2020 CiViTAS
Cleaner and better transport in cities

ECCENTRIC

D.2.2 Implementation Guide

"Inclusive urban planning"

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Abstract

The Implementation Report WP2 for Cluster 1 covers the current status of the implemented work on inclusive urban planning with a special focus on participative approaches.

Project Partners

Organisation	Country	Abbreviation
City of Turku	Finland	TUR
Varsinais-Suomen Liito	Finland	VSL
Turun Ammattikorekeakoulu OY	Finland	TUAS

Document History

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Disclaimer:

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List of Acronyms

ACM	Adaptive City Mobility
API	Application Programme interface
ca	*circa* (around)
CO_2	Carbon Dioxide
D	Deliverable
DoA	Description of the Action
DMP	Data Management Plan
EC	European Commission
ECOMM	European Conference on Mobility Management
EU	European Union
EV	Electric Vehicle
e.g.	*exempli gratia* (for example)
FCEV	Fuel Cell Electric Vehicle
GA	Grant Agreement
H2020	Horizon 2020
HOV	High Occupancy Vehicle
IA	Innovation Actions
i.e.	*id est* (that is to say)
ICT	Information and Communications Technology
IEE	Intelligent Energy Europe
IHFEM	Integrated Action Program for the Promotion of Electromobility in Munich
IT	Information Technology
KoM	Kick-off Meeting
KPI	Key Performance Indicator
LBG	Liquid Biogas
LDM	Local Dissemination Manager
LEM	Local Evaluation Manager
MaaR	Mobility as a Right
MaaS	Mobility as a Service
MER	Measure Evaluation Report
ML	Measure Leader
MR	Measure Report

MS	Milestone
NGO	Non-Governmental Organization
NOx	Nitrogen Oxides
OCG	Observers City Group
P&R	Park & Ride
P2P	Peer to peer
PAC	Political Advisory Committee
PAG	Political Advisory Group
PDM	Project Dissemination Manager
PER	Process Evaluation Report
PEM	Project Evaluation Manager
PMG	Project Management Group
PT	Public Transport
SM	Site Manager
SUMP	Sustainable Urban Mobility Plan
WP	Work Package
WPL	Work Package Leader
WS	Workshop
WT	Work plan Table

Executive Summary

The implementation report describes the current implementation status of the measures 2.1 and 2.2 in work package 2. Activities that already took place in the planning phase are mentioned here again. In Measure 2.1, a survey, the Mobility Barometer, was carried out. Furthermore, participatory methods were explored in the planning of a Park & Ride, the plan has now been completed. In addition, a steering group was set up to lead the Park & Ride to success. The measure draws attention to the importance of participatory elements in a planning process. Measure 2.2 will create a mobility node. This measure is currently still struggling with the acquisition of a piece of land necessary for this. This process is very lengthy and complex and will therefore be intensified in the near future in order to make progress.

1 Introduction

The EU-funded project CIVITAS ECCENTRIC has set itself the goal of ensuring a better quality of life for citizens while at the same time maintaining complete mobility - without owning a car. In the course of this, a variety of sustainable solutions for the promotion of future-oriented mobility will be implemented and demonstrated in suburban settlements. One of Civitas Eccentric's central tasks is to establish networks with the other five European partner cities and to exchange and transfer knowledge among each other. Each of the model neighbourhoods serves as a laboratory area in which the various measures are scientifically investigated, developed and tested and at the same time the transferability and adaptability to other regions and countries is examined and aimed at. The activities of WP2 are focus on demonstrating and testing new concepts and services in the areas of inclusive urban planning, new parking policies and innovative mobility management, which are suited to a more sustainable organisation of mobility.

Cluster	Measure	City	Partner(s)
1	2.1 Citizen and stakeholder involvement in mobility planning and new mobility services	Turku	21.TUR, 22.VSL, 25.TUAS
1	2.2 City district / Urban corridor case as a pilot for Sustainable Urban mobility	Turku	21.TUR, 22.VSL, 25.TUAS

2 Explanation of the work implemented in WP2 Cluster 1: Inclusive urban planning

New technologies and social networks have fundamentally changed many spheres of life. They enable interactive and, above all, participatory involvement in planning processes. In the case of the "Inclusive urban planning" cluster, this is taken into account in order to implement intelligent solutions in the park and ride sector. The participative approach in the context of planning a mobility node is also supported by special events with stakeholders, city representatives and citizens.

2.1 TUR 2.1 Citizen and stakeholder involvement in mobility planning and new mobility services (Local partners 22.VSL, 21.TUR, 25.TUAS)

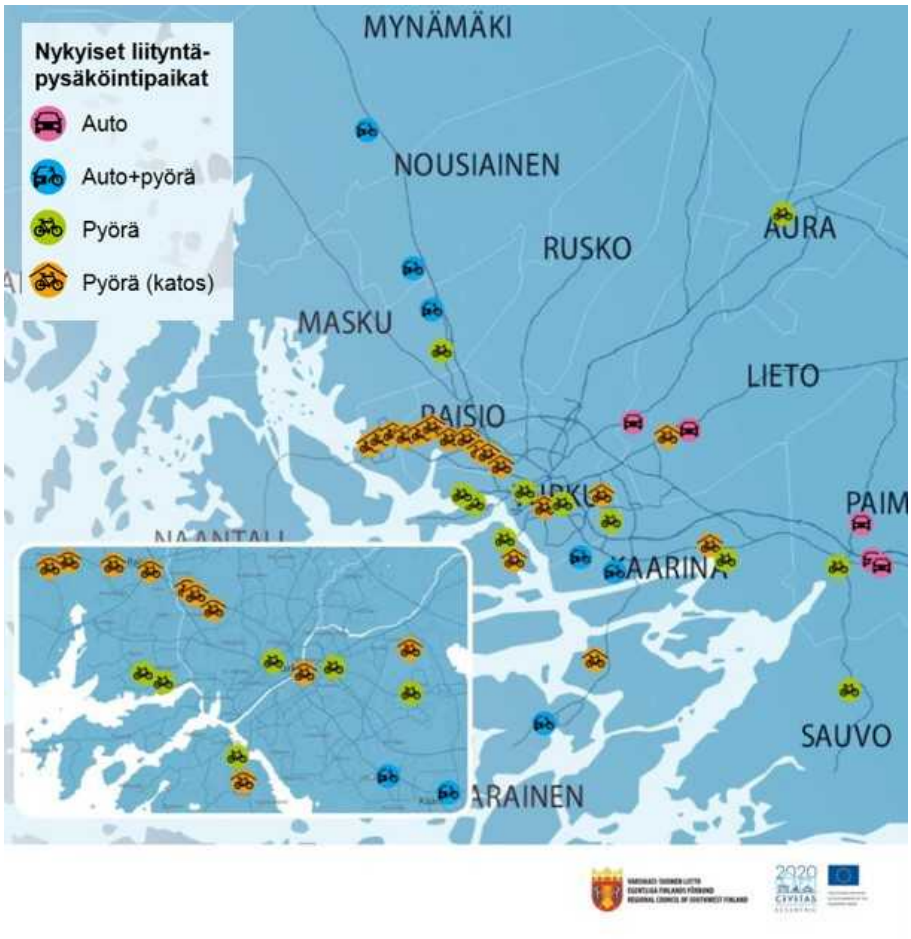

Figure 1: Park and Ride Plan 1

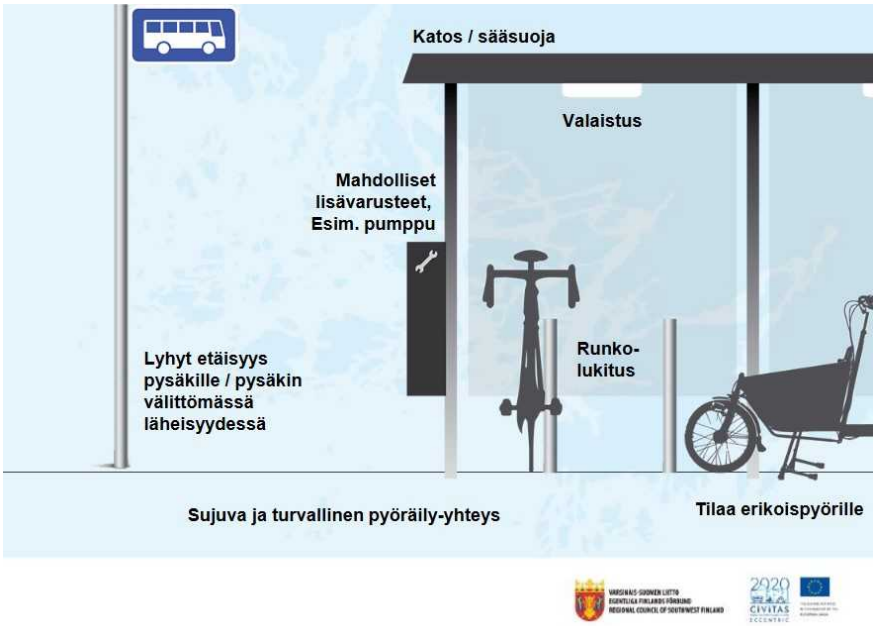

Figure 2: Park and Ride Plan 2

2.1.1 Introduction

New planning approaches will be developed in this measure and possibilities brought by new technologies and social networks will be tested for interactive and participatory planning. Turku will test and utilize the developed co-operation model and new technologies to enhance smart inter-modal solutions in public transport planning, particularly park and ride, in the Turku region. In addition, a mobility barometer will be developed to increase the knowledge on citizens’ satisfaction on sustainable mobility infrastructure and mobility services.

2.1.2 Implementation

Key steps

The implementation phase of this measure started in February 2017 and will be completed in May 2019. The following activities have been carried out so far:

- The ‘mobility barometer’ survey was carried out from March to May 2017. The survey asked for feedback about the region’s transport system targets and goals. It was an online survey to which the citizens of the region (over 15 years of age) were invited to take part. More than 3,500 responses were received and are currently being analysed. The survey was promoted widely through social media and local media. In addition, more than 130 people from schools and associations were informed about the survey and asked to encourage their members/school children to participate in the survey. The next mobility barometer will be carried out in spring 2019.
- New participatory methods were applied in the Park and Ride planning process. First, stakeholder methods were analysed and then the most promising stakeholder methods were tested in the Park-and-Ride study (map survey, thematic interviews, participatory methods in meetings, workshop and slack tool). In cooperation with several policy makers, new participatory guidelines for transport planning were

developed. The Park & Ride Plan is finished. New participatory methods were tested. Best practices were the participatory steering groups.

- A steering group participated in the planning process during the meetings. The Park-and-Ride Steering Group developed the plan and supervised the measures implemented by the consulting company. This was necessary for the project and strengthened the involvement of other municipalities in the process.The presenter planned the work processes and chaired the meetings. Attention has been paid to layout and comprehensibility so that politicians and residents can understand what to do if public transport should be competitive. A graphic designer was contracted to create informational materials about Park and Ride. Infographics and thematic maps help people understand the wholeness of Park and Ride as part of the broader public transport system.

  (https://www.varsinais-suomi.fi/images/tiedostot/Tietopankki/Julkaisut/2018/Turun-seudun-liityntapysakoinnin-kehittamissuunnitelma.pdf).

Changes

There were no changes in the measure.

Stakeholders involved

Stakeholders involved are Citizens, local authorities in Turku region and Centre for Economic Development, Transport and the Environment (Southwest Finland).

Required infrastructure

The measure requires appropriate IT equipment.

Link to other measures

The Kulje – website is linked to all other measures in Eccentric Turku. The website aims at local politicians, officials and residents. The pages are not financed or created by CIVITAS ECCENTRIC - but CIVITAC ECCENTRIC has certainly had an impact on their development.

Timeframe

This measure is already well advanced and almost all tasks have already been completed.

2.1.3 Business model and contractual partnerships

Ownership of the measure

Council of SouthWest Finland owns the measure.

Formal relationship between the public authority and the industry partner

The WSP counculting was procured and had an agreement with the Council of SouthWest Finland. This was entirely financed by the Eccentric project money.

Financing

The entire measure is financed completely through CIVITAS ECCENTRIC budget.

2.1.4 Critical challenges and success factors

In the past, participatory elements were seldom taken into account in the planning of measures. A significant challenge is to raise the awareness of politicians and residents for participatory methods.

It has been learned that informing citizens in an comprehensible way through a website is useful. Therefore, in addition to the previous work of the regional transport system, a new website will be developed (http://kulje.fi/). The website went online in September. The aim of this website is to inform as comprehensibly as possible why Turku’s transport system and people's behaviour need to be changed, what needs to be done, and what needs to be done in the future. Currently, a marketing strategy is being planned for the website, which will be rolled out next year.

A press release has also been prepared for all media in the Turku region and for the communication officers of the municipalities in the Turku region. Furthermore, the website has been promoted at all events and meetings organised since March 2018.

There have been no challenges with regard to the steering group so far. These will probably occur as soon as the plan is implemented.

In the Turku region, a new project "HEAT - Participatory Urban Planning for Healthier Urban Communities" (http://database.centralbaltic.eu/project/78) has been launched. The stakeholder methods identified in Eccentric will be further tested in the HEAT project and will hopefully also become permanent working methods. Within the framework of the project, there will also be so-called scenario work that will show as clearly as possible what happens if the transport system and people's behaviour do not change. The connection to this new project, which supports the objective in ECCENTRIC, can be seen as a future success factor.

2.1.5 Lessons learned from implementation

It has been shown that it was very useful that the participants in the Park & Ride tender were obliged to read a report prepared by the City of Turku on interactive and participatory planning. As a result, all five bids received provided competent suggestions for participatory planning of the measure.

The survey on the mobility barometer attracted a great deal of attention and achieved an excellent response rate with 3,530 responses. Initially, young and older people were underrepresented in the responses received. The survey was then targeted at schools and associations for older people, who then increased the response rates of these ages groups. Here it was shown that a precise observation and, if necessary, a correction is very useful in order to strengthen representativeness.

Participatory planning as such has not yet become firmly established in local and regional planning, and the planning culture must change for this to happen. This is a complex process that takes time. The integration of participatory methods into project and policy-based transport planning, as in the measure, can be one way of gradually changing the planning culture.

It is important to have a sufficiently large steering group to enable the participation of different affected communities. It requires a certain amount of courage to try out new ways of working, because local authorities are quite stagnant.

2.1.6 Recommendations

When planning the use of participatory methods into a process, it is of great importance to first identify target groups and then select methods that meet the needs and the intended level of discussion with each group. The use of a mix of methods is crucial in order to reach different groups. Online methods, such as web-based survey and mobile application, have proved their worth in this particular measure, especially when trying to engage young people and people with little time.

2.2 TUR 2.2 City district / Urban corridor case as a pilot for Sustainable Urban mobility (Local partners 21.TUR, 22.VSL, 25.TUAS)

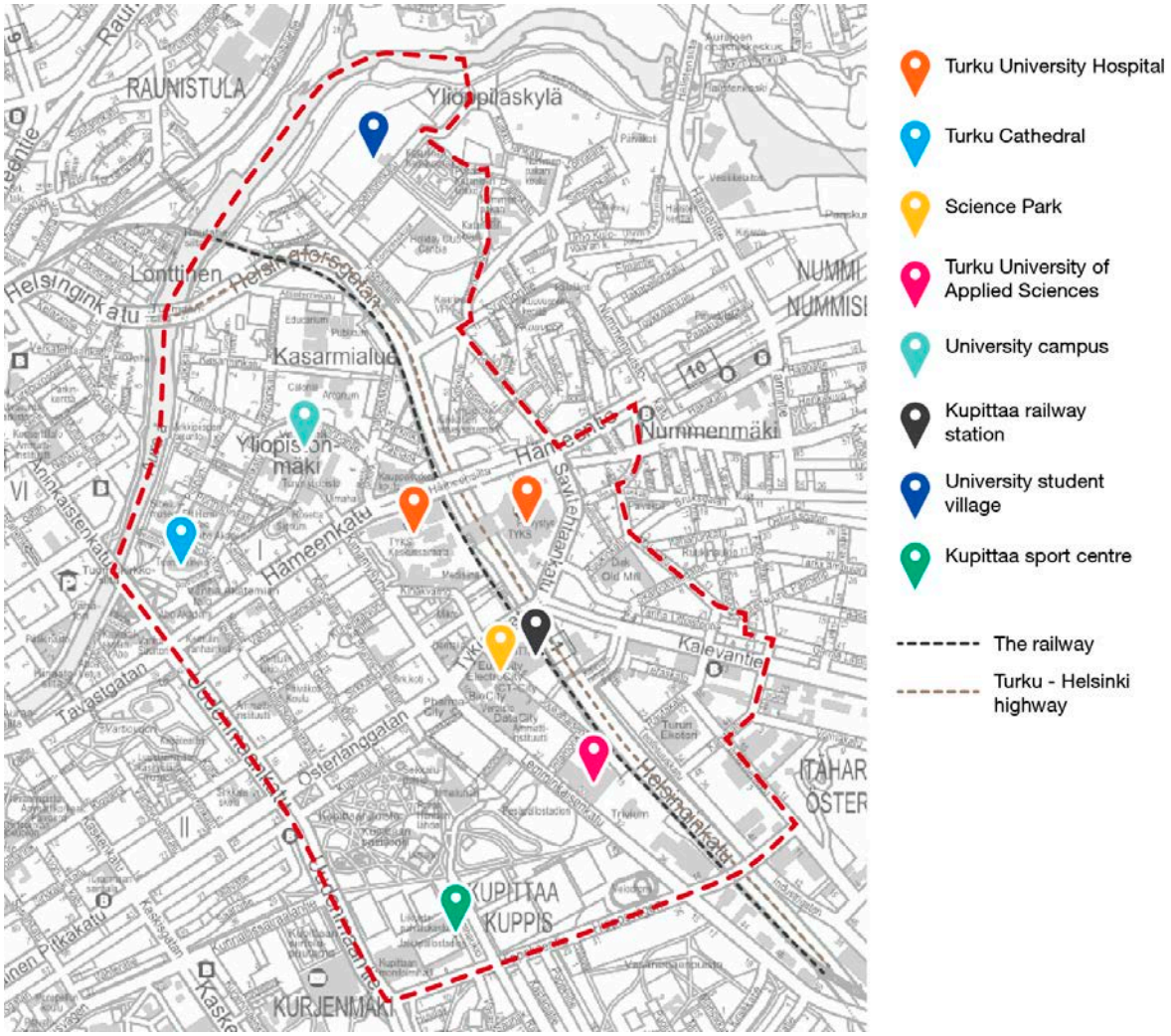

Figure 3: Kupittaa laboratory area

(Source: city of Turku)

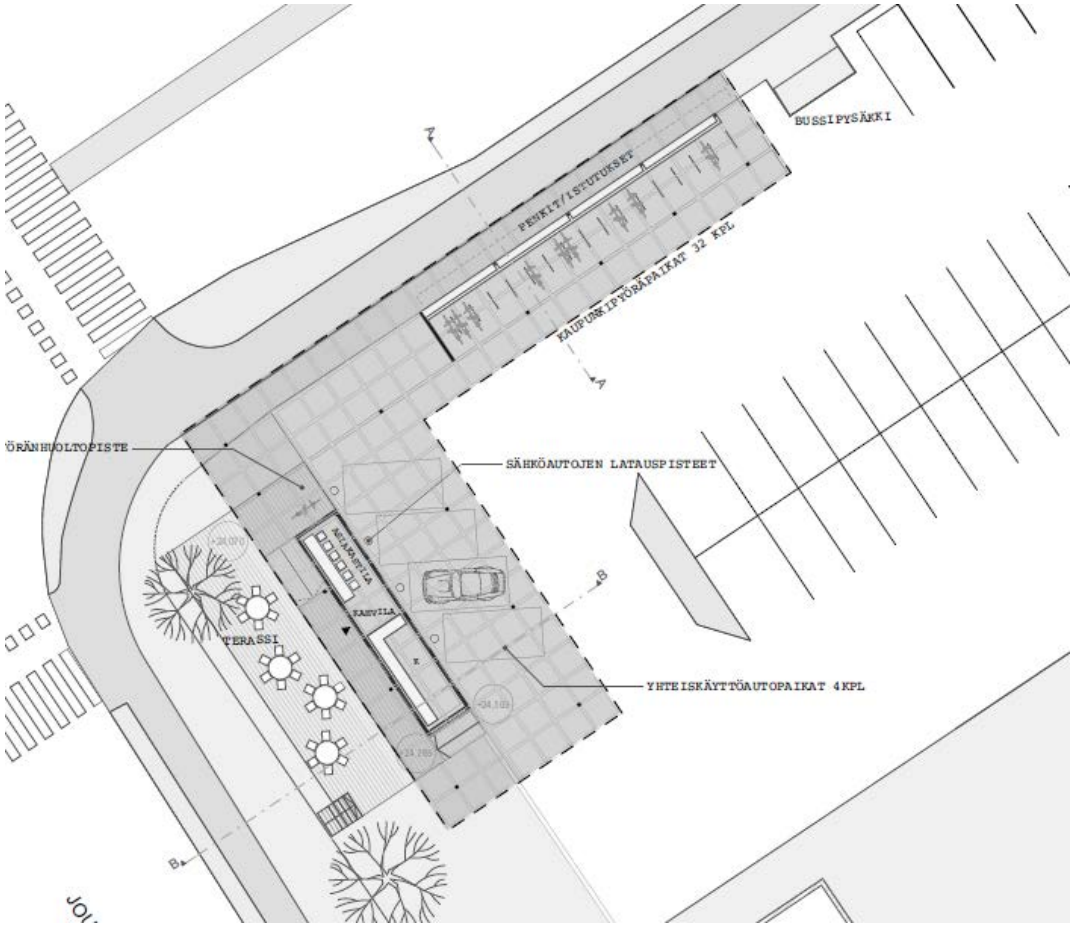

Figure 4: First plans for the mobility node

(Source: Petteri Kääriä)

2.2.1 Introduction

This measure develops intelligent mobility services and solutions by creating a mobility node for seamless transport and advising companies located in the district of Kupittaa (Turku’s ‘living lab’ in CIVITAS ECCENTRIC) on intelligent mobility solutions in the region. The integration of smart mobility branding and marketing into urban communications is also part of this measure.

In the Kupittaa district, a mobility node will be created that combines bicycle, car sharing, public transport and information boards and provides year-round seamless cycle and hiking connections. Via the node, MaaS (Mobility as a Service) services will also be able to be tested in the region. Target groups of this measure are students, companies and housing companies based in the region of Turku. The measure also aims to integrate Smart Mobility into the branding and marketing of urban communications.

2.2.2 Implementation

Intelligent mobility node

Key steps

Sketches of the mobility hub were prepared by an architecture student from Tampere University of Technology in spring and summer 2017. The concept of the mobility node was presented to stakeholders, city representatives and citizens at a special event in May 2017. Participants were asked to suggest ideas for services that the node could offer.

In the last two years there have been several negotiations between the city and private landowners about the location of the node. So far, the landowners of the potentially strongest site have not been interested in providing part of their land for the mobility node.

The mobility node was also integrated into a new city flagship project called Smart and Wise Turku, which is financed by the city budget, in order to benefit from synergies. This overarching project brings together several key measures in the city of Turku. The Smart and wise spearhead project was presented to the public in October 2018.

A year-round seamless cycle and walking connection was implemented. In the Kupittaa laboratory area, improvements have been made to the bicycle and walking connection between the student campus and the university campus. An improved connection will be established in autumn 2018.

The commitment of companies and housing cooperatives has been intensified. In 2016, a large stakeholder questionnaire was carried out in the Kupitta laboratory. In autumn 2017, four Smart Mobility events on the topics of biogas, car sharing, winter cycling and e-mobility took place generating great interest. Building on this, a mobility information package was created in spring 2018 covering the topics in which companies and housing cooperatives were interested. This package contains general mobility information, package information of PT and bike sharing and offers from other mobility providers. The target is that the companies and housing co-operations will renew their mobility policies and offer other means of transportation to their users.

Initial discussions with two companies have taken place so far. These have led to better visibility of public transport timetables and services like information screens in the lobbies and information channels of stakeholders. The next step is to contact other companies and clarify the issues arising from the meetings. This will be the most important element of the measure.

Mobility communication in Turku was since improved. Before the start of the measure, mobility communication was on the periphery of marketing and urban communication in the city of Turku. With the integration of the CIVITAS ECCENTRIC Local Communication Manager into the weekly communication sessions of the city, the situation has changed fundamentally. The next step is to create Turku's mobility website.

Changes

There have been changes from the original plan of the measure. The timetable for the mobility node has changed significantly. The delay in the timetable is due to the fact that the city of Turku does not own the land at the location suitable for the junction and there has been no progress in negotiations with the private landowners. There is a risk that the node's

position may need to be reconsidered and placed in a completely different area, or that the node may differ significantly from the original plans.

The measure requires more resources than initially expected as the companies intending to offer their mobility services are larger than originally foreseen and the interest in mobility changes in the Kupittaa laboratory area is higher than expected.

Stakeholders involved

Different stakeholders were involved in several steps of the implementation.The City of Turku is involved via several departments. There have been several negotiations on land use with the VR Group, which owns the land in the ideal location of the mobility node. Turku Technology Real Estate acts as the main owner in the region. The companies in the Kupittaa area are also involved. The number of actors increases when the various companies are contacted and more measures emerge from the meetings. The housing cooperatives in the Kupittaa area are also involved.

Required infrastructure

Implementation of the mobility node requires a building with space for shared bicycles and cars, electric charging stations for cars and bicycles. First negotiations with potential suppliers have taken place.

Link to other measures

The Measure works well with other sustainable mobility measures. One of the mobility modes combined by the mobility node could be the bicycle sharing system implemented in Measure 5.5 and the car sharing systems set up to the city of Turku. The bike sharing system now has 10 stations in the laboratory area. The laboratory area is also affected by Measure 4.8, in particular by the winter cycle path, since parts of it are located in the laboratory area.

Timeframe

Implementation of the measure shall run for the full duration of the CIVITAS ECCENTRIC project - four years.

2.2.3 Business model and contractual partnerships

Ownership of the measure

The city of Turku owns the measure.

Formal relationship between the public authority and the industry partner

There is no industry partner involved in this measure.

Financing

The soft measures of the measure are financed by the CIVITAS ECCENTRIC project. Soft measures include meetings, workshops, company visits, coordination and marketing.

Whereas the mobility node and the improvement of cycle paths are financed and are procured according to the rules of the city, the measure is part of a new Smart and Wise spearhead project portfolio that is coordinated by the central administration of the city.

The specific actions taken by the companies in the laboratory area are financed by their own.

2.2.4 Critical challenges and success factors

The biggest challenge was the development of land for the mobility node. There were several negotiations with private landowners and an alternative site was also identified for the node. The node should be centrally located near train stations and bus lanes, which is difficult to archieve.

The optimal site is owned by the railway company. Other potential areas are also not in the possession of the city. The mobility node is a completely new concept in Turku and therefore previous examples do not exist. The sharing of mobility modes is also completely new and creates much doubt and hesitation. Therefore, it is not easy to justify the use of the land. The success factor is to find the right actor in an area that can provide a location for the node.

2.2.5 Lessons learned from implementation/replicability

It has been shown that processes are very long if, as in this case, the necessary site for the mobility node does not belong to the city.

Complex issues have shown the need to increase staffing levels. This is the case, for example, in the field of cooperation between companies and apartments.

2.2.6 Recommendations

A lot of time should be planned to do coordination and persuasion work.

Ideally, a mobility node should be planned in a location that is both suitable and owned by the city.

3 Lessons learned from implementation

2.1 Citizen and stakeholder involvement in mobility planning and new mobility services

The involvement of the public can lead to a higher acceptance of a measure. Early public involvement can also remove barriers to new mobility services or forms. Awareness of the issue of mobility will be raised and previous mobility routines may also be questioned

It has been shown that it is important to know and address the target group of a measure, such as the mobility barometer, precisely. Parallel to addressing the target group, it is important to consider whether the distribution of participants is representative. If necessary, as in 2.1, a post-adjustment must be carried out in order to achieve a representative number of cases. In this case, the under-represented target group consisted of young and older people.

A mixed approach of online and classical forms of participation is particularly suitable to cover qualitative and quantitative parameters. Especially in transport planning, the development of a participation culture is a rather new approach that needs to be explored.

It has also been shown that committees with different people representing different interests are very helpful when it comes to working out something together.

2.2 City district / Urban corridor case as a pilot for Sustainable Urban mobility

Company mobility management requires the active participation of the companies themselves. They are not obliged to cooperate, although mobility management for companies is especially beneficial for employees. It is therefore important to find the right approach and motivate companies to participate. First small successes could be registered in this measure with information screens about public transport and information channels of stakeholders.

The acquisition of a suitable location for the mobility node turned out to be problematic in this measure. The dependence on landowners is therefore difficult. From this experience it can be seen that convincing processes take a lot of time, which should be foreseen.

4 Conclusions and Next Steps

In the absence of participation by several groups, coordination processes may be lengthened. Participation reduces the risk of the duration of planning processes as well as of later non-acceptance.

To ensure that participatory planning does not ultimately come to nothing and all participants are dissatisfied, the financial support of the infrastructure should be secured beforehand.

The work will be intensified and continued in the two measures described above.

The next phase of the project focuses on demonstration tasks, which include the following activities for each measure:

2.1 Citizen and stakeholder involvement in mobility planning and new mobility services	• Next mobility barometer in spring 2019 • Using kulje.fi websites more widely and dissemination of consciousness of the sites • Using new ways of inclusive planning in HEAT-project
2.2 City district / urban corridor case as a pilot for sustainable urban mobility	• Finding a location for the mobility hub • Finalisation of a master thesis on mobility experiments and their possibilities in the Kupittaa area for the identification of new approaches for mobility in a dense area. • Companies in the Kupittaa area are contacted with Smart Mobility offers • 47 companies that have expressed interest in the laboratory mobility surveys should be reached. • Turku.fi will create specific mobility sites linking them to regional and international communication channels

Table 1: Next Steps

5 Sources /References

Web links related to Measure 2.1 (TUR)

Development plan for Park and Ride services in Turku region: https://www.varsinais-suomi.fi/images/tiedostot/Tietopankki/Julkaisut/2018/Turun-seudun-liityntapysakoinnin-kehittamissuunnitelma.pdf (last access: 13.11.2018)

Participatory Urban Planning for Healthier Urban Communities (HEAT): http://database.centralbaltic.eu/project/78 (last access: 13.11.2018)

Web links related to Measure 2.2 (TUR)

Smart and Wise Turku: http://www.turku.fi/en/smart-and-wise-turku (last access: 18.12.2018)