

DUBLIN

Dublin City Council leading by example

Appointing a mobility manager; creating a staff sustainable commuting pack; implementing a rewards program for regular green commuters; establishing a staff bicycle fleet, and facilitating a staff car-sharing scheme are only a few measures of the workplace travel plan developed for Dublin City Council under the ASTUTE project. All these measures are targeted at increasing walking and cycling to the Civic Offices amongst both visitors and staff

and are being rolled out over the next three years. Best practice examples from the ASTUTE toolkit were successfully integrated into this workplace travel plan which was developed following a detailed staff travel survey revealing current travel patterns of staff. The overall target is to achieve a 25% reduction in single occupant vehicle trips for staff journey to work by 2011. In the private sector, KPMG has committed to develop a workplace travel plan for its staff in the office in Dublin under the ASTUTE project.

ASTUTE - Dublin - Workplace Travel Plans



WWW.WORKPLACETRAVELPLANS.IE TAKES OFF

There have been over 2,000 visits to this website on workplace travel plans – the first such dedicated resource for employers in Ireland – since its launch in August 2007. The website helps to overcome one of the main barriers to the take-up of travel plans in Dublin - lack of awareness of how to implement travel plans and avail their benefits. Local content and reference points for a local audience are the critical factors for the success. The development of this Irish web resource on workplace travel plans will be a new case study for the ASTUTE toolkit.

CEN

Cyclist's breakfast hits the mark

Lion TV recently held a cyclist's breakfast to promote its travel plan. Employees that had travelled sustainably to work, ie walked or cycled, were provided with a free breakfast and a talk on the other measures that Lion TV has implemented to overcome some of the stated barriers to walking and cycling.

Contact details
 More information can be found at the project website:
www.astute-eu.org

Or contact the lead ASTUTE partner, the London Borough of Bromley:

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Partners on a mentoring visit in Graz

Mentoring

An important part of ASTUTE is the sharing of knowledge amongst partners, where those more experienced share their experiences with others and exchange of best practice takes place. To assist in this process three mentoring exchanges have taken place – in Graz, Bromley and Granada.

Graz

In September 2007 Graz played host and conducted a full programme for partners from Dublin, Siracusa and Budapest, including a tour of the Mobility Centre, pedestrian-friendly zones, bicycle training and highlighted local measures employed to encourage walking and cycling amongst business. Partners saw how the daily monitoring of the staff modal split allows Graz to target individuals.

Bromley

In November 2007, all the ASTUTE partners came to Bromley to learn about the municipality's staff travel plan; the shopping centre travel plan, and to be briefed by Transport for

London on its ambitious walking, cycling and Travel Plan strategies and best practice.

Granada

In June 2008 partners from Siracusa visited Granada to see at first-hand some of the measures being undertaken in the city including integrated traffic management and the pedestrian access control system. In addition, partners discussed projects and targets in ASTUTE and exchanged experiences between the two cities. Senior officers from both municipalities took part in the visit and there was an Open Discussion on policy measures to promote walking and cycling mobility in southern European cities.



Welcome to the fourth newsletter of the ASTUTE project

ASTUTE aims to decrease CO2 emissions by increasing the frequency of walking and cycling in six EU cities. Running from 2006–2009, ASTUTE is giving both public and private sector organisations the know-how to overcome identified barriers by applying a database toolkit of Best Practice examples.



Critical Mass bikes in Budapest

ASTUTE Toolkit

Over the past 12 months, partners have been busy testing the ASTUTE Toolkit for transferability to overcome their local barriers to increasing walking and cycling. The draft toolkit is available online please visit the website and try it out – www.astute-eu.org

The ASTUTE partners' local actions in promoting walking and cycling will be completed in the autumn and the best practice that we have tested and delivered over the last two years will be used to create new examples for the toolkit. The final ASTUTE toolkit will be available in DVD format and will include over 100 best practice examples from across Europe as well as reference and other supportive materials. The DVD will be an interactive and multi-lingual (in at least 10 EU languages) tool for both public and private sector organisations to help overcome the barriers to the uptake of walking and cycling

In addition, the ASTUTE website version of the toolkit will continue for a further five years to allow new best practice to be added and shared. It has been designed so that it is compatible with the ELTIS database and it is proposed to make this one central resource.

Calling notice

ASTUTE Agents
 The final part of the project is to invite representatives from six New Member States – Bulgaria, Hungary, Lithuania, Romania, Poland and Slovenia – to London in December 2008 to receive state-of-the-art Mobility Management training including the methodology of the ASTUTE barriers and the resource of the Toolkit. These six ASTUTE 'agents' will then return to their capital cities to conduct training to groups of 25 technicians and politicians locally.

We are in the process of targeting suitable agents and so invite you to come forward with suitable suggestions!

Volunteers welcome!
 Contact
paul.curtis@lept-eu.org

News from the Partners

LB BROMLEY

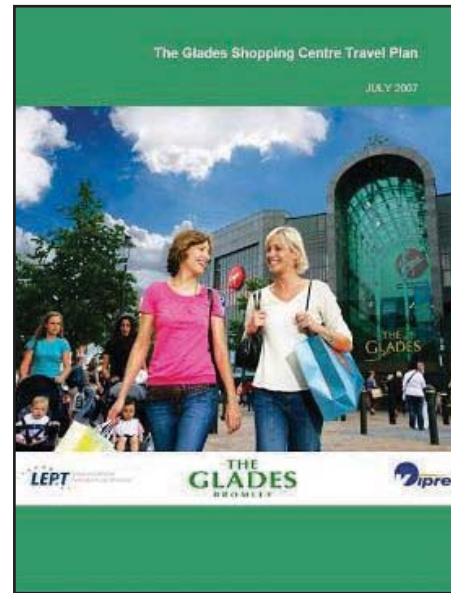
Bromley has recently introduced more walking-friendly street design with examples of shared space and raised roads and segregated bus stops making the town centre more accessible to the pedestrian and ASTUTE has been conducting attitudinal surveys with the public to ascertain whether the designers have delivered. The results look good!

- 63% feel the town centre is either 'more' or 'much more' walkable
- 61.5% feel that the raised segregated bus stops are 'a little' or 'much easier' to use
- 67% of pushchair and wheelchair users stated that the pavements were 'easier to navigate'

Monthly quantitative surveys are also being conducted to calculate whether the new layout is bringing more pedestrians to Bromley and there will be news of this in the final newsletter.

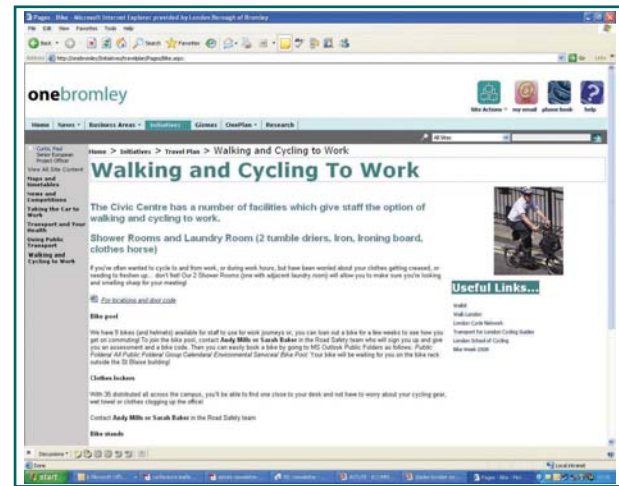
As part of the Glades Shopping Centre Travel Plan we have developed an innovative street map to encourage walking by Bromley town centre shoppers and commuters. The three circles (see map) quickly show the user how many minutes' walk they live from the town centre which encourages them to leave their car at home. From our studies, pedestrians understand 'time' more than 'distance' when it comes to travel information.

For Bromley Council's own travel plan we have created a new site on the intranet comprising a central resource for staff on the location of showers and bike stands, maps and timetables as well as bike pool information. We have also sent out a survey to the parents of the hundreds of schoolchildren who have taken cycle training over the last six months in order to monitor its impact on their travel behaviour in the medium term.



captions for these here???

I am a bit concerned about the resolution



GRANADA

In April 2008, the Municipality of Churriana in Granada held its 'Bike Day' attracting more than 400 cyclists on a tour through the main streets and promoted the health benefits of cycling as well as raising awareness of its place as a viable commuting mode and not merely a leisure activity. This was in response to overcoming the identified barrier in Granada of POOR PUBLIC

PERCEPTION. By mustering support from the public, it is hoped that the municipalities themselves will give more priority to cycling schemes thereby overcoming the secondary barrier of LACK OF PUBLIC SECTOR SUPPORT.

As part of the ASTUTE project, Granada City Council is working on the development of a travel plan for municipality employees to promote walking and cycling to work. In order to

take actions to increase cycling in Granada, ASTUTE toolkit examples from Almada (PACicla), Barcelona (Bicing) and London (Cycle Network Plus) were very useful to help define the measures to be undertaken to encourage public and private social stakeholders to promote walking and cycling as a viable way of transport in the city.

BUDAPEST

On Earth Day, 22 April 2008, Mathias Square (Mátyás tér) which was redesigned as part of the ASTUTE project, was opened to the public. The local residents were intensively involved into the planning process to include all their expectations of the redesign. The opening ceremony included an educational biking area for children making the transport in the area safer and more environmentally-friendly. ASTUTE's Budapest Colleagues (Studio Metropolitana) are proud of helping the renovation of the square which probably will trigger the wider development of this quarter of Budapest.

GRAZ

To promote walking in the city we developed and organised thematic walking events for the European Mobility Week. In addition for the Car Free Day, which will happen on a working day in 2008, we have planned to close off one of the main roads to the inner city to individual traffic and organise different actions and awareness campaigns to promote alternatives to the car.



Safety bands for cyclists bearing the ASTUTE logo



Graz promotional materials

In 1986 the city of Graz began to implement an innovative inner-city traffic concept based on the philosophy of 'gentle mobility'. The historic old town and the 'Mur suburbs' were designed as interconnected pedestrian zones and partly made accessible to cyclists. In relation to 'gentle mobility', and with support from the ASTUTE project, the City of Graz will open the extension of the 'Murpromenade' on the Graz Green Network which is a path beside the river where you can stroll along a pleasant green route. As part of the project we have also recently produced a leaflet in English to promote the eco-friendly mobility of the 'Graz Green Net' of safe pleasant green routes offering healthy air, attractive streetscape and ecological diversity in the City.

A map for walking was produced and the action 'Who rides the bike will be the winner' was introduced and aimed at companies as an incentive to integrate the bicycle in everyday life.

SIRACUSA

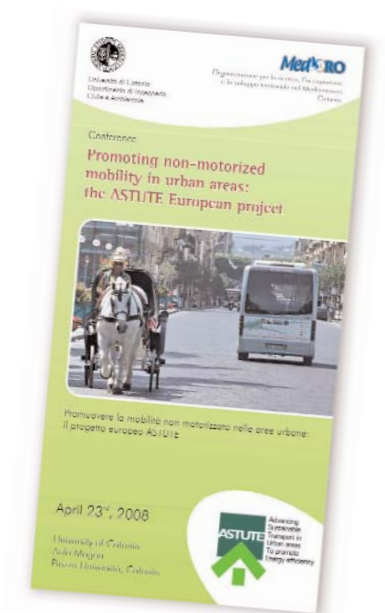
To coincide with the ASTUTE partner meeting in Sicily, The University of Catania and MedORO organised a conference on 'Promoting non-motorized mobility in

urban areas: the ASTUTE European project' This was held in Catania on 23 April 2008 and consisted of two parts:

Part One – Prof. Ignaccolo presented several contributes by academic researchers about sustainable mobility policy and practice

Part Two – coordinated by Dr. Giusto, focused on the ASTUTE project, particularly on the experiences of Siracusa, Bromley and Graz.

URBANPROMO 2007



The University of Catania participated in the major conference Urbanpromo 2007, held in Venezia from 21 to 24 November, in order to disseminate ASTUTE Project and the strategies for promoting walking in Ortigia (Siracusa) among the scientific community. A poster was presented, illustrating the project outlines and the methodology, which was set up to decrease car access into the island thereby increasing walking and use of public transport.

A paper on this subject was also submitted to the scientific committee of the Urbanpromo meeting 'I trasporti nella città del XXI secolo' (Transport in 21st century city), and is going to be published in the conference proceedings.