

Closing Conference

QUADMAP





Quiet Urban Area and how to activate cities to work on it?

Bruitparif, action C10

Evaluation of the transferability and applicability of experiences carried out
as part of the QUADMAP project in France



Piotr Gaudibert

Agenda

- ◆ **Brief overview of the Île-de-France region and Bruitparif**
- ◆ **General methodology for assessing the transferability of the Quadmap approach and its proposed initiatives**
- ◆ **Consultation of French stakeholders from cities and local authorities**
- ◆ **Conclusion**
- ◆ **Complementary tools**



The Paris region / Ile-de-France region

- ◆ The Ile-de-France region is mainly composed of the **Paris metropolitan area**
- ◆ **Most populous region in France** (11 million of inhabitants = 19% of the French population)
- ◆ **But strong density disparity** : 87 % of the inhabitants live in the « Paris agglomeration » area which is in the Ile-de-France region
- ◆ **END** : Around 240 competent local authorities

Characterised by the number and density of infrastructures:

More than 40,000 km of roads, more than 1800 km of railways
A unique aircraft system in Europe based on two international airports + civil aerodrome of Le Bourget and heliport of Issy-les-Mx + ~20 small aerodromes



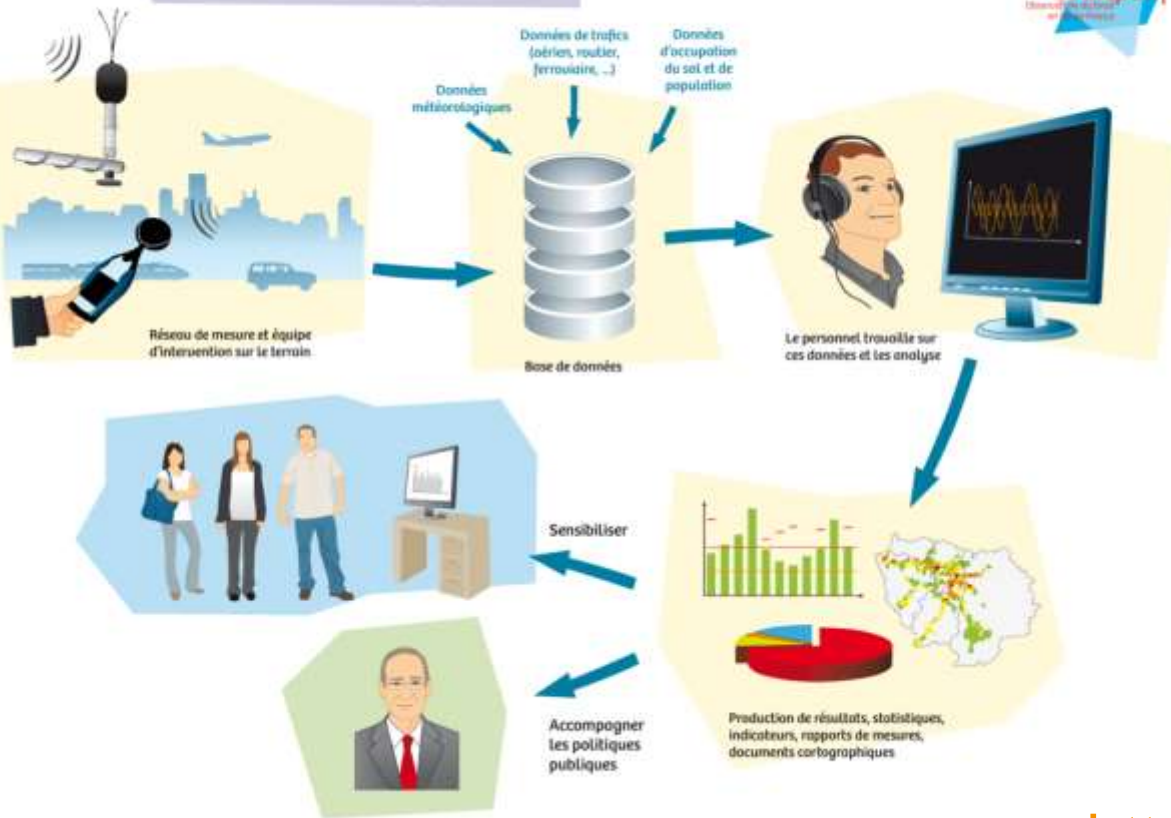
What is Bruitparif ?

- ◆ Bruitparif is the Regional Noise Observatory of the Ile-de-France region
- ◆ Created in 2005 for **assessing and monitoring noise**
- ◆ Noise is one of the main concerns of the Ile-de-France inhabitants
- ◆ Role of Bruitparif:
 - ◆ Gathering the numerous noise actors of the region
 - ◆ Centralizing all the data available
 - ◆ Informing the local authorities and public on transport noise issue



The 3 main orientations of Bruitparif

De la mesure à l'information



✓ Measurements

✓ Support to public policies

✓ Awareness actions

The « RUMEUR » Network:
a Urban Noise Measurement Network

<http://rumeur.bruitparif.fr/>





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General Methodology

- ◆ **The method has evolved several times.**
- ◆ **Challenge: carrying out this evaluation in parallel with:**
 - ◆ implementation of initiatives in the cities
 - ◆ optimization of the Quadmap approach
- ◆ **The work was mainly based on the consultation of French Stakeholders from cities and local authorities**
 - ◆ Two workshops were previously scheduled with representatives of cities and local authorities.
- ◆ **Complementary activities**
 - ◆ Analysis of whether the Quadmap approach is in line with the recommendations of both the EEA guide and the National French guide on quiet areas.
 - ◆ Test of the implementation of the finalized tools of the analysis phase on one pilot case in the Paris region.



Consultation of French stakeholders

- ◆ **Drawing inspiration from human and social sciences**, with methods based on group discussions on a common subject (e.g. focus groups) as well as, more generally, corporate techniques for moderating meetings.



Workshop format

- ◆ **The first workshop was held on 21 January 2014.**
 - ◆ The main purpose was to evaluate the acceptance of the approach and the initiatives suggested, and whether they would be adopted by the representatives of French cities and local authorities.
- ◆ **The second workshop was initially scheduled for the final quarter of 2014 but was cancelled due a lack of time.**
 - ◆ The pupose was to evaluate the use of a finalised approach and tools and the results of the initiatives in the different pilot cases.
- ◆ **In line with the results of the first workshop**, new tools have been developed to better inform and share information about initiatives carried out in the pilot cases in Bilbao, Florence, and Rotterdam with other authorities in France and Europe .



WORKSHOP

For the evaluation of the transferability and applicability of experiences carried out as part of the QUADMAP project in France

Paris, January 21th 2014



Organisation

- ◆ **The workshop was held on 21 January 2014**, from 10 am to around 2.30 pm, in a big hall in the ASIEM (Paris, 7th arrondissement)



◆ The organisers

- ◆ **Bruitparif**, Lucie Echaniz and Piotr Gaudibert.
- ◆ **Atelier de recherche Politopie** : Nathalie Gurlot, Geographer and town planner and Théa Manola, PhD in town planning and government-approved architect

Atelier de recherche Politopie is an organisation that specialises in qualitative research, for operational purposes, in the fields of town planning and development. The research they do concerns, in particular, the place of citizens in urban areas, as well as present and future projects. It aims to support stakeholders (associations, local authorities, private organisations, transportation network operators, etc.) to develop policies, or shared and sustainable initiatives.

Atelier Politopie
Recherche & Urbanisme



Workshop methodology 1/2

◆ **Scientific validation** : the selection of participants Creation of activity timetable, the activities themselves, and the analysis of results :

- ◆ The event was announced to Bruitparif's network of regional bodies (in particular local authorities), **the participants are both homogenous and diverse.**
- ◆ **Activity timetable:** welcome; an introduction; a round table; an overview of QUADMAP's approach; the initiatives in Bilbao, Florence, and Rotterdam; the recommendations game.
- ◆ **Activities: Alternating** presentations of the QUADMAP project and the discussions and debates themselves.
- ◆ **General questions first of all, then more specific questions and prompts**, to ensure a progression in the participants' ideas and discussions.
- ◆ **Analysis of results : not in chronological order**, but rather as the overall result of all discussions and ideas :
 - The strengths the QUADMAP approach and initiatives, and why it could be transferable and applicable to France
 - On the other hand on its deficiencies and the difficulties in applying this approach and its initiatives



Workshop methodology 2/2

◆ Qualitative method: Create a pleasant forum for discussion

- ◆ Two dedicated facilitators and one more in support.
- ◆ The exercise was designed to make the **room more pleasant** : a welcome self-service buffet with fruit, diffusion of essential oils, posters and pictures.
- ◆ **Paperboards, kraft paper stuck to the walls** used by the moderators and participants.
- ◆ **Free speech and emulation of discussions** were progressively facilitated by the participants "physically" taking ownership of the location by **moving tables and chairs** to form small groups before each group took over the walls of the room completely.
- ◆ To encourage the **involvement of everyone** after the presentation and to **mix up the rhythm** of the workshop, each participant was **invited to write down their impressions on two post-its**: A pale colour for advantages and qualities, and a warm colour for the disadvantages and deficiencies of the policies and initiatives presented.
- ◆ All the post-its were progressively **stuck on the wall**, visible to all, and **the best ideas were summarised and noted in bigger writing**.



Participants

◆ The 22 Participants

- ◆ 14 people working for cities in the IDF region, 5 working for an agglomeration community in IDF, 1 with the Departmental Council, and 2 from other organisations (ARS and CEREMA).

Paris(75), Clichy-la-Garenne (92), Neuilly-sur-Seine (92), Puteaux (92), Saint-Mand  (94), Saint-Pierre du Perray (91), Valenton (94), V lizy Villacoublay (78), and Villeneuve-saint-Georges (94), Departmental Council of Val-de-Marne (94) Grand Paris Seine Ouest (92), La Brie Francilienne (77), Mantes-en-Yvelines (78), Mareil-Marly (78), Marne-et-Gondoire (77), and Melun Val-de-Seine (77)

- ◆ As well as one of QUADMAP's partners Miriam Weber, Environmental Protection Agency (DCMR)



The stages of the workshop

- ◆ **A. Welcome**
- ◆ **B. Introduction**
- ◆ **C. Quick round table** after a reminder of the expectations and the spirit of the morning
- ◆ **D. QUADMAP's approach /** methodological process and its evaluation
- ◆ **E. The initiatives /** projects carried out in Bilbao, Florence and Rotterdam, and their evaluation
- ◆ **F. The recommendation game**
- ◆ **Objective:** Assimilation by participants of information and prospects for action (and adaptation) in Île-de-France
- ◆ **G. End of the morning**



Welcome

- At the same time as the welcome buffet itself, the participants were encouraged to write words on *post-its* and stick them on a whiteboard entitled "**If I say the word calm...**", in order to set a participative, pleasant tone for the meeting.
- Objective:** To encourage the different participants to speak up and take ownership of the room as they arrived, before the discussions and debates really started.
- N.B. The word "**Quiet**" from directive 2002/49CE was translated by "**Calme**" in French:
 - Less restrictive than Quiet, more open**
 - Not a strictly acoustic term**



The welcome board "Si je vous dit
calme" (*If I say the word calm...*)



Quadmap's approach and the initiatives

◆ Here are the results of the positive elements mentioned :

- ◆ A simple approach, **easy to understand, and complete** (from the definition to the evaluation)...
- ... **Pragmatic** (involve politician maker at the beginning)
- ... which highlights the multitude of tools used
- ... which has an operational target (with the aim of carrying out concrete projects)
- ... which can be **adapted to the region and its players**
- ... which involves the different parts of the region
- ... which allow many and varied choices
- ◆ A method that is **not limited to noise/acoustic aspects**...
- ... which is open to other senses
- ... which approaches the environment more widely, including in particular other environmental themes / an holistic approach
- ... that also approaches noise issues in a way that is connected with the urban environment, its projects, and its specificities
- ... which makes it possible to approach the noise issue in terms of well-being
- ◆ Original actions and standard approaches used in a new way, thought of at a level and with issues that are more far-reaching than just noise aspects



Quadmap's approach and the initiatives

◆ Here are the results of the negative elements mentioned :



- ◆ **Choice criteria** for pilot cases do not appear
- ◆ **Provide more detail** to apply it better
- ◆ **Not enough feedback about the actions**
- ◆ Questions on the effectiveness of the actions chosen and their efficiency (cost/effectiveness ratio)
- ◆ Difficult for stakeholders (elected officials, inhabitants, users, etc.) to take ownership? **What arguments to convince them?**
- ◆ **Not enough focus on the "general public"**
- ◆ An overall approach (overall environment, noise/urban), but maybe not enough?
- ◆ **No long-term strategy:** once the QUA created, then what?
- ◆ Well being is good but **health issue is important** . The priority is to decrease the noise pollution to reduce inhabitants exposition.
- ◆ **Lacking time** for this type of method
- ◆ **Lack of financial resources** and need to combine urban projects and noise issues more systematically to be able to finance them
- ◆ **Lack of expertise to use tools**
- ◆ Expectation of more creativity for the solutions

The recommendation game

- ◆ **The last phase will take the form of a game.** The participants were divided into 4 groups, with a spokesperson for each group. In each group, an area for study was attributed and information (data on its size, location, environment, etc. with plans, photos, etc.) provided for each one.

4 typologies of study cases :

- ◆ **Large parks and gardens:** *Parc de la plage bleue – Valenton*
- ◆ **Mineral public area :** *The esplanade of Puteaux town hall*
- ◆ **Public/private area: Private garden / social housing:** *Cité-jardin de Stains*
- ◆ **Small public area in an urban environment:** *Jardin de l'étincelle (Cité des arts) - Paris*



Analyse of the results : Advantages

- ◆ **The advantages** of the QUADMAP approach and experiments, and why they are applicable to France
 - ◆ **A simple and easy-to-understand approach**
 - ◆ The number one quality of the QUADMAP approach is without a doubt **how easy it is to understand from a theoretical point of view. The general logic of the QUADMAP method is easy to understand and explicit to all local authorities**, not only because it includes only three key stages (selecting the areas, analysing them, and suggesting
 - ◆ **A pragmatic approach**, which is adaptable to urban contexts, aiming to create and/or protect quiet areas
 - ◆ **An approach that involves (almost) all the area's stakeholders, combining quantitative and qualitative methods**
 - ◆ **QUADMAP goes beyond a purely acoustic approach and is open to other themes and environmental/local challenges**



Analyse of the results : Barriers independent

- ◆ **These reasons have nothing to do with the characteristics of the QUADMAP approach or its method of application.**
- ◆ **Lack of time.** In order to be properly conducted, this type of approach requires the implementation, deployment, and follow-up of several fairly time-consuming steps.
- ◆ **Lack of human resources;** it is not infrequent for a single person to be responsible for implementing the environmental noise action plan in their town, on top of their other responsibilities.
- ◆ **Lack of expertise** for discussing the challenges of various themes (environmental or otherwise) and using a variety of (qualitative and quantitative) approaches and methods (measurement, surveys). Hence the use of service providers for certain missions and the difficulty in choosing them or coordinating their work.
- ◆ **Lack of financial resources.** In a context where resources dedicated to environmental issues are still modest, especially noise issues like the subject of quiet areas, the local authorities are often looking for maximum efficiency for the least money.



Analyse of the results : Difficult answers...

- ◆ **How to raise awareness among stakeholders and involve them all**, in particular decision-makers/politicians and the local population/users

- ◆ **Decision-makers/politicians**

- ◆ **A need for a basic outline of arguments to inform elected officials**

It is vital for the relevance and the coherence of urban planning as a whole, as well as the future of quiet areas as urban projects. Because if there is no political will for dealing with the issue of quiet areas, the resources allocated to them will be all the more meagre, and the communication and opportunities for discussion and collaboration (between departments and professionals) will be all the more reduced.

- ◆ **Raising awareness among the local population**

- ◆ **No information or awareness-raising actions have been previously designed :**
 - ◆ **Getting reactions or the opinion of the general public during and about the project and the initiatives**
 - ◆ **Communicating on and promoting quiet areas** once they have been "designated" as such.
 - ◆ **Only one public consultation (in the form of a survey)** was organised during the analysis of quiet areas.
 - ◆ On this issue, the participants wonder **how "non-experts" could be involved as early as possible**



Analyse of the results: group dynamics

◆ What also stood out from this Workshop:



- ◆ Good group dynamics: spontaneously /help of facilitators
- ◆ Collective "liberation" of speech: all the participants were able to express themselves, either verbally, in the collective discussions, or *at least in writing (using post-its)*



- ◆ The only hiccup: the time restrictions weren't very well respected,
- ◆ The first "fresh" feedback from participants was positive on the "training" aspects and the "energy" given out.

Conclusion

- ◆ **It is entirely possible to transfer the Quadmap methodology to France and other European countries.**
 - ◆ Users expect a very precise "turnkey methodological guide". The guide and tools are operational and, with the final improvements, should meet the needs of future users. .
 - ◆ On the other hand, users remain attached to the possibility of being able to take ownership of them and adapt them as they see fit, depending on the town/site, and they would therefore only use it as a "reference guide".
 - ◆ Difficult questions... How to raise awareness among stakeholders and involve them all, in particular **decision-makers/politicians and the local population/users**. Two aspects that the QUADMAP approach does not really seem to be able to tackle.
- ◆ **pilot cases: it is not necessary to strictly assess transferability.**
 - ◆ The challenge is different. They should be considered as good examples for open minds and not as templates to reuse systematically.
 - At the workshop, the participants perfectly demonstrated their capacity to invent and innovate to find solutions for the case study during the third part of the workshop: "the recommendation game. It was interesting to see how the scope for possible action was widened by looking at these examples.
- ◆ **In complement, new tools have been developed to better inform and share info in France and Europe about initiatives in the pilot cases.**



The “initiative sheets”

- ◆ The section "initiatives" of the NOISEINEU website is a collaborative database.

NOISE INEU

NOISE IN EUROPE THE HARMONICA INDEX VIEW RESULTS INITIATIVES CONTRIBUTORS

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BILBAO (SPAIN)

Redevelopment of General Lattore square

2013

As part of its environmental noise action plan, the City of Bilbao has decided to create quiet areas with acoustic confort around its territory. Areas that come under this proactive policy will be named "Sonic islands".

The location chosen be the first sonic island in Bilbao, is an urban square located in a residential area that has a significant amount of road traffic.

The main uses of this square are for relaxation, talking, and reading... The benches are very busy, used in particular by elderly people. It is also an area with a lot of traffic. It is easy to access for local residents.

The aim of the City of Bilbao is to improve the site's noise environment to encourage people to stay there longer. The idea was to accentuate positively perceived noises and lower noise levels. The renovation of the square is being done as part of the QUADMAP project of the Life-Environment programme.

AUTHORITIES

DESCRIPTION

It involves a full renovation of the square.

EVALUATION DOCUMENTS

- Initial assessment report, General Lattore square (pdf) excerpt from the technical report of action C12
- Pilot area selection report, intervention planning, Bilbao, Spain (pdf) report Action C1 from city of Bilbao november 2013

NOISE INEU

NOISE IN EUROPE THE HARMONICA INDEX VIEW RESULTS INITIATIVES CONTRIBUTORS

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FLORENCE (ITALY)

Creation of quiet areas in schools

2013-2016

As part of its environmental noise action plan action plan, the City of Florence has decided to intervene to protect outside areas in the primary schools that are the most exposed to road noise in the town. The project involves creating quiet areas in the immediate vicinity of the schools, which are accessible to the children and adults present, as well as the parents. The studies and the works were carried out as part of the QUADMAP project of the Life+ Environment programme.

EVALUATION DOCUMENTS

- Initial assessment report, intervention planning, Florence, Italy (pdf) from May 2015
- Initial assessment report for the 8 pilot schools Florence, Italy (pdf) 1st and 2nd november 2015
- QUADMAP pilot area selection intervention in Florence (pdf) 1st november 2015
- Pilot area selection Florence (pdf) and intervention of Florence Life Environment, 2015

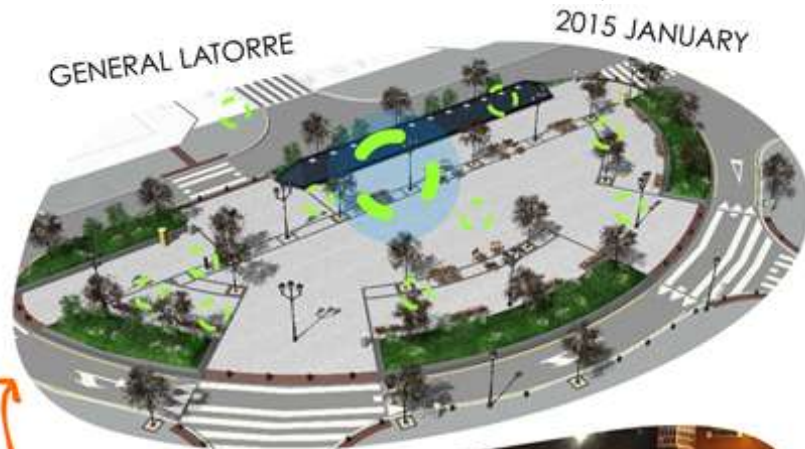
www.noiseineu.eu. The Noiseineu website is the result of the Harmonica project from the Life program.

Virtual acoustic field trips

Rotterdam from 19 to 20 January 2015

Bilbao from 26 to 28 January 2015

Florence from 2 to 4 february 2015.



Frederic Fradet acoustician and sound designer

Visit the pilot cases with your ears!

Hear the acoustic environment and the results before and after the work on pilot cases. Audio recordings made by the partners before the project's work were also used.

To complete information for the public, an interview with a representative from each city's partners to explain the work carried out will be also available on the website.



2012 MARCH



LIFE+2010 QUADMAP project



Thank you for your kind attention !

Piotr Gaudibert

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