WP 3 Creating a SEE Urban Mobility Toolbox for the introduction of public/collective transport solutions

Mobility toolbox – concept

1 Introduction

Mobility toolbox is a collection of good strategies/tools for making SEE cities/regions effective nodes of transnational accessibility. As Mobility Toolbox refers to all ATTAC themes, respectively Work Packeges, the outcomes of individual WP's will directly feed into Mobility toolbox. Main aim of the MT is to produce a methodology for implementation of Sustainable Urban Mobility Plans (SUMPs) in SEE The implementation of MT measures in ATTAC locations (via Sust.Urb.Mobility Plans) will mitigate congestion and enable the free flow of traffic in SEE transport nodes, contributing to the general objective of ATTAC: reducing bottlenecks in EU transport corridors.

According to ATTAC horizontal aspects (organization, technology, feasibility, transferability and sustainability) the outcomes of Mobility toolbox should provide answers to the following questions:

Organizational aspect
- What are the main procedures for stakeholders' agreement/engagement in assuring improved public transport service?
- What are the key performance indicators for monitoring, evaluating and assessment of PT service?
- How to successfully organise marketing and management issues?
- How and what to change in legislation? (if needed)
- How to consider user needs and requirements?

Financial and technological feasibility
- What are the latest technological solutions for PT services?
- How to identify appropriate technologies (e.g. GPS, GSM) and outputs (e.g. door to door service, price and departure information over internet, on board or real time)
- What are the system requirements for implementing new information technology?
- How to assure financing?
- Which are the main indicators to set the tendering criteria, cost scenarios?
- What are the life cycle costs and what are the (social) benefits of improved PT service?
- How to assure integration with other systems (traffic light priority, traffic management, intermodality)?

Transferability and sustainability aspect
- How to assure strong political support?
- Which documents are needed to successfully maintain improved PT service?
- What to plan on long time and what on short time?
- How to consider already implemented measures in other cities?

In general, the answers on those questions can be divided in top down and bottom up approaches, where top down approaches represents structured recommendations and tools derived from several EU projects, while bottom up approaches represent successfully implemented measures in cities or case studies. Mobility toolbox will joins those approaches.

2. Methodology

Methodology for Mobility toolbox describes processes and structure for feeding the final document.
Main inputs for the Mobility toolbox will be the lessons learned during Mobility Forums, during procedure of PPs (local) SUMPs and implementation and transferability of pilots. Additionally outputs of Joint best practise report and responses from Stakeholders involvement will feed the toolbox.

WP3– Organisation and structure
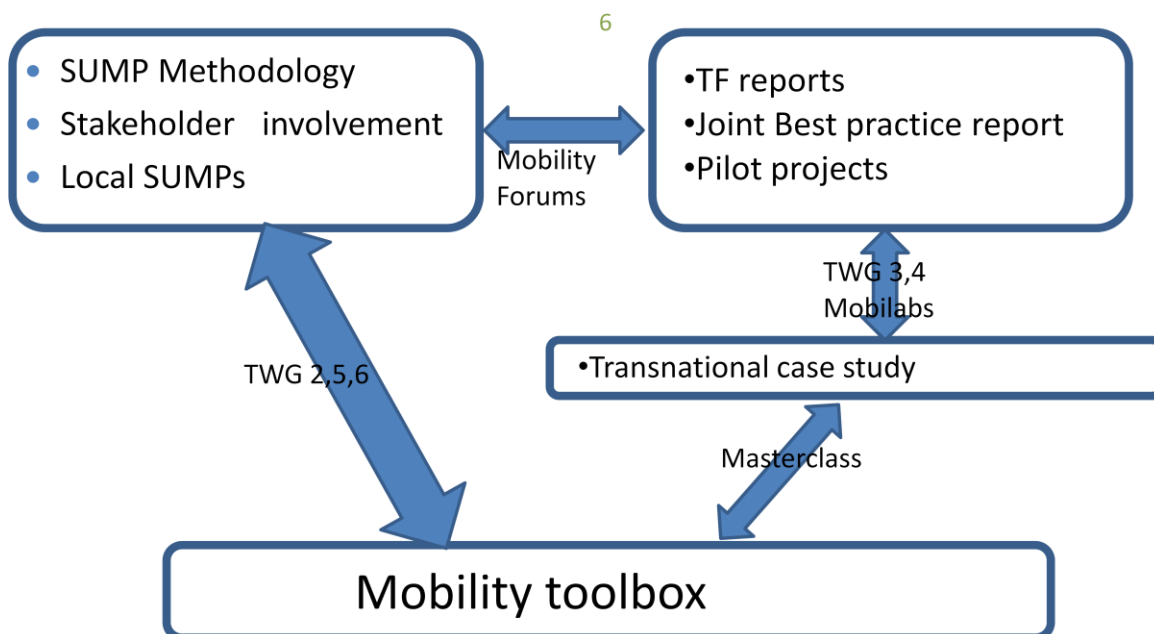
Listed inputs for Mobility toolbox are being developed between 6 Mobility Forums meeting on local level, 6 Transnational Workgroup meetings and 3 Mobilabs. Mobility toolbox will be tested by key stakeholders during Masterclass meeting in Trieste – held in November 2013.
Mobility toolbox is going to be a document in form of guidelines, recommendations for key actors for Public transport and mobility memegement in SEE.

The final output of the WP 3 is going to be:
- 1 Joint Mobility Toolbox, including policy recommendations
- 8 Local/regional sustainable mobility plans, based on MT and pilots
- 8 SEE cities/regions equipped with a long term urban PT planning   tool

2.1. Stakelhoders involvement

Mobility toolbox is going to be a collections of tools and measures for making cities more accessible. It is going to be a tool with reccommandations for decision makers on EU, crossborder, national, regional as well local level. The toolbox will tackle topics that are relevant for PT Authorities, Political – administrative bodies, Financial institutions, PT Operators, PT Industires, NGOs, Research institutions, User associations and others. Topics are mutualy connected according to horizontal aspects in ATTAC (Organisation, Financial and Technology, Sustainability and Transferability).
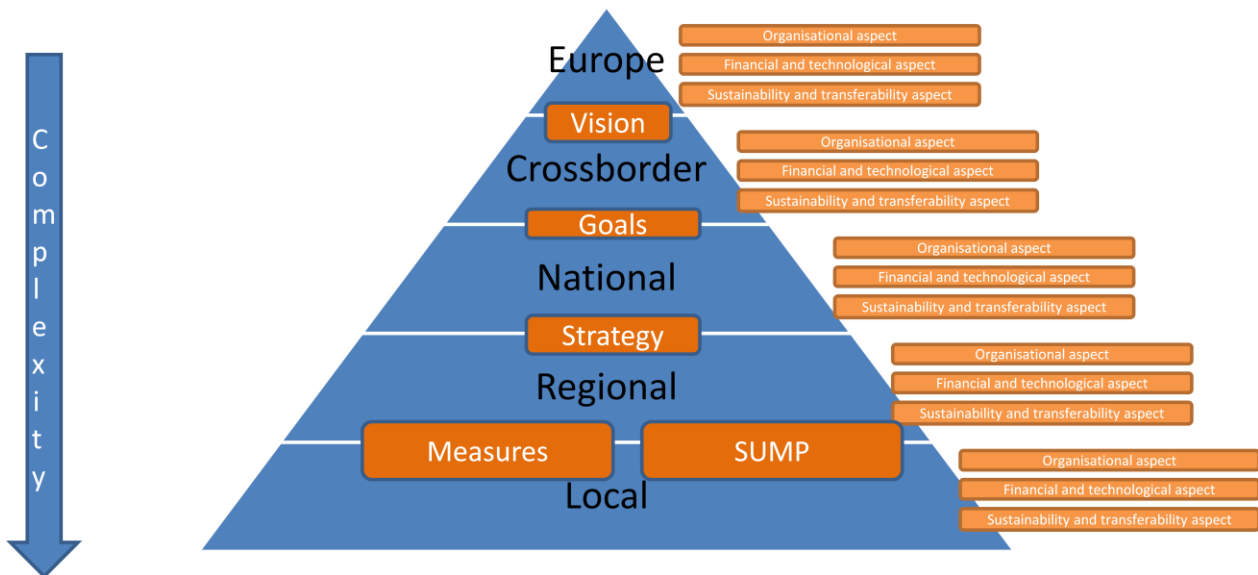
On EU level Mobility toolbox will provide recommandations for faster implementations of PT measures on international level, while on the national/regional and local level project partners will provide reccomandations on creating succesfuly implemented PT measures within SUMP's.

Additional goal of the project Attac is to produce future financial investments in PT. This will be tackled with long term PT urban planning tool, which will derive from local MF and will be tested during Masterclass meeting.

PT urban planning tool will be part of Mobility toolbox and will address and connect vision, goals and strategies of PT measures and SUMP's through identified topics.

2.2. TOPICS and GUIDELINES

Topics in Mobilty toolbox were identified during Joint Best practise report and reviewed during 4th TWG meeting in Thessalonniki. Topics are structered acording to horizontal aspects and identified themes. Each topic is to be elaborated according to experience learned during implementation of PT measures and local SUMPs, Joint Best Practice report, Communication activities, knowledge transfer and financial management. Each topic should therefore through lessons learned provide anwers to the questions:
- What is the vision and what is the goal of MT topic?
- Who should be responsible for MT topic? Which key stakeholders are relevant?
- What should stakeholders responsability be, according to the set vision and goal?
- How the strategy should be set?
- Which are the possible measures and what do they tackle?
- What are the pilot and SUMP experience
- What is the time horizont for implementation?
- How much financial support is needed?

Based on identified themes, topics present key subthemes that need to change to achieve succesfull implemenetation of environmental friendly transport modes. **One topic covers one guideline.** Each guideline represents a simple sentence – guide, that should be followed by stakeholders. This guideline is then explained with information to understand respective guideline. Main input represents deductionson findings from JBP, pilot and local SUMPs. Strategies on how to tackle the topic and its vision (it can be the same as guideline main massage) are presented in the field Lessons learned. Good practice examples indicates implemented measures   from JBP reports and proposed EMW measures. Additionally identified BP projects are presented. References to related literature and connection to simmilar guidelines are stated at the end.

Guideline	• One sentence - highlighted - concise advice to follow
Explanation	• Explanatory part with information to understand the respective guideline (deduction on findings from JBP)
Lessons learned	• Reference to experience gained during ATTAC period (pilots + SUMP)
Good practice examples	• Reference to measures and tools in ATTAC database
References / background reading	• Reference to related literature + other available information
Related guidelines	• Refers to other ATTAC guidelines
Background information	• Additional information to the relevant guideline

2.2.1 Organisation aspect

Procedures for stakeholders agreement/engagement, user needs and requirements, proposals for legislation upgrade, Key performance indicators for monitoring, evaluating and assessment and Organisation of marketing and management issues are themes feeding the Organanisational aspects.

Procedures for stakeholders' agreement /engagement		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Organisation structure	Achterhoek: Integration with taxi service (TF1)	*PROCEED - PRinciples Of sucCEssful high quality public transport opEration and Development for small and medium sized cities*
Training and education		*NICHES + - New and Innovative Concepts for helping European Transport Sustainability*
Principles and strategies for High quality PT service		*PROCEED - PRinciples Of sucCEssful high quality public transport opEration and Development for small and medium sized cities* *HITRANS - Development of Principles and Strategies for Introducing High Quality Public Transport in Medium Size Cities and Urban Regions* *SPUTNIC – Strategies for Public Transport in Cites*
Innovative solutions	Develop a sustainable freight delivery concept for the city centre (EMW proposal). Work with institutions and companies in your city to develop mobility plans for employees' trips to work (EMW proposal).	*NICHES + - New and Innovative Concepts for helping European Transport Sustainability TOOLBOX/SAVE II - for Mobility Management Measures in Companies*
User needs and requirements		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Mobility schemes for all users	Genoa: Mixture of DRT and fix PT (TF1) Modena: Support to fix PT (TF1) Bologna and Brno: activity base DRT for healthcare and disabled (TF1)	*ACCESS2ALL - Mobility schemes ensuring accessibility of public transport for all users FLIPPER - Flexible transport services and ICT platform for Eco-Mobility in urban and rural European areas*
Accessibility of MM measures	Fano: Replacement fix with DRT (TF1)	*AUNT-SUE - Accessibility and User Needs in Transport for Sustainable Urban Environments*

Proposals for legislation upgrade		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Intermodality directives	Bremen: Integration PT, bike and car sharing (TF1)	*LINK - The European Forum for Intermodal Passenger travel*
Connections between Short and Long distance transport networks	Potenza: Organizing intermodal transport system supporting interchange and integration between DRT and other transport systems within the city (TF1) Introduce congestion charging or access restrictions (EMW proposal)	*INTERCONNECT - Interconnection between short and long distance transport networks*

Key performance indicators for monitoring, evaluating and assessment		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
KPI for ITS solutions		*CONDUITS - COordination of Network Descriptors for Urban Intelligent Transportation Systems*
KPI for accessibility		*MEDIATE - Methodology for Describing the Accessibility of Transport in Europe*
KPI for PT services	Set up a traffic monitoring centre (EMW proposal)	*HITRANS - Development of Principles and Strategies for Introducing High Quality Public Transport in Medium Size Cities and Urban Regions*

Organisation of marketing and management issues		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Image of PT	Rising the image of PT – Malmö (TF3) Integrated mobility centre - Brno (TF3)	
Awareness campaigns		*MAX - Successful travel awareness campaigns and Mobility Management strategies*
Marketing programme	Transport demand modeling (OD matrices) Market analysis	*STADIUM - Smart Transport Applications Designed for large events with Impacts on Urban Mobility* *AD PERSONAM - A Direct Marketing Programme for Public Transport Strategies for Public Transport in Cities*
Operation and management	RTPI and accuracy control – Ljubljana (TF3) RTPI and occupation level – Donostia – San Sebastian (TF3)	*SUNRISE - Flexible Mobility Services to Increase Sustainable Mobility and Social Cohesion in the European Regions*

2.2.2 Finacial and Technological aspect

Latest technological solutions for PT services		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
International intermodal interfaces	Cross border door to door planner – Graz – Maribor (TF3)	*EUROPTIMA - European Open Platform for Smart Card Ticketing, Payment and Multiservice in Interoperable Mass Transit Application* *START - Seamless Travel across the Atlantic area Regions using Sustainable Transport* *KITE – E-Knowledge base for Intermodal passenger travel in Europe* *VIAJEO - International Demonstrations of Platform for Transport Planning and Travel Information*
National intermodal interfaces	Verona: Online smart card (TF2) Vicenza: Iintegration of e- and magnetic ticketing process (TF2) Barcelona – MIRACLESS: Multioperator RT system (TF3) Develop a multi-modal journey planner (EMW proposal)	
Dynamic route planning	Florence: Dynamic route planning based on customer requested (TF1) Trondheim: Guidelines on mobile RTPI (TF3)	*WISETRIP - Wide Scale Network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalised Data*
User friendly interfaces for journey planning, booking and ticketing	Brescia: E-ticketing for P&R and PT (TF2) Purbach: DRT for minimal costs (TF1)	
Financial feasibility		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Interoperable fare management	Timisoara: Methodological steps for implementing integrated e-ticketing (TF2) clearing⬜	*IFM PROJECT - Interoperable Fare Management Project*
Feasibility studies	Thessaloniki: RTPI and customer willingness to pay (TF3) Livorno: Feasibility study on DRT (TF1) OD demand, cost scenarios	
Tendering	Toledo: Full scale RTPI international tendering (TF3)	
Contract	Based on LCC including maintenance	*PROCEED - PRinciples Of sucCEssful high quality public transport opEration and Development for small and medium sized cities*

Integration with other systems		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Integration of PT and selected sustainable transport solutions	Bremen: Integration PT, bike and car sharing (TF1) Cuneo: e-ticketing for PT, parking and bike sharing (TF2) La Rochelle: e-ticketing for bike, bus, taxi and ferry (TF2) P&R and RTPI – Cornwall (TF3) public bikes	
Package approach	Almelo-SABIMOS: AVL tracking system with traffic intersection priority system and providing Real Time Passenger Information of trains, regionally buses and city buses, RTPI with traffic (TF3-SUMP)	SUGAR –for integration with city logistics
Region accessibility through air transport connectivity		CHAMPIONS - Improvement of CE regions' accessibility through air transport interconnectivity
Infrastructure projects	Shared space – improved allocation pf public space among various users. Improve safety and security for cyclists Pedestrian facilities Collaborate with schools and parents to develop safe routes to schools and walking school Develop a Park & Ride Install charging infrastructure for electric vehicles.scheme.buses	

2.2.3. Transferability and sustainability aspect

Recommendations for strong political support, planning on long and short time and Best practise measures, financial mechanisms' and mobility guidelines are detaily structures to topics in sustainability and transferability aspect.

Recommendation for strong political support		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Cooperation between key stakeholder		TRANSURBAN - Transit Systems Development for Urban Regeneration
Involvement of passenger rights		MASCARA - Demand Responsive Transport service for increasing Social Cohesion in Urban / Rural Areas APTIE - Accessible Public Transport in Europe
Solutions for additional funding		CIVITAS - ELAN, MIRACLES, SMILE, MIMOSA - co-founded initiative with database for sustainable MM measures
Key cost and benefits		BUSTRIP – Baltic Urban Sustainable Transport Implementation and Planning (PT Benefits)
European and national law and standards		Local Decree, National law, Regulation 1370/2007, EN 13816
Planning on long and short time		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Transport demand planning		
Mobility management schemes		SEE MMS - South East European Mobility Management Scheme
Introduction of BHSL concept	Jönköping : ITS for PI part of BHSL (TF3) Twente region (TF3) Step by step planning (bus lanes – BRT – Tram)	NICHES + - New and Innovative Concepts for helping European Transport Sustainability

Best practise measures and mobility guidelines		
Topic	**Possible measures (TF BP and EMW proposals)**	**Additional tools (PT related)**
Sustainable urban mobility plan	High level SUMP for large conurbations (many municipalities)	ELTIS plus - Sustainable Urban Mobility Plans - Portal PILOT - Planning Integrated LOcal Transport
Transferability measures	Krakow: Genoa transferability (TF1)	ELTIS - European Local Transport Information Service - Portal MMOVE - Mobility Management Over Europe EPOMM - European Platform on Mobility Management PIMMS, PIMMS Transfer - Transferability and Mobility Management measures ASTUTE - Database on Measures improving walking and cycling to reduce emissions

3. Deadlines

What	When	Responsible
Template for MT guidelines +MT topic structure	26.4.2013	UM
Guideline inputs from TF (pilot) experience	31.5.2013	TF 1 leader (ITL)– topics for OA TF 2 leader (Marche) – topics for FA TF 3 leader – topics for SA
Guideline inputs from local SUMPs – all guidelines	31.5.2013	CEI
Mobility toolbox – draft – preparation for masterclass	15. 7. 2013	UM
Mobility toolbox – QC - masteclass	November 2013 - Trieste	All
Mobility toolbox – final	December 2013 – Miskolc	All

- new condition: MF 6 – finnished Phase 3 of SUMP