

## Sustainable transport planning for the City of Freiburg

For more than 40 years, the City of Freiburg has pursued the clearly defined goal of strengthening ecomobility and reducing motorised private transport.

As much as it can be, the choice of transportation should be left to those using the roads, leaving them free to make this decision based on the great appeal and personal advantages offered by environmentally and city-friendly transportation, where possible.

Today, the residents of Freiburg favour bicycles over other modes of transport. Road users therefore expect bicycles to be prioritised in matters of infrastructural planning, expansion and maintenance as well as traffic control.

If they are to go without a car throughout the year and in any weather, then a strong public transport system is an essential complement to bicycle traffic. Freiburg is focussed on urban transport, particularly the city tramway with its dense network of routes, frequent service and easily accessible stations.

And contrary to the generally prevailing trend of declining pedestrian zone development, Freiburg is striving to make the city more pedestrian-friendly and accessible. The “compact city” and barrier-free concepts provide an important foundation.

Ultimately, there will always be road users that either cannot or will not give up their cars. Essential transport operations should not be banned or made unnecessarily complicated either.

The objective of Freiburg’s Transport Policy is to clearly highlight the appeal of urban, environmentally friendly transportation. Yet in this day and age, mere transport planning and infrastructure construction are insufficient for this purpose. It has become just as important to support these areas with appropriate marketing strategies, public participation and political lobbying.