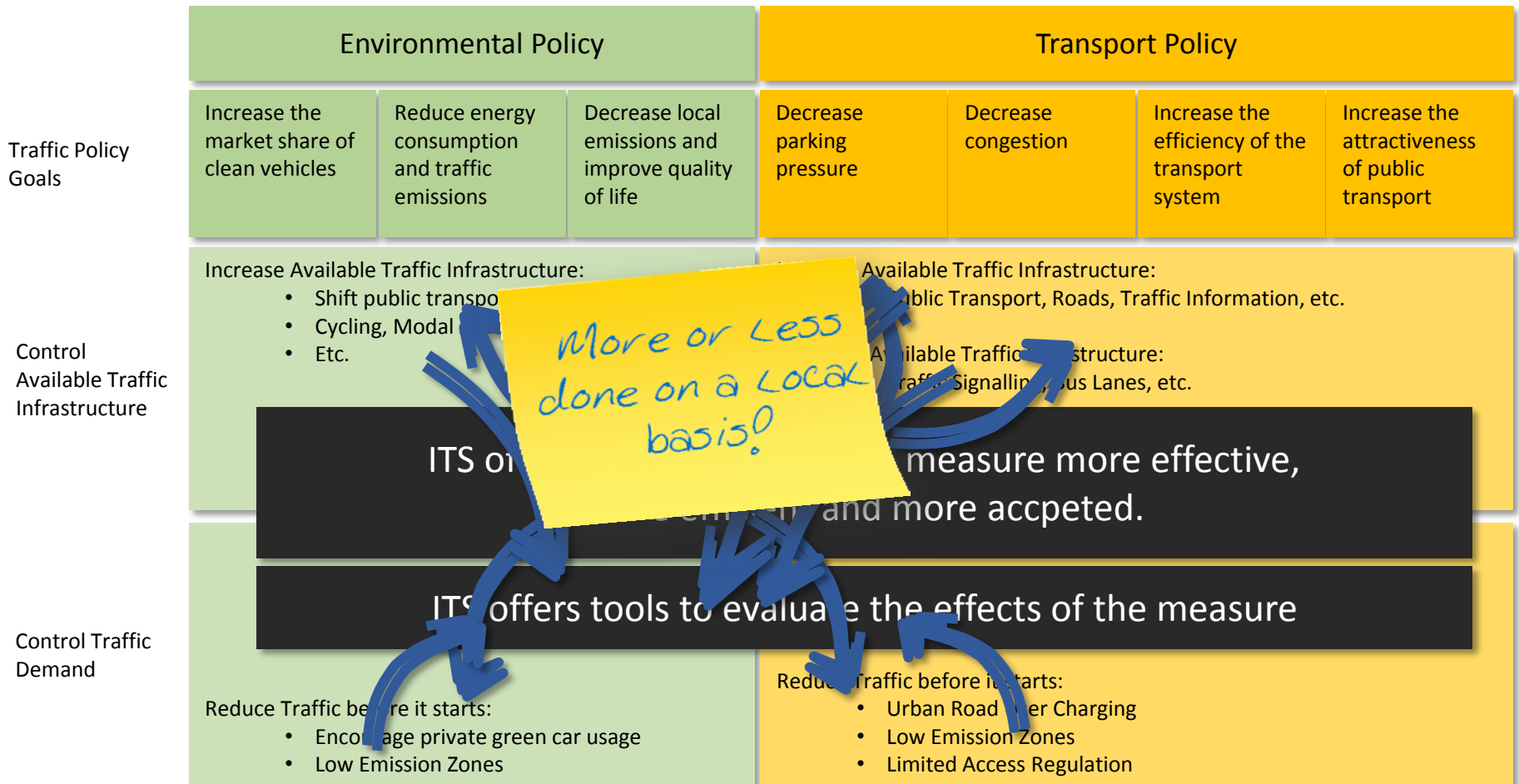


1 - The Role of Policy in Managing Urban Mobility

	Environmental Policy			Transport Policy			
Traffic Policy Goals	Increase the market share of clean vehicles	Reduce energy consumption and traffic emissions	Decrease local emissions and improve quality of life	Decrease parking pressure	Decrease congestion	Increase the efficiency of the transport system	Increase the attractiveness of public transport
Control Available Traffic Infrastructure	Increase Available Traffic Infrastructure: <ul style="list-style-type: none"> • Shift public transport to green energy • Cycling, Modal shift • Etc. 			Increase Available Traffic Infrastructure: <ul style="list-style-type: none"> • Public Transport, Roads, Traffic Information, etc. Decrease Available Traffic Infrastructure: <ul style="list-style-type: none"> • Traffic Signalling, Bus Lanes, etc. 			
	People get alternatives to their private cars						
Control Traffic Demand	Reduce Traffic before it starts: <ul style="list-style-type: none"> • Encourage private green car usage • Low Emission Zones 			Reduce Traffic before it starts: <ul style="list-style-type: none"> • Urban Road User Charging • Low Emission Zones • Limited Access Regulation 			
	People get encouraged to use alternatives to private cars						

2 - The Role of ITS in Managing Urban Mobility



3 – How to leverage the benefit of ITS?

The diagram illustrates traffic policy goals and measures. It is divided into sections for Environment, Transport Policy, and Traffic Policy Goals. The Environment section includes 'Increase the' and 'Reduce ene'. The Transport Policy section includes 'Increase the efficiency of the transport system' and 'Increase the attractiveness of public transport'. The Traffic Policy Goals section includes 'Increase the' and 'Reduce ene'. The Environment section also includes 'Green energy' and 'Decrease Available Traffic Infrastructure:'. The Transport Policy section includes 'Public Transport, Roads, Traffic Information, etc.'. The Environment section also includes 'More it starts:'. The Environment section also includes 'Large private gre'. The Environment section also includes 'Low Emission Zones'. The Transport Policy section also includes 'Limited Access Regulation'.

Handwritten sticky notes:

- How to benefit from global experience for not locally re-inventing ITS measures?
- Local decision making process
- Local experience that counts
- Local effects of ITS measures

Urban Mobility Management Aid

1. Tools under the regime of the 2010/40/EU ITS Directive like standardized driver information
2. Best practice guidelines showing up benefits and success criteria
3. Standardized tools for urban access systems using EU wide applicable access criteria