Green Paper: Towards A new Culture for Urban Mobility

Executive Summary

I would like to draw your attention to a recent European Commission consultation document COM (2007) 551 at Annex A. On the 25 September 2007, the European Commission published a Green Paper on urban transport. In its 2006 Mid-Term Review of the 2001 Transport Policy White Paper, the European Commission announced its intention to publish a Green Paper and it has since been in the process of consulting on possible action at EU level to support urban transport. The Green Paper is the first step to developing an EU action plan on urban transport, which will be delivered in autumn 2008.

The Commission has grouped activity under five key themes, each with a number of possible actions as recommended by stakeholders; these include: Congestion, Clean transport (Green), Smarter transport, Accessibility, Safety and security. With a final section considering what financial mechanism can be utilised to enable greater urban mobility

Under these themes, the Green Paper poses 25 questions on which the Commission is seeking the views of Member States and other stakeholders. There are also proposals for exchange of best practice in a number of fields including intelligent transport systems, safety and security standards, and technology. These questions are reproduced in a response proforma at Annex B. We invite your thoughts on these questions, which can be submitted using our online response form.

Purpose of Consultation

The consultation will aim to pull together a considered UK position on the EU Green paper and the potential impact it will have for UK urban transport policy.

The Consultation Audience

The Consultation is targeted at Devolved Administrations, National, Regional and Local Authorities, citizens and users of public urban transport, economic groups including the transport industry, stakeholders’ representatives and associations and employers/employees in collective transport organisations in the relevant fields. However, comments are welcomed from all.
ANNEX B

CONSULTATION RESPONSE FORM

Green Paper: Towards A new Culture for Urban Mobility

You can access and submit your response at our online proforma at: http://www.dft.gov.uk/consultations/

PART 1 - Information about you

<table>
<thead>
<tr>
<th>Name</th>
<th>Duncan Vernon</th>
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<tbody>
<tr>
<td>Address</td>
<td>RoSPA House, Edgbaston Park, 353 Bristol Road, Birmingham</td>
</tr>
<tr>
<td>Postcode</td>
<td>B5 7ST</td>
</tr>
<tr>
<td>email</td>
<td><a href="mailto:dvernon@rospa.com">dvernon@rospa.com</a></td>
</tr>
<tr>
<td>Company Name or Organisation (if applicable)</td>
<td>The Royal Society for the Prevention of Accidents (RoSPA)</td>
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</tbody>
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Please tick one box from the list below that best describes you /your company or organisation.

- [ ] Small to Medium Enterprise (up to 50 employees)
- [ ] Large Company
- [ ] Representative Organisation
- [ ] Trade Union
- [ ] Interest Group
- [ ] Local Government
- [ ] Central Government
- [ ] Police
- [ ] Member of the public
- [x] Other (please describe): Accident Prevention Charity

If you are responding on behalf of an organisation or interest group how many members do you have and how did you obtain the views of your members:

RoSPA’s response has been prepared following consultation with RoSPA’s National Road Safety Committee

RoSPA also invited its members to comment on the response via the Road Safety Members e-bulletin.
### Congestion.

1. **Should a "labelling" scheme be envisaged to recognise the efforts of pioneering cities to combat congestion and improve living conditions?**

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<th>Yes</th>
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Please explain your reasons or add any additional comments you wish to make:

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2. **What measures could be taken to promote walking and cycling as real alternatives to car?**

A wide ranging strategy is required to make walking and cycling safer, convenient and a cost-effective alternative to driving. Crucially, the road environment must be designed so that it accommodates the needs of pedestrians and cyclists. Speed management is fundamental to this process; and should include education, engineering and enforcement measures to make it easier for drivers to choose to drive at appropriate speeds, more difficult for them not to do so and to detect and punish (and rehabilitate) those who choose not to do so. Specific pedestrian and cyclist routes and facilities are also required, but the main focus should be to ensure that people can walk and cycle safely on normal roads.

Measures to improve driver behaviour and skills, and attitudes towards pedestrians and cyclists should be part of this strategy, and road traffic law should reflect the seriousness of bad driving.

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3. **What could be done to promote a modal shift towards sustainable transport modes in cities?**

Please explain your reasons or add any additional comments you wish to make:
Clean Transport (Green)

4. How could the use of clean and energy efficient technologies in urban transport be further increased?

Please explain your reasons or add any additional comments you wish to make:

5. How could joint green procurement be promoted?

Please explain your reasons or add any additional comments you wish to make:

6. Should criteria or guidance be set out for the definition of Green Zones and their restriction measures? What is the best way to ensure their compatibility with free circulation? Is there an issue of cross border enforcement of local rules governing Green Zones?

Yes ☐ No ☐

Please explain your reasons or add any additional comments you wish to make:

7. How could eco-driving be further promoted?

Eco driving brings a financial benefit to drivers individually, as well as an environmental benefit to society as a whole. Drivers who adopt more environmentally friendly driving practices may also have a lower risk of being involved in an accident because eco-driving is similar to advanced driving in several respects. These two messages of safer economical driving are mutually reinforcing.

Even when drivers are taught eco driving for the test, there will be a strong need to re-engage with drivers after the driving test to encourage them to brush up on the skills that they have learnt, or to develop them further. Drivers should be encouraged to undertake regular further training.

RoSPA produced a report in 2005 that looked at the awareness of further driver training, as well as deterrents and potential incentives. It is available online at http://www.rospa.com/roadsafety/refreshyourdriving/report.pdf

Websites such as http://www.dft.gov.uk/ActOnCO2/ could encourage drivers to undertake further training, especially as part of the ‘Tips and Advice’ page.

When eco-driving is introduced into the driving test, a publicity campaign should also be conducted, encouraging drivers to seek refresher training and brush up on their driving skills. This training will hopefully encourage more drivers to adopt safer and more environmentally friendly habits.

Locally, as well as driver instruction through driving schools, there are often advanced driver groups, which exist – for example as part of RoSPA’s Advanced Drivers and Riders (RoADAR).

More work can be done to encourage drivers to become involved with these groups as many offer free training to assist drivers pass the Advanced Driving test.
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<tr>
<th>Question</th>
<th>Yes</th>
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<td>8. Should better information services for travellers be developed and promoted?</td>
<td>Yes</td>
<td>No</td>
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<td>Yes, whilst many on line and in vehicle systems exist to help drivers plan a route, there is very little to help drivers plan all aspects of a safer journey. RoSPA's Safer Journey Planner is an example of the system and type of information that can be incorporated into the advice to travellers to make journeys safer - <a href="http://www.rospa.com/roadsafety/info/worksafejourney.pdf">http://www.rospa.com/roadsafety/info/worksafejourney.pdf</a></td>
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<td>9. Are further actions needed to ensure standardisation of interfaces and interoperability of ITS applications in towns and cities? Which applications should take priority when action is taken?</td>
<td>Yes</td>
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<td>Please explain your reasons or add any additional comments you wish to make:</td>
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<td>10. Regarding ITS, how could the exchange of information and best practices between all involved parties be improved?</td>
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### Accessibility

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<th>11. How can the quality of collective transport in European towns and cities be increased?</th>
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<td>Please explain your reasons or add any additional comments you wish to make:</td>
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| 12. Should the development of dedicated lanes for collective transport be encouraged? |
|---|---|
| Yes | No |
| Please explain your reasons or add any additional comments you wish to make: |

| 13. Is there a need to introduce a European Charter on rights and obligations for passengers using collective transport? |
|---|---|
| Yes | No |
| Please explain your reasons or add any additional comments you wish to make: |

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<th>14. What measures could be undertaken to better integrate passenger and freight transport in research and in urban mobility planning?</th>
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<td>Please explain your reasons or add any additional comments you wish to make:</td>
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### Safety and Security

#### 15. How can better coordination between urban and interurban transport and land use planning be achieved? What type of organisational structure could be appropriate?

#### 16. What further actions should be undertaken to help cities and towns meet their road safety and personal security challenges in urban transport?

Road Safety is a complex issue and there are many different ways to reduce the number of road casualties – for example, improving driver attitudes towards safety through education and training, designing safer roads or vehicles, or making sure that the road traffic laws are adhered to.

In the Second Review of the Government's Road Safety Strategy, it mentions "Policies to tackle climate change, social exclusion, obesity and urban renewal, to name a few, can all share our objectives to reduce casualties." and RoSPA agrees that it is important that road safety (and indeed other areas of safety) is seriously considered as part of other measures.

Like the policy areas listed above, safety is a tool to improve people’s quality of life – but it needs to be integrated into other areas, rather than existing as a separate bolt on extra.

#### 17. How can operators and citizens be better informed on the potential of advanced infrastructure management and vehicle technologies for safety?

There is much that can be done to improve consumer knowledge of different forms of vehicle safety technology.

Consumer information programs can help car buyers discover which safety technologies are most likely to reduce the chances of an accident by a sizable amount, and which have much less safety benefit. Already established and credible programs such as EuroNCAP can be used to give information to car buyers.

Car manufacturers can also be encouraged to have more information available in car dealerships at the point of sale.

#### 18. Should automatic radar devices adapted to the urban environment be developed and should their use be promoted? [Yes] [No]

There is definitely a strong argument for extending the role of vehicle technology in road safety, as human error is a factor in the vast majority of road accidents, technology that helps to prevent human error may bring significant benefits.

Identifying the technologies that will bring the most benefits and then finding the best way of encouraging a swifter take up of them needs to be done in a systematic way. Radar devices are one of a range of new technologies that may have a positive impact on road safety, but it should not be assumed that they are most beneficial without the research evidence to prove this.

In addition, when drivers have to interact with the systems, factors such as distraction and behavioural adaptation need to be looked into, and ways of educating and training drivers in how to reduce any risks associated with new systems need to be available.
19. Is video surveillance a good tool for safety and security in urban transport?  

| Yes ☐ | No ☐ |

Video surveillance can be very useful to both discourage unsafe and illegal behaviour and to establish what exactly happened when an incident or accident occurs. However, it does raise issues about invasion of privacy and personal freedom. Therefore, it is important that the use of video surveillance is done in an open and transparent manner, and in consultation with transport users and the general public.

### Improving Knowledge and Financial Resources

20. Should all stakeholders work together in developing a new mobility culture in Europe? Based on the model of the European Road Safety Observatory, could a European Observatory on Urban Mobility be a useful initiative to support this cooperation?  

| Yes ☐ | No ☐ |

Please explain your reasons or add any additional comments you wish to make:

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21. How could existing financial instruments such as structural and cohesion funds be better used in a coherent way to support integrated and sustainable urban transport?  

Please explain your reasons or add any additional comments you wish to make:

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22. How could economic instruments, in particular market-based instruments, support clean and energy efficient urban transport?  

Please explain your reasons or add any additional comments you wish to make:

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23. How could targeted research activities help more in integrating urban constraints and urban traffic development?  

Please explain your reasons or add any additional comments you wish to make:

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24. Should towns and cities be encouraged to use urban charging? Is there a need for a general framework and/or guidance for urban charging? Should the revenues be earmarked to improve collective urban transport? Should external costs be internalised?  

| Yes ☐ | No ☐ |

Please explain your reasons or add any additional comments you wish to make:
25. What added value could, in the longer term, targeted European support for financing clean and energy efficient urban transport, bring?

Please explain your reasons or add any additional comments you wish to make:

If you have any other general comment that you would like to make concerning this consultation, please give them here:

It may be worth exploring the relationship between congestion and safety in the UK. Data in the US shows that death rates are lower in States where more miles are travelled per mile of road.

Are there any lessons about the influence on accident statistics that can be learnt from the recent Congestion Charging Scheme in London? Understanding the relationship between safety and different schemes to reduce the number of vehicles on the road will hopefully lead to safer and less congested roads.

Please send this completed form to:

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Europe International & Better Regulation Division,
Zone 4/13
Great Minster House
76 Marsham Street
London, SW1P 4DR
Phone: 0207 944 2103
Fax: 0207 944 5811
Email: euurbangreenpaper@dft.gsi.gov.uk

The deadline for responses is: 28 January 2008