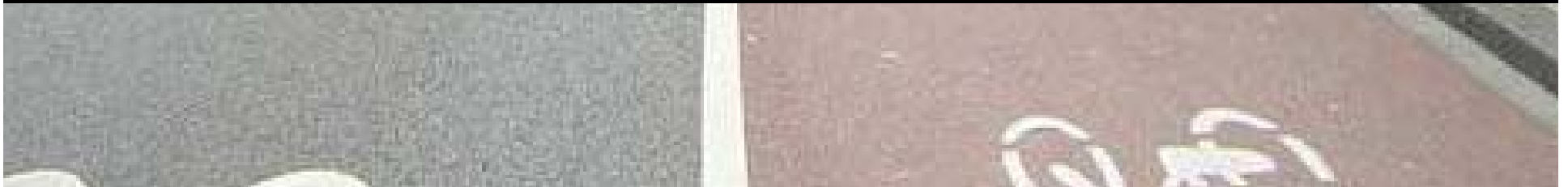




# Sustainable Urban Mobility

Key ingredients for success

Peter Midgley **gTKP**



# Some definitions





# What is “Sustainable” ?



**sus·tain·a·ble (sə-'stā-nə-bəl)**

→ Capable of being maintained at a steady level without exhausting natural resources or causing ecological damage.

→ Meeting the needs of the present without compromising the ability of future generations to meet their own needs<sup>1</sup>



<sup>1</sup> Source: United Nations. 1987. "Report of the World Commission on Environment and Development."



# What is “Mobility” ?



mo·bil·i·ty (mō-bīl'ī-tē)

- the quality of moving freely
- the movement of people and goods
- the ability to reach a destination in a time and cost that is satisfactory.





# What is “Management” ?



## man·age·ment (măn'ij-mənt)

→ from Old French - ménagement

▶ "the art of conducting, directing"

→ a continuous cycle of three basic questions

▶ What to change?

▶ Change to what?

▶ How to make the change happen?





# What is “Mobility Management” ?



## What to change?

→ Attitude and behavior



## Change to what?

→ Sustainable urban mobility



## How to make the change happen?

→ With new approaches, partnerships, and tools





# Sustainable Urban Mobility



## Objectives

- Encourage the use of sustainable modes of transport
- Improve accessibility for all people, goods and services
- Increase the efficiency of transport infrastructure use
- Reduce demand for unnecessary travel and provide viable alternatives to car use



**Car use should be a choice not a necessity**





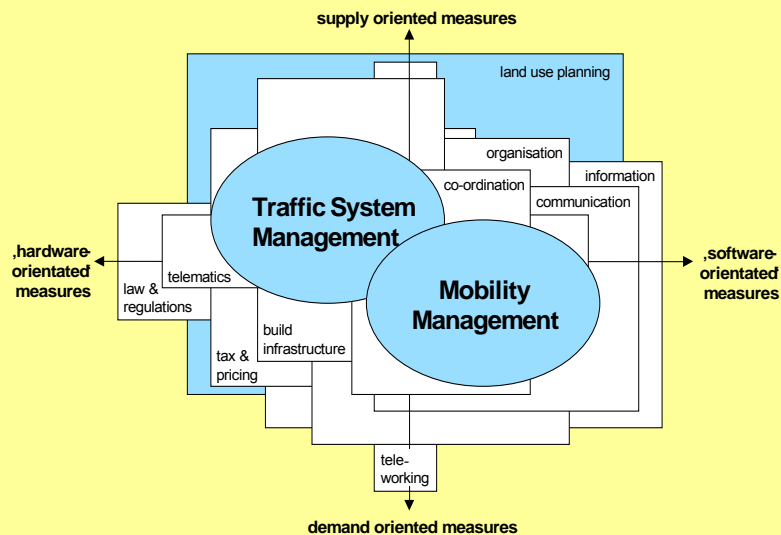


# Sustainable Urban Mobility



## Traffic System Management and Mobility Management

Traffic System Management in relation to Mobility Management



### → Traffic Management

- ▶ Relies more on **hardware** (infrastructure supply)
- ▶ Modifies existing **infrastructure**
- ▶ Focuses more on **vehicles**

### → Mobility Management

- ▶ Relies more on **software** (demand management)
- ▶ Modifies infrastructure **use**
- ▶ Focuses more on **users**





# Sustainable Urban Mobility



## Approaches

→ Stakeholders & users = “The Market”

- ▶ Consult: Opinion / perception surveys
- ▶ Discuss: Workshops / conferences



→ Problems = “Market Opportunities”

- ▶ Design innovative responses
- ▶ Tailor-made / adapted to the “market”



→ Solutions = “Products”

- ▶ Market campaigns to promote “products”
- ▶ Test, monitor and adjust



# Stakeholder Involvement: What & When



Planning stage	Stakeholders			
	citizens	politicians	administration	planners
Analysis of the current situation				
Formulation of objectives	participating			
Analysis of deficiencies	participating			
Development of measures	participating			
Determination of the impacts of measures				
Evaluation of the measures	participating			
Political decision	with citizens' participating			
Implementation				
Evaluation and controlling				

main actor in the planning stage, 
 — communication path, 
 ↔ communication within a planning stage

Source: Sustainable Mobility for All, SMILE, 2004

# Stakeholder Involvement: How



Ways of reaching people

Specific techniques for informing or engaging people

Source: Sustainable Mobility for All, SMILE, 2004

# Stakeholder Involvement: How



	Informing
Ways of reaching people	<ul style="list-style-type: none"><li>• Mailing lists</li><li>• Exhibitions</li><li>• Media strategies</li></ul>
Specific techniques for informing or engaging people	<ul style="list-style-type: none"><li>• Public information materials</li><li>• Newsletters</li><li>• Video techniques</li><li>• Telephone techniques</li></ul>

Source: Sustainable Mobility for All, SMILE, 2004

# Stakeholder Involvement: How



	Informing	Consulting
Ways of reaching people	<ul style="list-style-type: none"> <li>• Mailing lists</li> <li>• Exhibitions</li> <li>• Media strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Service satisfaction surveys</li> <li>• Opinion polls</li> <li>• Citizens' panels</li> <li>• Question and answer sessions</li> <li>• Public meetings</li> </ul>
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Source: Sustainable Mobility for All, SMILE, 2004

# Stakeholder Involvement: How



	Informing	Consulting	Full participation
Ways of reaching people	<ul style="list-style-type: none"> <li>• Mailing lists</li> <li>• Exhibitions</li> <li>• Media strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Service satisfaction surveys</li> <li>• Opinion polls</li> <li>• Citizens' panels</li> <li>• Question and answer sessions</li> <li>• Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Service user forums</li> <li>• Issue forums</li> <li>• Shared interest forums</li> <li>• Area/neighbourhood forums</li> <li>• Community plans</li> <li>• Hotlines</li> <li>• Focus groups</li> <li>• Site visits</li> </ul>
Specific techniques for informing or engaging people	<ul style="list-style-type: none"> <li>• Public information materials</li> <li>• Newsletters</li> <li>• Video techniques</li> <li>• Telephone techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Complaints/suggestion schemes</li> <li>• Interactive web-site</li> <li>• Referendums</li> <li>• Consultation documents</li> </ul>	<ul style="list-style-type: none"> <li>• Visioning in small groups</li> <li>• Brainstorming</li> </ul>

Source: Sustainable Mobility for All, SMILE, 2004



# Who's who in Urban Mobility



## Global

### → Cities for Mobility (2007+)

- ▶ City network coordinated by the City of Stuttgart.
- ▶ 63 countries, 441 members
- ▶ Information and communication, projects and events.



### → Global Alliance for EcoMobility

- ▶ Cross-sectoral partnership
- ▶ 33 members
- ▶ Promotes walking, cycling, wheeling and use of public transport





# Who's who in Urban Mobility



## Asia

### → SUMA (2005+)

- ▶ Sustainable Urban Mobility in Asia
- ▶ CAI-Asia / ADB supported regional program
- ▶ Knowledge sharing, networking,
- ▶ Capacity building, policy development, pilot projects and programs (10)





# Who's who in Urban Mobility



## Europe

- CIVITAS (2002-2009)
  - ▶ “City-VITAlity-Sustainability”
  - ▶ Demonstration projects in 36 cities
- ELTIS
  - ▶ “European Local Transport Information Service”
  - ▶ Database with 1,250 case studies
- EPOMM (1999+)
  - ▶ “European Platform on Mobility Management,”
  - ▶ A network of 6 European countries
  - ▶ National focal points, knowledge sharing
- European Commission/Parliament
  - ▶ Green Paper “Towards a new culture for urban mobility” (2008)



# Who's who in Urban Mobility



## Europe

### → PROSPECTS (2000-2003)

- ▶ “Procedures for Recommending Optimal Sustainable Planning of European City Transport Systems”
- ▶ Decision Makers’ Guidebook



### → SMILE (2001 -2004)

- ▶ “Sustainable Mobility Initiatives for Local Environment”
- ▶ Database with 170 examples of good practice
- ▶ SMILE partners selected 14 champion cities
- ▶ Analyses local policies and drafts recommendations for local authorities.



A man in a black tuxedo and white shirt with a black bow tie is sitting at a wooden desk. He is looking towards the camera with a neutral expression. On the desk in front of him is a vintage typewriter. To the right of the typewriter is a microscope. The background is a plain, light-colored wall. The overall scene is a classic, somewhat formal office setting.

**...and now for something  
completely different**

**GTKP  
NETWORK NEWS**



# Get involved!



## How does your city Rank?



→ Problems?



→ Objectives?

→ Measures?



→ Other Factors?

- ▶ Investment
- ▶ Consultation
- ▶ Leadership, etc





# Ranking your city



## Problems and Issues



How does your city rank: Urban mobility problems and issues

	Appropriate for your city		Actions				Rank	Need more information?	
	Yes	No	Taken		Planned			Yes	No
			Yes	No	Yes	No			
Accessibility	✓			✓	✓		4	✓	
Behaviour		✓		✓		✓			
Climate Change		✓		✓	✓				
Congestion	✓		✓		✓		1	✓	
Energy Consumption	✓			✓		✓		✓	
Financing	✓		✓		✓		6	✓	
Impact on Health	✓			✓	✓				
Lack of Cooperation		✓		✓		✓		7	
Noise		✓		✓		✓			
Pollution	✓			✓	✓		2	✓	
Pressure on Urban Space	✓			✓	✓				
Public Transport Quality	✓		✓		✓			✓	
<i>Lack of road space</i>							3		
<i>Lack of staff</i>							5		



# Ranking your city



## Improvement Objectives



How does your city rank: Urban mobility improvement objectives



	Appropriate for your city		Actions				Rank	Need more information?	
	Yes	No	Taken		Planned			Yes	No
			Yes	No	Yes	No			
Reduce congestion									
Reduce energy consumption and traffic emissions									
Decrease local emissions and improve quality of life in city centres									
Increase the market share of clean vehicles									
Increase the efficiency of the transport system									
Increase the attractiveness of public transport									
Decrease parking pressure									



# Ranking your city



## Improvement Measures



How does your city rank: Urban mobility improvement measures

	Appropriate for your city		Actions				Rank	Need more information?	
	Yes	No	Taken		Planned			Yes	No
Access restrictions									
Coordinating land use and transport planning									
Encouraging cycling and walking									
Fostering the use of cleaner, quieter and lower CO2 road vehicles									
Low emission zones (restricting access for polluting road vehicles)									
Multimodal interchanges									
Parking management									
Promoting and improving public transport									
Soft and smart measures									
awareness raising campaigns									
business and school travel plans									
car sharing and car pooling									
transport information and management centres									
Traffic calming & priority for environmentally friendly transport modes									
Urban freight management									
Urban road pricing									





# Ranking your city



## Other Factors

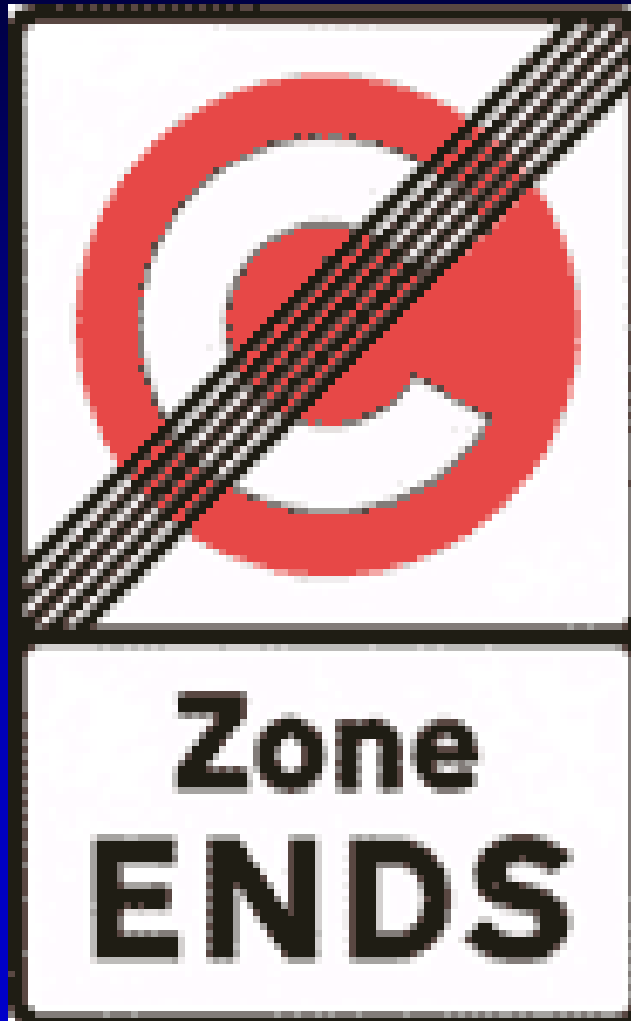


How does your city rank: Other factors

	Appropriate for your city		Actions				Rank	Need more information?	
	Yes	No	Taken		Planned			Yes	No
			Yes	No	Yes	No			
Adequate and sustained investment									
Consultation									
Image / Marketing / Public Relations									
Leadership / Strong Government									
Management / Monitoring									
Speed (of Implementation)									
Strategic Policies									
Technology and Innovation									



Your time is up!



Thank you

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