



KEY ISSUES TO BE CONSIDERED WHEN IMPLEMENTING SUSTAINABLE URBAN TRANSPORT MEASURES

To counteract the main urban traffic problems, such as congestion, air pollution and green house gas emissions, poor quality of public transport as well as inadequate road safety conditions, cities can implement various sustainable transport measures.

Within CIVITAS II (2005–2009), cities, which were supported by the European Commission to demonstrate sustainable transport measures, were able to implement different measure types, including supportive, technical and car restrictive measures.

Recommendations and instructions for a successful implementation of each measure type are given in twelve Policy Advice Notes (PANs). The most important key factors to be considered during the implementation processes are summarised in this short information sheet.

First of all, an action plan has to be set up for each measure which should be introduced as follows:

DEVELOPMENT OF AN ACTION PLAN FOR EACH MEASURE

- Establish fixed goals to be reached by introducing the measure
- Create a good database (e.g. on the current traffic situation, existing technologies, good practice examples)
- Analyse the given framework conditions (e.g. legal, financial, cultural, geographical)
- Set up a project team and identify stakeholders to be involved
- Determine what official decisions are needed for the measure implementation
- Identify the target area and target population
- Set up a prognosis of the impacts of the measure
- Develop a measure concept, including:
 - design of the infrastructure and services,
 - time schedule and financial plan,
 - stakeholder involvement, etc.

- Launch a call for tender and ordering equipment, if necessary
- Test the new technique or system on a smaller scale first
- Set up the whole measure in a second step
- Introduce promotion and marketing
- Introduce control and enforcement
- Evaluate and monitor the impacts of the measure

More detailed descriptions of the work steps for different types of measures can be found in each individual PAN. Some general recommendations on particular items are given below:

Establish fixed goals to be reached

It is important to set up fixed goals for a city, e.g. by what % CO₂ emissions should be reduced in the next years. These goals should be quantifiable as well as effect- and output-related. Having fixed the goals, appropriate measures can be found which can help to achieve these objectives.

Analysing framework conditions

Knowing the existing legal, financial, and responsibility framework is an essential step ensuring a stable but still responsive working environment, e.g. by installing a budget control group or setting up stringent contractual conditions regarding quality and deadlines.

Participation and stakeholder involvement

It is essential to involve stakeholders as early as possible, to enhance the acceptance for the measures. Therefore it is vital to have clear objectives to be able to define strategies and goals.

It is important to get in contact with lobby groups and the media and find appropriate methods of communication. Restrictive measures especially have to be explained precisely to the public. In an open dialogue there must be discussion about the effects, benefits, costs, winners and losers of the measures.



Information and promotion

The introduction of new measures should be accompanied by well coordinated information campaigns. Promotional campaigns, education and training activities are important to convince different target groups to accept and use new services.

Evaluation

The evaluation of measures starts at the beginning of the process (e.g. gathering existing data, analysing the current situation). A continuous evaluation of the steps taken makes possible a better coordination and adjustment of the work plan and financial means. It also enables the stakeholders to be shown the results of the activities after their implementation.

ENSURE THAT FINANCIAL MEANS ARE AVAILABLE AND THE MEASURE MAKES ECONOMIC SENSE

When developing alternative mobility options, the economic benefits for the participating stakeholders should be demonstrated as well as potential savings for both the private and the public sectors.

When sustainable urban transport measures are to be initiated it is important to follow a predefined financial plan in order to ensure appropriate funding. The following points have to be considered:

- Sophisticated planning and policy documents have to be created, making clear the objectives of the measure and what it will contribute to the overall goals of the city
- It has to be checked whether the measure can be implemented as part of the day-to-day business of the urban transport development plan
- For cost-effectiveness, smaller measures can be included in one project or into an existing project
- Creative partnerships with private companies (e.g. Public Private Partnerships, PPP) can be built up in order to implement urban transport measures
- If no local funding sources are available the city has to apply for regional, national or private funds. In order to ensure their availability it is crucial to integrate the urban transport topics with policies at the state, regional and local levels.
- There are also different EC-programmes which support and co-finance sustainable measures in cities, for which local initiators should apply for. These are:
 - *Seventh Framework Programme for Research, Technological Development and Demonstration (RTD) (2007–2013), 50 to 100 % funding (<http://cordis.europa.eu/>)*

- *Competitiveness & Innovation Programme (2007–2013): 2 operational programmes: (1) Intelligent Energy for Europe II, 75 % funding and (2) ICT Policy Support Programme, 50 to 100 % funding*
 - *LIFE+ (2007–2013), up to 50 % funding ([link: http://ec.europa.eu/environment/life/](http://ec.europa.eu/environment/life/)):* Among others, the programme objectives are, for example, to contribute to improving the environmental performance of Europe's urban areas or to promote the effective implementation and enforcement of community environmental legislation.
 - *STEER programme ([link: http://ec.europa.eu/energy/intelligent/](http://ec.europa.eu/energy/intelligent/)):* The aim of the STEER programme is to strengthen the knowledge of local management agencies in the transport field as energy saving in transport has not been a priority field for agencies in the past.
 - *URBACT ([link: http://urbact.eu/](http://urbact.eu/)):* URBACT is a European exchange and learning programme promoting sustainable urban development.
 - *Structural and cohesion funds as funds of the European cohesion policy*
 - » European Regional Development Fund (ERDF) (structural fund)
 - » Cohesion Fund for Member States with gross national income (GNI) below 90% of the Community average (new Member States plus Greece and Portugal)
 - » European territorial cooperation programmes (former INTERREG Initiative)
- In accordance with the principle of subsidiarity, the management of these funds falls within the responsibility of the Member States.

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