



European Platform
on Sustainable Urban
Mobility Plans



Kratka informativna brošura o odabiru mjera

Izbor najučinkovitijih paketa mjera za
planove održive urbane mobilnosti



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Odabir mjera – o izazovu ukratko

Odabir mjera proces je utvrđivanja mjera mobilnosti i prijevoza koje su najpogodnije i najisplativije za postizanje vizije i ciljeva plana održive urbane mobilnosti (SUMP) te za rješavanje utvrđenih lokalnih problema. Čak i kad su utvrđeni vizija, ciljevi i problemi, možda neće biti jasno koje su mjere najprimijerenije.

Dostupan je širok raspon mjera poput modificiranja razvoja radi smanjenja zahtjeva putovanja, pružanja novih usluga javnog prijevoza, različitog upravljanja mrežama, mjera promjena stavova, izgradnje nove infrastrukture (pješačke staze, biciklističke staze, željezničke i tramvajske linije te cestel) ili naplaćivanja

upotrebe prijevoznog sustava. Neovisno o tome, može biti teško utvrditi najodgovarajuću mjeru.

Dionici i političari, a ponekad i građani, imat će unaprijed zamišljene ideje o tome što bi trebalo učiniti. Štoviše, najprimijerenije mjerne možda neće biti one koje će moći najlakše provesti. Primjerice, podijeljene odgovornosti i nedostatak finansijskih sredstava mogu ograničiti izbor mjera koje se mogu provesti.

SUMP će se vjerojatno temeljiti na nekoliko mjera, no uspješnost i provedivost ovisit će o tome kako su te mjere upakirane. SUMP treba biti više od pukog

Ključni zadaci u razvoju SUMP-a

Institucionalna suradnja

- Ispitivanje pravnih okvira suradnje
- Utvrđivanje institucionalnih dionika i razumijevanje njihovih programa
- Procjenjivanje institucionalnih vještina, znanja, kapaciteta i resursa
- Izgradnja suradničkih struktura i definiranje odgovornosti
- Upravljanje institucionalnim partnerstvima
- Evaluiranje institucionalnih partnerstava

Sudjelovanje

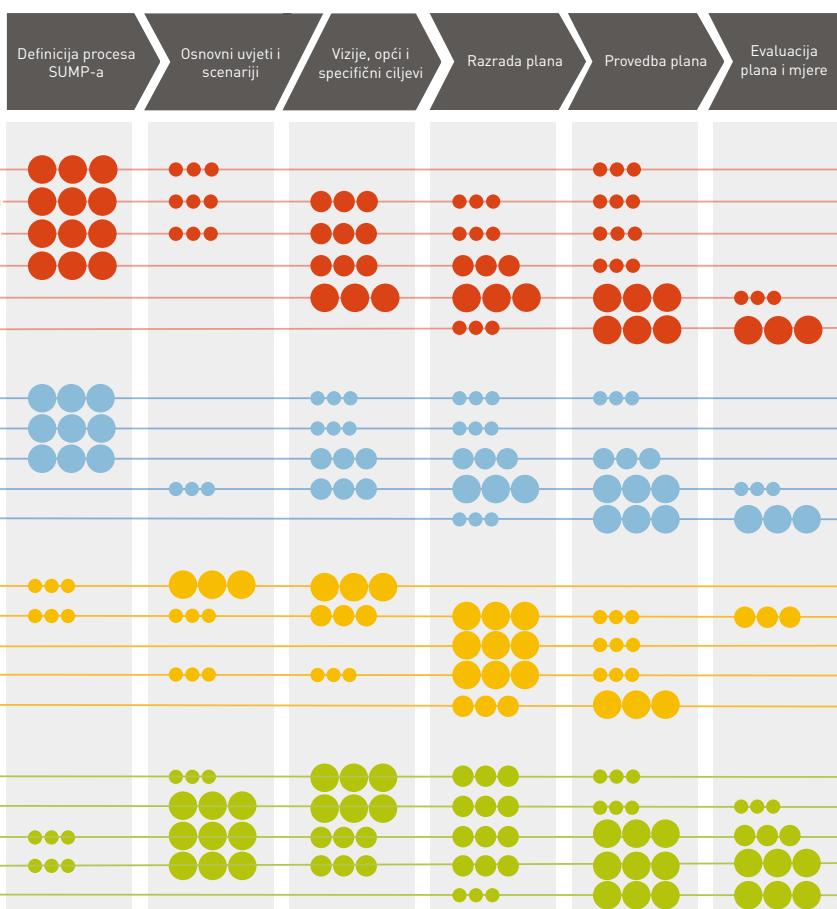
- Utvrđivanje lokalnih i regionalnih dionika i njihovih interesa
- Razvoj strategije za uključivanje građana i dionika
- Određivanje razina i metoda uključenosti
- Upravljanje sudjelovanjem i rješavanje sukoba
- Evaluiranje procesa sudjelovanja

Odabir mjere

- Analiziranje postojećih mjera, ciljeva, problema i trendova
- Utvrđivanje i analiziranje odgovarajućih vrsta mjera politike
- Razvijanje detaljne specifikacije mjera i paketa politike
- Procjenjivanje predloženih mjera i paketa
- Usuglašavanje odgovornosti i provedba paketa mjera

Praćenje i evaluacija

- Razrada plana praćenja i evaluacije
- Odabir pokazatelja za praćenje i evaluaciju
- Prikupljanje podataka i traženje novih izvora podataka
- Analiziranje podataka i pokazatelja te predstavljanje rezultata
- Evaluiranje procesa razvoja SUMP-a



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Proces SUMP slijedi je faza od definiranja procesa do planiranja i evaluacije mjere. Grafikon prikazuje ključne zadatke SUMP-a za tijela koja se bave planiranjem koji su povezani s četirima izazovima.

Institucionalna suradnja i sudjelovanje kontinuirane su horizontalne aktivnosti koje treba pokrenuti rano, tijekom faze definiranja procesa SUMP-a. Odabir mjere kao i aktivnosti praćenja i evaluacije

posebice su važni u sljedećim analitičkim i fazama tehničkog planiranja. Grafikon odražava prvi razvoj SUMP-a; revidiranje i ažuriranje SUMP-a trebal bi se nastavljati na već utvrđene strukture.

Ključni zadaci u procesu razvoja SUMP-a
Izvor: Rupprecht Consult, 2016.



popisa željenih mjera. Prije provedbe svaku mjeru treba detaljno definirati, ocijeniti u pogledu njezina vjerojatnog utjecaja te procijeniti u pogledu njezina potencijalne doprinosa.

Utvrđite kontekst i cilj

Prije nego što razmotrite moguće mjere, tijelo koje se bavi planiranjem trebalo bi osigurati da je jasno koje je područje ispitivanja, vremenski okvir, trenutačne mjere i izvedene sheme. Trebalo bi izbjegći razmišljanje o rješenjima prije nego li se usuglase vizija i ciljevi. Proces izbora mjera uključuje razmatranje različitih vrsta mjera i informacija o njima te razumijevanje kako radi svaka od njih te kako stoga može doprinijeti ciljevima SUMP-a. Važno je odlučiti treba li nastaviti s određenim strategijama, primjerice sa smanjenjem potrebe za putovanjem, te razmotriti načela pakiranja mjera. Razvijanje paketa mjera može pomoći u postizanju bolje učinkovitosti, ali također može pomoći u nadilaženju prepreka pri provedbi. Više informacija o tome može se pronaći u Priručniku o politici KonSULT (the KonSULT Policy Guidebook) te u Generatoru opcija mjera (Measure Option Generator) na internet stranicama KonSULT, što predstavlja jedan izvor informacija o paketima mjera.

Odlučivanje i odgovornosti

Nakon što proces izbora mjera uznapreduje, tijelo koje se bavi planiranjem i njegovi partneri trebali bi razmotriti tko je odgovoran za pojedinu vrstu mjera i koja razina financiranja može biti dostupna. Savjetuje se razmotriti koliko su različite mjere prihvatljive. Međutim, ta ograničenja ne treba smatrati razlozima za nenastavljanje s određenom mjerom. Pakiranje i pozorno osmišljavanje kao i uključivanje dionika i javnosti u uključivanje mjera i paketa može pomoći u nadilaženju tih prepreka.

**Kako će mjere funkcionirati u specifičnom
gradu?**

Tijelo koje se bavi planiranjem trebalo bi osigurati da sve mjere uvrštene u uži izbor budu dovoljno detaljno osmišljene kako bi se osiguralo da se mogu učinkovito



Mjere mobilnosti u Londonu
Izvor: Bernd Decker

provesti te da dionici i javnost mogu znati što očekivati. Taj proces uključuje ocjenjivanje vjerojatnih utjecaja (na ciljeve i probleme) svakog od tih detaljnih dizajna te zahtijeva određenu sposobnost predviđanja mogućih ishoda, što se može ocijeniti modelima predviđanja. Tako bi se predviđanja trebala upotrebljavati za ocjenjivanje svake detaljne mјere i paketa u odnosu na ciljeve. To će pomoći pri određivanju prioritetnih mјera koje valja donijeti te može sugerirati na koje se načine pojedinačni dizajni mogu unaprijediti.

Želite li znati više?

Dodatne informacije i razne primjere lokalnih slučajeva možete pronaći u potpunom **Priručniku o izboru miera!**

	Measure selection 	Measure selection
	2.1 What problems need to be addressed? A detailed analysis of local problems, to identify what needs to be addressed, how much attention the problem deserves, and what resources are available to address the problem. This is a key step in the process of identifying the priorities of the public and creating a shared understanding of the problem.	2.2 What problems need to be addressed? A detailed analysis of local problems, to identify what needs to be addressed, how much attention the problem deserves, and what resources are available to address the problem. This is a key step in the process of identifying the priorities of the public and creating a shared understanding of the problem.
	Figure 4: Application for West Yorkshire Source: WYCC 2010 	Box 1: Pragmatic approach to CLOMSE In a series of the first eight actions in CLOMSE, four core concepts are introduced: generic problem, specific problem, shared problem, and a marginally raised issue. Shared concern, though often mentioned as a concept, was not explicitly defined in the original CLOMSE document. The term was used interchangeably with the word ‘problem’, though they are distinct. As such, the term ‘shared concern’ is not widely used in the literature. However, it is important to distinguish between the term ‘problem’ and ‘shared concern’ because they have very similar qualities and can easily be confused. Shared concern is a term used by practitioners. Academics might thoughtfully distinguish between the two terms, but the general public would not understand the difference. Therefore, this box provides a brief definition of the term ‘shared concern’ and highlights some CLOMSE results on related concepts.
	Conclusion Transport users and practitioners have developed a shared understanding of local problems through the process of identifying problems that affect people’s mobility. This has led to a better understanding of the problems that affect people’s mobility and has helped to identify the most pressing problems that are shared by the public and practitioners. This has been achieved through the use of a shared problem analysis tool called Transport Problems in England (TPI). Transport Problems in England (TPI) is a shared problem analysis tool that has been developed to support practitioners and researchers in identifying local problems that affect people’s mobility. It is a shared problem analysis tool that has been developed to support practitioners and researchers in identifying local problems that affect people’s mobility. It is a shared problem analysis tool that has been developed to support practitioners and researchers in identifying local problems that affect people’s mobility.	Box 2: Pragmatic identification of local transport problems (SPT, 2007) Shared concern is a concept that is often used in a shared problem analysis. The SPT document introduced the concept of shared concern as a way of identifying problems that are shared by the public and practitioners. The concept of shared concern is based on the idea that there are certain problems that are shared by the public and practitioners, and these problems are causing significant problems for both groups. Shared concern is a concept that is based on the idea that there are certain problems that are shared by the public and practitioners, and these problems are causing significant problems for both groups.
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Za više informacija možete nam se pridružiti i na
www.eltis.org i www.sump-challenges.eu

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Više informacija

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