Towards ecomobile European cities

A new quality management scheme for sustainable urban mobility

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What is EcoMobility?

EcoMobility refers to the ability of any individual to travel, access opportunities and reach destinations in an environmentally-friendly, safe and healthy way.
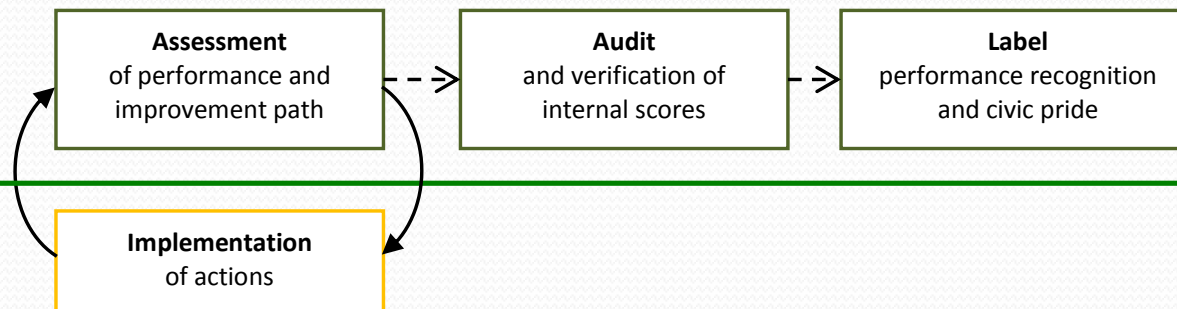

"*A sustainable transport system meets society's economic, social and environmental needs whilst minimising its undesirable impacts on the economy, society and the environment*"
SUMP Guidelines

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The SHIFT scheme in a nutshell

- Assessment level of ecomobility
- Plans for improvement
- External audit & certification

EcoMobility SHIFT Assessment and Audit scheme

Assessment of performance and improvement path	⇢	**Audit** and verification of internal scores	⇢	**Label** performance recognition and civic pride

Implementation of actions

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Why an assessment & audit scheme for ecomobility?

- To effectively achieve better and more sustainable transport systems
- To improve, you need to understand where you are
- To give recognition to the city leaders of work done to improve quality for citizens
- To compare & learn from other cities (benchmarking)

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How to assess ecomobility?

- Indicators: both qualitative and quantitative
  - Enablers
  - Transport Systems & Services
  - Results & Impacts
- Total 28 indicators
- Score indicators out of 5

Global Alliance for
EcoMobilitySHIFT

E 1. Knowledge of society and user needs
E 2. Vision, strategy and leadership
E3. Personnel and resources
E 4. Finance for EcoMobility
E 5. Public participation
E 6. Monitoring, evaluation &

The block with its indicators

E3. Personnel and resources

ENABLERS

Definition of Indicator

Level of staff and resources are available to implement the SUMPs (or similar transport policy document); ways in which tasks and responsibilities within the mobility/transport team are structured; how collaboration between city departments/divisions/units takes place, and between whom exactly (such as spatial planning, traffic planning, public works, marketing and communication).

Purpose

If there are insufficient resources to deliver EcoMobility then it cannot be implemented. Resources here are defined mainly in staff terms and how these staff work together. Money is covered in the next indicator.

Suggested evidence

Meeting notes from inter-department/inter-sectoral meetings; written policies on this activity. Evidence of how these meetings have led to outcomes that are more ecomobile. Names and posts of staff, organigrams.

Scoring

Out of 10 possible points.

Level	1	2	3	4	5
Summary	No specific resources for EcoMobility	Short term limited resources	Stable long term resources for EcoMobility	As left, with collaboration between departments	As left; increasing resources; staff encouraged to train and innovate
Staff availab-ility	No specific staff	Short term, discontinuous	Long term, continuous	As left, staff collaborate across departments	As left but staff also encouraged to train and innovate

Collabor-ation across depts	None	None	None	Encouraged	An accepted part of the way of working
Training	None	None	None	Ad-hoc	As above

In addition to the differences identified in the table above, the following points are relevant: A level 5 city will have systematic and accepted practices for co-working between departments. These will take the form of activities such as secondments of one staff member to another department, multi-functional teams that are assembled to deal with projects, and regular meetings of all relevant departments working on transport and in related areas in order to keep one another updated and to identify ways of resolving problems. Face to face contact between staff at all levels in different departments will be encouraged. The mobility department is likely to hold the majority of the financial budget for transport to ensure that it is spent to support EcoMobility. Successively fewer of these criteria will be satisfied in lowering scoring cities.

Quantitative measures of this indicator for a city to monitor it in the future

For cities that do not currently collect data on this indicator, it is recommended that they begin to collect data on the following, as a measure of their personnel and resources for EcoMobility:
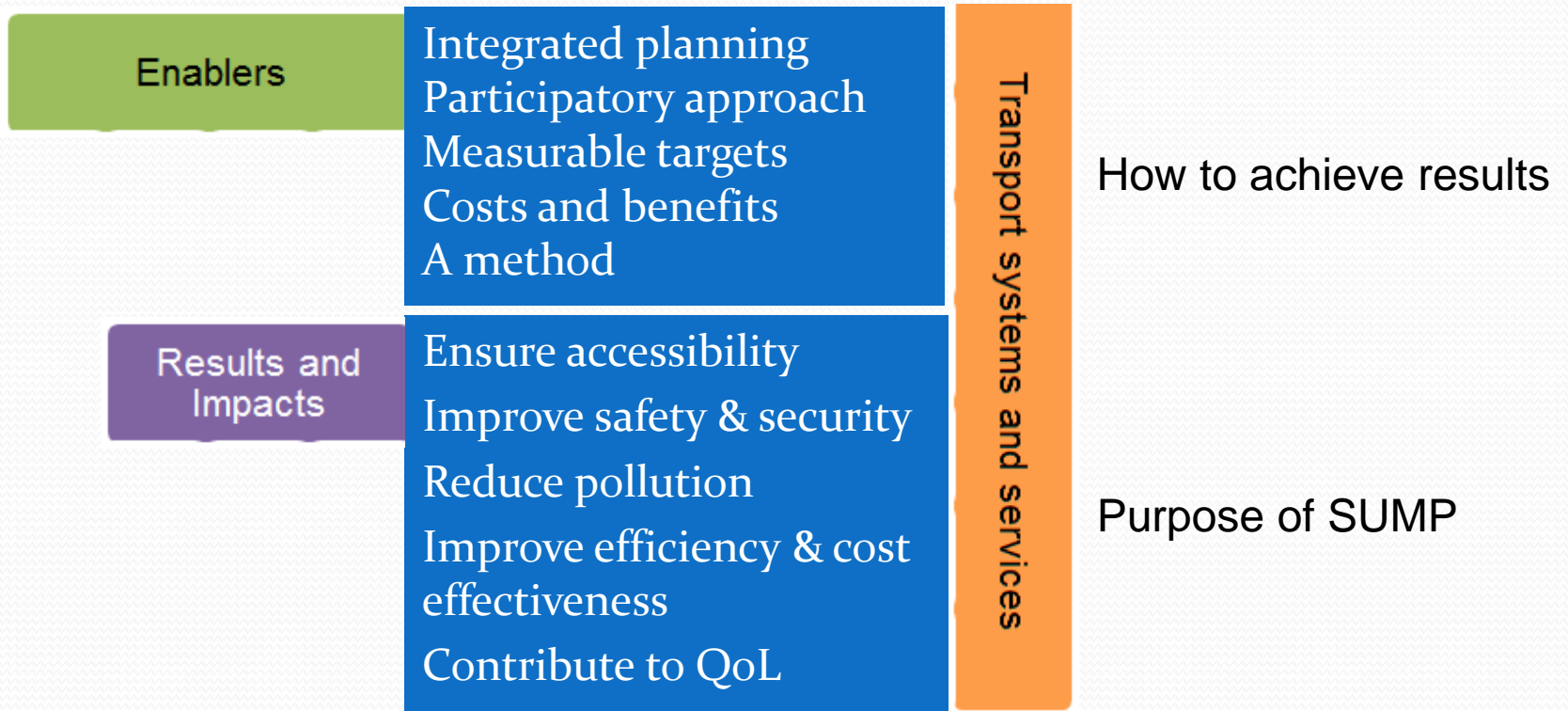
- Number of staff available to work on EcoMobility
- How often staff from different departments meet to discuss joint implementation of the EcoMobility strategy
- How often they attend training to improve their skill set.

Links to further information and best practice
See for example http://www.mobilityplans.eu/docs/SUMP_guidelines_web0.pdf p84

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Ecomobility & SUMPs

Enablers

Integrated planning
Participatory approach
Measurable targets
Costs and benefits
A method

Results and Impacts

Ensure accessibility

Improve safety & security

Reduce pollution

Improve efficiency & cost effectiveness

Contribute to QoL

Transport systems and services

How to achieve results

Purpose of SUMP

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Who assesses ecomobility?

- Working group
  - Experts of the competences required
    - Across different departments: e.g. transport, land use planning, environment
    - External: e.g. public transport operator
- An external advisor if wanted
- Political level involved
- Meet 3-4 times
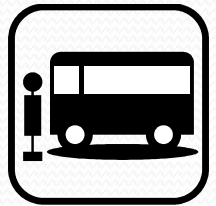
The result of the assessment

- Ecomobility score
  - Scores for different categories

- Completed report (own language)
  - Details on process
  - Details on scoring of indicators
  - Strengths & weaknesses

Auditing ecomobility

EcoMobility SHIFT Assessment and Audit scheme

Assessment of performance and improvement path	**Audit** and verification of internal scores	**Label** performance recognition and civic pride

Implementation of actions

- External auditor verifies the assessment
  - City profile factors
  - Possible rescoring
  - Audit report & recommendation

AUDITED

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Feedback on the scheme

- Pilot tests of scheme

- Questionnaires
  - Pilots
  - Other stakeholders

- External experts

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Pilots
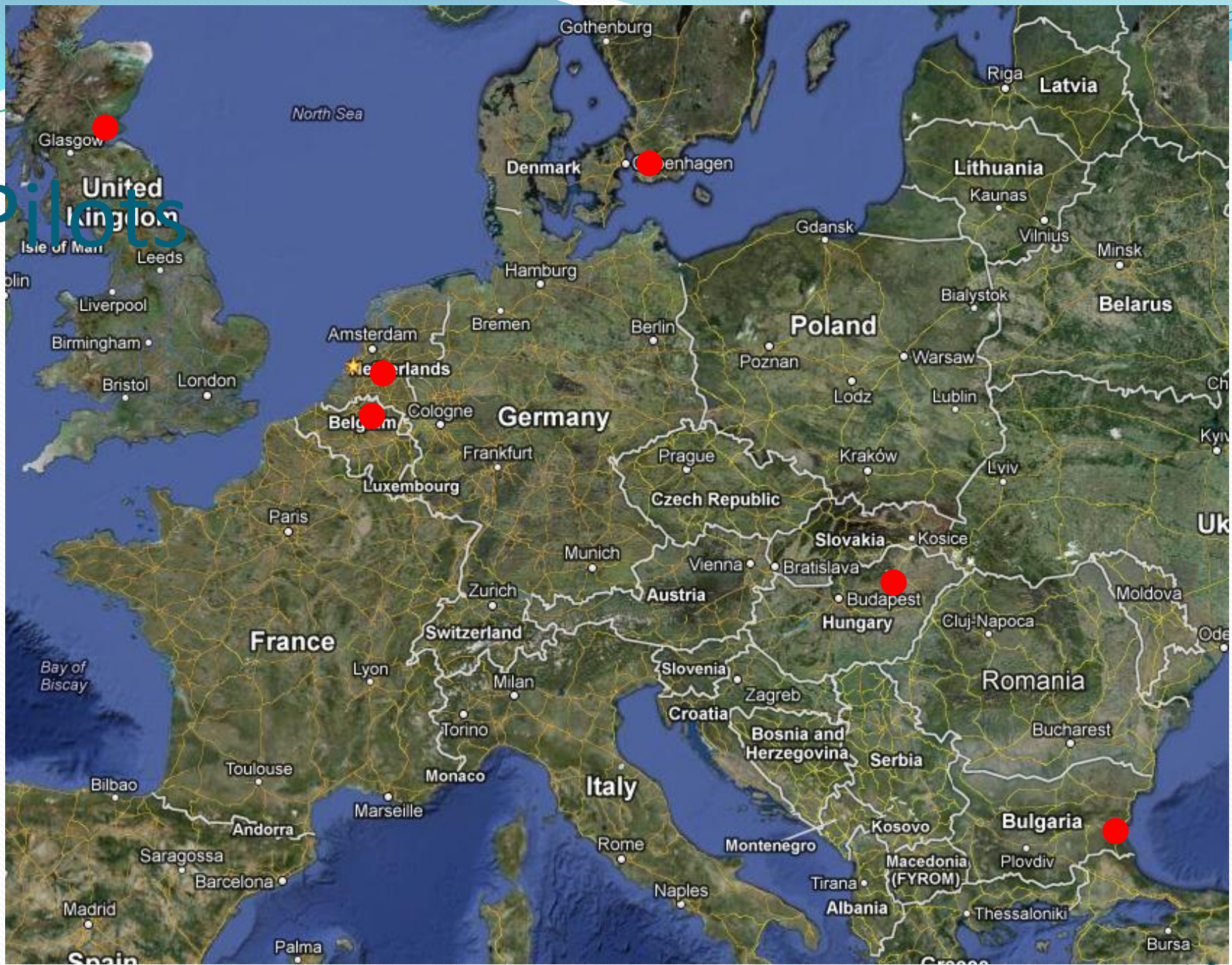
What did we find out from feedback?

- The system as a whole is good and appreciated

- There are some problems with the indicator definitions

- Ensuring objectivity

Next steps

- Changes to scheme based on feedback (ongoing)
  - Mainly to do with indicator definitions

- Business plan

- Launch event spring 2013

Thanks for your attention!

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