

**“Nantes Car Free Day”**

**FRANCE**

## EXECUTIVE SUMMARY

Nantes urban areas participation in National Car Free Day (known in France as “*in town without my car*”) represents a case study dealing with mode repositioning. The objectives of Car Free Day relate closely to local policy objectives described in the Plan de déplacements urbains (Pdu) and contributes to the overall traffic plan and mobility strategy decided by the 24 towns and cities making up the Nantes Urban community.

Heavily promoted and marketed, this urban area-wide campaign is targeting at both institutional and strategic groups.

Initially launched by the Ministry of Environment and piloted in Nantes city centre in 1998; the event now covers the overall urban area and more cities are getting involved. The event is also thoroughly monitored and evaluated, within a framework given by CERTU.

The 2001 Car Free Day was more difficult to organise than the previous years due to the 11<sup>th</sup> September events. The reinforcement of the “Vigie Pirate” Plan limited the number of policemen available to help manage the restricted areas or large public demonstrations (i.e. the roller rally).

However, despite the events on 9/11, the Nantes Car Free Day encountered a good participation from the population especially because it took place on a Saturday.

As a result the general public including shoppers were made aware of the campaign. A considerable number of them have modified their transport mode behaviour, and this had no negative effect on their shopping behaviour.

Some sub actions (such as the distribution of free public transport tickets by shopkeepers) had less impact and less effect than the overall communication process and the specific communication on public transport hourly ticket validity extension.

The survey conducted showed that 95% of the people interviewed thought that the city was more agreeable when car traffic was restricted and 75% thought that it did not affect the economical activity of the city.

The yearly repetition of Car Free Day should contribute to a better understanding between mobility policy and economical policy actors.

## **DEFINITION OF THE PROBLEM**

### **Facts and perceptions**

The overall objectives of the Nantes urban area are to reach a 17% modal share for public transport in 2010 compared to 14.8% in 1998. These objectives have been determined in the Plan de déplacements urbains (Pdu) following public consultation at the end of the year 2000. It is anticipated that soft measures such as communication on services and educational campaigns bring a strong contribution to change behaviour and accompany the 42 major actions contained in the Pdu.

The Urban Public Transport company SEMITAN also has a number of policy objectives. These include increasing the number of annual passengers from the current figure of 84 million to 100 million by 2010 along with promotional and advertising campaigns aimed at changing attitudes towards public transport. Services are in the process of being redesigned and rolling stock is currently being improved.

## **METHOD CHOSEN TO ADDRESS THE PROBLEM**

### **Process And Reason For Choice**

The decision to locally participate in Car Free Day is a political decision taken initially by the Mayor of Nantes Jean Marc Ayrault, who is also the President of Communauté urbaine and representative of Socialist Group at the Assemblée Nationale.

This decision enabled the Nantes urban area to become an active participant in the field of environmental actions whilst contributing to the National action to experiment on a local level with new services, transport plans or soft measures.

### **Objectives**

There are a number of objectives of this campaign.

The overall objectives of the campaign are:

- 1- Increasing awareness of Car Free Day - among the overall population the awareness of Car Free Day is a very important prerequisite to change of behaviour
- 2- Mode behaviour change of car drivers - on the 22<sup>nd</sup> of September car drivers were invited to modify their behaviour in terms of transport
- 3- No shopping behaviour change for car drivers - to ensure people still visit the city centre as usual on the September 22<sup>nd</sup> 2001, Car Free Day is held on a Saturday, the traditional shopping day.
- 4- To work with shop keepers and city centre retailers to reassure them that their business will not be affected

**Sub objectives**

The sub objective is aimed at the overall population and achieve maximum participation in the operation of Car Free Day.

**Leaders and partners**

Communauté Urbaine de Nantes is the leader of the local organisation of the campaign. The Steering Committee comprises Léonard Allemandou who is the engineer in charge of the technical work and elected representatives. Other Communauté Urbaines directors, managers and engineers are also involved including the Environment Manager, the Transport Manager, the Communication Manager, and the public transport operator Director General.

All partner cities communication services are also associated.

The National and local partners include France Télécom, Adshel Dauphin, Nantes Gestion Equipement, SEMITAN, Air Pays de Loire, EDF/GDF, Ecopole Maison de l’Environnement, Finist’mer, Pierre qui Roule, Vélo pour Tous etc.

**Details**

**Target group**

The target audience for the Nantes case study comprises both institutional and strategic groups within the urban area of Nantes (a total of 546,000 inhabitants - of which 265,000 live in the city centre):

1. Car drivers - were the main target group with the objective of encouraging them to leave their car at home AND still travel to the city centre instead of going to large peripheral commercial centres
2. Chamber of Commerce helped by Nantes City Council attempted to encourage city shop keepers to participate through various marketing and ticketing initiatives
3. Residents, administration and companies assisted with any problems concerning alternative travel arrangements
4. Media gave advanced warning about the scheme and promoted and publicised the event
5. Lobby groups interested in leading their own promotional campaigns took part and led initiatives on car free streets

The way to address these target groups during previous campaigns is illustrated in the following table that summarises most of the actions implemented.

Target	Media	Where	When	Comments
Car drivers	Bus rears, press ads	On the street In news papers		
	Same leaflets as	In mail boxes	The week before	No PT coupon

Residents	for car drivers	situated in restricted area		
PT users	Bus posters	On board On buses sides	16 <sup>th</sup> -23 <sup>rd</sup> Sept	Same images and slogans as the national action with the local message added
General population	Calico (banner)	Across main streets	12 <sup>th</sup> -22 <sup>nd</sup> Sept	
	Pedestrian posters	On pavements	12 <sup>th</sup> -22 <sup>nd</sup> Sept.	
	20 000 post cards 300 window posters Air quality brochure	In city halls information points	From 12 <sup>th</sup> September to The end of September	
School children	Pedagogic wallets	Nantes city schools	From 12 <sup>th</sup> Sept to the end of Sept	Provided by National campaign

**Region covered**



The region covered by the action is Communauté Urbaine territory. Some cities participated with the implementation in a limited or restricted area. The major restricted area was located in Nantes City Centre.

**External factors**

The working group submitted external factors to the political authority. Léonard Allemandou from Communauté Urbaine collected the information and presented it to politicians in charge of Car Free Day (namely the President of Urban Community, and elective representatives from individual cities).

Expected and unexpected external factors which needed to be taken into consideration were:

1. Local elections in the Spring
2. Political balance was not altered.
3. Reinforcement of green parties in city councils
4. SEMITAN public transport new school term campaign
5. 11<sup>th</sup> September New York attacks - some French cities decided not to participate in Car Free Day at all. Nantes Urban area limited some of the actions initially planned (e.g. cycling tours, roller rides)

In addition, some other modifications had occurred on the transport network itself within the previous 12-15 months particularly with regard public transport infrastructure:

- September 2000 - Implementation of one new tramway line and extension of existing tram route 1.
- September 2001 - increased frequency on tramway routes
- Three new Park and Ride sites at tramline terminus
- Public Transport fares - creation of a “weekend formula” enabling a family to travel together on urban network with a cheap ticket for two days.

**Timescales**

The Car Free Day campaign is promoted nationally each year, and includes press conferences, TV programs etc. The table below illustrates how it was implemented locally.

	2001								2002			
	M	J	J	A	S	O	N	D	J	F	M	A
Strategic decision	■											
Campaign preparation (local and national)		■										
internal communication process			■	■	■							
Production of communication tools				■	■							
Preparation of evaluation tools		■		■								
Implementation of the campaign				■	■							
Campaign evaluation (field phase 15-22-29 sep)					XX							
Production of local evaluation reports						■	■	■				
Tapestry analysis								■	■	■		

**Funding**

The majority of National Car Free Day is resourced by public funds from cities or groups of cities. Nationally it is funded by the Ministry of Environment who provide the National campaign tools. Associated partners offer logistics and/or media, and/or man months.

**Explanation of campaign message**

Car Free Day’s overall message was selected long ago and decided at the National level . The only modification which occurred since is the change of the question mark at the end of the sentence “*en ville sans ma voiture*” to an exclamation mark. Most local partners chose to stay with this overall message to communicate it locally. However, different messages were produced by different partners and aimed at different target groups.

The city of Nantes chose to target “city centre shopping” and their leaflet was focusing on the benefit of a quiet city for pedestrians “ samedi tranquille”

Communauté Urbaine targeted the overall urban area population and presented a parallel message between stopping smoking cigarettes and stopping running a private car (*j’arrête*) while offering the use of an hourly ticket all day long. SEMITAN used an existing message

to promote Park and Ride sites and focussed on the fact that Park and Ride is free (“*there was no need to pay nor to stress*”).

***Explanation of campaign tools***

Nationally a lot of campaign tools are produced and lots of national events are organised. Locally, an attempt is made to coordinate the national events with local events. As a result, most of existing media or communication tools used consisted of:

- Newspaper features in local and national press
- Magazine features in local and national magazines
- Local and national radio ads
- Local and national TV coverage
- Free call centre
- On street posters
- Leaflets
- Postcards
- Letters
- Calico banners
- Dedicated website (national and local)
- Press conference
- Roadshow

## IMPLEMENTATION OF THE CAMPAIGN

### Responsibilities

Car Free Day is an international campaign organised by Ministry of Environment and Aménagement du Territoire. They determine the minimum requirements and expectations for the participating cities to be able to obtain the free National communication tools and campaign materials.

Locally the Communauté Urbaine de Nantes in partnership with the city council chose one or more priority theme, i.e. in 2001 they concentrated on the promotion of soft modes.

Some partners contributed directly to many of the actions and evaluation processes. For example, free bikes were available in the restricted area provided by France Telecom and Adshel Dauphin, the Association “Place au Vélo” offered free bike maintenance to the public and participated in the evaluation through counting bicycles in the restricted area, and coming from Brittany island, the Finist’mer company rented their services to experiment a boat shuttle on River Loire.

The public transport company contributed to actions, communication processes and evaluation. Ademe and Air Pays de Loire contributed to pollution measurement and the media covered the event.

### Process

The coordination phase clarified who was entitled to conduct certain actions. The communication phase started at least a week before the actual date CFD date and actions were conducted during the Car Free Day. An evaluation process was conducted before and after the Car Free Day. The distribution of a leaflet in city centre shops by Nantes city, proposing a free transport ticket valid for the 22<sup>nd</sup> of September, started two weeks prior to the event to enable shopkeepers to distribute this information to their customers.

### Other measures organised on Car Free Day

- **Restricted perimeters in Nantes and Rezé (streets closed to car traffic)**
  - 65 hectares closed to car traffic in Nantes, 10 hectares in Rezé
  - Estimated total length : 30 km
  - 20 000 inhabitants located in the restricted areas
- **Pedagogic stands** located on car free streets:
  - Information buses on intermodality and CNG bus
  - Air quality (air pays de la Loire, Diren)
  - Health (comité de lutte contre les maladies respiratoires, DDASS, Alizée)
  - Energy reduction (Ademe)
  - Road Safety ( prevention routière)
  - Information on urban mobility plan and environment
- **Public transport Fare promotion & city centre shops promotion**
  - On 21 cities and towns: Semitan hourly ticket could be used all day long

- Nantes city only: free bus and tram ticket given by city centre retailers and shops to their customers
- Goods delivery : three-wheeler carriages provided to shoppers to help them with their heavy parcels and bags . (Association cycloCab)
- **New public transport services** : boat shuttle crossing river Loire, linking Nantes and Rezé
- **Soft modes** :
  - **Free bikes** at different points of the city and free bike maintenance stand (Association Place au vélo, France telecom, NGE, Adshel)
  - Skate park official launching and organised bike rides
  - Introduction to roller skating (Pierre qui roule)
- **Other pedagogic actions**
  - City of Indre : youngsters worked at the city council on car free day
  - City la Montagne : study of safe pedestrian walks to school
  - 2 schools of Nantes city received a demonstration from Place au Vélo to explain to kids how to use bicycles in town. This action was filmed and broadcasted on two TV channels.

## Input and output analysis and management issues

### *Details of input monitoring*

The inputs indicators were monitored within the Car Free Day working group. All partners exposed their potential contribution, media, support and proposals to monitor them. Coordination was nonetheless insured by Urban community. All outputs were monitored by each single partner. Léonard Allemandou from urban community coordinated the overall process.

The conception of the campaign was determined by different elements:

1. Usage of promotion material produce at National level and given free to cities, the actions of which were agreed by the Ministry to be significant enough to participate.
2. Creation of local promotion and information material in direct relation to actions conducted on the field
3. “Free” supports offered by different partners
4. Human resources:
  - 68 persons located from 7:00 to 19:00 at restricted areas gates
  - 36 persons for information stands (from 9:00 to 19:00)
  - 8 persons for overall logistics

### *Campaign costs*

The following table reflects the direct costs incurred by Nantes urban community.



## CAMPAIGN ASSESSMENT

### Methodology

Most of the evaluation process relied upon previous Car Free Day evaluation (i.e. comparison with Car Free Day in 2000 and 1999). Measurements were also taken on the previous or following Saturday or a “normal” Saturday. Finally surveys and counting were also conducted on the 22<sup>nd</sup> September.

Car counts were undertaken in Nantes city centre, park and ride sites and car parking areas.

The following market research methods were undertaken for each of the following groups or areas:

#### Shoppers

- Face to face interviews
- Independent samples (people chosen at random entering or getting out a panel of shops located at different points of the city . The shops selected were the same on the three observed Saturdays)
- Conducted on three different Saturdays; one on the 22<sup>nd</sup> , and two after.

#### Park and Ride

- questionnaires were distributed to every person parking their car and collected by the Park and Ride attendant.
- Students also helped to conduct the surveys, either collecting the auto administered questionnaires or questioning people coming back to their car on the Park and Ride site

#### Pedestrian interviews

- Independent sampling
- random selection of people walking in the streets
- Interviewers located at 8 different areas of the city

### 4.2 Target groups, sampling methodology and sample size

Target group	Type of survey	Number of respondents	When were the surveys conducted?	Who conducted the surveys?
<b>Pedestrians</b>	Countings +Interviews on perception of campaign	5 measurement points 610 interviews	22 <sup>nd</sup> September	Nantes city
<b>Bicycles</b>	Counting	7 counting points	22 <sup>nd</sup> September	Nantes city + association place au Vélo
<b>Cars + Park and ride users</b>	Counts on principal roads, P+R: counting	6 major P+R sites	22 <sup>nd</sup> 2001/ 22 <sup>nd</sup> 199 and 2000 + normal	SEMITAN

	and survey among P+R users	survey sample size 200 interviews	Saturday	
<b>Public transport Tramway buses</b>	Passenger number estimation Counting		22 <sup>nd</sup>	SEMITAN
<b>Boat shuttle</b>				
<b>Air Quality</b>	Evolution of average level of azot, and carbon monoxide +particles	in strategic points of the area	22 <sup>nd</sup> Sep/ another similar day	Communauté urbaine Air Pyas de Loire
<b>Shopping activity</b>	Counting people coming in and out a sample of shops, with or without shopping bags  + face to face survey to people shopping	20 shops  235 246 201	22 Sept +13 Oct  22 <sup>nd</sup> 29 <sup>th</sup> 13 <sup>th</sup> Oct	Certu (subcontracted BVA)-SEMITAN- Communauté urbaine  CERTU (BVA) SEMITAN Communauté urbaine
<b>Attitudes of population</b>	Analysis of press interviews			
<b>Costs</b>	Interview for registering man month Invoices for direct costs			Communauté urbaine +SEMITAN
<b>Punctuality measurement</b>	Change in average journey times for public transport	On board buses running on concerned routes	22 <sup>nd</sup> compared to previous Saturday	SEMITAN
<b>Public transport</b>	Change in public transport company(ies) revenue	Three tramway lines +3 or 4 major bus routes running to city centre	22 <sup>nd</sup> compared to 15 <sup>th</sup>	Question to be added on proposed national survey questionnaire
<b>Car counts</b>	Reported travel behaviour, before, during and after	Nantes city centre + park and ride sites+ parking	Comparison between 22 <sup>nd</sup> and 15 <sup>th</sup>	City +communauté urbaine+ SEMITAN
<b>Pedagogic tools towards schools</b>	Interviews of targeted schools and cities			Communauté urbaine

## Comparison of before and after results

This section describes the before and after results from the surveys and traffic counts.

### *Public transport patronage*

Increased by between 10% and 15 % - more customers on routes going through the city centre.

### *Boat shuttle*

Experimented for the first time on 22<sup>nd</sup> September 2001, this boat shuttle encountered a real success: 1750 passengers used it between Nantes (tram station) and Rezé (Trentemoult car free area). Patronage was higher on the afternoon (1505 passengers vs 236 in the morning). Peak hour was around 5.00pm with 120 passengers.

### *Pedestrians*

Counts conducted show an increase of 4% of pedestrians frequenting city centre on the 22<sup>nd</sup> compared to the 13<sup>th</sup> October. The opinion surveys (610 persons) give more information on pedestrian characteristics :

Reason to travel to city centre: 42% shopping, 37% leisure, 15% work

Transport mode used: 33% public transport, 32% walking, 32% private car, 2% bicycle

Opinion on car free day: 68% very good idea, 29% good idea, 3% very bad idea.  
57% would like it to occur more often, 34% always, 3% never, 6% once a year.

### *Car traffic*

Since 1998, Nantes City Council has decided to close a central through street (Cours des 50 Otages) to car traffic every Saturday afternoon. Complementary restriction measures implemented on the 22<sup>nd</sup> accentuated the effects on car traffic. Between Saturday 15<sup>th</sup> and the 22<sup>nd</sup>, a relative decrease has been observed (from -60% in restricted area to -3% in more distant sectors).

Transfers of traffic observed on streets surrounding the restricted area reached from +4% minimum to a maximum of +11%.

### *Bicycles*

Counts conducted between 2.00' and 3.00' and 17.30' to 18.30' tends to prove that Saturday bicycle traffic is more diffuse than during weekday. However, comparison with the 15<sup>th</sup> September shows a renewal of interest for this mode. Bicycles (free renting) were borrowed for 5 hours. Major lessons learned from this action is the expressed need for borrowing bikes. However, what would have been the success of this action if people had had to pay for the service?

### ***Park & Ride sites***

Out of an overall capacity of 1780 spaces, P&R patronage increased by 30% compared to an average Saturday, and by 27% compared to Saturday 15<sup>th</sup>. This progression varies a lot between different sites. Moreover, survey conducted among P&R users shows that non-regular users proportion was more important in 2001 compared to previous years (29% in 2001 v. 25% in 2000 and 20% in 1999). The mode used usually to get to the city centre is the private car as a driver, for 33% of sample. The “shopping” reason to travel represents 75% in 2001 v. less than 25% previous year (Car Free Day was then during week days).

### ***City centre car parks***

8 central car parks (total capacity 4719 spaces) found a 40% decrease in cars parked (of which 19% of which were hourly ticket users and 16% were season ticket holders). Car Free Day decreased parking in car parks by 2 200 cars.

### ***Impact on commercial activity***

When examining shopping activity on Saturday 22<sup>nd</sup> September, customers were not deterred from travelling to the city centre. A 4% increase in shoppers was observed in stores sampled the 22<sup>nd</sup>, compared to the 13<sup>th</sup> October . Among 20121 pedestrians getting in and out the stores, 5 272 were carrying bags or parcels showing +33% increase. These results are supported by the face-to-face surveys where 81% of the 235 people interviewed declared having purchased something in one of the stores located in the restricted area (vs. 79% an “ordinary Saturday”). The amount of money spent was not affected either.

More city centre customers travelled by public transport on the 22<sup>nd</sup> September (38%) than any other Saturday (29%). 22% declared having used a different mode than usual to reach the city centre.

The “free call” phone number open to public from the 12<sup>th</sup> to the 22<sup>nd</sup> only answered 64 calls (of which 41% on the 22<sup>nd</sup>).

### ***Air quality measurement***

Air Pays de la Loire, in charge of monitoring air pollution in the region, conducted more observations on the 22<sup>nd</sup> September.

However, the climatic conditions, very favourable on the 22<sup>nd</sup> (sunny and windy-5.2 m/s) making it difficult to draw relevant conclusions when comparing this day with other Saturdays. This could be because pollutants were spread, and there were favourable conditions to ozone creation (and destruction of carbon dioxide)

### ***Opinion surveys***

Three opinion surveys were conducted among the following important target groups :

1. Car drivers leaving their cars on P&R sites were surveyed by SEMITAN
2. City centre pedestrians were surveyed by Nantes City Council
3. City centre shoppers were surveyed by CERTU, an independent consultant.

The participation Car Free Day 2001 was even larger than previous years, especially among P&R users. The wish of the population to see Car Free Day implemented every week confirms in a way their acceptance of the existing situation (i.e. Cours des 50 Otages being closed to car traffic every Saturday afternoon since 1998). The results are shown in this table.

**Question: Do you think that Car Free Day is .... ?**

	Shopping survey		P+R users	City centre pedestrians
	Sat. 22 <sup>nd</sup>	Ordinary Saturday	Sat 22 <sup>nd</sup>	Sat 22 <sup>nd</sup>
<b>Sample base</b>	<b>235</b>	<b>447</b>	<b>211</b>	<b>610</b>
A very good idea	<b>54%</b>	<b>45%</b>	<b>70%</b>	<b>68%</b>
A fairly good idea	<b>38%</b>	<b>48%</b>	<b>26%</b>	<b>29%</b>
<b>Sub total « good idea »</b>	<b>92</b>	<b>92</b>	<b>96</b>	<b>97</b>
A fairly bad idea %	<b>5%</b>	<b>5%</b>	<b>1%</b>	<b>2%</b>
A very bad idea	<b>2%</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>
<b>Sub total « bad idea »</b>	<b>7</b>	<b>8</b>	<b>2</b>	<b>3</b>
Sans réponse	-	-	1	-

**Campaign message analysis**

*Awareness*

*Question - Have you heard of the car free day?*

	Shopping survey		P& R users	Pedestrians
	22 <sup>nd</sup>	Other Saturday	Saturday 22 <sup>nd</sup>	Saturday 22 <sup>nd</sup>
<b>Base</b>	<b>235</b>	<b>447</b>	<b>211</b>	<b>610</b>
Yes %	<b>82</b>	<b>79</b>	<b>92</b>	<b>77</b>
No %	<b>18</b>	<b>21</b>	<b>8</b>	<b>23</b>

The very high level of Car Free Day awareness has an impact on mode used. On Park and Ride sites for instance, the proportion a new users is higher in 2001 than previous years. Surveys conducted among Park and Ride users show that 29 % have been using the P&R sites for the first time. See below.

*Question - Do you usually come to this P&R site?*

	1999	2000	2001
YES	80%	75%	71%
NO	20%	25%	29%
Sample size	<b>269</b>	<b>207</b>	<b>211</b>

This relation between awareness of the car free day and mode used seems to exist among pedestrians surveyed in all streets on the 22<sup>nd</sup>. Awareness level is higher amongst soft mode users and public transport users (83%) than amongst car drivers (<70%)

Question to pedestrians : “Are you aware of the car free day” crossed with “What mode did you use to come to the city centre “?”

	Aware	Not aware	Total	% Mode used	Awareness /mode users
Walk	152	41	193	31,64%	78,76%
Private car	136	62	198	32,46%	68,69%
Public transport	171	33	204	33,44%	83,82%
Bicycle	8	2	10	1,64%	80,00%
Others	4	1	5	0,82%	80,00%
Total	471	139	610	100,00%	

**Specific fare promotion awareness**

If the Car Free Day as such reaches a very high level of awareness, it seems not to be the case for sub actions promoting public transport. This tends to be proved within the answer given by Park and Ride users to following question:

Question - Have you heard about following offers?

Offers	YES	NO	No answer
TAN hourly ticket valid all day for the 22nd	51%	45%	4%
Free PT ticket distributed by shopkeepers	23%	71%	6%
Week end family or group ticket?	36%	54%	9%

Unfortunately due to organisation and delays reasons, this question was only asked to P&R users.

However, the “ashtray” image and campaign around the hourly ticket validity extension has had a significant impact (compared to usual average top of mind rates achieved through other campaigns).

**Behaviour observed concerning shopping activity**

These are the results of the shopping survey conducted by an independent body on the 22<sup>nd</sup> of September as well as on the 29<sup>th</sup> Sept and the 13<sup>th</sup> October.

Shopping behaviour has remained the same overall, in terms of intentions and purchase actions as well as in terms of involved amounts.

Question - Have you purchased anything today in this shop (store)?

	22nd	Other sat
Base	235	447
Yes	<b>81</b>	<b>79</b>
No	<b>19</b>	<b>21</b>

Question - How much money have you spent in this store?

	22nd	Other sat
Base		
Customers walking out	190	352
Less than 30 €	<b>46</b>	<b>50</b>
Between 30 and 76 €	<b>40</b>	<b>29</b>
Between 77 and 152 €	<b>9</b>	<b>9</b>
More than 152 €	<b>5</b>	<b>7</b>
Does not know	<b>1</b>	<b>5</b>

Question - Mode used by shoppers

%	22nd	Other sat
Base	235	447
Walk only	<b>24</b>	<b>23</b>
Public transport bus & tram	<b>28</b>	<b>15</b>
P& R +bus and tram	<b>10</b>	<b>4</b>
Private car	<b>33</b>	<b>47</b>
Motorized 2 wheels	<b>2</b>	<b>0</b>
Bicycle	<b>3</b>	<b>1</b>

There has been a consequent modal shift from private car to public transport, confirmed by following question:

Question - Today (22<sup>nd</sup>) have you been using your usual transport mode to come to the city?

%	22nd
<b>Base</b>	235
Oui	<b>79</b>
Non	<b>21</b>

Question - What is your usual mode?

%	22nd
<b>Base</b>	235
Walk only	<b>10</b>
Public transport bus & tram	<b>27</b>
P & R + bus or tram	<b>9</b>
Private car	<b>49</b>
Motorised 2 wheels	<b>2</b>
Bicycle	<b>1</b>

**Advantages of this car free day**

Question - From your point of view what are the principal advantages for this car free day?

% (multiple answers)	Jour opération	Samedi ordinaire
<b>Base</b> <i>Is aware of the operation on an ordinary Saturday</i>	235	352
There is less pollution	<b>56</b>	<b>64</b>
Less noise	<b>36</b>	<b>45</b>
Easier to walk	<b>37</b>	<b>40</b>
Streets are more user friendly, more cheerful	<b>29</b>	<b>24</b>

One feels safer	20	22
People are less stressed	15	19
I could try another transport mode	5	10
More bicycles	7	8
It increases public awareness	10	12
City is given back to children	3	6
No advantage	6	7
No answer	3	1

Question - And what is the principal drawback?

<i>% (multiple answers)</i>	Jour opération	Samedi ordinaire
<b>Base</b> <i>(Is aware of the operation on a normal Saturday)</i>	235	352
It is not good for shopkeepers	5	9
The city is dead, there is nobody	-	2
I could not go myself today	2	3
I could not use my car to go to work	2	5
I could not park my car	14	13
It is a gadget operation	2	4
It is only a political & mediatic operation	3	9
It does not solve pollution problems	9	19
There is not enough public transport	12	19
It is a problem when carrying heavy parcels	17	22
No inconvenient	48	33
No answer	8	6

## CONCLUSIONS

### Achievement of the Objectives

The objectives of the campaign appear to have been achieved in general terms:

- The public including shoppers, are aware of the campaign, a substantial number of them have modified their transport mode behaviour, and this had no negative effect on their shopping behaviour.
- Moreover public opinion is largely in favour of this action, especially when it takes place on a Saturday
- Some sub actions (such as the distribution of free public transport tickets by shopkeepers) had less impact than the overall communication process and the specific communication on public transport hourly ticket validity extension.
- However, the actions conducted also aimed at reassuring shopkeepers on the sustained level of potential shoppers. Survey conducted for the occasion showed that 95% of the interviewees thought that the city was more agreeable when car traffic was restricted and 75% thought that it did not affect the economical activity of the city.
- The yearly repetition of Car Free Day should contribute to a better understanding between mobility policy and economical policy actors.

### Overall appreciation on the organisation

Following the campaign a number of recommendations or considerations have been formulated to take forward to subsequent CFD events:

- Certain events that occurred in 2001 complicated the implementation of the operation. For example the spring elections with the arrival of new elective representatives, the construction of Urban Community (as a difference with a single city organisation), and the 11<sup>th</sup> September events.
- It has also been difficult for instance to organise the different city councils institutions. For 2002 it is identified that first organisation meetings should take place earlier in the year, so as to build a real programme that would amalgamate each city and leave them time to effectively organize their own local actions and events.
- Communication must be conducted at the urban area scale, rather than at the city scale.
- At a National level better coordination between different Ministries is recommended, for example the Education Ministry and Interior Ministry.