



**International Cycling Conference and PASTA Final Conference,
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Translating research for policy and practice

Key factors and lessons learned from literature, stakeholders and cities



**Imperial College
London**

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AGENDA

- **Introduction: Translating research into policy practice**
- **PASTA translation work**
- **PASTA cities: Strategies, challenges and enablers promoting active transport**
- **Transport & Health in PASTA cities**





Evidence-Base Policy and Research Translation

- **Gaining increasing importance in public health**
- **Currently less of a key concept in transport and planning**
- **Health evidence poorly integrated in transport and planning**





Research translation

- **Challenges:**
 - Lack of multi-disciplinary and cross-sectoral cooperation
 - Differing processes in research and policy (e.g. dynamics and time constraints, clarity of communication, defining “evidence”)
 - Complexity of real world scenarios and lack of policy-relevance of research
- **Enablers:**
 - Research reflective of real-world conditions
 - Include practitioners and the public in research (buy-in, experience, engagement)
 - Produce evidence briefs addressing questions identified by stakeholders
 - Resources, capacity building





PHYSICAL ACTIVITY THROUGH SUSTAINABLE TRANSPORT APPROACHES

PASTA Translation work: the summary series



Active mobility and health: Insights from the PASTA Project

According to the PASTA survey, over 40% of car and public transport trips are less than 5km. Shifting such short trips to active mobility, such as walking and cycling, is a promising strategy to increase health enhancing physical activity.

What makes people walk and bike?

Framing the issue

Active mobility depends on many things. The PASTA conceptual framework provides a first-of-its-kind effort to systematically combine behavioral concepts, structural features and a large number of determinants identified in the literature as part of a single, comprehensive framework to illustrate factors influencing walking and cycling. The framework served as guidance for data collection and analysis in PASTA.

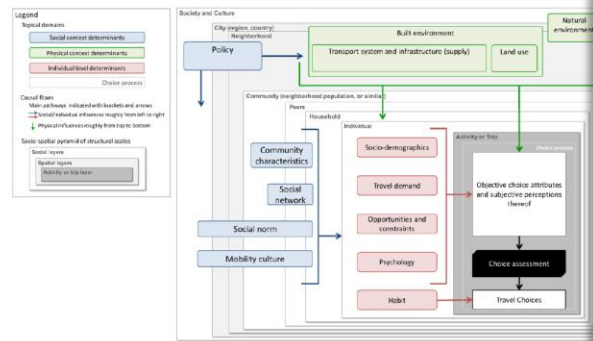


Figure 1: PASTA conceptual framework for walking and cycling behaviour



What does active mobility mean for health? Lessons from health impact assessment

Linking active Mobility & Health

Linking active mobility and health is the key issue of the "Physical Activity Sustainable Transport Approaches" (PASTA) project. Those who decide to opt for modes of transport are believed to be overall more physically active than those who use motorized private transport.

Active Mobility (walking, cycling and the use of public transport) is thought to have implications for **health** by changing the exposure to certain health determinants like:

→ physical activity, traffic incidents, air pollution, noise, social interaction, besides others, are related to active mobility.

Changes in exposure levels of health determinants will most likely result in different **associated health outcomes** like: *subclinical changes, signs and symptoms, diseases, injuries, and disabilities, quality of life, life expectancy, and premature mortality*.

Table 1: Example of some health outcomes associated with active mobility

Active mobility – health determinants and outcomes					
Physical activity	Air pollution	Noise	Green spaces	Social interaction	Health outcomes
Cardiovascular disease	Cardiovascular disease	Cardiovascular disease	Cardiovascular disease	Cardiovascular disease	Cardiovascular disease
Respiratory diseases	Respiratory diseases	Sleep disturbance	Respiratory diseases	Respiratory diseases	Respiratory diseases
Cancer	Cancer	Annoyance	Mental health	Mental health	Mental health
Life expectancy	Life expectancy	Life expectancy	Life expectancy	Life expectancy	Life expectancy
Quality of life	Quality of life	Quality of life	Quality of life	Quality of life	Quality of life



Transport & Health – how far do they link up in cities? What local authorities said...



Figure 1: Map of Europe showing the 7 case study cities

To look more closely at the link between promoting Active Mobility (AM), and health in the urban environment, the PASTA project carried out a series of interviews (61) and workshops (7) with local stakeholders and experts from urban and transport planning, public health, PT operators etc. from the seven PASTA case study cities: Antwerp, Barcelona, London Borough of Newham, Örebro, Rome, Vienna, Zurich.

The majority of the gathered AM measures in the case study cities come under **infrastructure** (56 measures) as well as **social environment** (38 measures) as the most visible efforts made to promote AM.

Analysing stakeholders' perspectives reveals that the **cities struggle with similar barriers and challenges** but that there are some **promising strategies and enabling factors** from which others can learn.

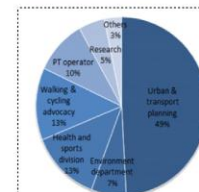


Figure 1: Stakeholders by sector (n=61 interviewees)



Pictures: Stakeholder Workshop, Vienna, June 2014 (© Magistral Wien, MA 18 / Richard Macho)

"A car centred city has no future and the political role has to show that." (Antwerp, stakeholder)



PHYSICAL ACTIVITY THROUGH SUSTAINABLE TRANSPORT APPROACHES

PASTA Translation work: the summary series

Facts on Active Mobility Zurich / Switzerland

City Profile Zurich



Picture: © PASTA consortium

City area¹: 92 km²
Population¹: 398,575 total inhabitants
Life expectancy¹: 80,6 years (both sexes)
Population density: 4,332 inhabitants/km²
GDP per capita¹: 52,383 Euro (2013)
Land Use¹: 23,4% forest, 11,6% built-up space
 13,5% road space, 5,5% blue space, 45,9% other
Modal Split: 30% IMT, 39% PT, 27% Walking,
 4% Cycling
Car ownership rate: 343 cars/1,000 inhabitants

Modal Split

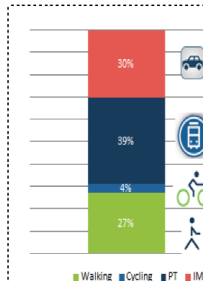


Figure 1: Modal Split Zurich (2014)²

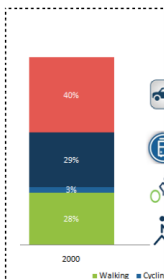
The transport system in Zurich is characterized by a very efficient Public Transport (PT) system, comprising an integrated and well-coordinated system of metro trains, trams and busses. It transports over 300 million passengers per year. This also leads to a relatively high share of **walking** of 27%. **Cycling** remains on a modest level with about 4%.

Satisfaction with different transport providers is examined in an annual population survey: PT receives the highest average satisfaction score (5.3 out of 6), followed by pedestrians (average satisfaction 4.9), while cycling has a significantly lower score (average satisfaction 3.7).

City Profile View



Modal Split



City Profile



Picture: Rome © IC

Modal Sp

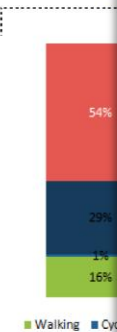


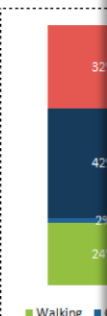
Figure 1: Modal Sp

Borough



Picture: Bike sch

Modal S



City Pro



Antwerp © PAS

Modal S

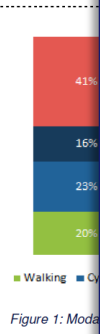


Figure 1: Moda

City Profile B



Picture: © Ajuntament de Ba

Modal Split

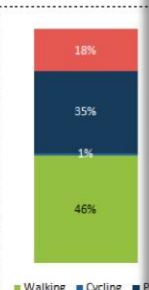
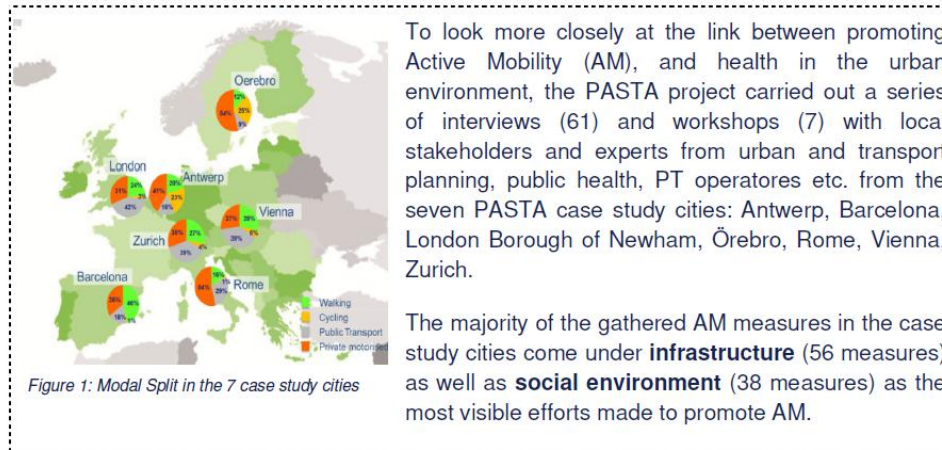


Figure 1: Modal Split in B



Analysing stakeholders' perspectives reveals that the **cities struggle with similar barriers and challenges** but that there are some **promising strategies** and **enabling factors** from which others can learn.

Workshops (7) and interviews (61) with stakeholders

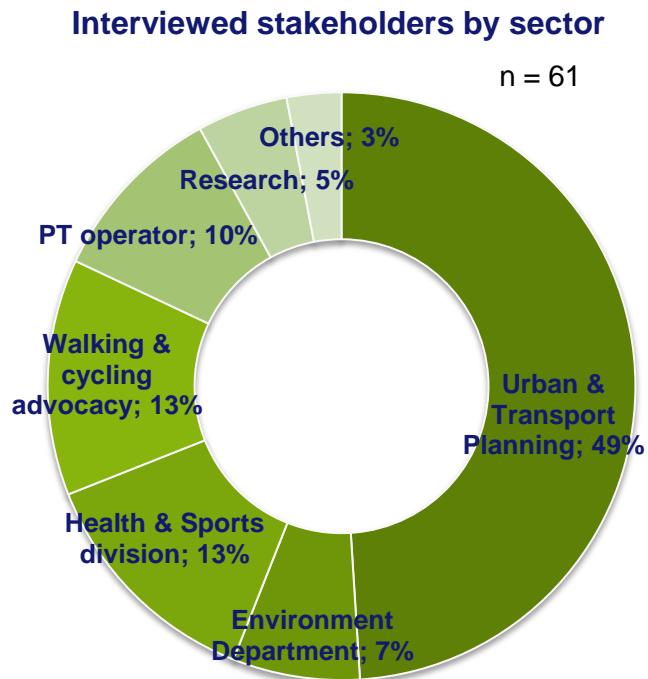


Photo: PASTA consortium



Photo: PASTA consortium

Factors influencing promotion of AM in cities

- Political, strategic and planning level
- Institutional, administration, financial level
- Physical environment, infrastructure
- Social environment



Photo: PASTA consortium



https://www.stadt-zuerich.ch/content/dam/stzh/led/...und.../masterplan_velo_def.pdf



Political and strategic challenges

➤ **Strategies promoting AM** (Urban mobility plans, cycling vision etc.)

“However, having a strategic policy is still no guarantee for reaching the targets, when implementation fails e.g. due to changes in politics or lacking budget.”

(Stakeholder, PASTA workshop)

- Political willingness, votes by car drivers
- Sustainability vs. short-term planning
- Reverse development: planning for car

THE MAYOR'S
VISION FOR
CYCLING IN LONDON
An Olympic Legacy for all Londoners



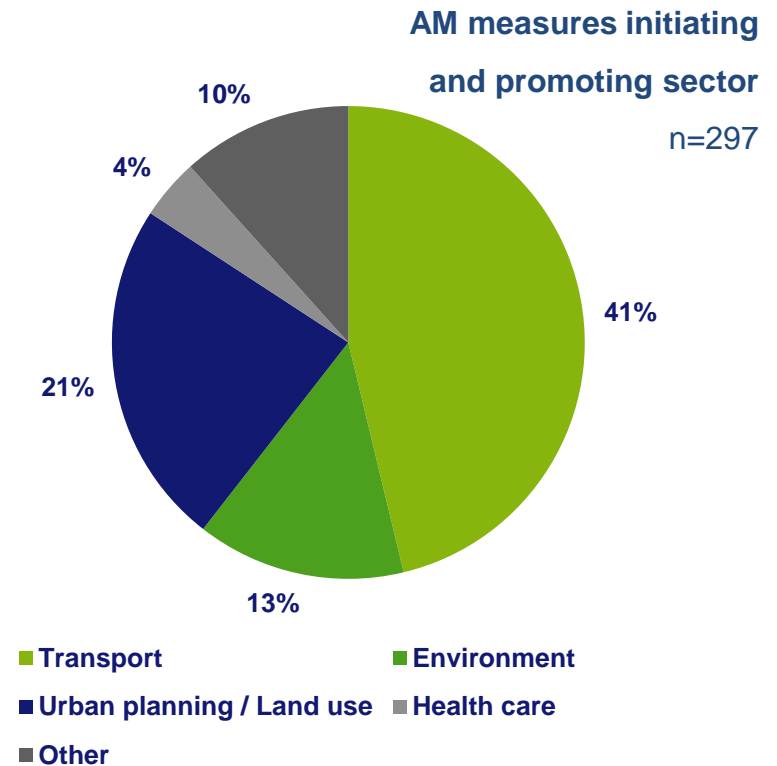
MAYOR OF LONDON

Transport for London

https://www.london.gov.uk/sites/default/files/cycling_vision_gla_template_final.pdf

Institutional and administrative challenges

- ✎ Lack of communication on institutional level
- ✎ Missing collaborations between departments
- ✎ Scattered competences and responsibilities
- ✎ Top-down approaches (inconsiderate of societal needs)



Financial challenges

- ✧ Political will is reflected in the budgets
- ✧ Lack of budget for walking and cycling measures
- ✧ Promoting AM has no direct impact on the health budget
- ✧ Economic crisis

**“Political will is made visible by the budgets
... It is significant that the budgets for the
soft modes are still only a fraction of the
budgets set aside for car infrastructure.”**
(Antwerp, stakeholder)



Photo: PASTA consortium

Physical environment and infrastructure challenges

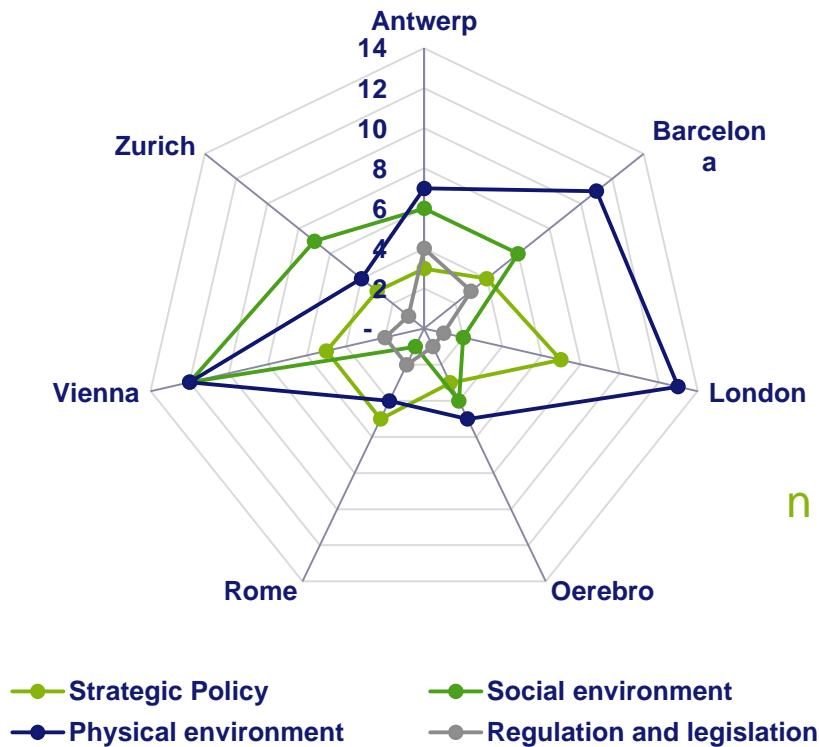
- ✧ Limited space for urban renewal; struggle for public space
- ✧ Difficult to reduce spaces for cars for the benefits of cyclists and pedestrians
- ✧ Need for better infrastructure for cycling and for attractive environment for walking
- ✧ Major traffic axes as barriers



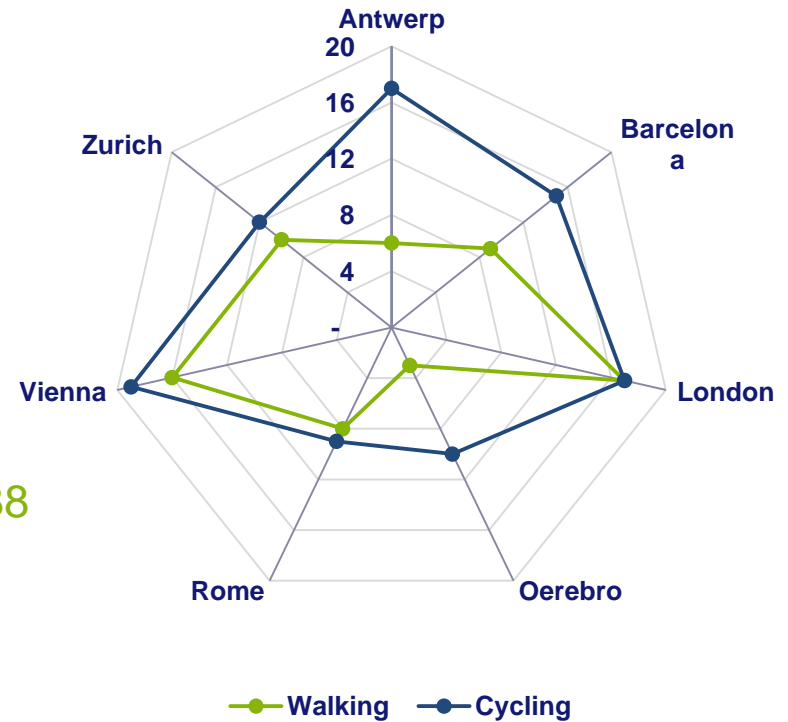
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“There is a need to promote a sense of safety and security, building cycling infrastructure and traffic calming measures.” (London, stakeholder)

Measures promoting active mobility



n = 138



Social environment challenges

“The perception of cycling needs to change, people need to observe cycle commuting in a positive way, current perceptions of cycling is often negative.”
(London, stakeholder)



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- ✧ Cultural barriers and social norms
- ✧ ‘Non-cycling culture’ – lack of public awareness and communication
- ✧ Established habits (difficult to change behaviour)
- ✧ Lack of public support car vs. AM



Enabling factors promoting AM

- Clear vision on sustainable urban mobility; walking and cycling plans,
- Integrating environmental and health targets in AM planning,
- Dedicated budget for AM infrastructure,
- Attractive and safe environment, better infrastructure and more space for cyclists and pedestrians,
- Dense and high quality neighborhoods,
- Joint cooperation between the public and policy makers,
- Awareness and knowledge of the benefits of AM for health.





To link Transport & Health by ...

- making health a key driver in transport planning and decision making,
- including health arguments explicitly in urban policy plans,
- implementation of HEAT in the decision making process,
- idea of 'Health in all policies',
- thinking and acting cross-sectoral,
- structured and regular exchange among the policy fields,
- supporting health literacy among the citizens etc.





“Health is seen as having impact of the transport system, however most people don’t understand that to make the population healthy, active travel must be embedded in everyday life.” (London, stakeholder)

“On a strategic level the association between health, transport and environment are recognized and also represented in the relevant strategic documents. However, it is not always fully reflected in the daily business.” (Zurich, stakeholder)

“There is a general awareness,... but there is a still a long way to go in the transport world to change the culture to ensure that health is considered as a key driver in planning and delivery.” (London, stakeholder)



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Information and contact



Website: www.pastaproject.eu



Newsletter: sign up by visiting our website
E-mail: info@pastaproject.eu



Twitter: [@EUPASTA](https://twitter.com/EUPASTA)



Photo: PASTA consortium



Photo: PASTA consortium



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Thanks for your attention!

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