



CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS

# 2014 ANNUAL POLIS CONFERENCE

## DRAFT PROGRAMME (last update: 10 October 2014)

Innovation in Transport for Sustainable Cities and Regions

27-28 November 2014  
Madrid, Palacio De Cibeles

**POLIS** 

# 2014 ANNUAL POLIS CONFERENCE

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



# REGISTRATION

## ONLINE REGISTRATION

Registration to the 2014 Annual Polis Conference is possible exclusively online:

<http://www.polisnetwork.eu/2014registration>

## FEES

### Conference Registration:

Early bird rate (until 17/10/2014): EUR 100 (VAT excl.).

Full rate: EUR 200 (VAT excl.)

Polis members: free of charge (up to 3 representatives per member)

Speakers, chairs: free of charge (1 speaker per presentation)

### Conference Dinner (27 November 2014):

Participants, speakers, chairs: EUR 75 (VAT excl.)

Polis members: free of charge (up to 3 representatives per member)

## PRACTICAL INFORMATION

Hotel information, updated conference programme, and all other updates:

<http://www.polisnetwork.eu/2014conference>

## CONTACT

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## TWITTER

The 2014 Polis Conference hashtag is [#polis14](https://twitter.com/polis14)



## AGENDA OVERVIEW

Wednesday 26/11	11.00-15.00	<b>Workshops:</b>			
		POLIS workshop on air quality (followed by ICT Emissions workshop)	Joint CIVITAS CAPITAL - CONDUITS training workshop: how to use the CONDUITS KPIs and Decision Support Tool in your city	STARS Training Workshop	
	15.30-18.30	<b>Polis Annual General Assembly (AGA)</b> For Polis members only			
	20.00	<b>AGA Dinner</b> For Polis members only			
Thursday 27/11	8.30	Registration and Welcome Coffee			
	9.30	<b>Parallel Sessions I:</b>			
		1 A.	1 B.	1 C.	1 D.
	11.00	Refreshments			
	11.30	<b>Opening Plenary Session</b>			
	12.45	Lunch break			
	14.00	<b>Parallel Sessions II:</b>			
		2 A.	2 B.	2 C.	2 D.
	15.30	Refreshments			
16.00-17.30	<b>Parallel Sessions III:</b>				
	3 A.	3 B.	3 C.	3 D.	
	19.30	Conference Dinner			
Friday 28/11	9.00	<b>Parallel Sessions IV:</b>			
		4 A.	4 B.	4 C.	4 D.
	11.15	Refreshments			
	11.45	<b>Closing Plenary session</b>			
	13.00	Lunch			
		Polis Political Group Lunch (upon invitation)			
		<b>Site Visits:</b>			
	13.45-17.30	Visit 1: Madrid transport system overall view	Visit 2: BiciMAD and SER	Visit 3: FREVUE consolidation centre	Visit 4: EMT control centre

## 11.00-15.00 Workshops

Three workshops are organised in conjunction to the 2014 Polis Conference on Wednesday, 26 November, at the conference venue. All 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>

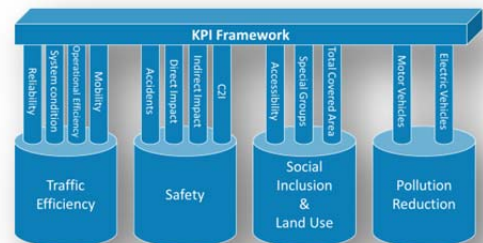


### JOINT CIVITAS CAPITAL-CONDUITS TRAINING WORKSHOP: How to use the CONDUITS KPIs and Decision Support Tool in your city?

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.



### STARS PROJECT TRAINING WORKSHOP

This workshop is directed at cities interested in becoming early adopters of the STARS Europe project on school travel, comprising a primary school accreditation programme and a secondary school peer-to-peer behaviour change scheme.

Participants will learn about the STARS Europe methodology for setting up a sustainable school travel programme, the resources available for cities and schools, the monitoring and evaluation tools, best practices from the first year of implementation, and will receive initial coaching on how to set up and implement the activities.



8.30

Registration and Welcome Coffee

## 1A. NEW TOOLS TO MANAGE PARKING



**Chair:** Antoni Roig, BSM

- **Policy adaptive on-street parking services**  
Richard Harris, Xerox Services
- **SIMON: an ICT proposal for the EU Disabled Badge**  
Eva Muñoz, ETRA Investigación y Desarrollo S.A.
- **Tbc**

## 1B. ELECTRIC VEHICLES

**Chair:** Joeri De Ridder, AVERE

- **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-modal region: MOLECULES project good practices in the Grand Paris area**  
Nathalie Granes, Ile-de-France, Bruno Flinois, MOPEasy
- **The European Electromobility Observatory (EEO)**

9.30

PARALLEL SESSIONS

# 1

## 1C. COVENANT OF MAYORS: INTEGRATING ENERGY EFFICIENCY IN URBAN MOBILITY POLICIES

- **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 Ferreura Nunes, IrRADIARE

## 1D. NEW STRATEGIES FOR URBAN FREIGHT

**Chair:** Maria Lindholm (Lindholmen Science Park AB)

- **City logistics in CiViTAS: recommendations for setting up successful city logistics measures**  
Tariq van Rooijen & Hans Quak, 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 & Cathy Macharis, Vrije Universiteit Brussel

11.00	Refreshments
11.30	<p><b>OPENING PLENARY SESSION</b></p> <p><b>Opening speech: Ana Botella Serrano, Mayor of Madrid</b></p> <p>Keynote speeches and exchange of views on <b>“Thinking the city of today: insights into innovative policy proposals for future urban and regional mobility”</b>:</p> <ul style="list-style-type: none"> <li>▪ <b>Magda Kopczynska</b>, head of Directorate on Innovative &amp; Sustainable Mobility in the European Commission DG MOVE</li> <li>▪ <b>Francesca Racioppi</b>, Senior Policy and Programme Adviser at the WHO Regional Office for Europe</li> <li>▪ <b>Pierre Serne</b>, Vice-President of the Ile de France Region in charge of transport</li> <li>▪ <b>Dr. Rico Wittwer</b> of the Technical University Dresden</li> <li>▪ <b>Marshal Poulton</b>, LBK Transport Consultants Ltd</li> <li>▪ <b>Gerrit Riemer</b>, Director of Future Mobility for General Motors</li> </ul>
12.45	Lunch
<p>14.00</p> <p>PARALLEL SESSIONS</p> <p><b>2</b></p>	<p><b>2A. MORE EFFICIENT AND COST-EFFECTIVE TRAFFIC MANAGEMENT THROUGH SYSTEMS INTEGRATION</b></p> <p><b>Chair:</b> Simon Beasley, Reading Borough Council</p> <div style="float: right; text-align: center;">  </div> <ul style="list-style-type: none"> <li> <p>🔗 <b>Findings from the POSSE project:</b></p> <ul style="list-style-type: none"> <li>▪ <b>A guide to delivering ITS and systems interoperability to bring down costs and overcome vendor lock-in</b> Rob MacDonald, Reading Borough Council</li> <li>▪ <b>Practical proposals for bringing Europe’s urban ITS standards together</b> Mark Cartwright, UTM</li> </ul> </li> <li> <p>🔗 <b>Integrated Control systems bringing together multi stakeholder data and surveillance systems for improved operations and safety</b> Dave Gorshkov, APTA</p> </li> <li> <p>🔗 <b>Standardization of communication protocols and unified management system for traffic control in Sabadell</b> Xavier Izquierdo Vilavella, Sabadell City Council</p> </li> </ul> <p><b>2B. TOOLS FOR IMPROVED URBAN INTERCHANGES</b></p> <div style="float: right; text-align: center;">  </div> <ul style="list-style-type: none"> <li> <p>🔗 <b>Achieving sustainable developments through stimulating the use of train as a transport mode. Understanding the role of the surrounding environment on travellers’ origin train station choice behaviour</b> Alexandra Violeta Tudorica, Eindhoven University of Technology</p> </li> <li> <p>🔗 <b>An Energy Storage System which reduces costs and generates revenue for the Transit Authority</b> Jacques Poulin, ABB</p> </li> <li> <p>🔗 <b>BiTiBi, connecting bicycles and trains in Europe</b> Silvia Cassorán, Joan Cantera, Ferrocarrils de la Generalitat de Catalunya (FGC)</p> </li> <li> <p>🔗 <b>Can Quick Response (QR) codes be used in surveys to public transportation users? First results obtained from a customer satisfaction survey in Madrid</b> Begoña Guirao, Universidad Politécnica de Madrid</p> </li> <li> <p>🔗 <b>Toolbox for urban nodes development – initial results of the NODES project</b> Caroline Hoogendoorn, UITP</p> </li> </ul>

## 2C. BIKE SHARING SCHEMES: FINDINGS FROM EXISTING INITIATIVES AND APPROACHES

- **Public e-bike sharing system in Donostia/San Sebastian**  
Fermin Echarte Peña, Donostia San Sebastian
- **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 Martinez-Alvaro, Transyt
- **“Ride it where you like”, the evolving Tel Aviv Yafo bike network: Using innovative spatial analysis to deliver a better bicycle network and service**  
Benjamin Maor & Haggai Yaron, Municipality of Tel Aviv Yafo

## 2D. CLEAN VEHICLES FOR URBAN FREIGHT

- **European Panorama of Urban Logistics**  
Patrick Souhait, MUSES, Nicolas Marnier, 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, formerly DiFu
- **Development of an electric fleet management system within FREVUE project**  
Jorge León, ITENE – Research Center for Packaging, Transport and Logistics

15.30

Refreshments

16.00

PARALLEL  
SESSIONS

3

## 3A. NEW TRENDS IN SYSTEMS AND SERVICES

**Chair:** KevIn Borrás, Editor-in-Chief, Thinking Highways

- **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**  
Laura Delgado Hernandez & Antonio García Pastor CRTM
- **Actively Prioritising Public Transport through Innovative Transport Management**  
Ada Schwartz & Erella Siew-Daor, Municipality of Tel Aviv Yafo

## 3 B. ROAD SAFETY AND SECURITY

- **P-REACT Project**  
Dora Ramazotti, SRM
- **Operation and safety of tramways in interaction with public space: state of the art**  
Margarita Novales, University of A Coruna
- **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

**Chair:** Michael Ahern, 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

**Chair:** Don Guikink, TNO

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

**17.30** Close of day one

**19.30** Conference Dinner



8.30

Welcome Coffee

#### 4A. THE ROLE OF OPEN DATA AND SOCIAL MEDIA IN SERVICE DELIVERY AND CITIZENS ENGAGEMENT

**Chair:** Asier Abaunza, Bilbao City Council (Tbc)

- **One trip, one opinion**  
 Marco Amadori & Tommaso Bonino, 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

9.00

PARALLEL SESSIONS

4

#### 4B. INNOVATIVE AND CLEAN BUS SYSTEMS

- **Large-capacity 100% electric bus system for smart and sustainable mobility**  
 Olivier Augé, ABB Sécheron Ltd
- **Investment decisions for clean buses**  
 Tariq van Rooijen, TNO, Nina Nesterova, TNO, Teije Gorris, TNO
- **High quality bus network to make a difference in Catalonia**  
 Cristina Pou, Government of Catalonia
- **3iBS, the intelligent, innovative, integrated Bus System project**
  - Introduction, Michele Tozzi, UITP
  - Focus on Energy Sustainability results, Josep Armengol, TMB
- **ZeEUS project: Bringing electrification to the heart of the urban bus network**
  - Introduction, Umberto Guida, Stephanie Leonard, UITP
  - Focus on the Stockholm Demonstration, Jonas Ericson, Stockholms Läns Landsting



#### 4C. DELIVERING ACTIVE TRAVEL THROUGH TRANSPORT POLICY AND PLANNING

- **Getting the message over...**  
 Liz Brooker, LB Lewisham/LEPT
- **Healthy and 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, municipality 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, Christelle Paulo, STIF, Anne-Eole Meret-Conti, STIF

# 4

## 4D. SUSTAINABLE URBAN MOBILITY PLANNING



**Chair:** Siegfried Rupprecht, Rupprecht Consult

- ▣ **Gotgatan - rapid and transformative reallocation of roads space to deliver Stockholm's sustainable urban mobility plan**  
 Daniel Firth, City of Stockholm
- ▣ **Sustainable Urban Mobility Planning in Barcelona:**
  - **Sustainable Urban Mobility Plan for the metropolitan area of Barcelona**  
 Joan M. Bigas & Guillem Alsina, Metropolitan Area of Barcelona (AMB)
  - **Barcelona SUMP**  
 Adrià Gomila, Ajuntament de Barcelona
  - **Challenges of the new Master mobility plan of the Barcelona Metropolitan Region**  
 Lluís Alegre Valls, ATM Barcelona
- ▣ **Dresden's SUMP with broad citizen participation in the "Dresden Debate"**  
 Jörn Marx, City of Dresden
- ▣ **Innovative SUMP-process in Northeast Brabant-Holland**  
 Helga van't Hof, provincie Noord-Brabant

11.15

Refreshments

11.45

### CLOSING PLENARY SESSION

Panel debate on a European policy and research agenda to support innovative solutions for urban mobility:

- **José Viegas**, Secretary General of the International Transport Forum (OECD)
- **Marcia Pincus**, the Department for Transport in the US
- **Pascal Smet**, Minister of the Brussels Capital Region Government in charge of mobility and public works,
- **Sir Albert Bore**, Leader of the Birmingham City Council and rapporteur on the Urban Mobility Package in the Committee of the Regions
- **Christine Revault D'Allonnes Bonnefoy**, Member of the European Parliament Transport Committee

13.00

Lunch

13.45-  
17.30

SITE VISITS

## Friday, 13.45-17.30 Site Visits

### 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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