



# Promoting Cycling through Regional Land use, Housing and Transport Planning – Carrots and Sticks

Mette Granberg  
Helsinki Region Transport Authority HSL



"The call of sauna"  
podcast+photo:  
<https://yle.fi/aihe/artikkeli/2019/06/19/s-kirjaimen-muotoinen-reitti-uusi-saunan-kutsu-podcast-vie-pyoraretkelle-hyvaan>



# Cycling to saunas around Finland



*Photo: Juha Kumara & Matti Kemi*

# Contents

- 1) **The Helsinki region land use, housing, and transport plan**
- 2) **Impact assessment as a planning tool**
- 3) **Effective carrots and sticks**



# 1) The Helsinki region land use, housing, and transport plan

*“The future is not some place we are going, but one we are creating. The paths are not to be found, but made.”*

-John Schaar



# Where to place land use and how to develop the transport system 2019-2050

By

- Region's 14 municipalities
- Helsinki Region Transport (HSL)
- State

Approved  
by region's  
elected  
officials



# By 2030



**Growth to current structure**



**Adequate and versatile housing production**



**Investing in rails and cycling;  
with road transport focus on  
freight and public transport**

Public transport €1.8bn, Cycling  
€0.3bn, Road transport €0.3bn



**Emissions cut by introducing  
congestion charging and by  
renewing the vehicle fleet**

# Cycling-related measures in the plan



1. A 4 year programme for agile piloting
2. A main regional cycling network of good quality, 900km
3. Promoting the current city bike system
4. Promoting electric bikes



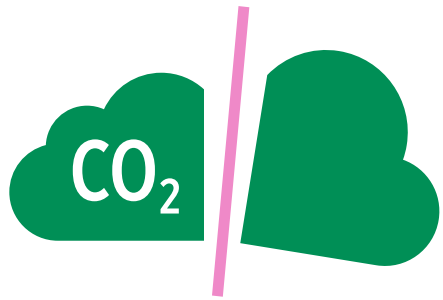
Check out Tarja Jääskeläinen's presentation "Cycling + public transport = sustainable travel chain" on Thurs at 10:30-11:30 am in session Good Companions: Combining cycling with public transport



The background features a repeating pattern of green icons connected by dotted lines. The icons include houses, trees, people walking, bicycles, cars, shopping carts, and buildings, symbolizing a holistic approach to urban development and sustainability.

## 2) Impact assessment as a planning tool

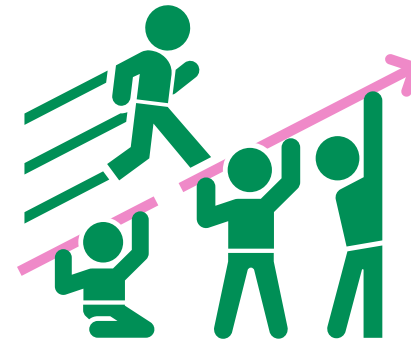
# Objectives



Low-emission



Attractive



Vibrant



Healthy

# 7 main indicators with numerical target levels

Priority no 1:  
target level  
of traffic-  
generated  
CO<sub>2</sub>



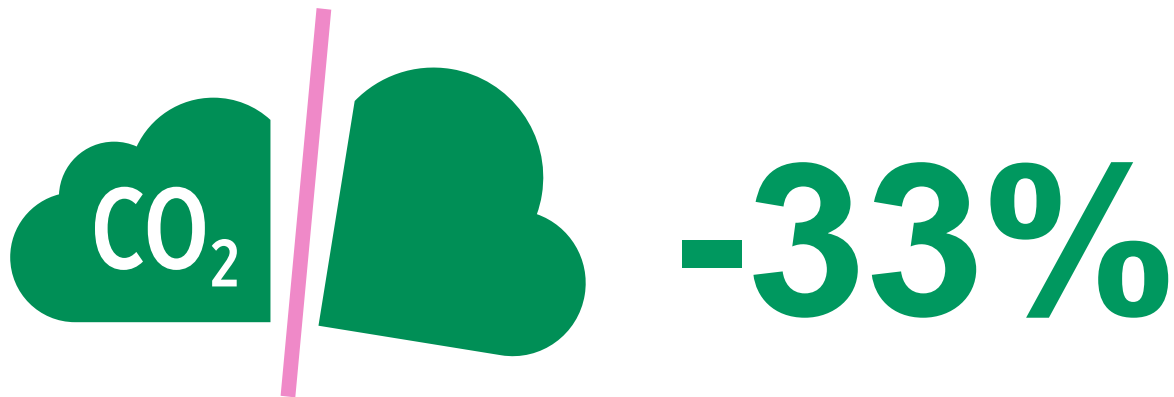


# Objectives and indicators guided the planning



# Starting point: BAU\* to 2030

- New land use
- Current transport network
- Projects underway and those decided on
- Car ownership and vehicular unit emission development
- New public transport ticketing zones

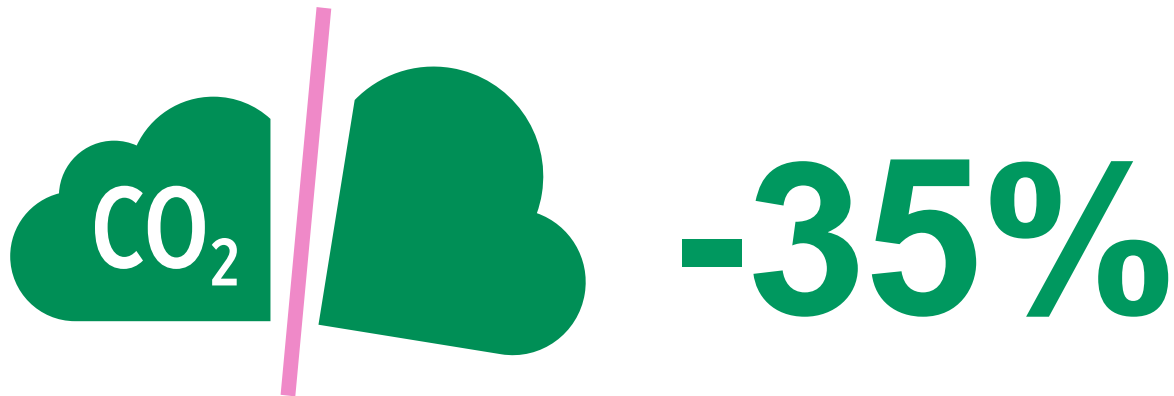


*\*Business as Usual*

# Round 1

In addition to BAU\*

- + Transport investments by 2030
- + Congestion charging (moderate)



*\*Business as Usual*



# Round 2

In addition to Round 1

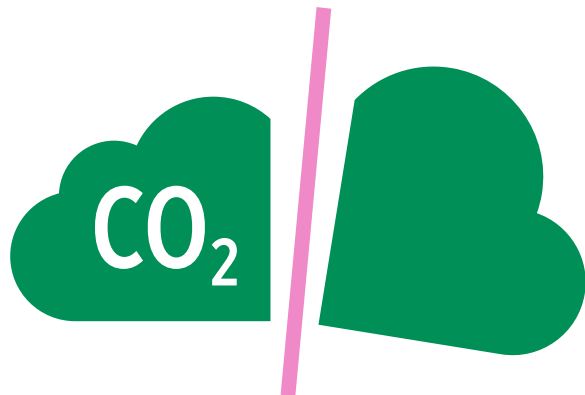
- + **more efficient transport investments by 2030**
- + **Congestion charging (doubled)**
- + **Stricter parking policy**
- + **Ride-sharing services**
- + **Growth in the share of low-emission cars**



# Round 3

In addition to Round 2

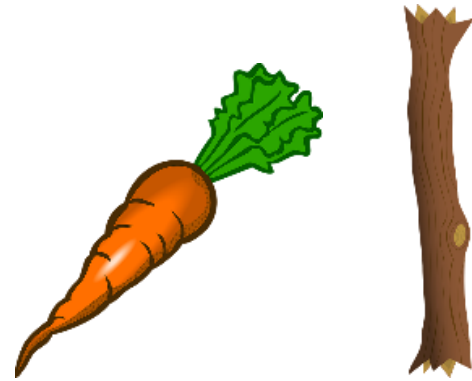
- + Lowering public transport fares
- + Mobility management at work places
- + Heavy-duty-vehicles' investment subsidies
- + Emission neutral public transport
- + Measures promoting cycling



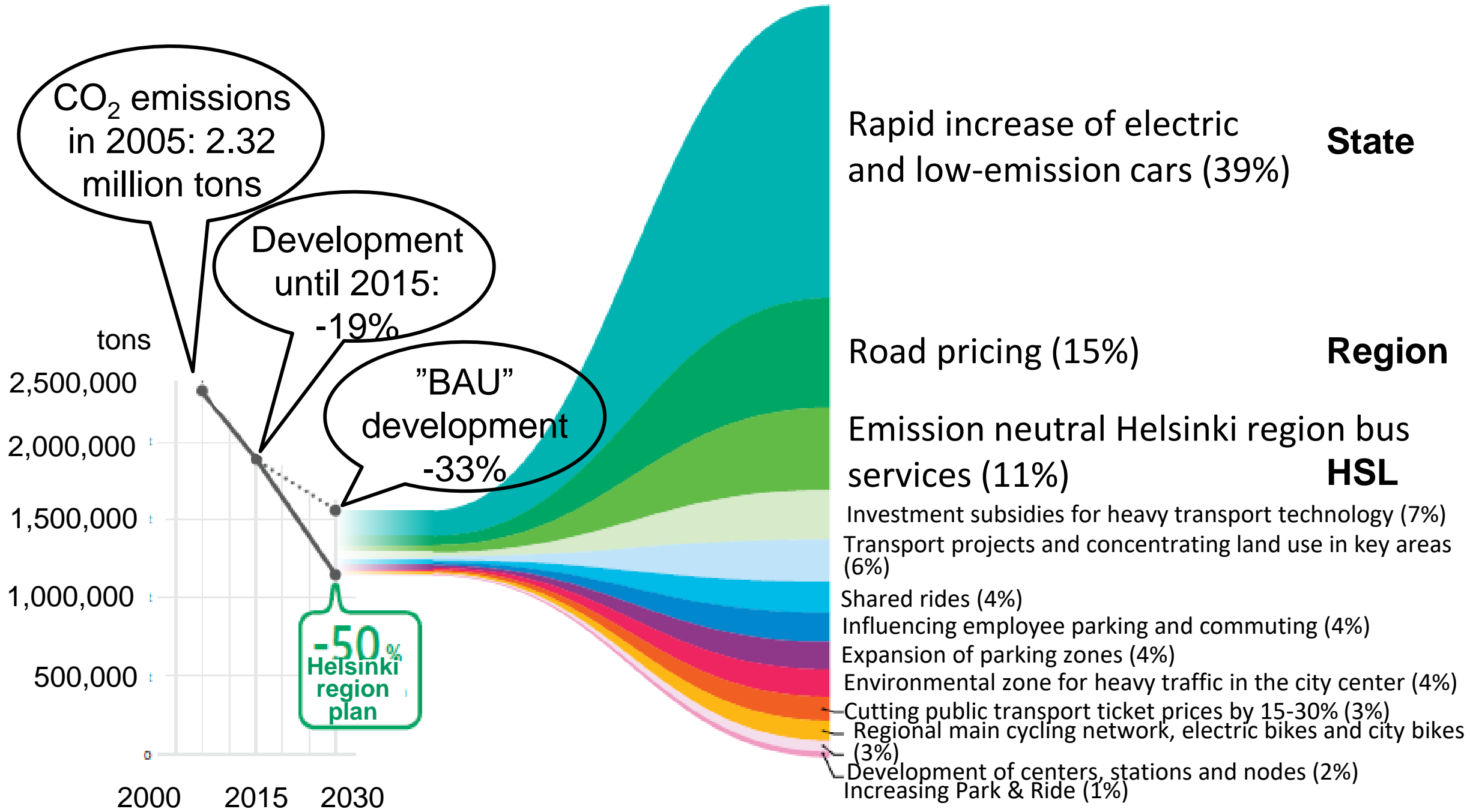
**-50%**




# 3) Effective carrots and sticks











**People are good-natured  
...but resist change  
...and adapt!!!**



# Thank you!

**Ask/tell me more:  
Mette Granberg  
[mette.granberg@hsl.fi](mailto:mette.granberg@hsl.fi)  
+358 40 8211 116**