

SPECIAL WORKSHOP

Implementing Mobility as a Service: Mapping, Optimizing and Enhancing the Smart and Multi-Modal Transportation Network

Date: Thursday, 5 October 2017
Time: 13.30 – 18.00

Venue: Warehouse B6
Language: English

Organizer: City of Kaohsiung, ICLEI-Kaohsiung Capacity Center and Susan Zielinski, former managing director of Sustainable Mobility & Accessibility Research & Transformation (SMART) Centre, University of Michigan. Now an independent mobility innovator and writer.

Target group

This interactive workshop is open for 80 participants from a mixed background: businesses, technology companies, city leaders, technical staff, non-governmental organizations (NGO), and transport providers (cars, buses, ferries, trains, etc.). This participant blend will offer different perspectives in identifying challenges and opportunities in implementing mobility-as-a-service (MaaS) in cities.

Description

An efficient and sustainable transportation system is able to better connect and improve a city's places, assets, and economic opportunities to people. In order to accelerate implementation of seamless, multi-modal, door-to-door, and sustainable transportation systems in a particular region, town, or neighbourhood, a systems approach is needed to understand the existing interconnected web of transport-related modes, services, amenities and underlying network that users, and even leaders and operators, may not be aware of. A structured systems approach of mapping the current network could potentially identify short and long-term opportunities, interventions, and pilots. This approach was developed by SMART at the University of Michigan and has been applied in over 25 cities worldwide.

This interactive workshop will use Kaohsiung as a case study. Participants from private companies, technical groups, and policymakers, along with urban practitioners, civil society leaders, and researchers and innovators are invited to provide their respective approaches to transport solutions. At the end of this workshop, participants will have a new methodological tool for advancing and implementing sustainable, connected, innovative, and inclusive transportation systems.

Objectives

- Reveal existing and potential transportation assets and connectivity (the New Mobility Grid) and identify short and long-term interventions, transformations, and pilots related to Kaohsiung's particular opportunities and challenges;
- Identify benefits, opportunities, challenges, strategies, and operational and technical considerations of the proposed innovations and pilots from the systems methodology; and
- Provide participants with a new tool or methodology for advancing and implementing sustainable, connected, innovative, and inclusive transportation systems.

Draft Program

13.00 - 13.30	Registration
13.30 - 13.45	Introduction
13.45 - 14.00	Introducing Kaohsiung's transportation network <i>Jeff Chen, Director-General, Kaohsiung Transport Bureau (tbc)</i>
14.00 - 14.25	Connecting the dots – realizing connected multi-modal transport systems with people, the city, and entrepreneurship in mind – a global context <i>Susan Zielinski, former managing director of Sustainable Mobility & Accessibility Research & Transformation (SMART) Centre, University of Michigan. Now an independent mobility innovator and writer.</i>

14.25 - 15.05	Let's get mapping! <ul style="list-style-type: none"> ▪ Basic instructions ▪ About Kaohsiung's transportation network ▪ Small group breakout <i>Susan Zielinski</i>
15.05 - 16.10	Collaborative mapping and solution exercise
16.10 - 16.40	Coffee break
16.40 - 17.30	Report back and share
17.30 - 18.00	Closing and certificate dissemination

About the facilitator



Susan Zielinski

Former managing director of Sustainable Mobility & Accessibility Research & Transformation (SMART) Centre, University of Michigan. Now an independent mobility innovator and writer.

SMART takes on a multi-disciplinary and systems approach to addressing the emerging challenges and opportunities of integrated and sustainable transportation, and an implementation-focused research. Before SMART, she was a Harvard Loeb Fellow, an independent consultant, and a transportation catalyst at the City of Toronto where in 1998 she hosted a seminal summit, then commissioned the first open study on the emerging global New Mobility industry. With more than 30 years of experience working across sectors to advance sustainable transportation systems, she is a sought-after expert, speaker and trainer in the urban planning and transportation field.

Registration

While there is no registration fee incurred, registration is needed to confirm participation. Please register [here](#).

For more information

EcoMobility World Festival 2017 Team
 ICLEI – Local Governments for Sustainability
 Kaiser-Friedrich-Strasse 7
 53113, Bonn, Germany
ecomobility@iclei.org

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