IUC-NA
Urban Cooperation Action Plan (U-CAP)
Summary
November 2020

City:	Strasbourg	San Diego
Province, State, Department…:	Alsace region	California
Country:	France	USA
Population:	280,000 (500,000 at the metropolitan level)	1.4 Million
Size (km²)	240.2 km² - City 2,197.7 km² – Metropolitan area	844.02 km²
Period of cooperation	June 2019 - November 2020	

Cooperation Themes:	• Sustainable urban mobility • Health and wellness through activation of public spaces • Social inclusion • Circular economy
Related SDGs and Urban Agenda topics:	**SDGs:** – 3- Good Health and Wellbeing – 11- Sustainable Cities and Communities – 12- Responsible Production and Consumption – 13- Climate Action **EU Urban Agenda:** – Urban Mobility – Sustainable Use of Land – Nature-based solutions – Circular economy – Climate adaptation
Key focus of cooperation themes:	– Promoting healthy, active lifestyles, and mobility through urban planning & program initiatives – Making the municipal authority a role model of the transition to a more sustainable, cohesive, and environmental City.

Key challenges of cooperation theme:	– Encouraging behavior shift
	– Ensure safety for all users
	– Developing and implementing programs that consider and address existing inequality
Main objectives of cooperation as described in the U-CAP:	– Redefine public outdoor and indoor spaces to integrate mobility or sport and promote a healthy lifestyle and greater access to public spaces (*San Diego & Strasbourg*)
	– Facilitate easier use of bike network for residents *(San Diego specific)*
	– Utilize strong & appealing branding to communicate better the City's urban planning and sustainability-related initiatives *(San Diego & Strasbourg)*
	– Reduce waste generated and/or improve diversion rates from sports events *(Strasbourg)*
	– Move towards a more sustainable City through climate action plans, data management, incentivizing cycling and bi-national relations *(San Diego & Strasbourg)*
Short description of main activities and key outputs (e.g., pilot projects):	**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 and equitable 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. The City of San Diego used concepts and lessons learned from Strasbourg, including the *Vitaboucle*, to develop and incorporate park activation and equity policies into its *Parks Master Plan* and future projects. Policy A5 focuses on the design and programming of park spaces to keep visitors engaged for a minimum of 40 minutes. Policy RP1 focuses on activating underutilized park areas.
	Sustainable Mobility
	Strasbourg has implemented an ambitious sustainable urban mobility plan that incentivizes alternative transport modes through biking events, extending their bicycle lanes network, and even 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. Other lessons are also being applied as San Diego is creating their first Mobility department.
	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 and gain support and engagement from residents. 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 rates. Strasbourg found the program inspiring and a solution to their national policy of ensuring all children know how to swim. Strasbourg is already planning the first pilot of the portable pools program. They are currently analyzing the cost, technology, and management required to launch the first version of the program in 2021.
	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. 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.
Expected results and benefits:	San Diego sees this as an opportunity to not only support mode shift but to capitalize on the co-benefits that accompany a change to more active forms of transportation and new mobility networks, such as placemaking, activation of public spaces, community building, more active and healthy lifestyles, and increased safety for all users.
	Strasbourg has found this experience useful to improve local policies on social inclusion, economic development, and environmental preservation through peer learning and experimentation in a cross-disciplinary sector that is sports. The IUC program also helped foster interdepartmental relationships In Strasbourg with the Sports department as a link to and in between professional fields.
	Exchanges went further than the initial focus and allowed both cities to learn how to better take into account health, well-being, and equity.

For further information (including access to the full U-CAP), please contact:
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