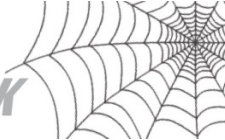




**ACTIVE TRAVEL**  
*NETWORK*



Connecting cities  
Building successes



## **Report on the Training Session on The Active Travel Audit and the Case Study of Novara, Italy:**

The training session in Novara was divided into two trainings. The first one contained the use of the Active Travel Audit which each partner city had to carry out and the second one followed the presentation of the partner from Novara and the site visit and was a direct work of partners on the possibilities to set up ideas for solving the problem of our Italian partner.

### Training on the Active Travel Audit:

The first training session started with a presentation of the Lead Expert Robert Pressl and the Thematic Expert Karl Reiter, both Austrian Mobility Research FGM-AMOR. The presentation was not a pure ex-cathedra presentation but included an invitation for the audience to discussions.

The aim of this training was to make the partner cities fit to carry out an own active travel audit in their cities. The results of this audit which is usually a priority plan should feed into the design of the Local Action Plans.

The presentation was designed in form of PPT Slides and discussion points. It contained the following aspects.

- Process of an ACTIVE TRAVEL Audit based on BYPAD
- Set up the audit group
- 4 levels of progress
- Module: User needs
- Module: Policies and co-ordination
- Module: Means and Personnel
- Module: Infrastructure & Safety
- Module: Information & Education
- Module: Promotion & Partnerships
- Module. Complementary Actions
- Module: Evaluation & Effects
- Organising the site visit
- Analysis and setting priorities

All the different modules were accompanied by proven good practise and bad practise examples from Austria, the Netherlands, Denmark, Italy, Germany, Romania, Poland and Finland.

Partners should get an overview on the process of the audit itself and at the same time on potential measures (from the good practise collection) that could be interesting for the partners.

## Module 8: Complementary Actions

### Cycling is healthy!

#### Odense: National Cycling City of Denmark (1999 - 2002)

2,7 Mio Euro (675.000 Euro/year): 50 projects developed and implemented

- \* Accessibility
- \* Parking facilities
- \* Image campaigns for children & youngsters

#### Results

Investments lower than effective costs: number of staff ill decreased  
(4,4, Mio Euro)  
Saving of costs: 1,7 Mio Euro



Meeting Novara (Italy) on 2<sup>nd</sup> to 4<sup>th</sup> November 2010

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*Example of one of the presented slides:*

#### Training on the Novara Case:

Daniele Flnazzi and Antonio Mazzeri presented their case. The case of the City of Novara deals with the division into two parts – the centre and a living area which is well connected by road for cars but not so good for other modes of transport. Therefore most of the people who want to get to the Cities centre use their car. In former times a railway connection existed but nowadays is a dead track only. It is the plan of the city to use this track to build along a bicycle track connection from this living area to the city centre. This connection should not only be used for a quick solution to get from A to B but also as a leisure time area for the citizens. Along this track new residential buildings should be erected and existing ones should be renovated. The area should become a shining example for active travel modes and for quality of life. It is planned to introduce a new urban actions plan of active mobility as experimental issues which will later function as good practices for other areas in town.

Based on the presentation the partners were invited to a site visit of the affected area. After the site visit the partners were divided into two groups based on their interest to work on two different questions:

1. How could public buildings renovated or new build so that they are a good basis for enhancing Active Travel? Think about infrastructure but also on organisation measures as well as on information and promotion of walking and cycling. What are you offering for which target groups?
2. Which campaigns and promotion activities are you planning to offer to the residents of the living area that should be connected with the cities centre by the new sidewalk and cycle track. Special focus should be built on the time of construction when the new track isn't yet available. In this time the awareness of the citizens should already be raised so that they look forward to the new offer.

Highlights of the results of the training – ideas for implementation:

- Already at the construction phase high quality bicycle parking facilities must be planned (enough, weather proof, safe). The same for children's mobility toys (tricycles, baby buggies etc.).
- Repair equipment and compressor for refilling air to the bicycle tire should be foreseen so that people could maintain their bikes easily.
- Safety boxes at the buildings for rain coats, umbrellas but also for delivery of goods from delivery services to avoid the use of the car for shopping.
- Organisation of a mobility related flea market for children's mobility toys such as roller skates, scooters, bicycles, push chairs etc.
- Development of a self-evaluation and motivation tool that each citizen can use to a.) get ideas what kind of trips he / she could shift and b.) how many km he / she walked / cycled (and shift from the car), incl. a calculator how many calories he / she had burnt.
- Bicycle maintenance day with the aim to check the citizens bikes on safety, functionality, breaks – e.g. 1 or 2 per year.
- Information on functions along the planned corridor (e.g. within a distance of 3 minutes walking / cycling you can find 2 ice cream parlours, 3 restaurants, 1 children playground, 2 kiosks etc.). Aim: to strengthen the vicinity and to get an idea what is available within walking / cycling distance of my home / catchment area.
- Development of marketing material to gain the right persons who should live in these new houses.





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<http://urbact.eu/en/projects/low-carbon-urban-environments/active-travel-network/homepage/>