



## **ISAAC and STTRIDE Final Conference:**

# **Modal choice in a multimodal transport system**

## **Tools to understand the impact of new technologies, walking and cycling measures on modal choice and on road safety**

**9 May 2019, Brussels**

**With a pre-conference social evening on 8 May**

CEDR, the ISAAC and STTRIDE consortia are pleased to invite you to Brussels on 9 May 2019 to join us for the conference on “Modal choice in a multimodal transport system”!

The conference concludes CEDR’s Transnational Road Research Programme “User Needs in a multimodal context”, which funded the ISAAC and STTRIDE projects. The aim: Build knowledge and guidance of how to promote multimodality in the transport system. What are transport users’ needs, and which are their motives for choosing different transport modes? What is the impact of transport interventions on modal shift?

The conference provides training of the new tools developed by the two projects. The STTRIDE tools help to understand the impact of new technologies, while the ISAAC tools focus on measures supporting walking and cycling and their impact on modal choice and on road safety.

## **Registration:**

Registration to the Conference is free of charge but prior registration is required before 26

April: <https://www.polisnetwork.eu/isaac>

## About STTRIDE



### **STTRIDE – Smarter Travel Technology Review for Investment DEcisions**

Many emerging technologies are having or could have a significant impact on citizens' preferred mode of transport. Once a new technology has appeared, it can also be difficult to assess the impact it has had. As a result, there is a knowledge gap how to support, respond or invest in the right technologies to deliver their preferred outcomes.

Relevant emerging technologies can be thematically defined within one of five areas: (i) Automation of vehicles; (ii) Information; (iii) Journey efficiency; (iv) Mobility as a Service (incl. payment); and (v) Safety.

STTRIDE is addressing how best to use technological advances to deliver positive modal shift. The consortium developed a toolkit of investment options for authorities, an evaluation framework and guidance. The consortium partners are TRL (coordinator), RISE and VVT.

<https://sttride.trl.co.uk/>



## About ISAAC

### **ISAAC – Stimulating sAfe wAlking And Cycling**

The ISAAC consortium developed evidence-based recommendations to achieve modal shift in favour of walking and cycling without compromising road safety, social security and comfort.

The project tools help administrations identify the most effective and appropriate walking and cycling measures for their city. The guide provides tailored suggestions for appropriate interventions, considering characteristics of cities, their ambitions and target groups related to modal shift.

The project brought together expertise from health and care, environment, transport and urban planning and traffic safety. Project partners are SWOV (coordinator), Polis, TOI, Technical University Dresden and VIAS institute.

[www.pedbikeplanner.eu](http://www.pedbikeplanner.eu)

# Draft agenda

## 8 May: Pre-conference evening event

Venue: Vendome Cinema, Porte de Namur, 1050 Brussels

Moderator: *Karen Vancluysen, POLIS Secretary General*

- 17.00 Arrival and welcome drink
- 17.45 Opening panel: The long-awaited sustainable transport transformation  
High-level panellists:
- *Matthew Baldwin, European Coordinator for Road Safety, European Commission*
  - *Regine Gerike, TU Dresden*
  - *Pascal Smet, Minister for Mobility and public works, Brussels Capital region*
- 18.00 Movie projection: “Why we cycle” (56min, trailer at <http://whywecycle.eu>)
- 19.05 Discussion with panellists and the audience: Can we replicate the story of Amsterdam?
- 19.30 Food, drinks, networking
- 21.30 End of evening

## 9 May 2019 ISAAC and STTRIDE Final Conference

Venue: Les Ateliers des Tanneurs, Rue des Tanneurs 60A, 1000 Brussels

### **8.45 Registration and coffee/tea**

9.30 Opening by CEDR representative; chair of the day. Welcome, The CEDR programme, its aims. The purpose of today’s event

9.45 Introduction to ISAAC  
*Gert Jan Wijnhuizen, SWOV & ISAAC project coordinator*

9.55 Asking the user: Identifying barriers to more walking and cycling – results of the representative ISAAC survey in 5 European cities  
*Tim De Ceunynck, VIAS*

10.20 Which measures work best in MY city? Demonstration of the PEDBIKEplanner.eu  
*Alice Ciccone, TOI*

### **10.45 Coffee/tea break**

11.15 Introduction to STTRIDE Smarter Travel Technology Review for Investment DEcisions  
*Marcus Jones, TRL*

11.25 New technologies: their influences on travel behaviour and potential use as tools for sustainable transport

11.50 Evaluation of innovative transport interventions: understanding impacts and designing trials

## 12.15 Lunch

13.30 Parallel training workshops on new tools

Each participant can choose one of the parallel workshops in each round, lasting 40 minutes:

Change rooms			
<b>Round 1 (40min)</b>	<b>1A   Test the tool!</b> Which walking and cycling measure works best for MY city? Guided use of the ISAAC tool <a href="http://www.pedbikeplanner.eu">www.pedbikeplanner.eu</a> <i>Tim de Ceunynck, VIAS &amp; Aslak Fyhri, TOI</i> Please bring your laptop!	<b>1B   10 proven measures that boost walking!</b> ISAAC issued factsheets about a range of measures promoting walking as a transport mode. What impact on modal shift and on road safety have reserachers found each intervention to have? <i>Regine Gerike, TU Dresden</i>	<b>1C   New technologies: threats or oppourtunies?</b> STTRIDE reviewed a selection of new and emerging technologies that could ifnleunce how people travel. What else is coming? Which ones are worrying you? <i>TRL</i>
<b>Round 2 (40min)</b>	<b>2A   Test the tool!</b> Which walking and cycling measure works best for MY city? Guided use of the ISAAC tool <a href="http://www.pedbikeplanner.eu">www.pedbikeplanner.eu</a> <i>Tim de Ceunynck, VIAS &amp; Aslak Fyhri, TOI</i> Please bring your laptop!	<b>2B   10 proven measures that boost cycling!</b> ISAAC issued factsheets about a range of measures promoting cycling as a transport mode. What impact on modal shift and on road safety have reserachers found each intervention to have? <i>Gert Jan Wijnhuizen, SWOV</i>	<b>2C   Trials and evaluation: putting it into practice</b> STTRIDE published guidance on evaluaton processes, based on best practice in evaluation methods. How would you apply it in your organisation? What new innovations might you want to trial? <i>TRL</i>

## 15.00 Coffee/tea break

15.30 Presentations of national adaptation strategies for road infrastructure

*CEDR*

16.30 Closing plenary debate: "User needs in a multimodal context"

17.00 Conclusions of the day and future implementation of results

17.15 End of conference