

# SUMA

# Urban Sustainability Consultants

*'We provide new and important information on the walkable urban environment through an objective analytical tool that delivers conclusions leading to specific, feasible action.'*

As sustainable city planning and non-motorised mobility consultants, we analyse pedestrian infrastructure to provide support for city manager decision-making.

With Inter-American Development Bank backing we analysed the Panama City financial district as part of the bank's Emerging and Sustainable Cities Initiative.

Our Walkability City Tool geo-references many of the factors that affect walkability and informs strategic decision-making based on facts rather than mere intuition or opinion.

In Asian cities our methodology stresses air quality, modal distribution and the state of infrastructure. The tool has also been used in European cities.



## WalkabilityCityTool *tourism placemaking*

The link between town planning and tourism is the source of this city tourism-specific analysis of the pedestrian network: Walkability City Tool - Tourism Placemaking (WCTtp). The tool compiles data on the factors that impact walkability in general and city walkability in particular. That enables us to:

- LOCATE TOURIST FLOWS IN REAL-LIFE CITIES
- BALANCE THE TOURIST LOAD CAPACITY IN URBAN SPACES
- IMPROVE THE VISITOR'S TOURIST EXPERIENCE.

All that calls for a tool that can:

- OPTIMISE THE CITY'S TOURIST RESOURCES
- DESIGN TOURIST INDUSTRY-BASED STRATEGIES FOR RAISING GDP
- IMPROVE PEDESTRIAN INFRASTRUCTURE FOR LOCALS AND VISITORS
- FAVOUR SUSTAINABLE TOURISM CRITERIA
- MAP TOURIST ROUTES AND PLAN RESOURCES



*In many cities, the lack of urban identity affects how citizens perceive their surrounds. That can be detected by urban tourism, which selects destinations that can be visited on foot, from which travellers return seeped in experience.*



When planning action focused on tourism, city managers face many questions that are difficult to answer without objective data. With Walkability City Tool Tourism Placemaking, the data gathered are grouped by:

- **modal distribution:** data on the proportion of space occupied by the various types of transportation, including number of lanes, car parks, bicycle lanes, pedestrian areas, public transit...
- **urban web:** physical characteristics of walkways, such as width, condition of pavement, outer protective strip, temporary impediments, permanent obstacles, slope...
- **urban scenario:** things pedestrians see as they walk, such as activities, housing, trees, façade features, street furniture...
- **security:** factors that affect the perception of safety such as street lights, orientation aids, presence of activities...
- **environment:** factors that affect walking comfort, such as noise levels, insolation, pollution, predominant wind...
- **tourist information:** data on visitor numbers, hotel occupancy, boarding and de-boarding points and number of travellers, crowded areas, records on number of visitors to sights, tourist bureau queries, shop density...

Citizen participation and visitors' opinions are included in the methodology in keeping with project objectives.

By modelling tourist flows in the urban web, we generate information on local travel that can help decongest crowded areas, promote infra-visited areas and define measures for improvement.