



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS



European Economic and Social Committee

2011 Annual Polis Conference

Polis & the European Economic and Social Committee

Innovation in Transport for Sustainable Cities and Regions

Brussels, 29 and 30 November 2011

European Economic and Social Committee | Rue Belliard 99 | B-1040 BRUSSELS

Draft Programme

Tuesday, 29 November 2011

8.30: Registration

9.15: Welcome by Polis presidency and the European Economic and Social Committee

9.45: Opening Plenary Session

With the participation of the Economic and Social Committee, the European Commission, the European Parliament, politicians from European cities and members.

11.00: Coffee Break

11.30: Parallel Sessions 1

A. Looking to the future – the role of ICT to support seamless and sustainable travel

- **Take your card and leave your car!**
Elio Catania, ATM (Milan Transport Agency)
- **Are we all connected? The transport sector's quest for beneficial social media strategies**
Daniel Kerpen, University of Kaiserslautern
- **The benefit of EGNOS in urban transport**
Philippe Hamet, European Commission
- **Multimodal driving with car and public transport**
Pim Grol and Bram Munnik, Fourtress/reisinformatiegroep 9292

B. Vulnerable road user needs and communication on road safety

- **Safer Mobility for Elderly Road Users) (SaMeRU)**
Paul Mathieson, Southend-on-Sea Borough Council and Adrian Dean, Atkins
- **European safety urban motorcycling**
Veneta Vassileva, ACEM
- **Educating our most vulnerable: teens and adolescents**
Aisha Siahajja, Noord Brabant Province
- **ROSYPE: a unique road safety awareness campaign led by Michelin**
Patrick Ozoux, Michelin

C. Roundtable - Supporting sustainable transport planning

In its White paper 'Roadmap to a single European Transport Area', the European Commission has clearly shown support for sustainable urban mobility plans. This roundtable will provide concrete examples of mobility planning in European urban areas and beyond. The question of the role of the European Commission to encourage sustainable urban mobility plans, and of the incentives which can be used for this purpose, will be discussed. The US DOT Urban Partnership Agreement Programme will also be considered during the discussion.

With the participation of the European Commission (tbc), the European Economic and Social Committee, the European parliament (tbc), representatives from cities and regions and key stakeholders, including David Vitezy CEO, BKK (Centre for Budapest Transport), Dr Andreas Kossak, AK Research & Consulting, Jean-Christophe Monnet, STIF-Ile de France, Dr Matthias Mohaupt, Dresden.

Following the session, a short summary document will be produced which will highlight the most important points brought up in the discussion.

D. Integrating public transport in the urban mobility system

- **Changing a railway station into a multimodal and multifunctional transport node including coordinated city development - the case study of Linz**
Roman Klementsitz, Institute for Transport Studies (Boku)
- **Integration of the Dresden tram system and its stopping points into different urban spaces**
Axel Wittstock, City of Dresden
- **Back to the future – clean urban transport through trolleybuses**
Mr. Mackinger, Salzburg AG

13.00: Lunch

14.30: Parallel Sessions 2

A. Freight

- **The future for freight transport - is technological innovation necessary for increased efficiency? An investigation of the Irish freight sector**
Eoin Farrell, National Transport Authority
- **Distribution systems - optimising sustainability**
Soren Hyldstrup Larsen, Eurocommerce
- **Cooperative systems : enabling beneficial freight partnerships**
Nuno Rodrigues and Jaap Vreeswijk, Peek Traffic

B. Tools and methodologies to promote soft modes

■ ICT applications for safe cycling in Europe

Marjolein de Jong, IMOB

■ Reasons for success of Dublin's bike scheme

Clr Andrew Montague, Dublin City Council

■ Making Walking Count - an international benchmarking tool to measure local walking activity and community walkability to ensure cost effective investment.

Bronwen Thornton , Walk 21

C. Roundtable - ITS benefits and evaluation

European Commission

One of the barriers to ITS deployment is the paucity of evidence on impacts and benefits in relation to policy. ITS is not systematically evaluated against the key transport policy objectives at local, national and European level. This lack of an evaluation culture (compounded by the absence of a common evaluation framework) makes it difficult for decision-makers to take informed decisions. This session will bring together ITS experts, practitioners and decision-makers to debate what actions can be taken to overcome this situation, building on the tools and methodologies that have already been developed in projects such as CONDUITS and 2DECIDE.

With the participation of members of the European Economic and Social Committee, the European Commission, the European Parliament, representatives from cities and regions, including Austriatech, Kapsch TrafficCom, Logica and Noord Brabant Province.

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

D. Buses with a high level of service - Fundamental characteristics and recommendations for decision-making and research (COST TU 0603 action final event)



Presentation of the analysis of 35 schemes of bus with a high level of services from across Europe.

Results will present barriers, lessons and recommendations for decision-makers. With the participation of the following speakers:

- Brendan Finn, ETTS Ltd
- Odile Heddebaut, Ifsttar
- Oscar Sbert Lozano
- François Rambaud, CERTU
- Arno Kerkhof, UITP

16.00: Coffee Break

16.30: Parallel Sessions 3

A. Improving the efficiency of urban goods distribution

■ **FILET: Integration of public transport facilities in the urban supply chain**

Joël Danard & Xiaoning Yang, RATP

■ **The green hub for innovative urban freight distribution**

Erik Lubberding, Arnhem Nijmegen City Region

■ **"Laboratory area" for innovative transport technologies and concepts for commercial transport in Berlin**

Julius Menge and Herman Bluemel, Berlin

■ **SUGAR – promoting optimal transfer of good practice regarding urban goods distribution in EU cities**

Isabel Mortetó and Simon Hayes, Barcelona Municipality



B. Parking as a tool to manage urban mobility

■ **New Sofia Parking policy**

Prof. Lucia Ilieva, CSDCS

■ **Q-Park/EPA**

Peter Martens



C. Roundtable: Stakeholders cooperation for the deployment of electromobility

This roundtable will gather electromobility stakeholders, including OEMs, cities and regions, to discuss how the technological transition towards electromobility can support sustainable local transport policies, how the stakeholders can further intensify their cooperation to accelerate deployment, and what are their expectations from the EU.

With the participation of the European Commission, the European Economic and Social Committee, the European parliament, representatives from cities and regions and key stakeholders, including Agentschap NL, Noord Brabant Province, Nissan Europe.

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

D. Advanced public transport systems and services (COST TU 0603 action final event)



- **BRT trends in the world, comparison between developed and developing countries**
Lloyd Wright, USA ITDP / VIVA association,
- **Bus priority system and complementary tools to improve the bus network's overall level of service**
Alexandre Blaquière, Tisséo-SMTC
- **European Bus System of the Future**
Umberto Guida, UITP
- **Innovation in public transport from the perspective of the European Transport Workers' Federation (ETF)**
Mr Eduardo Chagas, European Transport Workers' Federation (tbc)

18.00: End of sessions

19.30: Conference dinner

Wednesday, 30 November 2011

9.00: Parallel Sessions 4

A. Optimising infrastructure maintenance, costs and safety

- **Flanders new road lighting scheme (tbc)**
- **N329 Road of the Future**
Linda de Klein, Provincie Noord-Brabant
- **A new tool to monitor public transport stops, measure safety/security and prioritise upgrades**
Tommaso Bonino, SRM Bologna Public Transport Authority

B. Bringing greater accessibility to enable social inclusion

- **Bwcabus - Delivering a public transport revolution in rural Wales**
Owen Clark, Wales Transport Research Centre
- **What to do when regular public transport can no longer be used?**
Ricardo Poppeliers and Sebastiaan Witte, NEA
- **We care for older passengers: successful measures for seniors in Salzburg**
Angelika Gasteiner, Salzburg AG
- **Planning for accessibility in a real world**
Jo Baker, Mott MacDonald

C. Roundtable: Why transport decisions make an impact on everyone's health, and what we can do about it?

A roundtable discussion, including participation from the **European Commission**, the **World Health Organisation**, **Sustrans**, **BOKU** and the **European Economic and Social Committee** will highlight the important impacts that transport has on health, and what role local and regional authorities play in creating healthy urban environments.

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

D. Raising quality in public transport

- **ENERQI Let the public transport customer be the judge!**
Patrick van Egmond & Johan Janse, DTV Consultants
- **Benchmarking customer reviews in the Netherlands gives incentives to improve the quality of public transport**
Wim van Tilburg and Gerard van Kesteren, KpVV
- **BAPTS High Quality public transport services in Europe**
Bonnie Fenton, Rupprecht Consult
- **BEST: The future of benchmarking in public transport?**
Antti Vuorela & Kjetil Vrenne, Helsinki Region Transport





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11.00: Coffee break

11.30: Closing plenary session

12.50: Eltis Award

13.00: End of the conference

14.30: Polis annual general assembly (for Polis members only)

16.00: End of Polis annual general assembly