



THE CITY OF TAMPERE

Starting of SUMP Process and Promoting Sustainable Mobility in Tampere

Baltic Sea Region SUMP workshop

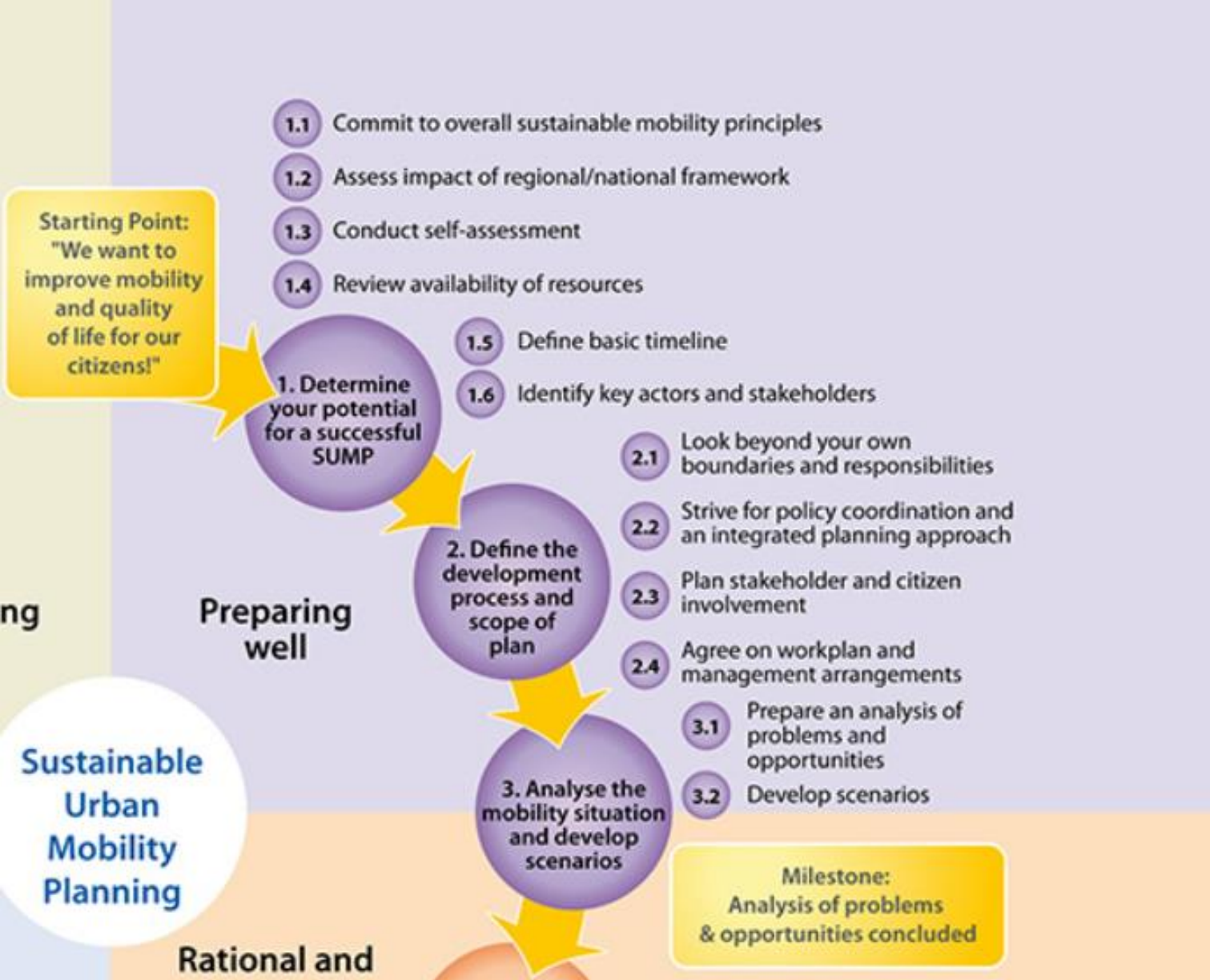
March 15th, 2018 Tampere

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Pre-SUMP in 2015

- analyses the current situation and problems
- recommendations which topics to concentrate

Tramway decision 2016

Rational and transparent goal setting

3. Analyse the mobility situation and develop scenarios

- 3.1 Identify the problems and opportunities
- 3.2 Develop scenarios

Milestone: Analysis of problems & opportunities concluded

4. Develop a common vision

- 4.1 Develop a common vision of mobility and beyond
- 4.2 Actively inform the public

5. Set priorities and measurable targets

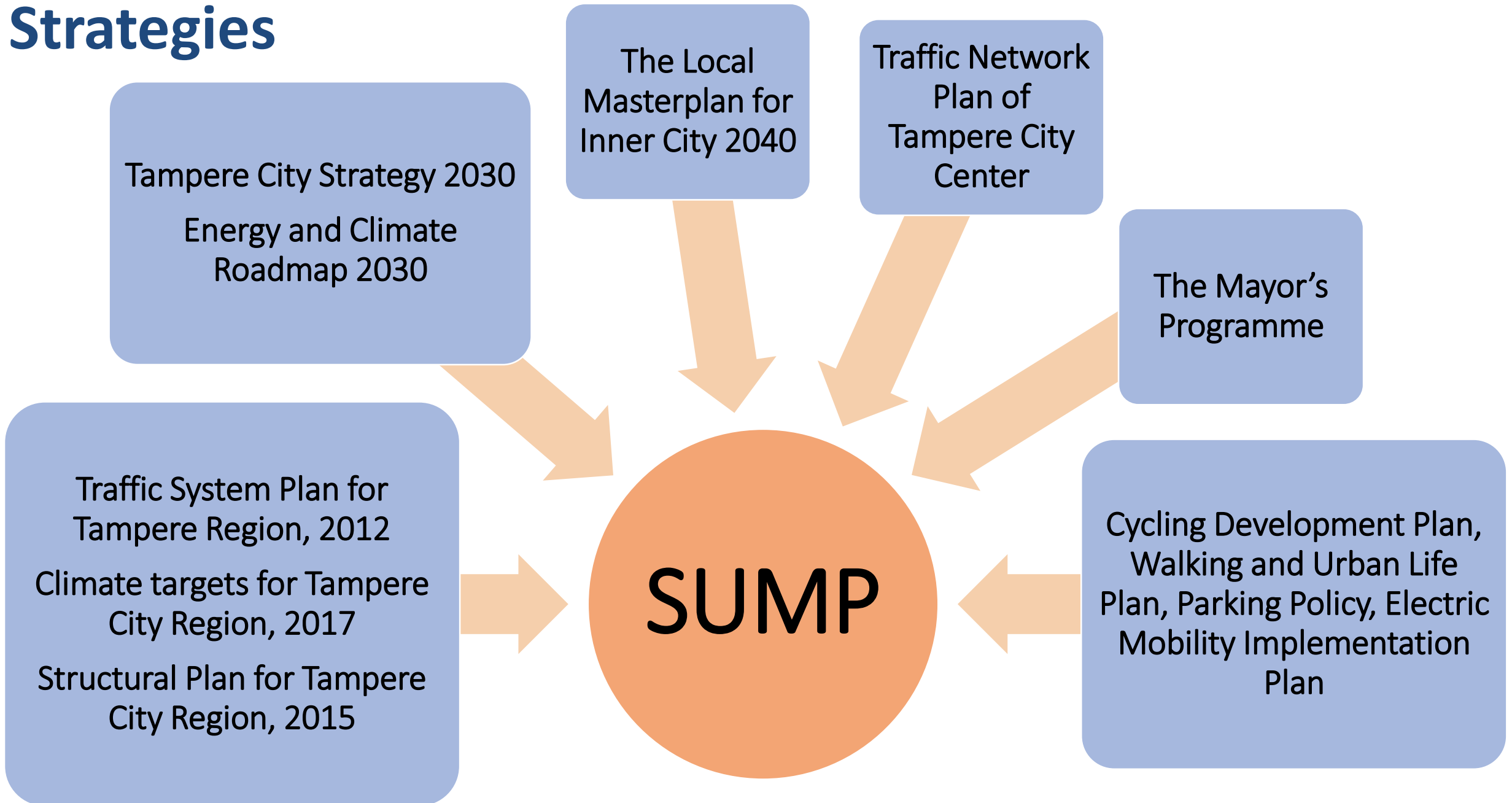
- 5.1 Identify the priorities for mobility
- 5.2 Develop SMART targets

6. Develop effective packages of measures

- 6.1 Identify the most effective measures
- 6.2 Learn from others' experience
- 6.3 Consider best value for money
- 6.4 Use synergies and create integrated packages of measures

Milestone: Measures identified

Strategies



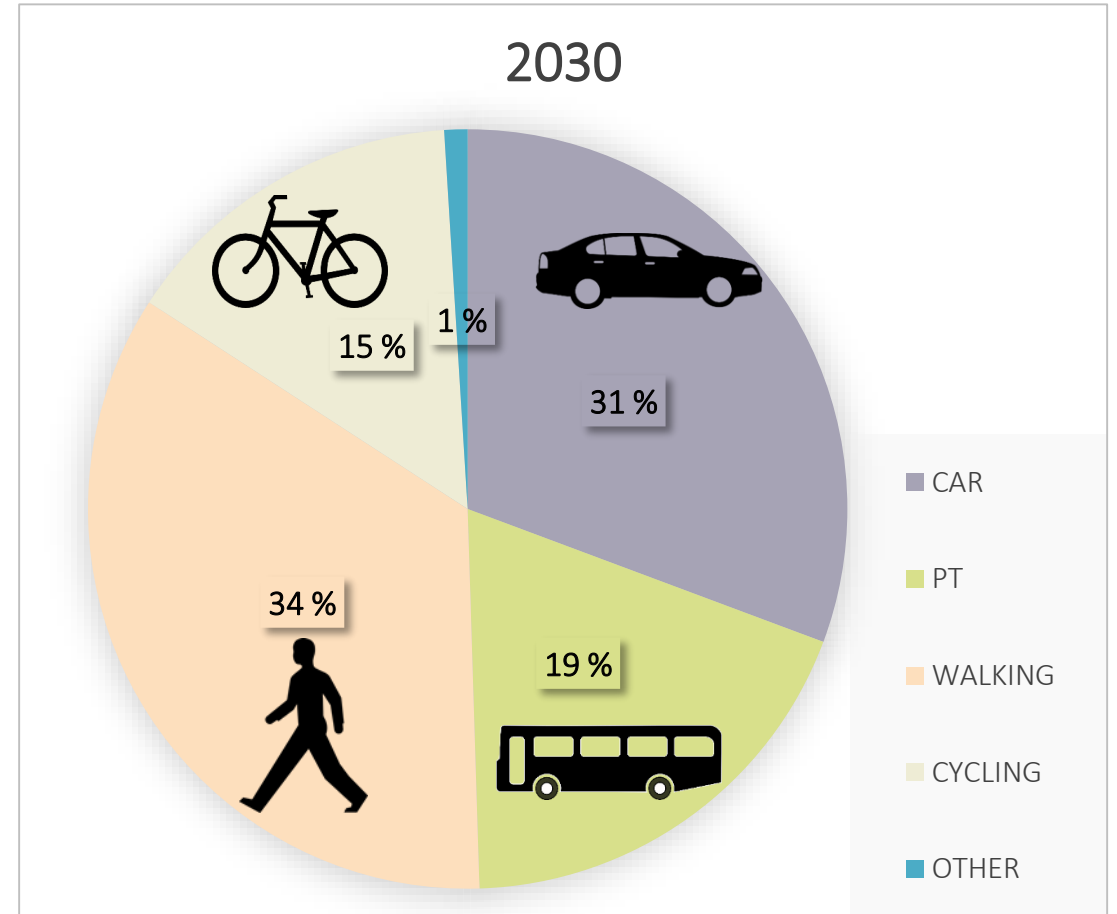
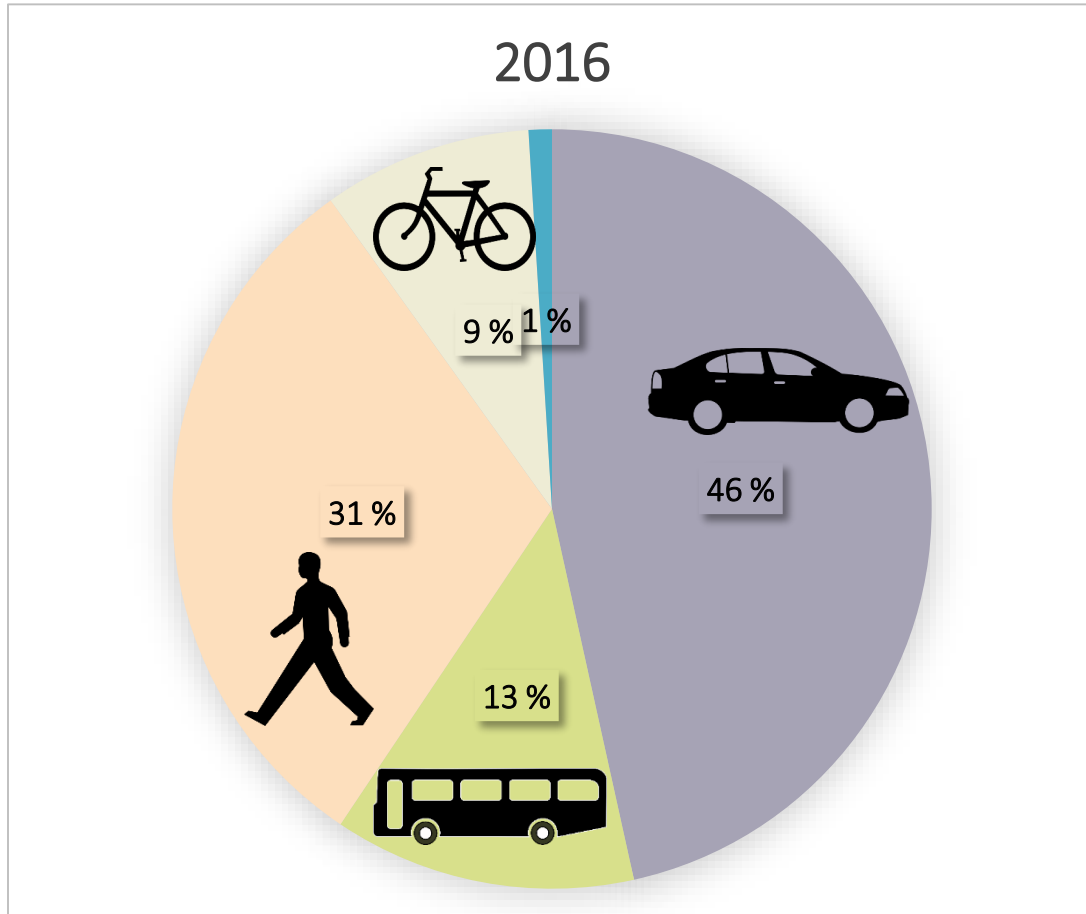


The City Strategy: Tampere will be carbon-neutral city by 2030



Modal Share Target 2030

(working day September)



- CAR
- PT
- WALKING
- CYCLING
- OTHER

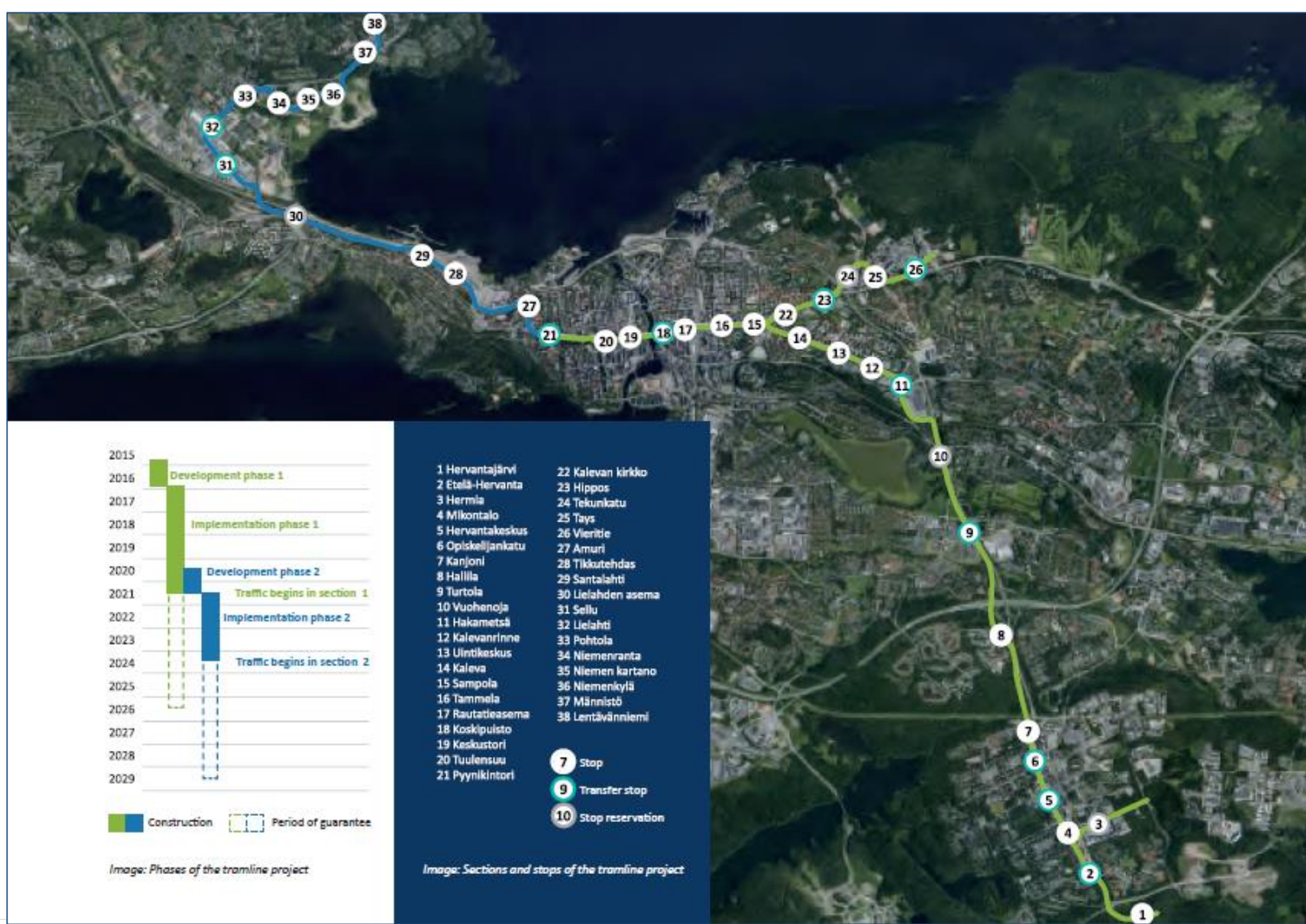
Public transport





Tramway

- 2017-2021 building part 1
- EUR 238.8 million
- part 1 covers 15 kilometres



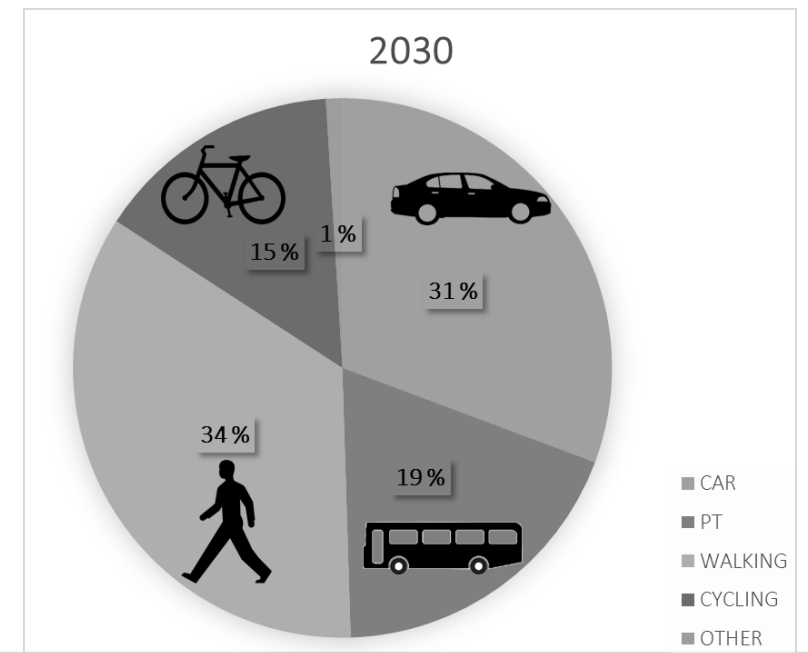


Effects of tramway

- New residential areas built between years 2016-2040 are concentrating (70-75 %) into tramway zone
- In 2025 about 85 % and in 2040 about 90 % of population of Tampere lives in public transport zone
(800 meters from tramway or 500 meters from efficient trunk bus lines)

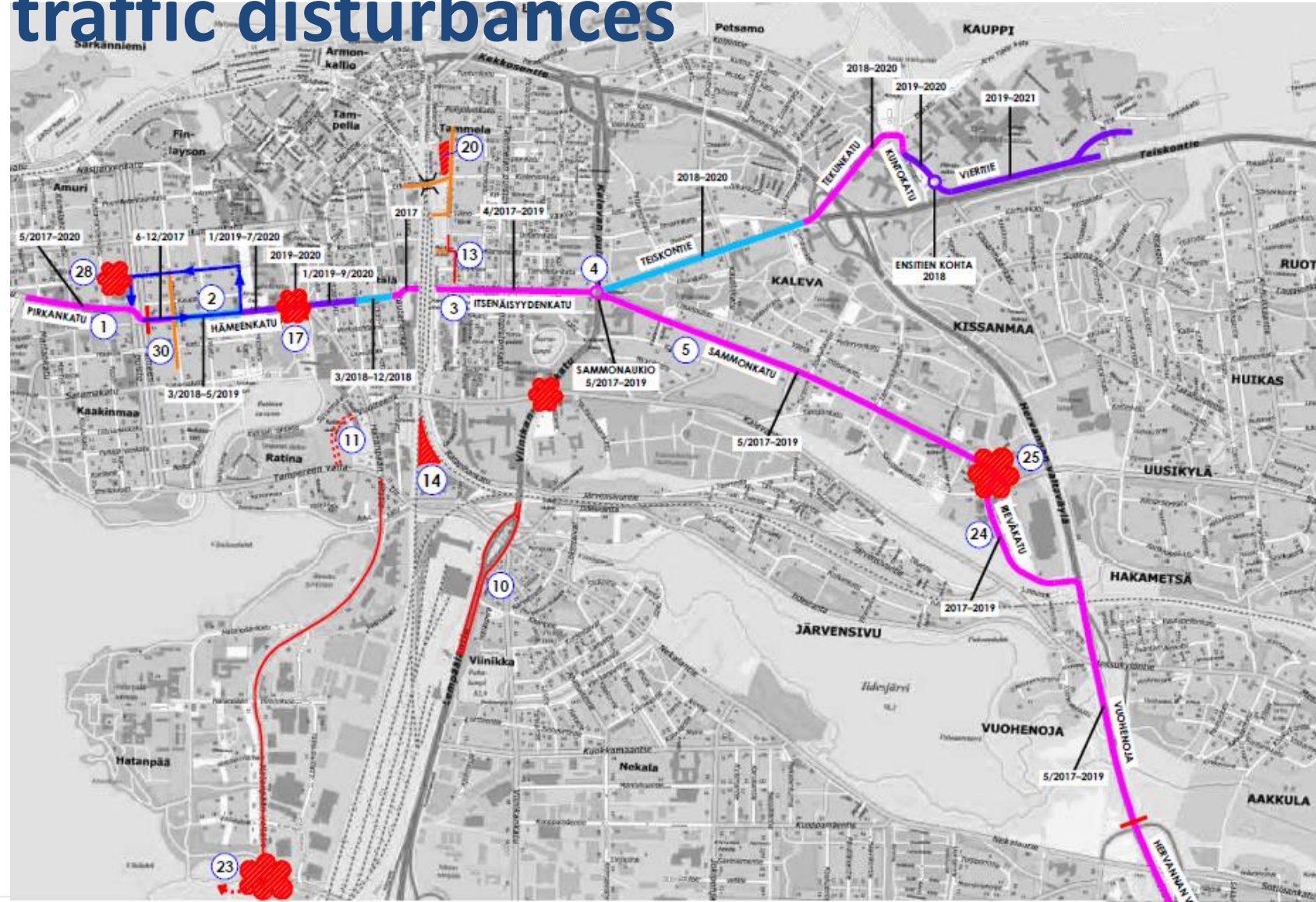
Finding out the most effective measures

testing and using mobility management



Significant traffic disturbances

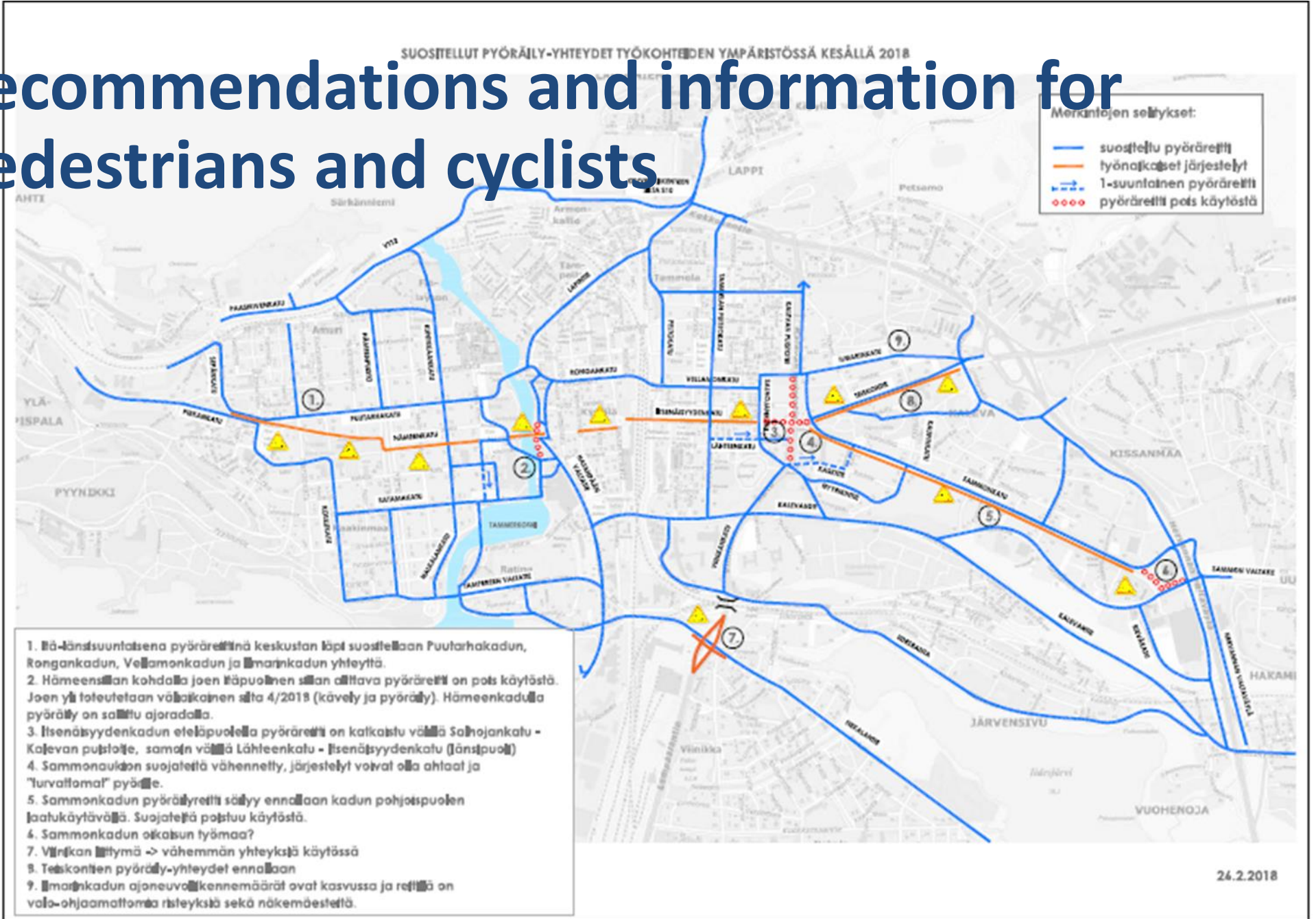
- 2018-2021 multiple construction works in city center and nearby -> changes to daily trips
- Mobility Management measures to change mobility choices



Recommendations and information for pedestrians and cyclists

There are also infosheets near construction areas

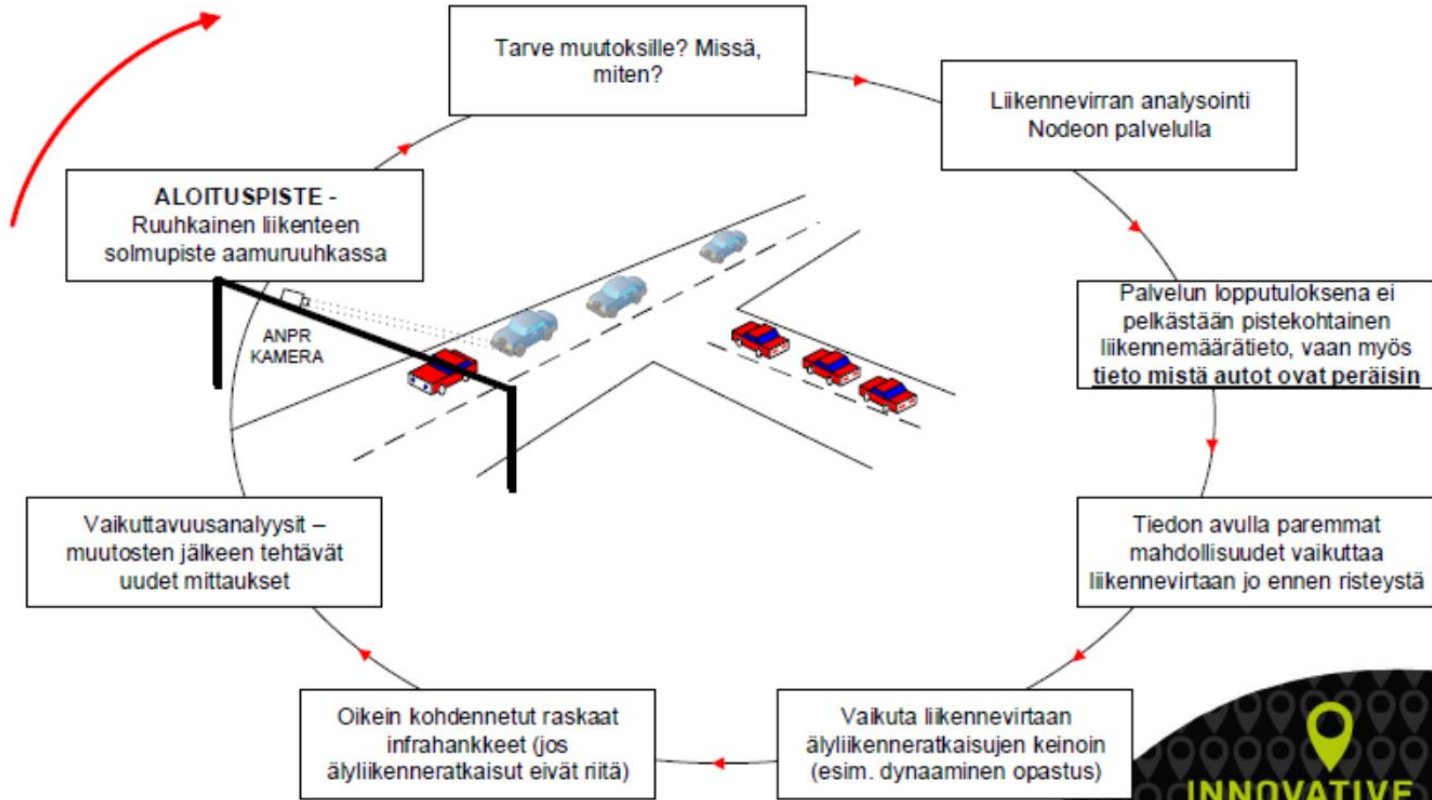
Underway – 5 minute distance maps for pedestrians and cyclists



Identifying target groups - Licence plate registration

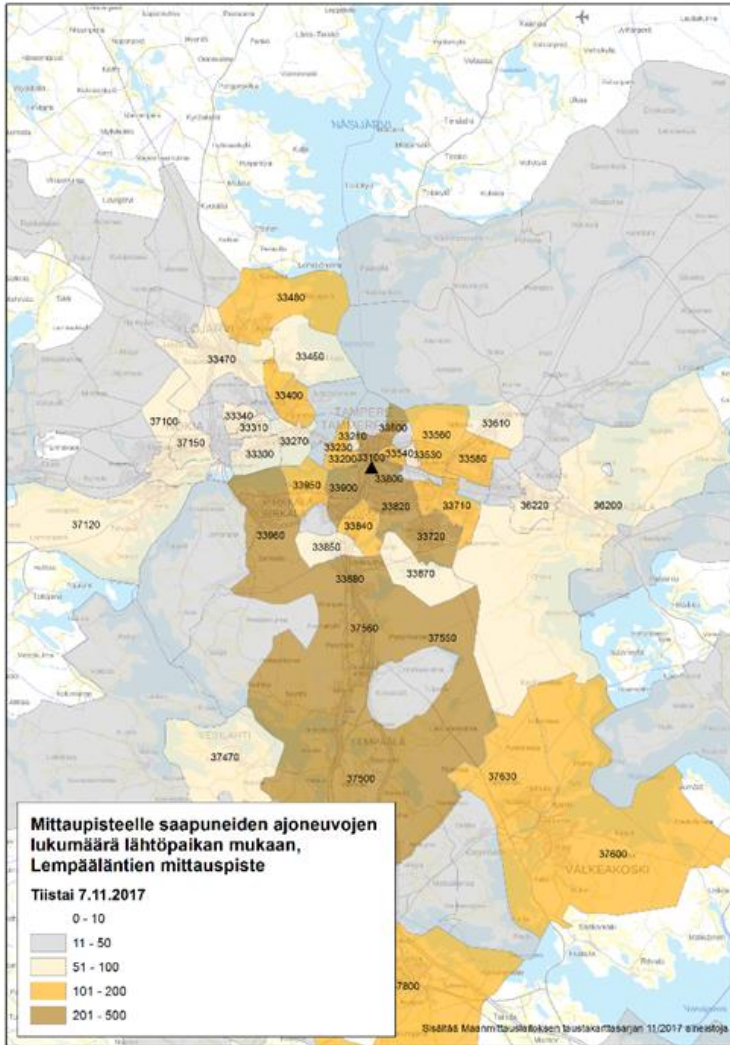
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NODEON
www.nodeon.com



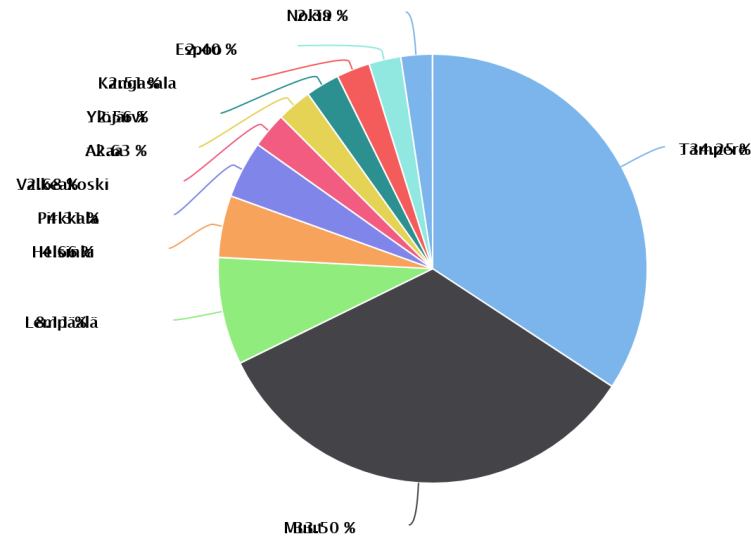
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Where are they coming from?

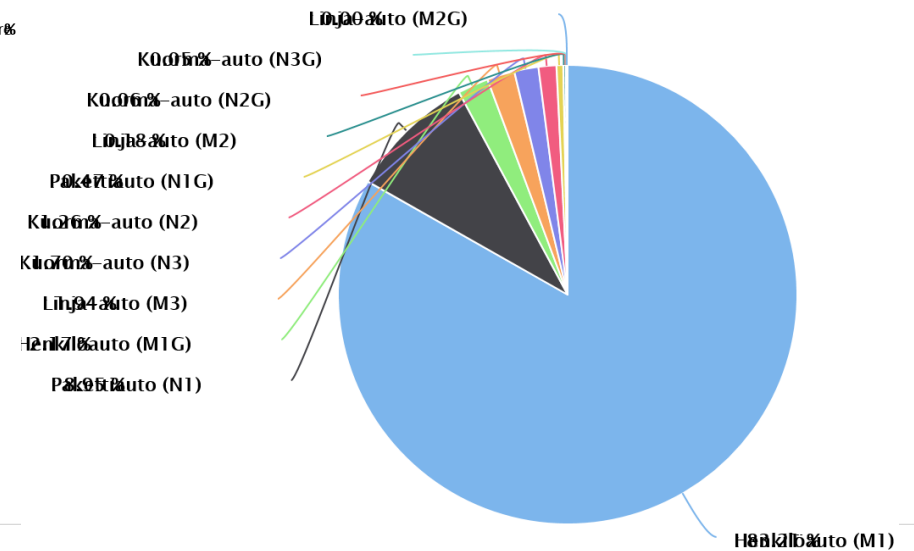


- 24 hours data of incoming traffic – vehicles postcode area
- examples of reports: incoming time, heatmap, vehicle category, municipality

Kunnat



Ajoneuvoluokat



Direct marketing to target groups

- postcode area from licence plate registration
- information of public transport: routes and schedules
- free travel cards to new PT users
- more effective than general market campaigns



Opening park and ride areas

- pilots with stores
- P&R area is locating in market's parking area
- marketing together
- evaluation: utilization degree, interviews of drivers, number of PT users
- is there win-win?



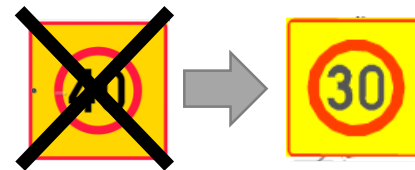
Breaking routines!

Daycare trips

- opportunity for parents to lend and test e-bikes, trailer-cycles, bike trailers, free travel cards to new PT users

Safety in residential areas

- traffic calming and lowering speedlimits in residential areas





Interaction

SUMP seminars and workshops

- seminars / presentations to politicians
- in-house co-operation with other units

Events for public Workshops

- zoning plan
- service network for schools and daycares
- Energy and Climate Roadmap 2030

Questionnaires

- 30 km/h
- Walking strategy
- daycare trips



Environment & Climate

- climate impact
- air quality
- noise
- space, urban nature

Traffic Safety & Feeling of Safeness

Congestion

- avoiding induced demand and overcapacity
- assessability
- cost-effectiveness

Health, Physical Activity & Well-being

Equality & Inclusion

- gender, age groups,
- urban space

Participation, Habits & Behaviour

Learning from others' experience



Imagine your city in 20 years: What would you want it to look like? A place where children can play safely? Where the air is clean? Where you can walk to do your shopping? With lots of parks and green space? Where businesses can prosper?

A Sustainable Urban Mobility Plan is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles.



Thank you

City of Tampere, Traffic Planning

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