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**Lessons learned from the elaboration of the  
Sustainable Urban Mobility Plan in Palma de Mallorca**



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## Externalization VS Internalization

- Lack of internal human resources but need to involve the staff in order to guarantee SUMP's consistency and to ease the future implementation
- External experts may provide solutions from other cities
- Local decision to actively involve staff while externalizing:
  - Data collection (counts and surveys)
  - Citizen consultation process (Round table and workshops)
  - Analysis and elaboration of documentation
- Public tender launched in April 2013: 120.000€
- Criteria: 55% technical 45% economical
- 9 specialized companies applied, awarded to DOYMO in late July: 91.960€
- Additional data collection campaigns: 35.000€ +separate study for urban PT

## The importance of the political context



- Elaboration and approval of the SUMP during the same term in office (no changes in the direction of the plan): Conservative party
- Efforts made (via consultation process) to maximize consensus
- Implementation took off with the new municipal government elected in May 2015: Socialist-left wing coalition

## Coordination with key actors



- Urbanism department
- EMT (local public transport operator)
- Regional public transport authority
- Tourism sector



## Programming of tasks

- ✓ • Careful design of data collection rounds (method, time, place, quantity...) and previous available
- Appropriate time and place for participative events, anticipation of calls to participate
- ✗ • Flexibility to include changes that appear during the process
- Need to allocate extra time for deviations

## Technical perspective VS citizen's preferences



- Residents are giving more importance to real actions rather than plans
- Great difficulties to gather all the opinions and to determine if there are majorities, as participants are normally citizens somehow involved in mobility (PT users, cycling associations,...)
- For each aspect of mobility, and for each specific intervention in the city, there is a varied range of individual opinions and conflicts of interest
- The involvement of citizens is important to collect the concerns on each topic/measure and to increase political acceptance of the SUMP
- The SUMP in Palma was driven from a technical perspective, applying the criteria of the Mobility Department and the external experts involved, and taking into account results from the consultation process when possible
- During the consultation process a lot of “teaching” has been carried out in order to overcome the individual barriers and demands

## Consultation process



- Previous round of interviews to create the Mobility Round Table
- Mobility Round Tables: 6 during the process, 2 after SUMP approval
- Thematic workshops: 6 during the process, 2 after SUMP approval
- Informative sessions with political parties and city departments: 6 during the process



## The SUMP process changed the social behavior



- The consultation process helped developing a local consensus on mobility
- SUMP awareness campaigns and mobility events have impacted the city
- The Mobility Department has noticed that there is a higher acceptance of sustainable mobility measures since the SUMP was approved
- The participation in a CIVITAS project has strengthened the message of sustainable mobility, mainly thanks to:
  - The perception to move towards an advanced European mobility culture
  - An improvement of the SUMP due to the benchmarking and external technical support from Dyn@mo project partners and the CIVITAS Network.
  - Additional funding to implement some measures, which has accelerated the implementation



## Main achievements during the first 2 years

- Periodic Mobility Roundtables and local workshops
- New cycling lanes and bicycle parking
- New healthy and safe walking routes
- Extension of public bicycle scheme
- Extension of restricted areas for traffic
- New real time information system for off-street parking
- Improved information channels





## The SUMP was helpful...

- to widen the debate and ideas concerning local mobility (city model).
- to improve the understanding on the mobility problems of the city.
- to define a future scenario and a transition path.
- to change social behavior towards mobility measures.

## Main lessons learned:

- To not constrict the elaboration with critical time deadlines
- To dedicate more efforts to involve all relevant stakeholders
- To work for a political (and social) consensus
- To provide better information during the implementation of each measure, paying attention to the affected areas and explaining the expected benefits

# Thank you!

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