



**CiViTAS**  
Cleaner and better transport in cities  
**E L A N**

# CASE STUDY



## CITIZEN VOICES IN THE MOBILITY DIALOGUE

### MOBILITY MANAGEMENT



Citizen involvement in the policy process was at the core of Zagreb's mobility activities within CIVITAS. The objectives were manifold: raise citizen interest on and understanding of mobility issues; encourage them to actively contribute to the improvement of local mobility conditions; and teach them how to best communicate with the authorities to make their voice heard. In parallel, the project aimed to establish the practice of public dialogue on mobility issues and to convince authorities, other mobility actors, planners and project partners that involving citizens in decision-making is a solution that pays off.

### Municipal context

Zagreb is the capital and largest city of Croatia with almost 800,000 inhabitants on an area of 641 km<sup>2</sup>. In 1994, Zagreb celebrated its 900th birthday. The city's university was founded in the 17th century, making it one of the oldest in Europe. More than 65,000 students attend. Zagreb is the cultural, scientific, economic and administrative centre of Croatia. The city attracts economic and business events, as well as trade fairs and tourism. The city has a rich cultural life with many events in numerous concert halls, theatres, museums and art galleries and elsewhere throughout the city.

Public transport consists of buses, trams, funicular and suburban trains, although new

and more environmentally friendly buses and trams were needed. Through CIVITAS, low floor trams and buses running on gas and biodiesel were co-funded.

The city counts over 200 km of bicycle trails, however these are not connected in a real network. Through CIVITAS some extensions of bike lanes were carried out. The city centre also boasts a lot of pedestrian areas, parks and green areas.

In spite of improved conditions for cyclists, pedestrians and public transport, individual cars still have a significant share. A steep rise in the number of private cars causing congestion and air quality problems in the city centre called for action.

### MUNICIPAL PROFILE

#### LOCATION

Zagreb, Croatia

#### POPULATION

800,00

#### LAND AREA

641 km<sup>2</sup>

#### CIVITAS BUDGET

City's total budget: approx.

EUR 5,100,000

Total EU contribution: approx.

EUR 3,000,000



### ZAGREB IN CIVITAS

Zagreb (Croatia) participated in CIVITAS ELAN, an innovative collaboration between the cities of Ljubljana (Slovenia), Ghent (Belgium), Zagreb (Croatia), Brno (Czech Republic) and Porto (Portugal). The motto of the project is "Mobilising citizens for vital cities."

### CIVITAS ELAN

CIVITAS ELAN took an approach where "Putting the citizen first" was at the core of the work in the five cities. Aside from encouraging involvement, its cities pro-actively worked to convince citizens that clean mobility solutions are in their interest. With its 68 activities, ELAN increased the modal share of walking and cycling, supported innovative freight delivery solutions, implemented innovative demand management, and increased the use of cleaner and energy-efficient vehicles. It ran from 2008-2012.

### READ MORE AT:

[www.civitas.eu/display-all-projects](http://www.civitas.eu/display-all-projects)



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Meetings and consultation with citizens was at the core of Zagreb's approach

## Introduction

In Zagreb, the discussion on mobility issues was mostly limited to professionals. It did not actively involve the public, which usually reacted only after decisions have been implemented. It was necessary to include representatives of the public in the decision-making process, including citizens in their neighbourhoods, in order to reach decisions leading to better traffic and mobility solutions, to reduce dissatisfaction and share responsibility.

Before this could happen some preconditions had to be fulfilled, such as establishing a framework to enable dialogue and to make it possible to work with special groups of stakeholders, the media and citizens at the level of city districts and local committees.

The CIVITAS partners in Zagreb were determined to ensure participation of the general and professional public in decision-making processes, which in turn should serve to make them supportive of and also responsible for decisions reached. The idea was to develop trust between the citizens and authorities. CIVITAS provided a good environment to find inspiration and share experiences, but also an opportunity to fund the activities for improving consultation processes.

## Taking a closer look

How to convene a gathering on mobility? How to reach citizens who are not accustomed to attending such events? And how to make those events attractive for citizens? Those were guiding questions to be addressed in the planning phase.

Good and continual communication with different media was established. In some cases, productive collaboration was established with other organisations outside of the usual project collaboration network. Partners also engaged in more complex and/or festive events, such as the European Mobility Week or Zagreb Energy Week, project presentations in other cities, expert meetings, etc.

Some new approaches not practiced in Zagreb before were introduced. The most visible was the opening of the Info-Point, an old refurbished tram, which attracted more than 21,000 visitors, citizens and tourists alike.

Broad and continual information dissemination has been organised as a basis for raising citizen interest and motivating their involvement in finding mobility solutions. Traditional communication tactics, such as brochures or videos, have been complemented through dissemination via the Info-Point, social media and study tours.

In order to raise awareness, but also to collect citizen opinion on the quality of public transport services and other mobility issues, several surveys were conducted and presented to the public and decision makers.

Towards the end of the project, the Zagreb Forum was opened as a space for interaction of municipal representatives with citizens. Within the Forum, several public presentations were organised on project achievements and lessons learned.

As a vital part of communication and dialogue with citizens, a series of public events called: "Wednesdays in the Tram" were held at the Info-Point. The events targeted citizens, especially public transport users, cyclists, car owners and pedestrians interested in improving mobility conditions. Transport experts and the media were also invited. The topics included cycling, car-pooling, freight delivery, congestion charging, planned intermodal passenger terminal and a new train station, etc.

The city authorities also organised meetings with citizens and stakeholders in their neighbourhoods. This was quite challenging, as the administration did not have experience in such matters before the start of CIVITAS. On the other hand, citizens were not used to being invited to meetings and discussions about the mobility problems and possible solutions.



Collaboration with the Volunteers' Centre Zagreb and other local institutions, for example schools, kindergartens, post offices and others, was established to announce the events and to distribute invitations to citizens. The local radio announced the events, while the Centre for Philosophy and Media and other supporting organisations made the events more attractive.

Information on local mobility meetings, accompanied with video extracts, was presented to the mayor, assembly president and city district presidents. All of them appreciated the importance of being more open in the communication with citizens. A toolkit on public consultations related to mobility issues was prepared by CIVITAS, which included examples from Zagreb. The toolkit was disseminated during a public presentation, but also through the Croatian Association of Towns, during a series of workshops on public participation. Trainings for citizens on efficient communication with city authorities and service providers were organised, and attracted almost 150 citizens.

Three short films related to the [safety of the elderly](#) in public transport, [car-pooling](#) and [culture of shared space](#) were also produced.

## Results

### Information sharing

The results of the Info-point and of "Wednesdays in the tram" show a very high involvement of citizens:

- 21,630 Info-point visitors and 1,400 participants at more than 30 events;
- 60,000 website and 165,000 Facebook hits; 3,170 viewers of films;
- some 200 media appearance.



The Info-Point tram



Citizens learning how to communicate with city authorities

### Comprehensive mobility dialogue

Citizens and experts gathered to discuss mobility issues in their neighbourhoods, with the following results:

- More than 150 citizens from nine local committees participated in mobility dialogues;
- 143 citizens were trained on communication with municipal authorities during nine workshops.

### Surveys and toolkit

- More than 2,000 citizens participated in surveys on quality of public transport service and other mobility issues.

500 copies of the [toolkit on public consultations](#) related to mobility issues were printed and disseminated on different events and by post.

## Lessons learned

More fluid communication between a city and its citizens, combined with an established process of engagement, is essential to achieving better sustainable mobility solutions.

The project showed the benefits of continual communication among different stakeholders, the value of consultation when looking for concrete mobility solutions and the necessity for efficient coordination of all mobility actors. Information sharing and dialogue with citizens revealed that citizens are interested in



mobility issues and are ready to be involved in finding solutions. Meetings, presentations and discussions held at different levels, involving different groups of stakeholders, have opened the door to further improvement of the public participation processes.

A specialised website with relevant information and Facebook page have proven to be successful tools for stimulating interest in mobility issues.

The continuous development and upgrading of skills and capabilities for public dialogue are crucial, if we are to move better in our cities.

The City of Zagreb understood that only a planned, continuous, integrated and multidisciplinary approach can lead to effective and efficient mobility results.



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**References or sources**

<http://civitas.eu/content/comprehensive-mobility-dialogue-and-marketing>  
[www.civitaszagreb.hr](http://www.civitaszagreb.hr)

**Upscaling and transferability**

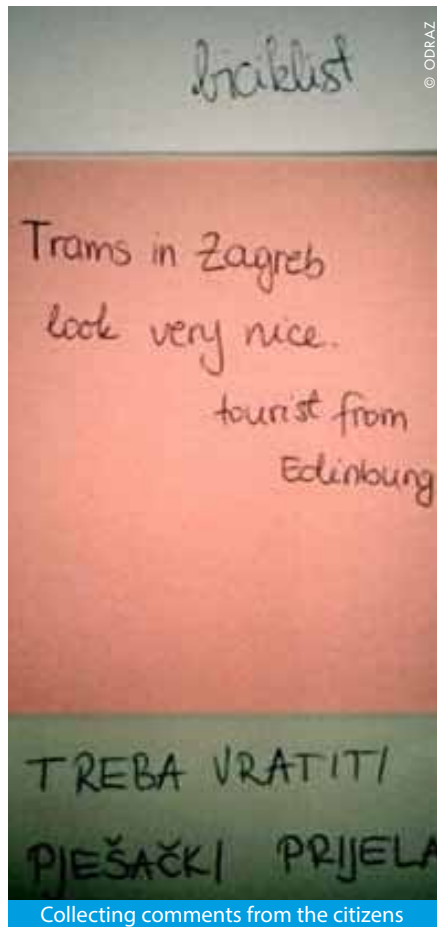
The Info-Point was upgraded to the rebranded ZgForum. The city recognised the need for additional and bigger spaces and ensured premises in the city centre where discussions on CIVITAS issues can continue. At the final event in Zagreb, all local partners expressed the clear intention to continue the work done in CIVITAS ELAN, and stressed that special emphasis will be paid to citizens.

The Mayor and relevant city office representatives stressed that citizen engagement will be incorporated in the relevant city documents and programmes and information on this will be provided to the public.

The City will continue to promote sustainable mobility widely in the city and offer networking opportunities for the various stakeholders engaged in mobility issues inside and outside of the administration.

The local website will be available till mid 2014. Students and other interested stakeholders can use it to do research and other documents, links, short films, etc. The Facebook fan page will also stay active to continue to inform its more than 1,300 followers.

In the future, it is advisable that a dynamic strategy on transport / traffic development is prepared together by the city administration, experts and other relevant stakeholders, in order to answer all needs.



Collecting comments from the citizens



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ZgForum – the upgraded Info-Point

