



Wednesday 7th May 2008

Zagreb 2008

The Zagreb conference took the theme “New Mobility Requirements within Existing and Expanding Urban Fabric” and took place at the Zagreb Sheraton Hotel from 7-9 May 2008.

The conference was opened by a welcome address from IMPACTS President, Slavko Dakic, Head of Office of Strategic Planning, City of Zagreb. He explained that Zagreb is a historic city, which presents many mobility problems as it strives to regenerate and grow. This conference offers a showcase of plans for the future development of the city and discovered how other IMPACTS cities tackled similar problems. This was followed by a greeting from Mr. Milan Bandic, Mayor, City of Zagreb and some introductory comments from Ian Johnson from IMPACTS Secretariat.

Session One focused on the host city of Zagreb covering the initiatives they had introduced. Chaired by Otto Schwetz, Chief Executive Officer, TINA Vienna Transport Strategies, the first speaker was the conference organiser, Visnja Bedenko, from the Office of Strategic Planning, City of Zagreb. Visnja's presentation, entitled 'Sustainable mobility towards an improved quality of urban life' covered the planning history of the city, which is in a grid pattern. There was substantial growth in the 50's and 60's when there were no limitations on planning. The 90's saw a phenomenal growth in car ownership which left the city congested. The natural barrier of the mountains meant that further growth to the city had to be to the South, but the railway has formed a barrier to mobility. Various plans have been considered, to elevate the railway in the 1930's or more recently to convert it to light rail, thus turning a defect into an asset. Recent measures to reduce congestion have been:

- Encouraging more people to use the tram;
- Reducing traffic in the urban core;
- Removing on-street parking in the centre;
- Promoting urban renewal schemes;
- Possibly introducing a congestion charge scheme.

The second presentation from the Office of Strategic Planning, City of Zagreb entitled 'Forming a new urban grid within the existing urban fabric' was given by Toni Bilus and Milena Kuhta. They told us of the difficulties in creating new transport routes in a historic town with established routes and developments. Zagreb County covers an area of 641km² with a population of 780,000. The City itself has 390,000 vehicles registered. Keeping the city moving is a big challenge, but the public transport system is well used - the tram system being the most popular mode of travel with 180 million passengers.

Session two covered other city perspectives, chaired by Claude Dargent from the City of Paris.

Fabio Nussio, Head of International Cooperation - ATAC SpA opened the session for Rome with a presentation entitled 'issues from city sprawling, mobility and environment'. Rome is also a historical city with roads which can not be modified. In addition to 85% of the local

population being car owners, the city has a large population of tourists in excess of 23 million a year, travelling on 200,000 coaches. Measures to combat these problems include:

- Traffic Demand Management (Urban traffic Masterplan where PT priority, access limitations, area pricing are central issues);
- New "Hard" Mobility Infrastructures (Underground and Urban Rails);
- New "Mobility Corridors" and Reserved Lanes (Surface Transport);
- Fleet Renewal & Monitoring (bus and cars, towards lower emissions);
- Sustainable Mobility package (car sharing, mobility soft measures, awareness);
- Technologies and ITS for management, monitoring & enforcement;
- International Co-operation fundamental for Best Practices, info exchange.

Next, we heard from Berlin, Friedemann Kunst, Head, Department of Transport Senatsverwaltung für Stadtentwicklung, who gave a presentation entitled 'Integration of transport and land use planning: useful instruments. Experiences from Berlin'. Friedemann explained how traffic development is a vicious circle of interacting elements. These elements are urban sprawl, unchecked real estate development, lack of or poor public transport provision and they all contribute to increased volume of traffic, particularly in City Centres. Conversely, traffic can be reduced by improving public transport, reducing parking provision in city centres and careful planning of new developments and attractions, so that they are located in places that are accessible by good public transport routes. In Berlin, migration to the suburbs had become a problem, increasing commuter trips. Limiting parking in the city centre led to a reduction in congestion and it became a more attractive place to live and so reducing migration and commuter travel by car.

The second day opened with **Session three**, Regeneration and Sustainability, chaired by Maria Krautzberger - Permanent Secretary of State, Berlin.

First to speak was Jan Rinman Deputy Director General, Director of Planning and Finance, City of Goteborg, on 'Project K2020 (Public Transport in 2020) setting the frame for the public transport system in the future'. K2020 is the planning project for the future Public Transport system in the Goteborg area, started in 2003. Traffic levels have doubled over the last 35 years, despite the population remaining the same. The increase has come from more trips from outside the city. If nothing is done, the problem will only get worse, so one of the major objectives for the city is to radically increase the number of trips by Public Transport and bicycle compared to single car use. Improving the current public transport system and making it attractive to users is key to achieving this goal. This will be achieved by:

1. Linking areas by changing from a radial structure to a network structure.
2. Increasing travel speed and reducing travel times for the Public Transport system by giving the Public Transport priority and separate lanes.
3. Increasing the frequency along main corridors in the system.
4. Developing the Public Transport nodes as a part of the city development.
5. Increasing quality and service to get consumer satisfaction.

René MEIJER, Deputy Director for Traffic and Transportation, Amsterdam was next to deliver his presentation on 'Environment and mobility (focusing on small air pollution particles and means of curbing emissions within an holistic approach)'. The main problems faced by Amsterdam are:

- Increasing Pollution;
- Decreasing regional accessibility;
- Capacity of Public Transport limited on the long term;
- Investments in both road and public transport infrastructure needed.

The solutions are:

- Low emission zone;
- Increasing parking charges;
- Increase park and ride;
- Encouraging car sharing.

They are also looking at introducing a personal transport assistant - using technology and GPS to help people plan their journeys, give alarms for boarding/alighting and provide alternatives if delays are encountered. Passengers will be able to access this information on their mobile phones, giving them more control over their journey and so increasing its attractiveness compared to using the car.

The final presentation in this session came from Frédy Wittwer, directeur Mobilité recherche et coopération, Geneva. He argues 'Congestion is not a fate'. Congestion is not a natural phenomenon, it can be controlled sustainably by good prospective project management and not by using the usual tools in a reactive manner which, badly used, always appear to generate more congestion.

The final **Session four** on Integrated Transport was chaired by Keith Gardner - Head of Strategy & Business Development, Surface Transport, Transport for London.

The first presentation was given by Julio Garcia Ramon 'Integrated urban and mobility planning. The experience of Barcelona with 22@ and 'La Marina''. Barcelona is transforming several large sites in Poblenou. These new developments will provide housing, employment, green space, leisure facilities and new infrastructure. Accessibility and transport play a major role in these developments and some routes are set aside for pedestrians and some for cyclists and new station will be added to the existing rail line.

We returned to the Balkans for a presentation from Miran Gajsek, Head of Department for Spatial Management talking about 'Highlights from the new Strategic Plan for Ljubljana'. The strategic spatial plan and Land use plans were put forward in draft in April 2008. Three major development projects in the plan are:

- PCL: Passengers Center Ljubljana (Trigranit Ltd., Slovenian Railways, Municipality of Ljubljana);
- Partnership Šmartinska (PPP), 230 hectares, urban regeneration project;
- Sports Park Stožice (PPP): Football Stadium, Multipurpose Sports Hall, Shopping center.

The final presentation of the conference was given by Maurizio Tomassini, Director for Developments, ISIS Rome on 'CATALIST - a project to foster the adoption of radical policies aiming to sustainable urban mobility'. CATALIST is a Specific Support Action financed by EC DG TREN, aiming to ensure that the experiences of the CIVITAS Initiative are exploited up to a maximum level. The CIVITAS Initiative aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies. The role of CIVITAS CATALIST is to motivate, Inform and Facilitate. Maurizio called on IMPACTS members to contribute by providing a strong, additional channel of communication for the project.

To see the full presentations, visit the website: <http://www.impact.org/euroconference/zagreb08.htm>