Mobility planning is the process of defining future policy, goals, investments, and designs within preparations for future needs. It is a common process that involve many stakeholders including various government agencies, public and private companies. Planners apply multimodal and/or overall approaches to the analysis of wide spectrum of alternatives and impacts to transportation system in order to affect positive outcomes.

Sustainable transport refers to a wide range of mobility that is sustainable in social, environmental and climate changes and globally able to supply with energy sources indefinitely. Sustainability of mobility is mainly measured by the efficiency of the transport system and its impact on the environment and the climate system. Short-term performance often promotes improvement of fuel efficiency and vehicle emission controls, while long-term goals include transition of transport from fossil fuels to other alternatives, such as renewable energy and the use of other renewable sources. The entire transport system lifecycle is subject to measurement of sustainability and optimization. Sustainable transport systems make a positive contribution to the environment, social and economic sustainability of the community they serve.

Sustainable development is a process for meeting the goals of human development, and at the same time for maintaining the ability of natural systems to continue to provide natural resources and ecosystem services on which economy and society depend. The need for more sustainable and more integrative planning processes, as a way of coping with the complexity of urban mobility, has resulted in a new approach to urban mobility planning. The emergence of such approaches is being driven by attempting to abandon local authorities' past approaches and by developing strategies that can encourage transition to cleaner and more sustainable forms of transport.

Due to the above mentioned, the City of Zadar has the goal of creating a sustainable urban mobility system. By participating in numerous projects that encourage and promote sustainable mobility, the City of Zadar has shown for many years strong will to adopt and implement sustainable mobility policy. SUMP is the next logical but necessary step towards the creation of the city's transport system that will enable better mobility and accessibility with reduced external traffic costs, economic development and environmental protection, and higher quality and healthier urban living environment for all transport system users.

SUMP of the City of Zadar will define strategic measures for development of sustainable forms of mobility. Sustainable forms of mobility encompass the types of traffic that have less impact on the environment, use sustainable energy sources, which are more energy efficient and increase citizens' quality of life. SUMP will be developed through research and data gathering processes, by defining goals and measures for their achievement, and by interaction with key stakeholders.

The SUMP will represent or will be linked to the existing long-term strategy for the future development of the urban area and, in this context, for the future development of traffic and mobility of infrastructure and services. Its goals are:

- ✓ Providing all citizens with transport options that allow access to key destinations and services;
- ✓ Improving security and protection;
- ✓ Reducing air and noise pollution, greenhouse gas emissions and energy consumption;
- ✓ Improving people and cargo transport efficiency and cost-effectiveness;

- ✓ contributing to the attractiveness and quality of the urban environment and urban design for the benefit of citizens, the economy and society as a whole.

The policy and measures defined in SUMP will cover all modes and forms of mobility in the entire urban agglomeration. This is the result of a structured process that consists of situation analysis, city vision, objective and targeted goals, policy and measures selection, active communication, monitoring, evaluation, and identification of the learned.

Preparation of SUMP is a complex, diverse and collaborative task. SUMP development and implementation cycle helps to structure process of planning and cooperation with all relevant institutions, organizations and communities. SUMP of the City of Zadar will be an example of systematic participatory sustainable mobility planning, involving all relevant stakeholders, from local authorities, city services, transport services providers to citizens themselves. Development of the Sustainable Urban Mobility Plan (further referred to as SUMP) of the City of Zadar will be based on the systematic data preparation that will support development of such strategic document.

All valid information about the organization, the existing mobility system functioning and infrastructure ("database") will be systematically collected and appropriately presented in strategic analysis. The collected data quality analysis and updating will be conducted in order to eventually determine which data is missing. Thus, a "data collection plan", determining which data need to be further collected, which data collection methods are to be used (surveys, regular data collection, microcensis, etc.), and how to institutionalize this process, will be developed.

Relevant analysis (demand analysis, availability analysis, infrastructure quality assessment, capacity estimation, interoperability assessment, operational limits analysis, deadline analysis, black point analysis, functionality, environment, etc.) will be conducted for each sector. Different levels of data collection will be taken into account in order to define key issues.

Particularly important process in SUMP development will be communication with all relevant stakeholders of sustainable mobility system in Zadar, which include all relevant institutions, services and, most importantly, the citizens themselves. This will be achieved by constant involvement of all relevant stakeholders in the process of SUMP development through constant mutual communication, presentations, meetings, workshops, surveys and similar activities in order to obtain proper feedback from stakeholders and to ensure that planned SUMP really meets all stakeholders' needs in generation of proper sustainable mobility system.