DESIGNING CHOICE FOR URBAN MOBILITY DECARBONISATION

EU policies and local challenges

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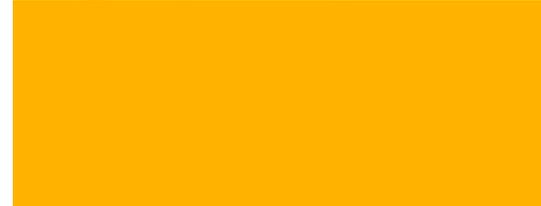
Planning as designing choice

✓In behavioural economics, **choice architecture** is the design of different ways in which choices can be presented to consumers, and the impact of this way of presentation on their decision making (Thaler & Sunstein, 2008)

✓Under such an approach, aspects like the **number of choices**, the **manner in which various attributes of these choices are presented**, the presence of a **default option**, **choice overload** are relevant aspects that influence the decision made.

✓The key take-away message is that the way we design choice influences the users' behaviour.

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Planning as designing choice

✓ Clearly, the way mobility options are designed influences the outcome users' behaviour.

✓ **Integrated mobility planning** has a key role in designing the choice and therefore influencing the mobility behaviour.

✓ A **Sustainable Urban Mobility Plan (SUMP)** is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings.

✓ Considerations having to do with sustainability and liveability are key to the SUMP concept; decarbonisation became another desiderate in the context of climate emergency.

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Planning as designing choice

A few examples:

- ✓ Parking and curb management
- ✓ Vehicle access regulations (UVARs)
- ✓ Safe active mobility infrastructures
- ✓ Dedicated public transport corridors
- ✓ Traffic management and prioritization in intersections
- ✓ Enforcement of regulations

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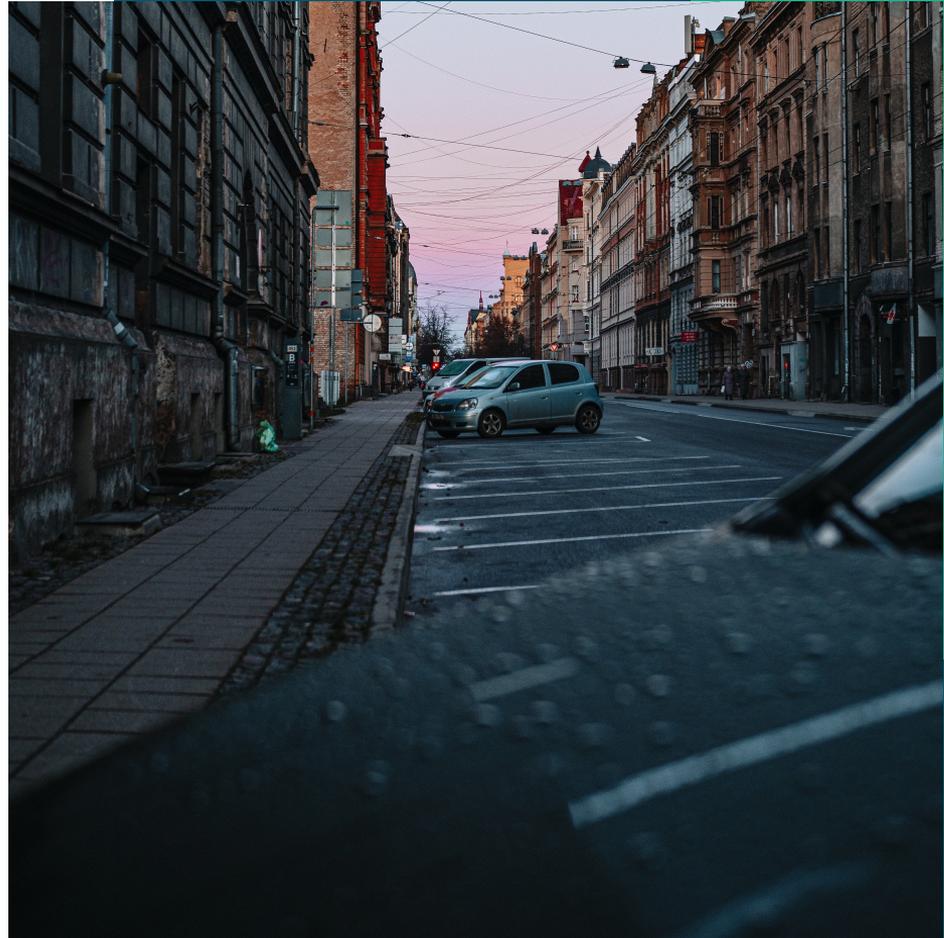
Planning as designing choice

When particularising to mobility behavioural change, we can talk about:

✓ **The physical dimension** (e.g. space reallocation, dedicated infrastructure, multimodal hubs)

✓ **The digital dimension** (e.g. route planners, MaaS, and other digital tools)

✓ **The human dimension** (e.g., awareness raising and nudging tools).

Modal shift at the centre of decarbonisation

✓ Alternative to private cars and new last-mile delivery solutions need to be developed.

✓ Facilitating modal shift is a priority for cities in the fight against climate change and in improving cities' liveability.

✓ Decarbonisation and improved liveability will not just be achieved by cleaner vehicles in cities.

✓ Affordable and attractive public transport and safe active mobility are key in achieving 2030 climate-neutrality targets for cities.

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Public transport

✓ Public transport remains the optimal way to ensure sustainable mass transit while limiting the use of public space.

✓ With the right level of investment in public transport, more liveable cities will be created with better air quality, job creation, limiting the effects of climate change, and improved social cohesion.

✓ New financing models for public transport.

✓ MaaS should have public transport at the core of the ecosystem.

Active mobility

- ✓ Active mobility has positive effects not only on citizens' health, but also on the climate.

- ✓ People relying on active modes of transport (walking, cycling) have a carbon footprint of up to 84% smaller than people who use other transport modes (Brand et al., 2021).

- ✓ Building of safe cycling infrastructure and sidewalks, repurposing public space, pedestrianisation.

- ✓ Safe urban environments (e.g., 30 km/h maximum speed).

- ✓ Bike parking in residential and office buildings.

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Multimodal hubs

The various types of multimodal hubs ensure interconnection and integration across the transport system, both for passenger transport as for freight:

- ✓ Spatial integration and connectivity; intermodal infrastructures; network optimisations.

- ✓ User-friendly transfer; flexible shared services; park & ride facilities.

- ✓ Additional services (e.g. e-charging, last-mile delivery).

- ✓ New urban logistics solutions to absorb the growing flow of goods in cities (e.g., smart lockers).

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Better connecting cities with the surrounding environment

✓ Cities should be better integrated into the governance of Trans-European Network – Transport (TEN-T).

✓ The current TEN-T Regulation recognised and formalises the role of local authorities through the concept of "urban nodes".

✓ Policy coherence should be always considered in aligning TEN-T and Sustainable Urban Mobility policies.

✓ The planned revision of the TEN-T Regulation should be used as an opportunity to strengthen the role of urban nodes in the governance of TEN-T.

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What are urban nodes?

"Urban node" means an urban area where the transport infrastructure of the trans-European transport network, such as ports including passenger terminals, airports, railway stations, logistic platforms and freight terminals located in and around an urban area, is connected with other parts of that infrastructure and with the infrastructure for regional and local traffic.

- Urban nodes are the starting point or the final destination ("last mile") for passengers and freight moving on the trans-European transport network.

- They are points of transfer within or between different transport modes.

The role of cities as urban nodes

Challenging issues in the field of freight and logistics, passenger flows, sustainability, liveability, and especially integration of urban nodes in the TEN-T network require an integrated policy answer which often goes beyond the city level.

- ✓ Coping with transport demand

- ✓ Mitigating the negative consequence of traffic

- ✓ Integrating the large infrastructures into the city fabric

- ✓ Establishing an effective cooperation structure at the functional urban area

- ✓ Planning and investing in multimodal hubs to ensure connectivity beyond the city area (functional urban area, regional, TEN-T).

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Policy coherence

Integrating policy domains:

Urban Mobility
No direct overlap: Influence area

Overlap:
Focal area for integration

TEN-T
No direct overlap: Influence area

Urban Node
Functional Urban Area (FUA)
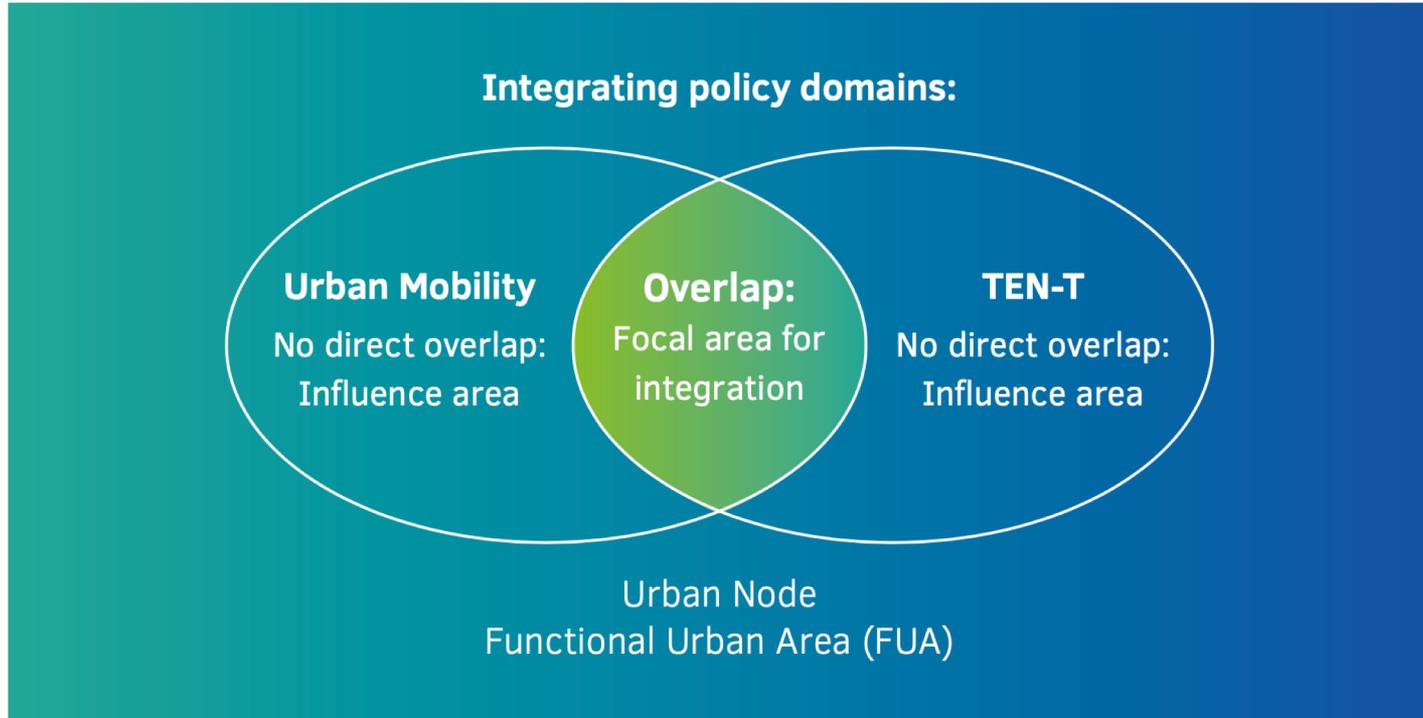
Source: Vital Nodes

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Policy coherence

- ✓ TEN-T Policy ensures **improved European interconnections** for passenger and goods; removing bottlenecks across corridors.

- ✓ However, at the urban nodes of the network, there are **negative consequences of traffic**: congestion, poor air quality, noise, road safety risks, attractiveness and liveability.

- ✓ Cities and regions need to **develop sustainable transport systems**, mitigating the negative consequences of traffic.

- ✓ Different **planning paradigms**.

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Revised TEN-T Regulation

✓ An extension of the list of urban nodes on the TEN-T corridors is expected.

✓ One of the primary obligations being considered by EU policy makers is to mandate the establishment of SUMPs for cities considered as urban nodes.

✓ European Court of Auditors: there is *"a risk that the adoption process may become an administrative formality to get access to funds and that the SUMP may thus not be of the quality needed to drive improvements in urban mobility"*.

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Eurocities' recommendations

✓ Support for existing and future urban nodes to help them better understand the the implications of their status, especially future obligations.

✓ Revised definition of urban nodes to better reflect the functional urban area and improve the connectivity between urban nodes and the surrounding rural/suburban areas.

✓ Collaboration mechanisms involving the local authorities in the governance of TEN-T.

✓ A flexible approach on mandating SUMPs.

✓ Involving local authorities in the definition of relevant quality criteria to assess SUMPs.

MOVE 21 & SCALE-UP

Oslo, Gothenburg, **Hamburg**
Munich, Bologna, Rome
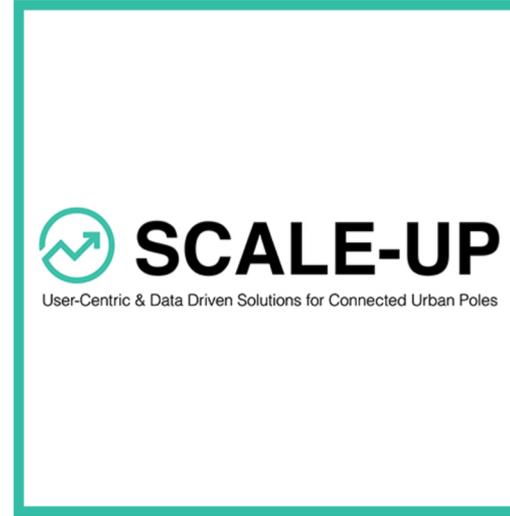
Antwerp, Madrid, **Turku**

Urban Nodes Forum

EU Mission: Climate-Neutral and Smart Cities

EU Mission: Climate-Neutral and Smart Cities

✓ Climate mitigation is heavily dependent on urban action, therefore cities should accelerate their green and digital transformation.

✓ Cities take up only 4% of the EU's land area, but they are home to 75% of EU citizens; furthermore, cities consume over 65% of the world's energy and account for more than 70% of global CO_2 emissions.

✓ European cities can substantially contribute to the Green Deal target of reducing emissions by 55% by 2030 and, in more practical terms, to offer cleaner air, safer transport and less congestion and noise to their citizens.

✓ Aims of the mission: (1) deliver 100 climate-neutral and smart cities by 2030, and (2) ensure that these cities act as experimentation and innovation hubs to enable all European cities to follow suit by 2050.

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EU Mission: Climate-Neutral and Smart Cities

Outline timeframe for cities:

✓ *September 2021* – Mission and Implementation Plan launched by the European Commission

✓ *November 2021*– Opening of Expressions of Interest for Cities to join the Mission by the European Commission

✓ *May 2022*– Successful cities will be advised by the European Commission and will join NetZeroCities to start the Climate City Contracting process

✓ *September 2022*– One Stop Shop platform launched and open call for cities to apply for a pilot (with funding)

✓ *March 2023* – Pilots start

To conclude

- The way we design choice for urban mobility and logistics determines the users' behaviour.

- Integrated planning and coherent policy are key in achieving the desired modal shift.

- The solutions for decarbonising urban mobility are available; public transport and active mobility are crucial in this endeavour.

- EU policies and support programmes should act as drivers for these transformations.

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Thank you for your attention!

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