



Citizen Engagement Action Plans – challenges for implementation

CIVITAS ELAN project
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Presentation

- CIVITAS ELAN **commitment and approach** to citizen engagement
- Citizen Engagement **Strategy and Action Plans**
- CE AP: **actual situations** of citizen participation in 5 ELAN cities, **objectives**, and city-level **framework for coordination** of citizen engagement
- CE AP: **selected measures** where the citizen engagement is among relevant preconditions for success
- **Implementation challenges**

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CIVITAS ELAN commitment towards citizen engagement

- **CIVITAS ELAN mission:**
to “mobilise our citizens by developing – with their support – clean mobility solutions for vital cities, ensuring health and access for all”.

Starting point:

- considering citizens not as “a problem” but as “a part of the solution”;
- giving priority to the needs and expectations of citizens.

Citizen participation is built into many CIVITAS ELAN measures and horizontal activities.

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CIVITAS ELAN – a “citizen-focused” approach

Putting participatory principles into practice through:

- careful identification of key stakeholders,
- a city-level coordination,
- adequate informing,
- early involvement,
- effective consultation / decision-making techniques,
- consideration of citizens’ opinions, and feed-backing.

Challenging implementation

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Five CE Action Plans based on common CE Strategy



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Structure of CE APs

I. Citizen engagement at the city level:

- Overview of the situation on citizen participation with regard to transport in the city
- Definition of general city level objectives related to citizen participation
- City level framework for coordination of citizen engagement in transport


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Structure of CE APs

II. At the measure level:

1. Selection of measures with regard to citizen engagement relevance
2. Definition of objectives related to citizen engagement in individual measures
3. Identification of stakeholders to be involved
4. Description of methods and tools for citizen involvement
5. Citizen engagement activities and timing
6. Indicators of success



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Actual situation – Brno

Consultation processes exist in line with important infrastructure constructions, urban transport planning and land-use planning.

The main motors of such community consultations are Brno Public Transport Company and Brno City Municipality.

Citizen participation – assured by means of project expositions in Urban Centre, discussions with citizens, citizen meetings, queries, surveys, working groups with political representatives,....

CIVITAS ELAN - an opportunity for strengthening citizens participation.

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Actual situation – Gent

Citizen participation in local decision-making processes has been an important policy issue for the last 15 years. A cell called "Community-based planning" was established to connect the citizens with decision makers.

A regular consultation process takes place through project expositions in local institutions, surveys, workshops, conferences and marketing campaigns,... and several other channels.

CIVITAS ELAN – continuation and chances for improvements.




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Actual situation – Ljubljana

There are several channels how to include citizens with their complaints and ideas:

- ideas could be passed on to the responsible city department through 17 district councils;
- special office for citizens' initiative (within the City Council);
- other possibilities such as: personal meeting with the Mayor, possibility of writing to city departments, writing to or meeting with the elected City Councillors, etc.

Good practice in preparation of the sustainable development strategy, spatial plans, and environmental action plan, not yet in transport

CIVITAS ELAN – an opportunity for development of good practice.

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Actual situation – Porto

Citizen participation in local decision-making processes has a short tradition in the Portuguese context and the City of Porto is no exception to that reality. In fact, trying to encourage the citizens for active participation is one of the most challenging demands for the CIVITAS ELAN dissemination team.

In CIVITAS ELAN measures citizens will be called to provide their input on the issues such as: transport planning, infrastructure constructions, urban transport provision and operation, and land-use planning.




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Actual situation – Zagreb

Citizen participation in local decision-making processes has a long tradition in Croatia. Most participatory activities take place within Local District Councils.

However, the local authority should make this participation easier, through a viable dialogue that will allow representatives of various options to listen to each other, and to possibly accept argumentation of those who differ in opinion.

The City of Zagreb plans to introduce ZAGREB FORUM, a venue for informing the citizens and an opportunity to discuss the plans to be implemented.

CIVITAS ELAN FORUM – an opportunity to make participation easier






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Our vision:
to make a significant step forward in citizen engagement practice from where we are today

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Objectives of citizen engagement – summary

I. To raise the participatory culture

- To improve availability and accessibility of information about city mobility
- To identify the citizens' needs, and to take them into account when identifying problems and developing solutions
- To prove through effective consultation that public participation in decision-making processes has clear advantages that allow better solutions for the city.

II. To enhance the change of attitude and behaviour

- To raise awareness on cleaner and sustainable modes of transport the use of which has significant impact on improving environmental and health conditions.
- To promote behavioural change – especially the use of public transport against individual car use




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Frameworks for coordinated approach needed

- to express the commitment for citizen engagement,
- to set objectives and priorities at city level,
- to map, coordinate and link the work of involved organisations, to avoid duplicating efforts,
- to avoid overburdening citizens,
- to provide information, to communicate internally and externally,
- to help developing expertise and consistent approaches,
- to enhance knowledge and best practice exchange,
- to monitor and evaluate the process....



OECD - Citizens as Partners



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City-level framework for coordination

Brno:
A local working group consisting of deputy mayor delegated for transport, members of City Council Transport Committee, representatives of Urban Planning and Development Department, Transport Department, City Strategy Office, Brno Public Transport Company, citizens' associations, NGOs and members of CIVITAS ELAN local management group.

Gent:
Together with the Cell for community-based planning and by using their experience they will consult and inform the public, work together on defining stakeholders, preparing the action plans and doing the follow-up of the measures.



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City-level coordination

Ljubljana:
The Board for public utility companies and traffic (within the City Council) will coordinate the citizen engagement. ELAN Local Dissemination Manager will assist.

Porto:
The dissemination manager will be responsible for managing the implementation of the citizen engagement process in ELAN measures and also for the outputs of this process.

Zagreb:
CIVITAS ELAN FORUM together with Info point will take over the citizen engagement coordination of ELAN measures. Dissemination manager will assist.



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Selected measures

Brno:

1. Participatory Intermodal Infrastructure Planning
2. Comprehensive mobility dialogue and marketing campaign
3. Integrated Mobility Centre

Gent:

1. Safe cycling corridor
2. Promotion of walking
3. Participatory redevelopment of the train station
4. City freight transport
5. Comprehensive mobility dialogue and marketing campaign



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Selected measures

Ljubljana:

1. Integrated high-quality mobility corridor
2. Implementation of a sustainable congestion charging scheme
3. Comprehensive cycling strategy
4. Update of the Sustainable Urban Transport Plan
5. Safe routes to school
6. Sustainable Freight Logistics
7. E-ticketing and fare integration

Porto:

1. Light weight hybrid bus shuttle
2. Participatory planning for new intermodal interchange
3. Integrated accessibility planning in Asprela quarter
4. The Mobility Shop
5. Flexible Mobility Agency - part of the Mobility Shop
6. Mobile mobility information



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Selected measures

Zagreb:

1. Intermodal high-quality mobility corridor
2. Promotion of electronic PT tariff system
3. Study of congestion charging and dialogue on pricing
4. Mobility management for large institutions
5. Improvement of cycling conditions
6. Comprehensive mobility dialogue and marketing
7. Safety & security for seniors
8. Security improvements in public transport



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Selected measures per work package (WP)

WP1 Alternative fuels / clean vehicles


- Light weight hybrid bus shuttle (1.5-OPO)

WP2 Collective transport / intermodal integration

- Participatory Intermodal Infrastructure Planning (2.8-COM) - Brno
- Participatory redevelopment of train station (2.9-GEN)
- Integrated high-quality mobility corridor (2.1. - LJU)
- Participatory planning for new intermodal interchange (2.10-OPO)
- Intermodal high-quality mobility corridor (2.5-ZG)
- Promotion of electronic PT tariff system (2.6-ZG)

WP3 Demand management

- Implementation of a sustainable congestion charging scheme in cooperation with actors on national and regional level (3.1. - LJU)
- Integrated accessibility planning in Asprela quarter (3.5-OPO)
- Study of congestion charging and dialogue on pricing (3.2-ZG)



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Selected measures per WP

WP4 Influencing travel behaviour

- Comprehensive mobility dialogue and marketing campaign (4.12-BRN)
- Integrated Mobility Centre (4.13-BRN)
- Walking promotion (4.7-GEN)
- Comprehensive mobility dialogue and marketing campaign (4.10 GEN)
- Comprehensive cycling strategy (4.6. - LJU)
- Update of the Sustainable Urban Transport Plan (4.9. - LJU)
- The Mobility Shop (4.14-OPO)
- Mobility management for large institutions (4.4-ZG)
- Improvement of cycling conditions (4.8-ZG)
- Comprehensive mobility dialogue and marketing (4.11-ZG)



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Selected measures per WP

WP5 Safety, security and health

- Safe cycling corridor (5.6-GEN)
- Safe routes to school (5.4. - LJU)
- Safety & security for seniors (5.3-ZG)
- Security improvement in public transport (5.8-ZG)

WP6 Innovative mobility services


- Flexible Mobility Agency (part of the Mobility Shop) (6.4OPO)

WP7 Energy efficient freight logistics

- City freight transport (7.3-GEN)
- Sustainable Freight Logistics (7.2. - LJU)

WP8 Transport telematics

- E-ticketing and fare integration (8.5. - LJU)
- Public transport priority and traveller information (8.2-ZG)
- Mobile mobility information (8.8-OPO)



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Stakeholders identified

From all three main stakeholder groups: public authorities, business / operators, and communities / citizens

Various stakeholders in various measures, depending on the measure objectives

But several stakeholders and citizens are targeted in more than one measure – a well-planned and coordinated approach required



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Communication activities

A large variety of communication tools:

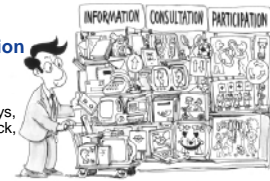
- updated website,
- a monthly city magazine,
- city TV,
- information displays in the streets,
- poster sites,
- electronic news displays,
- press releases for media (TV, radio stations, newspapers, internet, ...),
- flyers, posters, postcards, information letters,...
- CIVITAS ELAN brochures, CIVITAS Day, E-Newsletter,.....



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Consultation and active participation activities




- Consultation with citizens through surveys, interviews, workshops, postcards to send back, competitions, promotion events, etc. ...
- Involving citizens in active participation: workshops, focus groups, roundtables,...

OECD - Citizens as Partners

Further elaboration of citizen engagement at measure level – the responsibility of Measure Leaders


Stakeholder / citizen participation – one of the **criteria for process evaluation!**




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Evaluation parameters



1. Relevant two-fold information is available
2. The engagement process starts in an early phase when different options are still open.
3. Representatives of all three main stakeholder groups are represented
4. Consultations are implemented in a manner that enables citizens to deliberate problems and solutions with other stakeholders.
5. Citizens are provided with a support that enables them to participate.
6. Citizens are provided with the feedback on due account taken on their opinions and comments.



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Challenges of citizen engagement

- 1. Political will and commitment to respect citizen engagement principles and rules**
 - still existing doubts about benefits and risks,
 - coordination body needed for enforcement.
- 2. Identification and representation of stakeholders**
 - citizens as third stakeholder group are the weakest actor – not recognised as a partner, often not organised, often not able to articulate opinions;
 - identification of stakeholders and especially citizens to be involved in a participatory process is demanding - stakeholder analysis helps;
 - special attention needed with marginalised groups.



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Challenges






- 3. Participation levels**
 - different levels for different purposes: informing for awareness raising, consulting - for receiving feedback, and active participating for developing new policies.
- 4. Motivation for participation**
 - lack of mutual trust and readiness for sharing the responsibility,
 - individual interest often put before the public interest.
- 5. Consultation opportunities**
 - enabling effective opportunities for debate / deliberation is crucial;
 - participation of citizens requires support and stimulation.




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Challenges

- 6. Discussion on issues of citizens' concern**
 - issues that citizens find important should be on the agenda, wholistic approach needed.
- 7. Real impact of citizens' comments and proposals on final decisions**
 - if citizens' comments are not considered and fed back, participation does not make sense; nevertheless, final decisions remain with the authorities.

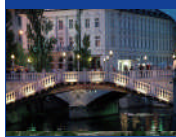


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Challenges

8. Evaluation of the process and identification of potentials for improvement

- critical evaluation of the process is crucial (relevant indicators),
- experience and lessons learned should be used for better practice in the future.



Thank you.

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