



Transatlantic Dialogue – Roadshow on Sustainable Mobility

“Optimizing and Integrating Urban Mobility Networks”

Birmingham, Alabama, Tuesday, February 5th, 2019

Venue: The Westin Birmingham, 2221 Richard Arrington Jr Blvd. N, Camellia Room (2nd floor)

Venue kindly sponsored by:



08:30 AM *Registration & Networking Breakfast*

09:00 AM **Welcome & Opening Remarks**

Keynote Presentation: Best Practices in Optimized and Integrated Mobility in Germany

09:15 AM **Patrick Daude**, Project Manager & Coordinator “Cities for Mobility”, Mayor’s Office for Strategic Planning & Sustainable Mobility, City of Stuttgart

Panel 1

Optimizing the User Experience – Making Mobility Networks more Reliable & Desirable

- 09:45 AM**
- Expanding services: network reachability and coverage, mixed/shared use of public space and mobility infrastructure
 - Streamlining services: length of waiting and travel times, route plannability, fare structure and pricing, safety
 - Integrating services: creating more opportunities to use entire public transport system across the region regardless of transport modes, schedules, ticketing systems, etc.

Panelists TBA

10:45 AM *Coffee break (15 minutes)*

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**Transatlantic Dialogue
Sustainable Mobility**

Case Study: City of Cologne – Sustainable Mobility in Urban Culture

11:00 AM **Christian Dörkes**, Head of Division for Transport Planning, Office for Road & Transport Development, City of Cologne

Panel 2

Moving Forward on Moving People – Cultivating a Culture of Urban Mobility

- 11:30 AM**
- Mobility as a driver of urban social integration: bringing the city together with a mobility infrastructure that services all districts and demographics
 - Mobility as a driver of urban economic growth: attracting a skilled workforce with an improved commuter experience, corporate commitment to sustainable mobility
 - Mobility as a driver of urban livability: ensuring a better quality of life with more active and carbon-neutral mobility options

Darrel O’Quinn, City Councilor, District 5, Transportation Committee, Chair
John Smola, Dir. of Business Transformation & Administration, Alabama Power Company
Patrick Daude, Project Manager & Coordinator “Cities for Mobility”, City of Stuttgart
Christian Dörkes, Head of Division for Transport Planning, City of Cologne

12:30 PM *Conclusion, Final Question & Answer Session*

12:45 PM *Networking Lunch*

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