

PRIORITERRE. ACTIVE ACCESS ACTIVITIES IN HAUTE SAVOIE, FRANCE



Walking & cycling to shops and restaurants

Promotion of cycling and walking to local shops and restaurants will take place in 2011 in partnership with Annecy City and Vie Ta Ville Association through conferences, distribution of information leaflets and individuals meetings.

Walking & cycling to school and kindergarten campaigns

An inter-school competition was organised in Haute-Savoie to raise awareness among parents and children about travelling actively to school: 40 schools participated, with 4000 pupils and 1000 adults travelling to school by foot, bike and even by horse! The top 10 schools saw participation rates between 81-100% with the winning school achieving 100% participation from parents, pupils and teachers. They were rewarded with a prize of a tree for the school yard.

A second inter-school competition ran on the 16th & 17th September across the region of Haute-Savoie during the mobility week with 18 schools and 2300 children, pupils and parents participating.

Another competition could be organized in 2011

Prioriterre have been involved in supporting the establishment of 5 walking buses to date.

Promotion of cycling & walking as part of the tourist industry

Prioriterre was involved in the organization of international Annecy triathlon, that took place on the 4th July 2010, with over 2000 participants and supporters. Their involvement insured:

- Carpooling was made available on the event website
- Shuttles were available for transport between strategic locations at the event
- Preference given to local suppliers whenever possible and organic food.
- Organisers and volunteers only travelled by bicycle or on foot or rollers on the day of the event
- The swim was followed by the arbitrators in pedal boats instead of motorboats.

Campaign walk/cycle to work

Prioriterre has been promoting the benefits of active travel for the health of employees by assisting with the production of two large scale mobility plans: Eco Mouv Mobility Plan (encompassing 7 enterprises totaling 4100 employees) and the CAE Rumilly Mobility Plan (covering 181 enterprises). In addition they were involved in organising an inter-enterprise challenge that ran from the 31st May - 4th June in Annecy-le-Vieux during which time 5300km were cycled. During the week there were also demonstrations of electric bikes, information events and bike repairing workshops. The challenge is also taking place in June 2011 and prioriterre will also be part of it.

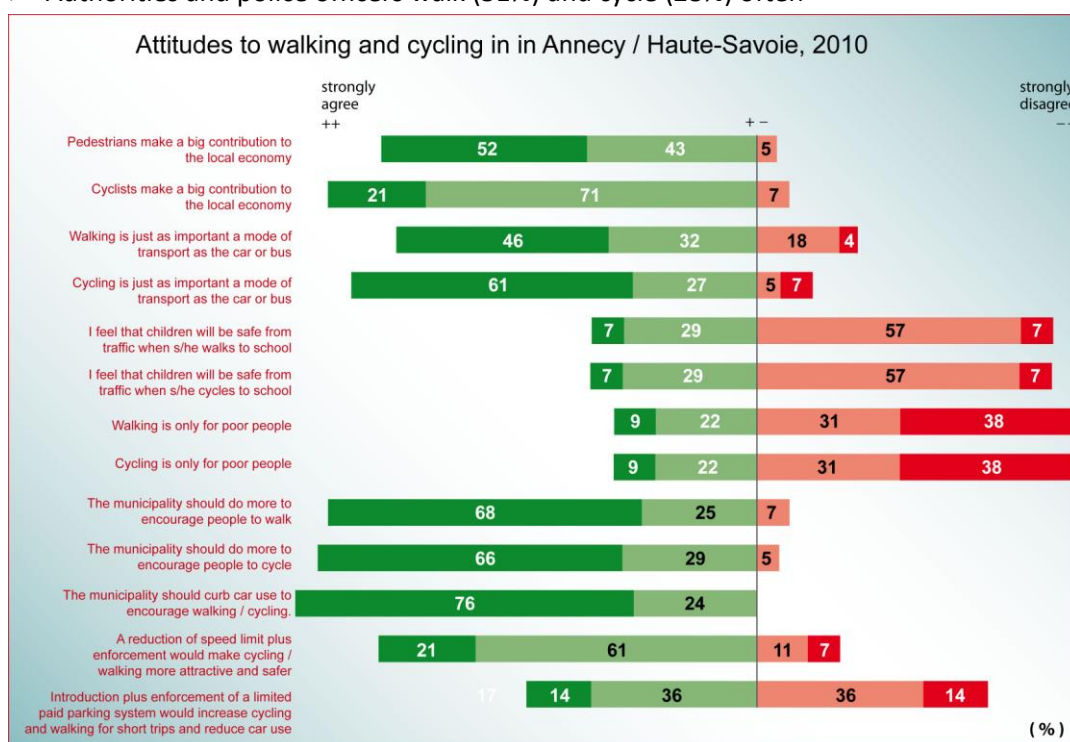
European mobility week 16th-23rd September 2010

Was used as an opportunity to promote Active Access with a project stand, electric bike testing, soft mobility rally, bike repairs, mountain bike champion demonstration and distribution of promotional materials.

BASELINE SITUATION

The baseline situation was measured through surveys conducted in the towns Annecy and Meyhet. There were 94 respondents, the key findings from which were:

- Cycling is seen as fun and convenient, but safety is perceived as low
- Walking is very positively assessed
- Infrastructure and planning for walking show some improvement needed (sidewalks are small and poorly accessible for people with reduced mobility, traffic lights aren't programmed in favour of pedestrians, maintenance / clearance in winter could be improved)
- Infrastructure and planning of the cycling system needs to be improved by closing gaps in the system to have a real network and allow uninterrupted and direct cycling
- Opening of one-way roads for cyclists could be an option
- Speed of cars is high
- 31% of people believe walking and cycling are only modes of transport for poor people
- Politicians and newspapers are positive about active travel modes.
- Authorities and police officers walk (31%) and cycle (28%) often



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Haute Savoie, to date:

Stakeholder	Role
Mouv Eco Association	Implementation of the inter enterprise mobility plan for the 5 members (SALOMON, Annecy Hospital, CGL pack, MAPED, EFS)
CAE Rumilly	Study and set up of inter enterprise mobility plan with 100 enterprises (TEFAL, and many others)
Annecy City	Participation in local policy on mobility and organisation of European mobility week
Cluses City	Local transport policy and mobility week
Geode association	Implementation of inter enterprise mobility challenge

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