

## Enabling actions

Levers	Actions
Governance	<p>Rethinking of the governance model towards more integration, efficiency and collaboration across all actors (public and private), not only in planning, but also across execution.</p> <p>Establishing a unified mobility control center to steer and optimize system flows, supported by an enabling data platform with access rules and arbitration arrangements.</p>
Investments in physical mobility infrastructure	<p>Reassessing investments in mobility infrastructure to:</p> <ul style="list-style-type: none"> <li>Focus on those investments which will be a stimulus to re-boost the economy.</li> <li>Delay or deprioritize certain investments to meet new, reducing public funding constraints.</li> <li>Focus on reversible projects to avoid investing in high-cost infrastructure that may not be compatible with future needs.</li> </ul> <p>Examples of post-COVID new or accelerated mobility infrastructure investments include the following:</p> <ul style="list-style-type: none"> <li>Extensive cycling-network extension to nudge active travel (walking, cycling) and personal mobility devices (PMDs, e.g., e-scooters and other devices).</li> <li>Introduction of temporary "pop-up lanes" (mostly in Europe), some of which are likely to be perpetuated.</li> <li>Development of robust infrastructure for pedestrians to improve the walkability of cities (e.g., increasing the size of sidewalks).</li> <li>Infrastructure for urban logistics (e.g., urban distribution centers – UDCs).</li> <li>Parking space for micro-mobility (see also Urban space – Allocation and regulation above).</li> <li>Dedicated bus lanes for public transport (see also Urban space – Allocation and regulation above).</li> <li>Planned accelerated development of multimodal mobility infrastructure ("mobility points") in city centers, or at the outskirts of cities, to support new commuting patterns with the aim to improve intermodality between mass transit, active modes (bicycle) and new mobility solutions (shared mobility and micro-mobility).</li> <li>Planned accelerated development of e-mobility charging infrastructure.</li> </ul>
Investments in digital mobility infrastructure	<ul style="list-style-type: none"> <li>Planned accelerated investment in MaaS by PTAs, often in collaboration with PTOs, with increased focus on the "disaggregated open MaaS platform" market model. This model involves the development of a public MaaS back end and data lake open to MaaS third-party operators (public and private) to connect and deploy their front-end MaaS business-to-consumer applications. Special mention can be made to Madrid PTO (EMT), which developed during the crisis a MaaS manifesto, "Alianza por un MaaS sostenible", to unlock the potential of MaaS by enhancing trust and balance between public and private actors.</li> <li>Investment in urban logistics digital platforms for essential-goods delivery, for example, by on-demand mobility solutions, delivery scooters or bikes. This includes using volunteers to cater for the needs of the elderly during the crisis, as has been done in Brussels.</li> </ul>
Mobility demand management through incentives, marketing & communication	<p>Introduction (or enhancement) of mobility demand management measures to positively drive mobility behaviors. Illustrative examples include:</p> <ul style="list-style-type: none"> <li>Incentives to encourage adoption of soft mobility modes (e-bikes and e-scooters).</li> <li>Incentives to encourage adoption of shared mobility.</li> <li>Discounts on parking for shared cars.</li> </ul> <p>Delivering a public relations push, including communication and narratives, to:</p> <ul style="list-style-type: none"> <li>Restore public trust in mass transit, including new safety and health processes and transparency on charges, to avoid the "shift to car".</li> <li>Maintain/reinforce a shift towards a sustainable mobility mix (including on-demand, shared, PMD).</li> </ul> <p>Incentivizing business enterprises through tax relief to increasingly favor WFH and arrange employee work hours to support flattening the peaks. Also provide businesses with guidance on how they can support their employees in WFH.</p> <p>Proactive communication towards schools to trigger adaptation of school schedules (starting and closing times) to flatten the peak.</p>
Collaborative platforms & innovation	<p>Accelerated set-up of collaborative platforms to foster public private collaboration – including forging new public-private partnerships, leveraging strengths of both private (funding) and public (public trust) and accelerating development of a win-win logic – and trigger multi-actor innovation and lateral learnings at system level.</p>