

## TEACHING MATERIAL GUIDANCE

### 1. Title of the material

*The CitiCAP (citizens' cap and trade co-created) Project Journal No 1*

[https://www.uia-initiative.eu/sites/default/files/2019-01/Lahti\\_CitiCAP\\_%20Journal.pdf](https://www.uia-initiative.eu/sites/default/files/2019-01/Lahti_CitiCAP_%20Journal.pdf)

### 2. Which section of the SUMP it is relevant to?

The article was created to show how important it is to use appropriate parking planning tools for the SUMP. The material indicates a tool for points 1.4 SUMP, i.e. the analysis of the effectiveness of activities carried out under the SUMP. As a consequence, it identifies new challenges for small and medium size cities.

### 3. Problem approached and content overview

Problems related to car traffic in small and medium-sized cities are different from those encountered in larger cities. This means that new, positive incentives for sustainable mobility are needed and Lahti is well suited as a platform for experimenting with such positive incentives. In no particular order, the report identifies some of the major challenges of the project. This is based on initial analysis by the City of Lahti.

The three main challenges to tackle are:

- How to change the mobility attitude and behaviour of citizens to promote the shift from private car to sustainable mobility?
- How medium-size cities may develop their mobility environment: increase the use of sustainable mobility modes, enhance the multimodality and decrease CO2 emissions, while they cannot use all mass transit options that are available for larger cities?
- How the ITS approach can be integrated into the sustainable urban mobility planning and service provision?

The challenges surrounding Personal Carbon Trading are multi-faceted. Beyond technical questions, there are barriers related to the economic feasibility of the scheme and issues around public acceptance. Research to date shows that some of the most significant obstacles fall into these broad categories. One of the biggest challenges relates to the political risk of such a scheme and the perceived extent by which governments should challenge personal consumption. Perceptions of the scheme as over-restrictive or unnecessary would be difficult to overcome in some quarters of society. The idea that the individual must now bear the burden and not the state is unacceptable. There is also the risk that some quarters of society, notably low income households, women, due to security concerns in using public transport, or people with disabilities, may be unduly punished which would make it a politically sensitive policy to pursue. Ensuring the fair distribution of emissions will therefore be essential.



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It will be important that the pilot embraces a broad range of the population, both high and low polluters as well as high and low income households, so that real lessons can be learned so that it can be scaled up effectively.

The data platform will serve as a tool for city mobility planners and an open access data source for innovators. It will help to provide new mobility services (MaaS) that uses a single app to access and pay for various transport modes, both public and private, within the city. The MaaS should be convenient for users to get around the city in that it offers last mile solutions and provide an alternative to private transport. Data quality will also be important as reliable information must be provided to users. There is also the issue as to whether a third party is willing to sell their service as they will need to see the business case for doing so. There are also considerable issues about personal data security and privacy to contend with which is perhaps the biggest challenge and a very sensitive issue to contend with. Holistic solutions must be found so it will be essential to integrate the platform with the PCT and SUMP, so that smart investments can be mutually beneficial.

**TABLE 1: MAPPING CitiCAP AGAINST THE ESTABLISHED UIA CHALLENGES**

| Challenge                                  | Level  | Observations  |
|--|--------|---|
| 1. Leadership for implementation           | Low    | Recent local elections have taken place and new leadership and commitment to the project will help to ensure collaboration across a range of city departments going ahead.      |
| 2. Public procurement                      | Low    | Minor procurement issues at this stage. Technical issues related to the PCT will be a far greater challenge.  |
| 3. Integrated cross-departmental working   | Medium | Given the range of stakeholders involved and the need to engage a range of city departments, this remains challenging. Leadership for implementation is hoped to overcome this. |
| 4. Adopting a participative approach       | Low    | High levels of participation evident across stakeholder groups. A core facet of the project.  |
| 5. Monitoring and evaluation               | High   | Integrated accounting of carbon emissions, monitoring mobility habits, personal data protection issues, accessibility and SUMP implementation is a challenge.                   |
| 6. Financial Sustainability                | High   | Evident potential but as the first pilot project, the financial long term sustainability of PCT is untested.  |
| 7. Communicating with target beneficiaries | Low    | By adopting a participative approach, significant communication and buy-in with citizens is planned.  |
| 8. Upscaling                               | Medium | As a pilot project, the opportunities for upscaling are unknown.  |

#### 4. Who could be interested in this material?

Students and those looking for review of problems related to the implementation of SUMP in small cities.



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The report lists the difficulty level of particular challenges in creating a SUMP.

### 5. What is worth mentioning as an innovative factor for the reader?

The material shows the potential problems and advantages of introducing SUMP in stages along with monitoring its perception by residents.

### 6. Limitations

The material does not give any answers on how to deal with the encountered difficulties, but only indicates what difficulties were encountered in the example city.

