SUSTAINABLE URBAN MOBILITY PLAN

Municipality of Bled

EUROPEAN UNION COHESION FUND
INVESTING IN YOUR FUTURE

Katja Miklič, PNZ d.o.o.
"If you plan cities for cars and traffic, you get cars and traffic. If you **plan for people and places**, you get people and places."

Fred Kent
**SUMP - Theory**

“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.”

<table>
<thead>
<tr>
<th>Traditional urban transport planning</th>
<th>Sustainable urban mobility planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will we build?</td>
<td>What do we want to achieve?</td>
</tr>
<tr>
<td></td>
<td>What's the best way to achieve it?</td>
</tr>
<tr>
<td></td>
<td>Do we really need to build something or can we just rearrange it?</td>
</tr>
<tr>
<td></td>
<td>Who do we consult?</td>
</tr>
<tr>
<td></td>
<td>How do we measure impacts?</td>
</tr>
<tr>
<td></td>
<td>What can we learn from this?</td>
</tr>
</tbody>
</table>
SUMP - Practice

Traffic flow capacity and speed

Accessibility and quality of life

You are not stuck in traffic – you are part of it.
SUMP - Practice

Focus on traffic

Focus on people
SUMP - Practice

Non-transparent decision-making

Transparent decision-making that includes the public
SUMP - Benefits

More efficient use of finance and space
SUMP – What is not?

- A magic stick for all the problems
- Traffic-related strategy
- Copy-paste approach
- Anti-car propaganda

How most people see cities

How cities should be designed
SUMP Bled
Process

- One year process
- Guidelines of the Ministry of Infrastructure
Baseline analysis

- Statistics, GIS analysis, traffic counts, public involvement...
Baseline analysis

- Site visits
Baseline analysis

• Accessibility
Baseline analysis

- Scenarios

Continues trends

Balanced sustainable mobility
Public involvement

- Public debates
Public involvement

- Workshops
Public involvement

- Surveys
Public involvement

- Interviews
Public involvement

- Online posts
- Articles
- Flyer
Public involvement

• Exhibition
Public involvement
Participation
Challenges

Demographic image is negative

- Negative population growth (-7.7‰ Bled / 0.9‰ Slo)
- High proportion of the elderly population (5.8‰ Bled / 4.7‰ Slo)
Challenges

Labor migration to other municipalities

• Negative economic and environmental consequences (62 % from Bled)
Car is too often a choice of mobility

• Rising motorization
  (71 % to work and school, 77 % after work, 90 % to Bohinj and Radovljica)
Challenges

Quality of life can be further improved

- Better catered for tourists than for locals
  (above-average suicide rate, 100% above national average)
Challenges

Traffic planning is not completely comprehensive

- Traffic planning is too often subordinate to cars, still not aware of the importance of transport to improve public health and quality of life
Opportunities

- Exploitation of concentrated population
  (111 inh./km² Bled vs. 102 inh./km² Slo)
Opportunities

Upgrading public passenger transport

• Optimization
  (routes and timetables, integration into school transport, information system ...)

![Bus](image1.png)
![Bus stop](image2.png)
![Railway station](image3.png)
Opportunities

A diverse range of services for tourists

• Environment-friendly transportation
Opportunities

Reducing transit traffic

• Construction of the northern and southern relief roads (transit traffic, air pollution, noise, traffic safety ...)

Opportunities

Resources and cooperation

• Rational use of funds for transport  
  (funds to motor transport -> sustainable forms of mobility)

• Access to EU funds and knowledge  
  (S.T.R.E.E.T., GEMS ...)

• Collaboration with others  
  (regional, stakeholders ...)
## Vision and goals

### Vision

### Strategic goals

### Operational goals

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>SUSTAINABLE PLANNING AND AWARENESS</strong></td>
<td><strong>WALKING</strong></td>
<td><strong>CYCLING</strong></td>
<td><strong>PUBLIC TRANSPORT</strong></td>
<td><strong>MOTOR VEHICLE TRAFFIC</strong></td>
</tr>
</tbody>
</table>
## Action plan

<table>
<thead>
<tr>
<th>Zap.</th>
<th>Ukrep</th>
<th>Strateški ciljev</th>
<th>Zahotovnost</th>
<th>Odgovornost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Odpravljanje nepotrebne zeli</td>
<td>50.000 €</td>
<td>izobraževanja</td>
<td>izobraževanja</td>
</tr>
<tr>
<td>2.</td>
<td>Čistitev in spodbujanje ekoloških postopkov</td>
<td>100.000 €</td>
<td>izobraževanja</td>
<td>izobraževanja</td>
</tr>
<tr>
<td>3.</td>
<td>Reševanje in izboljševanje tehničnejših območij v območju</td>
<td>60.000 €</td>
<td>izobraževanja</td>
<td>izobraževanja</td>
</tr>
<tr>
<td>4.</td>
<td>Izgradnja nepotrebne zeli</td>
<td>50.000 €</td>
<td>izobraževanja</td>
<td>izobraževanja</td>
</tr>
</tbody>
</table>

**Legend:**
- ** Ziel:** Ziel
- **H:** Ziel
- **K:** Ziel
- **K:** Ziel

*Pregledna: skrajšani trenutek premeščenega stola. Količine.*
Action plan

- Actions within the municipality
- Promotional and awareness-raising activities
- Monitoring indicators (survey, counting ...)
- Creating Mobility Plans
- Establishing school paths (mobile app)
- Planning and marking paths
- Optimization and new forms of public transport
- Construction and complement the network
- Adjustments for physically disabled
- Public lighting
- Car sharing
- Traffic calming
- e-vehicles (car, bike, bus)
- ...
Implementation

• Running the process
  – Responsibilities, managerial procedures, risks, reporting

• Project communication
  – Shareholders, mitigating negative effects, informing the public, promotion

• Monitoring & evaluation
  – Effects and results, learning, Reporting
Barriers?

- Conflicting institutional roles
- Hesitant political commitment
- Poor integration between policies
- Inappropriate funding for plan preparation and implementation
- Limited skills in option generation
- Limited public support
- Poor data

"Our main goal is to please our stakeholders... except when their processes are complex... or when they have too many requirements... or when they are hard to deal with."
Local culture

• Reflection of the situation
• Cities / countries with a high degree of motorization do not only depend on car traffic
Conclusion

• Many actions are already in the process
• Monitoring and evaluation
• Communication - the public, stakeholders
• Effects visible in the medium and long term
• Perseverance
The process is more important than the plan.