



SUSTAINABLE
URBAN MOBILITY
PLANS



Citizen and stakeholder involvement in the development and implementation of an SUMP - tools, benefits, and limitations

Annual POLIS Conference,
Perugia, 29-30 Nov 2012

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SUMP: a concept promoted by the EU



- **Action Plan** on Urban Mobility 2009
 - 20 actions at EU level/ Action 1: SUMP
 - Review ongoing!
- **EU Transport Ministers** support SUMP
- **European Parliament** calls for introduction
- Transport **White Paper** 2011: Action 31
- Requirement in **CIVITAS Call** 2011
- **EU Projects**: ELTISplus SUMP, QUEST, ADVANCE, PUMAS.... more to come
- **Urban Mobility Package** (spring 2013)
- Directive, Support Framework, ...?



SUMPs in the EU Transport White Paper

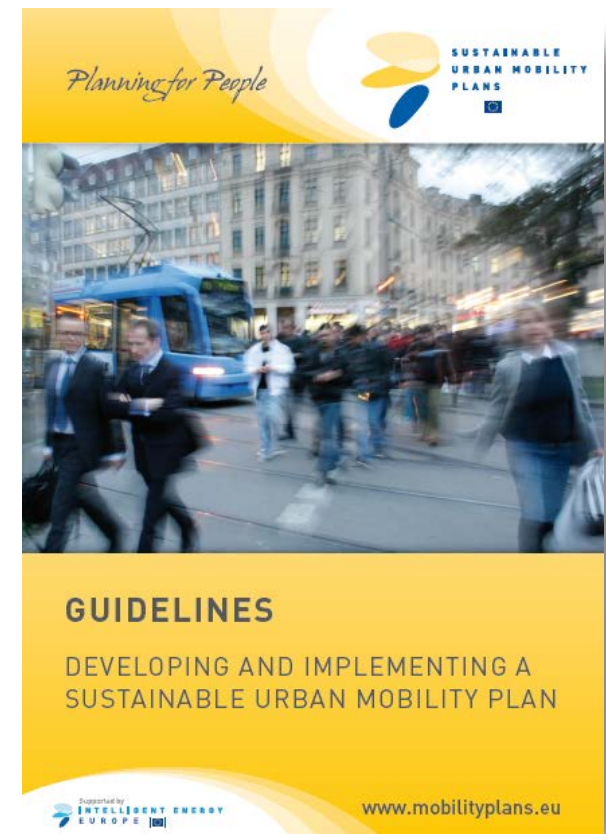


- to "establish **procedures** and **financial support** mechanisms" at European level for preparing Urban Mobility Audits and Urban Mobility Plans;
- to "examine the **possibility** of a **mandatory approach** for cities of a certain size, according to national standards based on EU guidelines";
- to link **regional development and cohesion funds** to cities and regions that have submitted a current, and independently validated Urban Mobility Performance and Sustainability Audit certificate;
- to consider the establishment "of a European **support framework** for a progressive implementation of Urban Mobility Plans in European cities."

ELTISplus: the reference project for SUMP



- Knowledge **consolidation**, **awareness** raising and **training** on SUMP in 31 European countries
- **Guidelines** on Developing and Implementing a Sustainable Urban Mobility Plan
- Based on broad **practitioner input** from all over Europe
 - 49 interviews with stakeholders/ 26 countries
 - online survey, expert consultations
 - workshops with 54 experts from 19 countries
- www.mobilityplans.eu



Characteristics of sustainable urban mobility planning



- Active **involvement** of all stakeholders and the engagement of citizens
- Commitment to **sustainability**, i.e. balancing social equity, environmental quality and economic development
- Looking "**beyond the borders**"
 - an integrated approach between policy **sectors**
 - cooperation between **authority** levels
 - coordination across **neighbouring** authorities
- Focus on achieving ambitious, measurable **targets**
- Targeting **cost internalisation** i.e. reviewing transport costs and benefits for society
- Including all steps of the **life cycle** of policy making and implementation

Comparison

Traditional Transport Planning	⇔	Sustainable Urban Mobility Planning
Focus on traffic	⇔	Focus on people
Primary objective: Traffic flow capacity and speed	⇔	Primary objectives: Accessibility and quality of life
Political mandates and planning by experts	⇔	Important stakeholders are actively involved
Domain of transport engineers	⇔	Interdisciplinary planning
<i>If you plan for cars and traffic, you get cars and traffic.</i>	⇔	<i>If you plan for people and places, you get people and places.</i>
Investment-guided planning	⇔	Cost-efficient achievement of goals
Focus on large and costly projects	⇔	Gradual efficiency increase and optimisation
Limited impact assessment	⇔	Intensive evaluation of impacts and shaping of a learning process

Fred Kent, President of „Project for Public Space“, www.pps.org

An SUMP is a ...



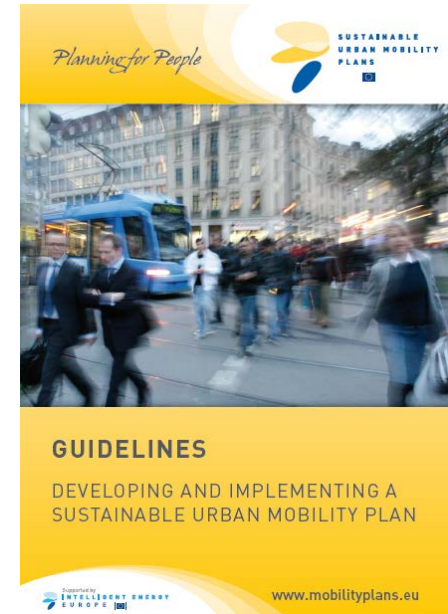
SUSTAINABLE
URBAN MOBILITY
PLANS


“... **strategic** plan designed
to satisfy the **mobility** needs of
people and businesses
in **cities** and their **surroundings**
for a better **quality of life**.

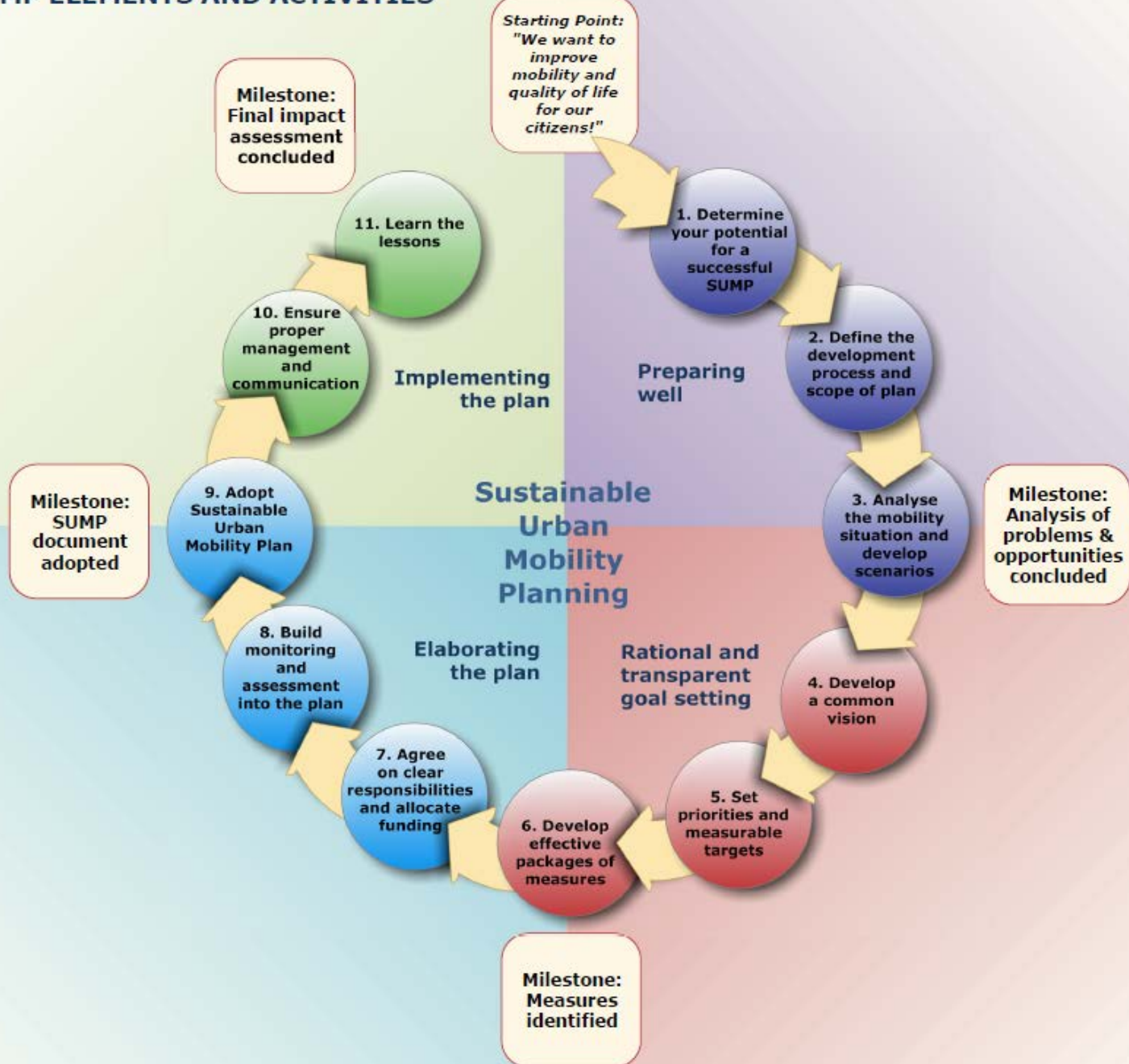
It builds on existing planning **practices**
and takes due consideration of
integration, participation, and evaluation principles.”

The SUMP planning cycle

- **A full SUMP cycle includes four main phases:**
 - I: Preparing well for the planning process
 - II: Rational and transparent goal setting
 - III: Elaborating the plan
 - IV: Implementing the plan
- **SUMP Guidelines** developed in ELTISplus:
 - **11 Elements** (= main steps) and
 - **32 Activities** (= detailing specific tasks)
- **Elements and activities** provide a logical rather than a sequential structure – obvious timing requirements, but process resembles **cycle of activities**, partially running in parallel



SUMP ELEMENTS AND ACTIVITIES





"Planning for People"
=
also Planning with People?

People = Citizens + Stakeholders



Citizen and stakeholder involvement tools

Information giving and gathering

Public information material

- Posters, notices and signs
- Letter, brochure
- Fact sheet, newsletter
- Promotion film, presentation
- 3D model

Telephone and Broadcasting

- Telephone techniques
- Local radio and television shows

Internet

- Web based forums / public participation platform
- Web 2.0 / social media

Surveying individuals

- Questionnaire surveys
- Key person interviews

Interactive engagement

Information events

- Exhibition
- Information centre, Info Point
- Information session and briefing
- Lectures, discussions
- Site visits

Engaging selected stakeholder groups

- Community visits and study tours
- Focus group, dialogue café
- Workshop
- Technical working party

Engaging large groups

- Soundboard group,
- Stakeholder conference
- Transport visioning event
- Open space event

Source: GUIDEMAPS CONSORTIUM, 2004. *Successful transport decision-making. A project management and stakeholder engagement handbook. Vol. 1 Concepts and Tools: p64.*

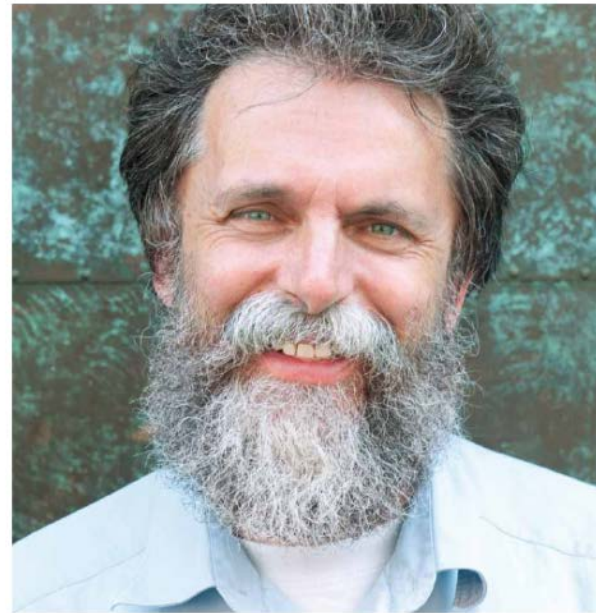
- “Putting the citizen first”
- Ljubljana, Gent, Zagreb, Brno, Porto

Project mission

“To ‘mobilise’ our citizens by developing with their support clean mobility solutions for vital cities, ensuring health and access for all.”

A day with JANEZ IN LJUBLJANA

"Hi, I'm Janez from Ljubljana. I generally take the train and use my folding bike to get to work. Ljubljana has changed a lot in the last four years. It's become a lot more attractive to live in."



Gent Participatory re-development of main station area



- Raising public awareness and support for the major construction works

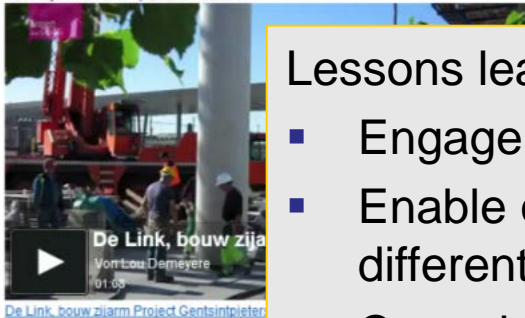
- soundboard group meetings
- dialogue cafés
- visits to construction works
- Information centre
 - Films, information markets, 3-D model, ...

Montage prefabpaneel in De Link



A raam with a view door Joudemeyere

Bouw zijarm De Link - plaatsen kolom



Lessons learned

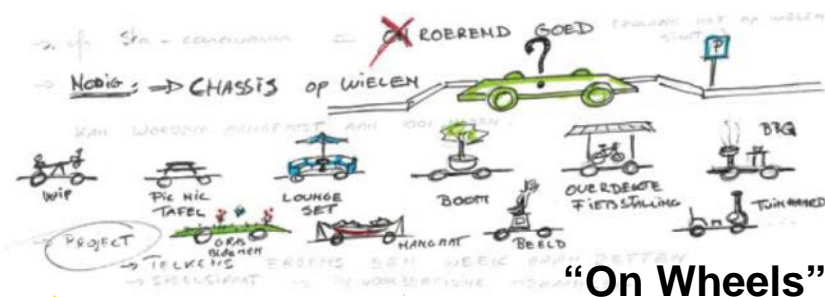
- Engage citizens at multiple levels
- Enable open communication between different interests
- Commit to answer all questions/ suggestions
- Stress “what’s in” for citizens

Source: Project Gent Sint-Pieters, www.projectgentsintpieters.be

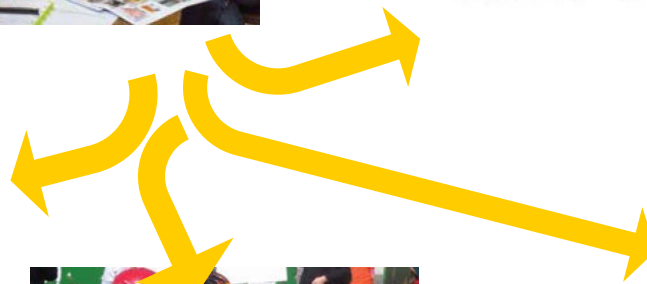
“De Fiets van Troje” – Mobility Visioning



The M-Club



“On Wheels”



“The Street Cut”



“The School Street”



“Nearby Parking Deluxe”

Ljubljana Update of the Sustainable Urban Transport Plan



- CIVITAS ELAN Open Academy
 - workshops, lectures, discussions,
 - public opinion survey, site visits etc.
 - in collaboration with foreign experts
- Initial strong technical focus
- Inclusion of SUTP into “Transport Policy Paper for Ljubljana until 2020”



City Municipality of Ljubljana - MOL



University of Ljubljana
Faculty of Social Sciences



PUBLIC OPINION SURVEY:

CHANGING THE PUBLIC TRANSPORT SYSTEM IN
LJUBLJANA AND THE LJUBLJANA REGION

Questionnaire ☐ ☐ ☐
Sample unit ☐ ☐

We will collect the questionnaire on..... (date) around.....(time).

Lesson learned

- Improve credibility and broaden horizon through external expertise
- Convince potentially opposing stakeholders to attend events

Porto Integrated accessibility planning in the Asprela quarter

- Improve mobility and accessibility in the area
- Brochures, door-to-door interviews
- Problem of identifying (informally) influential stakeholders



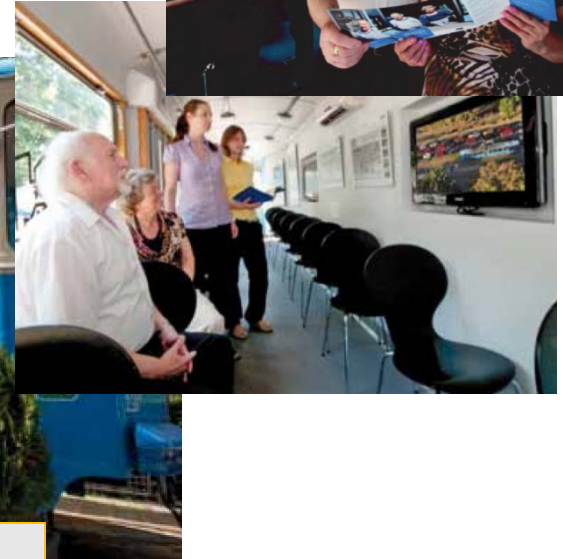
Lessons learned

- Carefully identify stakeholders
- Ensure that engagement tools and target groups match



Zagreb The CIVITAS ELAN Info Point

- Making mobility information accessible to citizens
 - Printed information, presentations, promotion films
 - “Wednesdays in the Tram”
- 22,000 visitors from 2009-2012
- Good cooperation with media representatives



Lessons learned

- Find attractive means to engage with citizens
- Consider strong influence of media and prepare a media involvement strategy

Brno Improving Bus Services for the Mobility-Impaired

- Involvement of main group of users
 - Demonstration rides
 - Mobility-impaired users consulted in technical issues (interior bus design) and operational issues (routes and type of service)

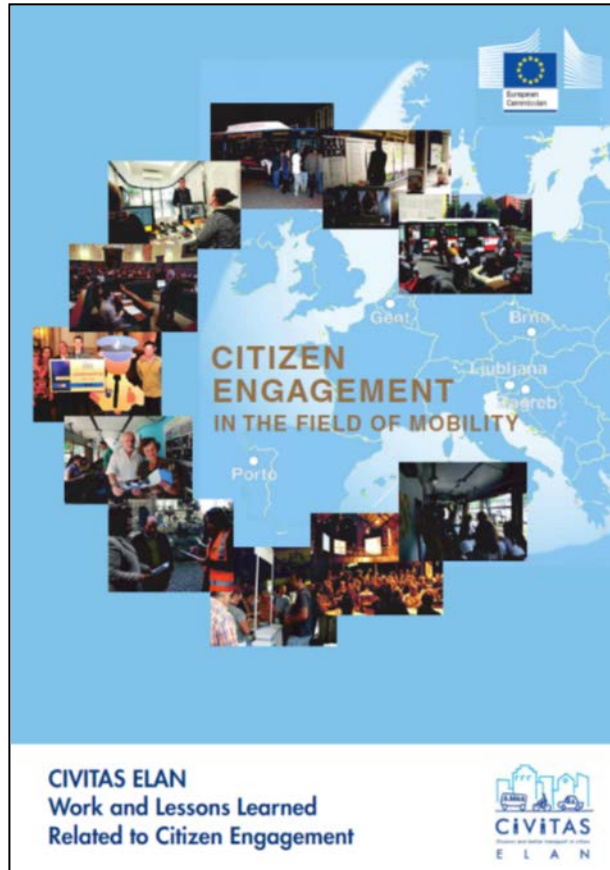


Lessons learned

- Involve target group right from the beginning
- Involve main user group in design issues and technical specifications

Source: Machalová, I. 2012. Training on Social Inclusion, Examples of the Social Inclusion in Public Transport in Brno. PPT, 22 - 23 March 2012, Coimbra.

Further case studies at ...



Further ELAN case studies
"CIVITAS ELAN: Citizen engagement
in the field of mobility" at ...

[www.rupprecht-consult.eu/
nc/downloads/document/e.html](http://www.rupprecht-consult.eu/nc/downloads/document/e.html)

CIVITAS Handbooks:

- Involving stakeholders: Toolkit on organising successful consultations
- Reaching the citizen: Toolkit on effective communications and marketing

civitas.eu → Mobility Solutions →
Resource Center → CIVITAS Plus

Citizen and stakeholder involvement can be

- **Time-consuming**, costly and difficult to be funded
- Perceived as a new and “**unnecessary**” task
- Frustrating if **decisions have already been made** or questions remain unanswered
- Potentially disappointing for citizens if limited to a **passive role**
- Dangerous if it becomes a **battleground** for opposed stakeholders
- Risky if dominated by very **articulate individual stakeholders**
- Complicated if views expressed remain **unstructured** or wrong questions are being asked

Benefits of Involving Citizens and Stakeholders



For citizens and stakeholders

- Can **articulate** ideas and concerns
- Take **ownership** of ideas, measures and projects
- Contribute creative and innovative **solutions** (more than "yes" or "no")
- Become part of **democratic process**

For city administrations

- Have an opportunity to **explain/ justify** urban mobility measures
- Win **acceptance** of plans, decisions
- Can "**feel the temperature**"
- Strengthen **cooperation** between actors
- Persuade citizens to **test** measures

For both

- Better **awareness** of urban mobility challenges (and complexity of solutions)
- Higher **efficiency** and effectiveness of policy choices
- Greater **transparency** of decision making
- **Gap** between citizen and politicians narrows
- Increased **legitimacy** of measures, projects
- Better **use** of new systems/ services

Conclusions

- **Citizen engagement**
 - is an important element of **long-term policy** making
 - is **not a substitute** for political decision making (ultimate responsibility must remain with elected members)
 - opens opportunity for a **new quality of cooperation** and communication (**trust** is the key resource)
- **Structured stakeholder consultation**
 - can help to **win support** by rational discussion
 - is a mechanism of **balancing interests** (more) transparently
- **Sustainable Urban Mobility Planning**
 - is most successful in a **culture of political dialogue** and openness to new solutions (and helps to develop it)



Thank you for your attention!

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