



# Starting of SUMP Process and Promoting Sustainable Mobility in Tampere

Baltic Sea Region SUMP workshop

March 15th, 2018 Tampere

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European Platform on Sustainable Urban Mobility Plans



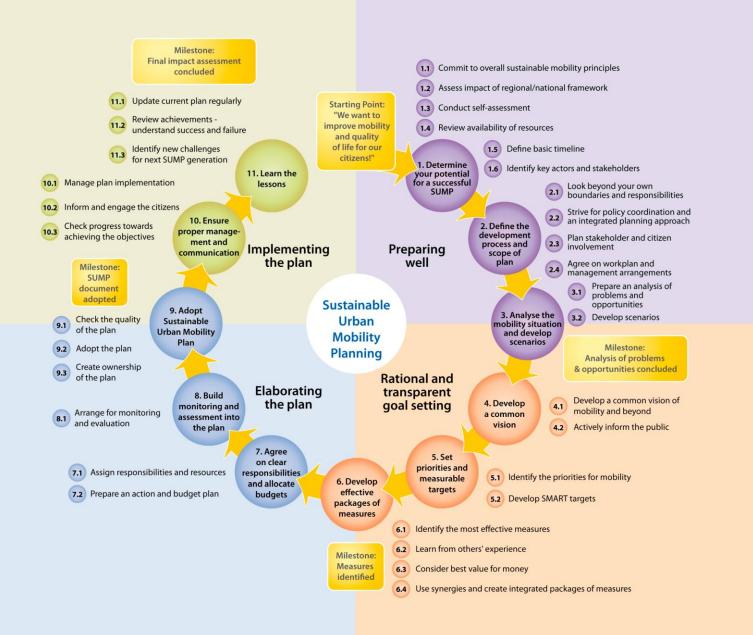
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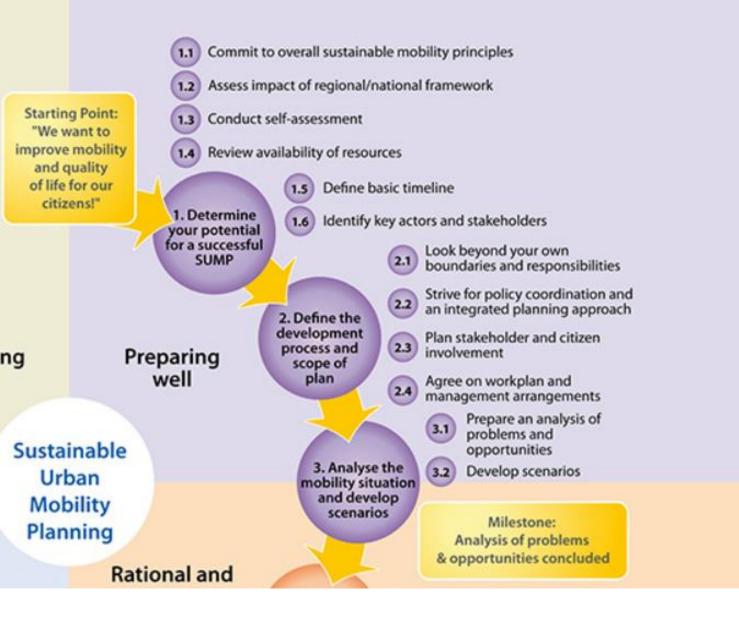
SLP 1 Workshop III, Tampere March 14th, 2018











#### Pre-SUMP in 2015

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

#### Tramway decision 2016

4







# **Strategies**

Tampere City Strategy 2030 Energy and Climate Roadmap 2030 Traffic Network Plan of Tampere City Center

The Local

Masterplan for

Inner City 2040

SUMP

The Mayor's Programme

Traffic System Plan for Tampere Region, 2012 Climate targets for Tampere City Region, 2017

Structural Plan for Tampere City Region, 2015 Cycling Development Plan, Walking and Urban Life Plan, Parking Policy, Electric Mobility Implementation Plan



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

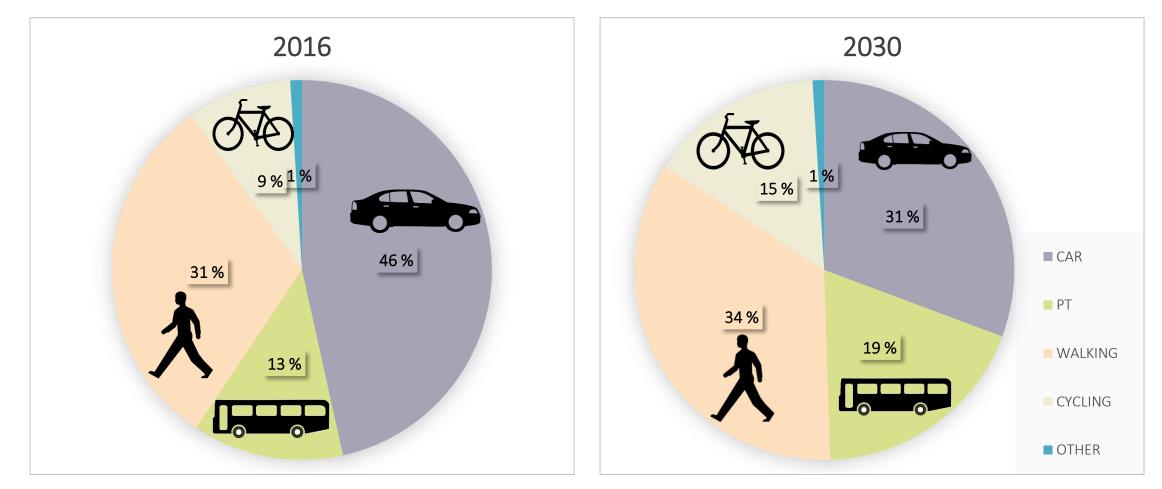






## Modal Share Target 2030

(working day September)





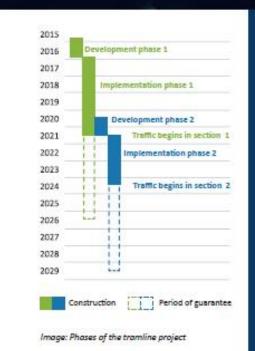
## **Public transport**







- 2017-2021 ٠ building part 1
- EUR 238.8 lacksquaremillion
- part 1 covers 15 kilometres

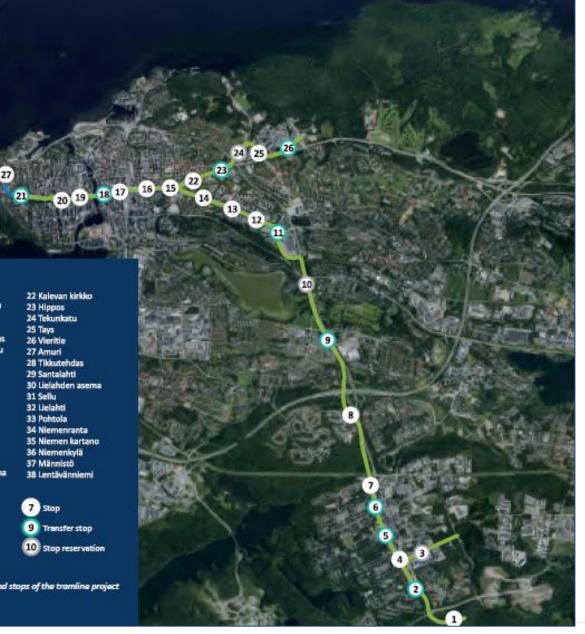


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THE CITY OF TAMPERE

Image: Sections and stops of the tramline project





# **Effects of tramway**

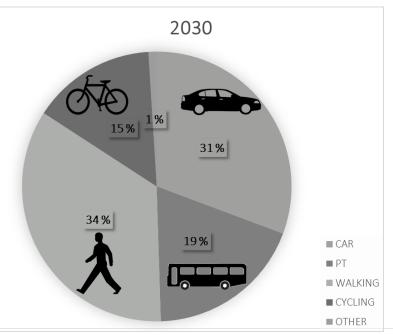
- New residential areas built between years 2016-2040 are concentrating (70-75 %) into tramway zone
- In 2025 about 85 % and in 2040 about 90 % of population of Tampere lives in public transport zone
  (800 meters from tramway or 500 meters from efficient trunk bus lines)





# Finding out the most effective measures

# testing and using mobility management

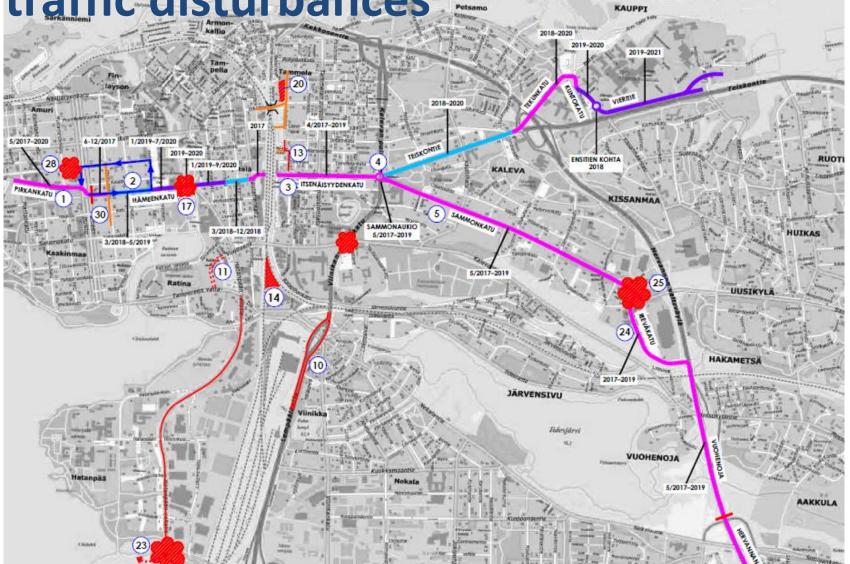




# Significant traffic disturbances

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

22.3.2018





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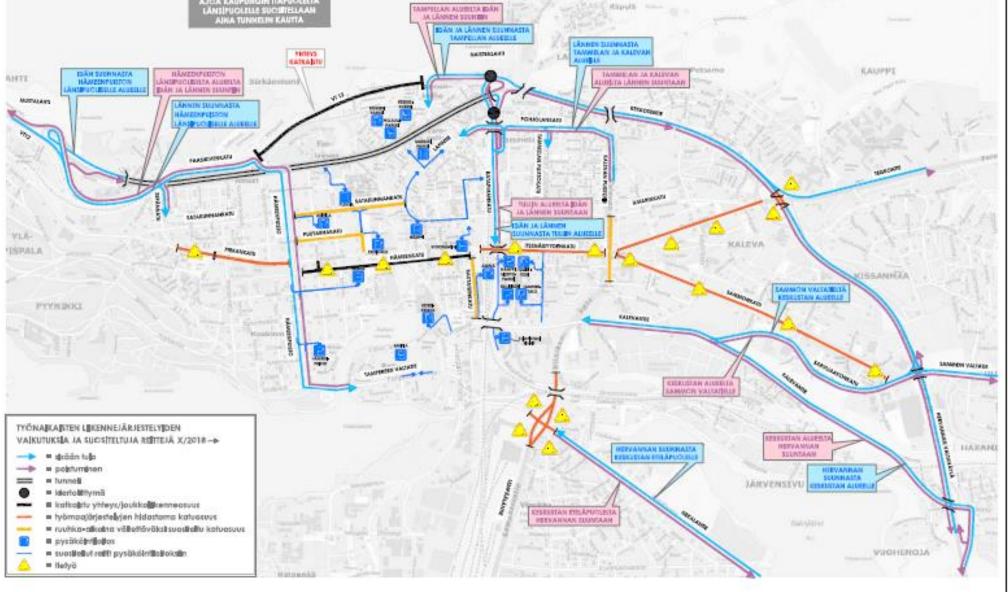


Information maps – changes of routes and delays caused by construction works

Information is published also in websites tampereenliikenne.fi

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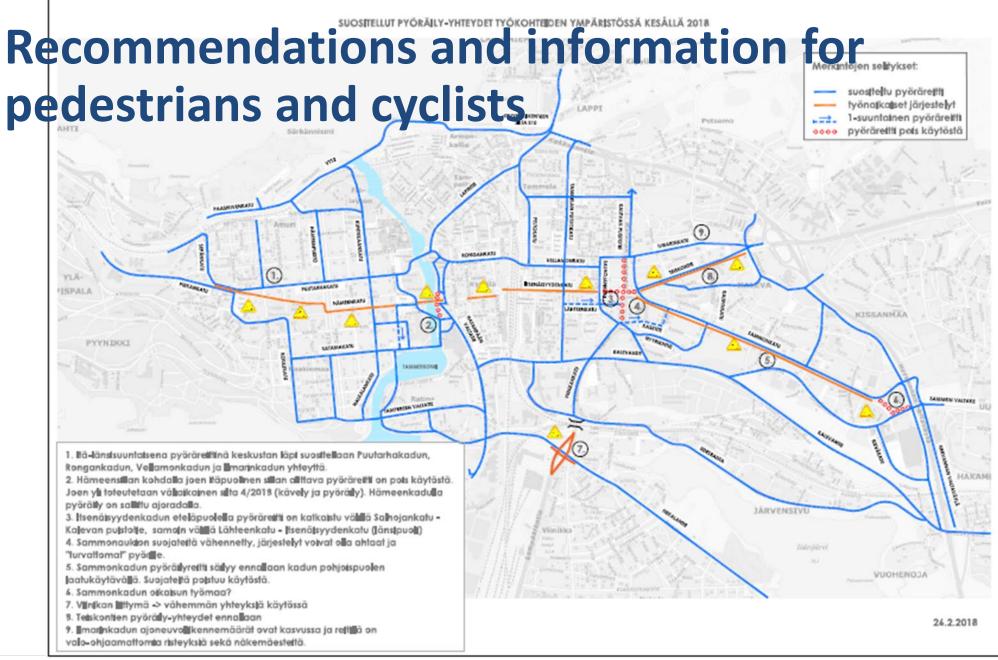
# **Recommendations and information for drivers**





There are also infosheets near construction areas

Underway – 5 minute distance maps for pedestrians and cyclists

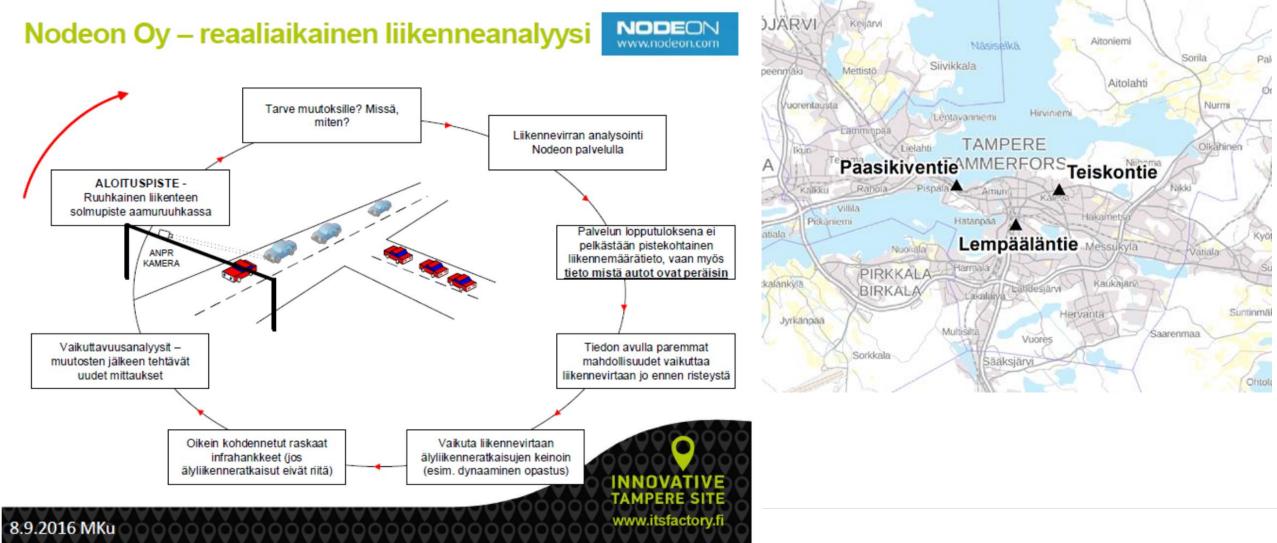




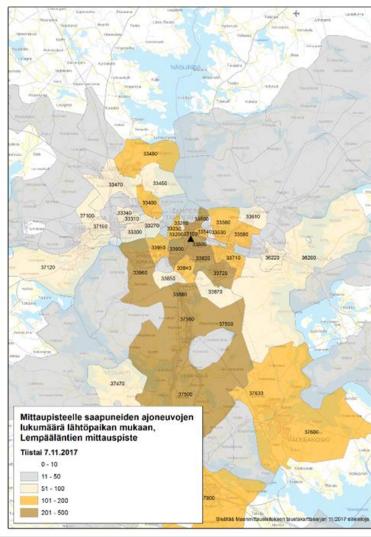
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# Identifying target groups - Licence plate registration

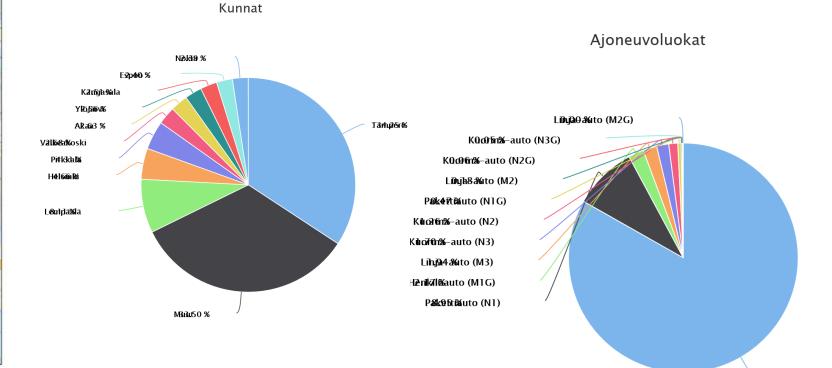


# Where are they coming from?



22.3.2018

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



Habikalib Sauto (M1)



# **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

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# **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?







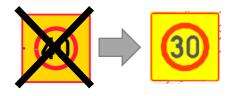
## **Breaking routines!**

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 politiciansin-house co-operation with other units

#### Events for public Workshops

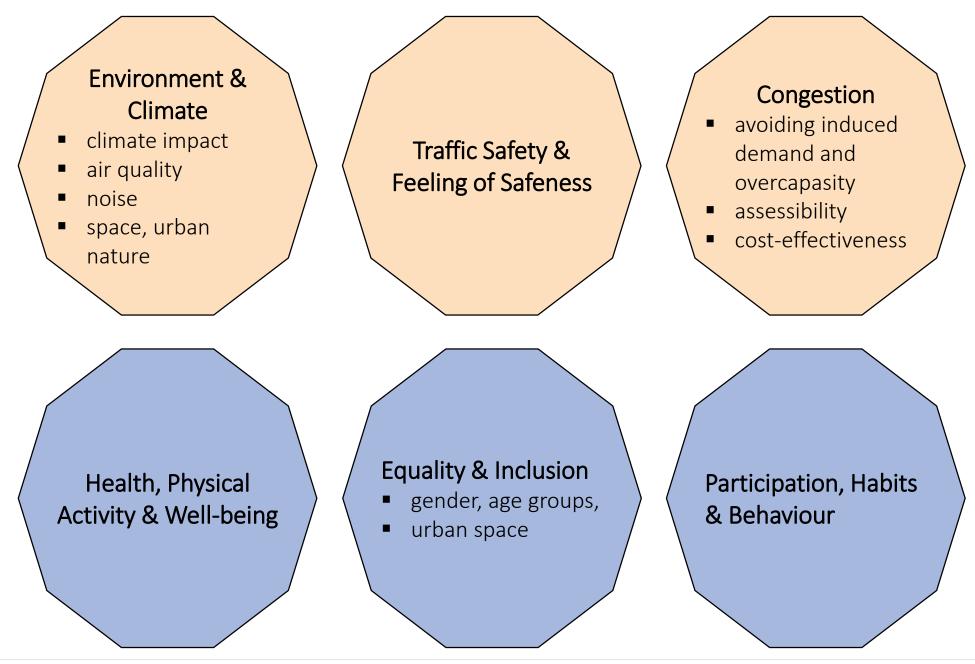
- zoning plan
- service network for schools and daycares
- Energy and Climate Roadmap 2030

#### Questionaries

- 30 km/h
- Walking strategy
- daycare trips









# 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.





City of Tampere, Traffic Planning

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