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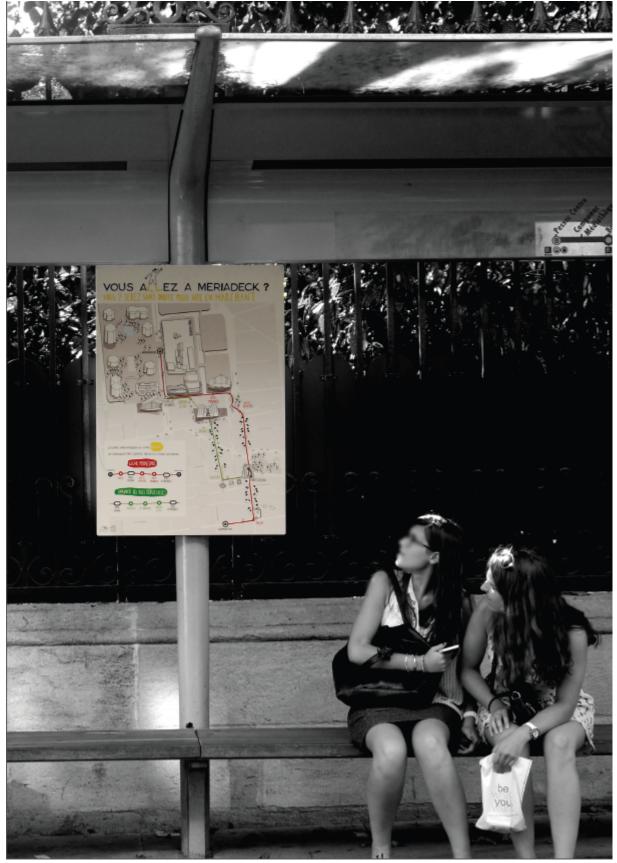


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## The way to go - Bordeaux



Submitted by <u>Forum Vies Mobiles</u> on Thu, 06/18/2015 - 17:35 Mots clés <u>Transports doux</u> <u>Transports collectifs</u> <u>Modes de vie</u> <u>Représentations</u> État du projet <u>Finished research</u> Visuel <div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"><img src="https://fr.forumviesmobiles.org/"><img src="https://fr.forumviesmobiles.org/"><img src="https://fr.forumviesmobiles.org/"><img src="https://fr.forumviesmobiles.org/"><img src="https://fr.forumviesmobiles.org/"></img src="https://fr.forumviesmobiles.org/"></a>



Type de chercheur <u>Acteurs de la recherche</u> Activer Activé Niveau de profondeur Balise H2 + H3 Ajouter le trianglesi ce contenu est affiché dans la quinzaine Désactivé Présentation longue

<em><a href="mailto:anais.lefranc-morin@sncf.fr" title="MAIL">Contact : Anaïs Lefranc-Morin</em></a><h2>&nbsp;</h2><h2>I.

Research</h2><em><strong>How to incite public transport users to walk short distances?</strong></em>Walking remains the poor relation of transport. As it tends to be associated with leisurely strolling, it lacks credibility as compared to other modes. The car and tramway still prevail for many users in daily life for various reasons (fatigue, habit, ease, etc.). The Mobile Lives Forum wanted to explore the premise that walking, often overlooked as a mode of travel, could - when combined with public transport - provide relevant solutions to the challenges faced by transport operators and communities (in terms of traffic, pollution, underuse of public transport at the end of lines, etc.), as well as commuters' desires for physical activity and urban experience.The Marche à Suivre project, led by Lucas Delafosse and Stéphane Malek in greater Bordeaux, with support from Keolis and l'Agence d'urbanisme de Bordeaux métropole Aquitaine, aimed to promote walking for short distances. Launched in June 2013, the experiment ran from mid-September to November 2104 in downtown Bordeaux. It was designed to encourage those who use public transport for short trips to walk instead, and thus at times avoid a connection. The goal was to improve comfort for other users, especially during peak hours.Like detectives, the researchers studied the Mériadeck-Hôtel de ville district to understand its characteristics (behavioral and spatial survey) and test actions that might make people want to travel by foot. tramway between Hôtel de Ville, Mériadeck and Gambetta station served as an experimental stage to offer users going to Mériadeck a less than ten minute walk as a viable alternative to a two-stop tram ride. The target population was significant: 3700 passengers a day take the Line A tramway between these two stations alone, in other words 28% of all passengers on the train. The 700-meter journey takes 8-9 minutes on foot – well below the accepted maximum walking time of 20 min. for Bordeaux residents, and also as fast as by tramway (factoring in a 4+ minute wait).The assumption was that it was possible to challenge individuals' habits through a simple and original experiment. The two researchers see walking not only as an efficient mode of transport, but also as a bodily experience in a sensitive relationship with the environment (in this case, the city). Acting on how we perceive an area and its potential in terms of travel is the basis of an approach that aims to encourage a change in practices designed to favor walking. The team chose focused on developing well-tailored passenger information and spatial landmarks to help walkers in identifying their surroundings and knowing where they are at all times.L'expérimentation Marche à suivre s'est également déployée à Eysines selon d'autres modalités : vous pouvez découvrir <a href="https://fr.forumviesmobiles.org/projet/2015/06/22/marche-suivre-eysines-2883"><span style="text-decoration: underline;">ici</span></a> ce projet.<h2>II. Results</h2><h3>A) Discover the experiment in Bordeaux with Karl!</h3>A short animated film presents Marche à suivre with Karl, who commutes to work like every morning.<iframe src="https://player.vimeo.com/video/255012299?color=ff0179&title=0&byline=0&portrait=0 width="500" height="375" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe><h3>B) What was the outcome of the experiment?</h3>In Bordeaux, the light information measures about walking times and possible routes posted on the tramways was successful. One out of five users tested the proposed plan and, in 90% of cases, wanted to continue! On the proposed routes (roughly 700 meters), walking proved to be both pleasant (for wellbeing, physical activity, immersion in urban life, etc.) and efficient, given that one must wait for a tramway. On the trains themselves, the measures resulted in a drop of nearly half of the overcrowding at peak hours. <h3>C) From process to results: project summary</h3>A project logbook retraces the entire process from the initial line of questioning (p.5) to the results (p. 22) - and includes a review of the literature and walking-related initiatives (p. 7), the field investigation phase (p.12) and the design of the experiment (p. 16). Possible courses of action are described in the conclusion (p. 26).<a href="https://fr.forumviesmobiles.org/media/2501/download" title="Cahier d'expérimentation n°1 - Marche à suivre Bordeaux - Forum Vies Mobiles"><img src="/sites/default/files/editor/cahier dexperimentation ndeg1 marche a suivre bordeaux - forum vies mobiles.jpg" border="0" alt="Cahier d'expérimentation n°1 - Marche à suivre Bordeaux - Forum Vies Mobiles" title="Cahier d'expérimentation n°1 - Marche à suivre Bordeaux - Forum Vies Mobiles" width="150" height="212" style="border: 5px solid black;" /></a><h2>III. Documents and reports</h2><em><strong>Going further: about the project</strong></em><strong>Phase 1: a review of

the literature and initiatives</strong>The first research phase consisted of an overview on walking: what do we learn from the scientific literature? What initiatives can we identify to promote walking? What ideas about walking and/or making walking part of one's life do they promote? How can this fuel the Marche à suivre experimental design? What is the role of walking in the travel habits of greater Bordeaux residents?To find out, you can download :Phase 1 summary report<br /><a</li>

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/></a>le benchmark des initiatives de promotion de la marche<br /><a href="https://fr.forumviesmobiles.org/media/2487/download" title="Télécharger Revue d'initiatives -Marche à suivre - Forum Vies Mobiles"><img src="/sites/default/files/editor/revue\_dinitiatives\_-marche\_a\_suivre\_-

\_forum\_vies\_mobiles.jpg" border="0" alt="Revue d'initiatives -Marche à suivre -Forum Vies Mobiles" title="Revue d'initiatives -Marche à suivre - Forum Vies Mobiles" width="150" height="212" style="border: 5px solid black;"

/></a><strong>Phase 2: field survey</strong>The field
survey was designed to closely consider the specificities of the experimental fields.
The goal was to analyze the project territory based on an urban and landscape
diagnostic, as well as a behavioral diagnostic based on in-depth interviews (to gauge
modal choices), travel behaviors and the spatial imaginaries of tramway
users.You can download:the findings of the behavioral
diagnostic<br /><a href="https://fr.forumviesmobiles.org/media/2506/download"
title="Télécharger Rapport d'enquête comportementale Bordeaux - Marche à suivre Forum Vies Mobiles"><img</pre>

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/></a>the compiled spatial and landscape impressions<br /><a
href="https://fr.forumviesmobiles.org/media/2505/download" title="Télécharger
Impressions spatiales et paysagères Bordeaux - Marche à suivre - Forum Vies
Mobiles"><img</pre>

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src="https://player.vimeo.com/video/129413592?color=ff0179&title=0&byline=0&byl

height="281"></iframe><span>Dossier zip avec tous les panneaux, flyers</span><a

href="https://internal.exhosting.fr/index.php/s/jGXjwsWRGEr1hVk" title="Télécharger Bordeaux - Panneaux et flyers - Marche à suivre - Forum Vies Mobiles"><span><br /><img src="/sites/default/files/editor/bordeaux\_-\_panneaux\_et\_flyers\_-\_marche\_a\_suivre\_-\_forum\_vies\_mobiles.jpg" border="0" alt="Télécharger Bordeaux - Panneaux et flyers - Marche à suivre - Forum Vies Mobiles" title="Télécharger Bordeaux - Panneaux et flyers - Marche à suivre -Forum Vies Mobiles" width="150" height="214" style="border: 5px solid black;" /></span></a>

the measures and proposals for action.Evaluation report<br/>br/>ca<br/>href="https://fr.forumviesmobiles.org/media/2498/download" title="Télécharger<br/>Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum<br/>Vies Mobiles"><img src="/sites/default/files/editor/evaluation\_de\_lexperimentation\_-<br/>\_rapport\_phase4\_-\_marche\_a\_suivre\_bordeaux\_-\_forum\_vies\_mobiles.jpg" border="0"<br/>alt="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre<br/>Bordeaux - Forum Vies Mobiles" title="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre<br/>Bordeaux - Forum Vies Mobiles" title="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" title="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" stille="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" stille="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" stille="Télécharger Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" width="150"<br/>height="212" style="border: 5px solid black;" /></a>

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sheets<br /><a href="https://fr.forumviesmobiles.org/media/2496/download" title="Télécharger Fiches Actions - Rapport Phase4 - Marche à suivre Bordeaux -Forum Vies Mobiles"><img src="/sites/default/files/editor/fiches actions rapport phase4 - marche a suivre bordeaux - forum vies mobiles.jpg" border="0" alt="Télécharger Fiches Actions - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" title="Télécharger Fiches Actions - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles" width="150" height="212" style="border: 5px solid black;" /></a><h2>IV. The actors</h2><h3>A) Why did they get involved in Marche à suivre? The actors speak</h3><strong>Elisabeth Touton</strong>, assistant to the mayor of Bordeaux and responsible for operational urban development, habitat and transport: "Walking is a complementary solution to motorized modes."<iframe src="https://player.vimeo.com/video/129412289?color=ff0179&title=0&byline=0 frameborder="0" width="500" height="281"></iframe><strong>Bernard Emsellem</strong>, President of the Mobile Lives Forum: "We need to make walking a means of transport ."<iframe src="https://player.vimeo.com/video/129412287" frameborder="0" width="500" height="281"></iframe><strong>Eric Chareyron</strong>, marketing director of Keolis, and <strong>Paul Chaperon</strong>, Marketing Director of Keolis Bordeaux: "Desaturating tramway lines in the city center is a key issue."<iframe src="https://player.vimeo.com/video/129412404" frameborder="0" width="500" height="281"></iframe><strong>Jean-Marc Offner</strong>, CEO of A'urba, and <strong>Jean-Christophe Chadanson</strong>, urban planner for A'urba: "We must move toward a logic of inviting individuals to change for themselves."<iframe src="https://player.vimeo.com/video/129412420?color=ff0179&title=0&byline=0 frameborder="0" width="500" height="281"></iframe><strong>Lucas Delafosse</strong>, landscaper, and <strong>Stéphane Malek</strong>, plannerlandscaper: "Marche à Suivre is an original, light and temporary development project."<iframe

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src="https://player.vimeo.com/video/129414715?color=ff0179&title=0&byline=0&a
frameborder="0" width="500" height="281"></iframe><h3>B) Institutional
partners</h3><strong>a'urba</strong> (agence d'urbanisme Bordeaux
métropole Aquitaine): This public agency is the strategic tool for regional
development in the city of Bordeaux. It is responsible for urban planning and helps
local governments to carry out their urban development projects. It is active at all
scales, from neighborhoods to metropolitan systems.
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for gray matter, the agency assists local authorities in developing and implementing projects and public policies by shedding light on, providing perspective regarding and taking measure of the socio-economic and spatial dynamics that are changing frameworks and lifestyles. For the sake of coherence of collective action, it facilitates the dialogue between public and private city actors. observatories, disseminates urban culture, participates in planning procedures, proposes strategic initiatives and works to develop prospective thinking. find out more, go to: www.aurba.org<strong>Keolis</strong>: This subsidiary of the SNCF group provides urban and interurban transport solutions (tramways, buses, subways, shuttles, etc.) in France and worldwide.Keolis is the only actor to be present throughout the entire mobility chain and to combine soft and heavy modes (subways, buses, tramways, bikes, car sharing and water shuttles) with parking facilities (park and ride facilities and parking lots). transport supply, streamlining urban transport, promoting citizen transport and creating true complementarity between different modes of transport are all imperatives that guide Keolis Bordeaux in its management of metropolitan Bordeaux's public transport network (Tbc) for the urban community of Bordeaux. With 125 million trips in 2013, the Tbc network promotes the region's attractiveness while minimizing the energy and environmental impacts of travel by users. The Tbc network increases the possibility of connections between different modes of transport, allowing individuals to build personalized "mobility solutions." find out more, go to: www.keolis.com<h2>V. News</h2><strong>Project blog</strong>A <span style="text-decoration: underline;"><a href="http://marcheasuivre.forumviesmobiles.org">blog </a></span>allows you to follow the team's progress in the field.<strong>Press Review</strong>

## In Bordeaux, France, the Mobile Lives Forum Urges Tramway Users to Walk

## Chapô

Lucas Delafosse and Stéphane Malek devised and tested measures designed to promote walking, in combination with public transport, in downtown Bordeaux.

Envoyer une notification Désactivé Thématique <u>Change in practices</u> <u>Public transport</u>

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Cycling & Walking