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The Decisions Makers Guidebook and sustainable urban mobility planning

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24 May 2018, Moscow



Overview of presentation

- History of the Decision Makers' Guidebook (DMG)
- General comments about Sustainable Urban Mobility Plans (SUMPs)
- The role of transferability within SUMPs
- Case study concerning transfer of urban freight measures to Brazil

The Decision Makers' Guidebook (DMG)

- Designed to help decision-makers develop strategies to meet their own needs and aspirations
- Published in 2003, based on European research
- In six languages:
 - English, French, German,
 - Italian, Spanish, Swedish
- Updated in 2005 to reflect results from the EC City of Tomorrow programme
- Now available in English on www.konsult.leeds.ac.uk
- Also in Russian, Japanese, Thai, Vietnamese



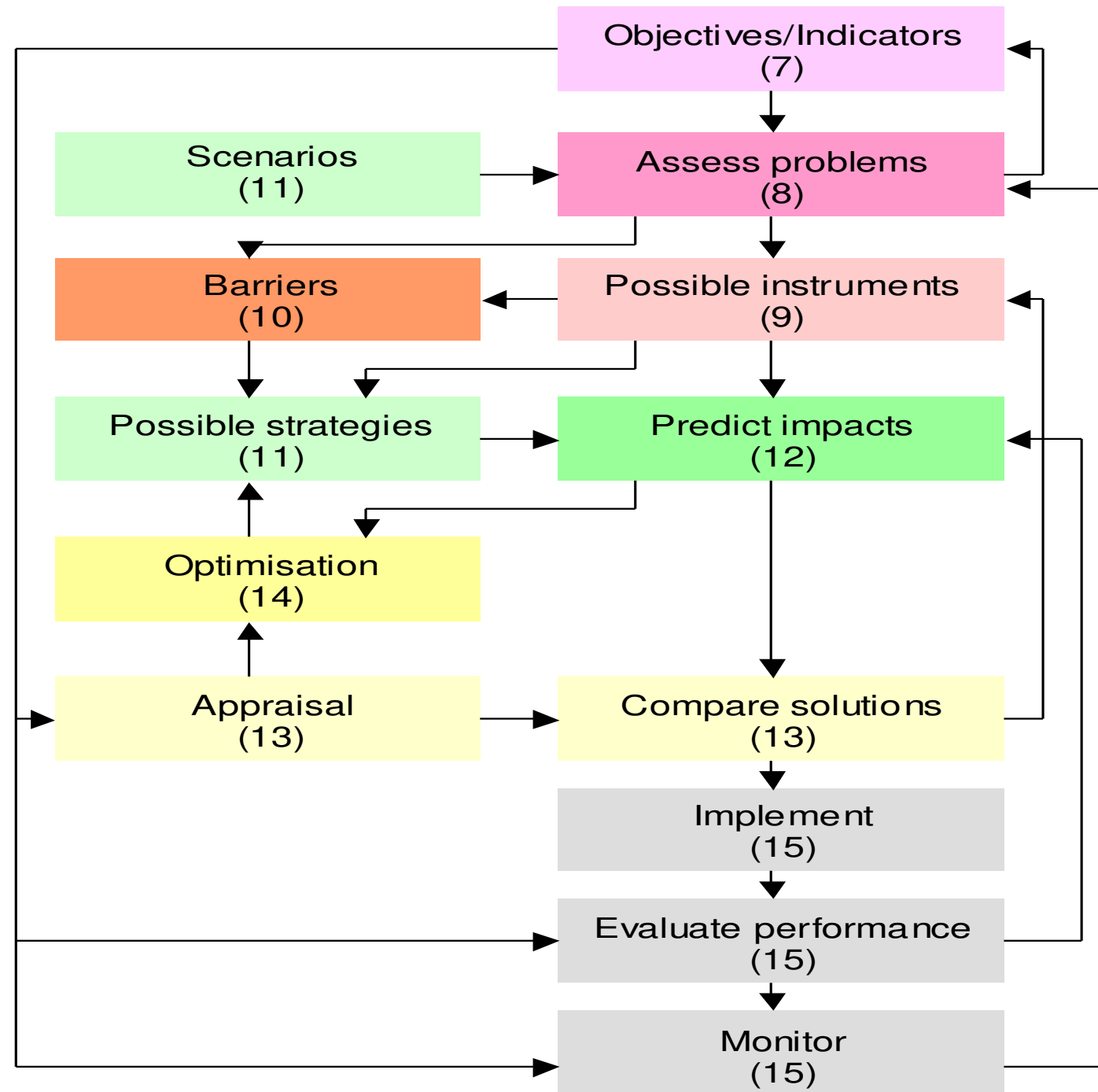
Particular aspects of the DMG

- DMG was intended to be ‘reader-friendly’
 - Different to many ‘guidebooks’ produced by EU research projects 15 years ago
- It was highly original in that it contained a large number of cartoons
- Probably its main feature was to treat transport policy formulation as a ‘logical process’



The logical structure for transport policy formulation

- Developed to provide a structure for the Guidebook
- Encouraging a logical sequence for problem solving
- While accepting that conventional decision-making is not necessarily so sequential



Consequences of the DMG

- The DMG had a strong impact within the EU
 - feeding into the (later) development of ‘Sustainable Urban Mobility Plans’ (SUMPS)
- It also had an impact outside Europe
 - e.g. in the SPARKLE project in South East Asia
 - which investigated the transferability of the DMG concepts to Thailand, Vietnam, Laos and Cambodia



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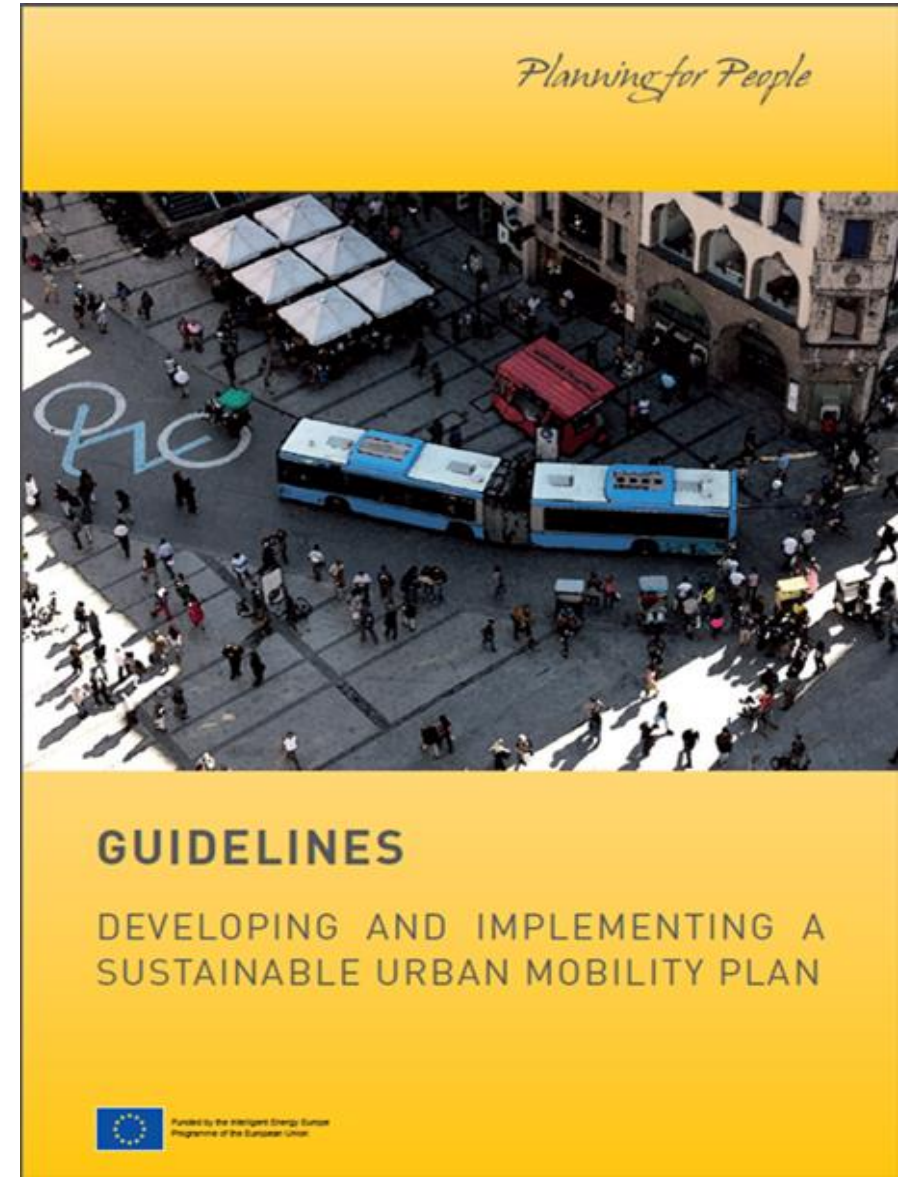
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SPARKLE 



Characteristics of a SUMP

- Long-term transport vision and clear implementation plan
- Targets concrete and ambitious, but achievable, relevant
- Involvement of stakeholders and citizen participation
- Development of all relevant transport modes
- Integration of SUMP measures with planning and economic policies



Recent guidance on SUMP

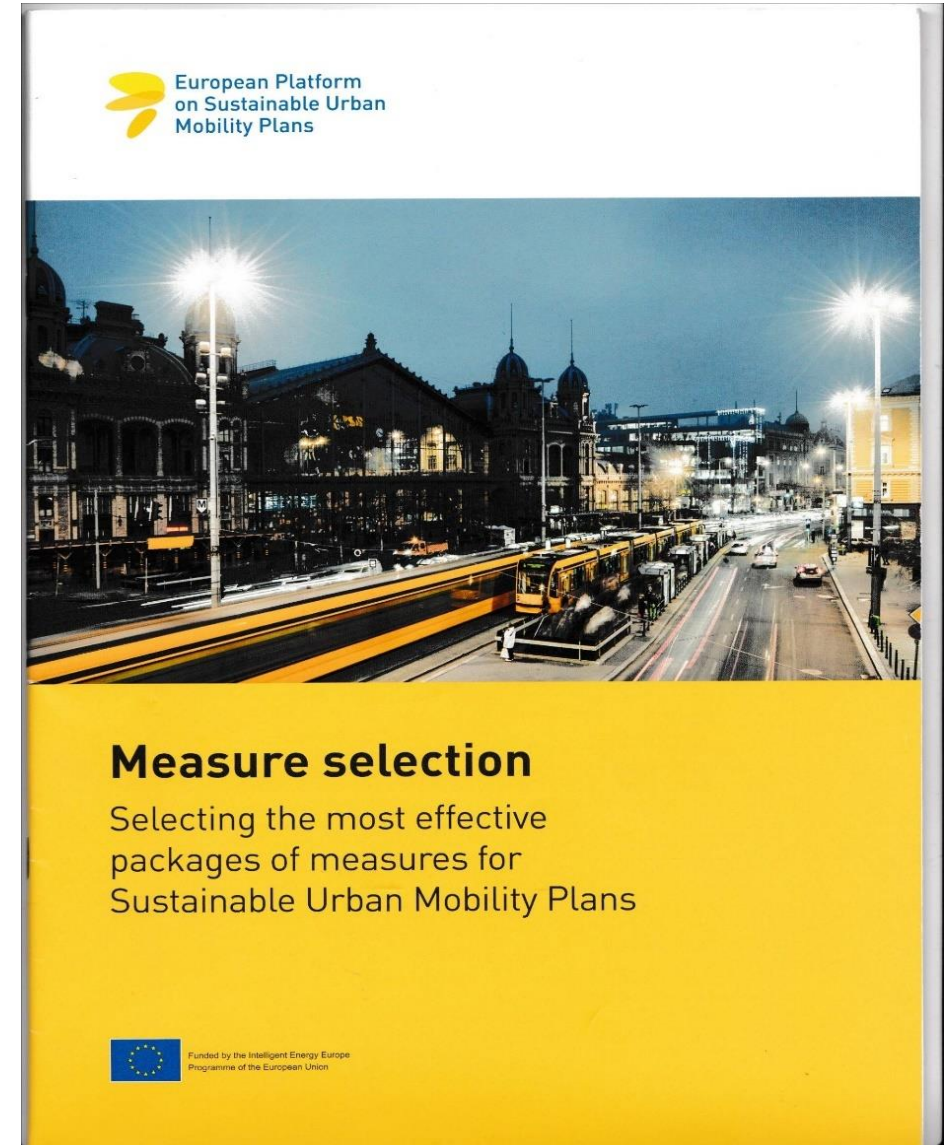
- SUMP manuals and quick-facts brochures from the CHALLENGE project (2016)
 - Four brochures provide concise summaries of the challenges
 - Participation
 - Cooperation
 - **Measure Selection**
 - Monitoring and Evaluation
 - Four SUMP manuals give detailed planning advice underpinned by city examples
 - In nine European languages





Measure selection

- Cities have access to a wide range of policy measures
- The number of measures continues to expand
- But limited information on what they can achieve
- And very little guidance on how to select suitable measures or packages
- Now covered in guidance on Measure Selection





Categories of measure



Land use



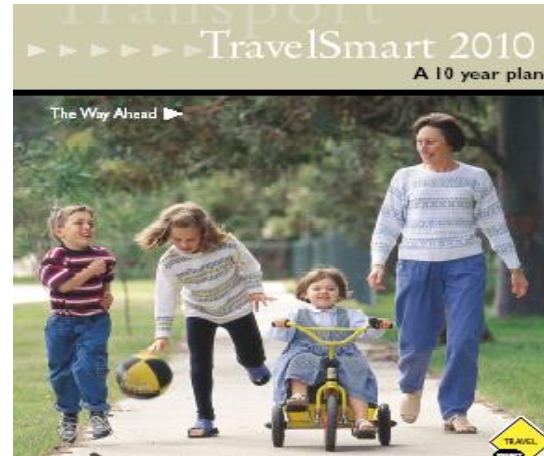
Infrastructure



Management



Information



Awareness



Pricing

A simplified approach to measure selection

The core approach is to:

1. Identify problems
2. Search for experiences (in terms of policy measures) from other cities to solve problems
3. Combine measures into potential policy packages
4. Assess the **transferability** of measures and packages

Transferability analysis

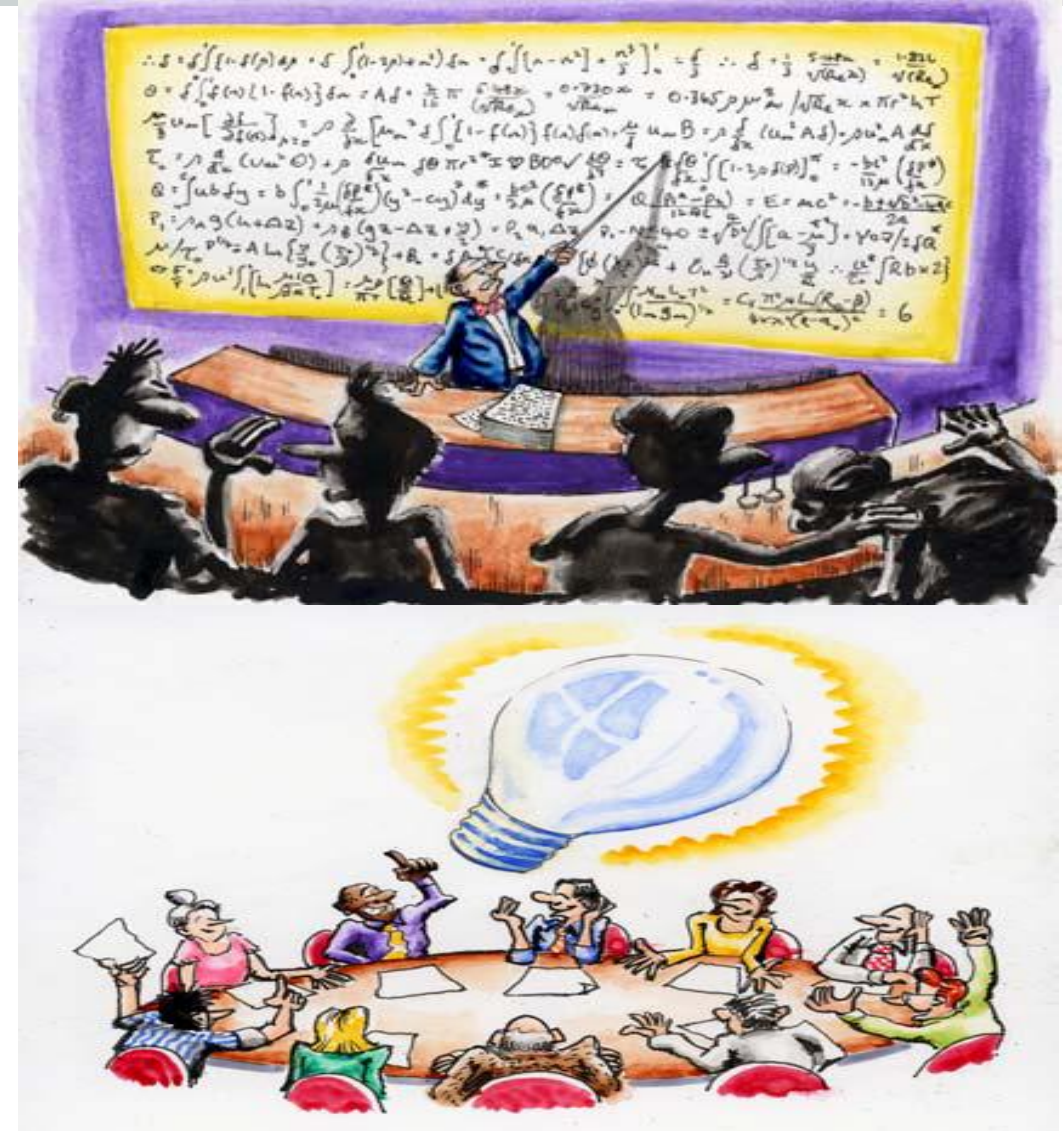
- Even if a policy measure is successful in one place, there is no guarantee it will be successful somewhere else
- There is a need for a full **transferability analysis** in advance of implementation





Assess the transferability of measures and packages

- Assessment can be done in basically two ways:
- Quantitative
 - Use of models, CBA techniques etc
- Qualitative
 - Interviews, participatory workshops etc
 - Can use barrier analysis methods (i.e. what factors hinder or help successful transfer?)



Barriers and facilitators

- There are different ways of categorising barriers and facilitators
- One approach is to use the following categories
 - Financial
 - Physical
 - Technological
 - Cultural
 - Political
 - Legal
 - Security



Example from the TURBLOG_WW project

- TURBLOG_WW focussed upon the **urban freight** aspects of creating SUMP's
- Freight is often 'forgotten about' when developing SUMP's

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TRANSFERABILITY OF URBAN LOGISTICS CONCEPTS AND PRACTICES FROM A WORLD WIDE PERSPECTIVE

WWW.TURBLOG.EU

Transferability case studies in TURBLOG_WW

The potential transferability of measures from around the world were considered in four case studies:

- Lima (Peru)
- Belo Horizonte (Brazil)
- Cariacica (Brazil)
- Lisbon (Portugal)





- Cariacica is a relatively small-sized city (in Brazilian terms)
 - Population approx. 350,000
 - Small transport (sub-) department within Local Authority
- How might a 'light' transferability analysis be carried out?
 - which sticks to the same logic as a full transferability analysis
- Relevant to many other cities in the world



Espirito Santo State, Brazil



Cariacica is the poorest of the seven cities in the Greater Vitória Metropolitan Area

Main events in the case study

- Initial visit made to Cariacica on 26th January
 - General agreement about type of measures to be considered in transferability analysis (i.e. regulation of freight traffic)
- Assessment Workshop held in Cariacica on 9th February
 - Attended by approximately 20 people (city authority personnel and stakeholders)
- Final seminar held in Cariacica on 18th October
 - Analysed the results of the workshop
 - Further discussion about the possible future implementation of measures in Cariacica.

3 step transferability process

- Step 1: Information about receptor city (Cariacica)
 - including urban problems and freight problems
- Step 2: Identifying cities and measures/instruments from similar contexts
 - from TURBLOG case studies and regional reports
- Step 3: Assessment of transferability of measures (to Cariacica) by participants in workshop
 - including 'barrier analysis' (identifying barriers and facilitators for successful transfer)

Step 1: Urban and freight problems

- Much of the traffic within Caricica does not have an origin or destination in the city
 - i.e. it is 'through traffic'
- The needs of the city inhabitants can tend to be overlooked by (Espírito Santo) state authorities.
- Lack of regulation of freight transport concerning loading/unloading, lorry bans, lorry routes etc.

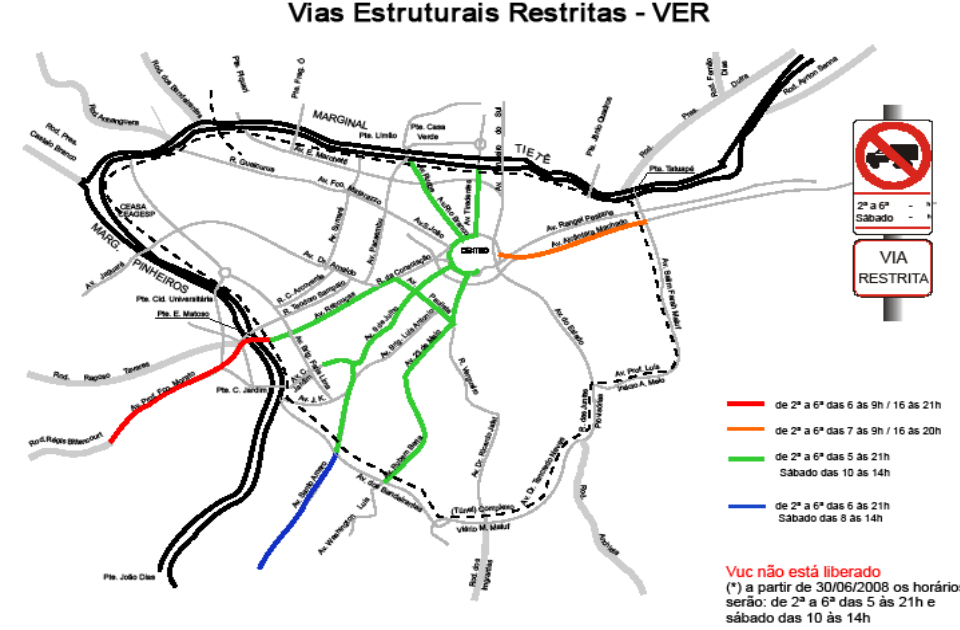


Step 2: identifying cities and measures

City	Measure(s)
Belo Horizonte (Brazil)	Loading/unloading regulations (location-based and time-based), signs
Sao Paulo (Brazil)	Zones/routes for restricting freight traffic, vehicle size restrictions
USA, NZ + UK	Signs
New York and Vancouver	Lorry routes/map
Barcelona	Night deliveries
Utrecht	City centre lorry restrictions, emissions zones and policy packaging

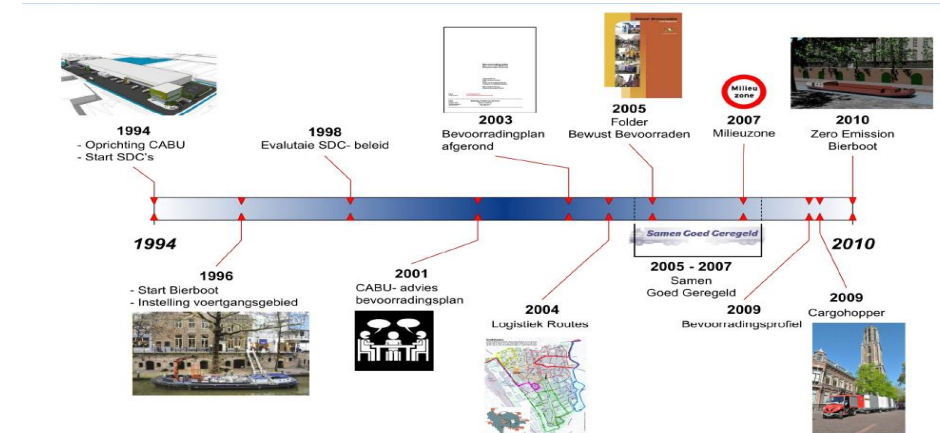


Night deliveries (Barcelona)



Restricted routes (São Paulo)

Examples of the slides shown at the workshop



Policy packaging: Utrecht



Signalisation: UK

Step 3: Assessment of measures by participants in the workshop



Measures	Assessment
Loading/unloading regulations (location- and time-based)	+++
Signs	+++
Zones/routes for restricting freight traffic	+++
Vehicle size restrictions	++
Lorry routes	++
Lorry route maps	+
Night deliveries	-
Emissions zones	-
Policy packaging	+++



Step 3: Barriers

Barriers identified in workshop

- Measures need **financing**
 - including paying for wardens to fine people not complying with rules
 - and paying local authority personnel to apply for government grants
 - though ways could be found to solve this
- General **cultural barriers** to regulation (this type of regulation is new to Carriacou)
- Physical and security barriers were not seen as big problems



Step 3: Facilitators

Facilitators identified in workshop

- History of **cooperation** between local authority and stakeholders (e.g. this workshop) was seen as an important facilitator
- Measures are in line with **current government policies**
 - thus helping 'to make the case' to people sceptical about regulation
 - and helping get government technical support /money
- Current local authority administration has a dynamic approach and is interested in good practice examples from other cities

Impact of case study

- Many regulatory measures on parking/loading etc have now been implemented in Cariacica since the workshop
- Overall, the case study showed that much progress can be made for examining 'transferability' with relatively small resources
 - creating a useful precedent for other 'smaller cities'



Overall conclusions

- Much useful progress is now being made with developing SUMP, using ideas from the Decision Makers' Guidebook
- It is important to provide material on how to develop SUMP that is easily accessible to 'non-experts'
- It is important to include freight movements when developing SUMP
- More research needs to be put into studying the potential of transferability of measures
- 'Light' transferability approaches are feasible in locations that do not have resources for carrying out complex transferability analyses



Thank you!

Any questions?