

Solution package 4:

Decarbonizing mobility & freight logistics

Modal Shift - Mapping the local challenges

Session Summary

The second session of ASCEND's SP4 Community of Practice was an online workshop focused on mapping the specific challenges to achieve a modal shift in each city's PCED. Eduardo Blanco from Energy Cities facilitated the session using a pentagonal problem methodology, allowing each city to dissect the modal shift challenge and identify gaps for further implementation.

Common Challenges

- **Mindsets and cultural adoption** are slowing down the modal shift to public and decarbonized modes. Citizens are not used to new mobility services and usually come with a car-centric mindset. Despite the technical and governance challenges to deploy mobility services and solutions cities must have a systemic approach to show their benefits to citizens.
- **Decision making processes on mobility topics are not streamlined.** To deploy any kind of mobility solutions, local authorities need to articulate a large span of departments and stakeholders. Lacking transversal governance, this delays transformations.

Main Takeaways

- **Assessing the positive impacts of the modal shift is crucial.** In general, the impacts of mobility solutions are only measured from a pragmatic perspective (cost, traffic reduction, GHG emissions...). Nevertheless, it has much broader social impacts, like promoting social equality, better health and a socially just right to use the city and the public spaces. Assessing these positive impacts and adding them to the urban equation can stress why solutions for modal shift should be central in our policies.
- **Mobility solutions need clear business models to last.** Local and regional authorities can generate funds to invest in new mobility solutions, public transportation, cycling infrastructure, and other green alternatives by systemic policies that discourages the use of high-emission vehicles, such as increasing taxes on fossil fuel-powered vehicles, freeing space for new mobilities services and adjusting parking fees.

Quote

"The session provided a great opportunity to learn about the main challenges that affect the acceleration of the modal shift from carbonised and individual transportation to active and decarbonised modes. It was interesting to see how cities face very similar challenges, for example how space can be provided for different mobility needs while the public spaces are limited. It is important to have a platform like this, where cities can share experiences and ideas to achieve better changes in urban mobility." - **Aletta Büki, BKK Budapest**

