



CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS



# 2014 ANNUAL POLIS CONFERENCE

## CONFERENCE PROGRAMME

Innovation in Transport for Sustainable Cities and Regions

27-28 November 2014  
Madrid, Palacio De Cibeles  
Plaza Cibeles 1, 28014 Madrid

**POLIS**  

# 2014 ANNUAL POLIS CONFERENCE

27-28 November 2014 in Madrid  
Innovation in Transport for Sustainable Cities and Regions



## AGENDA OVERVIEW

Wednesday 26/11		<b>Workshops:</b>			
	11.00-15.00	POLIS workshop on air quality (followed by ICT-Emissions workshop) <i>Room: J. Garcia Berlanga</i>		Joint CIVITAS CAPITAL-CONDUITS training workshop: CONDUITS KPIs and Decision Support Tool <i>Room: S.M. Begué</i>	
	15.30-18.30	<b>Polis Annual General Assembly (AGA)</b> For Polis members only   <i>Room: S.M. Begué</i>			
	20.00	<b>AGA Dinner (For Polis members only)</b>			
Thursday 27/11	8.30	Registration and Welcome Coffee			
		<b>Parallel Sessions I:</b>			
	9.30	<b>Session: 1 A.</b> <i>Room: Chapel</i>	<b>1 B.</b> <i>J. G. Berlanga</i>	<b>1 C.</b> <i>S.M. Begué</i>	<b>1 D.</b> <i>auditorium</i>
	11.00	Refreshments (exhibition area)			
	11.30	<b>Opening Plenary Session</b> <i>auditorium</i>			
	13.30	Lunch (exhibition area)			
		<b>Parallel Sessions II:</b>			
	14.30	<b>2 A.</b> <i>S.M. Begué</i>	<b>2 B.</b> <i>Chapel</i>	<b>2 C.</b> <i>J. G. Berlanga</i>	<b>2 D.</b> <i>auditorium</i>
	16.00	Refreshments (exhibition area)			
		<b>Parallel Sessions III:</b>			
16.30-18.00	<b>3 A.</b> <i>S.M. Begué</i>	<b>3 B.</b> <i>Chapel</i>	<b>3 C.</b> <i>auditorium</i>	<b>3 D.</b> <i>J. G. Berlanga</i>	
19.30	<b>Conference Dinner</b> <i>"Jardines de Cecilio Rodríguez", Parque de El Retiro</i>				
Friday 28/11	8.30	<b>Welcome Coffee</b>			
		<b>Parallel Sessions IV:</b>			
	9.00	<b>4 A.</b> <i>S.M. Begué</i>	<b>4 B.</b> <i>J. G. Berlanga</i>	<b>4 C.</b> <i>Chapel</i>	<b>4 D.</b> <i>auditorium</i>
	11.15	Refreshments (exhibition area)			
	11.45	<b>Closing Plenary session</b> <i>auditorium</i>			
	13.00	Lunch (exhibition area)			
		Polis Political Group Lunch (upon invitation)			
		<b>Site Visits:</b>			
	13.45-17.30	Visit 1: Madrid transport system	Visit 2: BiciMAD and SER	Visit 3: FREVUE consolidation centre	Visit 4: EMT control centre



Environment and health



Mobility and traffic efficiency



Horizontal topics



Road safety and security



Social and economic challenges of transport session



WEDNESDAY, 26 NOVEMBER

## 11.00-15.00 Workshops

Two workshops are organised in conjunction to the 2014 Polis Conference on Wednesday, 26 November, at the conference venue. The workshops are free of charge.

### POLIS WORKSHOP ON AIR QUALITY

Hosted by the Polis Working Group on environment and health, this workshop assesses the relation between transport and air quality and measures for improvement. Cities such as Madrid and Rome share their experience, and feed into a knowledge exchange roundtable discussion.

The workshop targets local authorities, industry, traffic software suppliers and OEMs. More information: <http://bit.ly/airquali>

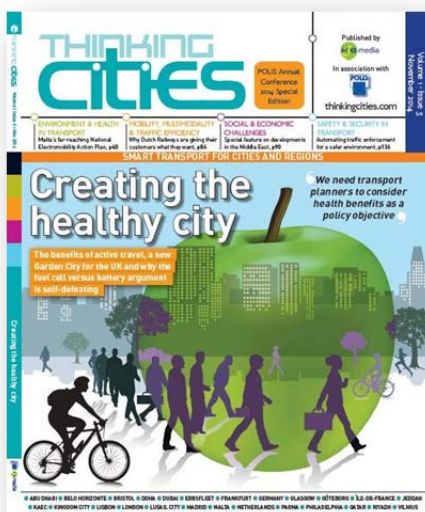
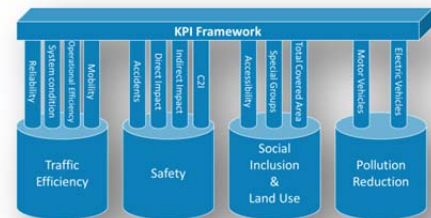


### JOINT CIVITAS CAPITAL-CONDUITS TRAINING WORKSHOP: How to use the CONDUITS KPIs and Decision Support Tool in your city?

With the aim of achieving a common and more holistic approach to the assessment of ITS and traffic management measures, the EU-funded CONDUITS project defined a set of key performance indicators (KPIs).

With the input of some 30 cities from Europe and beyond, a total of 13 KPIs were defined across the main policy areas of traffic efficiency, pollution reduction, road safety, social inclusion and land use. Selected KPIs were then tested in Paris, Rome, Munich, Tel Aviv and Ingoldstadt.

Building on these KPIs, a decision support tool (DST) was developed with support from Kapsch TrafficCom. CONDUITS-DST is designed to help decision makers understand what will be the likely wider impact(s) of a particular measure. The CONDUITS KPIs can now be used for ex-ante and ex-post assessment of a traffic management measure.



## Release of Thinking Cities #3

We are proud to release the third issue of *Thinking Cities* at the 2014 Polis Conference.

'Thinking Cities', a partnership between Polis and H3B Media, is showcasing transport innovation in cities and regions - not just for the sustainable city of tomorrow, but the sustainable city of today.

For cities and regions this is an exciting opportunity to help stakeholders understand the central role local and regional authorities play in achieving transport innovation.

**Pick up your free copy at the Polis stand in the Exhibition area.**

8.30

Registration and Welcome Coffee

## 1A. NEW TOOLS TO MANAGE PARKING | ROOM: CHAPEL



**Chair:** Antoni Roig, BSM

- **Overview: Polis activities on parking**  
Ivo Cré, Polis
- **Policy adaptive on-street parking services**  
Robert De Beukelaer, Xerox Services
- **SIMON: an ICT proposal for the EU Disabled Badge**  
Eva Muñoz, ETRA Investigación y Desarrollo S.A.
- **Park+Ride: Smart Gates of the City, development of multi-use and multi-functional HUB's**  
Minze Walvius, Advier
- **Cloud Parking**  
João Caetano Dias, Empark Portugal, S.A.
- **The Push and Pull project: using parking revenue for promoting sustainable transport**  
Nick Lester, EPA

9.30

PARALLEL  
SESSIONS

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## 1B. ELECTRIC VEHICLES | ROOM: J. G. BERLANGA

**Chair:** Karine Sbirrazzuoli, Urban Foresight

- **Overview: Polis activities on electromobility**  
Gabriela Barrera, Polis
- **Living Lab, tool for fire starting attitude change: Study of ex-post attitude & purchase intention**  
Sylvia Heyvaert, Vrije Universiteit Brussel
- **Monitoring Tool for Charge Point Utilization**  
Susanne Balm, Amsterdam University of Applied Sciences
- **Integrating electromobility services in a smart multi-modal region: MOLECULES project good practices in the Grand Paris area**  
Nathalie Granes, Région Île-de-France & Bruno Flinois, MOPEasy
- **Electrifying the two wheeler fleet in Tel Aviv – Yafo**  
Vered Crispin, Planning and Control Unit, Operations Division

## 1C. COVENANT OF MAYORS: INTEGRATING ENERGY EFFICIENCY IN URBAN MOBILITY POLICIES | ROOM: S.M. BEGUÉ

**Chair:** Françoise Guaspare, Île de France, chair of ERRIN Transport Working Group

- **How to integrate transport in a local climate strategy**  
Per Elvingson, City of Örebro
- **Policy recommendations for sustainable mobility concepts based on the CIVITAS Experience**  
Simone Bosetti, TRT Trasporti e Territorio
- **How to come to a mobility agenda with aims on accessibility and sustainability**  
Lutske Lindeman, City of Rotterdam
- **Open platform to support mobilizing local resources for investment in sustainable mobility**  
Marcos Nogueira, Rui Pedro Henriques & Elsa Ferreira Nunes, IrRADIARE



## 1D. NEW STRATEGIES FOR URBAN FREIGHT | ROOM: AUDITORIUM

**Chair:** Maria Lindholm, Lindholmen Science Park AB

- **City logistics in CiViTAS: recommendations for setting up successful city logistics measures**  
Tariq van Rooijen, TNO
- **Sustainable Urban Logistics Plan (SULP) as an innovative policy and planning tool for enhancing urban logistics processes in Small and Mid-sized European historic Towns. The Experience of IEE ENCLOSE project**  
Giorgio Ambrosino, MemEx Srl
- **Last Mile Logistics**  
Nigel Symonds, London Borough of Camden & Charlotte De Broux, Brussels Mobility
- **Urban night deliveries**  
Sara Verlinde, Vrije Universiteit Brussel

11.00

Refreshments

## OPENING PLENARY SESSION | ROOM: AUDITORIUM

**Welcome:** Diego Sanjuanbenito Bonal, Madrid Deputy Mayor for Transport and Environment

**Panel debate and Q&A “The thinking city of today: societal trends and innovative solutions for future sustainable urban and regional mobility”:**

**Moderation:** Karen Vancluysen, Executive Director, Polis

11.30

- **Dr. Rico Wittwer** of the Technical University Dresden: Results of the Mobility in Towns" survey 2013 and comparison of the trends with the data of 2008 survey
- **Francesca Racioppi**, Senior Policy and Programme Adviser at the WHO Regional Office for Europe: “Innovation in urban mobility: exploring the links between health and transport policy”
- **Magda Kopczynska**, head of Directorate on Innovative & Sustainable Mobility in the European Commission DG MOVE: “Policy priorities for the next European Commission: how can greater coordination of policies be achieved, using tools such as SUMP and initiatives such as Smart Cities?”
- **Pierre Serne**, Vice-President with responsibility for Transport and mobility, Île-de-France: “Smart regions: deploying transport innovation in the Ile de France region”
- **Marshall Poulton**, LBK Transport Consultants Ltd, United Kingdom: “Major events as an opportunity to drive change and create a legacy in local transport: the Glasgow 2014 Commonwealth Games”
- **Gerrit Riemer**, Director of Future Mobility for General Motors: “The car industry’s perspective on future urban mobility challenges and alternatives in cities of tomorrow”

**Opening speeches:**

- **Ana Botella Serrano**, Mayor of Madrid
- **Ana Pastor**, Minister for Public Works and Transport, Spain
- **Maurizio Lupi**, Italian Transport Minister (Presidency of the Council of the EU)

13.30

Lunch (Exhibition Area)

## 2A. MORE EFFICIENT AND COST-EFFECTIVE TRAFFIC MANAGEMENT THROUGH SYSTEMS INTEGRATION | ROOM: S.M. BEGUÉ

Chair: Simon Beasley, Reading Borough Council



- **Findings from the POSSE project:**
  - **A guide to delivering ITS and systems interoperability to bring down costs and overcome vendor lock-in**  
Rob MacDonald, Reading Borough Council
  - **The role of open specifications and standards in delivering open data in Burgos**  
José María Diez, city of Burgos
  - **Practical proposals for bringing Europe's urban ITS standards together**  
Mark Cartwright, UTM
- **Standardization of communication protocols and unified management system for traffic control in Sabadell**  
Oriol Llevot, Sabadell City Council
- **Cooperation between cities and ITS service providers – the Co-Cities Forum**  
Alexander Froetscher, Austriatech

## 2B. TOOLS FOR IMPROVED URBAN INTERCHANGES | ROOM: CHAPEL



Chair: Andres Monzon, University of Madrid

- **Achieving sustainable developments through stimulating the use of train. Understanding the role of the surrounding environment on travellers' origin train station choice behaviour**  
Alexandra Violeta Tudorica, Eindhoven University of Technology
- **An energy storage system which reduces costs and generates revenue for the transit authority**  
Jacques Poulin, ABB
- **BiTiBi, connecting bicycles and trains in Europe**  
Sílvia Casorrán, AIM - Assosoria d'Infraestructures i Mobilitat & Joan Cantero, FGC (Ferrocarrils de la Generalitat de Catalunya)
- **Can Quick Response (QR) codes be used in surveys to public transportation users? First results obtained from a customer satisfaction survey in Madrid**  
Begoña Guirao, Universidad Politécnica de Madrid
- **Toolbox for urban nodes development – initial results of the NODES project**  
Caroline Hoogendoorn, UITP

## 2C. BIKE SHARING SCHEMES: FINDINGS FROM EXISTING INITIATIVES AND APPROACHES | ROOM: J. G. BERLANGA

Chair: András László Kőrízs, BKK

- **New Polis working group on public bicycle sharing schemes**  
Florinda Boschetti, Polis
- **Public e-bike sharing system in Donostia/San Sebastián**  
Fermin Echarte Peña, Donostia San Sebastián
- **Developing the bike sharing system to promote urban sustainable mobility: the case of Lyon**  
Tien Dung Tran, LET ISH CNRS - University of Lyon
- **Social benefits and financial burdens to Governments stemming from bike sharing schemes. Some calculations for Spanish cities and a comparison to other policy options**  
Oscar Martínez-Alvaro, TRANSyT - Universidad Politécnica de Madrid
- **"Ride it where you like", the evolving Tel Aviv Yafó bike network: Using innovative spatial analysis to deliver a better bicycle network and service**  
Haggai Yaron, Municipality of Tel Aviv Yafó

## 2D. CLEAN VEHICLES FOR URBAN FREIGHT | ROOM: AUDITORIUM

**Chair:** Lutske Lindeman, City of Rotterdam

- **European Panorama of Urban Logistics**  
Patrick Souhait & Nicolas Mariner, MUSES
- **Renewable technologies for city delivery and logistic centre for construction site**  
Jonas Ericson, City of Stockholm
- **Electric vehicles in urban freight transport - A local perspective**  
Wolfgang Aichinger, Consultant Sustainable Mobility
- **Development of an electric fleet management system within FREVUE project**  
Jorge León, ITENE - Research Center for Packaging, Transport and Logistics

16.00

Refreshments

## 3A. NEW TRENDS IN SYSTEMS AND SERVICES | ROOM: S.M. BEGUÉ

**Chair:** Mark Cartwright, UTMC

- **Using the cloud to support traffic management operations**  
Simon Beasley, Reading Borough Council
- **Innovative ITS and public-private cooperation in the service of efficient urban mobility with OPTICITIES**  
Tomas Melero, CRTM
- **Actively Prioritising Public Transport through Innovative Transport Management**  
Niv Eden, Technion - Israel Institute of Technology

16.30

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SESSIONS

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## 3 B. ROAD SAFETY AND SECURITY | ROOM: CHAPEL

**Chair:** Tiago Farias, City of Lisbon

- **P-REACT Project**  
Dora Ramazzotti, SRM Bologna
- **Operation and safety of tramways in interaction with public space: state of the art**  
Margarita Novales, University of A Coruña
- **Effective road safety management using network-wide historical speed data and commercial data as big data source to improve road safety intelligence**  
Timo Hoffmann, PTV Group
- **Safety, comfort and mobility of VRUs: future trends and ITS – VRUITS project**  
Alejandra Beatriz García Meléndez, CIDAUT Foundation

## 3C. BEHAVIOUR CHANGE | ROOM: AUDITORIUM

**Chair:** Michael Aherne, National Transport Authority (Dublin)

- **A Young Person's Approach to Behaviour Change**  
Julie James, Mott MacDonald & Claire Postin, CENTRO
- **ENT Stepping Stones: 12 Steps to make mobility patterns more sustainable**  
Marien G. Bakker, Rijkswaterstaat
- **Improve your chances of changing travel behaviour in workplaces, universities and households. Try the personalised approach! The PTP-Cycle project**  
Paul Curtis, London European Partnership for Transport & Jose Maria Diez, City of Burgos
- **STARS Europe: Successful (and not so successful) approaches to changing school travel behaviour**  
Fiona McLean, London European Partnership for Transport

### 3 D. BICYCLE LOGISTICS | ROOM: J. GARCIA BERLANGA

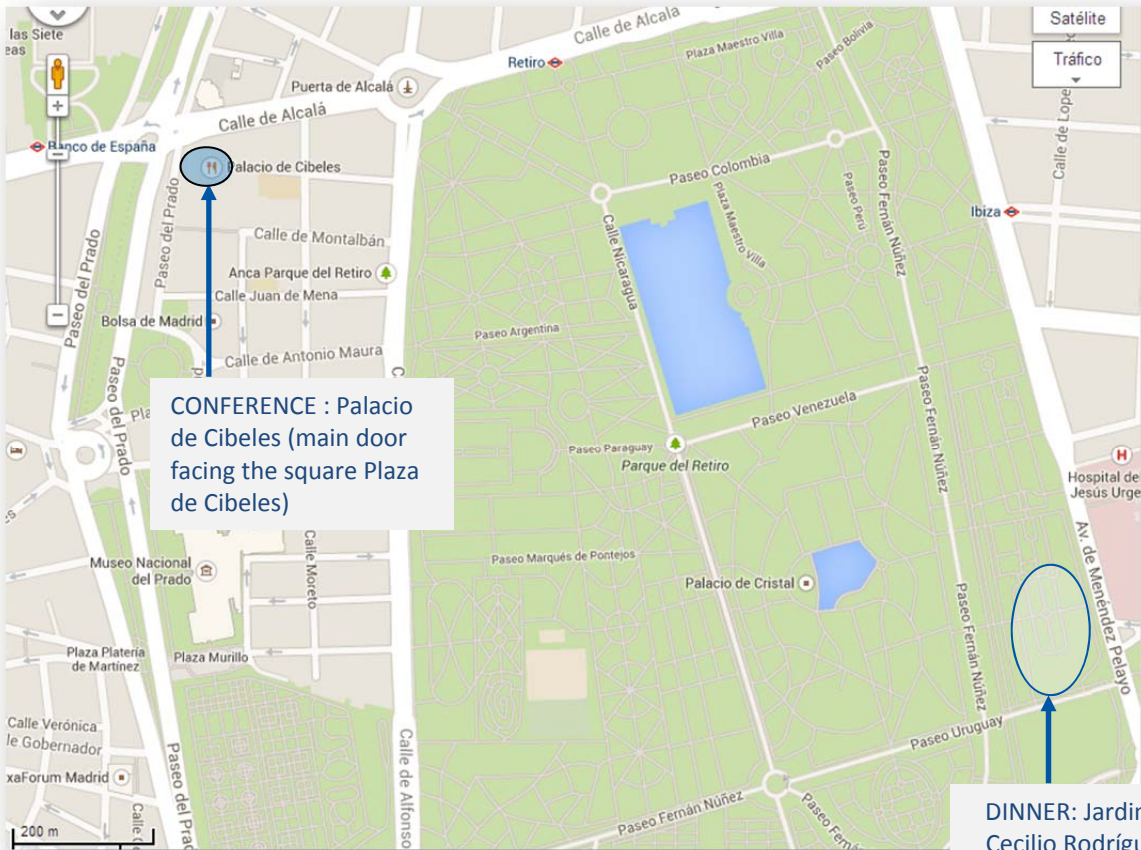
**Chair:** Don Guikink, TNO

- **Delivery of goods and services in European urban areas by electric bicycles**  
Jorge León Bello, ITENE – Research Center for Packaging, Transport and Logistics
- **Last Mile Delivery by bicycle**  
Dani Ruiz & Harri Zuazo, Txita Txirindak S.L.
- **City distribution by bike**  
Arne Melse, DHL Express NL

**18.00** Close of day one

**19.30** **Conference Dinner**  
"Jardines de Cecilio Rodríguez", Parque de El Retiro

Dinner sponsored  
by Grupo ETRA



Conference partners:





8.30

Welcome Coffee

**4A. THE ROLE OF OPEN DATA AND SOCIAL MEDIA IN SERVICE DELIVERY AND CITIZENS ENGAGEMENT | ROOM: S.M. BEGUÉ**

**Chair:** Asier Abaunza, Bilbao City Council

➤ **One trip, one opinion**

Marco Amadori, SRM Reti e Mobilità

➤ **Cycle Hackney app: 'Your phone builds better routes'**

Kevin Burke, London Borough of Hackney & Ben Kennedy, LB Hackney

➤ **Innovating citizen transport**

Enrique Diego & Sergio Fernández Balaguer, EMT

➤ **ICT and ITS based transportation information provision**

Aviad Heilbrun, Tel-Aviv Yafo Municipality

➤ **Pre competitive cooperation in RTTP's is much more effective and saves money**

Gerbrand Klijn, Provincie Noord-Brabant

➤ **Improving satisfaction with public transport through crowdsourced mobile technology**

Itay Gil, Moovit

9.00

PARALLEL SESSIONS

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**4B. INNOVATIVE AND CLEAN BUS SYSTEMS | ROOM: J. G. BERLANGA**

**Chair:** François Barbier, Tisséo

➤ **Large-capacity 100% electric bus system for smart and sustainable mobility**

Olivier Augé, ABB Sécheron Ltd

➤ **Investment decisions for clean buses**

Teije Gorris, TNO

➤ **High quality bus network to make a difference in Catalonia & MY WAY: European Smart Mobility Resource Manager**

Cristina Pou, Government of Catalonia

➤ **3iBS, the intelligent, innovative, integrated Bus System project**

- Introduction, Michele Tozzi, UITP
- Focus on Energy Sustainability results, Mario Canet, TMB

➤ **ZeEUS project: Bringing electrification to the heart of the urban bus network**

- Introduction, Stephanie Leonard, UITP
- The Stockholm Demonstration, Jonas Ericson, Stockholms Läns Landsting



**4C. DELIVERING ACTIVE TRAVEL THROUGH TRANSPORT POLICY AND PLANNING | ROOM: CHAPEL**

**Chair:** Phil Insall, Sustrans

- **Polis activities on active travel**  
Florinda Boschetti, Polis
- **Getting the message over...**  
Liz Brooker, London Borough Lewisham/LEPT
- **Healthy end environmental friendly transport in the city region**  
Reindert Augustijn, Arnhem-Nijmegen
- **How to know if we do the right measures to encourage active travel**  
Anna Ahlgren, City of Örebro
- **How to create a "bike friendly city"**  
Paul Mathieson, Southend on Sea Borough Council
- **Mobility of impaired people in the Ile-de-France region**  
Laurence Debrincat, STIF

**4D. SUSTAINABLE URBAN MOBILITY PLANNING | ROOM: AUDITORIUM**

**Chair:** Siegfried Rupprecht, Rupprecht Consult



- **Polis activities on SUMP**  
Ivo Cré, Polis
- **Rivas Vaciamadrid's way to winning the 2013 SUMP Award for cross-sectoral integration**  
Jorge Romea Rodríguez, city of Rivas Vaciamadrid
- **Gotgatan - rapid and transformative reallocation of roadscape to deliver Stockholm's sustainable urban mobility plan**  
Daniel Firth, City of Stockholm
- **Sustainable Urban Mobility Planning in Barcelona:**  
Adrià Gomila, Ajuntament de Barcelona
- **Dresden's SUMP with broad citizen participation in the "Dresden Debate"**  
Dr. Kerstin Burggraf, City of Dresden
- **Innovative SUMP-process in Northeast Brabant-Holland**  
Helga van't Hof, Provincie Noord-Brabant

**11.15 Refreshments**

**CLOSING PLENARY SESSION | ROOM: AUDITORIUM**

**Panel debate: What policy and research agenda in the new European legislative term to support sustainable urban and regional mobility?**

**Moderator:** Nick Lester, Corporate Director for Services at London Councils, Vice chairman of ERTRAC

**11.45**

- **José Viegas**, Secretary General of the International Transport Forum (OECD)
- **Sir Albert Bore**, Leader of the Birmingham City Council and rapporteur on the Urban Mobility Package in the Committee of the Regions
- **Pascal Smet**, Minister of the Brussels Capital Region Government mobility and public works,
- **Christine Revault D'Allonnes Bonnefoy**, European Parliament Transport Committee member
- **Mark Major**, European Commission, DG MOVE – Team Leader in the Unit Clean Transport and Sustainable Urban Mobility

**13.00 Lunch (Exhibition Area) & Political Group Lunch (upon invitation only)**

**13.45 SITE VISITS**

## Friday, 13.45-17.30 Site Visits

Meeting point for all site visits: Polis stand in the exhibition area

### 1. MADRID PUBLIC TRANSPORT SYSTEM

One of the main assets of Madrid's public transportation system is the network of interchanges between modes, incl. urban and interurban buses, metro, train and light rail. The Madrid Public Transport Authority (CRTM) is the single transport authority in charge of coordinating over 40 public and private operators. It coordinates, among others, infrastructure and services planning, the integrated fare framework, and common Image and branding.

This visit explains the system and pays a visit to one of the biggest and more modern interchanges.



### 2. BICIMAD AND SER

This site visit combines two of the most innovative mobility solutions established in 2014 within the city of Madrid:

BiciMAD is the new public e-bike, counts with 123 stations with an average of 12 bikes, 3.120 dockings and 1.560 e-bikes. A short ride on BiciMAD e-bikes may be possible

SER is the new on-street parking scheme. Management includes the environmental performance of vehicles and congestion level, as well as new payment methods.



### 3. FREVUE - ELECTRIC FREIGHT CONSOLIDATION CENTRE

This site visit leads to Madrid's first consolidation centre for electric freight vehicles.

It has been implemented in the framework of the FREVUE project, in which a number of cities demonstrate the use of electric freight vehicles (such as London, Oslo, Stockholm, Lisbon, Amsterdam, Rotterdam and Milan).



### 4. EMT CONTROL CENTRE

The visit will show the main control centre of EMT Madrid, a public company fully owned by Madrid City Council. EMT is operating Madrid's bus service, and managing part of the underground parking facilities as well as the tow trucks system.

EMT is at the forefront of ITS and ICT use and has implemented an open data policy. The complete bus fleet is equipped with onboard wifi. As a consequence, third parties have developed more than 30 apps offering a wide range of services to citizens.





## STAY IN TOUCH!

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The conference presentations will be made available online: [www.polisnetwork.eu/2014conference](http://www.polisnetwork.eu/2014conference)

The 2014 Polis Conference twitter hashtag is #polis14

Please don't forget to return the **evaluation form**  
to the Polis stand in the exhibition area!

NETWORK SUSTAINABLE MOBILITY  
THINKING CITIES REGIONS  
EXCHANGE  
INNOVATION PROJECTS  
POLICY MEMBERS

