

ON THE ROAD TO QUÉBEC

A SERIES OF ONLINE WORKSHOPS
FOR MEMBERS OF THE OWHC

MOBILITY

ORGANIZED BY



ORGANIZATION OF
WORLD HERITAGE CITIES

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TABLE OF CONTENTS

p. 3

ONLINE WORKSHOPS

context, target audience and objectives

p. 4

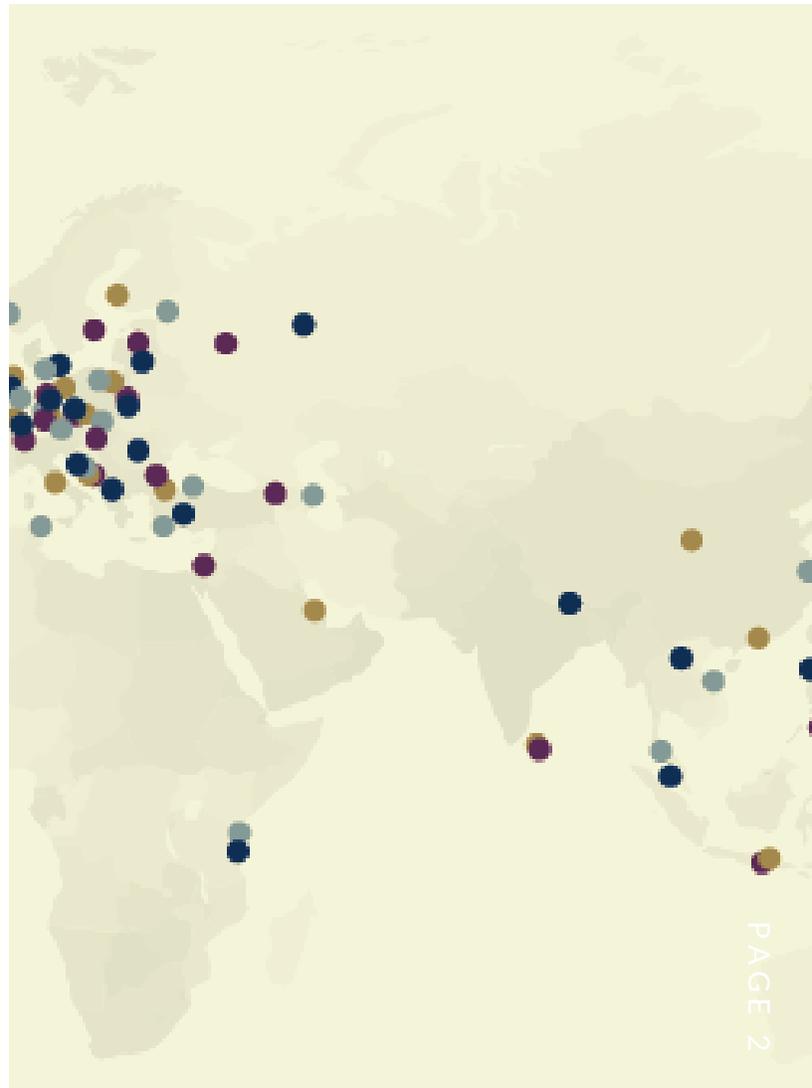
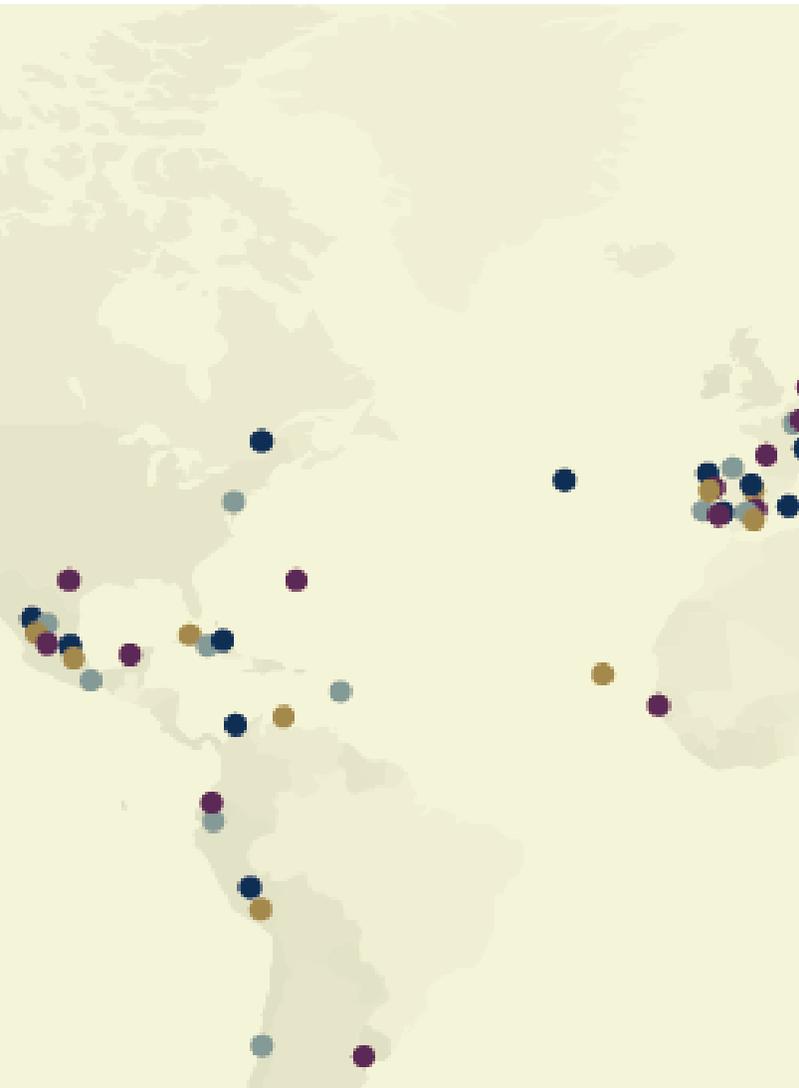
WORKSHOP IN SPANISH

experts, invited cities, case studies and conclusions

p. 8

WORKSHOP IN ENGLISH

experts, invited cities, case studies and conclusions



ONLINE WORKSHOPS

“On the Road to Québec” is a series of online workshops offered by the OWHC to members of its network. The workshops took place between February 9 and March 18, 2021 and were open to elected officials, experts and site managers working in a city that is a member in good standing of the organization.

The topics of the workshops were inspired by the theme chosen for the 16th World Congress of the OWHC “Enhancing Livability in World Heritage Cities”, by the global COVID-19 crisis as well as by the more general challenges that await cities in the 21st century.

The workshops were offered in a very dynamic format, starting with an introduction offered by an expert on the chosen theme, followed by presentations of case studies by member cities of the network. The workshop was then divided into sub-groups, in order to push the discussion more in depth and exchange with colleagues from all over the world.

By sharing their ideas and experiences, participants contribute to the development of the next OWHC scientific symposium.

Workshop #3 - Mobility

The marked decline in traffic and the considerable improvement in air quality that followed the lockdown periods proved that environmentally friendly means of transport and sustainable mobility are essential to achieving the *2030 Agenda for Sustainable Development*. Moreover, the pandemic has convinced several municipal administrations to speed up ambitious projects in the field of sustainable mobility and has initiated a general reflection on the distribution of space between users in historical centers, including the 15-minute city policies.



WORKSHOP #3 MOBILITY

Workshop in Spanish

17 March 2021

EXPERTS AND INVITED CITIES

MARTHA LUCÍA GUTIÉRREZ & DARÍO CARDONA SOSA

SECRETARY GENERAL OF SIMUS NETWORK & PROJECT MANAGER AT SIMUS NETWORK

Martha is a lawyer specialized in Administrative Law, master's in public management and master's in planning, Economics and Operation of Urban and Metropolitan Transport. She is an expert in Sustainable Urban Mobility with more than 17 years of experience in formulating public policies, structuring transport concessions, contracts and financing schemes, leading and accompanying processes in more than 8 countries in Latin America. She is a University professor and Secretary General of the SIMUS Network (Integrated Systems for Sustainable Urban Mobility).

International expert in urban mobility, Darío has participated in the planning, design, structuring, implementation and operation of several of the main transportation systems in Latin America. He knows mobility management from his career in private transport companies, the public sector, consultancy, and non-governmental organizations in more than 20 cities. He is currently a Project Manager at SIMUS.

JAVIER GARCÍA CASTELO

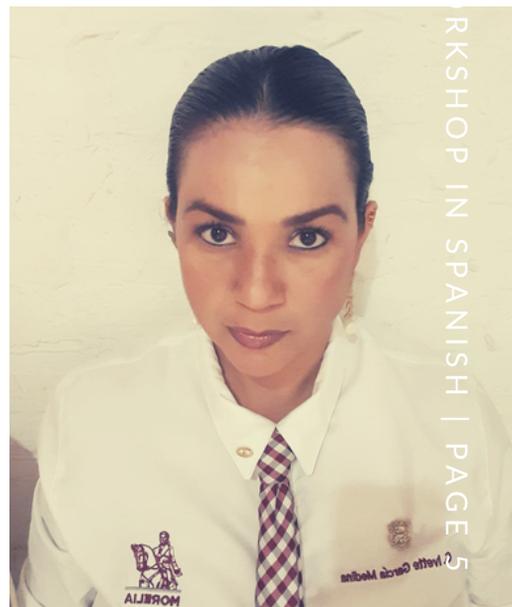
MUNICIPAL ARCHITECT, SANTIAGO DE COMPOSTELA

Javier García Castelo completed his studies in architecture in 1994 and the postgraduate course in building installations and urban installations in 2001, at A Coruña University (Spain). Since 2006, he has been a municipal architect for the City of Santiago de Compostela, developing his work mainly in the town planning and rehabilitation department, as well as within the Historical Heritage Advisory Commission.

GAURI IVETTE GARCÍA MEDINA

GENERAL COORDINATOR OF THE HISTORIC CENTRE, MORELIA

Master in Architecture and Research. Expert in government management and development of public policies regarding heritage. She is coordinator of the OWHC Regional Secretariat for Central America, the Caribbean and Mexico; member of ICOMOS Mexique, Site Manager and General Coordinator of the Historic Center of Morelia. She is also a pioneer in international linkage for the rescue of the path of Henry IV, with the restoration of the "Pont Romain du Fréchou", France.



CASE STUDIES AND CONCLUSIONS

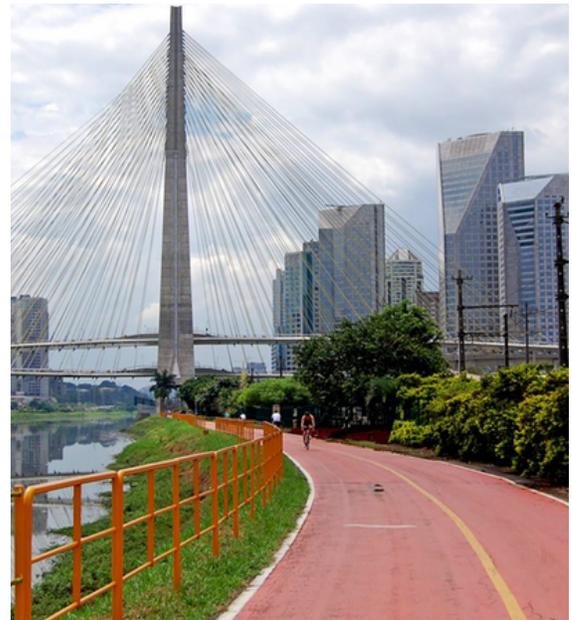
Morelia: The logic of living in a city

The issue of mobility must be seen today under a new paradigm, taking into account new considerations. In the twentieth century, mobility meant the transport of people by car, first and foremost, with the construction of fluid and efficient road infrastructures. Today, we must put the citizen, the human being, at the center of our actions in the field of mobility. On the one hand, this means thinking about solidarity and the security of the most vulnerable - children, elders, women. On the other hand, the new challenges linked to sustainable development require new forms of greener mobility.

Santiago de Compostela: sustainable urban logistics strategy

Santiago de Compostela has been at the forefront of traffic calming and pedestrianization measures in the historic center.

However, with the development of digital commerce and new mobility challenges, it is important to create other measures to control vehicle traffic and delivery trucks in the historic center. The city's actions will result in the construction of a distribution center on the outskirts to, on the one hand, accommodate delivery flows from outside the city and, on the other hand, group the goods in a limited number of trucks for delivery to the historic center. Other "Smart City" measures are also being implemented to control traffic in the historic center.



Green infrastructure to fight climate change

It is more important than ever to integrate the notions of landscape and greening of streets and public spaces in municipal planning documents. These measures must become the priority of cities in terms of urban planning. The establishment and / or reintegration of native plants, increased urban canopy, and diversification of plant species are effective measures to fight against climate change and cool cities naturally during periods of intense heat and heatwaves. These extreme temperatures are expected to increase and become more frequent over the coming decades.

The importance of adopting regulations that are easy to understand and apply

Urban transport and mobility regulations are sometimes complex for road users to understand. In other cases, the complexity and variety of regulatory measures make their complete application difficult. When establishing mobility regulations, we must ensure that these rules are easily applicable. Complex or poorly enforced regulations will create confusion and frustration among citizens.

Encouraging the use of bicycles for commuting

The participants highlighted several strategies to promote active mobility, in particular cycling. In general, the feeling of security is a significant issue for many cyclists. Efficient, safe, and well-designed cycling infrastructures are essential to encourage the use of cycling. Besides, in cities where the topography and hills make specific trips difficult, it is necessary to have an integrated mobility system. For example, this system must allow the user to use a bicycle in free sharing for specific trips and then transfer to public transport without paying twice. It is also essential for these cities to have transport systems and structures that allow bicycles to be moved within the network. Finally, the electrification of bicycles is another effective measure to encourage citizens to start using them.



WORKSHOP #3 MOBILITY

Workshop in English

18 March 2021

EXPERT AND INVITED CITIES

ANA COSTA

**INOVA+ - SENIOR PROJECT MANAGER |
CIVITAS SECRETARIAT MANAGER**

Ana Costa holds a master's degree in Environmental Engineering from the College of Biotechnology, Catholic University of Portugal and currently doing a PhD in Sociology. As senior project manager at INOVA+, a Portuguese innovation consultancy company, Ana Costa cooperates within the coordination and participation in EU and International funded projects. In addition, Ana is also actively involved in the implementation of the CIVITAS - City VITALity and Sustainability - ELEVATE project, which is the Coordination and Support Action responsible for increasing the impact of the CIVITAS initiative.



GEDIMINAS RUTKAUSKAS

**DIRECTOR OF THE VILNIUS OLD TOWN
RENEWAL AGENCY, VILNIUS**

Gediminas Rutkauskas is director of the municipal NGO that aims the integrated implementation of the UNESCO World Heritage convention in the city. He is the Site Manager of Vilnius' World Heritage site – Vilnius Historic Center.



ALEXANDER SCHOLZ

ADVISER – MOBILITY STRATEGIES, VIENNA

Alexander Scholz works for the City of Vienna Administration in the urban planning and development department specialized in sustainable urban mobility.



CASE STUDIES AND CONCLUSIONS

Vienna: Shared spaces as traffic calming measures

As part of its mobility plan, the city of Vienna has implemented various strategies aimed at improving mobility within the city for all types of users. Among these strategies, one of the most effective is the shared streets. On these streets, pedestrians, cyclists, and cars share a space without separation, where the most vulnerable users have priority. Thanks to quality infrastructures and design, and with adequate signage, these measures are very popular. This success will help the municipality reach its goal to have 80% of trips on foot, bike, or public transport in the city in 2025.

Vilnius: Meeting of the new reality

The unexpected outbreak of the pandemic and the initial restrictions had significant effects on cities, freezing all social and cultural life. But with the end of the first wave and the relaxation of regulations, social traditions were revived. The Vilnius municipal government has supported small businesses' initiatives by inviting cafes and restaurants to expand their outdoor service on the streets and public spaces. This municipal initiative also led to the establishment of new public cultural activities in outdoor areas.



The importance of political leadership to initiate change

Numerous studies and statistics have already shown that restricting automobile traffic to the benefit of pedestrians and cyclists generates long-term positive benefits for the municipality, citizens, and shops. However, many mobility projects suffer from a lack of social acceptability when announced by public authorities. Therefore, elected officials' commitment to this type of project must be strong from start to finish.

However, to limit some potentially harmful effects that those projects may have, it is also important to implement different strategies. The workshop participants notably underlined the importance of having strong citizen participation approaches in designing those projects and consulting the population throughout the implementation process. It should also be considered that traffic restriction measures could temporarily cause an increase in traffic congestion in adjacent areas and affect more car-dependent businesses. Alternative measures to facilitate the delivery of goods must also be planned.

For a lasting change of mindset

Since the beginning of the pandemic, many cities have tried to re-think their public spaces and streets to give more space and better accessibility to all users. Several participants stressed that many of these resilience measures deserve to be maintained in the long term. To achieve this, however, it is crucial to ensure a lasting change in peoples' mindsets. It is indeed difficult not to anticipate a return to old habits when the pandemic is over. Citizens must be encouraged to continue to move around on foot or by bicycle, by keeping in place the new infrastructures and promoting active mobility. We must also consider new subsidies. For example, for the purchase of electric bikes, to make them more affordable.

Several participants also agree that the return to normal will have to consider some of the lessons learned from the pandemic. Over the past year, cities, shops, and citizens have shown unparalleled creativity in dealing with the crisis. This resilience has led to the emergence of new developments and new urban strategies that deserve to be maintained in the long term.



Restriction plan of car traffic and parking for the sake of pedestrians, Vilnius