Use carrot-and-stick tactics

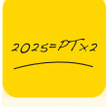
Measures and policies that actively influence citizens' mobility behaviour are efficient and further encourage the use of public transport.

The management of mobility in cities can not be effective without demand-management measures as citizens' mobility behaviour is shaped by many factors. A number of these are independent from public transport policy such as the spatial organisation of the city, its socio-economic situation, the space and equipment devoted to each mode of transport (private motorised, public transport, walking and cycling); or the tax and pricing regime applied to each mode of transport.

More generally the political, operational and policy context of each area has an influence on mobility patterns and on the attractiveness of public transport. Acting on these factors and taking them into account in public transport policy helps influence mobility behaviour - in the short and the long term - and increases the demand for public transport.

Call for action

- Plan networks according to long-term urban developments and planning.
- Support the development of a policy framework which mandates the integration of public transport into urban planning decisions.
- Control car use in cities through supportive parking policies, limited traffic zones, ban on through-traffic and on polluting vehicles.
- Consider all options to reduce bottlenecks in rush hours: differentiated fares according to time of day or flex-time work schedules for employers and schools.
- Incentivise employers to develop company travel plans.
- Raise awareness among citizens about the consequences of their mobility choices.
- Assess the acceptability of an urban toll to combat congestion and emissions.
- Give public transport a competitive advantage over cars, in particular through segregated infrastructure, priorities etc.



London (UK)

Major transport improvements since the beginning of the decade have led to a modal shift from car to public transport of five percentage points (currently car 41%, public transport 37%); a bus patronage increase of over 40% (to about 2bn trips per year); a decrease in car traffic in Central London of 20%; an increase in cycling of 90%. These achievements have increased funding, strong leadership and a clear strategy to thank.

The steady increase in population and employment is forecast to generate 5 million extra daily journeys in London in 2025, which represents more than the entire metro system today! **London's ambition is to cover these extra journeys only through public transport, walking and cycling**. To this end, the modal share of public transport should rise from 37% to 41% by 2025 through an increased capacity of bus and metro services. For instance, the peak capacity of the metro in Central London will undergo a 28% increase by 2020. This will be achieved by increasing the capacity of bus and metro services and the construction of new infrastructure, in particular a new cross London rail link – Crossrail - (costing GBP16bn). Additional measures include refining congestion charging and smoothing traffic flows.