



2020  
**CiViTAS**  
Cleaner and better transport in cities

**SATELLITE**



**THE CIVITAS POLITICAL  
ADVISORY COMMITTEE  
STATEMENT**

**MAKING  
MULTIMODALITY WORK  
IN EUROPEAN CITIES**



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

## Why this statement?

The CIVITAS community supports the European Commission (EC) in its endeavour to make 2018 the "Year of Multimodality". The sustainability of urban mobility will highly depend on seamless multimodality throughout the passenger journey and within the urban logistics system.

The cabinet of the European Commissioner, Violeta Bulc, tasked the CIVITAS community to formulate recommendations regarding multimodality in cities. For this reason, CIVITAS organised a stakeholder discussion about multimodality at the CIVITAS Forum 2017 in Torres Vedras, Portugal. and is publishing this statement.

Multimodality in cities is not a new concept. By definition, all public transport is multimodal. However, the offer is evolving rapidly and more new mobility services are entering the market.

Cities are at the core of multimodal transport systems. It is in urban areas that multimodal lifestyles thrive, and new service providers find their way into the market. Cities are building urban mobility systems - services as well as infrastructure - that use the diverse and ever complex needs of their citizens as a starting point. These experiences are shared within CIVITAS, inspiring local politicians as well as city professionals.

This statement highlights key elements for both transport infrastructure and services, whilst also explaining how citizens and urban mobility professionals can start their journey towards thinking and behaving in a more multimodal way.

The CIVITAS PAC is convinced that multimodal trips increase the sustainability and efficiency of urban mobility systems. The CIVITAS community has tested, evaluated and implemented multimodal solutions for almost two decades and offers its support to make multimodality work for European cities.

## Where it starts: multimodal citizens

The mobility needs of citizens are changing and becoming more complex. If one single mode does not prove to be satisfactory, people can rely on the combination of multiple modes of transport to reach their destination. This “multimodal mindset” is the result of both objective and subjective elements.

Objective elements are quantifiable and comparable pieces of information, such as the cost of or the time needed for a journey. Such information, which is essential for everyday decision-making, is sometimes incoherent, fragmented or simply unavailable. Moreover, the cost of a journey is strongly linked with fiscal measures that incentivise one mode of transport and can constitute a challenge for cities, as in the case of ‘salary cars’.

Subjective or personal elements relate to values people have, which are shaped by norms and expectations. In that regard, cars and car ownership remain strongly desirable due to the long-standing belief that having one is a symbol of social status.

### ***PAC recommendation: Prepare citizens for multimodal mobility***

Supporting citizens to become more multimodal should entail measures that support both the objective and the subjective aspect of the multimodal mindset.

- Systems based on the Mobility as a Service (MaaS) concept can help structure and make relevant journey information more accessible, presenting the alternatives as financially competitive to private car ownership and use.
- Initiatives that foster multimodal behavior by rewarding the combined use of sustainable transport modes should be complemented by marketing offers that benefit travellers who made sustainable choices (Try – Buy – Reward), should be encouraged. At the same time, engagement with long-term and early adopters of a multimodal lifestyle should be ensured.
- Europe-wide campaigns such as EUROPEANMOBILITYWEEK can be the right moment to put multimodal lifestyles in the spotlight.

## Multimodal services

Multimodality in cities is not a new concept. By definition, all public transport is multimodal. However, the offer is changing as more new mobility services enter the market.

Digital platforms play an instrumental role in combining and coordinating services for users, such as handling information and ticketing through single apps. Mobility as a Service is also an important factor in fostering an increase in multimodal journeys.

Yet there remain barriers to multimodal travel, including harvesting data; ensuring that this data is of good quality and available in machine-readable formats; and bringing active travel modes into the digital environment. CIVITAS 2020 projects have developed tools to gradually overcome such barriers.

**PAC recommendation: Establish local multimodal services**

- Cities should support partnerships between new mobility providers and existing public transport operators, for example during EUROPEANMOBILITYWEEK.
- At the same time, transport systems that are already in place can be changed to favour multimodal travel behaviour. Policy decisions at the city-level are fundamental in this respect. Allowing bicycles on public transport vehicles outside peak commuting times, for instance, is an effective way to stimulate multimodality at the local level. All such actions can be registered by cities as 'permanent measures' for EUROPEANMOBILITYWEEK.
- Cities are invited to start investigating how vehicle automation might change the local transport offer.
- Moreover, with regards to freight transport, the urban logistics sector is steadily moving towards using cycle logistics in cities to maximise operational efficiency. In this case, cities can support the transition towards a multimodal approach by favouring such practices in their procurement activities.

## Multimodal infrastructure

Cities manage the infrastructure that enables and is required for multimodality: the transport hub where people move from train to bus, park and ride facilities, the bike sharing station next to the bus stop. Often overlooked, this physical dimension of multimodality is crucial.

Considering the new types of services and vehicle use emerging, cities should start planning for different uses of urban space. How is dockless bike sharing or free-floating car sharing changing our cities? What will stations and transfer areas look like with the arrival of automated and shared mobility? Such innovations can act as useful support for reaching sustainable mobility goals set out in the city's sustainable urban mobility plan. Without a coherent vision to manage them, innovative mobility services could cause more harm than good by disrupting the policy landscape.

**PAC recommendation: Build multimodal infrastructure**

- Cities should fix the missing links preventing intermodality. Bicycle parking is one of the prominent measures in this respect.
- Cities should develop a vision not only for public space, but also for the multimodal design of private buildings and sites. This might include providing room and charging facilities for e-bikes, bicycle parking, logistics and deliveries, car sharing, and new housing developments that integrate mobility services.
- Intermodal hubs are key areas of investment and urban development.
- Multimodality in urban freight logistics requires its own infrastructures such as consolidation centers. CIVITAS has gathered a lot of interesting information about this.

## Multimodal city officials

Multimodality should also start in the minds of professionals working on urban mobility in cities.

When talking to CIVITAS Forum members – all city staff working on urban mobility – it became very clear that many of them see the transition towards multimodality as a strategic choice to avoid a mobility disaster. They indicated that if we keep going the way we are now, our cities will soon cease to be liveable. Smart combinations of modes decrease motorised traffic volumes to levels that allow our cities to breathe again! Multimodality is clearly in the thoughts of local transport planners.

City officials take operational and practical decisions to make multimodality work. Cities can play an active role to coordinate and make different mobility service providers cooperate so that moving between services becomes more obvious and a true multimodal offer possible. This might need skills and tools to overcome resistance from existing, well-established providers to work with newcomers.

### ***PAC recommendations: Build capacity and skills within the city work force***

- Cities can use digital tools to calculate how traffic flows can be optimised to reduce congestion and pollution. These technical processes should be combined with citizens' views on the quality of journeys and service.
- City staff and urban mobility decision makers should learn to understand multimodality as a lifestyle.
- High-profile events hosted by or locations in a city, such as famous buildings or major construction sites, can also be used to place multimodality in the spotlight.
- Whilst it not possible for city officials to speak with each individual citizen, but they are best placed to reach out to the multipliers for change embedded in the fabric of multimodal cities, such as real estate developers, employers, schools, civil society etc.

## About CIVITAS 2020

CIVITAS is the EU's longest running urban mobility initiative and involves over 320 European cities. Since it was launched by the European Commission in 2002, the CIVITAS Initiative has tested and implemented over 800 measures and urban transport solutions as part of demonstration projects in more than 80 'Living Lab' cities Europe-wide. The current phase of the CIVITAS Initiative is called CIVITAS 2020.

There are currently 13 Horizon 2020 research and innovation projects on urban mobility operating within CIVITAS 2020. They look at ways of building a more resource-efficient and competitive transport system in Europe and deliver the basis for community activities within the CIVITAS Forum Network, a network of cities for cities that is dedicated to cleaner, better transport in Europe.

## About the CIVITAS Political Advisory Committee (PAC)

The PAC is a small group of committed politicians that acts as the steering group of the CIVITAS Initiative and network of cities. Its members participate in a personal capacity. PAC members are mainly responsible for:

- Delivering policy recommendations to the European Commission (EC)'s Directorate-General for Mobility and Transport (DG MOVE) – such as this PAC statement;
- Facilitating cooperation between the EC and the CIVITAS city network, and CIVINET national and regional networks;
- Taking part in key CIVITAS activities, including study tours, peer reviews, and thematic working groups;
- Ensuring and strengthening the involvement of politicians from CIVITAS cities in the Initiative's activities.