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

Multimodality planning in small and middle-sized urban areas

Petra Grgasović, Dyvolve Ltd.
• 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
5th European Conference on Sustainable Urban Mobility Plans
14-15 May 2018 – Nicosia, Cyprus

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
Thank you!

info@dyvolve.com
http://www.dyvolve.com/
https://www.linkedin.com/company/dyvolve/
https://twitter.com/Dyvolve