

# International UITP Conference

## Urban Governance: Getting People on Board!

Innovative governance and demand management  
to achieve sustainable mobility in your city

6-7 October 2011, Gothenburg, Sweden



City of  
Gothenburg

The vicious circle of urban sprawl, congestion and lack of space is choking cities, accompanied by rising mobility demand and declining quality of life. On top of this, the urban population is expected to double within the next 40 years in many areas of the world. As municipalities and governments urge for better solutions to improve accessibility and liveability in cities, it is time to take stock of recent developments and to anticipate future obstacles. Which strategies and tools will support transit oriented development? What innovative solutions and incentives exist and which ones will emerge? What should an efficient urban and mobility governance of tomorrow look like? Who will have the right and power to decide on future urban mobility investments and policy? What should be the role of the public sector, of the private sector, of citizens?

These many question marks leave us with a common and undeniable target, that is to change our citizens' travel behaviour and offer an attractive alternative to the car.

In 2009, UITP launched the public transport sector strategy '[PTx2](#)', aiming to double the worldwide public transport market share by 2025. To achieve this ambitious target, both a radical change in citizens' travel behaviour and strong political support are needed, leading UITP to identify the two areas of demand management and integrated mobility policies as key to the growth of sustainable and efficient mobility in cities.

The UITP conference in Gothenburg will be a unique opportunity to share and promote good practices in the fields of urban governance and demand management. By transferring the knowledge of international mobility experts, this event will look to inspire and raise awareness among transport authorities, mobility professionals, governments and local officials as well as urban planners.

### Opening session: 6/10/11

Setting the context

#### Speakers

Local host representative

UITP representative

Key note speeches

### Session 1: 6/10/11

Getting it right : liveable, efficient and inclusive cities

#### Summary

**Visionary and long term urban mobility strategies** are essential to make public transport and sustainable mobility a success. As such politicians have the key role to bring together policy makers and practitioners from various fields of competences to achieve the integration of urban strategies and policies. Considering the high benefits at stake for the city as a whole, this session will look at the central role of urban mobility and public transport when developing strategic urban and mobility plans.

### Session 2: 6/10/11

Is your organisation fit for purpose?

#### Summary

Is there an **ideal model to boost public transport use**? Good governance in fragmented political landscapes implies consensus and partnership. It complicates decision making in the public transport sector where high budgets and long term planning are needed to promote the use of public transport: Is there a need for transport authorities and if yes, what type? Who takes the risk and is there room for entrepreneurship and innovation? What is an 'effective' contract under what regulatory framework? This session offers an overview of those having or being about to dare change and risk.

### Session 3: 6/10/11

Together, stronger! How to best achieve mobility and public transport integration?

#### Summary

To attract people, public transport needs to look attractive and offer benefits compared to the use of the private car. A wide range of measures exist to become a full mobility provider such as the improvement of intermodality, the introduction of integrated fare and smart ticketing systems or a common branding and passenger information system. However successful partnerships are needed to achieve this, whether financial or political, whether private, public or both. This session will look into **successful partnerships** that have led to a substantial increase of quality and market shares in favour of public transport.

### Session 4: 7/10/11

Help your cities to breathe!

#### Summary

Mobility management policies aim at influencing the travel demand by orienting citizens to more sustainable mobility options. Restrictive parking and car access policies as well as road user charging and land use policies are implemented in an increasing number of cities, but they need political support. What **policy frameworks** encourage innovative traffic calming measures and push towards a change in citizens' travel behaviour? How to achieve political will as well as active support from citizens? This session will give an overview of cities that have made the successful choice for change.

### Session 5: 7/10/11

Mind shift, mode shift?

#### Summary

From encouraging soft policy measures through communication campaigns and combined mobility services to restrictive traffic management policies: cities worldwide are increasingly innovating their mobility plans to attract more people to public transport. This session will give an overview of **transferable demand management measures** and show that combined mobility is essential in order to compete with the privately owned car in terms of convenience and cost-structure and to enhance the quality of life in our cities. What successful measures and smarter travel programmes will change citizens' travel behaviour in favour of more sustainable travel choices?

### Session 6: 7/10/11

Black ties & buses: the perfect match!

#### Summary

Business parks and companies are major trip generators and, today, economic actors are increasingly committed to optimizing the management of the journeys they induce. This session aims at looking at the different measures that **reinforce the link between public transport and the business community**. Clever location and relocation choices, corporate travel plans, steering the demand with time and space consideration will ensure that the business world chooses more sustainable ways of travel. What role do the different actors play and which are the most effective measures?

### Closing Session: 7/10/11

Round table & wrap up