

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 extent 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*

<p>Mobility: sustainable and efficient movement</p> <p>Accessibility: connecting people and activities:</p> <ul style="list-style-type: none"> <li>- physically (by mobility)</li> <li>- virtually (by web services)</li> <li>- land use change – mixing/diversification (could make walking &amp; biking more attractive)</li> </ul>	<ul style="list-style-type: none"> <li>• Capabilities to adapt to trends and developments in ‘smart mobility’ technology and innovations</li> </ul>
<ul style="list-style-type: none"> <li>• Consumer driven: Demand engagement for change behaviour</li> </ul>	<p>Barriers to sustainable mobility:</p> <ul style="list-style-type: none"> <li>• public acceptance</li> <li>• lack of information</li> <li>• lack of infrastructure (physical)</li> <li>• additional costs</li> <li>• long-term concerns:             <ul style="list-style-type: none"> <li>○ battery life?</li> <li>○ no social status (?)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Technology is seldom the problem; the problem presenting it in a way that it is perceived as useful and usable by citizens</li> </ul>	<p>Institutional barriers:</p> <ul style="list-style-type: none"> <li>• financing: infrastructure funding is not flexible for smart mobility or other innovations</li> <li>• legislation: e.g. parking norms in cities</li> </ul>
<p>Public transport business models do not allow fundamental innovations</p>	

*Barriers and Solutions (continued)*



*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)