



# San Diego & Strasbourg, France

Sustainable urban mobility, activation of public spaces & social inclusion

## CONTRIBUTION TO SDGS

**3** GOOD HEALTH AND WELL-BEING



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



## KNOWLEDGE-SHARING & CAPACITY-BUILDING ACTIVITIES

- 2019** - Learning Exchange in Strasbourg
- 2019** - IUC-NA Region & Global IUC events in Brussels
- 2019 / 2020** - Online knowledge-sharing, capacity-building and networking technical sessions
- 2020** - Learning Exchange in San Diego
- 2020** - Virtual Wellbeing Conference



**The success of this [partnership] is that it opened our minds.**

MIKE HANSEN, CITY OF SAN DIEGO

## CITY-TO-CITY COOPERATION RESULTS

### Activation of Public Spaces

Strasbourg and San Diego recognize the importance of redefining public outdoor spaces to integrate mobility and sports, promote a healthy lifestyle, and provide greater access to public spaces, so they prioritized learning from each other to create safer spaces for physical activity and recreational opportunities. Strasbourg's **Vitaboucle** is a circuit of green spaces that allows users to exercise and enjoy nature while moving across the city.

#### Pilot Project

San Diego, inspired by the Vitaboucle, incorporated into their new **Parks Master Plan** policies to engage users and sustain activity for 40 minutes or longer and activate underutilized areas with pump tracks, skate parks, large organized gathering spaces and other similar facilities. Strasbourg also intends to incorporate lessons from San Diego into its 2024 Sports Masterplan by creating public private partnerships that can help activate underutilized green spaces and support their management.

### Sustainable Mobility

Strasbourg has implemented an ambitious sustainable urban mobility plan which incentivizes the use of alternative transport modes. This shift has led them to extend their bicycle lanes network and take it a step further by creating a wayfinding system that emulates those used for public transport so cyclists can quickly identify routes and travel time across the city. During the San Diego learning exchange, Strasbourg led a technical session to guide San Diego on implementing policies in their Mobility Action Plan to develop and implement a similar wayfinding system.



**As I am working now on the new mobility department, I feel that because of this program I can be a better leader, because I have seen what is possible, not just with Strasbourg, but through our technical sessions with other IUC cities.**

ALYSSA MUTO, CITY OF SAN DIEGO



## Branding and Communications

Both cities discovered the power of branding and communications to convey a clear message that provides a cohesive vision of the city's work efforts and gain support and engagement from residents.

### Pilot Project

San Diego took inspiration from Strasbourg for their *Complete Communities* communication campaign, while Strasbourg is creating a new program based on San Diego's *Learn to Swim Day*.

## Portable Pools Program

San Diego has been running for decades the Portable Pools Program, which allows children from communities without access to pools to learn how to swim, exercise, and decrease drowning. Strasbourg found the program inspiring and a solution to their national policy of ensuring all children know how to swim.

### Pilot Project

Strasbourg is already planning the first pilot of the portable pools program. In coordination with the Brittany Swimming League, which operates a mobile pool, they are currently analyzing the cost, technology and management required. Strasbourg expects to implement the first version of the program in 2021.



**[Participating in the program] offered us better communication within our organization. We could demonstrate that the example set by San Diego can be developed here too. The Sports department has become a link between different professional areas, which has made us proud. We have been lucky to meet so many smart people. A truly win-win experience.**

JACQUES VERNEREY, EUROMETROPOLE STRASBOURG





## Sustainable Sports Events

During the San Diego learning exchange, Strasbourg visited the Farmer's Insurance Open to analyze their zero-waste program and Petco Park to learn from their energy and waste saving measures.

### Pilot Project

Strasbourg has developed a ***Sustainable Events Guide*** addressing areas such as participants' health, waste management, use of reusable materials, energy-saving opportunities, and access through alternative transport modes. This guide also intends to help event organizers identify how they contribute to the SDGs and, based on a score, gain further support from the City.



### CONTACT

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