Study on European Urban Transport Roadmaps 2030
Final Report

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Contact:
Directorate-General for Mobility and Transport
Directorate B - Investment, Innovative & Sustainable Transport
Unit B4 – Sustainable & Intelligent Transport
E-mail: MOVE-B4-SECRETARIAT@ec.europa.eu
European Commission
B-1049 Brussels

Authors:
Guy Hitchcock, Dan Clarke, Rob Eyre (Ricardo Energy & Environment); Claudia de Stasio, Davide Fiorello, Francesca Fermi (TRT); Julia Kittel, Carsten Rothballer, Ruud Schuthof, Holger Robrecht (ICLEI Europe)

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1 Introduction

Cities in Europe are vital centres of economic activity, innovation and employment. Many of them face increasing challenges to their mobility systems such as congestion, air quality, ambient noise, CO₂ emissions, accidents and urban sprawl. These have significant negative impacts on the environment, health and economic performance of cities and can often affect a much broader area than the city itself. Many of these problems are expected to increase in the future as cities continue to grow in size and face demographic changes such as ageing populations.

Urban transport systems are integral elements of the European transport system and are therefore of concern for the Common Transport Policy. Urban transport faces a number of sustainable development challenges. The 2011 Transport White Paper sets ambitious targets to address these challenges. Meeting these targets will not happen autonomously as a result of technological development or market forces and consequently, policy action is needed at the city level in order to ensure that the objectives for urban transport are met. As such the European Commission encourage cities to develop and implement coherent and challenging Sustainable Urban Mobility Plans (SUMPS).

The Urban Transport Roadmaps to 2030 project is aimed at playing an important role in supporting cities to meet the Transport White Paper objectives for urban transport, and developing SUMPS, through the provision of a web based policy support tool, supported by detailed policy roadmaps and underpinned by a range of stakeholders’ engagement activities.

This is the final report of the project and sets out:

- an overview of the Urban Roadmaps online policy support tool (section 2);
- a summary the policy roadmaps developed (section 3);
- a description of the engagement and promotional activities carried out as part of the project (section 4);
- user feedback and website use statistics (section 5);
- plans for the way ahead (section 6).

The online tool and project reports can all be accessed from the projects website: http://urban-transport-roadmaps.eu/

Figure 1 Urban Transport Roadmaps Website home page
2 Overview of the online policy support tool

The aim of the on-line policy support tool developed in the urban transport roadmaps project is to assist city authorities in the development of Sustainable Urban Mobility Plans (SUMPs). It is a decision support tool that will help cities to:

- explore and identify potential sustainable transport policy measures;
- quantify the transport, environmental and economic impacts of these measures;
- consider an implementation pathway (roadmap) for the policy scenario.

In terms of the overall SUMPs development process the roadmaps tool is focused on developing the overall goals, approach and basic policies packages that form the basis of a SUMP before further elaboration and implementation. This relationship to the SUMPs process is illustrated in Figure 2 below.

Figure 2: Overview of how the tool interacts with the SUMPs process

Therefore, the tool is designed to carry out initial scoping of potential policies that could be applied to a city. It allows single policies and groups of policies to be assessed providing estimates of the impact on a range of transport, environment and economic indicators. As such it can be used for:

- initial sifting of potential sustainable transport policies options;
- grouping or packaging of policies to develop an overall approach to a sustainable transport strategy for a city;
engaging a range of city stakeholders, many with little direct experience of transport modelling, in sifting and exploring policy options;

It is not a substitute for detailed transport models that are set up and developed for specific cities and require expert use. Similarly it should not be used for detailed planning, development and implementation of policies which will require more and detailed assessment approaches.

2.1 Structure of the tool

The tool has five main structural elements, as illustrated in Figure 3 below.

**Figure 3 Outline structure of the tool**

These elements comprise:

- **The City Wizard** – this is the main entry point of the tool and allows the user to select some basic information to characterise their city. This basic information allows the model to set up the most appropriate basic transport patterns to represent the city, providing simple and quick initial configuration of the model.

- **Advanced Settings** – for the more advanced user there is the ability to customise the default data, using local data, to provide a more accurate representation of the city.

- **Policy selection** – having selected a city type, and potentially customised it, the user can then select various policies to apply in their city. The primary policy measures will be associated with default parameters, again allowing the user a simple and quick way to use the tool.
  
  - **Policy customisation** – as with the city types the default data for the policy options can be customised to refine the policy measure. For example by adjusting tariff values for a charging scheme.
Study on European Urban Transport Roadmaps 2030

- **Calculation framework** – this forms the core of the tool and takes the city setup parameters and policy measure parameters to calculate the results for the policy measures in the selected city. The calculation framework comprises three key elements:
  - The transport module - that calculates the base transport patterns for the city and then adjusts them in relation to the policies.
  - The emissions module - that calculates the emissions and environmental data associated with the transport activity.
  - The policy modules - that translates the policies into impacts.

- **Tool outputs** – these provide the numerical and graphical representations of the impacts of the transport policies on the city. There are three main types of impact that are generated by the tool:
  - Transport impacts – including mode share, average trip distances and traffic levels;
  - Environment outputs – covering CO₂, CO, PM, NOx and VOC emissions, and accident rates;
  - Economic outputs – providing the direct cost/benefits associated with the policies, and the social cost of emissions and accidents.

2.2 The city wizard and advance settings

The city wizard allows the user to initially configure the calculation tool to represent their city. From some simple information, the tool will use a range of default data to set up a basic transport model to represent the city to which transport policies can be applied. The information is entered as basic choices from drop down menus covering the variables listed below in Table 1.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>City type</td>
<td>Country</td>
</tr>
<tr>
<td></td>
<td>City type (five alternative categories)</td>
</tr>
<tr>
<td></td>
<td>Population at the base year (inhabitants)</td>
</tr>
<tr>
<td></td>
<td>Population by zone (Urban core, outskirts)</td>
</tr>
<tr>
<td></td>
<td>City economy type (industrial/non-industrial)</td>
</tr>
<tr>
<td>City customisation</td>
<td>Public transport use</td>
</tr>
<tr>
<td></td>
<td>Bicycle use</td>
</tr>
<tr>
<td></td>
<td>Motorcycle use</td>
</tr>
<tr>
<td></td>
<td>Presence of Tram or metro network</td>
</tr>
<tr>
<td></td>
<td>Level of road congestion</td>
</tr>
<tr>
<td></td>
<td>Share and mode of incoming trips</td>
</tr>
</tbody>
</table>

Once the city wizard has been used to do the basic configuration of the model, the user can do further customisation of the city before applying any policies. This further customisation is done via the advanced settings.

2.3 Policies

A wide range of policy measures exist that are potentially useful for setting up urban strategies aimed at addressing transport sustainability. Sources such as the ELTIS, CIVITAS and EPOMM websites provide a wide range of examples of individual actions to promote sustainable mobility. These existing catalogues of solutions and best practice formed the
basis for developing a prioritised set of policy measures. A long list of policy measures was identified from these sources by clustering the actions into broader measures. From this long list of measures a short-listed set of key generic policy measures was identified based on criteria including:

- Policy type (i.e. demand management; green fleets; infrastructure investment; pricing and financial incentives; and traffic management/control);
- Institutional level of implementation (i.e. by national or local authorities);
- Effectiveness on key impact areas, cost distribution, and transport modes covered.

The short-list comprised the 19 policy measures detailed below Table 2 and are the policies that can be selected in the tool.

**Table 2 Policy measures in the tool**

<table>
<thead>
<tr>
<th>Policy Type</th>
<th>Measure</th>
</tr>
</thead>
</table>
| Demand Management         | • Sustainable travel information and promotion
|                           | • Bike Sharing Scheme                                                                        |
|                           | • Car sharing (Car Clubs)                                                                     |
|                           | • Delivery and Servicing Plans                                                                |
|                           | • Land-use planning - density and transport infrastructure                                     |
| Green Fleets              | • Green energy refuelling infrastructures                                                     |
|                           | • Green public fleets                                                                         |
| Infrastructure Investments| • Bus, trolley and tram network and facilities                                               |
|                           | • Walking and cycling networks and facilities                                                 |
|                           | • Park and ride                                                                               |
|                           | • Metro network and facilities                                                                |
|                           | • Urban Delivery Centres and city logistics facilities                                         |
| Pricing and financial incentives| • Congestion and pollution charging                                                        |
|                           | • Parking pricing                                                                             |
|                           | • Public Transport integrated ticketing and tariff schemes                                      |
| Traffic management and control| • Legal and regulatory framework of urban freight transport                                   |
|                           | • Prioritising Public Transport                                                               |
|                           | • Access regulation and road and parking space reallocation                                   |
|                           | • Traffic calming measures                                                                    |

The user is able to select individual policies or groups of policies. In terms of the groups they can select all of the measures in one of the policy category types, such as demand management. Alternatively polices can be selected in relation to their expected key outcome such as reducing emissions or improving safety. This last grouping in relation to outcomes is termed policy sets.

The policies are added to the model with pre-defined characterisation. However the characteristics of each individual policy can be customised to more accurately reflect the expected implementation of the policy in the city. The customisable variations are in the following basic form but are specific to each type of policy:

- **The definition of the time when the measure is activated.** This is an input for the user which can decide when the measure is implemented.

- **The definition of a ramp-up period for the full implementation of the measure.** Some measures are relatively easy to implement and, since the model makes calculations on a yearly basis, it can be safely assumed that their impacts occur in the
same year of implementation. Other measures are more complex (e.g. infrastructures) and need several years before being fully implemented and/or to achieve their full effect after an adaptation period. For these measures this ramp-up period is considered and in some cases it is also a user input.

- **The specification of parameters or variables defining scope of the policy and (where relevant) its intensity.** For instance, for road charging the parameters include not only its introduction, but also the value of the charge, its differentiation between vehicle types, and the size of the charged area.

- **The quantification of the capital and operational costs of the measures.** Some policies have almost no direct costs associated with them except administrative costs to set up (e.g. the introduction of a legal and regulatory framework for urban freight transport) but most of them require capital investment to build infrastructure (e.g. park and ride facilities, reserved lanes, etc) and a yearly operating expenditure to manage the system (e.g. as is the case for road charging schemes).

- **The potential adjustment of the magnitude of the effects of the policy on other core modules in the calculation framework.** The user can modulate the impacts in order to further customise the tool based on the city configuration, i.e. if the mode share of public transport is already high at the base year the elasticity of the impacts on this mode should be decreased. Furthermore, the adjustments could be used for sensitivity tests. For instance, the introduction of urban delivery centres increases the share of freight deliveries transhipped and consolidated at urban platforms. Another example is that the prioritisation of public transport improves its speed and therefore its modal share. Here the user has the chance of modulating some of the effects in the form of impact elasticities.

The variables that can be customised for each policy are also categorised as ‘primary’ which are those that the user should adjust to set up the policy such as year of implementation, and ‘advanced’ which are those that are less necessary to adjust or require specialist knowledge such as the elasticities of impact.

### 2.4 Tool outputs

Once the city has been configured through the city wizard a set of graphical outputs are shown in relation to the transport, environmental and economic aspects of the city’s transport system. These outputs will change as policies are added and configured. The key outputs calculated by the tool are summarised below in Table 3 with detail of all the outputs provided in Section 3.

**Table 3 Summary of key tool outputs**

<table>
<thead>
<tr>
<th>Output category</th>
<th>Key outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport</td>
<td>Car ownership level, Mode split, Average car and bus speeds, Public transport occupancy levels, Average trip length, Share of freight vehicles, Penetration of alternative fuel vehicles</td>
</tr>
<tr>
<td>Environment</td>
<td>Total emissions covering: CO₂, PM, CO, NOₓ, VOC, Fuel consumption by mode, Accident rates</td>
</tr>
<tr>
<td>Economy</td>
<td>Transport expenditure of individuals, Transport expenditure by the municipality, Transport revenue received by the municipality, Net cost to the municipality</td>
</tr>
</tbody>
</table>
3 Summary of the urban transport policy roadmaps

As part of this study five policy roadmaps showing alternative approaches aimed at improving sustainability of urban mobility in hypothetical urban contexts were developed. These roadmaps were not intended to recommend policy interventions; rather, they were conceived to show how different policy instruments can be grouped together in consistent policy packages and to serve as case studies for the policy support tool.

The development of the roadmaps was focused on the achievement of the EU’s 2030 objectives for urban transport, as specified in the 2011 Transport White Paper.

Roadmaps described the specific steps to be taken to implement a strategy and the timing required for each step, taking the urban context into account. They also discussed timing and resources to implement the policy measures considering local conditions, stakeholders involved, implementation issues and other practical aspects. Furthermore, the uncertainty on how exogenous conditions could develop in the future was taken into account.

The analysis and quantification of the impacts of the roadmaps has shown how policies can correspond to different levels of ambition and effects, resulting in a variety of situations in terms of impacts, budget constraints for the city authority, public acceptability, drawbacks associated with the policies and so on.

The analysis also provided extensive examples of how the Urban Transport Roadmaps 2030 policy support tool could provide guidance and information on the costs and benefits of different strategies, actually supporting local decision-making processes on transport policy.

Three alternative policy scenarios were developed:

1. **Promote and Regulate.** A scenario based on changing behaviour by means of push and pull incentives.
2. **Plan and Build.** A scenario oriented on investments in the technology and transport infrastructure.
3. **Charge and Provide.** A scenario focused around the use of economic incentives like road charging and parking pricing.

The combination of these three scenarios with alternative assumptions on background conditions (e.g. technological progress, energy shortage, taxation policies, etc.) produced five policy roadmaps (see Table 4).

<table>
<thead>
<tr>
<th>Table 4 Summary of the policy scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Policy scenario</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
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<tr>
<td>3</td>
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<tr>
<td>4</td>
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<tr>
<td>5</td>
</tr>
</tbody>
</table>

Each policy approach included a subset of enabling measures, i.e. a group of main interventions and also some ancillary measures to support the application and the impact of the enabling measures (see Table 5).
### Table 5 Content of each policy approach

<table>
<thead>
<tr>
<th>Policy type</th>
<th>Measure</th>
<th>Promote and Regulate</th>
<th>Plan and Build</th>
<th>Charge and Provide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand management</td>
<td>Sustainable travel information and promotion</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Bike sharing scheme</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Car sharing (Car Clubs)</td>
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<td></td>
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<tr>
<td></td>
<td>Delivery and servicing plans</td>
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<tr>
<td></td>
<td>Land use planning - density and transport infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green fleets</td>
<td>Green energy refuelling infrastructures</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>Green Public fleets</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Infrastructure investment</td>
<td>Bus, trolley and tram network and facilities</td>
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<tr>
<td></td>
<td>Walking and cycling network and facilities</td>
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<td></td>
<td>Park and ride</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Metro network and facilities</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Urban Delivery Centres and city logistics facilities</td>
<td></td>
<td></td>
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<tr>
<td>Pricing and financial incentives</td>
<td>Congestion and pollution charging</td>
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<tr>
<td></td>
<td>Parking pricing</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Public Transport integrated ticketing and tariff schemes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic management and control</td>
<td>Legal and regulatory framework of urban freight transport</td>
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<td></td>
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<tr>
<td></td>
<td>Prioritising public transport</td>
<td></td>
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<tr>
<td></td>
<td>Access regulations and road and parking space reallocation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Traffic calming measures</td>
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</tbody>
</table>

*Enabling measure*  
*Ancillary measure*

In order to define a representative roadmap, the following key steps were followed:

(a) *The identification of the basic components of the scenarios.* These components are the policy measures available to define a scenario to move towards the objectives.

(b) *The classification of the contributions that each component can provide to the scenarios.* The policy measures are different, some require physical investments others are mainly a matter of setting (and enforcing) different rules. Also, the type of impact expected from each
instrument is different, some have complementary effects, and some may have conflicting effects.

(c) Grouping of measures in consistent scenarios. Having in mind the objectives and building on the classification of the policy instruments, a coherent package of measures can be defined. Alternative scenarios can be developed according to the nature of the measure, the strength of the interventions, their expected effectiveness and implementation costs.

(d) The specification of the pathway to proceed towards specific scenario goals. The final step makes the roadmap more than a list of potential measures as the practical issues related to the implementation of the policy measures are considered: timing, relationships between different interventions, stakeholders involved and others.

For each roadmap the following elements were provided:

- A short description of the initial conditions, i.e. of the hypothetical city where the roadmap is applied, of the mobility issues it faces and of the objectives the local authorities would like to achieve;
- A graphical description of the temporal sequence of measures and of their impacts on the city context. In this description a classification of the measures as enabling measures (i.e. the main measures of the roadmap) and ancillary measures was also shown;
- A narrative description of the content of the measures applied at different time steps and of the expected transformation of the city context;
- A discussion of relevant implementation issues that should be considered;
- A list of key stakeholders that should be involved in the planning and implementation process.

In the sections below a brief description of each policy roadmap is provided. A full description is provided in the report “Study on European Urban Transport Roadmaps 2030 - Urban transport policy roadmaps”.

3.1 Promote and regulate

The “Promote and Regulate” approach is especially focused on the behavioural side. It is centred on policy measures targeted at inducing a more sustainable mobility behaviour of citizens. Sustainable modes are promoted by dedicated campaigns including personalised marketing actions. Also, the use of shared vehicles (cars and bikes) is supported and integrated ticketing is implemented to promote the use of public transport. At the same time, car mobility is regulated; traffic restrictions are introduced, traffic calming measures are applied in the urban area and parking is regulated and charged. Delivery and servicing plans are promoted to improve the sustainability of urban freight transport.

Considering the classifications of measures introduced in the project, this strategy involves all transport modes and its effects are supposed to be especially concentrated on reducing congestion and improving safety, also with positive impacts on air quality.

It is a relatively ‘low-cost’ strategy for the municipality also with limited costs for citizens and business and basically no financial support required from government.

The “Promote and Regulate” approach is aimed at the short to medium term. Some of its measures are relatively fast to implement, others need some more time and resources but basically there are no long-term programmes.

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### 3.2 Plan and Build

The “Plan and Build” approach is oriented on the technology and infrastructure side. This approach aims to change the urban environment and its existing transport facilities. It can be considered a long-term strategy. Land use planning plays a key role in this perspective. The development of new settlements is framed within a sustainable perspective and liveability and affordability of the existing urban area are promoted in order to stop and reverse urban sprawl. At the same time new public facilities are built to increase transport supply and improve its reliability. Investments also include new structures to rationalise urban freight transport as well as infrastructures and transport means to support the breakthrough of low-carbon vehicles.

The focus of this strategy is especially on public transport, with less emphasis on other transport alternatives. More than for other approaches effects are expected in terms of improved accessibility although emissions savings and reduced congestion are also major targets.

Given the role of infrastructure this approach is an expensive one. The financial effort of the urban authority is substantial and at the same time also large contributions from governmental funds are needed.

The “Plan and Build” strategy is ambitious and long term as many of its measures need time to be implemented and provide results.

### 3.3 Charge and Provide

The “Charge and Provide” approach is based on a combination of the two first approaches. It includes regulations and behavioural incentives as well as the provision of infrastructures and services. Economic instruments play a key role in this approach. Their role is twofold. On the one hand they are used for changing the behaviour of citizens by adopting the “user pays” or “polluter pays” principle. On the other hand, they are used to generate resources to support sustainable mobility by improving public transport, walking and cycling facilities. The provision of transport alternatives includes shared modes and measures targeted at influencing individual behaviour extending to access limitations, promotion of sustainable modes and restrictions to urban freight movements.

Improving air quality and reducing congestion are the major goals of this approach. The use of charges makes mobility more expensive and therefore, despite improvements to transport supply, accessibility is probably not much improved. The measures included in this strategy are also not the most effective to tackle safety issues.

The implementation costs of this strategy are well below the costs of the “Plan and Build” strategy but are higher than in the “Promote and Regulate” option as some infrastructure is included. However, this strategy also produces resources for the city authorities thanks to the charges applied. However, this means that this approach is expensive for citizens and businesses and so is politically challenging to implement.

The “Charge and Provide” strategy is generally focused on obtaining results in the medium term.

### 4 Engagement and promotion

The primary objective of the Urban Transport Roadmaps policy tools developed in this project was to support city authorities during several stages of their Sustainable Urban Mobility Plans, by enabling cities to compare the potential costs and benefits of different policies on a quantitative basis. This objective could only be realistically reached, if cities and their mobility stakeholders would meaningful engage throughout the project lifetime and beyond to ensure the tools meets their needs and that it is adopted by cities across Europe. To meet these needs the following engagement tactics were used:
4.1 Analysis of stakeholders and selection of priority cities/users

A variety of 70 different, influential stakeholders were identified and analysed including both representatives of national and regional government agencies, municipal associations, urban mobility associations as well as cities. From this a core group of about 25 cities/users was established for supporting tool development and testing. Since it was important that this group of cities/users represents a wide range of city types and needs from across Europe the following selection criteria was applied:
Regional location, e.g. Western Europe, Southern Europe, Eastern Europe, Northern Europe
Size, e.g. small, medium, large
Socio-economic aspects
Topography
Urban design, e.g. density/urban sprawl, public transport etc.
Climate awareness, engagement with the Covenant of Mayors (CoM), Aalborg Charter
Status/ambition regarding transport and mobility
Engagement in European projects in the field

Some of the most engaged cities/users throughout the entire process of the project include: Alba Lulia, Bremen, Burgas, Gothenburg, Lodz, Thessaloniki and Zagreb as well as EUROCITIES, POLIS, Rupprecht Consult, European Cyclists’ Federation, European Passengers Federation, JRC, TRANSFORUM, FGM-AMOR, Karlsruhe Institute of Technology and Fraunhofer Institute.

4.2 Expert workshops to collect insights from cities/users

The buy-in from cities and mobility experts to take up an active role in the testing and developing of tools was ensured through two facilitated expert workshops by:
- Identifying what issues are faced in meeting EC Transport White Paper objectives and other European policy aimed at cities;
- Identifying what stakeholders’ needs and requirements would be for the proposed city mobility tool (functionality, type of interface design, preferred policy options etc.);
- Test the tool and supporting materials to ensure they meet end users’ requirements, and refine the tool on the basis of their feedback;
- Contribute to the development of a set of five policy scenarios and roadmaps, demonstrating the use of the tool.

1st Expert Workshop - Brussels, 27 June 2014

The 1st one-day expert workshop with 28 participants had many fruitful and very interactive discussions. The overall concept of mixing presentations and group interactions was well received and people were keen to give their input.

Through the two different group work sessions, the gallery work and the creation of a set of measures, it was possible to get both an individual perspective from each participant as well as an aggregated group opinion. It was challenging for participants to think through all the proposed policy measures and to evaluate each of them, but they participated well and a lot of useful output was received.

Participants emphasised at different points of the discussion that integrated and multifunctional solutions are important for sustainable transport and that the tool needs to support the creation of these integrated approaches. In the policy measures the “slow” means of transportation (such as cycling) were very well received and should be supported by the tool.

Figure 5 Interactive collection of needs and requirements for the UTR tool.
All comments were useful, helpful and highly appreciated. Nevertheless, already at this initial stage of the project it was clear that not all of them could be taken into account for the development of the tool, as some of them were not technically feasible and others would have compromised the overall goal for the tool. Therefore, it was clear that the 2nd expert workshop had a crucial role to play in refining and testing a prototype to ensure it meet as many needs as possible within the scope of the project.

2nd Expert Workshop - Bucharest, 17-18 June 2015

The 2nd expert workshop gathered 35 selected participants and conducted an intensive exchange over the course of 17-18 June 2015 in Bucharest. The aim of the workshop was to introduce and outline the draft online tool and its functions as well as the designed policy roadmaps in order to collect comments about their usefulness and usability from the cities/future users.

Some of the feedback received from participants after testing the tool individually and in groups is listed below: (clustered in categories) and -> impact on the UTR refinement:

- **Level of details:** Some expert thought it is too detailed, with too many variables to input. Others thought it provides too little detail to impact on decision-making processes. The tool tried to balance these needs.
- **Definitions/categories** provided not always clear, so moving forward more help text and definitions were provided.
- **Consider more variables,** such as time of day, seasonality was an issue raised but could not be dealt with by the model in its current form.
- **Policy measures details not always clear** – again further help and information was developed to assist on this issue.
- **More data output formats** – downloadable CSV data files were developed to meet this need as well as the online graphical outputs.

**Figure 6 Testing and evaluation of the UTR and its policy roadmaps in the plenum and in groups**
4.3 Launch event at 3rd SUMP Conference in Bremen 2016

Taking the feedback received in the 2nd expert workshop into account, the Urban Transport Roadmaps tool was officially launched on 13 April 2016 back-to-back with the 3rd SUMP Conference in Bremen. During the conference with more than 450 participants sneak-previews were provided in format of an interactive session and live-testing at the project display stand. The launch event targeted policy makers and technical staff of cities and towns, mobility experts and stakeholders, ministries and European institutions. 53 stakeholders participated in the event.

Figure 7 Agenda of the Launch Event on 13 April 2016

<table>
<thead>
<tr>
<th>Launch Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening statements and thoughts</td>
</tr>
<tr>
<td>- Daniela Rosca, DG MOVE, European Commission</td>
</tr>
<tr>
<td>- Michael Glotz-Richter, City of Bremen, Germany</td>
</tr>
</tbody>
</table>

| Urban Transport Roadmaps – The scenario tool that may change your city policy |
| - ‘How to sustain ambitious mobility action’ |
| Ruska Boyadzhieva, Deputy Mayor, City of Burgas, Bulgaria |
| - ‘Understanding the roadmaps tool’ |
| Guy Hitchcock, Ricardo, UK |

| Why scenario building matters today - Fishbowl Panel |
| - Malin Andersson, City of Gothenburg |
| - Timothy Durant, Rupprecht Consult, Germany |
| - Jakob Spanger, World Sustainable Business Council (WSBC) |
| - Jens Schippl, Karlsruhe Institute of Technology, Germany |
| - Ana Magdić, City of Zagreb, Croatia |

| Facilitator: Carsten Rothballer, ICLEI Europe |
| Interactive Roadmap Reception |
4.4 Training Webinars

Following the Launch Event, seven Training Webinars were organised and marketed in the six languages of the Urban Transport Roadmaps Tool, with the first and last sessions in English. These were held during the month of June (see Table 6 for full schedule). The objective of the Training Webinars was to promote the Tool to cities across Europe and provide initial training about how to use and customise the Tool. During the Training Webinars the delegates were introduced to the website, its sponsors and creators and provided with a live demonstration of the Tool. Each session ended with a Q&A session and lasted approximately one hour.

Table 6 Full list of webinar events (2016)

<table>
<thead>
<tr>
<th>Webinar Event</th>
<th>Date (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Training Webinar (1st Session)</td>
<td>1st June</td>
</tr>
<tr>
<td>Italian Training Webinar</td>
<td>9th June</td>
</tr>
<tr>
<td>Spanish Training Webinar</td>
<td>14th June</td>
</tr>
<tr>
<td>French Training Webinar</td>
<td>16th June</td>
</tr>
<tr>
<td>Polish Training Webinar</td>
<td>22nd June</td>
</tr>
<tr>
<td>Training Webinar at CIVITAS WIKI</td>
<td>23rd June</td>
</tr>
<tr>
<td>German Training Webinar</td>
<td>28th June</td>
</tr>
<tr>
<td>English Training Webinar (2nd Session)</td>
<td>30th June</td>
</tr>
<tr>
<td>“Developing cost effective transport policy packages” webinar (international audience)</td>
<td>12th July</td>
</tr>
</tbody>
</table>

The Training Webinars were promoted at the Launch Event, through the various city networks such as POLIS and Eurocities, and via the national SUMP's contact points. In
addition, direct mailing was sent to the contacts database that had been developed to promote the previous stakeholder events and the Launch Event, as well as the ENDURANCE and CH4LLENGE partners, and CIVITAS cities. Lastly the Training Webinars were marketed through various websites including ICLEI eNews, TRIP and ELTIS.

The project aimed to host a minimum of 5 delegates in each Training Webinar to make sure that there was sufficient capacity for the Q&A sessions. In total there were 192 registered delegates for the Training Webinars with 91 attending the seven scheduled events (excluding hosts). The numbers for each webinar are shown in Table 7 below.

### Table 7 Delegate numbers for Training Webinars by webinar language

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Registered</th>
<th>Attended</th>
<th>Viewed on website</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (1st)</td>
<td>28</td>
<td>20</td>
<td>174</td>
</tr>
<tr>
<td>English (2nd)</td>
<td>30</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>15</td>
<td>8</td>
<td>78</td>
</tr>
<tr>
<td>Spanish</td>
<td>98</td>
<td>27</td>
<td>102</td>
</tr>
<tr>
<td>French</td>
<td>4</td>
<td>3</td>
<td>27</td>
</tr>
<tr>
<td>Polish</td>
<td>10</td>
<td>7</td>
<td>43</td>
</tr>
<tr>
<td>German</td>
<td>7</td>
<td>6</td>
<td>48</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>192</strong></td>
<td><strong>83</strong></td>
<td><strong>472</strong></td>
</tr>
</tbody>
</table>

The Spanish Training Webinar attracted the largest contingent of users with 98 people registering and 27 attending the webinar on the day. Among the attendees there were several from South America, which increased the numbers for this event. The Training Webinar events were promoted by a website in Chile, which contributed to the higher than expected numbers from South America. There was strong attendance at both of the English Training Webinars including non-native English speaking countries such as Romania, Slovenia and Hungary. The remaining four webinars were less well attended but they did attract 36 registrants between them, which shows there was interest in these alternative language Training Webinars.
The majority of registrants were from national and city governments, who are the main target audience for the Urban Transport Roadmaps Tool. There were also a significant number of commercial planning, transport planning and other commercial consultants registering for the Training Webinars. There were also as several architects registering as well as some students and academics particularly from South American countries. A summary of the types of organisation of webinar participants is shown in Figure 10 below.

**Figure 10 Breakdown of Training Webinar registrant’s organisations**

The initial feedback during Training Webinars was very positive. A selection of the comments made can be seen in Figure 11.

**Figure 11 Word cloud of Training Webinar feedback**

To support future users of the Urban Transport Roadmaps Tool in understanding how to customise the Tool for their city, each Training Webinar was recorded and published on the Urban Transport Roadmaps website along with the Training Webinar presentations available here: http://urban-transport-roadmaps.eu/webinars/. This serves as a repository of training materials to support the Full and Quick User Guides, both of which are already available on the website. These materials are also available for those individuals that registered for the Training Webinars but were unable to attend at the given time. At the moment 472 views are registered overall.
4.5 Final Conference at CIVITAS FORUM 2017 in Torres Vedras

The consortium partnered up and integrated the Final Conference strategically with the CIVITAS FORUM 2017, held from 27-29 September 2017, in Torres Vedras Portugal. Based on the successful cooperation at the 2016 FORUM, a one-day Final Conference stream was integrated in the form of a six sessions programme. The established FORUM, with about 470 attendees, offered an ideal environment to achieve the Final Conference goals to inform a wider audience, including stakeholders at the local, national and EU levels, and to help promote the wider adoption of the tool in future years and thus generating a lasting impact that extends beyond the lifetime of the project.

The Urban Transport Roadmaps stream, titled "SUMP-Full Circle with Roadmaps 2030", spearheaded the Forum's deployment day on 29 September, which was entirely catered towards connecting developers of new tools and methods with potential users and focused on live demonstrations and tailored training workshops. The stream included an introduction to the tool and a practical training workshop, these sessions were complemented with presentations on capacity building, procurement, financing SUMP solutions, and a row of case studies, all closely planned in correspondence with the overall theme: mobility policy scenario planning and implementation.

In the two sessions exclusively focusing on Urban Transport Roadmaps project, the consortium partners presented the key features of the final tool (policy toolbox, outputs, impact assessment), and its link and relevance to wider SUMP planning. Highlights included e.g. the opening of the day by Piotr Rapacz, DG MOVE, and the presentation of Ivelina Strateva, from the project case study City of Burgas in Bulgaria. Closing the day, the partners held an in-depth live demonstration, giving the audience ample time to ask questions. Both of the sessions held by the project consortium were very well attended, with 75 attendees in Session 1, and 55 in the evening training session (Session 6). Overall the sessions were able to win the attention of about 500 people.²

Figure 12 Interactive Project stand and Final Conference at the CIVITAS FORUM 2017

² Attendance counted per session. Not corrected for one person attending multiple sessions.
4.6 Marketing and promotion throughout the project

The dissemination and marketing was thoughtfully planned and coordinated within the consortium. The intensity of activities corresponded to the different stages of development and availability of the tool. The consortium linked to influential actors in the field of urban mobility in all Member States by having access to and engaging:

- National Focal Points in all EU Member States of the European Platform on Mobility Management;
- South Eastern European Network of Mobility Centres;
- National and regional municipal associations;
- Existing relationship (membership) with influential cities in all EU Member States;
- Existing relationship with front-runner cities in sustainable urban mobility;
- Cities committed to sustainable urban mobility and climate protection through engagement with relevant campaigns and projects (such as EU Mobility Week, ELTIS platform, SUMP portal, FP7 ENDURANCE, SUMPS-UP project or the EU and now Global Covenant of Mayors).

As well as the core engagement events described the project was promoted through a number of presentations and conferences. This was supported by the production of two conference banners and numerous flyers for use at these additional events as well as the launch event and final conference. A list of additional promotional activities is presented in Table 8 below.

Alongside these physical promotional events the project had an online presence through the following channels:

- The Urban Transport Roadmaps project website provided in 6 EU languages with some 19,000 visits since its launch in April 2016.
- Display and promotion of project events and material through the mobility plans section of the ELTIS portal
- The website of ICLEI Europe (www.iclei-europe.org) which gets about 24,500 visits per month. Production and display of several UTR ICLEI Newsbits (17,000 unique visitors per month) and announcement of the UTR Launch event and UTR Webinar series in the ICLEI Event calendar.
- Promotion of the Launch event, the Webinar series, the Final Conference and the project materials in five (5) ICLEI eNEWS letters with 1,750 subscribers (local and regional authorities and their stakeholders in Europe).
- Set up in support of the Global Covenant of Mayors: Covenant capaCITY and LG Action mailing lists with more than 2,000 relevant subscriptions such as local and regional authorities, all national local authority associations in Europe, energy agencies etc.
- Display of Urban Transport Roadmap Final Conference material / presentations on the project website, interlinked with the CIVITAS Forum 2017.

Figure 13 The Urban Transport Roadmaps project page on the ELTIS portal
European Urban Transport Roadmaps 2030

Cities in Europe are vital centres of economic activity, innovation and employment. However, they face increasing challenges to their mobility systems such as congestion, air quality, ambient noise, CO2 emissions, accidents and urban sprawl. To tackle these problems cities need to develop and implement coherent and challenging Sustainable Urban Mobility Plans (SUMPs).

Central to the development of effective sustainable transport strategies is the availability of tools and guidance documents, helping policy-makers to understand the range of possible actions and steps to successful implementation. The European Urban Transport Roadmaps study, supported by DG MOVE, provides a web-based policy support tool to help cities across Europe explore policy options for Sustainable Urban Mobility Plans.

Member status: Current member

Key deliverables:
The key output of the project is an online policy support tool that is aimed at the large number of small and medium-sized cities in Europe who may not have the resource for major policy assessment and modelling work. Using this tool cities can:
• explore and identify appropriate sustainable transport policy measures;
• quantify the transport, environmental and economic impacts of these measures;
• consider an implementation pathway (roadmap) for the policy scenario.

The tool can be assessed from the project website.

Key deliverables attachment:
• Presentation of the roadmaps project and tool
• Conference paper on roadmaps project and tool

Contract period: January, 2014 to December, 2017

Website: European Urban Transport Roadmaps 2030
### Table 8 Additional marketing and promotional events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation at 43rd European Transport Conference (ETC) in Frankfurt</td>
<td>28th September 2015</td>
</tr>
<tr>
<td>Presentation at 95th US Transportation Research Board (TRB) in Washington</td>
<td>January 2016</td>
</tr>
<tr>
<td>Launch Event at 3rd European SUMPs Conference in Bremen</td>
<td>13th April 2016</td>
</tr>
<tr>
<td>Presentation at 6th European Transport Research Conference in Warsaw</td>
<td>20th April 2016</td>
</tr>
<tr>
<td>Presentation at Civitas Forum 2016 in Gdynia</td>
<td>28th September 2016</td>
</tr>
<tr>
<td>Workshop at Civitas Forum 2016 in Gdynia</td>
<td>29th September 2016</td>
</tr>
<tr>
<td>Presentation at POLIS conference in Rotterdam</td>
<td>1-2 December 2016</td>
</tr>
<tr>
<td>Training workshop at 4th SUMP Conference in Dubrovnik</td>
<td>29-30 March 2017</td>
</tr>
<tr>
<td>Training workshop at Cyprus Limassol at PROSPERITY National Training and Coaching Activities Program</td>
<td>27 November – 1 December 2017</td>
</tr>
</tbody>
</table>

# 5 User feedback and statistics

## 5.1 User Feedback

Some initial user feedback on the Urban Transport Roadmaps tool was sought at the end of 2016. This gave users who attended the Training Webinars and other promotional events some time to work independently with the Urban Transport Roadmaps Tool. The feedback was attained through an online survey, using Survey Gizmo, sent out to all the individuals who registered for the Training Webinars. The front page of the survey used is shown in Figure 14.

**Figure 14 Screenshots of online survey**
The survey was distributed using 185 available email addresses from the Training Webinar registrations, including those from outside Europe. In total there were 38 responses giving a greater than 20% response rate, although some of these were partial responses.

5.1.1 Description of the respondents

The breakdown of responses by region is shown in Figure 15 below. The biggest response rate was from Spain with 22% of the usable responses. Given that this was the most highly attended Training Webinar, this is not surprising. Interestingly 33% of responses originated from outside of Europe, and this is in part due to the high number of registrants from South America. There were also survey responses traced to countries that were not a location declared by individuals registering for the Training Webinars. This includes Singapore and Nicaragua. Given the timing of the survey, and its deliberately simple content, it is possible that some of the responses were completed while individuals were travelling either on business or at leisure.

The largest group of survey responses (46%) came from National or City Government personnel. Most of these individuals were from Europe and many of them were city planners. These individuals are the core target audience for the Urban Transport Roadmaps Tool and this survey indicates that not only is the marketing of the Tool reaching these individuals, but also that the project is engaging them to the extent that they are willing to spend time feeding back to the project about their experience of using the Tool.

The next largest response group was from academic organisations, with a significant number from Spanish speaking countries, which is again related to the number of Training Webinar registrants. There was a mix of both academic staff and post-graduate students among the respondents. Commercial organisation such as consultancies accounted for 17% of the responses. The breakdown of respondents can be seen in Figure 16.
5.1.2 Key feedback points

All of the survey respondents were either “satisfied” or “very satisfied” with the information provided during the Training Webinars and 100% of respondents said that their questions were answered well. None of the respondents suggested including any additional information within the Training Webinar with several respondents indicating that the information that was provided to be appropriate, and presented clearly and accurately. When asked if any additional help could be provided by the project team, the respondents stated that they did not require additional help, except if perhaps in the future when they have questions about specific detailed support in using the Tool. The Help section and Contact Form is available on the website for these questions, although this may not always be sufficient to answer all queries. This feedback draws the conclusion that the webinars were well constructed, informative and set at the appropriate level for the attendees.

However, only three of the respondents said that after attending the Training Webinar they went on to use the Tool in a work context. They were very positive about this experience and said that the Tool was helpful. Although one individual found it “quite difficult” to use and the results “a little unrealistic”. Of those that had not used the Tool, 50% explained that this was because of a lack of time or opportunity and that they intended to use it in the future. This suggests that in reality, cities are likely to need further resources and support to use the Tool effectively and confidently.

5.1.3 Ideas for future work

A couple of respondents provided some useful insights for further work on the Urban Transport Roadmaps Tool. One suggestion is to be able to print a synthesis of the results. While each individual result can be printed there is not currently the capability to collate those results and provide descriptive conclusions directly from the Tool. However, it was intended that the Tool would be used to explore initial ideas, and that the data would be used to support their arguments, rather than provide a complete assessment.

Another suggestion was to adapt the Tool for specific groups of users. For example schools or businesses. The suggestion was based on the comprehensive nature of the Tool being quite resource intensive, and with the results being applied to a whole city and therefore quite general. As with the first suggestion the intention was for a city policy scoping Tool
rather than one for designing very specific location based travel policies. While the suggestion for more site-specific dimensions has merit, it would be difficult to orchestrate a model at the level of individual organisations.

Several respondents said that they would require support in order to set up the Urban Transport Roadmaps Tool for their city. While the Training Webinar was very informative, they felt that there would be specific questions when it came to putting the Tool into practice for the first time. This reinforced the view that the cities are likely to need further support to get the most out of the Tool.

5.2 Website Statistics

The Urban Transport Roadmaps Website was officially launched on the 13th April 2016 at the Bremen SUMPs conference. Usage statics have been collated covering month period from April 2016 to September 2017 including:

- Total number of users
- Origin of the users
- User session duration
- Statistics for specific website pages

5.2.1 Number and location of users

There have been a total of 4,163 unique users since the launch of the Urban Transport Roadmaps website and online-tool. This includes users from both Europe and across the world. The total number of unique user in Europe is 3,182, with non-European users numbering 981, therefore, about 75% of the users are in Europe which is the target market for the tool. The distribution of users by the top 15 countries in both Europe and outside are shown in Figure 17 and Figure 18 below.

These figures show that within Europe the main users are those where the tool has local languages e.g. UK, Italy, Germany and Spain. The first three of these are also where the project partners are based and so local engagement has been greater. Outside Europe again the tool usage looks like it has been driven by the language facilities of the tool with key users being in the US and South America.

Figure 17 European Users by Country
5.3 User session duration

The total number of page views across all users has been some 19,000 visits, with the average viewing time of about 2.5 minutes. The most visited pages have been the home page, the city wizard, the webinars, presentations and user guides. This suggests a lot of people are visiting the site to explore and understand what the tool is and what it can do.

Beyond just information gathering some 2,870 visits went on to set up roadmap scenarios, and these were the users spending the most time on the site at each visit. The average time working on a scenario was 5.75 minutes with the maximum time being around 30 minutes.

6 Looking ahead

This is the final report of the Urban Transport Roadmaps Project and the end of the core project work. However, the website, on-line tool and supporting materials will be maintained for at least another two years to the end of 2019. During this time, the project team has identified a number of ways in which to help keep up awareness of the project and its tools. The promotional activities are listed below, and will be funded through related projects and our own internal marketing efforts:

- **ELTIS and the European platform on SUMPs** – Ricardo, along with other partners, has now taken over the management of the ELTIS portal which includes the co-ordination group for the European Platform on mobility plans. As such the Urban Transport Roadmaps project will continue to be promoted through the portal, we will have a presence on the co-ordination group to ensure opportunities for the roadmaps tool are identified in other project work, and that the Urban Transport Roadmaps tool is promoted through any capacity building activity.

- **PROSPERITY** - is a three-years H2020 research project (2017 – 2020) which, under the umbrella of the CIVITAS initiative, aims at getting more cities taking up effective high-quality SUMP\s that are in line with the EU SUMP Guidelines (i.e. containing vision, objectives, SMART targets, evidence of consultation, scenarios, data). Within this project TRT has a specific role in the dissemination and training on the Urban Transport Roadmaps 2030 on-line tool for the cities of some European countries (i.e. Bulgaria, Romania, Czech Republic, Lithuania, Cyprus, and Hungary). Depending on
the availability of volunteers for translations, the tool could be made available also in some additional languages.

- **SUMPS-UP** – along with PROSPERITY is one of three projects supporting the uptake of sustainable urban mobility plans under the CIVITAS initiative. The project assists planning authorities to overcome the barriers that prevent or make it difficult to implement SUMPs: capacity building, tailored information, and support during development and implementation phases will equip them with the necessary knowledge and skills to do so. ICLEI is a lead partner in this project which as part of its work has developed the CIVITAS SUMPs-Up and Satellite Tool Inventory where the Urban Transport Roadmaps tool is promoted and will be used by numerous cities in the SUMP Learning Programmes. In addition, 55 training and capacity workshops are planned which will also include the Roadmaps tool.

In addition to these projects Ricardo, ICLEI and TRT will continue to disseminate the project through their own websites and newsletters, but in particular with presentational opportunities where they arise during mobility conferences, workshops or one-to-one meetings. Moreover, Ricardo, ICLEI and TRT will include the Urban Transport Roadmaps tool in their service portfolios to support cities in developing sustainable mobility policies and SUMPs, as they recognise the need and value of the product.

The project partners have also identified an interest to further develop the tool for Europe, from the feedback received, and to develop version of the tools for countries outside Europe. However, as the development of the tool proved to be resource-intensive, the possibility of updating it and further development is linked to the availability of additional resources. As such the project team will continue disseminating the tool to the broadest audience (e.g. research sector, transport consultancies, international organisations etc.) with the aim of stimulating the interest and scouting new funding opportunities.

As funders of the project the European Commission also clearly has an interest in ensuring that the tool continues to be used, supports cities in the development of SUMPs and is potentially developed further. Over the next two years the project team will remain involved with the Commission through the ELTIS, PROSPERITY and SUMPS-UP projects, and will support the Commission to ensure that the tools continue to be promoted.

However, further development and continued hosting of the tools beyond 2019 will require further funding. Over the next two years the project will maintain a dialogue with the Commission and other funding bodies to identify new opportunities to support the project. In particular we will review the usage data of the website in mid-2019 and request a specific meeting with DG MOVE to consider options for keeping the website and on-line tool active beyond 2019.