



# **REPORT ON MUTUAL LEARNING ACTIVITIES**

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## SUMMARY

BUMP offers cities with a population ranging from 40.000 and 350.000 inhabitants an integrated package of training, coaching and dedicated assistance to help them build the capacity necessary to develop their Sustainable Urban Mobility Plans (SUMP), in which mutual learning among participants and with experts plays a key role.

After being involved in dedicated training sessions in all partner countries with highly specialized trainers, the selected national groups of high-ranking officers and directors were offered the opportunity to exchange experiences, know-how and expertise, share best practices and get to know new approaches and solutions adopted in other national contexts by participating in BUMP's international mutual learning events.

A total of four two-day events were organized, each taking place in a different partner country and dealing with a different set of topics related to sustainable mobility planning and management, as shown in the table reported underneath.

Date and location	Topics addressed
24-25 September 2014, Trieste (Italy)	<p>How can we make home-to-school travelling more sustainable?</p> <p>What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?</p> <p>Including tourist mobility patterns in SUMP</p>
20-21 October 2014, Sofia (Bulgaria)	<p>How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation?</p> <p>Parking policies as a tool to foster urban sustainable mobility</p> <p>Secrets of people's behaviour: Interpretation of the elements affecting citizens' choice of transport mode</p>
5-6 November 2014, Szentendre (Hungary)	<p>Integration of measures to restrict traffic in urban centres</p> <p>Which elements should be necessarily addressed in carrying out a preliminary context analysis to prepare an effective sustainable mobility planning tool?</p> <p>Public participation and public acceptance in the planning of the</p>

	sustainable mobility
19-20 November 2014, Dortmund (Germany)	Boosting bike use in medium-sized cities Organizing effective public transport in medium-sized cities Strategies of local authorities for energy-efficient urban mobility

The common model for the four events entailed on the first day a mutual learning workshop for training course participants only and on the second day an international conference open to the public. At a national level, participants were thus subdivided into four delegations, each participating in one of the four international events. A final training session in each country was a further opportunity for all national participants to gather and share lessons learnt during the four events.

The following table reports attendance to the four events.

	Day 1	Day 2
<b>Trieste</b>	51	114
<b>Sofia</b>	52	96
<b>Szentendre</b>	61	69
<b>Dortmund</b>	52	73
<b>Totals</b>	<b>216</b>	<b>352</b>

The mutual learning workshops held on the first day allowed participants to share expertise and viewpoints on mobility planning and management issues through a series of interactive activities (a world-café session in the morning and a role-play session in the afternoon) aimed at fostering exchanges among participants coming from different countries.

During the morning world-café sessions, participants were invited to engage in different conversations regarding one or more of the event topics, moving from one table to the next according to a previously organized schedule, thus allowing them to discuss different topics with different people. Discussions were held in English with language mediation assistance provided by project partners' staff when required. For each table, a coordinator was appointed to promote and facilitate debate by submitting problems and suggesting solutions. Among the table coordinators,

a spokesperson was chosen for each room with the main task to collect all coordinators' contributions to the same topic and draw conclusions from the discussions.

In the afternoon, participants were engaged in a role-play session. They were subdivided into three rooms, each dealing with a different topic as in the morning. This interactive session aimed at replicating a participatory process in life-like situations, where, as should happen in the development of all SUMP, a dialectic exchange takes place between different viewpoints involving various stakeholders. Several subgroups were therefore created, each interpreting a different stakeholder in the role-playing game. In this phase, the spokesperson appointed or the world-café sessions in the morning had the task to manage the debate on mobility planning and management issues, acting as a moderator among the different stakeholders' opinions. The goal of this activity was to represent through a participatory planning approach the different points of views and reactions to sustainable mobility policies and measures coming from the wide variety of actors in life-like situations. All these interactive tasks organized during the MLWs created an informal environment, allowing participants to discuss freely and share experiences and solutions adopted at a national and international level.

The second day envisaged the organization of international conferences to present and share the results reached during the mutual learning sessions. Conferences were open to all training participants involved in day one and to the public, particularly to representatives of local, regional and national authorities (both political decision makers and technical officers), interested institutions and organizations. The conferences aimed at involving and informing local stakeholders and key actors on the issues addressed during the previous day. These events were the opportunities to present BUMP to the public, as well as other European projects dealing with sustainable mobility issues that offered further solutions, approaches and useful practical tools.

The spokespeople reported the problems analyzed and the solutions suggested during the world-café and role-play sessions and presented the conclusions reached. In addition, during the conferences, several enterprises had the opportunity to present their innovative technological solutions to urban mobility issues and then their representatives were available to meet conference participants.

In the following sections the main conclusions are reported from each of BUMP's international events.

Trieste, 24-25 September 2014

## Authors

**Abel Ortego** (CIRCE) - *How can we make home-to-school travelling more sustainable?*

**Tiberiu Lorand Toma** (ALEA) - *What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?*

**Luca Mercatelli** (AREA) - *Including tourist mobility patterns in SUMP*s

## Introduction

The first BUMP mutual learning workshop (MLW) was organized by AREA Science Park of Trieste at its headquarters in Padriciano (Trieste) on September 24 and 25, 2014.

Three specific topics related to sustainable mobility were tackled: “How can we make home-to-school travelling more sustainable?”, “What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?” and “Including tourist mobility patterns in SUMP”s”.

Technical and administrative officers (earlier engaged in national training sessions in all participating countries), along with partner representatives, participated in a series of interactive activities aimed directly at fostering the exchange of good practices in the field of urban mobility.

On September 24, in particular, course participants took part in a world café session in the morning and in a role-playing session in the afternoon.

On September 25, an international conference was organized to present the conclusions reached in day 1 to stakeholders and the general public. Moreover, the conference was the opportunity for five selected enterprises to present their innovative technological solutions for urban mobility and for project managers from three EU-funded projects (PUMAS, POLYSUMP and SEEMORE) to present their solutions for the same issues tackled during the mutual learning workshop.

All these tasks allowed the creation of an informal environment which allowed participants to discuss freely, and to share experiences and solutions at a national and international level.

## How can we make home-to-school travelling more sustainable?

### World café session

During the world café session, each participant had the opportunity to explain the major issues related to urban mobility that they, as technical officers from local authorities, had to deal with in their territories. This exchange of experiences revealed that the cities selected had more similarities than differences between them. After highlighting all the problems related to home-to-school travelling, participants tried to find common solutions either by turning to initiatives previously adopted by other cities that proved successful, or by developing and implementing new innovative ideas.

### Main issues arisen and solutions provided

The main problems connected to home-to-school travelling that arose during this session are described to follow. Since parents are often overprotective and tend not allow their children to go to school alone, they prefer to accompany them, generally by car, this way increasing traffic. As a result, using private vehicles daily for home-to-school travelling boosts traffic congestion at rush hours. In some cases it is not possible for children to walk or cycle to school, since schools are very far from their homes. Not all drivers respect the highway code, driving slowly near schools and letting children cross the street at pedestrian crossings. This way parents feel increasingly insecure when it comes to letting their kids walk to school on their own. Some cities do not offer an efficient public transport service, so residents are not willing to use it frequently. Since mobility is an issue affecting many different stakeholders (such as local administrations, schools, parents' associations, school transport companies, environmental associations...), it is difficult to define a common solution to solve all issues related to home-to-school travelling.

Participants provided the following solutions to make home-to-school travelling more sustainable:

- Introducing a '*pedibus*' system, an alternative travelling system that allows children to walk to school together with other children and accompanied by an adult who is responsible for their safety.
- Increasing the presence of local police around schools at rush hours, especially near zebra crossing and dangerous intersections, as well as the presence of volunteers – particularly when recruited among retired people - to help children cross the roads safely.

- Promoting the introduction of a car-pooling system among parents and introduce new school-bus stops at park-and-ride facilities in suburban areas in order to limit traffic in school areas.
- Investing in cycling infrastructure to discourage the use of private vehicles.
- Introducing flexible clock-in and clock-out times in schools that fit parents' schedules, as well as making periodical surveys to monitor the impact on students and parents of the implemented mobility measures, and adjust them to their needs.
- In cities where public transport is lacking, co-funding the public transport company to have more routes available for school children at rush hours.

## Role-play

During this activity, participants were subdivided into four groups, each representing one of the following stakeholders: local authority, school transport company, parents' association, environmental association. The discussion was focused on a hypothetical city of 100.000 inhabitants with 30 schools and the following characteristics: efficient public transport service (bus and tram); lacking cycling infrastructures; presence of three small-sized cities in its outskirts that causes a suburban sprawl issue.

## Stakeholders' points of view and conclusions

The group representing the local authority asked the stakeholders some solutions to make home-to-school travelling more sustainable in their territory. The bus company suggested to buy new electric school buses. These buses, however, are more expensive than traditional ones, so the company requested extra funding from the local authority. The parents' association showed their concern regarding an eventual increase in taxes that would follow this public measure, while the environmental association showed its support not only by promoting the shift to electric buses for school transport, but also requesting the local authority to ban circulation of non-electric buses. The parents' representatives also brought up the problem of their children's safety in relation to the introduction of a *pedibus* system.

At the end of the activity, the group representing the local authority agreed to upgrade current school buses to EURO VI requirements, reducing this way up to 30% of current CO2 emissions. To protect the parents' interests, it also agreed to start a feasibility study to analyze if a tax rise will be necessary in order to implement this measure. Finally, the local authority appointed the

parents' association as the only entity allowed to choose which volunteer will be responsible to accompany their children at school with the *pedibus* system.

## **What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?**

### **World café session**

The world café session began with an overview of the context of home-to-work transportation, measures to make it more sustainable, a responsibility that lies in the hands of several stakeholders. Participants shared their experiences and provided real-life examples of what is going on in their cities, describing transport patterns of employees, whereas municipality representatives presented current and upcoming measures and initiatives in sustainable home-to-work transportation. Generally there was an agreement that travelling has a major impact on contemporary life (congestion on roads, noise, pollution, higher cost of living) and the solution lies most likely in the elaboration of broader plans - SUMP – addressing this issue specifically. Moreover, it was pointed out during discussion that problems and solutions are more or less the same in each city, but given their specific characteristics and broader political, social/attitudinal, economic, environmental contexts, each measure must be tailored to individual needs. In terms of political context, participants identified the need to find an accountable party to be in charge for developing policies.

### **Main issues arisen and solutions provided**

Among the identified measures:

- offering incentives or other rewarding schemes to employees who can prove they get to work in a sustainable manner (for instance using car-pooling);
- offering discounts to those using sustainable means of transport (for instance free parking);
- offering favorable conditions to buy seasonal tickets;
- setting up cycle-to-work schemes (for instance offering loans for the purchase of bikes);
- implementing measures such as staggered hours;

- promoting schemes to help reduce displacements when the specific features of the company allow it (allowing employees to work from home, hold meetings using videoconference etc.);
- appointing motivated persons as opinion leaders to promote sustainable mobility;
- offering support to transport companies in order to optimize routes (for example providing data on commuters or on numbers of employees in each shift, etc.).

It was emphasized that existing behavioral practices are barriers in policy changes and thus the role of education was highlighted as a critical factor. Participants noted that the existing awareness and education of individuals should be considered when implementing mobility initiatives; awareness-raising campaigns were identified as a good approach. At an individual level, each employee can independently change travel habits making them more sustainable. Changing transport patterns through a real effort may take a while to be done, but the more one knows about the benefits, the more motivated one is to make a change.

### **Role play**

The purpose of the role play was to bring together a variety of stakeholders to learn about and identify opportunities for supporting sustainable home-to-work transportation. Workshop participants represented a local authority, organizations, and other actors involved one way or another in transportation services.

### **Stakeholders' points of view and conclusions**

Local authorities (LAs), on one hand, need to elaborate transport plans, issue regulations promoting the elaboration of mobility plans by companies, which can be either just documents presenting mobility patterns of employees in the case of small companies or they can be scaled-down SUMP's in the case of larger companies. The key element was the approach of the LAs, meaning that they should take on the role of enforcer, but always take into account companies' needs and priorities. Companies, on the other hand, are accountable for creating different internal mobility measures/regulations, which motivate employees to travel to work more sustainably. Companies should also be motivated internally in this approach, mainly through favorable cost-benefit ratios of the mobility measures they decide to undertake. Some of the ideas that were put forward as possible awareness-raising issues that might help companies get involved in sustainable mobility and change existing transport patterns were: employees incur costs when

getting to work late; stressful travelling to work affects employees working capacity and performance.

During the role-playing activity, a conclusion was reached that the city council and the companies are the accountable parties to change the existing home-to-travel pattern mainly because they are the 'owners' of mobility. The local authority was identified as responsible to initiate the process of elaborating the mobility plan based on local analyses. It also has the role to involve companies by presenting them with a good "business case", with good cost-benefit ratios which would both help create political support and ensure investment in part of the companies. Among the most important types of actions that LAs can take of are: issuing local regulations, promoting solutions, elaborating mobility plans. However, it was noted that LAs should only be responsible for creating the framework structure of a plan, open to integrate already existing mobility plans (such as those of companies). So a 'top-down' approach coupled with 'bottom-up' implementation of a sustainable home-to-work mobility plan was favored.

## **Including tourist mobility patterns in SUMP**

### **World café session**

Participants involved in the world café session came from different types of cities: tourist destinations, cities/towns partly - or sometimes mainly - serving nearby major tourist destinations (Prato, Pavia), and towns of little tourist interest, yet trying to attract some incoming flows through events and initiatives (Pordenone). Environmental, social and economic aspects of sustainability were discussed.

### **Main issues arisen and solutions provided**

While tourist destinations often see big incoming flows seasonally or at weekends, bringing congestion, lack of parking spaces, increased pollution (air and noise), etc. Non-tourist destinations, nonetheless, face similar problems on the occasion of events (exhibitions, fairs, concerts) and can use similar solutions (example: dedicated mobility plans for extraordinary events like the 'Alpini' gathering in Pordenone). The issue of financing public transport for special events was therefore brought up and discussed. Services for tourists' sustainable mobility also benefit local residents (better infrastructure, better services, less pollution, better quality of life), but services for residents are not always readily available to tourists (language barriers, availability

of services for non-residents). Having a dedicated city council's office for mobility is crucial for effective management, but internal (horizontal) cooperation with other city council offices and outside the city council (vertical) with regional authorities is just as crucial. Often tourism is regarded as a matter that should be dealt with by the offices dedicated to that area or sector, but in actual fact it needs to be dealt with at a multi-sector level to be able to come up with effective solutions, for instance, yet not only, to mobility problems. Cruise destinations (for example Livorno) are often only transit cities and tourists are taken elsewhere. The city council should try and exploit this resource better, for instance increasing pedestrian areas near the port, providing good cycle paths and a bike-sharing facility near the port, managing tourist flows to the benefit of the city's economy. Spanish city councils – an example is Rivas Vaciamadrid (which grew in 25 years from 400 to 80.000 inhabitants), winner of the 2014 SUMP Award - can only deal with strictly urban traffic and mobility issues, while the main decisions for regional and national connections are up to the regional government. Most of the flows in Rivas, including tourist flows, are directed towards Madrid. However, train services end at 11 in a country and in a city (Madrid, Spain) where at 11 life begins and most people are just having dinner. Information is a crucial element: information needs to be made available to residents and tourists alike, overcoming language barriers and using traditional and new media to make cities more enjoyable as tourist destinations. Integrated territorial packages offering the opportunity to visit several locations, moreover, must count on efficient and effective mobility solutions. A good example of intermodality is the system realized in Burgas (Bulgaria), where a boat service on the Black Sea is integrated onland with bus services and cycling facilities. An amazing example of support to cycling (international, cross-border) is the Polish border city of Piola Podlavska where they are realizing a 700 km cycle path network on the border with Belarus and a cross-border corridor (50 Km into Poland and 50 Km into Belarus) where apparently no visa is required to go from one country to the other.

Sustainable mobility and tourism are good friends: less pollution (air and noise), less congestion, better intermodality (train, bus, boat, bike, walking), more pedestrian areas make cities better places for residents and tourists alike and offer cities' economies good economic prospects. Something to consider when it comes to traffic and mobility planning and management.

## Role-playing

The main purpose of this activity was to allow workshop participants to see issues from different points of view, actively interpreting different stakeholders' roles in relation to sustainable mobility planning/management in a tourist destination. The chosen methodology is the simulation of real-life situations, where in a participative process (as the one that should be the basis for all SUMPs) a dialectic exchange takes place between different viewpoints involving various stakeholders.

Stakeholders groups: local authority; environmental organization/sustainable mobility organization; tourism promotion agency/Hoteliers association; local public transport company

Preparation: after a brief introduction to the topic done by the mediator, asking for the room's contributions and recapping on how the role-play functions, together with the whole room, the mediator decides the hypothetical city's characteristics (size, population, location), since the activity refers to a hypothetical city, used as a working model.

The stakeholders' groups have 30-35 minutes for preparation, during which the local authority (the proponent group) prepares a policy proposal (what they plan to do about the topic) and the stakeholders' groups need to decide before the debate what they are in favor and what they are against in tackling the topic in discussion and come up with a list of principles, priorities and requirements. Then the proponent group presents the policy proposal and the other stakeholders' groups express their opinions (agreement / disagreement / proposals for compromise) and highlight pros and cons.

## Stakeholders' points of view and conclusions

The tourist destination chosen was a small mountain recreational resort (winter and summer sports, mainly skiing and trekking) with important tourist flows in the winter and in the summer, particularly at weekends, with good accommodation supply and general tourist support services, including a good public transport system. However, in consideration of the size and typology of the location, traffic-related problems connected with significant flows of tourists coming to the resort are becoming increasingly obvious, including congestion, occupation of ground-space for parking, pollution, noise, etc. all conflicting with the largely unspoiled natural environment. The specific tourist offer is based precisely on the natural environment, which should allow for its optimal use for winter and summer sports with existing dedicated infrastructure, yet avoiding unwanted side-effect, such as an abnormal increase in the number of cars circulating and parking

in and around the village, spoiling the characteristic image of the location, the experience for tourists, quality of life and usability of public spaces for the local community and for tourists alike.

The proposed measures were therefore:

- No cars in the centre
- No cars in the environment
- Parking outside the village
- Minibus schemes from and to the village (park and ride scheme) and from and to the main natural attractions
- Good, fast and cheap trains from the nearest big city
- Combined tickets for mobility, parking and other services

All details of each measure were analyzed by each stakeholders' representative group, based on economic (available funding and repercussions of choices) , environmental, health and feasibility parameters.

Moreover, the significance of political consensus was also taken into consideration: the major actors in the territory are voters and opinion leaders for other people's votes, something political decision makers take into very serious consideration when planning and implementing mobility measures.

An important issue tackled during discussions was the need to consider the various aspects of sustainability (economic, social, environmental): having a cleaner, less noisy environment and a center free from traffic congestion certainly brings better quality of life for residents and makes the destination more attractive for tourists, yet people's choices are also based on convenience and readily available services and benefits.

## Sofia, 20-21 October 2014

### Authors

**Lachezar Rossenov** (CSDDC) - *How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation?*

**Metodi Avramov** (Sofia Municipality) - *Parking policies as a tool to foster urban sustainable mobility;*

**Veselin Grozdanov** (CSDCS) – *Secrets of people's behavior*

### Introduction

The second BUMP mutual learning workshop (MLW) was organized by CSDCS in the Conference Centre of the Hemus Hotel in Sofia on October 20 and 21, 2014.

Three specific topics related to sustainable mobility were tackled: "How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation"; "Parking policies as a tool to foster urban sustainable mobility"; and "Secrets of people's behavior".

Technical and administrative officers (earlier engaged in national training sessions in all participating countries), along with partner representatives, participated in a series of interactive activities aimed directly at fostering the exchange of good practices in the field of urban mobility.

During the first day, on October 20, MLW participants took part in a world café session in the morning and in a role-playing session in the afternoon.

The next day, October 21, an international conference was organized to present the conclusions reached in day 1 to transport and mobility stakeholders and the general public. Moreover, the conference was the opportunity for the representatives from Bulgarian Ministries, Sofia Municipality and some scientific institutions to present their visions concerning urban mobility in Bulgaria and the use of EU structural funds for implementing SUMP in Bulgarian cities.

## **How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation?**

### **World café session**

During the world café session, each participant had the opportunity to explain the major issues related to the involvement of stakeholders in urban mobility planning. This exchange of experiences revealed that the cities selected had more similarities than differences between them. After highlighting all the problems related to the participation of stakeholders in a SUMP-process, participants tried to find common solutions either by turning to initiatives previously adopted by other cities that proved successful, or by developing and implementing new innovative ideas.

### **Main issues arisen and solutions provided**

The main problems connected to involvement of stakeholders in urban mobility planning that arose during this session are described to follow. Since mobility is an issue affecting many different stakeholders (local administrations, businesses, transport companies, trade community, environmental associations and the general public living in the city), it is difficult to define a common solution to involve all of them during the planning process.

Participants provided the following solutions to strengthen the participation of stakeholders:

- To include representatives of citizens' NGOs;
- To include representatives of different social groups;
- To include representatives of different professions;
- To include representatives of different neighborhoods;
- To include representatives of different business branches;
- To include state bodies;
- To include "key" decision makers with political power: mayors, municipal councilors, prominent experts in urban science, transport, mobility
- To include representatives of the health institutions

### **Role-play**

During this activity, participants were subdivided into several groups, each representing one of the following stakeholders: municipal council; police; hotels and restaurants owners; citizens' NGOs,

environmental clubs; schools; local producers and retailers (businesses and shop-owners); farmers selling their products on the market. The discussion was focused on a real case set in Kavarna - a small town (13.000 inh.) situated on the Black Sea coast of Bulgaria at some 50 km from the Romanian border. It lies on the way from the Romania to Varna (the third biggest Bulgarian city and the maritime resorts Albena and Golden sands. The town is known as “the rock capital of the country” because of the rock concerts regularly organized by the municipality with prominent singers and bands during the summer season. Traffic is very intense - the main road passes through the center of Kavarna, where a big shopping mall, many other shops, restaurants, cafeterias and the farmers’ market are situated. The cars can park free-of charge in the centre without any time limits. The town was a demonstration site in the SEEMORE project and some MM measures related to tourism activities were recently introduced. The Mayor decided to introduce also the first SUMP for small cities in Bulgaria. The preliminary measures discussed with the experts were:

- to forbid the transit traffic through the centre by directing vehicles to the surrounding road;
- to introduce a blue zone in the city centre during the high season (June – September);
- to invest in the elaboration of cycling paths from the city centre to the beach area;

These ideas should be discussed with the local stakeholders in the municipal hall about the new Kavarna SUMP.

### **Stakeholders’ points of view and conclusions**

The group representing the local authority asked the stakeholders to propose some solutions to improve the mobility situation in Kavarna. The stakeholders showed their concern regarding an eventual introduction of traffic restriction measures, while the environmental association showed its support not only by promoting the shift to blue zone, but also requesting the local authority to maintain the zone all over the year. The business representatives were very active, estimating that the new measures would have a negative impact on their businesses and commercial activities. All stakeholders supported the creation of new cycling paths because they will attract more tourists and are good for the health of local youth.

At the end of the discussion, the group representing the local authority agreed to invest in new cycling infrastructure and to introduce the other new measures first temporarily and then, after

measuring their impact on local community, to decide if they should be implemented permanently in the city.

## **Parking policies as a tool to foster urban sustainable mobility**

### **World café session**

The world café session began with an overview of the context of parking policies, the measures to make them more sustainable and the responsibility that lies in the hands of the municipalities and mobility centres. Participants shared their experiences and provided real-life examples of what is going on in their cities, describing different modes of parking, whereas municipality representatives presented current and upcoming measures and initiatives in park and ride initiatives, especially in Poland and Romania. Generally there was an agreement that a parking policy is of crucial importance for city mobility and the solution lies most likely in the construction of huge parking spaces on the outskirts of the cities, thus liberating the city centres from traffic. Moreover, it was pointed out during discussions that problems and solutions are more or less the same in each city, but given their specific characteristics and broader political, social/attitudinal, economic, environmental contexts, each parking initiative must be tailored to individual needs. In terms of political context, participants identified the need for the municipal transport authority to report in a transparent way about the use of the collected parking fees (they should be used mainly for improving road infrastructure).

### **Main issues arisen and solutions provided**

Among the identified measures:

- planning parking spaces by zones;
- offering discounts to those using P and R facilities (for instance free PT tickets);
- offering favorable conditions to pay for the parking;
- limiting the access to the city centre by limiting the parking time;
- parking schemes for residents (annual tax for parking);
- providing support to transport companies in order to optimize routes (for example providing data on commuters or on numbers of employees in each shift, etc.).

It was emphasized that existing parking practices are barriers in policy changes and thus the role of education was highlighted as a critical factor. Participants noted that the existing awareness and education of individuals should be considered when implementing new parking initiatives; awareness-raising campaigns were identified as a good approach. At an individual level, each citizen should pay for the parking space of their car. Changing transport patterns through a real effort may take a while, but the more one knows about the benefits, the more motivated one is to make a change.

## **Role play**

The purpose of the role play was to bring together a variety of stakeholders to discuss a proposal for the new parking policy in Sofia. Roles of Mayor, Director of Sofia Mobility centre, Ministry of Environment, Ministry of Social Affairs, NGO "Sofia free citizens", Sofia Chamber of Commerce, environmental NGO "Green Balkans" and Association of retailers in Sofia were assigned to groups of participants. The discussion was based on a real case: in 2010 the Sofia Municipality, supported by the new Mobility centre, the University of Architecture and Civil Engineering and experts from two EU-projects (BENEFIT and EPOMM PLUS) started introducing a new parking policy in the city aiming to reduce the use of private cars in the city centre. The blue zone was expanded. At the end of January 2011, it was announced that parking rates in the centre of Sofia would be increased and the residents of the streets in the "blue zone" would have to pay 120 BGN (60 EUR) for an annual ticket. The goal, according to Sofia municipality, was not only to increase revenue gathered from the paid parking spots, but also to expand the parking area available to drivers and to reduce traffic congestion by about 25%. Starting from May 30th 2011, parking along those areas will be taxed 2 BGN (1 EUR) an hour. The pavements along central boulevards will be fitted with markings and signs and anti-parking barriers, protecting the greenbelts and pedestrian zones. Sofia's municipal council said the measure aimed to improve "traffic and parking organization" in the area. A "green zone" was proposed surrounding the blue one, where the tax should be 1 BGN per hour (0.5 EUR). A "yellow" zone was also planned in the residential area outside of the historical city centre limiting the parking time up to 4 hours and requiring some cheap annual tickets for residents.

## **Stakeholders' points of view and conclusions**

Local authorities (LAs), on one hand, need to issue regulations related to parking policy. The key element was the approach of the LAs, meaning that they should take on the role of enforcer, but

always take into account citizens' needs and priorities. Some of the ideas that were put forward as possible awareness-raising issues that might help the introduction of new zoning and change existing parking habits were: facilitating the payment for parking through mobile phones, creating new green zones in city centres, opening the central squares – currently used for parking – to pedestrians and for children to use them as playgrounds, etc.

During the role-playing activity, a conclusion was reached that the city council and the citizens are the accountable parties to change the existing parking habits, mainly because they are the 'owners' of mobility. The local authority was identified as responsible to initiate the process of elaborating the zoning based on local analyses. It should be assisted by the environmental NGOs, road police and citizens' associations. An important issue tackled during discussions was the need to consider the various aspects of sustainability (economic, social, environmental): having a cleaner, less noisy environment and a center free from traffic congestion certainly brings better quality of life for residents, yet people's choices are also based on convenience and readily available services and benefits.

## **Secrets of people's behavior**

### **World café session**

Participants involved in the world café session came from different types of cities but the passengers' behavior was nearly the same everywhere. People prefer to move fast, safely and in a comfortable way: in most cases, they resort to using their own car. Social, cultural and economic aspects of people's behavior in relation to travelling were discussed.

### **Main issues arisen and solutions provided**

While in more economically developed countries people start to prefer public transport for travelling to short destinations, passengers from the NMS still consider the car as an indicator of their position in the society, business success and wealth and use it every day for short city trips. The reasons for this perception were discussed, stemming mainly from the very restrained possibilities to have a car during the past socialist era in CEE.

Nowadays a strong change of perceptions for mobility is needed in these countries and sharing the 'western models of travelling' and information are crucial elements. Information needs to be

made available to residents on the possibility to move in the city by PT, as well as about the difficulties to find parking place in the city centre. Good inter-modality will strengthen the use of PT. A good example of inter-modality is the system realized in Burgas (Bulgaria), where a boat service on the Black Sea is integrated on land with bus services and cycling facilities. The health issues also should be communicated to the general public, because people are always sensitive to the health and wellbeing of their children. Sustainable mobility means less pollution (air and noise), less congestion, better inter-modality (train, bus, boat, bike, walking), more pedestrian areas make cities better places for residents and offer cities' economies good economic prospects. It is really something to consider when it comes to traffic and mobility planning and management.

## Role-playing

The main purpose of this activity was to allow workshop participants to see issues from different points of view, actively interpreting different stakeholders' roles in relation to changing people's behavior. A real case was presented to the groups of participants playing the roles of Dep. Mayor of Transport, Sofia Electro-transport company; Sofia Auto-transport Company; Ministry of Transport, Ministry of Regional Development, NGO "Sofia free citizens", Sofia Chamber of Commerce, AIESEC (students' association) and Club of pensioners in order to discuss how the perceptions and the behaviour of the citizens can be changed. The case was for the capital city, where for the first time in 2010 a study of PT-passengers was made by experts from the Sociology Institute with the assistance of CSDCS. The results were as follows: 32 % of the citizens use PT and 2/3 of the respondents were not satisfied with its services. The main obstacles for using PT, described in the report, were: Irregularity of the transport, no respect of timetables, lack of information about the timetables, timetables not corresponding of the real demand and passengers' flow; lack of information about itineraries; itineraries non convenient for real demand; high price of the tickets not corresponding to the low level of services provided (old, dirty, overcrowded vehicles, lack of air-condition, etc.).

## Stakeholders' points of view and conclusions

The role players all agree with the findings of the study and some noted the mobility situation had improved since 2010. Although PT improved a lot, some more measures need to be introduced:

- Better planning of the transport lines (some new neighborhoods are not provided with PT);

- Special fast tracks for buses;
- Replacing the old polluting vehicles with new ecological ones
- Better information for PT scheme for visitors and new-comers in Sofia
- Better ticketing system hourly based
- Combined tickets for mobility, parking and other services

All details of each measure were analyzed by each stakeholders' representative group, based on economic (available funding and repercussions of choices), environmental, health and feasibility parameters. Moreover, the significance of political consensus was also taken into consideration: the major actors in the territory are voters and opinion leaders for other people's votes, something political decision makers take into very serious consideration when planning and implementing mobility measures.

## Szentendre, Hungary, 5-6 November 2014

### Authors

**Eva Csobod** (REC) – overall coordination

**Peter Szuppinger** (REC) - Integration of measures to restrict traffic in urban centres

**András Ekés** (Metropolitan Research Institute, Budapest) and **Gabor Heves** (REC) - Which elements should be necessarily addressed in a preliminary context analysis for an effective sustainable mobility plan (SUMP)?

**Lucia Ileva** (CSDCS)- Public participation and public acceptance in the planning of the sustainable mobility

### Introduction

The 3<sup>rd</sup> BUMP mutual learning workshop and conference was organized by the Regional Environmental Center (REC) in Szentendre, Hungary, on 5-6 November 2014.

Three specific topics related to sustainable mobility were tackled:

- *Integration of measures to restrict traffic in urban centres*
- *Which elements should be necessarily addressed in a preliminary context analysis for an effective sustainable mobility plan (SUMP)?*
- *Public participation and public acceptance in the planning of the sustainable mobility*

On 5 November, in particular, course participants took part in a world café session in the morning and in a role-playing session in the afternoon.

On 6 November, an international conference was organized to present the conclusions reached on day 1 to stakeholders and the general public. Moreover, the conference was the opportunity for selected enterprises to present their innovative technological solutions for urban mobility and for project managers from three EU-funded projects (Ch4llenge, Network of European Healthy Cities, Smart Move, AENEAS, CIVITAS) to present their solutions for the same issues tackled during the mutual learning workshop.

## Integration to measures of restricting traffic in urban centres

### World café session

During the world café session, each participant had the opportunity to explain the major issues related to urban mobility that they, as technical officers working for local authorities, had to deal with in their territories. This exchange of experiences revealed that the cities selected had more similarities than differences between them. After highlighting all the problems related to traffic in urban centres, participants tried to find common solutions either by turning to initiatives previously adopted by other cities that proved successful, or by developing and implementing new innovative ideas.

### Main issues arisen and solutions provided

The main problems connected to restricting traffic in urban centres that arose during this session are described to follow.

The driving factors were identified as it follows:

- the perception of distances in relation to cycling and walking,
- the characteristics of historic city centre with narrow roads, attractive monuments, number of tourists and limited public transport (it is a problem),
- the patterns of shop supply and city logistics.
- restrictions belong to the conflicting areas, because they can result in degradation of economic activities. Dilemmas are expressed on the use of pedestrian zones. Is it better for shops or not? turning an area into a pedestrian zone changes the shop structure (restaurants and bars in; furniture out)
- the perception of citizens: "I want to park in front of my house".
- how to optimize public transport/the price of the ticket (free?)/suitable comfort/the use of alternative fuels?
- the importance of financing was pointed out. What mechanism is more applicable, national funds, EU funds or PPP?
- The control of measures was addressed (surveillance with cameras, automated fining system and proper infrastructure)

The following measures were listed:

- Reduction of lanes on the roads,
- Traffic management, routing, speed limits (30 km/h - or 20 mph - AREAS),
- City logistics - late delivery, or 6-9 a.m.
- Avoid certain cars, old cars (negative social impacts?); trucks,
- Parking policies: zones; prices; time restriction; and combinations of these (low price for short term parking),
- Advantages for car-sharing; electric cars,
- Congestion tax,
- Ban on traffic – closed areas, pedestrian areas,
- Economic incentives (bonuses) for other modes,
- Adjust public transport, integrate different modes,
- Reduce mobility need: for example E-banking.

How and what measures should be developed? a. individual measures, b. project based, c. integration to existing strategies, synergies, d. integrated approaches – complex: SUMP.

The participants provided the next suggestions:

- Progressive approach – start in a smaller zone and then expand
- It could be useful not just completely close the city centre: flexible management (maybe cars can even go in but don't stay there long);
- Integration with other policies (noise, pollution, health, less accidents etc.), find synergies
- Project based: be aware of contradictive measures.

## **Role-play**

During this activity, participants were subdivided into four groups, each representing one of the following stakeholders: local authority, school transport company, parents' association, environmental association. The discussion was focused on a hypothetical city and the proposed case study:

'Road transport has become by far the major source of environmental pollution and traffic congestion in urban areas. Though a lot of research has been done to investigate the functional relationship **linking air quality and air pollution from transport**, a further improvement in the knowing of this relationship is needed. The aim of this study was to analyze this relationship and to develop a more flexible framework to allow **communication between transport emissions and air quality concentrations**. This paper describes the development of this framework, suggests methodological tools to mitigate its problems and shows its application to the big city 1 mill people. The result of implementing this methodology would be a system providing high time/space resolution measurements of both air pollutant concentrations and traffic emissions data, as well as real-time transportation and dispersion modelling of those data. The key advantage of the system proposed would be the runtime integration of modelling, to interpret the data measured, with measurements, to validate the data modelled. The findings from the case-study show that the integrated system can link traffic air pollution measurements through various modelling modules in order to automate transport-related air pollution assessment.'

Question for discussion: What kind of system should be developed by the municipal transport and environmental department to monitor and reduce air pollution from traffic?

### **Stakeholders' points of view and conclusions**

The local authority describes the solutions they have come up with to the problem discussed in the morning. Stakeholders highlight their points of view; some will be in favour and some against the proposed solutions.

The municipality suggested a solution based on three main points:

1. Traffic restriction in the city center, mainly in the peak hours.
2. Forbid parking in the city centre, building underground parking facilities around the city centre.
3. Improve public transport services.

During the discussion it turned out that citizens are generally in favor of the decisions, but they prefer solutions which don't really put a burden on them (e.g. parking far away from their flats). Retailers were not that happy with restrictions but the good experience and cases from other municipalities persuaded them that a system implemented step-by-step with proper evaluation

and monitoring can be elaborated. The public transport company highlighted that the proposed solutions enquire a substantial development in the system, which needs resources, however they are open for discussions. As an agreement the municipality promised to take a step-by-step approach and to consult with the stakeholders.

## **Which elements should be necessarily addressed in a preliminary context analysis for an effective sustainable mobility plan (SUMP)?**

### **World café session**

During the world café session, each participant had the opportunity to explain the major issues related to local urban mobility that they, as technical officers from local authorities, had to deal with in their territories. This exchange of experiences revealed that the cities selected had more similarities than differences between them. After highlighting all the problems related to effective sustainable mobility planning, participants tried to find common solutions either by turning to initiatives previously adopted by other cities that proved successful, or by developing and implementing new innovative ideas. Participants agreed to have a common platform when starting the SUMP process and this platform must be very adequate to the local circumstances.

### **Main issues arisen and solutions provided**

The first steps toward a smart and sustainable urban mobility environment to discuss a. 'What do we have? (the analysis) b. What do we need? ( the planning background), c. How to start the process? (the planning process)

- a. To be authentic, the first task is the understand and analyse the local situation as it follows:
  - Mobility habits, trends, data, indicators
  - Economic situation and political situation
  - Considering the existing priorities, strategies and plans of the urban area and being critical when starting the SUMP process
  - Estimate the impacts and imagine the appearance of potential measures (what do we want to achieve?)

Knowledge and skills in the field required for the planning of SUMP. The next questions were discussed:

- Can public bodies define what they really want?
- Are they initiators, first followers or end users?
- Do public bodies understand this planning process?
- If no, how to learn the practice? What instruments do we have?
- Are there local professional planning skills?
- Do planners and strategy makers have complex skills? (professional, management, participative skills, etc.)

b. Clarification of the needs, the planning background.

- Understand the local circumstances – no „one size fits all“ solutions, no global schemes, political conditions must be considered.
- Big differences, adequate solutions needed.
- Legislative background (is there a common framework at a local, regional or national level?).
- Political background and commitment (how to convince?).
- Convincing: save money and/or get more EU funds?
- Obligation or consciousness-led process to have a SUMP?
- Establish credibility.
- Financing background (who pays for the plan, role of the local and national levels).

c. How to start the planning process?

- Having a vision on the future of the city and its mobility
- Being able to translate the vision to goals
- Scheduling, time pressure -> short term potential advantages vs. long term results
- Understand that SUMP is a useful and innovative tool but not a goal to achieve.
- Establish cooperation with partners, stakeholders
- How to define these groups?
- How to address them?
- How to involve them from the beginning?
- Real involvement vs. series of complaints? Big steps from the way „Used to be told“ to the „Being involved“ approach.
- Defining the planning staff: in-house (municipality) and/or private bodies, NGOs

Once we have the answers to the listed questions, the SUMP process can begin.

## Role-playing

During this activity, participants were subdivided into four groups, each representing one of the following stakeholders: local authority, school transport company, parents' association, environmental association. The discussion was focused on a hypothetical city and the proposed case study:

'Making existing cities and new urban development more ecologically based and livable is an urgent priority in the global push for sustainability. This case discusses ten critical responses to this issue and summarizes them in a simple conceptual model that places the nexus between **transport and urban form at the heart of developing an eco-city (0.5 mill)**. This involves compact, mixed-use urban form, well-defined higher-density, human-oriented centres, priority to the development of superior public transport systems and conditions for non-motorized modes, with minimal road capacity increases, and protection of the city's natural areas and food-producing capacity. These factors form the framework in which everything else is embedded and must operate, and if they are not addressed only marginal changes in urban sustainability can be made. Within this framework, environmental technologies need to be extensively applied. Economic growth needs to emphasize creativity and innovation and to strengthen the environmental, social and cultural amenities of the city. The public realm throughout the city needs to be of a high quality, and sustainable urban design principles need to be applied in all urban development. All these dimensions need to operate within two key processes involving vision-oriented and reformist thinking and a strong, community-oriented, democratic sustainability framework for decision-making.'

Question for discussion: What are the key priorities for the sustainable urban mobility planning of an eco-city? (Please, define the eco-city first)

## Stakeholders' points of view and conclusions

The discussion began with the definition of the specifics of this hypothetical city. First of all, the economic situation is of a crisis. Therefore the overall priority is job creation and competitiveness of this city with other similar-size cities in the country. Therefore sustainable urban mobility planning should primarily focus on win-win solutions (i.e. competitiveness and being green).

Interestingly enough, this city does not have a strong “car-lobby”, as the discussions revealed. Therefore – at least during the planning phase – little resistance was encountered against proposed progressive measures. This seems to resemble reality: measures are often strongly opposed during the planning phase due to perceived threats e.g. to local business, or it’s the other extreme, in which protests begin when construction crews line up in front of one’s doorstep.

Discussions had two focus areas: one being the central area, where more pedestrian space was proposed, along with complementary measures (e.g. distributed freight distribution). Here, no significant resistance was encountered, due to the positive experiences with similar earlier measures.

The other focus area of sustainable mobility planning was related to the industrial area, located in the outskirts of the city. Although the nature of this industry is rather controversial (i.e. car factories...), due to the economic situation this was not challenged. Here, mobility planning will focus on keeping the city compact by preferring brown-field investments instead of stretching the city further into the green fields.

In addition to the four stakeholders listed in the above task description (i.e. local authority, school transport company, parents’ association, environmental association), some further ones were also included, such as chamber of commerce or the car driver’s association. Of these the first four definitely supported the proposed measures, the chamber of commerce was supportive of all measures until the city’s overall economic competitiveness was preserved, while only the car drivers’ association preferred maintaining the current level of personal mobility in the centre as well as to the industrial area. However, even they did not have a very strong opinion on this issue, therefore it seems that the basic principles of sustainable urban mobility planning are largely endorsed by stakeholders in the hypothetical city, as long as the financial means for implementation are available.

The discussion generated real conflicts when important decisions had to be taken and resources to be distributed. All players had to represent their argumentation upon their roles causing real brainstorming and canalising the preliminary discussions towards a SUMP-led approach. Group leaders built up realistic situations in order to listen to all personal and professional arguments in favour and against in relation to the given theme. After debating judgments, final decisions were taken and the imaginary general assembly approved or rejected the proposals. The role playing

brought the experience how different stakeholders with different tasks can orient the discussion upon the values of the SUMP process.

## **Public participation and public acceptance in the planning of the sustainable mobility**

### **World café session**

During the world café session, each participant had the opportunity to explain the major issues related to urban mobility that they, as technical officers from local authorities, had to deal with in their territories. This exchange of experiences revealed that the cities selected had more similarities than differences between them. After highlighting all the problems related to effective public participation, participants tried to find common solutions either by turning to initiatives previously adopted by other cities that proved successful, or by developing and implementing new innovative ideas.

### **Main issues arisen and solutions provided**

First the next question was discussed: Who is the public? In practice there are as many publics as there are different people who care, positively or negatively, about a proposal. Who they are may depend on their ethical, moral, interest, welfare etc. viewpoints. Other reasons the public may be affected by include:

- Proximity – Transport, Pollution, Property values, Employment.
- Economics – Landowners, House-owners.
- Social and Environmental Issues – Justice and Risk.
- Values – Health, Animal Rights, Ecology, Religion.

What is Public Participation (PP)? Public participation or Public involvement, means different things to different people. The level at which the public is involved varies with the relevant legislation, and the attitudes of the other stakeholders. Simply stated, to participate is to take part, to share and act together. Participation is an essential part of developing a sustainable future.

The International Association of Public Participation defines participation as “a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body”.

The next objectives were clarified on PP and stakeholder involvement:

- To inform and involve the stakeholders in some problems/proposals
- To identify and address the stakeholders’ concerns about the problem within their area of competence
- To provide opportunities for the stakeholders to identify priorities and determine alternatives for solving the problem, as well as the relative qualities of community mobility management behaviours

The PP process has 3 phases: 1. Planning: Stakeholder identification & Analysis. 2.Participation – realization: Establishment of Consultative Structure and Development of Proposal. 3.Results

When a Management Committee is in place, a public vision can be established.

Identification of key stakeholders, identification of challenges and opportunities and determination of suitable representation and public participation methods are key starting principles.

The next one is the establishment of the consultative structure and process, which starts with public meetings to announce the process and nomination of representatives from different sectors in the establishment of an interim management committee and the governance structure.

Monitoring and evaluation promote transparency and accountability to both the stakeholders & municipality officials.

#### **Guiding Principles for Participation:**

- Plan early for public participation - resources needed to support the process, and identify the limitations of finances.
- Identify stakeholders and their legitimacy and/or representativeness.
- **Make it clear at the outset just how much influence the public can have**

- Identify the appropriate techniques to be used for each stage of the process
- Provide information in a form that the recipients can understand
- Hold events at a time and venue to suit all participants.
- Allow sufficient time for assimilation and response to information.
- Ensure inputs of stakeholders are integrated into any decisions made as well as feedback on all issues raised.

### **Planning for Participation:**

- Objectives of the process
  - Set by discussion with stakeholders
  - Clear understanding of the limitations
  - Objectives change during the stages of a process
  - Select techniques for each stage to achieve the objectives

### **Which method to use?**

- How complex is the issue to be discussed?
- What processes are already in place for resolving the issue and how well are they working?
- What processes have been tried previously and how well did they work?
- What is the geographical scale of the issue?
- At what levels of societal structure is the process to operate?
- What resources are available in terms of time, money and in-house skills?
- Will external professional facilitators or consultants need to be employed?

Methods of contact are diverse and the most appropriate should be selected (public meetings, public hearings, internet, free-phone, telephone lines, interviews, surveys, response sheets, random postal/telephone/web surveys, workshops, focus groups, open house).

## Conclusion of the participants:

- “Public Participation is a process that aims to rectify the inequalities of the past by offering stakeholders fair opportunity to be involved in decisions that affect their lives. It improves the chances of success and sustainability of any initiative” (*Generic Public Participation Guidelines; DWA 2001*)
- Decision making should be participatory.

## Role-playing

The main purpose of this activity was to allow workshop participants to see issues from different points of view, actively interpreting different stakeholders' roles in relation to sustainable mobility planning/management in a tourist destination. The chosen methodology is the simulation of real-life situations, where in a participative process (as the one that should be the basis for all SUMP) a dialectic exchange takes place between different viewpoints involving various stakeholders.

The case study:

'This case study has parts. The first questions two of the underlying principles of conventional transport planning on travel as a derived demand and on **travel cost reduction/optimalisation**. It suggests that the existing paradigm ought to be more flexible, particularly if the sustainable mobility agenda is to become a reality. The second part argues that policy measures are available to improve urban sustainability in transport terms but that the main challenges relate to the necessary conditions for change. These conditions are dependent upon **high-quality implementation of innovative schemes**, and the need to gain **public confidence and acceptability** to support these measures through active involvement and action. Seven key elements of sustainable mobility are outlined, so that public acceptability can be more effectively promoted.'

Question for discussion: How to promote public participation and public acceptance in sustainable urban mobility planning?

## Stakeholders' points of view and conclusions

The common view was that it is necessary to invite the highest possible number of stakeholders during the discussions. The general opinion was the usual practices for publication (an invitation published on one or two media) is not effective enough, because many potential stakeholders do not read newspapers. The same is valid for internet publication, because elderly people, minorities

and other disadvantaged groups do not have access to internet. The conclusion was we have to use a combination of different information methods – internet, media, dissemination of printed materials (invitations for discussion, leaflets, posters, etc.). Some stakeholders could be contacted on their work-places (e.g. employees in big companies, universities, etc.).

The plans and the measures that will be discussed should be evident for the general public. The participants shared different methods used like multimedia shows, models, drawings, etc. The opinions should be collected and processed by experts, because sometimes even professionals forget some topics that are important for ordinary people.

The general conclusion was that PP is a long and time-consuming process. The best results are obtained if there are several target groups with similar interests, which are contacted and invited for discussion separately. Finally all the opinions should be considered and the aggregated results should be taken into consideration by SUMP-developers.

## Dortmund, 19-20 November 2014

### Authors

**Jakub John (VIA ALTA); Abel Ortego (CIRCE)** – *Strategies of local authorities for energy efficient urban mobility*

**Mark Stead (Severn Wye Energy Agency)** – Boosting bike use in medium-sized cities

**Andreas Beilein (on behalf of TU Dortmund)** – *Organizing effective public transport in medium-sized cities*

### Introduction

The fourth and last BUMP mutual learning workshop (MLW) was organized by TU Dortmund University at Dortmund on November, 19<sup>th</sup> and 20<sup>th</sup> 2014.

The MLW focussed on three key topics:

- Boosting bike use in medium-sized cities
- Organizing effective public transport in medium-sized-cities
- Strategies of local authorities for energy efficient urban mobility

Participants came from local authorities in nine countries and altogether 51 persons attended. The workshop activities consisted of a world café session in the morning and a role-play in the afternoon.

On November, 20<sup>th</sup> an international conference was organized to present strategies of local and regional authorities, other projects dealing with sustainable mobility and examples of local actions. Nearly 80 persons attended the conference day.

To follow, the main issues are described from the world café sessions and role-plays referring to the key topics (C) “Strategies of local authorities for energy efficient urban mobility” as general approaches, (A) “Boosting bike use in medium-sized cities” and (B) “Organizing effective public transport in medium-sized-cities” as rather specific topics and approaches are documented.

# Strategies of local authorities for energy efficient urban mobility

## World café session

During the world café session, each participant had the opportunity to discuss the major issues related to strategies building towards energy efficient urban mobility. The main topics were:

- key parts and measures of the strategy
- stakeholders to be involved
- best practices of the towns

During the world café session a large discussion in three stages was performed with the involvement of representatives from towns and cities, local and regional authorities, NGOs and transport operators.

## Main issues arisen and solutions provided

The first key question concerned appropriate elements of a local strategy for energy efficient mobility: What has to be included within a SUMP or within small projects?

- The first aim is to be aware that the main focus lies on the improvement of the citizens' quality of life.
- It is necessary that the urban planning and transport system has to be integrated by a common approach?
- It is very important to show what the real potentials of innovation and technology are and what their state of the art is (e. g. electric buses).
- How could people (citizens, children) be taught what sustainable mobility should look like.
- Consider that local authorities are afraid of the development of "big plans". It is more promising to implement small plans and approaches.
- Many cities have signed the Covenant of Mayors: SUMPs should be linked and coordinated with SEAPs (Sustainable Energy Action Plans).
- National funding has to be focused on the real needs of society.

The second key question asked: What actors have to be involved within administration of the city and social participation? How to organize a process of participation?

- Politicians, policy makers; parents associations, NGOs, companies, trade associations, citizens and neighborhood associations; public transport companies, traffic departments.

- It would be good practice to foster an open discussion among all parts of the local society and to achieve to teach all groups and disseminate what the advantages of promoting sustainable urban mobility are.

The last key topic was referred to the limitations of medium sized cities in supporting energy efficient urban mobility. What resources and tools are needed?

- There is a lack of methodologies to evaluate the impact of applied measures.

## Role-play

During this activity, participants were subdivided into six groups, each representing one of the following stakeholders:

- Former mayor as moderator of the “think tank convention” (2 persons)
- Representatives of local authority’s administration: environmental department, planning and transport department (3 persons)
- Representatives of chamber of industry and commerce (3 persons)
- Representatives of local environmental association (3 persons)
- Representatives of public transport operator (3 persons)
- Representatives of cultural initiatives who are engaged in development of city centre’s cultural quarter (2 persons)

The discussion was focused on a real city Lüdenscheid – 70.000 inhabitants, in the mountains, in the past an industrial city, now a lot less industrialized (no heavy industry, but SMEs and services), cultural heritage, history quarter, public budget spent mainly on the cultural and historical center.

In the first stage a mayor presented his plan and invited the participants to discussion. After a first round, a first conclusion of the main traffic problems of the city was formulated:

- no good public transport service around town and suburbs
- lots of cars in the center
- other transport modes (bikes) not well developed
- bad connection from railway station
- not enough parking places around and in the city center
- no combined ticket for P+R and public transport
- no bike parking
- no tax benefits for bikers etc.

- small usage of public transport by people
- slow and expensive public transport
- no special prices for workers, students etc. in public transport

Based on the discussion of the problems the stakeholder formulated first set of strategic measures and actions:

- restricted traffic area in the center
- bike parking
- tax benefits for bikers
- new parking places around center
- new bus lines from railway station
- new CNG buses
- special prices for workers, students etc. in public transport
- concert – rock for public transport – free beer – actions to increase people awareness

This first set was again discussed and there was a conclusion set of strategic measures formulated:

- NEW P+R PARKING PLACES AROUND CENTER (or park house, or UG parking – needs technical discussion)
- NEW free BUS shuttle FROM RAILWAY STATION and P+R to the center and NEW CNG BUSES with filling stations with contribution of public money; all buses with platforms for bikes
- After new parking places and bus shuttle RESTRICTED AREA IN THE CENTER (except goods supplies)
- BIKE PARKING system; e-bike sharing system;
- A City Card with SPECIAL PRICES FOR WORKERS, STUDENTS ETC IN PUBLIC TRANSPORT
- Activities for increasing the public transport popularity

### **Stakeholders' points of view and conclusions**

After conclusion all participants (stakeholders) declared their possible contribution to the SUMP process:

- traders – PPP projects
- city shall find EU funding

- intellectuals - available to discuss, to maintain the specificity of the area, but to preserve it (permit new development; parking places etc.); prepare cultural paths through town connected to public transport
- industry companies in cooperation with public transport companies
- environmental officer – organize SUMP process; public discussion, information events etc.
- mayor – excellent campaign to be reelected to implement the plan

## Boosting bike use in medium-sized cities

### World café session

At the beginning of the world café session, participants were introduced to common problems surrounding bike use in cities, namely:

- Medium-sized cities in general are rather car-oriented (private households own often two or more cars, there are few parking restrictions and plenty of space for car parking);
- Levels of cycle use are generally low (bikes are used mainly by children and for leisure activities).

They were informed that their task was to discuss how bike use could nevertheless be boosted as an all-day mobility mode in medium-sized cities.

In order to help structure the discussion, they were given three key questions to consider:

- Who are the central addressees for bike use (pupils, elderly, commuters, rather for leisure purposes, etc.)?
- Which are priority measures that should be implemented to boost bike use (bike paths, bicycle stands? rather large or smaller, decentralized facilities? park-and-ride schemes? lockers for bike users? e-bike charging stations?
- Who are the strategic partners to cooperate with (companies, e.g. to provide showers/bathrooms for bike users; retail stores/shopkeepers, e. g. to provide bike lockers; schools, etc.)?

### Main issues arisen and solutions provided

During the discussion some further barriers to cycle use in general were identified as follows:

- Extreme weather conditions (cold, heat and rain)
- Steep inclines / hills
- The perception that cycling is dangerous (particularly in cities)

The central addressees for bike use were identified according to the purpose of the journey rather than the characteristics of the person, as follows:

- Commuting to work
- Cycling to school / college
- Shopping
- Other short journeys (e.g. visiting friends and family)
- Leisure / tourism

The top two were identified as key user groups to target as there are a high number of them and they tend to travel during peak times.

The following measures for boosting bike use were identified:

**1) Improving infrastructure:**

- Quantity (total length of cycle paths)
- Quality
  - Maintenance
  - Surroundings
  - Whether segregated
  - Signage (showing time rather than distance)
  - Route choice (where people want to go?)

**2) Re-allocation of road space from motor vehicles to cycles.**

**3) Bike hire**

- Bike sharing (short distances; drop cycle off at destination)
- Day hire
- Longer term hire (e.g. one week ) predominantly aimed at tourists

**4) Cycle parking and storage**

- Quantity
- Quality (under cover? Secure?)
- Location (where people want to leave their bikes)

- E-bike charging stations

**5) Improved security surrounding bike storage**

**6) Workplace facilities for employees**

- Showers
- Free / subsidized breakfast for cyclists
- Bike storage
- Bike maintenance facilities

**7) Integration with public transport**

- Cycle storage at rail and bus stations
- Ability to take bikes onto trains and buses

**8) Safety improvements**

- Traffic calming measures
- 20mph / 30 km/h zones
- Enforcement of speed limits
- Cycle safety training for HGV / lorry drivers
- Improvements in lorry design (improved mirrors / use of side sensors)

**9) Improving the perception of cycling among potential cyclists. Showing that cycling is...**

- Safe
- Healthy
- Relaxing
- Cheap
- Convenient
- Open to all
- Sociable

**10) Improving the perception of cycling among key decision-makers. Showing that cycling leads to...**

- Benefits to health services
- Fewer days off work
- Pupils arriving refreshed and ready to learn
- Reduced congestion
- Alleviation of pressure on public transport

## **11) Education**

- Schools (pupils will carry the habit through their lives and will influence their parents)
- Cycle training (how to cycle safely)
- Bike maintenance
- Awareness raising events (e.g. bike to work / school week)

## **12) Financial incentives**

- Bike to work scheme
- Paying a mileage allowance for cycling

It was agreed that none of this was possible without two key elements:

- 1) Political support
- 2) Available finances

## **Role play**

During the role-play, participants were presented with the following scenario:

Type of city: The City of Unna (located at the eastern border of Dortmund, about 59.000 inhabitants, mainly flat) wants to become a full member of the North Rhine-Westphalian Association of bike friendly municipalities. Members of this association have a good chances of obtaining financial subsidies and marketing support to shape and implement bike mobility projects. In order to become a full member, the city has to outline a bike mobility concept with feasible projects and to proof the willingness of local partners to participate in the implementation of projects. To foster the required bike mobility concept, the city has invited local stakeholders to a kick-off meeting. The target of this meeting is to gather statements, points of view, the stakeholders' interests and feasible ideas of projects and measures as content of a bike mobility concept.

The participants of the kick-off meeting represented several key actors and stakeholders:

- Representatives of local political parties: environmental and planning committee members (2 persons)
- Representatives of local authority's administration: environmental department/planning department (2 Persons)
- Local group of association of bicyclists and environmental association (2 Persons)
- Representatives of bike shop which sells e-bikes (2 Persons)

- Representatives of local association of retailers and city centre shopkeepers (2 Persons)
- Representatives of public transport operator (2 Persons)
- Representatives of local companies (2 Persons)
- Representatives of schools (2 Persons)

The representatives of the local authority wanted to promote bike mobility, especially e-bike mobility and dreamed of an e-bike city. They were the initiators of the meeting and attempted to lead the discussion towards useful results.

### **Stakeholders' points of view and conclusions**

Among participants (in role) there was a general willingness to support bike-friendly policies and measures. The main opposition came from the local companies and the city centre shopkeepers. The local companies were concerned that they had neither the space nor the resources to provide the facilities that their employees would require should large numbers of them start travelling to work by bike. It was suggested that they could re-allocate some of the car parking space that would no longer be needed to create space for cycle storage and this suggestion was well-received. The Local Authority also promised to provide funding for cycle storage in return for their support for their policies, so their concerns were largely placated. The city centre shopkeepers were concerned that if car use was limited, they may lose customers. However, it was pointed out to them that the creation of a more pleasant environment would actually encourage more people to come into the city to shop. However, they were still a little concerned about the implications for freight delivery.

Once most participants were on side the main point of discussion focused on whether the policies and measures should focus on e-bike use as well as normal bike use. The Local Authority were very keen to encourage e-bike use, as understandably were the bike shop that sold e-bikes. They pointed out that it would open up cycling to a new audience (particularly the elderly) and that it would allow greater distances to be covered by bike. They also highlighted the fact that it would be popular with commuters as they wouldn't be hot and sweaty when they arrived at work, with the additional benefit there would not be such a need for showering facilities. This last point went down well with the local companies. However, the school worried that the use of e-bikes would lead to less health benefits for pupils and the association of cyclists and environmental association pointed out that e-bikes would not be as environmentally friendly and may pose a danger to other cyclists due to the speed that they are able to reach.

There were also concerns about the financial implication of providing charging stations. Therefore, it was agreed that charging stations would not be provided as people could charge their e-bikes at home and that funding would be targeted at improving cycle parking and storage in the city as this would benefit users of both e-bikes and normal cycles.

By the end of the role-play, all stakeholders had agreed to support the Local Authority's plans and it was agreed that they would meet again in a few weeks to start to take the project forward.

## Organizing effective public transport in medium-sized cities

### World café session

At the beginning of the first round of sessions (30 minutes of duration) key questions were introduced. The topics should be discussed as given problems (not too abstract) in order to elaborate solutions and restrictions by analyzing pros and cons.

Problem: Public transport often is a sub-ordinated issue in medium-sized cities and at the same time costly to organize for smaller or medium-sized cities. Important decision makers like councilors or high rank directors and officers are not used in local public transport. In addition public transport (in medium-sized cities mainly busses) suffer from a bad image ("only pupils, old and poor people use busses because they have to").

- Which types of business or organization are appropriate for medium-sized cities to effectively organize public transport? Discussion, which experiences exist from the participants; learn from best (good) and worst (bad) cases; are there any success stories?
- Where are realistic potentials for providing public transport (Which are appropriate objectives for public transport in medium-sized cities? Optimize the distributor/feeder traffic? Reduce number of commuters? etc.)? Discussion in order to identify what can be realistic regarding the needs of people and the resources a medium-sized city has at hands.
- Where are the limitations of medium-sized cities in providing public transport? (Can small- and medium-sized cities offer effective public transport at all? Or must this be organized at a super-ordinated level (district, region)? If so, how can a small-/medium-sized city achieve that its interests are respected at the higher level? Debate on principles if and how small- and medium-sized cities can offer effective public transport; identify limitations and innovative solutions.

In the second round (25 minutes of duration) the moderators introduced once again in key questions and discussed problems/conclusions of the first round. The second round was keen on reflecting the problems by experiences of the training sessions and finding further solutions. In the third round the moderators reflected the state of the sessions. The third round was keen on evaluating the discussion. What can be seen as main problems and feasible approaches?

### **Main issues arisen and solutions provided**

In all of the three rounds, there was a vivid discussion about restrictions for effectiveness and recommended strategies to deal with restrictions and to foster public transport. The main arguments were as follows:

Where are the restrictions and limits for effective public transport in medium-sized cities?

- Short distances in medium-sized cities, only few passengers (low demand, but elder people cause problems at peak hours), no concentrated mobility relations;
- Routes of workers and commuters cannot be covered by public transport due to spread regional settlement structures; conflict between accessibility (a lot of stops) and rapid relations (needed for commuters and young people);
- Problem: service at night time and weekend;
- Traffic jam and cars in the city center, no car restrictions (politically not accepted);
- Low budget; cities are often not owner of public transport companies
- Public transport companies: no change wanted, paid for km, not for moving people;
- Lack of political support; only particular interests (especially when elections are soon);
- Awareness of public transport: very bad image "if you use public transport and you are older than 20 years, you are a loser";
- Smaller cities: no pressure of problems

What could be feasible approaches and measures?

- New target groups of users: young people (cooperation with universities, schools: address internet community); elder people; foreign people; hoe to find new users: address companies (projects with employees), modern facilities (internet in trains), possible partners: shop keeper;

- Recommended measures: bus lanes (but space needed), signaling (priority for public transport), linking public transport: bus to bus, bus to trains; use parking income for public transport;

How to shape a strategy for effective public transport?

- Two options: (A) Concentrate on pupils, elderly, poor (small level of service) OR (B) address broad range of users with well-equipped facilities (fast service relations, internet available, e-ticketing);
- Participants voted for the strategy of quality (B): high level of service (frequency), intermodal connections (bus, train, taxi, bikes), address especially commuters (companies should convince their employees), show individual benefits: saved EURO, lost kg, saved greenhouse gases (use this information and transparency approach within starter projects, point out real costs of mobility alternatives), offer rapid lines and park & ride; car restrictions: pricing (access of city centre), parking restrictions (create inconveniences for car usage); people have to buy/show parking lot, when they buy a car (example from Denmark);
- Optimize regional pricing system of public transport (coordination);
- Smart marketing: support of well-known and important persons;
- Car sharing offered by public transport;

But key conflict of attractiveness remains: accessibility against rapid relations. Further statements were related to general models of effective public transport:

- Public or private company? It depends on involvement of mayor, public companies aren't automatically better than private operators.
- Important: involvement of companies, hospitals, schools, cultural institutions (to get information about demand and needs); Where are the main targets (analysis is very complex but necessary)?
- Important: reorganization of service (linkage, connections) AND regional pricing system;
- Fostering attractiveness by target group orientated quality;
- Public transport is not able to be profitable; income from car restriction is needed for improvement of the public transport system and an emotional marketing strategy;

## Role-playing

It was prepared the case of Stadt Gütersloh (distance of about 80 km from Dortmund, about 96.000 inhabitants, plane area): Decision making about city's public transport supply. The City of Gütersloh is a larger city in a rather rural area. There are important international companies (Miele, Bertelsmann), administration of the district and schools. The city operates a city bus system and has just elaborated a new bus concept which is not yet implemented. Beyond this the city intends to elaborate a mobility masterplan. The bus system is operated by a section of the local authority which also is responsible for the energy supply of the city.

The reason why the elaborated new city bus concept is not implemented is that the local authority's section is mainly keen on selling energy. Public transport does not play an important role within the section's enterprise strategy. In addition local stakeholders like city councilors neglect the potentials of public transport. They are not interested in this topic and don't use public transport themselves. In this situation the political and societal key actors have to decide about the future of public transport in Gütersloh. Shall the bus concept be implemented or is public transport seen only for pupils, poor and elder people and therefore offers a minimum level of service?

The task for the group was: The city has successfully applied for aid money to finance the improvement of public transport (but local budget has to be added) and asks relevant stakeholders/groups for their opinion how the money should be effectively distributed? What are general needs of public transport in a medium-sized city? The City of Gütersloh has decided to arrange a public hearing on the future of public transport in Gütersloh. Stakeholders take part and discuss pros and cons of an improved public transport system. The local authority's administration moderates the hearing and has to prepare a decision making for the city councillors. Key issues of the discussion will be: Which target groups can be addressed by public transport? What restrictions are there to run a well arranged public transport supply?

There were four stakeholder parties: local authority (town/city level) (4 persons); local public transport managing body (4 persons); association representing public transport users (4 persons); environmental associations (4 persons).

The task was introduced by the moderator (task description with further materials; 10 minutes). Every group got a sheet with a brief characterization of its role. After that every stakeholder party

(4 participants) discusses group position (25 minutes). Then with the whole group: Exchange of positions: announcement of opinions, pros and cons (35 minutes). Meet again in sub-groups to discuss: Is there a change in position and what conclusions should be drawn? The moderator has the possibility to raise special questions or points of decision (25 minutes). Once again: discussion with others in order to recommend a decision making to the local authority (30 minutes).

### **Stakeholders' points of view and conclusions**

The hearing was opened by the local authority's representatives: They wanted a real improvement of the public transport system. The requirements of the users' association: new line, new busses, better connections with trains, ticket for employees and pupils, car restrictions to get income for public transport. After a vivid discussion between public transport managers and users' association and environmental association the stakeholders were forced to find their position on the following questions:

How to address new user groups?

What about prices for public transport (more quality of public transport will be more expensive)?  
Debate on higher prices or possibility of generating additional income by car restrictions.

The groups and their positions (absolutely consistent statements among the four groups are highlighted):

Environmental association: car free city centre (park & ride offers with fees which generates income for public transport); subsidies for car drivers who have to search for alternative parking lots; improvement of ticket control; different prizes (pupils, families); strategy of demand management (cooperation with companies, hospitals etc.); improved marketing activities; tax incentives;

Local authority: keep prices; modified concept of bus lines; special school busses (strategy of supply management); parking restrictions; company tickets, welcome package with tickets for immigrants, public transport hotline (measure package of mobility management);

Users' association: keep prices; happy hours; address schools; family tickets; use all marketing channels (show mayor using public transport);

Answer of the public transport management: implementation of a mobility centre with connections to private regional operators (who have to pay fees which can be spent for local public transport); mobility centre provides free information for users; intelligent marketing campaign;

To sum up it could be stated that every party is keen on an attractive level of service. Key issues are car restrictions and generating income for public transport and a target group oriented marketing strategy (analysis of mobility pattern, address new user groups, use emotional approach and important persons).

## **ANNEXES**

Find here to follow the programs of the four events organized in

Trieste (Italy) on 24-25 September 2014

Sofia (Bulgaria) on 20-21 October 2014

Szentendre (Hungary) on 5-6 November 2014

Dortmund (Germany) on 19-20 November 2014

**SEPTEMBER 24, 2014** | AREA Science Park, Trieste

## MUTUAL LEARNING WORKSHOP

### PROGRAM

#### 10.00 Participants arrival to venue and registration

On arrival, each participant will receive a badge showing his/her name, nationality and the institution they work for. It also provides information regarding the room to go to and the sequence of the tables to sit at during the workshop.

#### 10.30 Introduction

Briefing on activities and schedule for the day.

#### 11.00 World café session

Participants will be subdivided into 3 separate groups, each one of them dealing with a different topic of discussion:

- *How can we make home-to-school travelling more sustainable?*
- *What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?*
- *Including tourist mobility patterns in SUMPs.*

#### 12.30 Lunch

#### 14.00 Presentation of conclusions

Spokespersons for each topic present conclusions reached during the morning session.

#### 14.45 Introduction to the next activity for the afternoon: role-playing

#### 15.10 Role-playing

Participants will be subdivided into 3 different separate groups. The topics of discussion are the same as in the morning session. The goal of the activity is to represent the different points of views and reactions to sustainable mobility policies and measures of the wide variety of actors in real-life situations.

#### 17.30 End of day's activities

#### 20.00 Social dinner

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SEPTEMBER 25, 2014

Congress Centre  
AREA Science Park, Trieste

# SUSTAINABLE URBAN MOBILITY PLANNING: EFFICIENT TRANSPORT FOR SMARTER CITIES AND BETTER QUALITY FOR CITIZENS

## CONFERENCE PROGRAM

8.45 **Registration of participants**

9.15 **Welcome speech**

- *Stefano Casaleggi*, Managing Director - AREA Science Park
- *Mariagrazia Santoro* - Commissioner for infrastructures, mobility, town planning, public works and university - Autonomous Region of Friuli Venezia Giulia
- *Elena Marchigiani* - Commissioner for Urban Planning, Traffic and Mobility - City of Trieste

9.45 **Introduction**

An introduction to the BUMP project: helping local authorities plan sustainable urban mobility  
*Fabio Tomasi*, BUMP Project coordinator - AREA Science Park

10.00 **Pitch event**

Selected enterprises present their innovative technological solutions to urban mobility issues.

NE-T BY TELERETE NORDEST

Technological solutions for mobility in smart cities - *Adamo Stevanato*

BRINGME

Jobjob: an innovative car-pooling service for companies for sustainable mobility - *Gerard Albertengo*

PARCHEGGIAMI.IT

The first garage-sharing system in Italy - *Paolo Dal Lago*

BLU ZONE

Integrated systems for mobility - *Vittorio Perri*

FONDAZIONE UNIPOLIS

The Sicurstrada project: improving road safety for a more sustainable mobility - *Fausto Sacchelli*

After the presentations, representatives of the enterprises will be available to meet conference participants during the coffee break.

10.30 **Coffee break and networking opportunity**

11.30 **Reports on conclusions from the previous day's mutual learning session**

'How can we make home-to-school travelling more sustainable?' - *Abel Ortego*, CIRCE

'What are the best options to foster economic, social and environmental sustainability in home-to-work travelling?' - *Tiberiu Lorand Toma*, ALEA

'Including tourist mobility patterns in SUMP' - *Luca Mercatelli*, AREA Science Park

12.00 **Solutions for sustainable mobility offered by selected European projects**

12.00 PUMAS - Planning Sustainable Regional-urban Mobility in the Alpine Space  
Innovative and cost-effectiveness mobility solutions for Alpine Space cities  
*Roberto Di Bussolo* - City of Venice (Italy)

12.20 POLYSUMP - Planning Sustainable Mobility Together  
Future search methodology as a tool for mobility planning in polycentric regions  
*Gašper Kleč*, Development Centre of the Heart of Slovenia - Litija (Slovenia)

12.40 SEEMORE - Sustainable and Energy-Efficient Mobility Options in Tourist Regions in Europe  
Fostering sustainable mobility in tourist areas  
*Sara Baronio*, Central European Initiative - Trieste (Italy)

13.00 **Debate and conclusions**

*Fabio Tomasi*, BUMP Project coordinator - AREA Science Park

13.30 **End of event**

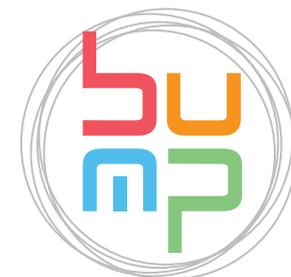
13.30 **Lunch**

Official languages of the conference: English and Italian  
Simultaneous translation service available

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Programme of the European Union



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**OCTOBER 20, 2014** | Hemus Hotel Conference Centre, Sofia

## **SUSTAINABLE URBAN MOBILITY PLANNING: A TOOL FOR ACHIEVING BETTER QUALITY OF LIFE IN EUROPEAN CITIES**

### **PROGRAM**

9.00 - 9.30 Registration of participants

9.30 - 10.00 **Introduction**

Briefing on activities and schedule for the day - *Prof. L. Ilieva*, PM Bulgaria

10.00 - 12.30 **World café session**

Topics for discussion:

- *How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation?;*
- *Parking policies as a tool to foster urban sustainable mobility;*
- *Secrets of people's behaviour.*

Official language of the Workshop: English

12.30 - 13.30 Lunch in the hotel restaurant

13.30 - 14.15 **Presenting conclusions**

Spokespersons for each topic present conclusions reached during the morning session and all participants are invited to ask questions and/or provide their feedback guided by a moderator (15 minutes per topic).

14.15 - 15.00 **Introduction to role-playing**

15.00 - 16.00 Role playing activities on selected 3 topics

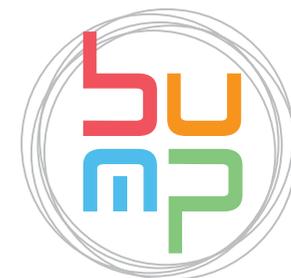
16.00 - 16.30 Conclusions, end of the workshop

19.30 Social dinner (tasting of typical Bulgarian cuisine)

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**OCTOBER 21, 2014** | Hemus Hotel Conference Centre, Sofia

## **SUSTAINABLE URBAN MOBILITY PLANNING: A TOOL FOR ACHIEVING BETTER QUALITY OF LIFE IN EUROPEAN CITIES**

### **CONFERENCE PROGRAM**

9.00 - 9.30 **Registration of participants**

9.30 - 10.00 **Welcome speeches**

Representative of the National Association of Municipalities in Bulgaria  
Representative of the Bulgarian Ministry of the Environment  
Representative of the Sofia Municipality

10.00 - 10.30 **Introduction to the project**

*Prof. Lucia Ilieva*

10.30 - 11.30 **Selected speakers present their solutions concerning the Conference topics**

*Sofia Mobility Centre – Mr. Metody Avramov*  
Parking policies as a tool to foster urban sustainable mobility

*National Association of Municipalities in Bulgaria – Mr. Lachezar Georgiev*  
How important is it to involve stakeholders in mobility planning and what are the best techniques to secure effective participation and proactive cooperation?

*High Transport School – Mr. Veselin Grozdanov*  
Secrets of people's behavior

Official language of the Conference: English and Bulgarian.  
Simultaneous translation service available.

11.30 - 12.00 **Coffee break and presentation of Photo-exhibition on Mobility**

12.00 - 13.00 **Report on conclusions from the previous day's mutual learning**

Common debate

13.00 - 13.30 **Solutions for sustainable mobility offered by other EU-projects**

ENDURANCE  
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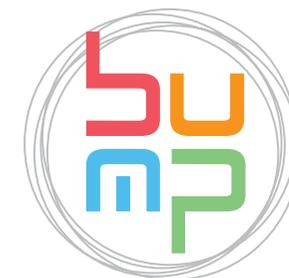
13.30 - 14.30 **Networking lunch**

14.30 **End of event**

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REGIONAL ENVIRONMENTAL CENTER

**5 NOVEMBER 2014**

**Regional Environmental Center, Szentendre, Hungary**

**BUMP - MUTUAL LEARNING WORKSHOP**

**PROGRAM**

**10.00** – Arrival of participants to venue and registration

Each participants will receive a badge with his/her name, nationality, and the institute he/she works for. Information will be provided regarding the rooms and tables to sit during the workshop.

**10.30** – **Introduction:** briefing on activities and schedule for the day

**11.00** – **World café session**

The participants will be subdivide in 3 groups and they will discuss 3 different topics in 3 different rooms fitted with 4 tables

**The 3 topics for discussion:**

1. Integration to measures of restricting traffic in urban centres
2. Which elements should be necessarily addressed in carrying out a preliminary context analysis to prepare an effective sustainable mobility planning tool (SUMP)?
3. Public participation and public acceptance in the planning of the sustainable mobility

**12.30** - Lunch

**14.00** – **Presentation of conclusions**

Spokespersons for each topic present conclusions reached during the morning sessions.

**14.45** – **Introduction to the next activity for the afternoon: role-playing**

**15.10** – **Role-playing**

The participants will be subdivided in 3 groups and discuss the same 3 topics as in the morning sessions. The goal of the activity is to present the different views and reactions on sustainable mobility policies and measures of actors in real life situation.

**17.30** – **End of day's activities**

**20.00** – Social dinner

[www.bump-mobility.eu](http://www.bump-mobility.eu), contact: Eva Csobod, [ecsobod@rec.org](mailto:ecsobod@rec.org)



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REGIONAL ENVIRONMENTAL CENTER

**6 NOVEMBER 2014 - Regional Environmental Center, Szentendre, Hungary**

**SUSTAINABLE URBAN MOBILITY PLANNING: SMART TRANSPORT, SUSTAINABLE AND HEALTHY  
CITIES—INTERNATIONAL CONFERENCE**

**PROGRAM**

**9.00** Registration of participants

**9.15 Welcome speech –**

*Marta Szigeti Bonifert*, Executive Director of the Regional Environmental Center  
Representative of the Hungarian Government and the Hungarian Municipalities

**9.45 Introduction** of the BUMP project: sustainable urban mobility plan-helping local authorities  
*Eva Csobod*, project manager, Regional Environmental Center

**10.00 Pitch event:** new technological solutions to urban mobility issues

Selected enterprises present their innovative/smart technological solutions to urban mobility issues. After the presentations the enterprises will be able network with the participants.

**11.00 Coffee break and networking opportunity**

**11.30 Report on conclusions from the previous day (DAY1: Mutual learning workshop)**

The technical officers of the municipalities of the 9 participating countries discuss the common problems and adopted solution during the mutual learning workshop on 5 November. The conclusions will be presented during the conference.

Topics are listed below:

1. *Integration to measures of restricting traffic in urban centres*
2. *Which elements should be necessarily addressed in carrying out a preliminary context analysis to prepare an effective sustainable mobility planning tool (SUMP)?*
3. *Public participation and public acceptance in the planning of the sustainable mobility*

**12.00 Solutions for sustainable mobility offered by selected European projects**

12.00 Ch4llenge: Sustainable Urban Mobility Planning in the City of Budapest

12.20: The Network of European Healthy Cities: Phase V.

12.40: FGM-AMOR: Awareness raising campaign

**13.00 Debate and conclusions:** Andras Ekes-Metropolitan Research Institute and Eva Csobod, REC

**13.30: End of the event and lunch**

Official language of the conference: English and Hungarian (simultaneous translation service will be provided).

[www.bump-mobility.eu](http://www.bump-mobility.eu) Contact: Eva Csobod, [ecsobod@rec.org](mailto:ecsobod@rec.org)

**NOVEMBER 19, 2014** |

TU Dortmund University  
Faculty of Spatial Planning, Institute of Spatial Planning  
Campus Süd/South, Geschossbau/GB III, Rooms 516 (A, plenary), 517 (B) and 310 (C)  
August-Schmidt-Str. 10, D-44227 Dortmund



## MUTUAL LEARNING WORKSHOP

### PROGRAM

9.30 Arrivals of participants to venue and registration

10.00 Introduction

Briefing on activities and schedule for the day.

10.30 World café session

Three topics for discussion are proposed in the form of a problem and will be dealt with suggesting solutions and analyzing pros and cons:

- World café topic 1: *Boosting bike use in medium-sized cities;*
- World café topic 2: *Organizing effective public transport in medium-sized cities;*
- World café topic 3: *Strategies of local authorities for energy efficient urban mobility.*

12.30 Lunch

Heads of tables join together and hold meetings per topic at about 12.00.  
The spokesperson per each topic collects all conclusions and presents them to the whole group of participants in the plenary session at the end of the day.

14.00 Introduction to the next activity for the afternoon: role-playing

14.25 Role-playing

Phases:

- task description;
- discussion in sub-groups to agree on group position;
- discussion with others (exchange of positions);
- meet again in sub-groups to discuss if own position shall be changed, where agreements can be made;
- final discussion with others (find compromise, solutions).

16.45 Presenting conclusions

Spokespersons for each topic present conclusions reached during the morning and afternoon sessions and all participants are invited to ask questions and/or provide their feedback guided by a moderator (15 minutes per topic).

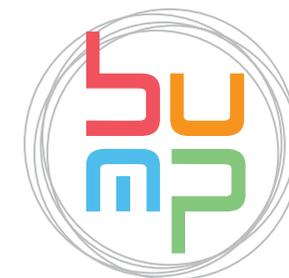
17.30 End of day's activities

19.30 Social dinner

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**BOOSTING  
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MOBILITY  
PLANS**

# NOVEMBER 20, 2014

TU Dortmund University,  
International Meeting Centre (IBZ)  
Campus Nord/North  
Emil-Figge-Str. 59, D-44227 Dortmund

## Innovative approaches for strengthening bike use, public transport and energy-efficient mobility

### CONFERENCE PROGRAM

- 8.45 **Registration of participants**
- 9.15 **Welcome speech**  
*Prof. Stefan Greiving*, Executive Director of the Institute of Spatial Planning, TU Dortmund University
- 9.25 **Thematic introduction: Regional discourse – on the path to a mobility development concept Ruhr**  
*Thomas Pott*, team leader Mobility, Department of Regional Development, Ruhr Regional Association (Regionalverband Ruhr, RVR), Essen, Regional Development and Mobility, Ruhr Regional Association (RVR)
- 9.45 **Introduction to the BUMP project: Strategic Urban Mobility Plans (SUMP) concept and report on conclusions from the BUMP workshop**  
*Andreas Beilein*, Consultant for TU Dortmund University
- 10.35 **Citizens' busses in North Rhine-Westphalia: Potentials and conditions for small and medium-sized cities**  
*Volker Aust*, Vice-chairman and executive director of Pro Bürgerbus NRW e.V. (association of citizens' busses organisations), Kalletal addressing the topic "Organizing effective public transport in medium sized cities"
- 10.55 **Mobility related measures in local climate mitigation concepts and their implementation in small-and medium-sized cities**  
*Peter Kampmeier*, mobilité, Cologne addressing the topic "Strategies of local authorities for energy efficient urban mobility"
- 11.15 **Questions & answers**
- 11.25 **Coffee break and networking opportunity**
- 11.55 **Bike sharing systems in small and medium-sized cities: Success factors and lessons learned**  
*Dennis Steinsiek*, mobility consultant, nextbike GmbH, Leipzig addressing the topics "Boosting bike use in medium sized cities" + "Organizing effective public transport in medium sized cities"
- 12.15 **Questions & answers**
- 12.20 **Sharing Opportunities for Low carbon Urban transporTation (SOLUTIONS)**  
*Hanna Hüging*, Wuppertal Institute, Berlin addressing the topic "Strategies of local authorities for energy efficient urban mobility"
- 12.40 **European Sustainable Urban Mobility Plan network (ENDURANCE)**  
*Jens Vogel*, Consultant mobility management, ivm GmbH (integrated transportation and mobility management, Region of Frankfurt RheinMain) addressing the topic "Organizing effective public transport in medium sized cities"
- 13.00 **Questions & answers**
- 13.10 **Debate and conclusions**
- 13.30 **End of event and lunch**

Official languages of the conference:  
English and German.  
Simultaneous translation service available.  
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