



CiViTAS
Cleaner and better transport in cities

VANGUARD
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Deliverable 5.3

CIVITAS Forum 2009 Report

Part 1: Proceedings

Regional Environmental Center for CEE
Jerome Simpson

reviewed by

EUROCITIES
Jorgina Cuixart Cardús

and

POLIS
Ivo Cré

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Introduction

This public document summarises the main content-related “outcomes” of the CIVITAS Forum 2009 by reporting on the opening and closing plenary sessions, the technical and roundtable sessions, as well as the Politicians Forum. It provides key indicators on participation, and also reflects on the event’s media coverage. It serves as a “pseudo” proceedings of the conference. The Forum Conference agenda is given in Annex 1.¹

A separate internal document (“Part 2”) accompanies this report, and has been prepared for the benefit of the project team, the European Commission, the CIVITAS Plus Dissemination Liaison Group and future CIVITAS Forum organisers. It contains detailed facts and figures on event participation and feedback, that will enable those involved in organising the Forum to better plan future events as well as achieve the Initiative’s objectives (e.g. Forum Network member involvement, outreach etc.).

1. Participation

The seventh CIVITAS FORUM conference took place in Krakow between 19 and 21st October. It was well attended. As Chart 1 (overleaf) shows, more than 400 registrations were received by the close of business on Friday 16th Oct.² The country best represented at the Forum was the host country – Poland with more than 100 participants or a quarter of the audience. Still, more than 36 countries were represented from four continents (North and South America, Asia, Europe). Italy, Belgium and the UK were countries best represented, after the host country. Belgium it should be noted is well represented owing to the strong contingent of the EC and Brussels-based organisations. A list of conference participants is included within Annex 2.

Based on those evaluation forms completed by approximately 30 participants (or 7 percent of the total group) we can see from Chart 2 below that almost 50 percent of participants can be considered transport practitioners within municipal administration, while 25 percent represent the academic/research community. “Others,” which constitutes over 20 percent, included consultants, NGOs, and other organisations affiliated with the CIVITAS Initiative and who bring a useful external perspective to the Forum and its discussions.

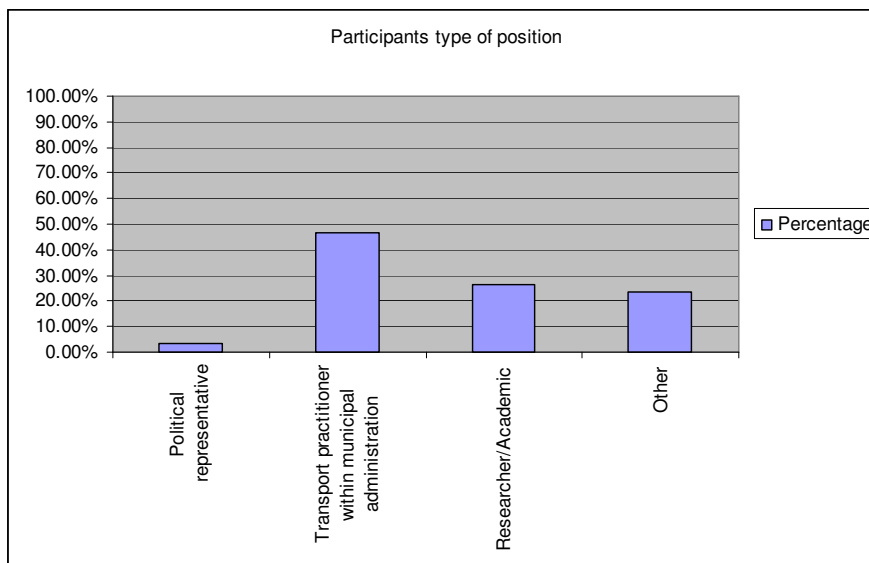


Chart 2:
 CIVITAS Forum 09
 – Participants
 Positions

¹ The conference website is at: www.civitas-initiative.org/cms_forum09.phtml?lan=en.

² Inevitably a number of registered persons did not participate, while others appeared without having registered. A list of signatories showed appx. 360 participants, although it’s clear some persons participated who didn’t ‘sign in.’ Because of these anomalies, statistics presented rather reflect expected than actual participation

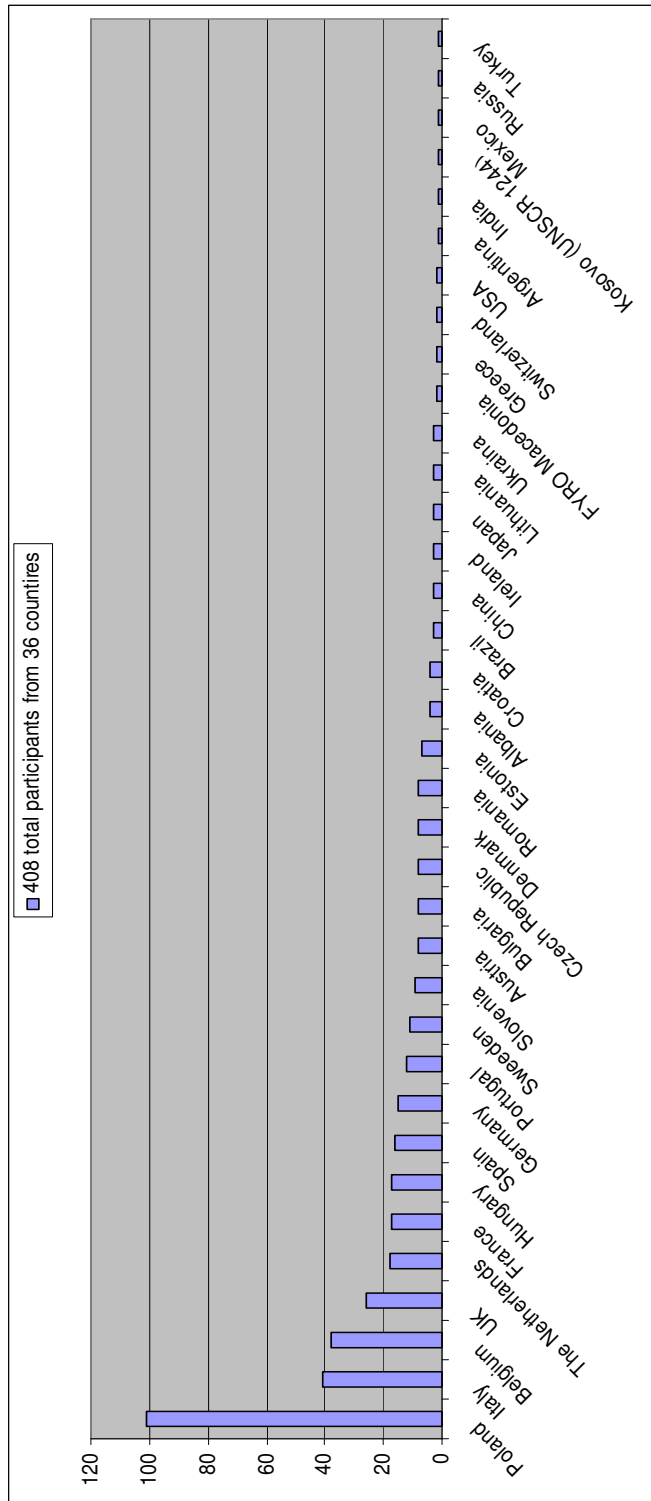


Chart 1: CIVITAS Forum 09 – National participation

Analysis within Chart 3 shows the breakdown of the nature of organizations that participated. Since the Forum is a meeting of CIVITAS cities, it is not surprising that half of the participants were constituted by municipal administrations. The academic community made up the second largest groups (almost 20 percent).

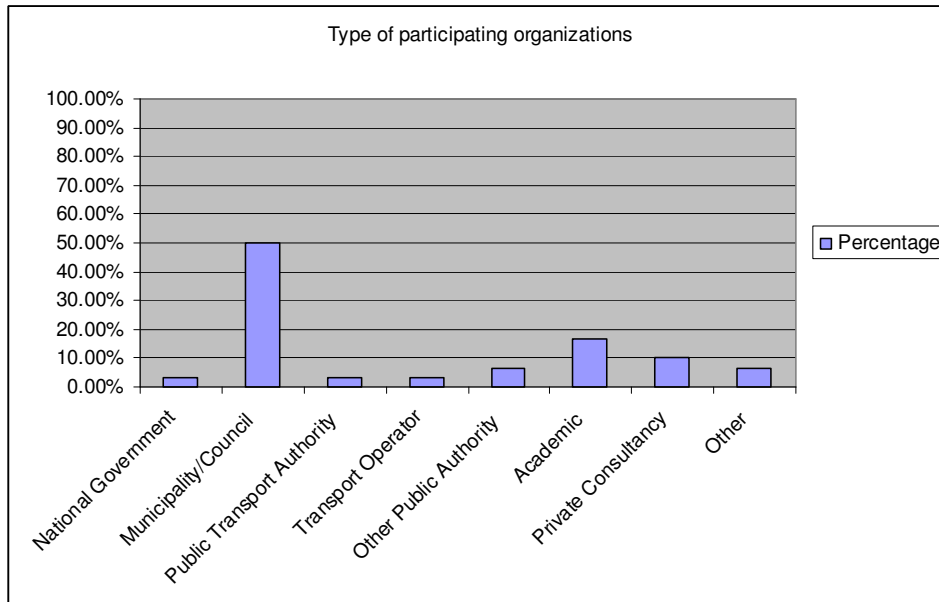


Chart 3:
CIVITAS Forum 09
– Participating
Organisations

2. Opening and Closing Plenary Sessions

2.1 The Future Of Urban Mobility/The Way Forward For Civitas

The Opening Plenary addressed the issue of the Future of Urban Mobility. It sought to stimulate debate through three key perspectives: the policymaker's, the urban planner's, and the people's view by means of a psychologist. To these were added the perspectives of an NGO and the private sector. The names and affiliations of the speakers are indicated in the table below³.

Keynote Addresses: The Future of Urban Mobility

- *The Planner's Perspective:* Reinier de Graaf, Office for Metropolitan Architecture (OMA), Rotterdam, The Netherlands
- *The Policy Perspective:* Sir Albert Bore, Rapporteur on Urban Mobility, Committee of the Regions and local councillor for Ladywood Ward, Birmingham, UK
- *The People Perspective:* Dr. Sebastian Bamberg, University of Applied Sciences, Bielefeld, Germany

Panel and plenary discussion on the future of urban mobility (including the contributions of keynote speakers: Reinier de Graaf, Sir Albert Bore and Dr. Sebastian Bamberg) with:

- Graham Smith, Senior Vice President, Toyota Motor Europe
- Werner Reh, Friends of the Earth Germany

³ Their presentations are available in the CIVITAS website's Download Center within a single zip file at: www.civitas-initiative.org/downloadcenter.phtml?top=81&s_topic=597&rows=5

The Panel Discussion yielded a lively debate amongst these stakeholders and with the floor. It reflected on culture, clean vehicles/alternative forms of mobility and urban planning. For instance, the city of Figueres in Spain told us that car culture is central to young persons dating habits, because it is the only opportunity for couples to gain some privacy. This is a consequence of the economic and housing situation in cities. Werner Reh of Friends of the Earth Germany agreed that “We need to think about urban mobility in the concept of cityscapes” while a question was raised about the potential of planners’ refitting of old towns.

Sebastian Bamberg, of the University of Applied Sciences in Bielefeld, Germany noted that cars are central to our lives and provoked discussion as to whether we could imagine a world without cars...? Werner Reh argued we need both cleaner and fewer cars in our cities. This engaged a discussion about cleaner vehicles where Gerd Sammer of the University of Bodenkultur, Vienna called for an increase of clean cars to 100 percent. Some participants argued for a handful of options for alternative fueled vehicles vs a multitude and suggested the consumer should be invited to decide which are the market leaders. Graham Smith, Senior Vice President of Toyota Motor Europe, was also in favour of giving consumers the possibility to make informed choices.

Some debate and also a short survey was spawned that asked whether we should have clean, low-emission cars or no cars at all (no cars won the ad-hoc poll marginally)! One reason for the survey was the issue of road safety, where road fatalities remain high (The EU’s 2009 Pocketbook called “EU Energy and Transport in Figures⁴” which was made available by the EC during the conference was cited). The competition for space was cited as another reason for reducing cars. The lack of space contributes to congestion and pollution. A representative of one of the exhibitors (PGNiG group, which is responsible for biofuels) asked the EC whether the EU will remove cars from roads, full stop? He requested “clean cars please before removing cars completely.”

Moving away from cars, Werner Reh argued “we need to do what Copenhagen are doing – in other words, more bicycles. “ Sixty percent or so bicycle use is foreseen by 2015 and he added that cycling has to be the strategy that will lead us ahead. Andrej Klemenc of REC Slovenia called for infrastructure development plus cultural changes towards more sustainable options in order for bicycles to be successful. Sir Albert Bore, Rapporteur on Urban Mobility, Committee of the Regions and local councillor for Ladywood Ward, Birmingham, UK urged policy makers to think 12 years ahead and to have a long term strategic view not distracted by the next election. Jean Yates, the outgoing Chair of the CIVITAS Political Advisory Committee asked us not to forget about the pedestrians when we talk about cyclists, and suggested that pedestrians come first. Reh added that intermodality is key and that already in Germany, people are multi-modal.

In summary, the chair of the session, Robert Stussi, suggested that all these issues need to be addressed by policymakers: Low emission vehicles, cycling, walking, as part of intermodality. Albert Bore added we need to go beyond CIVITAS demonstration projects by generating tangible progress in those cities that aren’t yet involved in CIVITAS or applying sustainable urban transport policies. He described the EC’s action plan as a good start in giving cities a focus on issues concerning sustainable urban mobility and called for coordination amongst those EC funds (e.g. Cohesion funds, CIVITAS etc.) that are allocated for sustainable urban mobility.

The Closing Plenary session looked at the Way Forward for CIVITAS. The debate during this session was stimulated by a summary and reflection of the 16 parallel sessions by Anthony May, Emeritus Professor of Transport Engineering, University of Leeds. His presentation is available as Annex 3. The moderators of the sixteen sessions were asked to summarise their recommendations within a single slide, that could be considered useful to defining a way forward for CIVITAS. Anthony May identified four broad headings (and twelve specific observations):

⁴ See pg. 173 of the Pocket book, online at:
http://ec.europa.eu/energy/publications/statistics/doc/2009_energy_transport_figures.pdf#pagemode=bookmarks

- Needs, solutions, strategies
- Barriers and remedies
- Cooperative implementation
- What next for CIVITAS?

In conclusion, he recommended there is a need:

- To focus on packages rather than individual interventions
- For more effective evaluation of impacts
- For careful thought as to what to include in the Urban Mobility Observatory
- To develop Sustainable Urban Mobility Plans
- [To recognise the] growing importance of partnership working
- [To recognise the] challenge of transfer to other countries
- For applied research and demonstration
- For clarity on the Action Plan timetable

Debate and discussion was limited and the session concluded by acknowledging the Forum conference’s organisers.

2.2 Parallel Technical and Roundtable Sessions

As Chart 4 below shows, the sixteen parallel sessions were useful for the exchange of technical information and best practices. The format and individual scope of each of the roundtables and technical sessions are described within Annex 4.

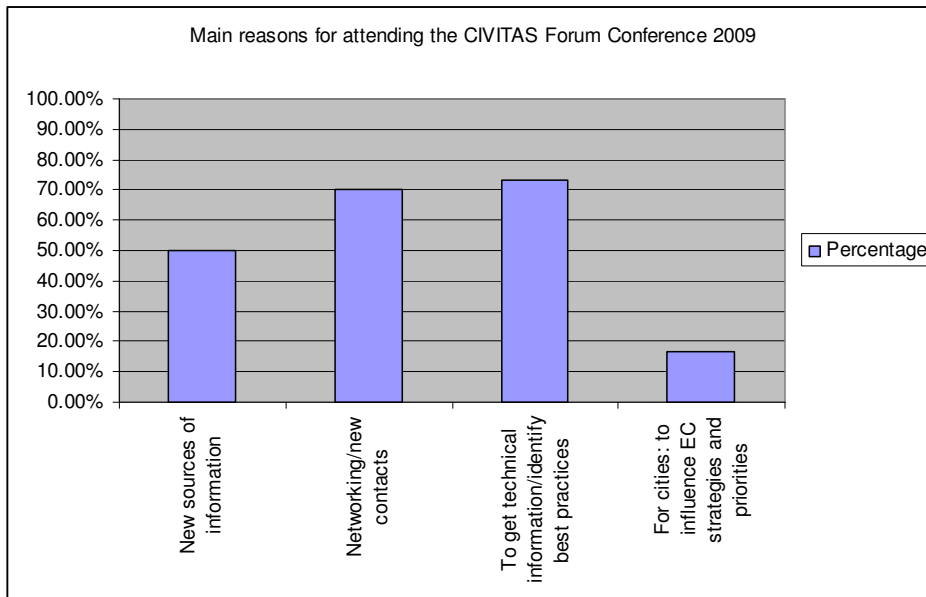


Chart 4:
CIVITAS Forum 09
– Reasons for
attending the
CIVITAS Forum
Conference 2009

Briefly, the technical sessions intended to share information on the innovations and achievements of the CIVITAS cities in a range of fields, and on this occasion, were linked to the eight thematic categories of CIVITAS. The roundtable sessions on the other hand opened the floor for full discussion and were not driven by specific presentations.

The results of each of the eight technical sessions and the eight roundtable sessions were summarised typically on a single slide (moderators and rapporteurs were asked to follow a strict reporting template). These slides are available within two summary powerpoint presentations (one for technical sessions, one for the roundtables) and are available as Annex 5 and 6 respectively.

3. CIVITAS Politicians' Forum

The CIVITAS Forum 09 attracted the interest of 17 city politicians. The Politicians' Forum is the annual meeting of political representatives of the CIVITAS Network's member cities, as representatives of their citizens. It took place as a parallel session on Day 1 of the Forum. It took place between 1500-1630 at the Municipality of Krakow Headquarters. It was hosted by the Mayor and Deputy Mayor of Krakow, Prof. Jacek Majchrowski and Prof. Wiesław Starowicz respectively, together with Ms. Magda Kopczyńska, Head of Unit at DG TREN.



The agenda of the event is contained within Annex 7. It sought to understand how cities can remain committed to not only realising but implementing cleaner and more sustainable modes of urban mobility through for example, sustainable urban transport plans, in a time of economic crises? It asked what are the benefits of such plans? How can the threats posed by an economic downturn be turned into opportunities for sustainable urban mobility?

Sustainable Urban Transport Plans

The session was productive and drew many interventions and comments from the 17 politicians that actively participated. The EC led off the discussion by benchmarking the keys to success for sustainable urban transport plans or SUTPs, namely an **integrated approach**, that builds on political synergy, multi-stakeholder cooperation, practical tools and good examples. Funding was also acknowledged. While the onus is on cities to develop and implement SUTPs, the EC recognises its role in supporting this. Direct funding is one option and could be made available on the basis of the existence of such plans, but it also queried whether an award scheme for successful plans might aid their implementation. In this context it also referenced the incentive schemes being established to ease investments in clean-vehicle technologies under the EC's economic recovery package and the urban mobility action plan.



The City of Krakow reacted by describing the media as an important partner in assuring the success of sustainable urban mobility measures, together with citizens. They cited the challenge as being the ingrained affinity of society towards the car, which leads for instance to crowded city centres and congestion, which was acknowledged by members of the group including how to get better use of the limited road space we've got.

Richard Elemann of Figueres, Spain agreed on the importance of social consensus and Mr Geoffrey

Theobald, Councillor for Brighton went further to describe this as the main challenge. Many residents don't like all the cycle lines, and would prefer more busses in Brighton. Other stakeholders say there are too many busses, especially the taxi drivers! Then the motorists complain about the taxis and busses." He added that in Brighton they are managing to get people out of their cars finally through door-to-door campaigning.

Investing in Infrastructure

Investment in infrastructure is necessary to overcome these challenges, the Councillor for Brighton added, in the context of ensuring the success of SUTPs. He noted that in Brighton they've now got electric charging points and that the mayor drives an electric hybrid vehicle. Talking bus stops make it easier for the blind. He acknowledged that it's difficult to change the infrastructure of cities with narrow streets but that such problems can only be resolved "by taking the public with us." That's a greater problem than the one of money.

Cabinet Member Mr. Keith Young of the County of Lancashire agreed a challenge is how to get people onto the busses (which still get stuck in traffic jams), and then to give priority to the busses. But he also argued: "We need capital!" and suggested the availability of 'prudential borrowing' allows cheap money at very low interest rates. Roman Jakic, Chair of the CIVITAS Political Advisory Committee and City Councillor for Ljubljana, Slovenia would like to see support to local authorities through the EC's cohesion and structural funds, because the transformation of old bus fleets cannot happen without financial support. He cited how the situation is different in the EC's New Member States, and feared for a "infrastructure gap," while cities like Odense in Denmark have already moved on to 'soft measures.' He argued that funds are needed to subsidise the hard measures and called on the EC for the appropriate guidance, esp. when there is a real threat to investments like those referred to above.



Mr. Gancho Kolaksazov, Deputy Mayor of Plovdiv in Bulgaria agreed too that investment in infrastructure is key. In the EC's new member states, car use has grown phenomenally, while sustainable urban transport plans are a completely new concept. However, Bruno Pereira the vice mayor of Funchal, Portugal argued that Funchal invested lots of money into infrastructure, and that this is no longer the problem. Unfortunately, people's behaviour remains unchanged. People still use the same modes of transport. He mentioned that they will direct their efforts now towards investing in people in order to achieve social consensus and to increase the number of users of public transport, the accessibility of green zones, and reduce greenhouse gas emissions.

The Importance of CIVITAS

Mr. Pereira added that an integrated approach has really been lacking until CIVITAS Plus came along and asked for the continuation of the Initiative, citing the benefits to all involved in these regards, especially the opportunity to exchange experience, ideas and so on. Mr. Gancho Kolaksazov, Deputy Mayor of Plovdiv agreed "CIVITAS offers the opportunity to gain information and expertise, and best practices. This is why we signed the declaration in September this year." Mr. Igor Gievksi, Councillor for the City of Skopje in Macedonia added that "CIVITAS is very useful for investments."



The one non-CIVITAS Network member present at the Politicians Forum, the small town of Koprivnica in Croatia, represented through Ms. Helena Hecimovic noted they have none of their own money for infrastructure development, so they depend on know-how transfer of good practice examples. Encouraging cycling and walking have become their achievements, based on close cooperation with the non-governmental community (NGOs). Over 75km of cycling tracks have been rolled out for just 33,000 citizens, that equates to 2m of track per citizen. This achievement was acknowledged by the mobility week award, and as a winner they received money to celebrate their achievement which is being turned into further investment into the city.

Mr. Pereira vice mayor of Funchal lent further support to the importance of award schemes to recognise achievement: “We have international labels and benchmarks for hotels, we have blue flags for beaches. We need a European label - please - for sustainable urban mobility” he requested. He added that this would influence for instance his choice of holiday destination! He agreed with the EC that possession of a “grade” could also help guarantee access to structural/cohesion funds.

Economic Crises: Challenge or Opportunity?

Reflecting on the economic crises, Dennis Leroy, Deputy Mayor of La Rochelle in France noted that such occasions bind decisionmakers to make more efficient use of resources and to evaluate more carefully our successes and failures.

Both the City of Krakow and La Rochelle agreed that citizens will have less purchasing power and will refuel their car less. But although Krakow feared the consequence or threat would be less investments in road infrastructure and that missing revenue would need to be sought from other sources, such as fees from public spaces, La Rochelle rather saw this as an opportunity to improve the existing infrastructure. They would like to make it more efficient through inter-modality and co-modality and to take this chance to prove it can offer faster mobility with fewer resources.

Richard Elemann agreed that the threat posed by the economic crises has afforded him the opportunity to propose renewables and energy efficiency options in Figueres, Spain. But he added, hard economic facts are necessary to sell new ideas, as is social consensus. La Rochelle added that for this reason it will also direct its efforts towards educating citizens including university students, companies and school-children. The opportunity is there to all of us to identify what is working, and to stop what is not working. Together with citizens they will try to reduce the waste of money.



Ms. Helena Hecimovic reminded the group that there is not only an economic crises but one facing us concerning climate change too. Sustainable mobility offers us the opportunity to tackle both these issues, to which the City of Krakow added: “Sustainable development should be the benchmark - the bottom line.”

Summary

In summarising, the chair (Prof. of Transport, Wojciech Suchorzewski, Warsaw University of Technology, Poland) observed:

1. The economic crises does not make it impossible to realise *sustainable* urban mobility, rather it can drive us to make better use of scarce resources
2. The importance of social consensus. Politicians represent their electorate, and as such should be in regular dialogue with their electorate. Indeed it may then come as no surprise that as much as 75 percent may indeed be in favour of priority bus lanes and trams, which has been proven in some cities.
3. Good ideas need to be promoted and actively implemented. CIVITAS is an ideal vehicle for sharing these, as an advocate of the EC’s common transport policy (which was cited for acknowledging: “Trams are essential to the image of a city”).

4. Media Coverage

This year's Forum drew strong interest from the media. Some 36 journalists attended the Forum with strong participation from the host country (25). From the host country, the participation of audio-video and print was evenly balanced, while from outside the host country, print was less well represented.

Strong media presence generated a positive level of press coverage, which was aided by the prompt availability of some 80 or so photographs⁵ after the events conclusion (one day in the case of the CIVITAS Awards). As of 12 Nov., 26 news pieces had been generated with well over 2000 subsequent citations or "spin-offs." Nantes and Ghent were particularly well-covered as a result of their Award success.

⁵ Appx. 80 Forum photographs are available online at: www.civitas.eu/members/forum09_photos.phtml

Annexes

Annex 1: CIVITAS Forum 2009 Conference Agenda

Annex 2: List of Forum Conference Participants

Annex 3: Reflection and report back on the 16 parallel sessions

Annex 4: Format and scope of each of the roundtables and technical sessions

Annex 5: Results summary of the technical sessions

Annex 6: Results summary of the roundtable sessions

Annex 7: Agenda of the Politicians Forum

Annex 1: CIVITAS Forum 2009 Conference Agenda

THE FUTURE OF URBAN MOBILITY

		Parallel Event(s) ⁶
ANCHOR DAY (MONDAY 19TH OCTOBER)		
Municipality of Krakow Headquarters ('Sala Obrad'), Plac Wszystkich Świętych 3-4		
1400-1900	Conference Registration	
Afternoon: 1500-1700	Site Visits (detailed on back page) A: SIEMENS Traffic Management Centre, Krakow railway & bus station B: Tele-Bus dispatch centre, MPK C: Inner city integrated access control and enforcement D: Krakow by rented bike! E: Museum of Urban Engineering, Kazimierz (Wawrzyńca St.)	Meeting of the new Political Advisory Committee incl. election of new chair (Closed Event)
Evening: 1900	Cocktail reception hosted by the City of Krakow incl. a welcome address by Prof. Wiesław Starowicz, Deputy Mayor of Krakow	
DAY 1 (TUESDAY 20TH OCTOBER)		
Krakowska Akademia (Building 'B'), ul. Gustawa Herlinga-Grudzińskiego 1		
0830-0900	Conference Registration	
OPENING PLENARY (Room 0.08)		
Morning: 0900-1000	Welcome Addresses: - Prof. Jacek Majchrowski, Mayor, City of Krakow, Poland - Anne Houtman, Director for Internal Market and Sustainability, DG TREN, EC - Jean Yates, Chair (outgoing), CIVITAS Political Advisory Committee (PAC) - Introductory address by the incoming PAC Chair <i>Chair: Prof. of Transport, Wojciech Suchozewski, Warsaw University of Technology, Poland</i>	
COFFEE BREAK (Building 'B') / PRESS CONFERENCE ('Sala Senacka,' Building 'A')		
By Prof. Wiesław Starowicz, Dep. Mayor of Krakow & Ms. Anne Houtman, Director, DG TREN		
1045-1130	Keynote Addresses: The Future of Urban Mobility <ul style="list-style-type: none"> ▪ <i>The Planner's Perspective:</i> Reinier de Graaf, Office for Metropolitan Architecture (OMA), Rotterdam, The Netherlands ▪ <i>The Policy Perspective:</i> Sir Albert Bore, Rapporteur on Urban Mobility, Committee of the Regions and local councillor for Ladywood Ward, Birmingham, UK ▪ <i>The People Perspective:</i> Dr. Sebastian Bamberg, University of Applied Sciences, Bielefeld, Germany <i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i>	

⁶ The following side events take place - by invitation only! **Mon 19th Oct:** CIVITAS POINTER (1430-1830) - Municipality of Krakow, Sala Portretowa. **Tue 20th Oct:** CIVITAS DLG (14-1600) - Room 1.16. **Wed 21st Oct:** CIVITAS ARCHIMEDES (0900-1100) - Room 1.16; CIVITAS CIVINET (14-1800) - Room 1.16a; CIVITAS POINTER (14-1800) - Room 1.16; and CIVITAS MIMOSA (16-1800) - Room 1.19.

1130-1230	Panel and plenary discussion on the future of urban mobility (including the contributions of keynote speakers: Reinier de Graaf, Sir Albert Bore and Dr. Sebastian Bamberg) with: <ul style="list-style-type: none"> ▪ Graham Smith, Senior Vice President, Toyota Motor Europe ▪ Werner Reh, Friends of the Earth Germany <i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i>
1230	Opening of the Exhibition ⁷ /Poster Session ⁸
BUFFET LUNCH	

		Parallel Event(s) ^{9 10}
Afternoon: 1400-1530	Technical Session 1: Increasing the use of alternative fuels and clean and energy efficient vehicles (Room 0.19) <ul style="list-style-type: none"> ▪ Managing alternative fuel technologies and retrofitting in bus fleets, investment and deployment - CIVITAS RENAISSANCE examples from Northern, Mediterranean and the Western Balkan regions. John Birtwistle, First Group (UK) in collaboration with APM Perugia (Italy) and JSP Skopje (The former Yugoslav Republic of Macedonia) ▪ Upscaling use and production of biogas in the city Malmo. Björn Wickenberg, Malmo, Sweden ▪ Public procurement as a tool to promote the take up of clean vehicles: COMPRO. Anne Vicenzotti, Nicole Rabu, Nantes Metropole, France <i>Moderator: Jeffrey M. Seisler, Clean Fuels Consulting</i>	Roundtable Session 1: Future urban mobility: the shape of things to come (Room 0.15) <i>Moderator:</i> <i>Vanessa Holve,</i> <i>EUROCITIES</i>

⁷ Building ‘A:’ An exhibition of EC transport projects, transport industry players, the media & NGOs

⁸ The lobby of Building ‘B’ will host a poster session for CIVITAS Plus demonstration cities.

⁹ **1500-1630: “Politicians’ Forum”** at the Municipality of Krakow Headquarters (‘Sala Lea/Kupiecka’) hosted by the Mayor and Deputy Mayor of Krakow, Prof. Jacek Majchrowski and Prof. Wiesław Starowicz respectively, together with Ms. Anne Houtman, Director, DG TREN (with the media observing) + Group Photo.

NB: Transfer will be arranged for politicians and media at 1415 from outside Krakowska Akademia

¹⁰ **1645-1730: Inner city integrated access control and enforcement system launch** by the Deputy Mayor of Krakow, Prof. Wiesław Starowicz and Ms. Anne Houtman, Director, DG TREN incl. media participation and interview opportunities

	<p>Technical Session 2: Delivering high quality collective passenger transport services (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Development of a water borne public transport system in Szczecinek. Romuald Szkiladz and Maciej Makselon, Szczecinek, Poland ▪ Towards a more attractive and functional public transport network for Vitoria-Gasteiz. Juan Carlos Escudero, Vitoria-Gasteiz, Spain ▪ System for assessment of service quality of urban public transport in Krakow. Dr Zofia Bryniarska & Prof. Andrzej Rudnicki, Krakow University of Technology, Poland <p><i>Moderator:</i> <i>Brigitte Ollier, International Association of Public Transport</i></p>	<p>Roundtable Session 2: Towards sustainable urban mobility in a transition economy (Room 0.16)</p> <p><i>Moderator:</i> <i>Jan Friedberg, City of Krakow</i></p>
COFFEE BREAK		
<p>1600-1730</p>	<p>Technical Session 3: Integrated demand management strategies - road pricing schemes (Room 0.19)</p> <ul style="list-style-type: none"> ▪ The City of Ghent’s integrated parking policy. Brecht Vekeman, Ghent, Belgium ▪ The integrated mobility strategy in Bologna: a balance between facility policies and regulation schemes. Cleto Carlini, Bologna, Italy ▪ The AKTA road pricing experiment in Copenhagen, Denmark. Tina Gehlert, TU Dresden, Germany/DTU Transport, Denmark <p><i>Moderator: Dan Firth, City of Stockholm</i></p>	<p>Roundtable Session 3: Developing integrated sustainable urban mobility plans (Room 0.15)</p> <p><i>Moderator:</i> <i>Sylvain Haon, POLIS</i></p>
	<p>Technical Session 4: Influencing travel behaviour and modal choice at an early age (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Mobility Management for Kindergartens-There is nothing like starting young. Karl Reiter, FGM-AMOR, Graz, Austria ▪ School Travel Plans - What next? Stephen Kelly, Brighton & Hove, UK ▪ CONNECT: The lost art of walking and cycling to school. Marjan Frederix, Mobiel 21, Belgium <p><i>Moderator:</i> <i>Sebastian Bamberg, University of Applied Sciences, Bielefeld</i></p>	<p>Roundtable Session 4: Emerging challenges/ research priorities for sustainable urban transport (Room 0.16)</p> <p><i>Moderator:</i> <i>Prof. Mike McDonald, University of Southampton</i></p>
<p>Evening: 1900 <i>(bus pick-up)</i></p>	<p>Conference Dinner at the Wieliczka Salt Mine 30 mins from Krakow combined with tour and the CIVITAS Award Ceremony (incl. media corner)</p>	

		Parallel Event(s) ¹
DAY 2 (WEDNESDAY 21ST OCTOBER)		
Krakowska Akademia (Building 'B'), ul. Gustawa Herlinga-Grudzińskiego 1		
Morning: 0900-1030	<p>Technical Session 5: Safety and security concerns in cycling and walking (Room 0.19)</p> <ul style="list-style-type: none"> ▪ Anti-theft measures for bikes in the city of Ghent. Veerle Bekaert & Maja Meirlaen, Ghent, Belgium ▪ Local co-operation for safe cycling and walking. Gerardo Lertxundi, Donostia - San Sebastian, Spain ▪ Shared Space - the new way to support cyclists and pedestrians in public spaces. Thomas Pilz, FGM-AMOR, Austria & Pieter de Haan, University of Applied Sciences, Leeuwarden, Netherlands <p><i>Moderator: Pascal van den Noort, Velo Mondial</i></p>	<p>Roundtable Session 5: Going Local: Expanding the CIVITAS Network(s) (Room 0.15)</p> <p><i>Moderator: José María Diez, City of Burgos</i></p>
	<p>Technical Session 6: New forms of vehicle use and/or ownership and less car dependent lifestyles (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Taking car-sharing further. Fredrik Högborg, City of Göteborg, Sweden ▪ Car-sharing in Belgium .. a story of many stakeholders. Geert Gisquière, Cambio carsharing, Ghent, Belgium ▪ Transferability of Car-sharing to new locations: The role of software and service support in avoiding technical and economic risks. Graham Lightfoot, Mendes GoCar Limited, Cork, Ireland <p><i>Moderator: Michael Glotz-Richter, City of Bremen</i></p>	<p>Roundtable Session 6: Mapping the growth potential for public transport service providers (Room 0.16)</p> <p><i>Moderator: Gerd Sammer, University Bodenkultur, Vienna</i></p>
COFFEE BREAK		
1100-1230	<p>Technical Session 7: Efficient freight logistics services (Room 0.19)</p> <ul style="list-style-type: none"> ▪ Pipe-net - a new urban freight mode for the 21st century. Franco Cotana, CIRIAF - University of Perugia, Italy ▪ The city freight delivery plan in Bologna. Cleto Carlini, Bologna, Italy ▪ Heavy Goods Vehicles Strategy in Copenhagen - less injuries between cyclists, pedestrians and HGVs. Jakob Find Andersen & Tanja Provstgaard, Copenhagen, Denmark <p><i>Moderator: Jim McGeever, London European Partnership for Transport</i></p>	<p>Roundtable Session 7: Indicators for success? Measuring progress towards sustainable urban mobility (Room 0.15)</p> <p><i>Moderator: Alexandre Blaquièrre, City of Toulouse</i></p>

	<p>Technical Session 8: Transport telematics systems for improved traffic management and traveller support (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Sustainable multi-modal traffic management. Brecht Vekeman, Ghent, Belgium ▪ How individualised traffic information increases awareness of sustainable transport. Gustav Friis, Aalborg, Denmark ▪ Interoperability between different electronic ticketing fare systems. Alessandro Tritto, ClickUtility, Italy <p><i>Moderator: Hermann Meyer, ERTICO</i></p>	<p>Roundtable Session 8: Strengthening international cooperation and exchange beyond Europe (Room 0.16)</p> <p><i>Moderator: Siegfried Rupprecht, Rupprecht Consult</i></p>
BUFFET LUNCH		
CLOSING PLENARY		
<p>Afternoon: 1400-1530</p>	<p>The Way Forward for CIVITAS, including short plenary discussion.</p> <ul style="list-style-type: none"> ▪ Reflection and report back on the parallel sessions: Anthony May, Emeritus Professor of Transport Engineering, University of Leeds ▪ Forthcoming perspectives: Magda Kopczynska, Head of Unit for Clean Transport and Urban Transport, DG TREN ▪ Closing statements: Prof. of Transport, Wieslaw Starowicz, Deputy Mayor of Krakow ▪ Announcement of the next CIVITAS Forum host city: Chair, CIVITAS PAC ▪ Welcome address by the next CIVITAS Forum host city <p><i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i></p>	
<p>Afternoon: 1600-1800</p>	<p>Four Site Visits¹¹ (repeat)</p> <p>A: SIEMENS Traffic Management Center, Krakow railway & bus station <i>Visit the centre and travel via new fast tram (incorp. the modernized Lubicz Street)</i></p> <p>B: Tele-Bus dispatch centre, MPK (Miejskie Przedsiębiorstwo Komunikacyjne S.A.). <i>Demonstration of CIVITAS CARAVEL's first Polish demand response management system.</i></p> <p>C: Inner city integrated access control and enforcement <i>Trip on foot to see Krakow's electronic access control and enforcement system.</i></p> <p>D: Krakow by rented bike! <i>Demonstration of BikeOne including a ride along the Vistula River (weather permitting), the first Polish bike rental system implemented through CiViTAS CARAVEL.</i></p> <p>E: Museum of Urban Engineering, Kazimierz (Wawrzyńca St.) <i>The exhibition, housed in Krakow's industrial era tram depot offers technological, industrial, technical and urban engineering artefacts such as a horse-drawn and electric streetcar terminus, stables, traffic control department and boiler and generator houses.</i></p>	

¹¹ Both sets of site visits (on the Anchor Day and Day 2) will depart from the Municipality of Krakow's Headquarters at Plac Wszystkich Świętych in the centre of Krakow's old town

Annex 2: List of Forum Conference Participants

Firstname	Family Name	City	Country	Organisation
Pieter	AALDRING	Delft	The Netherlands	UNIRESEARCH B.V.
Gerhard	ABLASSER	Graz	Austria	CITY OF GRAZ
Jessica	ANDERSON	Newcastle	United Kingdom	NEWCASTLE CITY COUNCIL
Grzegorz	Andrzejak	Tczew	Poland	EATON TRUCK COMPONENTS
Valentina	ANZOISE	Monza	Italy	MONZA MUNICIPALITY
JUAN CARLOS	APARICIO	Burgos	Spain	AYUNTAMIENTO DE BURGOS
Andrea	ARCELLI	Bologna	Italy	COMUNE DI BOLOGNA
Catrina	ASCHAN	Umeå	Sweden	UMEÅ KOMMUN
Aurore	ASOREY	Toulouse	France	TISSÉO
Milen	ATANASOV	Sofia	Bulgaria	BULGARIAN NATIONAL TELEVISION
Stylianios	AXIOTIS	Athens	Greece	ELEFTHEROS TYPOS
TSUYOSHI	BABA	Tokyo	Japan	THE INSTITUTE OF BEHAVIORAL SCIENCES
Vladimir	BABIC	Ljubljana	Slovenia	MUNICIPALITY OF LJUBLJANA, SLOVENIA
Atwin	BAKKER	Amhem	The Netherlands	CITY OF ROTTERDAM
Jacek	BALCEWICZ	Kraków	Poland	MISŁCZNIK KRAKÓW
Judit	BALINT	Szentendre	Hungary	Regional Environmental Center
Tanja Maria	BALLHORN	Copenhagen V	Denmark	CITY OF COPENHAGEN
Dubravko	BARICEVIC	Zagreb	Croatia	ZAGREBACKI HOLDING, DEPARTMENT ZET
Cecilia	BARRANCO	Donostia	Spain	MUNICIPALITY OF DONOSTIA-SAN SEBASTIÁN
Veerle	BEKAERT	Gent	Belgium	CITY OF GHENT
Stefan	Belka	Eschborn	Germany	GERMAN TECHNICAL COOPERATION
Simona	BERDEN	Ljubljana	Slovenia	CITY OF LJUBLJANA
Roman	BEREZHANSKY	Lviv	Ukraine	GTZ
Alessandra	BESANA	Rome	Italy	METHODOS
John	BIRTWISTLE	Manchester	United Kingdom	FIRSTGROUP PLC
David	BLACKLEDGE	Lichfield	United Kingdom	TRANSPORT & TRAVEL RESEARCH LTD
Alexandre	BLAQUIERE	Toulouse	France	TISSÉO
Albert	BORE	Birmingham	United Kingdom	COMMITTEE OF REGIONS
Mauro	BORIONI	Bologna	Italy	MUNICIPALITY OF BOLOGNA
William	BORTHWICK	Brussels	Belgium	EUROPEAN COMMISSION
Simone	BOSETTI	Milano	Italy	TRT TRASPORTI E TERRITORIO
Viorica	BOSTAN	Iasi	Romania	CITY HALL OF IASI
Sérgio	BRANDÃO	Porto	Portugal	PORTO CITY HALL (CMP)
Marcel	BRAUN	Cologne	Germany	RUPPRECHT CONSULT
NADIA	BRESCIANI	Brescia	Italy	COMUNE DI BRESCIA
Zofia	BRYNIARSKA	Kraków	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Alastair	BYERS	Bristol	United Kingdom	TRANSPORT & TRAVEL RESEARCH LTD
Olivia	CAHN	Nantes	France	EURO PROJECT CONSULT
Tuanjie	CAI	Beijing	China	MINISTRY OF TRANSPORT OF THE PEOPLE'S REPUBLIC OF CHINA
Tom	CAMPBELL	Hove	United Kingdom	BRIGHTON & HOVE CITY COUNCIL
GIANCARLO	CANDIDO	Potenza	Italy	REGIONE BASILICATA
GENNARO	CAPUTO	Potenza	Italy	REGIONE BASILICATA
Marco	CARDINALETTI	Ancona	Italy	MUNICIPALITY OF ANCONA
David-Olivier	CARLIER	Toulouse	France	TISSÉO
Cleto	CARLINI	Bologna	Italy	MUNICIPALITY OF BOLOGNA
MERIAUD	CAROLINE	Poitiers	France	URBAN COMMUNITY OF POITIERS
Fabio	CARTOLANO	Bologna	Italy	MUNICIPALITY OF BOLOGNA
Hanna	CHRZCZONOWICZ	Koszalin	Poland	TECHNICAL UNIVERSITY OF KOSZALIN
Leszek	CISLO	Warsaw	Poland	MUNICIPALITY OF WARSAW, ROADS AND PUBLIC TRANSPORT DPT.
Jason	Colburn	Paris	France	RATP
Paolo	CONFALONIERI	Monza	Italy	PROJECT AUTOMATION SPA
Luiz Antonio	CORTEZ FERREIRA	Sao Paulo	Brazil	SECRETARIA DOS TRANSPORTES METROPOLITANOS
Franco	COTANA	Perugia	Italy	CIRIAF - UNIVERSITY OF PERUGIA
Georgescu	COZIA-ROXANA	Ploiesti	Romania	PLOIESTI MUNICIPALITY
Ivo	CRÉ	Brussels	Belgium	POLIS
Stefan	CRETS	Brussels	Belgium	TOYOTA MOTOR EUROPE
Lucia	CRISTEA	Rome	Italy	FIT CONSULTING
Jorgina	CUXKART	Brussels	Belgium	EUROCITIES
PAUL	CURTIS	London	United Kingdom	LONDON EUROPEAN PARTNERSHIP FOR TRANSPORT - LEPT
Henryk	CZECHOWSKI	Kraków	Poland	BINFO BIURO INFORMACJI
Krzysztof	CZERNIAWSKI	Warszawa	Poland	MUNICIPALITY OF WARSAW
Tomasz	CZUK	Szczecinek	Poland	SAPIK
MARAVI	DAFAUCE	San Sebastian	Spain	AYUNTAMIENTO DE SAN SEBASTIÁN
Sébastien	DAVY	La Rochelle	France	COMMUNAUTE D'AGGLOMERATION DE LA ROCHELLE
Pieter	DE	Drachten	The Netherlands	SHARED SPACE INSTITUTE
Reinier	DE GRAAF	Rotterdam	The Netherlands	OFFICE FOR METROPOLITAN ARCHITECTURE
Dante	DE PAOLIS	Perugia	Italy	MUNICIPALITY OF PERUGIA (I)

Patrick	DEBEUF	Gent	Belgium	DE LIJN
Mark	DEGENKAMP	Utrecht	The Netherlands	MUNICIPALITY OF UTRECHT
Patty	DELANGHE	Gent	Belgium	CITY OF GENT
Tobias	DENYS	Mol	Belgium	VITO
Piotr	DERA	Kraków	Poland	ZARZAD INFRASTRUKTURY KOMUNALNEJ I TRANSPORTU
Luk	DEWITTE	Gent	Belgium	MAX MOBIEL
Kristina	DIENHART	Odense	Denmark	ODENSE MUNICIPALITY
José Maria	DIEZ	Burgos	Spain	PLAN ESTRATEGICO CIUDAD DE BURGOS
Cornel	DIMITRIU	Iasi	Romania	CITY HALL OF IASI
Petko	DIMITROV	Sofia	Bulgaria	INSTITUTE OF TRANSPORT AND COMMUNICATIONS
Stefka	DODUROVA	Gorna Oryahovitsa	Bulgaria	MUNICIPALITY OF GORNA ORYAHOVITSA
JOSE	DOMARCO	Burgos	Spain	AYUNTAMIENTO DE BURGOS
Fried	DOTTER	Graz	Austria	FGM-AMOR AUSTRIAN MOBILITY RESEARCH
Magdalena	DROBNIAK - SALITRA	Krakow	Poland	MIEJSKIE PRZEDSIĘBIORSTWO KOMUNIKACYJNE SA W KRAKOWIE
Jörg	DUBBERT	Hamburg	Germany	P8YRY INFRA TRAFFIC GMBH
Kinga	DUDEK	Kraków	Poland	URZAD MIA STA KRAKOWA
Katrin	DZIEKAN	Berlin	Germany	TU BERLIN
Wiesław	DZWIGON	Krakow	Poland	UNIVERSITY OF TECHNOLOGY
Richard	ELELMAN	Figueres	Spain	AJUNTAMENT DE FIGUERES
Per	ELVINGSON	Örebro	Sweden	ÖREBRO MUNICIPALITY
Dirk	ENGELS	mechelen	Belgium	TRITEL
Juan Carlos	ESCUDERO ACHIAGA	Vitoria-Gasteiz	Spain	VITORIA-GASTEIZ CITY COUNCIL
Magnus	FAHL	Malmö	Sweden	CITY OF MALMÖ
Aleksandra	FARON	Krakow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Diego	FERNANDEZ	Burgos	Spain	AYUNTAMIENTO DE BURGOS
Bogdan	Fijalkowski	Krakow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Jakob	FIND ANDERSEN	Copenhagen V	Denmark	CITY OF COPENHAGEN
Michela	FIORETTO	Rome	Italy	ISIS
Daniel	FIRTH	Stockholm	Sweden	CITY OF STOCKHOLM
Judit	FLEISCHER	Budapest	Hungary	BUDAPEST KORZO
Nicole	FOLETTA	Hamburg	Germany	ITDP EUROPE
Antoni	FONT JULIA	Palma de Mallorca	Spain	EMT-PALMA
Beatrice	Fotache	Iasi	Romania	CITY HALL OF IASI
Krzysztof	FRANCUZ	Kraków	Poland	POLITECHNIKA KRAKOWSKA
Lukasz	FRANEK	Krakow	Poland	KRAKOW UNIVERSITY OF TECHNOLOGY
Marjan	FREDERIX	Heusden-Zolder	Belgium	MOBIEL 21
Jan	FRIEDBERG	Wieliczka	Poland	TRANSPORT CONSULTACY
Gustav	FRIIS	Aalborg	Denmark	CITY OF AALBORG
Hitoshi	FUKUMOTO	Tokyo	Japan	MINISTRY OF LAND, INFRASTRUCTURE, TRANSPORT & TOURISM
Giandomenico	GANGI	Brescia	Italy	MUNICIPALITY OF BRESCIA
Tina	GEHLETT	Berlin	Germany	TU DRESDEN / DTU TRANSPORT
Maurizia	GIGLIO	Milano	Italy	TRT TRASPORTI E TERRITORIO
Cristina	GIRONIMI	Bologna	Italy	MUNICIPALITY OF BOLOGNA
Geert	GISQUIERE	Gent	Belgium	CAMBIO - OPTIMOBIL VLAANDEREN
Michael	GLÖTZ-RICHTER	Bremen	Germany	CITY OF BREMEN / SENATE FOR ENVIRONMENT
Antonia	GODIA MIR	Figueres	Spain	AJUNTAMENT DE FIGUERES
Svetozar	GRADEV	Burgas	Bulgaria	MUNICIPALITY OF BURGAS, BULGARIA
Vygintas	GRINIS	Kaunas	Lithuania	KAUNAS CITY MUNICIPALITY
Rafal	GRZYB	Krakow	Poland	PAP
Mario	GUALDI	Rome	Italy	ISIS
Don	GUIKINK	Breda	The Netherlands	DTV CONSULTANTS
Chris	HADFIELD	Preston	United Kingdom	LANCASHIRE COUNTY COUNCIL
Richard	HALL	Southampton	United Kingdom	UNIVERSITY OF SOUTHAMPTON
Piotr	HAMARNIK	Kraków	Poland	GAZETA WYBORCZA
Sylvain	Haon	Brussels	Belgium	POLIS
Jakub	HARDIE-DOUGLAS	Szczecin	Poland	HZEISER CONSULTING ENGINEERS
Andres	HARJO	Tallinn	Estonia	CITY OF TALLINN
Aida	HARKA	Tirana	Albania	ALBANIAN TELEGRAPHIC AGENCY
Helena	HECIMOVIC	Koprivnica	Croatia	CITY OF KOPRIVNICA
April	HENNIG	Morges	Switzerland	EATON CORPORATION
Andres	HERKEL	Tallinn	Estonia	TALLINNA AUTOBUSSIKOONDISE AS
Fredrik	HÖGBERG	Göteborg	Sweden	CITY OF GÖTEBORG
Vanessa	HOLVE	Brussels	Belgium	EUROCITIES
Anne	HOUTMAN	Brussels	Belgium	EUROPEAN COMMISSION
Andrea	HRASTNIK	Ljubljana	Slovenia	LJUBLJANA PUBLIC TRANSPORT
Lukasz	HUBKA	Kraków	Poland	BIKEONE
Lucie	HUMPLIKOVA	Brno	Czech Republic	CITY OF BRNO
Justin	HYATT	Törökbálint	Hungary	HUNGARIAN YOUNG GREENS

Ireneusz Mochal	HYRA	Kraków	Poland	POLSKA GAZETA TRANSPORTOWA
Ireneusz Mochal	HYRA	Kraków	Poland	POLSKA GAZETA TRANSPORTOWA
Sławomir	JACHYM	Kraków	Poland	URZĄD MIASTA KRAKOWA
Sławomir	JACHYM	Kraków	Poland	BIURO INFRASTRUKTURY MIASTA UMK
Roman	JAKIČ	Ljubljana	Slovenia	CITY OF LJUBLJANA
Joanna	JEWSTRAT	Krakow	Poland	MUNICIPALITY OF KRAKOW
Yulin	JIANG	Beijing	China	CHINA ACADEMY OF TRANSPORTATION SCIENCES
Piotr	KACKI	Kraków	Poland	ZIKIT
Magdalena	KACZÓRKIEWICZ	Koszalin	Poland	TECHNICAL UNIVERSITY OF KOSZALIN
Koit	KAEVATS	Tallinn	Estonia	TALLINNA AUTOBUSIKOONDISE AS/ TALLINN BUS COMPANY LTD
Joanna	KAIM-KERTH	Kraków	Poland	SOUTH POLAND BUSINESS LINK
Grzegorz	KAMINSKI	Poznan	Poland	POZNAŃ CITY HALL
Zumrut	KAYNAK	Ankara	Turkey	THE MINISTRY OF PUBLIC WORKS AND SETTLEMENTS
Dmitry	KAZMIN	Moscow	Russia	SCIENTIFIC AND RESEARCH INSTITUTE FOR MOTOR TRANSPORT
Stephen	KELLY	Brighton	United Kingdom	BRIGHTON AND HOVE CITY COUNCIL
MeVille	KENDAL	Winchester	United Kingdom	HAMPSHIRE COUNTY COUNCIL
BEN	KENNEYDY	London	United Kingdom	LONDON BOROUGH OF HACKNEY
Michał	KEPINSKI	Krakow	Poland	KSI.PL.SP. Z O.O.
Jozefa	KESEK	Krakow	Poland	MUNICIPALITY OF KRAKOW
Polina	KIROVA	Gorna Oryahovitsa	Bulgaria	MUNICIPALITY OF GORNA ORYAHOVITSA
Thomas	KIRPAL	Bremen	Germany	CITY OF BREMEN, SENATE FOR ENVIRONMENT
Sylvia	KLATKA	Poznan	Poland	CONVOCO
Peter-Jan	KLEEVENS	Utrecht	The Netherlands	MUNICIPALITY OF UTRECHT
Andrej	KLEMENC	Ljubljana	Slovenia	REC CEE SLOVENIA BRACH OFFICE
Krzysztof	KLIMCZAK	Kraków	Poland	URZĄD MIASTA KRAKOWA
Zuzanna	KŁOS	Szczecin	Poland	UNIVERSITY OF SZCZECIN
Walter	KOEHN	Brussels	Belgium	GOPA-CARTERMILL
Henk	KOK	Eindhoven	The Netherlands	CITY OF EINDHOVEN
Gancho	KOLAKSAZOV	Plovdiv	Bulgaria	PLOVDIV MUNICIPALITY
Claus	KÖLLINGER	Graz	Austria	FGM-AMOR AUSTRIAN MOBILITY RESEARCH
Tytus	KONDRACKI	Kraków	Poland	A-ZKRAKOW, MEDIA AGENCY
MAGDA	KOPCZYŃSKA	Brussels	Belgium	EUROPEAN COMMISSION
Magdalena	KOSCIELNIAK	Kraków	Poland	UMK MUNICIPALITY OF KRAKOW
Daria	KOZANOWSKA	Kalisz	Poland	URZĄD MIEJSKI W KALISZU
Gordana	KOZUHAROVA	Szentendre	Hungary	REGIONAL ENVIRONMENTAL CENTER
Christina	KRONAUS	Vienna	Austria	ORF
Zivile	KROPALTE	Vilnius	Lithuania	LRT
Piotr	KRUKOWSKI	Warszawa	Poland	CITY OF WARSAW
Srecko	KRZANJIC	Zagreb	Croatia	ZAGREBASKI HOLDING, DEPARTMENT ZET
Tomasz	KULPA	Kraków	Poland	KRAKOW UNIVERSITY OF TECHNOLOGY
Chris	KUTESKO	Norwich	United Kingdom	NORFOLK COUNTY COUNCIL
Katarzyna	KYC	Krakow	Poland	MUNICIPALITY OF KRAKOW
Tiit	LAIKSOO	Tallinn	Estonia	CITY OF TALLINN
miguel	LARANJO	porto	Portugal	FORMATO VERDE
Marek	LASYK	Krków	Poland	ECHO MIASTA
Marie	LAUNAY	Nantes	France	EURO PROJECT CONSULT
Christian	LAVIGNE	Labège	France	MAIRIE DE LABÈGE
Stefanie	LAY	Freiburg	Germany	ICLEI EUROPEAN SECRETARIAT
Ursula	LEHNER-LIERZ	Maennedcrf	Switzerland	VELOCONSULT
Vincent	LEINER	Brussels	Belgium	EUROPEAN COMMISSION
Anu	LEISNER	Tallinn	Estonia	TALLINN TRANSPORT DEPARTMENT
Ciara	LEONARD	Freiburg	Germany	ICLEI EUROPEAN SECRETARIAT
Denis	LEROY	La Rochelle	France	COMMUNAUTÉ D'AGGLOMÉRATION DE LA ROCHELLE
GERARDO	LERTXUNDI	San Sebastian	Spain	COMPANIA DEL TRANVIA DE SAN SEBASTIAN, S.A.
Graham	LIGHTFOOT	Cork	Ireland	MENDES GOCAR LIMITED
Giuseppe	LIGUORI	Bologna	Italy	SRM - RETI E MOBILITÀ
Rick	LINDEMAN	Utrecht	The Netherlands	SENTERNOVEM
Raymond	LINSSEN	Utrecht	The Netherlands	SENTERNOVEM
Agnieszka	LIPOWSKA	Końskie	Poland	Gómośląskie Przedsiębiorstwo Wodociągów S.A.
Maciej	LISICKI	Gdansk	Poland	CITY HALL OF GDANSK
Zhanshan	LIU	Beijing	China	MINISTRY OF TRANSPORT OF THE PEOPLE'S REPUBLIC OF CHINA
MIRJAM	LOGONDER	Budapest	Hungary	FREELANCER
Sofia	LOURENÇO	Brussels	Belgium	CIVITAS POINTER
Ladislav	MAČEK	Brno	Czech Republic	THE CITY OF BRNO
Iva	MACHALOVA	Brno	Czech Republic	BRNO CITY MUNICIPALITY
Jacek	MAJCHROWSKI	Kraków	Poland	URZĄD MIASTA KRAKOWA
Joanna	MAJDECKA	Krakow	Poland	MUNICIPALITY OF KRAKOW
Maciej	MAKSELON	Szczecinek	Poland	URZĄD MIASTA SZCZECINEK




Rafal	MALINOWSKI	Kraków	Poland	BIKEONE SP. Z O.O.
Claudio	MANTEIRO	Funchal	Portugal	HORARIOS DO FUNCHAL
Ernest	MARCINKOWSKI	Kraków	Poland	INTERNET INFORMATION PRESS
Milena	MAREGA	Ljubljana	Slovenia	THE REGIONAL ENVIRONMENTAL CENTER, CO LJUBLJANA
Kurt	MARKWORTH	Aalborg	Denmark	CITY OF AALBORG
Loredana	MARMORA	Rome	Italy	ISIS
Andrea	MARRI	Perugia	Italy	CIRIAF
Renske	MARTIJNSE-HARTIKKA	Breda	The Netherlands	DTV CONSULTANTS
Lluís	MARTINEZ ABAD	Figueres	Spain	AJUNTAMENT DE FIGUERES
Marco	MASTRETTA	Genova	Italy	CORE S.R.L.
Anthony	MAY	England	United Kingdom	UNIVERSITY OF LEEDS
Jean-Paul	MAZABRARD	Toulouse	France	TISSÉO
Michael	MCDONALD	Southampton	United Kingdom	TRANSPORTATION RESEARCH GROUP
Jim	MCGEEVER	London	United Kingdom	LONDON EUROPEAN PARTNERSHIP FOR TRANSPORT
Marcel	MEEUWISSEN	Enschede	The Netherlands	CITY OF ENSCHEDE
Maja	MEIRLAEN	Wondelgem	Belgium	CITY GHENT
Sebastian	MEREK	Krakow	Poland	URZAD MIASTA KRAKOWA
Donatienne	MERTENS DE WILMARS	Gent	Belgium	MAX MOBIEL
Hermann	MEYER	Brussels	Belgium	ERTICO
Csaba	MEZEI	Szentendre	Hungary	REGIONAL ENVIRONMENTAL CENTER
Yordan	MIHTIEV	Gorna Oryahovitsa	Bulgaria	MUNICIPALITY OF GORNA ORYAHOVITSA
Branko	MIKINAC	Zagreb	Croatia	ZAGREBACKI HOLDING, DEPARTMENT ZET
Emmanuelle	MIKOSZ	Krakow	Poland	EUROPEAN LANDOWNERS' ORGANIZATION (ELO)
Perpelea	MILENA	Ploiesti	Romania	PLOIESTI MUNICIPALITY
Liz	MILLS	Cardiff	United Kingdom	UNIVERSITY OF THE WEST OF ENGLAND
Erinda	MISHO	Tirana	Albania	NATIONAL ENVIRONMENT AND FORESTRY AGENCY
Chris	MITCHELL	Nonwich	United Kingdom	NORFOLK COUNTY COUNCIL
Jens	MOGENSEN	Aalborg	Denmark	CITY OF AALBORG
Alvarado	MONICA	Rosario	Argentina	ENTE DEL TRANSPORTE DE ROSARIO
Agnieszka	MORAWSKA	Kalisz	Poland	URZAD MIEJSKI W KALISZU
Marijeh	MORSHEDI	Bologna	Italy	COMUNE DI BOLOGNA
Malgorzata	MRUGALA	Krakow	Poland	MUNICIPALITY OF KRAKOW
Stephanie	MÜLLER	Hamburg	Germany	P&YR INFRA TRAFFIC GMBH
Alberto	MURATET	Sant Cugat	Spain	MUNICIPALITY OF SANT CUGAT (BARCELONA)
David	NAEGELE	Galesburg	USA	EATON CORPORATION
Sándor	NAGY	Szeged	Hungary	SZEGED CITY
Leonardo	NALDINI	Perugia	Italy	MUNICIPALITY OF PERUGIA (I)
João	NEVES	Porto	Portugal	PORTO CITY HALL (CMP)
Dariusz	NIEMITALA	Krakow	Poland	MUNICIPALITY OF KRAKOW
Tamara	NIKOLIC	Budapest	Hungary	REC
Owe	NILSSON	Göteborg	Sweden	CITY OF GÖTEBORG, TRAFFIC AND TRANSPORT COMMITTEE
Jüri	NÕMMASALU	Tallinn	Estonia	TALLINNA AUTOBUSSIKOONDISE AS
Mariann	NØRGAARD	Aalborg	Denmark	MARIANN NØRGAARD
Katarzyna	NOSAL	Krakow	Poland	KRAKOW UNIVERSITY OF TECHNOLOGY
Adrian	OBUCHOWICZ	Krakow	Poland	MIEJSKIE PRZEDSIĘBIORSTWO KOMUNIKACYJNE SA W KRAKOWIE
Eileen	O'CONNELL	Delgany	Ireland	INTERACTIONS LTD
Paweł	OGRODNIK	Szczecin	Poland	UNIVERSITY OF SZCZECIN
Brigitte	OLLIER	Bruxelles	Belgium	UITP
Niccolò	ORTO	Brescia	Italy	MUNICIPALITY OF BRESCIA
Sławomir	OSTROWSKI	Krakow	Poland	POLSKA PRESSE SP. Z O.O. WIADOMOŚCI24.PL
Lech	OSUCHOWSKI	Kraków	Poland	DZIENNIK POLSKI
Lech	OSUCHOWSKI	Kraków	Poland	DZIENNIK POLSKI
Udo	OTS	Tallinn	Estonia	TALLINN TRANSPORT DEPARTMENT
Severo	PACE	Brescia	Italy	BRESCIA MOBILITÀ SPA
Lincoln	PAIVA	São Paulo	Brazil	MELHORAR MOBILIDADE SUSTAINABLE (BETTER AIR)
Zbigniew	PALENICA	Krakow	Poland	MIEJSKIE PRZEDSIĘBIORSTWO KOMUNIKACYJNE SA W KRAKOWIE
Ermal	PANDURI	Pristina	Serbia & Montenegro	RADIO DUKAGJINI
Stefania	PAPA	Perugia	Italy	MUNICIPALITY OF PERUGIA (I)
Fuensanta	PARIS DE LEMA	Palma de Mallorca	Spain	EMT-PALMA
Harjinder Kaur	PARWANA	New Delhi	India	INDIA COUNTRY OFFICE, CLEAN AIR INITIATIVE - ASIA
Alicja	PAWLOWSKA	Gdynia	Poland	GDYNIA CITY HALL
Bruno	PEREIRA	Funchal	Portugal	CÂMARA MUNICIPAL DO FUNCHAL
Bruno	PEREIRA	Porto	Portugal	PORTO CITY HALL (CMP)
Angelo Vito	PICCIONE	Piacenza	Italy	ANGELO VITO PICCIONE
Laurie	PICKUP	Preggio	Italy	WYG GROUP
Elin	PIETRONI	Umeå	Sweden	CITY OF UMEÅ
Julian	PILSZCZEK	Krakow	Poland	MIEJSKIE PRZEDSIĘBIORSTWO KOMUNIKACYJNE SA W KRAKOWIE
Gelando	PINZARRONE	Palermo	Italy	SIFORM CONSULTING

Jasielek	PIOTR	Kraków	Poland	URZAD MIASTA KRAKOWA
JACEK	PIOTROWSKI	Szczecin	Poland	SAPIK
Ann	PLAS	Ledeberg	Belgium	GENT CITY COUNCIL
Radomira	PLÍŠKOVÁ	Prague	Czech Republic	CENTRUM DOPRAVNÍHO VÝZKUMU
Luiza	POŁOMSKA-JONIEC	Cracow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Katarzyna	PONIKOWSKA	Krakow	Poland	ECHO MIASTA
NICOLA	PONZO	Potenza	Italy	REGIONE BASILICATA
John	PORTER	Delgany	Ireland	INTERACTIONS LTD
Riccardo	PRETTO	Brescia	Italy	COMUNE DI BRESCIA
Mark	PRIOR	Brighton and Hove	United Kingdom	BRIGHTON AND HOVE CITY COUNCIL
Stefano	PROIETTI	Rome	Italy	ISIS
Sabina	PULAWSKA	Kraków	Poland	POLITECHNIKA KRAKOWSKA
Andreia	QUINTAL	Madeira	Portugal	HORARIOS DO FUNCHAL, PUBLIC TRANSPORT OPERATOR
Niccolò	RABU	Nantes cedex1	France	SEMITAN
Denis	RADHESHI	Tirana	Albania	ENVIRONMENTAL ASSOCIATION
Piotr	RAPALSKI	Kraków	Poland	GAZETA KRAKOWSKA
Małgorzata	RATKOWSKA	Gdansk	Poland	Urząd Miejski Gdańsk
Enrique	REBOLLEDO	Mexico City	Mexico	CLEAN AIR INSTITUTE
Werner	REH	Berlin	Germany	FOE GERMANY / BUND
Alexandre	REI	São Paulo	Brazil	MELHORAR MOBILITY SUSTAINABLE (BETTER AIR)
Karl	REITER	Graz	Austria	FGM-AMOR
Christian	RESEBO	Malmö	Sweden	CITY OF MALMÖ - STREETS AND PARKS DEPARTMENT
Jean François	RETIÈRE	Nantes Cedex 9	France	NANTES METROPOLE
Andy	RICHARDS	Southampton	United Kingdom	TRG, UNIVERSITY OF SOUTHAMPTON
Greet	RIEBBELS	Gent	Belgium	CITY GENT
Mauro	RIVADOSSI	Nave	Italy	COMUNE DI BRESCIA
Oliver	ROIDER	Vienna	Austria	BOKU UNIVERSITY VIENNA
Anna	ROMANOWICZ	Kraków	Poland	POLITECHNIKA KRAKOWSKA
Marcel	ROMMERTS	Brussels	Belgium	EUROPEAN COMMISSION, DG ENERGY AND TRANSPORT
Antonio	ROSSA	Genova	Italy	COMUNE DI GENOVA
Andrzej	RUDNICKI	Krakow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Siegfried	RUPPRECHT	Koeln	Germany	RUPPRECHT CONSULT GMBH
Gerhard	RUSCH	Graz	Austria	MAGISTRAT GRAZ
Marjolain	SALENS	mechelen	Belgium	TRITEL
Simonetta	SALIERA	Bologna	Italy	MUNICIPALITY OF BOLOGNA
Gerd	SAMMER	Vienna	Austria	UNIVERSITY OF NATURAL RESSOURCES & APPLIED LIFE SCIENCES
Luis	SANTOS	Coimbra	Portugal	SERVÍÇOS MUNICIPALIZADOS
Bárbara	SÃO MARTINHO	Porto	Portugal	PORTO CITY HALL (CMP)
Fabian	SAPALSKI	Kraśnik	Poland	POLITECHNIKA KRAKOWSKA
GRZEGORZ	SAPON	Krakow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Antonio	SCALA	Bruxelles	Belgium	EUROPEAN COMMISSION
Ab	SHELLING	Delft	The Netherlands	TNO
Eric	SCHREFFLER	San Diego	USA	ESTC
Bamberg	SEBASTIAN	Bielefeld	Germany	UNIVERSITY OF APPLIED SCIENCE BIELEFELD, GERMANY
Jeffrey	SEISLER	Brussels	Belgium	CLEAN FUELS CONSULTING
Sonata	SENKIENE	Kaunas	Lithuania	KAUNAS CITY MUNICIPALITY
Livia	SILVA	Câmara de Lobos	Portugal	CÂMARA MUNICIPAL DO FUNCHAL
James	SILVESTER	Winchester	United Kingdom	HAMPSHIRE COUNTY COUNCIL
ZDENKA	ŠIMONOVIC	Ljubljana	Slovenia	CITY OF LJUBLJANA
Jerome	SIMPSON	Szentendre	Hungary	REGIONAL ENVIRONMENTAL CENTER
Mette	SKAMRIS HOLM	Aalborg	Denmark	CITY OF AALBORG
JOST	SMAJDEK	Ljubljana	Slovenia	LJUBLJANA PUBLIC TRANSPORT
Graham	SMITH	brussels	Belgium	TOYOTA MOTOR EUROPE NV/SA
Katarzyna	SOLECKA	Krakow	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
FRANCESCA	SPATARO	Palermo	Italy	SIFORM CONSULTING
Greg	SPENCER	Szentendre	Hungary	REGIONAL ENVIRONMENTAL CENTER
Jan	SPOUSTA	Prague	Czech Republic	CDV
Peter	STAELENS	Brussels	Belgium	EUROCITIES
Teresa	STANISLAU	Porto	Portugal	METRO DO PORTO
Wiesław	STAROWICZ	Kraków	Poland	MUNICIPALITY OF CRACOW
Cristian	Stoica	Iasi	Romania	PUBLIC TRANSPORT COMPANY
Corrado	STORCHI	Cavriago	Italy	LANDI RENZO S.P.A.
Paulina	STRUSKA	Czemichów	Poland	POLITECHNIKA KRAKOWSKA
Robert	STUSSI	Lisbon	Portugal	PERFORM ENERGIA
Wojciech	SUCHORZEWSKI	Warsaw	Poland	WARSAW UNIVERSITY OF TECHNOLOGY
Lisa	SUNDELL	Göteborg	Sweden	CITY OF GÖTEBORG
Zuzana	SVEDOVA	Brno	Czech Republic	TRANSPORT RESEARCH CENTRE
Roland	SYLVAIN	Poitiers	France	URBAN COMMUNITY OF POITIERS




Mariusz	SZALKOWSKI	Krakow	Poland	MIJSKIE PRZEDSIĘBIORSTWO KOMUNIKACYJNE SA W KRAKOWIE
Andrzej	SZARATA	Kraków	Poland	CRACOW UNIVERSITY OF TECHNOLOGY
Filip	SZATANIK	Cracow	Poland	URZAD MIASTA KRAKOWA
Lukasz	SZEWCZYK	Kraków	Poland	URZAD MIASTA KRAKOWA
Pedro	TASENDE	La Coruña	Spain	APORTA COMUNICACION AMBIENTAL
Geoffrey	THEOBALD	Brighton and Hove	United Kingdom	BRIGHTON AND HOVE CITY COUNCIL
Anna	TOMANA	Kraków	Poland	ZARZAD INFRASTRUKTURY KOMUNALNEJ I TRANSPORTU
Franz	TRCEK	Ljubljana	Slovenia	UNIVERSITY OF LJUBLJANA
Antonio	TRICAS AIZPUN	Brussels	Belgium	EUROPEAN COMMISSION DG TREN
Alessandro	TRITTO	Monza	Italy	CLICK UTILITY SRL
Jonathan	TURGY	Toulouse	France	TISS&O
Piotr	TYMCZAK	Kraków	Poland	DZIENNIK POLSKI
Marek	UTKIN	Warszawa	Poland	CITY OF WARSAW
Jana	VALKOVA	Brno	Czech Republic	THE CITY OF BRNO
Begga	VAN CAUWENBERGE	Gent	Belgium	CITY OF GENT
Fabian	VAN DE VELDE	Gent	Belgium	CITY OF GENT
Pascal	VAN DEN NOORT	Amsterdam	The Netherlands	VELO MONDIAL
Pascal	VAN DER STRATEN	Zoetermeer	The Netherlands	NEA TRANSPORT RESEARCH
Tariq	VAN ROOIJEN	Delft	The Netherlands	TNO
Karen	VANCLUYSEN	Brussels	Belgium	POLIS
Fabienne	VARGA	Brussels	Belgium	TOYOTA MOTOR EUROPE
Andrew	VARLEY	Preston	United Kingdom	LANCASHIRE COUNTY COUNCIL
Vendula	VECEROVA	Brno	Czech Republic	BRNO CITY
Brecht	VEKEMAN	Ghent	Belgium	GHEENT MUNICIPAL PARKING AUTHORITY, GHEENT CITY COUNCIL
Rumena	VELIKOVA	Plovdiv	Bulgaria	MUNICIPALITY OF PLOVDIV
Pieter	VERCRUYSSSEN	Gent	Belgium	MAX MOBIEL
Ernst	VERSHRAGEN	Delft	The Netherlands	UNIRESEARCH B.V.
Anne	VICENZOTTI	Nantes Cedex 9	France	NANTES METROPOLE
Oleh	VILYURA	Lviv	Ukraine	LVIV CITY COUNCIL
marta	VIVES	Sant Cugat	Spain	AJUNTAMENT DE SANT CUGAT
Bratu	Vlad	Iasi	Romania	CITY HALL OF IASI
Anna	WACHUDA	Szczecinek	Poland	KOMUNIKACJA MIEJSKA SP. Z O.O. SZCZECINEK
Rolf	WANNSTROM	Umea	Sweden	MUNICIPALITY OF UMEÅ
Anna	WASKOWSKA	Kraków	Poland	URZAD MIASTA KRAKOWA
Björn	WICKENBERG	Malmö	Sweden	CITY OF MALMO
Maciej	WIÓREK	Szczecinek	Poland	SAPIK
Piotr	WISNIEWSKI	Poznan	Poland	POZNAN CITY HALL
Andy	WREN	Winchester	United Kingdom	HAMPSHIRE COUNTY COUNCIL
Hiroimitsu	YAJIMA	Tokyo	Japan	INSTITUTE OF BEHAVIORAL SCIENCES
Jean	YATES	Preston	United Kingdom	PAC
alket	YMERI	Tirana	Albania	TVSH
Keith	YOUNG	Preston	United Kingdom	LANCASHIRE COUNTY COUNCIL
Andrzej	ZABIELSKI	Krakow	Poland	MEDIA REGIONALNE
Włodzimierz	ZALESKI	Kraków	Poland	URZAD MIASTA KRAKOWA
Oleh	ZASADNYI	Lviv	Ukraine	LVIV CITY HALL
Georgia	ZAVITSANOI	Athens	Greece	KATHIMERINI
Holger	ZEISER	Berlin	Germany	HZEISER - CONSULTING ENGINEERS
Tseard	ZOETHOUT	scharnegoutum	The Netherlands	CASTEL INTERNATIONAL PUBLISHERS
Tomasz	ZWOLINSKI	Krakow	Poland	MUNICIPALITY OF KRAKOW

Annex 3: Reflection and report back on the 16 parallel sessions




Reflections and prospects

Tony May
University of Leeds, England
CIVITAS Forum
19-21 October 2009
Krakow (Poland)





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My sources

- Five keynote papers
- Eight technical sessions
 - Each with a rapporteur
- Eight roundtable sessions
 - Each with a rapporteur
- **Action plan on urban mobility**



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Reflections and prospects

- **Twelve observations under four broad headings**
 - Needs, solutions, strategies
 - Barriers and remedies
 - Cooperative implementation
 - What next for CIVITAS?

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Needs, objectives, indicators

- **Needs**
 - 90% of citizens consider traffic situation needs improving
 - Climate change better understood, requires action now
 - Needs are far greater in the developing world
- **Objectives**
 - The Commission's definition of sustainable transport
 - **A3: Health (R1), A5: Mobility for all**
 - The need to support both climate change and economic competitiveness
- **Indicators and targets**
 - Needed for planning, monitoring, evaluation, benchmarking
 - Focused on objectives and desired change in travel

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EcoMetropolis Copenhagen - main goals 2015 (T7)

- Overall goal: 50 % of all journeys to and from work or school in Copenhagen to be made by bike
- Traffic safety: 50 % less seriously injured cyclists than today (118 in 2006)
- Perceived safety: 80 % of all cyclists must feel safe using their bike (58 % in latest poll)
- Noise: All inhabitants must be able to enjoy their sleep without noise pollution from traffic (current estimate: up to 40,000 dwellings are somehow influenced by traffic-related noise)
- Global air pollution: CO₂ emissions to be reduced by 20 % by 2015 (compared to index 2006)
- Regional air pollution: Air quality in Copenhagen has to reach a *health neutral* level by 2015. No-one must have their health affected by air pollution



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Interventions, solutions

- Wide range of types of intervention available
- Both technology and transport planning
- The KonSULT taxonomy (www.konsult.leeds.ac.uk)
 - Land use, infrastructure, management
 - Information, awareness, pricing
- **Considerable coverage in the Action Plan**
 - A6: Travel information; A7: Green zones
 - A8: Awareness; A9: Energy-efficient driving
 - A10, 11: Low and zero emission vehicles
 - A12: Internalising external costs (R1, R6)
 - A13: Urban pricing; A19: Urban freight

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Interventions, solutions

- **Examples of most in technical sessions**
 - But more on land use?
- **What was new (for me!)**
 - Bus superblocks (Vitoria-Gasteiz) (T2)
 - Car sharing with ISA and alco-lock (Göteborg) (T6)
 - Pipeşnet (Perugia) (T7)
 - Freight management (Bologna) (T7)
 - HGVs and cyclists (Copenhagen) (T7)
 - Four (five?) dimension information plan (Aalborg) (T8)






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Integrated strategies

- **No one solution to any city's problems**
- **Need an integrated strategy**
 - Action Plan themes 1 and 6
- **Need a package of measures**
 - Both transport and spatial planning (R1)
 - All modes (R1)
 - Both passenger and freight
 - Both technology and behavioural change
 - Both social market forces and social regulation (R5)

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Integrated strategies

- **Some good examples**
 - Parking, bus services and walking (Ghent) (T3)
 - Car sharing, season tickets and bike rental (Belgium) (T6)
 - Planning, walking, cycling, buses, parking, freight (Donostia-San Sebastian) (T5)
 - Pricing, regulation, management, car and bike sharing, freight management, clean vehicles (Bologna) (T3, T7)




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Measuring performance

- **Need to understand impacts of interventions**
 - Against selected indicators, targets (R7)
 - Balanced coverage: social, environmental, economic (R4, R7)
- **Surprisingly little evidence of this kind**
- **Some good examples:**
 - Krakow public transport monitoring (T2)
 - The CONNECT programme on walking and cycling to school (T4)
 - Bologna's data on passengers and freight (T3, T7)
- **But is the CIVITAS evaluation process asking too many questions?**
- **A key issue in the Action Plan**
 - A16: upgraded data; A17: urban mobility observatory (R1, R7)
 - Need careful specification of what to include



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Barriers

- **Institutional**
 - Working with the wider range of actors (R3)
 - Split responsibilities (R3)
 - Approach of planners, engineers (R1, R3)
- **Acceptability**
 - Political will, awareness (T1, T2, T3, T7, R2)
 - Public acceptability (T3)
 - Anti-social behaviour (T5)
 - Poor perceived quality, information (T2, R6)
 - Particular needs of children, elderly (T4, R1)

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Barriers

- **Technology design and operation**
 - Reliability of new technologies (T1)
 - Awareness of new concepts (T6)
 - Effectiveness of novel interventions (T3)
 - Inappropriate design concepts (T5)
 - Privacy (T7)
- **Finance**
 - Lack of funding (which will get worse) (T2, T4, R5)
 - Inappropriate availability of funding

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Remedies, success factors

- **Institutional**
 - Stakeholder participation (T5, T7)
 - Professional training (R1)
 - **A4: Passengers' rights**
- **Acceptability**
 - Citizen involvement (R1)
 - Packages of measures (T3, T4, T7, R2)
 - Targeting measures to particular users (T3)
 - Flexibility in application (T3)
 - Information and enhanced image (R1)




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Remedies, success factors

- **Technology design and operation**
 - Use proven technology, standards (T1, T8)
 - Adopt inclusive, creative, shared designs (T2, T4, T5, R1)
 - Use an experienced systems provider (T3, T6, T8)
 - Employ effective enforcement (T3, R1)
- **Finance**
 - **A14: optimising existing funding sources**
 - **A15: need for future funding**
 - Non-EU funding also critical (T2)




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Sustainable Urban Mobility (R3) Plans

- **Needed to identify long term needs, develop strategy**
- **To help achieve long term vision, stability (R2, R4)**
 - With supporting short term operational plans (R2)
- **Major focus in the Action Plan**
 - **A1: Accelerating take up; A2: Linking to regional policy**
- **But only limited experience (France, UK, elsewhere?)**
 - Need to disseminate practice (R3)
- **And very differing ideas as to what is needed**
 - Objectives, spatial coverage, modes, instruments, other sectors (R3)
- **And how do they link with Urban Mobility Agreements?**
 - E.g. Barcelona, San Sebastian
- **Condition for EC, EBRD funding? (R3)**

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Partnerships

- **Partnership between the tiers of government**
 - EC: Action Plan, CIVITAS, regulation, finance
 - Subsidiarity no longer an issue
 - National governments: institutional structure, responsibilities, legislation, finance, skills (R5)
 - Regional governments: consistency
 - City governments: the main actors
- **Partnership with stakeholders**
 - Politicians, professionals, consultants, academics
 - Suppliers, operators, business, public (T1)
 - Positive media involvement critical
 - A Mobility Advisory Board (San Sebastian) (T5)







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Public involvement

- **Citizen involvement in planning, implementation**
 - Needed throughout the policy process
 - A Citizen Mobility Pact and Manifesto for Children (San Sebastian) (T5)
- **Targeting interventions and alternatives by type of user**
 - Different age ranges and their use of media (CONNECT, Aalborg) (T8)
 - Different life cycle stages and road pricing (Copenhagen) (T3)
 - Different mobility needs and focused services (Bologna) (T3, T7)
 - Specific facilities for the elderly (T5)







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Implementation

- **Sharing best practice**
 - Innovators helping change culture
 - The role of leader and follower cities (T6)
 - The importance of learning from peers (R5)
- **Is CIVITAS sufficiently visible? (R5)**
 - The role of CATALIST (T6)
 - The barriers of language (R5)
- **Need to achieve**
 - Long term stability
 - Mass deployment







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Wider application

- **National dissemination**
 - Coverage of medium and smaller cities (T1, R5)
 - Development of national networks
- **Transition economies (R8)**
 - Rapid change in society, land use, travel (R2)
 - Lack of stability in policy (R2)
- **Beyond Europe**
 - **A18: International dialogue, information exchange**
 - ELTIS >> ILTIS (R8)
 - Cooperation with similar ventures (R8)
 - The very differing needs of the developed and developing worlds

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Research and demonstration

- **What new research is needed? (R4)**
 - Behavioural change: people and freight
 - Performance of novel technologies, interventions
 - Alternative uses of road space
- **Applied (very!) rather than basic**
 - So the performance requirements are different
 - Social, psychological, political science
- **Balance between research and demonstration**
 - Substantial field trials (R4)
 - Technical, business and financial case studies (R4)

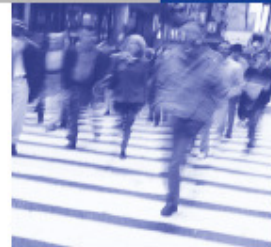



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Conclusions

- Need to focus on packages rather than individual interventions
- Need for more effective evaluation of impacts
- Careful thought as to what to include in the Urban Mobility Observatory
- Need to develop Sustainable Urban Mobility Plans
- Growing importance of partnership working
- Challenge of transfer to other countries
- Continuing need for applied research and demonstration
- Clarity on the Action Plan timetable



Annex 4: Format and scope of each of the roundtables and technical sessions

TECHNICAL SESSIONS

The eight Technical Sessions will review the building blocks of CIVITAS: the eight categories that have structured the programme to date - and their key achievements. Following an introduction on the category by the moderator, speakers from each phase of the CIVITAS Initiative will present examples (via ppt) of specific measures' success. Related contributions from those not involved in CIVITAS will also be shared, with the overall aim being to exchange good practice, successful business models and proven technologies. During the course of 90 minutes, emerging challenges within the discipline will also be mapped, with the moderator inviting the 80 or so participants to help answer a handful of pertinent questions (see the session descriptions below for further details). Conclusions of all sessions will be captured and in a single powerpoint slide, that will be fed into the final plenary session: The Way Forward for CIVITAS, by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.

Technical Session 1 - Increasing the use of alternative fuels and of clean and energy efficient vehicles

Cities are gaining considerable expertise in the use of alternative fuels (biodiesel, hybrid, CNG, electric...) within their public transport and freight management vehicle fleets. The key issue remains the mass deployment of such technologies and its integration into the urban transport system. This session will consider: how can cities finance and deploy alternative fuel technologies and retrofit their public transport vehicle fleets? Which are the institutional, financial and technological barriers? What are the opportunities for effective partnership with the private sector and the research community?

Technical Session 2 - Delivering high quality collective passenger transport services

Issues such as frequency, reliability, comfort, safety and accessibility are basic pre-conditions for public transport networks to successfully compete with private motorists. Other factors may also include putting into service new energy-efficient vehicles and ensuring intermodality with other transport modes. This session will seek to understand which strategies are cities currently implementing to make their public transport services more attractive and competitive? How can public transport be better integrated with other modes of transport? What indicators may be relied upon to monitor the quality of public transport systems? *NB: Roundtable 7 will take a more detailed look at the topic of indicators.*

Technical Session 3 - Integrated demand management strategies - road pricing schemes

Cities have implemented a variety of demand management strategies based upon economic (dis)incentives, regulatory measures (including zoning and spatial planning) and tele-services. This session will share information as to how road pricing may be combined with parking management schemes and incentives to increase the use of public transport. It will also ask, where should the balance between these different approaches lie? And what are the social, economic and environmental implications of road pricing schemes?

Technical Session 4 - Influencing travel behaviour and modal choice at an early age

Mobility management plans, marketing, education and information campaigns have proved successful in shifting citizens' travel choices towards more sustainable modes of transport. In particular, initiatives implemented in schools have achieved outstanding results, surpassing expectations and targets and thereby encouraging smarter travel choices within the family, at both neighbourhood and city levels. This session will share information on some of the more recent examples aimed at promoting sustainable and responsible travel. It will ask: what are their more innovative aspects? It will determine: how are these linked (or could be linked) to a city's overall transport strategy?

Technical Session 5 - Safety and security concerns in cycling and walking

One of the main concerns for cyclists and pedestrians is their personal safety and security within cities. Even though there are many infrastructure solutions to improve road safety, both pedestrians and cyclists still remain the most vulnerable users of public spaces. This session will ask: what are the leading safety and security concerns for cyclists and walkers of European cities? It will also ascertain what plans and policies cities have developed and implemented aimed at improving road safety and security? It will conclude by shortlisting some of the more practical solutions currently being implemented, and identify which could be shared as best practices in the field.

Technical Session 6 - New forms of vehicle use and/or ownership and less car-dependent lifestyles

A means to reduce private car use in our cities is the introduction of mobility services that promote new forms of vehicle use and/or ownership as well as less car-dependent lifestyles, for example, car pooling, public and private car sharing services. This session will share city experiences in car pooling and car sharing schemes. It will inventory the mechanisms available to cities to reach and convince potential users of such services. It will seek to understand how can related pilot projects successfully develop into sustained long-term vehicle sharing schemes?

Technical Session 7 - Efficient freight logistics services

Solid freight logistics distribution schemes and services should rely on energy-efficient vehicle fleets, dedicated infrastructure and well-coordinated information services. The challenge for city authorities is often to enable effective goods delivery without disrupting citizens' quality of life through traffic delays, congestion, air pollution etc., while at the same time reducing energy consumption. This session will map the various challenges and ask which strategies and policies are currently being developed around these targets? Which concepts for goods distribution are being tested? And which have been the most successfully implemented to date?

Technical Session 8 - Transport telematics systems for improved traffic management and traveller support

Information technology plays a significant role in supporting transport management systems and improving traveller services. The latest developments in the application of transport telematics include intermodal information, electronic road pricing and public transport ticketing, vehicle location and guidance systems. This session will exchange city experiences in the use of information and technologies to support traffic management and traveller services. It will ask which are the most innovative software applications in use? How can technology further support sustainable modes of travel and transport? And what are the obstacles and challenges to achieving this?

ROUNDTABLE SESSIONS

Roundtables will explore and develop ideas important to the future evolution of CIVITAS. They may flag up new topics (e.g. innovative measures), or suggest actions to support the take-up and exploitation of existing results. They may even propose new policy or regulatory initiatives. Not as transient as a “speed café” nor as formal as a panel discussion, roundtables will be the occasion for a small group of 20-25 Forum participants: mobility experts and city practitioners, to enjoy vivid “multi-way” discussion and interaction (there will be no use of powerpoint). During the session, the moderator will ‘steer’ discussion towards answering a handful of pertinent questions (see the descriptions below for further details). Conclusions of all sessions will be captured in a single powerpoint slide and will be fed into the final plenary session: Conclusions on CIVITAS: The Way Forward, by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.

Roundtable Session 1: Future urban mobility: the shape of things to come

According to the United Nations Environment Programme, of the global population increase of 2.2 billion by 2030, 2.1 billion will live in urban areas. By 2030, more than 60 percent of the world’s population will be urban dwellers and by 2050, that will equate to six billion people. According to Eurostat, by 2050, 49 percent of the EU’s population will be aged 50 and over (up from 35 percent in 2005). While in the past walking and public transport were the most important modes of mobility among older people, there is now a strong shift towards the private car. Considering these scenarios, this session will ask: what are likely to be the urban mobility challenges city authorities can expect to face in 2050? Will the rising popularity of Skype video-calling, tele-working, online shopping and even the drag of long airport security checks influence citizen demands upon urban infrastructure? The session will conclude by identifying: which measures today could help offset the foreseen challenges of tomorrow?

Roundtable Session 2: Towards sustainable urban mobility in a transition economy

Between 2005 and March 2009 the city of Krakow introduced many “measures” to advance their sustainable urban transport policy plans. These included a Tele-bus service, a bicycle renting scheme, integrated ticketing and tariffs besides a car pooling system for commuters to the Krakow University of Technology. Two high quality modal stops were also launched, alongside a series of successful marketing campaigns and educational activities. These measures - which also included severe access restrictions within inner-city areas - have encouraged a tangible change in citizens’ use of public transport, and their approaches to walking and cycling. As a result, many are being continued or extended, despite the growing trend for rising car ownership, characteristic across much of central and eastern Europe. This session will ask why were these measures successful? How do cities in transition economies deal with these sorts of challenges and obstacles? It will seek to understand: how might they be overcome, and whether CIVITAS might play a role in helping to address them by replicating the most successful measures elsewhere?

Roundtable Session 3: Developing integrated sustainable urban mobility plans

The EC Action Plan for Urban Mobility highlights the importance of integrated sustainable urban mobility or transport plans (SUTPs). At the same time the European Commission is keen to understand what role it might play in supporting their development and implementation. Might it include for example providing toolkits and guidelines that promote best practice, or capacity building activities, and/or offering expert know-how? This session will ask: what are the priority challenges and obstacles faced by urban administrators to develop and introduce sustainable urban transport plans? It will also identify: what resources would city authorities most welcome from the European Commission to support their implementation? Are there results from existing programmes that might be exploited in this regard?

Roundtable Session 4: Emerging challenges/research priorities for sustainable urban transport

CIVITAS is a European Union demonstration *and research* programme for clean urban transport, where European cities may be considered “laboratories” of urban mobility research. Among those topics highlighted within the EC’s Green Paper on Urban Mobility for future attention were smarter vehicles and more safe and secure urban transport. Others might rather argue for more intelligent transportation systems, and some for greater attention on spatial planning. This session asks: what are the most pressing and emerging challenges in the field of sustainable urban transport and why? What should the most immediate priorities for future research and development be?

Roundtable Session 5: Going Local: Expanding the CIVITAS Network(s)

A number of attempts are underway to establish national or regional CIVITAS networks based on either geographic location, a common language, or within national boundaries. These initiatives help to bring CIVITAS experiences and successes to cities where language, location or culture may otherwise be an obstacle. The challenge ahead is sustaining them in the longer term. This session will ask: what sorts of services could network members most benefit from? What contributions would members be willing to make to assure their long term sustainability? And what further support could the CIVITAS Initiative offer?

Roundtable Session 6: Mapping the growth potential for public transport service providers

City authorities have an obligation to reduce pollutant emissions including those caused by less sustainable modes of transportation and traffic congestion caused by overburdened transport infrastructure. Yet at the same time demand for public transport services in cities can frequently surpass supply, especially for example during rush-hour. The challenge then is to increase the service offer - and still balance the budget. Can the costs of purchasing more rolling stock and employing more drivers be offset by increased ticket sales, even raised ticket prices? Or will idling rolling stock/staff during off-peak hours only worsen your deficit? This session will take a business case approach to the issue of sustainable financing of public transport. It will ask: what is the growth potential for public transport services? What and where are the best practice business cases - and why do they succeed? It will highlight priority concerns, that future assistance mechanisms might help to address and whether there are existing results within CIVITAS that could be exploited in this regard.

Roundtable Session 7: Indicators for success? Measuring progress towards sustainable urban mobility

Collecting and reporting data on urban mobility can help to improve the knowledge base of both policy-makers and the general public in related decisionmaking processes. The European Environment Agency's TERM - the Transport and Environment Reporting Mechanism (which monitors things like vehicle fleet age, freight transport demand and specific air pollutant emissions) already makes a solid contribution in this regard. However, there may well be other indicators useful to assessing progress, for instance, those reporting on the development and implementation of urban mobility plans. Which of these indicators would cities be most ready - and most challenged - to report on? Are there other indicators that should also be considered? And what sorts of regulatory or other forms of intervention may be needed to assure their successful introduction? *NB: The results of technical session 2 may be of interest to this session's participants.*

Roundtable Session 8: Strengthening international cooperation and exchange beyond Europe

Time after time surveys reveal that decision-makers and mobility experts are interested in learning from others' experiences through best practices and case studies in specific policy fields. The CIVITAS Initiative has helped generate many success stories through its demonstration cities, while CIVITAS CATALIST is helping to foster the take up of these experiences and results in non-CIVITAS cities across Europe, through the CIVITAS Activity Fund as well as guidance documentation. However, the time might be ripe to take these results beyond the bounds of Europe, in order to share them with urban community representatives in the Americas, Asia or even Africa. This session will ask: what are the priority topics for experience exchange? What are the most efficient mechanisms for strengthening strategic cooperation? It will also determine what challenges and obstacles may hinder their successful implementation. Relevant international actors - representatives of related initiatives and of administrations within the above mentioned continents - as well as key European stakeholders - will be invited to contribute.

Annex 5: Results summary of the technical sessions

CIVITAS

Summary – Parallel Sessions

Technical Session 1 – Increasing the use of alternative fuels and of clean and energy efficient vehicles

Date: Tuesday, 20 October 2009 (14.00 – 15.30)

Location: Room 19

Moderator: Jeffrey Seisler, Clean Fuels Consulting

Description:

Cities are gaining considerable expertise in the use of alternative fuels (biodiesel, hybrid, CNG, electric...) within their public transport and freight management vehicle fleets. The key issue remains the mass deployment of such technologies and its integration into the urban transport system. This session will seek to understand:

- How can cities finance and deploy alternative fuel technologies and retrofit their public transport vehicle fleets?
- Which are the institutional, financial and technological barriers?
- What are the opportunities for effective partnership with the private sector and the research community?





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CIVITAS

Summary – Parallel Sessions

Technical Session 1 – Increasing the use of alternative fuels and of clean and energy efficient vehicles

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • What is the definition of a 'clean vehicle'? • Standards: Lack of definition of biodiesel standards; also lack of standardization between countries regarding vehicles (making joint procurement difficult) • What vehicle technologies are coming next? • Lack of 'political will' slows market entry of clean fuel vehicles 	<ul style="list-style-type: none"> • European definition and guidance is required (i.e EU level) • Fuel quality directive to be implemented; More OEM involvement with customers in developing new 'clean fuel' vehicles required • See above re: OEM involvement with customers • Government involvement between OEMs & customers would help streamline market entry of vehicles that customers want (& that provide cleaner environment and that they can afford)

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Summary – Parallel Sessions CIVITAS

Technical Session 2 – Delivering high quality collective passenger transport services

Date: Tuesday, 20 October 2009 (14.00 – 15.30)
 Location: Room 20
 Moderator: Brigitte Ollier, International Association of Public Transport

Description:
 Issues such as frequency, reliability, comfort, safety and accessibility are basic pre-conditions for public transport networks to successfully compete with private motorists. Other factors may also include putting into service new energy-efficient vehicles and ensuring intermodality with other transport modes. This session will seek to understand:

- Which strategies are cities currently implementing to make their public transport services more attractive and competitive?
- How can public transport be better integrated with other modes of transport?
- What indicators may be relied upon to monitor the quality of public transport systems? *NB: Roundtable 7 will take a more detailed look at the topic of indicators.*

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Summary – Parallel Sessions CIVITAS

Technical Session 2 – Delivering high quality collective passenger transport services

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • Minimise “confusion” (information to citizens, help on the spot, integrated ticketing) • Commitment from citizens • Commitment from politicians (local parties, NGO’s, multi-stakeholders, partnerships) • Financial (redesigning PT systems, new light rail network) 	<ul style="list-style-type: none"> • Total design (integrated approach for PT + car + other modes) • Punctuality & reliability are more important than speed! • Mix of push & pull measures <ul style="list-style-type: none"> • Push: raising parking rates, etc.. • Pull: integrated network, park&ride, integrated ticketing, direct bus lines, create new services for niche markets

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Summary – Parallel Sessions
CIVITAS

Technical Session 3 – Integrated demand management strategies – road pricing schemes

Date: Tuesday, 20 October 2009 (16.00 – 17.30)


Location: Room 19


Moderator: David Blackledge, TTR Ltd.

Description:


Cities have implemented a variety of demand management strategies based upon economic (dis)incentives, regulatory measures (including zoning and spatial planning) and tele-services. This session will share information as to how road pricing may be combined with parking management schemes and incentives to increase the use of public transport. This session will seek to understand:

- Where should the balance between these different approaches lie?
- What are the social, economic and environmental implications of road pricing schemes?





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Summary – Parallel Sessions
CIVITAS

Technical Session 3 – Integrated demand management strategies – road pricing schemes


Emerging challenges / obstacles

- Effectiveness (sometimes undercut by political decisions e.g. cost of residential parking permits)
- Acceptability of restrictive measures, differing between societal groups
- Management of citizens views (complaints and ideas)
- Enforcement (supported by ITS, decriminalisation)
- Differentiation of measures (“individualisation”) and modalities for different target groups, trip purposes, trip length... (this is also a solution)
- Rising volumes of PTWs


Solutions / recommendations

- Measures taken in the framework of a urban transport plan, and in synergy with other sub plans (e.g. city freight delivery plan) and measures (e.g. bike and car sharing)
- Create the appropriate institutional setting (e.g. autonomous parking authority).
- Logical packages of measures (carrot and stick)
- ITS support (Parking guidance system, parking indicator – online information per street what parking regime is applied, GPS based pricing scheme)
- Solve problems where and when they occur (e.g. LTZ turns off during the night and at weekends)
- Market segmentation (on the basis of existing data sources) to better design packages of measures and thus gain acceptability

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CIVITAS	
Summary – Parallel Sessions	
<p>Technical Session 4 – Influencing travel behaviour and modal choice at an early age</p> <p>Date: Tuesday, 20 October 2009 (16.00 – 17.30)</p> <p>Location: Room 20</p> <p>Moderator: Sebastian Bamberg, University of Applied Sciences, Bielefeld</p>	
<p>Description:</p> <p>Mobility management plans, marketing, education and information campaigns have proved successful in shifting citizens' travel choices towards more sustainable modes of transport. In particular, initiatives implemented in schools have achieved outstanding results, surpassing expectations and targets and thereby encouraging smarter travel choices within the family, at both neighbourhood and city levels. This session will share information on some of the more recent examples aimed at promoting sustainable and responsible travel. This session will seek to understand:</p> <ul style="list-style-type: none"> • What are their more innovative aspects? • How are these linked (or could be linked) to a city's overall transport strategy? 	
	
	
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CIVITAS	
Summary – Parallel Sessions	
<p>Technical Session 4 – Influencing travel behaviour and modal choice at an early age</p>	
<p><u>Emerging challenges / obstacles</u></p> <ul style="list-style-type: none"> • (Lack of) Funding for school travel plans • How to approach children and parents 	<p><u>Solutions / recommendations</u></p> <ul style="list-style-type: none"> • School travel plans and its evaluation should be part of CIVITAS IV • Associating cycling and walking with positive emotions • Use supportive social role models • Open and re-design spaces for children's needs • Better integration of school travel plans with other MMs (e.g. work travel plans)
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Summary – Parallel Sessions CIVITAS

Technical Session 5 – Safety and security concerns in cycling and walking

Date: Wednesday, 21 October 2009 (9.00 – 10.30)

Location: Room 19

Moderator: Pascal van den Noort, Vélomondial

Description:

One of the main concerns for cyclists and pedestrians is their personal safety and security within cities. Even though there are many infrastructure solutions to improve road safety, both pedestrians and cyclists still remain the most vulnerable users of public spaces. This session will ask:

- What are the leading safety and security concerns for cyclists and walkers of European cities?
- What plans and policies cities have developed and implemented aimed at improving road safety and security?
- Shortlist some of the more practical solutions currently being implemented, and identify which could be shared as best practices in the field.





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Summary – Parallel Sessions CIVITAS

Technical Session 5 – Safety and security concerns in cycling and walking

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • A lot of bike-theft. • Increasing demand for (guarded) bicycle-racks. • Elderly people are a vulnerable target group in traffic. • Traffic-apartheid, cities becomes car-oriented, streets are too safe: "the safer they feel, the more they dare" 	<ul style="list-style-type: none"> • Anti-theft: new kind of bike with special frame; 'bait bicycle'; bicycle tracking device. • Install bicycle racks according citizens' demand. • Participation = essential (Mobility Advisory Board with many stakeholders). • Traffic safety projects for elderly people to prevent accidents. • Shared spaces: make people responsible, make it less clear, design so speeds are harmonised. = possible in every culture

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Summary – Parallel Sessions



Technical Session 6 – New forms of vehicle use and/or ownership and less car dependent lifestyles

Date: Wednesday, 21 October 2009 (9.00 – 10.30)
Location: Room 20
Moderator: Michael Glotz-Richter, City of Bremen

Description:
A means to reduce private car use in our cities is the introduction of mobility services that promote new forms of vehicle use and/or ownership as well as less car-dependent lifestyles, for example, car pooling, public and private car sharing services. This session will share city experiences in car pooling and car sharing schemes. It will inventory the mechanisms available to cities to reach and convince potential users of such services.

This session will seek to understand:

- How can related pilot projects successfully develop into sustained long-term vehicle sharing schemes?



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Summary – Parallel Sessions

Technical Session 6 – New forms of vehicle use and/or ownership and less car dependent lifestyles

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • modern alternative to car-ownership • Today: 400,000 Car-Sharer in EU • Potential < 4 Mio (short-term) - to replace about 600.000 cars = 3,000 km urban road space • Still very unknown in many cities • Promotion and image of car as status symbol as 'old symbol' – using instead owning as new status symbol (more choice, responsibility, flexibility, better use of time...) • Too radical for our car-culture ? 	<ul style="list-style-type: none"> • Use existing experience (incl. for hard- and software of Car-Sharing) • For start-up: municipal/regional authorities as anchor user • Integration with public transport • Make it part of - urban transport plans - air quality plans - CO₂ reduction concepts • Use CIVITAS-CATALIST for exchange and support

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Summary – Parallel Sessions
CIVITAS


Technical Session 7 – Efficient freight logistics
 Date: Wednesday, 21 October 2009 (11.00 – 12.30)
 Location: Room 19
 Moderator: Jim McGeever, London European Partnership for Transport

Description:
 Solid freight logistics distribution schemes and services should rely on energy-efficient vehicle fleets, dedicated infrastructure and well-coordinated information services. The challenge for city authorities is often to enable effective goods delivery without disrupting citizens' quality of life through traffic delays, congestion, air pollution etc., while at the same time reducing energy consumption. This session will map the various challenges and will seek to understand:

- Which strategies and policies are currently being developed around these targets?
- Which concepts for goods distribution are being tested?
- And which have been the most successfully implemented to date?

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Summary – Parallel Sessions
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Technical Session 7 – Efficient freight logistics


Emerging challenges / obstacles

- Privacy issues
- Cost issues
- Technology

Solutions / recommendations

- Stakeholder consultation from the very beginning
- Political commitment
- Use synergies between different modes

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Summary – Parallel Sessions CIVITAS



Technical Session 8 – Transport telematics systems for improved traffic management and traveller support

Date: Wednesday, 21 October 2009 (11.00 – 12.30)
Location: Room 20
Moderator: Hermann Meyer, ERTICO

Description:
Information technology plays a significant role in supporting transport management systems and improving traveller services. The latest developments in the application of transport telematics include intermodal information, electronic road pricing and public transport ticketing, vehicle location and guidance systems. This session will exchange city experiences in the use of information and technologies to support traffic management and traveller services.

This session will seek to understand:

- Which are the most innovative software applications in use?
- How can technology further support sustainable modes of travel and transport?
- And what are the obstacles and challenges to achieving this?

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Summary – Parallel Sessions CIVITAS

Technical Session 8 – Transport telematics systems for improved traffic management and traveller support

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • Managing a traffic management system is difficult (e.g. sensors), it is more than developing signs • Information for parking is not enough if your place will be taken when you arrive • Information is one thing, advice is another • Privacy will be an issue for travel information • If you have invested in the wrong closed smart card system, it is hard to go back • The challenge is to keep your system open and independent from the vendor • An interoperable process is very complex but knowing it is essential! 	<ul style="list-style-type: none"> • For a good parking-info system you need a phased implementation (guidance, static info, real time) • Knowing which type of information you are giving is needed to develop it further. Are you distributing information, targeting, individualising? • The use of modern online marketing tools (web 2.0) works • The use of personalised information works • Get control, know your system (e.g. Smart cards) so you are not depending on a vendor and interoperability is in your hands • An authority to develop, research and certify standards for interoperability is needed. There could be role for the EU here.

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Annex 6: Results summary of the roundtable sessions

Summary – Parallel Sessions


Roundtable Session 1 – Future urban mobility: the shape of things to come

Date: Tuesday, 20 October 2009 (14.00 – 15.30)



Location: Room 15


Moderator: Vanessa Holve, EUROCIITIES


Description:

According to the United Nations Environment Programme, of the global population increase of 2.2 billion by 2030, 2.1 billion will live in urban areas. By 2030, more than 60 percent of the world's population will be urban dwellers and by 2050, that will equate to six billion people. According to Eurostat, by 2050, 49 percent of the EU's population will be aged 50 and over (up from 35 percent in 2005). While in the past walking and public transport were the most important modes of mobility among older people, there is now a strong shift towards the private car. This session will seek to understand:

- What are likely to be the urban mobility challenges city authorities can expect to face in 2050?
- Will the rising popularity of Skype video-calling, tele-working, online shopping and even the drag of long airport security checks influence citizen demands upon urban infrastructure?
- Which measures today could help offset the foreseen challenges of tomorrow?

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Summary – Parallel Sessions



Roundtable Session 1 – Future urban mobility: the shape of things to come



Emerging challenges / obstacles

- Reduce need to travel
- Improve intermodality
- Raise image of sustainable transport modes (marketing)
- Further promote cycling
- Better address travel needs of elderly
- Influence travel behaviour of children and teenagers
- Change conservative approach of road planners
- Ensure enforcement of traffic rules
- Capitalise on success stories in urban transport

Solutions / recommendations

- Optimise public transport in suburban areas
- Link sustainable transport to health
- Develop new standards for flexible road use
- Promote setting up of an urban mobility observatory
- Promote internalisation of external costs of car use
- Increase political will/support for sustainable transport
- Support citizen's involvement

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Summary – Parallel Sessions	CIVITAS
<p>Roundtable Session 2 – Towards sustainable urban mobility in a transition economy</p> <p>Date: Tuesday, 20 October 2009 (14.00 – 15.30)</p> <p>Location: Room 16</p> <p>Moderator: Jan Friedberg, City of Krakow</p> <p>Description:</p> <p>Between 2005 and March 2009 the city of Krakow introduced many "measures" to advance their sustainable urban transport policy plans. These included a Tele-bus service, a bicycle renting scheme, integrated ticketing and tariffs besides a car pooling system for commuters to the Krakow University of Technology. Two high quality modal stops were also launched, alongside a series of successful marketing campaigns and educational activities. These measures – which also included severe access restrictions within inner-city areas - have encouraged a tangible change in citizens' use of public transport, and their approaches to walking and cycling. As a result, many are being continued or extended, despite the growing trend for rising car ownership, characteristic across much of central and eastern Europe. This session will ask why were these measures successful? How do cities in transition economies deal with these sorts of challenges and obstacles? This session will seek to understand:</p> <ul style="list-style-type: none"> • How might they be overcome, and whether CIVITAS might play a role in helping to address them by replicating the most successful measures elsewhere? 	
	
	
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Summary – Parallel Sessions	CIVITAS
<p>Roundtable Session 2 – Towards sustainable urban mobility in a transition economy</p>	
<p style="text-align: center;"><u>Sustainability</u> <u>(some aspects)</u></p> <ul style="list-style-type: none"> • Balanced modal shift - wide choices for travellers with preferences for public transport / cycling / walk • Stable common transport policy towards sustainability and consistent implementation • Active promotion of sustainable urban mobility 	<p style="text-align: center;"><u>Cities in transitions – what does it mean:</u></p> <ul style="list-style-type: none"> • Strong habits for the use of public transport, with poor quality of services • Quick increase of car ownership; many second-hand cars • Not attractive market for PPP due to protection of municipal companies • Lack of stable policies for cities, no interest of state governments (there are exceptions...)
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Summary – Parallel Sessions CIVITAS

Roundtable Session 2 – Towards sustainable urban mobility in a transition economy

Discussion
(suggestions)

- Do we believe we can increase public transport share in travel?
- What main measures are available now? What we would expect to have (except money!)?
- We know (?) that politicians are NOT aware on sustainable transport: how to change it?
- How to contact PUBLIC to present sustainable approach and reach the agreement?
- Main achievements of Kraków: modal share (60% for PT on non-pedestrian trips, 70% for the centre) as a result of consistent 15 years of policy




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Summary – Parallel Sessions CIVITAS

Roundtable Session 2 – Towards sustainable urban mobility in a transition economy

<p><u>Emerging challenges / obstacles</u></p> <p style="text-align: center;"><u>Challenges:</u></p> <ul style="list-style-type: none"> • To reach political agreements • To tackle demographic changes • To run consequently policy directions and decisions <p style="text-align: center;"><u>Obstacles:</u></p> <ul style="list-style-type: none"> • Social development – still in significant changes • Urban sprawl • Lack of professional debate • Changing political decisions 	<p><u>Solutions / recommendations</u></p> <p style="text-align: center;"><u>Solutions:</u></p> <ul style="list-style-type: none"> • Long term policy documents • Operations programmes • Promotion, cases, good practices <p style="text-align: center;"><u>Recommendations</u></p> <ul style="list-style-type: none"> • Strategies as long term and operational short term • Integrated physical planning driven by sustainable mobility • Regional planning aspects, dealing with urban sprawl • Parking policy as an important part of the game
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Summary – Parallel Sessions

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Roundtable Session 3 – Developing integrated sustainable urban mobility plans

Date: Tuesday, 20 October 2009 (16.00 – 17.30)

Location: Room 15

Moderator: Sylvain Haon, POLIS

Description:

The EC Action Plan for Urban Mobility highlights the importance of integrated sustainable urban mobility or transport plans (SUTPs). At the same time the European Commission is keen to understand what role it might play in supporting their development and implementation. Might it include for example providing toolkits and guidelines that promote best practice, or capacity building activities, and/or offering expert know-how? This session will seek to understand:

- What are the priority challenges and obstacles faced by urban administrators to develop and introduce sustainable urban transport plans?
- What resources would city authorities most welcome from the European Commission to support their implementation?
- Are there results from existing programmes that might be exploited in this regard?



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Summary – Parallel Sessions

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Roundtable Session 3 – Developing integrated sustainable urban mobility plans

Emerging challenges / obstacles

Frequent local and national obstacles to develop SUMP

- Coherence between urban and national planning
- Administrative boundaries vs. relevant territory for planning local transport
- Culture of planning
- Lack of integration between urban development plans and mobility plans
- Diversity of actors at the national and local levels

Challenge = Integration

- Integration of objectives
- Spatial integration
- Planning across modes
- Integrating complementary policy instruments
- Integrating land use and mobility
- Integrating mobility with environmental, economic, education, health policies...
- Combining "hardware" and "software" planning

Solutions / recommendations

Recommendations for the EC

- SUMP rather than SUTP
- Study how SUMPs can fit/interact with national and local regulation and existing planning practices
- Define clearly SUMP and its required components (process and content) with a precise terminology in all EC languages
- Explore the possibility to generalize SUMP
- Spread knowledge about SUMP across Europe through seminars, education, internet, and relying on national authorities and EC services in Member States
- Create incentives to generalize SUMPs:
 - Condition EC funding to existence of SUMPs or commitment to the process
 - Condition EBRD and EIB loans !
 - This is also to ensure that the EC gives priority to sustainable mobility projects.

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Summary – Parallel Sessions
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Roundtable Session 4 – Emerging challenges/research priorities for sustainable urban transport

Date: Tuesday, 20 October 2009 (16.00 – 17.30)



Location: Room 16


Moderator: Prof. Mike McDonald, University of Southampton

Description:

CIVITAS is a European Union demonstration and research programme for clean urban transport, where European cities may be considered “laboratories” of urban mobility research. Among those topics highlighted within the EC’s Green Paper on Urban Mobility for future attention were smarter vehicles and more safe and secure urban transport. Others might rather argue for more intelligent transportation systems, and some for greater attention on spatial planning. This session will seek to understand:

- What are the most pressing and emerging challenges in the field of sustainable urban transport and why?
- What should the most immediate priorities for future research and development be?

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Roundtable Session 4 – Emerging challenges/research priorities for sustainable urban transport




Emerging challenges / obstacles


- **Developing behavioural patterns which are sustainable**
 - **WHY:** transport is a market and understanding/predicting behaviour is essential if appropriate choices are to be developed and offered
- **Matching available demand to capacity**
 - **WHY:** Some increase in urban capacity is possible, but this will not meet demand. Through financial, physical and other measures, sustainable priorities should be established
- **Dealing with changing demographics**
 - **WHY:** Age factors, migrations, household structures, etc...
- **Technology to support non-car travel**
 - **WHY:** To make alternative modes to the car more attractive

Solutions / recommendations

- **To develop increased behavioural understandings (i.e. “how to change cultural norms”)**
- **Research to study the impacts and opportunities of a wide range of approaches to the alternative use of road space**
- **Substantial trials**
- **Research to better understand the implications and opportunities**
- **Technological , behavioural, and business case studies to lead to the introduction of effective guidance systems for pedestrians and others (e.g. To crack the location /orientation problems of hand held devices**

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Summary – Parallel Sessions		CIVITAS
<p>Roundtable Session 5 – Going Local: Expanding the CIVITAS Network(s)</p> <p>Date: Wednesday, 21 October 2009 (9.00 – 10.30)</p> <p>Location: Room 15</p> <p>Moderator: José María Díez, City of Burgos</p> <p>Description:</p> <p>A number of attempts are underway to establish national or regional CIVITAS networks based on either geographic location, a common language, or within national boundaries. These initiatives help to bring CIVITAS experiences and successes to cities where language, location or culture may otherwise be an obstacle. The challenge ahead is sustaining them in the longer term. This session will seek to understand:</p> <ul style="list-style-type: none"> • What sorts of services could network members most benefit from? • What contributions would members be willing to make to assure their long term sustainability? • And what further support could the CIVITAS Initiative offer? 		 
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Summary – Parallel Sessions		CIVITAS
<p>Roundtable Session 5 – Going Local: Expanding the CIVITAS Network(s)</p>		
<p><u>Emerging challenges / obstacles</u></p> <ul style="list-style-type: none"> • Lack of visibility & awareness of CIVITAS • Funding • Local contributions to climate change targets • Brussels is very far away from the local level, particularly language is a barrier. • Lots of theoretical info available, need to get people on the ground. • Access to relevant and interesting information is needed • Need to enable people to overcome barriers to join an European initiative 	<p><u>Solutions / recommendations</u></p> <ul style="list-style-type: none"> • Creative ways to combine CIVITAS message with promotion; Use city associations & other networks to spread message. • Funding shouldn't be the only driver – learning from peers should be as important. • Language-specific networks can make information more accessible, allowing cities to find local solutions for local problems. • Peer-to-peer exchange makes CIVITAS easier to communicate and to get across what's happening on the ground. Experience gained during all CIVITAS phases should be built upon. • Website is an important tool to reach people, so it needs to contain the key knowledge and be accessible and attractive. • Cities should engage with national ministries: exchange with/lobby ministries. • Size doesn't matter! A city's level of ambition can create opportunities. 	
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Summary – Parallel Sessions CIVITAS



Roundtable Session 6 – Mapping the growth potential for public transport service providers

Date: Wednesday, 21 October 2009 (9.00 – 10.30)
Location: Room 16
Moderator: Gerd Sammer, University Bodenkultur, Vienna

Description:
City authorities have an obligation to reduce pollutant emissions including those caused by less sustainable modes of transportation and traffic congestion caused by overburdened transport infrastructure. Yet at the same time demand for public transport services in cities can frequently surpass supply, especially for example during rush-hour. The challenge then is to increase the service offer - and still balance the budget. Can the costs of purchasing more rolling stock and employing more drivers be offset by increased ticket sales, even raised ticket prices? Or will idling rolling stock/staff during off-peak hours only worsen your deficit? This session will take a business case approach to the issue of sustainable financing of public transport and will seek to understand:

- What is the growth potential for public transport services?
- What and where are the best practice business cases - and why do they succeed?

It will highlight priority concerns, that future assistance mechanisms might help to address and whether there are existing results within CIVITAS that could be exploited in this regard.

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Roundtable Session 6 – Mapping the growth potential for public transport service providers

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • Lack of information about PT of non-users • No fair competition between PT and car (high externalities of car traffic) • Reasonable potential but difficult to reach • Lack of quality (no 24h service, no door-to-door, ...) 	<ul style="list-style-type: none"> • New marketing approach needed: segmented, well-balanced in practical information and emotional values • Improve existing PT systems: more efficiency, better information • Intermodality: bike&ride, park&ride, on-demand-systems • Integrated approaches: service quality, customer-oriented service, push/pull measures • Internalisation of external costs of car traffic

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Summary – Parallel Sessions CIVITAS



Roundtable Session 7 – Indicators for success? Measuring progress towards sustainable urban mobility

Date: Wednesday, 21 October 2009 (11.00 – 12.30)
Location: Room 15
Moderator: Alexander Blaqui re, City of Toulouse

Description:
Collecting and reporting data on urban mobility can help to improve the knowledge base of both policy-makers and the general public in related decision-making processes. The European Environment Agency's TERM - the Transport and Environment Reporting Mechanism (which monitors things like vehicle fleet age, freight transport demand and specific air pollutant emissions) already makes a solid contribution in this regard. However, there may well be other indicators useful to assessing progress, for instance, those reporting on the development and implementation of urban mobility plans. This session will seek to understand:

- Which of these indicators would cities be most ready - and most challenged – to report on?
- Are there other indicators that should also be considered?
- What sorts of regulatory or other forms of intervention may be needed to assure their successful introduction?

NB: The results of technical session 2 may be of interest to this session's participants.

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Summary – Parallel Sessions CIVITAS

Roundtable Session 7 – Indicators for success? Measuring progress towards sustainable urban mobility

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendations</u>
<ul style="list-style-type: none"> • Lack of credibility / relevance in the available data and statistics • Unclear link between mobility and sustainable development (social, economic and environmental impacts) • Cost of evaluation “who pays to continue the evaluation once projects are finished” • Few measures can be interpreted in causal way 	<ul style="list-style-type: none"> • To know the baseline • At EU level, there should be common sustainable transport indicators • Finding control groups as a way to gauge success • Consider inexpensive evaluation tools like internet and focus groups • Narrow down the goals of evaluation so we are not collecting unnecessary data • Develop / continue EC and national support for observatories and data collection methodology

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Roundtable Session 8 – Strengthening international cooperation and exchange beyond Europe


Date: Wednesday, 21 October 2009 (11.00 – 12.30)
 Location: Room 16
 Moderator: Siegfried Rupprecht, Rupprecht Consult


Description:
 Time after time surveys reveal that decision-makers and mobility experts are interested in learning from others’ experiences through best practices and case studies in specific policy fields. The CIVITAS Initiative has helped generate many success stories through its demonstration cities, while CIVITAS CATALIST is helping to foster the take up of these experiences and results in non-CIVITAS cities across Europe, through the CIVITAS Activity Fund as well as guidance documentation. However, the time might be ripe to take these results beyond the bounds of Europe, in order to share them with urban community representatives in the Americas, Asia or even Africa. This session will seek to understand:

- What are the priority topics for experience exchange?
- What are the most efficient mechanisms for strengthening strategic cooperation?

The session will also determine what challenges and obstacles may hinder their successful implementation.







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Roundtable Session 8 – Strengthening international cooperation and exchange beyond Europe

<u>Emerging challenges / obstacles</u>	<u>Solutions / recommendation</u>
<ul style="list-style-type: none"> • Urban transport action plan: international dialogue: what is next? • Local challenges: <ul style="list-style-type: none"> • Rising car ownership - +13000 cars/day in Beijing • Inefficiency of individual modes • Lack of attention for most sustainable modes (walking and cycling) – how can we keep the existing levels? • Efficient measures, but no integrated approaches (integrated planning, and putting this into practice) nor integrated institutional thinking 	<ul style="list-style-type: none"> • Network: <ul style="list-style-type: none"> • Longer term engagement linked to people, on integrated approaches, with attention to medium scale cities (500.000 inhabitants), and accessibility politicians and decision makers. • Cooperation with STAQ (Latin American CIVITAS) – Clean Air Initiative Asia, China and Africa • Know-how <ul style="list-style-type: none"> • Look at transition economies (similarities with EU12) • Exchange of financial, administrative and political management of the programme • Exchange on how we can work at the city level linked to measures (ITS, car sharing, BRT – SUTP, financing)

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Summary – Parallel Sessions		CIVITAS
<h3>Roundtable Session 8 – Strengthening international cooperation and exchange beyond Europe</h3>		
<p><u>Emerging challenges / obstacles</u></p> <ul style="list-style-type: none"> • Programme challenges <ul style="list-style-type: none"> • peer to peer exchange between cities at the core, but also management of higher level information streams (e.g. methodologies, impacts information, research results) • Building on and using existing channels for cooperation 	<p><u>Solutions / recommendation</u></p> <ul style="list-style-type: none"> • Champion cities spreading the message (and CIVITAS cities are champion cities) – Demonstrator cities outside Europe (wisely chosen) • Capacity building at practitioner level, and the • Involvement of the people (IEC-approach, Information, Education and Communication (cultural issues, working with media) • ILTIS? (International Local Transport Information System) • Finance: use existing resources and provide funding for catalytic processes 	
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Annex 7: Agenda of the Politicians Forum



CIVITAS POLITICIANS' FORUM¹

EUROPE DURING ECONOMIC CRISIS: THREAT OR OPPORTUNITY TO SUSTAINABLE URBAN MOBILITY?

DATE: Tuesday 20th October

TIME: 1500-1630

VENUE: 'Sala Lea/Kupiecka' - Municipality of Krakow Headquarters

HOSTS: Prof. Jacek Majchrowski, Mayor, City of Krakow, Poland
with Prof. Wiesław Starowicz, Deputy Mayor, Krakow² and
Ms. Anne Houtman, Director for Internal Market and Sustainability, DG TREN, EC

CHAIR: Prof. of Transport, Wojciech Suchorzewski,
Warsaw University of Technology, Poland

Participants:

- CIVITAS Forum Network member's political representatives i.e. mayors/dep. mayors
- Media representatives incl. those 'accompanying' the above politicians
- The CIVITAS Political Advisory Committee³

Background:

The Politicians' Forum is the annual meeting of political representatives of the CIVITAS Network's member cities, as representatives of their citizens. This year's Forum Conference reflects on the future of urban mobility and the future of CIVITAS. The EC's [Action Plan](#) provides guidance and encouragement on how to realise cleaner and more sustainable modes of urban mobility through for example, sustainable urban transport plans. But how can cities remain committed to not only realising but implementing such plans in a time of economic crises? What are the benefits of such plans? How can the threats posed by an economic downturn be turned into opportunities for sustainable urban mobility?

Agenda:

1. Welcome addresses (15')
*(Prof. Jacek Majchrowski, Mayor, City of Krakow, and
Ms. Anne Houtman, Director for Internal Market and Sustainability, DG TREN, EC)*
2. Discussion of challenges and opportunities (60')
*(incl. initial reaction from the City of Krakow to the above questions and from the
incoming and outgoing chairs of the CIVITAS Political Advisory Committee)*
3. Group Photo (10')