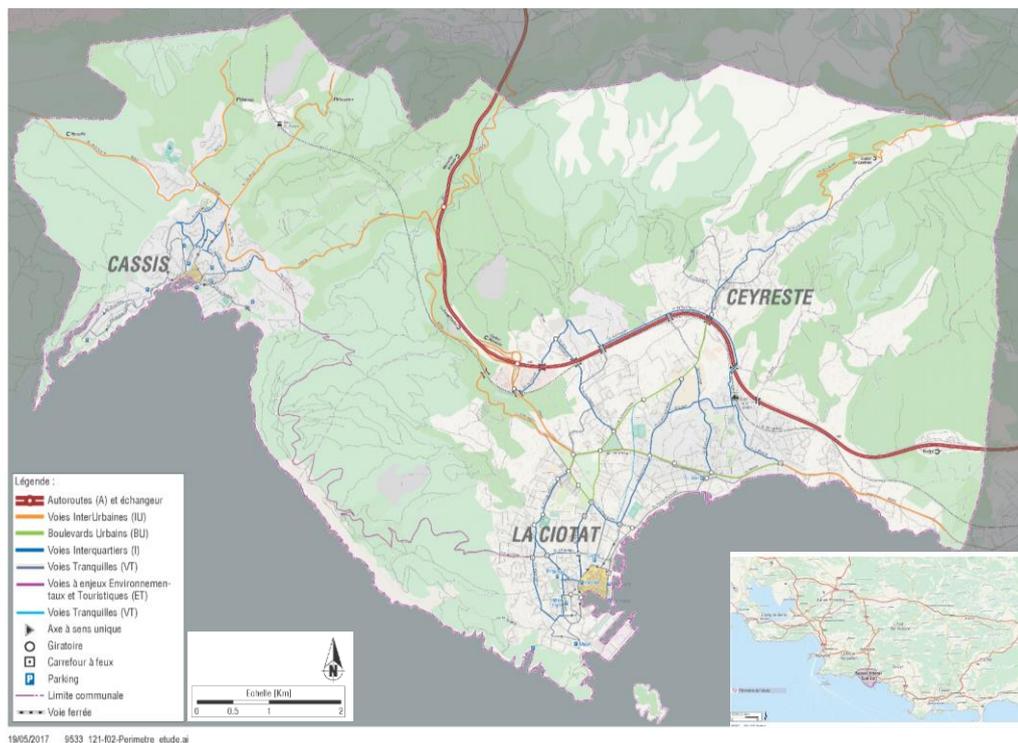


The Executive Summary for the Marseille Provence Metropole's SUMP

1. City context and definition of the initial problem/ policy challenge

The Marseille Provence Metropole Urban Community approved its Urban Mobility Plan in June 2013. The local SUMP of the South-East coast, is a local implementation of this Urban Mobility plan on 3 of the 18 municipalities making up the urban community. These are the municipalities of La Ciotat, Cassis and Ceyreste.

These 3 municipalities are composed of 47,950 inhabitants on 81 km² on 1 January 2014 (MPM urban community 1,045,823 inhabitants and 605Km²) La Ciotat has 35,000 inhabitants



The three municipalities on the south-east part of the territory have about 15 000 jobs, with a labor population of about 19,500, including 16,800 employed workers, leading to an employment coverage rate of 0,89. The territory is thus more a residential pole than a pole of employment. This is particularly the case of the municipality of Ceyreste, whose employment coverage rate is only 0,30.

Activity zones on Cassis and La Ciotat are far from the hard-to-reach and are also underserved by public transport habitat areas. The main economic activity zone is the Athelia created in 1987 in the framework of a conversion program for the sites affected by the closure of the shipyards. This business area covers 80 hectares, more than 180 companies, totaling nearly 4,000 jobs with a 50 ha extension project.

This territory is the subject of a significant seasonal frequentation, the population being multiplied by 5 in the summer period and there is also an important frequentation during the weekends of spring and autumn.

As part of the development of mobility in this area, two projects in “La Ciotat” were the subject of ERDF support in 2016-2017: the multimodal exchange hub of the Ciotat railway station, and the 2nd part of the soft way.

The Marseille Provence Metropole’s SUMP has been produced in collaboration with local, regional and national stakeholders. Furthermore, in the consultation procedure, all the associated public persons has been able to give their opinion on the SUMP’s project. It concerned the services of the State, the department and the region as well as all the municipalities of MPM. Associations that expressed interest in participating (mobility users, environment, retailers ...) were also associated.

Since 2015, in parallel with the PLD, a local inter-municipal urban plan (PLUI) has been developed on the perimeter of the urban community. This PLUI provides great intentions in urban development and urban planning.

These 2 projects are coordinated and they make possible to include in town planning documents the main directions in terms of mobility; in particular the implementation of intermodal hubs, but also urban projects that deals with the problems identified.

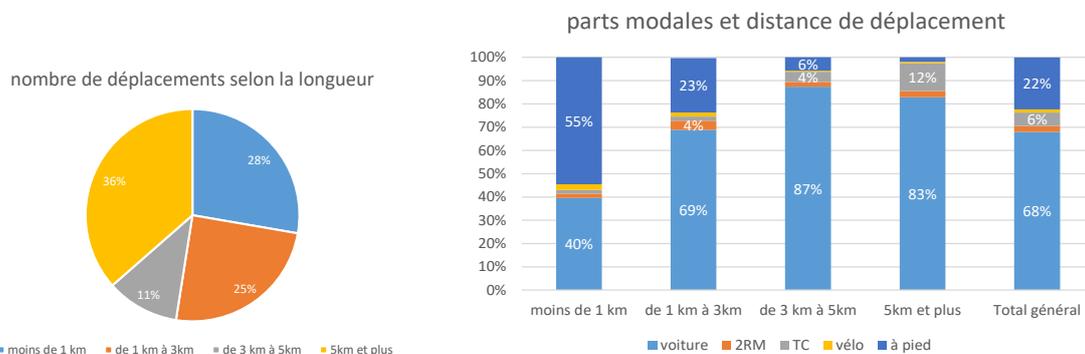
Indeed, there is a development of activity zones far from the areas served by public transport and not very accessible in soft modes, thus leaving an important field for the car that the measures of the IAP will have to mitigate.

2. Setting of focus and objectives

The main diagnostic elements of the PLD (Local Mobility Plan) :

→ Physical characteristics that are not conducive to alternative mobility: difficult topography, stations far from city centers, a principle of urban sprawl, remote activity zones

→ Short-distance mobility represents more than 50% of trips, with a proportion of the car still too important ; the bicycle remain a marginal mode, and public transport are relevant for long journeys.



→ A public transit system that is running out of steam on La Ciotat, an offer that needs to be revised to attract new customers.

→ A very abundant and inexpensive parking offer

→ An offensive SUMP for the South East Coast territory

In its action 5.2.1, the MPM SUMP recommends the development of Local Travel Plans, "starting" with the south-eastern sector of the Community territory (Cassis, La Ciotat, Ceyreste) because those cities have applied for a pilot site on the theme of active modes

But the sector "South-East Coast" is concerned by several other measures of the SUMP :

- Measure 1.2.4: create a bike rental system in La Ciotat
- Measure 1.3.1.1: increase the capacity of the park and ride in the Cassis and La Ciotat stations
- Measure 1.3.2.1: implement a new pricing policy in downtown La Ciotat, as well as a seasonal rate in Cassis and La Ciotat
- Measure 2.3.2: create a framework for multimodal exchanges, including the Cassis and La Ciotat railway stations and the La Ciotat bus station
- Measure 2.4.1: develop TC's structural lines, including La Ciotat - Marseille by Cassis and La Gineste, and La Ciotat - Marseille by motorway
- Measure 2.4.2: improve internal service, particularly in Cassis (tripling of the kilometeric offer)
- Measure 5.1.1: create and animate Mobility Houses, with a planned location in La Ciotat
- Measure 5.2.3: experiment on pilot sites, the cities of Cassis and La Ciotat having spontaneously declared themselves candidates on the following subjects:
 - Cassis
 - School transportation (Pédibus, electric shuttles)
 - Design and implementation of the Tourist Travel Plan
 - Park and ride design at the train station
 - Provision of a fleet of electric assistance bicycles
 - La Ciotat
 - Experimental deployment of cycle routes with secure parking of bicycles and charging station equipment for Electrically Assisted Bikes
 - Setting up a Mobility House

At the scale of the Urban Community Marseille Provence Metropole: to organize the movements of agglomeration by dissuading the automobile and developing public transport

- Regulation of the private car by parking (pricing)
- Development of public transport by improving intermodality (stations)

At the local level: organize local travel by optimizing public transport networks and increasing the value of active modes (3 cities)

- Public transport for medium distance trips
- Active modes for short trips

Disseminate a culture of reasoned and alternative mobility through awareness-raising and targeted communication

- Improve information: mobility home, inter-company travel plans,
- Go to an alternative mobility: carpooling, bike rental, electric bicycle, etc.

GENERAL STRATEGY OF THE ACTION PLAN

1. Play on different modes of transport to improve general accessibility

- Improve the connection between railway stations, city centers and tourist sites (beaches, parks and creeks, hiking trips, etc.);

- Improve all modes of accessibility at the Athélia business area (La Ciotat) and develop new forms of mobility (carpooling, car-sharing, shared bike ...) as well as the site of the shipyards under development. and in particular for heavy goods vehicles;
 - Prioritize the road network by improving the readability of the network
 - Implement clear identification areas 30;
 - create two multimodal urban boulevard (BUM) in La Ciotat constituting the basic framework of the networks
 - Promote environmentally friendly access to the access gates of the National Park des Calanques on Cassis and La Ciotat
 - Develop company mobility plans and connect users, disseminate information.
2. Reverse the gaze to put the most vulnerable user at the heart of reflections
- Improve pedestrian links between sites under development, by strengthening permeability and fighting the phenomenon of closures of secure residences, by extending pedestrian zones
 - Develop the mesh of cycling routes
 - Study the development of electric bicycle and shared
3. Restructuring transport networks by articulating the road and public transport component to ensure better performance of bus lines.
- Reinforce interurban lines with strong links between the major urban poles of MPM and the cities of La Ciotat and Cassis
 - Develop services for employment centers and intermodality nodes
 - Make the use of public transport attractive, especially on Cassis and La Ciotat
4. Organize the parking offer as a lever for a mobility policy
- Organize and regulate access (control of supply and prices)
 - Organize a Park and Ride Offer

5. Actions and schedule

The actions identified in the PLD approach must be subject to a financial evaluation.

Then, they must be validated and prioritized. Among all the actions recommended in the PLD, below a selection of 10 actions representative of the approach

Sites	Actions	Target	Project management	Time scale
Cassis	Extending the pedestrian zone	<u>Regulate the road traffic around city center</u>	City / métropole	Short term
Cassis	Create a cycling lane on the Albizi street	<u>Develop walking and cycling network</u>	City / métropole	Medium term
Cassis / La Ciotat	Better the pedestrian acces to the Calanques National Park	<u>Develop walking and cycling network</u>	City / métropole	Medium term
Cassis / La Ciotat	Extend parking capacity at the train stations	<u>Promote the use of train/train station</u>	Métropole	2020
La Ciotat	Finalization of the soft lane between the city center and the train station	<u>Promote walking and cycling network</u>	City / Métropole	2021
La Ciotat	Design a new PT network	<u>Better the efficiency of the PT network</u>	Métropole	2021
La Ciotat	Creation of 2 multimodal	<u>Prioritize PT mobility</u>	Métropole	

	boulevards			
Cassis / la Ciotat	Encourage companies to create their own Mobility Plan	<u>Promote soft mobility</u>	Métropole/ Chamber of Commerce	2020
3 cities	Moderate road traffic	<u>Secure the school vicinity</u>	Métropole	2020
Ceyreste	Create a soft lane between La Ciotat and Ceyreste	<u>Promote walking and cycling network</u>	Métropole	Medium term

Our local SUMP is nearly achieved. As we explained, it is a local implantation of a more larger SUMP realized on the territory of the former Transport Authority (Marseille Provence).

But, today we are slowed down in the finalization of the PLD because of the evolution of the transport network on Ciotabus that needs to be completed or modified.

6. Funding scheme

The lack of human resources allocated by the Metropole on this project is unfortunately an important constraint to his development.

The adverse opinions of the PT Company about the new network in la Ciotat has also been a key task that took too many times to tackle.

But today, we have to deal with the financial constraints of the new Metropole and it's targets are not the same that in the beginning of the project. For instance, the Metropole's priorities are not on the « small networks » anymore and now we have to evolve at constant cost...

Therefore, the financial evaluation and funding for the most important actions is still to finalize:

- creation of the multimodal hub at the railway station of La Ciotat in 2020: 10,56M€ (with FEDER funding at about 3,1 M€)
- finalization of the soft lane between city center and train station for 2021 : 5,6 M€ (with FEDER funding at about 1,2 M€)
- implementation of the new PT network in 2021: initially at 3,5 M€ per year of operating cost instead of 2,8M€ actually but have to be reworked to be cheaper
- road developments will be the subject of a « go with the flow » policy guided by the PLD

5. Framework for delivery

Most of the actions described in the chapter 5 are or have to be implemented by the Metropole. Their implementation is scheduled in a short or medium term and the finalization of the technical and financial programming will allow to fine tune its development with different partners and public entities.

As part of the PDU, a mobility observatory has been created in which all PDU indicators are monitored. This approach will continue for the Metropolitan PDU, where an Observatory and Modeling service has been created.

The following indicators:

- Frequentations of the bus: line by line
- Service offer: amplitude and frequencies per line
- Parking and occupation of car parks and paid parking on roads
- Parking of parks and ride facilities: occupation and number of places
- Linear meters of the dedicated bus lines realized or development to promote the bus circulation
- linear meters of completed cycling routes
- Number of zone 30 and meeting area

7. Description of the process

The team of URBACT project is built around 3 people: Olivia HAROUNIAN project coordinator Sylvie FERRARIN Urbact Local Group coordinator and Olivier LANGLOIS the local dissemination and financial manager associated at the Urbact Local Group. Its role is to disseminate the methods and good practices developed during seminars.

The URBACT Local Group also incorporates local representatives, Technical services of the Metropole, Engineering consultants, and local interlocutors such as enterprise associations, environment agencies...

Thanks to transnational exchanges we have been able to stand back on the implementation of the PLD and to question ourselves on how to associate the different stakeholders.

Therefore the main difficulties we have met are a lack of communication and connections with the stakeholders and especially how to present to the different municipalities some actions which are in the allowable limits of the Metropole...

8. Risk analysis

The biggest risk is financial risk, business and financial programming shared is essential for the success of the PLD. The objectives are generally shared by all stakeholders, it is necessary in the programming to highlight communication operations, information and development of lower cost that will put in place the function in waiting for the programmed more or less long-term development operation.

Sites	Actions	Risk	Risk level
Cassis	Extending the pedestrian zone	Behaviourial	medium
Cassis	Create a cycling lane on the Albizi street	Financial	low
Cassis / La Ciotat	Better the pedestrian access to the Calanques National Park	Financial Behaviourial	medium
Cassis / La Ciotat	Extend parking capacity at the train stations	No Risk	
La Ciotat	Finalization of the soft lane between the city center and the train station	financial	low
La Ciotat	Design a new PT network	Financial	high
La Ciotat	Creation of 2 multimodal boulevards	Financial	medium
Cassis / la Ciotat	Encourage companies to create their own Mobility Plan	Financial and Behaviourial	low
3 cities	Moderate road traffic	Behaviourial	medium
Ceyreste	Create a soft lane between La Ciotat and Ceyreste	Financial	medium