

Policy
recommendations
for promoting
**sustainable
transport**



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Sustainable transport for more competitive regions

Transport – the mobility of people and goods – plays a key role in our social, environmental and economic systems, but the optimisation of transport systems on the three levels of sustainable development remains an unmet challenge. Regional policies have to reconcile and optimise these varied and often contradictory aspects of sustainable transport. We have reviewed 16 interregional cooperation projects that represent some 530 good practices addressing a wide range of key transport policy issues, ranging from the integration of land use and transport planning to the development of new intelligent transport systems (ITS) solutions. The principal recommendations drawn from our analysis of this wealth of experience are targeted on three levels: European strategies, regional transport governance and operational projects.

Robert Stüssi, Claudio Casimiro, Marco Mastretta, José Paisana and Joachim Bergerhoff were contracted by the INTERREG IVC programme to analyse, benchmark and capitalise on the wealth of knowledge generated by cooperation projects in the field of sustainable transport. These policy recommendations are the result of a two-year analysis, providing targeted actions for those involved in this policy field.

1.

European strategies

Conceive truly strategic projects

The European Union's ten-year growth strategy (Europe 2020) seeks to make the EU a smart, sustainable, and inclusive economy. The European Commission's White Paper on Transport (2011) also sets ambitious carbon emissions reduction targets for the coming decades, namely the reduction in greenhouse gas emissions from transport by at least 60% by 2050. In order to achieve this goal, it is necessary to halve the use of conventionally fuelled cars by 2030 and phase them out in cities by 2050. These ambitions represent nothing less than a "new paradigm of urban and regional mobility", shifting mobility dependent on the private car to mobility based on walking and cycling and high quality public transport. In the field of sustainable transport, regional authorities are in a particularly strategic position to initiate and orchestrate such projects of European importance.

→ We recommend that all parties developing new transport-related projects study these ground-breaking documents, which lay the foundations for a new generation of exciting European projects. However, we would stress that while it is quite acceptable that innovative pilot projects may need additional project finance in order to take off, they should be able to

continue without external support after this period. **Don't build a project on a generous idea alone, but always aim at a sound business case that can maintain the new policy or service in the long run.**

2.

Regional Transport Governance

Integrate land-use and transport planning

Land use and transport are intimately connected like the blood vessels and the organs of a living organism. They evolve together and policy makers must address them as one. This reality is widely acknowledged in theory. In practice, academic and administrative structures, as much as political decision making processes, tend to maintain the separation between the two disciplines.

→ **Translate theory into practice and structurally integrate the land use and transport planning processes.** Regional Transport, Mobility Management and Spatial Planning in Stockholm, Sweden, features in the *PIMMS CAPITAL* project as a prominent example of integrated planning, including not only transport and land use infrastructure, but also mobility management actions within a single Regional Development Plan.

Cooperate at the scale of the “transport region”

A transport region or “daily commuting system” is the ideal scale for the development of a coherent and effective sustainable transport policy. The limits of a transport region may coincide with the limits of political and administrative regions, but often this is not the case. Small cities or regions only cover a portion of the transport region they are part of, while large administrative regions may cover parts of several daily commuting systems.

→ **Cooperate with your sub-entities and/or neighbours for the development of common sustainable transport strategies.**

The *CATCH_MR* project presents the Gothenburg region’s initiative to create an informal association of thirteen municipalities, with the purpose to facilitate a policy conversation among local decision-makers and achieve a common vision of land use and transport planning.

Set-up multi-modal transport authorities

As the transport system itself is a collection of “hard” and “soft” elements, so a multi-modal transport authority should administer the synergies and economies of scale between the various transport modes and operators. Independence and competition between different modes of transport certainly stimulates the market of transport services. However, this dynamic should also be integrated into the planning process and be administered.

→ **Set up multi-modal transport authorities**

The *POLITE* project has analysed an advanced multi-modal, door-to-door, real time journey planner with a particular attention to the organisational and managerial pre-requisites for setting up similar applications.

Enable sustainable transport policies through budgets and regulations

Planning processes and administrative set-up are not sufficient. Making policy is making regulations and budgets. In many cases, sustainable transport initiatives are handicapped by outdated regulations and small budgets, while business-

as-usual and the largest budgets perpetuate unsustainable structures and operations.

→ **Shift the legal and budgetary resources toward sustainable transport goals.** Consider that a goal of 60% modal share for active modes (i.e. walking and cycling) can probably be achieved if 60% of infrastructure investments are redirected to active mode-friendly infrastructure.

The *CATCH-MR* project reports the Oslo experience with its pricing schemes for cars entering the urban cordon, whose revenues are now partially used to finance and improve the public transport system.

3.

Operational Level

Promote public transport

Even if public transport is well organised at the regional level, much remains to be achieved at the operational level. Generally speaking, public transport must improve its levels of service quality and ease of use. It is also necessary that potential users are aware how good public transport in their city actually is.

→ **Improve public transport significantly and communicate about it**

The *MMOVE* project highlights the good practice “Local travel plan network in East Anglia” – Brighton & Hove (UK), which is a package of measures and initiatives that seek to reduce and better manage travel demand. A special emphasis is put on raising awareness among citizens about the influence that mobility choices can have on the environment.

Build an Intelligent Transport System (ITS)

ITS is often described as the use of Information and Communication Technology (ICT) in the transport sector. Technology is of course an important ingredient found in all modern transport solutions, but keep in mind that ICT provides smart tools, not intelligent policies. In addition, the ICT revolution is still at its beginnings. Larger ICT systems should be primed for permanent evolution through add-ons and partial replacements of some components.

→ **Don't rely only on ICT to solve the transport problem, but use it for certain purposes within larger systems of intelligent transport management** that include a large number of non-ICT components. Open standards shared by many component developers will help to ensure the necessary capacity for evolution. The *RITS-NET* project has focused on a methodology that helps local authorities define their priorities in ITS development taking into account European directives, national legislation, and local needs. As a concrete application, in the Marche Region (Italy), the myCicero smart phone application provides a single gateway for different services such as parking payment, public transport ticketing, tourist information, etc.

Develop new mobility services

Mobility services are a good example of the ICT revolution. While the basic concepts of mobility services (e.g. demand responsive buses) have been tried before the ICT age, computers and smart phones have opened up entirely new horizons for the development of these services.

→ **New mobility services can significantly improve the daily mobility of their users.** They help the development of sustainable transport policies by promoting the inclusion of mobility impaired persons, the modal share of cycling and public transport, the restriction of car traffic and parking in dense areas. The *D-AIR* project deals with carbon emissions of airport activities: demand-responsive public transport solutions have been developed around Charles-de-Gaulle Airport in Paris and then transferred and developed further at Barcelona airport.

Keep mobility management pragmatic

“Mobility management” is as old as mobility itself. We all must manage our own daily mobility and businesses could never afford to ignore the mobility issues of their staff and customers. As activity chains become more complex, distances between activities longer, mobility challenges more pressing and the array of possible solutions larger, mobility management has become an expert discipline and service concept in its own right. However, mobility management is not a substitute for effective sustainable transport systems that meet user's needs and can be used easily without additional management and advice.

While Mobility Management is becoming an important standard feature of the transport planning tool box, it should remain pragmatic and militant: **make sustainable mobility work now, despite the drawbacks of existing mobility systems and make the case for sustainable transport, starting with integration between transport and land use planning.**

Finally, unlike in many other specialist fields, everybody is an expert of his or her own mobility and has strong and legitimate views on the transport policy in his or her transport region. Our recommendation is to include this expertise in the transport planning and service development processes, through market research, stakeholder dialogue and public participation.

Learn more, do more...

To learn more about these examples and explore further innovative good practices in promoting sustainable transport, download the full thematic capitalisation report. The report contains a detailed overview of good practices stemming from the 16 INTERREG IVC projects, identifies synergies between the projects and other initiatives and programmes, and offers further recommendations to European regions and cities on how to support sustainable transport.

This publication is one of a series of twelve thematic policy recommendations. For more information and downloads, visit:
www.interreg4c.eu/capitalisation

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