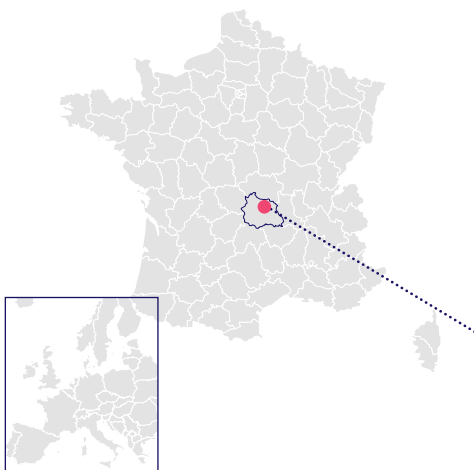


## Case study

# A Qualitative Insight on Urban Mobility Planning

## Clermont Auvergne Metropole, France.



The region of Clermont Auvergne Metropole (CAM) used the [SiMPLify methodology](#) to stress-test their new sustainable urban mobility plan. SiMPLify's indicators analysis, extensive stakeholders and citizens engagement process and 300 mobility solutions provided CAM's mobility experts with the opportunity to catalyze their efforts towards better quality of life, a cleaner environment and safer, more accessible mobility for citizens.

### Project details

**Partners:** Commune of Clermont Auvergne Metropole, Michelin, WBCSD

**Location:** France

## Context

Since 2018, CAM has represented 21 communes surrounding the city of Clermont-Ferrand in the central French region of Auvergne-Rhône-Alpes. The area, situated in the heart of France, measures 300 km<sup>2</sup> and is home to 450,000 people.

Clermont-Ferrand hosts the headquarters of Michelin, the second largest tire manufacturer worldwide, which was founded in Clermont-Ferrand in 1889. Clermont-Ferrand initiated the construction of an International Network of Michelin Cities, which now includes more than 40 partners. Cities in the network strive to develop public and private partnerships that drive innovation in public policy.

### Clermont-Ferrand's mobility challenges

The considerable urban sprawl and concentration of economic opportunities in the center of Clermont-Ferrand, combined with a prevalence of infrastructure dedicated to motorized vehicles, has naturally led to a focus on car-oriented mobility.

Poor inter-modality leads to low use of public transport while easy car access to the city center leads to pollution, congestion and parking difficulties. Active mobility uptake is slow, partly due to the geography of the city: half of the urban area is mountainous, including the city center, with steep streets connecting the municipality to the volcanic range "Chaîne des Puys".

The city's mobility vision aims to develop a fully integrated network that guarantees efficient mobility, cleaner environment and equitable access to services and economic opportunities to all region's dwellers.

CAM's sustainable urban mobility plan aims to reduce congestion and pollution.

The main features are:

- encouraging a shift away from motorized vehicles towards public transport and active modes by improving inter-modality,
- providing more opportunities for cycling and walking and
- promoting behavioral change.

## Project overview

### SiMPLify at work

Between 2016 and early 2019, CAM developed a sustainable urban mobility plan (PDU) that will guide implementation of mobility systems in the region towards 2030. The SiMPLify methodology was used to stress-test the new plan, provide additional solutions and engage citizens more actively in the planning process.

Applying SiMPLify also provided an opportunity for Clermont-Ferrand to engage with the experience of other cities worldwide that have applied the methodology.

There are 19 indicators in the SiMPLify methodology, and using them helps develop a process to engage all stakeholders in effective city management and planning. Using the data-based indicators required all departments to collaborate, and the survey-based indicators were obtained by running a survey with a representative sample of the population.

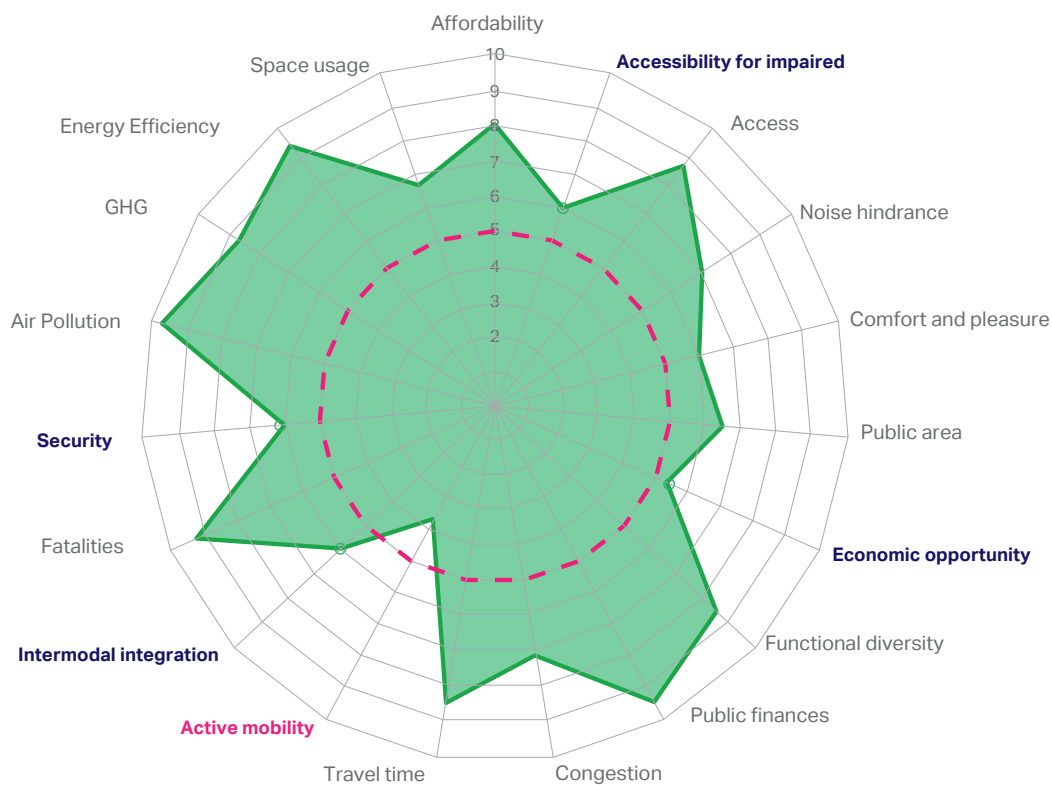
There was a strong convergence between the results of the SiMPLify indicators and the analysis run by the municipality for the PDU.

The new plan (PDU) reflects the intention to develop more opportunities for active mobility, more efficient inter-modality and the need to improve air quality. Engaging citizens via a survey brought to light additional concerns related to security and accessibility, as well as the positive perspective of additional economic opportunities.

Regarding vulnerable groups, the results from the SiMPLify analysis show that although there is some infrastructure in place to support accessibility, there is a strong desire for the city to provide a better integrated, seamless travel experience.

Using the SiMPLify methodology also reinforced the then-draft operational roadmap of the new plan: it gave feedback on solutions that were envisioned and pointed out some key issues, such as traffic management, using open data.

After engaging with SiMPLify, CAM decided to adopt a set of indicators to monitor progress on implementation of the new plan: active mobility, travel time, inter-modality, security and accessibility. These indicators will be measured regularly to ensure that the plan is on track. In addition, the SiMPLify experience and results have been integrated into the current Smart city project led by CAM.

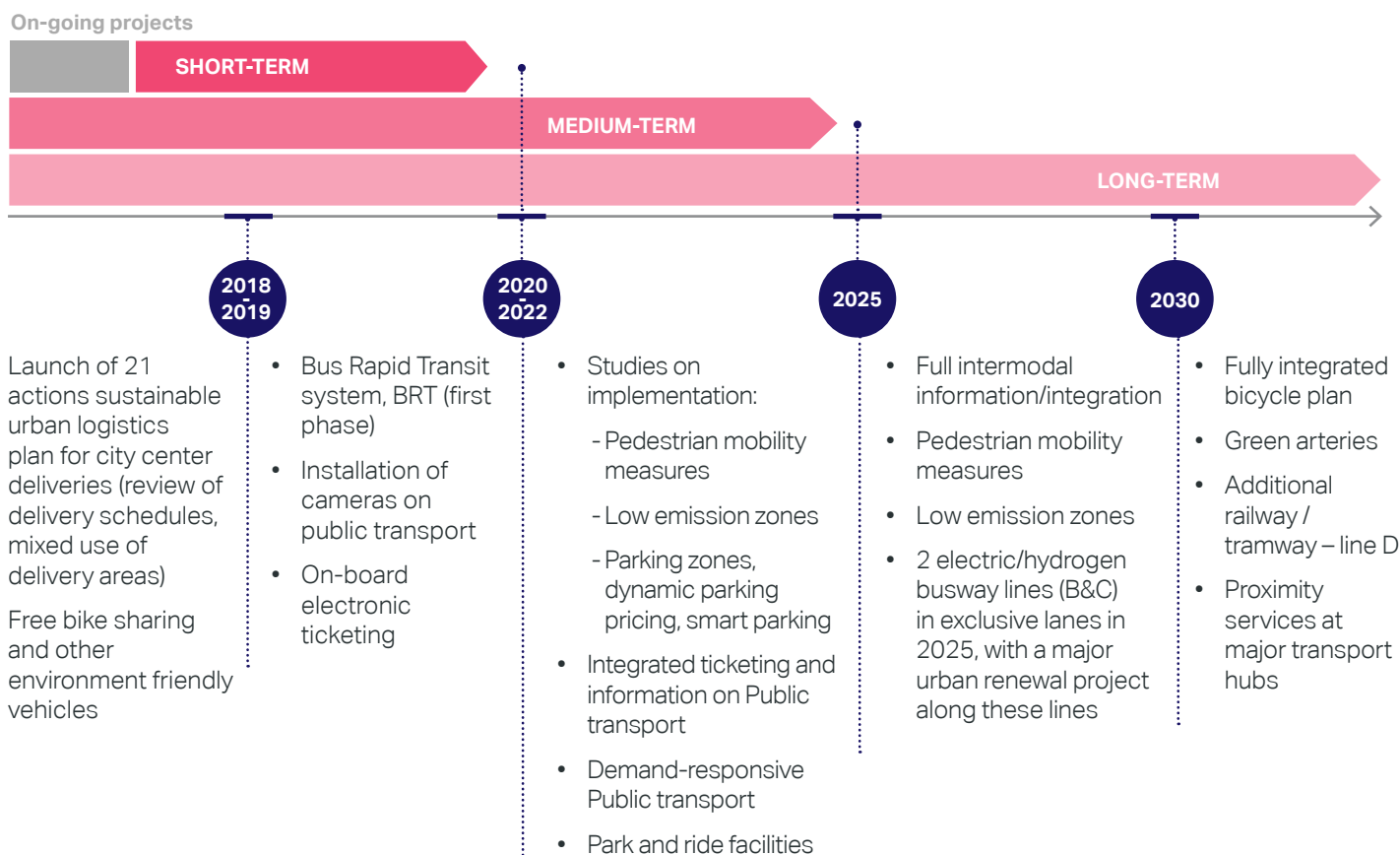


SiMPLify's strength lies in the **300 mobility solutions it has collected from cities around the world**, based on best practice.

These solutions are matched to a city's indicators and give clear ideas for implementing solutions that address the identified gaps.

After reviewing all applicable solutions, stakeholders included the most relevant ones in their Sustainable Urban Mobility Plan.

## Sustainable Urban Mobility Plan solutions



## Lessons learned

Participating in SiMPLify provided Clermont-Ferrand's mobility experts with an additional methodology to test the strength of their new sustainable urban mobility plan. It gave them an opportunity to engage a wide range of public and private stakeholders, citizens and especially vulnerable groups, to build a common understanding of the way forward for mobility in the region.

As an added value, the team was able to draw from the innovative solutions included in SiMPLify's online toolbox to enrich their plan with ideas from best practices gathered worldwide.

### Factors that ensured a successful outcome for this project include:

- The comprehensive quantitative and qualitative analysis broadened the usual scope of mobility beyond transportation, catalyzing all efforts on how to bring better quality of life, a cleaner environment and safer, more accessible mobility to citizens in the CAM region.
- The solutions proposed were highly relevant to the priorities established by the municipality. They confirmed that the city is on the right track

to bring about more sustainable mobility for all in the region.

- Constructive engagement with a wide range of cross-sectoral actors built a sense of common purpose in the implementation of the plan. This will be crucial to bring about the necessary behavioral change.
- Flexibility of the SiMPLify tool: the team could use its tools innovatively to build on their existing work.

### Get in touch

**Irene Martinetti**  
 Manager, Sustainable Mobility  
[martinetti@wbcsd.org](mailto:martinetti@wbcsd.org)

### Find out more

<https://www.wbcsd.org/SiMPLify>