

Innovations in Sustainable Urban Mobility Plans for low-carbon urban transport

InnovaSUMP
Interreg Europe



European Union
European Regional
Development Fund

Methodological advances: the ‘InnovaSUMP overlay’ - complementarity to SUMP2.0 Guidelines

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7 April, 2021 | Final Conference, On line

SUMP Timeline



**September
2013**
SUMP
Guidelines



January 2017
Launch of
InnovaSUMP
project



June 2019
End of
InnovaSUMP
Phase 1



**September
2019**
SUMP 2.0
Guidelines
& Topic
Guides



June 2021
End of
InnovaSUMP
project

InnovaSUMP focus areas



Inclusion of travel behavior research



Incorporation of planning for visitors at tourism destinations



Integration of SEAP/SECAP & SUMP



Integrating pricing & financing measures



Other innovations

Smart & Green Mobility solutions

Inclusion of travel behavior research

Challenge: Better understanding of the mobility change process and the potential ways to achieve it

Method: Identification and use of suitable information and data sources

Tools: Innovative data collection techniques such through ICT related tools, social media, mobility forums, etc.

Goals: To formulate efficient SUMP scenarios including packages of measures that better fit the needs of the different groups of citizens and visitors to change travel behavior towards sustainable mobility modes

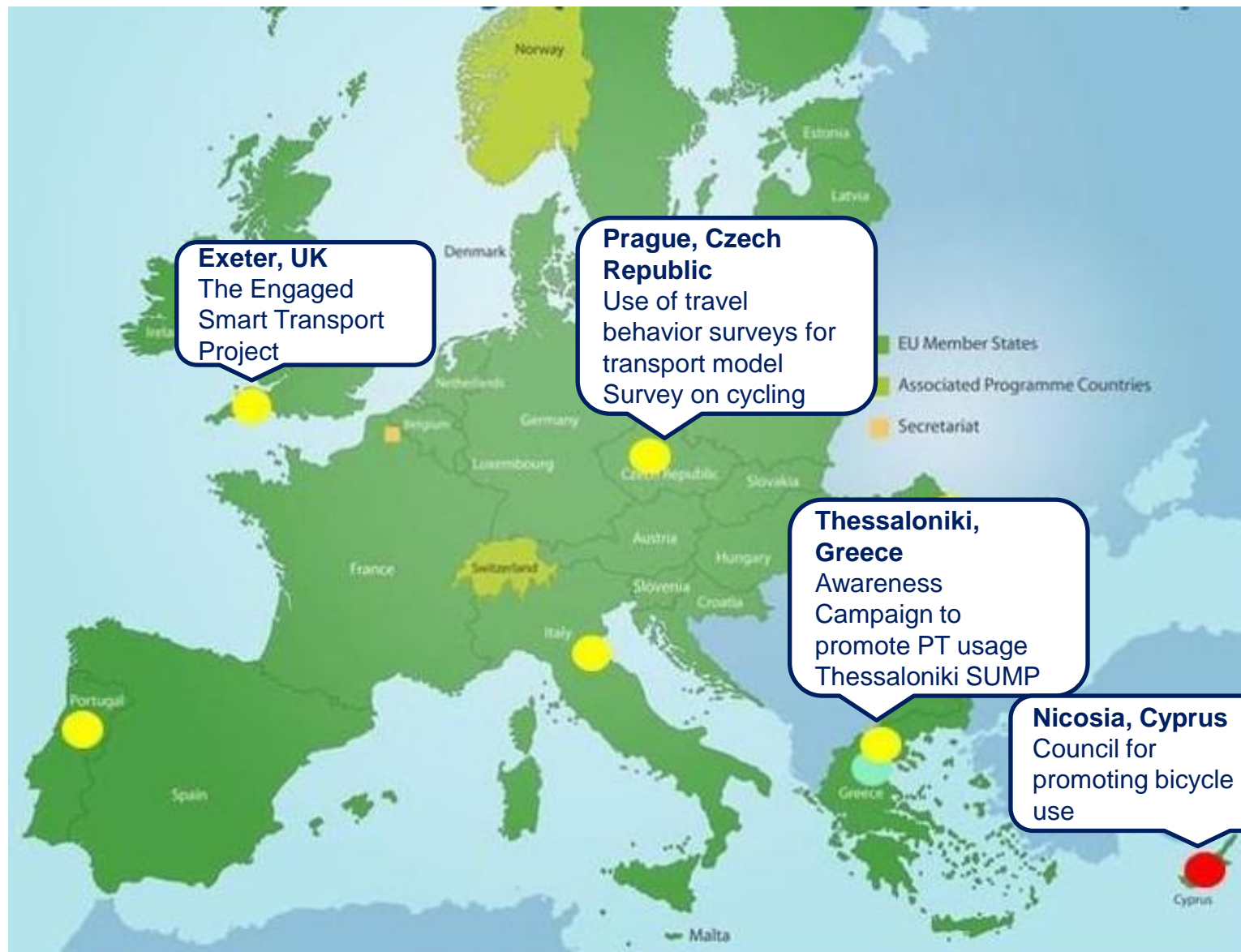
InnovaSUMP “overlay”/SUMP 2.0 complementarity



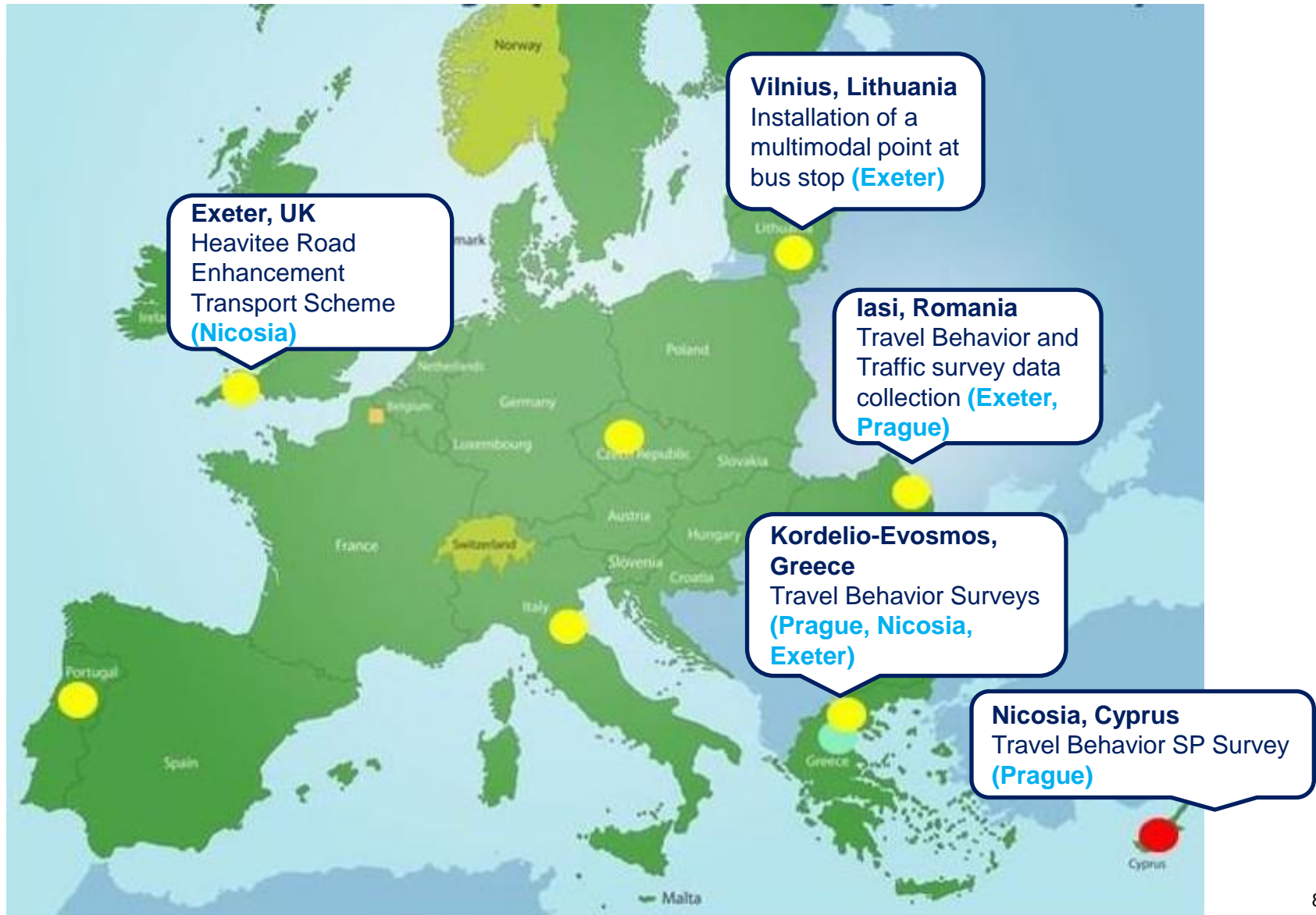
InnovaSUMP “overlay”/SUMP 2.0 complementarity

- **1.4 Plan stakeholders and citizen involvement:** Collaboration with behavioral scientists and sociologists to identify the most effective ways of communicating with different target groups (politicians, stakeholders, citizens)
- **3.1 Identify information sources and cooperate with data owners:** Travel behavior determination and measurement through consultation processes, public surveys and data collection through ITS
- **4.1 Develop scenarios of potential futures:** Travel behavior and traffic development through travel surveys and traffic calculations for all modes of transport
- **6.2 Agree measurable targets:** Behavioral typical indicators can be the modal split, the number and percentage of people that use the bus, the number of trip-makers shifting to active travel modes, etc.
- **7.1 Create and assess a long list of measures:** Offer solutions and inspire to new travel behavior in everyday life for both individuals and business
- **7.2 Define integrated measure packages:** Efficient mobility management influences the mobility behavior of traffic participants by information, advice and a well-coordinated range of services
- **7.3 Plan measure monitoring and evaluation:** Travel behavior after the implementation of a SUMP should always be monitored in an attempt to measure how many users, due to the policy and measures being implemented, adopted new attitudes and changed the way they travel

Existing good practices in partner cities



Action Plans in partner cities



Incorporation of planning for visitors at tourism destinations

Challenge: To jointly address Tourism and Transport planning in terms of sustainability which normally are considered separately; so far mobility has been regarded as a prerequisite rather than an integral part of the tourist activity

Method: A collaborative planning among both different administrative levels and sectors involved in urban mobility management

Tools: Adoption of an integrated set of strategies that combine tourism, transport and land-use related measures, considering seasonal demand variations and differentiated supply needs

Goals: Integration between tourism development goals and urban planning targets; critical issues include tradeoffs between inhabitant and visitors needs and priorities, economic versus social issues, etc.

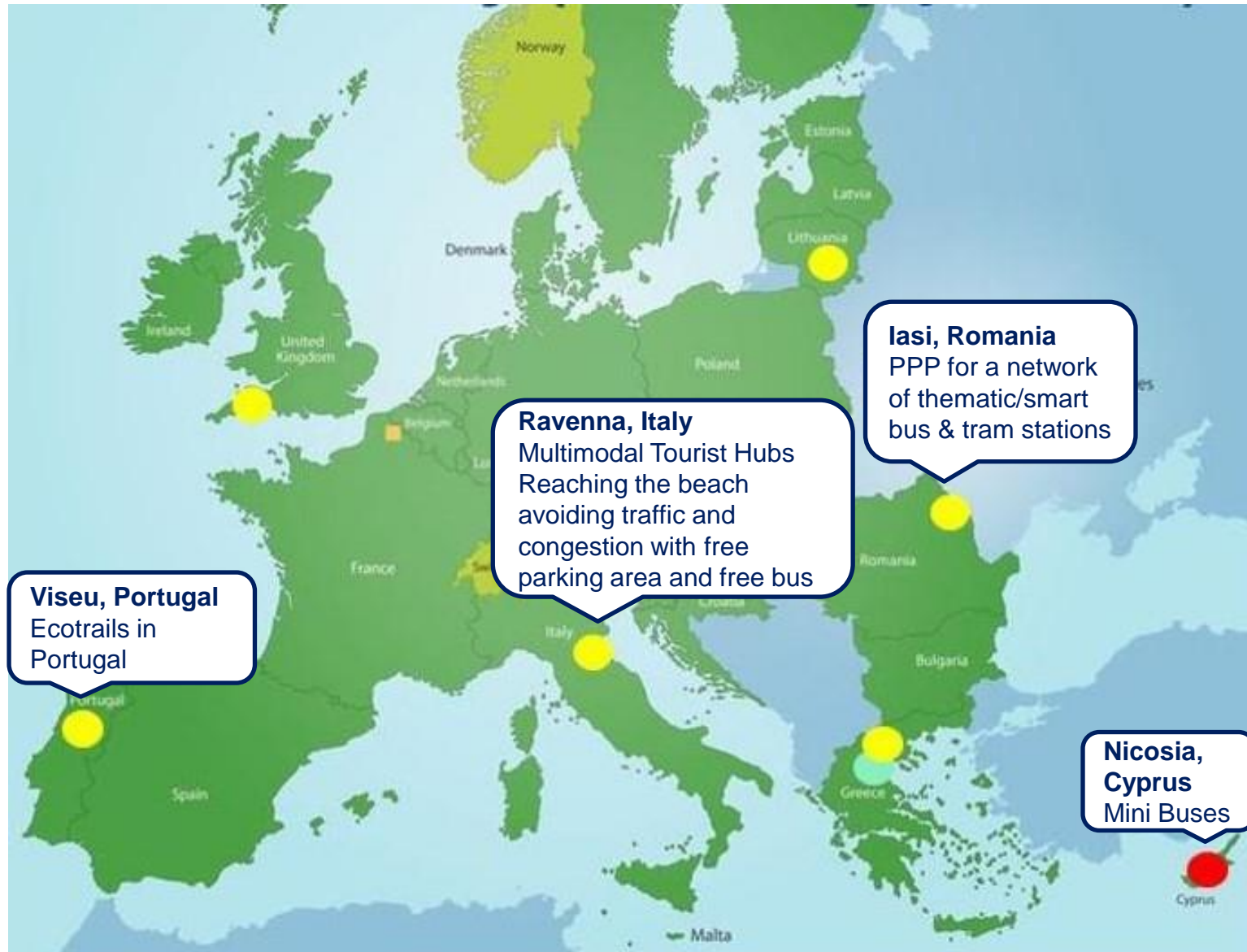
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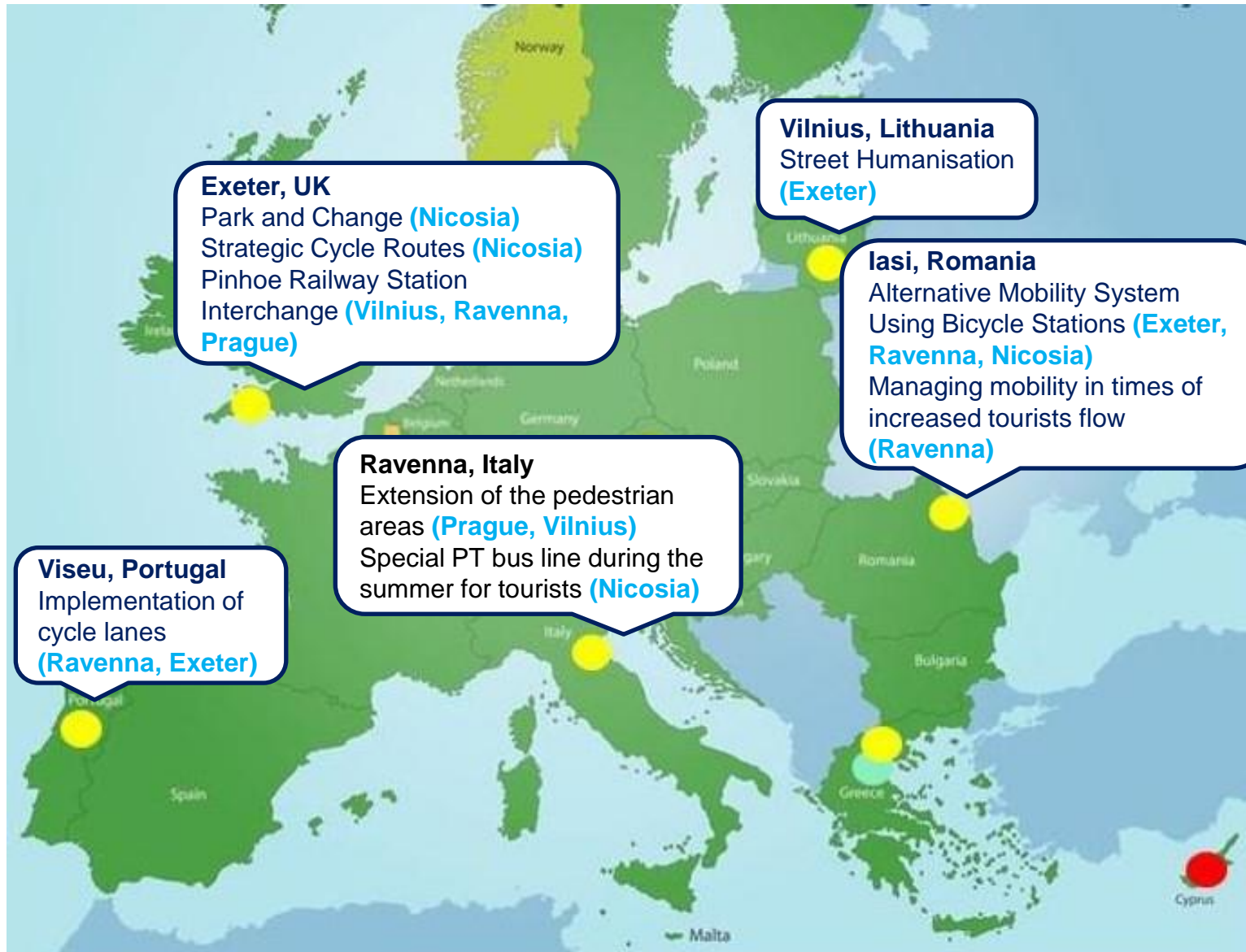
InnovaSUMP “overlay”/SUMP 2.0 complementarity

- **1.3 Ensure political and institutional ownership:** Tourism boards, transport authorities, transport organizations and suppliers, hoteliers, restaurants, tourists
- **5.1 Co-create vision with citizens and stakeholders:** A common vision for the region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for citizens and guests
- **6.1 Identify indicators for all objectives:** SMART targets and indicators should take into account and reflect the local particularities and conditions of the study area
- **7.1 Create and assess long list of measures with stakeholders:** Targeted promotion of sustainable mobility options for visitors, demand management at peak season in cities with high tourism, Flexible Transit Services / Demand Responsive Transit, land use planning
- **7.2 Define integrated measure packages:** Adoption of an integrated set of strategies that combine tourism, transport and land-use related measures
- **7.3 Plan measure monitoring and evaluation:** Tourism performance and impacts, overall appeal and appearance, access, infrastructure and visitor services

Existing good practices in partner cities



Action Plans in partner cities



Integration of SEAP/SECAP & SUMP

Challenge: Harmonise formulation of SEAP/SECAP and SUMPs at the local/regional level. Achieve the coordination between key stakeholders and relevant authorities

Method: Combine data sources by creating a joint database on energy, environment, climate and mobility, and set up working units in a coordinated way so that replication of effort is avoided.

Tools: Use of SIMPLA (Sustainable Integrated Multi-sector PLAnning) methodology that supports local authorities in harmonizing their SEAPs and SUMPs

Goals: Adopt an integrated set of strategies and actions that combine transport, environment and land-use related measures

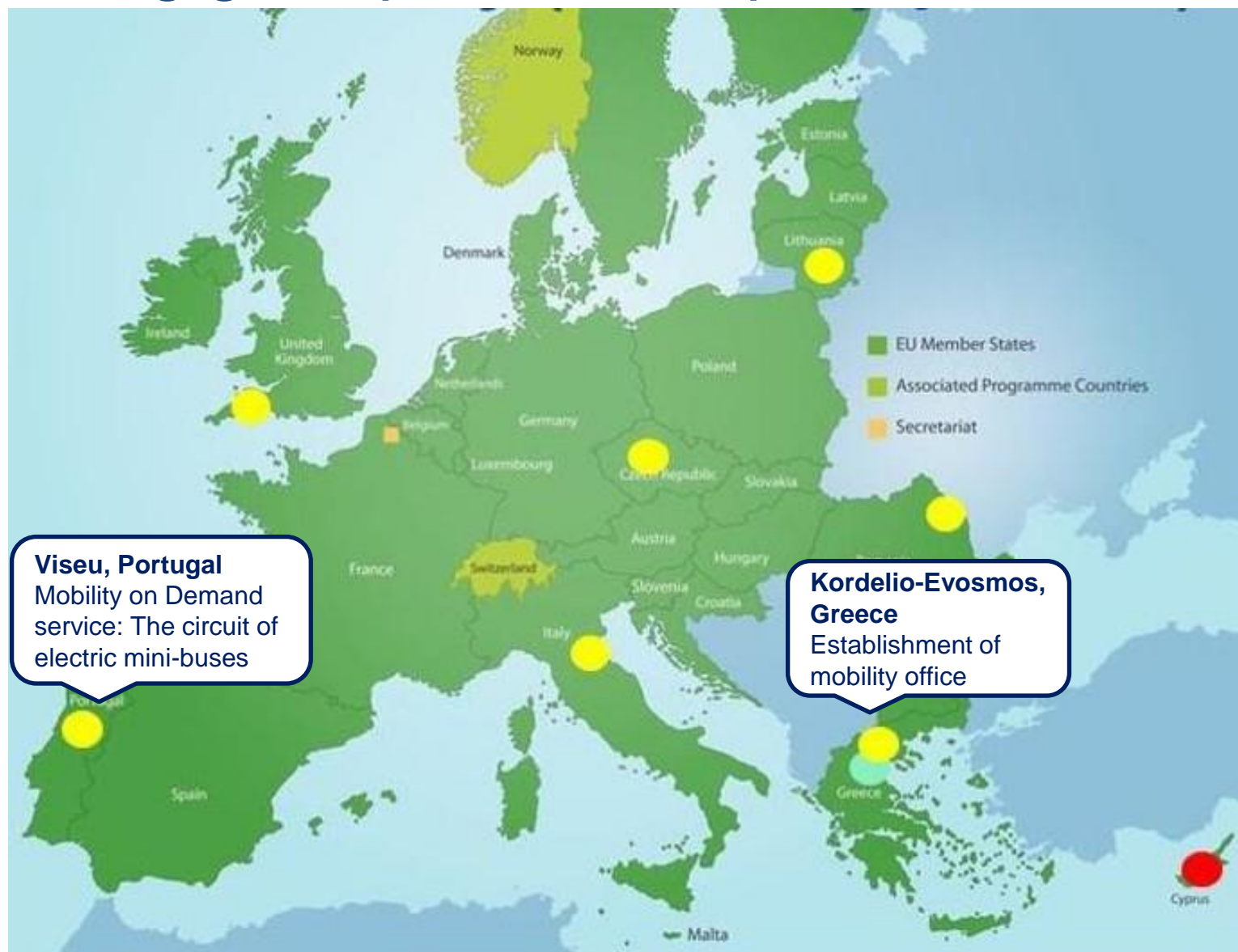
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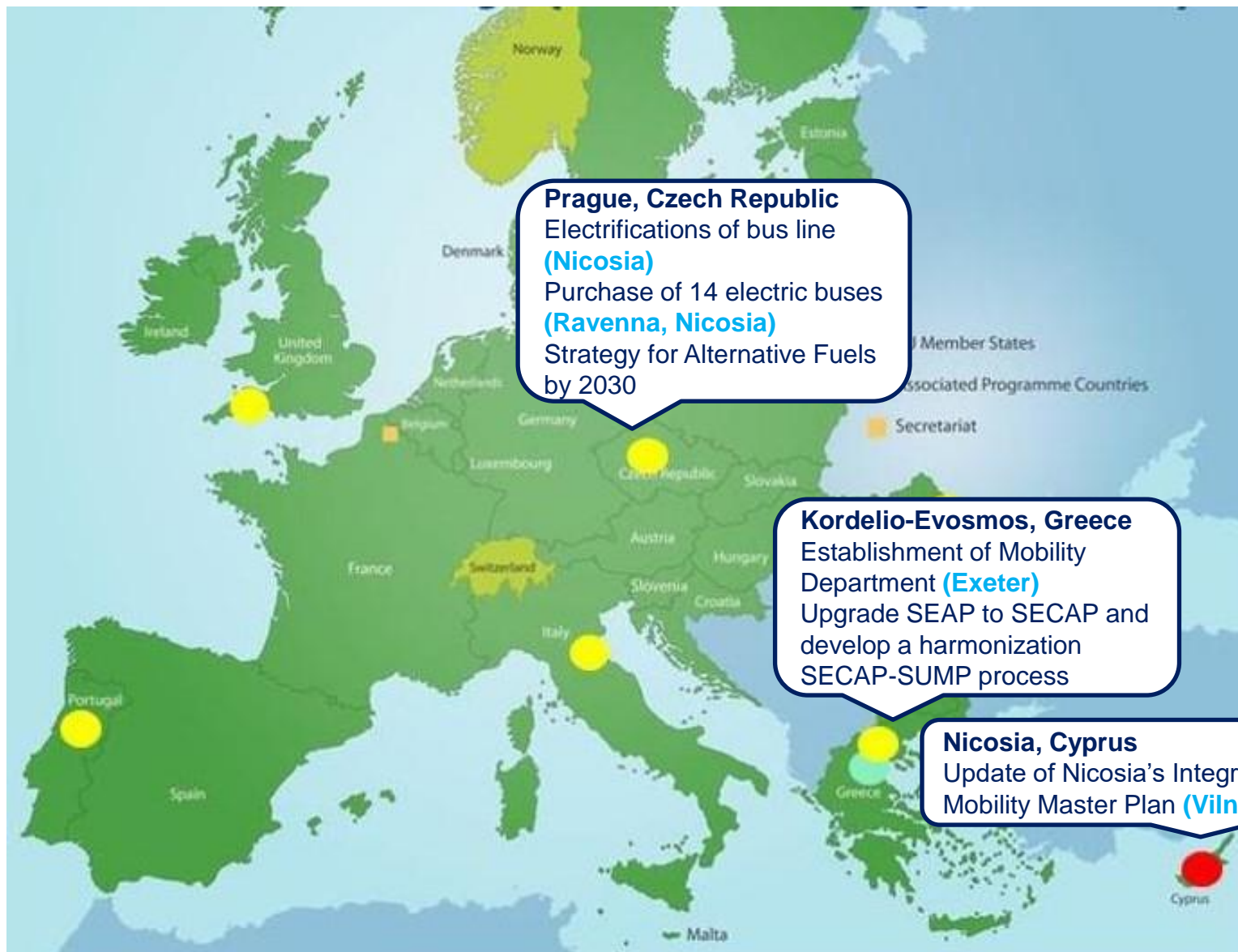
InnovaSUMP “overlay”/SUMP 2.0 complementarity

- **1.2 Create inter-departmental core team:** Transport and environmental authorities
- **2.2 Link with other planning processes:** An integrated approach to achieve the overall goals of a SEAP/SECAP and SUMP
- **4.1 Develop scenarios of potential futures:** Alternative scenarios developed should consider mainly energy efficiency and production as well as reduction of emissions
- **5.1 Co-create vision with citizens and stakeholders:** Both SUMPs and SEAPs aim at improving citizens' quality of life and minimizing impacts on the environment
- **6.1 Identify indicators for all objectives:** Common indicators that can be used for monitoring the evaluation of both plans (Km bike ways)
- **7.1 Create and assess long list of measures with stakeholders:** All actions related to low carbon mobility contribute to the achievement of the goals of both plans
- **7.2 Define integrated measure packages:** An integrated set of strategies that combine transport, environment and land-use related measures
- **7.3 Plan measure monitoring and evaluation:** Harmonization of the plans' timeframes, namely their reference years and the timing of their monitoring is needed

Existing good practices in partner cities



Action Plans in Partner Cities



Integrating pricing & financing measures

Challenge: Secure the necessary financial resources for the development and implementation of SUMPs through pricing mechanisms and exploitation of suitable financing instruments

Method: Develop a financial model to estimate revenue & cost streams that fit SUMP's Implementation Plan which creates a strong link among SUMP, the resulting investment programs and a feasible financial strategy that supports them

Tools: Adoption of Innovative funding and financing mechanisms (Pricing of car externalities for SUMP funding, capital financing, operations financing, car park levy, etc.)

Goals: Selection of the right pricing, funding and financing resources for the development and implementation of SUMP that secures the successful implementation of investments and actions by minimizing relevant risks and to promote funding conditionality based on SUMP and related policies

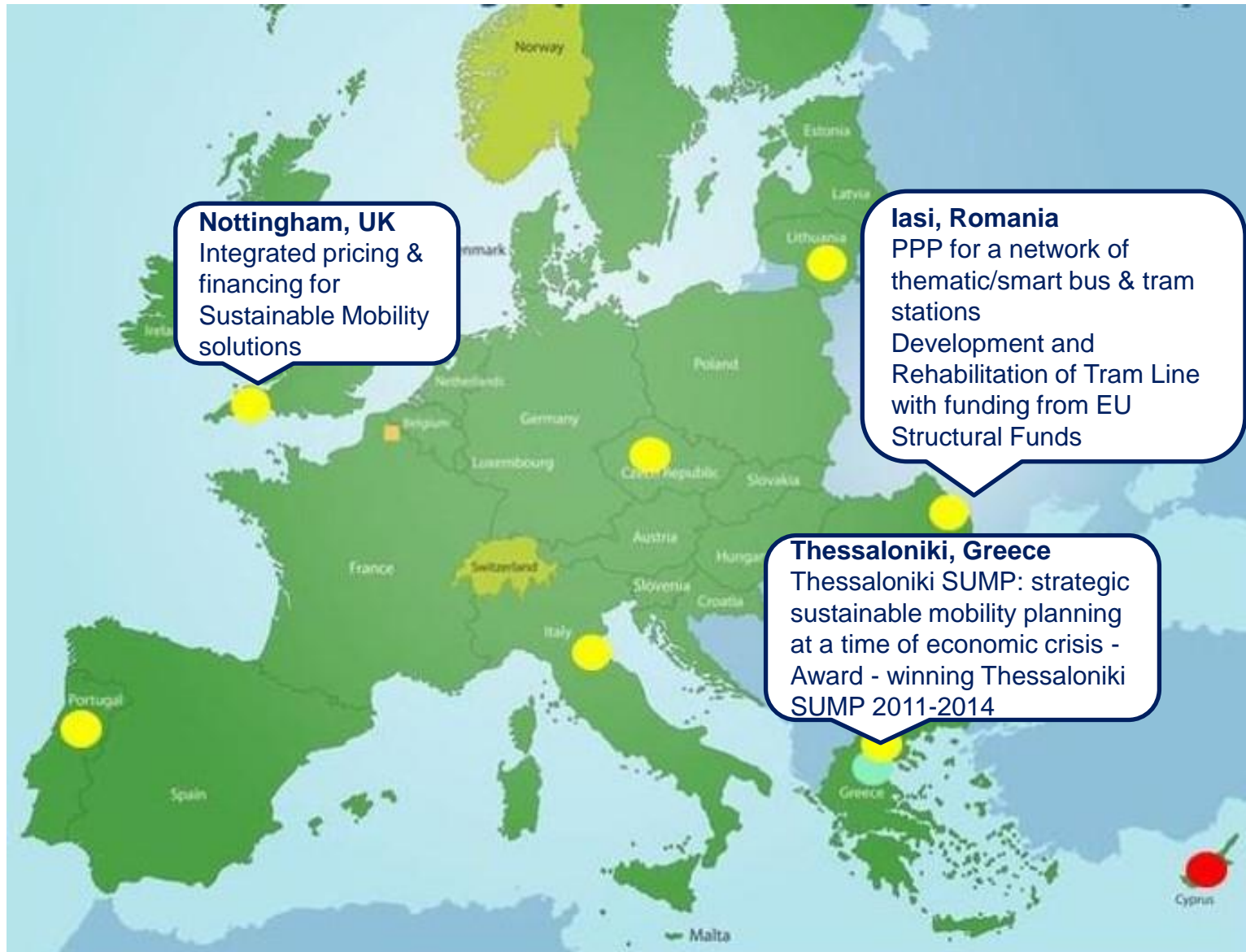
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- **4.2 Discuss scenarios with citizen and stakeholders:** Citizens should become aware of the social costs and benefits of existing vs. sustainable mobility patterns
- **7.2 Define integrated measure packages:** Synergistic or mutually supporting strategies. Bundle effectiveness and implementability
- **8.2 Identify funding sources and assess financial capacities:** Innovative financing approaches could be used to fill in the gap in financing and raise additional revenue for sustainable mobility projects
- **9.1 Develop financial plans and agree cost sharing:** A financial model is required to estimate revenue & cost streams of the funding scheme for the SUMP strategy mix
- **11.1 Monitor progress and adapt:** Successful combinations of policy measures and pricing and financing policies have to be both effective and acceptable

Existing good practices in partner cities



Action Plans in partner cities



Other innovations

Description of Good Practice/Action Plan	Type of Innovation
Iasi, Romania: Public-Private Partnership for a network of thematic / smart bus & tram stations	Smart cities synergies
Viseu, Portugal: Mobility on Demand service: The circuit of electric mini-buses	Flexible Transit Services / Demand Responsive Transit, E-mobility
Nottingham, UK: Integrated pricing & financing for Sustainable Mobility solutions	Land use planning
Exeter, UK: Exeter Engaged Smart Transport	Smart cities synergies
Ravenna, Italy: Multimodal Tourist Hubs	Mobility as a Service (MaaS)
Nicosia, Cyprus: Design and build intelligent bus stop shelters	Smart cities synergies
Prague, Czech Republic: Electrification of bus line	E-mobility
Prague, Czech Republic: Electric buses in public transport	E-mobility
Prague, Czech Republic: Strategy for Alternative Drives by 2030	E-mobility, Alternative fuels

Other innovations

Description of Good Practice/Action Plan	Type of Innovation
Exeter, UK: Park and Change at Exeter Science Park	Mobility as a Service (MaaS)
Exeter, UK: E4 Strategic Cycle Route	Land use planning
Exeter, UK: Pinhoe Railway Station Interchange	E-mobility
Exeter, UK: Heavitee Road - air quality, safety and bus improvement strategy	Smart cities synergies
Ravenna, Italy: Special PT bus line during the summer for tourists	Flexible Transit Services / Demand Responsive Transit
Viseu, Portugal: Integrated ticketing and real-time information	Smart cities synergies
Vilnius, Lithuania: Humanisation of part of a street in the Old Town	Land use planning
Vilnius, Lithuania: Installation of a multimodal point at bus stop	Mobility as a Service (MaaS)
Iasi, Romania: Transport Management and e-ticketing	Smart cities synergies

SWOT analysis per innovation pillar

Strengths:

Travel behaviour research	Planning for visitors	Integration of SEAP/SECAP & SUMP	Pricing & Financing
Mobility projects attempt to influence travel behavior	Better use of resources		Acceptance of measures when revenues are invested in PT and environmental improvements
Development of appropriate evaluation methods and tools	Reduce conflicts between citizens and tourists	Increase use of renewable energy sources and energy efficiency	
	Optimize use of public space	Balanced development of all transport modes	
	Achieve benefits for all involved players Improvement of tourist safety	Common fields of actions and measures	
		Combine actions for reducing greenhouse gas emissions	

SWOT analysis per innovation pillar

Weaknesses:

Travel behaviour research	Planning for visitors	Integration of SEAP/SECAP & SUMP	Pricing & Financing
Limited resources	Lack of experience		Only small projects can be implemented with own recourses
Non-periodical measurements	Poor cooperation and communication between relevant regional stakeholders		
Lack of specialized personnel	Lack of implementation experience		
Lack of consultation culture	Lack of data to measure the impacts of tourist flows		
Lack of “Champions”	Poor legal framework		

SWOT analysis per innovation pillar

Opportunities:

Travel behaviour research	Planning for visitors	Integration of SEAP/SECAP & SUMP	Pricing & Financing
Availability of techniques for influencing travel behavior	EU programs and relevant projects		New financing schemes
Data collection through ITS: Travel Patterns, traffic characteristics parameters	Increased considerations about sustainable mobility	Improve attractiveness, safety and security of the urban environment	Availability of EU funds
Increasing appreciation of wider benefits of sustainable transport	Complementarity between the peak hours of commuters and the transport needs of tourists	Increased awareness of the environmental impact of the transport system	Innovative funding and financing mechanisms
EU favors innovative transport measures	Development of mobility solutions serving both residents and tourists Introduction of ITS and mobile applications	Shared database for the development relevant indicators	

SWOT analysis per innovation pillar

Threats:

Travel behaviour research	Planning for visitors	Integration of SEAP/SECAP & SUMP	Pricing & Financing
Lack of coordination/cooperation between stakeholders	Diverse priorities among formally involved authorities	Lack of cooperation between transport and environmental stakeholders	Acceptance of measures when revenues are invested in PT and environmental improvements
Dissociation of jurisdiction between authorities (municipal, regional)	Seasonal nature of tourism	Partial integration of relevant mobility and environmental policies and solutions	Uncertainty of funding and financing sources
Lack of communication to the public	Lack of integration between tourism and transport policies	Complex task of harmonization	Lack of public acceptability of funding and financing mechanisms
	Possible low acceptance from involved key stakeholders		
	Lack of cooperation between tourism and transport stakeholders	Lack of an appropriate legislative and regulatory framework	

Recommendations

Travel Behaviour Research	Planning for Visitors	Integration of SEAP/SECAP & SUMP	Pricing & Financing
Review/exploit existing user behavior surveys as early as possible; if not available, plan and design at the SUMP Preparation Phase appropriate surveys to obtain good knowledge of case specific travel behaviour change factors and potential limits	Obtain all possible data about tourism from different sources; if not available or adequate organise data collection and design suitable surveys to gather information for both inhabitants' and visitors' mobility behaviour and preferences	Obtain Energy & Climate Strategic Plans and actions for the SUMP area and align their objectives and targets where applicable; use consistent data and indicators.	Review the variety of financing mechanisms to know well the added value of each instrument but also how to conceive and design the policy package for implementation
Involve right from the start all relevant Stakeholders and create the right partnering culture for reaching maximum return			
Communicate travel behavior survey activities to the public and to groups requiring special treatment; use as necessary communication experts	Identify problem areas and locations due to seasonal demand variations and supply limitations for all modes serving inhabitants and visitors. Develop suitable traffic models to include visitors' traffic volumes and mobility patterns	Develop a shared database for SECAP and SUMP and for calculating the relevant indicators	Pursue actions which are politically, financially and technically easier to implement; for instance, parking pricing compared to congestion charging
		Develop common vision and communicate the vision and main objectives to stakeholders and public	
Match primary and secondary SUMP objectives to realistic and achievable targets with respect to travel behavior change	Develop strategies and implement measures and actions based on rational and justified decision-making, accounting for trade-offs between different groups	Develop a common road map for both plans if possible, and promote collaboration of different expertise	Select publicly acceptable measures, such as hypothecation of revenues from unpopular actions for visible sustainable mobility improvements
	Involve private sector where necessary and build partnerships to achieve synergies and successful entrepreneurship	Develop Strategies satisfying both SECAP and SUMP objectives and priorities and identify any conflicts that may pose potential risks.	Promote PPP, where possible, blending of financial sources and enable hidden resources to be liberated

Conclusions

- The InnovaSUMP project as of 2016 identified four main thematic areas on which it focused along with other areas where innovations are advancing rapidly
- The project methodological advances and results can help those involved in the preparation and formulation of SUMPs to make specific improvements, without deviating from the standard SUMP cycle
- Improvements pertain to inclusion of modifications in the various tasks and activities of the SUMP cycle, enrichment of key stakeholders to cover the innovation areas, adoption of proven methods and techniques to capture preferences and potential travel behaviour of inhabitants and visitors, additional necessary data and good examples, etc.
- Several new and innovative approaches, applied and tested successfully in the real world, can be transferred to other cities and regions in order to secure funding and financing
- Regarding SECAPs and SUMPs, the involvement of several authorities, agencies and other stakeholders is necessary to achieve integration/harmonization in order to reduce required resources and effort and avoid conflicts or deviations
- Though many of the goals set by SECAPs and SUMPs are common, different philosophies and approaches are employed. Harmonisation, secures that these differences will be eliminated.
- Institutional reforms may be necessary in many member states, as well as changes in the standard processes followed by involved authorities to improve efficiency

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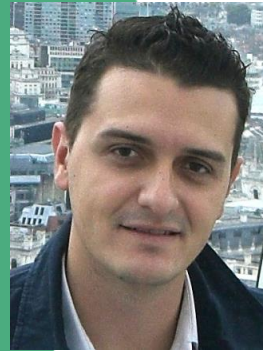


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Thank you!



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Questions welcome