MAKING CITIES **ACCESSIBLE**

Cities are hubs for ideas, culture, economy, productivity, social development and much more. However, many challenges exist to maintaining cities, in particular in terms of mobility which has a direct impact on social and economic development as well as on quality of life.

Therefore, preserving and improving quality of life, developing economic competitiveness, as well as the social, cultural and touristic development are the primary objectives of municipalities, be it large ones or small ones.

In terms of traffic and congestion, aspects like the reduction of pollutants (particle matter PM10 or PM2,5, NOX, ozone, etc.), noise or carbon emissions (CO2) are of crucial importance. Accessibility is a key issue, be it for commuters, emergency services or deliveries. Road safety is also a central issue.

To achieve these goals it is necessary to impose rules and restrictions, to some degree, for the access and parking of vehicles and the transportation of goods in urban areas.

There is no doubt in fact that urban access management schemes influence the mobility behaviour of individuals and businesses more than any other measure; access management becomes an instrument to shape the fleet composition within the zone and to shape the mobility behaviour.

Changing the Behaviour of the citizen in the city, first of all, of those who drive vehicles should therefore be the real goal of an Urban Access management system.

The monetary aspect is one of the most effective drivers in changing behavior. By assigning a price to the access to city areas, drivers get aware of what they are doing and they start thinking of alternatives, like other transport modes or even other travel times if the peak hour is priced. The pricing scheme is an expression of the city's transport policy; polluter cars could be priced higher than green cars, longer stays can be priced higher than short stays (or the other way round), and so on. The pricing scheme can be adopted upon changed conditions without changing technology. Instead of typical disincentives used in urban areas such as congestion charges which most people dislike, incentives that change driver behavior present an alternative to foster good practice like green car usage or P&R usage.

Kapsch TrafficCom offers with its Urban Zone Access Management a flexible system to reduce traffic congestion in a very selective way. It provides city authorities the possibility to define different tariffs for different users. Specific users may be identified as exempt or entitled to a discount from the charging scheme for specific reasons such as disabled, residents, buses, taxis or others. Also the ban access time could change during the day for the same user. ■

Website: www.kapsch.net