



Fostering citizen-focused urban mobility  
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# Promoting Active Modes of Transport

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**Interreg  
Europe**



European Union | European Regional Development Fund

# Statistics on transport – case study - Romania



In Romania, according to INS (National Statistic database), the total number of passenger cars were, as follows:

<b>Year 1990 (revolution/comunism)</b>	<b>Year 2000</b>	<b>Year 2018</b>
1,292,283	2,777,594	6,452,536

Buses for public transportation

<b>Year 1990 (revolution/comunism)</b>	<b>Year 2000</b>	<b>Year 2018</b>
Not found	<i>35,762 in 2007</i>	51,802

Number of population in Romania

<b>Year 1990 (revolution/comunism)</b>	<b>Year 2000</b>	<b>Year 2018</b>
23,211,395	<i>21,675,775 in 2002</i>	19,472,072

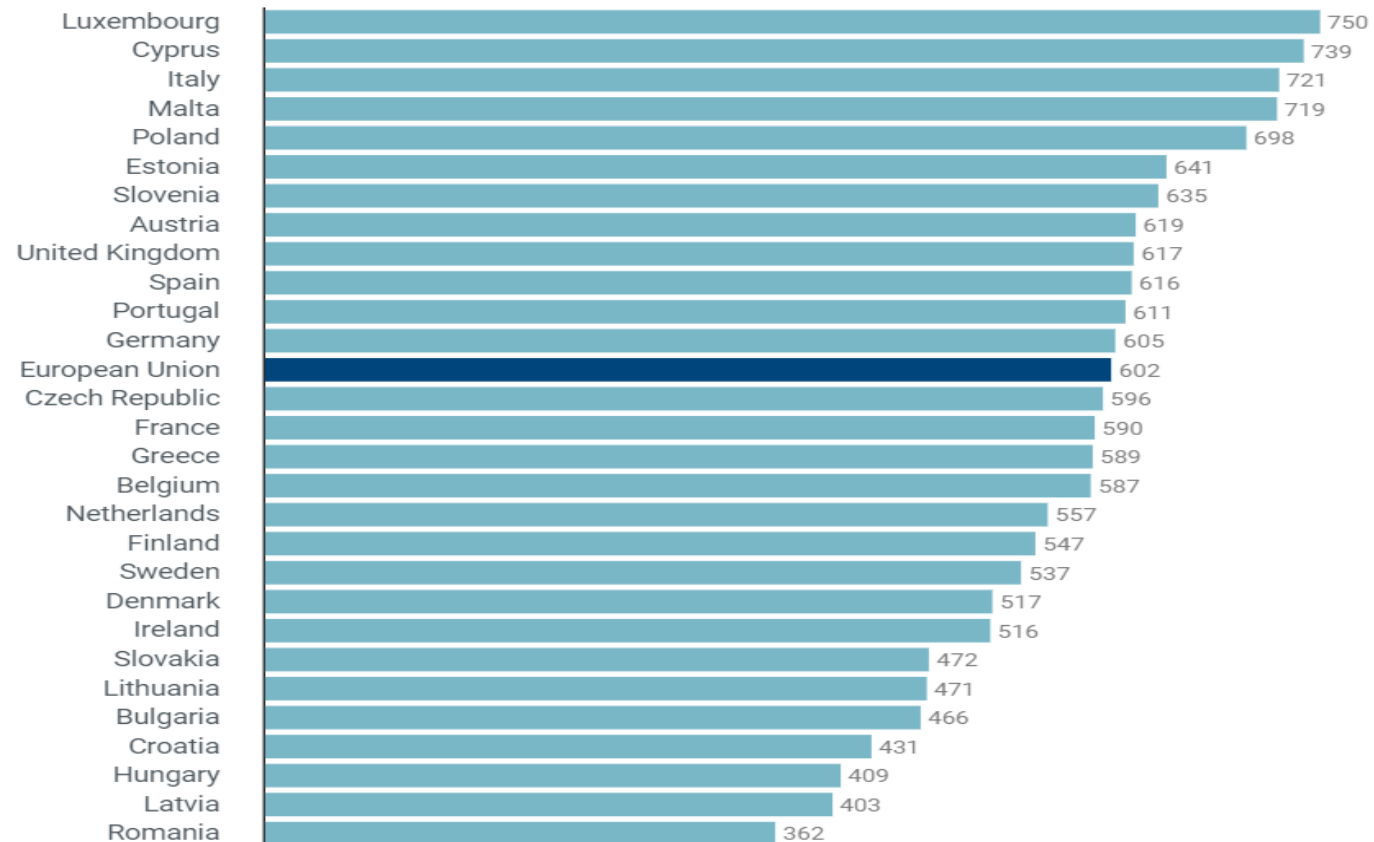
There are some 308.3 million motor vehicles in circulation on the EU's roads, that is more than one for every two Europeans. *Source: European Automobile Manufacturers Association*



**The European Union counts 602 motor vehicles per 1,000 inhabitants.**

**Motorisation rate in the EU**

Vehicles per 1,000 inhabitants | 2017



Created with LocalFocus

Source: EUROSTAT, IHS MARKIT



# Active Transport

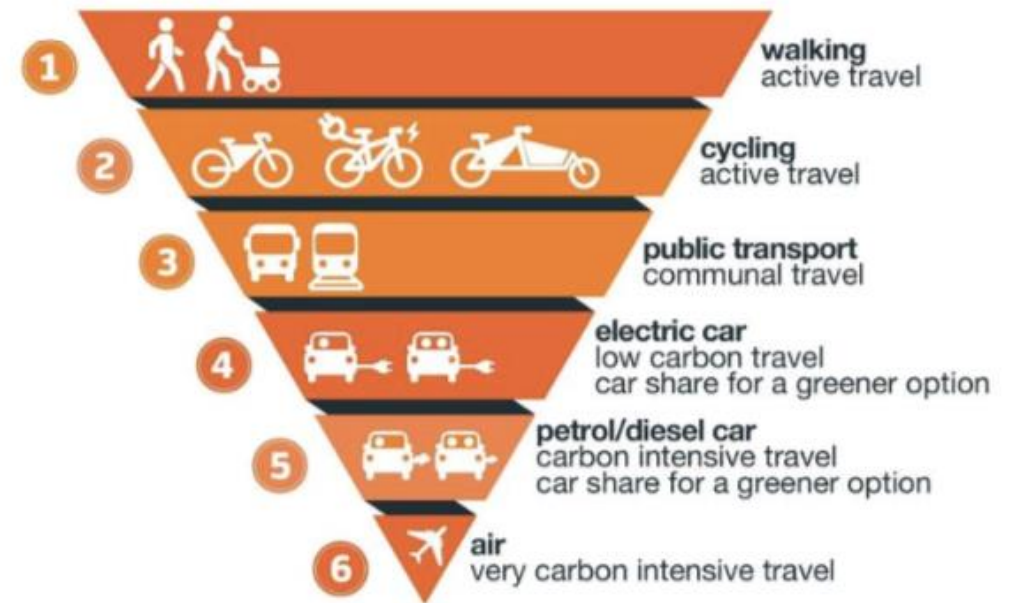
Shift towards active transport supports health improvements and greenhouse gas emission reductions

A clear hierarchy of priorities for urban planners:

- *Walking*
- *Cycling*
- *Combination with public transport*

*We are aiming for Clean, Safe and Smart Mobility*

## LOW CARBON TRANSPORT HIERARCHY ENCOURAGING SUSTAINABLE TRAVEL TO REDUCE EMISSIONS





# Impact of passenger cars and motorised transportation

**Aglomerated cities, low mobility of citizens**

**Increased number of accidents**

**Health problems  
(reduced physical activity)**

**Negative  
impact**

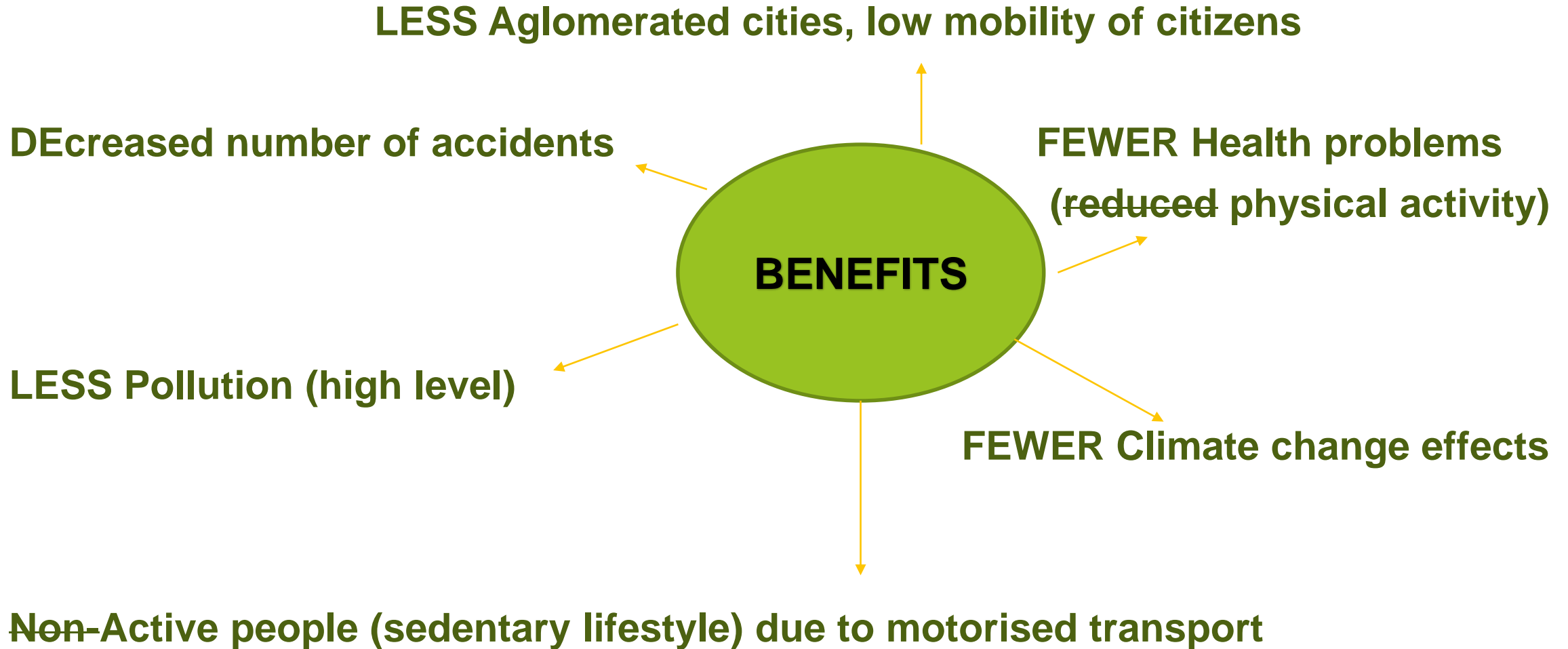
**Pollution (high level)**

**Climate change effects**

**Non-active people (sedentary lifestyle) due to motorised transport**



# Benefits of Active Transport





***Sharing best practices and experience on data collecting and processing and involvement of users in order to improve planning of cycling and walking as modes of transport in urban and functional urban areas***

## **Objectives:**

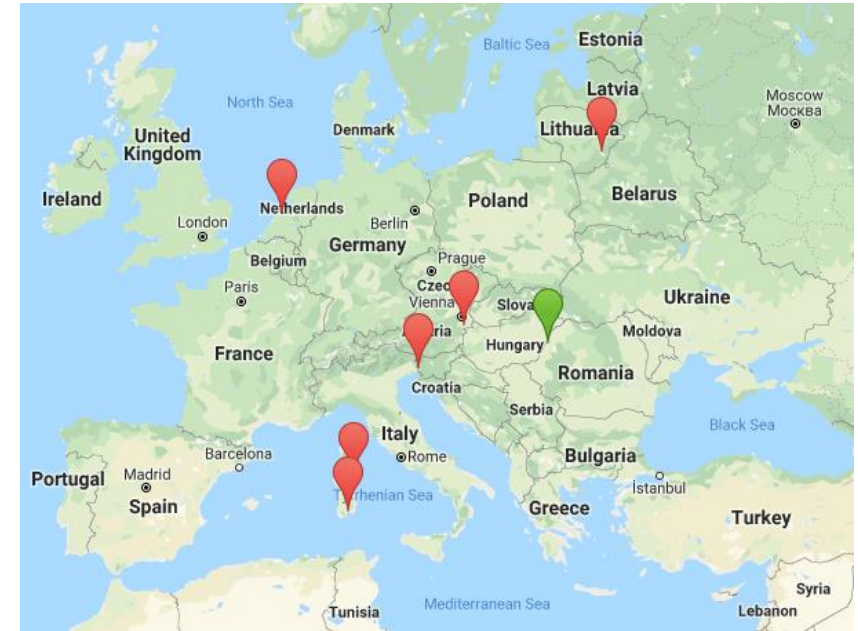
- Support the transition from motor vehicles to active urban mobility;
- Bring forward the needs of cyclists and pedestrians as part of urban planning;
- Gather data to understand situation on the ground: working meetings, evaluations of pedestrian and bicycle routes, technical discussions within the local groups
- Ensure the adoption of quality criteria for adequate infrastructure for walking and cycling

# CycleWalk



The partnership consists of 7 institutions from 6 European countries

- Oradea Metropolitan Area - Romania,
- Regions Sardinia and Olbia - Italy,
- European Grouping of Territorial Cooperation EURO-GO - Slovenia,
- Vilnius Public Transport Company - Lithuania
- Burgenland Region - Austria
- University of Amsterdam - Netherlands.



[interregeurope.eu/CycleWalk](https://interregeurope.eu/CycleWalk)



# Identified challenges



- Geography – Institutions – Markets
- People willing to travel up to 5km by bike:
  - *How do we design people-friendly cities that encourage walking, cycling and/or public transportation?*
- Cycling is mostly recreational, and used less for commuting
- Not the cost of renting/buying a bike that holds people back, but the **mentality and convenience**
- During implementing CycleWalk we faced the well-known **chicken-egg dilemma**:
  - *What should we do first in order to support the active mobility: reach a critical mass of cyclists or develop the infrastructure?*



# Approaches



Examples of actions which we plan to implement in the second phase of the implementation:

- Create necessary facilities for easy, safe and comfortable bike-public transport transfer
- Review and update strategic documents aimed at mobility, by giving a higher priority to active mobility

We have developed a set of quality criteria for cycling and walking measures and policies: 8 different categories, from infrastructure to legal framework, from education to decision-making.

# CycleWalk Criteria



1. Infrastructure Use and Design
2. Financial Investment
3. Maintenance, Evaluation, Operation
4. Communication and Education
5. Policy and Vision
6. Decision making, organizational relations, management and networks
7. Legal framework
8. Experimentation and learning



# Lessons Learned



Infrastructure alone is not enough

Soft measures are essential for increasing the share of active mobility:

- Education;
- Creating habits for citizens (Behaviour Change)
- Disseminating information.

They take a long time, are very hard to reach and need perseverance.





# Thank you!

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