

# Urban Governance: Getting people on board!

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



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**5-7 OCTOBER 2011, GOTHENBURG, SWEDEN**

[www.uitp.org/gothenburg2011](http://www.uitp.org/gothenburg2011)



City of  
Gothenburg

## Gothenburg city by the sea

If you climb any sizeable hill in Gothenburg, you will immediately realize what the city is all about. The wide, mighty river flows right through the centre, opening out into the sea beyond. The sea has always dominated the city - and its cuisine, trade, industry, leisure and recreation. With the largest port of northern Europe, the maritime influence is never far away in Sweden's second city.

The city has long traditions of international trade, shipping and industry. Today, Gothenburg is turning from being an industrial centre to a knowledge based and high tech economy, with close cooperation between, industries, academia and the public sector.

In connection to this transformation, we are also facing a large challenge by turning the transport system towards more sustainable modes and doubling the number of public transport trips before the year 2025. An active work towards a more attractive public transport, in combination with access restriction measures such as congestion charging and a proactive parking policy will make this possible.

The city of Gothenburg is honored to share our views, challenges and experiences with you. We hope that you will enjoy our city which despite its size offers a nice and welcoming atmosphere for visitors. You can explore the city by taking one of our trams, trains and buses, or why not catch one of our boats out the archipelago?



Anneli Hultén  
Mayor of Gothenburg



Leif Blomqvist  
Chairman of Västtrafik



## Opening session

THURSDAY, 6 OCTOBER 2011

Successful and sustainable urban mobility requires holistic policy frameworks and urban strategies combined with effective local policies and measures. Come and listen to our two keynote speakers and learn about the vision of the European Commission on European urban mobility policy and get an overview of Europe's most 'sustainable mobile cities'.

## Session 1: Getting it right: liveable, efficient and inclusive cities

**Long term and holistic urban mobility strategies designed by visionary politicians** are essential to make public transport and sustainable mobility a success. This session will look at the considerable benefits at stake for cities with ambitious sustainable mobility and public transport development plans such as the 'transport doubling project' in Gothenburg, quality growth strategies in Utah and urban mobility plans in France.

## Session 2: Is your organisation fit for purpose?

Is there an **ideal model to boost public transport use**? Good governance in fragmented political landscapes implies consensus and partnership, but who should take the risk and is there room for entrepreneurship and innovation? From 25 years of deregulation in the UK, to the opening of the public transport market in Sweden and the shift towards an over-arching transport authority in Paris, this session will offer an overview of those taking the risk and daring change.

## Session 3: Together, stronger! How to best achieve mobility and public transport integration?

To attract people, public transport needs to look attractive and offer benefits compared to the use of the private car. This session will look into **successful partnerships** that have led to a substantial increase of quality and market shares in favour of public transport. A wide range of measures do exist and will be illustrated through a success story on public transport integration in Latin America, integrated travel planning in Vienna and how Singapore succeeded in integrating urban transport-related policies.

## YOUR SPEAKERS



**Lars  
Backström**

General Director  
**Västtrafik**  
Gothenburg (SE)



**Jan  
Borghuis**

CEO  
**Greenwheels**  
(NL)



**Connie  
Clausen**

Traffic Planner  
**City of Odense**  
(DK)



**Dirk  
Engels**

Manager  
**TRITEL**  
(BE)



**Eric  
Forestier**

Marketing and Sales  
Director  
**TPG**  
Geneva (CH)



**Hans-Werner  
Franz**

President  
**EMTA**  
CEO, VBB  
Berlin



**Geoff  
Inskip**

Chair  
**PTEG**  
Chief Executive,  
Centro  
Birmingham (UK)



**Sophie  
Mougard**

Director  
**STIF**  
Paris Region (FR)



**Robert  
Olivier**

Special Advisor  
**AMT**  
Montréal (CA)



**FRIDAY, 7 OCTOBER 2011**

## **Session 4: Help your cities breathe!**

Political support is vital for visionary transport plans with restrictive parking and car access policies as well as measures encouraging citizens to use public transport, e.g. through integrated urban and transport planning. Which **policy frameworks** push for a change in citizens' travel behaviour? Be inspired by successful cities such as Freiburg im Breisgau (Germany), Odense (Denmark) and Montreal (Canada)!

## **Session 5: Mind shift, mode shift?**

From encouraging soft policy measures through smarter travel choice programmes to restrictive traffic management, this session will give an overview of **transferable demand management tools**. It will demonstrate that combined mobility, which is public transport in synergy with car-sharing, cycling and taxis, is essential to compete with the private car and steer citizens towards more sustainable mobility options.

## **Session 6: Black ties & buses: the perfect match!**

Business parks and companies are major trip generators and, today, economic actors are increasingly committed to optimising the management of the journeys they induce. This session will look at clever measures to stimulate **the business community to travel by public transport**: smart location choices, corporate travel plans and pro-activity among public transport operators will be presented by Geneva (Switzerland), Paris (France) and the business world.

## **Closing Session: Round table discussion with strategic actors: Where do we go from here?**

Listen to the opinions of EPOMM, Federmobilità, Polis, EMTA, ICLEI and other important organisations!

**Interactive session:** Drop your questions on the [Conference website](#) for the closing session!

- Simultaneous interpretation will be provided in English, French, German and Spanish



**Karl-Heinz  
Posch**

Coordinator  
**EPOMM**



**Alexandra  
Reinagl**

CEO  
**VOR**  
Vienna Region (AU)



**Roland  
Ries**

President  
**GART**  
Mayor of  
Strasbourg (FR)



**Isabelle  
Rivière**

Director  
**Entreprises et  
Mobilité Services,  
RATP**  
Paris (FR)



**Frank  
Uekermann**

Director,  
**City of Freiburg**  
(DE)

### **Networking opportunities:**

**5 October 2011**

**Afternoon:** Technical visit - Modern transport modes  
and new urban development

**Evening:** Welcome Reception at the Town Hall

**6 October 2011**

**Evening:** Networking Dinner (Place to be confirmed)

**[www.uitp.org/gothenburg2011](http://www.uitp.org/gothenburg2011)**

## Urban Governance getting people on board!

The vicious circle of urban sprawl, congestion and lack of space is choking our cities, leads to a fall in quality of life as mobility demand rises. As municipalities and governments urge for better solutions to make cities more liveable and accessible, it is time to take stock of recent developments and to anticipate future obstacles. Which policy frameworks and strategies will support sustainable mobility and 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 decide on future urban mobility investments and policy? Which role for the public sector, for the private sector and for citizens?

In this context, our common and undeniable target 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, both a radical change in citizens' mobility patterns and strong political support are needed, leading UITP to identify the two key areas of demand management and integrated urban policies.

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.

Be part of this interactive conference and go home with your own policy mix!



Wishing you an inspiring conference,

A handwritten signature in blue ink, appearing to read 'Hans Rat'.

Hans Rat  
UITP Secretary General

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# PRACTICAL INFORMATION

## Contact us

### Registrations

Nathalie Simon

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### Registration for technical visits

[technicalvisit@tk.goteborg.se](mailto:technicalvisit@tk.goteborg.se)

### Speakers

Mary Parra

Tel: +32 2 788 01 12 • Fax: +32 2 660 10 72 • [mary.parra@uitp.org](mailto:mary.parra@uitp.org)

### Organizer



International Association of Public Transport

### Local hosts



### In cooperation with



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### Conference Venue

Lindholmen Conference Center

Lindholmospiren 3-5 • 417 56 Gothenburg • Sweden • [www.chalmerskonferens.se](http://www.chalmerskonferens.se)

### How to register to the conference

- Online:  
[www.uitp.org/gothenburg2011](http://www.uitp.org/gothenburg2011) (payment by credit card will be required)
- Fax:  
+32 2 660 10 72 to the attention of Nathalie Simon, Events
- If you want to take part in the technical visit, please register by sending an email to [technicalvisit@tk.goteborg.se](mailto:technicalvisit@tk.goteborg.se)

### Accommodation

Hotel accommodation is not included in the registration fee. Delegates are kindly requested to make their booking directly with the hotel of their choice. UITP has negotiated preferential rates in selected hotels near the venue. Visit the conference website for more details.

[www.uitp.org/gothenburg2011](http://www.uitp.org/gothenburg2011)

### Registration Fees

	Until 17/06/11		From 18/06/11 until 7/09/11		After 7/09/11 & on the spot	
25% Swedish VAT	Excl. VAT	Incl. VAT	Excl. VAT	Incl. VAT	Excl. VAT	Incl. VAT
UITP member	460€	575€	580€	725€	700€	875€
Non-member	680€	850€	860€	1075€	1060€	1325€
Speakers & Chairpersons: Free						

### Included in your registration fee:

- Conference materials
- Electronic access to the speakers' presentations via UITP E-library (Mobi+)
- Access to conference sessions and technical visits
- Lunches and networking events