



# NEWSLETTER

NOVEMBER

# #1

## Editorial

WELCOME TO THE FIRST ISSUE OF OUR FLOW NEWSLETTER!

The mission of the FLOW project is to put walking and cycling on an equal footing with motorised modes as a solution to tackle urban congestion, by developing a user-friendly methodology, involving traffic modelling, to assess the effectiveness of walking and cycling measures. FLOW is supported by the Horizon 2020 programme of the European Commission. The FLOW newsletter aims to keep you informed about the project's progress and intermediate results.

In this first issue you will learn more about the FLOW objectives, expected outputs and the work done so far, as well as about the exciting opportunities for cities to join the project through our Exchange and Follower city programmes. Each issue will also put one of the FLOW cities and partners in the spotlight starting with Budapest and the European Cyclist Federation. We encourage you to stay informed and sign up to receive our newsletter at [www.h2020-flow.eu](http://www.h2020-flow.eu). We wish you a pleasant read!

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.



# INTRODUCING 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.

**F**LOW is the first EU-funded project to explicitly link walking and cycling with congestion reduction. FLOW aims to put non-motorised modes – often seen from a transport policy perspective simply as a nice “extra” – on an equal footing with motorised modes. The goal is to achieve a paradigm shift in the way cities, businesses and decision-makers think about – and act on – the potential for walking and cycling to reduce urban congestion.

FLOW brings together transport modelling experts and walking and cycling experts. Together they will develop innovative, user-friendly tools to help cities holistically evaluate the effects of walking and cycling measures on congestion. This will include congestion impact assessment (including socio-economic impact, an assessment of soft measures, congestion evaluation based on key performance indicators and a cost benefit analysis) and improved traffic modelling software which effectively takes into account pedestrians and cyclists.

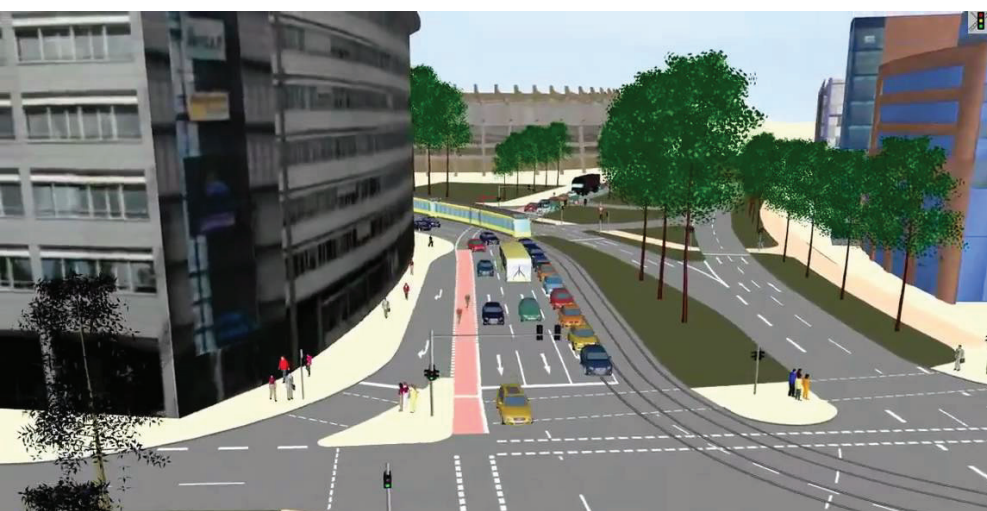
Current modelling software will be calibrated, customised and tested in five FLOW cities (Budapest,

Dublin, Gdynia, Lisbon, Munich). The aim is to integrate the FLOW methodology and tools into the current standard transport impact analysis process. The sixth FLOW Partner City, Sofia, will implement cycle-to-work campaigns at five major companies and test the impact analysis methodology. These analyses and models are expected to become lighthouse examples for other cities. A portfolio of tools will be developed to support the take-up of walking and cycling measures that reduce congestion and improve urban mobility.

FLOW will further enable the private sector (especially major urban transport consulting and planning companies) to take an active role in innovative congestion reduction by integrating walking and cycling in the congestion-related products and services they offer. A FLOW Marketplace will connect cities with private sector companies offering products, services and measures with potential to reduce congestion.

## FLOW will provide tailored materials to three key stakeholder groups:

- Cities will learn about the value and use of effectively-applied transport modelling tools
- Businesses will be made aware of the potential market in congestion busting products and services
- Decision makers will be provided with facts to argue for walking and cycling to be put on equal footing with motorised modes of transport.





## Become a FLOW Exchange or Follower City!

FLOW is looking for interested and committed cities throughout Europe to get involved in its learning and exchange activities. This opportunity will be of interest to cities that are implementing walking and/or cycling measures but who are also struggling with congestion. FLOW will help to connect these two issues and give cities support in improving their local planning and modelling practices.

9 Exchange Cities will be paired up with a FLOW partner city (Budapest, Dublin, Gdynia, Lisbon, Munich or Sofia) to support them in implementing or upscaling walking and cycling measures similar to those being tested in FLOW. They will receive funding from FLOW to support the development of a local implementation scenario and for participation in FLOW exchange and learning activities.

Another 25 Follower Cities will be given the opportunity to attend 3 face-to-face FLOW workshops tailored to their learning needs.

All cities will also have access to FLOW's 3 interactive webinars and our series of online courses.

Check the FLOW website in November, when the calls will be launched!

# IN THE SPOTLIGHT

## City in the spotlight

### BUDAPEST

**B**udapest is the capital city of Hungary, its economic and political centre and the largest metropolitan area in Central Eastern Europe. In order to curb car traffic in its congested centre, the city has invested a lot in soft transport modes and in particular cycling.

In the first SUMP-based transport development strategy of Budapest,

stations – many in the congested inner city. MOL Bubi was extended in 2015 up to 1,150 bikes and 98 stations due to the first successful period of operation. BKK is also implementing a bike-friendly Bubi area in the city centre to support the bike sharing system and cycling in general. Several bike-friendly measures have been taken such as bike lanes, advanced stop-lines, traffic calming and contraflow bike lanes.

Within the FLOW project, with the support of Technical Support Partners, BKK will collect data that will be used to recalibrate the existing macroscopic PTV Visum model of



called the BMT Balázs Mór Plan, the city set a goal of 10% modal share for cycling by 2020. Its current level is 2.3%. To achieve this goal, BKK Centre for Budapest Transport launched its MOL Bubi public bike sharing system in September 2014 with 1,100 bikes and 76 docking

Budapest which currently has limited integration of cyclists. Specific features of the cycling-friendly area will be modelled and tested (ex-ante) and evaluated (ex-post) for their effects on congestion. The outcome of modelling will help determine what impact the MOL Bubi scheme





and the supporting measures have on congestion in Budapest, that is, whether it effectively helps to meet the city's cycling modal share goals and relieve inner city congestion.

According to the CEO of BKK, Kálmán Dabóczi „We create equal opportunities for every customer. BKK is much more than a transport organiser company, it works as a mobility manager. Our tasks consists of much more than commission and organise public transport: we reconcile different modes of transportation as well as the developments in Budapest.” As a mobility manager, BKK is responsible for all travellers regardless of their trip purpose, aim and the mode

of transport. There is no absolute priority among transport modes; travel demand is to be influenced based upon sustainability principles, real societal demands and reasonable economic costs. “Therefore to obtain a more complete picture and make well-informed decisions BKK needs to identify the congestion reduction potential of walking and cycling. FLOW provides an excellent opportunity to establish an understanding of how walking and cycling measures can reduce congestion,” stated Head of Strategy, László Sándor Kerényi. It also can contribute to a paradigm shift where walking and cycling are recognised as viable and effective modes for relieving urban congestion.

## Partner in the spotlight

### EUROPEAN CYCLISTS' FEDERATION (ECF)

**T**he European Cyclists' Federation represents cycling organisations worldwide, giving

them a voice at the international level. ECF actively promotes cycling as a sustainable and healthy means of transportation and recreation. Through the Cities for Cyclists network and the Combined Mobility Platform, ECF advises a change in urban planning and political thinking and introduces cycle-friendly perspectives in planning and policy practices.

During the FLOW project, ECF will lead the advocacy work and engage with decision makers about cycling and walking as congestion-busting measures.

ECF is very excited to participate in the FLOW project: we actively support the goal to improve urban transport planning tools and the mind-sets of transport officials. This project is a game-changer!

For more information about ECF: <http://www.ecf.com/>

by European Cyclists Federation





## Project in the spotlight

### TRACE: OPENING THE CYCLING AND WALKING TRACKING POTENTIAL

**L**ike FLOW, the TRACE project aims to remediate the current lack of data (counts, surveys) on walking and cycling. This data gap makes it difficult to draw conclusions and to convince decision makers to implement new walking and cycling measures.

The project intends to seize the window of opportunity which has opened up with the emergence and market uptake of technologies that enable tracking walking and cycling in affordable and accessible ways.

TRACE will assess the potential of movement tracking services to better plan and promote walking and

cycling in cities, and develop tracking tools that will fuel the take up of walking and cycling measures.

The project targets established measures to promote cycling and walking to the workplace, to school, for shopping purposes or simply for leisure. These measures will be enhanced with dedicated TRACE tracking based tools to promote behaviour change (Positive drive, Traffic Snake Game, Cycle to shop initiative) and to support mobility planning (Tracking for planning tool).

Dedicated TRACE tracking based tools to promote behaviour change and support mobility planning will be tested in eight pilot sites and evaluated in terms of impacts, success factors and benefits, while preparing for their full commercial exploitation.

The TRACE project, which is funded by the European Commission's Horizon2020 programme, kicked off in June 2015 and will run for three years.

For more information:  
[www.h2020-trace.eu](http://www.h2020-trace.eu)

## FLOW meets TIDE

**O**n September 15th, 2015, at the EU-funded TIDE project's final conference in Barcelona, 110 city representatives from across Europe were introduced to the FLOW project.

TIDE focused on the systematic transfer of innovative mobility ideas in five thematic areas, including non-motorised transport. In connection to this theme, the organisers were interested in showing conference attendees what direction new walking and cycling-related projects are taking.

Bonnie Fenton of Rupprecht Consult presented FLOW, describing the project, its goals and challenges, as well as the opportunities for cities across Europe to get involved in FLOW (see p3 for more information if you think your city would be interested in becoming a FLOW Exchange or Follower City).





# NEWS BITES FROM FLOW CITIES



## I cycle to work campaign completed in Gdynia

**T**his year's edition of the I cycle to work competition was the fourth since the SEGMENT project's pilot campaign was conducted in Gdynia.

To participate, the company and at least three of its employees had to register and cycle to work from April to September 2015. With almost 1,000 active participants and 100 companies registered, the competition resulted in more than 500,000 km cycled to/from work, which accounts for 14 times around the world by bicycle! To encourage employees to cycle, a total of 6,420 "bicycle breakfasts" were provided during the competition. An official finale of the I cycle to work campaign took place during the celebration of European Mobility Week in Gdynia.

During the prize drawing, participants could win attractive bicycle equipment and the best companies were awarded with special statuettes. Once again it was confirmed that the competition is a great way to motivate employees to cycle to work!



## Lisbon has embarked on a very ambitious effort to radically improve its pedestrian and cycling infrastructure

**T**hree different construction programs are currently under way in Lisbon, targeting 150 streets, 30 plazas and over 40 priority sites for improving pedestrian safety and accessibility. With an investment of over 15 million euros, these programs will, over the next two years, improve a large number of sidewalks, crosswalks and bus stops, and also implement traffic calming measures. Actions will be taken all over the city.

Expansion of the cycling network is also under way, and a new bike sharing system is set to launch early next year. These efforts will give a decisive boost to implementation of the city's Pedestrian Accessibility Plan. And they will also create an exciting opportunity... to apply FLOW know-how!

# CONGESTION IN THE NEWS:

A SHORT SELECTION OF NEWS ARTICLES, SOMETIMES WITH A HUMORISTIC TWIST, THAT GIVES A TASTE ON HOW CONGESTION IS PORTRAYED IN THE NEWS.

## Help the Belgian traffic jams become a world heritage

The carnival in Binche and Alost, the "Grand Place", the houses of the famous architect Victor Horta, the historical centre of Brugge are all part of the Belgian World Heritage. Last month, the Belgian railways launched a campaign asking car drivers to sign their petition to add the national traffic jams to this list... under the name 'proud of our jams'

More info on the campaign:  
<http://fiersdenosfiles.be/fr> (French and Dutch)

## Does building more roads create more traffic?

Congestion is a major source of frustration for road users and has worsened over time in most cities. Different solutions have been proposed, such as introducing congestion charging (a favourite of transport economists) or investing in public transport. However, the solution put forward most often is to build more roads. But does this approach actually work?

Read more  
<http://www.citymetric.com/transport/does-building-more-roads-create-more-traffic-934>

## Enduring traffic jam in Asia: standing, standing, standing on the highway

Commuters from major Asian cities such as Bangkok, Manila and Jakarta are quite familiar with traffic jams and often have to sit in their cars for hours. However, there are many strategies for combating boredom – from selfies, to cutting your nails and catching up with your sleep, this article gives you some tips on how to kill time while stuck in traffic jams.

Read more:  
<http://www.spiegel.de/auto/aktuell/staus-in-asien-wie-autofahrer-sich-die-zeit-vertreiben-a-1050561.html> (German)

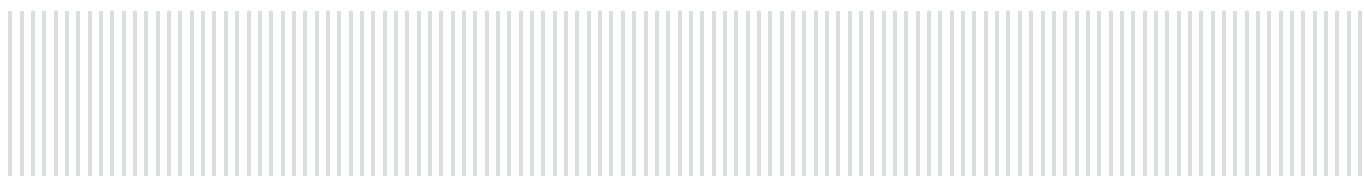
## How the new cycle lane ("Radlspur") slows down car traffic

A heated debate is happening around the effects of a new cycle lane in Munich.

Read more:  
<http://www.abendzeitung-muenchen.de/inhalt.staufalle-in-der-maxvorstadt-hier-legt-die-neue-radlspur-den-autoverkehr-lahm.0f02e814-49f6-4a3f-a83b-576fffe91dcd.html> (German)



# UPCOMING EVENTS



**5 November**

HORIZON 2020 TRANSPORT  
INFO DAY

Brussels (Belgium)

<http://www.ec.europa.eu/inea/en/news-events/newsroom/horizon-2020-transport-info-day-scheduled-5-november>

**18 November**

PTP CYCLE FINAL VALIDATION  
WORKSHOP

Brussels (Belgium)

<http://ptpcycle-europe.eu/events/personalised-travel-planning-training-workshop/>

**18 November**

PASTA MIDTERM VALIDATION  
WORKSHOP

Brussels (Belgium)

<http://www.pastaproject.eu/news-items/events/?c=search&day=18&month=11&year=2015&past=1>

**18 November**

CIVITAS TRAINING EFFECTIVE  
ACCESS MANAGEMENT  
SCHEMES FOR INNER CITY  
AREAS

Brussels (Belgium)

<http://www.polisnetwork.eu/publicevents/324/61/CIVITAS-Training-Effective-Access-Management-Schemes-for-Inner-City-Areas>

**19-20**

**November**

2015 ANNUAL POLIS  
CONFERENCE

Brussels (Belgium)

[www.polisnetwork.eu/2015conference](http://www.polisnetwork.eu/2015conference)

**18 February**

**2016**

STARS, PTP-CYCLE, MOBI  
PROJECTS FINAL CONFERENCE

Brussels (Belgium)

<http://www.polisnetwork.eu/publicevents/319/61/STARS-PTP-Cycle-MOBI-projects-final-conference>

