

# Communication strategies

Gaining public acceptance for restricting car use

Hervé Levifve – City of Paris

How to gain public acceptance :

.....from consensus to .....« not so popular » action.....

1- communication about health impact and citizens jury

2 - Pollution monitoring and communication

3 - Developing alternative to use of personal cars

4 - Promoting alternative energy

5 - Incentives

# Local measures but international impact: an issue shared across the world by large cities

**BBC NEWS**

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## Paris Mayor Anne Hidalgo calls for ban on diesel cars by 2020

© 7 December 2014 Europe

The Eiffel Tower and other landmark buildings disappeared in fog in March.

**Mirror**

## Air pollution will kill 200,000 people in the UK in the next five years

As Greenpeace stages protests in London, we reveal the 16 regions around the UK where lives lost to pollution are on the increase

63 SHARES 1 COMMENT

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Greenpeace activists Luke James, 30, and Alison Garrigan, 29, climb Nelson's Column to fit a mask over the statue's face.

**theguardian**

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## Milan local government bans traffic from city due to poor air quality

Daytime ban on all vehicles in place until Wednesday alongside other measures across Italy to reduce air pollution

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14 MAR 2014 - 5:26PM

## Indonesian airport closed due to air pollution

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## DEATH IN THE AIR

AIR POLLUTION COSTS MONEY AND LIVES

**THE WORLD BANK**  
IBRD + IDA

Air pollution has emerged as the fourth-leading risk factor for deaths worldwide. While pollution-related deaths mainly strike young children and the elderly, these deaths also result in lost labor income for working-age men and women. The loss of life is tragic. The cost to the economy is substantial.

### A LEADING KILLER ACROSS THE GLOBE

The loss of life due to air pollution is causing human suffering and reduced economic development.

**1 IN 10 DEATHS WORLDWIDE IS ATTRIBUTABLE TO AIR POLLUTION EXPOSURE.**

PERCENTAGE OF ATTRIBUTABLE DEATHS GLOBALLY IN 2013, BY RISK FACTOR:

METABOLIC RISK	23%	DINARY RISK	21%	TOBACCO SMOKING	11%	AIR POLLUTION	10%
ALCOHOL AND DRUG USE	6%	LOW PHYSICAL ACTIVITY	6%	CHILD AND MATERNAL MALNUTRITION	3%	OTHER RISKS	2%

Exposure to air pollution is now the fourth leading risk factor for deaths worldwide behind metabolic risks, dietary risks, and tobacco smoke.

**IT'S A BIGGER RISK THAN YOU THINK. MORE THAN 4X AS MANY PEOPLE DIE FROM AIR POLLUTION EACH YEAR THAN FROM MALARIA, AND MORE THAN 4X AS MANY DIE FROM AIR POLLUTION THAN FROM HIV/AIDS.**

## Air pollution among top 10 health risks: Lancet study

Air pollution has emerged as a major health risk in developing countries, the study published on Friday said

Neha Sethi | Vidya Krishnan

First Published: Fri, Dec 14 2012, 11 06 PM IST

**International Business Times**

## China Air Pollution: Smog Blankets Beijing, Shanghai Day After Christmas

BY ADITYA KONDALAMAHANTY ON 12/28/15 AT 1:40 AM

It's the first time that a global study has placed air pollution among the top 10 health risks.

**THE INDEPENDENT** FRIDAY 15 JUNE 2015

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Life > Health & Families > Health News

## Air pollution linked to one in 12 deaths in London – and it takes six months off the average Briton's life expectancy

Report finds pollutants linked to one in 12 deaths in parts of London every year

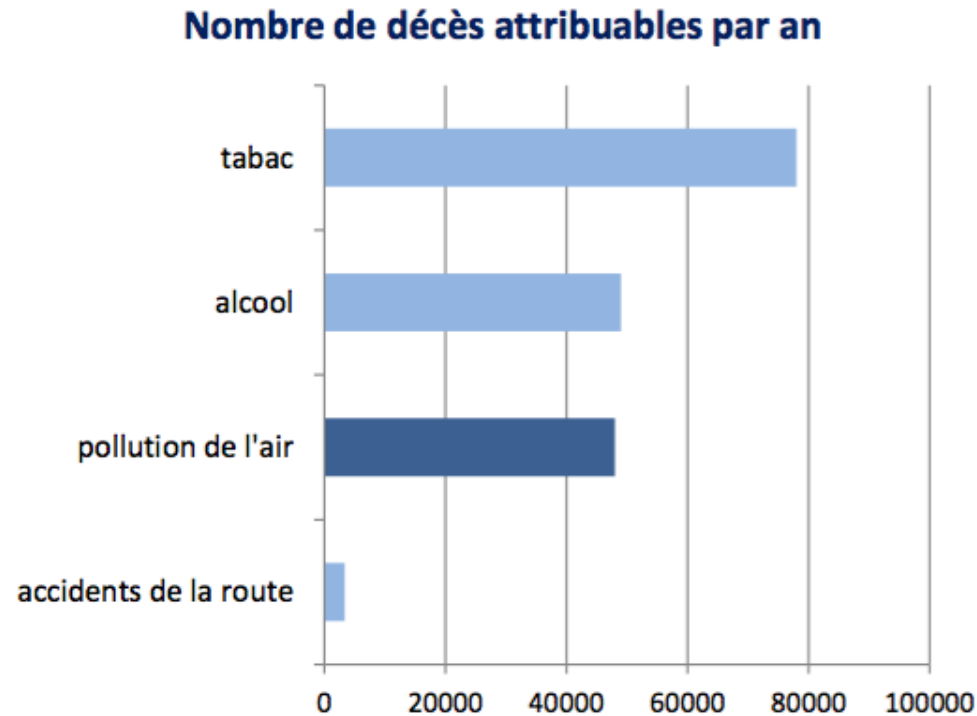
CHARLIE COOPER | HEALTH REPORTER | Thursday 10 April 2014

# Huge communication on Impact on Health

In France :  
48000 premature death

In Paris région :  
10 200 premature death

In Paris and closed area  
6 000 premature death,



# Vulnerable population implanted near high level of traffic roads



Nursery



School



Hospital



Elder people



Sport

- ❑ location < 40 meters from a high traffic road
- ❑ 125 school (28 000 children),  
85 nursery (3 250 little children),  
66 hospital (6 700 beds)  
36 assisted living facilities for elder people (2 500):
- ❑ 75 % to 80% are in Paris

# Citizens jury

**October 2014** : 20 persons (15 parisiens, 5 non parisiens), choosen randomly, agreed to be part of a citizen jury

They were trained during 4 days, they chose to hear some expert or political representative.

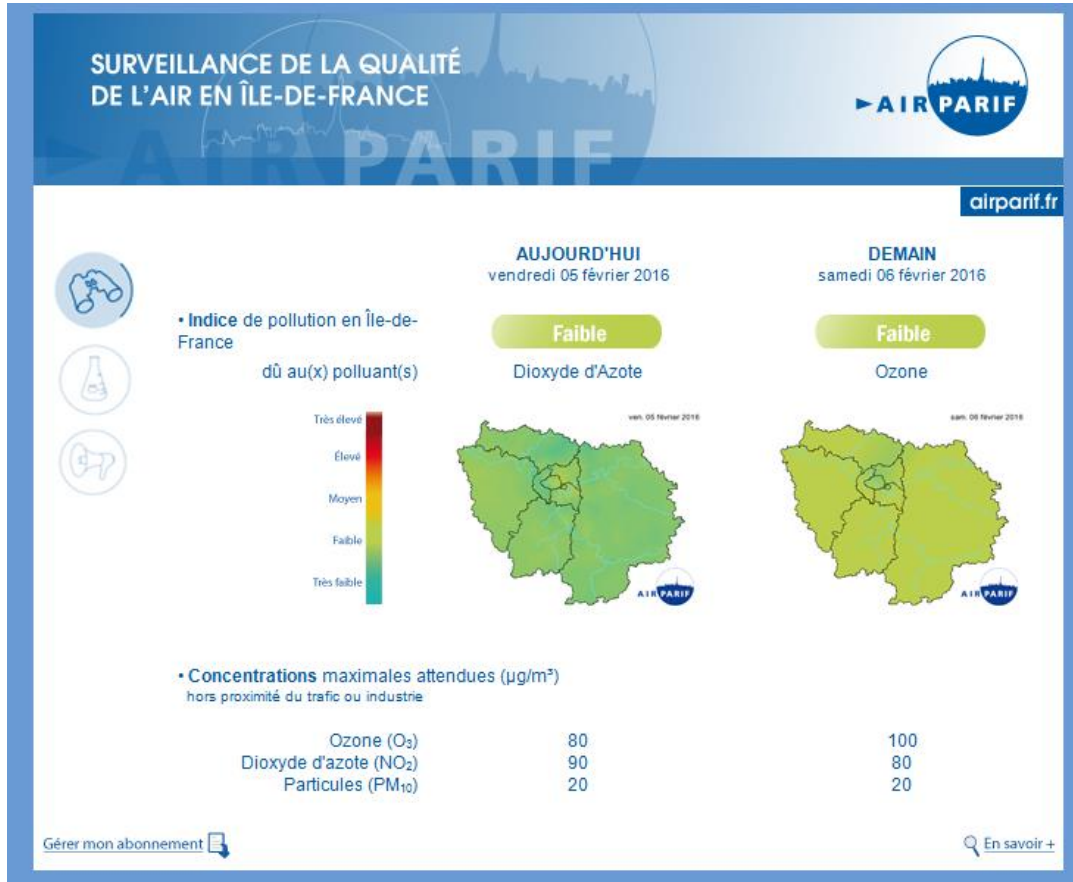
## **Conclusion of their report :**

- They discovered the impact of pollution (lack of information), and regreted the impact of individual behaviour
- Propositions: lowering speed in Paris to 30km/h, one car free day per year, public tranport investment, separated bicycle lanes, electric shared bicycle, car sharing promotion, clean last mile deliveries, sensibilisation in schools, enforcement on real drive emission



# Air quality : Communication tools

## Daily forecast



## Web, apps, mini-site

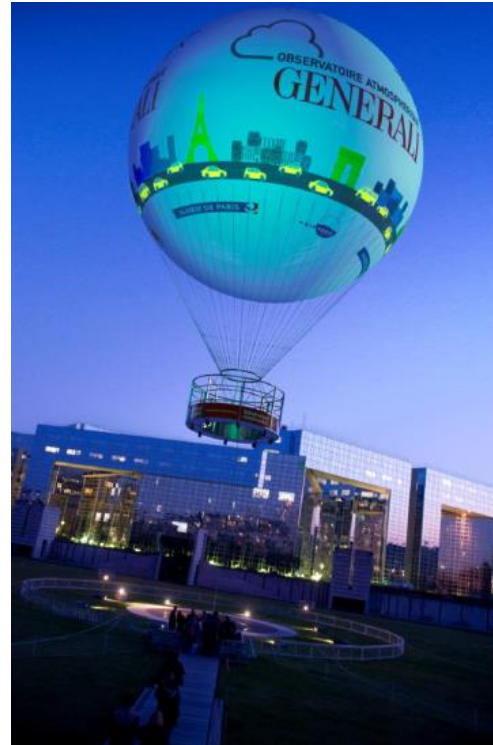
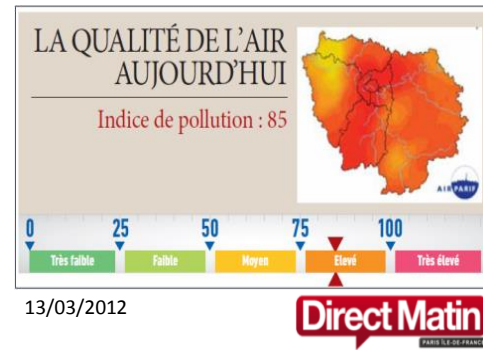


## Publications



# INFORMING : example of dissemination

- ▶ on municipal luminous boards
- ▶ by the media
  - regional TV (twice a day),
  - Newspapers, radio
  - PR
- ▶ apps : EU projects
- ▶ Linked websites
- ▶ social networks
- ▶ Hot air balloon





# Communication campaign

Posters



800 posters, in December 2016

flyers



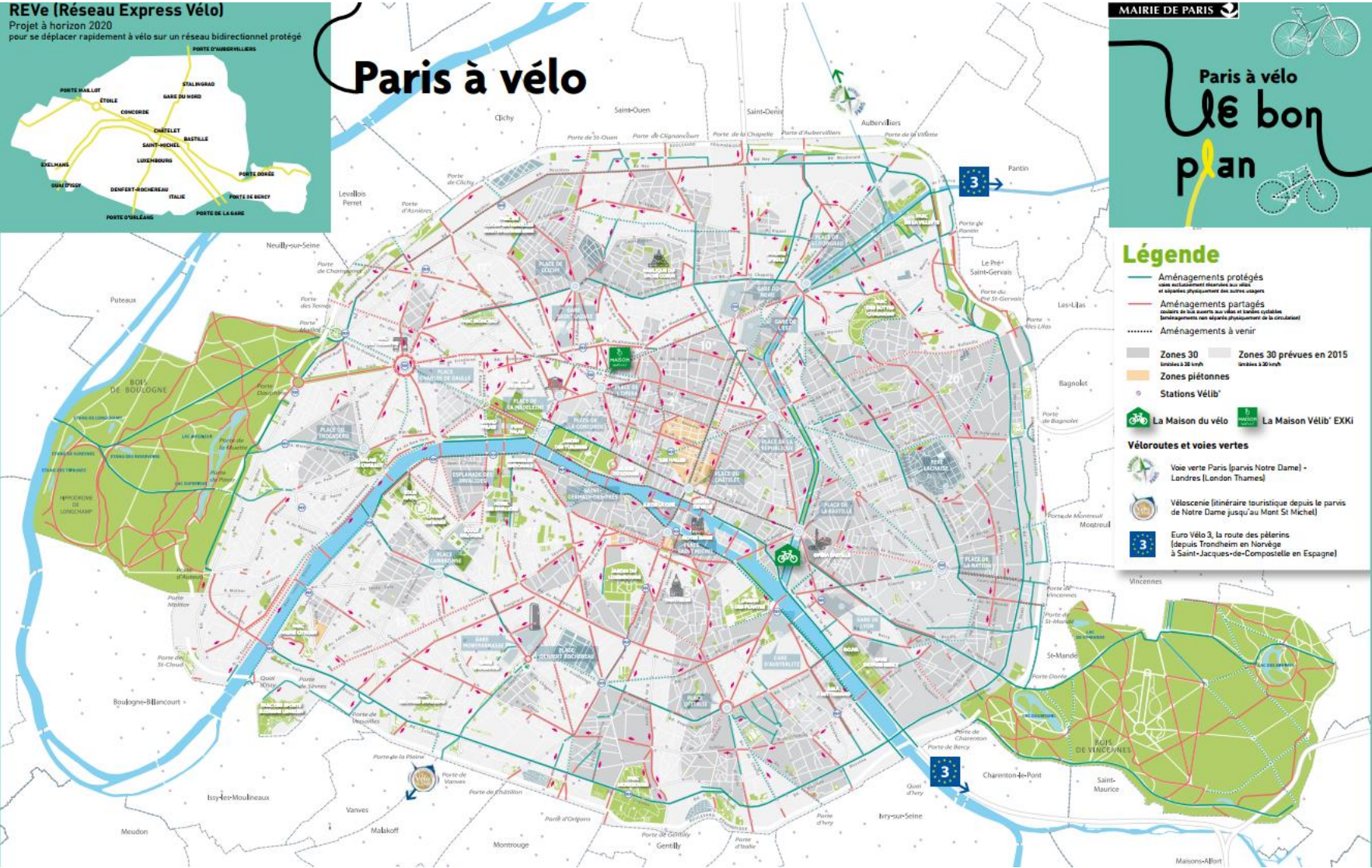
Available in public spaces

Internet site <http://www.paris.fr/stoppollution>  
#stoppollution

# Communication towards Cyclist

**REVe (Réseau Express Vélo)**  
Projet à horizon 2020  
pour se déplacer rapidement à vélo sur un réseau bidirectionnel protégé

## Paris à vélo



**Mairie de Paris**

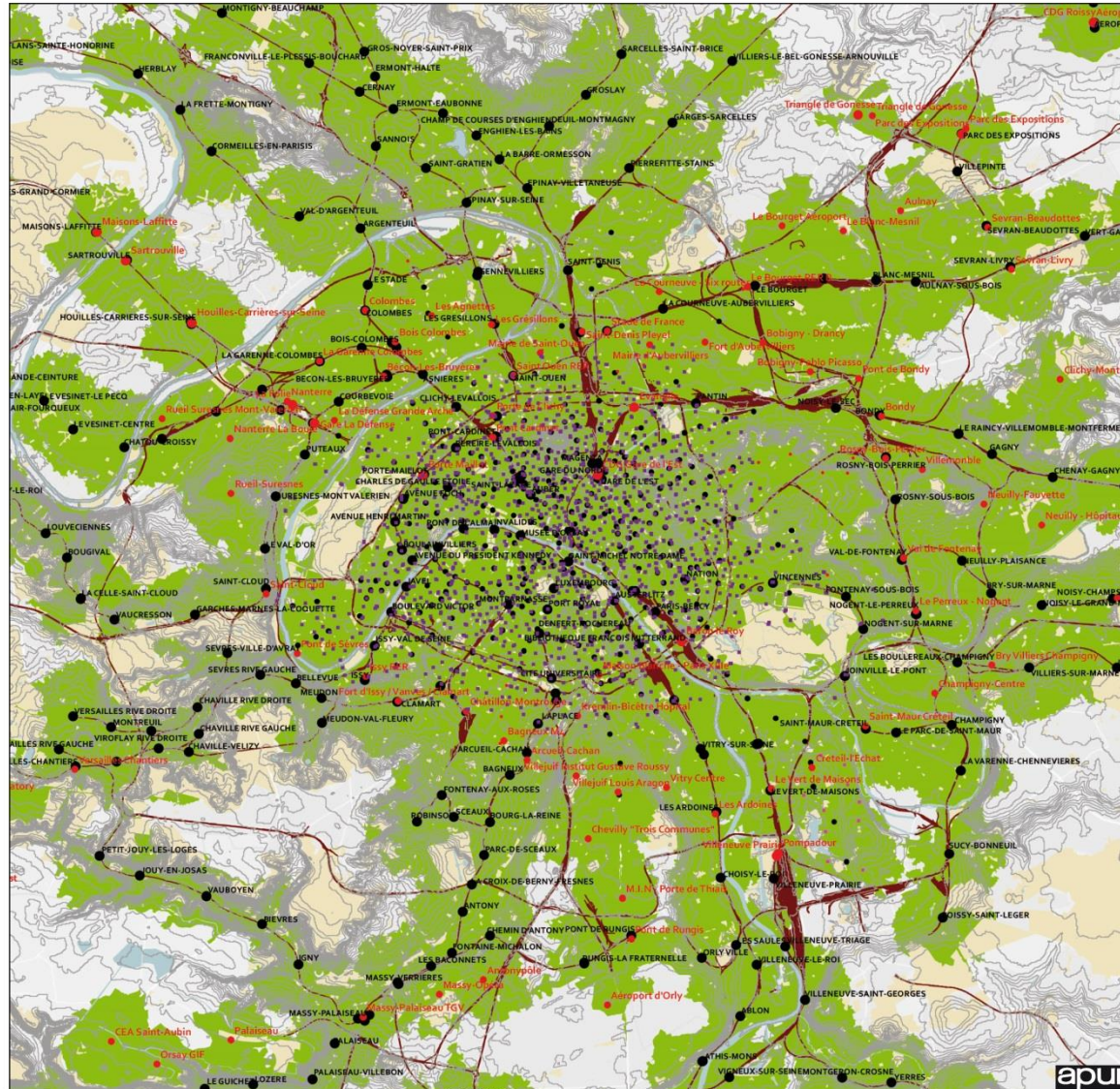
Paris à vélo  
**Le bon plan**

- Légende**
- Aménagements protégés (voies exclusivement réservées aux vélos et aménagements physiquement séparés des autres usagers)
  - Aménagements partagés (couloirs de bus, quaiots aux vélos et bandes cyclables limitativement des aménagements de circulation)
  - Aménagements à venir
  - Zones 30 (limites à 30 km/h)
  - Zones 30 prévues en 2015 (limites à 30 km/h)
  - Zones piétonnes
  - Stations Vélib'
  - La Maison du vélo
  - La Maison Vélib' EXKI
- Véloroutes et voies vertes**
- Voie verte Paris (parvis Notre Dame) - Londres (London Thames)
  - Véloscénie (itinéraire touristique depuis le parvis de Notre Dame jusqu'au Mont St Michel)
  - Euro Vélo 3, la route des pèlerins (depuis Trondheim en Norvège à Saint-Jacques-de-Compostelle en Espagne)





# A relevant inter-modality cycle and public transportation



## Accessibilité en vélo réelle des gares de transports lourds existantes et futures

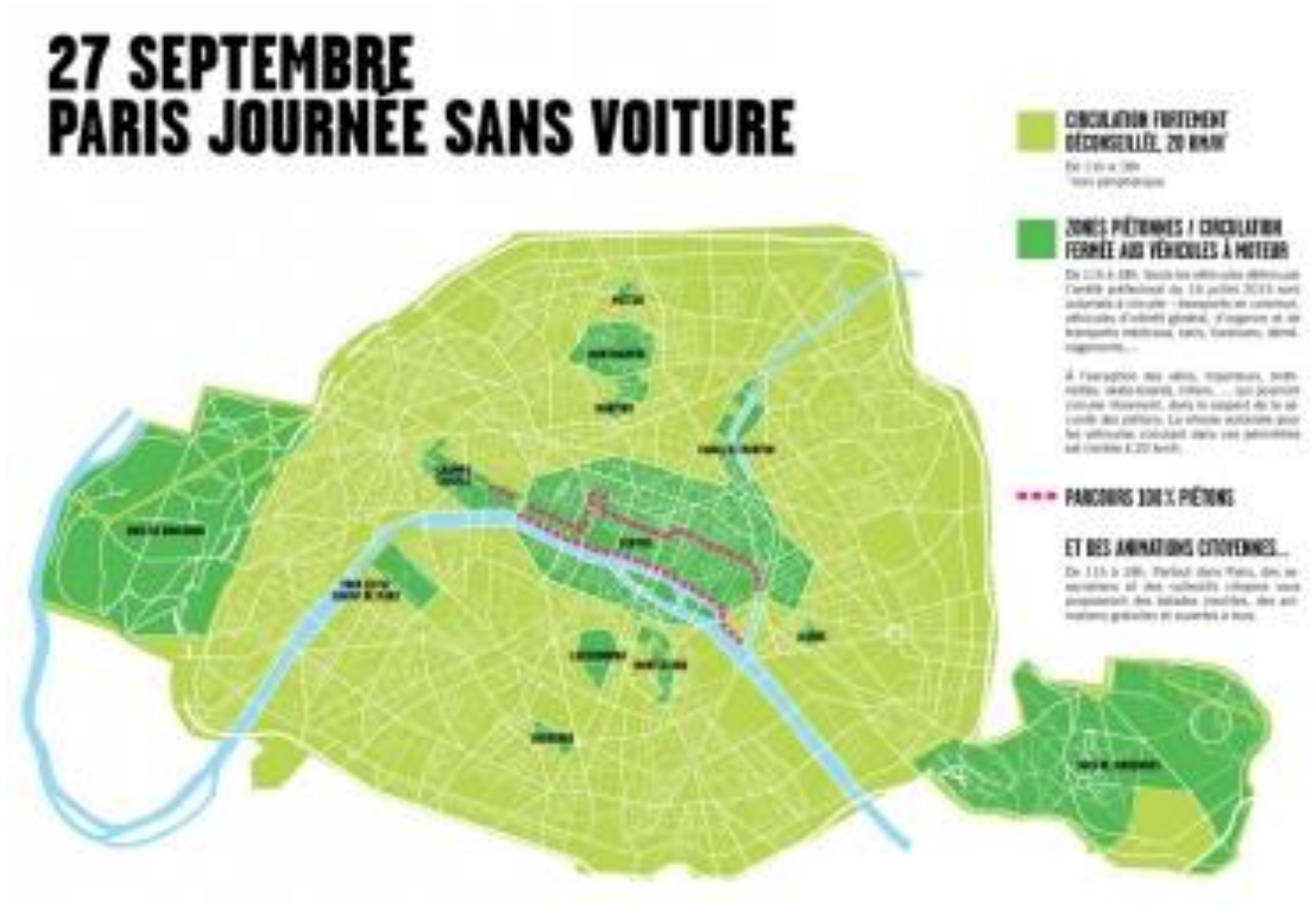
- RER et Transilien
- Métro
- Projet de gare RER et gare RGPE
- Projet de station de Métro
- Coupure urbaine (autoroute, voie ferrée)
- Accessibilité à 2 000 m (10 mn de temps de parcours)
- Station Vélib'
- Station Cristolib
- Bois et espace verts

Source : Stif 2012, BDTopo IGN © 2012 Esri, Delorme, NAVTEQ



# Car free day

Pedestrian plan: pedestrians represent the vast majority but they only have 10 % of the public space dedicated. Widening of sidewalks, pedestrian zones (speed limit 20 km/h), streets for children, car-free day, events « Paris breaths », pedestrianization of « Champs-Élysées » every month...



# Sustainable shared transport systems

## *To develop a multimodal transport offer*

### **Since 2007 : Vélib'**

227 Million trips

40% share of bicycle trips.

1,000 stations in Paris, 300 in 29 adjacent municipalities

17,000 bicycles and 85,000 rentals/day

Goals for the next contract: to have other municipalities in Paris area joining in, thanks to a new offer that will make it easier to go far: a new Velib', an electric bicycle.

### **Since 2011 : Autolib'**

Self-service electric cars

500 stations in Paris, 975 in total, 3,300 cars, more than 6,000 terminals

### **Since 2014 : Utilib'**

Self-service electric vans

More than 100 vans





# Sustainable and shared transport systems

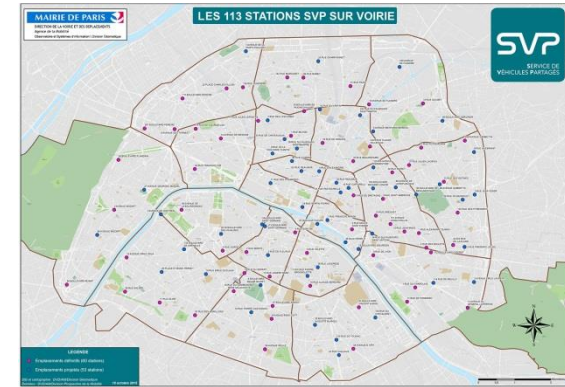
## *Use vs ownership*

### **2015 : SVS (Shared vehicle services)**

Still missing in the mobility scheme (long and far rides compare to Autolib')

6 operators propose vehicles

(115 stations of 2 spaces on street paid parking, 50% electric or hybrid vehicles, no diesel.)



### **Since summer 2016 : Cityscoot**

Electric scooters free floating

100% private, 1st Self-service electric scooters

rentals (Free-Floating),

« No keys, No magnetic cards, No reservation terminals ».



### **2017 : Small electric vans - car sharing- for retailers**

Experimentation : 15 electric vehicle fleet -cars sharing- for Parisian retailers



# Helping professionals and private individuals to use environmental friendly modes of transportation

Help professionals (retailers, couriers, mechanics, logisticians, artisans,...) to switch from an old diesel vehicle to an environment friendly vehicle.

Since July 1st 2015: furthermore apart from the restricted measures to eradicate pollutant vehicles, the city of Paris help professionals with incentives.

PARIS AGIT CONTRE LA POLLUTION

**PARIS PROPOSE D'AIDER LES PROFESSIONNELS À ROULER PROPRE :**

PLAN POLLUTION 9 JUILLET C'EST PARTI

**POUR QUI ?**

Les professionnels et les commerçants dont les activités nécessitent un véhicule

**VERS DES SOLUTIONS ALTERNATIVES**

- Aide financière pour le remplacement par un véhicule électrique ou GNV
- Plages horaires dédiées aux livraisons propres
- Gratuité du stationnement

The graphic features a blue background with a white arrow pointing from a green van on the left to a white van and a red car on the right. A green circular logo with a white checkmark and the text 'PLAN POLLUTION 9 JUILLET C'EST PARTI' is positioned in the upper right corner.

For the purchase of an electric or NG Vehicle, a subsidy of 15% of the price (price excluding taxes), no options :

- 3 000€ for small vans GVW under 2,5 t,
- 6 000€ for bigger vans GVW in between 2,5 t and 3,5 t,
- 9 000€ for trucks GVW over 3,5 t.

# Helping professionals and private individuals to use environmental friendly modes of transportation

For many years, the city of Paris with 80 partners, has been developing a sustainable urban logistics charter which main goal is to maintain economic activities in the city, limiting the nuisances with an updated and modern system of transportation and delivery.

In order to achieve this goal, we've been working on transforming the last kilometers of goods' delivery, so they become less polluting. Here are some examples: special loading and unloading zones in Paris, implementation of deliveries by electric means, bicycle, or foot (local services), shifting freight from the roads to the railways or the river, and testing the transport of goods by tramway...



© Sogefi/2016-architectes

**Massification (= group) goods in and out Paris**

By river or road transport

**To travel last km with environment friendly vehicles**

Logistic centers close by

**Improving the local integration of logistic centers within the city and for the citizens**

Landscaping, new uses



# Helping professionals and private individuals to use environmental friendly modes of transportation



Subsidies for hybrid or electric taxis

Increasing the number of electric charging stations



network of service stations for the distribution of natural gas,



PARIS AGIT CONTRE LA POLLUTION

**PARIS ACCOMPAGNE  
LES PARISIENS QUI RENONCENT  
À LEUR VOITURE INDIVIDUELLE**

PLAN POLLUTION  
1<sup>er</sup> JUILLET  
C'EST PARTI



ET... OU...

- 50% sur l'abonnement Autolib' + 50 € de trajets prépayés
- un an de Navigo + un an de Vélib'
- une aide jusqu'à 400 euros pour l'achat d'un vélo, électrique ou non

Une aide pour les Parisiens aux véhicules immatriculés avant 2001

Encouraging Parisian households to give up their combustion-powered vehicles and helping them discover other modes of green transport available to them

- A lump-sum payment of 400 € , covering part of the year charges for a NAVIGO integral pass or a year subscription at Vélib'
- Or a grant to buy a bicycle and accessories related within the limit of 400 €. **This aid may be cumulated with the 400 € offered for the purchase of an electric bicycle.**

Upon request, 50% discount on a new Autolib' year subscription, with a 50€ credit.

PARIS AGIT CONTRE LA POLLUTION

**UNE OFFRE AUTOLIB' POUR  
LES JEUNES CONDUCTEURS**

PLAN POLLUTION  
1<sup>er</sup> JUILLET  
C'EST PARTI



Paris offre 50% de l'abonnement Autolib' et 50 € de trajets prépayés  
(à tous les jeunes venant d'obtenir leur permis qui ne souhaitent pas posséder de voiture individuelle)

Steering young drivers toward shared travel solutions

For Parisians under 30 years old, holder of a driving license, which was obtained at least a year earlier, willing to try new alternatives other than an owned vehicle:

50% discount on an Autolib' year subscription, with a 50€ credit.



# Still some difficulties...

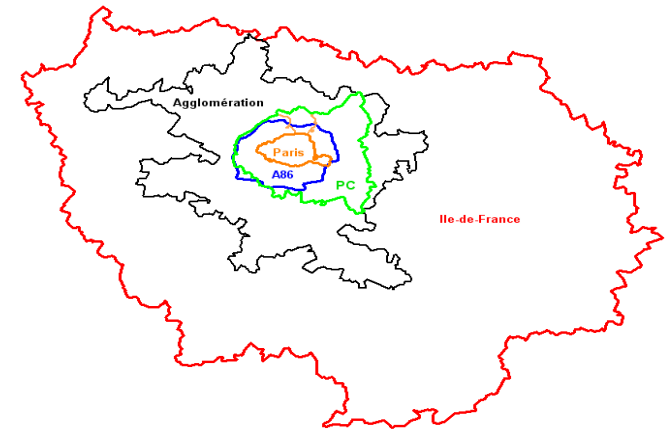
1 – Governance difficulties : LEZ is mayor decision  
inside blue line : 76 cities  
inside green line : 123 cities

2 – Enforcement :  
- mayors don't have capacity of control  
- automatic control is not allowed in France

3 – Euro norma :  
- homologation cycles in conformity with the use of vehicles  
- simultaneous evaluation of local pollutant and CO2 emission  
- strong regulation needed for scooters (noise and pollutant)  
- definition of urban vehicle?

4 – Difficulties with control of cross boarder vehicle

5 – A strong need for international cooperation  
- shared objectives : for exemple no diesel in 2025  
- cities for air conference with OECD, C40, WHO,...  
- GUAPO, an international cooperation network of global cities to tackle air pollution



**Say something dirty...**



"VW Golf 2.0 Diesel"



Thank you for your attention

