



Streets Ahead

Group 2C - Urban Drifters

Meet Urban Drifters

We are...

Greta

Sara

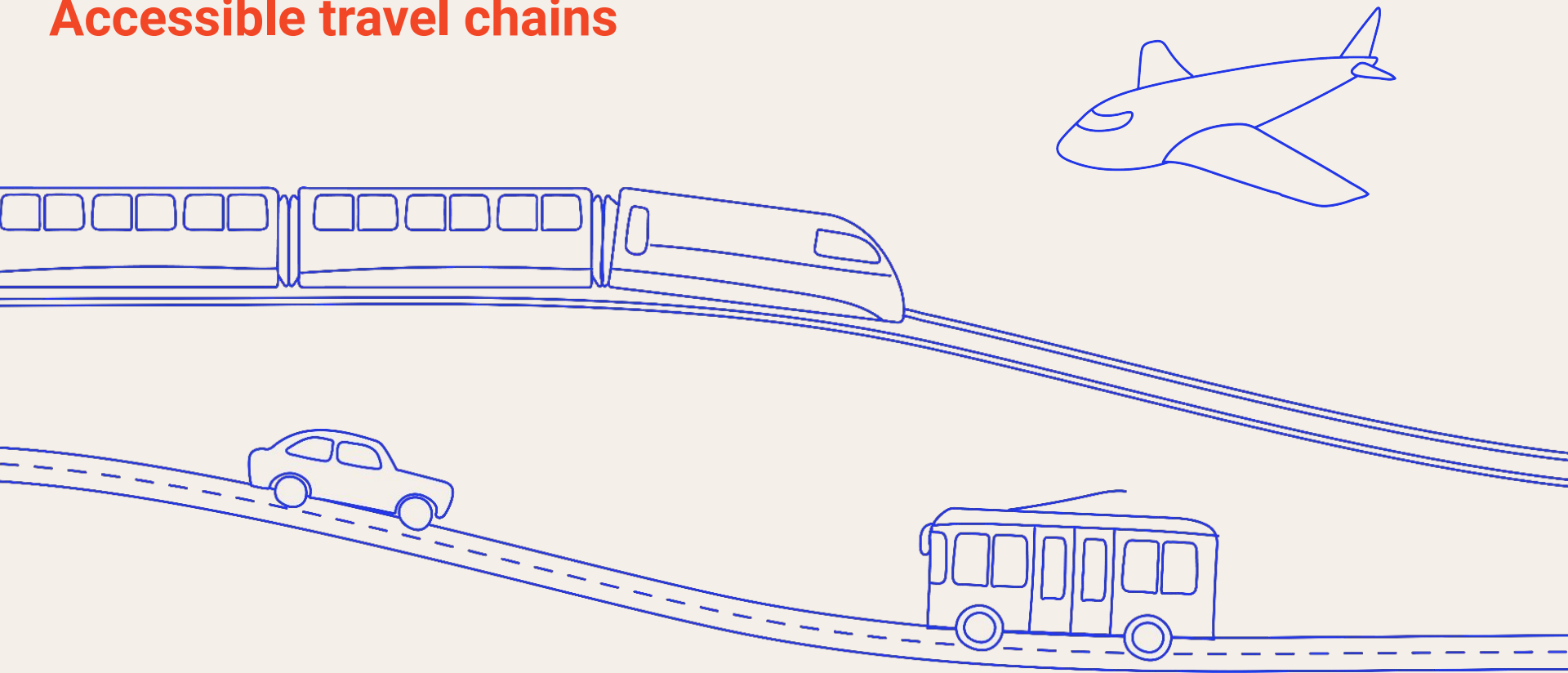
Jingchun

Callisté



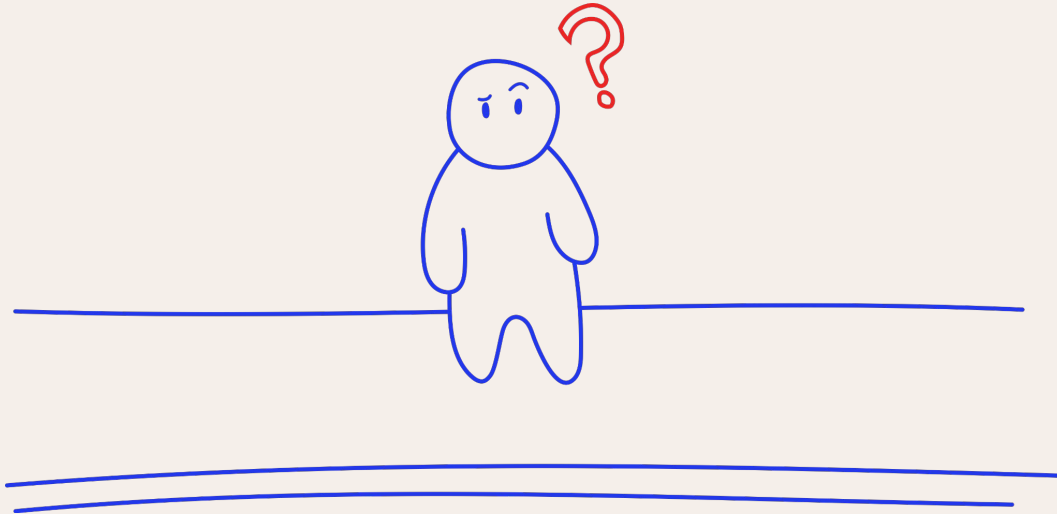
Brief

Accessible travel chains



Brief

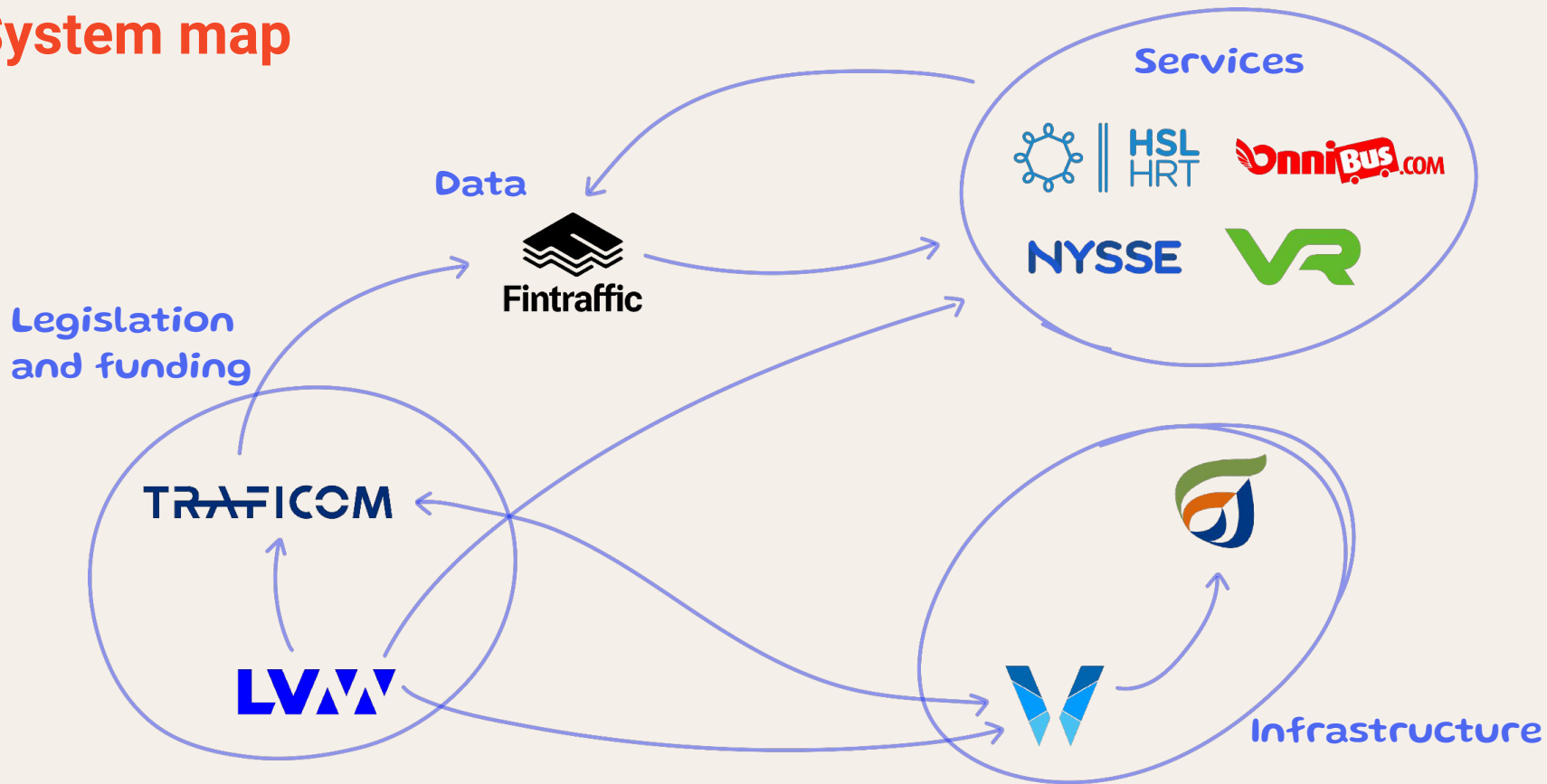
What happens when...



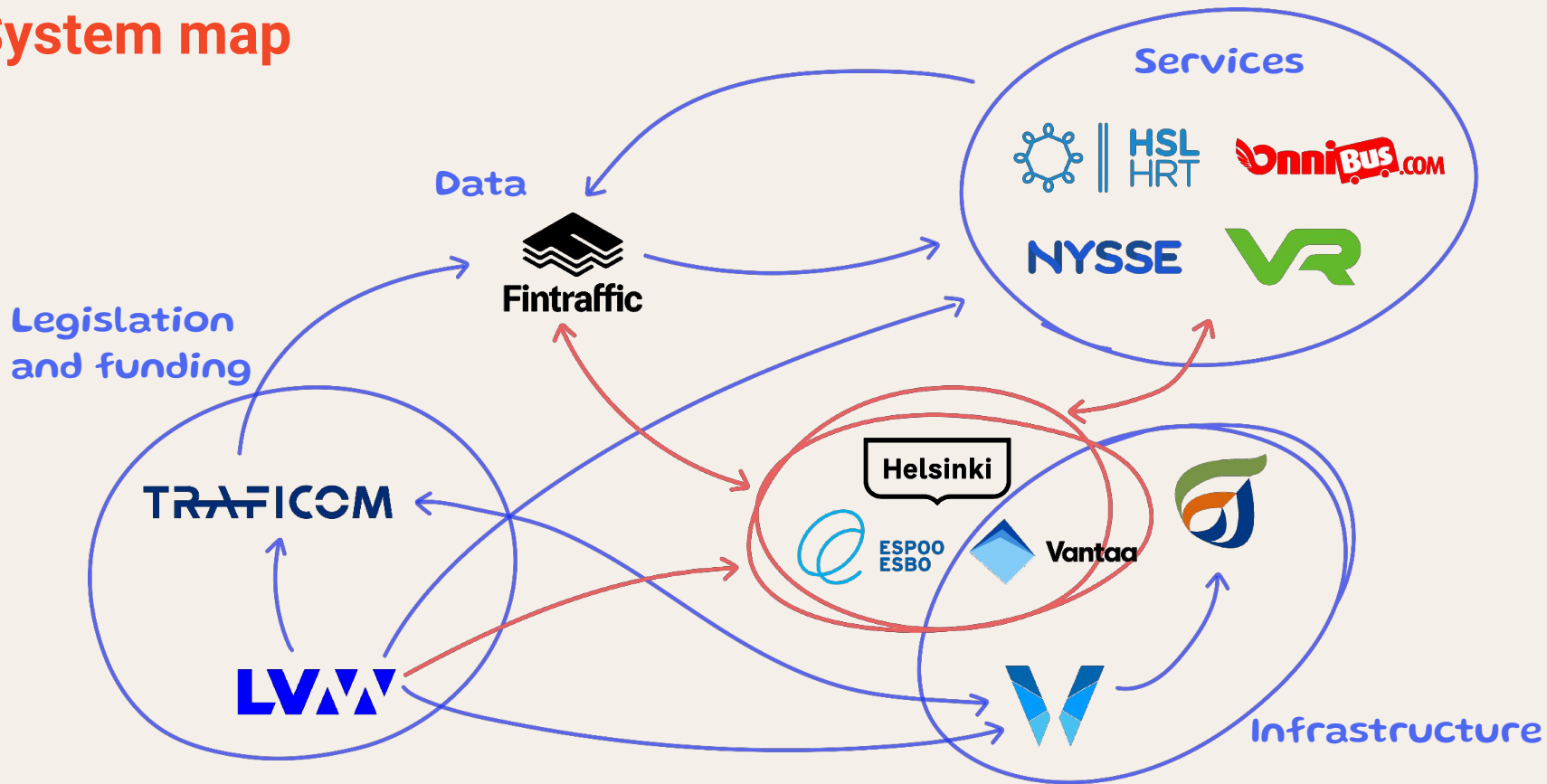


Context analysis

System map



System map

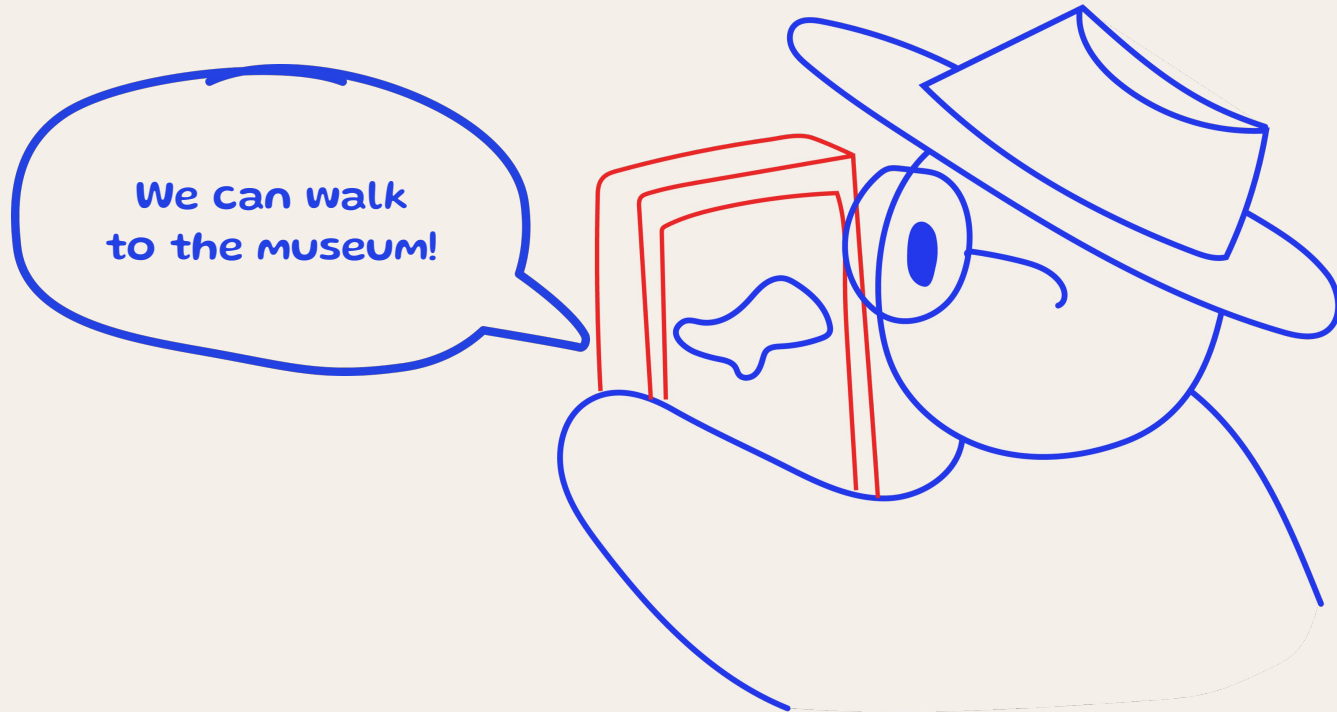


User's perspective

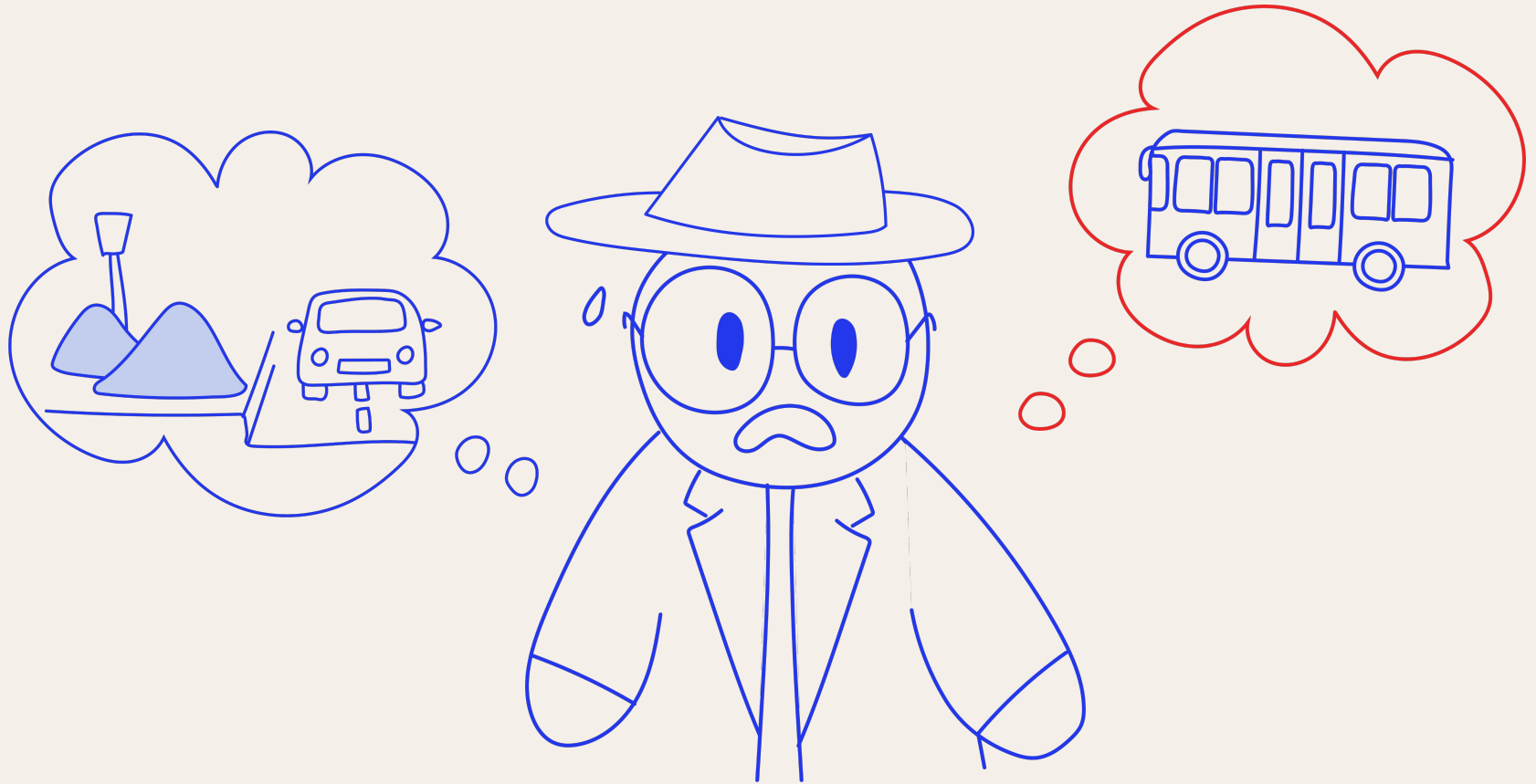
Weekly trip to the museum



User's perspective



User's perspective



User's perspective

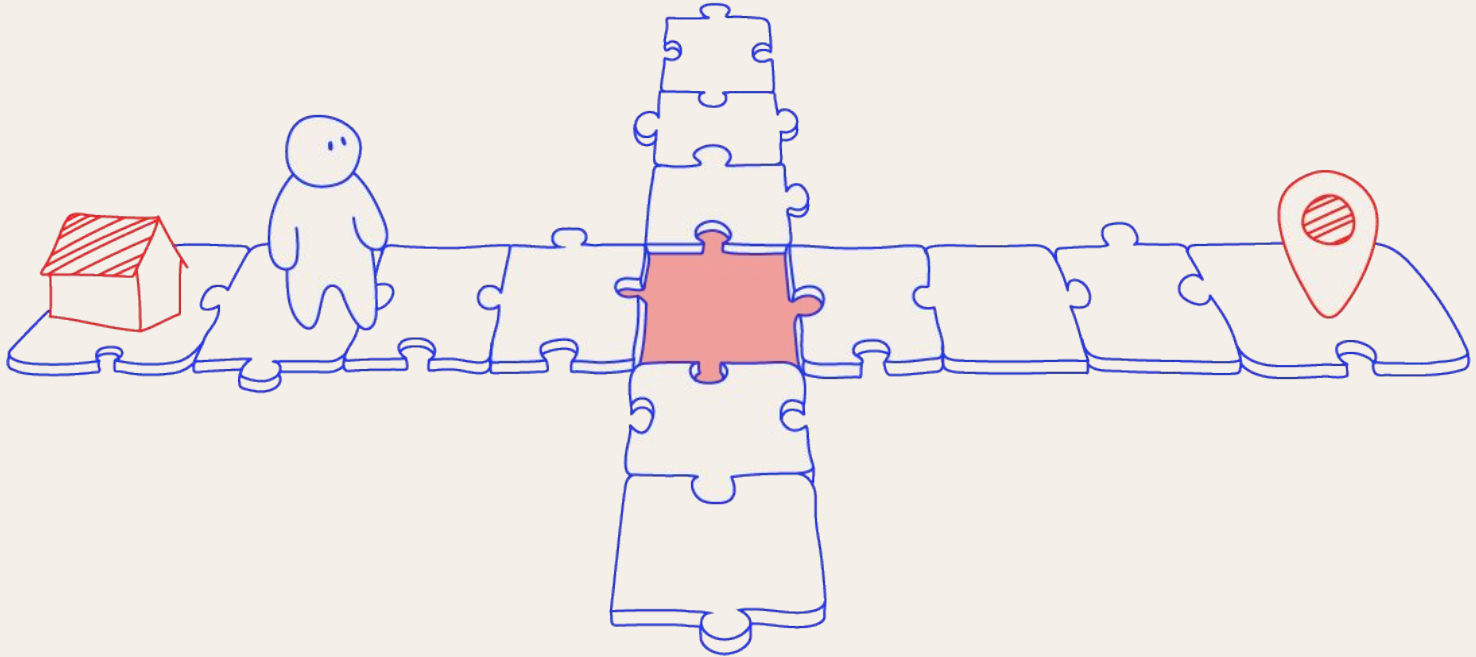


User's perspective

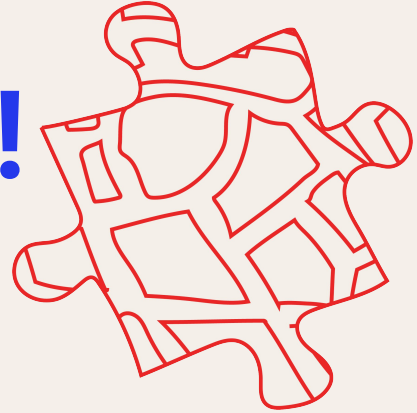


Our proposal

How can we change the story?



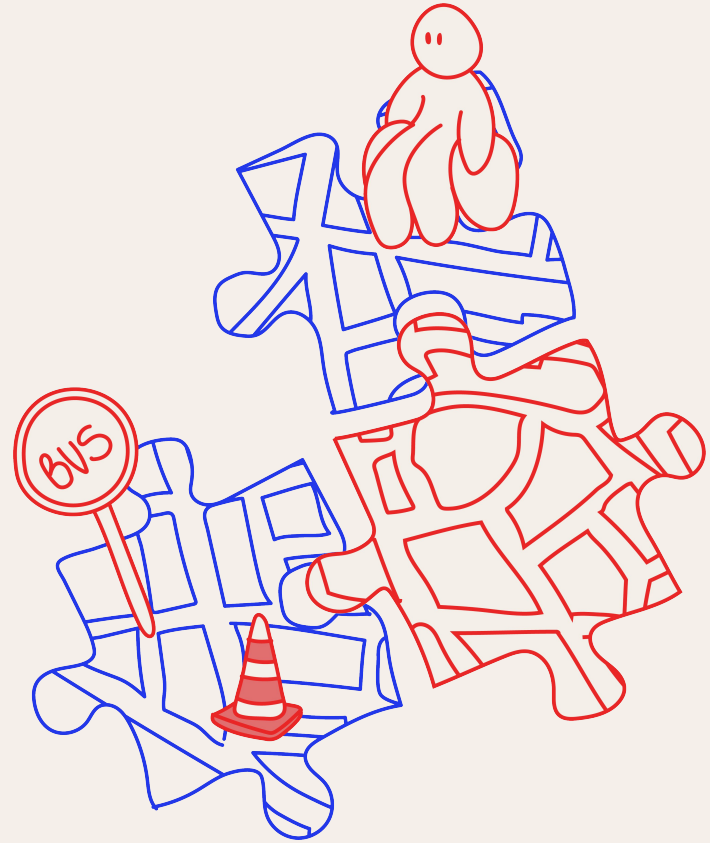
The Task force!



Our proposal

The Task force

The Task force will coordinate actions to **integrate the streets** as part of the public travel chains.



Our proposal

Roadmap

1 | **Creating a task force**



2 | **Setting high-level standards**



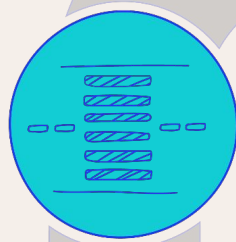
3 | **Defining trips**



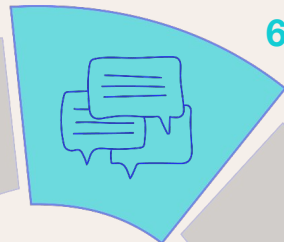
4 | **Adapting contracts**



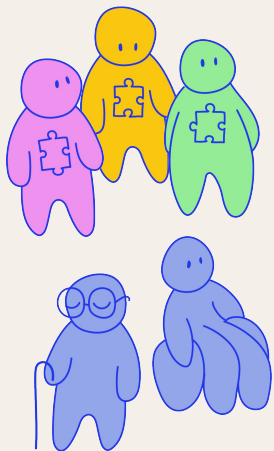
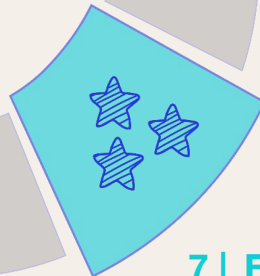
5 | **Piloting**



6 | **Getting feedbacks**



7 | **Evaluating results**



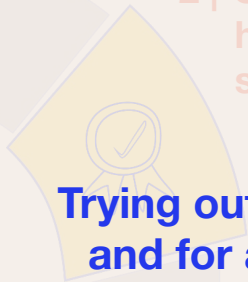
Our proposal

Roadmap

1 | Creating a task force



2 | Setting high-level standards



Piloting

Trying out an idea on a small scale and for a defined period of time



5 | Piloting

6 | Getting feedback



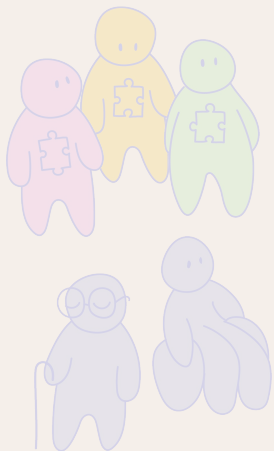
3 | Defining trips



4 | Adapting contracts



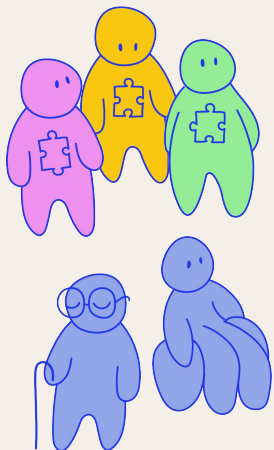
7 | Evaluating results



Our proposal

Roadmap

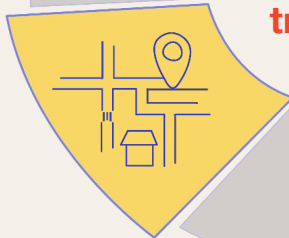
1 | **Creating a task force**



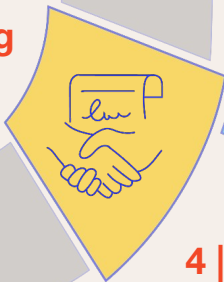
2 | **Setting high-level standards**



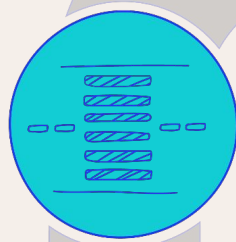
3 | **Defining trips**



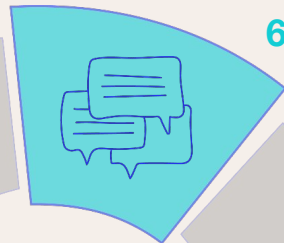
4 | **Adapting contracts**



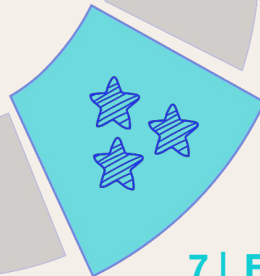
5 | **Piloting**



6 | **Getting feedbacks**



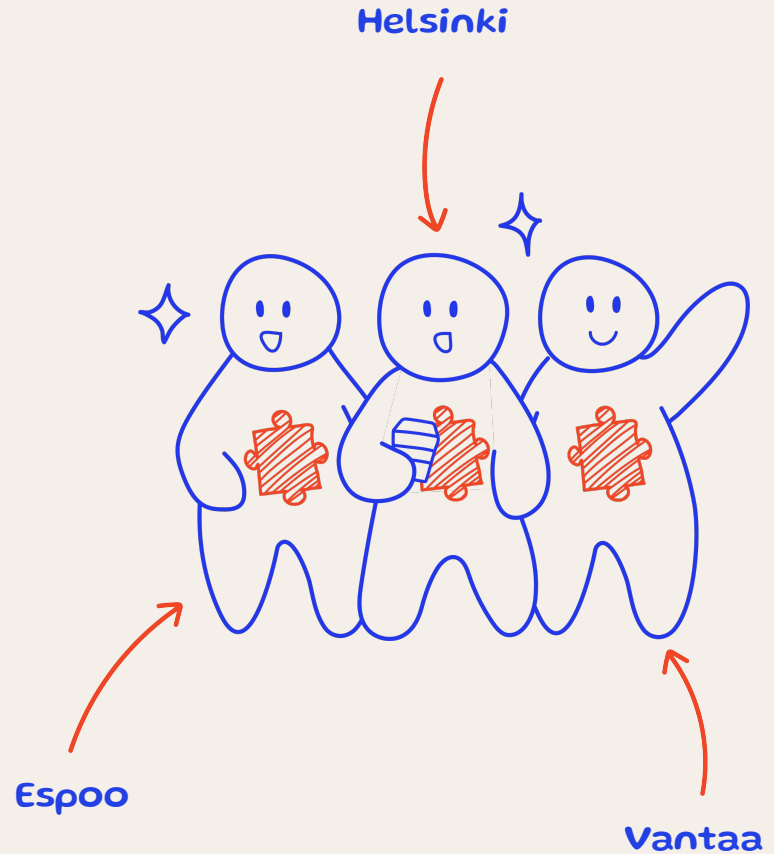
7 | **Evaluating results**



Our proposal

Creation of The Task force

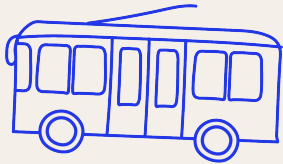
The Task force would be first implemented in the **Helsinki Metropolitan area**.



Our proposal

Setting high-level standards

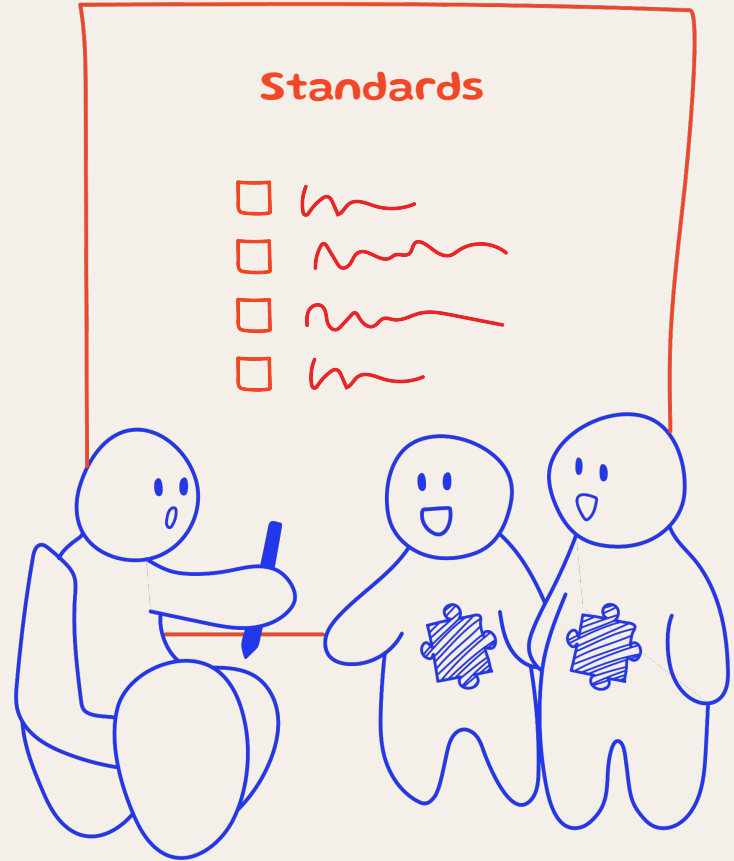
A series of workshops with **user group representatives** and **stakeholders** from the traditional travel chains will be held to select areas of importance



Luxemburg



Oulu



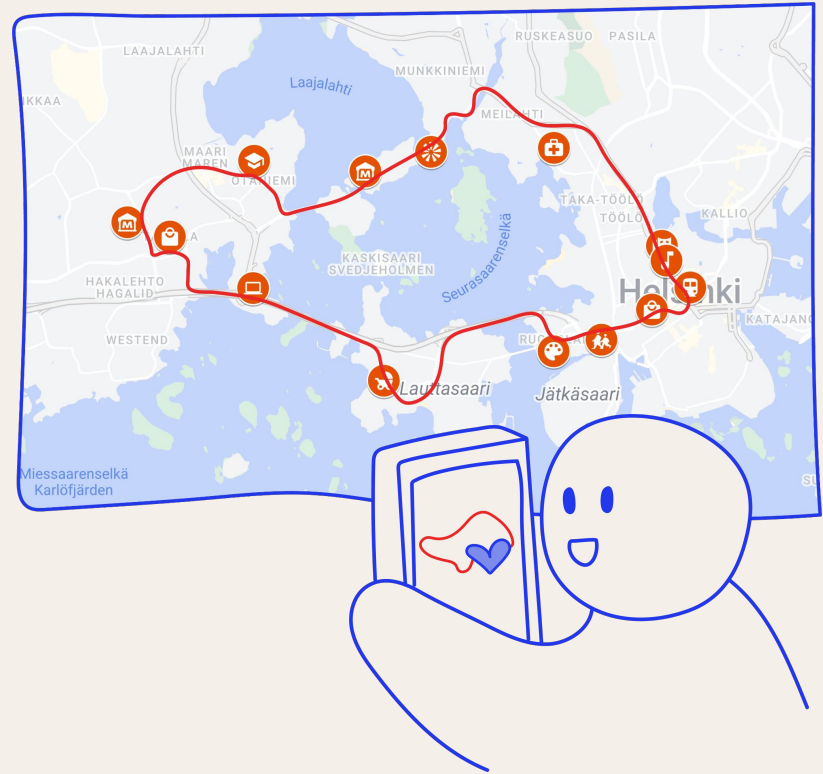
Our proposal

Defining trips and streets

The public would be involved through an **online consultation** to vote for the trips where to try out the pilot project.

The trips will:

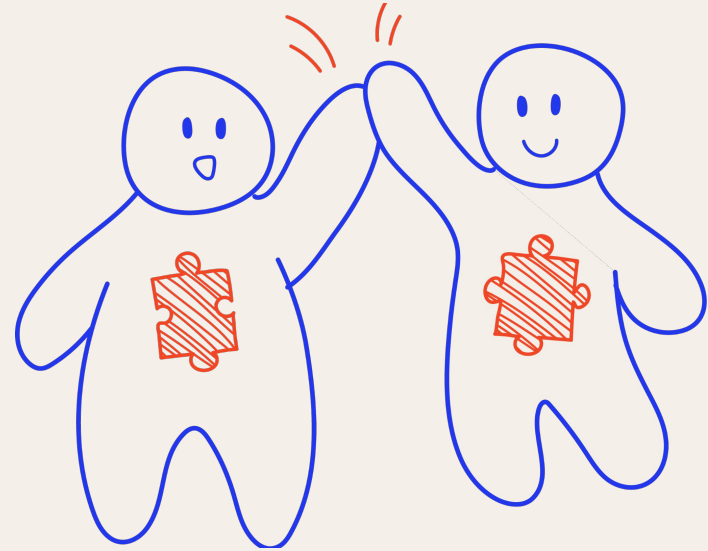
- be based on **people's daily needs**
- reach places that makes sense for **people with accessibility needs**
- combine **different transport modes**



Our proposal

Adapting contracts

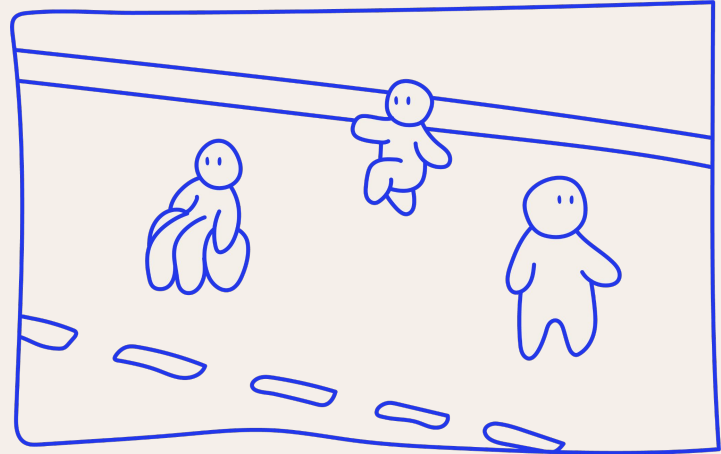
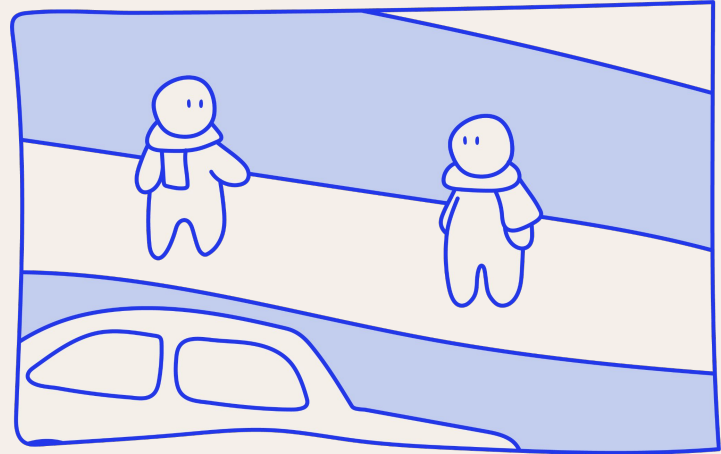
Update the contracts with **services providers** and **contractors** for street management on those trip



Our proposal

Piloting

- **One year of piloting**
- **Accessible in every season**
- **Encouraging soft travels**

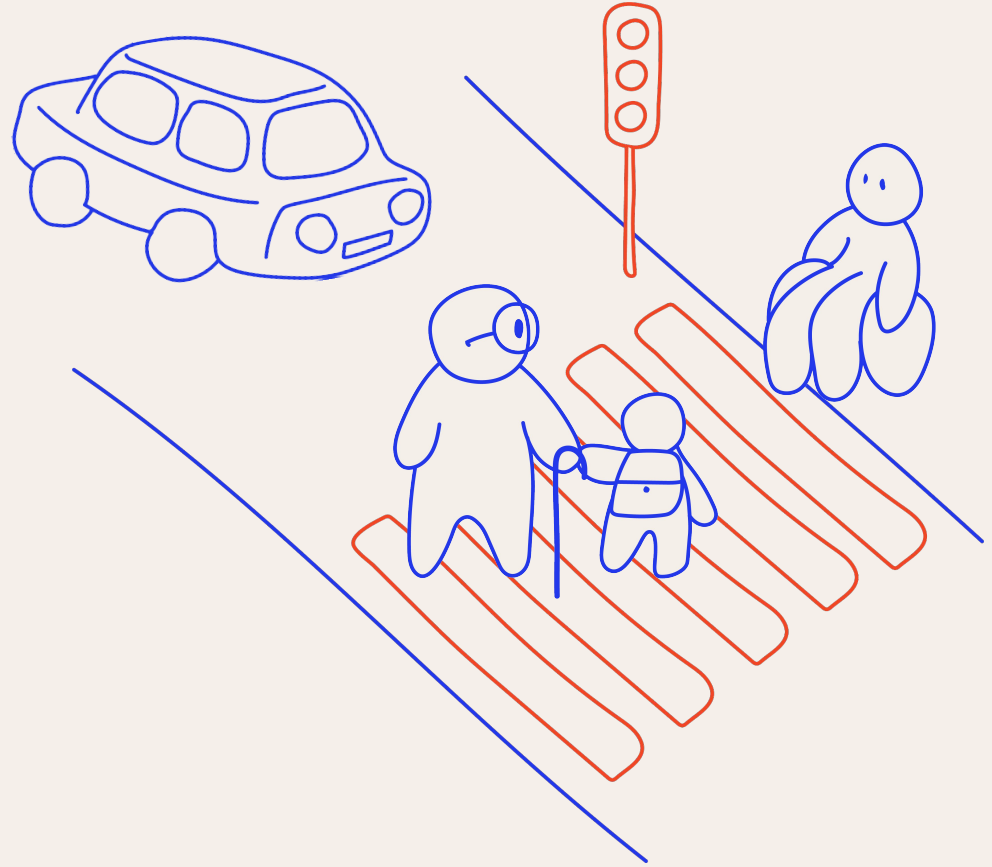


Our proposal

Piloting

- **Prioritize the pedestrians**
- **Static and real-time data**
- **Keep the information updated**

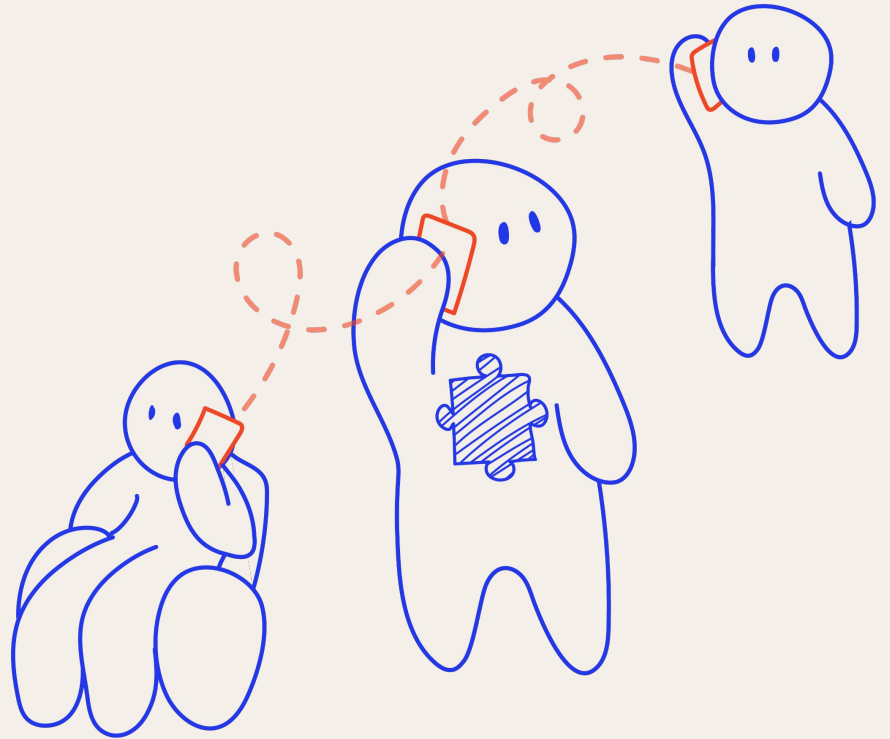
Digiroad



Our proposal

Piloting

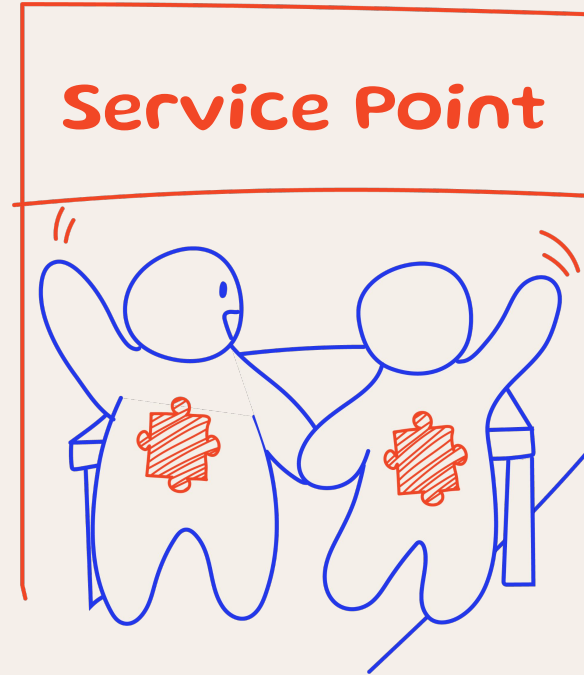
- **Transparency**
- **User's service**
- **A common contact for**
- **the service providers**



Our proposal

What do we expect?

The whole system will be iterated by using **feedback from users**, which will be collected qualitatively and quantitatively.



Our proposal

What do we expect?

The whole system will be iterated by using **feedback from users**, which will be collected qualitatively and quantitatively.

The project will:

- demonstrate **feasibility** of the new standards
- change people's **habits**
- run on a **5 years** timeline



Our proposal

Stakeholder's involvement

1 | Creating a task force



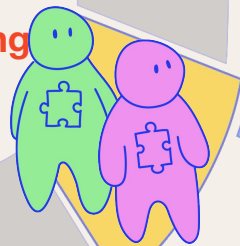
2 | Setting high-level standards



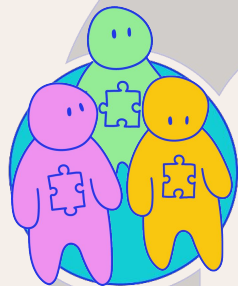
3 | Defining trips



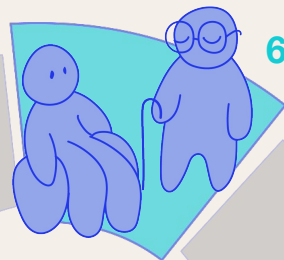
4 | Adapting contracts



5 | Piloting



6 | Getting feedbacks



7 | Evaluating results



● Fintraffic

● User associations

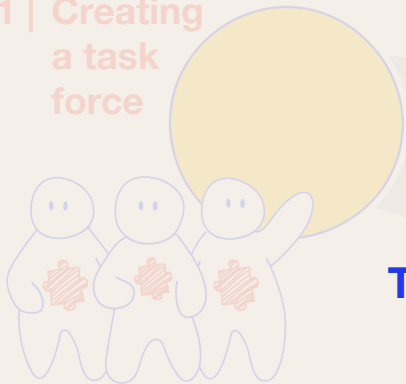
● Contractors

● Service providers

Our proposal

Stakeholder's involvement

1 | Creating a task force



2 | Setting high-level standards



The Task force **coordinates** the stakeholders' efforts throughout the all process

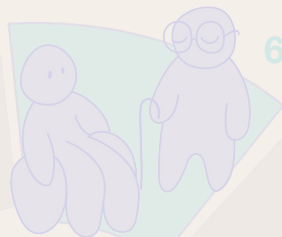
3 | Defining trips



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● Fintraffic

● User associations

● Contractors

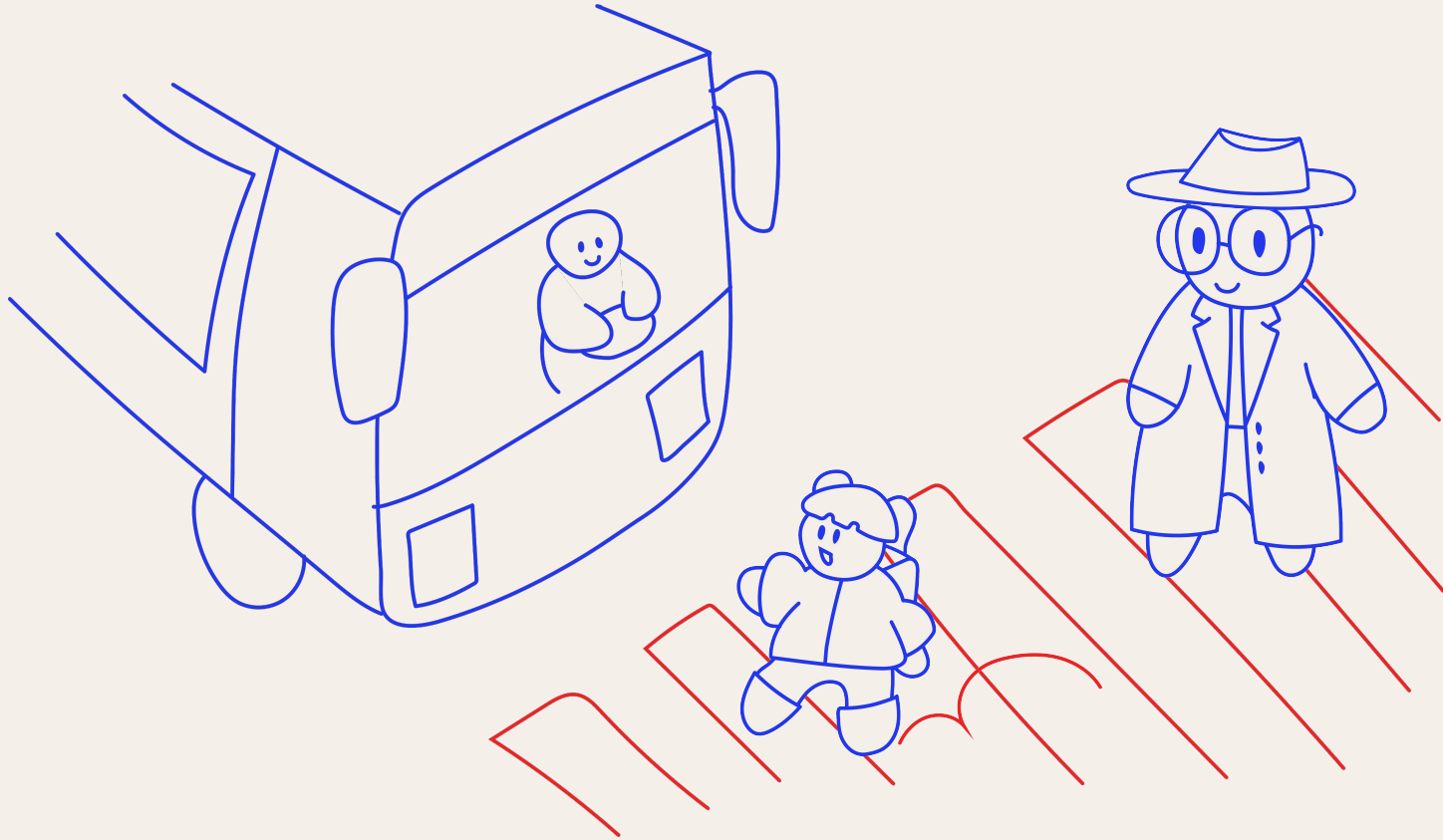
● Service providers

User's perspective

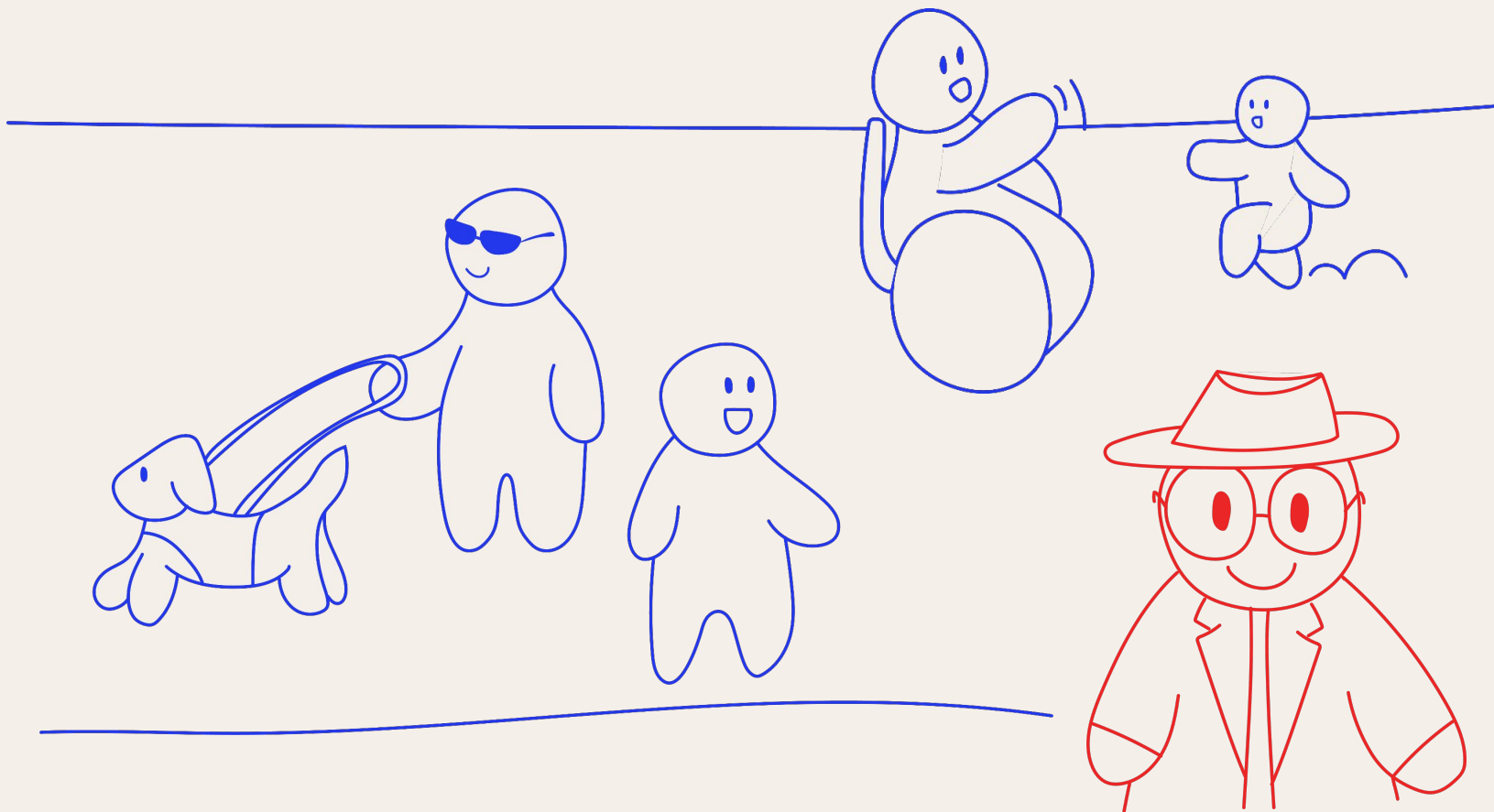
What is the new story?



User's perspective

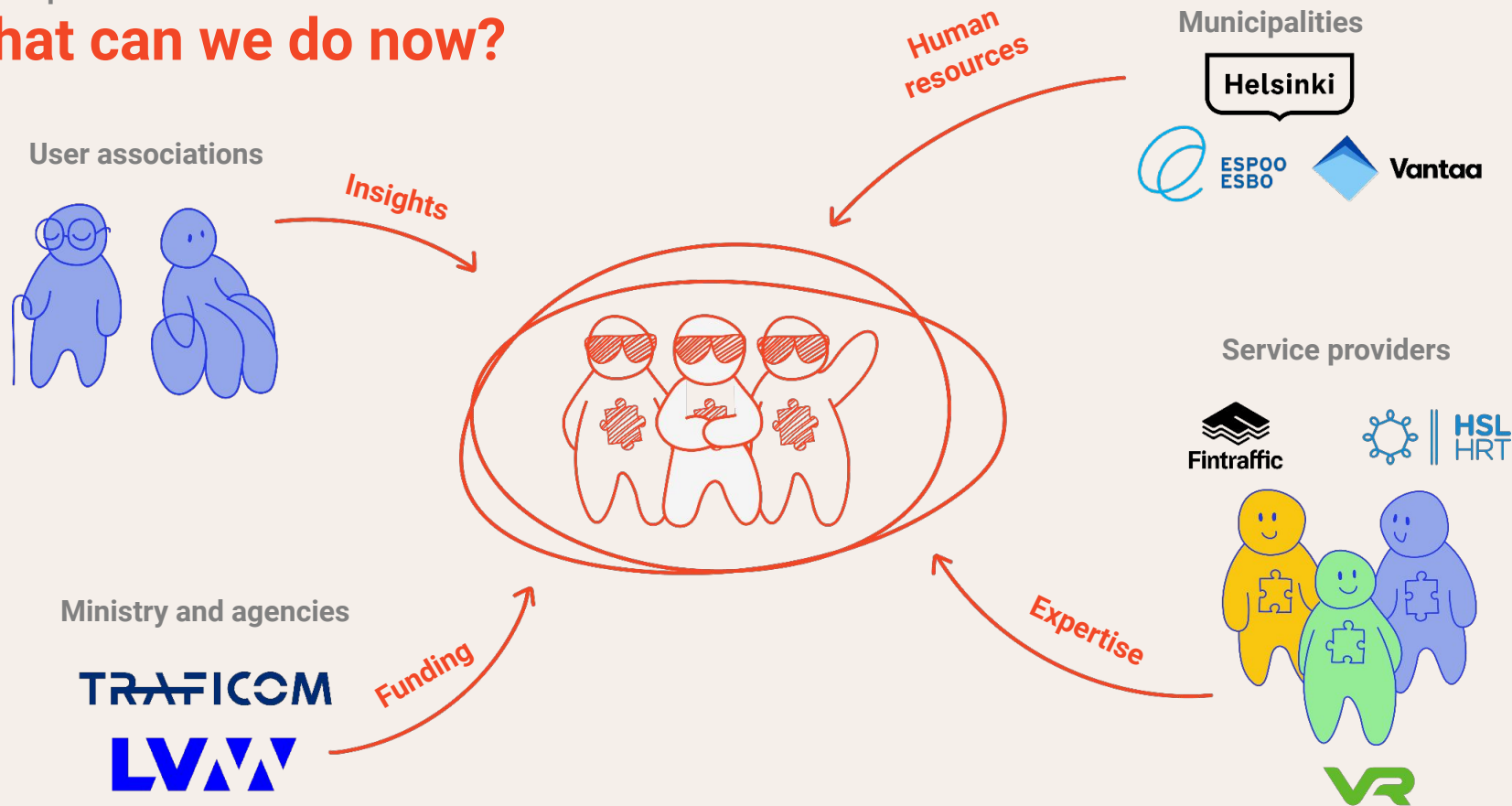


User's perspective



First step

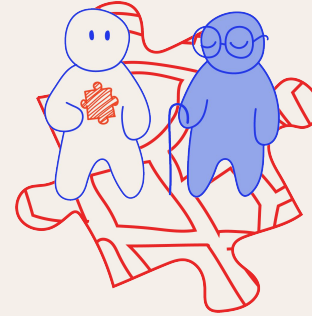
What can we do now?



To conclude

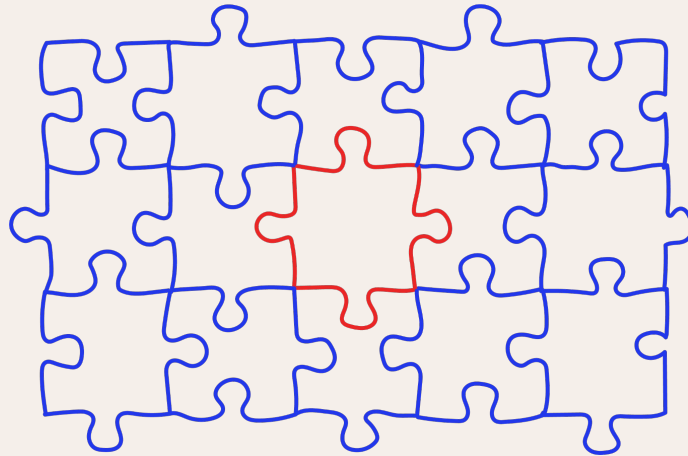


**A door-to-door ambition in
the accessible travel chains**



**Establish a Task force to integrate
the streets in the trips**

Thank you!



“In a complex system, when you change one thing you change many things”

-Ramboll mobility specialist