

MobiliseYourCity's 12 Messages

Editorial Remark:

- Part A: Brief imperative
- Part B: More detailed elaboration of the subject
- Part C: Motivator for action

In the context of the *MobiliseYourCity* Partnership, Partners agreed that sustainable urban mobility planning in emerging and developing countries should particularly means...

Message 1: Adopt a user oriented planning approach! (11-12-14)

...oriented both with respect to development of transport systems as well as management and sales interfaces towards mobility demands rather than aiming at supply of systems or endowments; responding on prevailing user behavior as well as future trends; encompassing the farsighted development of a comprehensive package of integrated mobility infrastructure and services, which as a whole can offer an attractive and complementary alternative to individual motorized transport, and by making use of an effective combination of rewards / incentives and punishment measures to induce behavior, where appropriate to promote transformation at selected critical spots ("push&pull"). By that means urban environments to be turned towards a more sustainable pathway and to be prepared for prosperous future development both for citizens and for the local economy.

Message 2: Plan urban mobility to improve living conditions! (4)

...by positioning it as central element in your public policies to tackle improvement of quality of life of your people including aspects such as public health, traffic safety, affordable access to transportation as well as inclusion of all genders, in order to raise necessary public awareness about your urban mobility improvement ambitions and to secure long-term support for related policy implementation.

Message 3: Plan urban mobility to protect the planet! (5)

...addressing the environmental burdens resulting from urban mobility and identifying the potentials to mitigate local contributions with respect to climate change as well as air and noise pollution. Understand and tackle in this attempt the interlinkages of urban mobility with other sectors and line ministries. Doing so will lead to due conduct and compliance with national commitments under international environment protection agendas, and may lead to opportunities to gain external support in effecting your political plans and implementing sustainable urban mobility projects.

Message 4: Plan urban mobility to support local economy! (6)

...understanding and respond on the needs of your local businesses and industry with respect to movements of people and freight, and activate the private sector for development of infrastructure and services, making use of their corporate social responsibility and private sector engagement, in order to render sustainable urban mobility as a location factor of your city and to promote economic development.

Message 5: Consider urban mobility as key component of your urban planning! (9)

...on the one side to understand and actively tackle the implications of land use management for opening up possibilities to accommodate sustainable urban mobility infrastructure, and on the other

side to manage transport demand development by mitigating urban sprawl and spatial segregation, and fostering decentralization of commercial, industrial and urban areas. Effective land use management will both lead to overall reduced transport volumes and its negative effects, and the improved ability of cities to increase the capacity of sustainable transport technologies, e.g. with particular respect to mass-rapid transport corridors as high-capacity mobility backbone for metropolitan areas, or with respect to newly arising transport technologies such as e.g. e-mobility.

Message 6: Take advantage of innovative approaches and digital transformation! (3-10-12)

...through adoption of innovative measures, including but not limited to the following:

1. Adopting innovative economic models for development and operation of sustainable urban mobility systems, allowing formal engagement and enabling of public and private stakeholders, both corporate ones as well as traditional small-scale operators, and creating new roles and business potentials, which are interlinked with individual responsibilities to invest and perform based on minimum service standards.
2. Integrating technological innovations and state-of-the art digital applications in your mobility planning, operations (including evolving engine technologies), management and monitoring, and anticipating in your development planning the major societal developments and behavioral changes of urban mobility users to come.
3. Integrating current and future transport modes with each other in terms of networks and tariff systems.
4. Understanding and utilizing the value of your city's or country's accomplishments by selling your own innovations as success stories to your people and third parties, also considering the potential of sharing your own innovations with the international peer community ("reverse innovation").

By means of the above you will utilize operations and cost efficiency gains, increase attractiveness and demand for sustainable urban mobility, raise increasing support of your conduct, and you will eventually experience improved urban mobility economies both for the public and the private sector; based on that you will succeed with locally unprecedented sector transformation in your country/city.

Message 7: Aim at maximum transport efficiency!

...which means strictly striving in all your conduct, planning and development choices for an optimal ratio of use of resources (i.e. height of required investments, consideration of full operating and maintenance cost, use of space and other endowments) versus prospect of adequate gains (i.e. operations/capacity gains, increase in revenues, reduction of direct and indirect cost including socio-economic cost etc.), however acknowledging on time the overall need for adequate change and transformation action; efficient transport systems regularly turn out to be financially and environmentally sustainable and resilient, and result in various further aspired co-benefits.

Message 8: Emphasize effective governance as a key success factor! (2)

...acknowledging the need for clarity and transparency of roles and detailed allocation of duties and tasks to all stakeholder institutions and organizational units in urban mobility, both at national and local level and its interrelations, effectively interlinking authority and competence to plan, budget, finance and decide with the responsibility to take action and the obligation to report and be accountable for it. Institutional and departmental responsibility interfaces need to be substantiated by

effective communication mechanisms and work routines to allow for joint planning and harmonized sector development action, in order to pave the way for a smooth project planning and implementation of urban mobility related public policy, and to prevent barriers or delays within your administration.

Message 9: Establish a sustainable financing scheme! (1)

...as underlying base of your urban mobility policy, which is to be inter-ministerially validated and featuring budgeting and financing mechanisms and related institutional responsibilities, investment priorities and specific project timing. Most practically MobiliseYourCity promotes the establishment of a concrete funding plan to cover priority measures in sustainable urban mobility to be implemented during the next 5 years. That shall allow for securing public and private sector investment into sustainable urban mobility and for setting the framework for long-term coverage of operations and maintenance expenses of sustainable urban mobility systems by responsible parties to ensure emergence of a high urban mobility service quality.

Message 10: Ensure participation of citizens and stakeholders! (7-13)

...using urban mobility as a connecting element to activate and subsequently involve the civil society in demanding, designing and following-up public policies related to sustainable urban mobility; participation shall create opportunities for dialogue between diverse governmental and non-governmental actors, representing all the different private and commercial user groups of urban mobility, and geared towards establishing consensus on a common urban mobility vision. Participation leads to public legitimacy of sector policies as well as improved public attention and resulting lasting support for implementation of an established consensual vision, including support for deployment of necessary resources and administrative attention.

Message 11: Develop human capacities! (8)

...encompassing the ability of people, institutions and societies to manage their own sustainable urban mobility development processes and adapting to changing circumstances. This includes besides training of very practical technical planning, management and operation skills the abilities to recognize obstacles to development, to design strategies, and to tackle them, and then to successfully implement these. Human capacity development not just requires implementation of measures, but anchoring this element into institutional planning, budgeting and conduct, and ensuring the long term preservation of the necessary organization framework and acknowledgement of its value with all relevant stakeholders involved in urban mobility. Once human capacities are properly developed and continuously reinforced, it ensures ambitious, knowledge-based, and far-sighted planning and communication of sustainable urban mobility and its diligent and skilled implementation and management.

Message 12: Manage the continuous collection and use of data! (15)

...through structured, focused and continuous data capture and diligent data management; dedicate necessary attention and resources, and where suitable, explore the opportunities provided by modern mass data capture applications and data processing and management technologies. Proper, actual and permanently available information about status quo and future trends is considered the key instrument for demand-driven, knowledge-based serious planning of urban mobility.

Website: www.MobiliseYourCity.net