



CiViTAS
Cleaner and better transport in cities



11th CIVITAS FORUM 2013

Implementing Sustainable Urban Mobility With Less

1st October 2013

Brest, France

Heather Allen, TRL (UK)

The Earth.....a changing constraint



- Limited resources and space
- Shared natural capital and space
- We are witness to shifts ... power, people, pace

Significant Global changes...



- **Inconsistent and confusing forecasts (Economic, Climate change ...
converging, diverging, emerging**
- **Talent mismatch**
- **Access and connectivity (50 billion 'smart' objects for 7.6 b people)**
- **Increasingly divided – 'New' and 'Old' - every week 100 films, 250 books and 15,000 'apps'**

Increasingly urban ...

China:
300 million people
more in cities
over next 20 years

India:
250 million people
more in cities
over next 20 years

Asia: 2500 cities with
more than 100,000
persons

Africa 7 of the
worlds fastest
growing economies




Thailand



Turkey



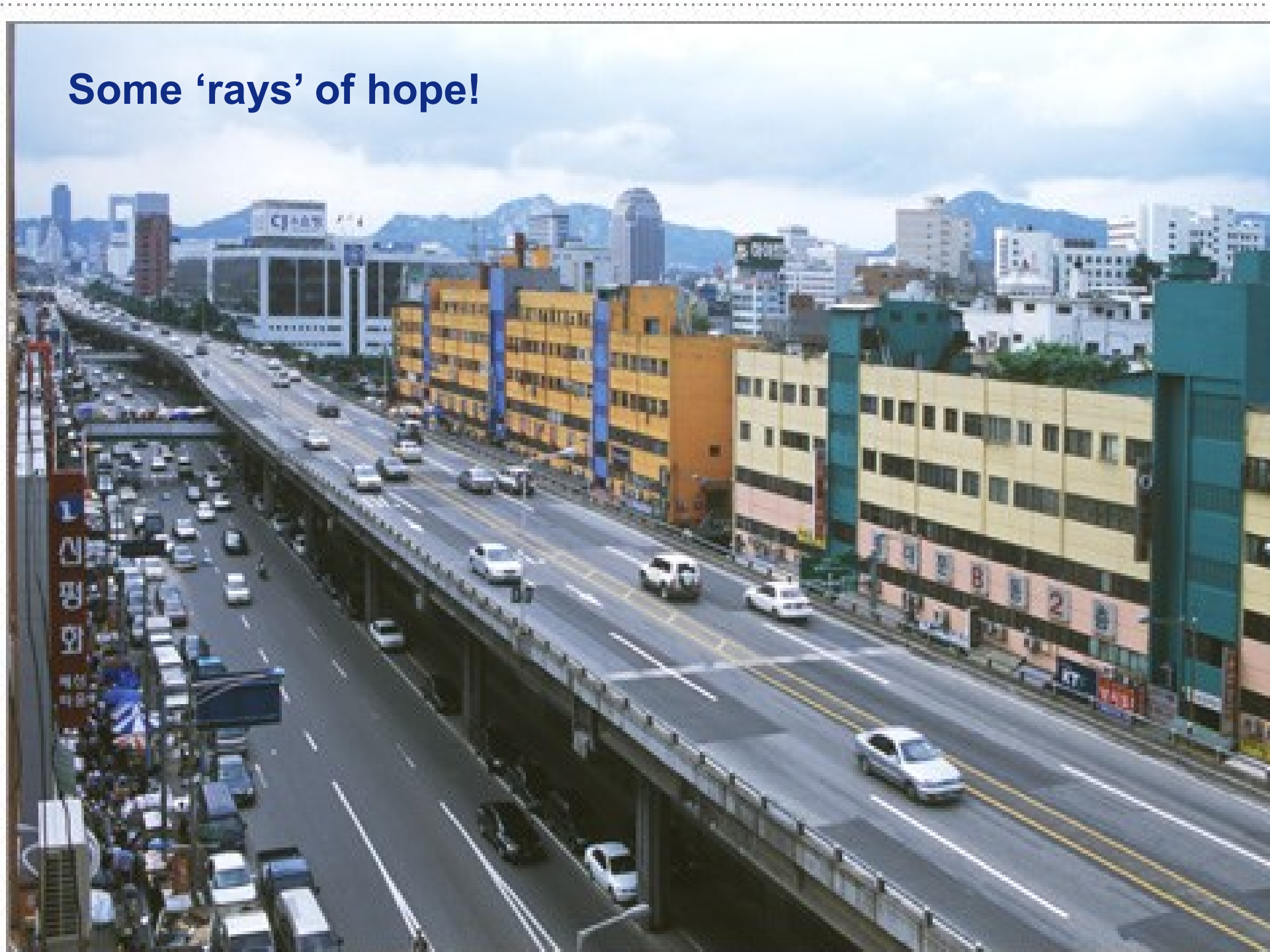
United Kingdom



**Current business practice
acceptable for the 21st century –
is it OK?**

Or is it really *Market Failure*?

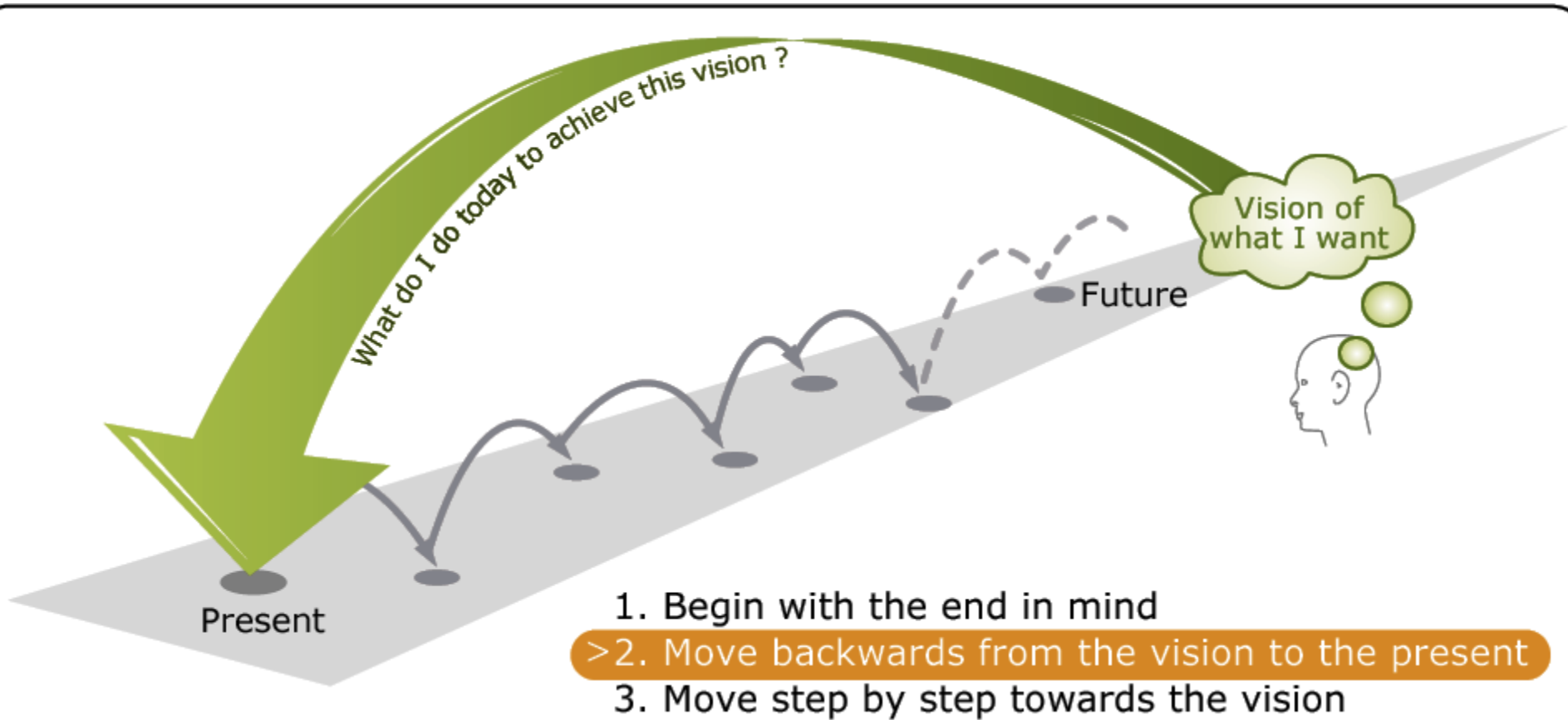
Some 'rays' of hope!





Different Tools and approaches

BACKCASTING – LOOKING BACK TO GO FORWARD!

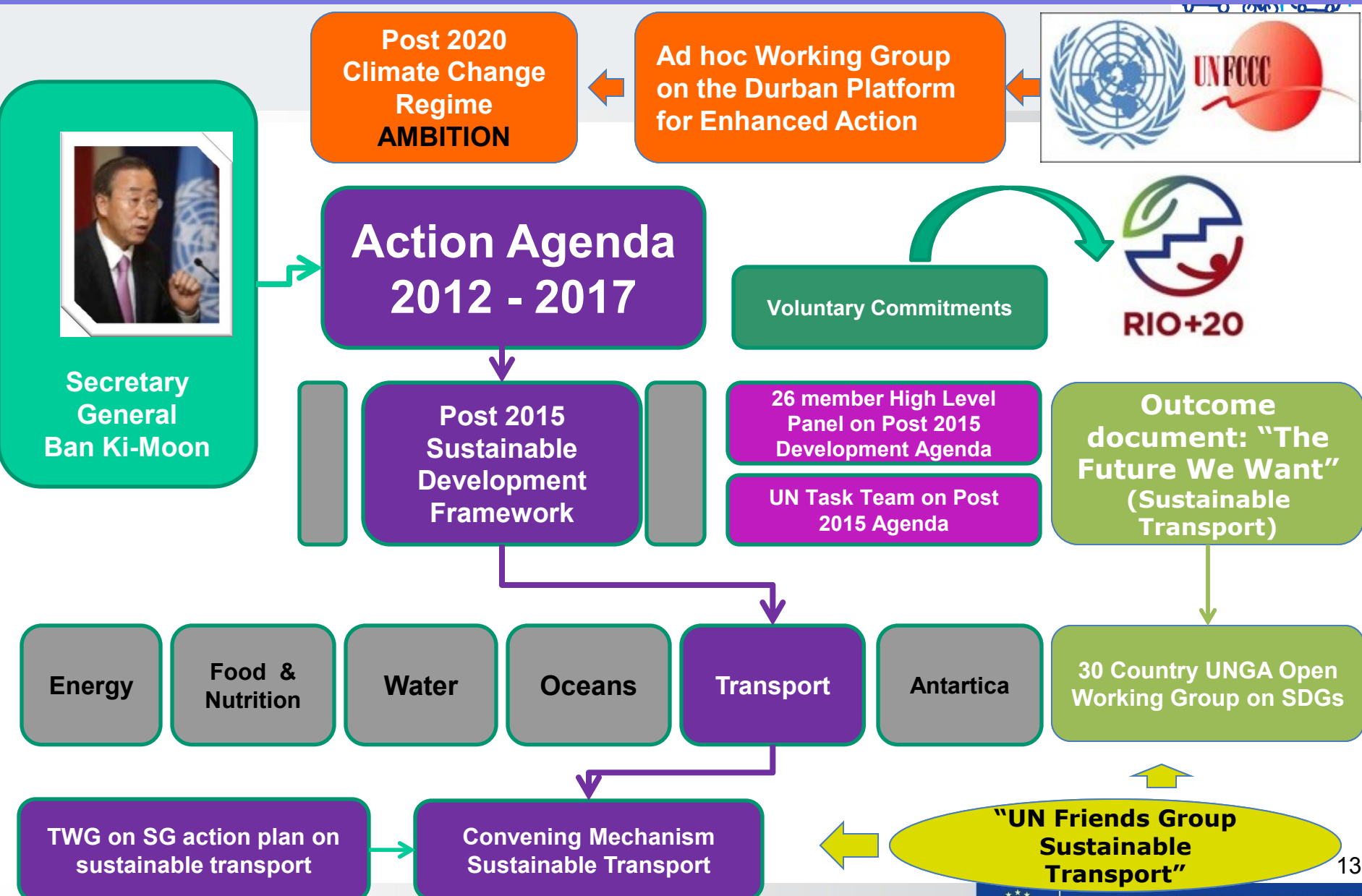


**Inter- dependence of vision, policy and action.
Integrating modes and ticketing, giving what the people want
not the politicians or engineers!
Aiming high - like complete cities like Songdo Korea**



New international policy agenda - interconnected 'space'

Road Map for Sustainable Transport and Post 2015 development agenda



Secretary General Ban Ki-Moon

Post 2020 Climate Change Regime **AMBITION**

Ad hoc Working Group on the Durban Platform for Enhanced Action



Action Agenda 2012 - 2017

Voluntary Commitments



Post 2015 Sustainable Development Framework

26 member High Level Panel on Post 2015 Development Agenda

UN Task Team on Post 2015 Agenda

Outcome document: "The Future We Want" (Sustainable Transport)

- Energy
- Food & Nutrition
- Water
- Oceans
- Transport**
- Antartica

30 Country UNGA Open Working Group on SDGs

TWG on SG action plan on sustainable transport

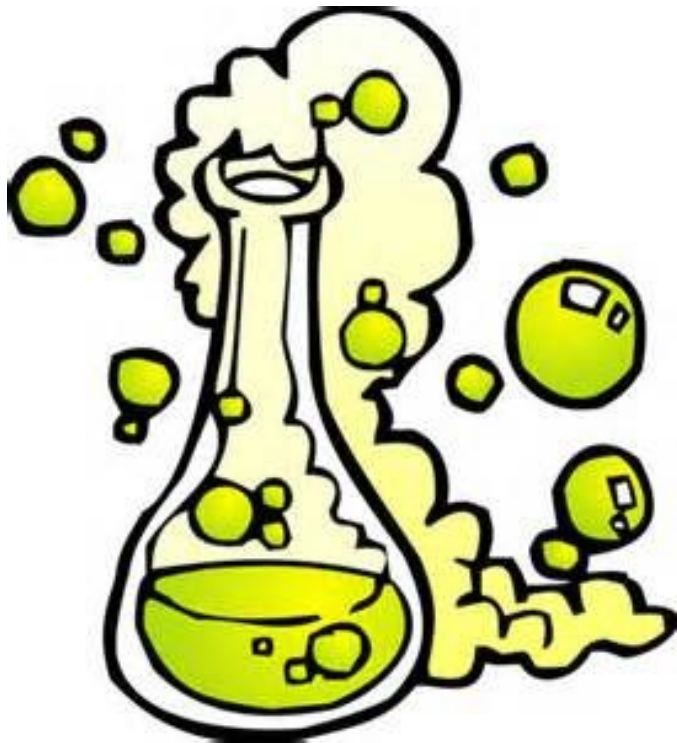
Convening Mechanism Sustainable Transport

"UN Friends Group Sustainable Transport"



Innovation only happens with the right ingredients

Take a leaf out of Business

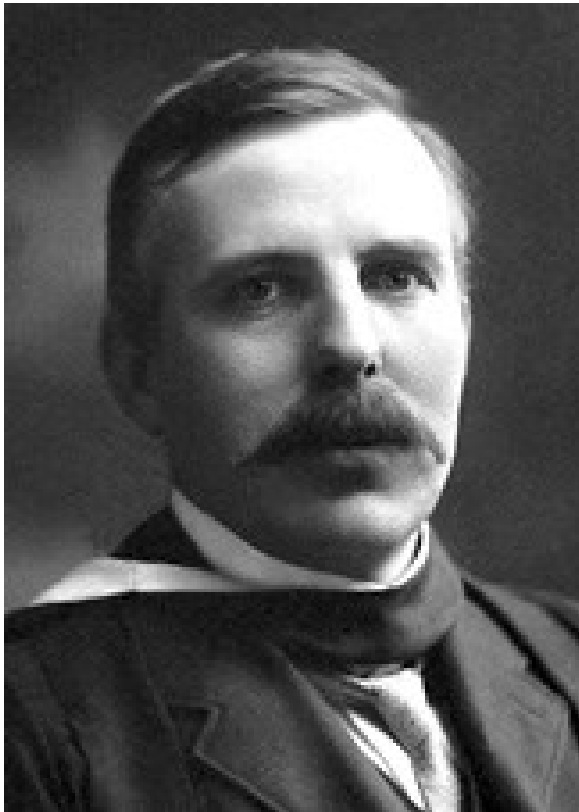


Unprecedented situations require unconventional solutions

Reverse innovation e.g. Multinational GE

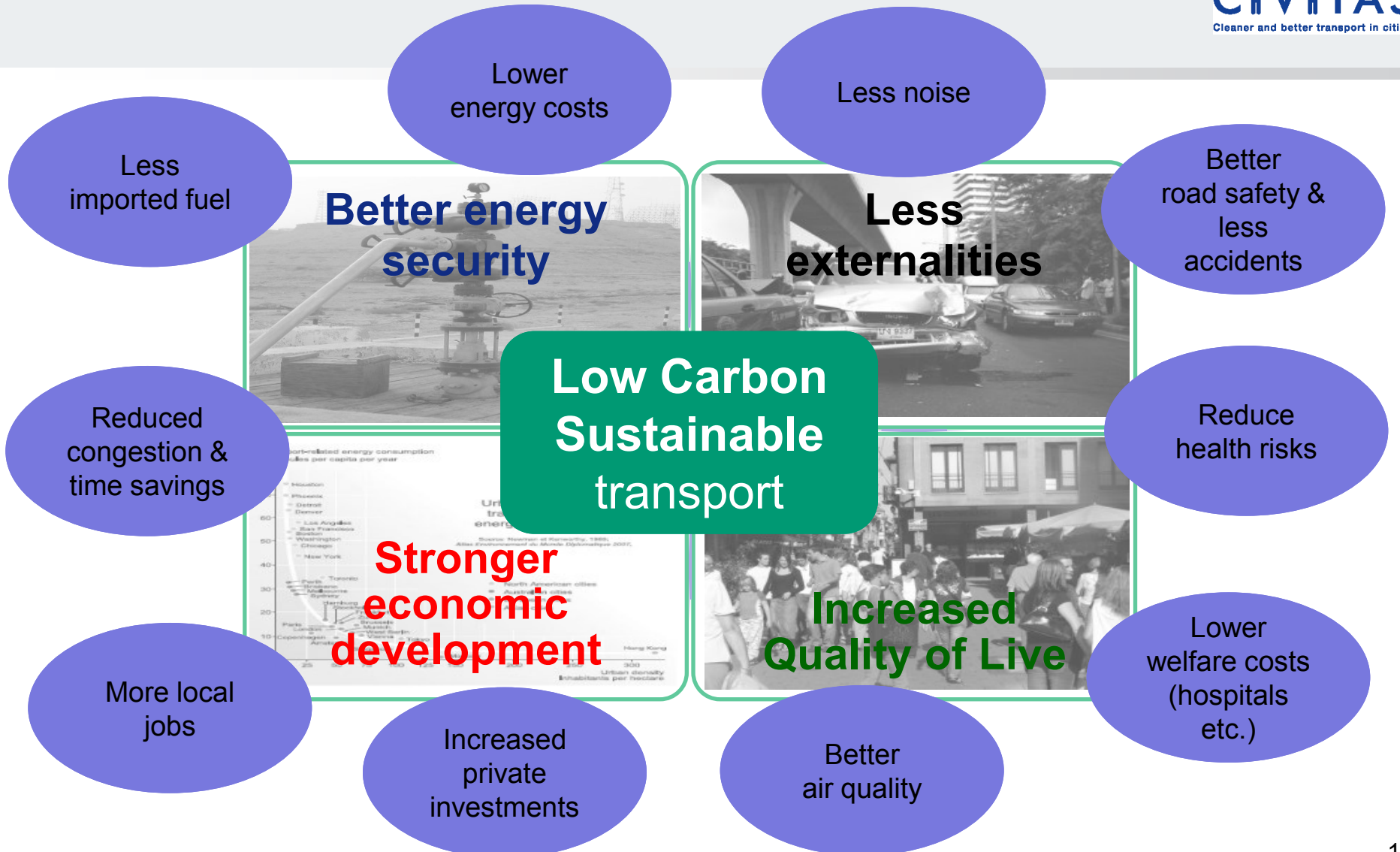
- **DIY → DIT**
- **Scale up and smarten up**
- **Reward rather than punish!**

**We have no money, Gentlemen,
so we will have to think**



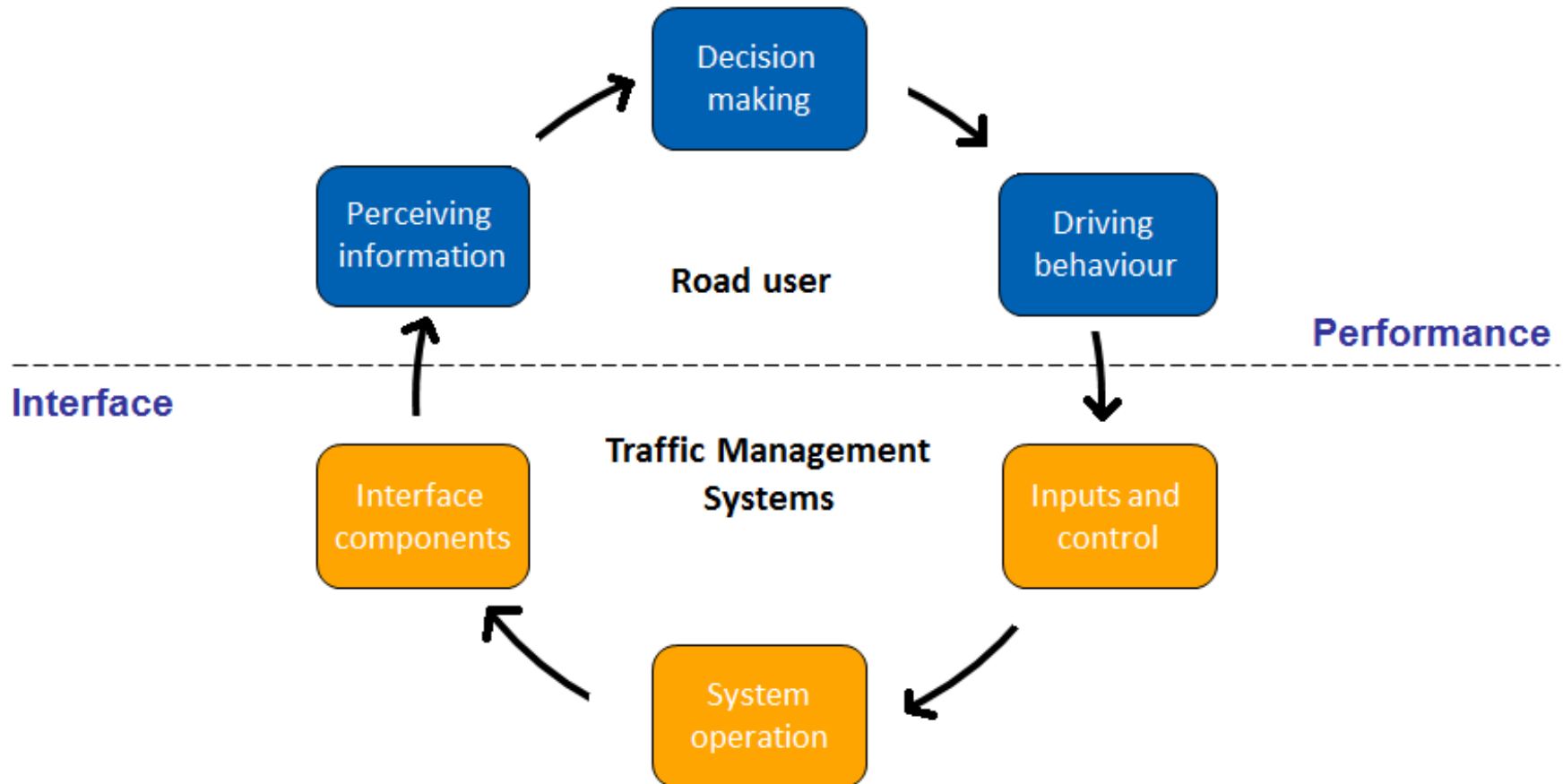
**Professor Ernest Rutherford
the father of nuclear physics,
Nobel Prize winner and
considered to be the greatest
experimentalist since Michael
Faraday when he took over
the Cavendish Laboratory in
Cambridge 1919 – had NO
money....**

Co-benefits can deliver more than the action alone



Local level action - 'managing' the system better

Efficiency gains from better traffic management



Parking is a key lever in mobility behaviour

SFpark - using today's technologies to help guide choices (San Francisco)



Demand-responsive pricing to open up parking spaces on each block and reduce circling and double-parking.

- Free app
- Prices raised or lowered based on demand
- Rates vary by block, time of day and day of week.
- Rates are adjusted by no more than 50 cents per hour down or 25 cents per hour up, and no more often than once per month



Rates will increase incrementally until **at least ONE space** is available on each block **most of the time**. Where parking spaces are plentiful, rates will **decrease** until some of the empty spaces fill



Independent Transport Research, Consultancy & Testing

Creating the future of transport



Increase in cycling around London congestion charge zone + 2.5 million trips made on 5 000 shared bikes in 1st six months of 'Boris Bikes'

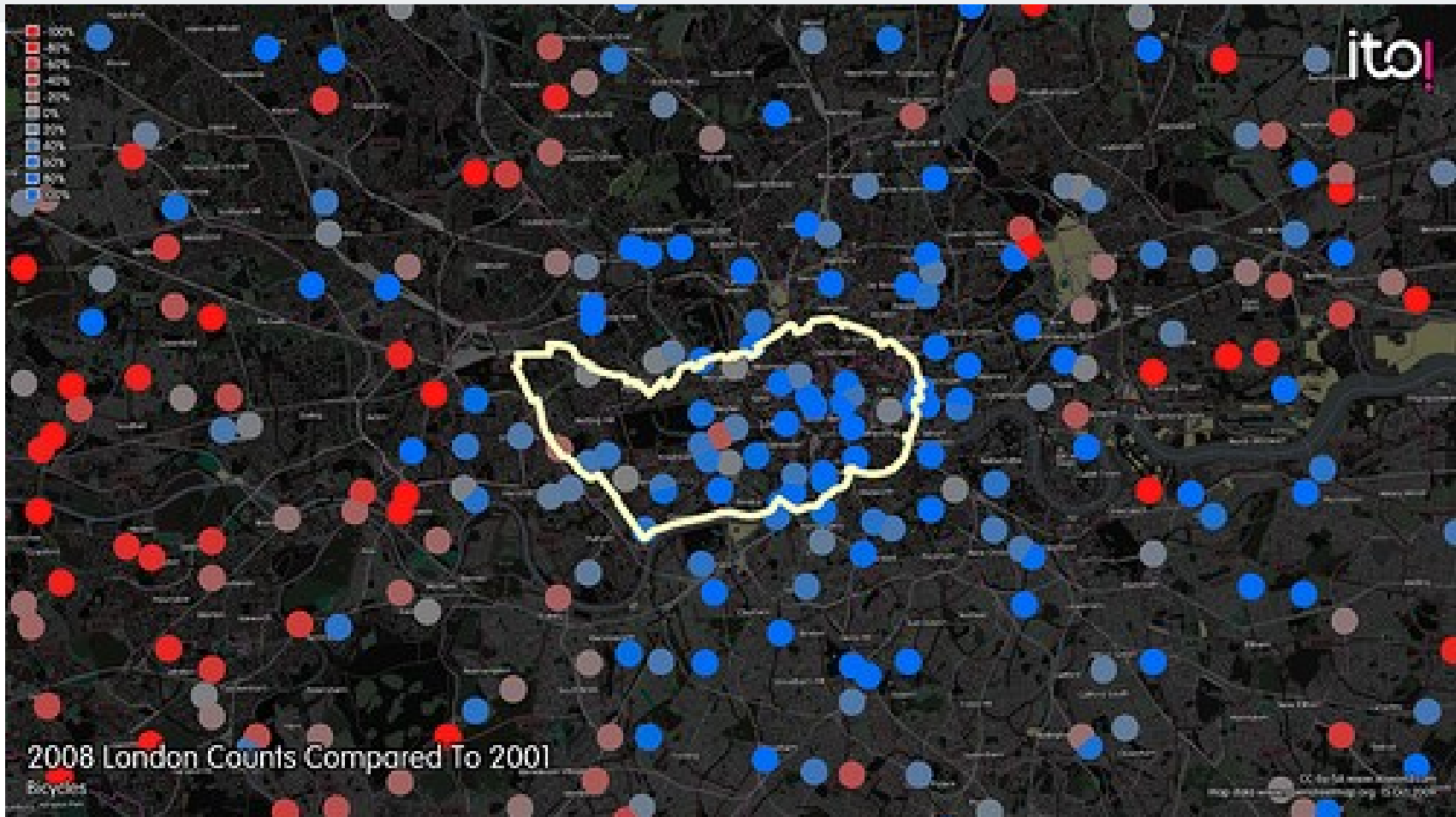
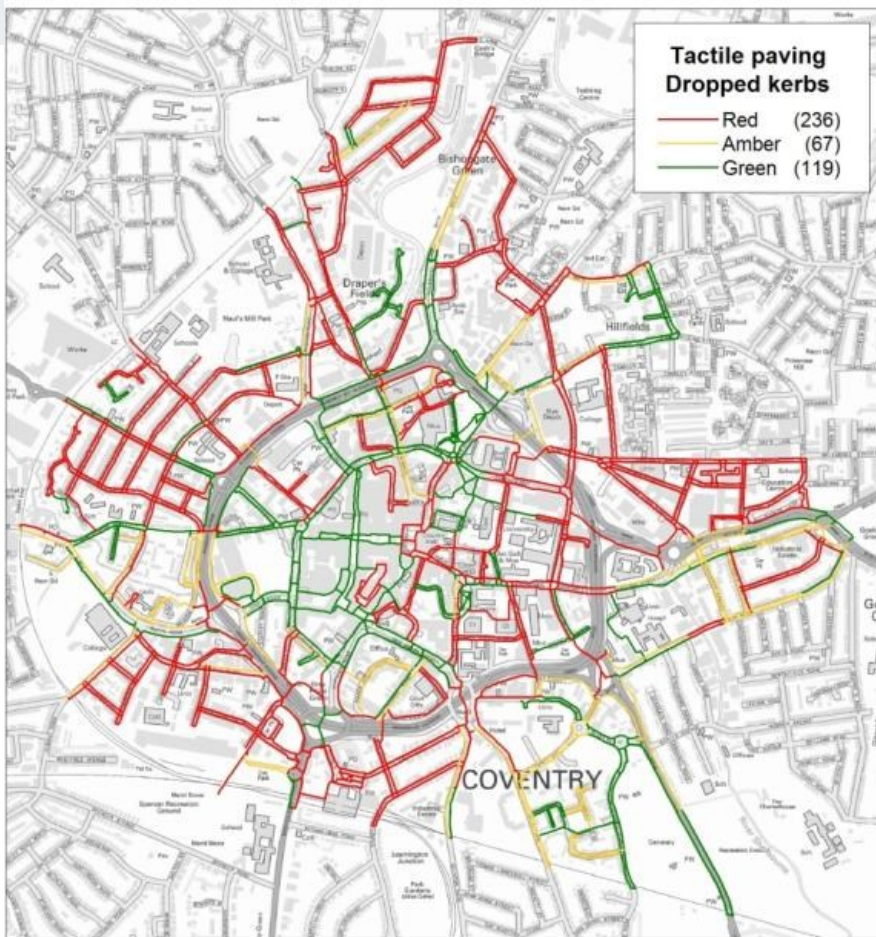


Image: ITO labs

- Blue dots = increase in cycling
- Red dots = decrease in cycling

'Walkability' increases the property values



- Pedestrian-friendliness levels directly link to house and rent prices
- Walkability measured using a Pedestrian Audit tool PERS (TRL)
- Each PERS point increase correlates to a 5% increase in property value

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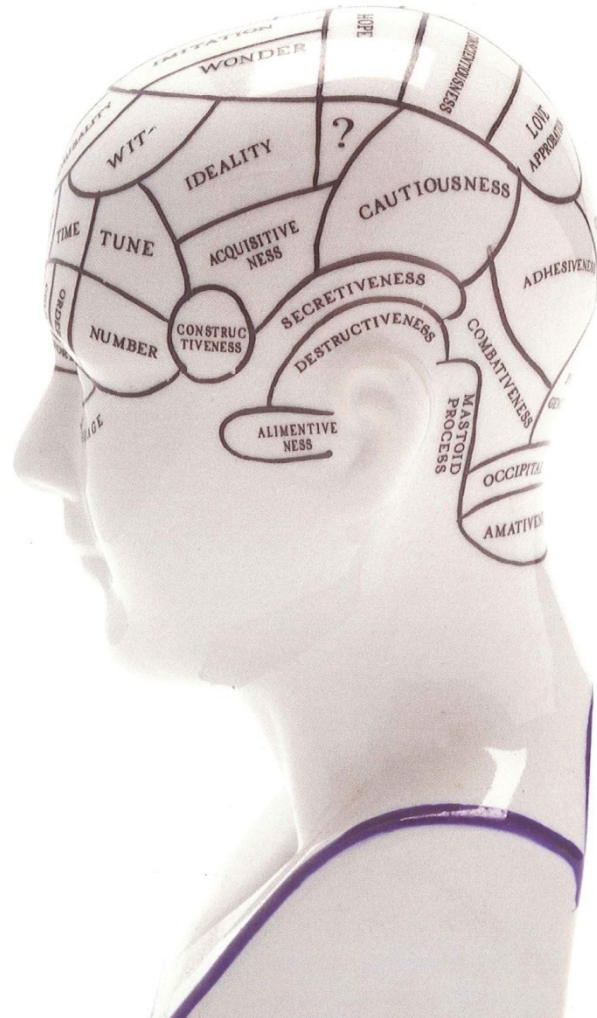
Huge purchasing power of public sector

- **3 trillion €**
19% European GDP

⇒ **How is and can this
be made to help
clean and green
transport?**
(40% / 60%)



The majority of trips today are quite complex



- **Remove the focus on Transport**
- **Information** before and during the journey;
- **Interchange** between different public transport services and between public transport and other modes;
- **Making Connections easy** between different public transport services and other modes
- **New financial and business models required – Apply HERE!**
- **Partnerships and quality**
- **Compensation rather than subsidy**

If we knew how to look into the future we would all do things differently!!



Evolution depends on



“It is not the strongest of the species nor the most intelligent but the one that is most responsive to change that survives”.

Charles Darwin (1871)

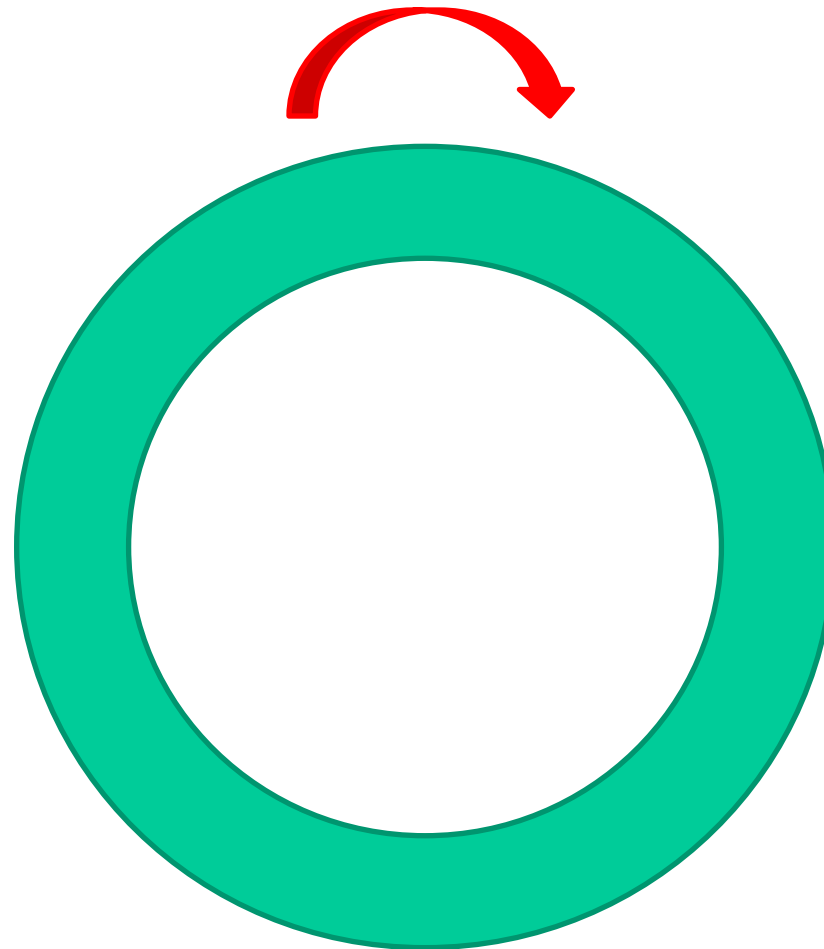
***CIVITAS is a ‘strong’ programmes
– scaling up is next***

Different ways at looking at things

What is this?



5% makes all the difference to a SYSTEM



Every trip starts with the most sustainable mode of transport...





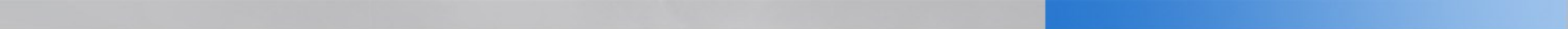
Thank you!



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Questions?

