



# Pathways to Sustainable Mobility Services in Mid-Sized Cities



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# The Aim of the Project was to...

- **Speed up the spread of the new mobility services** in four Finnish mid-sized cities, willing to develop the pre-defined services and to use them as **new tools towards a more sustainable transport system.**
- **Promote the new services** towards the end users
- Discover the means of the public actors to **improve the viability** or ease the launch of the services
- **Integrate the new services** to the transport systems of the cities.





**Forming and introducing the pathways to each of the studied services (case cities)**

# WHICH CONCRETE STEPS ARE NEEDED?

- Identification of the use cases**
  - Commonly available carsharing
  - Carsharing inside the city's organization: more efficient fleet use between units and outside working days
- Identifying the possibilities and constraints of the service**
  - Fast-developing field of service → need for benchmarking with other cities (for example Imatra, Savonlinna, Kotka)
  - Internationally long service history → gathering the international experience (for example Göteborg ja Uumaja)
- Identification of the potential service providers**
  - Internet and National access point (<https://finap.fi/>)
- Negotiations with the service providers**
  - What kind of services are currently available?
  - Which features are easy and inexpensive to implement and which are not?
  - What are the conditions for launching the services?
  - What barriers have to be removed?
- Testing services in practice (short pilots)**
  - Practical information on the functionality of the services
  - Pilots smaller than the threshold in Procurement Law are the easiest to carry out

# Carsharing



JYVÄSKYLÄ

- Introduction of the service:**
- Acquisition in accordance with the Procurement Law
  - Acquisition smaller than the threshold in Procurement Law
  - Acquisition in accordance with R&D practices

# WHAT CAN BE ACHIEVED WITH THE SERVICE?

Business and individual perspective  
Social perspective

- More flexible car use (individual employee perspective)
- Possibility for cheaper mobility (including cost savings in both driving and parking) and a wider range of fleet
- Attractive personnel benefit as an employer's competitive advantage
- Economical arrangement for business trips
- A smaller total need for parking space (savings and more attractive urban environment)
- Change in the modal distribution: reduction in car use and strengthening of cycling and public transport
- Reduction in emissions (change in the modal distribution and modern fleet)
- Diversification, increased efficiency and equality in the transport supply with a smaller need for fleet



# WHICH CONCRETE STEPS ARE NEEDED?

**Defining the problem and the solution**

- The need for an increase in bike parking safety in railway stations and their urban surroundings as a key problem to be solved → new bike parking services and the development of eservices

**Preliminary definition of the service**

- Study on the business environment: potential users
- Resident survey: the extent of the problem and its barrier effects, willingness to pay for the service
- International scan of potential solutions

**Identification of stakeholders**

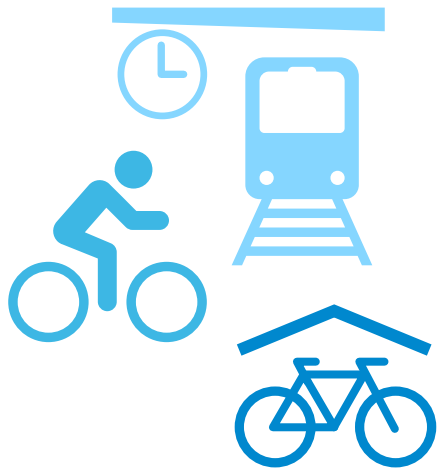
- Landowners in stations and their urban surroundings, car parking operators and real estate developers, Travel Center operators (railway operators, bus and coach operators, Finnish Transport Agency), potential service providers and business-related companies, potential customers

**Common service design in a common workshop**

- Questions on premises
- Roles and responsibilities
- Technical specifications of the parking solution
- Identification of potential business-related services (rental bikes, bike maintenance services, cafes etc.) and their role in the implementation
- Defining the funding needs: rough operating and investment costs
- Partners, beneficiaries and financiers of the service



# Safe bike parking services



# WHAT CAN BE ACHIEVED WITH THE SERVICE?

Business and individual perspective  
Social perspective

Avoiding the additional costs caused by bike thefts and vandalism (cyclists, insurance companies, the police)

Growth in cycling-related business

Change in the modal distribution (strengthening of cycling)

Impacts on travel chains (for example better accessibility to public transport with strengthening connections)



# WHICH CONCRETE STEPS ARE NEEDED?

**Defining the business model and ensuring engagement of different actors via company-specific interviews**

- Access for a sufficient flow of goods for the pilot
- Defining boundary conditions of participation
- Common rules for pilot preparation
- Adaptation of the pilot to the service development needs of the companies

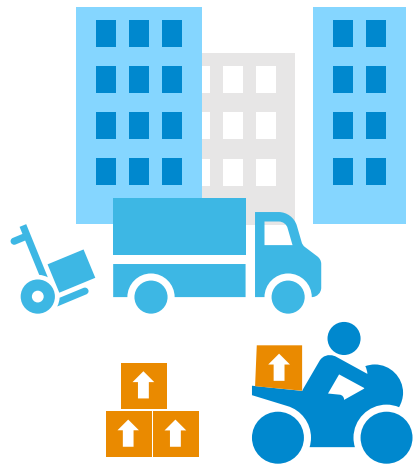
**Identification of stakeholders**

- Companies buying logistical services
- Companies providing logistical services
- Companies providing light citylogistic services
- Companies managing the distribution of goods to the city center
- Potential actors (including taxi services)
- City's internal logistics as a pilot platform

**Defining the common business model in a workshop**

- Business model for the last mile delivery (including roles and fleet)
- Definition of the local delivery station (location, mode of operation, operator's role and responsibilities)
- Operating principles (premises, activities and mode of operation)
- Agreements and data transfer required by cooperation

# City-logistics



# WHAT CAN BE ACHIEVED WITH THE SERVICE?

**Business and individual perspective**  
**Social perspective**

A distribution mode that reflects better the operating area and the size of the goods delivered

Company imagery benefits

The good service level of end customers in urban distribution

Improvements in working conditions and well-being of distribution carriers

The ability to restrict heavy traffic in the city center (better use of public space)

Reducing the environmental impact of heavy traffic (emissions, noise, etc.) in the city center

Improving road safety in the central area of the city

Enabling a new kind of logistics business



# WHICH CONCRETE STEPS ARE NEEDED?

**Defining the potential customers of the service**

- Limited number of customers in the start-up phase, which can be expanded as the service evolves → business trips of employees of selected companies as a target group

**Contacting the potential customers**

Selecting the companies based on information gathered through questionnaires:

- Geographical location
- Direction and timing of the business trips
- Identification of the person in charge of the organization

**Defining user needs**

- Means to motivate the organization to use the service
- Means to motivate the individual users to use the service
- Means to make the service more attractive (easier to use) than competing transportation modes
- Other mobility management actions, that can be carried out simultaneously while piloting the service (especially in order to achieve a change in the modal distribution of both business trips and commuting)

# Shared passenger transportations



# WHAT CAN BE ACHIEVED WITH THE SERVICE?

Business and individual perspective  
Social perspective

Economical arrangement for business trips

More efficient use of travel time

Reduction in administrative work

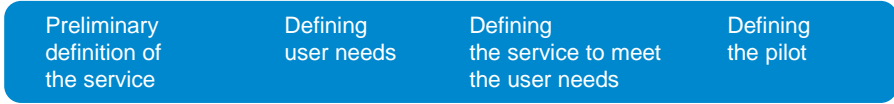
Company imagery benefits

A smaller total need for parking space (savings and more attractive urban environment)

Change in the modal distribution (both business trips and commuting)

Release of road capacity at the moment of maximum occupancy

Savings in organizing the passenger transportations funded by the society



TAMPERE







# Pathways to Services

## Enablers



## City

What are the benefits that are sought? The general goal of promoting sustainable mobility: what is the exact, up-to-date problem right now in this city?

Identifying the stakeholders and service providers  
Inventory of the available services  
Features, target group, target area

Launch of the cooperation, dialogue and contacting  
Identifying the person in charge in the city's organization

1. What is the problem to be solved? What kind of added value do the city and the users get through the service?

2. What is the desired solution?

3. Which parties are needed for the cooperation? Who is in charge of the development?

4. How is the service is from a technical point of view or from a client's point of view?

5. What are the threshold issues for implementing the solution? Who are the partners involved?

6. What is the process for finding the answers to the threshold questions?

Promotion within the city beyond the administrative boundaries: to whom does the theme "fall" to?

## City, service provider and other stakeholders together

What kind of solutions are available?  
Which features are easy and inexpensive to implement and which are not? What does the customer want and how willing is he to pay for the service? Benefits for customers and companies!

What does the introduction of the service actually require?

- Questions on premises and city planning
- Funding (operating/investment)
- Implementation model: a business-oriented or procurement process?
- Service design

Who is responsible for the implementation tasks?

- Responsibilities
- Scheduling
- Interaction with actors such as discussion forums, workshops, joint piloting



# Lessons learned

New mobility services may require changes in end-user habits and market development. In this case, the introduction of the service is preceded by a long-term interaction and communication process.

Even if the actor, such as a company, has a positive attitude towards changing the way they operate, achieving the change requires coordination, especially if the players do not have a strong financial interest towards the change.

In the case of new operating models, there are always conflicting opinions. Progress on the path can be facilitated by a high-level decision, such as the support of the mayor.

On the variable field of mobility and transportation there are more diversified players than before: mobility operators, buses and taxis, as well as tools for sharing economy, such as shared vehicles, cycling operators and IT companies. Therefore also technological and financial issues should be considered as perspectives.

All sustainable mobility services reduce car dependence and thus complement each other.

Experiments can be done quickly. All experiments do not require procurement.

Keeping the users involved throughout the process! **SITOWISE** 

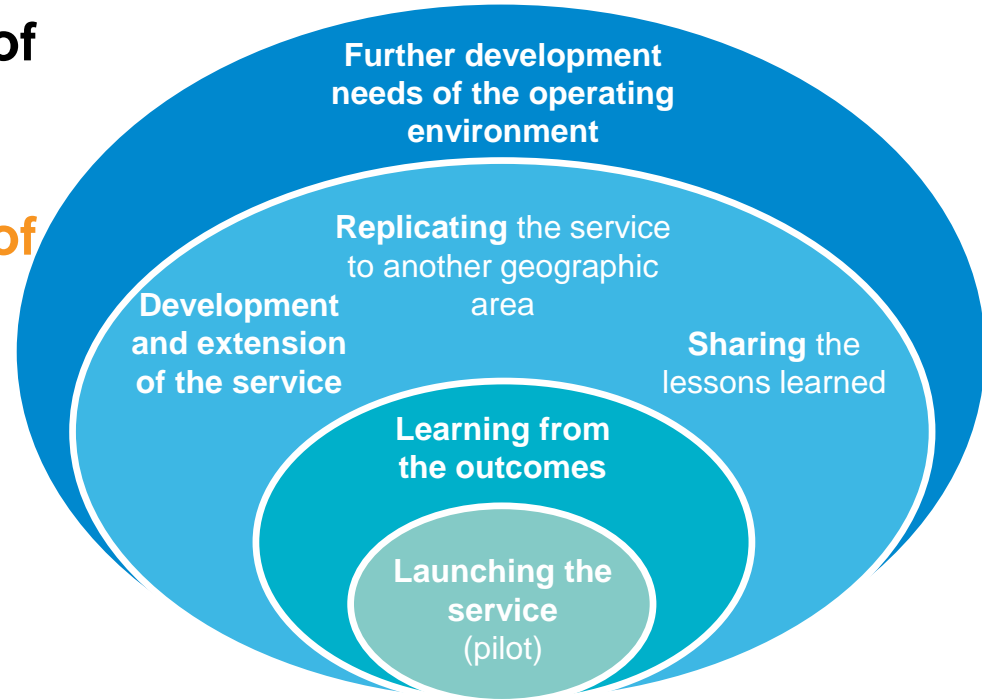


**Conclusions: What is needed to introduce the new services at local or regional level?**



# Effects and scaling of the results

- The development and **extension of the service** → **extensive cooperation**
- New lessons for the **perspective of the transport system**
- **Pre-studies needed**: does the service promote the desired impacts? What approaches and actors are needed?
- **The layering of the service** has direct effects on **its replicability**
- The service **should be scalable**.





# Creating a path towards better services requires at least:

- **Clarification** of the problem and needs
- **Identification** of operators and stakeholders
- Identification of responsibilities, necessary actions and potential factors
- **Organizing practical kick-off** and a public launch of development work - Keeping the users involved throughout the process
- **Finding an owner or “base”** for the service and engaging the operator already in an early phase
- **Platforms for the implementation**
  - Companies providing mobility services need simple, fast and inexpensive access to information (data) - preferably across one interface!
- Giving sufficient **time**, building **trust** and searching for **cooperation** is needed!





# Project Partners briefly

- **The Finnish Transport Agency** (Liikennevirasto) enables smooth, efficient and safe travel and transport. FTA is responsible for Finland's roads, railways and waterways and for the development of Finland's transport system. <https://www.liikennevirasto.fi/web/en/about>
- **LHT Network** (MAL-verkosto) develops regional planning on land use, housing and transportation. Its operations are characterized by a comprehensive approach to the improvement of the regions' prerequisites for development and to the curbing of climate change. The LHT Network supports the cooperation of urban policy between the central state and city-regions. The aim of the LHT Network is to develop planning processes and tools, to disseminate good practices of cooperation to support planning done in the regions, and, doing so, to strengthen the regions as attractive environments for working, living and leisure time. [http://www.mal-verkosto.fi/in\\_english](http://www.mal-verkosto.fi/in_english)
- **Sitowise** is an expert company in housing and infrastructure construction with 1,300 employees. We provide our customers with all planning, design, expert and digital services for construction projects under one roof. <https://www.sito.fi/en/>



Thank you for your attention!



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