

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.



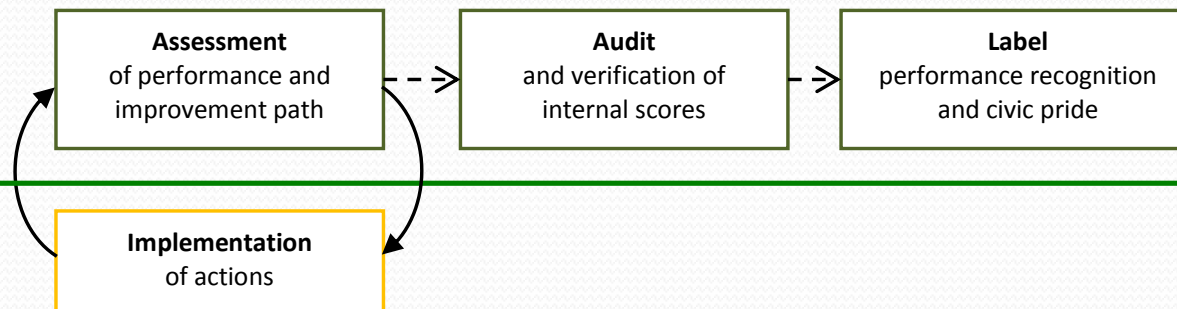
“A sustainable transport system meets society’s economic, social and environmental needs whilst minimising its undesirable impacts on the economy, society and the environment”
SUMP Guidelines

The SHIFT scheme in a nutshell

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



EcoMobility SHIFT Assessment and Audit scheme



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)



How to assess ecomobility?

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

Enablers

Transport systems and services

Results and
Impacts



- 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 SUMP (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 eco-mobile. 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 availability	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

Collaboration 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:

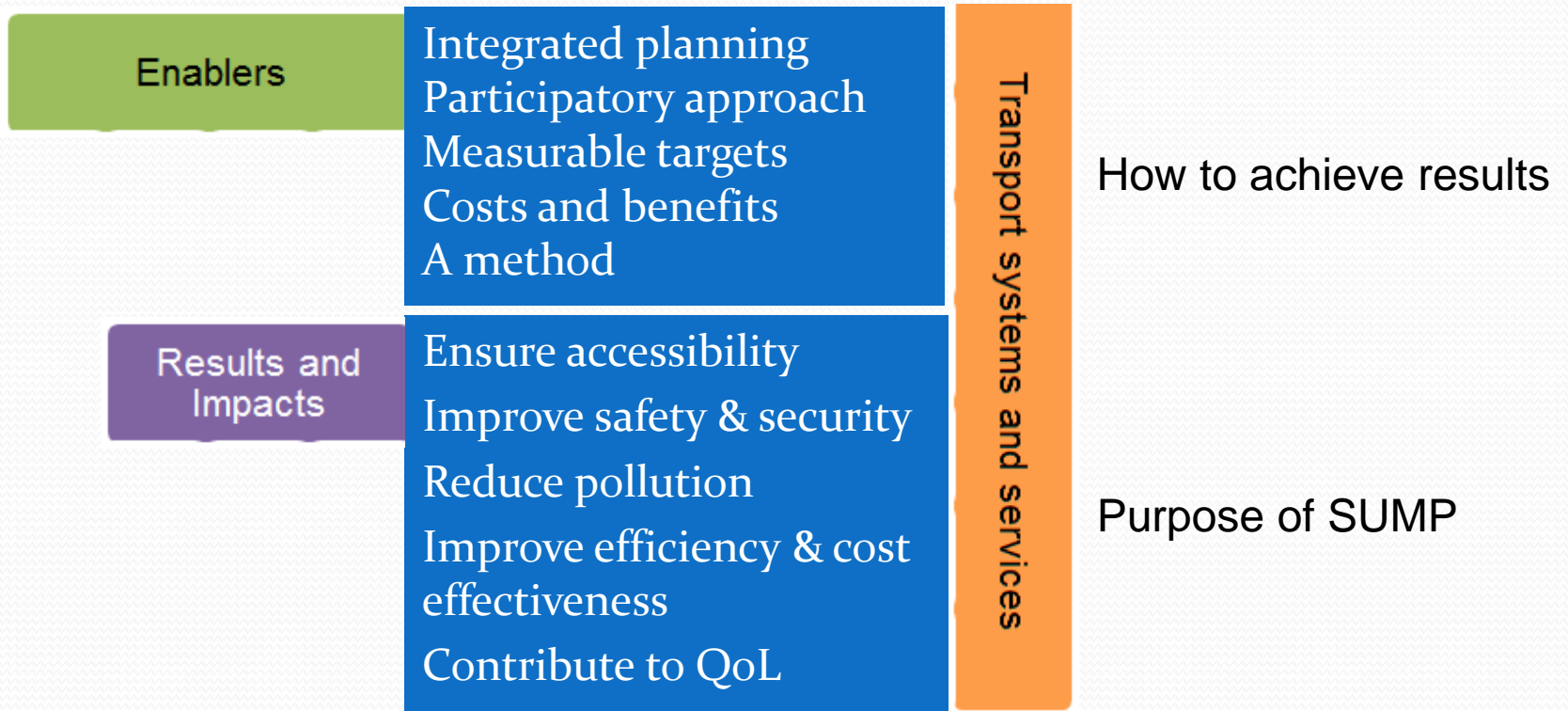
- Number of staff available to work on EcoMobility
- How often staff from different departments meet to discuss joint implementation of the EcoMobility strategy
- How often they attend training to improve their skill set.

Links to further information and best practice

See for example http://www.mobilityplans.eu/docs/SUMP_guidelines_web0.pdf p84

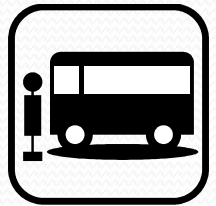


Ecomobility & SUMPs



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

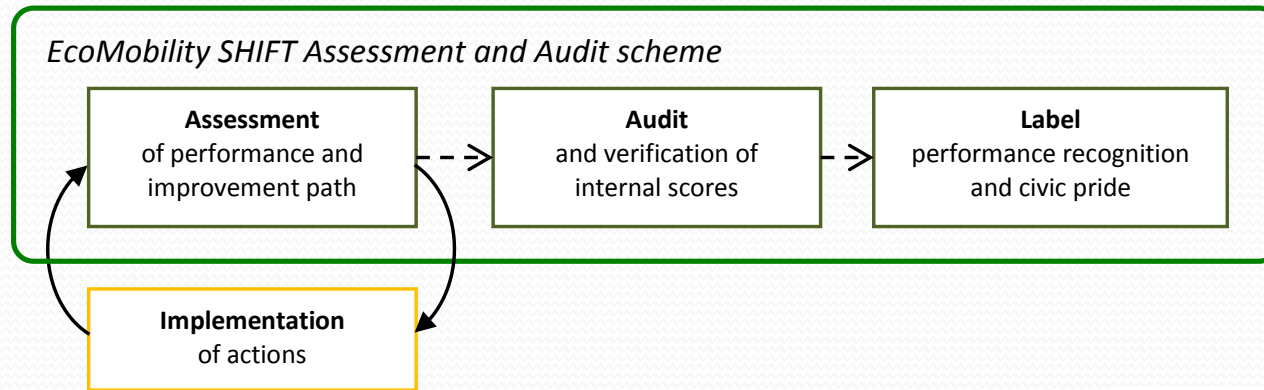
- Ecomobility score
 - Scores for different categories
- Completed report (own language)
 - Details on process
 - Details on scoring of indicators
 - Strengths & weaknesses



Scores and illustrations

Criteria	Indicators	# points	% of max score	Max score
The EcoMobility Index		0	0%	100
Enablers	Total	0	0%	90
Planning for EcoMobility		0	0%	40
	Knowledge of society and user needs	0	0%	10
	Vision, strategy and leadership	0	0%	30
Necessary resources		0	0%	20
	Personnel and resources	0	0%	10
	Finance for EcoMobility	0	0%	10
Involving citizens and stakeholders		0	0%	10
	Public participation	0	0%	10
Monitoring and reviewing progress		0	0%	10
	Monitoring, evaluation & review	0	0%	10
Transport system and services		0	0%	170
Reducing the need to travel		0	0%	30
	Accessibility to services	0	0%	20
	Planning of new city plans	0	0%	10
Using parking to EcoMobility		0	0%	45
	Car-free and/or speed zones	0	0%	15
	Information systems and mobility management	0	0%	10
	Mob services supporting EcoMobility	0	0%	10
	Parking, P+R and other traffic control measures	0	0%	10
Ensuring solutions for all user groups		0	0%	30
	Accessibility for people with reduced mobility (PRM)	0	0%	10
	Walking infrastructure	0	0%	10
	Creating good conditions for cycling	0	0%	10
Creating good conditions for cycling		0	0%	20
	Cycling infrastructure	0	0%	10
	Over all cycling conditions	0	0%	10
An efficient public transport system		0	0%	60
	Coverage of P+R services	0	0%	10
	Speed	0	0%	10
	Accessibility	0	0%	10
	Capacity, ease of use	0	0%	10
Environmentally friendly vehicles		0	0%	10
	Electric vehicles	0	0%	10
Health and well-being		0	0%	30
EcoMobility share		0	0%	30
	Modal split	0	0%	20
	PT trips per capita	0	0%	10
Traffic safety		0	0%	20
	Safety overall	0	0%	10
	Safety, vulnerable road users	0	0%	10
Low environmental impacts		0	0%	30
	Energy efficiency	0	0%	10
	Greenhouse gases	0	0%	10
	Local air quality	0	0%	10

Auditing ecomobility



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

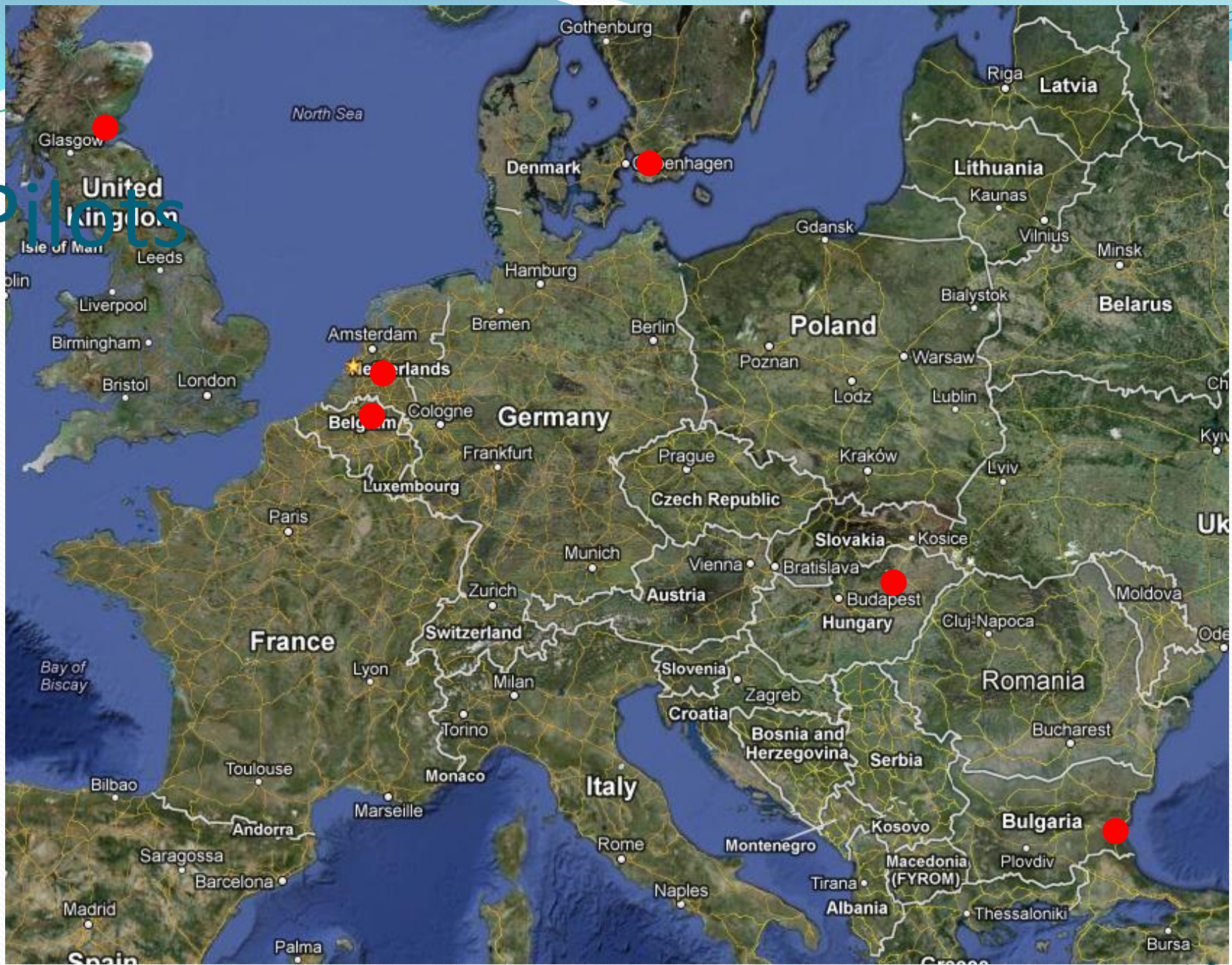


Feedback on the scheme

- Pilot tests of scheme
- Questionnaires
 - Pilots
 - Other stakeholders
- External experts



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



Global Alliance for EcoMobilitySHIFT

ES. Personnel and resources

Definition of indicator
 Level of staff and resources available to implement the ECoM (or similar transport policy document), year in which built and responsibilities within the mobility transport team are identified. Level of collaboration between city departments (transport, public space, and business development) such as spatial planning, traffic planning, public works, marketing and communication.

Purpose
 If there are sufficient resources to deliver EcoMobility then it is easier to implement. Resources here are defined mainly in staff terms and how those staff track to policies. There is a need to be clear on this.

Suggested evidence
 Identify points in various department roles (spatial planning, urban planning, public works, etc.) Evidence of how those coverage have led to outcomes that are necessary to deliver and goals of staff resources.

Scoring
 On a 5-point scale:

Level	1	2	3	4	5
Staff resources for EcoMobility	No specific staff resources	Staff have limited resources	Staff have some resources	Staff have many resources	Staff have all resources
Staff available	No specific staff	Staff not available	Staff available during peak times	Staff available during most times	Staff available during all times

Qualitative 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 means of their personnel and resources for EcoMobility:

- Number of staff/resources to work on EcoMobility
- How often staff from different departments contribute to discuss and implementation of the EcoMobility change
- How often they attend training to improve their skills on

Links to further information and best practice for EcoMobility: <http://www.ecomobility.org/ES/indicators.html>



Thanks for your attention!

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