



CiViTAS
Cleaner and better transport in cities



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CIVITAS PLUS

Transport policies in European cities

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RENAISSANCE Consortium

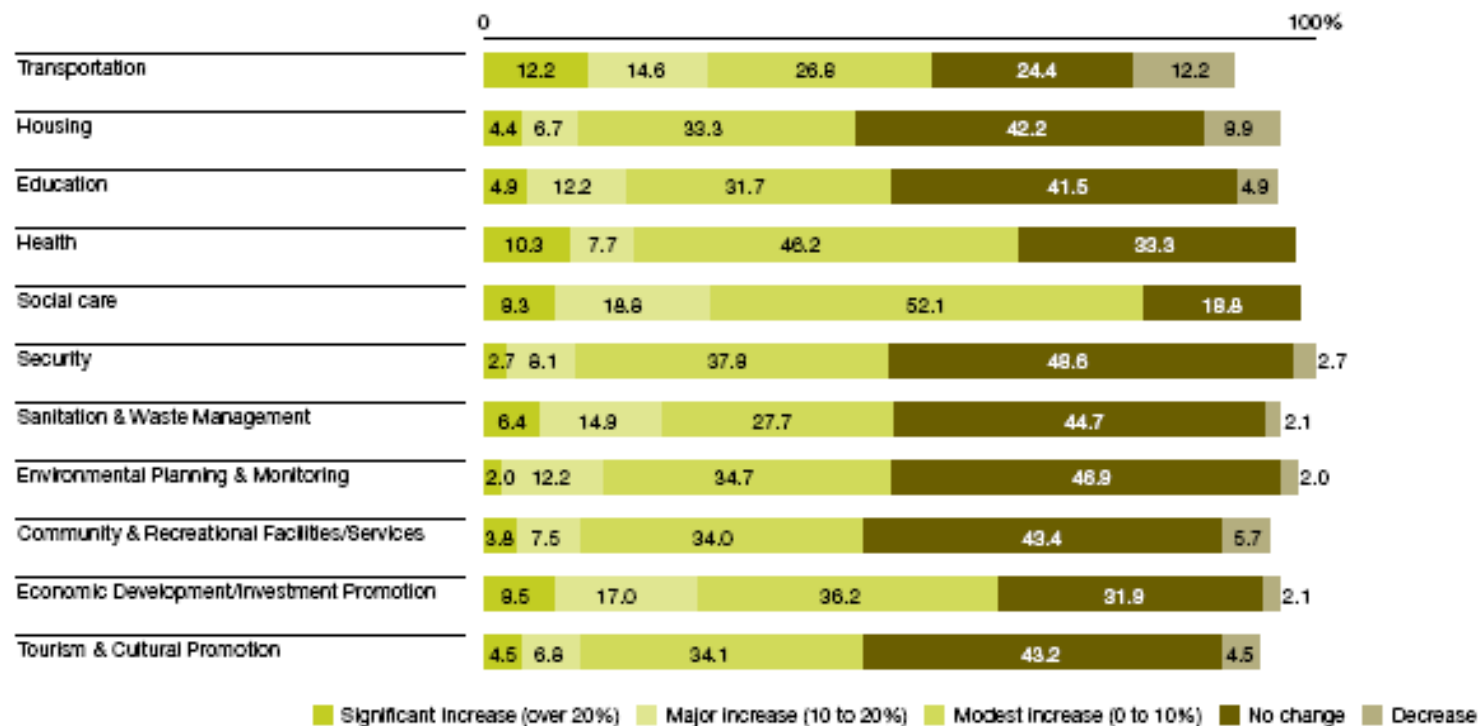
Innovation in transport systems

- **Why innovation in mobility ?**
- **At what conditions ?**
- **What is innovation ?**



Crisis or long term trend ?

Figure 7
Please identify the current main areas of spending for delivery of local government services in your city/town and indicate the change in level of spending (increase, no change, decrease) for each one of these services since the crisis took place.



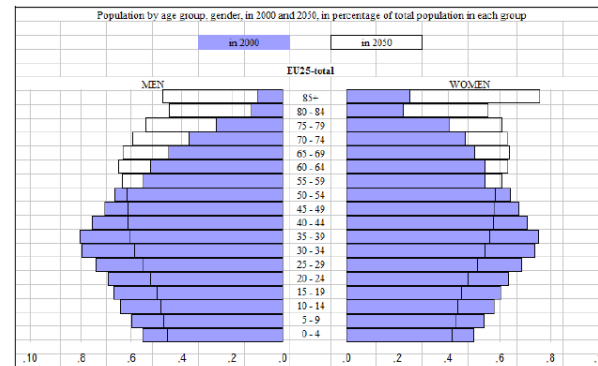
Notes: Base for responses for each area of spend varied between 37 to 53; responses may not total 100% as 'Don't Know' responses have been excluded.

Source: PWC, 2010



Challenges for the future of urban mobility

- Demographic change
- urbanisation
- Climate change policies
- Local emissions and the environment
- Increasing energy costs
- Economic competitiveness



What innovation for a more efficient urban mobility ?

- Energy efficient and cleaner mobility
 - Collective and soft modes of transport to provide seamless multimodal solutions
 - Cleaner vehicles
- Preserving accessibility
- Optimizing capacity use
- Economic efficiency

Efficient movement of people and goods !



Innovation for an integrated urban mobility policy

Innovative systems and services

- Travel information
- Parking information
- Traffic and regulation Information
- Traffic management
- enforcement
-

- PRT
- Minimetro
- Cycling and walking
- Innovative mobility services (car sharing, etc.)
- Integrated ticketing
-

Integrated urban mobility policy

- Modal shift supported by seamles multimodal travel

- Demand management

- Optimization of the network

- Mobility for all



How much can we expect from technology ?

No scenario foresees that we will be able to reach ambitious targets without behavioural change.

Technology is not the solution, it has a key role to play to enable solutions.

There are no isolated solutions.





Innovation goes much further than technology

- funding mechanisms;
- communication and awareness raising;
- governance
- knowledge transfer and exchanges of experience

Thanks you !

Sylvain Haon / Steve Cassidy

