

# 1. Good Practice Example: Sustainable transports in Malmö

## Overview

City of Malmö, Department of Urban and Transportation Planning

## Keywords

Mobility planning, mobility management, modal split; SUMP

## Background

The City of Malmö developed a traffic and mobility plan in terms of a local Sustainable Urban Mobility Plan (SUMP).

The SUMP has been elaborated against the background of the following basic data:

- area of 15 x 10 km
- 310.000 inhabitants
- 60.000 incoming commuters/day and 30.000 outgoing commuters/day incl. 11 000 via Öresund bridge
- 489 km bicycle roads
- 354 cars per 1 000 inhabitants

The City of Malmö is faced with the following mobility related challenges:

- Big increase of people moving to Malmö urbanisation
- Densification - more people/ more interests on same areal
- Incoming commuters going by car (67 %)
- Modernistic car oriented infrastructure
- Barriers - urban and social segregation
- Local problems of NOx and noise
- Global problems of CO<sub>2</sub> and energy consumption

The goals of the SUMP are the following:

- Clarify and create consensus on how to use city space for traffic to promote good urban development of a close, green, mixed and dense city
- Concretize the prioritization of different modes of traffic in different parts of the system. space efficient transport solutions that cater to human, commercial and freight movements should be a prerequisite in planning the city's development goals
- Clarify strategies for how the car share for the citizens of Malmö will be reduced, to a maximum of 30%

by 2030 (41% in 2008) and commuting by car will be reduced to 50% by 2030 (67% in 2007).

- The traffic will contribute to meeting the City of Malmö's overall goal of an attractive and sustainable city.

The planners had to answer the following key questions:

- What kind of transport system do we want? - Transport demand of the future - goal oriented
- Prioritization
- Commuting - cooperation with neighbouring cities/municipalities

The SUMP has been developed for the following modes:

- Pedestrian traffic
- Bicycle traffic
- Public transport (especially Malmöexpressen and planning of the tram)
- Freight transport
- Car traffic

and additional for the fields of

- Traffic safety
- Dialogue of road users
- Mobility management

## Benefits

### **Cost benefit, effects and results achieved**

In the period 2006 to 2011 the amount of individual motor car traffic decreased by 6% (17.700 cars per day) despite of a population increase of 9 % and an increase of workers of 15 %.

19% of the citizens were aware of at least one campaign and 2-5% accepted the campaigns through active participation in the campaigns or in changing travel patterns.

Of the test travellers 40% continued the alternative travel mode after the test period.

According a survey among people moving into Malmö 20-30% drove their car less now compared with before moving to Malmö.

Of the employees taking part in the commuter competition 38% felt that the campaign had increased their knowledge, 10-11% tried alternatives or had a temporary change in commuter patterns. 3% changed commuter habits permanent.

Changes in travel behaviour of school children fell from 75% to 65% being driven to school leading to a reduction of 5.2 tonnes CO<sub>2</sub>

## Planning

### Planning procedures, involvement of stakeholders and possible participation structures

The city of Malmö has been actively working with Mobility Management for more than ten years, and large travel surveys show that citizens chose to walk, ride the bicycle, and go by public transport more often today - a development that run in parallel with the efforts made by the city to increase sustainability in the transport system and peoples' travel behaviour. One of the most important strategic documents within the realm of mobility and transports to achieve targets on climate change, air quality, noise, and energy, is the Traffic Environment Programme 2012-2017 (which could be seen as something similar to a SUMP). In order to reach the newly adopted targets on less journeys made by car (at maximum 30 % of citizens' travels made by car by 2030), the program points out the necessity of improving the SUMP for the city and transforming all strategies and targets into more concrete plans and guidelines.

## Innovation

The innovative aspect is targeting specific user groups, e.g. by travel behaviour campaigns.

## Learnings

Additionally to "hard" measures of traffic steering and planning and implementation of low carbon traffic strategies also soft measures such as information, marketing, education and guidance are necessary for an successful implementation of a Sustainable Urban Mobility Plan (SUMP)

## Contact Possibilities

**Name:** Peter Håkansson

**Organisation:** City of Malmö

**Phone:** Sweden 040-341602

**e-Mail:** [peter.hakansson@malmo.se](mailto:peter.hakansson@malmo.se)

**Web:**

<http://www.malmo.se/Medborgare/Stadsplanering--trafik/Trafik--hallbart-resande/Trafik--och-mobilitetsplan.html>