

JPI URBAN EUROPE CONFERENCE: CITIES DAY (30 May)

Stakeholder seminar: enhancing impact and accelerating transitions



Parallel Session: Change agents for a transition to urban accessibility and mobility

Short summary of conclusions:

Important barriers in implementing new solutions in accessibility and mobility especially relate to institutional barriers (i.e. legislation, financial arrangements) and a lack of public acceptance (misunderstanding users' real preferences and needs, trust/concerns) and to some extend also infrastructural barriers. Solutions can be creating 'test environments' with only vary basic regulations, to test new concepts and approaches, to have adaptive and agile planning and regulation methods and to have extensive experience/knowledge sharing facilities.

Regarding incentives, it is important to distinguish serious options from 'hypes' and no to rely too much on groundbreaking innovations. It would be very instructive to look to other sectors and especially enterprises to understand how people can be nudged or pursued to change behaviour.

Overview of group input

Barriers and Solutions

Mobility: sustainable and efficient movement

Accessibility: connecting people and activities:

- physically (by mobility)
- virtually (by web services)
- land use change –
 mixing/diversification (could make walking & biking more attractive)
- Consumer driven:
 Demand engagement for change behaviour
- Technology is seldom the problem; the problem presenting it in a way that it is perceived as useful and usable by citizens

Public transport business models do not allow fundamental innovations

 Capabilities to adapt to trends and developments in 'smart mobility' technology and innovations

Barriers to sustainable mobility:

- public acceptance
- lack of information
- lack of infrastructure (physical)
- additional costs
- long-term concerns:
 - o battery life?
 - o no social status (?)

Institutional barriers:

- financing: infrastructure funding is not flexible for smart mobility or other innovations
- legislation: e.g. parking norms in cities



Barriers and Solutions (continued)

Stakeholder driven demonstration projects to show impacts

Look outside traditional transport boundaries (i.e. to other sectors, domains) to find solutions

Improve knowledge and management to cities about sustainable urban development; agile decision making

Methods and instruments for integrated planning

- integration of urban mobility, land use planning, energy planning to reach synergies
- governance structures that allow integration of city departments and stakeholders
- institutional arrangements to incentivise integrated planning

Create space for innovation and piloting

Co-creation + citizens involvement > change mindset of people

Mobility is also an experience in itself

Who is/are actually the problem owners? Is there a problem owner?>

Adaptive planning and policy making

If a city or company is 'too big to fail' with experiments: split off experimental areas (in the physical and legislative sense), with companies: start ups

Innovation dissemination

Support public parties in selecting partners: they are overwhelmed by private initiatives



Incentives and experiences

Be careful about trends find balance between innovative solutions and traditional solutions (that can still create good solutions) Take care about existing stuff whilst achieving innovation with new stuff

Who/what should be in the lead?

- industry with 'solutions' or
- public partners with' problems'

(What) can we learn from industry/private enterprises regarding convincing people to adopt solutions

Incentives:

- subsidy for vehicle
- information/awareness campaigns
- dedicated e-car parking facilities
- access restrictions to areas (e.g. low emission zone)