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

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"The call of sauna"
podcast+photo:
Cycling to saunas around Finland

Photo: Juha Kumara & Matti Kemi
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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

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

Adequate and versatile housing production

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
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 CO₂

-50%
Objectives and indicators guided the planning

3 x 2030

Planning  Forecasting  Assessment
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

$\text{CO}_2 / \text{Heart} \quad -33\%$

*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

$\text{CO}_2 - 44\%$
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
CO₂ emissions in 2005: 2.32 million tons

Development until 2015:
- "BAU" development -33%
- Development -19%

Rapid increase of electric and low-emission cars (39%)

State

Road pricing (15%)

Region

Emission neutral Helsinki region bus services (11%)

HSL

- Investment subsidies for heavy transport technology (7%)
- Transport projects and concentrating land use in key areas (6%)
- Shared rides (4%)
- Influencing employee parking and commuting (4%)
- Expansion of parking zones (4%)
- Environmental zone for heavy traffic in the city center (4%)
- Cutting public transport ticket prices by 15-30% (3%)
- Regional main cycling network, electric bikes and city bikes (3%)
- Development of centers, stations and nodes (2%)
- Increasing Park & Ride (1%)
Key points

1. OBJECTIVES SET BEFORE PLANNING
   – Emissions down, wellbeing up!
2. OBJECTIVES INTO ACTION
   – Main indicators, impact assessment
3. ALL ABOARD
   – Helsinki region’s 14 municipalities and the state
4. ENSURING SUSTAINABLE TRANSPORT
   – right kinds of investments, both carrots and sticks
People are good-natured
...but resist change
...and adapt!!!
Thank you!

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