

Urban Mobility Plans - From Start to Finish

Start

Assemble the main Actors

- Technical Team
- Steering Group
- Stakeholders

Define the Key Stages

1. Problem Definition and Objectives
2. Project Identification and Testing
3. Prepare the Plan
4. Implement the Plan

1. Problem Definition and Objectives

- What is the **purpose** of the exercise?
- What are the **real problems**?
- What **objectives** do we want to set?



2. Develop the Analysis Tools

- Importance of Scoping Stage
- Initially, scoping is undertaken before appointment of technical Team



3. Project Identification and Testing

- Identify gaps for resources to support objectives, benchmarking
- Test ideas, benchmarking
- Transport impacts
- Social impacts
- Economic impacts
- Financial impacts
- Other impacts
- Map consider environment, planning stage

4. Prepare the Mobility Plan

- Outline objectives, vision
- Outline the plan
- Outline the measures
- Outline the implementation
- Outline the evaluation
- Outline the monitoring
- Outline the review

Systematica Consulting

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3. Project Identification and Testing

- Identify gaps for needs to support objectives (steering)
- Test ideas (understand)
- Transport impacts
- Social impacts
- Economic impacts
- Financial impacts
- Environmental impacts
- Map consider (criteria) (steering stage)



4. Prepare the Mobility Plan

- Define measures to be taken
- Develop the plan
- Develop the plan
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- Develop the plan



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Purpose

- What do we want to achieve with our City/town?
- Economic?
- Environmental?
- Accessibility?
- Integration?
- Safety?
- Quality of Life?



"HIGH LEVEL OBJECTIVES"

Problems

- Related to High Level Objectives
- How are they observed?
- Can they be measured?
- Role of stakeholders?
- Problems now or in the future?
- Do they affect individuals or the whole population?



"PROBLEM DEFINITION"

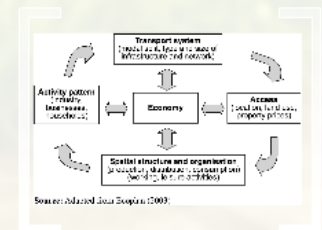
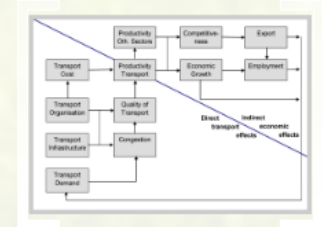
Objectives

- Now we understand the problems
- What do we need to do?
- For example:
 - Ease a transport bottleneck
 - Reduce pedestrian accidents in city centre
 - Provide greater public space
 - Reduce noise and pollution in populated area
- These statements will guide the solutions

"OPERATIONAL OBJECTIVES"

Purpose

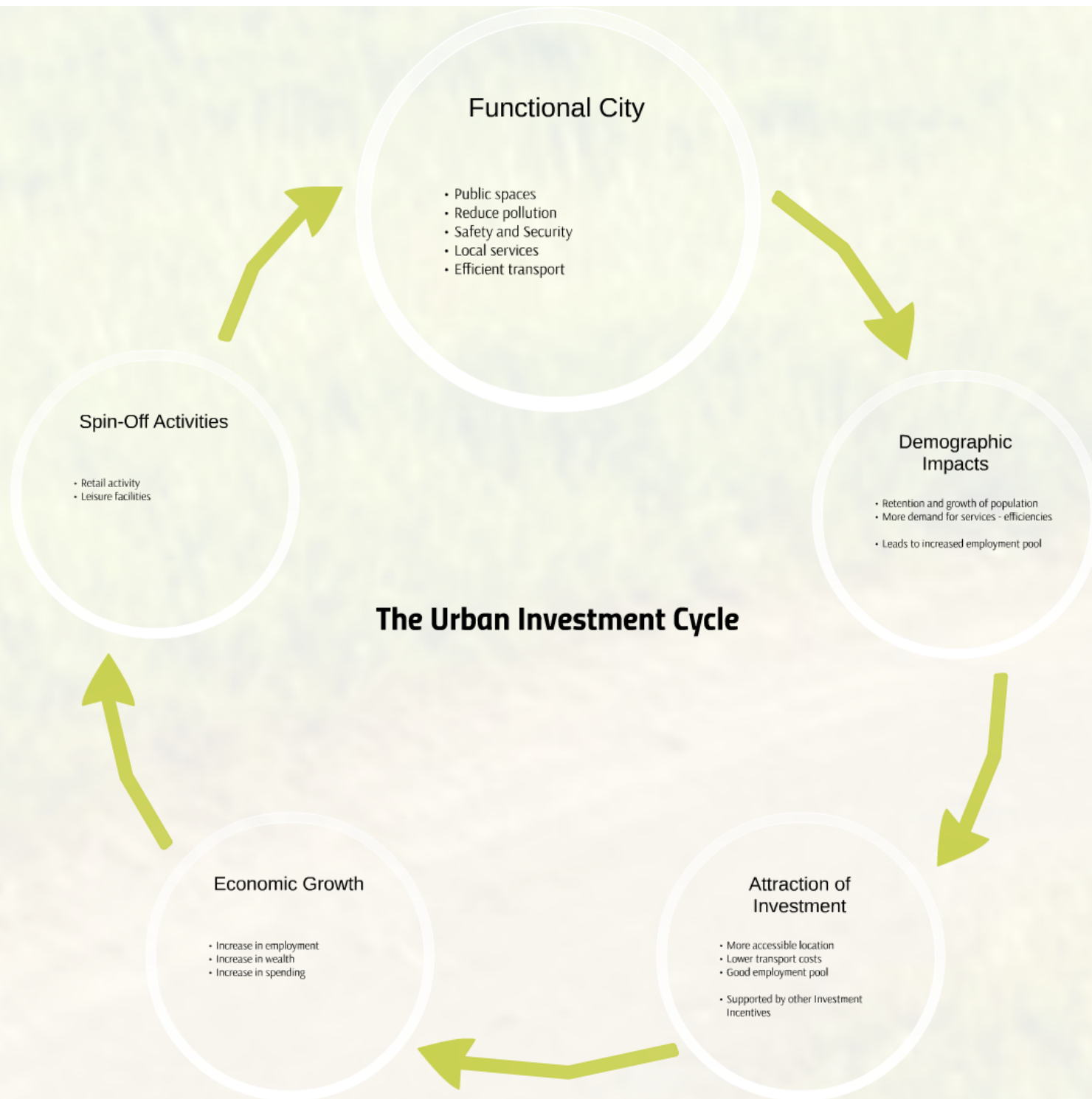
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Source: Adapted from Sogut (2003).



"HIGH LEVEL OBJECTIVES"




Functional City

- Public spaces
- Reduce pollution
- Safety and Security
- Local services
- Efficient transport

Demographic Impacts

- Retention and growth of population
- More demand for services - efficiencies
- Leads to increased employment pool




Attraction of Investment

- More accessible location
- Lower transport costs
- Good employment pool
- Supported by other Investment Incentives



Economic Growth

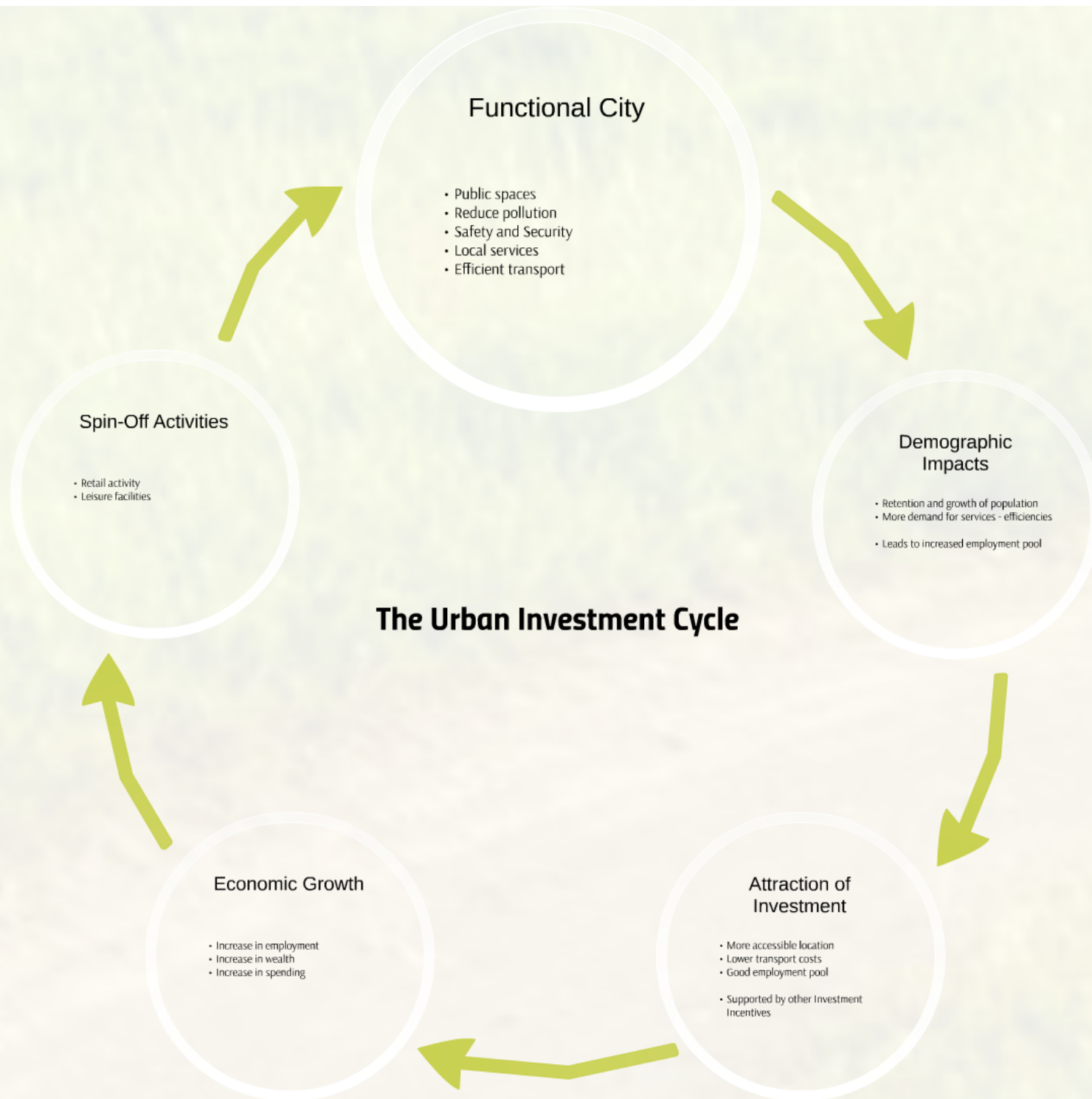
- Increase in employment
 - Increase in wealth
 - Increase in spending
- 

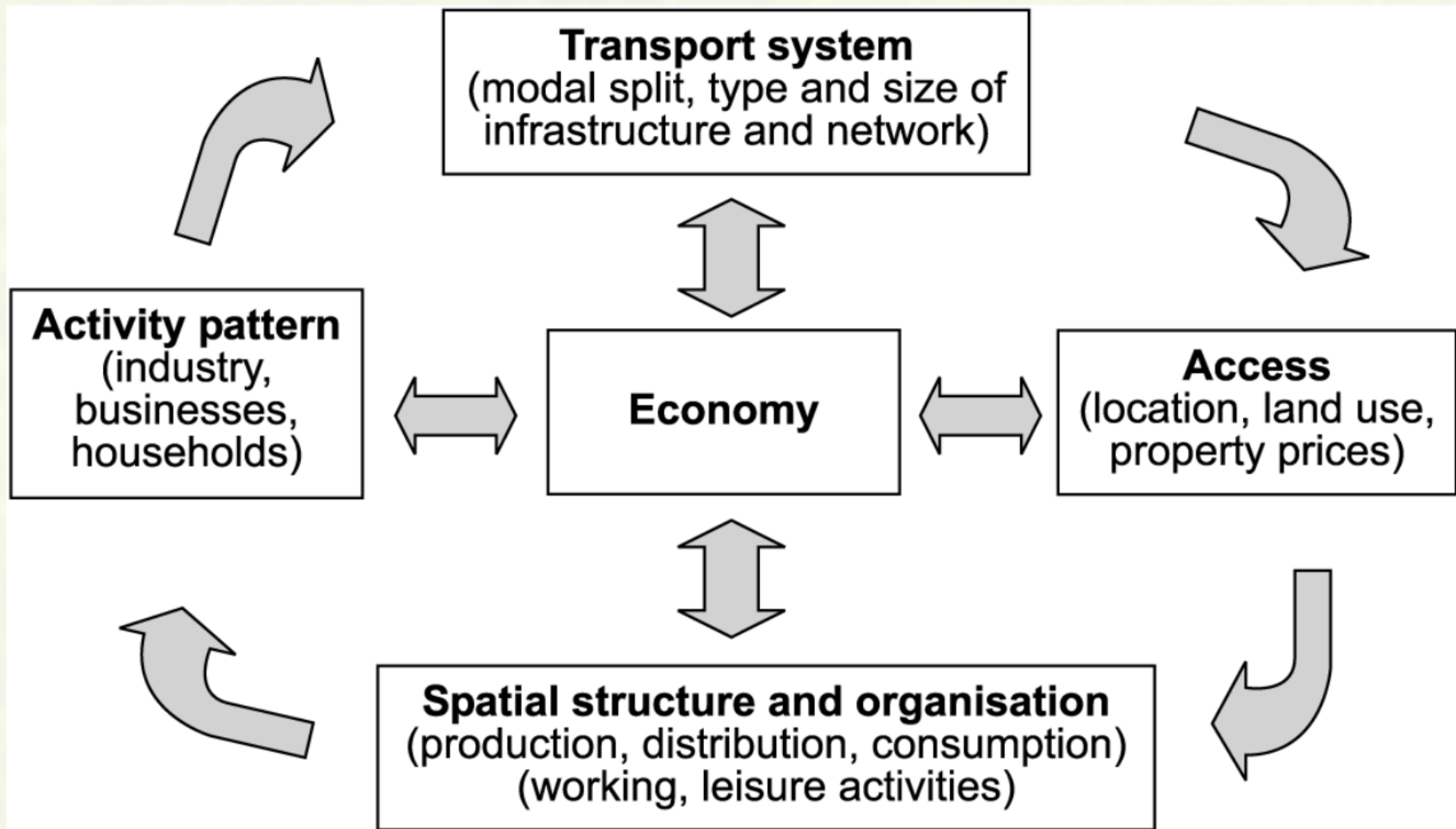
Spin-Off Activities

- Retail activity
- Leisure facilities

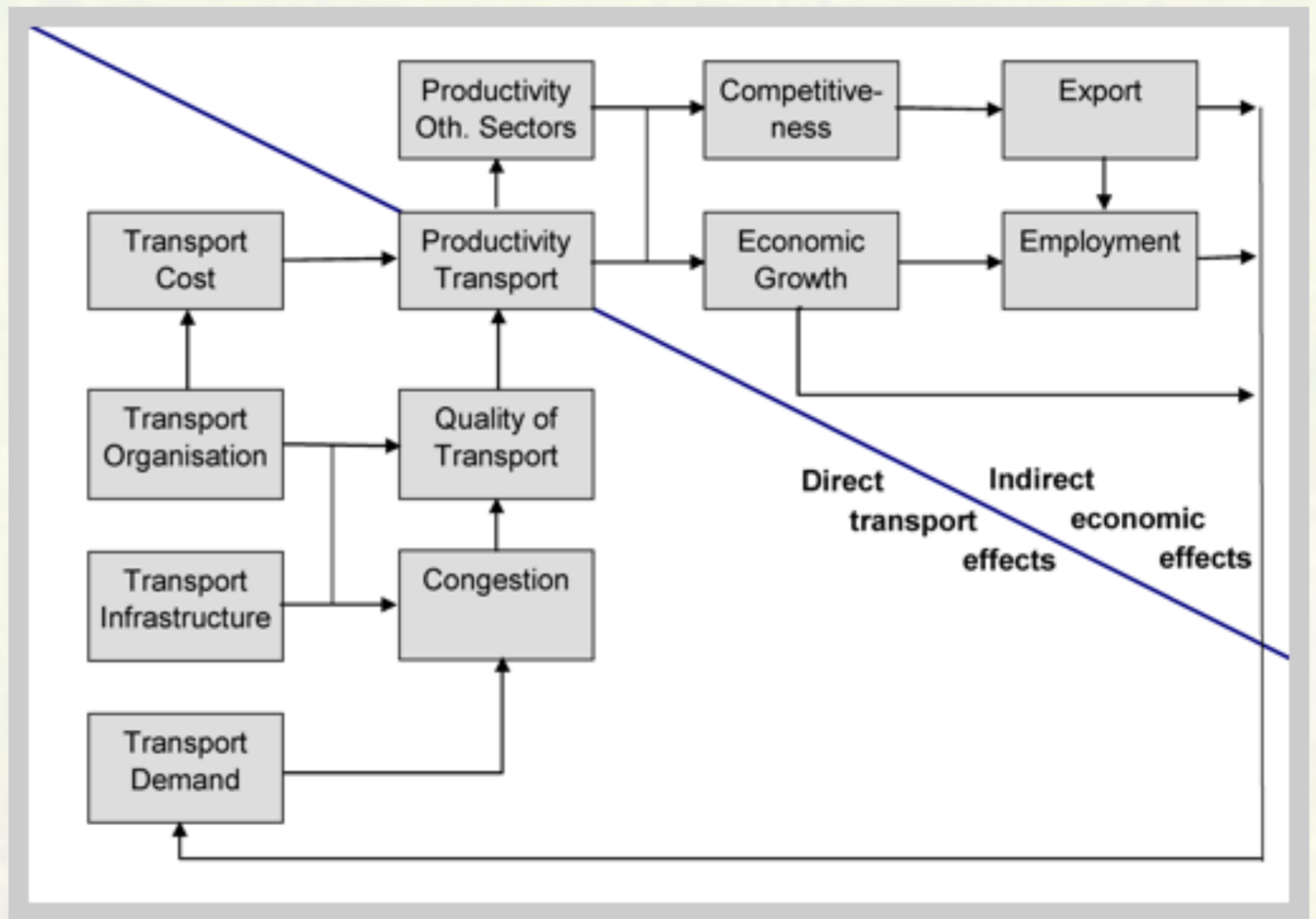
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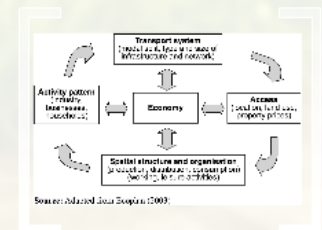
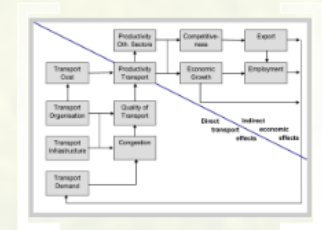


Source: Adapted from Ecoplan (2003)



Purpose

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"PROBLEM DEFINITION"

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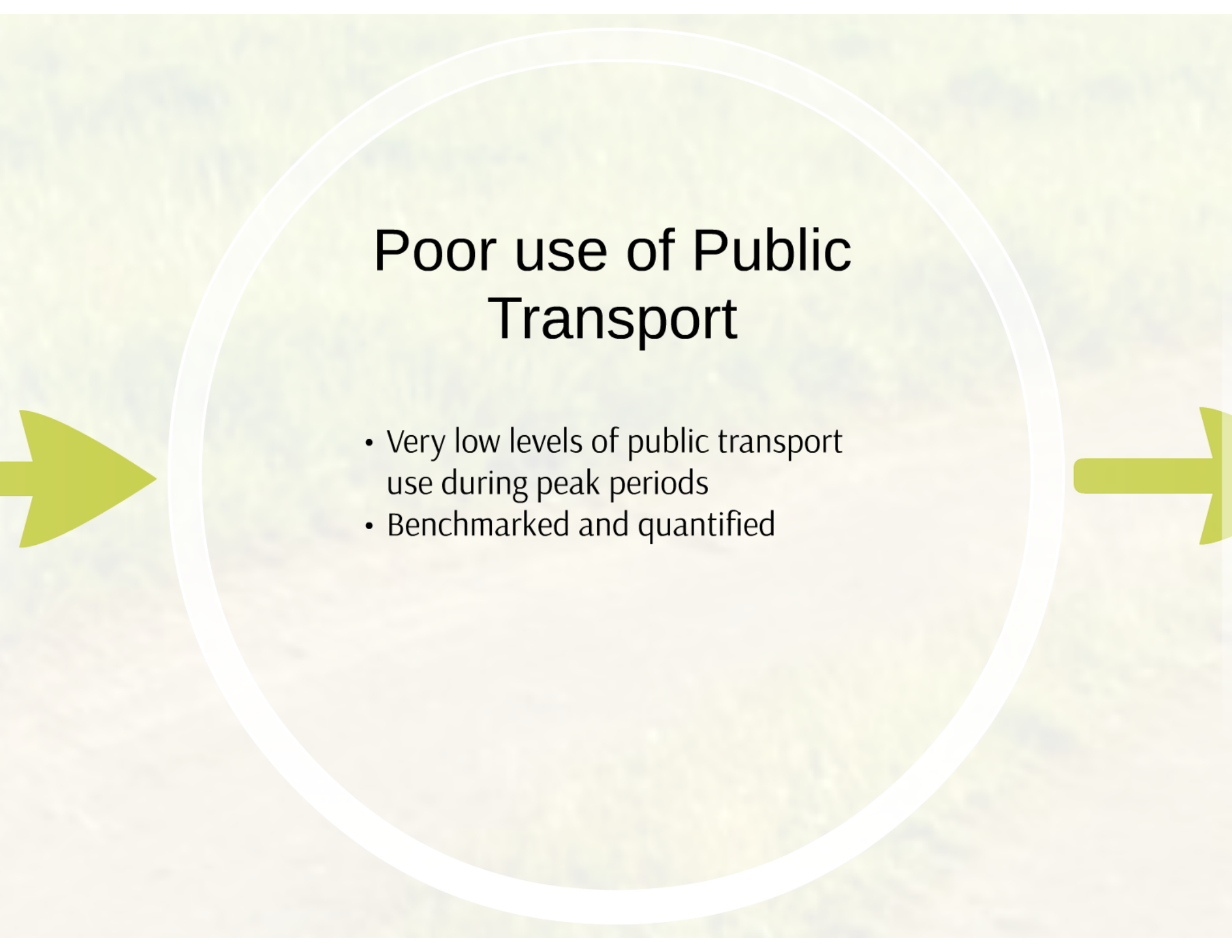
Traffic Congestion

- Increases transport costs
- Reduces accessibility
- Poor reliability
- Widespread problem during peak periods only



High Level of Car Use

- Very high mode share for car
- Compared to other locations
- Quantified (km per person per year)



Poor use of Public Transport

- Very low levels of public transport use during peak periods
- Benchmarked and quantified

Slow Public Transport

- Buses and trams caught in congestion
- Reduces speeds - comparable to walking
- Increases operating costs



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2. Develop the Analysis Tools

- Importance of Scoping Stage
- Ideally, scoping is undertaken before appointment of Technical Team



Transport Models

- Simple Models (no network)
- Assignment Models (network)
- Variable Demand Models (network)



Economic Models

- Extract Benefits from Transport Model
- Extract Costs from Engineering Studies
- Calculate irr, BCR

Analysis Toolkit

- Should provide for defined functionality
- This may require understanding of types of measures
- Some early thinking required!

Financial Models

- Cost profiles
- Revenue profiles
- Loan repayments
- Operating Costs
- Grants etc

Operational Models

- Relevant to Public Transport Systems
- Understand rolling stock and system capacity



Analysis Toolkit

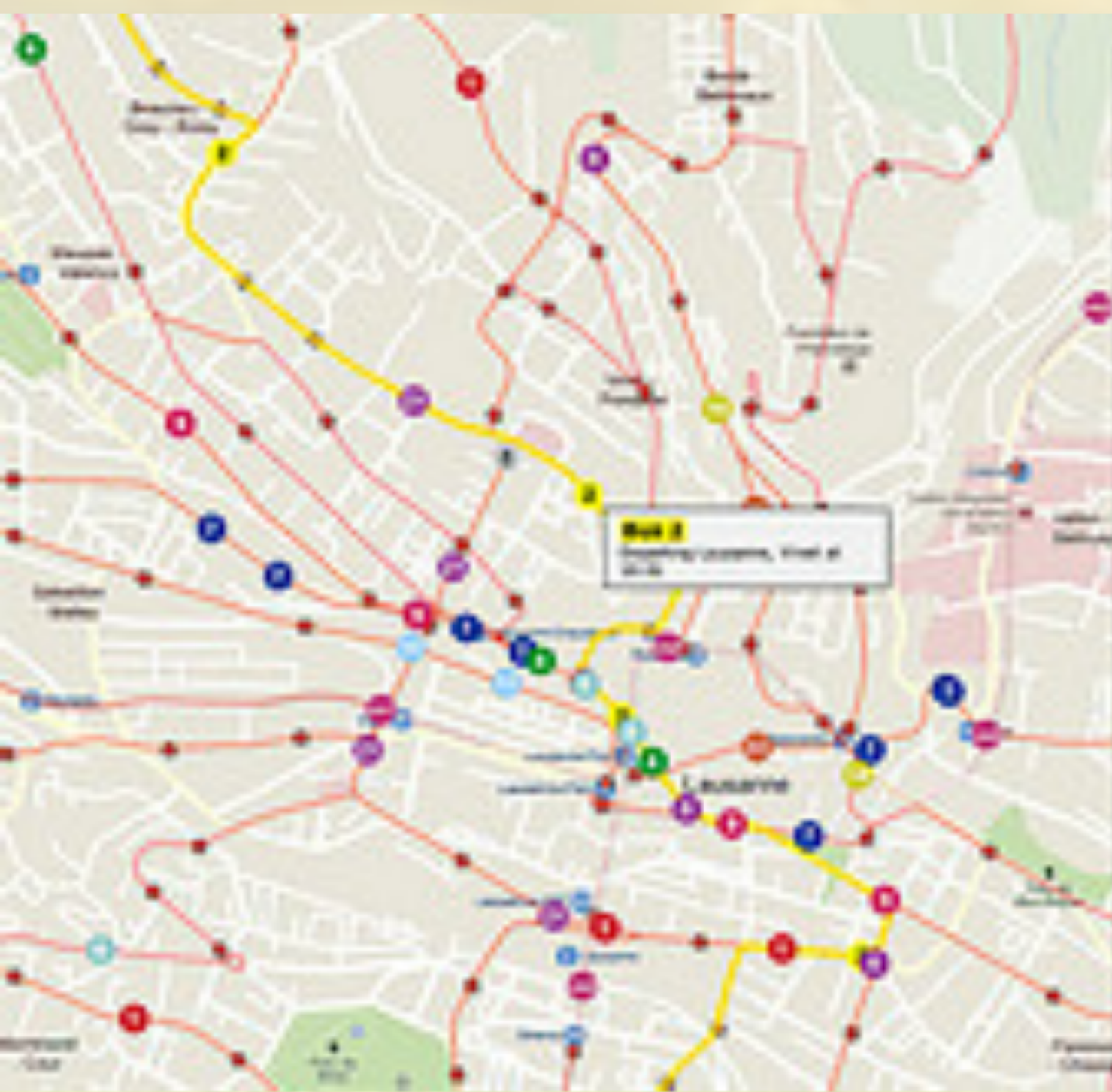
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TL network simulation

📍 **Track 11**
📍 **Track 12**
📍 **Track 13**

This map is a simulation based on the timetables of the TL Lausanne public transport network. Get more information and read the latest news [here](#).

Filter: 10:00:00
☐ Show all locations

Vehicles: **Bus 8**

#	Station	Arr.	Dep.
1	Lausanne, Gare		07:00
2	Lausanne, Gare	07:00	07:00
3	Lausanne, Gare	07:00	07:00
4	Lausanne, Gare	07:00	07:00
5	Lausanne, Gare	07:00	07:00
6	Lausanne, Gare	07:00	07:00
7	Lausanne, Gare	07:00	07:00
8	Lausanne, Gare	07:00	07:00
9	Lausanne, Gare	07:00	07:00
10	Lausanne, Gare	07:00	07:00
11	Lausanne, Gare	07:00	07:00
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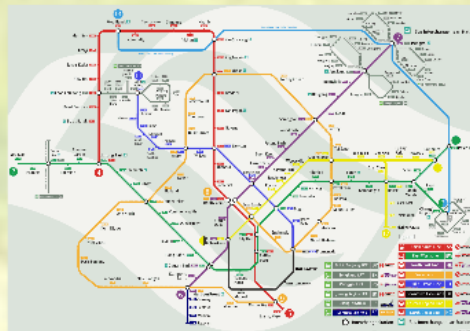


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- Grants etc

2. Develop the Analysis Tools

- Importance of Scoping Stage
- Ideally, scoping is undertaken before appointment of Technical Team



3. Project Identification and Testing

- Identify possible measures to support objectives (Screening)
- Test these to understand
 - transport impacts
 - social impacts
 - economic impacts
 - financial impacts
 - cross-impacts
- May consider an interim 'shortlisting' stage



Screening (Relevant)

- Do interventions meet objectives?

Shortlisting (How Relevant)

- Can their performance be measured
- How do they perform?

Preliminary Appraisal

- Final test to define inclusion in Plan
- Pass/Fail and Prioritization

Screening (Relevant)

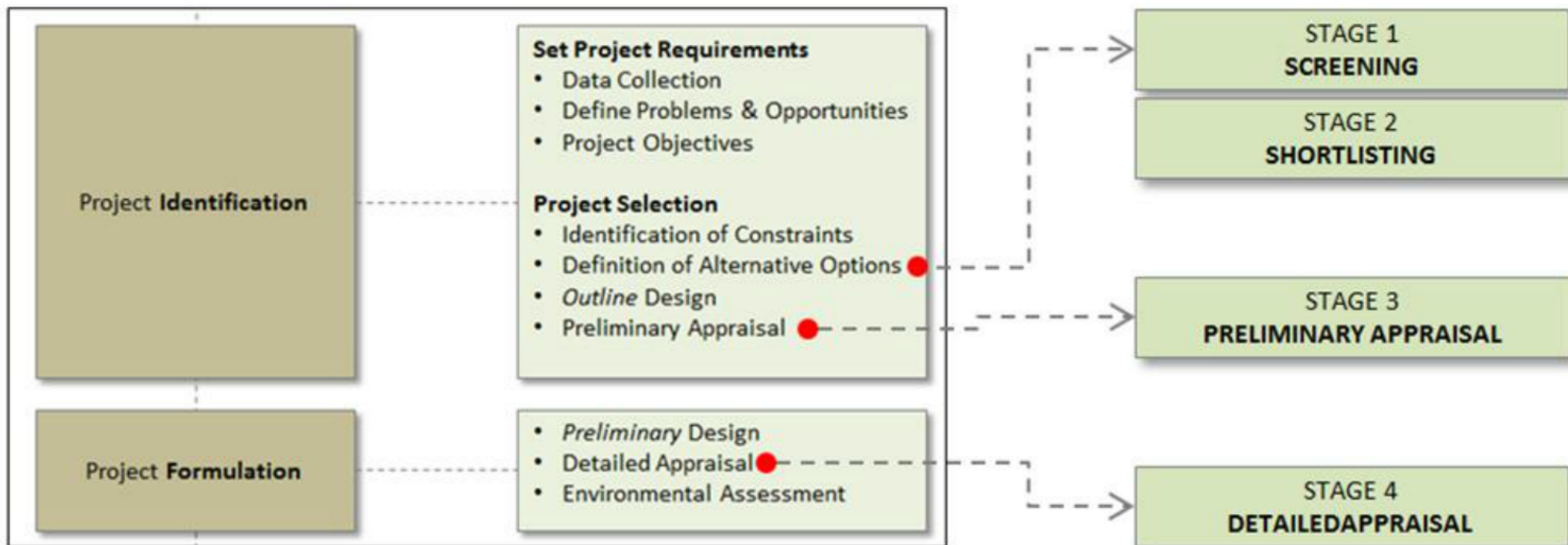
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Shortlisting (How Relevant)

- Can their performance be measured
- How do they perform?

Preliminary Appraisal

- Final test to define inclusion in Plan
- Pass/Fail and Prioritization



Screening (Relevant)

4. Prepare the Mobility Plan

- Combine Measures into a Plan
 - Infrastructure Measures
 - Organizational Measures
 - Operational Measures
- Examine different combinations
- Consultation
- Finalize the Plan



5. Implement the Mobility Plan

- Project Preparation
- Project Financing
 - EU Funds
 - Loans
- Construction and Monitoring



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- Test these to understand:
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 - financial impacts
 - other impacts
- Map consider as iterative 'decision' stage



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