Why?

- ***Stress* on cities growing**: World urban population will nearly double by 2050(UN, 2018)

- More activities in urban context → More ***stress* on urban mobility**

Congestion	Traffic safety	Environmental pollution	Increasing costs

- Urge for urban authorities in EU to **tackle common challenges**

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Why now?

- **Support ongoing efforts of EU Urban Authorities** that develop SUM/LPs to embed a long-term common vision for cities' mobility strategies

- **Contribute to policy making at EU level**:

  - Build synergies and support the **EU Urban Agenda partnership** on mobility.

  - Contribution to **EU Green deal** on climate neutrality

    - Policies to reduce transport that emits carbon dioxide through *behavioural change*

    - Leveraging national public and private investments through *collaboration/governance*

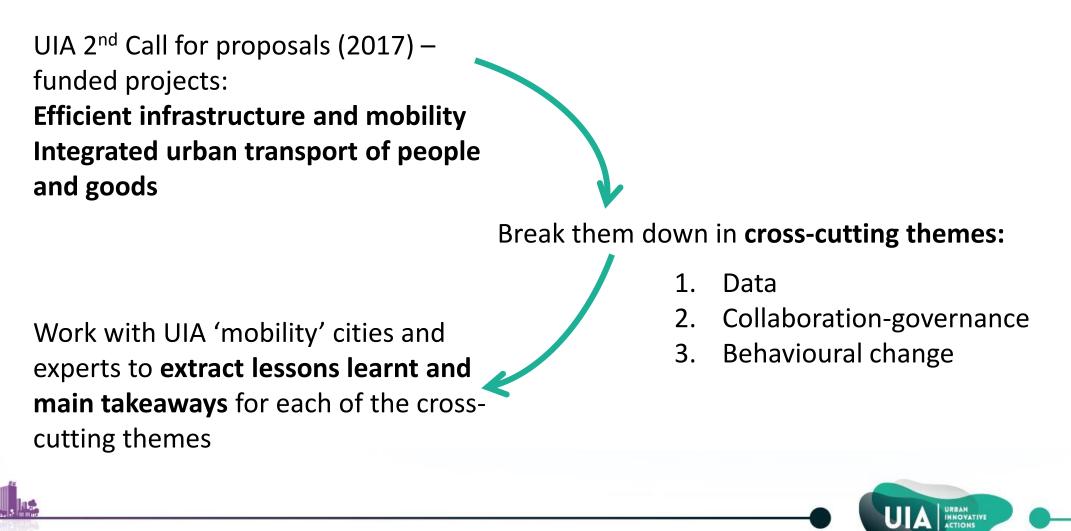   - Smart traffic management through *data management*

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'Research' questions and objectives

- Is the sole deployment of unprecedented technological advances able to achieve the desired results?

- Is innovation in urban mobility to be re-conceived and re-framed out of the box?

- Would a broader innovation conceptual context be more beneficial?

→ ***How and what kind of innovation is necessary today for achieving a smarter, greener and more integrated urban transport of people and goods in EU cities?***

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How?

UIA 2ⁿᵈ Call for proposals (2017) – funded projects:
Efficient infrastructure and mobility
Integrated urban transport of people and goods

Break them down in **cross-cutting themes:**

1. Data
2. Collaboration-governance
3. Behavioural change

Work with UIA 'mobility' cities and experts to **extract lessons learnt and main takeaways** for each of the cross-cutting themes

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Cross-cutting themes

- In what way can a city ensure a level-playing field for the new fuel – **data**, and how can it utilize its vast resources in data accessibility for transforming urban mobility?

- What is the potential of **collaboration** with several parties for a city to implement and deliver urban mobility innovation – what is the role of private entities and the industry in this?

- How can a city push travellers from individual transport means and pull them to non-motorized transport or collective means, i.e. achieve **a behavioural (and mind-set) change**?

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Format and delivery

- ~~Face-to-face events~~

- ~~Physical conferences~~

- ✓   Online workshops x 3 (April, July, September 2020)

- ✓   Virtual exchanges

For each cross-cutting theme:

- Develop questions addressed to cities
- Analyse responses and draw common conclusions for all cities
- Collect remaining feedback and validate inputs via workshops
- Consolidate findings in a report

- **Final output: Report (07/02/2020)**

Who?

UIA Urban Mobility Projects

LINC

CITI CAP

COMMUTE
FOCUS: URBAN MOBILITY

TMaaS
Traffic Management as a Service

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But who in detail?

- Cross-sector cooperation between businesses to co-design and tailor **sustainable commuting solutions** for employees

- Data management process to **analyse urban mobility behaviour through data** collected by smart phone applications and **push for environmentally friendly mobility**

- Demonstration of a **demand-responsive autonomous shuttle service** for first/last mile trips along a future light rail system (2025)

CITI CAP

- **Personal Carbon Trading (PCT) scheme for mobility to reduce traffic emissions**

- An **innovative online mobility dashboard** that monitor and offers **multi-modal** traffic info 24/7
- A **smart system** that aggregates information from multiple sources

TMaaS
Traffic Management as a Service

- Deployment of **new ways of working** (telecommuting, modular timetable), **mobility services** (car sharing, ride sharing for small distances) **to reduce traffic**
- A **digital platform measuring the impacts** of the implemented actions, a decision-making tool for the mobility players on the basis of real-time data.

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Lessons learnt – Data theme

Data is the new fuel for monitoring travel behavior

- Offers insights to understand the present & predict future mobility demands (Albertslund)

- Accurate PuT data result in more efficient services (Lahti, Szeged)

- A shift towards open data necessary for:
  - sustainable mobility (all)
  - dynamic journey planning (Lahti)

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New approaches needed when dealing with data

- *Adapt*: from conventional collection, handling, maintenance methods to big data and new ways of validation (Ghent)

- *From 1 to many*: not a single source, but many, generated through different sources, units or city departments (Albertslund)

- *GDPR* pose *constrains* on how a city can collect data to offer individualized services (Szeged)

- *Costly to get*: invest in new software, sensors and purchase data from data owners (Lahti)

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Lessons learnt – Data theme

<u>Utilizing data in a new era</u>

- Need to set-up a *trusted data management system* for building a common vision of mobility demand and supply (Toulouse)

- Users' feedback (through data) is key for a *citizen-centric transport management approach* (all)

- *New skills required*: train workforce to meet the challenges of tomorrow (all)

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More collaboration in urban mobility management leads to more agile cities

- Shared governance requires more city flexibility (Ghent)

- Collaboration increases agility in work (Toulouse)

- Cooperation with private sector grants cities a new freedom to experiment (Albertslund)

- COVID-19 demonstrated cities' ability to switch to new collaboration methods (all cities)

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Collaboration creates a common vision and ownership for more sustainable mobility

- A widely supported common vision: takes time but is necessary to broaden perspectives (Lahti)

- Collaboration with citizens and stakeholders: long but stimulating (all cities)

- Citizens involvement:
  - ensures a project meets their needs (Albertslund)
  - creates political buy-in and accountability (Lahti)

Lessons learnt – Collaboration/Governance theme

Successful collaboration needs to include a win-win situation (for both the public and private sector)

- Private sector needs to see added value of being part of the project (Szeged)

- No one-size fits all: each project has to be developed and implemented to reflect individual contexts and stakeholder interests to make it work (Lahti)

- High trust leads to lower levels of formalisation and drives down costs (Lahti)

- Different corporate and cultural backgrounds have to be taken into account (Szeged)

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<u>Targeted policies & coordination is necessary</u>

- Stakeholders identified early (Ghent: inhabitants, commuters & regular visitors) and initiatives tailored to specific needs (e.g. Szeged, comfort) – co-creation important

- Projects aligned to city goals (e.g. Lahti, carbon neutral 2025) & integration of transport and urban planning (Albertslund)

- Alignment with national objectives (e.g. Toulouse & national cycling strategy to increase modal share)

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Lessons learnt – Behavioural change theme

<u>Covid-19 is changing our behaviour and transport energy use patterns: yet, for better or for worse?</u>

- Greater awareness of environmental impact of travel choices (employers) & better understanding of drivers of change to help focus communication campaigns (employees) – (Szeged)

- People do *think* about changing their travel choices: Lahti, 30% of people now *considering* alternative modes of transport

- Large decrease in public transport use (e.g. Toulouse -70%, Lahti -80%); increase in walking and cycling (Ghent); increase in vehicle trips travelled by car (Lahti, car mode share increased from 55% to 70%)

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