

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/">Contact : Anaïs Lefranc-Morin</a></em></p><h2>&nbsp;</h2><h2>I.

Research</h2><p><em><strong>How to incite public transport users to walk short

distances?</strong></em></p><p>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.</p><p>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.</p><p>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.</p><p>The section of 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).</p><p>The assumption was that it was possible to challenge individuals' habits through a simple and original experiment. The two researchers see walking not

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"><span style="text-decoration: underline;">ici</span></a> ce projet.</p><h2>II. Results</h2><h3>A) Discover the experiment in Bordeaux with Karl!</h3><p>A short animated film presents Marche à suivre with Karl, who commutes to work like every morning.</p><p style="text-align:center;"><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></p><h3>B) What was the outcome of the experiment?</h3><p>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 well-being, 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.</p><h3>C) From process to results: project summary</h3><p>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).</p><p><a href="https://fr.forumviesmobiles.org/media/2501/download" title="Cahier d'expérimentation n°1 - Marche à suivre Bordeaux - Forum Vies Mobiles"></a></p><h2>III. Documents and reports</h2><p><em><strong>Going further: about the project</strong></em></p><p><strong>Phase 1: a review of

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"></a></li></ul><ul><li>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"></a></li></ul><p><strong>Phase 2: field survey</strong></p><p>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.</p><p>You can download:</p><ul><li>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"></a></li></ul><p><strong>Phase 2: field survey</strong></p><p>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.</p><p>You can download:</p><ul><li>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"> <a href="https://fr.forumviesmobiles.org/"></a></li></ul><p><strong>Phase 3: setting up the

experiment</strong></p><p>To understand the field experiment, watch the “Pendant l’expérimentation à Bordeaux” report and browse through the panels and flyers in digital format.</p><ul><li>Vidéo : Bordeaux pendant l'expérimentation<br /><br /> <iframe

src="https://player.vimeo.com/video/129413592?color=ff0179&title=0&byline=0&frameborder="0" width="500"

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

href="https://internal.exhosting.fr/index.php/s/jGXjwsWRGEr1hVvk" title="Télécharger Bordeaux&nbsp;- Panneaux et flyers - Marche à suivre - Forum Vies

Mobiles"><span><br /></span></a></li></ul><p><strong>Phase 4: Evaluation</strong></p><p>The

experiment led to an evaluation from which lessons for research and action could be drawn. The qualitative and quantitative field survey led to an analysis of the results of the measures and proposals for action.</p><ul><li>Evaluation report<br /><a href="https://fr.forumviesmobiles.org/media/2498/download" title="Télécharger

Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum Vies Mobiles"></a></li></ul><ul><li>Task

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"></a></li></ul><h2>IV. The actors</h2><h3>A) Why did they get involved in Marche à suivre? The actors speak</h3><p><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.”</p><p><iframe src="https://player.vimeo.com/video/129412289?color=ff0179&title=0&byline=0&frameborder=0" width="500" height="281"></iframe></p><p><strong>Bernard Emsellem</strong>, President of the Mobile Lives Forum: “We need to make walking a means of transport .”</p><p><iframe src="https://player.vimeo.com/video/129412287" frameborder="0" width="500" height="281"></iframe></p><p><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.”</p><p><iframe src="https://player.vimeo.com/video/129412404" frameborder="0" width="500" height="281"></iframe></p><p><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.”</p><p><iframe src="https://player.vimeo.com/video/129412420?color=ff0179&title=0&byline=0&frameborder=0" width="500" height="281"></iframe></p><p><strong>Lucas Delafosse</strong>, landscaper, and <strong>Stéphane Malek</strong>, planner-landscaper: “Marche à Suivre is an original, light and temporary development project.”</p><p><iframe src="https://player.vimeo.com/video/129414715?color=ff0179&title=0&byline=0&frameborder=0" width="500" height="281"></iframe></p><h3>B) Institutional partners</h3><p><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.</p><p>A public corporation

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"><p>To find out more, go to: [www.keolis.com](http://www.keolis.com)</p><h2>V. News</h2><p><strong>Project blog</strong></p><p>A <a href="http://marcheasuivre.forumviesmobiles.org">blog </a></span> allows you to follow the team's progress in the field.</p><p><strong>Press Review</strong></p>

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

Change in practices

Public transport



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Cycling & Walking