ECMT-USDOT WORKSHOP ON
FOSTERING SUCCESSFUL IMPLEMENTATION
OF SUSTAINABLE URBAN TRAVEL POLICIES

5-7 November 2003
Washington D.C.

PROGRAMME
Context

In 2001, Ministers of Transport from the Member and Associate Member Countries of the European Conference of Ministers of Transport (ECMT)\(^1\) agreed that national governments have an important role to play in fostering the implementation of sustainable urban travel policies. National governments can:

- Develop a national policy framework for sustainable urban travel to support and influence national, regional and local goals for land use, passenger and freight transport, health and the environment;
- Improve institutional co-ordination and co-operation;
- Encourage effective public participation, partnerships and communication;
- Provide a supportive legal and regulatory framework;
- Ensure a comprehensive pricing and fiscal structure;
- Rationalize financing and investment streams;
- Improve data collection, monitoring and research.\(^2\)

These recommendations emerged from the three-year ECMT-OECD project “Implementing Strategies for Sustainable Urban Travel”, which was designed to better understand why integrated urban travel strategies involving transport, land use, environment and health policy and planning are proving so difficult for countries to implement. Participating governments recognized that there are substantial technical, policy and institutional barriers to overcome. These barriers are both universal and unique to individual countries.

Moving Toward Better Implementation: Regional Workshops

As part of the follow-up to this work, ECMT has planned a series of workshops in order to test, disseminate and promote the findings and recommendations of the work in different regions of the world. Specifically, the objective of these workshops is to see how the 2001 recommendations from Transport Ministers find relevance and applicability in different government systems and structures and when confronted with different urban travel situations and needs.

This is the first in this series of workshops.

The US DOT-ECMT Workshop

Hosted and organized by the US Department of Transportation in partnership with ECMT, this workshop will focus on how countries – in particular the United States with its federal system of government – are bridging the gap between the identification and implementation of effective sustainable urban travel options. With a special eye on US experience, experts from local, regional and national government, as well as transport and urban planners and environmentalists from different parts of the

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\(^1\) The European Conference of Ministers of Transport is an intergovernmental organisation based in Paris with 43 Member Countries, four associate member countries, including the United States of America, and two observer countries.

world will reflect on and share their countries’ experiences applying strategies to foster sustainable urban travel policies in light of the 2001 recommendations from Ministers cited above.

Workshop participants will be asked to focus on the following questions, among others:

- What approaches are governments employing to attempt to foster successful implementation of sustainable urban travel policies? What approaches are most relevant in a federal government context? Central government context?
- How are countries coordinating national policy approaches among all levels of government and among the transportation, land use, environment and health sectors?
- What are successful ways to encourage effective public participation, partnerships and communication?
- How are countries establishing supportive legal and regulatory frameworks and ensuring a comprehensive pricing and fiscal structure to support a sustainable transportation system.
DAY 1

8:00- 9:00 Continental Breakfast

9:00-10:30 Session 1: Welcome
Moderator: Ed Weiner

Welcoming Remarks: Emil Frankel, U.S. DOT
The evolving U.S. situation:
• Opportunities for an integrated approach to urban travel and the human and natural environment
• Reauthorization of the Transportation Equity Act for the 21st Century (TEA-21) – The Safe, Accountable, Flexible and Efficient Transportation Equity Act of 2003 (SAFETEA)

Opening Remarks: Jack Short, Secretary General, ECMT

Overview of the ECMT/OECD Project on Sustainable Urban Travel and Sustainable Development: Ed Weiner, U.S. DOT

Overview of Workshop: Ed Weiner, U.S. DOT

10:30 – 11:00 Coffee break

11:00-1:00 Session 2: From the National to Local Level: Implementing an Integrated Approach to Sustainable Urban Travel
Moderator: William Lyons

How national frameworks can encourage progress toward sustainable urban travel while promoting creative solutions and local initiatives to respond to unique local circumstances is a core concern of the ECMT-OECD project. A related fundamental concern is how plans and policies, whether at national or local levels, can be implemented -- translated into transportation investments and strategies.

• The U.S. Transportation Equity Act for the 21st Century – An Innovative Framework for Transportation Planning and Decision-Making (15 minutes) George Schoener, Deputy Assistant Secretary for Policy, USDOT
• From National to Local Level in The Netherlands, Henk Pauwels, Senior Consultant, Transport Economics, Behaviour and Land Use Division, Netherlands Ministry of Transport, Public Works and Water Management – AVV Transport Research Centre
• The GRTA Story: Georgia Regional Transportation Authority, Dr. Catherine L. Ross, Director, Center for Quality Growth and Regional Development, Harry West Chair of City and Regional Planning, City and Regional Planning Program, College of Architecture, Georgia Institute of Technology
• Transportation Policy in Polish Cities: 10 Years after adoption, Andrzej Brzezinski, Warsaw University of Technology, Institute of Roads and Bridges
Discussion: All Participants

1. How can national, state/provincial, regional and local entities work together to foster sustainable urban travel?
2. What are successful models for the roles and responsibilities of these entities?
3. How can plans be developed, and more critically, implemented to foster sustainable urban travel?
4. How can national, regional and local plans be successfully linked?

1:00-2:00 Lunch
Overview of Planning in the Metropolitan Washington Region, Ron Kirby, Director, Department of Transportation Planning, Metropolitan Washington Council of Government, Washington DC

2:00 – 3:45 Session 3: Improving Institutional Co-ordination and Cooperation
Moderator: Ed Weiner

To support sustainable transportation, national policies on urban travel, land use, health and the environment need to be coordinated among all levels of governmental and among the various sectors. In this session, panel members will share their experiences on how national policies are being coordinated with regional and local policies focusing on urban travel, land use and air quality.

Transportation, Land Use and Air Quality Planning
- Institutional Arrangements for Transport and Land Use/Air Quality Planning in Great Britain, Tony May, Professor of Transport Engineering, University of Leeds, Institute of Transport Studies
- Housing Incentive Program, Metropolitan Transportation Commission (MTC), Steve Heminger, Executive Director, Metropolitan Transportation Commission, Oakland, California
- Integrated Transport Policy – Our Concept for a Sustainable Mobile Future, Petra Winkler-Maitre, Deputy Head of Division, Ministry of Transport, Building and Housing

Panel Discussion
1. How can national policies promote integrated transportation, environmental, and other goals while respecting differences among regions and the need for local decision-making?
2. Do national policies for the various sectors send a consistent message for sustainable urban travel? Why or why not?
3. Are regional and local priorities influencing national policies “from the bottom up”?
4. Do local decision-makers for urban travel have sufficient control over the sources of financing to implement their sustainable strategies?

3:45 – 4:00 Break
4:00 – 5:30  Session 4: Multimodal Planning
Moderator: William Lyons

Session 4A: Multimodal Passenger Transportation Planning
To address transportation needs and problems, we need to encourage and promote a systematic, comprehensive intermodal planning approach.

- Making the Land Use, Transportation, Air quality connection in Portland-Oregon, Richard Brandman, Deputy Director of Land Use and Transportation Planning, Metro, Portland, Oregon
- Sustainable Urban Development in the Copenhagen Region, Mrs. Anne-Lene Havelokke Nielsen, Executive Director, Greater Copenhagen Authority

Session 4B: Multimodal Freight Transportation Planning (45 minutes)
Highway and transit planning and programming can benefit freight movement through system improvements that help public and private users. We will explore how national, state and regional governments are incorporating freight transportation into their transportation planning process.

- Mid-Atlantic Rail Operations Study, John Baniak, Executive Director, I-95 Corridor Coalition and Lance Grenzeback, Cambridge Systematics, Inc., Cambridge, Massachusetts
- Urban freight delivery and logistics in Barcelona, Jordi Prati Soler, Technical Director, Metropolitan Transport Authority of Barcelona

Discussion: All Participants
1. Do national policies encourage decisionmakers to consider all modes of travel as well as land use priorities when developing urban travel policies and strategies?
2. Do national policies support an objective assessment of the benefits and costs of various modes?
3. Do decisionmakers have sufficient control over the sources of financing to enable them to allocate funding in a balanced and effective way among different travel modes?

6:00 – 7:30  Reception – Union Station

DAY 2

8:00- 9:00  Continental Breakfast

9:00 – 11:15  Session 5: Public Engagement in Transportation Planning
Moderator: Ed Weiner

Citizen engagement brings planners, politicians and citizens together to the same table and with effective facilitation results in policy invested in by all with broad support. Transportation planning organizations across the United States and other countries have found that an effective planning process will always include public engagement. In this session, planners will discuss how they have involved the public, sought partnerships with
different stakeholders and worked with transport system clients to increase their understanding and support for sustainable urban travel policies.

- “Shoe Leather” Public Involvement Strategies for a Collaborative Corridor Study, Robert Terragno, Government Relations Coordinator, Envision Utah, Salt Lake City, Utah
- Public Involvement Frameworks to foster the integration of citizens and stakeholders in urban decision making: experiences from the EU Research Project TRANSPLUS, Carlo Sessa, Presidente, Instituto di Studi per L’integrazione dei sistemi (ISIS)
- Participatory Planning – A Chicagoland - Experience, Ronald L. Thomas, Executive Director, Northeastern Illinois Planning Commission, Chicago, Illinois

**Discussion: All Participants**
1. In what ways can public agencies engage citizens in the planning process?
2. How do planning bodies best relay technical and other meaningful information to elected officials and the public?
3. In what ways can citizens constructively and effectively participate in the planning process?

11:15 – 11:30  **Break**

**Session 6: Supportive Fiscal and Regulatory Structures**

11:30 – 1:00  **Session 6A: Comprehensive Pricing and Fiscal Structure**
Moderator: William Lyons

Rational financing and investment streams ensure that revenues from pricing initiatives are channeled so that the benefits go to those bearing the costs and that funding is allocated in a balanced way among the various travel modes. In this session, panel members will describe the impact of changes in pricing structures and investment streams on urban travel.

- Managed Lanes and Bus Rapid Transit: Emerging New Opportunities, Ed Regan, Senior Vice President, Wilbur Smith and Associates, New Haven, CT
- Fostering Sustainable Urban Travel in Norway – New Urban Organization Models, Incentive based Funding and Car Taxation, Tone Austestad, Advisor, Ministry of Transport and Communications, Public Transport and Environmental Affairs Section, Oslo, Norvege
- New Jersey Transit’s Hudson Bergen Design, Build, Operate and Maintain (DBOM) Arrangement, Steven H. Santoro, Chief, New Light Rail Construction, New Jersey Transit, Newark, New Jersey

1:00 – 2:00  **LUNCH**

- Regional Visioning, Glen Bolen, Senior Planner, Fregonese Calthorpe Associates, Portland, Oregon
2:00 – 3:30  Session 6B:  Demand Management  
Moderator: Ed Weiner

National governments need to ensure that legal and regulatory frameworks support national, regional and local efforts to implement projects that will sustain urban travel. Such projects include demand management tools such as employer mobility plans, car sharing and telecommuting. In this session, the panel will share their experiences with the development and implementation of demand management techniques.

- Metro Commute Partnerships, Matt Hansen, Supervisor, Market Development, King County Metro Transit, Seattle, Washington
- Managing Travel in Rome: Visions and Challenges for the Future, Stefania DiSerio, ATAC Public Transport Agency, Rome, Italy
- Demand Management, Nicholas Ramfos, Commuter Connections, Metropolitan Washington Council of Governments, Washington DC
- Pilot Projects on Freight Transport Demand Management in Tokyo, Hiroki Matsumoto, Director for Cargo Transport Affairs, Ministry of Land, Infrastructure and Transport, Tokyo, Japan

Discussion All Participants
1. What was the impetus for implementing demand management tools to support urban travel?
2. Did national policies influence the decision to develop and implement demand management tools?
3. What national, regional or local policies facilitated the development and implementation of demand management tools?
4. Has the objective of managing demand for travel influenced decisions on transportation investments?

3:30 – 3:45  Break

3:45 – 5:15  Session 7: The Role of Technology in Urban Travel and Sustainability  
Moderator: William Lyons

The ECMT/OECD project has focused on institutional relationships, coordination, linkages between planning for transport and other sectors, and policies. This workshop will examine how major categories of new technology might be introduced with this framework to move urban areas toward sustainable urban travel. This theme will consider how intelligent transportation systems and telecommunications can play a critical role in integrated strategies to encourage sustainable urban travel. Intelligent transportation systems and other new technologies are a means to improve safety, manage traffic, and protect the environment. In this session, panel members will explore how new technologies are being used to improve the movement of freight and passengers, save fuel and reduce emissions.

Intelligent Transportation Systems
- Intelligent Transportation Systems: The Transcom Experience, Matthew Edelman, Executive Director, TRANSCOM, Jersey City, New Jersey
• ITS and Transportation Sustainability, Tom Buick, Maricopa County Department of Transportation, Phoenix, Arizona
• European Policy on Alternative Motor Fuels, Mrs. Maria Alfayate, European Commission, Clean Urban Transport Unit, Brussels, Belgium

**Discussion: All Participants**
1. How can national policies promote the development and implementation of technological solutions?
2. How have combined transportation and environmental goals been pursued through technology? What have the results been?
3. What experiences have local governments had incorporating intelligent traffic management into their sustainable strategies?
4. How have national, regional and local governments worked collaboratively in pursuit of technological solutions?

**DAY 3**

8:00-9:00 Continental Breakfast

9:00 – 10:45 Session 8: Monitoring Progress and Feedback
Moderator: William Lyons

National, state and local governments can use performance measures to guide investment decisions, promote transparency in decisionmaking and increase the accountability of public expenditures. The use of performance measures requires consistent monitoring of urban travel and land use activities and their links to health and environmental objectives and communicate the results of this monitoring to elected officials and the public. Members of this panel will share their experiences with developing and implementing performance measures.

• Problems in the collection and monitoring of urban travel data, Mary Crass, ECMT
• Mobility Performance Measures Program, Florida Department of Transportation’s, Gordon Morgan, Manager of Highway Data Analysis Section, Florida Department of Transportation, Tallahassee, Florida

**Discussion: All Participants**
1. How are national governments encouraging the consistent monitoring of urban travel and land use activities and their links to health and environmental objectives?
2. How is the information shared with decision-makers and the public?
3. Is the information influencing the development of policies and future transportation investments?
10:45 – 11:00 Break

11:00 – 12:00 Session 9: Conclusions
Moderator: Ed Weiner – Concluding Discussion

Presentation from the Rapporteur and discussion of conclusions and possible guidelines on integrated planning, improving institutional coordination, public consultation, and new technology to improve implementation of sustainable urban travel policies.

12:00 - 5:00 Box Lunch and Field Trip/Technical Tour: Silver Spring, Maryland
Downtown Silver Spring: Transportation and Urban Revitalization, Rick Hawthorne, Director of Transportation Planning, The Maryland- National Capital Park and Planning Agency, Silver Spring, Maryland

Silver Spring, Maryland — A 21st Century Renaissance

The 21st-century renaissance of Silver Spring has hit its full stride and each day seems to bring another dimension to the ever-changing face of the Downtown area. The project will revitalize a declining suburban center using a major Metrorail station as the hub of the project.

Thanks to a successful partnership between Montgomery County and PFA Silver Spring LC (The Peterson Companies, Foulger Pratt Companies and Argo Investment Company), the $400 million redevelopment project has attracted a retail mix including restaurants, retail shops, a 20-screen movie theater, a hotel and a six-story office building, all of which will open within the next 18 months. Two parking garages, providing more than 3,000 spaces, will open in 2004.

A key element of the new Downtown Silver Spring will be the Civic Building bordering the Town Square at Fenton Street and Ellsworth Drive. The 48,000 square-foot building will include a Great Hall, in addition to meeting rooms, the offices of the Silver Spring Regional Center, and the Round House Theatre School. Enhancing the front of the building will be Veterans Plaza that will contain a pavilion for outdoor events and an ice rink in the winter, in addition to a memorial to Silver Spring veterans.

The American Film Institute's new east coast home at the AFI Silver Theatre and Cultural Center has been called the "crown jewel" of the redevelopment project by County Executive Douglas M. Duncan. Located at 8633 Colesville Road, the 49,000 square-foot complex will house three theatres - one historic, two with stadium style seating - a café, a film-based retail outlet, offices and meeting spaces, as well as reception and exhibition areas. The AFI Silver Theatre and Cultural Center will also serve as a screen education center for K-12, college and continuing education.

Another first-class entertainment venue making its debut is Round House Theatre Silver Spring, a black box theatre seating up to 150 patrons, located next to the AFI Silver on Colesville Road. The award-winning theatre's Silver Spring home will host a series of professional productions, family shows, new works and performances related to education and outreach programs.

Another component in the renaissance of Silver Spring is the new world headquarters of Discovery Communications, Inc. which opened its doors to the first of 1,500 employees in February. The 550,000 square-foot building sits on nearly 3-1/2 acres at the corner of Georgia Avenue and Colesville Road in the heart of the business district. Discovery Communications -- the parent company of numerous cable
channels, including Discovery Channel, Animal Planet and Discovery Health - is broadcast in more than 150 countries and is the most watched TV brand in the world.

Take the existing stores that have opened along Fenton Street and add in a new Transit Center, which will include a mixed-use development; the expansion of Montgomery College in south Silver Spring; a new State District courthouse; and streetscaping amenities, and a revitalized Silver Spring can take its place among the model urban redevelopment projects in the country.