

IMPACTS EUROPE CONFERENCE GENEVA, 10 & 11 FEBRUARY 2000

Simplified proceedings

Welcome to Geneva

Mr. Pierre DUCREST introduces the Fourth Impacts Europe Conference on behalf of Mr. Gerard RAMSEYER, Minister of Justice, Police and Transportation of the Republic and Canton of Geneva.

He mentions that the presence of many cities testifies to a constant progression. The Club of large cities, initiated in 1996, is now a concrete organization, gathering the largest number of European metropolitan cities represented at high level.

After having thanked Mrs. Laurence DOUVIN, President, for her commitment, he recalls the essential role that Mr. Jean-Louis GRAINDORGE, Secretary General, has played since the origin and commends Mr. Maurizio TOMASSINI and Pierre SCHMITZ, the Vice President and the Treasurer of the Association respectively for their effectiveness in their functions.

He observes the presence of increasingly many elected officials and particularly thanks Mr. Peter STRIEDER, Minister, Mrs. Maria KRAUTZBERGER, Secretary of State of the new Senate of Berlin, and Mrs. Lisbeth GRÖNELD-BERGMANN, Deputy Mayor of Gothenburg.

Mrs. Laurence DOUVIN mentions the attendance of the representatives of a number of member cities : Berlin, Brussels, Gothenburg, London, Paris, Rome and Vienna and she is happy to welcome Barcelona as an invited city.

She is also pleased to salute the effective participation of ERTICO which is represented by its president Mr. Jean François POUPINEL and its General Manager Mr. Olivier MOSSE. POLIS is represented by Mr. Maurizio TOMASSINI.

The European Union also joins the event by delegating Mr. Olivier WALDNER, representing the Transportation and Energy General Directorate of the European Commission.

This European conference is an opportunity to give a progress report on the activities of the member cities. Since it is being held with the European cities, it does not have the same character as the intercontinental conference. It allows thorough debates founded on a common cultural basis.

Recall : the mission of IMPACTS

To provide to city transportation policy makers and their staff the information they need to make the best possible decisions, to teach them how it is possible to use other cities' experiences to find the answers to the questions they have to resolve, and to make them aware of the means of using intelligent transportation systems more effectively.

These exchanges between policy makers are what makes Impacts unique and all the elected officials who have joined have been pleased to be able to bring their own contribution, despite the cultural and institutional barriers and the language problems.

What has occurred in one year?

In March 1999, in Vienna, we began to reflect on specific topics: local economic development, safety and security. The most important event was the Rome Conference, in July. Many thanks to Maurizio TOMASSINI who has been a wonderful organizer, and to Mr. Walter TOCCI, Deputy Mayor of Rome for their successful efforts.

This success is also due to the attendance of a large number of European cities as well as North American cities, represented at high level, thus proving the interest in this type of meeting.

This success is also attributable to the selected topic: " Big Events in Big Cities."

It revealed itself significant to a number of problems which arise simultaneously for the organizing city: problems of transportation and environment, management, infrastructure capacity, and communication with the population. This complexity was apparent in the diversity of city presentations and during roundtables and thematic workshops where the exchanges were spontaneous and fertile.

The richness of this collection of experiments should not be lost. This is why a questionnaire was sent to each member city, in November, to ask the political leaders on the one hand, and the technical personnel on the other, how to exploit what we had collected in the best interest of all and how to proceed.

Finally, the Rome Conference showed clearly the strength of the synergy between the different networks. It does not exist only between Impacts North America and Impacts Europe but with the partner networks on each side of the Atlantic: ITS America and PTI on the American side, ERTICO and POLIS on the European side. The links between these various organizations and the way they compliment each other becomes more apparent with time. They are consolidated by the increasingly perceptible marks of interest of the US DOT and European Commission.

Overview of the Conference in Geneva

Participants will debate on the "Impacts Travel Pass " as a means of using without worry - and expense - Public Transportation in Impacts Europe cities. Are cities ready for that ? How can the European Commission help them prepare and set up the project ?

They must also discuss on IMPACTS 2000 in Chicago. Our American partners are already actively preparing the event and they propose discussion topics which we must discuss to respond to their requests.

In Rome, it had been decided to stress the theme of " sustainable development " and to seek how this idea and the underlying achievements which it implies can be presented to the public for a dialogue which receives its approval.

A new stake, Latin America

Madrid, which was present in 1996 and 1997, plans to adhere definitively. The same is on the right road and can be expected for Chicago. In addition this adhesion profiles the possibility of creating a third continental Impacts association: Impacts Latin America. Contacts have been made in that aim with UICSI, an organization that gathers the large cities of Latin America.

New Participants

Mr. Peter STRIEDER is the Minister of Urban Development in Berlin's new Government set up at the end of 1999. It is a huge Department encompassing environment, transportation, regional planning, housing and construction.

Mrs. Maria KRAUTZBERGER is the Secretary of State for Mr. STRIEDER. She primarily handles transportation and mobility problems.

Both are pleased to work with Impacts Europe and to be able to debate on the Future of Cities considering that mobility is an essential element of this future having direct effects on the cities' performance and social stability.

Germany is a Federal Republic and Berlin is one of its Regional State (Land). The new government has grouped, into a single Ministry, all that relates to urban problems and urban development to avoid any conflicts of competence.

Mrs. Lisbeth GRONFELDT BERGMAN is the Deputy Mayor of Gothenburg. She is in charge of city planning, international relations and tourism. She is accompanied by Mr. Stig FALK, Traffic Director of Gothenburg.

Mr. Pere NAVARO represents Mrs. SAN MIGUEL, Deputy Mayor of Barcelona. He is the Transportation and Traffic Director of Barcelona.

He explains that, for the new municipal team, traffic and transportation are a priority because all the investigations reveal that this is the most significant citizen concern.

The amount of the investments concerning traffic have doubled and the municipality wants to make a major effort to make citizens aware.

Mr. Gianni ORLANDI represents Mr. Walter TOCCI, Deputy Mayor of Transportation and Mobility in Rome. He is the President of STA, a municipal company responsible for implementing the innovations of these policies. The preeminent role that Rome plays in Impacts is justified by the interest that the city has in sharing experience and cooperating with other large cities to help its modernization.

Mr. Mem BAYBARS is Advisor to Mr. Derek TURNER, Traffic Director of London. He reminds us that London's biggest challenge is the first-time election of its Mayor on May 3rd which will surely involve great changes.

The new Mayor will try to better control traffic. In that aim it is planned to introduce road pricing for all vehicles entering the City Center. This will generate significant revenues that will be devoted to the improvement of public transportation. It is a brave decision, since it has no equivalent on this scale in Europe.

1° BIG EVENTS IN BIG CITIES

The results of Impacts 99 in Rome and the continuation of work

Mr. Maurizio TOMASSINI explains that Rome has actually entered the Jubilee which does not consist of a single great event, but of a series of events of more or less significance throughout the year 2000. The technical equipment visited by attendees during the Conference has been completed and is now in operation. In particular, the Headquarters of the Agency of the Jubilee which makes it possible to coordinate and plan the action of the various services and to render the exchange of information faster and more effective.

The city, however, encountered difficulties. The participants of the July Conference undoubtedly remember the plan that had been created for tourism bus management. It had been studied in detail. An operator had been retained. Everything was ready for operation. But, due to the reaction of the tour operators which constitute a powerful lobby, the Regional Administrative Court was obliged to demand that the project be re-studied and it was postponed one month.

During the year of the Jubilee, the Municipality of Rome is setting up an observation device to measure the impact on the population and the tourists. It will then carry out a global evaluation to make certain decisions perennial. It will be interesting to make comparisons between the cities and the process initiated by Impacts Europe is regarded as very useful.

Mr. Jean-Louis GRAINDORGE reports on the information collected by the responses to the questionnaire that was sent to each Member City.

The questionnaire had been divided into two distinct parts: one addressing the political decision makers, the other addressing the services having to implement these policies. The report only deals with the first part of the questionnaire.

There were nine simple questions that could be answered rapidly and simply.

The objectives pursued were :

- after the Rome Conference, to have better knowledge of the kinds of great events organized by Impacts Europe members cities, whether they be periodic events or exceptional in nature.
- to have a collective vision of the next three years' events
- to note the interest in - or lack thereof - the great events
- to know if the member cities wish to reflect together and communicate with each other, and if so, by what means on the topic of the great events.

The events of the last three years

The majority of the events in question are events that reoccur periodically. Many relate to sporting events. They do not always reflect the size of the cities (for example the Telecom Show which takes place every four years in Geneva attracts hundreds of thousands of visitors, which on the scale of the canton, constitutes a considerable challenge).

Certain events are fortuitous, impossible to program and must be managed in urgency. For instance, the ceremonies organized in London at the time Princess Diana's death or, in Brussels, at the time of King Beaudouin's death.

Within the responses, we can find the all of the categories that were highlighted by the workshop at the Rome Conference which tried to come up with a typology of the great events.

Consequences of the big events for cities

All the cities, without exception, estimate that the consequences of these events are positive for them. Mainly the cities aim, in the organization of great events, to emphasize their notoriety and to give a positive image of the city on an international level. All cities thus consider in an explicit way that these great events are necessary for them to increase their competitiveness.

The great events are also a factor of economic and tourism development. They have appreciable effects on local trade, can sometimes generate tax resources for the community and, as noted in Gothenburg, are also a factor of social stimulation for the population.

Even the cities that, in their experiment, did not have to undergo the negative consequences of the great events they organized estimate that there are strong risks.

Risks and unexpected aspects

The most significant relate, first to problems of security regardless of the measures taken, then to the consequences on traffic sometimes difficult to tolerate for the local economy and the inhabitants.

Policy makers also feel they have to be increasingly vigilant to the possible environmental impacts of very dense crowds.

London poses the problem of hooligans and Paris emphasizes the difficulty of having to manage the gigantic gatherings following the French team's victory in the World Cup of Football.

The implementation of special measures with regard to public transportation, waste disposal, the policy and the restrictions of traffic are the means of curing these ills in an effective way.

Co-operation among city services is fundamental. Cities are better able to minimize the unexpected aspects if they are able to provide information in real time or very rapidly to the people attending the events and to the citizens themselves. Therefore the quality of the relationships with the media and the organization of the dialogue with all the sources of information are regarded as essential.

The attitude of the cities facing big events

All the cities are candidates to organize exceptional events in increasing numbers. London emphasizes, nevertheless, that the decision must be preceded by an economic analysis to check that the costs are not more significant than the real repercussions. But the decision to organize a great event remains a primarily political decision.

In Rome, Maurizio TOMASSINI presented the broad outline of the project " TELEMAN ", which proposes to define indicators making it possible for the towns to have economic and social information to measure the impacts of the events from the economic and social point of view. This proposal remains of topicality and would surely deserve to be taken up again and developed.

The next three years

For the next three years cities do not give a report on projects. We think this is because they must initially absorb the Year 2000 events that each of them has managed.

However, all cities begin anew their cycle of periodic events.

In addition it must be noted that , more and more large public concerts are placed in the category of the great events (Johnny Halliday Concert on the Champs Elysées in Paris in 2000).

Privileged fields

The sporting events are placed largely at the head of the list. Certainly because they attract the most cosmopolitan crowd, the variety of origin of the visitors having direct consequences on the international notoriety of the city.

The sporting events come before science and culture. It should be noted that Geneva, undoubtedly because it shelters international organizations (Red Cross, HCR), shows a particular interest for the organization of events in humane matters.

Interest and means of exchanging information

All cities except one declare their interest in the experiments of the other cities. The presentations of Rome and Hanover during Impacts 99 undoubtedly had a particularly marked effect, since it is with them that other cities mainly wish to dialogue.

The organization of formal meetings aiming to gather the greatest number of people is not essential in an obvious way, the cities being divided on this point. It seems that the cities privilege less formal or bilateral meetings from which they feel they can benefit more.

Concerning the sources of diffusion of information, although the traditional means are not neglected, electronic communication appears to be essential, either by the consultation of Web Sites facilitated by links, or by E-mails lists and Electronic forums.

Mrs. Laurence DOUVIN would like this first study to be fully completed. To do this, she asks that the cities that have not filled out the political questionnaire yet do so quickly. She also wishes to be able to carry out the analysis of the technical questionnaires and specifies that the document will be diffused again.

Mr. Peter STRIEDER confirms that big events are significant for the marketing of the city and for its international reputation. They are a factor in the long-term promotion of the city's image.

Berlin stresses its cultural dimension : operas and concerts with orchestras and interpreters of international significance.

He also points out that Berlin must face a particular difficulty. For a long time now, its inhabitants have not been used to considering Berlin as an open city. They need to be made aware of this fact. This requires requesting their opinion through surveys. The communication with the public is thus an essential challenge.

Mrs. Laurence DOUVIN points out that this observation had been made by many cities at the time of the Rome Conference. Communication with the public has to be prepared a long time before the event to gain the acceptance of the citizens. Then, communication in real time is also necessary to minimize the negative effects and to ensure that the event runs as smoothly as possible. Certain cities seem to have had better success than others and this is why the experiment of the those is useful to the others.

Mr. Fredy WITTEWER agrees that the importance of the communication is real. But he notes that measures are all the more effective when the information is pessimistic.

He explains that Geneva organizes a Car Show (salon de l'auto) every year and the Telecom Show every four years.

Geneva residents feel concerned by the salon de l'auto which is one of the largest in Europe. Intercity trains arrive every five minutes from all the Swiss cantons at the station located near the show. People are frightened by this surge and use public transportation spontaneously.

Telecom is, on the contrary, is a professional demonstration that attracts a more professional public. Most of Geneva's citizens do not feel concerned as far as traffic is concerned. That generates enormous traffic problems: the entire airport sector is congested and very many passengers miss their planes. There are huge difficulties.

This is undoubtedly due to the fact that the information disseminated is not pessimistic enough to dissuade people from using their vehicles.

Mr. Jean-Claude TERRIER believes this remark raises a true debate: is it in our best interest to exaggerate the foreseeable consequences of a situation in order to modify the population's behavior ?

People in charge of transportation management can be tempted to transform information. But he believes that, in the long run, such action is not positive because information must be credible to the public.

He quotes the experiment of Paris. The Ring Road has been equipped for ten years now with variable message signs delivering information on travel delay between the various city gates. It is a tool which was very positively received because the information it delivers is exact. If, tomorrow someone were tempted to transform this information in order to direct traffic flows, he would perhaps be gaining in the short run, but would lose very quickly.

Being completely clear about information is a much better solution, including recognizing afterwards that one could have been mistaken.

Mr. Mem BAYBARS points out that the communication between the services is also essential. Each time London obtained successful result, it was due to the fact that the services worked together and did so for a long time before the events. The difficulties are real when this preparation and this dialogue are insufficient. For example, the last year, the city was invaded by thousands of anarchists. On one hand, London Transport was well prepared in this case. It closed all the subway stations so that crowds could not introduce themselves into the subway and public transportation. On the other hand, London Police had not anticipated the event and had difficulty controlling it effectively.

Concerning the impact of big events on economic development, he points out that this often takes several years to measure. He cites the Millennium Dome as an example. It was built because of the need to bring employment and life into an underprivileged district mainly occupied by domestic gas distribution factories. The reconditioning of the grounds cost much public money before the Dome could be built.

The Dome will be used for the festivals of the Millennium during one year. Right now many consortia are taking an interest in its future, thinking of its transforming it into an Art Center, a Conference Center or other large structuring facility. London is very optimistic about the possibility, thanks to the

Dome, of being able to change the district completely, but this will take from five to six years to accomplish.

Mr. Olivier MOSSE thinks that the equipment justified by the organization of big events must be measured in terms of investment and its management must fall under an overall city policy.

He cites Geneva as an example. When a new railway station was built near the airport, the railway line connecting it to the central station was constructed as well. However, very quickly people realized that this train, which is superb and cheap, is used very little by other than the show attendees.

Mr. Pierre SCHMITZ observes exceptional measures need to be taken and coordinated. He reminds us that Brussels is organizing the Football Euro 2000 Competition with Holland. For traffic reasons, the Dutch government decided to make the public transportation to the matches free and similar measures are on their way to being taken by Brussels authorities.

Mrs. Laurence DOUVIN, in conclusion, thanks the participants for the quality of the debate, unfortunately too short, hoping that the completion of the investigation makes it possible to take it up again on a forthcoming occasion.

2° IMPACTS EUROPE TRAVEL PASS PROJECT

Mrs. Laurence DOUVIN reminds us that this project is initially political. The building of Europe has entered a new phase. This project shows how Impacts can, as an organization, bring its cornerstone to European structure.

Mr. Pierre SCHMITZ points out that the project is based on an experiment taken on by Paris and Rome. If you are a subscribed pass-holder in Paris or Rome and you wish to travel in the other city, you would be able to travel free of charge during one week.

Mr. Gianni ORLANDI observes that the initiative was launched in 1995 by Mr. Walter TOCCI and the Rome administration. The idea was promoted successfully in Paris, even if the experiment has been limited.

Mr. Pierre SCHMITZ says Europeans already have a common passport and will soon have a common currency. Why not try to extend towards a common pass for Public Transportation? We have just discussed the big events once again. It would also be possible to connect this Travel Pass project to big events, to examine whether the Travel Pass could be more specifically used during big events.

If cities feel ready for the project, it will be easy to set it up. Its technological implementation is complicated, but it is not insurmountable. What is complicated is getting the operators of public transportation, that are very powerful organizations, to reach an agreement. Therefore, it is essential that policy makers give a real propulsion to the project.

If this propulsion exists, the management of the project will have to be prudent. As a first step, we should go up to the maximum point allowed without financial compensations between the various operators. The Project requires assistance from the European Commission.

Mr. Olivier WALDNER is very pleased to take part in the Conference and be able to measure the progress that the reflection by IMPACTS has made over the years. The convergence aimed at has become a reality.

The interest of the Commission for big cities and for Impacts action

As for the Commission, IMPACTS is regarded as a vector of contribution to the reflection on mobility and to the large cities' place in the system of European transportation.

The Transport General Directorate has been, as a result of the recent reform, combined with energy. Mobility problems have taken on a new dimension. The new Commissioner, Mrs. de PALACIO wishes to promote more and more of a convergence between transportation and energy. In particular, an urban environment and sustainable mobility are regarded as the only way for the future.

The General Directorate is preparing a Green Book on " The future of Urban Transportation" whose proposals will strongly integrate dimensions of environment and energy consumption.

How can we make it possible to develop a really useful approach for cities ? How can cities be fully integrated in the trans-European networks that the Commission intends to improve during the coming years ? The Commission intends to promote a " Bottom-Up " approach which of course presupposes co-operations with cities. Despite their differences and the various means of transportation organization in European countries, cities have to be integrated into the dimension of trans-European networks.

In this respect, the largest cities have a single role to play. Impacts Europe is a good place for them to play it.

Concerning the Travel Pass project

A reference was made to the common currency. It will become a reality within two years. The travel pass project is related to the common currency which can facilitate its implementation and comprehension. It is thus the perfect time to raise the question whether the European Union can support the emergence of such an initiative.

From the moment when such an initiative would be really ripe, with a strong political commitment by the Mayors and a sufficient critical mass, it would enjoy the European support. In any case, an action of this type will occur spontaneously, but not within a foreseeable period today. Impacts, under the conditions just given, can make it possible to accelerate the process. The Commission can be an interlocutor and enable it to carry out its objective.

If there is a strong commitment, the Commission will be able to provide a kind of label and supply financial assistance.

Once the project is structured, it is advised that the President of Impacts Europe make contact with Commissioner de PALACIO. It is also advised to position the project within the framework of trans-European network development.

There is already a kind of Travel Pass for collective long distance transportation which could be supplemented by the Impacts Europe Travel Pass to allow " door to door " services.

Mrs. Laurence DOUVIN notes that Mr. Olivier WALDNER mentioned that, in an undefined period of time, the Travel Pass will forcibly exist, which in turn, validates the interest in the project.

It remains to be seen whether it can meet the cities' expectations. Are they really ready to engage in such a project? Will it be possible to reach the critical mass that is needed ? The cities have to be individually consulted.

Mr. Christian LAMBOLEY indicates that, in addition, it will be necessary to solve significant technical problems to make the system interoperable and that, in his opinion, it will be necessary to approach them relatively early on.

Mr. Jean-Louis GRAINDORGE advises that we handle the questions successively and not necessarily put a lot of technicality into the project at the beginning.

Mr. Pierre SCHMITZ confirms that it would not be convenient to seek to solve technical problems without being assured first that the political commitment really exists.

Mr. Fredy WITTWER feels it would also be in the best interest of the development of the project to include the private sector

He mentions a service, which is working in Switzerland, that allows a person who, for instance, travels by a plane from Zurich, to benefit automatically from the train ticket to go downtown. In Geneva, when a person parks his car in a private parking lot within the circumference of the center town, a free ticket for public transportation is automatically included in the price of the parking lot.

Tourism agencies can also play a significant role.

3° IMPACTS WEB SITE

A presentation of the Site is made by Mrs. Dominique NUGEYRE and Mr. Jean-Louis GRAINDORGE. The site is accessible at the following address: <http://www.impacts.org>

Compared to the former models, the current site has been enriched and simplified. The objective is to make it completely operational at the time of the Chicago Conference.

A Web site is a collective media. It is imperative that the cities make a contribution by providing information and useful links.

The progress of Impacts is in the capitalization of its work. The Web Site is an instrument for the development of the future with the Forum function. It also makes it possible to dialogue with cities that are not members.

Mr. Fredy Wittwer says the Internet site is beneficial when it meets specific aims. Concerning the presentation of Impacts, the site appears complete. But it must meet another aim : to be useful for the members of Impacts Europe. They are continuously seeking information that the search engines – even the sophisticated ones - do not make easy to reach. They must be able to find this useful information for their presentations or their studies. This is what is called the observatory function.

The Canton is currently in cooperation with the University of Geneva in that aim. The searchers of the University will get in touch with Impacts Europe Members and we hope that the first results could be communicated at the time of the Chicago Conference.

Mr. Olivier MOSSE congratulates the people who worked on the Site and particularly Mrs. Dominique NUGEYRE. He considers regards it a promising starting point.

In order to make the Site comfortable and easy to consult, he suggests allowing access to the reports by specific topics and shares the interest expressed by Mr. Fredy WITTWER for a data base useful to all.

4° IMPACTS 2000 IN CHICAGO

Mrs. Laurence DOUVIN gives a progress report on Impacts North America, then exposes the general topic of the Chicago Conference and the subtopics submitted for presentations and discussions.

Recent news from Impacts North America

Mrs. Denise GOREN, former Deputy Mayor of Philadelphia, left the Presidency. Mr. Thomas WALKER succeeded her until the moment when he changed positions. He was replaced by Mrs. Judith RICE who succeeded him as Commissioner for transportation of Chicago.

Two Vice-Presidents have been designated: Mrs. Andrea d AMATO, Boston Transportation Commissioner and Tony FASULO, New York City Deputy Transportation Commissioner.

The Secretary General remains Professor Ilan JURAN, Director of New York ITS Center. He is surrounded with two advisers Mr. Eliot SANDER (NACTO) and Mr. Costis TOREGAS (PTI).

The main topic of the Chicago Conference

The preparation of the Conference has begun with visits by Ilan JURAN to Paris and by Laurence DOUVIN to New York. Then, conference calls have been organized.

The Executive Committee in Rome was convinced that " sustainable mobility challenges " would have to be targeted. Every political leader of a large cities has to make provisions so that his city is adapted to the current needs with regard to transportation but also make the provisions necessary to prepare the future for the needs of the future generations.

On one hand, it is known that the great infrastructures demand years of preparation to be financed and set up. On the other hand, it is true that environmental concerns go hand in hand with the problems of transportation and mobility. These two reflections bring about a concept of planning and forecast. Who can decide ? Insofar as occurs a political decision occurs at a given time, how to make sure this decision is prepared as well as possible and well accepted by the citizens? And, how to organize the dialogue with them ?

From this general topic our American partners gave us more precise proposals to study the 4 following subtopics :

- Sustainable mobility and public participation
- How transportation support programs are relevant to decision-makers
- Institutional relationships across organizational boundaries
- Facilitating high volume pedestrian activity

Discussion topics

Sustainable mobility and public participation

Our American partners began with an experiment : the Federation of Highway Administration recently financed a study trip in four European cities (Berlin, Stockholm, Amsterdam and Edimborough) so that the participants could collect significant experiments regarding sustainable mobility and public participation. Mrs. Frankie BERNERGY of Los Angeles took part in this travel. A report is currently

being prepared by Pr. DIKKINS from Berkeley University. Once this report is completed, the American cities propose to share their reactions and to speak about their position on this subject.

How transportation support programs are relevant to decision-makers

The United States Department of Transportation has initiated a program intending to facilitate coordination at various levels (Federal, State, Municipal). Mrs. Christine Johnson who is leading this program, proposes to describe its objectives and its first achievements. Our American partners require the same contribution from the European partners.

Institutional relationships across organizational boundaries

Considering the context which changes very quickly, how can cities react to the new telecommunications market ? . A growing number of agencies whose competencies are lying over the traditional boundaries are being created , some of them definitively, others at the time of an event. There are various examples. Would it be possible to learn lessons for the future from these current experiences ? How to define the most suitable model ?

Facilitating high volume pedestrian activity

The sharing of the roadway system must evolve. It is thus advisable to support city travel that takes place on foot or by bicycle and to take on the problem of the rollers, which in certain cities arises regularly. The best examples of installations in favor of these modes and the solutions reached in the field of regulation are welcome.

Discussions

- On the first topic: Sustainable mobility and public participation

Mr. Jean-Louis GRAINDORGE explains that this subtopic should bring up discussions on the means for policy makers to address citizens properly in order to be able to lay down and implement sustainable mobility policies. How to make citizens aware of the need for these policies. ? That raises the role of the media, a question which had been highlighted at the time of the Rome Conference. A second question could be how to convince some city services to be more reactive to these policies ? The third problem is how to integrate the concerns of transportation and mobility into the vaster concerns of urban development.

Mr. Pere NAVARRO OLIVELLA gives a report on Barcelona's experiment which has set up a " pact for mobility ". To implement it, the city opened a discussion involving all the social agents and at the end of this discussion it constituted a model and defined the political guidelines for mobility in the city.

This pact is very significant. A charter of communication was associated to the pact. Since then, policies are announced using the logo of the pact and no longer use any reference to the city.

Mrs Carme SAN MIGUEL, Deputy Mayor of Barcelona, would agree to make a presentation of the pact in Chicago.

Mrs. Laurence DOUVIN points out that political officials know well that by satisfying one person, someone else becomes dissatisfied. This is why the idea to gather the various partners and social actors and make them responsible is quite interesting.

Mr. Christian LAMBOLEY thinks it is necessary to introduce the concepts of dialogue and association. Presently, there is a new element which relates to all big cities. Previously, it was considered that the elected officials were able to directly represent all of the users. Nowadays, the role of associations representing various categories of users is increasingly heavy, it is even sometimes integrated into the law process. It is now becoming necessary for policy makers to dialogue with intermediaries.

Mr. Fredy WITTWER cites several examples drawn from the political system in Switzerland.

There are two possibilities for citizen to express his wishes :

The first is the Referendum. People can collect signatures in the street when they do not agree with a law promulgated by the government. If the number of signature is sufficient, the law is subjected to the approval of the people.

The second procedure - without equivalent in Europe - is the citizens' right to take initiatives: concretely, associations, lobbies or political parties can propose a project and have it submitted to the people. This is possible if they have collected a sufficient number of signatures.

In the field of transportation, a number of projects have been engaged by initiatives. For instance, the initiative for a cycle plan in Geneva, which had been initiated by ecological groups. The citizens accepted this plan for cycle tracks by 80 % of the voters.

There was also an initiative to build a new bridge on the lake, an initiative to develop public transportation. Currently there is an initiative pending launched by the economic lobby which demands the free choice of the means of transportation (this aims in fact to protect the use of the car).

Mr. Peter STRIEDER points out that for rebuilding Berlin in 1992, the "StadtForum" was created which is still working. Many debates are held there on various topics. It is an interesting means but the best means of advancing the dialogue remains, in his mind, the dialogue with representative associations.

Mr. Giani ORLANDI states that achieving sustainable development through mobility policies has been a significant political challenge for the new team elected in 1994 which made environment its major stake. To make the public aware, permanent Fora are organized. They make it possible for the population to accept the changes. The population also accepted these changes because in the past the administration changed so often that the citizens had a negative vision of the local government. Since 1994 new ideas abound. But the dialogue is emphasized. Rome projects to set up 100 meeting points to attract the people with public transportation.

M. Pierre SCHMITZ indicates that in Brussels, at the beginning of the decade, a regional Development Plan was carried out because the center town had been strongly reduced to poverty. It took into account all the elements of the city policy.

The study lasted six years. All economic aspects were examined, the plan of ground assignment and the mobility questions. This plan was subjected to public investigation. It is known by the name " Mobility RIS Plan".

Mr. Jean-Claude TERRIER is astonished that, on these subjects, the elected officials feel their legitimacy limited to the point of testing the need for discussions which can become pressures. He

believes it necessary to be sure of the degree to which the associations, whose legitimacy can be doubtful at times, are truly representative of the population and not merely of selfish interest categories.

For him, the reflection by the city is not sufficient, the best level of reflection is on that of the whole metropolitan area.

He recalls finally that public space is a thing of the past. The current trend is to share this space between categories of users. The number of these categories is increasing. Space is subject to partitions. It will not be possible to continue this way.

In fact, the real problem is not sharing the space but teaching people to live together in the same space. There is a true danger here. It is necessary to think about what teaching method would ensure the sharing rather than impose an idea of segregation.

On the second topic : How transportation support programs are relevant to decision-makers

Mr. Jean-Louis GRAINDORGE explains that American cities would like to reflect on a comparison between the federal programs and the European Commission programs from specific examples of projects in which Impacts Members cities take part.

Mr. Mem BAYBARS wonders about the interest in this topic. London organizations are implicated in many programs. Generally they are initiated by interested researchers and do not originate from really strategic decisions.

Mrs. Maria KRAUTZBERGER fears that the discussion on this topic is likely to move away from the concrete problems that Impacts wishes to handle and recommends caution on the development of this subtopic.

Mr. Stig FALK explains that Sweden and Gothenburg in particular feel very concerned and interested by the European projects carried out with other cities. He thinks that the programs in which his city takes part would constitute an interesting talk in Chicago.

Mr. Maurizio TOMASSINI reminds us that IMPACTS is also concerned by the use of advanced technologies. Its objective is to show how intelligent transport systems are an essential auxiliary to the policies of mobility and sustainable mobility.

For its sustainable mobility policies, each city must combine various measures ; it must manage a new balance, invent new means and modes of proposing mobility. The role of technology is to help solve the conflicts. It also makes it possible to collect and disseminate the information.

Rome is involved in the European projects and would like to be able to relate its experiment at the time of the Chicago Conference and to be able to discuss its new projects with the North American cities.

Mr. Pierre SCHMITZ considers that, within in the specific framework of Impacts, European projects have to be approached from a strategic level. The presentation should then be made by a representative from the European Commission having decision-making power. The discussion with his American counterpart could also represent a very positive exchange.

Mr. Olivier MOSSE considers that the debate would have an additional interest. Only a few people have a global knowledge of European projects. The topic of mobility is being dealt with by several General Directorates, each of them having its proper objective. The debate would have the benefit of presenting things in a clearer way and could be an opportunity for a useful inventory.

Mrs. Laurence DOUVIN concludes that the suggested topic causes different reactions. She explains that our American partners are expecting to make this discussion a strong moment of the Conference. So, it would not be advisable to give it up.

On the other hand, taking into account the discussion, it will require more precise explanations to respond to the observations which have been just made. She will also take care of positioning this part in the agenda.

On the third topic: Institutional relationships across organizational boundaries

Mr. Jean-Louis GRAINDORGE explains that institutional cooperation and public / private partnerships is a recurring concern for the American cities. This problem takes on a new dimension if it is combined with the need for a more collective management of the networks. Wide urban areas are equipped with fiber optic networks. The question is : is it possible to use them in a more effective manner by introducing new types of management and cooperation with the private sector ?

Mr. Fredy WITTWER thinks that the topic of coordination and collaboration of services is politically significant. He illustrates by citing a case in Geneva:

The Geneva Traffic and Transportation Agency is linked with a Ministry responsible for the environment where people prepare objectives regarding transport which aim to have, in 2005, a reduction in the kilometric services of the individual vehicles from 15 to 20 %. At same time, the Ministry responsible for regional planning presents a plan which, after examination, shows that, at best, we will end the next decade with an increase of 20 to 25% in individual movements.

Do we have a choice ? Either adapt the transportation policies to the objectives given by the Ministry for environment or to those of the regional planning Ministry ? No, of course not.

The Government asked the three Directors - Environment, Transportation and regional planning to meet in order to adopt a joint position.

Peter STRIEDER points out a comparable situation in Berlin. There, the transportation development plan gave rise to many discussions with lobbies. But this plan has not been decided on yet because the administrations have been unable to reach an agreement.

This is one of the main reasons why the new government set up in November gathers in a single ministry the environment, transportation, economic development, town planning and construction.

Mr. Mem BAYBARS indicates that, today, London's mobility policy is managed by several institutions, some having to refer to London's Government Office and others not. Skills, abilities and responsibilities are shared with respect to traffic and the situation is similar in other domains. This causes many difficulties.

The election of a Mayor and a city officials is partly justified by the necessity of solving the potential conflicts of these shared responsibilities.

Mrs. Laurence DOUVIN thinks the situation in London is particularly interesting. The election of a Mayor provides the opportunity for conceiving a new type of city management.

Mr. Törbjörn BIDDING maintains his interest in a discussion on new means of co-operation between the municipalities and the private sector.

Sweden is currently interested in the development of road information services. Its current management system is not entirely able to produce information necessary to providing effective service. Discussions have been undertaken with private information providers who think they could find a field of development there.

But policy makers have to decide if it would be possible, on contractual bases, to delegate the diffusion of road information, formerly considered a public task, to the private sector.

On the fourth topic : Facilitating high volume pedestrian activity

This topic is considered sufficiently clear and does not call for complementary introductory observations.

Mr. Peter STRIEDER explains that every 15 days, the center town of Berlin is closed to make room for the rollers. 20 000 rollers invade the center. There are very interesting creative scenes. The municipality is looking for the means of re-cycling old circuits and assigning them to the rollers.

The roller problem is, of course, a fashionable question. But it does not yet constitute a real political preoccupation. Berlin prefers to concentrate on more traditional problems: pedestrians, cyclists and their coexistence with cars.

The real question is knowing how to plan for life ; which public surface ? A new concept of town planning needs to be conceived.

M. Christian LAMBOLEY believes, on the contrary, that the problem of rollers is to be taken as a serious one. All reflections on the evolution of the city and mobility within the city show that soft transportation - pedestrians, bicycles and rollers – are showing more and more growth as complementary modes. Just as the car can make it possible to arrive directly at home, so public transportation does not allow it. These soft modes are complementary. They should be taken into account in the evolution of mobility and the new organization of public space. One should not joke about the rollers. They are not only fashion, but a means for moving. For the moment, it attracts younger people but, considering the technological developments on the matter, they can become a true mode of transport.

Mr. Mem BAYBARS insists on the effect urban toll could possibly have with respect to the sharing of the roadway system.

WHICH VEHICLES IN CITIES IN 10 YEARS ?

Round Table set up with ERTICO

Mr. Jean-François POUPINEL, Chairman, ERTICO

Which vehicles will run in our cities in the year 2010 ? A number of events will occur during the 10 next years within and around our vehicles. Remember that ten years ago, the mobile telephone did not exist. Internet existed, but only a very small number of people were able to use it. I think what can be called a revolution in our everyday life is coming in the field of transportation.

ERTICO representatives are pleased to be in Geneva today to bring their own vision of the next years. They thus hope to help you in your planning responsibilities. You plan for ten years, sometimes much more, and it is fundamental to plan, not solely on the basis of current information, but also to know what will occur at the time when the decisions you make will be applied.

What ERTICO is

It is a company under Belgium law, of which all the members are shareholders. The stock is owned by equal part by each shareholder who also has only one vote. ERTICO's specialty is gathering all types of organizations - private as well as public ones - that are concerned by ITS.

There are four categories of partners: public authorities (Ministries of Transport of the main European states and a number of large cities), European car manufacturers and large electronic companies, telecommunication networks operators and infrastructures operators, and the fourth category, the users.

ERTICO has a particularly close relationship with IMPACTS. We signed a memorandum of understanding for collaboration in 1999 and we are pleased to place the technical skills of our experts at the disposal of your strategic reflections.

A shared vision for Europe

On the occasion of the last World Congress on Intelligent Transport hosted in Europe by Berlin in 1997, ERTICO had prepared document entitled " A shared vision for Europe". It disclosed ERTICO members' views on the influence of intelligent transportation on our everyday lives in twenty years.

We are convinced that the effects on mobility will be very significant:

- on security due to electronic equipment in the vehicles and the acceleration of emergency procedures
- on traffic fluidity and pollution
- on public transportation management
- on facilitation of the inter-modality,
- on the passage from one mode to another, thanks to better information on the parking spaces available and the arrival times of public transportation.

ERTICO's Board of Directors has just decided to create a committee to update " A shared vision for Europe ". This document will be available for the next Congress which will take place in Turin from November 6-9, 2000. The main topic of this congress is " What today's intelligent transport professionals are able to put on the market "

The speakers

- **Andre RAULT** is an engineer from the Ecole Nationale des Arts et Métiers and a Ph.D. from the University of Berkeley, California. In January 1999; he was designated as Secretary General of EUCAR which is the Research of the European car manufacturers. André RAULT worked for twenty years within a research company and joined PSA Peugeot Citroen in 1989. He represented PSA on steering committee of Prometheus project and on the Info Traffic project in Ile de France Region.
- **Heinz SODEIKAT** is a graduate of Berlin University in electrical engineering. He has held various positions at SIEMENS AG, where today he is the Manager of Communications and Standardization. A specialist in Intelligent Transport Systems, he was the Chairman of ERTICO from 1995 to 1998.
- **Daniel AUGELO** is also an engineer from the Ecole Nationale des Arts et Métiers. He represents RENAULT at ERTICO. Today, he is the Delegate Director of Transportation Policies, member of

the scientific committee of the ACIV (Inciting Joint Action In the City) of the French Ministry of Research and the Vice President of the thematic group on intelligent highways of the PREDIT program.

Mr. André RAULT

EUCAR is a European association gathering all the European car manufacturers. Its objective is to facilitate joint research programs and projects in the pre-competitive domains. EUCAR is presently working on a very large program signed with the European Commission on reducing CO2 emission by cars to 140 grams by kilometer by 2008. At present time, the average fleet being produced by the EUCAR manufacturers in Europe is at about 185. The other areas are safety, mobility and ITS technology.

I have been asked to tell you which cars will be in our cities in 2010. Keeping in mind that between the first prototype in research and the cars on the streets you have between five and ten years, you would think we should be able to give you some information. But when you realize that the product development and the customer expectation are sometimes quite different, we still have to be careful with our predictions.

What is the context and what are the constraints ?

On the one hand people are more and more conscious of social values (environment, emissions, community, safety). This is enforced by regulations with regard to emissions and safety or by incentives concerning energy sources (fuels, electricity, gas or hydrogen). On the other hand, the individual has to face his own values of freedom, mobility, family concerns and pleasure (driving pleasure still exists) and constraints affordability (cost of usage).

So, given this context we must look at what the technological and social trends are. The first tendency is towards reducing energy and fuel consumption and eliminating emissions and pollutants. The second point is we are moving towards clean cars - maybe city cars - and this may depend on separated traffic.

One of the biggest recent events is the apparition of electronics. Electronics has invaded the car over the past ten years and in most of today's cars, 20% of the price can be attributed to electronics. In the next five to seven years, this ratio will rise to about 30% of the car's price. It will mean communicating cars, the development of fleets for mobility providers. Electronic systems are a necessity to resolve the complexity of constraints. You still want to have cars having comparable performance to the ones you have today and yet, cars emitting less and less and consuming less and less.

The year 2010 Engine

Facing this challenge, here is a more technical view of what is going to happen. I will speak about what my engine will be like in 2010. Will it be a classical internal combustion engine ? Or will it be a fuel cell engine ?

If we look at what we have presently, we have a strong development on the diesel which has been improving a lot. We have improvements to come on the direct injection gasoline engine which needs a lot of complicated technology to handle the Knox emission. These are the classic competitors.

Then, more and more what we call the "hybrid engines" are appearing. This means that under the hood, you will have an internal combustion engine and an electrical engine which will work either in together or each in turn. This implicates more complicated technologies but it also means that in certain areas -

for example downtown the city - you can go fully electric and still use the same car to go outside the city and there, you can run on a combustion engine.

Then, you have electric vehicle, electric engines. Electric vehicles have difficulties reaching the marketplace. There are electric vehicles fueled by a fuel cell instead of being celled by electricity. Several car manufacturers still hope to come out with fuel cell vehicles. Yet the best fuel cell vehicles are fueled by hydrogen. But we don't have a hydrogen infrastructure for the time being and the idea is to make hydrogen in the car and have what people call "fuel reform" (that's to say you could start from a fuel which could be for example methanol and transform it into hydrogen). It needs a chemical plant on the car and a fuel cell which creates electricity that rejects only water and then you have an electric vehicle.

What is going to happen ?

No one is going to win. We will still have a great many classical vehicles. We will very quickly see hybrid vehicles in which you have an electricity production capable of instantly powering your engine and thus reducing the power of the internal combustion engine. This depends on, instead of your present 1,8 or 2 liter engine, you will have a 1,4 liter engine and a lower consumption due to electric power in a shorter time.

Consumption reduction also relies on aerodynamics and weight reduction. Weight is a very costly solution because if you reduce the weight by about 10%, you will reduce your consumption by only 3,5 %. Manufacturers have been developing aluminum cars and the steel industry has been demonstrating great progress. We are using more and more magnesium in car designs.

The other possibility is to have smaller cars in the city, specific cars, city cars. All; car manufacturers have been dreaming about city cars. The problem is the customers do not want to buy it. If you look at the Smart experiment, it is not really a big success. It may come, but it is still emerging.

Then you have what we call zero emission vehicles which are basically the electric vehicles. They are subject to discussion because it depends on which way the electricity is produced. If it is produced by nuclear energy, frankly, there is no emission. If it is produced by the power plant, then it is pretty bad.

Separation of goods and personal mobility : what we all think is the electric vehicle, and this is something we see coming up a little bit, has a big opening as a good transport system between the outside of the city and its inside. This will solve most of the difficult problems of mobility with the big trucks in the cities. We already see it on some of the markets.

What will the customer reasonably accept and adopt ? We don't know. It depends on the awareness and sensitivity of the people and also on the community incentives.

Some examples

Urban drive control and road information systems

New sensors and technologies of transmission were created to improve the behavior of the cars on the road. There are already speed regulators and speed intelligent adapters (ACC, Adaptive Course Control).

The car manufacturers have developed urban applications. They are electronic control systems coupled with traffic information services. They consist of receiving information transmitted by road infrastructures aboard the vehicle and of advising the driver on the speed at which he must drive. If the driver takes the advice into consideration, he is able to pass to the greenways. This application has been experimented in Turin and the market for such services is now starting to evolve.

Towards new mobility services

What could happen is that people would switch from the need to own their own car to the need to use mobility services. Today all car manufacturers are aware of the fact that consumers are ready to buy mobility services. They all are concerned by multi-modal transportation, and are ready to offer specially equipped vehicles to meet this need.

Today self-service means are being experimented. For instance: Volkswagen is looking at mobility through individual travels combining walking, bicycling and a specific vehicle consuming less than three liters. The firm is also interested in inter-modality and inter-modal systems. It is testing, in particular,

shared taxis, buses on request, car sharing and ,of course, the interface with public transportation. Hanover was its main experimentation site.

LYSELEC the experiment in La Rochelle, France, is a joint venture between PSA and CEGELEC. In addition, there is another experiment, with Renault and CGEA, PRAXITELE, These are fleets of electric vehicles that one could rented whenever the need exists. The user has a magnetic card which enables him to open and to start the car. Cars are located in specific areas.

DAIMLERCHRYSLER is developing a project using the SMART with the concepts "Smart Move" " Smart Move Sharing " " Smart Move Parking " ...

Conclusion

Technologies allow or will make it possible to improve the consumption of cars, reduce emissions of pollutants and provide information on the traffic. There are new ideas on mobility services.

But what will really occur depends on the choices made by the consumer and the regulations brought on by social pressure.

However, at city level, we need visionary people who can, by a coordinated approach, facilitate the introduction of mobility improving technologies.

Mr. Heinz SODEKAT

Radio Mobility...

" Good Morning Ladies and Gentlemen !

"Today is Wednesday February 10 2010. " Radio Mobility " wishes you an excellent day without traffic congestion and is happy to provide your personal mobility l. "

This is the message which will be diffused by your numeric radio on February 10 2010 and this, in the language you have chosen.

And in ten years exactly, in addition, the radio will diffuse the following information :

" If you subscribe to our "Pay-Abo" service, please press the " Subscription " key on your radio and the " Service Abo Radio Mobility " will give you the best means and timeframe to drive to your office insofar as you have not modified your transportation profile.

Your " portable Mobility Module " will provide further details. Let's hope that you know where you put it because even the most pertinent information is absolutely useless to you if it does not reach you.

You pressed the " ABO " key : A sympathetic voice - Ladies , you certainly chose a man's voice; and you gentlemen, a charming woman's voice - continues and adds: *" Hurry up if you wish to arrive at work in time by car ! "*

In half an hour, the three routes you have indicated will certainly be blocked. However, if you leave in the next few minutes, you will arrive at work in good shape, within 20 minutes, by taking your route n°2.

You remember that your three alternative routes are all located on the main highway network since transportation policy prohibits, even for mobility information services, providing information concerning short cuts through reduced-circulation zones and residential zones .

If you wish to try your luck with these, you will have to seek them out yourself, but most of the time they prove to be useless.

The secondary road network is filled with baffling twists and turns in a strategic way, one-way roads, cul-de-sacs, narrowing roads, speed limits, etc... so that such an itinerary will only be an option if all main roads are entirely closed to traffic, for example following an accident.

Magic and practical

You rush to your car strongly hoping that you did not leave your mobility module at the office, because you rely on this service to direct you on another course, if the situation on route 2 should take a turn for the worse.

Having arrived at your car, you can catch your breath because you spot your mobility module inside the vehicle. You turn it on and, immediately, updated information which is well adapted to your personal needs and your transportation profile is transferred by radio to the multi-media system of your vehicle.

You need only to turn your module on, you needn't plug it in anywhere.

This revolutionary technique makes it possible to visualize information on the multi-media screen in the vehicle, directly in your field of vision. Moreover, this same information is delivered by the loudspeakers in the vehicle.

On the road

Once informed, you quietly start your trip and you are vigilant of the traffic situation on your personal route n°2, knowing perfectly well that the sympathetic voice on your mobility module will advise you to turn right or left if route 2 no longer constitutes the optimal way to get to your office as soon as possible.

Otherwise, the voice will remain discreetly mute because you already know the course and you prefer to listen to the very latest stock exchange information broadcast by the numeric radio. Unless you prefer to send your stock buy or sell orders by electronic mail with voice recognition.

On the way, you think about the people who were present here in the room, exactly ten years ago, i.e. Thursday February 10 2000. They did not yet have such a personalized and reliable mobility service and it was always a gamble when they were obliged to take the car to drive to work.

On this day, February 10 2010, you are grateful for your politicians' far-sightedness at that time. You certainly voted for the best party, that which had systematically equipped the main highway network with sensors to ensure the uninterrupted data entry of traffic flows.

You think that this information must certainly be transmitted to a road traffic management center so the information most adapted to your needs can be provided to you uninterrupted, in response to your needs.

How does it work ?

But, frankly, you do not even know how these sensors operate because you are not a technician. However, you do know what they look like.

Traffic sensors....

Next to the traffic lights still in place, there are now small boxes equipped with solar cells. These must be the sensors, powered by ecological energy, that count the vehicles and measure their average speed.

Where there are no more traffic lights and traffic signs, in fact, only the traffic sensors are suspended.

But why did people start taking apart the traffic lights and signs ? Well, it is very simple ! We don't need to have everything twice and the new method is much cheaper for public administrations.

An on-board tachograph

For this year 2010 indeed, the law has required that each vehicle be equipped with a numerical tachograph with navigation and communication functions, i.e. a bi-directional radio connection towards the outside.

All the fixed message signposts are backed up in the data bank of this numerical tachograph and are visualized on the windshield during the course. If you do not respect them, this infringement will be recorded in the numerical tachograph.

You have sometimes read in newspapers or seen on television that these road panel data banks in the vehicle are automatically updated by the authorities. This updating is done by radio and you are absolutely unaware of it while driving your vehicle.

Thus, you no longer have the excuse that your databank is not updated. And you can no longer say that you did not see the panel. If the numerical tachograph works properly, relevant information always is displayed right in front of your eyes, on the windshield.

The only thing you need to be very attentive to is that the indicator lamp ensuring the proper operation of the numerical tachograph is always lit. Because if it is defective, you would then be subject to pay a substantial fine at the time of the next verification by police.

These police verifications aimed at supervising the proper operation of the prescribed electronic tools are ever increasing.

Specifically during the launching phase of the operation, during which people fear being supervised by " big brother ", the legislator must force the motorists - through tighter controls to ensure the continuous impeccable operation of their numerical tachographs.

In addition, with regard to traffic lights, it is about the same thing. The equipment intended and previously installed to control traffic lights still seem to be installed at the intersections, since the cases are still visible there. Only, instead of the three colors red, orange, green, there is an antenna.

Its role is to send the signals on the phase of red, of yellow and of green to your vehicle because, in your windshield, you clearly see a tri-colored light which is red, orange or green, i.e. you know if you have the right of way or not.

A tremendous intelligence is undoubtedly aboard your vehicle because, depending on the direction of travel, the light appears in red or green on your windshield.

G.P.S and satellite connections

To make this possible, the position and travel direction of your vehicle must be identified precisely. Otherwise, nothing could possibly work. This is certainly made possible by the satellite system “ Galiléo “, a project in which the U.S.A. participated as well, has just been brought into service.

Galiléo is a strictly civil system. It works within an accuracy of one meter, i.e. the position of your vehicle is known to the nearest meter. Isn't this progress compared to the old military system GPS which, for the civil applications, only permitted a precision of the position within 100 meters?

You drive on following the fluid traffic of your route n°2 and, suddenly, the charming voice of your mobility module brings you back to the reality of morning traffic.

Thanks to the precise monitoring of traffic flows and to the forecast capacity of the current traffic models, it is now possible for the central computer to calculate in advance and with a great degree of reliability that traffic will almost stop in ten minutes on the three routes since a heavy rain has just fallen.

Because of the regulation concerning transportation policy, the central computer must communicate with you via the digital tachograph that, in two minutes, you will be able to travel by public transportation (subway or tram). You would then be guided to a free parking space, which would enable you to arrive at work almost on time.

But since you must go to the airport this afternoon, you decide to continue your trip by car.

Variable Road-pricing

At the side of the road, you see a technician on a scale who is putting of one of these beacons that had been installed a few years ago. They are radio operator devices with short operating range which were especially installed for road pricing management.

Thereafter, they were also used to transmit road information inside the vehicles. My God, these urban tolls ! It seems that politicians had not been able to manage traffic control in the city centers in any other way.

In any case, you will pay one Euro for the urban toll but, within a delay of ten minutes, when traffic conditions start really deteriorating, as predicted, the price of driving downtown will suddenly jump to 10 Euro.

Radiotelephone

Let us go back to the much talked about radio operator devices with short range operation, the beacons ! Before they were installed, the world of the technicians had engaged in a true battle to determine the frequencies to be used for this radio transmission.

Some wanted ultra high frequencies and those who were more careful had believed the infra-red would be more profitable and more reliable.

But, nowadays, in the year 2010, the controversy is over. We live in a radiotelephonic world offering people other transmission resources with high performance.

The electric vehicle

You wear a satisfied smile now. You can indeed go to your job across the center of town because the vehicle you just bought, can be switched to electric drive mode for briefs trips.

Consequently, you can respect the severe regulations concerning fumes and emissions in the center of town, namely: zero emissions.

Otherwise, you would have had to continue on your road by public transportation or parked your vehicle in one of the parking lots for switching vehicles located on the periphery of the town center to change to an electric vehicle.

Clever business people have built on the periphery of the town center, with the support of the administration, a whole series of surfaces for changing vehicles where electric vehicles are available to continue one's road without paying a road tax.

However, these lots for switching vehicles are still too small due to lack of space and those who are late are no longer able to find any electric vehicles.

Guidance

Today, you are quite happy because the congestion which had been predicted was not dramatic at all. During the last 500 meters, the " final guidance " function of your digital tachograph is responsible for guiding you to a free parking space in one of the company's parking lots.

The assignment of the parking spaces is handled in a dynamic way, i.e. according to your arrival time and the direction of access to the site of the nearest parking lot will be assigned you by the guidance system.

The " sine qua non " condition of the execution of all these intelligent functions is that your mobility module is in permanently connected to your office by numeric radio. For this, you only need press the " Office " . key

All's well that ends well ! All this comfort of information concerning the route between home and office, people who had sat here in this room in Geneva, ten years ago, i.e. on February 10 2000, did not have it.

The year 2000 was not so bad !

You are certainly wondering if you should blame yourself or even possibly feel sorry for yourself because, thanks to all this information on mobility, a tremendous professional effectiveness is required from you

When 10 years ago, one arrived late, he could still say: " Ah ! What terrible traffic today ! It was impossible to drive. If I had known, I would have left earlier. "

Or, can one say, on the contrary, that in the year 2000, people had better conditions because they were still able to use traffic conditions as a pretext if they arrived late.

Let's be honest, the year 2000 was not so bad !

Daniel AUGELLO

- What is the future of cars in European cities in the 10 next years ? What ways will emerge for meeting the needs for individual mobility and autonomous traveling, and what of political commitment to reduce city traffic, as seen in the law on air pollution ?
- How will car manufacturers face increasing requirements be they from more and more severe standards (pollution, noise, security....), or from customer expectations resulting from increased awareness of the increasingly competitive offers ?
- How to satisfy customers always wanting more comfort, a greater sense of security against the risk of outside aggression, greater travel speed, and who are, at the same time, increasingly hostile to the invasion of cities by cars ?
- What technical, organizational and cultural solutions will be likely to satisfy an increasing request for mobility while reducing its negative impacts ?
- And how will Renault, as a manufacturer of personal vehicles as well as public transportation vehicles, try to contribute to answering these questions ?

THE MANUFACTURER'S VISION : HOW CAN IT FACE AND ACCOMPANY SUCH EVOLUTIONS ?

In the context of cost pressure, increased by numerous competitive offers, by diversity of expectations from increasingly demanding customers, by increased regulation constraints, (European, national or local regulations relating to automotive production and its conditions of use), Renault's responses are based on various focus points.

Efforts targeting automobile products

-Increasingly diversified and economically accessible products

The answer lies in diversified product lines on the market, the challenge being to produce a "tailor-made" product for the customer at an "off-the-rack" price.

Cost reducing efforts have been made through the reorganization of the production process (flexible organization devices), the conception process (projects to accelerate the marketing of innovative, quality products), by focusing on basic activities and cooperation by expert suppliers, by partnerships and co-operations to share both cost and technical expertise.

Technically, cost reduction and diversification result in industrial chains capable of assembling a varied range of vehicles (different bodies, different motorizations) on a single frame, as proposed with the sale of the Mégane, available in the 4- or 5-door sedan, coupe, convertible, minivan and soon the 4X4 station wagon, is a good example.

Cars should meet at least 4 basic fundamental demands: safer, cleaner, quieter and more economical

Safe cars :

Continuous progress in safety aimed at protecting the occupants in case of accident (reinforced interiors, shock absorbing materials, air bags, safety belts,...), as well as road handling, which has always been a priority in design (suspension, handling, braking, ABS).

Current efforts are focused on new communication means, making it possible to develop a "tertiary" security. Renault innovated by proposing an emergency call system in the event of accident, Odysline, a communication system which can be developed later to include other services. Lastly, the " interactive or co-operative " security, based on systems making it possible to recognize and announce in advance dangerous situations , both external (fog, collision...) and internal (reduced vigilance by the driver) is the way of the future.

Clean cars :

Regarding local air pollution considerable progress has been made but has not reached its full effectiveness, because of the slow replacement of the automobiles in use (10/15 years). Progress is continuous in the reduction of emissions (CO, Nox, HC)by addition of catalytic pots, direct injection gasoline, Diesel common-rail, Diesel particle filters, and research with the petroleum companies for fuel improvement

Meanwhile, research relates to alternative energy vehicles at very low emission rates (LPG for the whole Renault production, natural gas for buses and delivery vehicles, hybrid cars (Kangoo Hymne and soon Prius Scenic), that will be of growing interest given the reduction of energy resources and the increasing prices of fuels. Electric vehicles with hydrogen combustible converters are planned within a term of 10 years.

Research on consumption reduction is being done not only for cost reasons but also to reduce the greenhouse effect, which is a fundamental challenge for the climatic balance of the planet if we want to satisfy the rising aspirations for the mobility of all nations. This research includes the reduction of vehicle weight, of aerodynamic losses, the latter related to friction and increased outputs from the power units, new transmissions (CVT, BMVR).

Quiet cars :

The acoustic requirements constitute a real challenge for car manufacturers, especially since the solution is only partially theirs. Noise level has decreased considerably (one can estimate that a Safrane is six times less noisy than 70s car), other improvements will occur in exhaust control, noise and especially, in hybrid vehicles that, in center town, will use electricity. But the harmful effect of sound is very dependent on the nature of the road surfaces and on motorist behavior. The noise is, moreover, one of subjective perception, very cultural: the tolerance level of a Scandinavian is not that of Latin!

Agile cars in the environment :

Today in Europe, Japan and the USA, we find navigation and guidance systems to help drivers. Moreover, in Japan, France and the United Kingdom, traffic information systems able to inform motorists in real time on traffic situations and travel time are already at work. Shortly, reduced costs of such equipment will enable its diffusion to the whole range of cars.

The advantage to drivers is a greater degree of psychological comfort. We know that in traffic jams, the loss of control over time is very stressing: being able to establish the travel time is a well-known anti-stress remedy to which Sirius, the public information system on the Parisian peripheral motorways has already contributed. It also permits the choice of less congested routes thereby saving time.

The collective advantage lies in optimizing the use of the infrastructures, a resource for which ensuring continued profitability is advisable. France is in a good position on this issue: inter-institutional co-operations (state administration and city services), collection and availability of information from private partners (car manufacturers, service providers, motorway services) are being carried out optimally. In England, public authorities were linked by a private company (Trafficmaster), the availability of reliable information being the cornerstone of the system.

Special attention for small cars :

The automobile demand tends to converge around two types of vehicles :

1. the family car, in particular, the station-wagon version and the minivan. Renault was the forerunner with the Espace. The product, in the beginning conceived as a niche is now one of the most dynamic on the market. ,
2. the small car, for solitary trips, the additional car, dedicated to very mobile and multi-mode travelers.

Renault has always been known as a small car specialist, reputed to be rather Latin, in opposition to the larger cars from North European countries and Germany. The concept of the small car as an answer for urban mobility has today a new credibility in Germany with the birth of Mercedes Class A.

Some qualitative surveys of motorists who usually drive small cars or are experimenting with them for the first time highlight a " specifically urban quality " which mainly lies in the continual demand for the driver's attention from his environment, a direct relation with the urban landscape related to total visibility in the vehicle (broad windows, plunging bonnet), a direct relation with other motorists (in particular a "solidarity between small"), a real or imaginary exchange with pedestrians, whereas the attitudes of the bigger cars drivers are marked by outdistances or protection with regard to this same environment.

Accompanying new uses

Versatility or space specialization?

These cars are small but also polyvalent: in that preserving seating for four and ensuring the versatility of urban and outside travel remain fundamental. Although most travel is done with one or two people in the vehicle, the inability to transport more (people, luggage, objects), be it only occasional, doesn't seem acceptable, including non-traditional uses. Customers of a self-service electric car fleet in Turin regretted the lack of rear seating, a space occupied by the batteries. Monovalent use is accompanied by a need for maintain the versatility.

Will this need for versatility remain impossible to circumvent? In this respect, the proposal for new means of individual urban trips as the scooter fitted with a BMW's C1 body (which takes well into account the security expectations... but not the reduction of pollution or noise level), or SMART, conceived as very small vehicles for urban travel, will perhaps open new perspectives if costs do not constitute a barrier. This breach had been open with the concept Renault's Zoom bus, urban, small, foldable, but also electric, and therefore, quiet and clean.

The question of property. Product and service

In response to consumer behavior, ever more cost conscious, utility and practical value, the commercial answers aim at facilitating the act of customer's purchase to enable him to benefit from the use of his car (or cars), without tying up significant capital. The adaptation to the private individual of the long term renting formula previously reserved for company fleets, results in a contract paid on a monthly basis over two years (or more depending on the manufacturers), a small capital outlay, a final option to buy which takes account of mileage, or a new contract.

With its formula 1. 2. 3., Renault offers these contracts integrating the entire usage costs of the vehicle, maintenance, upkeep, widened insurance integrating a relay vehicle, as well as a guarantee of assistance.

The customer has an economic interest " to pay for the use and not the wear and tear ". It is a guarantee of mobility (in the event of breakdown), and finally it is easy to understand, and a clear and credible commercial offer. The benefit to the manufacturer lies in the development of consumer loyalty in its customers, the renewal of the purchasing acts and the best control of second hand vehicles.

The next step would consist of matching the purchase of a vehicle of advantageous conditions with the temporary availability of " specific " vehicles, utility, convertible, etc; according to " multi-car " models which car manufacturers are studying.

These renewed forms of purchase vehicles are of interest to both parties and are sure to be a success. Half of the purchasers declared themselves interested. But basically they do not modify the link between the motorist and his vehicle, the feeling of property. The car remains an investment like a home, adapted, an extension of personal space and always available .

However, this additional freedom to buy a vehicle " worry free ", matched by the potential access to other models underlies a tendency where beyond possession, the consumers wish to buy more usage, utility, and performance which can vary according to the vehicle's use.

The current answers depend on multi-motorization, favored by the existence of a market of reliable second-hand cars, small ones for work and errands, and family cars for weekends and holidays. Some people foresee the development of rentals making it possible for the individual to be released from certain time or economic constraints of possession, in particular in large cities where the cost of parking can become very heavy.

For the moment, voluntarily giving up the possession of cars and opting for short or long term rentals or subscription taxis remains a marginal, very urban and rather elitist practice.

But it is indeed a slice of the population receptive to mobility offers with integrated services: undoubtedly this multi-mode population in the urban area, whose high level of mobility and behavior are explained partly by socio-demographic factors (population younger than the average, without family or financial constraints, carrying out many trips for sociability, culture and sports activity reasons and who usually go to the center town, as in Paris).

Shared uses

Without going into the details of these systems, let us simply note that Renault expresses much interest in car sharing practices. The experiment of self-service electric cars in Saint Quentin in Yvelines (Praxitèle) with the support of Overlease, a subsidiary company of Renault; and the car sharing trial co-operatives in the Netherlands and in Paris are concrete demonstrations

Although the concept and the origin of the service offer are very different in these two cases, they both offer :

- the possibility of using cars that would not be feasible otherwise for some, for because of economic constraint,
- an additional opportunity for individual travel, which calculated in terms of time and the errand itself, leads one to " reflect " on his mobility,
- an opportunity to rebuild consciously or otherwise a traveling strategy be it individual or in the family that can be an alternative to a possible second car,
- a supplement to public transportation, in areas where providing public transportation is not profitable. Such an offer is between individual and collective transportation.

As a manufacturer, the information obtained through these experiments can lead us to developments making it possible to improve the quality of our offers for such uses. Beyond that, and however marginal these initiatives are, there are a closer observation and a better understanding of mobility practices that are beneficial. Without neglecting environmental analyses in the long term (figures on the size and the utilization of the parking lot, acceleration of vehicle replacement with a supply of clean vehicles, effects of traffic reduction on certain routes...).

The development of multi-modal practices

Surveys conducted by the Research Institute for Transport and Mobility (INRETS) show that multi-modal practices are not really marginal since choosing the mode is possible. In the Ile de France region multi-modal travelers constitute more than half of the population (53 %).

To bet on a possible increase in these practices in densely populated areas seems both realistic and desirable.

Paradoxically the development of multi modal transportation must take traveling by car into account since it is an action that facilitates new choices for motorists

Yet, in the Ile de France, equipped motorists can receive on-board information in their car concerning the schedules of regional and inner city transportation. It will be possible to set up a guidance service to parking spaces.

The number of services to be offered is broad. But we still need to learn to know each other better and how to cooperate together.

DEBATE

Mr. Fredy WITTEW thanks the speakers for the quality and the benefit of their presentations. Some aspects of the vision of the immediate future that Mr. Heinz SODHEIKAT gave could cause people to shudder. We can be delighted by Mr André RAULT's reports on the efforts car manufacturers are making jointly to ensure that the car of the future is more respectful of the environment and safer. The new marketing strategies evoked by Mr. Daniel AUGELLO testify to significant changes in the course of consumer needs. The main problem still to be resolved, justifying consultation and communication between car manufacturers and responsible city authorities, remains the use of public space.

Delivery of goods in the cities

Mrs. Laurence DOUVIN asks the speakers, what in their opinion, the main areas of cooperation that local authorities and car manufacturers need to undertake to progress on the points which have been mentioned.

Mr. Daniel AUGELLO does not believe it possible to classify the answers by a set of priorities. There is a great quantity of actions that companies and local communities can carry out complementarily, For example the education of drivers to decrease the dispersion of their behavior, the intelligent management of the urban infrastructure etc...

He regrets the conference did not make it possible to discuss a problem which he considers essential and which could be the main topic for another Impacts Europe conference : the issue of deliveries of goods downtown.

One can imagine a city without cars, but even in this city, it will be still necessary to deliver goods. It is a complex problem since it needs to be studied as a system. The manufacturers are imagining small vehicles for urban deliveries. But they will not be able to market them before having created the system of which are a part. And the creation of this system is an impossibility without city cooperation.

On board navigation and traffic information services

Mr. Jean-François POUPINEL believes that another significant topic for common reflection is navigation and traffic information services.

We note that the intelligent transportation systems market begins everywhere in the world with navigation systems. Today 1,5 million people in Europe and 5 million in Japan are using these systems. This market is growing very quickly and this challenges large cities in two areas.

Companies using digital cards have problems updating them, since there is no organization ensuring the diffusion of information about changes in the city. The producers then, can only update their cards by means of observers and by information supplied by their clients.

The second problem is that navigation system users immediately feel the need to add traffic information services. Of course, there is hardly a benefit to being guided if you are guided towards a traffic jam. The European market is having difficulty taking off because consumers have to buy the technical hardware which processes the data and the information in the form of subscription at the same time.

Information about traffic is produced by the local authorities. Japanese authorities have accepted giving this information without charge and the Japanese market is growing significantly as a result. Could European countries adopt a similar solution ?

Mr. Christian LAMBOLEY confirms that navigation systems which are not supplemented by traffic information are of little benefit. But he notes that on-board traffic information systems already installed, on which many economic hopes were based, are a failure. This failure is certainly partly due

to the fact that road users who agree to pay a subscription in order to receive information are very few. But it is also related to the fact that people wish to have information everywhere and not solely in their car.

Mr. Olivier MOSSE explains that the situation is moving quickly toward change with the new WAP standard which will make it possible for the mobile telephone to act as a diffuser of all kinds of information. He indicates that, after only advertising the product, MEDIAMOBILE Company considerably increased its customer base and that the demand is very strong.

Mr. Daniel AUGELLO feels we should guard against hasty judgements. It is true that traffic information is not a success for the time being but it is premature to speak about a failure. Sometimes years pass before an innovative product entices customers. A case in point, the Renault Espace, which sold very poorly in the beginning, but is today a big seller is an eloquent illustration.

In France, the problem with on-board traffic information is the fact that only the Ile de France region is currently able benefit from it. The car manufacturers are unable to set up specific advertising for a single region and to sell a series vehicle with equipment that would only be used in one area.

Mr. Törbjörn BIDDING believes that the communities must think differently when it comes to the economics of traffic information. It could well be in their best interest to facilitate the development of on-board information vehicles or of the mobile telephone without making the information a payable service. Indeed, their only alternative is the installation of variable message panels which are very expensive and whose maintenance cost is very high. He thinks that local authorities, car manufacturers and other private firms thus may find it beneficial to work together and to find better ways complement each other.

From experimentation to deployment

Mr. Jean-Claude TERRIER thinks that it is presumptuous to rely on the motorists' virtue alone to change their behavior. It is thus necessary to set up a system of legal constraints.

Mr. Daniel AUGELLO does not disagree. However, he considers that sometimes innovation that is useful to everyone can be diffused without recourse to constraints. Moreover, even if it is useful to all, making equipment that is very expensive compulsory is not a possibility. Regulation is not the only factor in progress. The airbag example is testimony of this. It is still not obligatory and yet cars not equipped with it no longer exist. What started the industrial production it was the drop in the price and the economic of scale.

M. Jean-Louis GRAINDORGE asks how we could make the experiments that generally take place in small towns possible in big metropolitan areas to make their diffusion more widespread.

Mr. André RAULT considers this a significant question. When one plans to set up self-service fleets of vehicles as, it is difficult today to proceed from an experimental stage to a one of broad diffusion. It is necessary to be able to base oneself small experiments to be able thereafter to establish them in large cities. The European Commission made this diffusion one of its key actions. Curiously it has not met with much success.

Mr. Christian LAMBOLEY considers it necessary to pay attention to the economic frame of reference. Paris tried an experiment with self-service electric vehicles based on the experiments in La Rochelle and Saint Quentin. But, they quickly realized the risk of creating a service more expensive than a taxi without having the advantages of it.

Mr. Daniel AUGELLO thinks that one should not base oneself on the cost of the experiment, which is indeed very high. He stresses that these experiments also made it possible to make economic evaluations which revealed the possibility of saving money, making it possible to operate such services under much more viable conditions.
