



# The pedestrian pound revisited

## What we can observe in France

WEBINAR du 9/7/2020 – Place aux Piétons / Walking@Tea-time



## THE CAMPAIGN « PLACE AUX PIETONS »

The recommendations of the French government in order to protect people from the pandemic were planned only for cycling.

Three associations joined to ask measures for walking:

- **RUE DE L'AVENIR** (public space quality)
- **60 MILLIONS DE PIETONS** (pedestrian rights)
- **FEDERATION FRANCAISE DE RANDONNEE** (hiking)

It was an opportunity to launch a campaign which has made possible a booklet of **guidelines** made by Cerema, a department of the Ministry of Ecology, and a **webinar** (700 registrations).



**COMMUNIQUÉ  
DE PRESSE / JUIN 2020**

Le contexte climatique, technologique, sociologique, conduit à reconsidérer nos pratiques, à réinterroger nos valeurs et à repenser nos habitudes pour arbitrer en faveur de modes de déplacements décarbonés dont la marche est le premier (**plus de 60 % des déplacements sont faits à pied dans la plupart des villes**). Et pourtant le piéton est le grand oublié des politiques publiques de mobilités, malgré quelques progrès.

Pour favoriser la mise en place d'une politique globale et cohérente de développement de la marche en milieu urbain ou rural, les trois organisations signataires (60 Millions de Piétons, Rue de l'Avenir, FF Randonnée Paris) **ont décidé de mettre en commun leurs forces et leurs compétences au sein du collectif « Place aux piétons »**.

Ce collectif appelle à un changement radical dans la conduite de l'action publique pour promouvoir les déplacements à pied et à améliorer, sans délai, la place des piétons. Nos concitoyens ont besoin de rues (trottoirs et chaussées) et de places adaptées à la marche : non seulement pour circuler mais aussi pour séjourner dans l'espace public. Promouvoir les déplacements à pied, prendre soin des piétons c'est répondre aux souhaits des citoyens. La marche est le ciment du bien vivre en ville.

Sur la base du manifeste qu'il a adopté, le collectif « Place aux piétons » apportera son appui et son expertise à tous les acteurs publics et privés qui veulent inscrire ces priorités dans leurs actions. Il a vocation à rassembler tous ceux qui veulent prendre la parole et agir pour renouveler la conception et la gestion de l'espace public, accueillir les usagers vulnérables et faire du piéton la bonne échelle d'un urbanisme durable et responsable.

**Gérard FOUCAULT** (06 86 79 33 23)  
Président de 60 Millions de Piétons

**Anne FAURE** (06 64 35 09 72)  
Présidente de Rue de l'Avenir

**Daniel RAMEY** (06 34 07 75 46)  
Président du comité parisien  
de la Fédération Française de Randonnée



En pièce jointe ► le communiqué et le manifeste « Place aux piétons »

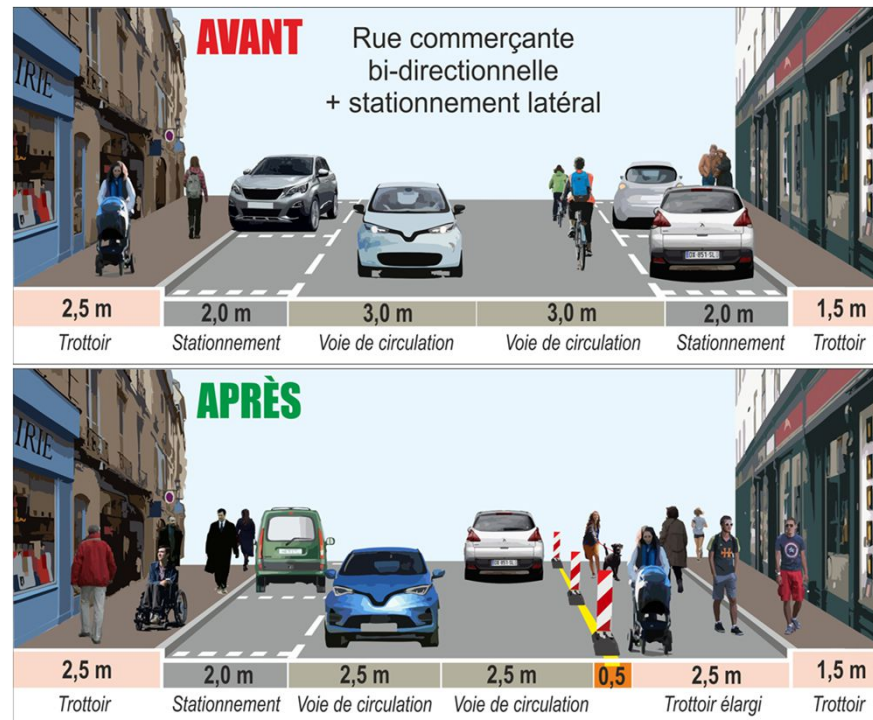
Pour joindre (et rejoindre) le collectif Place aux piétons : ► [placeauxpietons@yahoo.com](mailto:placeauxpietons@yahoo.com) ► [contact@60millionsdepiedons.fr](mailto:contact@60millionsdepiedons.fr) ► [infosrda@rueodelavenir.com](mailto:infosrda@rueodelavenir.com) ► [paris@ffrandonnee.fr](mailto:paris@ffrandonnee.fr)

Communiqué de presse / 01

## RECOMMENDATIONS OF THE MINISTRY



The context explained and different patterns proposed to communities, an example:



## IMPACT N° 1: WALKING IS GOOD FOR HEALTH

In terms of economic effect, walking,

- Contributes to a better health for free (no need of equipment)
- Prevents from a lot of health problems like obesity, diabetes...
- Makes senior citizens active during a long time and autonomous

Walking is

- **better than cycling**, (you are sitting),
- **better than swimming** (water supports you)\*

**Walking saves important costs in terms of public health**

\*Source ONAPS



Improving public space for senior citizen and with them



## IMPACT N° 2: WALKERS ARE THE BEST CLIENTS OF CITY SHOPS

A study\* showed that:

- **Car users** who shop in commercial centres once a week spend few money
- **Cyclists** shop in city centres twice a week and spend the same amount of money **multiplied by 1,5** approximately
- **Walkers** shop in city centres three time a week and spend the same amount of money **multiplied by 2** approximately

**Walking is an important help for residential economy.**

\*source ADEME



## no parking no business... ?



During 40 years, housing, facilities and commercial centres have been built out of the historic cities. Everywhere in France, the cores of cities are dying.

**Giving a better environment to walkers** is a good way to enhance shopping and to give **a new life to our city centres**.

In Rouen\*, a survey about the decrease of shopping in the city centre showed:

- **Shop keepers claimed for more parking,**
- **The clients** of the same shops **wanted more comfort** : sidewalks in a good condition, more benches, more vegetation...

\*Sonia LAVADINHO - Bfluid





## IMPACT N°3: WALKING MAKES CITIES SAFER



The presence of walkers in public space **prevents some offences** and dissuades criminal practice at night.

Lively streets are a good environment for **vulnerable people**

- **women,**
- **children,**
- **senior citizen...**

who feel more comfortable and safer.

**A virtuous circle** : more people walking in public space means more people wanting to walk and shop.



## IMPACT N°4 : HERITAGE TOURISM NEEDS WALKING

Walking is the best way to discover a city.

Tourists are good customers for hotels and restaurants but also, other shops.

Tourism is a **problem for very famous destinations** like Barcelona or Venice.

Tourism is a **chance for midsize cities** where small traders need more clients.

**The offer of facilities for tourism can benefit to the inhabitants all the year long.**





## Hiking: an opportunity for villages and small cities

The village of Chédigny is on the route of « Châteaux de la Loire » but has no castle. Tourists did not visit it.

Elected and inhabitants decided to make a small investment in street layout and a big effort to plant rose trees everywhere along the facades.

Few years after, the village became a touristic destination :

- **hikers rush**
- **buses stop**
- tours operators include the **restaurant** of Chédigny in their offers.



## IMPACT N°5

### SERVICES TO WALKING

**Urban furniture**, toilets, fountains...  
are necessary and have to be  
manufactured .

**Maps** with an information on the trip  
between two spots :

- Distance
- Walking time
- Land marks...

are useful to enhance walking.

Based on a **Geographical Information System**,

information given to pedestrians on  
their **smartphone** gives a possible  
source of income.





## **A LOT OF BENEFITS DIFFICULT TO VALUE**

Neighbourhood life, social  
relationship increased for  
pedestrians

Feeling of well-being: less  
stress, better sleep...

Stimulation of brain:  
philosophers work walking  
(Nietzsche, Rousseau...)

**Better and safer environment  
for children**



Photographie : Marlène MICHEL



# Paris and the coronavirus: measures for health and... economy



WEBINAR du 11/6/2020 - Rue de l'Avenir /Walking@Tea-time



## 2017: A STRATEGY VOTED AND SOME RECENT REALIZATIONS

« Rethinking the city from the point of view of the pedestrian »

10 hectares of sidewalk have been conquered on the carriageway since 2014

The most significant action : improvement of 7 emblematic squares :

- Place de la Bastille
- Place de la Nation
- Place du Panthéon
- Place de la Madeleine
- Place d'Italie
- Place des Fêtes
- Place Gambetta



# 2020: CORONAVIRUS IN PARIS AND TACTICAL URBANISM

Different temporary measures to enhance walking have been planned:

- **Increasing the surface of pedestrian zones** and meeting zones : no cars or restricted access in some streets
- **Enlarging sidewalks** by using a traffic lane or a parking lane
- **Changing the traffic plan** to let enter less cars in neighbourhoods
- **Facilitating crossing** for pedestrians

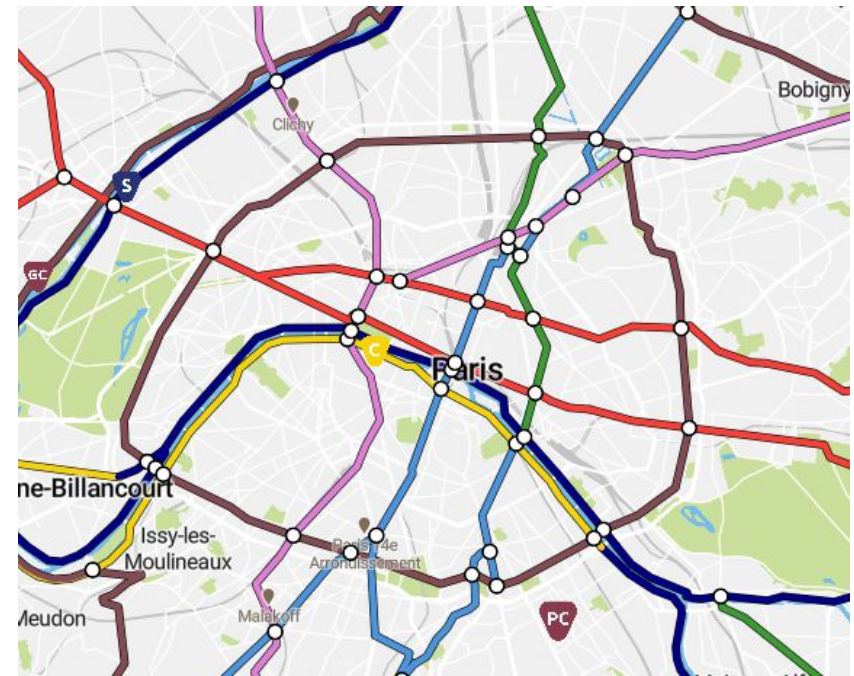
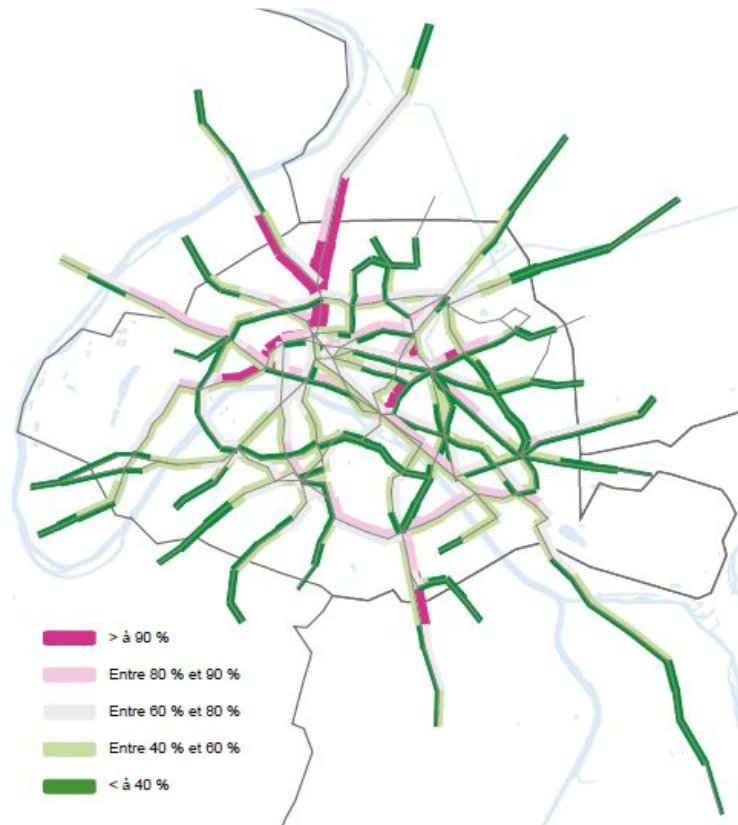
A booklet of guidelines is provided to the boards of the arrondissements



Photos Ville de Paris

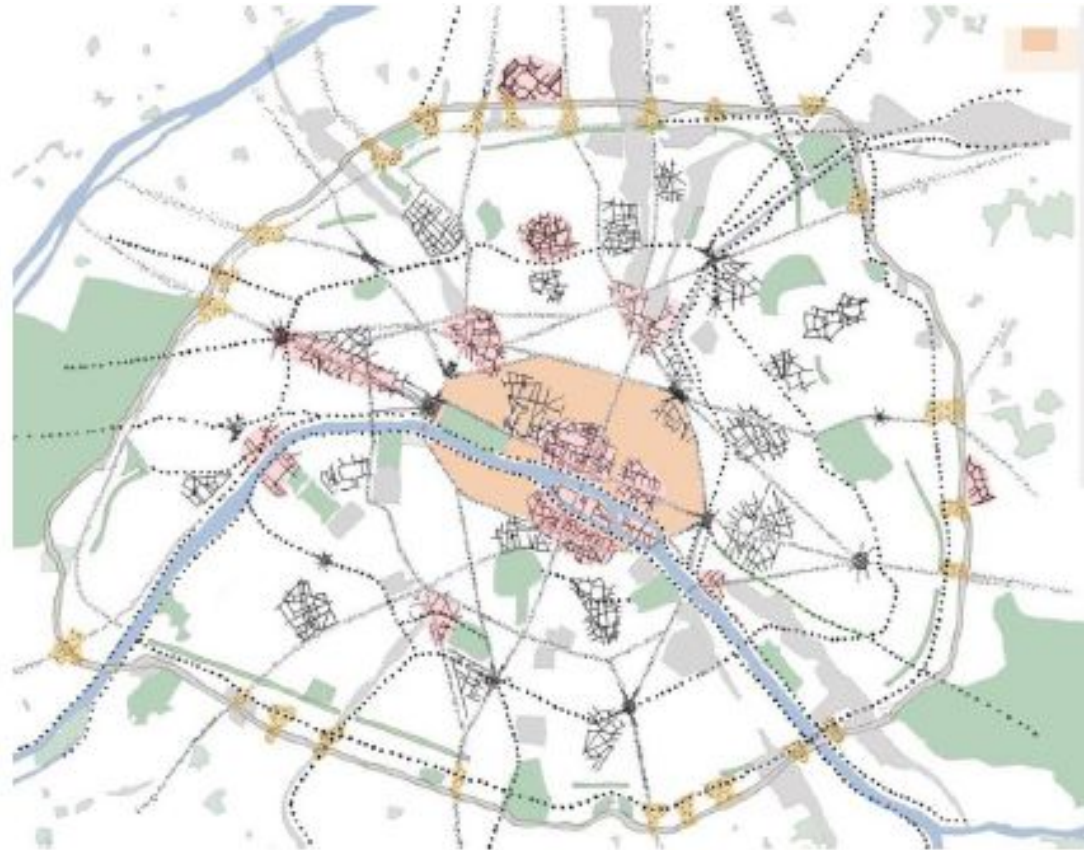


For the cycling temporary network,  
the project is based on the use of metro and RER,  
and on the proposals of associations



Association « Paris en selle » + MDB

For pedestrian improvements,  
the project is based on neighbourhood centres and shopping streets,  
according to the strategy of 2017, without trying to build a network





## DIFFERENT OBJECTIVES

**A sanitary problem** : making possible the distances between two pedestrians (1 m in France)

Shopping streets are often in historical neighbourhoods and are narrow because they were not designed for car

**An economic problem** : cafes and restaurants are allowed to welcome their clients in an enlarged terrace, and not inside, with the respect of distances : sidewalk or parking lane

It was necessary to organise the shift : shopkeepers have to sign an **agreement** so that pedestrians ways could be preserved



Photos Ville de Paris

## DIFFERENT OBJECTIVES

**An environmental project** : the new organisation is a test for the future. Improvements which work will become **permanent** : pedestrian streets or meeting zones, parking lanes changed into sidewalks...

Some of the actions of the tactical urbanism program have been studied before the lockdown. It was an opportunity **to anticipate** their implementation with a simulation.



Photos Ville de Paris



# TACTICAL URBANISM CAN BE A TRAP



In some midsize cities, technicians rushed on painting boxes and brushes to design new cycle lanes or pedestrian lanes.

Implementing without previous studies can produce uncomfortable and even **dangerous streets and crossroads.**

In some cities, the new lanes have been suppressed two weeks after being implemented

**The risk is to give a bad image to active transport actions.**



Photo DAMBRINE

## More information



- **CEREMA**  
<https://www.cerema.fr/fr>
- **ADEME**  
<https://www.ademe.fr/>
- **ONAPS**  
<http://www.onaps.fr/>
- **Rue de l'avenir France**  
[www.ruedelavenir.com](http://www.ruedelavenir.com)
- **Association 60 millions de piétons**  
<http://www.pietons.org/>
- **Rue de l'avenir Suisse**  
[www.rue-avenir.ch](http://www.rue-avenir.ch)
- **Mobilité piétonne (Suisse)**  
<https://mobilitepietonne.ch/nos-themes/>
- **Fédération internationale des piétons**  
<http://www.peDESTrians-int.org/en/>

Thank you