



THE FUTURE OF URBAN MOBILITY

		Parallel Event(s) ¹
ANCHOR DAY (MONDAY 19TH OCTOBER)		
<i>Municipality of Krakow Headquarters ('Sala Obrad'), Plac Wszystkich Świętych 3-4</i>		
1400-1900	Conference Registration	
Afternoon: 1500-1700	Site Visits (detailed on back page) A: SIEMENS Traffic Management Centre, Krakow railway & bus station B: Tele-Bus dispatch centre, MPK C: Inner city integrated access control and enforcement D: Krakow by rented bike! E: Museum of Urban Engineering, Kazimierz (Wawrzyńca St.)	Meeting of the new Political Advisory Committee incl. election of new chair (Closed Event)
Evening: 1900	Cocktail reception hosted by the City of Krakow incl. a welcome address by Prof. Wiesław Starowicz, Deputy Mayor of Krakow	
DAY 1 (TUESDAY 20TH OCTOBER)		
<i>Krakowska Akademia (Building 'B'), ul. Gustawa Herlinga-Grudzińskiego 1</i>		
0830-0900	Conference Registration	
OPENING PLENARY (Room 0.08)		
Morning: 0900-1000	Welcome Addresses: - Prof. Jacek Majchrowski, Mayor, City of Krakow, Poland - Anne Houtman, Director for Internal Market and Sustainability, DG TREN, EC - Jean Yates, Chair (outgoing), CIVITAS Political Advisory Committee (PAC) - Introductory address by the incoming PAC Chair <i>Chair: Prof. of Transport, Wojciech Suchozewski, Warsaw University of Technology, Poland</i>	
COFFEE BREAK (Building 'B') / PRESS CONFERENCE ('Sala Senacka,' Building 'A') <i>By Prof. Wiesław Starowicz, Dep. Mayor of Krakow & Ms. Anne Houtman, Director, DG TREN</i>		
1045-1130	Keynote Addresses: The Future of Urban Mobility <ul style="list-style-type: none"> ▪ <i>The Planner's Perspective:</i> Reinier de Graaf, Office for Metropolitan Architecture (OMA), Rotterdam, The Netherlands ▪ <i>The Policy Perspective:</i> Sir Albert Bore, Rapporteur on Urban Mobility, Committee of the Regions and local councillor for Ladywood Ward, Birmingham, UK ▪ <i>The People Perspective:</i> Dr. Sebastian Bamberg, University of Applied Sciences, Bielefeld, Germany <i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i>	

¹ The following side events take place - by invitation only! **Mon 19th Oct:** CIVITAS POINTER (1430-1830) - Municipality of Krakow, Sala Portretowa. **Tue 20th Oct:** CIVITAS DLG (14-1600) - Room 1.16. **Wed 21st Oct:** CIVITAS CIVINET (14-1800) - Room 1.16a; CIVITAS POINTER (14-1800) - Room 1.16; and CIVITAS MIMOSA (16-1800) - Room 1.19.

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1130-1230	<p>Panel and plenary discussion on the future of urban mobility (including the contributions of keynote speakers: Reinier de Graaf, Sir Albert Bore and Dr. Sebastian Bamberg) with:</p> <ul style="list-style-type: none"> ▪ Graham Smith, Senior Vice President, Toyota Motor Europe ▪ Werner Reh, Friends of the Earth Germany <p><i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i></p>
1230	Opening of the Exhibition ² /Poster Session ³
BUFFET LUNCH	

		Parallel Event(s) ^{4 5}
<p>Afternoon: 1400-1530</p>	<p>Technical Session 1: Increasing the use of alternative fuels and clean and energy efficient vehicles (Room 0.19)</p> <ul style="list-style-type: none"> ▪ Managing alternative fuel technologies and retrofitting in bus fleets, investment and deployment - CIVITAS RENAISSANCE examples from Northern, Mediterranean and the Western Balkan regions. John Birtwistle, First Group (UK) in collaboration with APM Perugia (Italy) and JSP Skopje (The former Yugoslav Republic of Macedonia) ▪ Upscaling use and production of biogas in the city Malmo. Björn Wickenberg, Malmo, Sweden ▪ Public procurement as a tool to promote the take up of clean vehicles: COMPRO. Anne Vicenzotti, Nicole Rabu, Nantes Metropole, France <p><i>Moderator: Jeffrey M. Seisler, Clean Fuels Consulting</i></p>	<p>Roundtable Session 1: Future urban mobility: the shape of things to come (Room 0.15)</p> <p><i>Moderator: Vanessa Holve, EUROCITIES</i></p>

² Building 'A:' An exhibition of EC transport projects, transport industry players, the media & NGOs

³ The lobby of Building 'B' will host a poster session for CIVITAS Plus demonstration cities.

⁴ **1500-1630: "Politicians' Forum"** at the Municipality of Krakow Headquarters ('Sala Lea/Kupiecka') hosted by the Mayor and Deputy Mayor of Krakow, Prof. Jacek Majchrowski and Prof. Wiesław Starowicz respectively, together with Ms. Anne Houtman, Director, DG TREN (with the media observing) + Group Photo.

NB: Transfer will be arranged for politicians and media at 1415 from outside Krakowska Akademia

⁵ **1645-1730: Inner city integrated access control and enforcement system launch** by the Deputy Mayor of Krakow, Prof. Wiesław Starowicz and Ms. Anne Houtman, Director, DG TREN incl. media participation and interview opportunities



	<p>Technical Session 2: Delivering high quality collective passenger transport services (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Development of a water borne public transport system in Szczecinek. Romuald Szkiladz and Maciej Makselon, Szczecinek, Poland ▪ Towards a more attractive and functional public transport network for Vitoria-Gasteiz. Juan Carlos Escudero, Vitoria-Gasteiz, Spain ▪ System for assessment of service quality of urban public transport in Krakow. Dr Zofia Bryniarska & Prof. Andrzej Rudnicki, Krakow University of Technology, Poland <p><i>Moderator:</i> <i>Brigitte Ollier, International Association of Public Transport</i></p>	<p>Roundtable Session 2: Towards sustainable urban mobility in a transition economy (Room 0.16)</p> <p><i>Moderator:</i> <i>Jan Friedberg, City of Krakow</i></p>
COFFEE BREAK		
1600-1730	<p>Technical Session 3: Integrated demand management strategies - road pricing schemes (Room 0.19)</p> <ul style="list-style-type: none"> ▪ The City of Ghent's integrated parking policy. Brecht Vekeman, Ghent, Belgium ▪ The integrated mobility strategy in Bologna: a balance between facility policies and regulation schemes. Cleto Carlini, Bologna, Italy ▪ The AKTA road pricing experiment in Copenhagen, Denmark. Tina Gehlert, TU Dresden, Germany/DTU Transport, Denmark <p><i>Moderator: Dan Firth, City of Stockholm</i></p>	<p>Roundtable Session 3: Developing integrated sustainable urban mobility plans (Room 0.15)</p> <p><i>Moderator:</i> <i>Sylvain Haon, POLIS</i></p>
	<p>Technical Session 4: Influencing travel behaviour and modal choice at an early age (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Mobility Management for Kindergartens-There is nothing like starting young. Karl Reiter, FGM-AMOR, Graz, Austria ▪ School Travel Plans - What next? Stephen Kelly, Brighton & Hove, UK ▪ CONNECT: The lost art of walking and cycling to school. Marjan Frederix, Mobiel 21, Belgium <p><i>Moderator:</i> <i>Sebastian Bamberg, University of Applied Sciences, Bielefeld</i></p>	<p>Roundtable Session 4: Emerging challenges/ research priorities for sustainable urban transport (Room 0.16)</p> <p><i>Moderator:</i> <i>Prof. Mike McDonald, University of Southampton</i></p>
Evening: 1900 (bus pick-up)	Conference Dinner at the Wieliczka Salt Mine 30 mins from Krakow combined with tour and the CIVITAS Award Ceremony (incl. media corner)	



		Parallel Event(s) ¹
DAY 2 (WEDNESDAY 21ST OCTOBER) Krakowska Akademia (Building 'B'), ul. Gustawa Herlinga-Grudzińskiego 1		
Morning: 0900-1030	Technical Session 5: Safety and security concerns in cycling and walking (Room 0.19) <ul style="list-style-type: none"> ▪ Anti-theft measures for bikes in the city of Ghent. Veerle Bekaert & Maja Meirlaen, Ghent, Belgium ▪ Local co-operation for safe cycling and walking. Gerardo Lertxundi, Donostia - San Sebastian, Spain ▪ Shared Space - the new way to support cyclists and pedestrians in public spaces. Thomas Pilz, FGM-AMOR, Austria & Pieter de Haan, University of Applied Sciences, Leeuwarden, Netherlands Moderator: Ursula Lehner-Lierz, Velo-Consult	Roundtable Session 5: Going Local: Expanding the CIVITAS Network(s) (Room 0.15) Moderator: José María Díez, City of Burgos
	Technical Session 6: New forms of vehicle use and/or ownership and less car dependent lifestyles (Room 0.20) <ul style="list-style-type: none"> ▪ Taking car-sharing further. Fredrik Högberg, City of Göteborg, Sweden ▪ Car-sharing in Belgium .. a story of many stakeholders. Geert Gisquière, Cambio carsharing, Ghent, Belgium ▪ Transferability of Car-sharing to new locations: The role of software and service support in avoiding technical and economic risks. Graham Lightfoot, Mendes GoCar Limited, Cork, Ireland Moderator: Michael Glotz-Richter, City of Bremen	Roundtable Session 6: Mapping the growth potential for public transport service providers (Room 0.16) Moderator: Gerd Sammer, University Bodenkultur, Vienna
COFFEE BREAK		
1100-1230	Technical Session 7: Efficient freight logistics services (Room 0.19) <ul style="list-style-type: none"> ▪ Pipe-net - a new urban freight mode for the 21st century. Franco Cotana, CIRIAF - University of Perugia, Italy ▪ The city freight delivery plan in Bologna. Cleto Carlini, Bologna, Italy ▪ Heavy Goods Vehicles Strategy in Copenhagen - less injuries between cyclists, pedestrians and HGVs. Jakob Find Andersen & Tanja Provstgaard, Copenhagen, Denmark Moderator: Jim McGeever, London European Partnership for Transport	Roundtable Session 7: Indicators for success? Measuring progress towards sustainable urban mobility (Room 0.15) Moderator: Alexandre Blaquièrè, City of Toulouse

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	<p>Technical Session 8: Transport telematics systems for improved traffic management and traveller support (Room 0.20)</p> <ul style="list-style-type: none"> ▪ Sustainable multi-modal traffic management. Brecht Vekeman, Ghent, Belgium ▪ How individualised traffic information increases awareness of sustainable transport. Gustav Friis, Aalborg, Denmark ▪ Interoperability between different electronic ticketing fare systems. Alessandro Tritto, ClickUtility, Italy <p><i>Moderator: Hermann Meyer, ERTICO</i></p>	<p>Roundtable Session 8: Strengthening international cooperation and exchange beyond Europe (Room 0.16)</p> <p><i>Moderator: Siegfried Rupprecht, Rupprecht Consult</i></p>
BUFFET LUNCH		
CLOSING PLENARY		
<p>Afternoon: 1400-1530</p>	<p>The Way Forward for CIVITAS, including short plenary discussion.</p> <ul style="list-style-type: none"> ▪ Reflection and report back on the parallel sessions: Anthony May, Emeritus Professor of Transport Engineering, University of Leeds ▪ Forthcoming perspectives: Magda Kopczynska, Head of Unit for Clean Transport and Urban Transport, DG TREN ▪ Closing statements: Prof. of Transport, Wiesław Starowicz, Deputy Mayor of Krakow ▪ Announcement of the next CIVITAS Forum host city: Chair, CIVITAS PAC ▪ Welcome address by the next CIVITAS Forum host city <p><i>Chair: Robert Stüssi, Mobility Consultant and CIVITAS MODERN</i></p>	
<p>Afternoon: 1600-1800</p>	<p>Four Site Visits⁶ (repeat)</p> <p>A: SIEMENS Traffic Management Center, Krakow railway & bus station <i>Visit the centre and travel via new fast tram (incorp. the modernized Lubicz Street)</i></p> <p>B: Tele-Bus dispatch centre, MPK (Miejskie Przedsiębiorstwo Komunikacyjne S.A.). <i>Demonstration of CIVITAS CARAVEL's first Polish demand response management system.</i></p> <p>C: Inner city integrated access control and enforcement <i>Trip on foot to see Krakow's electronic access control and enforcement system.</i></p> <p>D: Krakow by rented bike! <i>Demonstration of BikeOne including a ride along the Vistula River (weather permitting), the first Polish bike rental system implemented through CiViTAS CARAVEL.</i></p> <p>E: Museum of Urban Engineering, Kazimierz (Wawrzyńca St.) <i>The exhibition, housed in Krakow's industrial era tram depot offers technological, industrial, technical and urban engineering artefacts such as a horse-drawn and electric streetcar terminus, stables, traffic control department and boiler and generator houses.</i></p>	

⁶ Both sets of site visits (on the Anchor Day and Day 2) will depart from the Municipality of Krakow's Headquarters at Plac Wszystkich Świętych in the centre of Krakow's old town



TECHNICAL SESSIONS

*The eight Technical Sessions will review the building blocks of CIVITAS: the eight categories that have structured the programme to date - and their key achievements. Following an introduction on the category by the moderator, speakers from each phase of the CIVITAS Initiative will present examples (via ppt) of specific measures' success. Related contributions from those not involved in CIVITAS will also be shared, with the overall aim being to exchange good practice, successful business models and proven technologies. During the course of 90 minutes, emerging challenges within the discipline will also be mapped, with the moderator inviting the 80 or so participants to help answer a handful of pertinent questions (see the session descriptions below for further details). Conclusions of all sessions will be captured and in a single powerpoint slide, that will be fed into the final plenary session: *The Way Forward for CIVITAS*, by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.*

Technical Session 1 - Increasing the use of alternative fuels and of clean and energy efficient vehicles

Cities are gaining considerable expertise in the use of alternative fuels (biodiesel, hybrid, CNG, electric...) within their public transport and freight management vehicle fleets. The key issue remains the mass deployment of such technologies and its integration into the urban transport system. This session will consider: how can cities finance and deploy alternative fuel technologies and retrofit their public transport vehicle fleets? Which are the institutional, financial and technological barriers? What are the opportunities for effective partnership with the private sector and the research community?

Technical Session 2 - Delivering high quality collective passenger transport services

Issues such as frequency, reliability, comfort, safety and accessibility are basic pre-conditions for public transport networks to successfully compete with private motorists. Other factors may also include putting into service new energy-efficient vehicles and ensuring intermodality with other transport modes. This session will seek to understand which strategies are cities currently implementing to make their public transport services more attractive and competitive? How can public transport be better integrated with other modes of transport? What indicators may be relied upon to monitor the quality of public transport systems? *NB: Roundtable 7 will take a more detailed look at the topic of indicators.*

Technical Session 3 - Integrated demand management strategies - road pricing schemes

Cities have implemented a variety of demand management strategies based upon economic (dis)incentives, regulatory measures (including zoning and spatial planning) and tele-services. This session will share information as to how road pricing may be combined with parking management schemes and incentives to increase the use of public transport. It will also ask, where should the balance between these different approaches lie? And what are the social, economic and environmental implications of road pricing schemes?



Technical Session 4 - Influencing travel behaviour and modal choice at an early age

Mobility management plans, marketing, education and information campaigns have proved successful in shifting citizens' travel choices towards more sustainable modes of transport. In particular, initiatives implemented in schools have achieved outstanding results, surpassing expectations and targets and thereby encouraging smarter travel choices within the family, at both neighbourhood and city levels. This session will share information on some of the more recent examples aimed at promoting sustainable and responsible travel. It will ask: what are their more innovative aspects? It will determine: how are these linked (or could be linked) to a city's overall transport strategy?

Technical Session 5 - Safety and security concerns in cycling and walking

One of the main concerns for cyclists and pedestrians is their personal safety and security within cities. Even though there are many infrastructure solutions to improve road safety, both pedestrians and cyclists still remain the most vulnerable users of public spaces. This session will ask: what are the leading safety and security concerns for cyclists and walkers of European cities? It will also ascertain what plans and policies cities have developed and implemented aimed at improving road safety and security? It will conclude by shortlisting some of the more practical solutions currently being implemented, and identify which could be shared as best practices in the field.

Technical Session 6 - New forms of vehicle use and/or ownership and less car-dependent lifestyles

A means to reduce private car use in our cities is the introduction of mobility services that promote new forms of vehicle use and/or ownership as well as less car-dependent lifestyles, for example, car pooling, public and private car sharing services. This session will share city experiences in car pooling and car sharing schemes. It will inventory the mechanisms available to cities to reach and convince potential users of such services. It will seek to understand how can related pilot projects successfully develop into sustained long-term vehicle sharing schemes?

Technical Session 7 - Efficient freight logistics services

Solid freight logistics distribution schemes and services should rely on energy-efficient vehicle fleets, dedicated infrastructure and well-coordinated information services. The challenge for city authorities is often to enable effective goods delivery without disrupting citizens' quality of life through traffic delays, congestion, air pollution etc., while at the same time reducing energy consumption. This session will map the various challenges and ask which strategies and policies are currently being developed around these targets? Which concepts for goods distribution are being tested? And which have been the most successfully implemented to date?

Technical Session 8 - Transport telematics systems for improved traffic management and traveller support

Information technology plays a significant role in supporting transport management systems and improving traveller services. The latest developments in the application of transport telematics include intermodal information, electronic road pricing and public transport ticketing, vehicle location and guidance systems. This session will exchange city experiences in the use of information and technologies to support traffic management and traveller services. It will ask which are the most innovative software applications in use? How can technology further support sustainable modes of travel and transport? And what are the obstacles and challenges to achieving this?



ROUNDTABLE SESSIONS

Roundtables will explore and develop ideas important to the future evolution of CIVITAS. They may flag up new topics (e.g. innovative measures), or suggest actions to support the take-up and exploitation of existing results. They may even propose new policy or regulatory initiatives. Not as transient as a “speed café” nor as formal as a panel discussion, roundtables will be the occasion for a small group of 20-25 Forum participants: mobility experts and city practitioners, to enjoy vivid “multi-way” discussion and interaction (there will be no use of powerpoint). During the session, the moderator will ‘steer’ discussion towards answering a handful of pertinent questions (see the descriptions below for further details). Conclusions of all sessions will be captured in a single powerpoint slide and will be fed into the final plenary session: Conclusions on CIVITAS: The Way Forward, by Anthony May, Emeritus Professor of Transport Engineering of the University of Leeds.

Roundtable Session 1: Future urban mobility: the shape of things to come

According to the United Nations Environment Programme, of the global population increase of 2.2 billion by 2030, 2.1 billion will live in urban areas. By 2030, more than 60 percent of the world’s population will be urban dwellers and by 2050, that will equate to six billion people. According to Eurostat, by 2050, 49 percent of the EU’s population will be aged 50 and over (up from 35 percent in 2005). While in the past walking and public transport were the most important modes of mobility among older people, there is now a strong shift towards the private car. Considering these scenarios, this session will ask: what are likely to be the urban mobility challenges city authorities can expect to face in 2050? Will the rising popularity of Skype video-calling, tele-working, online shopping and even the drag of long airport security checks influence citizen demands upon urban infrastructure? The session will conclude by identifying: which measures today could help offset the foreseen challenges of tomorrow?

Roundtable Session 2: Towards sustainable urban mobility in a transition economy

Between 2005 and March 2009 the city of Krakow introduced many “measures” to advance their sustainable urban transport policy plans. These included a Tele-bus service, a bicycle renting scheme, integrated ticketing and tariffs besides a car pooling system for commuters to the Krakow University of Technology. Two high quality modal stops were also launched, alongside a series of successful marketing campaigns and educational activities. These measures - which also included severe access restrictions within inner-city areas - have encouraged a tangible change in citizens’ use of public transport, and their approaches to walking and cycling. As a result, many are being continued or extended, despite the growing trend for rising car ownership, characteristic across much of central and eastern Europe. This session will ask why were these measures successful? How do cities in transition economies deal with these sorts of challenges and obstacles? It will seek to understand: how might they be overcome, and whether CIVITAS might play a role in helping to address them by replicating the most successful measures elsewhere?

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Roundtable Session 3: Developing integrated sustainable urban mobility plans

The EC Action Plan for Urban Mobility highlights the importance of integrated sustainable urban mobility or transport plans (SUTPs). At the same time the European Commission is keen to understand what role it might play in supporting their development and implementation. Might it include for example providing toolkits and guidelines that promote best practice, or capacity building activities, and/or offering expert know-how? This session will ask: what are the priority challenges and obstacles faced by urban administrators to develop and introduce sustainable urban transport plans? It will also identify: what resources would city authorities most welcome from the European Commission to support their implementation? Are there results from existing programmes that might be exploited in this regard?

Roundtable Session 4: Emerging challenges/research priorities for sustainable urban transport

CIVITAS is a European Union demonstration *and research* programme for clean urban transport, where European cities may be considered “laboratories” of urban mobility research. Among those topics highlighted within the EC’s Green Paper on Urban Mobility for future attention were smarter vehicles and more safe and secure urban transport. Others might rather argue for more intelligent transportation systems, and some for greater attention on spatial planning. This session asks: what are the most pressing and emerging challenges in the field of sustainable urban transport and why? What should the most immediate priorities for future research and development be?

Roundtable Session 5: Going Local: Expanding the CIVITAS Network(s)

A number of attempts are underway to establish national or regional CIVITAS networks based on either geographic location, a common language, or within national boundaries. These initiatives help to bring CIVITAS experiences and successes to cities where language, location or culture may otherwise be an obstacle. The challenge ahead is sustaining them in the longer term. This session will ask: what sorts of services could network members most benefit from? What contributions would members be willing to make to assure their long term sustainability? And what further support could the CIVITAS Initiative offer?

Roundtable Session 6: Mapping the growth potential for public transport service providers

City authorities have an obligation to reduce pollutant emissions including those caused by less sustainable modes of transportation and traffic congestion caused by overburdened transport infrastructure. Yet at the same time demand for public transport services in cities can frequently surpass supply, especially for example during rush-hour. The challenge then is to increase the service offer - and still balance the budget. Can the costs of purchasing more rolling stock and employing more drivers be offset by increased ticket sales, even raised ticket prices? Or will idling rolling stock/staff during off-peak hours only worsen your deficit? This session will take a business case approach to the issue of sustainable financing of public transport. It will ask: what is the growth potential for public transport services? What and where are the best practice business cases - and why do they succeed? It will highlight priority concerns, that future assistance mechanisms might help to address and whether there are existing results within CIVITAS that could be exploited in this regard.

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Roundtable Session 7: Indicators for success? Measuring progress towards sustainable urban mobility

Collecting and reporting data on urban mobility can help to improve the knowledge base of both policy-makers and the general public in related decisionmaking processes. The European Environment Agency's TERM - the Transport and Environment Reporting Mechanism (which monitors things like vehicle fleet age, freight transport demand and specific air pollutant emissions) already makes a solid contribution in this regard. However, there may well be other indicators useful to assessing progress, for instance, those reporting on the development and implementation of urban mobility plans. Which of these indicators would cities be most ready - and most challenged - to report on? Are there other indicators that should also be considered? And what sorts of regulatory or other forms of intervention may be needed to assure their successful introduction? *NB: The results of technical session 2 may be of interest to this session's participants.*

Roundtable Session 8: Strengthening international cooperation and exchange beyond Europe

Time after time surveys reveal that decision-makers and mobility experts are interested in learning from others' experiences through best practices and case studies in specific policy fields. The CIVITAS Initiative has helped generate many success stories through its demonstration cities, while CIVITAS CATALIST is helping to foster the take up of these experiences and results in non-CIVITAS cities across Europe, through the CIVITAS Activity Fund as well as guidance documentation. However, the time might be ripe to take these results beyond the bounds of Europe, in order to share them with urban community representatives in the Americas, Asia or even Africa. This session will ask: what are the priority topics for experience exchange? What are the most efficient mechanisms for strengthening strategic cooperation? It will also determine what challenges and obstacles may hinder their successful implementation. Relevant international actors - representatives of related initiatives and of administrations within the above mentioned continents - as well as key European stakeholders - will be invited to contribute.