RAISING AWARNESS



The CHANGE

"Faith is taking the first step even when you don't see the whole staircase."

Martin Luther King Jr.

1. CAREFUL PLANNING

THE STEPS OF CHANGE

2. HIGH QUALITY WALKING INFRASTRUCTURE

3. STREET DESIGN

4. INTEGRATION OF WALKING WITH OTHER TRANSPORT MODES

5. MEASURING THE LEVEL OF WALKABILITY

6. A BEHAVIORAL CHANGE ON COMMUNITY LEVEL

HOW TO CONVINCE PEOPLE TO CHANGE?

Commitment building,

education and

awareness raising

Participatory planning

Citizens have to be active; TO BE PART of designing the solutions, make them support the solution



Leading by example

the municipality staff; city LEADERS have themselves to ACTIVE demonstrate **TRANSPORT**



Narrower roads/lanes

reduce speed

ROAD DIET = more space for other

function:sidewalks, bike lanes & e.t.

Gamification

Challenges to walk a certain distance every day, competitions between companies, school ("this city is on diet")



Educational programmes

START at an EARLY AGE: programmes for schoolchildren to explain the importance of sustainable URBAN MOB



to WORK"

Awareness-raising campaigns



TO SHOW people the DANGER of sedentary lifestyle and the individual and community level **BENEFITS** of regular walking or cycling



LOCAL

REGULATIONS



PARKING





Every parking space requires at least 15 m² of valuable URBAN PUBLIC SPACE and average driver uses 2 to 5 parking place every day.

ACTIVE PARKING MANAGEMENT : introducing paid parking, increased parking fees, reducing or restraining parking supply



REDUCED SPEED

speed limits in small streets to 30 km/h, making space safer

Building regulations to promote density

regulations building Local should orientate investors towards dense developments with **MIXED USE**



EXPENSIVE CAR USE

The simplest way to dissuade people from using their car is by MAKING CAR USE sufficiently EXPENSIVE



CONVENIENCE / TIME

TIME is MONEY: SAVING TIME = SAVE MONEY

If people realised that driving to work every day means spending significant time in congestion, and using public transport or even bicycle cuts their daily travel time in half many would be temped to leave the car at home



CHEAPER PUBLIC **TRANSPORT**

MOST importantly attractive, high-quality public transport offered at a decent price

monthly discount

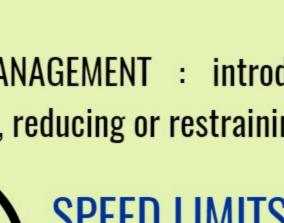
quarterly or annual tickets

special combined cards



special target groups motivations for companies







SPEED LIMITS —

TRAFFIC SAFETY: reducing the SPEED of CARS and suitable for bicycles.