

Proceedings

PILOT Training Session in Braila

24 November 2006

Participants	Organisation / City
Anatolia Daniela Vasioui	Vice-Mayor
Cornel Sandulescu	General Manager S.C. Braicar S.A.
Marcel Marinescu	Braila's chief architect
Aurel Banuta	Environmental Agency
Dumitru Zotoi	Chief of City Road Police
Nicolae Balaban	Harbour Administration Manager
Liliana Tudoran	Schools General Inspector
Elena Enache	Dean of Constantin Brancoveanu Univ.
George Baba	S.C. Gebamy Trans S.R.L.
Cornel Apostol	ECOALPEX 024
Dumitru Garbacea	Youth local council
Monica Popoaca	Director of Communication Dept. Braila City Hall
Mihai Rusinoiu	S.C. Braicar S.A.
Genica Totolici	General Manager S.C. Transurb S.A. Galati
Patrick Auwerx	Mobiel21
Cristina Verdacchi	City of Genova
Sylvain Haon	Polis
Ivo Cré	POLIS

Programme

URTP - Polis Seminar, Local transport in EU candidate countries Solutions and opportunities for sustainable urban transport planning, 23 November – Bucharest, Ramada Majestic Hotel

On the 23rd November, the day before the Braila training, the URTP (PILOT consortium member) and Polis (Pilot coordinator) organised a seminar in Bucharest on solutions and opportunities for sustainable urban transport planning. This event fitted in the deployment strategy of Pilot, and the activities of the URTP in this regard.

The seminar was well attended (70 participants) of which 4 participants of Braila, taking also part in the Braila training on the 24th of November. The following presentations were given during the Sustainable Urban Transport Planning Session.

- Introduction to the Pilot project and Principles for Sustainable Urban Transport Planning, Sylvain Haon, Polis
- Theoretic backgrounds and introduction to public consultation methods, Patrick Auwerx, Mobiel21
- Questions and Answers

Programme Pilot Training Seminar, 24 November - Braila

9.30 Introduction (Ivo Cré, Polis)

Introduction of participants

Context of the training programme

The PILOT manual

Training methodology

9.45 Session 1: Public Participation and its link with SUTP

9.45 Addressing the public

Theoretical background on public participation and link with SUTP Presentation by Patrick Auwerx, Mobiel21

Case study: Genoa and Reggio Emilia (Cristina Verdacchi, City of Genoa)

How to develop your own consultation plan (Mobiel21)
(including a coffee break from 11.30 to 11.45)
13.00 Lunch

14.00 Session 2: Towards a SUTP for Braila

14.00 Implementing the WP3 in Braila

Introduction by Pilot Partner

Comments by the City of Genoa

Discussion

15.00 Coffee break

15.15 Problem formulation for the city of Braila (lead by Polis)

16.45 End of the training seminar

1 Introduction: Context of the training and training methodology

Ivo Cré (IC) started the session with a roundtable of introduction of all participants. After that, he presented a brief reminder of the framework and policy context in which the meeting takes place. He reminded the audience of the vision behind the Thematic Strategy on the Urban Environment that sets the scene for the implementation of SUTP in European cities, and presented the main objectives of the PILOT project. He then presented the programme of the training session as well as the methodology that was to be followed during the day.

IC also presented the PILOT manual, starting from a small reminder of what SUTP is. The manual would be ready and the first copies were handed out on the spot. IC highlighted that this manual is developed as guidance on SUTP, giving detailed explanations about how to run the process as well as going through all elements of the strategic and operative framework.

He announced that a training manual has been developed together with a CD-rom gathering useful information on public participation. His presentations are included as an annex.

2 Presentation of current activities in Braila

The participants present different activities they have carried out so far within the framework of Pilot:

- A survey on quality of public transport was undertaken. A questionnaire was presented to over 1000 people. The results were presented and are available as an annex. The trainers are very positive about this work and it is decided that this tool will be object of further discussion during the afternoon session.
- On the basis of the recommendations given by Mr Bèlà Doeren during the site visit in July 2006, the city and Braicar have undertaken activities in the field of data gathering and traffic management.
- An initial steering committee was formed.
- Braicar developed a promotional video to explain SUTPlanning activities in Braila.

3 Theoretical background on public participation and link with SUTP

Patrick Auwerx (PA) highlighted the theoretical approach behind any participatory approach towards better involvement of citizens and stakeholders. The aim of this presentation was to set the scene of the session and better explain the topic chosen for the training. PA described the different steps to be followed for ensuring a successful participatory process and built a link with the SUTP process. The presentation is available in attachment.

Cristina Verdacchi (City of Genoa)(CV) presented the current situation in public involvement in the cities of Reggio Emilia and Genoa, giving a comprehensive comparison between two different ways of working. The presentation is available in attachment.

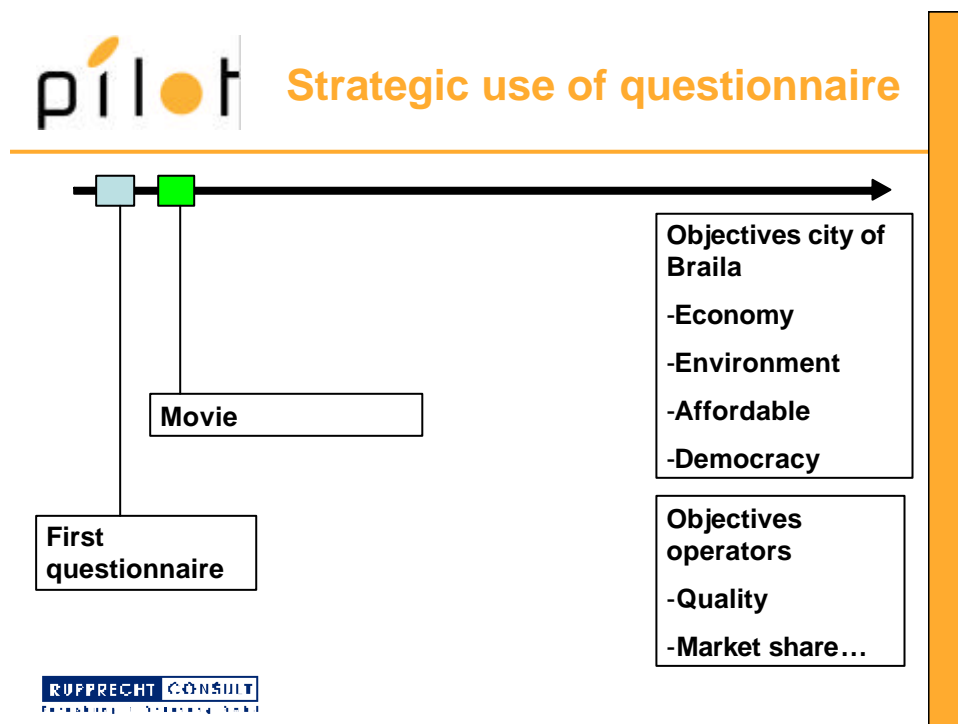
After the presentations, the audience was split into two groups, in order to discuss two issues:

- Strategic use of the questionnaire and first steps towards communication plan
- Development of the Process Management Plan as described within the WP3 work plan.

4 Strategic use of the questionnaire and first steps towards communication

4.1. Current and future use of the questionnaire

As a first step, IC explained the current use of the questionnaire. It fits to assessing the status of the public transport relating to the PT operators objectives. It reports about aspects such as quality of service, market share, and passengers' needs.

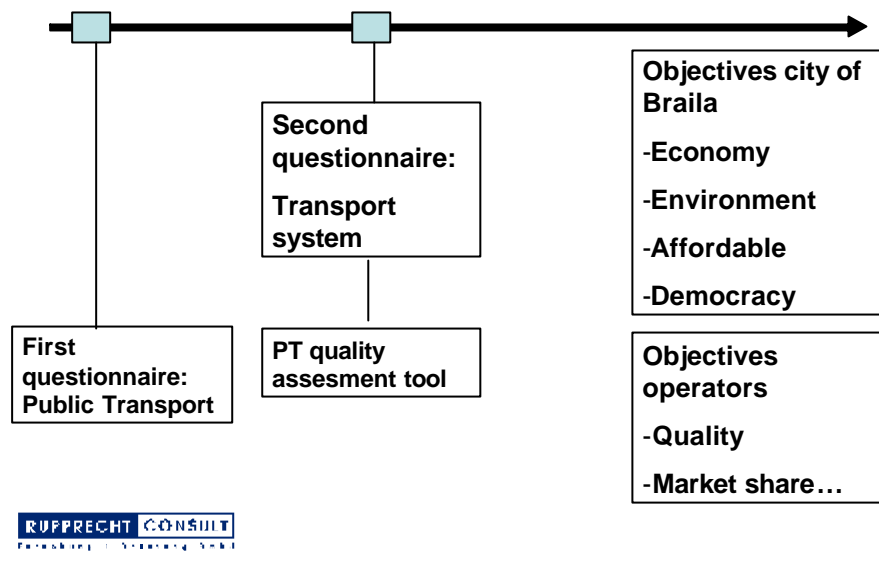


The following suggestions were discussed and agreed upon:

- Communicate results in a smart way! : Many people have participated in the survey and might be interested in the actual outcome: the results and the follow up. From the results, a positive message can be drafted and communicated to the PT users and the broader public.
- Try to find through correlation different target groups (age, operator, attitudes): The data coming from the questionnaire needs further research. It would be interesting to know which age groups have a specific interest in certain quality aspects of transport, which age and gender group is using Braicar or Minibus, ...
- A suggestion for the key messages coming from the questionnaire was made:
 - Braicar and Maxi Tax provide complementary services.
 - Both services have points of improvement (brutal driving, punctuality) and will work on that.
 - Both operators will return to the citizens of Braila, with this questionnaire to use the opinion to improve both the services.
 - The messages could be signed by both the Maxi Tax and Braicar representatives.
- The survey could be organised on regular basis.
- The amount and content of questions can be changed, but certain questions should be kept in, to be able to see evolution. This is useful for both Maxi Tax and Braicar service.
- The results should be used to discover image problems. For instance, Braicar has an issue with punctuality and Maxi Taxi with driver behaviour. The operators can try to find ways to solve these problems through marketing, communication and improvement to the quality of service.
- The questions should be formulated in a more balance way between negative questions and positive questions. The questions have to show confidence in the product and service!
- Questions on awareness of problems could be included, as a first step in a model towards behavioural change.
- In the same way, questions on other modes could be included: why do you don't use your car?
- Include questions on opinions towards concrete solutions.
- The survey organizers should try to reach these groups that were not consulted (older people)

The overall conclusion is that a second questionnaire should be that this tool needs to be taken to the level of the general city objectives: economic development, environment, affordability and democracy and transparency. It should be used to address the complete transport system.

pilot Strategic use of questionnaire



4.2. Steps towards a communication plan

As a second step, PA introduced several issues that determine the development of a communication plan for the city of Braila.

1. Cooperation or at least understanding between collective transport operators: this is crucial for positive communication about collective transport!
2. Stakeholder involvement:
 - All sectors are well represented in the current Pilot activity in Braila, except for the commercial sector. The chamber of commerce needs to be invited. Its membership basis is representative for the whole commercial sector in Braila.
 - A standing consultation body or steering group could be established, that would operate together with the project core group.
3. Budget: not discussed
4. Citizen participation: The tools and roll out of the citizen participation activities was discussed. Very important in this regard is the fact that the legal instrument is in place. The procedures at the local level include that proposals for council decisions have to be established on the basis of a public consultation. These can react in writing or at meetings that are organized per proposal. It is however sometimes difficult to reach participants. New target groups have to be addressed.

The group held a brainstorming on several methods to reach the relevant people for input on the SUTP. This was brought into the following scheme. It was clear for everybody that the process has to fit with the legal requirements and that the end result is a council decision. Different responsible parties were assigned to get the separate communication activities organized.

ORGANISED BY	METHOD	TARGET GROUP
Project management group? Communication Department?	Steering group	Stakeholders
Questionnaire working group – University – Youth NGO – Communication department	Questionnaire	Citizens (at least 1000!)
Transport department? Communication department? External facilitator?	Hearing Interactive TV	Affected and interested citizens How to reach?

↓

Council decision

5 Development of the Process Management

Sylvain Haon accompanied the subgroup dealing with the development of the process management plan. The objective is to

- organise the internal organisational set up and decision making process.
- set up internal structures for decision making; ensure a holistic approach and sectoral integration with other plans and prepare procedures for approval of the SUTP;

The project management plan is an operational tool, specifying in a pragmatic way the “who does what” and “how do things work” in the SUTP process.

It provides the organisational framework for all activities described in the other Mission and Tasks. It is a tool that supports the communication with key actors involved in the process and could be used to formalize strategic and operative aspects, approved by the responsible authorities.

A subtask is the actor coordination and process organization. The main focus of this task is to:

- Discuss strategic coordination and actor relations (as developed in the Pilot Manual’s guidance note 2)
- Ensure a good geographical coverage and identify responsible authorities (see guidance note 3)
- Use the Process management plan as a tool to facilitate the process (see guidance note 10)

The city should create a basis for a durable cooperation between all stakeholders groups, based on mutual recognition and trust. This leads to an ensured legitimacy of the SUTP process.

The process management plan aims to:

- Clarify and formalise actor relations and resource contributions;
- Ensure the transparency of the planning process for everyone;

- Secure a sound coordination between all activities undertaken;
- “clarify what the process is about and how it will be managed”

It is decided that the city will venture in the weeks after the training in the drafting of the PMP, following the template that is provided by Pilot, and using the self-assessment questionnaire as an important tool to accomplish this. The PMP will be a binding document after the council decision.

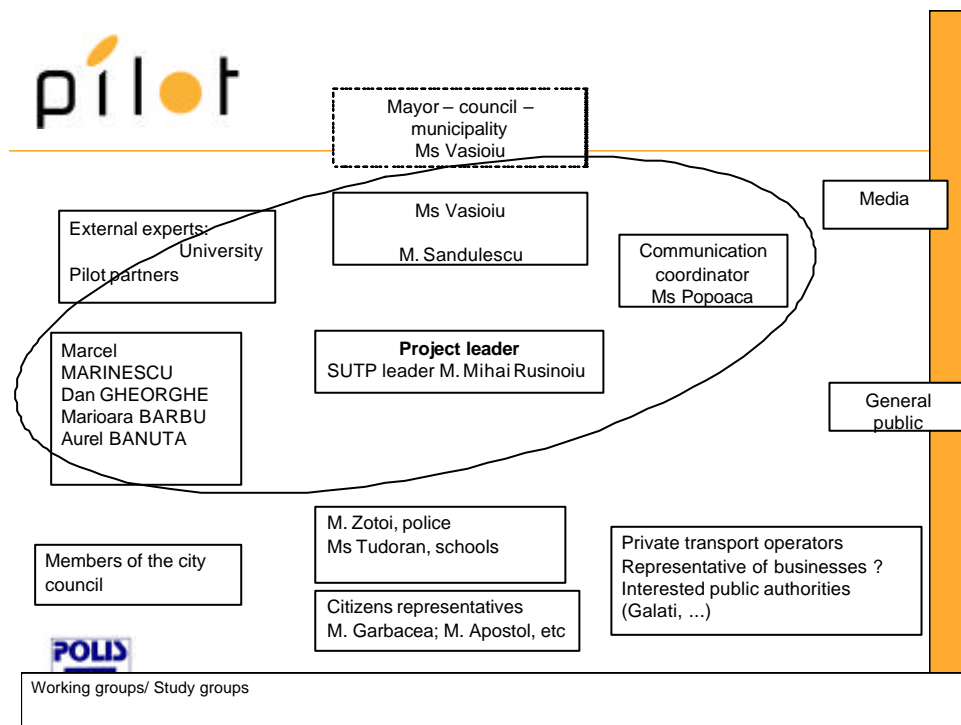
Part of the plan will be dedicated to the strategic communication activities (see point 4.2. of this document):

- Definition on how the interaction between the stakeholders and citizens will be organized and specify all resources contributions
- Description of media relations and marketing activities
- Provide practical information to facilitate communication between stakeholders

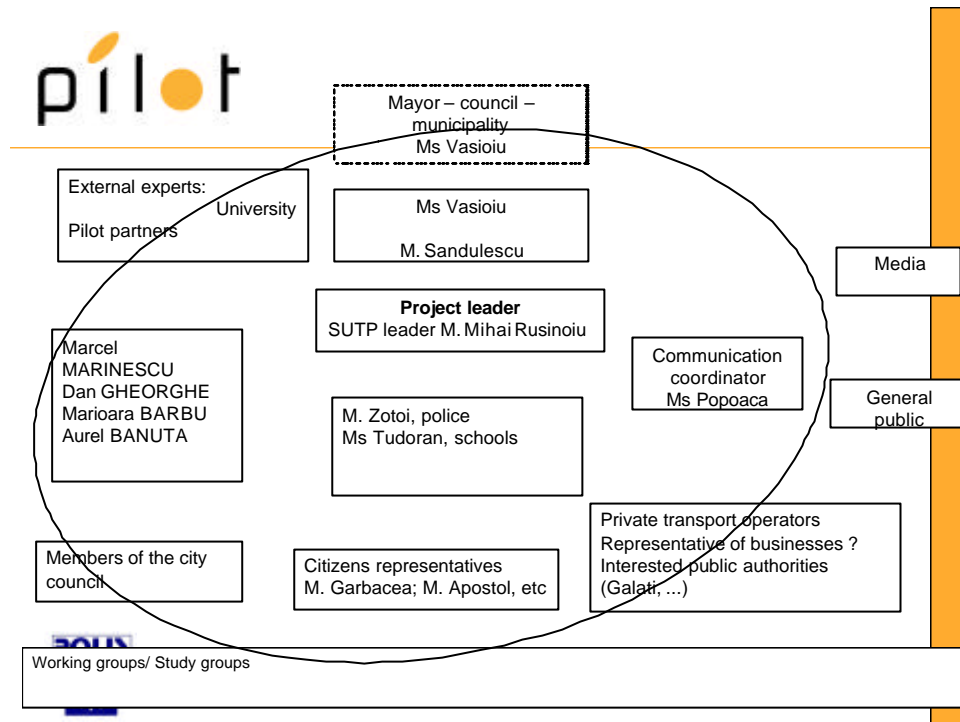
The city needs to integrate the SUTP process with other ongoing processes

- Urban development plan (1999) with strategic options towards urban transport.
- Braila Local Council Development Plan, preliminary version approved by Local Council Decision (HCLM), nr 33, dated 04/02/2006.
- Environmental plan (regional agency)
- Social measures taken

Two organigrams are drafted and agreed upon. The first is describing the core management group.



The second one is describing the steering committee.



Within the steering committee, several (temporary) working or study groups will be formed.

- Improving public transport
- Reducing the need to travel and tackling congestion;
- modal shift and intermodality
- Freight transport and logistics
- Reducing pollution, emissions and energy consumption
- Road safety
- Scenario developments

The university will develop scenarios on the base of the data collected by the national transport administration and the environmental regional agency. Braicar will coordinate the dissemination of these data.

A calendar for the development of the process management plan is agreed upon. The SUTP team will meet around the 15th of December. This will lead to a first draft by the 10th of January, which will be reviewed by the steering committee around the 15th of January 2007 to be finalized by the 20th of January. The PMP will then be submitted for approval to the city council.

Annexes

Ivo Cré, Polis, the Pilot manual

Patrick Auwerx, Mobiel21, Theoretical background on public participation and link with SUTP

Cristina Verdacchi, Genoa and Reggio Emilia Addressing the public

Sylvain Haon, Sustainable urban transport planning in Braila