European Platform
on Sustainable Urban
Mobility Plans

Quick facts on measure selection

Selecting the most effective packages of measures for Sustainable Urban Mobility Plans

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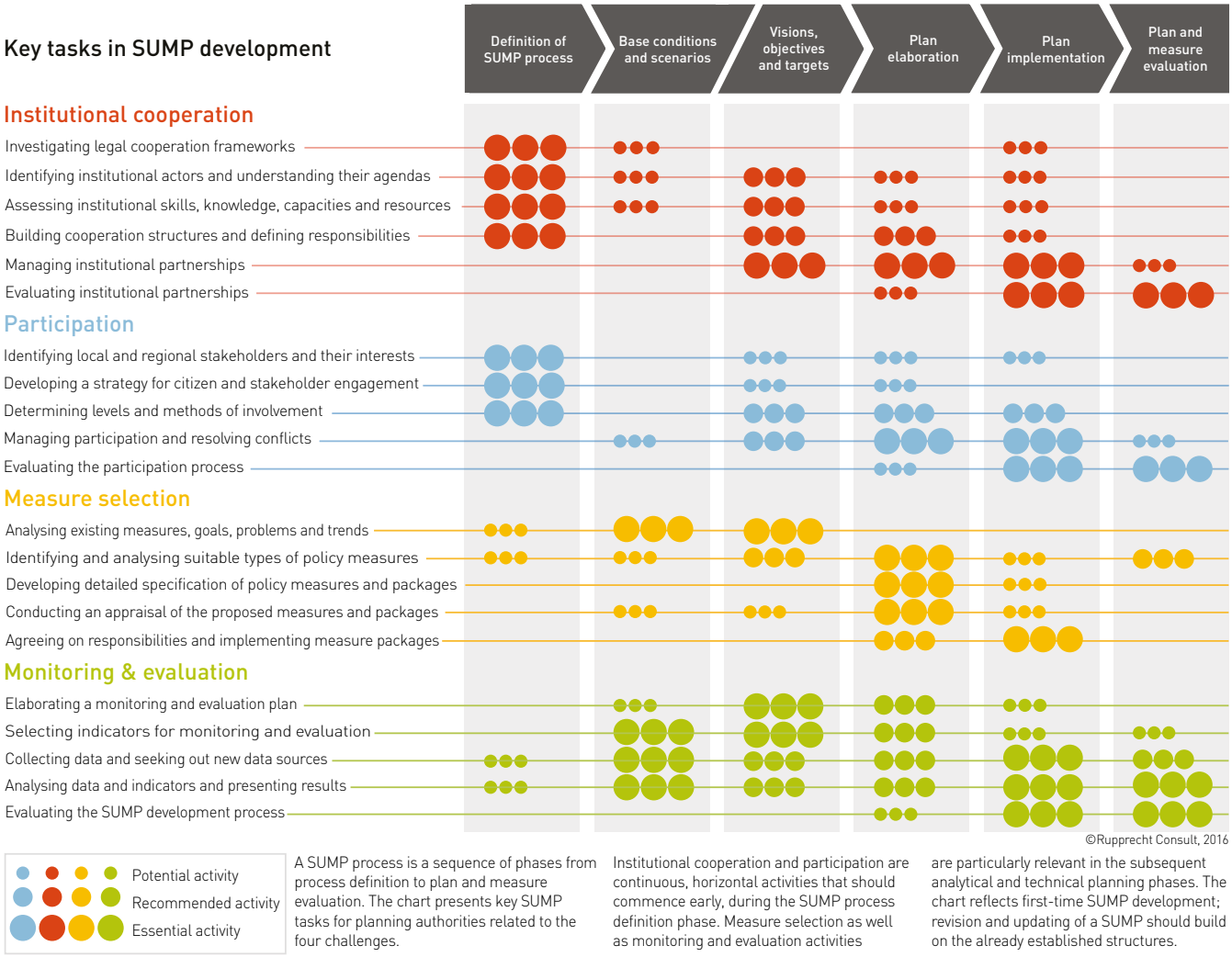
Measure selection – the challenge in a nutshell

Measure selection is the process of identifying the most suitable and cost effective mobility and transport measures to achieve the vision and objectives of a Sustainable Urban Mobility Plan (SUMP) and to overcome the identified local problems. Even where vision, objectives and problems are defined, it may not be obvious what measures are most appropriate.

A wide range of measures are available, such as modifying development to reduce travel demands, providing new public transport services, managing networks differently, measures on behavioural change, building new infrastructure (footways, cycleways, rail and tram lines, and roads), or charging for use of the transport system. Nevertheless, it can be difficult to identify the most appropriate.

Stakeholders and politicians, and sometimes citizens, will have preconceived ideas as to what should be done. Moreover the most appropriate measures may not be the most easily implementable. For instance, split responsibilities, and lack of funding can limit what measures can be implemented.

A SUMP is likely to draw on several measures, but the SUMP's performance, and implementability, will



A SUMP process is a sequence of phases from process definition to plan and measure evaluation. The chart presents key SUMP tasks for planning authorities related to the four challenges.

Institutional cooperation and participation are continuous, horizontal activities that should commence early, during the SUMP process definition phase. Measure selection as well as monitoring and evaluation activities are particularly relevant in the subsequent analytical and technical planning phases. The chart reflects first-time SUMP development; revision and updating of a SUMP should build on the already established structures.

Key tasks in the SUMP development process
Source: Rupprecht Consult, 2016

depend on how these measures are packaged. A SUMP needs to be more than a wish-list of measures. Prior to implementation each measure needs to be defined in detail, assessed in terms of its likely impact, and appraised in terms of its potential contribution.

Set the context and aim

Before considering possible measures, the planning authority should make sure that there is clarity about the study area, timeframe, current measures and committed schemes. It should avoid thinking about solutions before settling on the vision and objectives. The process of measure selection includes looking at the different types of measure and the information on them, and understanding how each works and can thus contribute to the SUMP's objectives. It is important to decide whether there are particular strategies that should be pursued, for example reducing the need to travel, and to consider the principles of packaging the measures. Developing measure packages can help in achieving enhanced performance, but it can also assist in overcoming barriers to implementation. More information on this can be found in the KonSULT Policy Guidebook and the Measure Option Generator (on the KonSULT website), as one source of information about packages of measures.

Decision-making and responsibilities

Once the measure selection process has progressed, the planning authority and its partners should consider who is responsible for each of the types of measures and what level of funding may be available. It is advisable to consider how acceptable different measures are likely to be. However, these constraints should not be taken as reasons for not pursuing a given measure. Packaging and careful design as well as involving stakeholders and the public in selecting the measures and packages can help to overcome these barriers.

How will measures work in a specific city?

The planning authority should ensure that each shortlisted measure is designed with sufficient detail in order to ensure that it can be effectively implemented,

Mobility measures in London
Source: Bernd Decker

and that stakeholders and the public may know what to expect. This process includes assessing the likely impacts (on objectives and problems) of each of these detailed designs. It requires a certain ability to predict possible outcomes, which can be assisted by predictive models. These predictions should be used to appraise each detailed measure and package against the objectives. This will help prioritise the measures to be adopted, and may suggest ways in which individual designs may be enhanced.

Are you curious to know more?

Further information and various local case examples can be found in the full **Manual on Measure Selection!**

For more information you may also join us on **www.eltis.org** and **www.sump-challenges.eu**

European Platform on Sustainable Urban Mobility Plans

www.eltis.org/mobility-plans

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For more information
European Platform on Sustainable Urban Mobility Plans
www.eltis.org/mobility-plans
E-mail: enquiries@mobilityplans.eu

European Commission
Directorate-General for Mobility and Transport
Unit C.1 - Clean transport & sustainable urban mobility
Rue Jean-André de Mot 28
B-1049 Brussels

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Authors:	Tony May and Caroline Mullen, Institute for Transport Studies
Layout:	Laura Sarlin, Union of the Baltic Cities Sustainable Cities Commission
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