

HUPMOBILE

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Holistic urban and peri-urban mobility

Policy guidelines, recommendations and conclusions

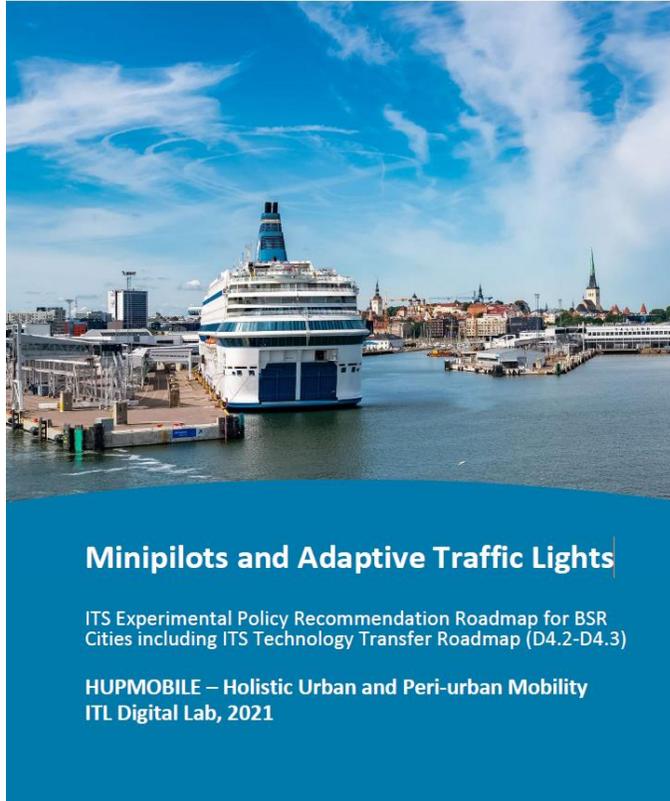
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Policy guidelines and recommendations

- Different policy guidelines and recommendations are presented in the publications and tools related to the project themes.
 - Simulations provide guidelines related to optimisation of transport flows in practice
 - Participatory tools provide policy guidelines related to participatory planning and also on improving stakeholder engagement and processes organize the process of user and stakeholder involvements
 - Mini-pilots and case studies contribute how to introduce and assess new technologies and services.
 - HUPMOBILE sustainability self-assessment tool and Impact Assessment tool describe, based on theory and practical testing with the cities, provides guidelines for what kind of key performance indicators (KPI) to use in assessing sustainable mobility in a holistic way.
 - Lots of different best practices collected and shared between parties
- Together the results also provide the basis for creating conclusions on how new innovation processes, new organizational and governance concepts, and changes in planning processes can result in new forms of urban mobility solutions at the urban district level.

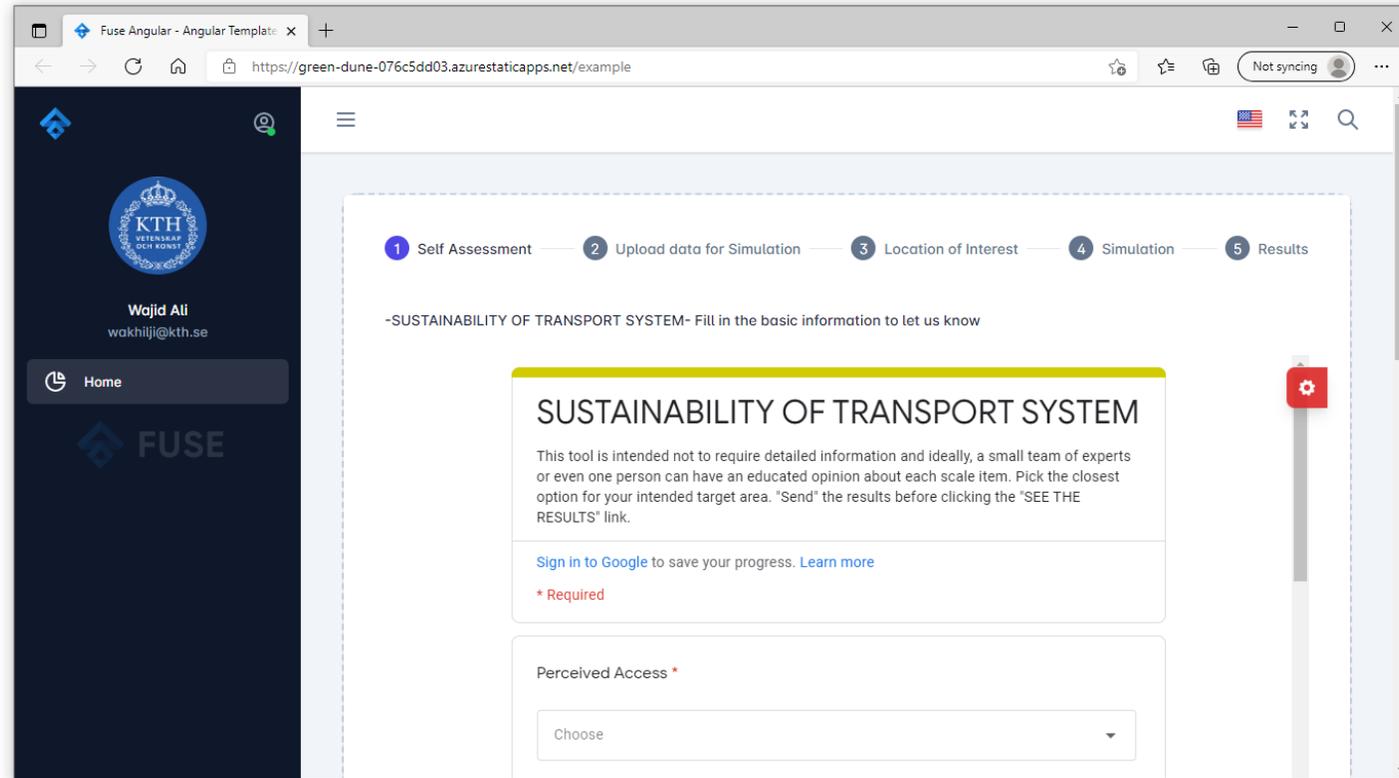
Mini-piloting and case studies



- HUPMOBILE cities have been developing and implementing ITS minipilots that could **help urban policy-makers on how and why to make it a real pilot or service**. These examples will be made open for all cities on applying ITS solutions in order to deal with urbanisation-driven increased mobility and environment challenges
- The pre-feasibility study on simulating adaptive traffic lights in the case of the city of Tallinn could be applicable to other cities, if there is actual proven effect in this simulation.
- **Outcomes are also directed to policymakers of all BSR cities**, partially also regional and central governments. The logic is **to produce a high-quality knowledge on how cities can trigger and manage sustainable mobility innovation based on the HUPMOBILE project**.
- Planned to be published openly and also sent directly to the list of urban decision-makers in the BSR area.

HUPMOBILE framework and policy guidelines

- Different main policy guidelines will be collected and combined together in a HUPMOBILE framework



It's all about people and collaboration!



Use and tailor the existing knowledge

- There are already several good solutions around the BSR cities
- **We (still) need to improve the communication of the working solutions**
- Descriptions of existing mobility solutions are like recipes: BUT every city has to season the recipe their won way
 - **Use more stakeholder involvement to adjust suitable solution in the local implementation!**
- Therefore, **methods and tools need to be easily available for enabling participation**
 - choose such an easy-to-use selection of tools and methods that:
 - Cover all the stages of planning
 - your city with its citizens and other stakeholders are able to use (skills, cost, time)
 - Increase the resources and capabilities for stakeholder involvement
- **Share with proud your achievements to others!**
 - ... and, also, tell honestly if and why something has not worked.



Details
 In year 2019 there were 300 bikes, 39 bike-sharing stations with the core area of operation covering 25km² of the urban city area of Turku. In addition, there are 2 pop-up stations for discovering new potential locations and 2 additional stations with commercial partners. The potential user group is 39 400 inhabitants living in the proximity (300m) of the nearest station. The total costs of the system in the first year were 789 473 €, with some of the money coming from the EU and commercial collaboration (the cost for the city was 221 337 €). For the casual user, using the bikes costs 14 per day (in additional fee for longer than 30min use). However, the use of the system is included in most season PT tickets for the residents.

Unique aspects
 Despite the severe winter conditions in Finland, the solution is a year-around and 24/7. For the winter, the bikes are maintained and fitted with winter tires. Also, a test route was established to discover the best ways to clear out the snow – however, the average use of the system in the winter was modest 300 trips per day. The winter increases the need to maintain bikes, and the users reported that sometimes the batteries, displays, and gear froze up in the bikes. Another unique aspect is that the system was tendered with a requirement of open interfaces, enabling seamless integration of the bike-sharing system to the rest of the public transport offering, data ownership for the city, and create stations only visible for the city employees in applications.

Frame conditions
 According to a recent survey, the residents of Turku overwhelmingly back the city's strong support for cycling – 96% of respondents are in favour of improvements to cycling infrastructure. 25% of the respondents reported that they have reduced the use of private car due to new system. This is the first shared economy system in the city that has traditionally relied on efficient and affordable public transport and supporting active mobility.

Individual	Customer engagement	Transport authority	City Partners	Legend
Operational integration	Customer engagement	Public transport integration	Public transport integration	Positive impact
Cost of private use	Affordability	Working conditions	Working conditions	Slightly positive impact
Quality	Use of existing time	Service quality	Service quality	Neutral impact
Shared mobility services	Health and well-being	Cost sharing among partners	Cost sharing among partners	Slightly negative impact
Access to mobility services	Use of existing services	Cost for investments	Cost for investments	Negative impact
Quality	Number of parking spaces	Shared mobility services	Shared mobility services	Not possible to assess
Operational integration	Service	Customer engagement	Customer engagement	
Quality	Access to mobility services	Operational integration	Operational integration	
Operational integration	Integration and delivery	Use of public transport	Use of public transport	
Cost of existing time	Cost sharing among partners	Integration and delivery	Integration and delivery	

Disclaimer: Assessment made by the research group

Welcome to Hupmobile's **Participatory.Tools**
 Improve & enrich your Stakeholder Engagement Process with 5 easy steps



More courage to try and implement new concepts!

- Most cities are too careful at developing new services
- Cities need to push more aggressively new mobility concepts and see which ones work best
 - Test fast, fail fast!
- Improve the capabilities in cooperation with the companies and start-ups
- Also, cities should involve employers more to the development of sustainable commuting

- Ambition levels concerning mobility changes should be raised
- You need to **aim high** (100 climate cities), but the road there goes usually **step by step**.



THANK YOU FOR YOUR PARTICIPATION IN HUPMOBILE!



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