



Deployment Plan

Title

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Introduction

The **Deployment Plan template**, developed with the [FastTrack](#) project by EIP, addresses a mobility innovation measure (process/service/project) that a city intends to implement in their cities/region/organisation. It represents a practical roadmap for transferring solutions that could help accelerate the implementation of the chosen mobility innovation measure.

The Information provided in the Deployment Plan should be structured in 5 main pillars, as described below:

1. **Input** – basic information that will define the problem/challenge that the project would like to address; is the city prepared to implement such a measure/project/process? did a city identified the correct technology, tool, process etc to implement the project? does the city have budgeted for this project? If yes, did city identify the available, reliable sources of funds?
2. **Process** – information about the foreseen activities, what are the main processes the city will develop in order to successfully implement the interested project.
3. **Output** – information or description of the desired measure/project/process a Local Affiliate would like to achieve, links between this output with the rest of the local system
4. **Outcome** – the story line of the potential change that the output will introduce at the local level; levels of acceptance and satisfactions of using the outputs
5. **Impact** – information about the expected impact of the mobility innovation, indicators to assess this impact and changes that it may produce.

To facilitate the work of a city in filling in the Deployment Plan, a series of questions have been provided for each of the above-mentioned sections. It is very important to note **the colour-coded system**. This color-coded system has been developed to underline the need to provide a certain type of information, based on local knowledge and availability of data/information. See Table 1 for more information and Figure 1 for some examples.

Cities are encouraged to use graphics, pictures, etc. whenever it finds it necessary and relevant in the plan. It is also strongly recommended to try to respond all questions as these will support them in developing future similar plans.

Table 1. Legend for the how the Deployment Plan Questions should be addressed by cities

Must	Cities should fill in the section under this category
Should	Cities should insert information in certain sections, as this information will impact the quality and reliability of the plan
Could	Cities may not have relevant information or ideas of what should fill in; however, it is encouraged to insert the actual gaps either in skills, capacity, resources, technology, processes, etc. The city that has this information is strongly advised to insert it, as will provide more strength to the plan, and, in case, of a formal local council approval is sought at the end of the process, it could facilitate this approval.
Optional	The information will be provided if available. This category will support any city in developing future similar plans



Figure 1 An example of how certain colour codes apply to certain questions (*Source: EIP own design*)

1. Input Phase

This section will provide an overview of the local situation, the problem that a city would like to address and the available capacity that a city has to implement the project

1.1 What is the actual motivation for my organization/city/region to implement this mobility innovation

Why do we need this innovation process/service/project? Is this an expected process/service/project?

How does this project relate to city/metropolitan area SUMP?

- *Insert few ideas about why your organization/city/region has selected this mobility innovation. Mention the expected impact.*
- *Please note that the mobility innovation you chose could be a project, service or process*
- *In case you use diagrams and picture, ensure that you insert the source and the copyright*

Max. 2500 characters

1.2 What end-user needs will we address with this mobility innovation?

Are there any barrier that we foresee in addressing these needs for the implementation of this mobility innovation?

- *When thinking to end-users, please take into consideration not only citizens, but departments in your entity, other companies, etc. Please explain the nature of the barriers and their potential impact.*

Max. 1500 characters

1.3 What is the actual capacity (power and ability to generate the expected results) in my organization/city/region to design and implement such a mobility innovation?

Do we need additional partners? If yes, please indicate additional support to be involved.

- *Please think of your organisational structure and attribution*
- *In case that you need additional partners for carry out the mobility innovation, please provide some information about their capacities*

Max. 1500 characters

1.4 What skills (sufficient knowledge and ability to use it) my team should have to design and implement this mobility innovation?

- *Please take into consideration skills like technical, economical, analytical, engineering design, etc.*

Max. 1500 characters

1.5 What funds will we use for this mobility innovation?

Do we have a secure funding source?**Do we need more sources?****What do we need to receive the funds?**

- *Think to combine various sources for funds such (own)budget, non-reimbursable funds, if necessary*
- *If these sources are not sufficient, please think and provide other possible funding sources*
- *Please provide some information about the necessary process to get these funds*

Max. 5500 characters

1.6 What other resources (expertise, equipment, etc.) do we need to successfully design and implement the mobility innovation?

- *Please provide information on the other resources, such as different kind of expertise –, technical, economical, engineering design, etc., that you need and your organisation does not have them*
- *Please provide information about the necessary equipment for the successful implementation of your mobility innovation*

Max. 1500 characters

2. Process Phase

In this section, please describe how will you implement the mobility innovation, how do you organise yourself for this implementation and how do you assess the current situation

2.1 What is the decision-making process for implementing the mobility innovation? Do we need to change/alter/create it?

- *Please describe the steps that you should follow to implement your mobility innovation*
- *Please consider the governance aspects as well the political support*
- *If something should be changed in this decision-making process in order to ensure a smooth implementation process, please mention this issue and propose some solutions*

Max. 1500 characters

2.2 What do we need to set up the mobility innovation? What are the major activities that we must plan for a successful implementation?

- *Please provide information about the implementation phases and the activities per each phase*

Max. 1500 characters

2.3 Who will be the project manager? Who will be the members in the implementation team? (Department, attributions, etc.) Do we need to involve external resources (expertise, works, etc.)?

- *Please provide information about the skills and the attributions of the project manager appointed for implementation of your mobility innovation*
- *Please provide information about the number of persons in the implementation team, the Departments they are representing, their attribution and skills*
- *If you need any external resources, please provide information about their attribution, skills, number.*

Max. 2500 characters

2.4 What are the effort and resources (personnel, funds, equipment, etc.) that will go into completing the implementation of mobility innovation?

- *Please provide (estimative) figures about the necessary effort (personnel month/hours) and other categories (equipment, subcontracting, consumables, etc.) considered for the implementation of your mobility innovation*

Max. 1500 characters

2.5 What is the timeline of the activities for the implementation of mobility innovation?

- *Please provide estimative information about the planned timeline for the foreseen activities (corelated with the answers for 2.2)*

Max. 1500 characters

2.6 What are the major milestones?

- Please provide a brief explanation of what each milestone represents and when they are planned

Max. 1500 characters

2.7 What are the major stakeholders involved in my mobility innovation?

Will all stakeholders on-board/accept this mobility innovation?

What are the major aspects that we need to do to have a critical mass for the mobility innovation?

- Please map the most relevant stakeholders for the project, not only local stakeholders; but national stakeholders that could be engaged
- If you expect that some stakeholders do not accept the mobility innovation, please think and provide information on what do you need to make them to accept this mobility innovation

Max. 2500 characters

2.8 What are the major steps to be done to procure the necessary technology/products/process providers?

What are the main barriers identified for the procurement of the above?

What are your plans to overcome the identified barriers for procurement?

- Please provide information on how the procurement process is deployed in your organisation for the mobility innovation you chose
- If you foresee some barriers in this process, please provide information about these barriers and the actions to overcome these barriers

Max. 2500 characters

2.9 What are the risks that we foresee for implementation of my mobility innovation?

What are the contingency solutions to address the barriers for the implementation?

- Please provide information about the risks you foresee for the implementation of your mobility innovation and the action/measures to prevent them.

Max. 2500 characters

2.10 How will we measure the success of the implementation of mobility innovation?

What indicators do we need to select to measure initial parameters, intermediary and final results?

- Please provide some information about the assessment of your mobility innovation objectives and the indicators considered for this assessment
- If possible, please provide estimated figures

Max. 2000 characters

2.11 How will we evaluate the success of the process developed for the implementation of the mobility innovation?**Do we need an external collaboration (partnership) for this? If not, when will we analyse the success/failure of the process?**

- *Please provide information on how you will evaluate the implementation process for your mobility innovation*
- *If you need external partners for this evaluation, please provide information on when and what the external partner will do*
- *If you can assess yourself the implementation process, please provide information on how you will carry out this activity (who, when and how)*

Max. 2500 characters

2.12 What is the cost plan for my mobility innovation?**Are there any revenues foreseen?**

- *If developed, please provide some information about the estimation of costs incurred during the implementation of your mobility innovation. Please note that cost plan helps in ensuring that costs incurred in the project are kept within the project budget with the help of planning, estimation and control.*
- *If you foresee some revenue following the implementation on mobility measure, such from selling tickets, advertising for a third party, revenues from new service, etc.*

Max. 2500 characters

3. Output Phase

In this section, please provide inputs about the physical layout of your mobility innovation.

3.1 What will my final mobility innovation may look like?

- *Please describe the characteristics of your mobility innovation.*
Max. 2000 characters

3.2 What are the technical specifications of the mobility innovation deployment?

- *Please provide information about the technical features that characterise your mobility innovation*
Max. 2500 characters

3.3 What are the costs for my mobility innovation measure? Are there any revenues foreseen?

- *Please provide estimative costs for your mobility innovation measure and the revenues foreseen*
Max. 2500 characters

4. Outcome Phase

In this section, please provide information about the issues that your mobility innovation will address, about communication actions through which you will make mobility innovation visible and the story of your implementation process.

4.1 What are the main issues that my mobility innovation will address?

What are the expectations?

- *Please provide description of the issues that your mobility innovation will address and the expectation you have from implementing this mobility innovation*

Max. 2000 characters

4.2 How will we communicate this mobility innovation?

Who will “beat the drums” for us?

- *Please describe the action that your organisation will consider to inform the end-users about the mobility innovation.*
- *If you need an external partnership for this, please mention this aspect.*
- *Please try to provide a communication plan, considering the following aspects: how will you communicate, to whom and when*

Max. 2500 characters

4.3 What is the story line of my mobility innovation?

- *Please describe in a narrative manner your mobility innovation process*
- *Provide any illustration (graph, picture) that you consider useful.*

Max. 3000 characters

5. Impact Phase

In this section, please provide information on how you will assess your mobility innovation and the changes that you expect through this innovation

5.1 What is the change that my mobility innovation will produce?

Will it be sufficient?

If not, what are other additional/support projects that we will envisage to implement?

- *Please describe the foresee changes that you expect from the mobility innovation.*
- *If these changes will not have sufficient impact, please mention the other projects in which your mobility innovation should be integrated*

Max. 2500 characters

*5.2 What are the estimated values of the major indicators that my mobility innovation will have after the implementation?

- *Please provide indicators and figures related to new jobs creation, skills, emission reduction, improved environment, conditions, green space, less cars, more PT usage, etc.*

Max. 2500 characters

5.3 How many savings (money, time, effort, etc.) do we made by making this mobility innovation?

Please, try to explain what savings you made and their value, if possible.

- *Please provide estimative figures about the savings obtained by implementing this mobility innovation comparing to a usual implementation*

Max. 2000 characters

5.4 How quickly my plan for the mobility innovation will be formally accepted (voted by the local/regional decision body).

- *Please estimate the duration of your plan for this mobility innovation by the decisional bodies*

Max. 1000 characters