

**5th European Conference on
Sustainable Urban Mobility Plans**
14-15 MAY 2018 | NICOSIA, CYPRUS



**Yes, in my back yard!: SUMP's in small towns
and neighbourhoods**

**Multimodality planning in small and middle-sized urban
areas**

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dyvolve

- integrated sustainable mobility plans
- analysis/strategies for sustainable modes (active modes and PT)
- alternative fuels implementation strategies (national/regional transport networks and PT systems)
- PT operators' business strategies
- investment studies, project preparation and management



Source: Developing and Implementing a Sustainable Urban Mobility Plan, ELTIS, 2014



1. What do categories of **small and middle sized urban areas** encompass in Croatia?
2. Why do we think discussing **vision development** is worth the time?

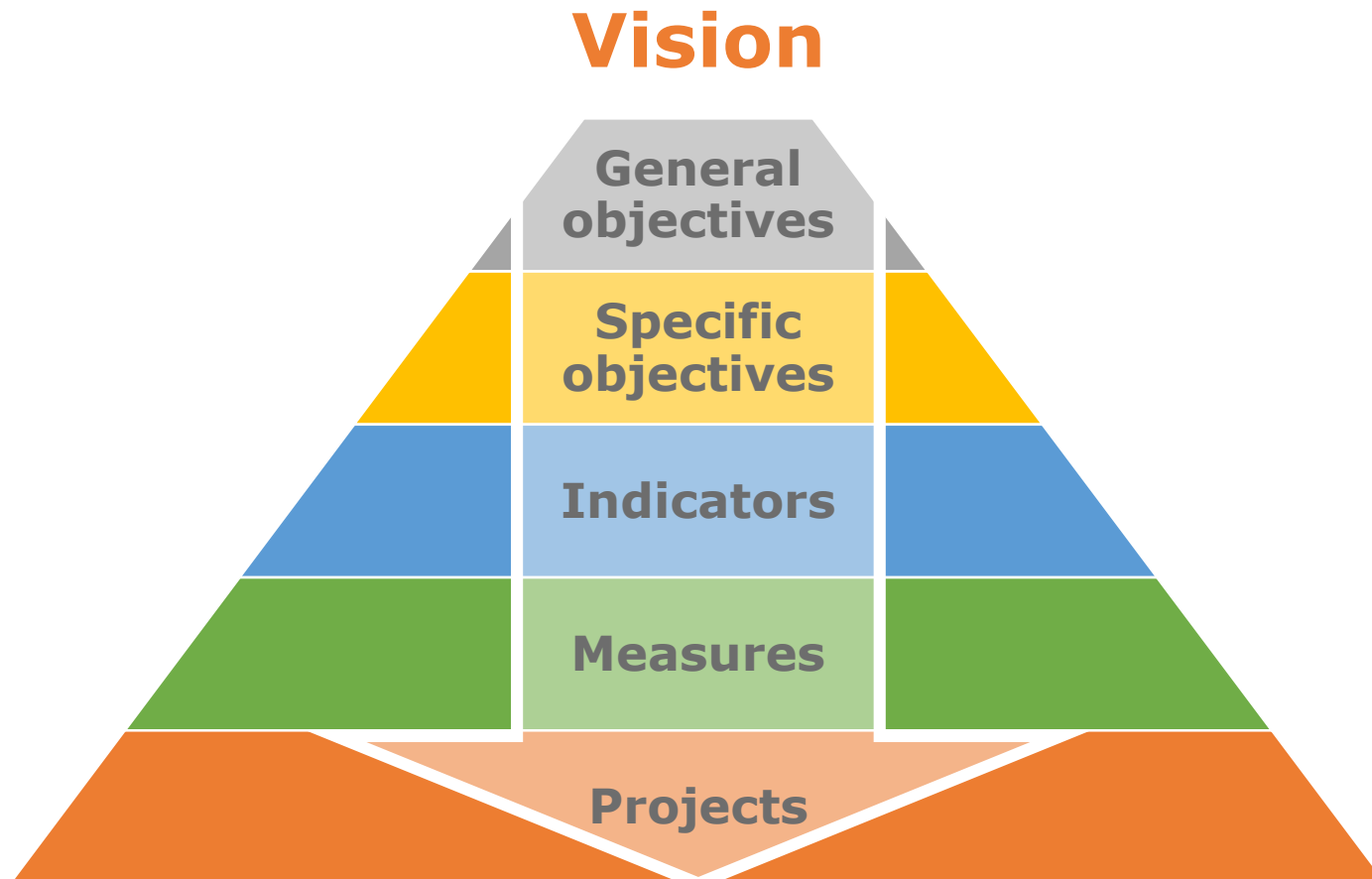


- 127 towns and cities
- 429 municipalities
- **4 urban agglomerations**
- **bigger urban areas > 35.000**
- **smaller urban areas < 35.000**
- 7 cities, population > 50.000





The importance of a vision (1)





The **importance** of a **vision** (2)

A vision has to be **widely accepted** among stakeholders and citizens; therefore it is crucial to create a **common ownership** of the vision. *(ELTIS)*



Q:

Are the **challenges of common vision development** (based on multimodality) different in observed urban areas and why?



City A and City B

- Low motorisation rate
- Underutilized PT system
- Depopulation and aging society
- University
- Central functions
- Rural surroundings
- Tourism less significant
- Economic and financial circumstances (GDP, limitations)



Challenges in the process of initial stakeholder engagement:

- Conflict between PT and cyclists/flexible services
- Conflict between pedestrians and cyclists
- Conflict between PT operators/modes
- Lack of understanding and management by local authorities
- General lack of willingness to cooperate



What affects **vision development**?



Mobility management

Is transport system being managed and how?

Participation

What is the level of stakeholder participation in vision development process?

Mobility culture

What is the potential of mobility behaviour change?



Mobility management

- Strength and efficiency of mobility management in the local administration
- Analysis of local strategies
- Delphi method – structured interviews
- Carried out activities / initiatives



Participation

- Crosschecking the stakeholder list
- Informing the stakeholders
- Learning about stakeholders:
 - workshops
 - questionnaires



Mobility culture

- Historical data
- Measurements
- Surveys:
 - on-line
 - on site
- Workshops with citizens



CONCLUSIONS / mobility management

- authorities more focused on maintenance than management
- poor horizontal collaboration between transport and other departments
- lack of initiative / interest for innovation
- switching responsibility
- pessimism



CONCLUSIONS / participation

- no culture of participation and collaboration / no previous results
- competitiveness / not understanding the benefits or the purpose of working together
- lack of interest (“minding my own business”)
- insufficient capacities / lack of information
- distrust



CONCLUSIONS / mobility culture

- lack of ability to imagine “something better”
- lack of information
- saying the right thing vs. doing the right thing
- readiness to change behaviour
- “not believing” in soft measures
- insufficient education



Lesson learned 1

- The preparation process **IS** important
- It shouldn't be excluded or taken lightly
- The preparation process might be long and requires engagement!



Lesson learned 2

- Hiring external help **before** the “vision development” can save time and make SUMP development process more successful



Lesson learned 3

- Participative culture development should start before you start working on your SUMP
- Participative processes take time and require strong facilitation – **think about getting an expert!**



Lesson learned 4

- Smart learning from big cities: do not copy mobility measures, learn about setting up a system and developing efficient processes



Lesson learned 5

- Mutual support is important
- Growing enthusiasm: good results motivate!
- Lead by example
- Form partnerships

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Thank you!

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