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## The way to go - Bordeaux



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Mots clés

Transports doux

Transports collectifs

Modes de vie

Représentations

État du projet

Finished research

Visuel

The way to go - Bordeaux

Type de chercheur

Acteurs de la recherche

Activer

Activé

Niveau de profondeur

Balise H2 + H3

Ajouter le trianglesi ce contenu est affiché dans la quinzaine

Désactivé

Présentation longue

<p><em><a href="mailto:anais.lefranc-morin@sncf.fr" title="MAIL">Contact : Anais Lefranc-Morin</em></a></p><h2>&nbsp;</h2><h2>I.

Research</h2><p><em><strong>How to incite public transport users to walk short

distances?</strong></em></p><p>Walking remains the poor relation of transport.

As it tends to be associated with leisurely strolling, it lacks credibility as compared to other modes. The car and tramway still prevail for many users in daily life for various reasons (fatigue, habit, ease, etc.). The Mobile Lives Forum wanted to explore the premise that walking, often overlooked as a mode of travel, could - when combined

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"><span style="text-decoration: underline;">ici</span></a> ce

projet.</p><h2>II. Results</h2><h3>A) Discover the experiment in Bordeaux with

Karl!</h3><p>A short animated film presents Marche à suivre with Karl, who

commutes to work like every morning.</p><p style="text-align:center;"><iframe

src="https://player.vimeo.com/video/255012299?color=ff0179&title=0&byline=0&portrait=0" width="500" height="375" frameborder="0" webkitallowfullscreen

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/">

</a></p><h2>III. Documents and reports</h2><p><em><strong>Going further: about the project</strong></em></p><p><strong>Phase 1: a review of the literature and initiatives</strong></p><p>The first research phase consisted of an overview on walking: what do we learn from the scientific literature? What initiatives can we identify to promote walking? What ideas about walking and/or making walking part of one's life do they promote? How can this fuel the Marche à suivre&nbsp;experimental design? What is the role of walking in the travel habits of greater Bordeaux residents?</p><p>To find out, you can download

:</p><ul><li>Phase 1 summary report<br /><a href="https://internal.exhosting.fr/index.php/s/WGS6YyDvjKEo87k" title="Télécharger le le rapport de synthèse de fin de phase 1 - Les pieds dans le pas - Eysines - Marche à suivre - Forum Vies Mobiles">

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"></a></li></ul><ul><li>le benchmark des initiatives de promotion de la  
marche<br /><a href="https://fr.forumviesmobiles.org/media/2487/download"

title="Télécharger Revue d'initiatives -Marche à suivre - Forum Vies Mobiles"></a></li></ul><p><strong>Phase 2: field survey</strong></p><p>The field  
survey was designed to closely consider the specificities of the experimental fields.  
The goal was to analyze the project territory based on an urban and landscape  
diagnostic, as well as a behavioral diagnostic based on in-depth interviews (to gauge  
modal choices), travel behaviors and the spatial imaginaries of tramway  
users.</p><p>You can download:</p><ul><li>the findings of the behavioral  
diagnostic<br /><a href="https://fr.forumviesmobiles.org/media/2506/download"

title="Télécharger Rapport d'enquête comportementale Bordeaux - Marche à suivre -  
Forum Vies Mobiles"></a></li></ul><ul><li>the compiled spatial and landscape impressions<br /><a  
href="https://fr.forumviesmobiles.org/media/2505/download" title="Télécharger  
Impressions spatiales et paysagères Bordeaux - Marche à suivre - Forum Vies  
Mobiles"></a></li></ul><p><strong>Phase 3: setting up the

experiment</strong></p><p>To understand the field experiment, watch the  
“Pendant l’expérimentation à Bordeaux” report and browse through the panels and  
flyers in digital format.</p><ul><li>Vidéo : Bordeaux pendant l'expérimentation<br

src="https://player.vimeo.com/video/129413592?color=ff0179&title=0&byline=0&

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/"></iframe></li></ul><ul><li><span>Dossier zip avec tous les  
panneaux, flyers</span><a

href="https://internal.exhosting.fr/index.php/s/jGXjwsWRGEr1hVvk" title="Télécharger  
Bordeaux&nbsp;- Panneaux et flyers - Marche à suivre - Forum Vies

Mobiles"><span><br /></span></a></li></ul><p><strong>Phase 4: Evaluation</strong></p><p>The  
experiment led to an evaluation from which lessons for research and action could be  
drawn. The qualitative and quantitative field survey led to an analysis of the results of

the measures and proposals for action.</p><ul><li>Evaluation report<br /><a  
href="https://fr.forumviesmobiles.org/media/2498/download" title="Télécharger

Evaluation de l'expérimentation - Rapport Phase4 - Marche à suivre Bordeaux - Forum  
Vies Mobiles"></a></li></ul><ul><li>Task

sheets<br /><a href="https://fr.forumviesmobiles.org/media/2496/download"  
title="Télécharger Fiches Actions - Rapport Phase4 - Marche à suivre Bordeaux -

Forum Vies Mobiles"></a></li></ul><h2>IV. The actors</h2><h3>A) Why did they get

involved in Marche à suivre? The actors speak</h3><p><strong>Elisabeth  
Touton</strong>, assistant to the mayor of Bordeaux and responsible for operational

urban development, habitat and transport: "Walking is a complementary solution to  
motorized modes."</p><p><iframe

src="https://player.vimeo.com/video/129412289?color=ff0179&title=0&byline=0&  
frameborder="0" width="500" height="281"></iframe></p><p><strong>Bernard

Emsellem</strong>, President of the Mobile Lives Forum: "We need to make walking

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<p><strong>Eric Chareyron</strong>, marketing director of Keolis, and <strong>Paul Chaperon</strong>, Marketing Director of Keolis Bordeaux: "Desaturating tramway lines in the city center is a key

issue."

<iframe src="https://player.vimeo.com/video/129412404" frameborder="0" width="500" height="281"></iframe>

<p><strong>Jean-Marc Offner</strong>, CEO of A'urba, and <strong>Jean-Christophe Chadanson</strong>, urban planner for A'urba: "We must move toward a logic of inviting individuals to change for themselves."

<iframe src="https://player.vimeo.com/video/129412420?color=ff0179&title=0&byline=0&" frameborder="0" width="500" height="281"></iframe>

<p><strong>Lucas Delafosse</strong>, landscaper, and <strong>Stéphane Malek</strong>, planner-landscaper: "Marche à Suivre is an original, light and temporary development

project."

<iframe src="https://player.vimeo.com/video/129414715?color=ff0179&title=0&byline=0&" frameborder="0" width="500" height="281"></iframe>

<h3>B) Institutional partners</h3><p><strong>a'urba</strong> (agence d'urbanisme Bordeaux métropole Aquitaine): This public agency is the strategic tool for regional

development in the city of Bordeaux. It is responsible for urban planning and helps local governments to carry out their urban development projects. It is active at all

scales, from neighborhoods to metropolitan systems.</p><p>A public corporation

for gray matter, the agency assists local authorities in developing and implementing projects and public policies by shedding light on, providing perspective regarding and

taking measure of the socio-economic and spatial dynamics that are changing frameworks and lifestyles. For the sake of coherence of collective action, it facilitates

the dialogue between public and private city actors.</p><p>L'a-urba leads

observatories, disseminates urban culture, participates in planning procedures,

proposes strategic initiatives and works to develop prospective thinking.</p><p>To

find out more, go to: [www.aurba.org](http://www.aurba.org)</p><p><strong>Keolis</strong>: This

subsidiary of the SNCF group provides urban and interurban transport solutions

(tramways, buses, subways, shuttles, etc.) in France and worldwide.</p><p>Keolis is

the only actor to be present throughout the entire mobility chain and to combine soft

and heavy modes (subways, buses, tramways, bikes, car sharing and water shuttles)

with parking facilities (park and ride facilities and parking lots).</p><p>Adapting the

transport supply, streamlining urban transport, promoting citizen transport and

creating true complementarity between different modes of transport are all

<div class="logo logo-mobile"> <a href="https://fr.forumviesmobiles.org/">blog </a></span> allows you to follow the team's progress in the field.

**Press Review**

In Bordeaux, France, the Mobile Lives Forum Urges Tramway Users to Walk

Chapô

Lucas Delafosse and Stéphane Malek devised and tested measures designed to promote walking, in combination with public transport, in downtown Bordeaux.

Envoyer une notification

Désactivé

Thématique

Change in practices

Public transport

Cycling & Walking