Royal HaskoningDHV
Enhancing Society Together

GPS: Guiding Principles for Sustainable Mobility

POLIS workshop, Brussels April 7th, 2014

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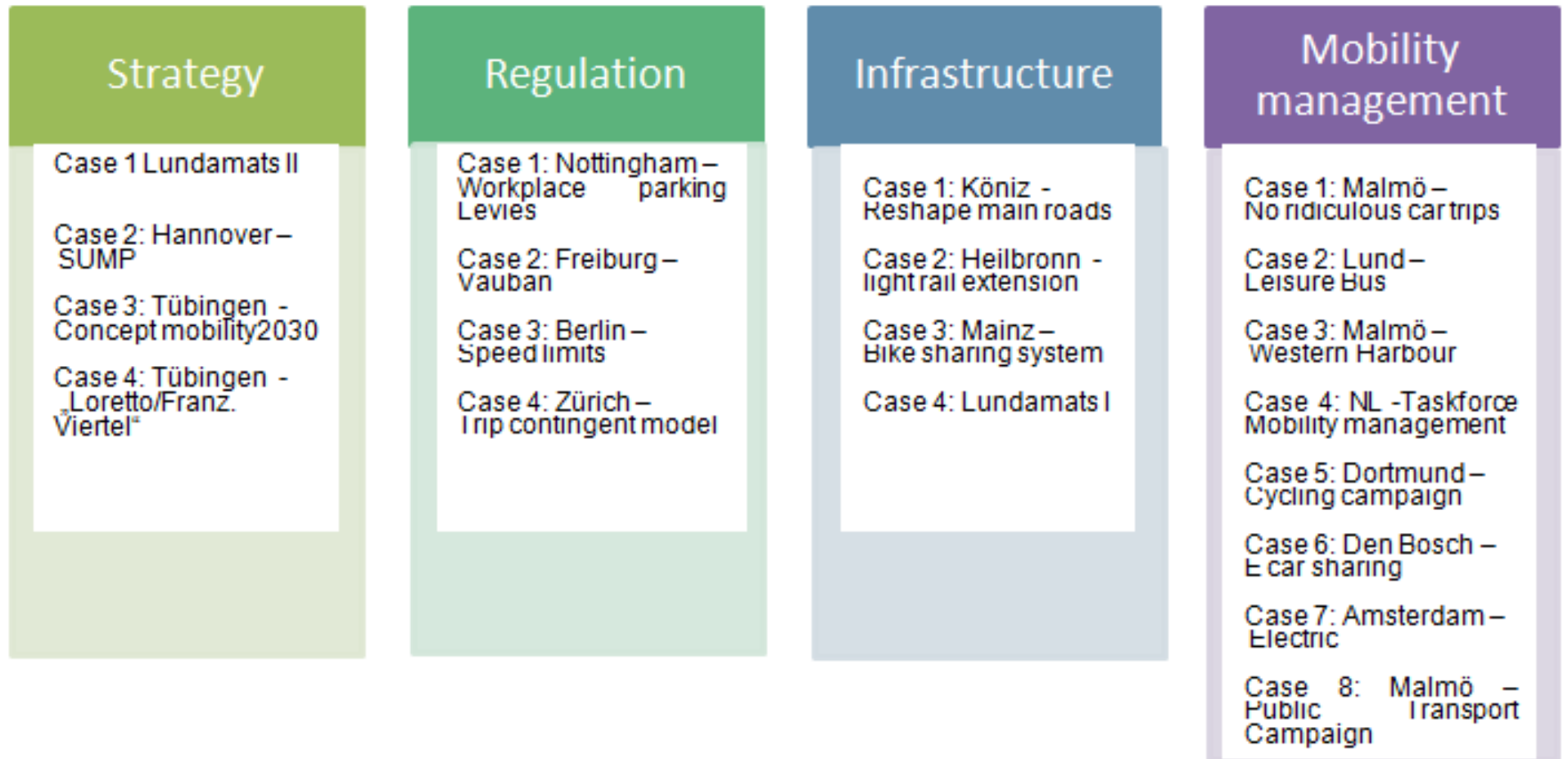
Agenda

1. Scope:
   1. Selection criteria
   2. Cases + categorization
   3. Questions to be answered

2. Preliminary findings/recommendations per category

3. Inter-case analysis - process

4. Findings on behavioural change

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1.1 Selection criteria for cases

- Evidence based: assessible impacts

- Complete coverage of policy options

- From short term measures to long term strategies

- Innovative processes and approaches

- Ability to identify key success and failure factors

- Link to theory of behavioral change

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1.2 Our scope: 20 cases

Strategy

Case 1 Lundamats II

Case 2: Hannover – SUMP

Case 3: Tübingen - Concept mobility2030

Case 4: Tübingen - „Loretto/Franz. Viertel"

Regulation

Case 1: Nottingham – Workplace parking Levies

Case 2: Freiburg – Vauban

Case 3: Berlin – Speed limits

Case 4: Zürich – Trip contingent model

Infrastructure

Case 1: Köniz - Reshape main roads

Case 2: Heilbronn - light rail extension

Case 3: Mainz – Bike sharing system

Case 4: Lundamats I

Mobility management

Case 1: Malmö – No ridiculous car trips

Case 2: Lund – Leisure Bus

Case 3: Malmö – Western Harbour

Case 4: NL -Taskforce Mobility management

Case 5: Dortmund – Cycling campaign

Case 6: Den Bosch – E car sharing

Case 7: Amsterdam – Electric

Case 8: Malmö – Public Transport Campaign

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1.3 Research questions per case

1. What were the problems addressed in relation to the case objectives?

2. Range of costs and relationship to %success+ of measure

3. Key success factors and barriers

4. How barriers were overcome

5. Key ways used to manage public reaction

6. Use of, insights and benefits from framework on behavioural change

7. Are measures transferable . or do they depend on local conditions?

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1.3 Questions per category of cases

1. What works best, are there any patterns?

2. Key success factors and lessons learned

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2. Prelimimary findings and recommendations (per category)

1. Strategy

2. Regulation

3. Infrastructure

4. Mobility Management

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2.1 Strategy

- Use windows of opportunity to establish example structures for sustainable transport
  - Windows may be: ±brownfieldqdevelopments, temporary funding programs

- Use international knowledge on integration of urban spatial planning and transport planning to reduce traffic demand
  - Need for ambitious and civil servants to translate knowledge to local conditions

- Try to remove barriers to inter-disciplinary collaboration and integration of departments within the administration
  - Show how policy measures in the one field (eg environment) benefits from the other (eg traffic management measures)

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2.2 Regulation

- Look at the legal framework as an obstacle to achieve innovative solutions
    - Arrange for a temporary local exception regulation with control and monitoring
    - Temporary change in practice inspires supporters of change and eases , opponents because regulation is reversible
    - Address the issue to national lobby associations with an own interest to urge for change of the legal frame in the long run in parallel

- Put parking limitation and speeds limits in a broader context
    - Consider door-openers for the discussion like enhanced air quality, less traffic noise and road safety issues
    - Show good reasons for a better usability of street space, accompanied by enforcement
    - Trust on a slow but steady change of habits, but monitor during several years, especially in sensitive areas (school environment, shopping streets, õ).

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2.3 Infrastructure

- Organize for indirect funding for bigger infrastructure
  - Urbanization: opening up the land use area for transport
  - Utility renewal: for reshape of the street space after having been dug up
  - Transport related measures (barrier free environment and bus stops, substitute for out-of-date traffic light systems, etc.).

- Look for supportive action by the local business community and civil society
  - To ease limited resources in the municipality,
  - For project execution and internal capacity building

- Establish a better evaluation culture in the projects
  - to make the best of the limited resources (objective lead instead of funding lead projects).
  - Locally the outcomes of the previous projects evaluation provides a proper basis for decision on the following more ambitious projects

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2.4 Mobility management

- Make a wll considered choice between flexible and strict deadlines
  - Flexible / +no+deadlines could work if the measure starts slowly. Strict deadlines (activity, results, funding) are good from a "project" view

- Give special attention special attention to cooperation with stakeholders
  - There has to be a shared interest at the local level
  - Make use of drivers for private partners: cost-effiency and sustainable image
  - Do not force a top down approach, try to find the right energy and enthusiasm bottom up
  - Define responsibility of each partner clearly
  - Arrange project for continuous monitoring of progression in a pleasant way

- Pay attention to (perception of) reliability of new mobility solutions

- Make more international expertise available about short/ longtime effects and complementary effects of MM measures

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3. Intercase analysis Ё Process (1)

- **Define the task as a project**
  - Define clear objectives,select target group and measure(s) carefully
  - Define milestones, implementation horizon, responsabilities and resources

- **Provide the right starting conditions**
  - Stable financial background,
  - Support at the political level to avoid interference of other priorities
  - Identify (windows of) opportunities (ty) to start the project

- **Establish a well qualified and responsible project team**
  - strong, enthousiastic, interdisciplinary, mix of expertise, experienced

- **Work bottom up**
  - bringing local initiatives into practice
  - Involve charismatic persons in responsible positions with high commitment,
  - Involve open-minded citizen groups on %experiments+e.g.students.

- **Look for spin off opportunities**
  - The potential to continue on a larger scale or elsewhere (public transport, e-car)

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3. Intercase analysis - Process (2)

- Calculate adequate time periods for the consultation of citizens and stakeholders
  - Needed to achieve a general consensus on the measure / project, facilitating the subsequent

- Organize a continuously work flow in the project
  - changing a business routine needs time

- Be aware that good practice often was based on previous projects with adequate evaluation
  - Success often has a decades long history, especially establishing a traffic reducing settlement pattern of proximity and mixed land use.

- Use national funding possibilities, but try to avoid funding-led decisions.
  - Provide complementary municipal budgets

- Look for spin off opportunities
  - The potential to continue on a larger scale or elsewhere (public transport, e-car)

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4. Findings on behavioural change

- Often not included in the cases studied, importance is acknowledged

- Investigate and monitor changes of attitudes and habits of consumers, mainly on their daily travel modes and distances

- Be prepared to lack of willingness to change behaviour

- New regulations and benefits will change behavior over time:
  - e.g. speed limits will provoke slow but steady change of attitudes and habits in urban society
  - Communicate to the individual the benefits of behaviour change

- Co-operate with involved stakeholders to tune the message of a campaign

- New technology asks for new ways of influencing:
  - How do you make a driver of an EV make his car remove as soon as it has been fully charged?

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