

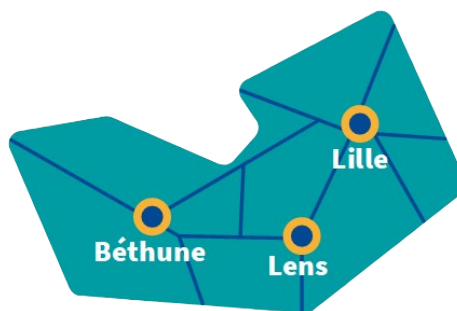
ENQUÊTE DE CIRCULATION

SUR L'AIRE MÉTROPOLITAINE LILLOISE



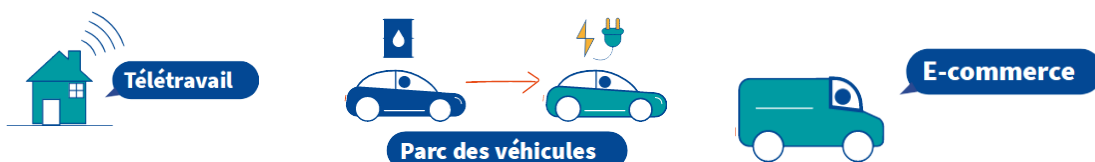
Why investigate displacement?

In Hauts-de-France, around the Lille metropolitan area, the french State is organizing a major travel survey intended to find out about mobility uses and needs. This initiative, rolled out in partnership with local authorities, responds to a commitment by the State to promote travel that is more respectful of the environment.

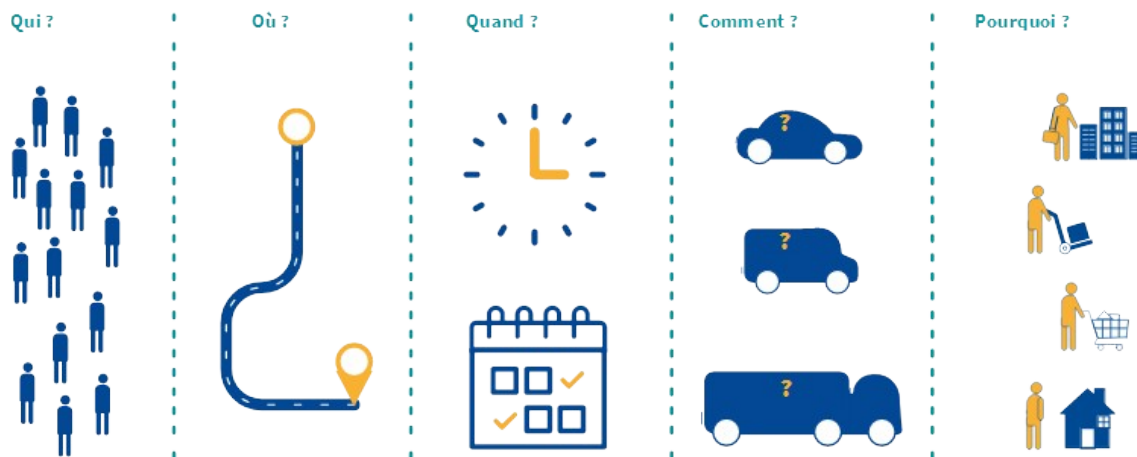


Due to its scope of achievement, its objectives and the expected benefits, the traffic survey in the Lille metropolitan area is particularly ambitious. It is as useful for guiding public policies as it is necessary for updating existing data.

Indeed, the previous survey was carried out in 2007 and the data collected now requires updating ([click here to see the results of the 2007 survey](#)). This update is essential because, for 15 years, the ways of living and getting around have evolved considerably. The development of telework, the very strong growth of e-commerce, the evolution of living and employment areas or even changes in the vehicle fleet as well as the rise of environmental considerations have shaken up our mobility habits.



The travel survey will photograph these changes in mobility and will make it possible to know who travels, where, when, how and why. The data will be collected completely anonymously and in accordance with a reliable and rigorous methodology. The precision of the information that will be collected will give a detailed view of road mobility entering and leaving the territory and will optimally feed the regional road model updated and operated by the DREAL.



Beyond the better understanding of mobility in Hauts-de-France that will be acquired, the survey has two objectives: to provide better service to users by facilitating their travel and to limit pollution and greenhouse gas emissions. greenhouse through the development of carbon-free modes of mobility. The benefits for the entire territory will therefore be multiple.

Adapt public policies for more environmentally friendly travel

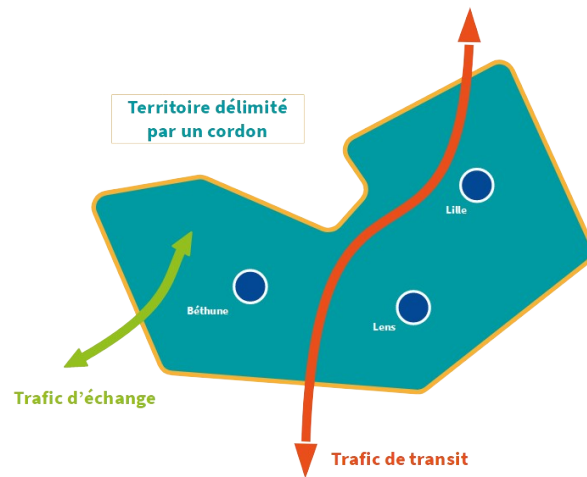
The traffic survey is a valuable source of information for all actors in Hauts-de-France. The cross-referencing and analysis of the data collected will enable the public authorities to acquire a better understanding of the territory and its needs. This collection phase is a necessary prerequisite for the development of public policies.

Indeed, all the public actors (State, SNCF, local authorities, authorities organizing mobility, etc.) will be able to rely on the data resulting from the survey to adapt investment policies for regional planning, roads, for the development of public transport, intermodality and mobility services. A fine understanding of the practices and needs of citizens increases the efficiency of public action, through targeted investments, adapted to the challenges of today's world.

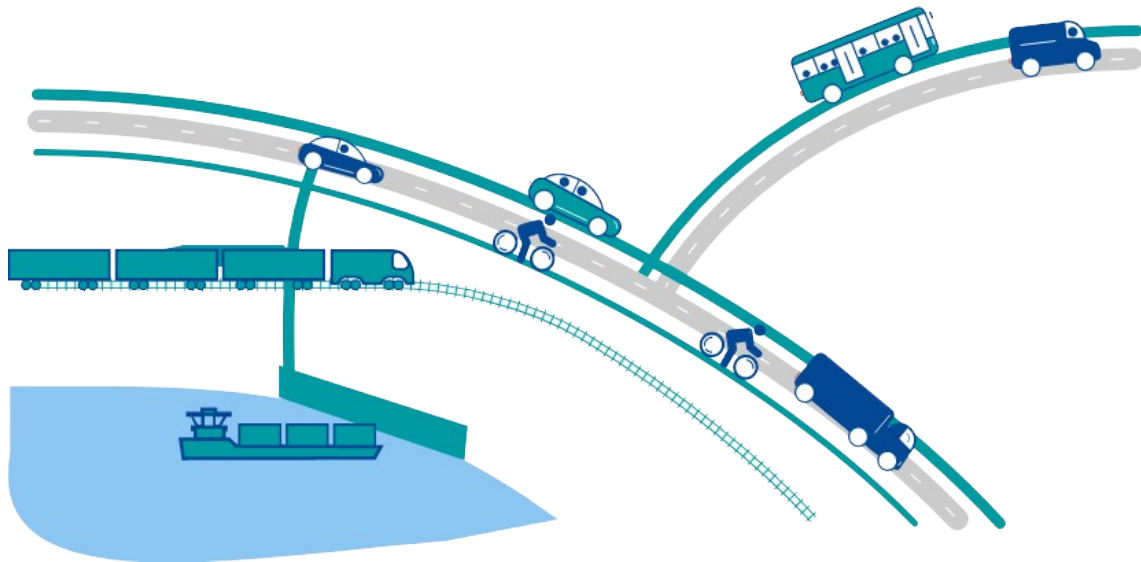
One of these issues, the transition to low-carbon modes of transport, is of crucial importance. It is for this reason that the survey includes an environmental component and collects data relating to greenhouse gas emissions from road travel.



The data collected, which relate to exchange and transit flows within the Lille metropolitan area, are very complementary to Cerema-certified mobility surveys (formerly household travel surveys), carried out by local authorities to find out mainly internal travel. to the territory, several of which are scheduled for 2024-2025 (MEL, territory of Artois Mobilités, Saint-Omer, Amiens, Arras).

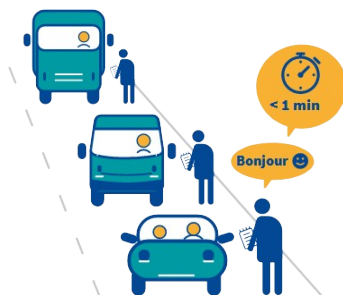


Associated with other mobility studies, the information collected will be used to quickly orient public planning policies and facilitate the use of more environmentally friendly modes of travel, develop more efficient routes, anticipate tomorrow's travel, regulate traffic and drastically reduce greenhouse gas emissions.



How is the data collected?

The traffic survey is unannounced so as to transcribe daytime travel habits as faithfully as possible. It consists of interviewing motorists and truck drivers, at a point in their journey, on the basis of a survey questionnaire. The questions asked relate to the origins and destinations of the trips, the number of people transported, the reason for the trip, the type of vehicle used and its age, the presence of a load, or even the energy used.



The data collection work is carried out by teams of investigators stationed at various strategic traffic points for the metropolitan area. Each survey station is interviewed only once, during a full day. The investigation begins in the agglomeration of Béthune then will extend to those of Lille and Lens. To avoid traffic reports that could distort the results of the survey, the precise location of these stations is not communicated in advance.

The safety of investigation teams as well as road users is the priority of the traffic investigation. For this reason, the system put in place to stop vehicles and reintegrate them into traffic is designed to limit the risks. When the level of traffic and the configuration of the road allow it, vehicles are stopped on the road with worksite lights. Police teams may also be called upon to participate in the operation for certain survey points that fall within their area of intervention.

The traffic survey will be spread over several months and will concern around a hundred survey posts. During this period, approximately 120,000 road users, professionals or individuals, will be met and interviewed. In order to avoid too much interference with traffic and not to interfere with the daily movements of the inhabitants of Hauts-de-France, the survey questionnaire will last less than a minute. The entire system is built jointly with the road managers so as not to impede traffic at the survey posts.



At each of the stopping points, the teams of investigators will extract between 5% and 30% of the road users from the traffic. Despite the organization developed and the very short duration of the questionnaire, localized and occasional slowdowns could occur. The organizers of the survey and their partners thank users in advance for their patience and their cooperation in this study, with a view to improving travel for all in the long term.

Phasing and exploitation of the survey

This type of survey is usually carried out in the field over two periods of the year, from March to June, then from September to October, during a working day, after obtaining authorizations from managers and traffic orders. Public holidays, school holidays, special events or unfavorable weather conditions are prohibited because they are likely to influence the usual movements of users.

The first phase around Béthune will take place in the first half of 2023. The rest of the survey around Lens and Lille will continue in 2024 and 2025 in line with the progress of other mobility surveys in the territory.

In terms of planning and mobility policies, the exploitation of the results will be useful to the territory for the next 10 to 15 years.



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