

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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KARLSRUHE (DE)



Baden-Württemberg  
Ministry of Transport



Karlsruhe

# Overcoming backlash in sustainable urban mobility Planning (SUMP): lessons from Brussels



**Adelheid Byttebier**

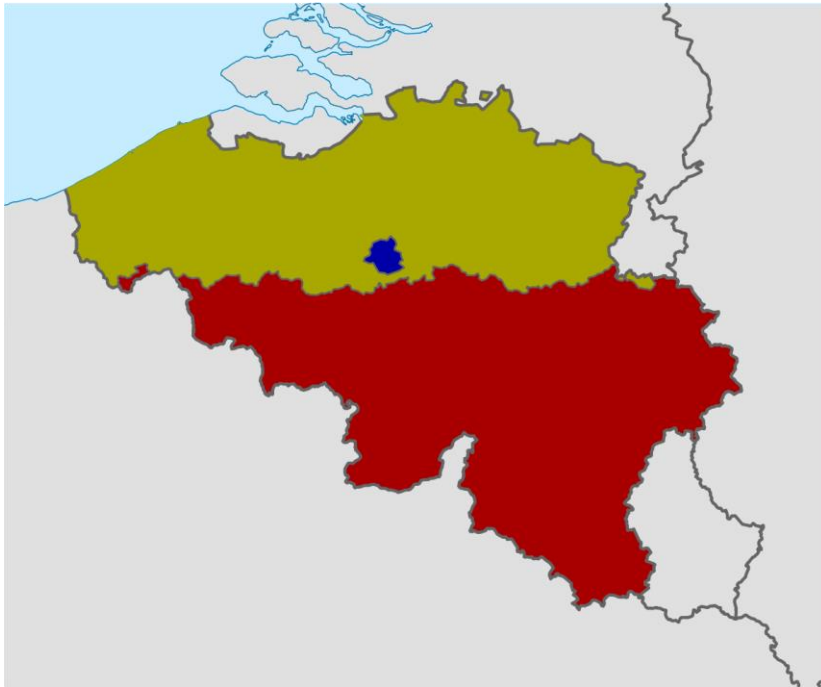
Vice Mayor on mobility and education  
Municipality of Schaarbeek, Brussels





Brussels: Capital in the center of Belgium with 19 municipalities

Schaerbeek: municipality north-east in the capital region



# Municipality of Schaarbeek is very diverse

- 133 000 habitants living on 7,9 km<sup>2</sup>
- Municipality with high risk of poverty (4<sup>th</sup> in Belgium)
- + 100 languages spoken (Guinness book of records 2023: 65 *languages in a reading relay of 1:30h*)
- Strong network of associations and identification with Schaarbeek



Brussels North Station – Rue d' Aerschot



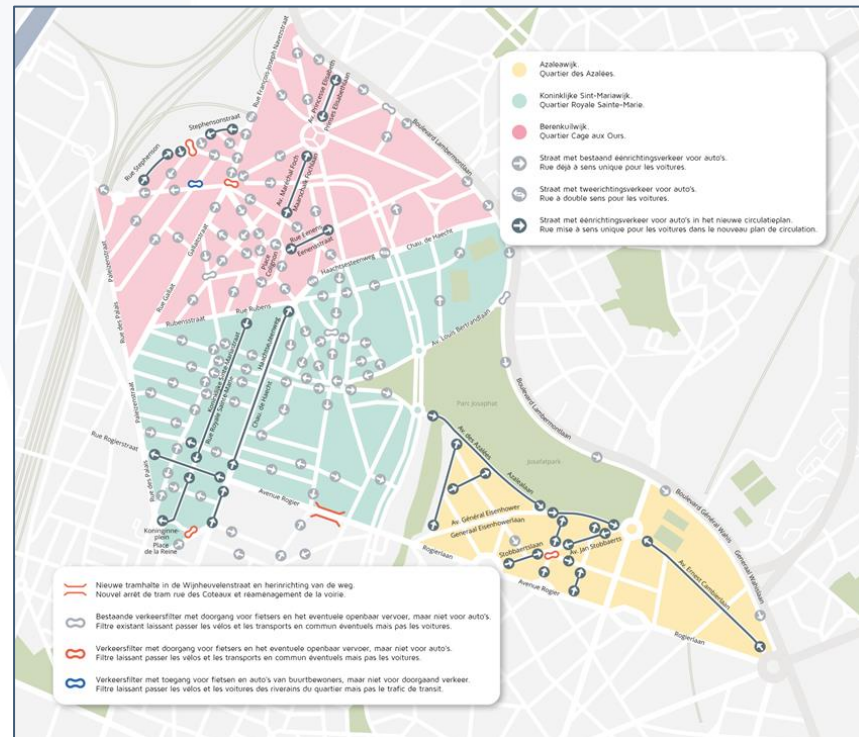
Boulevard Louis Bertrand

# Schaarbeek is a forerunner implementing the regional SUMP

## Good Move = legal frame for 60 neighbourhoods in the capital

- ✓ Safe streets
- ✓ Clean air
- ✓ Public space
- ✓ Neighborhoods
- ✓ Public transport

Local SUMP Colignon-Josafat  
covers 2/3 of the municipality



# Method starting in 2020 up to now

## Diagnostic with citizens

**Citizens** participation for  
data collection and input on different scenario  
Data collection by the **research** office

## Action plan

Identification of all-mode measurements  
**Decisions** of the board & the council

## Information

Many **stakeholders**: residents, commuters, workers,  
shopkeepers, associations, schools  
Many **approaches**: bilateral and neighbourhood **meetings**,  
online newsletter and local newspaper, FB



Participation during covid was organised online





## Implementation

Concrete implementation of the **traffic plan**:  
new signaling and activities in public spaces

## Monitoring

Includes short-term **adaptations**  
like phasing of traffic lights

## Evaluation

Structural **modification** possible



Azalealaan: testing is useful.  
A bidirectional separated bike lane was tested.  
A marked bike lane in both directions was chosen after  
participation and evaluation.



# Communication to citizens



SCHAERBEEK  
**1030**  
SCHAARBEEK

be  
**good  
move**  
be.brussels

GOOD MOVE PARTICIPATION DOCUMENTATION DÉCISIONS AXES ROUTIERS PLAN DE CIRCULATION NL

**good  
move**  
be.brussels

## C'EST QUOI GOOD MOVE ?

C'est le plan régional de mobilité, approuvé par le parlement bruxellois en mars 2020. Il concerne les 19 communes bruxelloises et définit les grandes orientations qui y seront suivies dans le domaine de la mobilité dans les dix prochaines années.

## POURQUOI GOOD MOVE ?

« Se déplacer à Bruxelles est devenu un casse-tête », entend-on dire bien souvent. Des transports en commun bloqués dans la circulation, des embouteillages importants synonymes de perte de temps, de stress et de pollution, une circulation à pied ou à vélo souvent dangereuse... De nouveaux modes de déplacement sont également apparus avec les trottinettes, les vélos partagés et leurs modèles électriques...

Les habitants, dans toutes les enquêtes, demandent qu'on travaille sur la sécurité routière et la quiétude dans leur quartier. Bref, ils désirent vivre dans un quartier apaisé.



[goodmove.1030.be](https://goodmove.1030.be)

[goodmove@1030.be](mailto:goodmove@1030.be)

**1030**  
EN MOUVEMENT  
IN VOLLE BEWEGING



# Improving communication & support



On the street, communication was provided through signs and through the police force who helped explain and accompany the adjustments.



# SUCCESSFUL IMPLEMENTATION IN 2 NEIGHBOURHOODS



## AZALEA along the parc Josafat

evaluation March 2023 = 2 y after implementation

- 36 % less cars and + 38 % more cyclists
- incl. + 33 % women cycling (vs. +19% in Brussels region)

30 km speed limit = respected more than before



## SAINT MARY near the town hall

evaluation March 2024 = 1,5 y after implementation

- 25 % less cars on the main axes and stable on others
- + 20 % more cyclists

Public transport gains 15% travel time (not everywhere)







New bike lanes on *Rue Royale-Sainte Marie* after making it one-way traffic for cars







New pedestrian zone on Place de la Reine = Saint Mary







Focus on safe and colourful school environments like *Avenue Ernest Renan* and *Rue Verwée*





# DISCUSSION 3RD NEIGHBOURHOOD

## Bearpit (Cage aux Ours, Berenkuil)



Additional dialogue & improved communication  
Meeting in open air – 3 days  
Visiting shopkeepers – 3 days

Implementation in October 2022

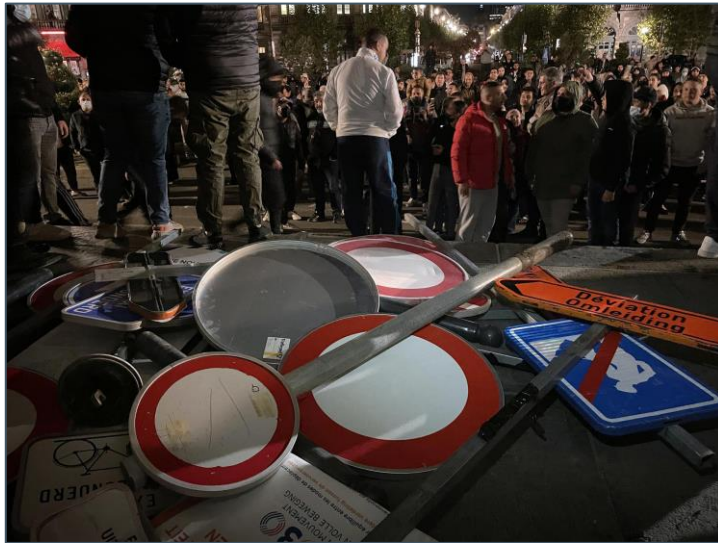


Information booth on *Place Pavillon*, the commercial centre of the neighbourhood





# A wave of protest while implementing the SUMP Bearpit



**Mobilisation against any change**  
**Desinformation and fake accounts**  
**Opponent targets several municipalities**

*Consequence: decision of the board to freeze measures and organize additional professional dialogue with people from the neighborhood.*



# A wave of support



WE   
good  
move  
BRUSSELS  
#welovegoodmove



# How to reach the silent majority ?

Extra public meetings – the 4th was stopped due to aggressive mobilisation  
Panel of citizens (sortition-method) working on solutions during 4 Sundays

Consensus could be found for more road safety and more green for kids  
No consensus in terms of a circulation plan



Municipality now takes 'baby steps'  
30 points improving road safety and more green in the streets





## Lessons learned concerning mind shift and behavior change 1/3



- ✓ Present the bigger picture: public space, green, safety, less noise.
- ✓ Cherish connecting factors: road safety, school environments and liveable neighbourhoods.
- ✓ Guarantee political support. Strong leadership makes the difference.
- ✓ Get support from various stakeholders.
- ✓ Mind your words: do not use the vocabulary of opponents.

Road signs became very symbolic.  
Inauguration Royale Sainte Marie. Protest at the Bearpit



## Lessons learned concerning mind shift and behavior change 2/3

- ✓ Have a clear picture of how it was before the implementation of the measures
- ✓ Monitoring is essential; you need to measure before and after and adapt it needed
- ✓ Every shift needs time ... and persistence



*Azalealaan before and after*





## Lessons learned concerning mind shift and behavior change 3/3

A new circulation plan creates opportunities

- ✓ to meet your neighbours;
- ✓ to drive and cycle safely;
- ✓ to take measures such as school streets and residential streets



Examples of streets that became bike lanes or temporarily closed to traffic to play





Thank you  
Bedankt  
Merci



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