

SESSION SUMMARY AND KEY MESSAGES

4th European Conference on
Sustainable Urban Mobility Plans
29-30 March 2017 Dubrovnik, Croatia



European Platform
on Sustainable Urban
Mobility Plans

Parallel Session D2

Low cost, big impact measures and how to convince politicians that they are worthwhile

Eileen O'Connell | Interactions

Using Evidence of the Economic Benefits of SUMP Initiatives to Increase Funding

Olaf Lewald | City of Bielefeld and **Claus Köllinger** | Austrian Mobility Research FGM-AMOR
Urban Local Support Groups as facilitator for developing the SUMP in Bielefeld and other cities within the URBACT network CityMobilNet

Tünde Hajnal | BKK - Budapesti Közlekedési Központ (Centre for Budapest Transport)

How to sell the SUMP idea - good and bad practice in Budapest

Moderator: Roberto De Tommasi | Synergo

Session Summary

The task was to convince the decision makers of the city that a low cost measure should be funded and implemented.

Some 9 groups worked on the task and each one selected a low-cost measure as the focus of their work. For each measure a short presentation was prepared to be given to the mayor of the city to convince her of its benefits.

Four low-cost measures were presented:

- An e-bike pilot project with the aim of increasing the level of cycling and to decrease commuting by car, but based on existing cycling infrastructure. The objective was to convert cyclists from existing car drivers, hence, 15 e-bikes were to be made available to give to car drivers who would agree to use them at least 3 times a week. Marketing campaigns were planned to interest car drivers including radio ads and direct communication with companies. Budget for pilot project: 30,000 EUR.
- Creating a liveable public space out of a congested street.
 - The mayor was addressed by a small group of local citizens who recounted their problems in using their street: the 2x2 lane road was crowded with vehicle traffic, with attendant congestion, air and noise pollution; there was not enough space for cyclists and pedestrians; and there was no quality public space. The mayor was convinced that the street should be transformed into a liveable, attractive public space because she felt that it would be politically popular.
- Implementation of charging infrastructure for electric cars.
 - The city wanted cleaner air, less noise and reduced CO2 emissions. A measure selected to bring this about was the extension of EV charging infrastructure through the involvement of a private company. Some 20 e-chargers were to be implemented; they would be free to use provide free, dedicated parking places for e-vehicles. The time scale of implementation was planned to be 3 months. The project provided positive marketing for the city as an innovative and eco-friendly location. The mayor was convinced by these arguments.
- Permits for transforming parking spaces into public space during the summer season. As a part of the project, several parking spaces were planned to be transformed into public space during the summer period. The project would provide significant benefits at low cost, creating a liveable place for citizens and contributing to decreased local pollution. A test period was planned which would allow the original layout to be restored if the new solution did not work. A major advantage of this project was that it was a top-down and bottom-up approach at the same



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time: an idea of the decision makers also supported by local citizens. It was argued that it would increase business turnover, providing more property or retail taxes for the city. The mayor was convinced in this case, also.

Key Messages

EVIDENCE is available and shows that low cost measures can have a high impact
Eileen O'Connell | Interactions

The URBACT way: Give people a voice in planning and testing mobility measures!
Olaf Lewald | City of Bielefeld and Claus Köllinger | Austrian Mobility Research FGM-AMOR

The SUMP process is a best way to create SMART and shared city transport
Tünde Hajnal | BKK - Budapesti Közlekedési Központ (Centre for Budapest Transport)



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