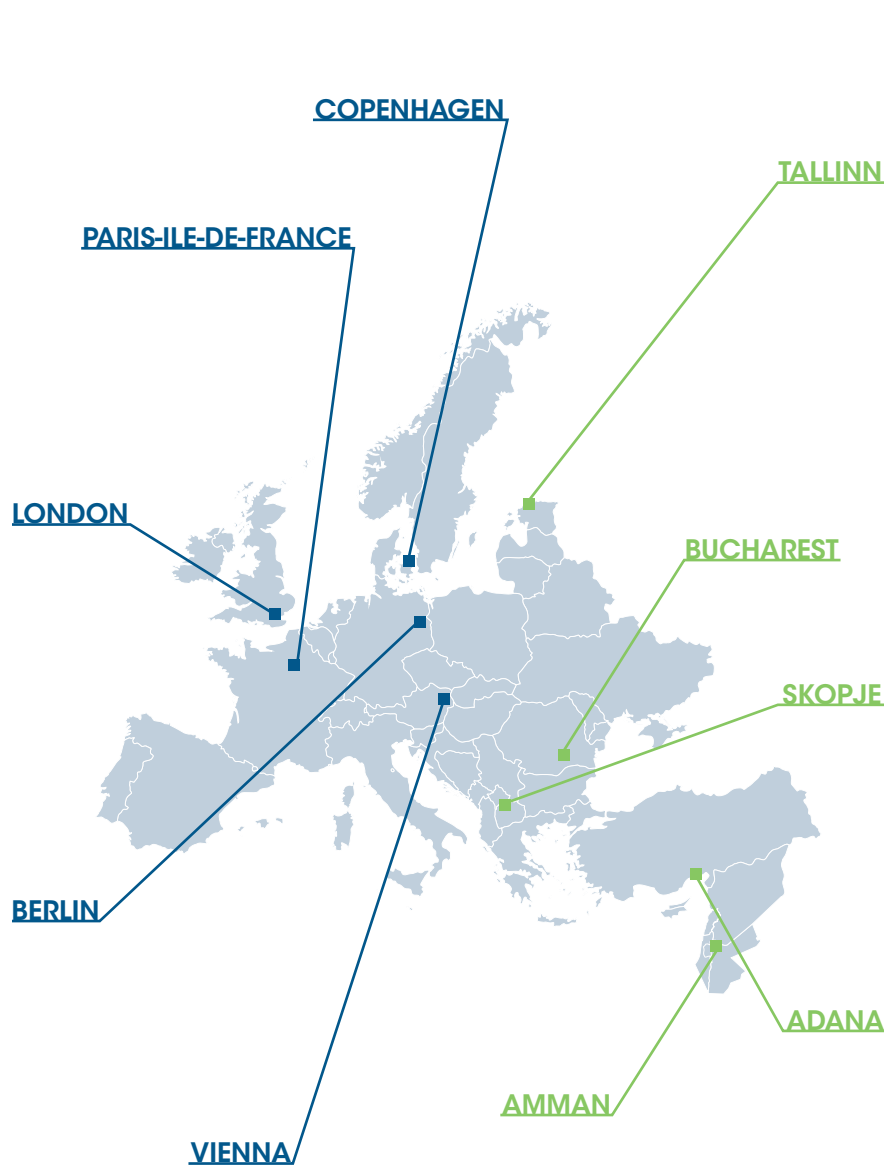Create a traffic free area. Perhaps as a pilot in a key retail centre

Identify two traffic management schemes and sort out traffic / parking issues

Political / Mayor support to get staff trained, get transportation planners appointed and have these measures funded

Start a programme of public consultation based on improving the local environment and people's health

Develop these ideas and incorporate into your new SUMP

The implementation phase can be launched! Once started and you have hearts and minds, the 'leapfrogging' can take place!

COPENHAGEN

PARIS-ILE-DE-FRANCE

TALLINN

LONDON

BUCHAREST

SKOPJE

BERLIN

ADANA

AMMAN

VIENNA

EU RECOMMENDATIONS

The EU can also help cities in many ways:

- Ensuring financing and funding match cities' needs
- Supporting institutional capacity building
- Strengthening policy alignment across DGs, reflecting integrated urban thinking
- Encouraging an alignment between business cases required by funders and the delivery of place-based and integrated policy measures
- Ensuring regulations support policy (e.g. open data, ride sharing, etc.)
- Strengthening knowledge transfer and the dissemination of 'success and failure' stories
- Broadening SUMPs to take on board place-based and integrated policy perspectives

CREATE consortium

Eight partners with expertise in travel behaviour, data analysis, transport policy and congestion management are supporting the ten CREATE cities. Under the overall direction of the scientific project coordinator (UCL), the non-city partners are: EUROCITIES (the network of major European cities); BOKU, Dresden University, and Sciences Po (internationally leading university departments); COWI, EIP, and Vectos (consultants); and INRIX (SME).

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