



SUSTAINABLE
URBAN MOBILITY
PLANS



Sustainable Urban Mobility Plans - Planning for People

www.mobilityplans.eu

A SUSTAINABLE URBAN MOBILITY PLAN



WHAT IS IT?

... a strategic plan that builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles to satisfy the mobility needs of people today and tomorrow for a better quality of life in cities and their surroundings.

WHAT IS ITS PURPOSE?

A Sustainable Urban Mobility Plan aims to create a sustainable urban transport system by:

- Ensuring the accessibility of jobs and services to all;
- Improving safety and security;
- Reducing pollution, greenhouse gas emissions and energy consumption;
- Increasing the efficiency and cost-effectiveness of the transportation of persons and goods;
- Enhancing the attractiveness and quality of the urban environment.



WHAT IS THE SCOPE?

The policies and measures defined in a Sustainable Urban Mobility Plan should address comprehensively all modes and forms of transport in the entire urban agglomeration, including public and private, passenger and freight, motorised and non-motorised, moving and parking.

WHAT DOES IT BUILD ON?

Municipalities should not consider it as yet another plan on the urban agenda. It is important to emphasise that a Sustainable Urban Mobility Plans builds on and expands existing plan documents.

” If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places. Fred Kent

”

HOW DOES IT WORK?

A Sustainable Urban Mobility Plan is a way of tackling transport-related problems in urban areas more efficiently. Building on existing practices and regulatory frameworks in the Member States, its basic characteristics are:

- A participatory approach;
- A pledge for sustainability;
- An integrated approach;
- A clear vision, objectives and measurable targets;
- A review of transport costs and benefits.



A participatory approach that involves citizens and stakeholders from the outset and throughout the planning process

Involving citizens and other stakeholders is a basic principle to be followed. It is crucial to thoroughly plan the involvement. This requires consent why certain stakeholder groups should be involved and what their influence could be. Following the actual stakeholder identification, a stakeholder coordination strategy should determine the how and when of the involvement. Through an appropriate citizen and stakeholder involvement, decisions for or against specific urban mobility measures as well as the Sustainable Urban Mobility Plan itself can obtain a significant level of “public legitimacy”.



A pledge for sustainability to balance economic development, social equity and environmental quality

A commitment to the principles of sustainability is essential. As sustainability is a complex concept, it is important to develop a joint understanding among the key stakeholders of what sustainability and sustainable mobility means for a city and its surroundings. In developing a Sustainable Urban Mobility Plan, the view should be broadened beyond transport and mobility and appropriately consider social, economic, environmental, and political-institutional criteria.



An integrated approach that considers practices and policies of different policy sectors, authority levels, and neighbouring authorities

In many cases, plan development is driven by a city's mobility or transport department. However, the policy relevance of Sustainable Urban Mobility Plans is not limited to mobility and transport, and it is one of its characteristics to involve other municipal and regional departments (for example, land-use, environment, economic development, social inclusion, health, safety) in the planning process. It is a significant challenge to address deficits in integration and cooperation, but is also a main source for innovation and improvement.



A clear vision, objectives and a focus on achieving measurable targets that are embedded in an overall sustainable development strategy

The plan should be based on a long-term vision for transport and mobility development for the entire urban agglomeration. It should cover all modes and forms of transport: Public and private, passenger and freight, motorised and non-motorised, moving and parking. A strategic vision provides a qualitative description of a desired urban future and serves to guide the development of appropriate planning measures. The vision needs to be specified by concrete objectives, which indicate the type of change desired. Changes and impacts also need to be measurable requiring a well-thought-out set of targets that focus on selected areas and indicators.



A review of transport costs and benefits, taking into account wider societal costs and benefits

Measure selection is guided not only by effectiveness but also by value for money. Especially in times of tight budgets for urban transport and mobility, it is crucial to get the most impact possible for the resources spent. This requires a basic assessment of options with an eye on costs and benefits, including those that cannot be easily measured or valued such as those related to greenhouse gas emissions or air quality impacts. The European Commission emphasises in its Transport White Paper (2011) the importance to proceed with the internalisation of external costs for all modes of transport applying common principles while taking into account the specificity of each mode.

POLICY BACKGROUND

In the **Action Plan on Urban Mobility** published in 2009, the European Commission proposed to accelerate the take-up of Sustainable Urban Mobility Plans in Europe by providing guidance material, promote best practice exchange, identify benchmarks, and support educational activities for urban mobility professionals. EU transport ministers are supporting the development of Sustainable Urban Mobility Plans. The conclusions on the **Action Plan on Urban Mobility** of 24 June 2010 state that the Council of the European Union “supports the development of Sustainable Urban Mobility Plans for cities and metropolitan areas [...] and encourages the development of incentives, such as expert assistance and information exchange, for the creation of such plans”.

In March 2011, the European Commission released its **Transport White Paper** “Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system” (COM(2011)0144 final). The Transport White Paper proposes to examine the possibility of making Urban Mobility Plans a mandatory approach for cities of a certain size, according to national standards based on EU Guidelines. It also suggests to explore linking regional development and cohesion funds to cities and regions that have submitted a current, independently validated Urban Mobility Performance and Sustainability Audit certificate. Finally, the Transport White Paper proposes to examine the possibility of a European support framework for a progressive implementation of Urban Mobility Plans in European cities.

Developing and implementing a Sustainable Urban Mobility Plan should be understood as a continuous process which comprises eleven essential step. The graphical overview of this process presents these steps in a logical sequence. In practice these activities can run partially in parallel or include feedback loops.

A detailed description of all the steps and activities can be found in the Guidelines “Developing and Implementing a Sustainable Urban Mobility Plan”. The Guidelines include good practice examples, useful tools and references that further illustrate the entire plan making process. The guidelines can be downloaded at www.mobilityplans.eu



PROCESS



SUMP IN PRACTICE



Koprivnica, Croatia – Status analysis

Koprivnica, a city of 33,700 inhabitants in North-Western Croatia, carried out a detailed status analysis of its urban mobility situation. This was based on a self-assessment by the municipality, an extensive consultation process with a range of stakeholders and a public survey. The self-assessment revealed that the city has excellent conditions to promote sustainable mobility, and it was crucial in choosing the right focus for the city's mobility strategy. The urban structure is level, compact and has enough space to install an extensive bicycle network. Already now 30% of the population walk or cycle regularly. 70% of school children go to school by public transport, cycling or walking. In the summer vacation period, pedestrians and cyclists outnumber cars. When car drivers were asked in the public survey whether they would change their mobility patterns if proper infrastructure was in place, there was overwhelming support.



Budapest, Hungary – Integration and policy coordination

Budapest is an example for the integration of a mobility plan into an overall municipal policy framework. In 2003, the city endorsed the Urban Development Concept. It defines the vision and long-term priorities for the city's overall development. Based on this concept and extensive stakeholder consultations, the city developed the Urban Development Strategy of Budapest - known as Podmaniczky Plan. This policy document sets out the city's development priorities for the period 2005–2013, including the main urban development measures. This urban development strategy is complemented by the Heart of Budapest Mobility Plan. This plan was created in 2007 to revitalise the inner city through large-scale traffic calming and infrastructure projects in the field of sustainable urban mobility. The plan prioritises non-motorised local transport to support local businesses and enhance the quality of life.



Odense, Denmark – Stakeholder & citizen communication

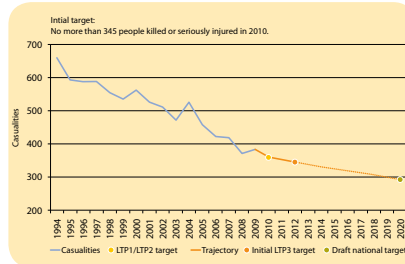
Thanks to a major effort to communicate its Traffic and Mobility Plan to its citizens, the City of Odense finally managed to close two major roads to cars – something that had been stopped previously due to public concern over displaced traffic. In 2007, the city involved the widest range of stakeholders (not just local residents, but many different groups from across the city), and developed a special “Toolbox” to explain traffic planning in simple terms. In addition, the plan gradually changed from a document about cars and traffic to one about people and places, and it was constantly promoted, on its own website, on posters, and in the local press and at special events. All this work finally paid off, and the Plan was unanimously approved by the City Council.



Lille, France

– Vision building

In Lille, the development process of the Plan de Déplacements Urbains (Sustainable Urban Mobility Plan) started after the big urban regeneration movement in the 1990s. The new TGV terminal created the opportunity of establishing the entirely new neighbourhood called Euralille that also serves as an international, national, regional and local public transport node. Planners have the vision of a city that is economically strong, with an international profile. The renovation of public spaces currently dominated by traffic plays an important part in creating an attractive city. One of the strategic questions raised was the choice between the further development of the metro system and surface public transport (bus and tram). The city opted for surface transport development as a means to restructure, redesign and redefine public spaces.



Cambridgeshire, UK

– Targets and trajectories

The third Cambridgeshire Local Transport Plan (LTP) 2011–2026 defines the indicators and targets that are used to monitor progress towards achieving the plan's objectives. The chosen indicators reflect issues which are most important to Cambridgeshire while at the same time allowing comparisons with other local authorities in the country. The LTP includes illustrations that clarify the links between objectives, targets and long-term trajectories. National road safety targets from the year 2009 sought a 33% reduction people killed or seriously injured by 2020 in road traffic. The LTP sets initial targets for this indicator for the period to 2012. The figure above shows Cambridgeshire's performance against this indicator since 1994 as well as the LTP target for 2012.



Gent, Belgium

– Informing the public

In 2007, the City of Gent and five other partners launched a project to transform the main railway station, Gent Sint-Pieters, and the land around it until 2020 into a huge mixed use development with good intermodal connections. A project this large needed a concerted information and consultation strategy to gain and maintain public acceptance of the works. This resulted in a permanent information point with maps, videos and a 3D model, a regular newsletter for local residents, events in schools and "dialogue cafes" to give people the chance to comment in detail on the project. Twice a year, the public is invited to visit the construction site. On those occasions, 400 to 800 people are invited in small groups to see the work close up and to receive more explanations from project partners and engineers.

BENEFITS



Improved image of a city

A city engaged in sustainable urban mobility planning can project the image of being innovative and forward-looking.



A better quality of life

SUMP means planning for people rather than cars and traffic. It carries an emotional message expressed, for example, in the aim for higher quality public spaces or improved children's safety.



Improved mobility and accessibility

People-focused urban mobility planning ultimately results improves citizen's mobility situation and facilitates access to urban areas and their services.



Environmental and health benefits

Working towards air quality improvements, noise reductions and climate change mitigation leads to positive health effects and significant savings in health-related costs.



Potential to reach more people

Sustainable urban mobility planning offers opportunities to reach more people and better respond to the needs of different user groups.



Citizen- & stakeholder supported decisions

Planning for people implies planning with people. Through citizens and other stakeholders, decisions for or against urban mobility measures can obtain a significant level of "public legitimacy".



Effective fulfilment of legal obligations

Sustainable urban mobility planning offers an effective way to tackle and fulfil legal obligations such as the European Commission's Air Quality Directive or national noise regulations.



More competitive cities and access to funding

SUMPs can provide access to funding available for innovative solutions – potentially offering a decisive advantage over other cities when competing for public funding.



New political vision, integration potential

SUMP offers a long-term and strategic vision. It encourages an effective planning culture which aims at the integration of policy sectors, institutions as well as cities and their surroundings.

INFORMATION

The European Commission seeks to accelerate the large scale take up of Sustainable Urban Mobility Plans by local and regional authorities in Europe by informing comprehensively about the scope, content and benefits of these plans.

GUIDANCE

The 2011 guidance document, "Developing and Implementing a Sustainable Urban Mobility Plan", introduces the concept of Sustainable Urban Mobility Plans and sets out the steps involved in their preparation. The document is aimed at urban transport and mobility practitioners as well as other stakeholders who should be involved in the preparation and implementation of Sustainable Urban Mobility Plans.

SEMINARS

In 2011 and 2012, a team of experts appointed by the European Commission is delivering 35 seminars and experience exchange events on Sustainable Urban Mobility Plans in national languages all over Europe. Contact us to find out about a training workshop near you.

Find more information on:

www.mobilityplans.eu



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