



moreco
mobility and residential costs

Smart locations for better liveability

PROJECT & METHODOLOGY

Partners

- Salzburg Institute for Regional Planning and Housing
- Research Studio iSPACE
- Munich Department of Urban Planning
- Institute for Mobility & Transport, TU Kaiserslautern
- Urban Planning Institute of the Republic of Slovenia
- Région Rhône-Alpes Planning Department
- Province of Mantua Territorial Planning Department
- Province of Belluno – Territorial Planning Department
- Union of Mountain Municipalities of Piedmont Region
- PACTE University Joseph Fourier Grenoble

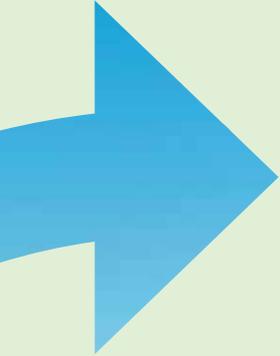
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THE PROJECT



**Short description
of partners,
objectives, pilot
sites and activities**



1 MORECO Mobility and Residential Costs

MORECO is a project co-financed by the European Regional Development Fund (ERDF) in the Alpine Space-Programme.

The acronym is **MO**bility and **RE**sidential **CO**sts because the overall objective is **to raise awareness of mobility and residential costs related to a specific location**. This aims at promoting smart locations for better liveability.

'Smart locations' in the MORECO-sense are **those which provide good accessibility to public transport and supply infrastructure** in order to minimize mobility costs and provide different mobility options to inhabitants. This will be achieved by information- and raising awareness activities, cost transparency, new innovative MORECO-tools supporting location decisions and a big range of stakeholder-activities in the pilot sites.

Project runtime 01.07.2011 – 30.06.2014



2 Objectives

Alpine space-wide economic and demographic dynamics cause urban sprawl and defragmentation of settlements which is problematic because of the strictly limited space for human use. The negative consequences are for example a high dependence on motorised private transportation, increasing environmental pollution, traffic congestions, increasing infrastructure costs, vulnerability of real estate values, land-use without good public connectivity or supply facilities, high mobility costs for private households, high time expenditures for commuting and finally a decline in quality of life. The increasing urban sprawl reduces efficiency and availability of public transport services.

MORECO's main objective is to support a sustainable, resource-friendly settlement development which follows supply facilities and public transport axes. MORECO wants to guide the future housing market towards smart locations that offer a good quality of supply facilities in order to minimize future mobility costs. It aims at **improving accessibility of Alpine regions, fostering environmentally friendly and sustainable mobility modes such as walking or cycling and minimising environmentally harmful consequences** which are frequently caused by private motorised transport. In the long term it directly influences climate change, secures access to infrastructures and re-enforces polycentric territorial patterns. It takes a further step into making the Alpine Space an attractive place to live, work and invest. Investment is another keyword, because in case of heavily rising energy prices, homes in remote areas or areas without sufficient infrastructure for daily supply face the risk of losing their value. Minimising this risk is also a long term result of MORECO.

3 Project area and partners

The Partners originate from five different EU Member States. They contribute skills, experience, knowledge of different disciplines and also express the specific needs of their respective countries. The Compilation of problems and solutions are necessary, in order to reach a winning combination of tools and strategies and to ensure their transferability onto the whole Alpine Space area.

MORECO's activities and tools are tailored to target groups. They are developed and implemented practically by 10 project partners in 5 Alpine Space (AS) countries:

- **SIR** - *Salzburger Inst tut für Raumordnung und Wohnen* / Salzburg Institute for Regional Planning and Housing (lead partner); Pilot site: District surrounding area of Salzburg (Flachgau) [AUSTRIA]
- **Research Studio iSPACE**; Pilot site: District surrounding area of Salzburg (Flachgau) [AUSTRIA]
- **City of Munich** - Department of urban planning; Pilot site: City of Munich and territory of Munich Tariff & Transport Association [GERMANY]
- **IMOVE** - *Institut für Mobilität & Verkehr (Technische Universität Kaiserslautern)* / Institute for Mobility & Transport, Technical University Kaiserslautern, [GERMANY]; no explicit pilot site
- **UIRS** - *Urbanist čni Inšt tut Republike Slovenije* / Urban planning institute of the Republic of Slovenia, Ljubljana; Pilot site: Jugovzhodna Slovenija statistical region [SLOVENIA]
- **Rhône-Alpes Region** - Planning department, Lyon; Pilot site: «Alpine corridor» = Axis Geneva Grenoble [FRANCE]
- **PACE** – Institute for alpine geography and urban areas, University Joseph Fourier Grenoble; Pilot site: «Alpine corridor» = Axis Geneva Grenoble [FRANCE]
- **Province of Mantua** - Settore pianificazione territoriale / Territorial planning department; Pilot site: Mantova Hinterland [ITALY]
- **Province of Belluno** - Heritage department; Pilot site: Boite Valley + Valbelluna [ITALY]
- **UNCEM** - *Unione Nazionale Comuni Comunità Enti Montani, Delegazione Piemontese* / Union of Mountain Municipalities of Piedmont Region, Torino; Pilot site: Pinerolo area [ITALY]

THE PROJECT



4 MORECO transnational approach

Alpine Space Context

Economic and demographic dynamics in the Alpine Space have led to the expansion of peri-urban areas, splitting of the territory, splitting of transport services and to an enormous increase of private motorised traffic. This is very problematic because of the strictly limited space for human use in the Alpine Space.

MORECO is innovative because it combines the skills, competencies and backgrounds of various stakeholders by means of one unique methodology which can be applied to the whole Alpine Space Region. MORECO's innovative tactic combines a bottom-up approach to involve stakeholders in the planning processes by means of ICT tools as well as various activities for raising awareness and disseminating information to different levels of stakeholders. All relevant stakeholders are involved in MORECO to achieve political commitment and better governance. MORECO develops new tools by using technologies and intensive capitalisation of experiences and results.

The MORECO strategy is especially interesting for mountainous regions because traffic-commuting is concentrated on the valley-floors and their transport axes. In most Alpine Space regions, private motorised traffic is causing negative impacts such as congestion, pollution, accidents and an increase in transportation costs as a result of absent public transport which is inefficient in sprawled areas.

5 Target Groups and Activities

As site decisions such as «where to live», «where to plan residential areas» and «where to build?» are made by different groups of stakeholders, the MORECO tools and governance address various target groups:

MORECO addresses private persons as well as the economic sector (investors, banks, building companies), experts (such as spatial planners and traffic planners) and political decision makers. The developed MORECO-instruments are technical tools supporting decisions on choosing locations. The MORECO tools also support a large amount of networking actions in order to implement new institutional cooperation between public authorities and spatial and mobility planning experts. The set of instruments and activities depicts long term cost-impacts, spatial potentials and offers new services to users.

In addition a bottom-up approach involves house-hunters and residential construction stakeholders who have direct influence on the property market. Innovative tools, ensuring reliable information and high transparency of long-term MObility REsidential COsts support the stakeholders in their decision-making processes.

A guideline for experts and technicians



1 Introduction - Purpose of this document

This booklet is a guideline for experts and technicians to emulate the MORECO process. It provides the main points for implementing the MORECO tools and the interests thereof. The purpose of this document is to give an overview of the MORECO approach and the main solutions proposed by the project partners to deal with future alpine challenges regarding transport, spatial planning and housing.

A complete MORECO methodology document is available as a deliverable of the project. It provides details on tasks, phases, methods, target groups and tools implemented.

All the documentation on the MORECO tools is also available on the official project website: www.moreco-project.eu

2 MORECO's approach

Urban sprawl and transport system: main challenges and issues for the future of alpine territories

The first step of the MORECO project consisted in establishing a common understanding of the background of reference regarding residential strategies and the mobility choices of households. A **sociologic diagnosis** on this question was produced and completed with an overview, at the alpine scale, of public policies dealing with urban sprawl and transport systems. These two pillars represent the basis of the project. All information is available in the SWOT report.



Transnational expert conferences were organized for thematic analysis and expert exchanges on mobility behaviours, house-hunting motivations and urbanism costs for public structures.

Development and implementation of decision making tools

After having consolidated the transnational understanding basis, **the MORECO partners chose to focus their work on the following target groups: households, experts and technicians, politicians and decision makers.** Besides these stakeholders, the MORECO partners also identified intermediary stakeholders who form part of the residential choice of households, such as banks, housing promoters or housing agencies.

An ICT-costs calculator tool for households as well as Geo-Information System (GIS) and awareness materials were developed by the European partners and concretely tested in each alpine pilot area. The idea was **to investigate these tools with the respective target groups and gather feedback to aid** in the further improvement of these tools. A specific governance process was also established to oversee and guide the research and testing of the tools by the respective target groups. The tools were all implemented in a slightly different way, depending on the various local framework conditions as well as the existing data backgrounds.

This second step was very important for the MORECO partners to establish a MORECO **governance strategy**: it assisted in highlighting the benefits of working with real decision-making instruments capable of comparing householder mobility behaviour costs. Social and environmental consequences were fostered as well.

3 MORECO added value

The MORECO project still has various positive impacts for pilot areas in terms of sociologic knowledge regarding the needs and expectations of target groups, the creation of awareness tools as well as governance controls for the integrated development of alpine territories.

Produced as a first step of the project, the diagnosis gave very important inputs to experts and public organizations **in helping them to understand the tendencies of mobility behaviours and residential motivations of households**. The idea was to guide public bodies through future urbanism strategies linked with collective transport axis.

The tools approach -as a decision-making support for target groups -was a very important input of the project. The comparison of mobility costs proposed by the ICT-costs calculator tool for households represents the main innovative work done by MORECO. Up to now, no other comparative study on mobility costs has been available. **The innovation of the MORECO project** opens the door to other big challenges for public policies, since it deals with energy vulnerabilities of households. Control mobility and elaborate integrated development plans have become a very concrete issue for institutional establishments.

Regarding governance, MORECO's work provides:

- A bottom-up approach for house-hunters and stakeholders.
- Technical and cooperative actions for spatial planners and transport providers.
- Political / administrative actions and strategies, especially on a local and cross-municipal level.

The MORECO governance work contributed in two main advancements:

- Improving existing governance by utilising the MORECO outcomes (studies, tools and awareness materials) and communication exchange and dialogue regarding project input.
- Creating new governance between urbanism- and transport stakeholders, as well as other MORECO tool users.

For more information, please refer to the index cards regarding the tools and pilot site examples as well as the booklet on the MORECO transnational governance process.

4 Conditions for MORECO emulation

The MORECO partners and territories are quite diverse but share the same issues and challenges in terms of future spatial development. **The most important criterion is to gather partners with complementary skills and the same objectives in order to learn from each other and share experiences.**

Even though the research area consisted of alpine territories, it does not mean that the MORECO project should not include other types of regions. Nowadays urban sprawl and uncontrolled individual mobility are problems faced in all types of geographic areas. The MORECO experience allows anyone to emulate the approach on areas also outside of the alpine region.

In order to obtain the same type of results, the implementation should adhere to the phases, tools and methods as developed by the MORECO partners. The chosen pilot sites will have to deal with similar problems and challenges, in different national contexts which will influence the implementation process to be slightly adapted to their own specific needs.

**All information is available on the project website:
www.moreco-project.eu.**

Partners



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