

Measuring Transport

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EcoMobility SHIFT: assessment & audit scheme

A quality management scheme for small to medium sized cities with :

Self-assessment

- Measure and assess EcoMobility performance
- Strengths and weaknesses -> improvement actions
- Internally by the city (External advise possible)

Audit

- External verification of EcoMobility performance
- Audit certificate - benchmarking
- Possibility for recognition with label bronze-silver-gold

What are the benefits for a city?

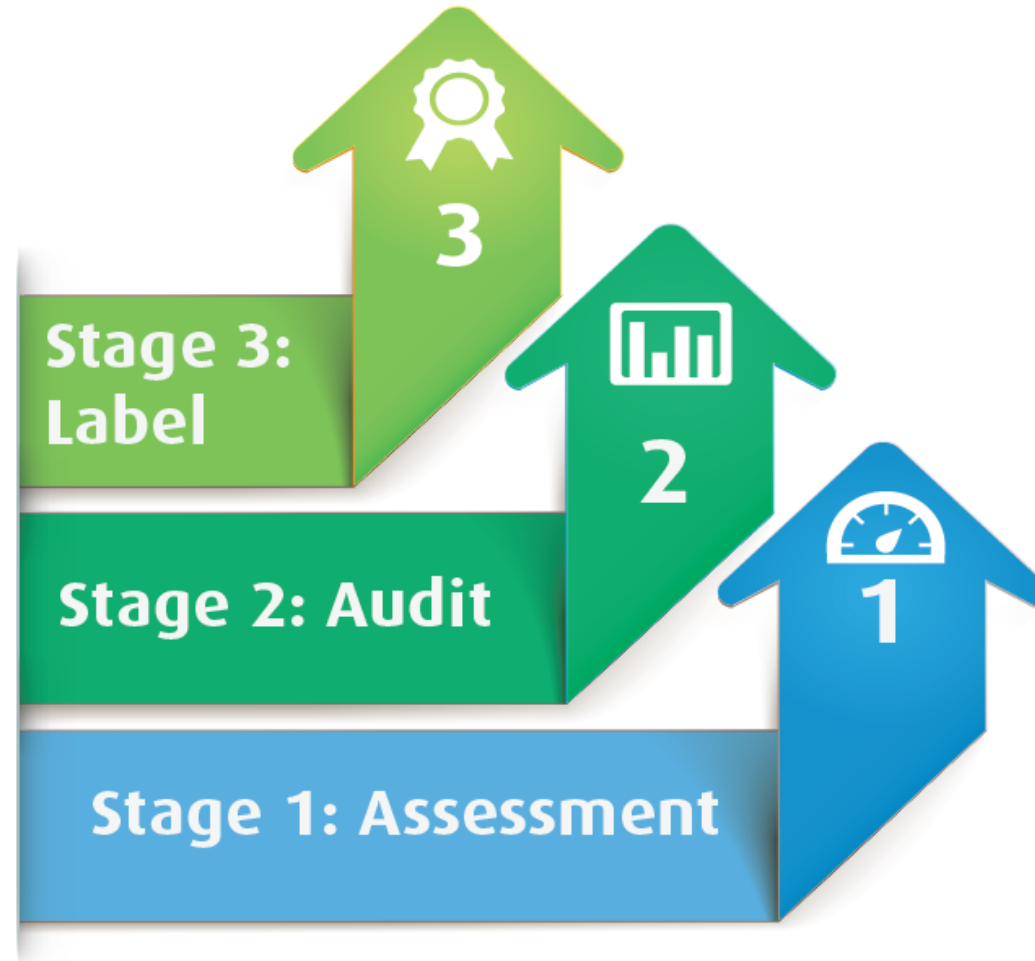
- To effectively achieve better and more sustainable transport systems
- To improve, you need to understand where you are
- To give recognition to the city leaders of work done to improve quality for citizens
- To compare & learn from other cities (benchmarking)

Origin

- Developed within the EU-funded EcoMobility SHIFT project (2010-2013) supported by EACI (EU-IEE program)
- By 8 partners: ICLEI (coordination), Edinburgh Napier University, Mobycon, Mobiel 21, Traject, Trivector Traffic, cities of Burgas and Miskolc
- Tested in 6 EU-cities: Burgas (Bulg), Dundee (UK), Lund (Se), Miskolc (Hu), Oss (NI), Turnhout (Be)
- Launched in Gävle (SE), 28th May 2013
- 12 licensed auditors



SHIFT scheme: the process



EcoMobility indicators – 3 categories

1. **Enablers** – refer to what a city does and how
2. **Transport system and services** – refer to what is actually delivered ‘on the ground’ (achievements of the city’s transport department in partnership with others)
3. **Results and impacts** – refer to the achievements of the transport system and services that have been put in place

The indicators

ENABLERS

- E1: Understanding User Needs
- E2: Public Participation
- E3: Vision, Strategy and Leadership
- E4: Finance for EcoMobility
- E5: Personnel and Resources
- E6: Monitoring, Evaluation and Review

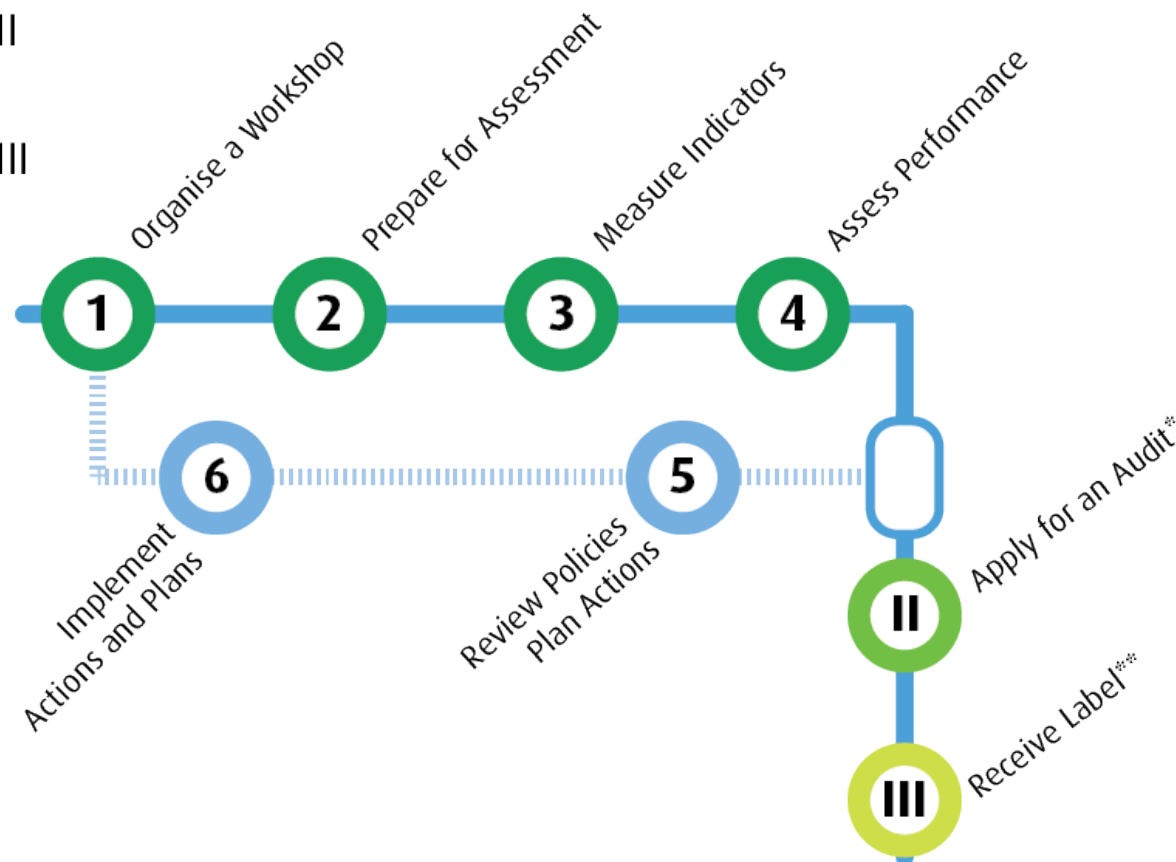
RESULTS AND IMPACTS

- RI1: Modal Split
- RI2: Safety
- RI3: Greenhouse Gases
- RI4: Air Quality

TRANSPORT SYSTEMS AND SERVICES

- TSS1: Planning
- TSS2: Low Speed / Car Free Zones
- TSS3: Information Provision & Systems
- TSS4: Mobility Management
- TSS5: Parking
- TSS6: Walking
- TSS7: Cycling
- TSS8: Public Transport Coverage & Speed
- TSS9: Usability of Public Transport
- TSS10: Low Emission Vehicles

Assessment, Audit & Label



*Cities that have completed an audit and are not satisfied with their audit score will need to proceed to step 5 and redo the assessment

** Cities that have received the label can hold the label for 3 years, upon completion of which they will need to redo the whole SHIFT process to know the change in their label

Organise an EcoMobility Working Group

1

Aim: measure indicators, assess EcoMobility performance, discuss strengths/weaknesses and formulate improvement actions

Who?

3 to max. 7 persons from city services involved in EcoMobility (cf. 20 indicators)

Specific tasks:

SHIFT Project leader: facilitate process (moderation & documentation)

SHIFT Contact person

Person in charge of data compilation

Prepare for Assessment

2

Aims

- Familiarise WG-members with EcoMobility indicators & SHIFT scheme
- Working arrangement about collection of evidence and indicator measurement: which one to measure? who? timing?
- Plan for extra (external) expertise? specific know-how? User perspective?
- Decide upon decision making process
- **1st EcoMobility Working group meeting of approx. 2h**

Measure EcoMobility Indicators

3

Aims

- Collect indicator evidence, calculate indicators
- Different types of evidence: Hard facts, documents, Expert judgments
- Input/feed-back by SHIFT project leader and/or person responsible for data compilation
- Prepare assessment meeting
- Homework for Working group members

Assess Performance

4

Aims

- Present indicator evidence in WG-meeting
- Score each indicator on a level 1-5
- Justify the scoring, discuss strengths and weaknesses

Level	1	2	3	4	5
Summary	No public participation	Information not participation	Very limited opportunity for public to contribute	Broad consultation on plans; feedback used	Broad consultation on all aspects of transport; feedback used
Citizen involvement in planning	None	Information only	Can give feedback on information	Can help to develop plans and give feedback	As left; also for projects
Use of feedback from citizens	None	None	None	Clear that input used to modify plans	As left; also for projects
Who is involved in participation	No one	Public	As left	As left; attempts made to reach out to people	Very wide range of people – old, young, ethnic minority, business etc
Involvement methods	None	Basic information giving on paper, email	As left	Wider range of media than left	New methods developed to get to hard to reach groups
Frequency of involvement	None	None	When plans are made	When plans are developed and made	Continuous, throughout all stages of project development and implementation

2nd (and 3rd) working group meeting (overall approx. 6hs)

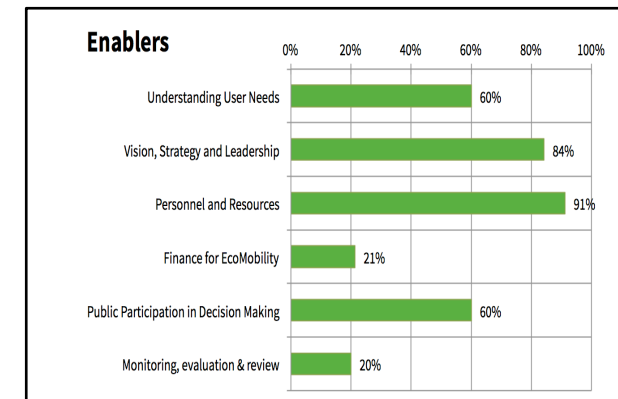
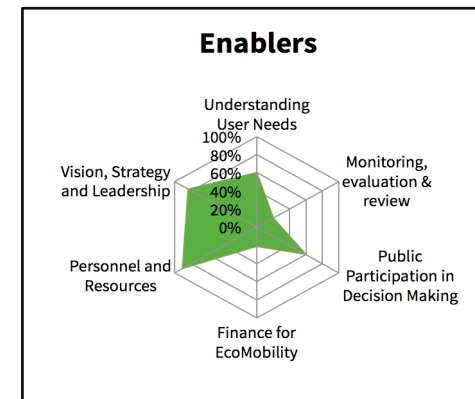
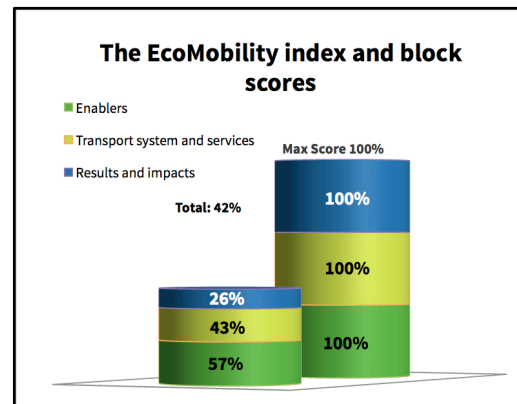
Assess Performance

4

Aims

- Calculate and discuss city's overall EcoMobility score
- SHIFT project leader prepares EcoMobility (self-assessment) report

2nd (and 3rd) working group meeting (overall approx. 6hs)



Review Plans and Implement Actions

5

- Strategy meeting to discuss possible improvement paths, prioritise actions
- Finalise documentation of self assessment process

1 Working group meeting

Prepare for Audit and Receive Label



Aim of audit and label

- verification self-assessment
- recalculation indicator scores taking into account city profile factors
- Result
- Audit certificate
- Label bronze, silver or gold ?
- City becomes member of EcoMobile cities network and gets access to benchmarking
- How to prepare? Submit ..
- EcoMobility report including evidence materials
- Audit request form including information on city profile factors (task of SHIFT project leader to collect)

SHIFT manual

For all working group members to read

- Short introduction to the SHIFT scheme (part I)
- Indicator descriptions (appendix 1)

For the SHIFT project leader to read

- Step-by-step guide for the self-assessment & audit (parts II and III)
- Assessment workbook (excel calculation tool)
- EcoMobility report (a word template)
- City profile factors
- SHIFT audit request form



EcoMobility SHIFT - Assessment and Audit Scheme

Manual for Auditors and Advisors



Thanks so much for the time

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