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MAKING CITIES WORK – AUDITS

**WE
SPECIALISE
IN :**

- > Policy audit and assessment.
- > Developing integrated strategies for successful cities.
- > Assessment of environment, economy, land-use, urban form, transport and regeneration.
- > Balancing infrastructure supply with demand management.
- > Innovative use of IT, new financial delivery models and implementation mechanisms.

**UNDERSTANDING
CITIES &
COMMUNITIES**

We are living in an era of rapid global change and unprecedented challenges. Cities must find ways to tackle these changes without harming their competitive ambitions.

At MRC McLean Hazel, we are committed to understanding the trends and challenges which cities, communities and individual sites will have to face. Mobility strategies and policies are built around this knowledge to ensure that transport actively supports the objectives of the client.

We use a vision called “Complete Mobility” to describe a new approach to mobility, one that is built upon the inescapable urban trends. It identifies a pathway for cities to develop the most efficient, effective and sustainable user-centred passenger and freight mobility system.

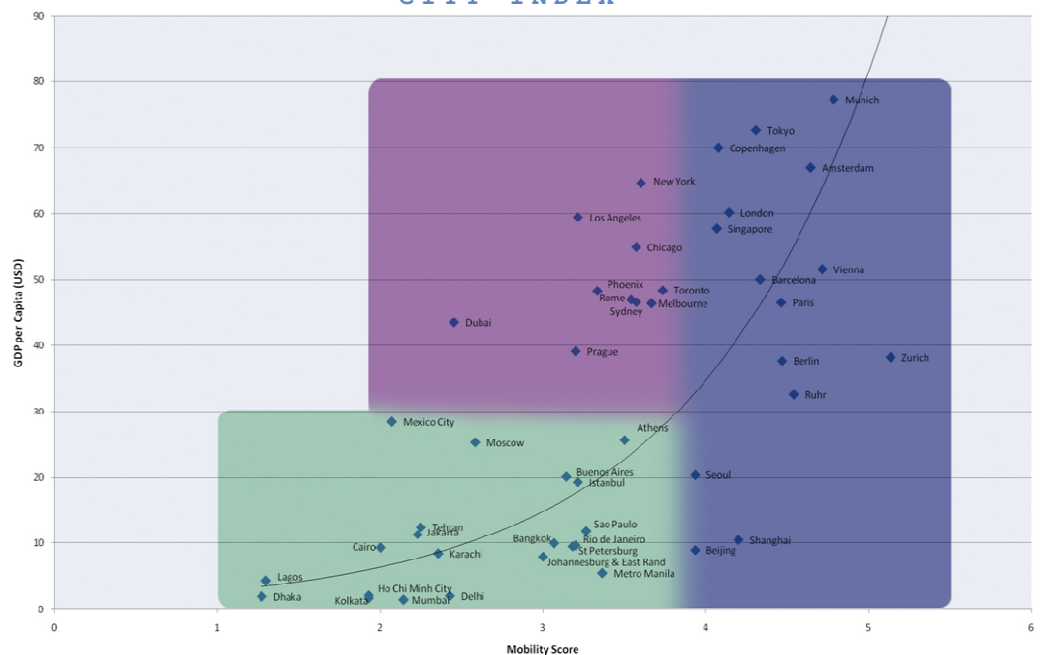
ASSESSMENT

MRC McLean Hazel, in partnership with Siemens, has developed a methodology to assess the relative performances of individual cities’ with regard to the achievement of Complete Mobility in the form of a ‘City Audit’.

In part this uses a quantitative analysis – a Mobility Index which has been built to score each city against 15 indicators covering the 3 key facets of Complete Mobility (User-Focus, Sustainability and Efficiency). An average from these 15 indicators is then related to the city’s economic position using a GDP per capita measure. Through the Index, city leaders are readily able to understand the relative position of their city, and in doing so are able to promote discussion as to the potential for improvement. There is also a qualitative component to the analysis which can include Mystery Traveller Exercises & City Stakeholder Workshops.

46 megacities are shown on the City Index. New cities, of any size, can easily be added. Inclusion on the Mobility Index immediately gives a city the ability to compare its economic and mobility performance against other cities.

CITY INDEX



CITY AUDIT – VIENNA



MRCMH has recently completed a City Audit for Vienna, Austria. Within the Mobility Index, Vienna fell into our “Best in Class” category; indeed it ranks 3rd overall, just below Zurich and Munich. The City performed consistently well over the majority of indicators, gaining only a couple of low scores. The Study found that Vienna’s mobility system has

strong foundations supported by the City’s stable political vision for transport and the integrated transport master-planning process.

Integrated planning is vital for the successful implementation and management of the Complete Mobility vision. The Viennese concept for mobility, termed “Smart Mobility”, is drawn from 5 core components - Sustainability, Effectiveness, Acceptance, Cooperation and Innovation – and shows some interesting overlaps with the Complete Mobility concept. As a result of the concepts similarities, a number of Vienna’s policies and practices are

already in harmony with a Complete Mobility vision.

Two examples of such implementations which have a particularly strong fit with Complete Mobility are: i) Vienna use of shared or public space within developments which promotes the concept of mode-neutrality, whereby no single mode is dominant, and ii) their introduction of “ITS Vienna Region” – an Intelligent Transport System aiming to improve traffic management and to provide travellers within the Vienna Region with an accessible tool for trip or route planning.

SITE AUDIT – INTERNATIONAL SCHOOL OF BRUSSELS

In February 2010, MRCMH completed an initial “Mobility Scan” for the International School of Brussels (ISB).

ISB is a well regarded International School with 1500 students aged from 2 ½ to 18. Their campus is currently undergoing significant redesign and redevelopment into which improvements to mobility must become a key consideration. The first stage of our work with ISB aimed to identify and understand the real mobility challenges facing the School. It initially involved completing traffic flow counts, parking counts and three behavioural surveys (one each for parents, staff and students). With this detailed understanding of the current nature of school-related traffic it was possible to present a range of integrated “Mobility

Options” to the School. Each option was scored within an Evaluation Matrix based upon the School’s own objectives and learning missions.

ISB are now in the position to be able to select which mobility options they wish to take further into design, evaluation and implementation stages. They have re-contracted MRCMH to manage this work and to liaise with the international architect team to ensure that mobility is firmly embedded into the campus redevelopment plans. One of our first actions will be to manage the provision of a “Kiss and Ride” facility on the site. We are also already in discussion with Eurobussing, the company who operates the school’s bus service, to see how together we can create an improved and

more accessible service which will be attractive to a wider number of staff and students. In the coming months we expect to begin a range of additional work with ISB including: implementing measures to encourage safe walking and cycling; providing systems to ensure that all site users have access to good information about their personal mobility options; and advising the School’s management team about opportunities to apply for European funding.

MRCMH see this project as an exciting opportunity to help ISB meet its sustainability goals whilst also creating a more user-focussed school and campus.

