

PIMMS TRANSFER Master Class 2009

Almada (Portugal), 23-27 March 2009

Final Programme

Draft v9 16/03/09

Monday 23/03/09 – Opening Session

14:00: Welcome

14:30 – 15:15: Introduction

14:30 - 14:45: Words of welcome from the host city

14:45 – 15:15: Introduction to the PIMMS and PIMMS Transfer projects: overview, main achievements, Critical Success Factors, aims, objectives and methodology (*Tim Cordy*).

15:15 – 15:30: Short introduction to PIMMS Transfer Master Class: aims, methodology, expectations, limitations (*Giuliano Mingardo*)

15:30 – 15:45: Coffee break

15:45 – 16:15: Introduction to Mobility Management (*Giuliano Mingardo*)

- General theoretical introduction to MM (what is, why is important, what are the recent trends);
- Examples of MM in Europe;
- Introduction to the main topics of the MC;

16:15 – 16:45: Mobility Management in Almada (*Pedro Machado*)

18:45: Departure for Welcome Dinner

Tuesday 24/03/09 – Urban Transport Policy I: Background

09:30 – 11:00: **Urban transport: background information** (*Giuliano Mingardo*)

- Short introduction on urban development: the Urban Life Cycle theory;
- Transportation and urban form: how transport influenced city development and vice versa;
- Urban mobility and accessibility: the evolution of these concepts and their meaning in the 21st century;
- Transport and economic growth: the importance of transport for the economic functioning of cities;
- Urban transport problems and challenges;
- **Group work**

11:00 – 11:15: Coffee break

11:15 – 11:45: **How to change the mobility plan of a city: the case of Graz** (*Gerhard Ablasser*)

11:45 – 12:30: **Interactive discussion**

Tuesday 24/03/09 – Urban Transport Policy II: Hot Issues

14:30 – 15:15: **Trends in urban transport policy in the 21st Century** (*Giuliano Mingardo*)

- Decoupling transport negative externalities from economic growth: a new must for cities;
- The role of health in transport: a new marketing tool?
- The role of the private sector in securing urban accessibility and quality of life;
- Tailor-made solutions: different urban clusters (business parks, cultural areas, shopping areas, hospitals, educational centres...) need different solutions;
- Unintended effects of transport policies: what are and how to deal with them?
- MM as key instrument to secure urban accessibility and quality of life.

15:15 – 16:00: **Group work**

16:00 – 16:15: Coffee break

16:15 – 16:45: **The role of the private sector in Mobility Management** (*Minze Walvius*)

16:45 – 17:15: **Interactive discussion**

17:30 – 19:00: PMG 2.5 – part one (For PIMMS TRANSFER partners contact persons only)

Wednesday 25/03/09 – Sustainable Mobility I: Modes

09:30 – 10:00: **Sustainable mobility: background information** (*Giuliano Mingardo*)

- The concept of sustainable mobility;
- The evolution: mobility – sustainable mobility – accessibility – sustainable accessibility;
- Sustainable transport modes;

10:00 – 10:30: **Promotion of public transport in Frankfurt** (*Winfried Schmitz*)

10:30 – 11:00: **Promotion of walking in London** (*speaker to be announced*)

11:00 – 11:15: Coffee break

11:15 – 11:45: **Promotion of bike: the Dutch experience** (*Giuliano Mingardo*)

11:45 – 12:30: **Group work**

Wednesday 25/03/09 – Sustainable Mobility II: Marketing

14:30 – 14:45: **The role of marketing in sustainable mobility: background information** (*Giuliano Mingardo*)

- Marketing transport as part of city marketing;
- Some examples of marketing sustainable mobility;
- The role of public participation in the marketing process.

14:45 – 15:15: **Marketing sustainable mobility: the case of Frankfurt** (*Johannes Theißen*)

15:15 – 15:45: **Public participation on mobility management I** (*Catarina Freitas*)

15:45 – 16:00: Coffee break

16:00 – 17:00: **Public participation on mobility management II** (*Catarina Freitas*)

Thursday 26/03/09 – Urban Road Pricing I: Congestion Charge

09:30 – 09:45: **Congestion Charge: theoretical background** (*Giuliano Mingardo*)

09:45 – 10:15: **London Congestion Charge** (*Sarah Green, TfL*)

10:15 – 10:45: **Stockholm Congestion Charge** (*Speaker to be announced*)

10:45 – 11:00: Coffee break

11:00 – 11:30: **The social dimension of sustainable mobility** (*Graham Parkhurst, University of the West of England*)

11:30 – 12:30: Interactive discussion: **is CC a suitable MM tool for your city?**

Thursday 26/03/09 – Urban Road Pricing II: Parking Policies

14:30 – 15:15: **Urban Parking Policy** (*Giuliano Mingardo*)

- Evolution of urban parking policy (Urban Parking Evolutionary Pattern - UPEP model);
- Effects of parking policies on the accessibility, economy and quality of life;
- Lack of data about parking;
- The importance of parking for business and retailers
- No parking, No business?
- Parking policy in residential areas

15:15 – 15:45: **Group work**

15:45 – 16:00: Coffee break

16:00 – 16:30: **Parking policy, Park & Ride and life cycle costs: the case of Graz** (*Thomas Fischer and Gerhard Ablasser*)

16:30 – 17:00: **Interactive discussion: parking is emotion!**

17:15 – 18:30: PMG 2.5 – part two (For PIMMS TRANSFER partners contact persons only)

Friday 27/03/09 – Closing Session

- 09:30 - 10:00: PIMMS TRANSFER project (*Tim Cordy*):
- Lessons learnt from new partners and from the mentors
 - Relation with other EU projects (EPOMM...)
- 10:00 – 10:20: **Green Net in Graz** (*Bertram Werle*)
- 10:20 – 10:45: **ECOMM 2010** (*Thomas Fischer*)
- 10:45 – 11:00: Coffee break
- 11:00 – 11:20: Evaluation by the participants
- 11:20 – 11:50 **PIMMS TRANSFER MC at a glance**
- Short summary of the Master Class: the lessons learnt
 - Master Class 2010 Stockholm
- 12:00: Final words and closing