

Assessing smart locations – the MORECO project

Structure

- THE Challenge
- THE MORECO Project
- THE Toolkit
- THE Implementation
- THE Conclusion

THE Challenge

Do you think you live in a smart place?

THE Challenge

- What are smart locations?
- Are smart locations always smart? For everybody?
- How can people be enabled to select the smartest location?

THE MORECO Project

- EU Alpine Space project
- 10 project partners in Austria, France, Germany, Italy, Slovenia
- Runs until July 2014



THE MORECO Project

General aims of MORECO

- Mobility and residential cost transparency
- Influencing people to a more sustainable mobility behavior
- Good governance for a sustainable regional settlement pattern in the pilot sites

→ *By Adapting and implementing already existing tools and knowledge*

THE Tool Kit

Three main target groups

- Househunting citizens and other private households
- Planners and public transport organisations
- Politicians, decision makers and municipalities

THE Tool Kit

Househunting citizens and other private households

Aim: Increasing citizen's awareness of the relation between residential location decision and induced mobility costs

Solution: Simple Excel based cost calculation tool for the whole alpine region

THE Tool Kit

Househunting

1. Household

2. Residential Costs

month. If you are not sure about your
All other costs (f.e. heating or energy)

Address Main-Street, ABC

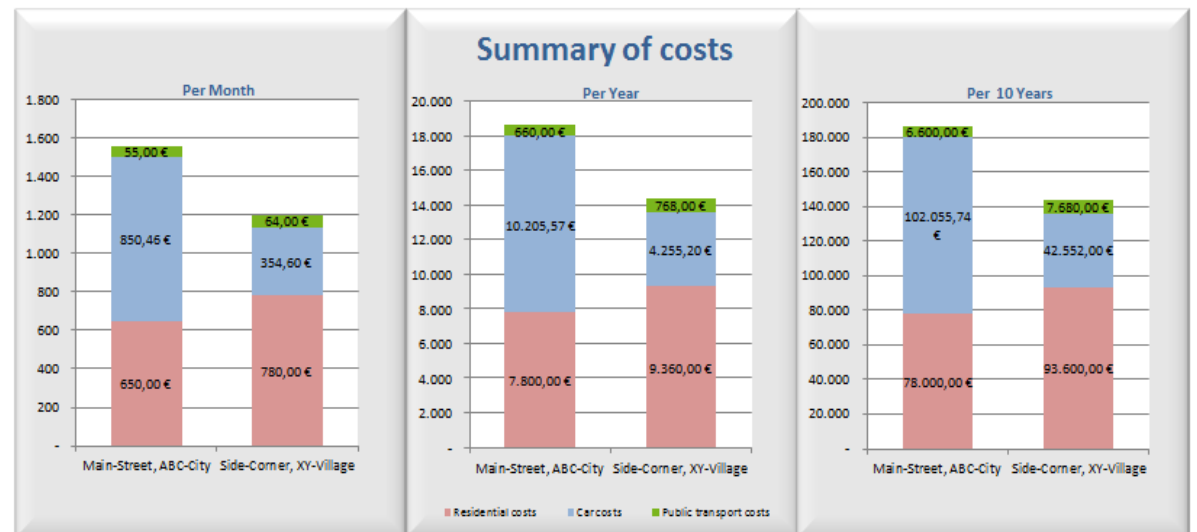
Rent or credit paying (per r

Additional payments (per r

Summary



	Per Month		Per Year		Per 10 Years	
	Main-Street, ABC-City	Side-Corner, XY-Village	Main-Street, ABC-City	Side-Corner, XY-Village	Main-Street, ABC-City	Side-Corner, XY-Village
Residential costs	650,00 €	780,00 €	7.800,00 €	9.360,00 €	78.000,00 €	93.600,00 €
Car costs	850,46 €	354,60 €	10.205,57 €	4.255,20 €	102.055,74 €	42.552,00 €
Public transport costs	55,00 €	64,00 €	660,00 €	768,00 €	6.600,00 €	7.680,00 €
Hours spent mobility	10,33333333	1	124	12	1240	120
In total	1.555,46 €	1.198,60 €	18.665,57 €	14.383,20 €	186.655,74 €	143.832,00 €



THE Tool Kit

Planners and public transport organisations

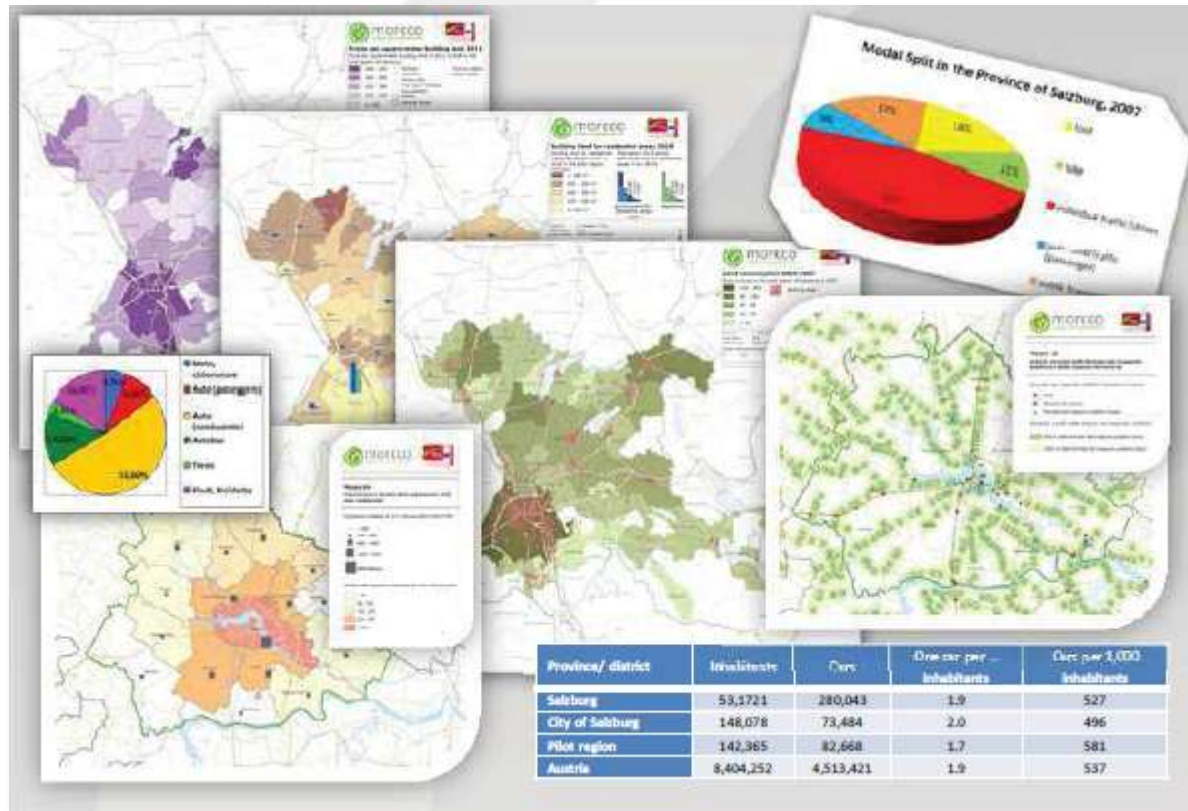
Aim: Rising the awareness of spatial and traffic planners concerning settlement structure and induced mobility needs and behavior

Solution: a GIS-based tool to analyze planning decisions concerning future settlement and traffic development

→ using the knowledge of already existing tools like the “was kostet mein Baugebiet”-calculator GGR)

THE Tool Kit

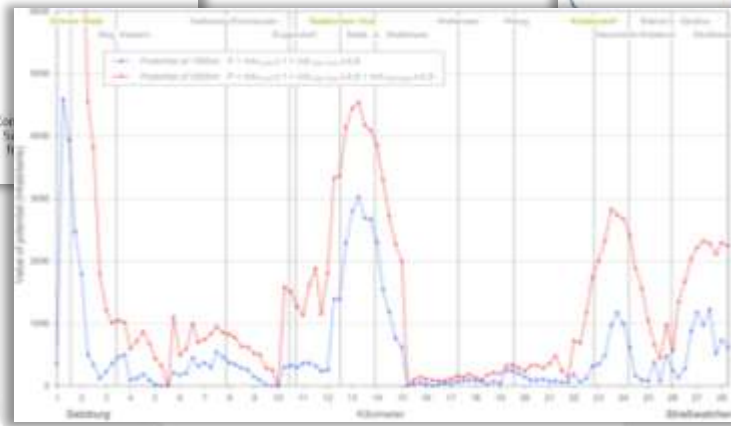
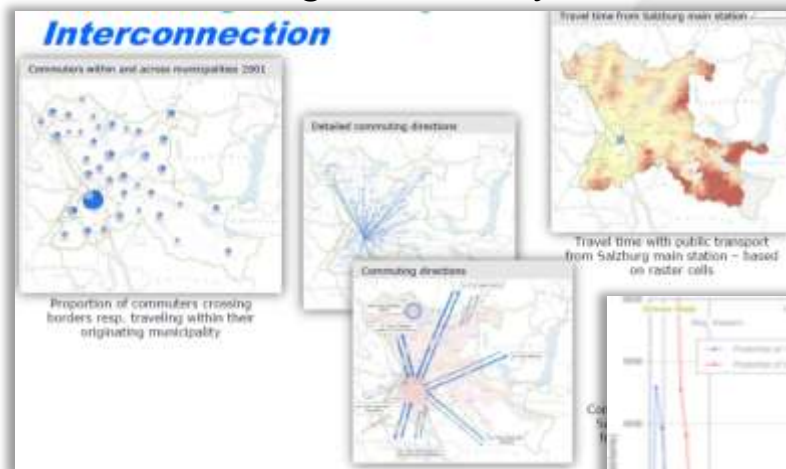
Planners and public transport organisations



THE Tool Kit

Planners and public transport organisations Part 2: Settlement Assessment

Part 1: Regional Analysis



Local infrastructure			
FOR	An der Fischach	IN	Seefeld
Social infrastructure			
Distance to the next:	Kindergarten	< 500m	Yes
	Primary school	< 500m	No
	Secondary school	0m - 1,000m 1,000 - 2,000m 2,000 - 3,000m	No
	University	0 - 1,000m 1,000 - 4,000m > 4,000m	No
	Medical practitioner	< 700m	Yes
Local supply			
Distance to the next:	Food retailer with a complete assortment	500 - 1,000m	Yes
	Food retailer with a limited assortment	< 500m	No
Recreation			
Distance to the next:	Public green space	1,000 - 1,500m	Yes
	Sports field	500 - 1,000m	No
	Public area	500 - 1,000m	No
	Open area	300	No

Part 3: Mobility Planning

THE Tool Kit

Politicians, decision makers and municipalities

Aim: providing effective information and recommendations for decisions concerning sustainable settlement and traffic development

Solutions: “soft” tools like

- Governance and cooperation strategies
- Information Slide Pool

THE Tool Kit

Politicians, decision makers and municipalities

Choosing a housing location in the city

Private benefits

- Physical proximity to urban amenities
- Working place / living place near each other
- No need for a car
- Good living quality in high price areas

Private costs

Choosing mode of transport
Commuting by car

Private benefits

- Better access to employment opportunities
- Commuting trips to work + other daily trips
- More opportunities for access to desired or affordable housing

Private costs

- Long commuting times
- High travel costs
- Health problems
- Psychological problems
- Less opportunities to meet people and get new experiences

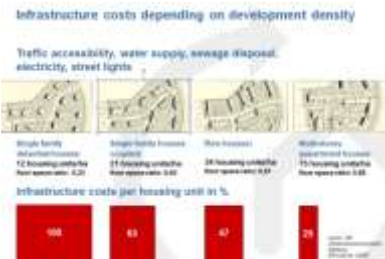
Choosing a housing location in suburban areas/villages

Private benefits

- Low-density living
- natural areas, private garden
- Lower crime rates
- More living area
- No costs for altered building sites
- Quality of life is higher

Private costs

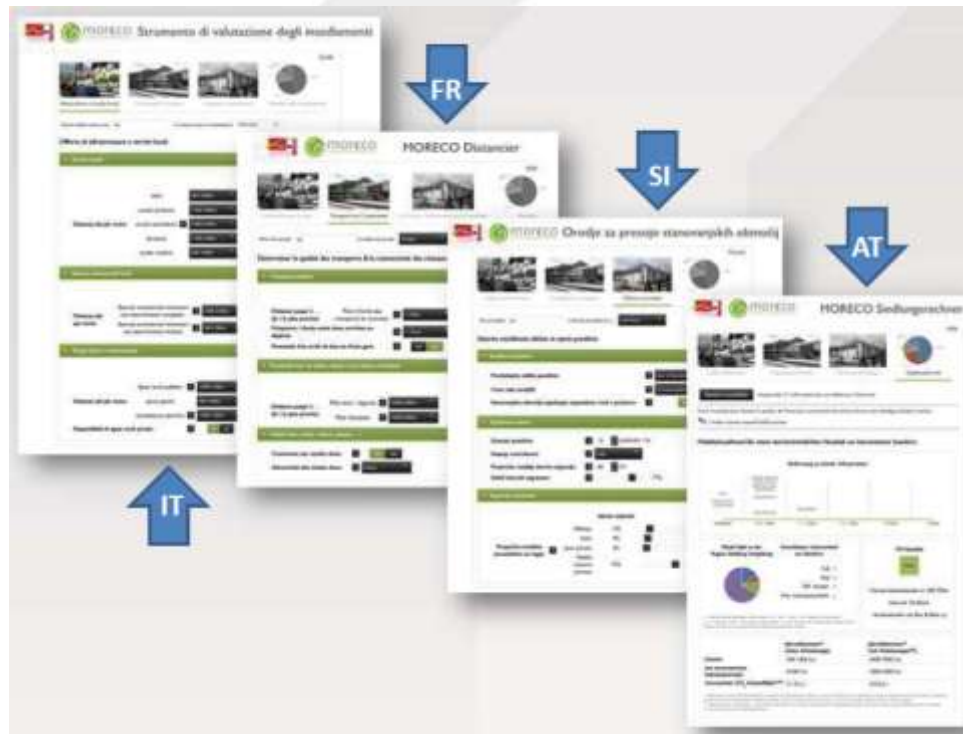
- High mobility costs in the long run
- High dependency on car
- Greater stress due to journeys to work
- High time costs
- Risk of loss of property value



Topics: The MORECO project_ Why is MORECO of interest to you?_ Facts, background, trends_ Impacts on actors_ Good practices_ Opportunities for the future_ MORECO tools for households_ MORECO tools for spatial planners and mobility actors_ MORECO tools for policy makers

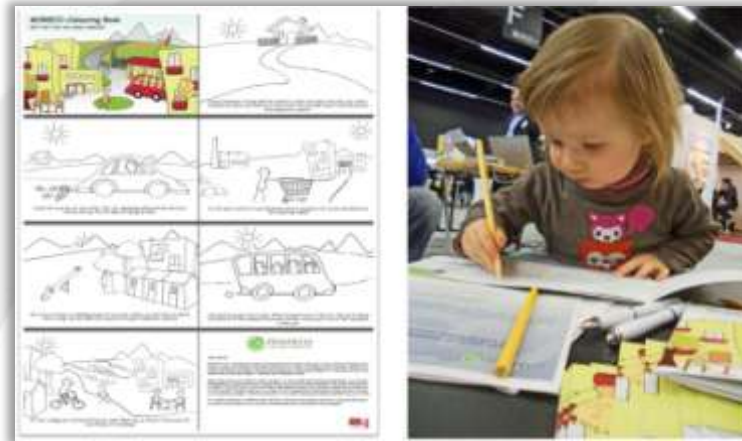
THE Implementation

Planners and public transport organisations



THE Implementation

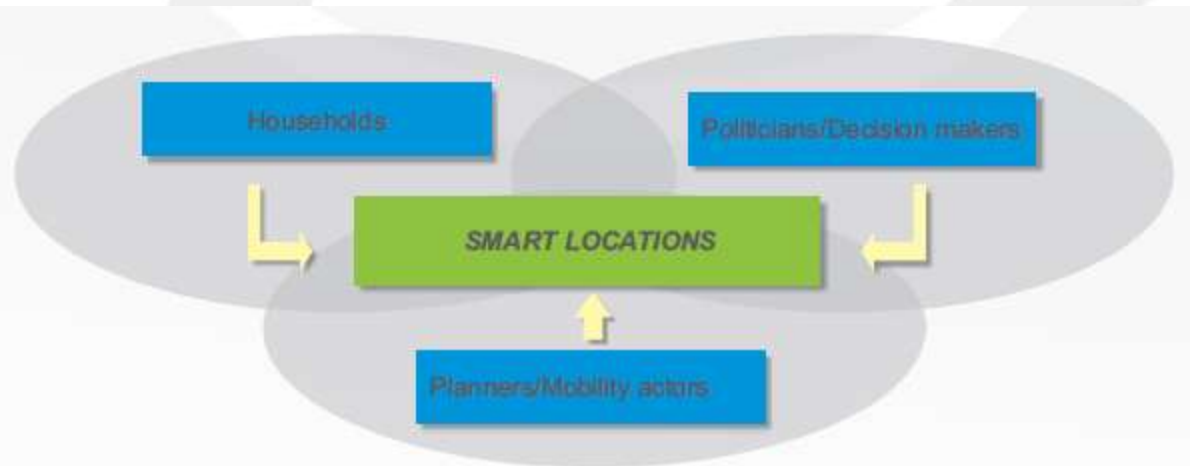
Politicians



THE Conclusion

Experiences and Transferability

- Implementation of the MORECO Tools possible in different kind of settlements/on different levels/with different actors
- Topic „Mobility and Residential costs“ is going to be a daily matter for (re-)planning settlements
- the MORECO tools help to choose and design smart locations



THE Conclusion

For further information see <http://www.moreco-project.eu/>