



EUROPEAN CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS



Policy recommendations for sustainable mobility concepts based on the CIVITAS experience

Session 1C

Integrating energy efficiency in urban mobility measures



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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



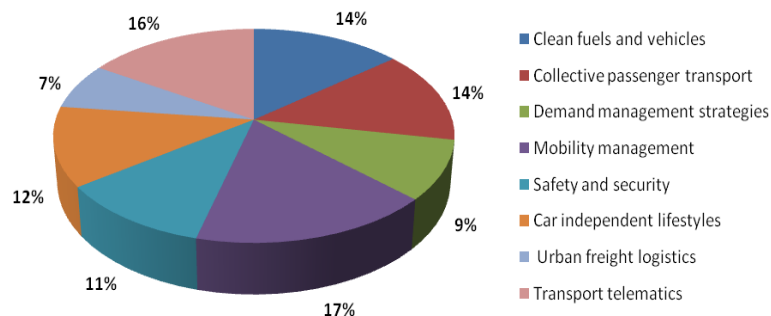
Evaluating for policy development: the CIVITAS Plus experience



- 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



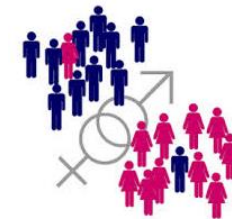
Setting the scene: mobility patterns in European cities

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
- Spatial structure: urban sprawl, urbanisation
- Values and lifestyles: ICT, social media

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**



- **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

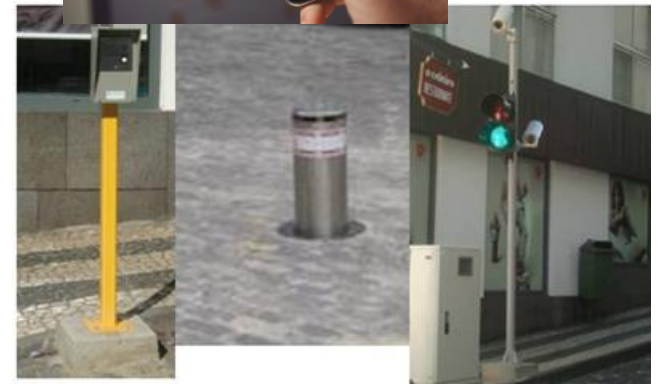


Clean vehicles, clean fuels and eco-driving

- 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



- 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**



- **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



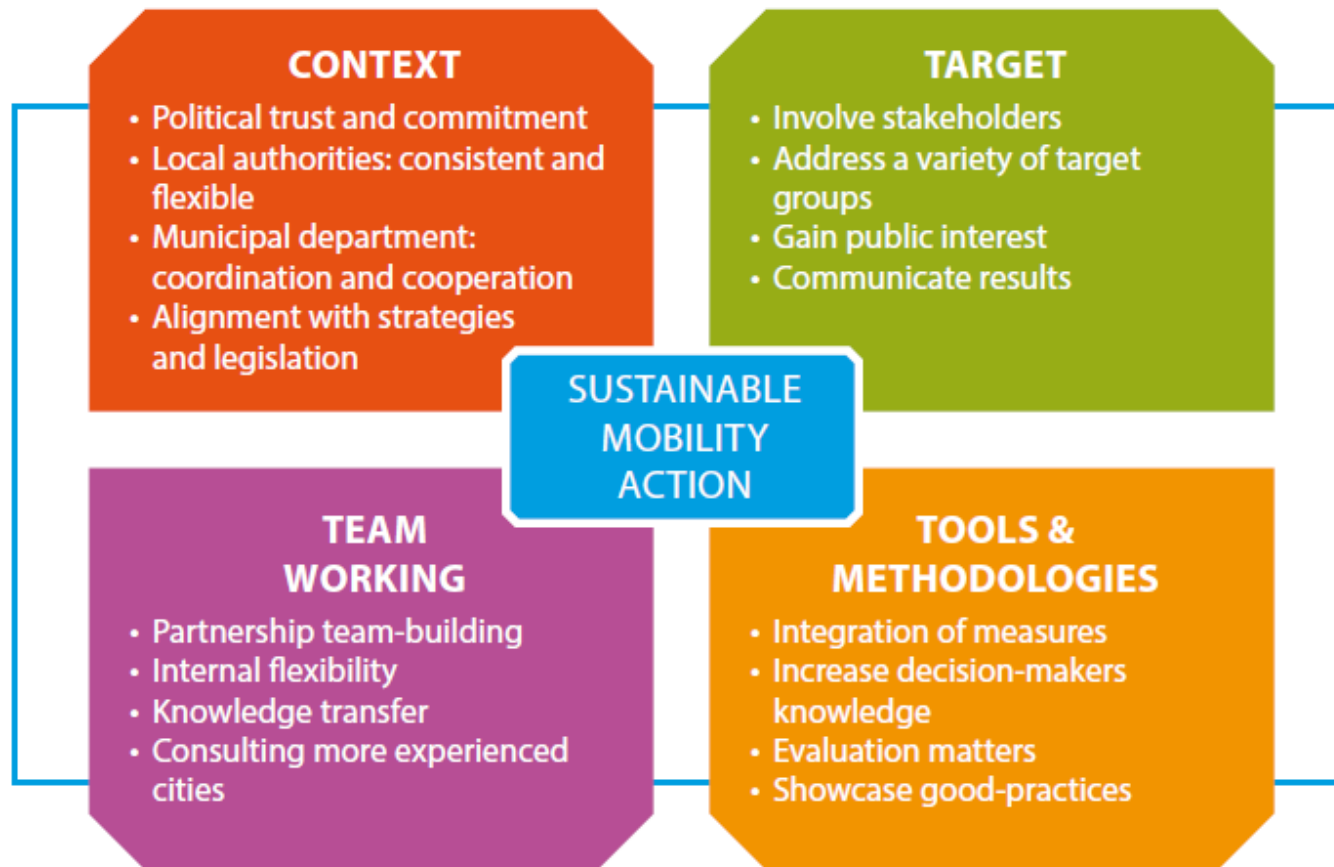
From policy measures to an holistic approach



- **Sustainable mobility planning:**
developing the concept and implementing **SUMPs** 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





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

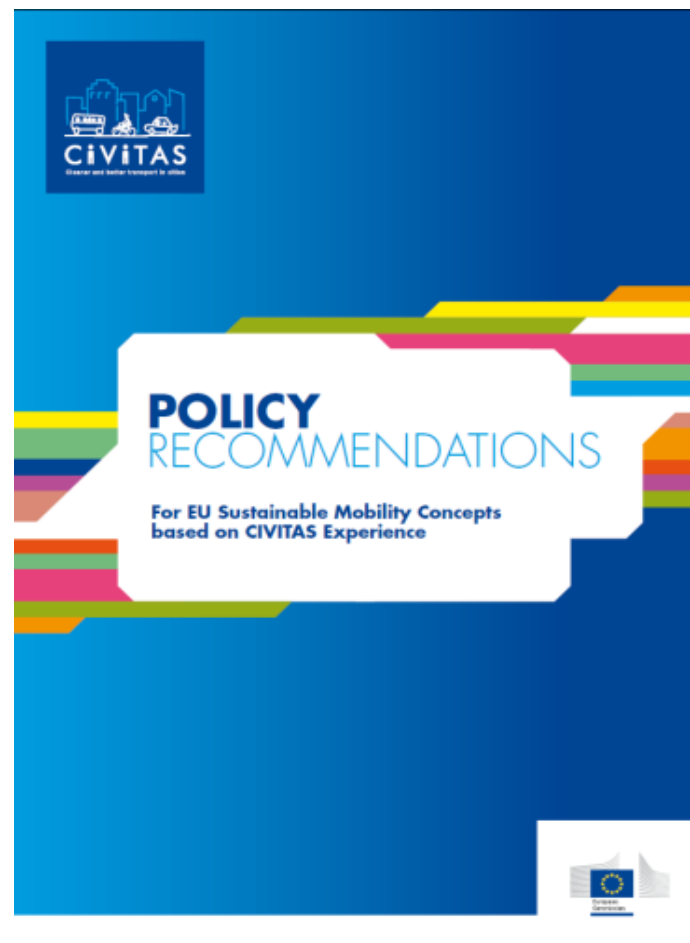
To learn more

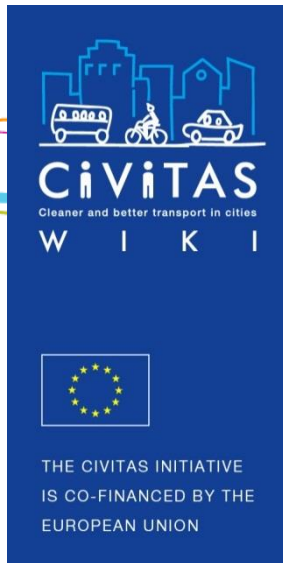


Policy Recommendations for EU sustainable mobility concepts based on CIVITAS Experience



Download the document from
the civitas.eu knowledge base





Thank you!

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Integrated Planning Thematic Group**

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