Policy recommendations for sustainable mobility concepts based on the CIVITAS experience

Session 1C
Integrating energy efficiency in urban mobility measures

Simone Bosetti
TRT Trasporti e Territorio
Milano, Italy
The CIVITAS initiative

10+ years CIVITAS:

• 69 demonstration cities
• 700 measures tested
• 220 cities member of the Forum Network
• > 200 M€ EC investment
The CIVITAS initiative

CIVITAS: A network of cities for cities to achieve sustainable urban mobility

- Developing, testing and evaluating integrated sets of measures and policies
- Disseminating and further replicating CIVITAS concepts, policies and measures in EU cities and beyond
Evaluating for policy development: the CIVITAS Plus experience

• 4 years (2008-2012)
• 25 cities
• 300+ innovative measures (8 CIVITAS thematic categories, 25 sub-groups of policy measures)

Cross-site impact & process evaluation

• Results and success factors
• Drivers and barriers
• Up-scaling and transferability
Setting the scene: mobility patterns in European cities

Urban transport: characteristics and impacts

- Continuous growth of transport demand
- Cars remain the predominant mode of transport, motorisation rate has been increasing (NMS)
- Adverse impacts: climate change, GHG emissions, air pollution, noise, oil dependence, congestion (accessibility), road safety

Increasing variety of mobility patterns that call for an holistic approach

- Changes in mobility behaviour and emergence of new mobility needs
- Demographic aspects: ageing, migration flows, gender issues, household composition
- Spacial structure: urban sprawl, urbanisation
- Values and lifestyles: ICT, social media
Recommendations for sustainable urban mobility: lesson learnt from CIVITAS Plus

Which policy actions are best for supporting cleaner and better transport in cities?

What can cities do to support a shift towards sustainable mobility?

No simple answers to a complex problem:

there is a need of a **mix of measures** within several policy areas of intervention:

- Soft transport modes: cycling and walking
- Public Transport
- Clean vehicles, clean fuels and eco-driving
- ICT & Transport Telematics
- Alternative car use: car-sharing and carpooling
- City Logistics
Soft transport modes: cycling and walking

- Alternative to private cars: zero emissions, low cost

- Multimodality: integration within city’s infrastructure network; synergetic effects of multiple interventions

- Long-term city plan with soft modes strategy

- Public engagement and political support

- Promotion and marketing of cycling benefits
Public Transport

- **Balance** between supply measures and demand management policies
- **Good financial planning** (funding and subsidies)
- **Positive attitudes** from public authorities
- **Use technology** to increase passengers’ comfort (information, communication, GPS, ticketing)
- **Plan surveys** to know users’ needs and profile
- **Sharing experiences** between cities about the latest approaches and solutions
Clean vehicles, clean fuels and eco-driving

- Understanding of taxation & legislative policies (need for national and international standards)

- Incentivise eco-driving and include it in national driving training standards

- Hybrid vehicles are expensive but have proven sustainability benefits

- Retrofitting older fleets is a short-medium term and cost-effective solution to extend current lifespan with improved performances
ICT & Transport Telematics

• Full set of solutions for infrastructure, traffic and fleet management, tracking and tracing of goods, integrating transit points and intermodal services

• Decide for an established and tested approach (no need to always reinvent the wheel even if innovation is involved)

• Choose appropriate ITS technology for access, parking management: tailor-made ITS to city’s specific needs

• Communication and information to users are key to success (e.g. in case of access restrictions, enforcement)
Alternative car use: car-sharing and carpooling

• Feasibility study before to start (target-groups): solutions should be context specific

• Address both business & private users

• Marketing and promotion by city authorities

• Word of mouth promotion and strong community engagement

• Deploy more environmentally-friendly vehicles
City Logistics

- **Green logistics** measures: ICT for loading and journey management, regulations and access restrictions, low-emission vehicles, toll systems to optimise logistic chains

- Have an **holistic vision** paying attention to land-use planning, environmental impacts and traffic management

- Strategies need to be implemented gradually and **communicated** widely

- **Participative approach**, collaborative partnerships between stakeholders

- **Regulatory measures** need to be enforced
From policy measures to an holistic approach

• Sustainable mobility planning: developing the concept and implementing SUMP\textsuperscript{s} to identify, select and assess the best mix of (push and pull) measures

• Integrated planning: linking together the domains of land use, energy and transport

Spatial planning at urban and regional level can slow down the increases in distance travelled (both by goods and passengers) and increase the attractiveness of alternative modes
A framework of key features for implementing a sustainable mobility action

**CONTEXT**
- Political trust and commitment
- Local authorities: consistent and flexible
- Municipal department: coordination and cooperation
- Alignment with strategies and legislation

**TARGET**
- Involve stakeholders
- Address a variety of target groups
- Gain public interest
- Communicate results

**TEAM WORKING**
- Partnership team-building
- Internal flexibility
- Knowledge transfer
- Consulting more experienced cities

**TOOLS & METHODOLOGIES**
- Integration of measures
- Increase decision-makers knowledge
- Evaluation matters
- Showcase good-practices
The way forward

How to move towards a more sustainable mobility?

Cultural innovation

New mobility schemes require being receptive to a new vision of the city, and to new ways of working and consensus building.

Smart planning

Place mobility mind-sets at the heart of planning; View mobility as a connector.

Decision makers’ roles

Harmonisation of regulatory frameworks & funding activities is crucial.
To learn more

Policy Recommendations for EU sustainable mobility concepts based on CIVITAS Experience

Download the document from the civitas.eu knowledge base
Thank you!

Simone Bosetti
TRT Trasporti e Territorio
Via Rutilia 10/8, Milano, ITALY
bosetti@trt.it

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