



ADDRESSING KEY CHALLENGES OF SUSTAINABLE URBAN MOBILITY PLANNING

Breakout session overview

First SUMP challenge training workshop on Stakeholder
Involvement and Citizen Participation,
Gent, 2-3 July, 2013



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Programme of the European Union



Turku
Targu Mures
Dresden
Nova Gorica

Metro

Brno

Kotka

Timisoara, Skopje

Amiens

Kalmar, Gostyn, Budapest

Warsaw, Antalya

Vienna

Zagreb

Warsaw, Kaunas

Lyon, Kalmar, Krakow, Tartu

Milestone:
Analysis of problems
& opportunities concluded

Utrecht

Budapest, Amiens

Metro, Ljutomer

Skopje,
Ljutomer

Milestone:
Final impact assessment
concluded

Starting Point:
"We want to
improve mobility
and quality
of life for our
citizens!"

- 11.1 Update current plan regularly
- 11.2 Review achievements - understand success and failure
- 11.3 Identify new challenges for next SUMP generation

- 10.1 Manage plan implementation
- 10.2 Inform and engage the citizens
- 10.3 Check progress towards achieving the objectives

Milestone:
SUMP
document
adopted

- 9.1 Check the quality of the plan
- 9.2 Adopt the plan
- 9.3 Create ownership of the plan

- 8.1 Arrange for monitoring and evaluation

- 7.1 Assign responsibilities and resources
- 7.2 Prepare an action and budget plan

Milestone:
Measures
identified

- 6.1 Identify the most effective measures
- 6.2 Learn from others' experience
- 6.3 Consider best value for money
- 6.4 Use synergies and create integrated packages of measures

- 4.1 Develop a common vision
- 4.2 Actively inform

- 5.1 Identify the priorities
- 5.2 Develop SMART targets

- 3.2 Develop scenarios

- 1.5 Define basic timeline
- 1.6 Identify key actors and stakeholders

- 2.1 Look beyond regional boundaries and responsibilities
- 2.2 Set boundaries and responsibilities
- 2.3 Plan stakeholder involvement
- 2.4 Agree on management arrangements

Kaunas

Sustainable
Urban
Mobility
Planning

Implementing
the plan

Elaborating
the plan

Rational and
transparent
goal setting

7. Agree on clear
responsibilities
and allocate
funding

Krakow

6. Develop
effective
packages of
measures

5. Set
priorities and
measurable
targets

4. Develop
a common
vision

9. Adopt
Sustainable
Urban Mobility
Plan

Vienna

8. Build
monitoring and
assessment into
the plan

10. Ensure
proper manage-
ment and
communication

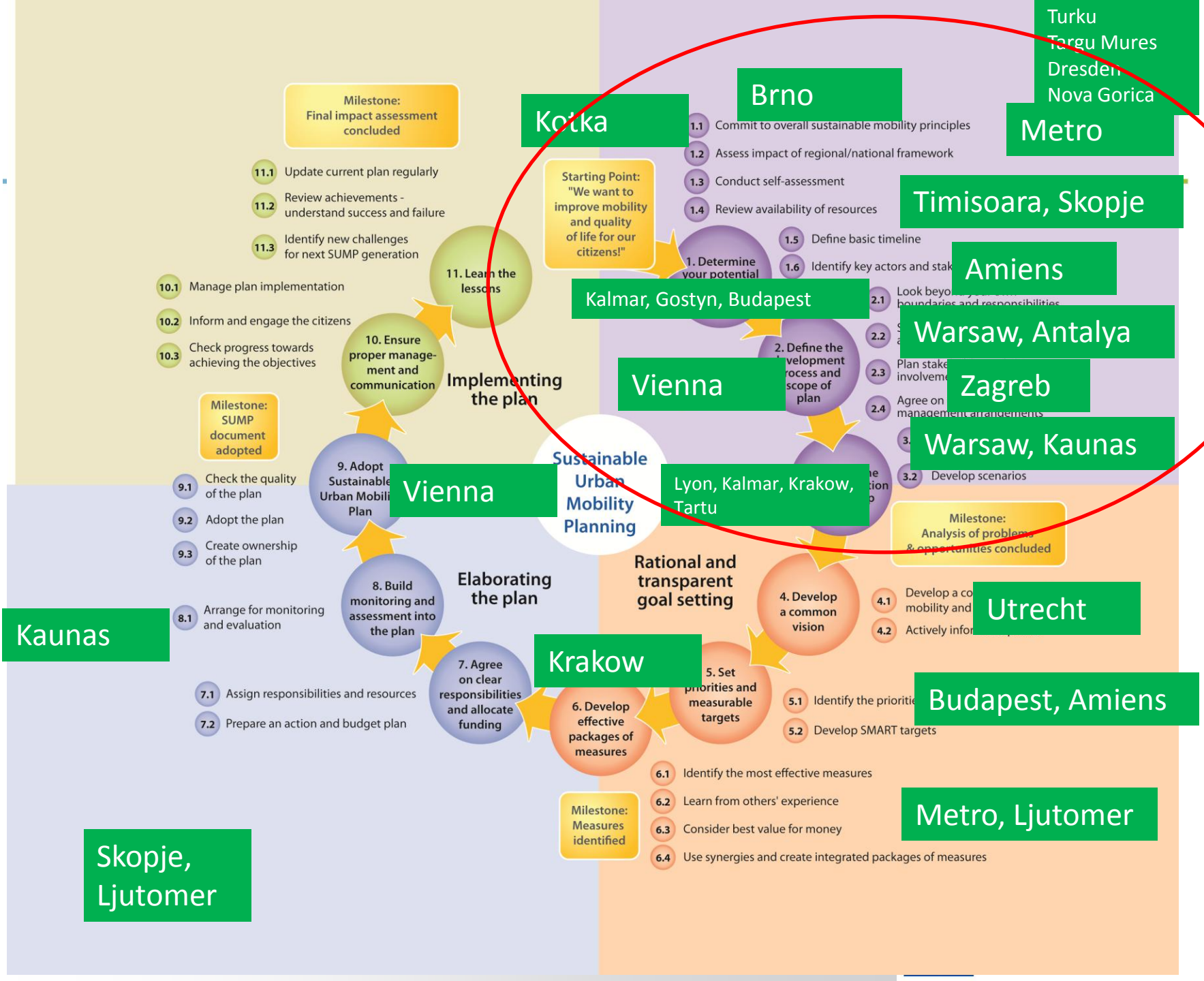
11. Learn the
lessons

- 1.1 Commit to overall sustainable mobility principles
- 1.2 Assess impact of regional/national framework
- 1.3 Conduct self-assessment
- 1.4 Review availability of resources

1. Determine
your potential

2. Define the
development
process and
scope of
plan

3. Set
priorities and
measurable
targets



Gdynia

Gostyn

Riga

Brno, Targu Mures

Timisoara
Targu Mures

Vienna
Dresden, Antalya

Warsaw, Kotka, Timisoara,
Kaunas
Skopje, Budapest
Zagreb, Dresden,
Coimbra

Budapest
Nova
Gorica,
Madrid,
Gdynia

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Starting Point:
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1. Determine your potential for a successful SUMP

2. Define the development process and scope of plan

3. Analyse the mobility situation and develop scenarios

Milestone:
Analysis of problems & opportunities concluded

- 2.1 Look beyond your own boundaries and responsibilities
- 2.2 Strive for policy coordination and an integrated planning
- 2.3 Plan stakeholder and involvement
- 2.4 Agree on workplan and management arrangements
- 3.1 Prepare an analysis of problems and opportunities
- 3.2 Develop scenarios
- 4.1 Develop a common mobility and behaviour strategy
- 4.2 Actively inform the public

Preparing well

Rational and transparent goal setting

Tartu

Lyon

6. Develop effective packages of measures

- 6.1 Identify the most effective measures
- 6.2 Learn from others' experience
- 6.3 Consider the needs of all stakeholders
- 6.4 Use synergies and create integrated packages of measures

Milestone:
Measures identified

Warsaw

Sustainable Urban Mobility Planning

Elaborating the plan

Krakow

10. Ensure proper management and communication

Lyon

9. Adopt Sustainable Urban Mobility Plan

Kalmar

8. Build monitoring and assessment into the plan

Krakow

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Skopje

Ljutomer, Kotka

Utrecht

Utrecht, Metro

Coimbra
Amiens,
Kaunas

Nova
Gorica,
Madrid





Gdynia
Coimbra
TM
NG

Coimbra
Madrid

Gostyn, Skopje

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Preparing well

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& opportunities concluded

Sustainable Urban Mobility Planning

Ratifying the plan

Turku
Kalmar

Kaunas, TM

Krakow, Warsaw, Zagreb

- 4.1 Develop a common vision
- 4.2 Actively inform the public

9. Adopt Sustainable Urban Mobility Plan

8. Build monitoring and assessment into the plan

Elaborating the plan

7. Agree on clear responsibilities and allocate funding

6. Develop effective packages of measures

5. Set priorities and measurable targets

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Budapest

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Turku
Kalmar

Kaunas, TM

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Sustainable Urban Mobility Planning

Rational
transport
goals

Krakow, Warsaw, Zagreb

Elaborating the plan

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- 8.1 Monitor and assess the plan
- 8.2 Update the plan

Milestone:
Measures identified

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Antalya

Kaunas, Budapest
Budapest

Gdynia

Tartu
Turku
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Timisoara
Kotka

- Wide range of stakeholders identified – interest groups by transport mode (e.g. cyclists), businesses (considering key businesses but also smaller businesses), transport operators, ...
- How to raise awareness among stakeholders?
- Some stakeholders are overrepresented but majority is passive – how to activate and integrate those that might want to have a say at a later planning stage?
- Beneficial to...
 - integrate expert groups in the participation process and use the know-how and skills of e.g. research institutes
 - have a moderated process by an independent external

Stakeholder Constellation

- How many stakeholders to integrate into your planning processes?
- How to achieve a balance between powerful and less powerful stakeholders?
- Important: keep and consult your stakeholder groups through the entire SUMP process

Tools and Timing

- Present benefits of SUMP!
- Media campaigns for informing citizens and other stakeholders
- Different interest groups = different languages
- Important role of social media

- Awareness raising required → both stakeholders but also decision-makers need to be convinced why SUMP is a benefit for their city
- Some countries lack a culture of public involvement
- Step-by-step to a participation routine
 - Small-scale measures and participation processes first, comprehensive, large-scale consultation later on

Group 2: Objectives of participation

- Create trust
- Obligations to be met
- Participation takes place within a defined policy framework and participants understand room of maneuver
- Capacity building
- Building consensus on concepts (Madrid, Gent)
- Challenging...
- ... SUMP's are too strategic to discuss
- Expectations Management

Group 2: Stakeholder identification

-
- Schools
 - Chambers of commerce
 - Citizens
 - Neighbourhoods
 - Universities
 - Politicians
- Challenging...
 - Self-identification (open call)
 - Too many stakeholders
 - Stakeholders without common interests
 - Continuity of commitment as people change places
 - Media
 - Reaching decision makers in business community
 - Outreach of media (landline surveys, social media) to specific age groups: do we reach everybody?

Group 2: Stakeholder constellation

-
- Dresden Board model with limited number of representatives
 - Local enterprise partnerships (UK)
 - External moderator
 - Challenging...
 - How to allocate weight to stakeholders in forum/board setting

- Difference in approaches:
Strategic vs implementation
- Online platform: general input
- Direct dialogue for concrete projects
- Think along approach (Gent)
- Infobox (Dresden)
- Communication campaign
- Press release
- Challenging...
- For some, we come too early, for others too late!
- Delays
- Cost
- Social media (proprietary tools or open tools?)
- The right mix
- Using marketing tools and principles
- Changing role of forum after plan is adopted (implementation or evaluation?)

SUMP Participation in Your City in 2020



SUMP Participation in Your City in 2020 CHALLENGE



Who do we want to reach?

- *Write here concrete examples of who you have tried to reach in your participation processes*
 - *E.g. ‘The citizens of neighbourhood Y would see a serious change in their environment, we have specifically addressed them through the neighbourhood committee’*
 - *E.g. ‘City centre retailers’.*
 - *E.g. ‘General public.’*
 - ...