



APPLICATION FORM – CATEGORY II PUBLIC PARTICIPATION

Evaluation Criteria

As a CIVITAS Forum member city you are eligible to apply for this award. However, you may **not** apply, if you received the CIVITAS Award in 2010. To be rewarded, in your application you should demonstrate how your city administration have consulted and involved citizens and other stakeholders with respect to your sustainable urban transport measure/policy/strategy's:

- 1) Design
- 2) Development and adoption
- 3) Implementation
- 4) Monitoring and evaluation

The implementation phase of the demonstrated measure/policy/strategy should not have started earlier than 2008.

Selection Process

The category I award winner will be selected by the CIVITAS Award Jury, based on the merit of its application.

Please send your entry via e-mail to the CIVITAS Secretariat at the following address, with "CIVITAS Award Category II" placed within the subject of your message

secretariat@civitas.eu

This call closes on September 9th, 2011

APPLICANT DETAILS

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JUSTIFICATION

Please answer the following questions using no more than 150 words for each answer. The insertion of images is allowed.

How has your city involved citizens and stakeholders within the design and development of sustainable urban mobility measures/policies/strategies? (in your response please describe whom you have involved) (max. 150 words)

Although the city of Ghent has already a tradition of engaging its citizens for public matters like mobility, Civitas gave the opportunity to extend this engagement in new domains or expand the engagement in existing matters. In 21 out of 24 Civitas measures, there has been a form of citizens' participation or engagement. The Civitas management stimulated measure leaders to start and enhance the participation project. The best results came from the measures on cycling and walking, e.g. in depth participation in the pilot of the installation of the neighbourhood bike bins, with before and after consultation and face to face interviews. At the large infrastructure project of the station area (Gent Sint-Pieters), Civitas extended the relation with inhabitants of that area, commuters, cyclists and pedestrians. Ghent also engaged shop owners to join the city freight platform. This platform is now being used for other topics beside loading and freight. So from small clearly defined actions to a more strategic level, the City of Ghent broadened its scope towards maximum consultation and participation of different stakeholders.

How did you engage your citizens throughout the implementation of sustainable urban mobility measures/policies/strategies (i.e. what mechanisms were relied on)? (max. 150 words)

Different tools and approaches were used, depending on the measure or project. On line and paper questionnaires for consultation, recruitment of citizens through face-to-face interviews for the mobility teams, formation of a citizens workgroup for weekly check up meetings at the railway station, creating a dialogue on mobility matters through postcards, organising information moments, from the classical hearings and information markets to new concepts like the dialogue cafés, set up of a city freight platform with different stakeholders including shopmanagers and representatives of the transport sector. The integration of social media (Facebook and Twitter) will have its scoop at the large infrastructure project Gent Sint-Pieters. People are summoned through Twitter and an advertisement on Facebook to participate in the debate for the redesign of a new district. People can make their preferences towards what atmosphere they would like in the new city development. The results will be integrated in the public tender for the project developers. The mayor and other Twitter users are the ambassadors and will call upon people to start the dialogue.

Some figures of one operating year at the Gent Sint-Pieters project :

3 public fora in presence of policy makers, 10 press releases, 13 letters to citizens, 30 reduced hindrance meetings, 700 questions from citizens answered, 5 stakeholders meetings, 40 visits for the public , 2 guided tours for appr. 800 people each, ...

Please explain, how your city administration has informed citizens and stakeholders throughout the monitoring and evaluation of sustainable urban transport measures/policies/strategies? (max. 150 words)

Each contact with citizens, as e.g. infomarkets, dialogue cafés and cityfreight platforms, were evaluated with all project partners involved. Also several surveys (online, paper, face-to-face,..) were set up to analyse the possible support of citizens towards new and sustainable mobility initiatives.

To monitor and evaluate the participation process, Ghent has used different communication channels to inform and consult its citizens. Broad communication was done by the city magazine and the official city channels, such as the website. But if it comes to targeted communication to the inhabitants of a street or towards specific stakeholders, it is the role of the mobility department whether or not in cooperation with Community Based Planning. It may be personal feed back, letters posted on street level, emailing, panel discussion about the results of the surveys (e.g. one is taking place on Car Free Day).

For the large project at Gent Sint-Pieters, the minutes of all meetings are put on the project's website (www.projectgentsintpieters.be). The city of Ghent aims at the highest level of transparency in communicating with its citizens.

Is there a legal basis for your administration involving citizens/stakeholders in your decision-making processes and if yes, please describe it? (max. 150 words)

In the City of Ghent, the citizens' participation in local decision-making processes has been an important policy issue.

Therefore, Ghent has a cell called 'Community based planning' (CBP). Ghent is divided in 25 sections. One to three people of CBP are responsible for each section and they interact systematically and intensively with their inhabitants.

Mobility is an important issue when it comes to hearing people's opinions. Ghent developed a coherent mobility vision for the city, but citizens also want to voice their opinion on the policy makers' plans, at a time when this is still relevant.

In terms of transport planning and infrastructure, a regular consultation process takes place in line with important infrastructure constructions, urban transport and land use planning. Citizens' participation and feedback in correspondence with all important transport solutions having impact on local, regional as well as national level, is assured by means of project expositions in local institutions, surveys, workshops, hearings, conferences and marketing campaigns.

Please describe the impact the involvement of the public in the decision making process has had for the success of your sustainable urban transport measures/policies/strategies (max. 150 words)

With Civitas, the extended citizens' participation and engagement has definitely had an impact on the success of some measures.

Although the stakeholders were very critical on some matters of the Gent Sint-Pieters project, they also helped looking for better mobility solutions. They helped thinking about a new parking policy, space management around the station, etc. Original plans were altered according to citizens' remarks: a pedestrian crossing was moved closer to a school, more bicycle sheds were provided, more parking spaces in front of shops and trees were shifted to other and better locations.

In 2010 a dialogue café resulted in the decision by the Ghent City Council that a road underneath the railroad tracks could not be used by cars. A majority of the people living in the main train station area feared that opening up this road would mean much more traffic in their neighbourhood. The Ghent City Council followed the choice made by the citizens.

Applications will be collected and forwarded to the CIVITAS Award Jury for evaluation and voting. A decision will be reached by 16th September, 2011. You will be informed accordingly, in order to begin preparing for the Award ceremony.



Start of the City Freight Platform



The new infopoint: creating overall acceptance via constant communication with stakeholders in the development project Gent Sint-Pieters



Consultation of public in testing 7 different bike bins