GO SUMP
POLICY BRIEFS

Project co-financed by the European Regional Development Fund
By Go Sump: Improving Sustainable Urban Mobility Plans & Measures in the Med

Deliverable number D4.5.1, October 2019
Deliverable Title: Policy papers including recommendations
Work Package: 4
Activity No: 4.5
Activity Title: Advocacy at European level
Partner: EUROCITIES
Authors: Anne-Charlotte Trapp, Matilde Chinellato, Peter Staelens
Table of content

1. Scope and methodology 4
2. Policy recommendations 6
   2.1 Participation and communication 6
   2.2 Planning and inter-institutional cooperation 7
   2.3 Data collection and management 9
   2.4 Demand management and regulation 10
   2.5 Funding, financing and public procurement 11
   2.6 Learning and sharing 12
1. Scope and methodology

The objective of this document is to provide final policy recommendations based on the urban mobility measures and strategies developed by the modular projects within the Interreg MED urban transport community.

The seven Interreg MED modular projects have participated in the process following the double diamond (design thinking) methodology which went through four phases.

**Phase 1 (January – October 2018): Discover**

Two main tasks were achieved during this phase: Mediterranean urban mobility challenges and opportunities were studied in a fresh way; and results and outputs of the different modular projects were analysed. The relevance of the actions implemented by the modular projects was compared against recent and ongoing transport policy developments at European level (e.g. Evaluation of Alternative Fuels Directive, publication of the ‘Europe on the Move’ Mobility Package, revision of the ‘Urban Mobility Package’ etc.) and documented in a matrix (D4.3.3 EU Transport Policy Matrix_Analaysis of Synergies).

**Phase 2 (November – December 2018): Define**

During this convergent phase, five parallel workshops were organised on 12 November 2018 in the framework of the second Urban Transport Community Building Event in Barcelona, with representatives of all the projects. During these workshops, the methodology was co-defined and tested in order to allow a fluid translation of project outputs into policy recommendations. The outcomes of the workshop were documented in a separate events report.

**Phase 3 (January – August 2019): Develop**

Each project applied the methodology which had been previously defined and tested during the November 2018 workshops, going from their specific results and outputs to strategic policy recommendations. During this phase, each project filled out a policy development matrix, indicating the level of governance where action is needed (local, regional, national, European) and the type of desired intervention (e.g. providing funding, raising awareness, developing legislation etc).
Phase 4 (September – October): Deliver

The input from the modular projects was consolidated in a final matrix and grouped into different thematic categories including:

» Participatory processes and communication
» Planning and inter-institutional cooperation
» Data collection and management
» Demand management and regulation
» Funding, financing and public procurement
» Learning and sharing

In order to validate and expand the recommendations a follow-up workshop was organised at the final event in Malaga from 18-19 September 2019.

During this workshop, final inputs, duplication or contradictory ideas between thematic working areas or different projects were cross-checked and ranked in terms of priority. Based on the outcome of the discussions, the selected key messages were combined and integrated into separate thematic narratives, constituting the final set of policy recommendations the lessons learned by each of the modular projects.
2. Policy recommendations

2.1 Participation and communication

Participatory processes are essential to deliver effective, inclusive and sustainable urban mobility. Thus, it is essential that the European Union strengthens participation in its own decision-making processes, and stimulates cooperation between different administrative levels and sectors, also involving non-governmental organisations and citizens. European institutions have the responsibility to promote participatory processes in all fields and at all territorial levels.

The EU should also inform local authorities about the potential and practical use of specific participatory means, for example by providing local authorities with guidelines on how to use social media and crowdsourcing tools within their SUMP development process and on how to integrate them within traditional data collection methodologies. For example, by providing local authorities with guidelines and recommendations on how to use social media and crowdsourcing tools within their SUMP development and on how to integrate them within traditional data collection tools. The national level should then relay those guidelines and recommendations by adapting them to the country-specific context. These tools can support the SUMP process in several aspects, namely the establishment of baseline scenarios and diagnostics of the existing situation, and the evaluation of existing and future measures in a more cost-effective way. Guidelines should include differentiated scenarios for implementation based on the size and context conditions of the city. Regional authorities should then play a coordinating role in the implementation of those tools.

1 – The MOTIVATE project tested crowdsourcing of travel data and developed an app as participative tool. The latter allows the gathering of regular feedback from residents and non-residents in a cost-effective way.

Because involving relevant stakeholders in the analysis phase, as well as in the planning phase, is essential, national and regional authorities should support and fund initiatives involving the participation of citizens, the private sector, NGOs, as well as interest groups. Providing examples of cooperation schemes among different stakeholders can also be a way to enable this. Local authorities should also consider involving external experts in the SUMP development process.

2 – In Ravenna the suburb of Porto Corsini is the area most impacted by cruise ship tourism. To jointly identify shared solutions, the municipality arranged a lot of meetings with stakeholders and residents. Even though this approach was time consuming it won full support from local stakeholders. In Lisbon, several meetings with key stakeholders have been arranged to establish strong cooperation between different actors, both public and private (port authority, terminal operators, public transport operators, private tour operators, tourists board), to collect data, identify critical topics and possible solutions, and work jointly to keep cruise tourism developing in a sustainable way.
Widening the pool of citizens which are part of the participative processes is essential to strengthen the legitimacy of mobility policies. When implementing participatory processes at the local level, authorities should consider which incentives to provide in order to foster participation and invest in ambitious communication strategies. To be convincing, communication should focus on the objectives to achieve and the benefits citizens can expect in the long run. This might prevent some negative reactions. Linking it to other existing campaigns the city is involved in, such as the European Mobility Week, may also give it more visibility. (3)

3 – The MOTIVATE project showed in the launching phase cooperation with ‘local champions’ and public transport operators to support the outreach is key to provide interesting incentives such as free rides and cultural tickets to app users.

Source: https://motivate.interreg-med.eu/

As declared by the European transport and environment ministers in Vienna in October 2018 in the Graz Declaration¹, there is a need to further strengthen campaigns which aim at promoting a behavioural change and the creation of safe environments. Adding to this, the MED transport community recommends that EU and national campaigns should promote sustainable mobility and tourism. Since tourism is global, campaigns to promote a change in people and tourists’ attitude should therefore happen at a supranational level. However, at national level discussion on the meaning of sustainable tourism should be started.

Keeping citizens informed in order to allow them to actively and consciously adapt their mobility behaviour is essential. Informing residents and non-residents about sustainable mobility options is key. This information should be made more visible in the public space and online.

2.2 Planning and inter-institutional cooperation

Planning the sustainable urban future requires the close collaboration of all governance levels: European, national, regional and local.

The European and national level have played and must play a guiding role in the development and the implementation of sustainable urban mobility plans (SUMPs) as a local planning method.

For example, the experience of the MED urban transport community has shown a clear need for EU SUMP guidelines tackling the very specificities of mobility in tourist destinations and with a stronger focus on gender equality. Local authorities should also be guided by the EU level on how to integrate SUMPs, sustainable energy action plans (SEAPs) and sustainable energy and climate action plan (SECAPs).

The national level has a fundamental role to play in supporting the development and implementation of sustainable tourism mobility plans to handle the effects of mobility flows inside and outside of tourist destinations. An integrated, trans-sectoral approach towards land use and mobility planning is also highly recommended at national level. With relation to freight transport, the national level should promote an intermodal planning approach.

Coordination among the different governance levels is key to spreading the SUMP principles and ensuring their overall implementation and a harmonised

development of different areas and conurbations which avoids contributing to social-spatial inequalities. It is up to the national and regional level to take up a coordinating role and to support local authorities in the various steps of SUMP development and implementation. (1)

1 – Based on the experience of the MOTIVATE project, regional coordination could for instance be very helpful when implementing crowdsourcing tools for mobility data collection.

Source: https://motivate.interreg-med.eu/

Regional transport master plans are key; it is strongly recommended that those plans consider mobility linked to logistic hubs, ports, cruise ports and airports, in order to facilitate the management of variable mobility flows, always in collaboration with local authorities.

Local authorities should consider low carbon transport plans (LCTPs) as one of the actions to include in SUMPs in order to plan mobility linked to a specific urban context such as tourism activity and harbour activity. (2)

Legislative changes at European and national level must necessarily be regularly taken up in future SUMP guideline editions. At regional and local level this also implies making changes to already adopted mobility plans accordingly. (3)

2 – A selection of 21 modular packages designed by the LOCATIONS project could become the basis of LCTPs in other European and Mediterranean cities. Regional transport master plans should consider mobility linked to cruise ships. In home ports, cruise terminals should be properly connected to the multimodal hubs and train connections should be promoted. In the case of ports of call, tours by the passengers should be made in the most sustainable way. All those cases do not require just planning at local level but also coordination with regional transport systems.


The experience of the MOBILITAS project also shows that tourist areas should elaborate specific plans for regulating tourist traffic flows as they effect enormously mobility inside and outside the destination. For Mediterranean cities it would be useful to prepare Sustainable Tourism Mobility Plans (STMP) and integrate them into SUMPs.


3 – The city of Barcelona is currently working on an electric mobility plan which will take into account the latest developments of regional, national and European directives for the development of this specific plan.

Source: https://bit.ly/2QCFL2a
2. Policy recommendations

2.3 Data collection and management

Big data has proven to be highly valuable to improve the quality of mobility monitoring and planning, yet unclear and sometimes contradictory regulations prevent its full usage and the deployment of its full potential. The European Union should therefore provide common standards for open data collection: e.g. format and legal framework to allow monitoring of the improvements of urban mobility and the development of smart mobility solutions (taking the example of similar already existing databases for pollutant emissions and air quality). A clearer regulation for big data usage within the limitation of GDPR is needed.

For data collection, common methodologies are key in order to gather reliable and comparable data and European and national authorities should also promote specific data collection tools. Data collection should also be further coordinated and promoted at national and regional levels. Considering different focus groups and the composition of population when collecting datasets is indispensable.

It is also incumbent on the EU and the national authorities to encourage the collection of the CO₂ impacts of implemented measures. Indeed, for a sustainable urban transport future, creating links between the data collection of mobility patterns and air quality is essential, updates of European directives such as the Air Quality Directive must be considered.

In terms of data management, creating EU databases to manage open urban transportation data that uses a common set of descriptions is key. Platforms like ELTIS and continuous collaboration between all the member states to share their data and experience is essential to foster the development of new mobility solutions.

At regional level, there is also a need for a platform that integrates all data related to mobility into one source, independent from the various mobility providers. Data can also be centralised at intermediate levels (e.g. province, metropolitan area) in order to develop a SUMP at a wider level (functional, metropolitan or regional area). The repositories of collected data should be shared by all stakeholders involved in order to use the data not only for the SUMP development but also for other planning purposes (i.e. feasibility analysis of the mobility measures, detailed design including service specifications, etc.). Those platforms should then also be linked to dashboards and become visual data in order to allow decision makers to base their decisions on facts and data.

Municipalities should be encouraged to implement data collection systems based on non-privacy-intrusive sensors to manage and understand the behaviour of residents and non-residents. Basic information, such as origin-destination matrix or modal share, is insufficiently monitored despite the existence of wireless cost-effective technologies. For instance, mobile applications, crowdsourcing initiatives/tools (see also section on participatory processes)[1], ICT real-time monitoring of traffic-related conditions (real-time congestion, air quality, noise, carbon footprint) should be promoted.

1 – MOTIVATE has conceived a ‘software as a service’ cloud function which should be shared as a good practice. Nevertheless, crowdsourcing tools can also be implemented on a city’s own servers. The project showed that whenever there is integration between the crowdsourcing tools and already existing apps the user numbers are higher compared to a standalone tool.

decisions on them.

Regional and local authorities should also be urged to use integrative modelling systems for environmental assessments. Technical assistance for public authorities for planning and implementation of sustainable urban mobility to reduce congestion should include the obligatory use of integrated modelling tools to support scenario building and decision making also considering the effects of urban mobility on many different stakeholders. The EU should provide recommendations including references to existing relevant tools and guidelines for their best use (similar EU guidelines exist for air quality modelling).

In later stages of project and policy implementation it should become mandatory to regularly monitor the implementation of measures by appointing a dedicated person or a group of people.

2.4 Demand management and regulation

Demand management and regulation aims at ensuring the development of sustainable urban transport through a variety of economic incentives, regulatory measures and modern communication technologies ideally balancing environmental justice and climate-friendly objectives with socio-economic disparities. Especially in terms of air pollution exposure, this should be taken more strongly into consideration.

In order to ensure the greening of the transport system’s impact on the sustainability of urban areas the ‘polluter pays principle’ could be extended to the areas of tourism and freight. Incentives such as eco-labels for cruise ships as well as for freight transport could be considered.

1 – Cruise ship destination have very specific challenges. Setting low emission zones on the terminal sites can regulate the flow of cars and polluting vehicles. To compensate cruise terminals, they need to be connected by public transport to city centres and other tourist sites. Low carbon bus lines are one possible option. Defining regional networks of sustainable destinations and tourist sites easily reachable by bike from cruise terminals could also be an interesting practice to spread.


2 – The REMEDIO questionnaires revealed a public feeling for lack of safety, preventing the wide use of soft mobility means of transportation. The definition of a clear legal framework, concerning the space, travel limitations (e.g. speed), rights and obligations of soft mobility users, would facilitate soft mobility to be used by even more people.

Source: https://remedio.interreg-med.eu/

The creation of a cleaner, healthier and sustainable urban environment not only implies developing infrastructure for alternative modes, but also restricting the use of polluting transport modes in public space. The national level should...
provide guidelines for urban vehicle access regulations. On the regional and local scale, policies aiming at controlling mobility within urban centres should combine circulation-restriction initiatives, like Low Emissions Zones (LEZs) or access restrictions and incentives for alternative modes, such as safe routes for walking and cycling to school and pedestrianised areas; differentiated regulation of traffic flows at different times to lower peak hour congestion; bus rapid transit; bike paths/lanes; bike sharing; park&ride or re-allocating parking spaces to public transport lanes; innovative parking management. These regulations should finally be combined with the development and fostering of multimodality as the main mobility concept.

2.5 Funding, financing and public procurement

Funding and financial incentives and effective public procurement are key to allowing a quick transition towards sustainable mobility in the MED area.

At European level, a better integration of EU programmes and funding streams should be pursued to ensure that the highest synergies are achieved. Financial support is mainly needed to make the necessary infrastructural change happen on the one hand, and to promote further research to make technological improvements help meet the objectives of a sustainable urban transport environment on the other hand. For example, investing resources in public transportation and soft modes (e.g. smart bus lanes, clean bus deployment, improved intermodality between public transport, cycling and walking, setting up of sharing systems, charging and refuelling infrastructure for e-mobility and other alternative fuels) is crucial in MED cities.

Research and innovation actions should focus on the environmental impacts of traffic. For example, funds should be directed to research and quantify the real-world environmental impacts and find appropriate solutions. (1) Within Horizon Europe, further funding should also be foreseen for sustainable mobility related technologies (ICT applications, electric and hydrogen busses etc.) and new ways to produce the batteries needed for electric cars. To achieve this, supporting pilot projects, research and innovation actions are crucial.

1 – For example, in real-world traffic conditions, environmental impacts of traffic are higher than those estimated with computational models (e.g. higher pollutant emissions and carbon footprint resulting in higher pollutant concentrations).

Source: https://remedio.interreg-med.eu/

On the national level, member states should introduce grants in order to incentivise electric vehicle purchase, allow tax reliefs for zero or reduced emissions and create incentives for the purchase of electric/hybrid cars. Funding programmes for clean freight vehicles, clean public transport, low carbon buses, inter-modality from long to short distance (especially rail, boat and bike) should be expanded. National and regional funding schemes for investments in small sustainable mobility infrastructure shall be implemented too. Funding programmes and schemes for implementing short distance supply chains and circular economy solutions as well as smart working schemes can also help ensure a green transition of the freight
transport system and least mile delivery.

Funding at all levels should better take into account different levels of maturity of cities, as it impacts their capacity to get funding. The national level should thus compensate for cities that have a lower capacity to attract European funding.

More generally there is a need for best practices and financing solutions enabling and fostering cooperation among key stakeholders, including the private sector. 
(2) Improving regulations on public-private investment to ease cooperation between public and private sector is essential and should be taken up by the national level.

In terms of alternative financing solutions, local authorities should explore how to include savings from sustainable mobility investments in their local budget as an alternative income and further explore business models for: alternative modes of transportation; city logistics for urban goods distribution and last mile delivery and collection; shared service for waste management and collection; maintenance of bike sharing services and park&ride solutions in suburban areas.

Last but not least, the deployment of sustainable and low carbon transport modes can be boosted through green procurement for clean, low emission and energy-efficient vehicles for public authorities at national, regional and local level. Public procurement can also help leverage a green transition for freight, inter-port nodes and services.

### 2.6 Learning and sharing

Learning and sharing has been an integral part of the GO SUMP project whose very aim has been to mainstream the results of the modular projects and to share the knowledge which has been developed within the MED urban transport community.

Raising sustainable mobility users of tomorrow is essential to achieve the needed shift towards a sustainable urban mobility future. Awareness and educational paths on sustainable urban mobility behaviour are therefore necessary, especially for the young generation, and require joint efforts of all policy levels and strong cooperation with the education sector. (1)

| 2 | Some investments in cruise ship infrastructure could be developed as public/private cooperation, but unclear regulations, complex procedures and risk of complaints prevent many cities from exploring this opportunity. Source: [https://bit.ly/2quV4KT](https://bit.ly/2quV4KT) |
| 1 | The CAMP-sUmp project, for example, has developed sustainable university mobility plans. It shows how the daily commute to university can be used to spread and incentivise sustainable mobility practices amongst students. Source: [https://camp-ump.interreg-med.eu/](https://camp-ump.interreg-med.eu/) |

Education in that regard should therefore be supported financially by funding programmes at European and national level, as well as through policies and educational programmes putting a greater emphasis on mobility, carbon footprint, environmental risks and how to tackle them.
Health campaigns should be tailored to the different groups taking into consideration cultural and climate factors which need to be adapted to the regional and local level. Using a participative approach and experiential laboratories is essential to ensure that all are taken on board.

Education at the local level shall also be rooted in infrastructural changes, such as creating safe and healthy paths to schools which will allow students to get used to sustainable habits on a daily basis, to then educate adults in return.

As well as education to spread good practices amongst citizens, exchange of expertise must also be further promoted. Collaboration and exchange of expertise should not only happen between different regions of a country, but also between mobility and planning experts from different member states: this would accelerate the whole process of increasing the level of sustainability in cities.

The funding programmes of the European Union can ensure this through additional calls on coordination and support actions that foster knowledge exchange and replication of good practices. National and regional levels are also invited to promote and offer further capacity building workshops and training, especially on topics like ICT. When it comes to strengthening knowledge sharing on SUMP development, regional and inter-municipal planning platforms should be established.

Learning and sharing also implies enlarging the spectrum of knowledge that can be shared amongst actors. The European Union should further support research aiming at balancing the needs of metropolitan agglomerations and rural areas. More in-depth cross-city studies on the topic of air pollution and climate change with the potential to highlight best practices both locally and globally must also be further funded.