
New Town, Kolkata

Healthy Street Policy

September 2022

Background: Promotion of non- motorized vehicles is a measure taken by New Town Kolkata Development Authority (NKDA) as an initiative towards development of a sustainable transportation system in New Town Kolkata. No carbon emission by the non-motorized transport (NMT) system shall endow the city with an environment friendly mechanism and help improving the overall environmental health of the city. NMT being a comparatively slower speed system shall also ensure higher security for the users. Further it shall be healthy and low cost for the users. Considering above New Town Kolkata has formulated a Healthy Street Policy. The policy rests upon the following basic principles:

1. Institutional strengthening & dedicated Help Line:

A dedicated body along with a supervisory/ apex committee is to be constituted for efficient implementation of the Healthy Street Policy. The composition of the supervisory committee as well as the NMT Cell / Department or Healthy Streets Cell / Department shall be specified, and their mandate is to be clearly outlined. The mandate would include their targets with corresponding timelines. Capacity building of the NMT Cell / Department or Healthy Streets Cell / Department is to be provisioned in order to align the members and equip them to implement the Healthy Street Policy.

2. Upliftment of pedestrian, NMT & E-bike infrastructure:

An end-to-end connectivity is to be provided for the pedestrians and cycle pathway. A comprehensive plan is to develop for providing all related infrastructure from dedicated routes to allied infrastructure which could include – dedicated footpaths, protected cycle tracks, and safe intersections and/or traffic-calmed street network with segregated footpath and cycling made safe in mixed traffic. Suitable initiative is to be undertaken towards implementation the abovementioned plan. Proper safety and security should be ensured for the pedestrians and cyclists in the city.

3. Development of Road Safety Strategy

The road safety policy shall be so designed as to address the safety issues considering the vehicular population, quality of roads and road design in the city. NMT routes are to be identified keeping in view of the history of accidents and their occurrences. The Healthy Street Policy shall be developed on the basis of the road safety & strategy to be developed. Key conflict areas, black spots (areas with previous history of accidents), areas prone to harassment, violence and crime must be identified and addressed to ensure absolute safety for cyclists and pedestrians, especially women and children. Road Safety Strategy shall include a plan to equip the entire cycling network with CCTV Surveillance. CCTV may be enabled with suitable AI and /or Analytics to ensure safety of cyclists as well as pedestrians. CCTV feed to be monitored regularly to identify untoward incidents and blackspots.

4. Improvement of public transport & Improvement of last mile connectivity

Improvement of public transport shall help reduce the dependence on personal vehicles which in turn shall help improve use of NMT. Adequate measures need to be mobilized in order to improve the public transport scenario and corroborate effective provisions for last mile connectivity. Public transport routes shall be so developed as to complement or facilitate NMT routes.

5. Prevention of encroachment of Pedestrian and NMT Routes:

A mechanism for enforcement of preventive and corrective measures needs to be instilled in order to make the pedestrian and NMT Routes clear and available to the users. A strategy for development of well-defined and active edges shall be instrumental to achieve this target. Kiosks especially food kiosks to be planned and developed at pre-designated cycle bays to cater to the demand and prevent encroachment of cycle tracks by illegal unplanned hawkers. This measure might be taken up as a part of the holistic hawker rehabilitation strategy in New Town.

6. Restricted vehicular movement & parking

A parking policy of shall be devised to plan the vehicular movement across the city and span it in accordance with the Healthy Street Policy. Suitable pricing policy shall be devised to restrict parking and develop an effective parking mechanism.

7. Fine and penalty system

Machinery for enforcement of fine and penalty system is to be imposed with CEO, NKDA being the authority to decide the stipulations and levying the same. Provision for incentivizing people who cycle or walk regularly to work, school or college, to be explored.

8. Training

Multiple dedicated cycle trainings should be organized by the authorities for enabling the citizens to be better equipped for NMT facilities. Periodic trainings with suitable upgradation of the course content, depending on the capability of the citizens attending respective courses, are recommended. Trained volunteers including scouts/ NCC / School students shall be deployed at cycle lanes to ensure proper utilization. Volunteers shall sensitize motorists to accommodate cyclists on road. They shall sensitize cycle riders as well as pedestrians to maintain all traffic rules. Deployment of the volunteers at strategic locations shall be planned suitable and adequately.

9. Awareness Programme

Multiple aware programmes including generation of IEC material and other means of postering etc. shall be developed for awareness generation and build momentum for non-motorized transport and pedestrian movement. Large scale collaboration with citizens and other organizations like schools, colleges, traffic police to run periodic awareness campaigns (once a quarter) to popularize the concept of non-motorized transport. Continuous poster led updates on social media channels to ensure Top-of-Mind-Awareness on the importance of adoption of NMT based infrastructure. Organizing cycle rallies and other cycle-related events for citizens, entering into partnerships with local cycling clubs and sponsoring some local cycle charity events, shall be helpful for the same.