



PACTRANS SEMINAR SERIES

Date: Friday April 19th 2013
Time: Seminar: 10:30 A.M. – 11:20 A.M.
Reception: to Follow
Location: UW Seattle Campus
Husky Union Building Room 334

Organized by

**The Pacific Northwest Transportation Consortium (PacTrans)
USDOT University Transportation Center for Federal Region 10**

Presentation Title:

Sustainable Mobility, Place-making, and Economic Competitiveness: Striking a Balance

Abstract

Transport infrastructure is critical to the competitiveness of cities and regions in the global marketplace. With knowledge- and service-based industries driving economic growth in many sectors of the modern economy, creating functional yet highly livable and socially vibrant and inclusive cities is essential to global competitiveness and economic well-being. This lecture addresses the challenges of striking an appropriate balance between transport infrastructure as an economic conduit and broader place-making and community-building objectives, drawing lessons from Asian, European, and American contexts. Emphasis is given to striking a balance between building transportation infrastructure for mobility purposes and advancing sustainable urbanism as an economic development strategy. Specific case contexts include freeway-to-boulevard conversions, new-towns/in-town, green transit-oriented development, edge-city retrofits, and pedestrian-friendly bus rapid transit and high-speed rail systems. Suggestions on how to best strike a balance between planning for mobility and livability will be given.

Speaker: Robert Cervero



Robert Cervero is the Carmel P. Friesen Chair of Urban Studies and Professor of City and Regional Planning at the University of California, Berkeley, where he is also Director of the Institute of Urban and Regional Development (IURD) and Director of the University of California Transportation Center (UCTC). Professor Cervero's research centers on sustainable infrastructure policy and planning, in particular the nexus between urban transportation and land-use systems. Professor Cervero currently chairs the International Association of Urban Environments, serves on the International Panel on Climate Change (IPCC) and is a contributing author to the 5th IPCC assessment, focused on urban settlements. Professor Cervero is also a lead author of the forthcoming 2013 Global Report on Sustainable Mobility for the UN-Habitat.

For questions, please contact Ms. Meghan MacKrell, assistant director for PacTrans at

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