# 2020

## CiVITAS
Cleaner and better transport in cities
SUMPS-UP

# SUMPS-UP
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**SUMPs-Up** Mobility Practitioners Webinar

20 March 2019

## Measure Selection in Sustainable Urban Mobility Plan Development

### Measure selection

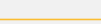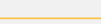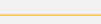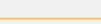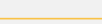| Analysing existing measures, goals, problems and trends |
| Identifying and analysing suitable types of policy measures |
| Developing detailed specification of policy measures and packages |
| Conducting an appraisal of the proposed measures and packages |
| Agreeing on responsibilities and implementing measure packages |
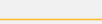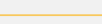
Image: CH4LLENGE – Addressing Key Challenges of Sustainable Urban Mobility Planning

Ana Drăguțescu / ICLEI ES

European Platform
on Sustainable Urban
Mobility Plans

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# The context



Image: SUMP Guidelines / 2014

Image: CH4LLENGE / Key tasks in the SUMP development process / Rupprecht Consult, 2016

**Measure selection -** an important step of reaching the targets of the SUMP and they are the core part of the final document.

Practitioners need to be aware of the challenges in order to conduct an effective and efficient SUMP process with the aim of achieving a high-quality SUMP.

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# Learning objectives for this webinar

## Measure selection is…

- **the process** of identifying the most suitable and cost effective policy measures **to achieve the SUMP's vision and objectives** and overcome the identified problems.

## What do we need to know about it?

- to understand the process of **selecting, assessing and packaging** transport measures to address the needs and problems in different city contexts;

- to be able to assess and evaluate the impacts of these measures once implemented.

# Measure selection in a nutshell!

## Let's take a first look at the topic of measure selection!

- Understanding mobility needs and transport problems of cities **is difficult when thinking and implementing sustainable urban mobility;**

- We need to understand **how** measures can meet the needs and address the problems! And…

- To think beyond any preconceived solutions – open to new solutions based on the evidence. It will later help in assessing the impact of the measure.

Images: eltis.org / Harry Schiffer, and City of Ljubljana

# Measure selection as part of the SUMP process
## Definitions

## What is a **measure?**

- An action that can be implemented to contribute to reaching one or more policy objectives in a SUMP and to overcome one or more identified problems;

## What is a **package measures?**

- A combination of different measures which have been grouped together in a package - to contribute more effectively to policy objectives and problem resolution;

## What is an **option generation?**

- The process by which possible measures (or (packages) are identified.

## What is an **option appraisal?**

- The process by which a proposed measure or package is assessed in advance of its implementation

Images: **Urban Mobility Plan Vienna**
https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008443.pdf

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# Measure selection as part of the SUMP process
## The key challenges

## Measure selection is a challenge for five principal reasons

1. Cities have a very wide range of measures available to them - too easy to **overlook solutions** which would be more effective

2. Many stakeholders and politicians have **preconceived ideas** as to what should be done, and evidence suggests that these solutions are often not the most cost-effective;

3. The most **cost-effective measures** are often **not the most easily implemented** - split responsibilities, lack of funding, and public opposition can limit what is done;

4. A SUMP is likely to draw on several measures, but the performance, and implementability, will depend on how they are packaged;

5. A SUMP needs to be more than a wish-list of measures - prior to implementation each measure needs to be defined in detail, assessed in terms of its likely impact.

# Measure selection as part of the SUMP process
## Structure

Cities can use this 4 steps-structure for developing a validated and verified list of feasible, effective measures

1. **Determine the baseline**, reviewing already implemented measures and the status of the city's current transport system.

2. **Create a list of measures** designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

3. **Rate measures** using a rating system to identify measures that are effective and feasible for the city.

4. **Describe and gain approval** for selected measures.

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP - http://sumps-up.eu/manuals/

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# Measure selection as part of the SUMP process

## Determine the baseline

- **city's status** - avoid thinking about solutions before you have agreed on your **vision and objectives**. These will help you to understand what problems you face
- different key elements should be analysed as shown in the table

| FUNCTIONS/ TRANSPORT MODES | MODAL SHARE | QUALITY OF INFRA- STRUCTURE | SAFETY, ENVIRON- MENTAL AND HEALTH STATUS | CURRENT STATUS, IMPLEMENTATION OF MEASURES | ANALYSIS |
|---|---|---|---|---|---|
| Walking | 12% | Poor | Many accidents on road crossings near schools | Low activity | Traffic safety measures is needed |
| Cycling | 7% | Medium | Low use gives small benefits | Efforts to mapping the bicycle network in progress. Low budget for new measures. | Increase the city administration's budget for cycling measures |
| Bus/tram/ metro/Light rail | 16% | Good | New bus-fleet has been installed, less impact on air quality | High activity, public transport strategy planned | Progress in right direction, keep on |
| Car | 65% | Good | Many accidents between vulnerable road users and cars. High use impact air quality. | High activity, new bypass is under construction | Work with car traffic in city centre when new bypass is completed. |
| Train station and larger interchanges | x | Good | Bus station is not located within walking distance from train station | Low activity | Involve location of interchanges in public transport strategy |
| Freight | x | Good | Heavy freight traffic in city centre is considered to be a safety risk | Low activity | Increase the city administration's capacity |
| Analysis | Car is the dominant transport mode | Vulnerable road users feel unsafe | Traffic safety measures is needed addressing many modes of transport | Strengthen capacity is needed in several fields. | x |

- Deepens the knowledge about the current status;
- Determines the capacity for measure implementation;
- Done systematically for each mode of transport.

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP - http://sumps-up.eu/manuals/

# Measure selection as part of the SUMP process

**2. Create a list of measures** designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

Identify measures which might best help solve identified problems - the option generation is not an easy task!

| MEASURE | DESCRIPTION OF MEASURE | RESPONSIBILITY |
|---------|------------------------|----------------|
| Segregated Cycle Facilities | Marked lanes and tracks along major urban street. Motorised traffic excluded to increase traffic safety for cyclists. | Road owner |
| Develop mobility management plan | | |

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP - http://sumps-up.eu/manuals/

## A list of measures - a good start for cities

- Increase internal knowledge and awareness - capacity building with politicians and planners in the organisation; Choose:
  - physical measures to improve the infrastructure regarding safety, walking and cycling;
  - management measures - increase the efficiency of the existing transport system.

Strategic policy measures for monitoring and data gathering

Capacity building activities

Traffic safety measures

Infrastructure for pedestrians and cyclists

Promotion of sustainable modes of transport and awareness campaigns

Traffic management

Parking management

# Measure selection as part of the SUMP process

An increasingly wide range of policy measures available to European cities

Long list of measures included in the START **SUMPs-Up** Manual on the integration of measures and measure packages in a SUMP http://sumps-up.eu/manuals/ based on different sources

## ANNEX I

### Long list of measures

Readers guide: This list of measures has been assembled with the aim to give inspiration to planning authorities in the process to selecting measures related to a SUMP. The list of measures and their description are based on several sources. When information is available online the measure is linked. Sources used in the list are: EVIDENCE, DELTA, KonSULT, Trivector, Vruits, Civitas, Copenhagenize.

SUMPs-Up European Programme for Accelerating the Take-up of Sustainable Urban Mobility Plans
Responsible author(s): Trivector Traffic AB

The long list of measures is divided in to 25 different measure areas based on the Evidence structure. For each measure area, a number of measures are described and the connection to Civitas' policy fields are displayed.

| | | |
|---|---|---|
| 1. Walking | 11. Parking | 21. Cycling infrastructure |
| 2. Urban freight | 12. New public transport systems | 22. Congestion charges |
| 3. Travel information | 13. New models of car use | 23. Cleaner Vehicles |
| 4. Traffic safety | 14. Marketing and rewarding | 24. Bike sharing schemes |
| 5. Traffic management | 15. Land use planning | 25. Access Restrictions |
| 6. Taxes and fares | 16. Integration of modes | |
| 7. Site-Based Travel Plans | 17. Inclusive urban design | |
| 8. Roadspace reallocation | 18. e-ticketing | |
| 9. Public transport Enhancements | 19. Environmental zones | |
| 10. Personalised travel planning | 20. Electric Battery and fuel cell vehicles | |

### 1. Walking [ link ]

| NAME OF MEASURE | DESCRIPTION OF MEASURE | CIVITAS POLICY FIELD |
|---|---|---|
| Pedestrian areas & routes | Measures to influence pedestrian behaviour and to provide safe and attractive pedestrian areas. | |
| Create (temporarily) pedestrian areas | To limit traffic volumes within city or town centres, access restrictions and a clear strategy to foster pedestrian networks can be established. | |
| Intelligent pedestrian crossings | An Intelligent Pedestrian Detector (IPD) that provides real-time information to the Traffic Signal regarding the number of pedestrians waiting to cross, detected via the IPD, as they approach the crossing and they enter the detection area. The Traffic Signal extends the pedestrian green phase based on how many people are waiting to cross or on the number of still crossing pedestrians. The Light Demand can be switched off when the number of pedestrians isn't sufficient (based on the defined threshold). While VRUs are waiting for pedestrian green phase and during it, if the demand is active (i.e. if the number of people waiting to cross exceeds a predefined threshold) the Light Demand is also activated, regardless of the light cycle. This Light Demand is intended to alert vehicles about the presence of pedestrians in the scene. The illumination system (Light Demand) is used to highlight the crossing and its surroundings, warning vehicles about the presence of pedestrians and thus enhancing their safety | Car independent lifestyles |
| Increase accessibility for elderly or disabled people | Ensure accessibility for elderly or disabled people in form of smooth, even pavement, submerged pavement edge and tactile surfaces | Safety and security |

### 2. Urban freight | link ]

| NAME OF MEASURE | DESCRIPTION OF MEASURE | CIVITAS POLICY FIELD |
|---|---|---|
| Lorry routes & bans | Lorry routes are used to achieve Positive Routeing by specifying the routes which lorries can take. | |
| Road freight fleet management systems | a number of telematics systems which use remote devices on both freight vehicles and trailers to control and monitor freight operations and present this data in a useable format to freight managers, either as real time data or static data. | |
| Implement a driving ban for lorries / HGVs on main travel routes during peak times | In order to avoid congestion on main travel routes, a driving ban for lorries/ HGVs (Heavy Goods Vehicles) during peak travel times should be implemented (for example on weekends). | |

# Measure selection as part of the SUMP process

A wide range of appropriate measures needs to be considered - there is a risk that the best options are overlooked and money could be wasted!

**A good option generation process is crucial** – to find the interventions that offer the highest return.
The full range of options should look across all modes.

## Measure Option Generator

Please select **objectives**, **problems** or **indicators**.

You can assign weights (0 to 5) to indicate the **relative importance of each category** you have selected.

**0 = do not use, 1 = low importance, 5 = high importance.**
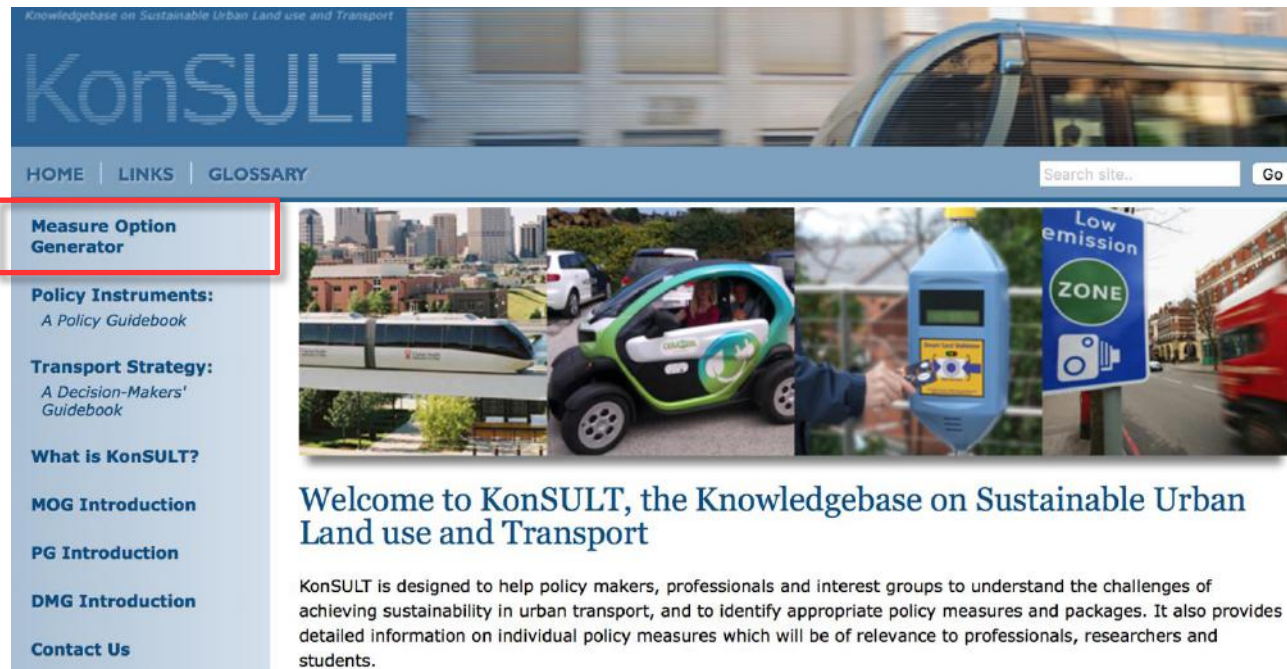
| Objectives ☑ | Problems ☐ | Indicators ☐ |
|---|---|---|
| 0 ▾ Efficiency | 0 ▾ Congestion | 0 ▾ Congestion |
| 3 ▾ Liveable streets | 0 ▾ Community Impacts | 0 ▾ Bus reliability |
| 5 ▾ Protection of the environment | 0 ▾ Environmental Damage | 0 ▾ % of people who think it is easy and safe to walk in their area |
| 4 ▾ Equity and Social Inclusion | 0 ▾ Poor Accessibility | 0 ▾ CO2 emissions |
| 3 ▾ Safety | 0 ▾ Social and Geographic disadvantaging | 0 ▾ Local pollution |
| 4 ▾ Economic Growth | 0 ▾ Accidents | 0 ▾ Energy efficiency ( / trip ) |
| 0 ▾ Finance | 0 ▾ Suppression of Economic Activity | 0 ▾ Accessibility to key services |
| | | 0 ▾ Average cost of journey |
| | | 0 ▾ Safety |
| | | 0 ▾ Regional GDP |

Specification of objectives in KonSULT
Source: www.konsult.leeds.ac.uk

# Measure selection as part of the SUMP process

2. **Create a list of measures** designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

**KonSULT** - 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 provides detailed information on individual policy measures.



## http://www.konsult.leeds.ac.uk

# Measure selection as part of the SUMP process

2. **Create a list of measures** designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

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Knowledgebase on Sustainable Urban Land use and Transport

## KonSULT

HOME   LINKS   GLOSSARY          Search site...   Go

**Measure Option Generator**

**Policy Instruments:**
*A Policy Guidebook*

**Transport Strategy:**
*A Decision-Makers' Guidebook*

**What is KonSULT?**

**MOG Introduction**

**PG Introduction**

**DMG Introduction**

**Contact Us**

Co-funded by the Intelligent Energy Europe Programme of the European Union

### Policy Guidebook

Select one of the six categories below. Then select the policy measure of interest.

| Land use | Infrastructure | Management & service | Attitudinal & behavioural | Information provision | Pricing |
|---|---|---|---|---|---|

- Road maintenance
- Conventional traffic management
- Urban traffic control
- Intelligent transport systems
- Accident remedial measures
- Traffic calming measures
- High occupancy vehicle lanes
- Physical restrictions
- Regulatory restrictions
- Low emission zones
- Parking controls
- Bus services
- Bus priorities
- Demand responsive transport
- Bus fleet management systems
- Bus regulation
- Segregated cycle facilities
- Cycle parking & storage
- Cycle & pedestrian safety
- Pedestrian crossing facilities
- Lorry routes & bans
- Road freight fleet management systems
- New rail services

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Knowledgebase on Sustainable Urban Land use and Transport

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**Measure Option Generator**

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### Physical Restrictions

| Summary | Taxonomy & description | First principles assessment | Evidence on performance | Policy contribution | References |
|---|---|---|---|---|---|

This measure was fully updated by **THE ASSOCIATION FOR URBAN TRANSITION – ATU** in 2014 under the CH4LLENGE project, financed by the European Commission.

ATU
Asociația pentru Tranziția Urbană

CH4LLENGE

Physical restrictions limit car use in urban areas or other specific zones by reductions in road capacity such as street closures or reallocation of road capacity from cars to other traffic such as buses, cyclists and pedestrians. They include bus priorities, cycle lanes, extensive pedestrian areas, street-running rail such as tram or light rail systems and also traffic calming measures.

Physical restrictions on car use aim to reduce the volume of vehicles to achieve a more balanced allocation of road space. These measures can also improve the attractiveness of public transport, provide better facilities for cyclists and pedestrians, and improve environmental quality and safety.

However, demand impacts will vary according to the capacity of a network at the site where a physical restriction is implemented. If capacity is reduced on a few roads or areas but there is still capacity available on other routes, drivers may divert onto an alternative route which still has available capacity. This will reduce traffic congestion on a specific road, but not lead to an overall reduction in the level of car traffic in an urban area.

# Measure selection as part of the SUMP process


2. Create a list of measures designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

Other option generators – **The Urban Transport Roadmap** on-line tool to help you develop the first scenarios of your SUMP.
With its simplified approach the tool serves as a first step to:
- explore and identify appropriate sustainable transport policy measures;
- quantify the transport, environmental and economic impacts of these measures;
- consider an implementation pathway (roadmap) for the policy scenario.



## http://www.urban-transport-roadmaps.eu

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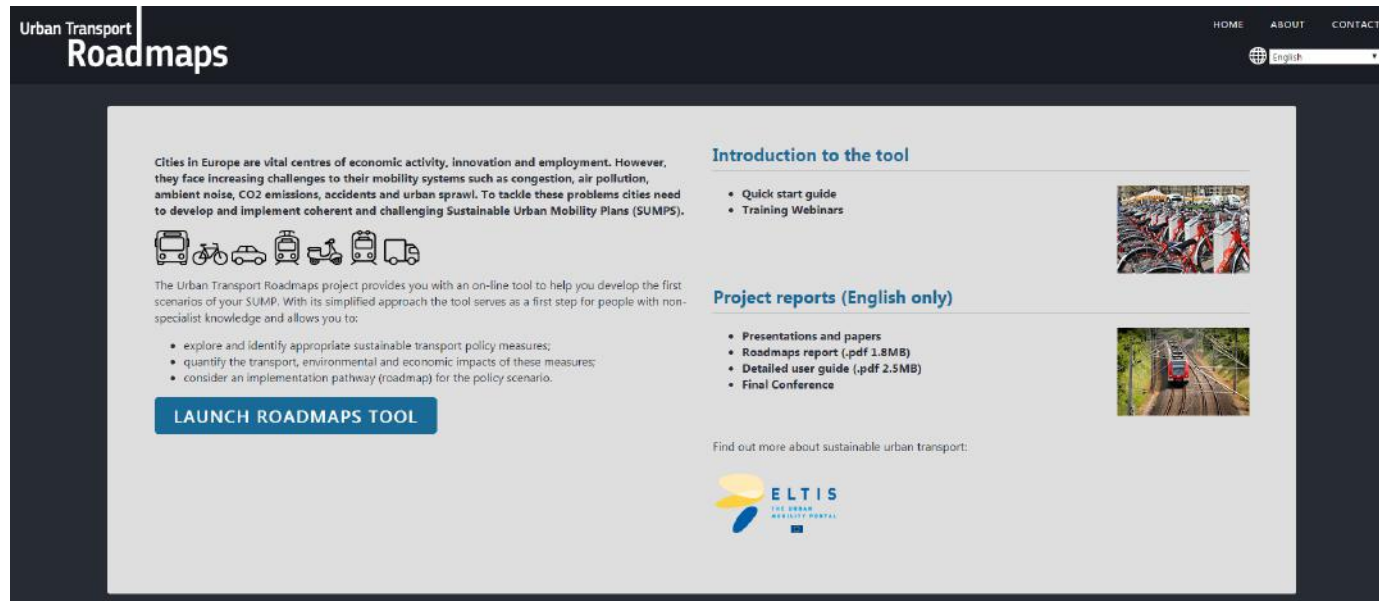# Measure selection as part of the SUMP process

# Measure selection as part of the SUMP process

2. **Create a list of measures** designed to address the city's vision and targets for more sustainable urban planning as well as the prioritised challenges.

Other option generators presented in SUMPs-Up Manuals on the integration of measures and measure packages based on sources such as EVIDENCE, MaxExplorer and CIVITAS

**MaxExplorer**

MaxExplorer is an interactive tool to help "mobility management-beginners" in choosing the mobility management measures most appropriate to their specific situation. – available EPOMM platform and describes 27 featured measures. www.epomm.eu/index.php?id=2745

**EVIDENCE**

EVIDENCE - The EVIDENCE website contains a set of 22 mobility measure reviews and training materials for academics and trainers. www.evidence-project.eu/index.php

**CIVITAS**

**Innovative urban transport solutions -** challenges, lessons and recommendations regarding measures within CIVITAS policy fields http://civitas.eu/sites/default/files/civitas-plus-innovative-urban-transport-solutions-www-final.pdf

**SUMP measures may be rejected!**
**- less effective SUMP**



Various types of barriers:

- **Governance** - lack of autonomy from national government, inconsistent policies across government boundaries and a mismatch of public and private sector objectives;
- **Financial** - particularly a PT related issue - reluctance to increase fees;
- **Legal** - lack of legal powers to implement a particular measure, legal responsibilities split between agencies, and regulations that require involvement of the private sector;
- **Political acceptability** - politicians fear of lack of public acceptance, when different parties hold opposing views and oppose the measure;
- **Technical barriers** - lack of key skills and expertise - significant barrier to progress, and is aggravated by rapid changes in policy and new technologies

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# Measure selection as part of the SUMP process

**3. Rate measures** using a rating system to identify measures that are effective and feasible for the city.

**Rate measures to identify the ones that are effective and feasible for the city !**

The most important aspects to consider:

- if the measure can be implemented,
- if it contributes to a more sustainable city and
- if it is feasible

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP - http://sumps-up.eu/manuals/

Ranking the measures in KonSULT
Source: www.konsult.leeds.ac.uk

## Measure Option Generator

The list below shows all the policy measures within KonSULT in rank order based on their ability to contribute to the context which you have specified.

The absolute scores are arbitrary, but by comparing them you can judge the relative contribution of different measures.

To find out more about any of the measures listed, simply click on it.

By clicking on the Package Option Generator button you can investigate how these policy measures can combine with one another. The process is explained in subsequent screens.

Previous Screen
Package Option Generator...
Save results

| rank | code | category | cost | timescale | measure | score |
|------|------|----------|------|-----------|---------|-------|
| 1 | 209 | Infrastructure | medium | medium | Pedestrian areas & routes | 83 |
| 2 | 102 | Land Use Measures | neutral | long | Land use to support public transport | 60 |
| 3 | 208 | Infrastructure | medium | medium | Cycle networks | 52 |
| 4 | 305 | Management and service measures | medium | short | Accident remedial measures | 51 |
| 5 | 605 | Pricing | neutral | medium | Road user charging | 45 |
| 6 | 304 | Management and service measures | medium | medium | Intelligent transport systems | 45 |

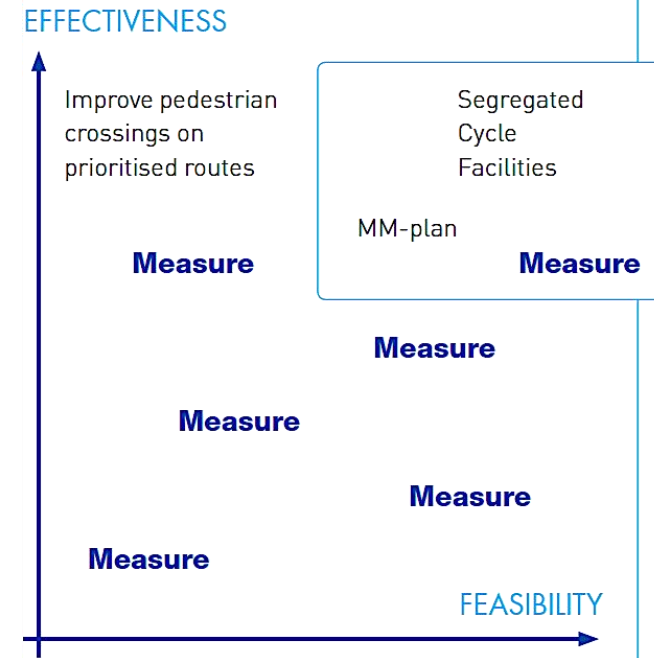| MEASURE | EFFECTIVE-NESS | FEASI-BILITY | COMMENT |
|---------|----------------|--------------|---------|
| Segregated Cycle Facilities | ■ ■ ■ | ■ ■ ■ | Needs to be coordinated with private land owner |
| Develop mobility manage-ment plan | ■ ■ | ■ ■ ■ | Knowledge within admin-istration |
| Improve pedestrian crossings on prioritised routes | ■ ■ ■ | ■ | Other stakeholder is responsible for most of the routes |
| ... | | | |

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# Measure selection as part of the SUMP process

3. **Rate measures** using a rating system to identify measures that are effective and feasible for the city.

## USE DIAGRAMS!

They are easier to be presented to politicians and citizens!

- When the rating is completed, a summarise of the highest rated (or most prioritised) measures can be brought on when proceeding with the SUMP planning process

EFFECTIVENESS

Improve pedestrian crossings on prioritised routes

Segregated Cycle Facilities

MM-plan

**Measure**

**Measure**

**Measure**

**Measure**

**Measure**

**Measure**

FEASIBILITY

| MEASURE | DESCRIPTION OF MEASURE | RESPONSIBILITY | EFFECTIVENESS | FEASIBILITY | COMMENT |
|---|---|---|---|---|---|
| Segregated Cycle Facilities | Marked lanes... | Road owner | ■ ■ ■ | ■ ■ ■ | Needs to be coordinated with private land owner |
| Develop mobility management plan | ... | Daily delivery group | ■ ■ | ■ ■ ■ | Knowledge within administration |
| ... | | | | | |

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP
http://sumps-up.eu/manuals/

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# Measure selection as part of the SUMP process

## THE LIST OF MEASURE IS FINALISED

Gain approval among politicians, citizens and other stakeholders!
- A key element for success - achieve a common understanding among stakeholders and politicians regarding more costly or advanced measures
- Send a draft document of the strategic choice of measures to different interested parties for consultation

## GAIN APPROVAL AMONG CITIZENS! – their approval and understanding is important, if not vital



Images Urban Mobility Plan Vienna /
https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008443.pdf
Drawing incorporating the main messages of the Citizens' Council about the urban mobility plan

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## A step forward…measures packaging

No measure on its own will be sufficient to achieve a city's objectives or overcome its problems!

**Two ways** how policy measures can work together in a package:

1. **Synergy** - they can achieve more together than either would on its own  -  the effect of two measures together is greater than the sum of the individual effects of the two of them alone
2. They can facilitate other measures in the package by overcoming the barriers to their implementation

**Measure Option Generator**

**Choose complementary measures**

Combinations are generated by one of two methods. By choosing Barriers from the drop down list you can identify combinations of measures in which each helps overcome the barriers (such as finance, acceptability) to introducing the other(s). By choosing Synergy from the drop down list you can identify combinations in which the individual measures reinforce one another most effectively.

Please click on the measures which you want to consider as complementing the chosen measure.

If you want to choose all the measures, click "Select all".

Method : barrier

Previous Screen

Complementary Measures Generator

☑ Select All

| Select | rank | code | category | cost | timescale | measure | score |
|---|---|---|---|---|---|---|---|
| ☑ | 2 | 102 | Land Use Measures | neutral | long | Land use to support public transport | 60 |
| ☑ | 3 | 208 | Infrastructure | medium | medium | Cycle networks | 52 |
| ☑ | 4 | 305 | Management and service measures | medium | short | Accident remedial measures | 51 |
| ☑ | 5 | 605 | Pricing | neutral | medium | Road user charging | 45 |
| ☑ | 6 | 304 | Management and service measures | medium | medium | Intelligent transport systems | 45 |

# Measure selection as part of the SUMP process
## How to package measures

**CONTRIBUTIONS OF THE MEASURES TO THE OBJECTIVES**

Fields of action/Measures

| | fair | healthy | eco-friendly | robust | efficient | compact |
|---|---|---|---|---|---|---|

**Governance: Responsibilities and resources**
- 01 More resources for active mobility
- 02 Cooperation and services of the City Administration to the districts
- 03 Local mobility plans
- 04 Planning tools and processes for the future of public transport
- 05 Coordination and classification of the street and route network
- 06 New priorities and requirements for transport expert assessments
- 07 Creation of a data sharing system on mobility

**Public space: Sharing streets in a fair way**
- 08 Focus on coexistence in traffic
- 09 More quality and safety of school forecourts
- 10 Temporary opening of streets for active mobility
- 11 More quality of street spaces – appealing design and amenities
- 12 Repurposing of street areas
- 13 High importance of eco-mobility in new street spaces
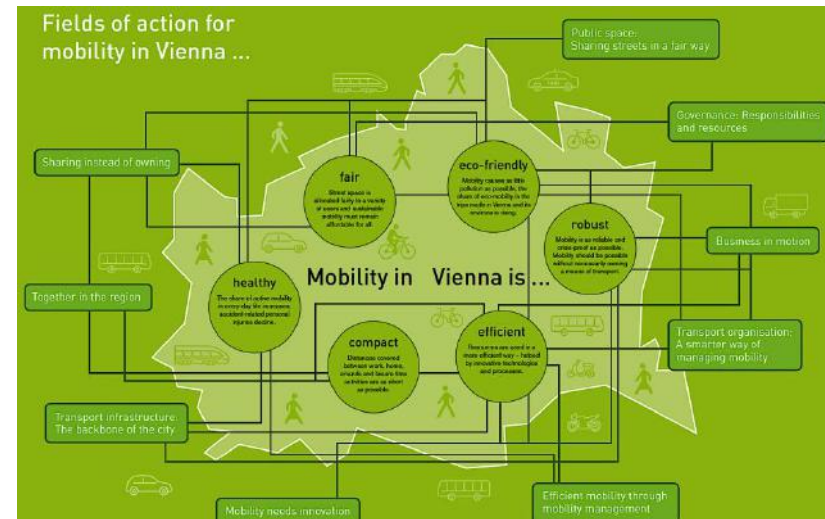
**Efficient mobility through mobility management**
- 14 Consultancy on multi-modal mobility: a one-stop shop
- 15 Mobility management in schools and enterprises
- 16 Mobility management for new neighbourhoods
- 17 Introduction of an online housing and mobility calculator
- 18 Private-law agreements on mobility issues

**Sharing instead of owning**
- 19 Further development of bike sharing systems
- 20 Closer interlinkage of classic car sharing with public transport
- 21 Support to new systems of car sharing
- 22 Establishment of mobility points

**Transport organisation: A smarter way of managing mobility**
- 23 Compilation of a Vienna intersection register
- 24 Shorter waits for pedestrians and cyclists
- 25 More intersections with simplified control
- 26 Accelerating major public transport lines
- 27 Shortening distances for cyclists

Fields of action for mobility in Vienna …

Mobility in Vienna is …

Images: Urban Mobility Plan Vienna /
https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008443.pdf

**Box 4: Examples packages of demand management measures**

OECD has described six different packages of demand management measures that can be used as an inspiration and an explanation of how a package of measures can be composed (OECD 2002):

1. **Provide viable alternatives to driving alone while gradually increasing road transport costs.** E.g. park-and-ride, ridesharing platforms, improving quality of public transportation, enhancing car-sharing association memberships when building accommodations with limited amount of parking, road pricing, car-pooling lanes, parking fees.

2. **Integrate land use and transport demand measures.** E.g. require (Green) Transport Plans in office and housing developments, avoid urban sprawl and dedicated land for commerce in places without public transport.

3. **Introduce Green Transport Plans.** A green transport plan is basically a package of measures for a certain area or organisation.

4. **Implement traffic reduction measures in city centres along with logistics measures for freight transport.** E.g. lorry routes & bans, time access restrictions, incentives and subsides, urban consolidation centres, integrating logistics planning into land use planning, parking management.

5. **Institute road user charges in co-ordination with intelligent traffic management systems.** E.g. parking charges, congestion charges, multimodal information & trip advice, dynamic guidance and information systems.

6. **Promote virtual mobility and more flexible labour market.** E.g. telecommunications, telework, flexible working hours, company travel policies.

Source: SUMPs-Up Manual on the integration of measures and measure packages in a SUMP  http://sumps-up.eu/manuals/

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# References

**Guidelines: Developing and Implementing a Sustainable Urban Mobility Plan**

The SUMP Guidelines are available on the ELTIS-platform, www.eltis.org/guidelines/sump-guidelines.

These guidelines are intended for urban transport and mobility practitioners and other stakeholders involved in the development and implementation of a Sustainable Urban Mobility Plan.

The guidelines are introducing the concept and the benefits of Sustainable Urban Mobility Plans and contain a description of the 11 steps of the SUMP-process (Rupprecht Consult, 2014).

**The Poly-SUMP Methodology: How to develop a Sustainable Urban Mobility Plan for a polycentric region: Guidelines**

Based on the SUMP process there are also guidelines available for how to develop a Sustainable Urban Mobility Plan for a polycentric region.
www.eltis.org/sites/eltis/files/tool/polysump-sump-guidelines-final.pdf.

**Measure selection: Selecting the most effective packages of measures**

For more information about the theory and evidence behind measure selection, see Measure selection – Selecting the most effective packages of measures for Sustainable Urban Mobility Plans. The publication produced in the CH4LLENGE project gives a wide introduction to the subject measure selection, how measure selection is an important part in sustainable urban mobility planning and what evidence and principal constraints there are regarding measure selection.
www.sump-challenges.eu/kits

## http://sumps-up.eu/manuals/

START — FOR BEGINNER CITIES — Manual on the integration of measures and measure packages in a SUMP — www.sumps-up.eu

STEP-UP — FOR INTERMEDIATE CITIES — Manual on the integration of measures and measure packages in a SUMP — www.sumps-up.eu

INNOVATE — FOR ADVANCED CITIES — Manual on the integration of measures and measure packages in a SUMP — www.sumps-up.eu

STANDARDS FOR DEVELOPING A SUMP ACTION PLAN — www.sumps-up.eu

# Thank you!

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