

## ISAAC

Stimulating safe walking and cycling within a multimodal transport environment

Research project funded under the CEDR Transnational Road Research Programme  
**CEDR Call 2015: User Needs in a Multimodal Context**

CEDR Call 2015: User Needs in a Multimodal Context is a Transnational Research Programme organised by CEDR. The funding partners for this programme are Germany, Ireland, Netherlands, Finland and Sweden.

<b>Details</b>	
Acronym:	ISAAC
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**Conférence Européenne  
des Directeurs des Routes**  
**Conference of European  
Directors of Roads**

### **Project Summary:**

An increasing number of European countries, regions and cities are in the process of promoting walking and cycling as an environmentally friendly, healthy and efficient mode of transport for short trips. Walking and cycling (including power assisted bicycles and mopeds) also diminishes congestion and alleviates parking problems in urban areas. Despite the many advantages of walking and cycling, pedestrians and cyclists have a substantially higher injury risk. Without taking measures to improve their safety, it is unwise or even unethical to stimulate these modes of transport. Road safety measures, however, should not result in increased feelings of social insecurity nor in a reduction in comfort.

The aim of ISAAC is to provide evidence-based recommendations for realising a modal shift from car to walking and cycling in urban and suburban areas without compromising road safety, social security and comfort. Significant information is available for such recommendations it is fragmented over the different relevant disciplines. ISAAC will transform this fragmented information into the integrated knowledge that allows for adequate recommendations. The project focuses on short distance trips or parts of trips (e.g. feeder transport to public transport) that can reasonably be realised by walking or cycling (including power assisted bicycles and mopeds).

ISAAC will result in an interactive checklist and guideline for urban and regional decision makers and practitioners helping them to identify the most appropriate measures (based on effects as well as costs) and implementation steps to realise a shift to more walking and cycling. These tools will take into account different starting positions and different relevant features such as current travel patterns and modal split, road safety, the road environment, population and policy ambitions.

ISAAC will collate, assess and integrate evidence-based information and expertise from many relevant disciplines including healthcare, environment, transport and urban planning, traffic safety, etc. This will be structured according to a behavioural model which will consist of a combination of elements of existing relevant models, e.g. the Health Belief Model, the Social Cognitive Theory, the Theory of Planned Behaviour, and Ecological Models. The first draft of the checklist and guideline will be tested in practice in a number of European cities in order to test its user-friendliness, practicality, and usefulness in different conditions. Test results will be used to optimise and finalise the product.