



Introduction to CREATE:

Congestion Reduction in Europe –
Advancing Transport Efficiency

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Overview

- Context
- Objectives
- Conceptual approach
- Intended impacts
- WP structure
- Timeline
- Key outputs





Context


- A 3-year Horizon 2020 project, funded by the European Commission
- One of a number of projects funded under the theme “Tackling urban road congestion” – our focus on reducing car use
- 18 partners from 11 countries





CREATE Partners

Participant No	Participant Organisation Name	Country
1 (Coordinator)	University College London (UCL)	UK
2	BOKU, Vienna, Institute for Transport Studies	Austria
3	EIP Bucharest (SME)	Romania
4	EUROCITIES ASBL	Belgium
5	Fondation Nationale des Sciences Politiques (FNSP)	France
6	IAU île-de-France (SME)	France
7	INRIX UK Ltd (SME)	UK
8	COWI	Denmark
9	Vectos UK (SME)	UK
10	City of Berlin	Germany
11	City of Copenhagen (CPH)	Denmark
12	Transport for London (TFL)	UK
13	Adana Metropolitan Municipality (AMM)	Turkey
14	Greater Amman Municipality (GAM)	Jordon
15	City of Bucharest (PMB)	Romania
16	City of Skopje	Macedonia
17	City of Tallinn (TLN)	Estonia
18	Technische Universität Dresden	Germany





Objectives

1. Investigate nature and causes of urban road traffic congestion:
 - Improved measures of congestion and network performance
2. Examine how 5 Western European cities have succeeded in reducing car use and developing a more liveable city
 - Both quantitatively & qualitatively



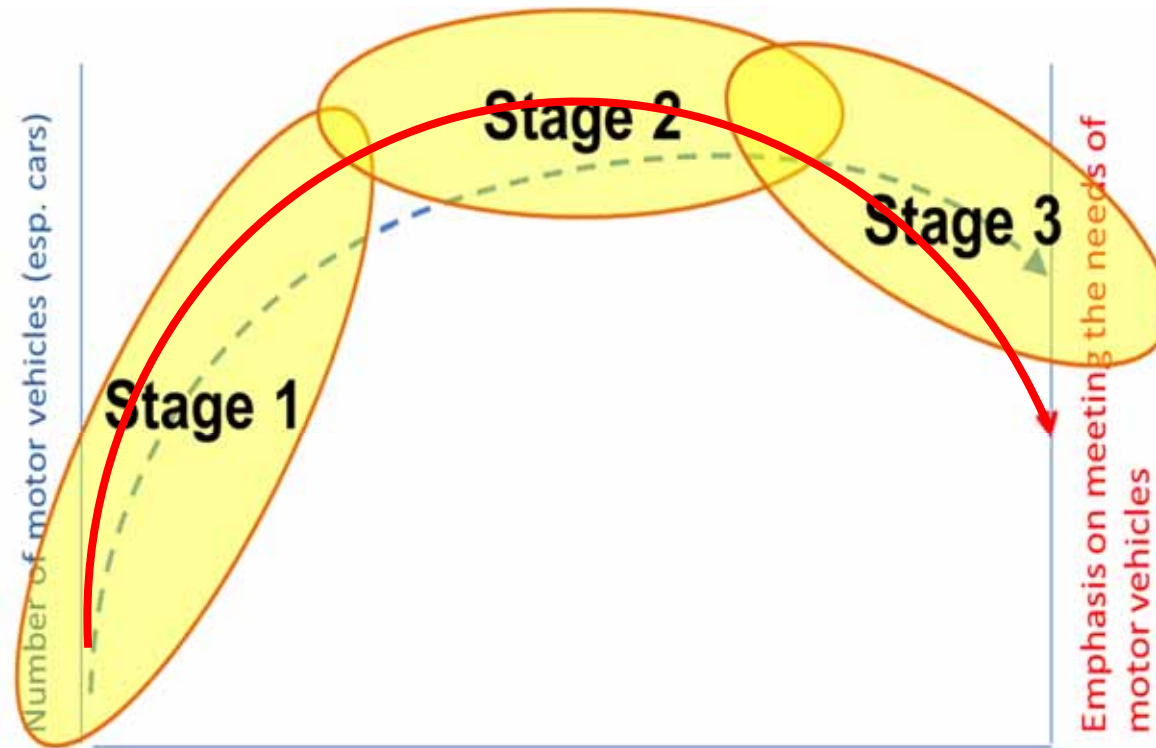


Objectives

3. Develop concrete guidance for 'Eastern European' cities on how to reduce car use and promote liveability
 - Including development of business cases
4. Address challenges of city growth and resulting 'mobility densification'
5. Comprehensive dissemination, KT, engagement, & exploitation



Transport Policy Cycle

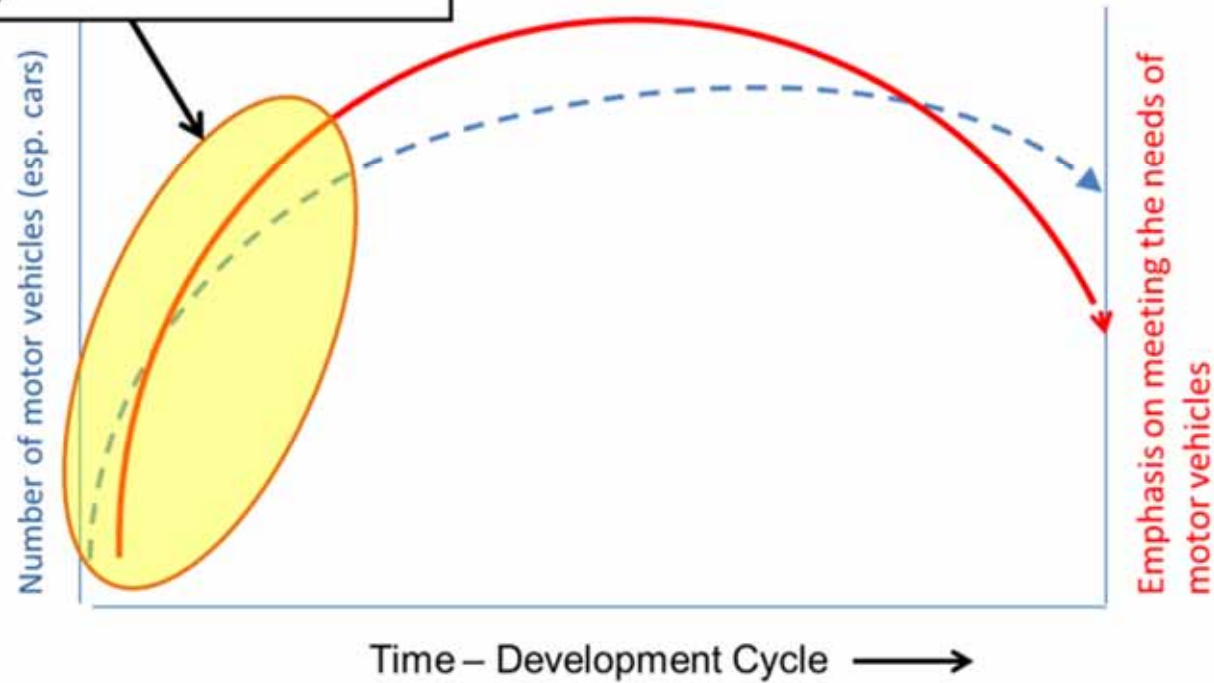


Time - Development Cycle →



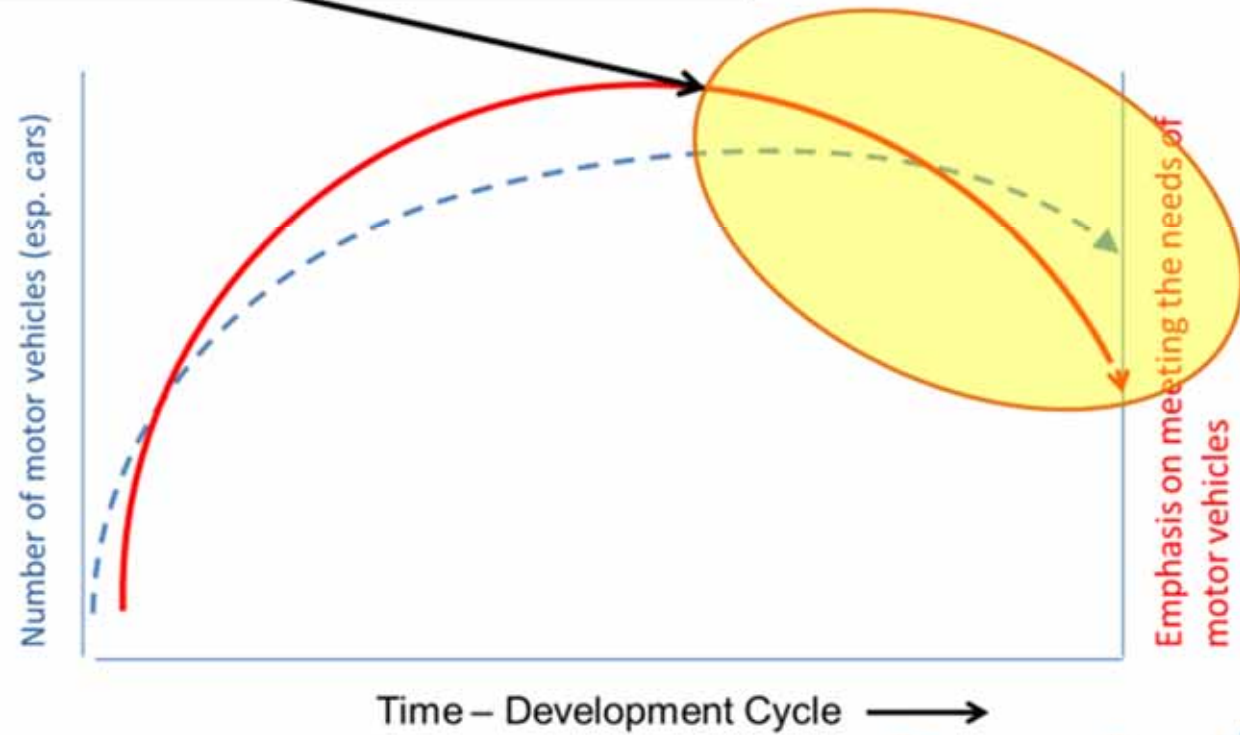
Rapid growth in Car ownership. Strong support for new roads and parking provision – both among wealthy/powerful early owners and aspiring owners; also seen as a positive sign of a developing economy/society. Lack of investment in public transport, walking and cycling.

Stage 1: 'Vehicle' focus



Now main emphasis on efficient and sustainable modes (rail, bus, walking and cycling), and high quality public realm. Space reallocated from car traffic to other modes and street activities; some intrusive road infrastructure removed, or put underground. Car use – and sometimes car ownership – start to decline.

**Stage 3: 'Activity/
Quality of life'
focus**



Motorway removal: Portland

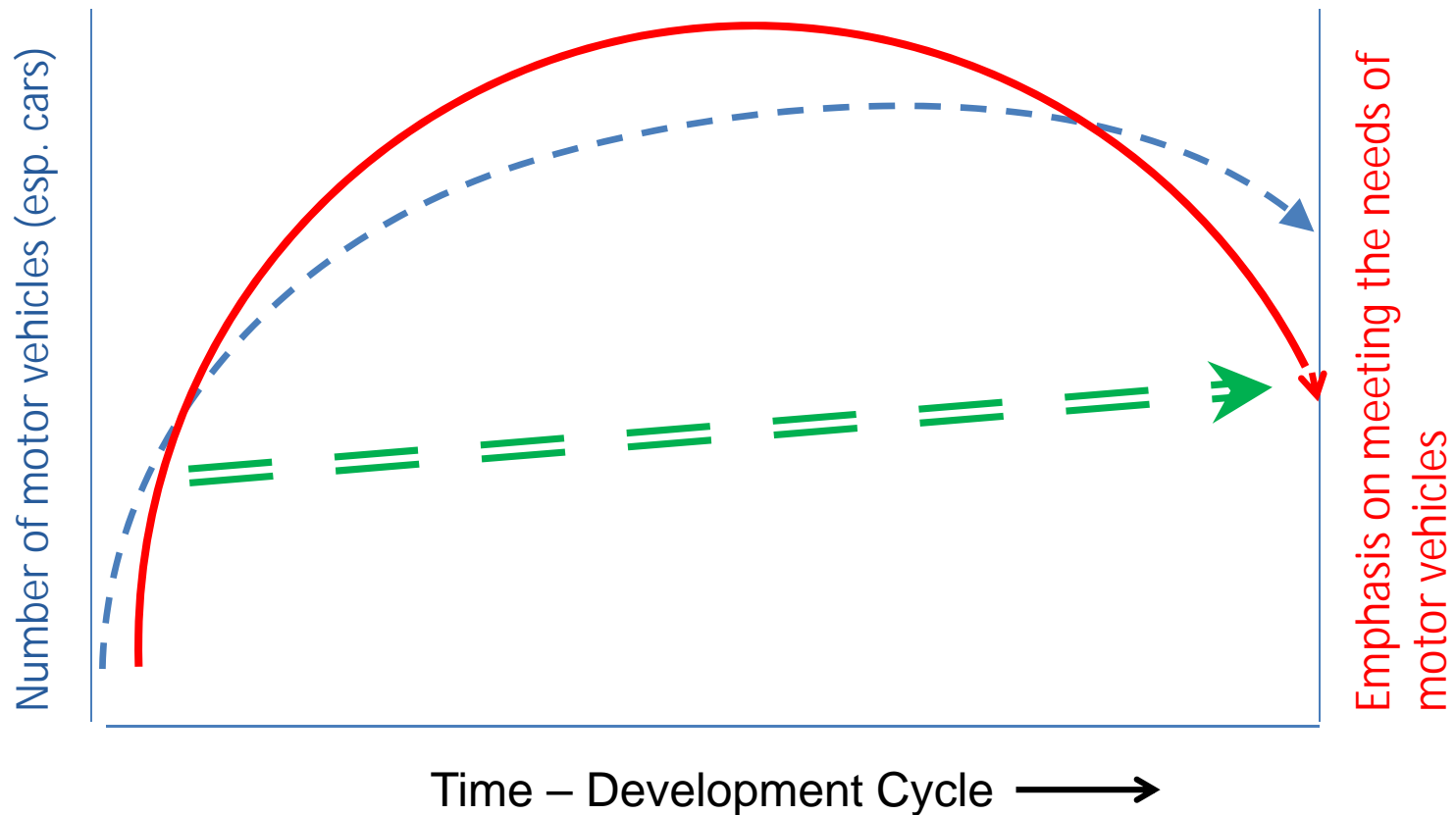


Seoul

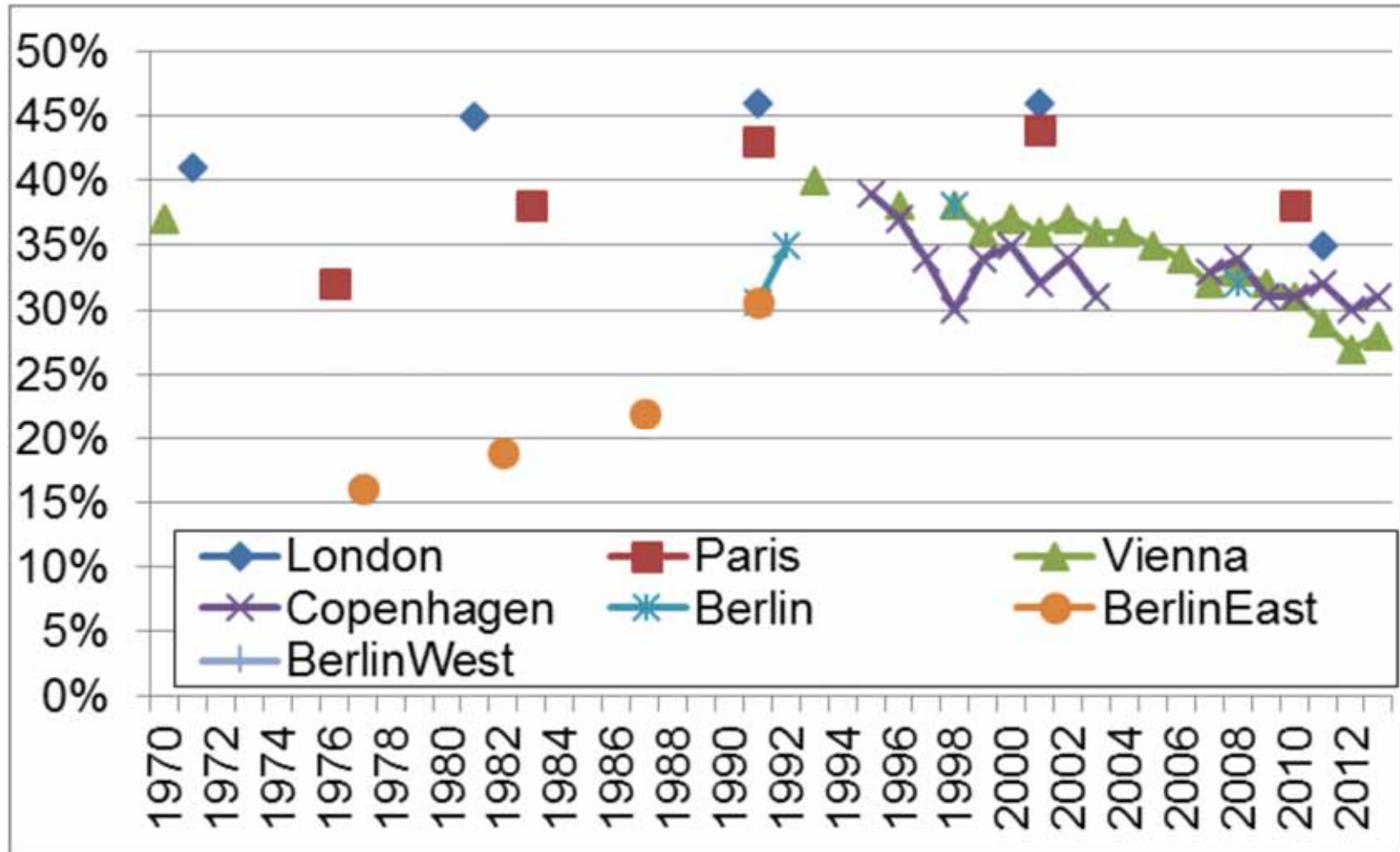


Transport Policy Cycle

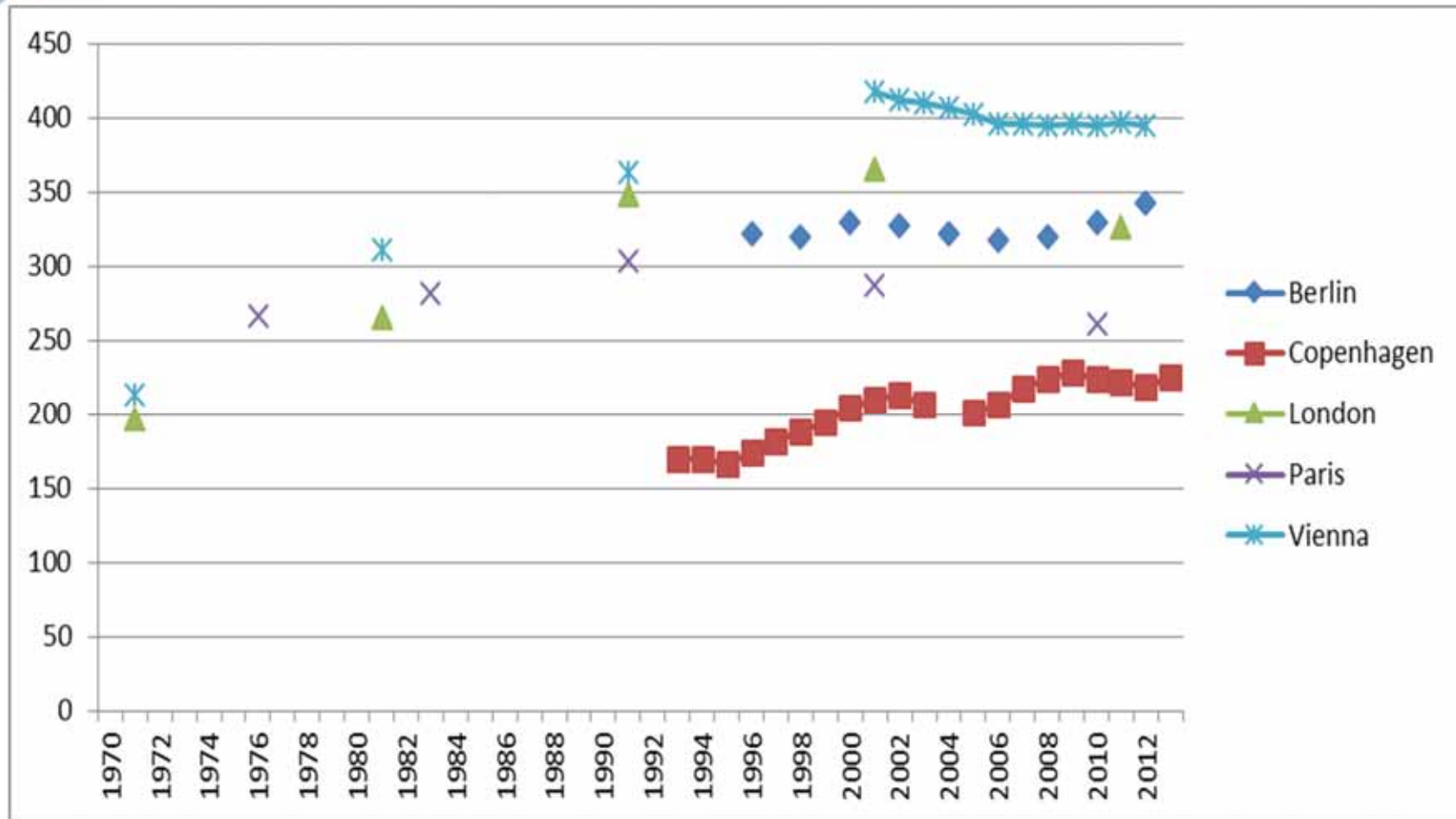
Can this evolutionary/learning process be short-circuited?



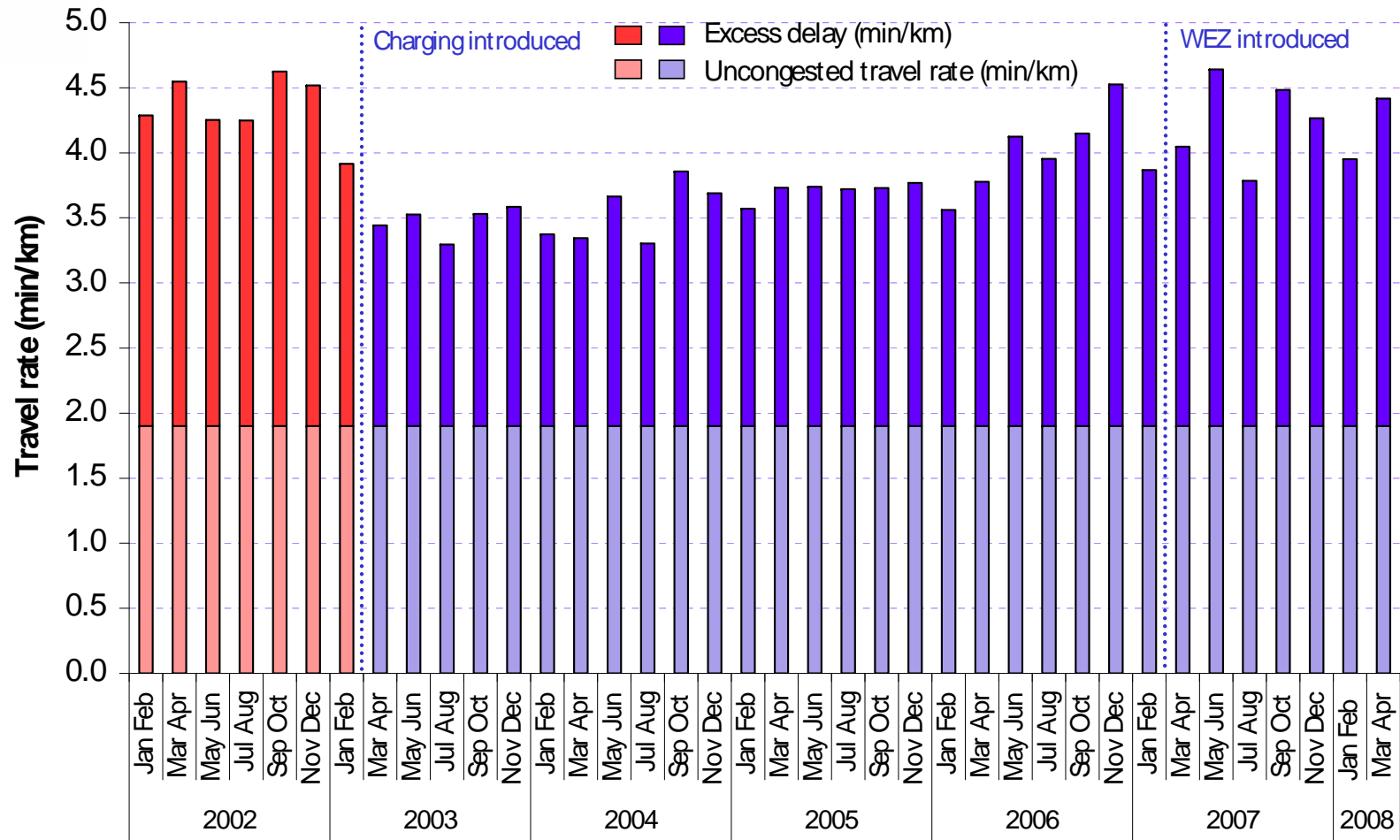
Car Driver Modal Shares, Over Time



Car Ownership, Over Time



Excess Travel rate (TfL)



London – Peak Period Congestion



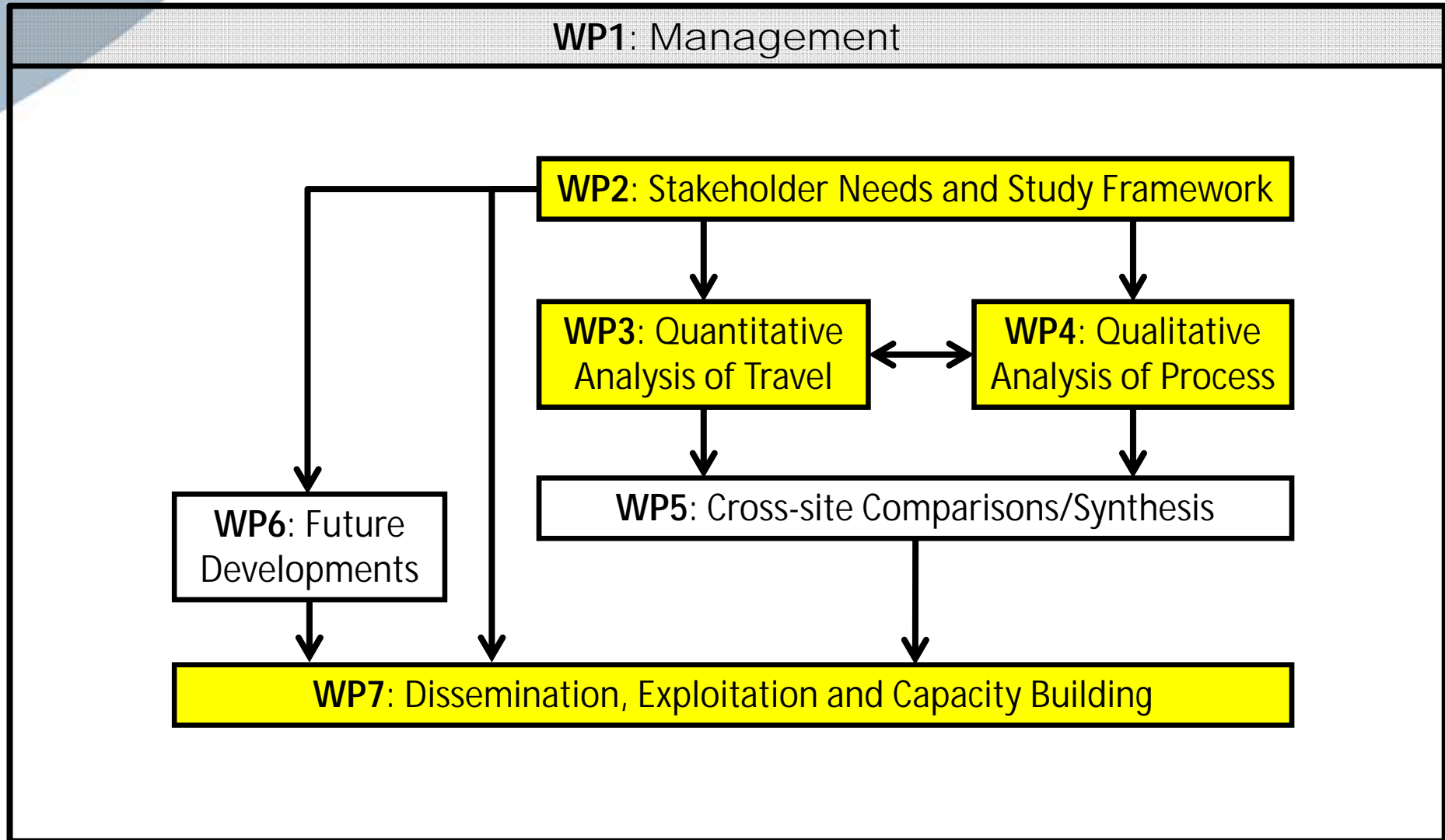


Intended Impacts

- Change debate about measurement of congestion & network performance
- Provide insights into why cities evolve away from car promotion and how – is this universally possible?
- Guidance to Stage 1 cities on how - and why - to rapidly advance to Stage 3
- Coping with 'mobility densification'



CREATE WP Structure



		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
WP 1	MANAGEMENT																																				
	T1.1 Strategic project management activities and EC liaison																																				
	T1.2 Contractual, administrative and financial management with partners																																				
	T1.3 Scientific management through workpackages																																				
WP2	STAKEHOLDER NEED, CONGESTION AND STUDY FRAMEWORK																																				
	T2.1 Urban congestion and network performance																																				
	T2.2 Stakeholders' perspectives and needs assessment																																				
	T2.3 Detailed CREATE project specification																																				
WP3	QUANTITATIVE ANALYSIS OF DETERMINANTS OF TRAVEL																																				
	T3.1 Detailed technical specification, and data collection and collation																																				
	T3.2 Data processing and harmonization																																				
	T3.3 Basic descriptive analysis for individual cities																																				
	T3.4 INRIX data: measuring congestion and network performance using indicators agreed in WP2																																				
	T3.5 Cross-city data analysis																																				
WP4	QUALITATIVE ANALYSIS OF POLICY PROCESSES																																				
	T4.1 Establish a common methodology and data collection strategy for WP4																																				
	T4.2 Overview of the current situation and assessment of data availability in all five Stage 3 cities.																																				
	T4.3 Qualitative analysis of transport policy development cycle processes in the five Stage 3 cities during the Shift from Stage 1 to Stage 3.																																				
	T4.4 Comparative analysis of the five case studies																																				
WP5	COMBATING CONGESTION AND REDUCING LEVELS OF CAR USE IN EUROPEAN CITIES : STRATEGIES, BUSINESS MODELS AND GUIDELINES																																				
	T5.1 Identifying best European practice to combat congestion: A long term analysis of traffic congestion and car use reduction in major European cities: what policies and measures worked?																																				
	T5.2 Implementing best European practice to combat congestion: Business and investment pathways for tackling traffic congestion and reducing car dependence (Lead: Vectos)																																				
	T5.3 The CREATE guidelines: pathways to tackling congestion and reducing levels of car use in European cities																																				
WP6	FUTURE DEVELOPMENTS																																				
	T6.1 Likely future patterns of mobility demand																																				
	T6.2 Assessing the scope for using advances in transport technology and management																																				
	T6.3 Scope for advances in non-transport technologies and changing underlying demand patterns																																				
	T6.4 Stage 4 city policies																																				
WP7	DISSEMINATION, CAPACITY BUILDING, KNOWLEDGE TRANSFER AND EXPLOITATION																																				
	T7.1 Dissemination																																				
	T7.2 Capacity Building																																				
	T7.3 Knowledge Transfer																																				
	T7.4 Exploitation																																				





Primary External Outputs

- **D2.1:** Urban congestion & network performance – a new understanding
- **D3.3:** Report of cross-city comparisons
- **D4.3:** Final report on socio-political factors
- **D5.3:** The CREATE guidelines: pathways to tackling congestion and reducing levels of car use in European cities
- **D6.4:** Developing a set of effective and politically acceptable Stage 4 city policies: an SUMDP (Sustainable Urban Mobility **D**ensification Plan)





Thank you!

www.create-mobility.eu

