

What if walking became public transport's closest ally?

June 2015

Discover the results of Marche à suivre, an experimental project of the Mobile Lives Forum. Two study fields, two issues, two ways of promoting walking in combination with public transport.

Experience the Bordeaux experiment with Karl!

In downtown Bordeaux, the goal was to encourage people who use public transport for very distances to walk instead, to improve comfort for other users, especially during peak hours. The light information measures designed to inform tramway users about walking times and possible routes was attractive to users. 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 several minutes for a tramway. We considered that if there were 10% fewer passengers on tramways at peak hours, the comfort level would be greatly improved. On trains themselves, the measures resulted in a drop of nearly half of the overcrowding at peak hours.

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Find out all about the Eysines experiment with Otto and Ruth!

In Eysines, the goal was to replace systematic use of the car with a combination of walking and public transport. The plan, which centered on bus stations, put the question of walking in an area characterized by intensive car use on the agenda and launched a local dynamic that opened up prospects for changing travel behavior. Stay tuned!

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All about the project

Launched by the Mobile Lives Forum in June 2013, Marche à suivre aimed to test measures designed to promote walking, in combination with public transport, for short distances. The experiment took place from September to December 2014 at two sites – one in downtown Bordeaux and another in the suburban community of Eysines. Led by Lucas Delafosse and Stéphane Malek, the project was supported locally by Keolis and the Agence d'urbanisme de Bordeaux métropole Aquitaine

Each experiment ended culminated in a summary report:

To find out more and to watch video interviews with the various actors involved in the project, survey reports, detailed evaluations, a benchmarking of measures aimed at promoting walking and reports on the two experiments while in progress, you can visit each dedicated page :

- [The experiment at Bordeaux](#)
- [The experiment at Eysines](#)

Feel free to share your thoughts with us!

¹ <https://fr.forumviesmobiles.org/media/2501/download>

² <https://fr.forumviesmobiles.org/media/2502/download>

³ <https://fr.forumviesmobiles.org/projet/2015/06/18/marche-suivre-bordeaux-2882>

⁴ <https://fr.forumviesmobiles.org/projet/2015/06/22/marche-suivre-eyssines-2883>