Other SUMP innovations

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Presentation Layout

1. Innovation areas
2. SUMP Reference Areas
3. Innovative Tools
4. Innovative use of existing tools
5. Social Media exploitation
6. Use of Indicators
7. SUMP Stakeholder Engagement
8. Classification of measures
9. Examples of measures
10. A toolkit for measures’ selection
11. The 10 Knowledge areas
Innovation areas

SUMP Reference Area

Tools

InnovaSUMP Partners

Measures
SUMP Reference Areas

1. Regional Level (e.g. PolySUMPs)
2. Metropolitan Level (Agglomeration)
3. Municipal Level
4. Municipal District Level
5. Micro level area (mall, university, etc)

Importance of National SUMP Policy and National SUMP Framework
Innovative Tools (1/2)

1. Social Media

✓ Data collection
✓ Communication
✓ Public engagement
✓ Monitoring and evaluation
Social Media exploitation
## Use of Indicators (indicative indicator list)

<table>
<thead>
<tr>
<th>Scope</th>
<th>Indicators (using Social media or surveys)</th>
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<tbody>
<tr>
<td>Promotion of Public Transport (PT)</td>
<td>Level of satisfaction concerning PT services</td>
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<td>Level of satisfaction concerning PT integration</td>
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<td>Level of satisfaction concerning fare policy</td>
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<td>Level of satisfaction concerning each PT mode</td>
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<td>Level of satisfaction concerning integrated service (MaaS)</td>
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<td>Level of satisfaction concerning uber</td>
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<td></td>
<td>Perception of PT reliability</td>
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<tr>
<td>Promotion of non-motorised modes of transport</td>
<td>Level of satisfaction concerning walking conditions</td>
</tr>
<tr>
<td>Accessible urban environment</td>
<td>Perception of accessibility</td>
</tr>
<tr>
<td>Affordable transport system</td>
<td>Perception of transport affordability</td>
</tr>
<tr>
<td>Clean urban environment</td>
<td>Perception of emissions and air quality</td>
</tr>
<tr>
<td></td>
<td>Perception of public space cleanliness</td>
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<tr>
<td>Safe and secure urban environment</td>
<td>Perception of safety</td>
</tr>
<tr>
<td></td>
<td>Perception of security</td>
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<tr>
<td>Non-congested urban environment</td>
<td>Perception of congestion</td>
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</table>
Innovative Tools (2/2)

2. ICT related tools

✓ Web services
✓ Internet of Things (e.g. MaaS) – Involvement of private sector
✓ Communication
✓ Monitoring and evaluation
Innovative use of existing tools

3. Self Assessment

✓ CHALLENGE questionnaire
  ❖ SUMP initiators’ experience record
  ❖ Organizational structure
  ❖ Expert personnel
  ❖ Procurement capabilities

4. Alternative scenarios’ ranking methods

✓ Transportation Modelling (4-stage)
✓ Cost Benefit Analysis
✓ Multicriteria Analysis
✓ Multi Actor Multi Criteria Analysis (MAMCA)
Innovative use of existing tools

5. Mobility forum (Stakeholders group)
   ✓ Both vertical and horizontal co-operation
   ✓ Geographic, political, administrative and Interdepartmental co-operation
   ✓ Complexity issues
   ✓ Decision making
Mobility Forum role in SUMP Reference Area

Mobility forum complexity
SUMP Stakeholder Engagement: Different levels of involvement

**Inform**
- Timely information sharing at all stages of SUMP

**Consult**
- Listening & acknowledging concerns & feedback on how input influences decision

**Involve**
- Working together throughout SUMP stages. People informed how input influences decisions

**Empower**
- Promise to implement citizens’ views in line with democratic principles

**Collaborate**
- Direct contribution to innovative ideas & solutions. Commitment from authority to take on board ideas in final Plan

*Source: Jaspers Training Workshop – Module 2*
SUMP Stakeholder Engagement: Involvement Tools

Public information material:
- Posters, notices and signs
- Letter, brochure
- Fact sheet, newsletter
- Promotion films/presentations
- Use of 3D models

Telephone and Broadcasting:
- Telephone techniques
- Local radio and television shows

Internet:
- Web based forums / public participation platform
- Social media – Twitter/Facebook

Surveying individuals
- Questionnaire surveys
- Stakeholder interviews

Information events:
- Exhibition
- Information centre, Info Point
- Information session and briefings
- Lectures, discussions
- Site visits

Engaging stakeholder groups:
- Community visits and study tours
- Focus groups
- Workshop engagement
- Technical working parties / groups

Engaging large groups:
- Sounding board groups
- Stakeholder conferences
- Transport visioning events
- ‘Open space’ events

Source: Jaspers Training Workshop – Module 2
Classification of Measures

➢ Distinguish between measures and projects!

➢ Defining optimum set of solutions for SUMP objectives:
   - Solutions considered for each objective
   - Measures/projects tested using the analysis tools as appropriate.

➢ Different categories of measures including:
   - Infrastructure: requires capital investment in physical works
   - Operational measures: describe actions to improve operation of transport (e.g. travel information, ticketing, traffic management or other intelligent transport systems)
   - Organisational measures: involve changes to the structures that oversee the implementation of transport solutions, implemented at institutional level or within specific authorities/agencies
Indicative SUMP measures (1/4)

1. Mobility Management
   ▪ Travel Awareness and promotion of mobility
   ▪ Mobility Planning
   ▪ Participation between stakeholders/citizens

2. Demand Management Strategies
   ▪ Promotion of bicycle and pedestrian trips
   ▪ Access management and use charging
   ▪ Parking Management
Indicative SUMP measures (2/4)

3. Clean vehicles and fuels
   - Upgrade of Public Transport fleet
   - Hybrid and electrical private cars
   - Clean fuels and transport infrastructures

4. Intelligent Transport Systems - ITS
   - Public Transport applications on ITS
   - ITS for monitoring, management and enforcement
   - Real time information provision
5. Safety and Security
- Safer road corridors, bicycle and pedestrian roads
- Improvement of safety and security feeling for pedestrians and vulnerable users

6. Flexible Transport Systems
- Improvement of transport services
- Fair and efficient pricing of services
- Accessibility improvement
- Multimodality
Indicative SUMP measures (4/4)

7. Reduce of Car usage through shared economies
   - Bicycle sharing
   - Car-sharing
   - Car-pooling

8. City logistics
   - Optimum distribution of goods
   - Time plan for distribution of goods
   - Fleet management
   - Clean vehicles
A toolkit for measures’ selection

Welcome to KonSULT, the Knowledgebase on Sustainable Urban Land use and Transport

KonSULT is designed to help policy makers, professionals and interest groups to understand the challenges of achieving sustainability in urban transport, and to identify appropriate policy measures and packages. It also provides detailed information on individual policy measures which will be of relevance to professionals, researchers and students.

KonSULT’s mission is

- to help cities quickly to identify policy measures and packages which may be of assistance in meeting their objectives, using the Measure Option Generator
- to provide more detail on the suggested policy measures (or “instruments”) using the Policy Guidebook; and
- to outline the process of developing sustainable urban transport strategies, and the concepts employed in the Measure Option Generator and Policy Guidebook, through the Decision-Makers’ Guidebook.

In developing KonSULT, we aim to contribute significantly to the effective development of Sustainable Urban Mobility Plans and hence to the achievement internationally of urban transport policy objectives of reduced congestion, an enhanced environment, greater safety, better access, fairer opportunities, improved quality of life and increased sustainability.

The development of KonSULT has been supported financially by the UK Engineering and Physical Sciences Research Council, the UK Department for Transport, the European Commission and the Rees Jeffreys Road Fund. The current version, with its upgraded website, expanded policy guidebook and enhanced option generation facilities, was supported...
The 10 knowledge areas

- **Stakeholders**: Helps you identify and manage relationships with people who can impact or get impacted by the project.
- **Integration**: Overall KA - integrating processes covers from Initiating to Closing of the project or phase.
- **Procurement**: Helps you understand stakeholders' expectations out of the project. Very, very crucial KA this is!
- **Scope**: You will be able to identify project activities, identify dependencies, estimate their resource and durations are estimated, and create project schedule right here!
- **Risk**: Helps you keep all stakeholders in the know. Distribute right information to the right people at the right time!
- **Communication**: People. People. People. A crucial element of success for any project. And, most challenging for the Project Manager. Why? Because dealing with people needs a great deal of interpersonal skills!
- **Human Resources**: Address all type of costs - direct & indirect costs, related to quality, resources, risks and procurement.
- **Quality**: Figure out what is needed to ensure that project produces PSR (product/service/result) that is in line with stakeholders' expectations - not more, not less!

To Remember, use the mnemonic:
"Integrating Scope and Time will Cost our Quality Human Resources to Communicate with a Risk of Procuring Stakeholders!"
Thank you!

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Questions welcome

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Projects media