

## PASTA - Increasing sustainable transport as a step towards an active and healthy city

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### Background

Physical inactivity is one of the leading risk factors for non-communicable diseases. In Europe, only 1/3 of population is estimated to meet the minimum levels of physical activity (PA) of 150 minutes of moderate-intensity activity per week recommended by the WHO. The promotion of active transport (AT), i.e. walking, cycling and the use of public transport for day-to-day travel, is a promising approach to increase overall PA and matches with city and transport planning goals defined in Sustainable Urban Mobility Plans (SUMP).

### Objectives

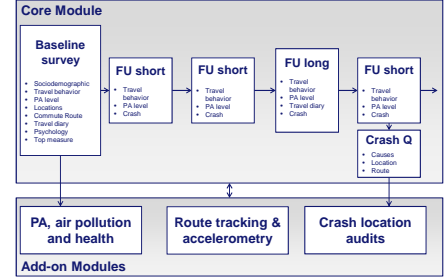
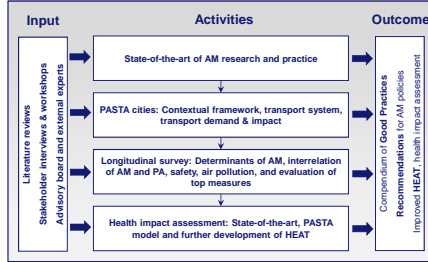
The PASTA project ([www.pastaproject.eu](http://www.pastaproject.eu)) merges perspectives from transport planning, travel behavior and health research in its unique multi-disciplinary approach. In seven European case study cities (CSC) the project investigates:

- key determinants of AT behavior
- how AT relates to PA
- effectiveness of measures to promote AT

### Health Impact Model (HIM)

Based on results from the PASTA survey and on previously published models, a HIM for AT will be developed, which will feed into the further development of WHO's HEAT. [www.euro.who.int/HEAT](http://www.euro.who.int/HEAT)

### The PASTA approach



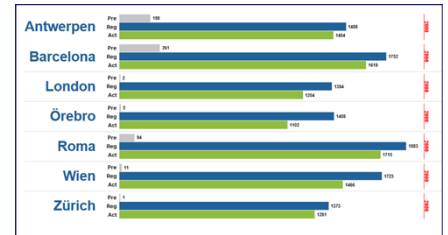
### Survey

The core of PASTA is a longitudinal web-based survey in all 7 CSC from 11. 2014 - 11. 2016. The core module consists of a comprehensive baseline questionnaire and frequent short and long follow-up questionnaires combined with several smaller and shorter studies (add-on modules) to gather objective data to complement the self-reported survey data.

The sample is split between the general population and a subsample exposed to one top measure per city to be evaluated in a before/after analysis. The top measures range from infrastructure investments and built environment changes, like bike racks or lanes to soft measures such as workplace mobility management and individual marketing campaigns.

### Participation

After the first year more than 8000 participants were filling in a total of about 34.000 questionnaires. The data set contains rows with up to 36 back-to-back questionnaires. About 600 crashes (locations injuries) were reported so far. These numbers are growing until the end of the survey providing a comprehensive and promising dataset.



## Physical Activity not only a matter of health ... but of transport policies.

### Stakeholder involvement

Based on interviews and workshops with local stakeholders and experts from public health, transport and urban planning in the CSCs the contextual framework, policies and AT measures were gathered as well as enabling factors and barriers for promoting AT. This was completed by a literature review and analyses of city indicators.

|           | Walking | Cycling | Public Transport | Private motorized |
|-----------|---------|---------|------------------|-------------------|
| Antwerpen | 20%     | 23%     | 16%              | 41%               |
| Barcelona | 46%     | 1%      | 18%              | 35%               |
| London    | 24%     | 3%      | 42%              | 31%               |
| Örebro    | 12%     | 25%     | 9%               | 54%               |
| Roma      | 16%     | 1%      | 29%              | 54%               |
| Wien      | 28%     | 6%      | 39%              | 27%               |
| Zürich    | 27%     | 4%      | 39%              | 30%               |

The modal split is a result of the contextual framework, various measures and policies and with regard on cycling and walking it can give an answer on "how active" a city is. A high share of public transport (PT) is also an indicator for an active city, as PT users usually walk to or from the station.

A variety of enabling factors and barriers for AT was reported by the stakeholders in the CSC. Ambitious goals to reduce motorized traffic and to increase the share of walking and cycling are defined in the strategic policies (urban development plans, transport concepts etc.) of the seven CSCs, clearly directed toward a more sustainable and healthy city. Political will, often tied with a powerful politician, is the most important driving force and a cornerstone for promoting AT, while missing political will is one of the main barriers together with missing collaborations between the different administrative departments, planning sectors and stakeholders. Various measures and interventions to promote AM were implemented in the cities ranging from strategic policies, social environment measures like promotion campaigns, improving the physical environment and infrastructure for active transport modes towards regulations restricting motorized traffic.

### Enabling factors

| Antwerp                          | Barcelona                                 | London Newham                             | Örebro  | Rome  | Vienna  | Zurich   |
|----------------------------------|---|---|---|---|---|--|
| Active cycling policy            | Urban Mobility Plan focuses on AM         | Mayor's cycling vision                    | Culture leading to political will to work for cycling   | "The future will depend on political choice, the timing and cultural evolution" | Clear political will (Austrian Green Party)       | Goal: double cycling and 10% relative reduction of motorized traffic by 2025 |
| Diversity and connectivity       | Promotion of PT                           | Mixture of policies and funding (TL)      | Traffic Master Plan                                     | New Traffic Masterplan for Rome (PGTU)  | Urban development plan 2025 & Urban mobility plan | Urban transport program 2009   |
| Cycling infrastructure           | Improve the quality of life               | Partnerships with other local authorities | Long-term vision on cycling                             | Cycling plan - "Now cycling policy is changing."                                | Mobility agency (for walking and cycling)         | "Masterplan Cycling"   |
| Improve road safety              | Local public health and planning policies | Available budget (to some extent)         | Historical centre will be organized in "isole ambienst" | Bundles of implemented and planned measures                                     | Strategy "2000-walk-society"                      |  |
| Meeting standards of air quality | Improve the health of Londoners           |   |   |   |   |  |

### Barriers & challenges

| Antwerp   | Barcelona  | London Newham  | Örebro                                     | Rome   | Vienna  | Zurich   |
|---|--|--|--|--|---|--|
| Budget and political willingness  | "Too many top-down" approaches not considering the needs or wants of society                       | Dogmatic adherence to the notion that streets are for cars only                                  | More car votes than active mobility votes? | Administration is working on sustainable advantages of Active Mobility and of inter-modality | Fear to lose "votes of car drivers"   | Integration into "Stadtverkehr 2020" strategy has led to a weakening of the Masterplan Cycling |
| Competence / responsibility is scattered (health is partly national, partly regional, and the city has specific objectives too) | Need for coherent and inter-sectoral collaborations between the environment and health departments | Planning policies: currently new developments which make driving easier than walking and cycling | Budget and economy issues                  | "Politicians do not understand ... it is a lack of cycling culture"                          | Administration: No culture of cross-sectoral cooperation, different responsibilities (budget) | Urban planning is strongly determined by "how it has always been done"                         |
| Lack of public support in AM vs. car infrastructure changes   | Limited space for urban renewal and infrastructure changes   | Cultural barriers and social norms   | Current infrastructure design              | Cultural issues: roman citizens prefer private cars  | Lack of cycling culture and tolerance   | Cycling is not yet receiving full attention in everyday traffic planning decisions             |
| Historical past (in terms of zoning and spatial planning)   | Walking in London is driven by public transport  | Weather-conditions (snow, budget for clearing)   |  |  |   | PT as a barrier for cycling promotion (space of budget allocation)                             |