

flow

FLOW is a European project which aims to put walking and cycling on an equal footing with motorised transport modes as a solution to tackle urban congestion. It will develop a user-friendly methodology, involving transport modelling, to assess the effectiveness of walking and cycling measures.



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Why FLOW?

Despite the acknowledged benefits of walking and cycling in terms of health, travel-time reliability and cost effectiveness, the improvement of traffic flow conditions for motorised traffic is still often the main focus of mainstream urban mobility policy.

FLOW sees a need for:

- A methodological link between (currently poorly connected) walking and cycling and urban road congestion.
- A paradigm shift wherein non-motorised transport, often seen from a transport policy perspective simply as a nice “extra”, is placed on an equal footing with motorised modes.
- Improving the understanding of walking and cycling measures that have the potential to reduce urban congestion.

The FLOW mission and objectives

FLOW MISSION:

The mission of the FLOW project is to place non-motorised transport on an equal footing with motorised modes with regard to urban road congestion. It will achieve this by developing a methodology and tools to assess the ability of walking and cycling measures to reduce congestion in European cities.

FLOW OBJECTIVES:

- **Define** the role of walking and cycling in congestion reduction
- **Develop and apply tools** for assessing the congestion-reducing potential of various walking and cycling measures;
- **Increase awareness** of the congestion reduction potential of walking and cycling;
- **Actively support take-up** of congestion reducing walking and cycling measures by public administrations;
- **Foster the market** for new walking and cycling products and services for congestion reduction;
- **Communicate** congestion reduction facts of walking and cycling.



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FLOW methodology

Flow is developing an innovative quantitative and qualitative methodology to better understand the congestion reduction potential of a range of cycling and walking measures. The first step in developing this methodology is to refine the definition of “congestion”.

Modelling and impact assessment

MODELLING

There is a long history of modelling motorised transport. Such models are widely accepted for what-if analyses of large-scale infrastructure projects as well as local operational traffic optimisation. Walking and cycling, however, have often played a very minor role in these models. With FLOW, we want to improve the methodologies and accuracy of modelling walking and cycling and raise awareness of the benefits of such integrated, fully multimodal micro- and macroscopic models.

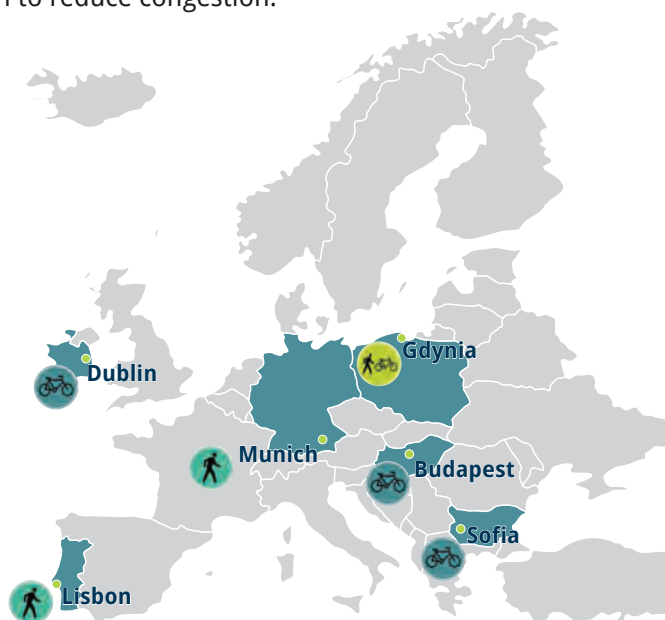
IMPACT ASSESSMENT

Policy makers and investors want to know about the outputs and outcomes of (envisaged or implemented) policies and measures. Transport policies and measures often have to undergo ex ante impact assessments to prove value for money to receive funding. Impact assessment covers the estimation, analysis and evaluation of all kinds of interventions. Cost-benefit analysis (CBA) and multi-criteria analysis (MCA) are common methods to assess a variety of impacts (economic, social and environmental).

FLOW is developing key performance indicators to assess the impact of walking and cycling measures on congestion and a set of outcome indicators to assess wider socio-economic costs and benefits.

FLOW Cities

The six FLOW cities will implement a series of walking and cycling measures and assess their congestion-reducing effect with the support of the FLOW experts and modelling tools. Each city will develop an implementation scenario and action plan for introducing or upscaling cycling and walking measures that are shown to reduce congestion.



FLOW key outputs

LEARNING OPPORTUNITIES

Learning and exchange opportunities for implementers from more than 40 European cities and 30 businesses interested in applying the FLOW methodology and assessment tools will include:

- Face-to-face workshops and site visits
- Online courses
- Webinars

GUIDANCE DOCUMENTS:

- A catalogue of congestion reducing cycling and walking measures
- Implementers' guide on the assessment and implementation of congestion reducing walking and cycling measures
- Implementation scenarios and action plans for the implementation of congestion reducing walking and cycling measures in FLOW partner cities
- A publication for decision makers including powerful arguments to invest in walking and cycling in order to reduce urban road congestion

NETWORK BUILDING:

- A network of cities that can learn from each other on how to reduce urban road congestion by implementing walking and cycling measures
- Local forums for exchange between city stakeholders and FLOW experts
- A marketplace that connects cities and businesses that can provide useful tools to support cycling, walking and congestion reduction

Get involved in FLOW

FLOW Exchange and Follower City Programmes

Nine Exchange and 30 Follower cities will be supported by the FLOW partners throughout the project. They will benefit from technical advice from FLOW experts and participate in direct peer learning with the six FLOW cities.

FLOW ASSISTS WITH:

- Integrating walking and cycling into cities' planning processes as equal travel modes
- Improving local planning and modelling practices
- Providing powerful arguments for investing in walking and cycling measures as a means to reduce congestion

FLOW Marketplace

The FLOW Marketplace will create a platform where demand and supply can meet. It will provide opportunities for cities and the private sector to engage in dialogue and co-construct solutions to walking and cycling-related challenges in urban areas.

THE MARKETPLACE OFFERS:

- An online catalogue of walking and cycling-related products, services and measures that are offered by the private sector to cities with the aim of reducing congestion
- The opportunity for cities to create a profile which communicates their challenges, opportunities and needs to the businesses which could respond to those needs.



OPPORTUNITY
FOR
39
CITIES TO
JOIN FLOW



OPPORTUNITY
FOR CITIES AND
THE PRIVATE
SECTOR TO
ENGAGE

FLOW partnership



The FLOW project kicked off in May 2015
and runs for three years.

**For further information on FLOW, contact the project
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Or visit the project website: www.h2020-flow.eu
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