



Transportation and Land Use Workshop Report

Session 1 – Strategies for a sustainable urban mobility system (diagnosis, objectives, governance...)

First Speaker

Mayor of Santa Monica

Pam O'Connor

-Ms. O'Connor is a member of the Region of Southern California (SCAG) which is the largest Metro Planning Organization in the country and their goals are to:

- Reduce GHG by 2020
- 9% by 2020
- 16% by 2030

SCAG Focus Implementation is on:

- Transit-Oriented Development
- Affordable Housing
- Complete Streets
- Climate Action Plans

How to scale green energy plans in Southern California?

- Encourage multiple providers, both public and private.
- This would create greater opportunity for people to thrive and reduce the impacts of climate change and GHG

Second Speaker

Bernard Soulage, VP Rhones-Alpes Region and VP French Transport Organisation association

More Pragmatism

- get rid of inefficiencies such as public transit systems that being used infrequently.
- Wants cities to focus more on bus systems than on tram systems because they are cheaper and more efficient.

More Point-to-Point connections

- those who are currently driving cars who are considering switching to public transit expect point-to-point connections

One body of government needs to oversee all transportation.

Third Speaker

Mayor of Strasbourg

Ronald Reis

Statistics in Strasbourg

- decreased car use, increased bike use, increased walking, increased use of public transportation in Strasbourg.

Three Conclusions



- Every city needs to have a good vision of the city. Mr. Reis warns that we cannot plan for sprawling cities anymore. They need to be more strategic.
- Transportation
 - need to look at origins of trips.
 - Why are people taking these trips?
 - Where are they going?
- Innovative Policies
 - Citizen ownership over these policies.

Fourth Speaker

Transit-Oriented Development and Climate Change

San Fran Bay Area

Jose Campos, Design by the Bay

Making SF more sustainable for the future

- parking
 - people want more parking
 - car sharing is increasing, meaning there needs to be more parking
 - EV Charging stations have increasing demand.
 - parking is becoming more scarce in SF
- place-making
 - connectivity
 - community collaboration
 - human-oriented design, transit-oriented design, auto-oriented design
- public-improvements
 - district scale heating and cooling
 - integrated scale system

Session 2 - How to improve Public Transit, performance and connectivity

First Speaker

Robert Babbitt, President McDonald Transit Associates, Fort Worth

Case Study

Charlotte, North Carolina public transport infrastructure

- new investments include:
 - street car lines and commuter lines
- Integrated Transit Plan
 - This plan is funded by taxing the population
- Successful projects in Charlotte include the Lynx Blue line
 - 17000 riders
 - driven 1.5 billion dollars in new construction along the line
 - high-rise residential development
 - as a result of the new Lynx Blue line
- Charlotte has:
 - Bike Share program



- BRT
- Station Area Plans

Second Speaker

- Domestic Political divides are hindering the development of sustainable cities. Cities such as LA and Dallas have made great strides and a lot of progress has been made in their transportation sector.
- There needs to be investment in trains in the United States.
 - The Acele Amtrak train only goes 115 miles per hour
 - China, Japan and most of Europe have great trains.
- Bridge Infrastructure at the U.S.
 - many bridges in the U.S. need major upgrades
 - this is projected to cost 3.6 trillion dollars

Third Speaker

Mayor of Metz

Dominique Gros

The city had to decide between light rail and Bus system.

- BRT works well and is cheaper than installing trams. Metz installed a BRT service called mettis.
- BRTs are more accessible
- Development around BRT stations have sprawled.
- The usage of the BRT is increasing

Fourth Speaker

Ruth Otte, Executive VP, Transdev North America

- **Case Study, Nantes:** Awarded most livable city in France. 50-50 modal vehicles- public transport. Entire public transit system is integrated, can go from one system to the other with one pass.
- Has a dedicated bus lanes with barriers, preventing cars from crossing over. The city has also built 45 new park-and-rides as a major effort to reduce congestion in the central city.
- **Case Study: Grand Besancon** (*little city, doing big things*)
- Regular, normal city bus services.
- They put out a challenge to rail manufacturers and CAF responded. Very strong political will. For a fraction of the industry standard.
- **Case Study: La Rochelle**
- *In each step of the customer journey, the experience matters*
- *Why is ridership higher for fixed light rail? Carry-over of image problems for buses. If you build convenient options for people, they will come.*
- *Emphasis on mobility studies in France, notion of customer effort score, different kinds of customers access difficulty at each step.*
- *Central conclusion: transportation changes the landscape of the city.*



Session 3 – how to improve public transportation performance and connectivity (reliability, environmental, profitability)

1) **Brigitte Desveaux:** *Deputy Mayor, Vice-President of the urban community of La Rochelle*

- Focused on rethinking the role of the car in the city. La Rochelle has pursued innovative strategies to integrate green forms of transportation that complement urban sustainability.
- La Rochelle implemented the first bike share system in France and connected this system with a universal 'Yelo' card, allowing cyclists to easily transition and connect to local public transportation networks. The city also promotes electric vehicles--they are the only vehicle type allowed to enter the central business district of the city.
- Emphasized the need to have separate, protected lanes for bicyclists in order to address safety concerns.
- Asserted that in order to change behavior, you must actively engage the people. La Rochelle is consistently asking its people regarding their preferences for transport and promotes cycling via bike schools that teach young people the proper usage of bicycles.
- The goal is to promote peaceful, safe, and green urban zones.

2) **Roger Pagny:** *Senior expert - ITS Task Force, French Ministry for Ecology, sustainable development and energy*

- Mr. Pagny focused on the 'third mode' of transportation, which includes walking, car sharing, bike, autonomous cars, etc.
- He emphasized the importance of door-to-door multimodal journey planning, which can be supplemented by smart ticketing and smartphone applications.
- Noted the challenge of finding the right, balanced approach for passengers and goods transportation.
- Regional and local authorities are key actors and key decision makers. They can capture the users' needs, they are at the heart of the organizational process, and they provide some funding and support competitive clusters.

3) **Cassandra Powers:** *Institute Associate, Georgetown Climate Center*

- States are trying to figure out what they can do to increase number of EVs on the road. Main challenges are to reduce high up-front costs of electric vehicles in the United States, address 'range anxiety', and meet infrastructure needs for charging. States are currently trying to find ways to coordinate awareness. Efforts on the parts of states to promote EVs are crucial, especially in combination with efforts on the federal level.
- Emphasis on awareness--people need to be aware of available tax credits, and available charging stations. Sometimes it's important to place charging stations where they are most visible, rather than where they are most convenient. By being visible, charging stations can promote themselves and encourage potential consumer to more seriously consider electric vehicles.
- Initiatives such as 'Drive the Dream', which brought EV charging stations to employees at major companies (ex. Coca Cola) are an important step in pushing the private sector to promote EVs.



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