



MOVE(ing) Forward with SUMO: From theory into practice

**Sustainable Transport and Mobility –
Challenges and Approaches**

EU Sustainable Energy Week, Brussels

30th January 2008



Summary Slide

- Like all good presentations this project has a
 - Beginning
 - Middle
 - End



The Beginning



The Beginning (1)

- Most Local Energy Agencies established with limited/no role in relation to transport/mobility management
 - Lack of expertise
 - Lack of knowledge
- MOVE is about developing expertise and applying best practise



The Beginning (2)

- Research existing position(s)
 - Knowledge of large actions and technical issues
 - Technical (km saved, CO2 avoided)
 - Infrastructure (roads, rail, bus etc.)
 - Limited knowledge of implementation of mobility management
 - Almost no knowledge of MOST- Met, SUMO
 - Need to find common model, platform



The Beginning (3)

Mobility

Behaviour

LOST

Services

Information

U

Awareness

M

Infrastructure

O



The Middle





The Common Template

- Mechanism for MOVE partners to record information for their projects using common format
- Uses SUMO key data points
- Allows others to quickly review mobility projects
- Can be supported by other reports, documents
- Easily updatable




MOVE SUMO Template

	Intelligent Energy  Europe
Contract No.: EIE/05/186/SI2.421633	
SUMO-PROJECT-SUMMARY-SHEET	
Project Title:	
Task Statement	
- -> □	
Task Objectives	
¶ - -> □	
Target Groups	
¶ - -> □	
Instruments and Services	
- -> □	
Duration	
- -> □	
¶	
.....Page Break.....	



MOVE SUMO Template

move

Intelligent Energy  Europe

Contract No: EIE/05/186/SI2.421633
SUMO-PROJECT-SUMMARY-SHEET
Project Title:

Project Description/Background:

Describe the current situation, major external factors and how the proposed action will make an impact

.....Section Break (Next Page).....



MOVE SUMO Template

- Page 3 – the main page
 - Rows – SUMO Assessment Levels
 - 5 columns
 - Activity – what you will do
 - Target groups – who are you targeting for this activity
 - Indicator – how will you measure what you will do
 - Target – what is your goal (% , number etc.)
 - Result – did you reach your target, % complete etc.



MOVE SUMO Template

Header -Section 2-



Intelligent Energy  Europe

Contract No.: EIE/05/186/SI2.421633
SUMO-PROJECT-SUMMARY-SHEET
 Project Title:

Targets for Assessment, Assessment Levels and Indicators

		Activity	Target-Groups	Indicator	Target	Result
Efficacy	Y					
	P					
	A					
	B					
	C					
	D					
Travel-Service	E					
	F					
	G					
Effectiveness	H					
	I					

Capture Image Print Screen

Section Break (Next Page)



SUMO – Assessment Levels

Background	Y	External factors A description of the external framework conditions for the activities. These are the same for all users.
	P	Person-related factors Information concerning the personal situation of different individuals, to be able to divide the target groups into different categories.
Services	A	Useful activities Describes the actual effort made to change behaviour, for example through meetings, information material distributed, data system introduced, travel policy decision, etc.
	B	Knowledge about the mobility services Number/percentage that know about the activities or the project.
	C	Degree of usage of the mobility services Number/percentage that show an interest in the project or activities, and make use of the mobility service.
	D	Satisfaction with the mobility services Assesses how satisfied users are with the services offered.
Travel options	E	Acceptance of the option Number/percentage that accept the option offered and that intend to change their travel behaviour.
	F	Experimental individual travel behaviour Number/percentage that try a new travel mode/new travel behaviour.
	G	Satisfaction with the offer Shows whether those who have tried the new option are satisfied with it.
Effects	H	Permanent individual travel behaviour Number/percentage that have made a permanent change in their choice of travel mode or other traffic behaviour.
	I	System impact Gives an estimate of the extent to which vehicle mileage, emissions, accidents, etc have been reduced through the changes in behaviour.



Assessment Levels

- Completing assessment at different times in project
 - 11 different levels, 6 of them relevant to the planning of the project
- You do not have to use all levels, only those which are relevant
- You can use the Assessment levels and the Indicators to measure progress
 - MOVE has set Performance Indicators which match with Assessment levels e.g.
 - No of people reached by the offer to try a new transport mode - 60-80% of the target group – LEVEL B – Knowledge of Services
 - No of people who have tried a new transport mode - 40-50% of those who have received the offer etc.- LEVEL F – TRAVEL BEHAVIOUR



What we have learned so far

- Advantages
 - Common approach and learning for all partners
 - Building on existing knowledge/system from Sweden – proven approach
 - Structured approach to mobility projects
 - Forces actors to think about project activities and results, put the work into planning the project
 - Gets you to think about target groups
 - Allows for review of progress towards targets



What we have learned so far (2)

- Challenges
 - Moving from relatively low knowledge base on mobility
 - Several training sessions, one-to-one sessions, continued support
 - Reaction varied *'That's Common Sense'* to *' I don't understand!!!'*
 - Many LEAs more used to technical projects with different management/assessment methods
 - Many LEAs just want to start the work and avoid the planning work
 - Understanding that SUMO is as much about a way of thinking as it is a tool for implementing mobility projects
 - It is only a support tool!!
 - It will not do the work for you
 - Understanding terminology
 - Assessment levels, targets, outcomes etc.



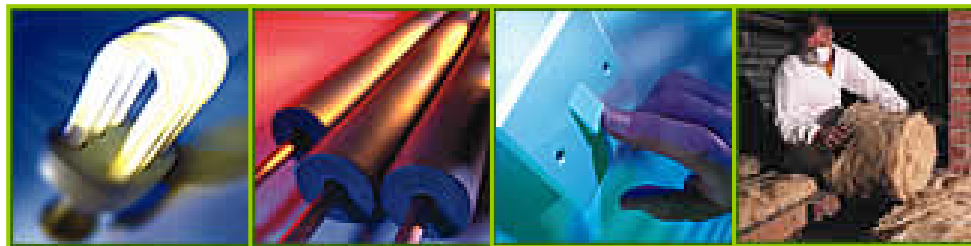
What we have learned so far (3)

- Pitfalls – things to avoid
 - Don't plan and implement the project and then try to fit into SUMO
 - Think about your indicators
 - What do you need/want to measure?
 - How can you measure it
 - Setting targets
 - (Un)Realistic
 - Related to indicators
 - Don't just fill the template and not review progress



The End

- SUMO will allow the project have a selection of indicators that can be used to compare a wide variety of projects
- MOVE will provide learnings to other LEAs on
 - Success factors related to each activity or evaluated mobility project
 - Pitfalls to be avoided
 - General methods to be followed
 - Targets that can be reached
- Using SUMO approach is positive but takes work



Thank you.



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