Planning for sustainable mobility in small cities
Our city is transforming into a green, attractive, accessible, and safe destination

Mobility approach in small city

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CIVITAS SUMP-PLUS 2030

MemEx
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ΠΟΛΥΤΕΧΝΕΙΟ ΚΡΗΤΗΣ
ΣΧΟΛΗ ΧΗΜΙΚΩΝ ΜΗΧΑΝΙΚΩΝ ΚΑΙ ΜΗΧΑΝΙΚΩΝ ΠΕΡΙΒΑΛΛΟΝΤΟΣ
ΕΡΓΑΣΤΗΡΙΟ ΑΝΑΝΕΩΣΙΜΩΝ ΚΑΙ ΒΙΩΣΙΜΩΝ ΕΝΕΡΓΕΙΑΚΩΝ ΣΥΣΤΗΜΑΤΩΝ

ΔΗΜΟΣ ΠΛΑΤΑΝΙΑ
MUNICIPALITY of PLATANIAS

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City Mobility and Logistics in Urban Areas

- Cause of more than a quarter of overall urban transport CO2 emissions (and 30-50% PM and NOx)
- Impacts on the urban environment, noise, urban public space, and living conditions
- Relevant traffic component in the city (15% of circulating vehicles)
- Regulated/influenced by public authorities
- Operated by private companies, in general of small dimension
- Frequent deliveries due e-commerce, home delivery

…in Small and Medium Towns, is more complex due to:

- City features (old road infrastructure, narrow streets, etc.)
- more strict access regulations
- presence of heritage and historic assets
- higher risks for pedestrian safety

… with higher impacts (pollution, noise, etc.) and higher costs of logistics operation

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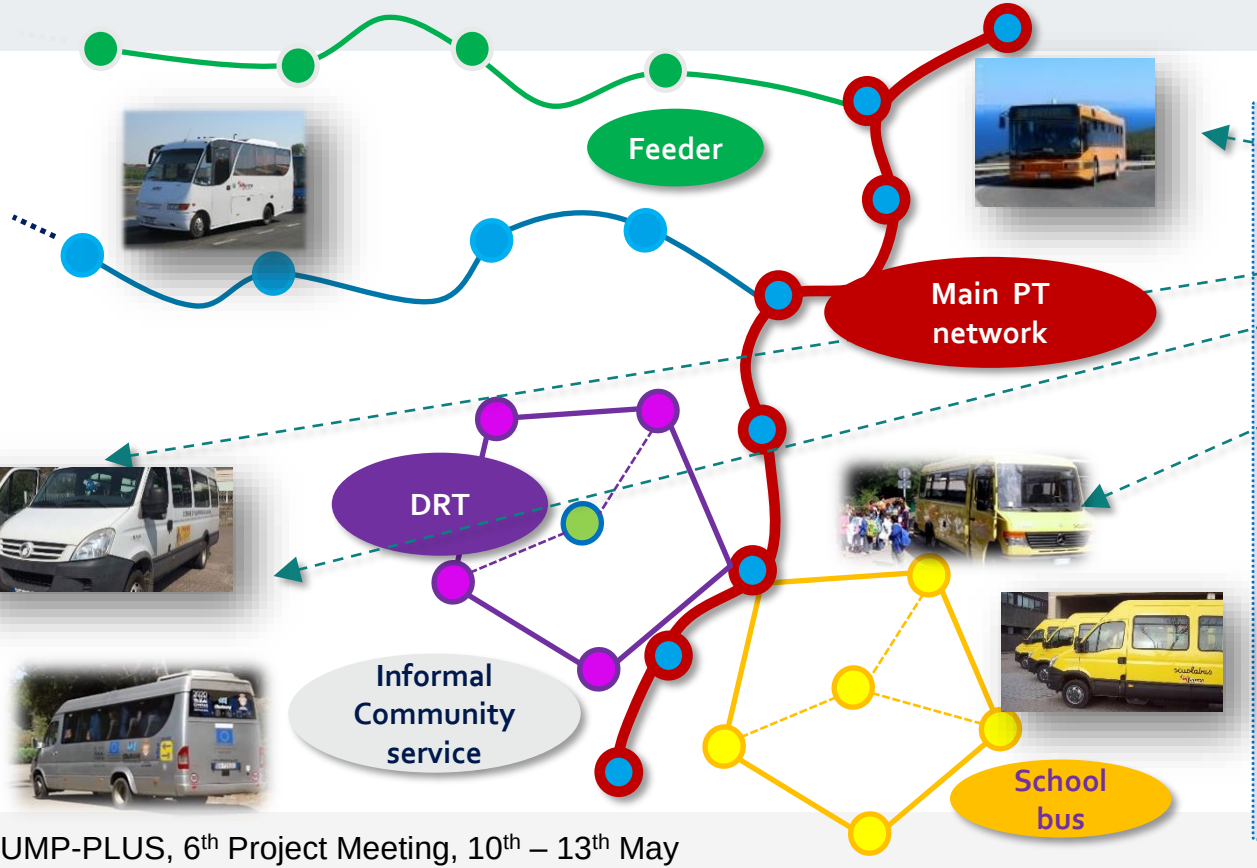
Transport services in rural areas and small cities



Addressing users' needs

- *What is the bus arrival time?*
- *Is the Timetable valid?*
- *What is the location of the bus?*
- *Can I book a trip?*
- *Which are the service KPI ?*
- *Which are the most critical network conditions?*

Planning, Operation, Integration, Reporting,…

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Main cross-governance aspects/solutions

Qualification and **diversification** of public transport services as dedicated and priority corridors (BRT-BHLS), flexible transport, Demand Responsive, feeder, etc.

Integration of different modalities, services interoperability and payments,

Realization of **ITS infrastructure** and digital solutions for network traffic data collection, crowdsourced data, process monitoring and control, real time information, etc.

Active and **complementary** modes (bike, ride sharing-station, vans sharing, car sharing, etc.)

Urban Freight Transport/City Logistics solutions tailored on the context conditions (last mile services, UCC, Access Control, Cargo bike, awarding platform, etc.)

Coordination/Cooperation among different mobility and transport operators includion also Mobility as a Service (MaaS) schemes

The primary resource, under competition, is the road

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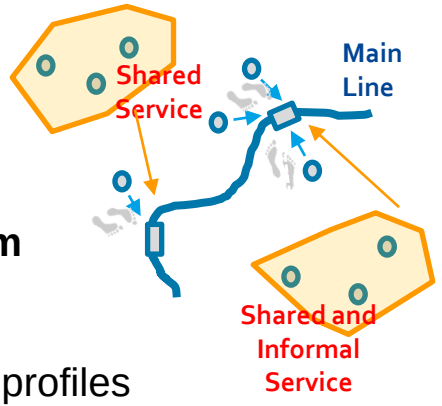
Lessons learnt so far

(**physical** and **virtual** layer)

- Additional services **complementary** and **integrated** within local PT service schemes
- Close **cooperation** among the Municipality, Community, PT operators and mobility service providers
- Role of the Local **Authority** in design and development of shared mobility services
- **Relevance of IT platform** (*new platform* or working with the existing one)
- Relevance of PT **redesign in terms of "main, feeder and informal"** transport services

MAIN PROBLEMS TO BE FACED



- **Complexity** in **specification**, **procurement** and implementation of service/IT
- **Time and difficulties for Commercial** Agreement with services providers
- Substantial **CAPEX** and **OPEX** need to be planned for **medium and long term**
- **Uncertainty** of the financial coverage of costs, variability of possible revenue
- **Digital Technology** is essential but it implies further organization, skills, new profiles
- **Define the Digital Technology "limits"** specially for control, coordination, payment and information provision (how to integrate in the MaaS concept)

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Thank you

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European Platform
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