



## BRIEFING ON URBAN MOBILITY

MOBILITY

SAFETY

ENVIRONMENT

### Executive Summary

The European Commission aims to make mobility in cities cleaner, safer and more efficient. The FIA believes that a number of tools can assist cities to reach this ambitious goal. For example, integrated planning, including optimal use of new technologies can support a safer, more affordable, more sustainable and more efficient urban mobility. As an advisory body, the Commission should assist cities in:

- **Ensuring safety for all** by investing in dedicated infrastructure for each mode of transport without imposing blanket solutions
- **Fostering inter-modal complementarity** in urban mobility planning taking local specificities into account and improving air quality
- **Encouraging the deployment of Intelligent Transport Systems** to reduce congestion, increase safety and bring more efficiency to mobility
- **Informing citizens of the concrete benefits of ITS**, in terms of time saving, improved safety, increased comfort and promoting open access to real-time traffic and travel data to improve the quality of information provided to users

## Legislative Background

On 17 December 2013, the European Commission published its Urban Mobility Package, a Communication that aims to support European cities in tackling current sustainability challenges in transportation.

70% of EU citizens live in cities and cities generate over 80% of the EU's GDP. The Communication seeks to develop and promote a coherent approach for innovative urban mobility solutions in areas such as logistics, access regulations, ITS and safety. According to a recent Eurobarometer<sup>1</sup>, a strong majority of citizens consider congestion, cost and the negative impact of mobility on the urban environment and health as important problems.

The Commission also suggest that **Intelligent Transport Systems (ITS)** could help to optimise the use of existing infrastructure through a variety of means, such as traffic management, journey planners, smart ticketing or cooperative systems. In order to promote cohesive ITS solutions across Europe, the Commission will develop guidelines for the deployment of key applications and supplement existing legislation facilitating access to traffic and travel data.

In Europe, almost 11,000 people die each year on urban roads, 50% of which are pedestrians or cyclists. In order to improve **urban road safety**, the Commission suggests improving road safety planning and introducing low-speed zones. The Commission will support cities by disseminating good practice examples for road safety planning and analysing measures to reduce serious road traffic injuries.

Cities have to manage competing demands in the urban environment according to local priorities to make urban centres as accessible as possible. For the Commission, **access regulations** can help optimise traffic flows, improve air quality and contribute to their reaching the goal of phasing out conventionally fuelled cars by 2050. To inform local decision makers about the different types of access regulations, the Commission will publish a non-binding guidance on the issue. The implementation of schemes should be balanced and avoid discrimination of occasional and foreign travellers.

## FIA Region I Position

Cities represent crucial concentration of people and economic activity that produce a significant part of European wealth. Urban mobility needs coherent development plans that minimise negative externalities of transport systems, while safeguarding citizens' mobility as a key lever for growth. However, these plans must take local circumstances into account. In this regard, FIA believes that ITS can significantly improve urban mobility by limiting congestion and enhancing transport system efficiency. More could also be done to protect vulnerable road users in the urban environment, while not putting unnecessary hurdles to transportation. In order to abide by the subsidiarity principle, the Commission should keep its advisory role, assisting cities by disseminating good practices and supporting the development of innovative solutions through financing information and demonstration pilot projects.

### No “one size fits all”

European cities face similar, yet very local challenges. While a broad cluster of issues can be identified as challenges, each city should be free to address these issues according to local circumstances.

The FIA believes that there is no silver bullet to improve traffic in urban environments. Measures should be tailored to local mobility needs and urban constraints. The FIA therefore welcomes the Commission's

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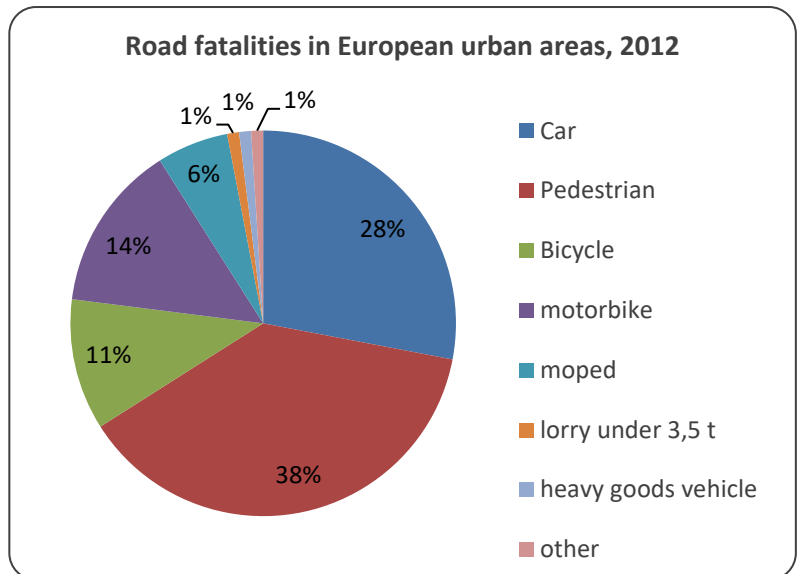
<sup>1</sup> European Commission, Special Eurobarometer 406, “Attitudes of Europeans towards urban mobility”, December 2013

approach to support cities in finding their own solutions, while fully respecting Member States competence. As an example, the idea that generalised 30 km/hour zones would lead to improved road safety is not justified, as recently showcased in Switzerland (see below).

## Road safety: adapted urban planning to protect vulnerable road users

A non-negligible part of European casualties occur on urban roads. According to Commission figures, pedestrians and two-wheelers riders account for 69% of fatalities in Europe's cities<sup>2</sup>. These modes of transportation are mostly present in cities, which partly explains their overrepresentation. Worryingly, however, the number of fatalities has decreased less on urban roads than on rural or suburban roads.

The FIA calls for improved urban planning which, together with awareness-raising efforts, would:



- Clearly mark the different parts of the infrastructure (e.g. bike or motorcycle lanes)
- Analyse in-depth the needs of specific areas and design appropriate responses (e.g. shared space schemes in low traffic volume areas)
- Adapt speed limits to the vehicles using the space, clearly mark it and ensure limits are respected
- Promote adaptive traffic management, giving priority to public transport when needed and opening the access to other vehicles to avoid congestion
- Provide dedicated infrastructures for each type of transportation when possible in high traffic volume road sections, including secure bicycle lanes separated from the main traffic and safely designed pedestrian crossings<sup>3</sup> and bus stops. Bicycles lanes should not be set up at the expense of car lanes, especially in bottleneck areas

If 30 km/h zones are well planned and implemented within cities, they are accepted by motorists. Such zones can, under certain conditions, increase safety in some parts of cities. According to research carried out by the Touring Club Switzerland, the introduction of such zones must follow clear rules to maximise their efficiency:

- They should be introduced in residential or commercial areas and be limited in the geographical area they cover
- They must be clearly marked by specific space planning and road signs
- Streets primarily designed for traffic or those with an important transit role should not be subject to 30 km/h zoning

A generalisation of 30 km/h zone will not lead to "accident-free cities". From a safety point of view, a number of aspects are as decisive as speed in accident causation such as: attention, attitude, driving skills, visibility, priorities, road conditions, etc. While the introduction of such zones may be justified in certain

<sup>2</sup> Source: Commission Road Safety Vademecum 2011-2012, page 8, [http://ec.europa.eu/transport/road\\_safety/pdf/vademecum\\_2013.pdf](http://ec.europa.eu/transport/road_safety/pdf/vademecum_2013.pdf)

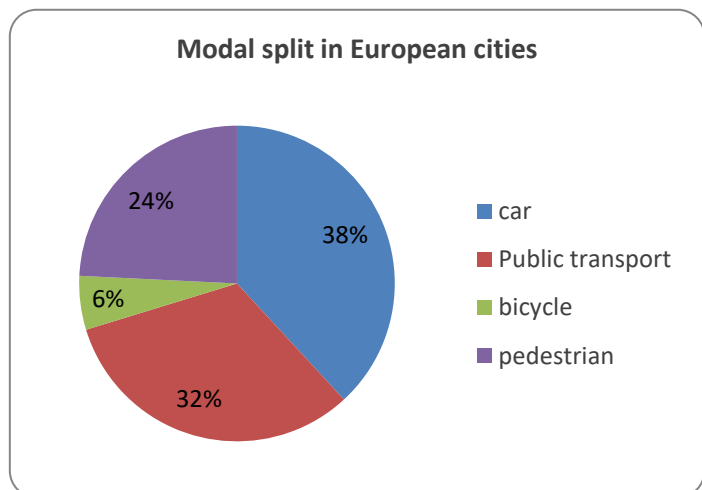
<sup>3</sup> "Linee Guida per la progettazione degli attraversamenti pedonali" from ACI

areas, its generalisation can lead to significant mobility reduction without necessarily bringing the expected safety improvements. Generally, it can lead to higher emissions linked to the engine design when in lower gear.

Legislation designed to give enhanced legal protection to vulnerable road users, such as presumed responsibility on the part of car drivers in the event of a collision in an urban area, is potentially divisive. Such laws should only be considered when infrastructure design is sufficiently advanced so as to make it absolutely clear that pedestrians and cyclists have priority.

## Inter-modal complementarity

The FIA strongly supports the complementarity of transport modes in the cities. A quick view on the modal split in 22 European cities<sup>4</sup> shows that slightly over one third of trips are made by car; another third by public transport; and the last third are made on foot or by bicycle. In each of the cities surveyed, all transportation modes play a role to ensure mobility. Cities' support of transport modes that are more adapted to local circumstances, i.e. urban planning, is clearly a useful tool to influence citizens' behaviour in this case. This can be seen in the large variation in the number of



trips made by bike or on foot in different cities. As an example, cycling accounts for 31% of all trips in Copenhagen compared to a mere 3% in Paris. Providing integrated mobility solutions that allow for the seamless mobility of users is the challenge faced by modern cities.

In order to maximise the utility for each transport mode, the FIA urges the Commission to consider the following:

- Intelligent urban planning to ensure adapted, secured space for all modes of transport
- Investments in infrastructure to ensure the safety and reliability of each transport mode
- Investment in inter-change infrastructure, enhancing the level of service of the transport system as a whole. Park and ride stations, safe bike parking or weather protected bus stops decrease the barriers of modal shifts, leading to a more seamless mobility
- Encouraging travellers to make sustainable choices through improved information

## ITS deployment to limit congestion, increase safety and safeguard mobility

Many European cities face similar challenges in terms of environmental sustainability and congestion, which are linked to the urban density. The FIA disputes the added value of urban access restriction schemes, which often have negative effects on the economy of municipalities and do not bring about the expected benefits. Such schemes also have disproportionate impact on occasional users, such as tourists.

As an example, motorhome owners are often included in the scope of such restriction schemes and face a high administrative burden or fines if they fail to comply with the maze of existing rules. The economic

<sup>4</sup> Paris, London, Madrid, Barcelona, Lisbon, Vienna, Berlin, Amsterdam, Stockholm, Oslo, Ljubljana, Budapest, Bucharest, Brno, Warsaw, Vilnius, Sofia, Athens, Helsinki, Copenhagen, Florence, Bologna, data extracted from Epomm for the year 2011.

impact of measures, such as urban access restrictions, should be carefully weighed before any implementation is considered. Access restrictions introduced for environmental or congestion reasons often do not deliver the expected benefits and can lead to social exclusion and a loss of attractiveness of city centres. Cities that chose to implement such schemes should carry out careful impact assessment ex post to ensure that the scheme in place effectively benefits citizens. In terms of air quality, FIA Clubs support holistic approaches, which would encompass positive fiscal incentives, support for fleet renewal and increased flexibility of working hours.

The FIA therefore calls on cities to:

- Facilitate rather than hinder mobility at peak hours (e.g. synchronised traffic lights), including designing systems to improve co-modality (for e.g. park and ride solutions) and the introduction of flexible working time
- Ensure a certain level of consistency among existing restriction schemes in Europe, which take into account the needs of occasional users
- Target actions to real and specifically identified problems, (e.g. for the most polluting vehicles or areas that lack sufficient infrastructure)
- Counterbalance restrictive measures to ensure the fluidity of mobility for all road users

Intelligent Transport Systems offer a wealth of opportunities to improve traffic in cities without the detrimental effect of access restrictions. According to a recent JRC study<sup>5</sup>, improvement of city logistics by ICT technologies has a strong potential for CO<sub>2</sub> reduction in European cities (an estimated reduction of 951 ktons, down to 1192 ktons by 2030). The FIA supports the deployment of these technologies to maximise the potential of these technologies to make urban mobility safer, more affordable, more efficient and more sustainable for all.

By using adequate traffic information data and consistent multi-modal travel planners, citizens can be prompted to better assess each mode and, ultimately, make the right choice for their mobility needs.

## Informing citizens of the concrete individual benefits of ITS

In order to optimise the use of ITS, users should get all necessary information about the individual benefits they can derive from the technology in terms of costs, time saving, road safety and comfort. To ensure consumer uptake, a transparent and competitive market should be developed, based on the following principles:

- **Data protection:** consumers should own all data they generate, get clear information about the data gathered and its potential use and be free to share it with service providers of their choice
- **Consumers' free choice:** consumers should have the right to choose from a variety of safe functionalities and services
- **Fair competition:** consumers' right to choose should be safeguarded by allowing simultaneous, non-discriminatory access to travel and traffic data and functionalities to the services providers of choice
- **Open public data:** all public operators should provide real traffic and travel data and ensure interoperability by using open standards, so that third parties can develop integrated mobility services

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<sup>5</sup> JRC technical report "Quantifying the effects of sustainable urban mobility plans", 2013.



## Fédération Internationale de l'Automobile (FIA) Region I office

FIA Region I represents 110 Touring and Motoring Clubs in Europe, the Middle East and Africa, which total more than 38 million members. The FIA represents the interest of these members as motorists, public transport users, pedestrians and tourists. The FIA's primary goal is to secure a sustainable mobility i.e. that is safe, affordable, clean and efficient.

The FIA participates in several EU-funded projects promoting sustainable mobility:



**Mobility Challenge** promotes intelligent vehicle systems for efficient mobility. The FIA coordinates the project, demonstrating the benefits of safe, smart and clean mobility through innovative Intelligent Transport System (ITS) solutions. [www.imobilitychallenge.eu](http://www.imobilitychallenge.eu)

**smartCEM** aims to encourage the use of electric vehicles as part of daily life. The project runs pilots of services based on connected technologies to overcome the limitations of electromobility. [www.smartcem-project.eu](http://www.smartcem-project.eu)



**Compass4D** demonstrates the benefits of cooperative systems for road users. It aims foremost to increase road safety and energy efficiency, while reducing the level of congestion in cities. [www.compass4d.eu](http://www.compass4d.eu)



**METPEX** develops an inclusive passenger experience measurement tool for European transport providers, passenger groups and municipalities. It aims to create a qualitative public transport service for all users. [www.metpex.eu](http://www.metpex.eu)

Learn more at [fiaregion1.com](http://fiaregion1.com)