

Title

Travel Smart & Your 30

Short description

This is an intervention-program in the municipality of Levanger in Norway. It is aimed at getting more people to choose an active form of transportation when they go to work or leisure activities (bike or walking). The goal is to get people to spend at least 30 minutes a day being active ("Your 30"). Several new biking-paths and walking paths have been established in and around the municipality center. City-bikes have been placed out in the area, easily accessible for the inhabitants.

A second objective in this program is to reduce the use of cars, and thus also reduce CO2 emissions and noise from traffic. Ticket-fares at trains and buses are reduced by 75% and buses and trains are installed with areas for bike-parking, so that the travelers can bring their bikes and travel by bus/train part of the distance.

Topic

Living-Moving

Characteristics (type, level)

Neighborhood, Local/Regional Intervention

Country/Countries of implementation

Norway

Aims and Objectives

The main aim of the practice is to make an active lifestyle an easier choice for the inhabitants, by placing out bikes, developing biking-and walking paths and giving people the opportunity to bring their bikes with them on trains and buses. 30 minutes of physical activity every day is the advice from the Norwegian directorate of health.

A secondary aim is to reduce the use of private cars and hence reduce CO2 emissions and create greener, healthier local communities.

Target Group

Total population, especially marginalized/low SES groups (reduction in ticket-fare prices are quite substantial – 75%).

Status

Implemented on a continuous basis, follow up plans.

Start and Completion dates

2016 - today

Lifestyle and Behavior Change

The practice makes it easier for the local population to choose an active form of lifestyle. Free bikes are made easily available to all citizens. Several new paths for the purpose of biking and walking in and around the city center may motivate people to choose bike instead

of car. Reducing the ticket-prices by as much as 75% makes public transportation a more economic choice than going by car.

Effects on:

Health and Wellbeing	Establishing paths for walking and biking has the potential to increase physical and mental wellbeing as well as this decreases air pollution (emission from cars and buses).
Vulnerable populations	Low SES and vulnerable are targeted in this intervention. The paths are easily access able and free of charge. So are the city-bikes. Reduction of ticket prices on bus and train are substantial enough to target SES groups and students with low income. The targeted groups have been involved in the planning process in order to take care of their needs and preferences.
Environment	Reduce CO2 emissions and save energy (diesel, fuel for cars and buses).

Initiated and/or implemented by

The practice was initiated in cross sectional collaboration including the local community (citizens and municipality government).

Stakeholders and sectors involved

A broad selection of stakeholders collaborated. From the public sector: the municipality and the council administration, the hospital, the university in the region (University Nord), the student organization, the high school, the Norwegian Public Roads Administration (NPRA, *Statens vegvesen*). The private sector: the local shopping mall, the business network-organization, the bus company (*Trønderbilene*).

Financial support

The county of Nord Trøndelag, the municipality of Innherred. The Norwegian Public Roads Administration and the Department of Health have also contributed financially.

Evidence-base

Evidence from studies suggesting that 30 minutes of exercise everyday makes a positive difference on people's physical and mental health.

Main activities

- Reduce bus-ticket prices by 75%.
- Improve existing walking and biking paths and establish more paths for walking and biking.
- Placing out city bikes in the town of Levanger.
- Encouraging pavement graffiti (stating: "Thank you for walking/biking" and "Every step that you take counts!").
- Replace buses running on diesel with buses running on biogas.
- Build bike-racks inside buses so that passengers can bring their bikes when they go by bus (encourage people to use bikes part of the distance they travel to work/school, university, leisure activities).

Evaluation

The interventions are currently under evaluation.

Measures:

Annual Average Daily Traffic (AADT) – in the city center of *Levanger*.

Particulate matter, noise and air quality.

Counting of bus-passengers

Manual counting of bikers

Questionnaire about travel-habits among the inhabitants in the region

Self-reported state of health and well-being and self-reported physical activities in the population study HUNT, round 4 (autumn of 2017).

Main results

Evaluation is still ongoing.

Key success factors and barriers

Cross-sectorial ownership and involvement has been a success factor. Legislations, contextual barriers related to cross-sectorial involvement and ownership, challenges related to process management and funding has been the most significant barriers.

INHERIT Perspective

This project has been chosen for inclusion because of it has potential to improve both physical and mental health through increasing physical activity levels. It has potential to deliver a healthier local environment by decreased air pollution (emission from cars and buses), and thereby contribute to global environmental sustainability. The Travel Smart and Your 30-practices also have the potential to improve the health and wellbeing of vulnerable and SES groups and thus are focused on health equity. Lastly, the practices have a clear emphasis on changing behavior.

More information

Norwegian description of the project:

<http://www.miljokommune.no/Documents/Klima/Klimasatss%C3%B8knader%20og%20tilsagn/Reis%20smart%20hver%20dag,%20Klimasats-s%C3%B8knad%202016%20fra%20Levanger%20kommune.pdf>

Contact

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