



UNIwersytet Gdański  
Katedra Rynku Transportowego



# Supporting sustainable mobility management in Central Eastern Countries

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# Structure of presentation

- sustainable mobility - definition
- Is there a need for sustainable mobility?
- Need for sustainable mobility in cities of CEE
- Examples of measures which could be implemented in CEE cities
- Summary
- Useful links

# Sustainable mobility - definition

- SUSTAINABILITY MOBILITY is a broad idea to reduce effects of development of individual motorisation and travel distances. It leads to optimisation of use of various modes of transport and organising "co-modality" between different modes of collective (i.e. trams, buses, metro) and individual forms of transport (car, bike) [*SMILE project; Green Paper „Towards a new culture for urban mobility”*]
- It also reconciles mobility with a high quality of urban life and the protection of the environment and contributes to social equity and economic development” [*SMILE project*]
- Mobility management develops strategies and actions for fulfilling transport needs for different users. This can contribute to a change in awareness and education towards sustainable mobility [*Sustainable Urban Transport. Final Report from the European Project Trendsetter. CIVITAS*]

# Is there a need for sustainable mobility?

Facts from Green Paper „Towards a new culture for urban mobility” , EC 2007:

- „Traffic congestion generates lost of 1% of European GDP”;
- „Urban traffic is responsible for 40% of CO<sub>2</sub> emissions and 70% of emissions of other pollutants arising from road transport”;

Fact from Poland: average number of people killed in road accidents: 5000 – 5500 yearly.

# Is there a need for sustainable mobility?

- „[...] in a city like Stockholm, emissions from road traffic cause the same average reduction of life expectancy as traffic accidents do...” *[TRENDSETTER Final Report 2006]*
- „[...] air pollution as the most significant environmental challenge, followed by congestion issues...” *[MEGACITIES]*
- Urban sprawl (settlement and trade suburbanization)
- [...] Estimated congestion costs in Great Britain – ca. 20 billion GBP a year;
- Qualitative and quantitative deficit of infrastructure, especially of transport;
- Pressure of individual motorization.

# Need for sustainable mobility in CEE?

## Common trends in cities of CEE

Trend	Effect	Possible counteractions
suburbanisation	Growing distances for travel. Increased demand for individual car ownership.	Spatial planning, supporting public transport development
Individual motorisation development	Decrease of passengers of public transport. Congestion, emissions, accidents, noise	Public transport development and promotion, introducing measures which reduce access of urban space for cars
Low quality of public transport	Deep crisis of public transport, increased demand for individual car ownership (car as alternative for inefficient public transport)	Public transport development and promotion, introducing measures which reduce access of urban space for cars

# Mobility measures: general classification

Mobility measures might support:

- public transport;
- individual modes of transport (i.e. walking, cycling, car – sharing).

Mobility measures might be:

- soft measures (trainings, promotion, organisational improvements);
- hard measures (investments, reconstructions, modernisations).

Mobility measures might be:

- „carrot” alike (encouraging to particular activity);
- „stick” alike (discouraging to particular activity).

# Implementation in CEE: soft measures

Promotion of sustainable modes of transport:

- events (i.e. European Car Free Day, city anniversaries, introduction of new rolling stock, finishing of new investment);
- addressed to dedicated groups of users (i.e. elderly people – successfull campaign in Salzburg, Austria, pupils, individual car users, disabled persons);
- might be important element of city image campaign.

# Implementation in CEE: other soft measures

- joint procurement for rolling stock acquisition (cost reduction, better conditions of potential agreement);
- car traffic restrictions (i.e. calming down the speed of cars – „tempo 30”, providing priority for public transport on main crossings );
- organising safe and friendly space for bikes in railway station, main public transport terminal in the city.

# Implementation in CEE: hard measures

- acquisition and / or modernisation of public transport rolling stock (i.e. conversion of low – floored used buses into modern low – floored trolleys at cost of 25% of new vehicle – case of Gdynia, Poland);
- dedicated bus lanes on main sections of road system of the city;
- railway stations as intermodal nodes of collective and individual forms of transport;
- access restrictions of central area of the city (implementation of modern system of parking fees in med.-sized city might cost up to few million EUR);
- development of bike infrastructure (separated cycling lanes, reconstructed local roads, public bikes, bike racks).

# Summary

- Comparing to Western cities, CEE cities have still high share of public transport in urban modal split;
- Implementation of sustainable mobility measures at first stage might be realised with low expenditures (soft measures);
- Investments in infrastructure and/or rolling stock will be far effective in case of sustainable mobility when supported by set of selected soft measures.

# Links that might be useful

- <http://www.niches-transport.org> – website of NICHES and NICHES + projects concentrated on innovative concepts of urban mobility;
- <http://www.linkforum.eu/> - website of LINK project that aims to integrate of passenger intermodality policies and facilitate co-operation for intermodal solutions;
- <http://www.civitas-mobilis.org/> - CIVITAS MOBILIS project website. Its goal is to implement radical strategies for clean urban transport in five cities. The project contains a total of 46 measures integrated into a detailed work programme;
- <http://www.momo-cs.eu/> - project which concentrates on car-sharing as an alternative for individual car ownership.



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## Thank you for your attention

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