

MAKING THE LINK:
**ACTION POINTS FOR POLICYMAKERS,
INDUSTRY AND CIVIL SOCIETY**

25 September 2009

**THE PEP WORKSHOP ON
Safe and Healthy Walking and Cycling in Urban Areas**

24-25 September 2009, Pruhonice-Prague, Czech Republic



The Workshop agreed that international and national, regional and municipal actors should work collaboratively to:

(Integrated policy approach)

- Recognize that walking and cycling is an integral part of transport and urban development planning and policy, on par with public transport and car traffic that contributes to individual fitness and public health, reduction of traffic accidents, noise and air pollution, less greenhouse gas emissions and congestion and to increased attractiveness of city centers;
- Promote a culture of cycling and walking that is systemic, holistic and integrated, spanning regions and across multiple sectors, including transport, health, environment, urban and regional planning and agriculture;
- Encourage transport, health, environment and regional development ministries to adopt common policies that support walking and cycling through an integrated policy approach, including legislation, planning, financing, implementation and monitoring;

- Ensure all actors cooperate and play a constructive role in promoting cycling and walking, including national authorities, municipalities, transport, health and spatial planners, the business community and civil society;
- Adopt national, regional and municipal strategies and master plans with concrete and ambitious targets for improvements in cycling and walking as viable modes of human-powered mobility;
- Calculate the health benefits and effects of cycling and walking, as well as the economic importance of the cycling industry and disseminate this information widely;

(Appropriate infrastructure)

- Ensure the development of cycling and walking infrastructure is focused on increasing safety and eliminating barriers to cycling and walking in urban areas, including for children, the elderly and those with reduced mobility and complies with the following 5 core principles:
 - It must be SAFE and perceived as such under all weather conditions, day and night;
 - It must be ACCESSIBLE, forming an uninterrupted network that is linked with public transport services;
 - It must be CONVENIENT to allow direct and well-signaled access to homes, shops and work places;
 - It must be COMFORTABLE to cater to all users, including children and senior citizens, and
 - It must be ATTRACTIVE in terms of cleanliness, noise and quality of infrastructure offering pleasant surroundings and well-functioning cycling storage facilities;
- Monitor cycling and walking transport to obtain hard facts and data on walking and cycling use as well as on accidents and injuries that can support policy interventions and local action;

(Safety first)

- Provide safe and well-lit bike parks, bike sheds, park-and-ride facilities for reduced crime and bicycle theft;

- Spread the increasing evidence that more cycling and walking tends to lead to less accidents since motorists become sensitized to the presence of non-motorized traffic and to sharing the road;
- Develop, as far as possible, dedicated fast lanes and infrastructure that caters to faster bikers and allows them to circulate separately from slower cyclists and pedestrians;

(New technologies and electric bicycles)

- Promote new and innovative transport technologies and solutions aimed at improving urban mobility, such as intelligent transport systems (ITS), including traffic management, monitoring and signaling;
- Recognize that electric bicycles may create a new dimension of cycling and increase the attractiveness and accessibility to cycling;
- Recognize that urban and regional bike-sharing schemes may contribute to enhanced human-powered mobility in city centers and may be attractive for Public-Private-Partnerships (PPP);

(Public perception and awareness-raising)

- Devise and support public campaigns and awareness raising to sensitize citizens to the benefits of human-powered mobility as a viable, healthy and safe alternative to private cars;
- Publicize cycling paths and their accessibility in the media by using mapping information technology (GPS/GIS) to show bicycle paths on the internet and to highlight why they are attractive for local citizens and tourists;
- Recognize the role of NGOs in promoting cycling and walking through discussions and public forums;
- Work together with and educate the media to publicize walking and cycling events, such as opening of pedestrian zones and cycling paths;
- Promote public education and community outreach (to schools, city councils, etc.) to encourage walking and cycling;
- Raise awareness among employers to support travel to work by bike by providing economic incentives, and facilities, like bike storage rooms, changing rooms and showers;

(EECCA / SEE challenges and potential)

- In countries of Eastern Europe, Caucasus, Central Asia (EECCA) and South East Europe (SEE) devote maximum attention to safety where it remains the overriding obstacle to viewing cycling and walking as viable alternatives to private cars in urban areas;
- Sensitize populations to the benefits of walking and cycling and policymakers to the need for investment in cycling paths and pedestrian zones;

(International framework)

- Make use of the Transport, Health and Environment Pan-European Programme (THE PEP) to continue to promote walking and cycling during THE PEP relay race with a focus on selected issues, such as the development of internationally harmonized guidelines or standards on cycling and walking measures;
 - Draw on THE PEP to develop pan-European guidelines and standards for cycling and walking technologies and infrastructures that allow for economies of scale, reduction of costs and an increase in safety;
 - Cooperate with NGOs, such as the International Road Federation (IRF), the European Cyclists Federation, the European Greenways Association, the European Pedestrian Association, the European sister-city programme as well as industry groups to harness support and expertise, particularly for capacity building;
 - Make use of THE PEP to consider the possibility to extend the Trans-European network to cycling;
 - Pass the baton of THE PEP relay race to another host country, possibly in Eastern Europe or in the Caucasus, to share best practice and promote policies for cycling and pedestrian-friendly cities focusing on specific regional needs and challenges.
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