RESOURCE PACK
Communication and Stakeholder Involvement of the new SUMP

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1 Introduction

This chapter provides a short introduction to the training theme, as well as to this resource pack.

About the training on communication and stakeholder involvement in SUMP

Good communication is essential for the success of planning decisions, and issues related to the transport sector are no exception.

Involving stakeholders and the public is one of the fundamental requirements of sustainable urban mobility planning. It embraces the idea that citizens and stakeholders can articulate their ideas and concerns, and can contribute creative and innovative solutions to transport problems. Further, it encourages citizens and stakeholders to take ownership of sustainable mobility ideas, transport policies and projects. At the same time, it is an opportunity for city administrations to incorporate local expertise and feedback into their work thus achieving eventually the best possible outcome in terms of consensus finding. Disregarding participatory principles in mobility planning does not only mean that it cannot be considered “sustainable urban mobility planning”, it also misses the opportunity to raise awareness for local urban mobility challenges and solutions, for more efficient and effective policy choices, for a more transparent decision-making process and for narrowing the gap between citizens (or stakeholders) and politicians.

Citizens and organisations will thus participate in policy formulation, in policy implementation and evaluation, at a local level. Institutional cooperation and participation are continuous activities that should start early during the SUMP process definition phase.

About this resource pack

This training equips the participants with a thorough understanding of the communication with, and involvement of stakeholders of the new SUMP. It will treat the process of communication and involvement in many aspects and look into possible challenges encountered in its implementation. During the training, participants will contribute to group discussion and interactive exercise sessions. The aim of this training is to share best-practices and to provide participants with the necessary theory and real-life examples that will address knowledge gaps and enhance relevant skills.

This resource pack offers several background articles, structured in 3 main chapters: Definition and overview of Sustainable Urban Mobility Plans, Citizen and stakeholder involvement, Tools and experiences. Additional to the training activities, we hope these articles and tools may help you in addressing sustainable urban mobility planning in implementing it in your own practice.
2 Sustainable Urban Mobility Plan

This chapter provides a definition of Sustainable Urban Mobility Plan (SUMP), the respective process, where to find further guidelines, a Self-Assessment Tool, as well as a SUMP Glossary.

Definition

A Sustainable Urban Mobility Plan is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles.

The above definition is taken from the EC ‘Guidelines – Developing and implementing a Sustainable Urban Mobility Plan.’ As set out in the Urban Mobility Package, the European Commission has actively promoted the concept of sustainable urban mobility planning for several years and is committed to supporting national, regional and local authorities during the process of developing and implementing SUMPs, including through funding instruments.

Source: SUMP Glossary - http://www.eltis.org/glossary

Process

Preparing a Sustainable Urban Mobility Plan (SUMP) is a complex undertaking. Guidelines developed with the Commission's support offer concrete suggestions on how to apply the SUMP concept and prepare an urban mobility strategy that builds on a clear vision for the sustainable development of an urban area. This process of developing and implementing a SUMP can be broken down into 11 main steps:

- Step 1: Determine your potential for a successful SUMP
- Step 2: Define the development process and scope of the plan
- Step 3: Analyse the mobility situation and develop scenarios
- Step 4: Develop a common vision
- Step 5: Set priorities and measurable targets
- Step 6: Develop effective packages of measures
- Step 7: Agree on clear responsibilities and allocate budgets
- Step 8: Build systems for monitoring and assessment into the plan
- Step 9: Adopt the SUMP
- Step 10: Ensure proper management and communication (when implementing the plan)
- Step 11: Learn the lessons

Furthermore an SUMP contains essential information, such as a list of elements, the importance of participation' of stakeholders and public involvement, as well as information at which steps participation is of (most) importance.

Source: European Platform on Sustainable Urban Mobility Plans - http://eltis.org/content/sump-process
Guidelines
The guidelines are intended for local authorities, urban transport and mobility practitioners, as well as other stakeholders involved in the preparation of a SUMP. Each step of the plan development process is illustrated with good practice examples, tools and references to further information. They are available in various languages, and an online version of the guidelines has also been made available (in English) to provide a convenient and interactive source of information for mobility practitioners. The guidelines stem from a review of existing documents and a thorough consultation process of experts across Europe organised between 2010 and 2013 as part of a service contract for the European Commission.

Source: European Platform on Sustainable Urban Mobility Plans - http://eltis.org/content/sump-process

Self-Assessment Tool
The SUMP Self-Assessment Tool enables planning authorities to assess a plan’s compliance with the European Union’s SUMP concept and guidelines, both during the development of the plan and once the plan is completed. Self-assessment is based on 100 clear and transparent questions following the steps in the SUMP planning cycle. The results help planning authorities understand the strengths and weaknesses of the planning process. The tool is available to use for free on a non-commercial basis.


Glossary
The aim of the SUMP Glossary is to provide a single resource for practitioners to find a brief explanation of specialist terms and abbreviations related to the subject of sustainable urban mobility planning. The Glossary has been prepared by a team of experts reviewing relevant reports, guidance documents and existing glossaries.

Source: SUMP Glossary - http://www.eltis.org/glossary
3 Citizen and stakeholder involvement

This chapter provides information why participation is important for sustainable urban mobility planning, and provides some reflections on this theme.

Why is participation important for sustainable urban mobility planning?

Public participation on issues shaping the city is not in itself a new concept or responsibility. In many places, especially in the European cities of the old Member States, there are already policies and mandatory processes in place on how the public should be involved in major construction projects. Also, there are a variety of examples of how participatory approaches provide a forum for the debate of issues raised by stakeholders, where often conflicting views are expressed, which can lead to changes to projects and successful results. Important questions are how, and to what extent, public participation has increased overall in the context of sustainable urban development, which requires long-term decision-making by urban society where ecological, economic and social matters and different interests have to be balanced. A relatively new dimension of participation relates to new media, such as social media and professional forums, which enables a person to be informed about an issue and comment at any place and at any time. Nevertheless, a broad, systematic culture of participation that is unequivocally supported by the participating actors and actively used by the public, has not yet materialized.

There is now momentum building for a new approach to strategic sustainable transport planning across Europe that incorporates public participation as an integral element. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning, which is promoted by the European Commission, establishes the principle that the public should be involved from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. This makes it necessary for public authorities to open-up a highly specialized and complex subject area for debate and prepare for participation as part of the planning process. The concept is exciting because stakeholder participation practices across Europe are very different and in some cases, in particular in the new Member States, there is little experience of what it means really to involve citizens in decisionmaking, rather than just to inform them of the results.

An important reason for undertaking participation is to gain knowledge that can inform the preparation of a sustainable mobility plan. A large body of work treats participation as developing knowledge, which underpins many of the participatory approaches developed in last 20 years.

According to Glass (1979), public participation has five key objectives: information exchange, education, support building, supplemental decision-making and representational input. Krause (2014) defines the targets and benefits of participation in planning processes as follows:

- It makes decision making processes more transparent.
- It raises mutual understanding between citizens and administration.
- It considers ideas, concerns and everyday knowledge.
- It improves the knowledge basis.
- It has a positive influence on planning processes as it increases acceptability.

Working with stakeholders is generally considered common practice – but in many cases only certain stakeholders actually have a say in planning. It is crucial to involve all different types of stakeholders throughout the planning process, addressing their specific requirements. This
especially concerns groups with less ability to articulate their concerns or requirements and prevail in comparison to other more powerful groups. Examples of hard to reach groups are ethnic minorities, impaired people, young people and the elderly, people with low literacy and apathetic groups.

Participation in transport and mobility planning is less studied than participation in other areas of public policy and planning. Yet the last 20 years has seen a gradual increase in the practice and study of participation in mobility planning. In mobility and transport, as in other areas, there is apparent tension surrounding public and stakeholders’ engagement in planning processes which frequently involve very technical questions. This emphasises the value in presenting technical information in as accessible a form as possible. As important though is the consideration of how much transport and mobility planning involves, and can be challenged by, social, political, ethical and cultural questions which the public are well placed to debate (Bickerstaff and Walker, 2005; Mullen, 2012).

Reflections on participatory mobility planning

The emerging trend in cities to move from top-down planning approaches to collaborative planning is debated in both academic research and planning practice. Due to the plethora of large-scale participation processes cities are carrying out nowadays, some experts already speak of the phenomenon of “particitainment” (e.g. Selle, 2013). However, the general difficulties in conducting effective participation in transport planning and the failure of involvement methods in the past mean that the new paradigm of participation is also put into question. This touches, on the one hand, principle questions of participatory planning such as:

- Questions of democracy: does participation actually fulfil democratic requirements since it often involves only small sections of the public or stakeholders (Booth and Richardson 2001)? Is it a representative decision-making process, if only those that are directly affected and those who regularly visit consultations actively participate in a participation process – representing only about 1% of a city’s inhabitants (in cities with >50,000 inhabitants; see Selle, 2013)?
- Questions of acceptance: Does participation actually ensure acceptance? Carrying out a complex and costly participation process neither guarantees the acceptance of a Sustainable Urban Mobility Plan nor the acceptance of a specific transport policy or measure
- Questions of quality: some researchers argue that the quality of decisions does not inevitably increase when consulting the public and in some cases even decreases, inter alia because of a wide range of less significant interests and a lack of expertise (Dietz and Stern, 2008).

On the other hand, there are still practical questions that local authorities face when carrying out participation processes:

- How to progress after having involved stakeholders and the public in workshop series, online consultations and transport visioning events? How to integrate the results into the decision-making process?
- How to take the results into account in the on-going technical transport planning process?
- And how to come to a joint, accepted decision if claims and proposals from the public are unrealistic, unfeasible and – one of the major concerns – financially not viable?

There are, admittedly, a number of questions that have not yet been solved completely in participatory planning. However, moving back to non-participation is no option either. Current planning examples in Europe like Stuttgart or Bucharest, where controversial urban development projects led to mass protests, show that planning processes without public legitimation can be
blocked and, in the worst case, even prevented. Many other European cities are experiencing similar situations and there is a striking trend of people realising and showing that transport planning in practice does not accord with their ideas and expectations. Not only citizens, but also researchers and politicians are calling for an increase of direct democratic methods and citizen participation in planning to ensure compliance of the view of politicians and private industry with the view of the „ordinary“ citizen.

Local authorities need to react to this call that has emerged over the past decade(s) so that citizens and stakeholders, actually being the target groups of urban mobility, are heard and that their views and opinions are taken into account. At the same time, participatory planning processes can educate citizens and stakeholders on how to contribute their knowledge and experiences to mobility planning and how to successfully contribute to democratic decision-making in general. For both parties, collaborative planning is still a new approach requiring a learning curve on both sides.

Local authorities can develop more effective and (cost) efficient mobility plans and projects by involving citizens and stakeholders from the initial to the final planning stages and by identifying controversial issues before a decision is made. Participation can prevent opposition and the failure of a plan by bringing the local stakeholders together and reaching agreement on how to progress. Thus delays and costs can be reduced in both the planning and implementation phases. Last but not least, participation frequently contributes to a sense of ownership of decisions and measures, and creates a greater sense of responsibility among politicians, planners and citizens and stakeholders.

4 References

This chapter provides a non-exhaustive overview on examples and experiences of past and ongoing projects and initiatives, as well as on different tools and guidelines.

4.1 Projects and initiatives

**European Platform on SUMPsin** | www.eltis.org/mobility-plans

The European Platform on Sustainable Urban Mobility Plans supports the transition towards competitive and resource-efficient mobility systems in European cities by:

- Supporting the further development of the Sustainable Urban Mobility Plan (SUMP) concept and the tools required for its successful application by local planning authorities;
- Providing this Mobility Plans portal to disseminate relevant information, publications and tools;
- Facilitating the co-ordination and co-operation across the different EU-supported actions through a Co-ordinating Group;
- Offering opportunities for the exchange of knowledge, experiences and contacts through an annual SUMP conference, events, training courses and social media.

**CIVITAS PROSPERITY | www.sump-network.eu**

There is a gap between the needs and demands of the cities that should develop and implement SUMPs, and higher administrative institutions that should prepare the ground and provide (national) support programmes to encourage cities to develop and implement SUMPs. CIVITAS PROSPERITY helps to close this gap by facilitating a unique approach of involvement and activation. This happens through two ways. On the one hand, the project offers regular peer-to-peer exchange between the national level authorities from different countries. And on the other hand, through a regular national development process in each country, in which the national level interacts with the cities of the country. CIVITAS PROSPERITY’s goal is to promote and support a broad take-up of SUMPs especially in regions and cities where the take up is so far low.

**CIVITAS SUITS | www.suits-project.eu**

The SUITS project was launched on the 1st December 2016 and will run for four years. It will substantially increase the capacity of Small-Medium local authorities to develop and implement sustainable, inclusive, integrated and accessible transport strategies, policies, technologies, practices, procedures, tools, measures and intelligent transport systems that recognize the end-to-end travel experiences of all users and freight.

**CIVITAS SUMPsp-Up | www.sumps-up.eu**

CIVITAS SUMPsp-Up is an EU-funded project that brings together European cities, researchers, universities, environmental organisations, climate institutes, transport consultants and mobility experts into a singular initiative to help cities introduce cleaner, sustainable mobility solutions. Its focus is to help cities that experience negative effects of transport to develop Sustainable Urban Mobility Plans (SUMPs) – strategic long-term planning documents that integrate all transport modes and contribute to balanced environmental, social and economic urban development.
ADVANCE | www.eu-advance.eu
ADVANCE aimed to improve the urban transport systems in European cities. It supports cities and municipalities on their way towards a more sustainable urban mobility, thus assisting them to set up and improve the quality of Sustainable Urban Mobility Plans (SUMPs) and policies. ADVANCE developed and tested and applied an audit scheme to increase the quality of Sustainable Urban Mobility Plans.

CH4LLENGE | www.sump-challenges.eu
In CH4LLENGE, nine European cities and eight supporting organisations have teamed up to overcome the four most pressing challenges in sustainable urban mobility planning:

- Stakeholder participation and citizen involvement;
- Institutional cooperation between sectors and disciplines;
- Identification of the most effective policy measures;
- Monitoring and evaluation of progress in SUMP development.

ENDURANCE | www.epomm.eu/endurance
ENDURANCE aimed to assist cities and regions with developing Sustainable Urban Mobility Plans (SUMPs) by facilitating networking, mutual learning and sharing of experience and best practice across countries. The objectives from ENDURANCE were:

- To establish 25 enduring national SUMP networks (enduring = EPOMM membership);
- To establish a European SUMP network with central co-ordination of training, trainers, audits, audit databases, city databases and quality labels;
- To engage over 250 cities in sustainable urban mobility planning and implementation.

EVIDENCE | www.evidence-project.eu
The mission of EVIDENCE was to ensure that the economic benefits of sustainable transport are better understood and in doing so facilitate more informed decision making about investment priorities.

Poly-SUMP | www.poly-sump.eu
Poly-SUMP, Polycentric Sustainable Urban Mobility Plans, aimed to develop a sustainable mobility planning methodology in polycentric regions – areas characterised by several centres, where services and goods, and therefore transport needs, are scattered in different towns.

Urban Transport Roadmaps | www.urban-transport-roadmaps.eu
Central to the development of effective sustainable transport strategies is the availability of tools and guidance documents, helping policy-makers to understand the range of possible actions and steps to successful implementation. The European Urban Transport Roadmaps study, supported by DG Move, provides a web based policy support tool to help cities across Europe explore policy options for Sustainable Urban Mobility Plans.
4.2 Tools and guidelines

SUMP Participation kit
The Participation Kit is dedicated to providing practical advice underpinned by city examples on engaging citizens and stakeholders in the Sustainable Urban Mobility Plan (SUMP) development process. It provides information on how to integrate participation into the transport planning process and prepare, manage and evaluate involvement activities.

Marketing sustainable mobility
Successful sustainable mobility measures can only come about through reaching the people for whom they are designed. Communicating directly and indirectly with users also helps to demonstrate transparency and a willingness to engage and involve citizens and stakeholders in a dialogue about services which are important to them. The CIVITAS Initiative has produced a toolkit designed to help local, regional and national authorities with this very issue. It contains materials for the development of a strategic communications plan, the organisation of events, and the development and dissemination of printed and online media materials. It also provides advice on reaching consumers through branding and promotional products.

CIVITAS e-course - Public Involvement
When considering the quality of urban mobility decisions, most CIVITAS cities involve a wide range of stakeholders in the measure development process. Through consultations, local communities are empowered and get a sense of ownership of results. At the same time, the level of interaction between decision makers and the target of their decisions is substantially increased, thus enhancing measure completeness, giving stakeholders a better understanding of the planned mobility measures and reducing later opposition to urban mobility. Involving the public has added value, but where to start? In this e-course we explain what public involvement is and why you should involve the public and stakeholders. Step by step, we show you an approach for public participation, including evaluation.

CIVITAS e-course - SUMP Basics
This course gives an overview of the SUMP concept and its benefits, describes the ever-growing importance of SUMPs in Europe, and has a closer look at the SUMP development process as well as the challenges cities often face when developing and implementing a SUMP. This course is powered by the CHALLENGE project.
**Mobility Academy e-course - SUMP Basics - Introduction to Sustainable Urban Mobility Planning**

Sustainable urban mobility planning is a way of tackling transport-related problems in cities more strategically. The development and implementation of a Sustainable Urban Mobility Plan aims to reduce negative impacts of transport, improve accessibility and provide high-quality, multi-modal and well-integrated mobility and transport. This course offers an overview of the SUMP concept and its benefits, describes the ever-growing importance of SUMPs in Europe, looks at the procedural elements of the SUMP cycle and identifies the key challenges arising in sustainable urban mobility planning.


**Mobility Academy e-course - Participation in Sustainable Urban Mobility Planning**

Involving stakeholders and the public is a precondition for sustainable urban mobility and supports the development of a more effective, efficient and accepted Sustainable Urban Mobility Plan (SUMP). This course gives an overview about the relevance of participation in SUMP preparation and provides insights into managing participatory transport planning, identifying stakeholders and working with interested parties, the public and the media. It explores how to select appropriate involvement formats and looks at the practical work of conducting a participation process. By the end of this course, you will have gained comprehensive knowledge about how to successfully engage citizens and stakeholders in SUMP development.


**Mobility Academy e-course - Cooperation in Sustainable Urban Mobility Planning**

Institutional cooperation comprises collaboration and joint working within and across organisations in order to develop and implement a Sustainable Urban Mobility Plan (SUMP). Institutional relationships are various and thus cooperation must be understood as occurring within networks of organisations. Such cooperation may require the sharing of objectives, knowledge, resources, powers or consent between several actors. This course intends to explain how to build a pragmatic cooperation with actors and how to identify ideas, principles and policies that help to deliver a SUMP that is accepted and effective in practical and financial terms.


**CIVITAS Training - How to engage different social groups in urban mobility**

During this short but powerful training session participants gained insight and acquired skills in how to involve special interest groups in sustainable urban mobility planning. Target groups for this interactive training were professionals from Public Transport Authorities, professionals involved in SUMPS, traffic and transport, and all practitioners working on public involvement.

Source: [http://civitas.eu/content/civitas-training-how-engage-different-social-groups-urban-mobility](http://civitas.eu/content/civitas-training-how-engage-different-social-groups-urban-mobility)
BUMP training course concept on SUMPs

The BUMP training course concept provides a general structure for training programmes on SUMP to be undertaken with staff from local authorities.

Source: [http://www.eltis.org/sites/eltis/files/trainingmaterials/8._training_course_concept_on_sustainable_urban_mobility_plans_bump_0.pdf](http://www.eltis.org/sites/eltis/files/trainingmaterials/8._training_course_concept_on_sustainable_urban_mobility_plans_bump_0.pdf)

Fourth European Conference on Sustainable Urban Mobility Plans

On 29-30 March 2017, nearly 400 participants from the fields of transport planning and development, research and politics gathered in Dubrovnik for the 4th European Conference on Sustainable Urban Mobility Plans to discuss new planning approaches and strategies, and to share ideas, solutions and success stories. The conference took place on 29-30 March 2017 in Dubrovnik, Croatia under the theme of 'Intelligent Planning for Sustainable Mobility.'


CIVITAS Insight 16 - Engaging the citizens of today to build the sustainable cities of tomorrow

Today, there is no escaping the widespread adoption of social media. Similar to the rise of the personal computer, mobile phones and the internet, the ascent of social media is historic and transformative in influencing the way people think, behave and communicate. In few other places is this transformation more distinct and revolutionary than in the use of Participation 2.0 in government administration.


CIVITAS Insight 17 - Planning for sustainable travel

A general shift towards sustainable modes of travel is taking place. Children are using more sustainable modes to go to school and workers are using cars less. Developing and implementing a travel plan can reduce the need for people to travel to and from a location and encourage others to travel more sustainably.

Source: [http://civitas.eu/content/civitas-insight-17-planning-sustainable-travel](http://civitas.eu/content/civitas-insight-17-planning-sustainable-travel)

CIVITAS Insight 19 - E-mobility: Make it happen through SUMP!

Cities play a key role in promoting electric vehicles. Ideally, they would blend a structured and effective e-mobility strategy with a Sustainable Urban Mobility Plan, helping to improve air quality and reduce noise, energy and car dependency.

Source: [http://civitas.eu/content/civitas-insight-19-e-mobility-make-it-happen-through-sumps](http://civitas.eu/content/civitas-insight-19-e-mobility-make-it-happen-through-sumps)

Quantifying the effects of sustainable urban mobility plans

The European Commission is considering a European support framework for the implementation of Sustainable Urban Mobility Plans in EU Member States. This consideration is consistent with the 2011 White Paper proposal to increase co-ordination between transport authorities and transport policy deciders. Consequently, an interest on how different urban measures can be used in order
to render transport activities more sustainable has given way to research concerning the impacts and effects that policy measures might have on socio-ecological systems. These studies rely, mainly, on experts' opinions and past experiences in order to develop a common scorecard on how a transport system might react to different measures. This technical note uses the expert scoring information available in current scientific literature in order to explore the impacts and effects that different urban measures may have in planning for sustainability on a European-wide level.


City database

Many cities in Europe are already involved in EU activities to promote and apply the concept of a Sustainable Urban Mobility Plan (link is external) (SUMP). This database provides the names of cities involved in ongoing and completed EU-supported SUMP projects and initiatives. In many cases it also provides web-links to their urban mobility and transport plan. The site administrator has taken basic precautions to control the accuracy of the information provided by the sources, but cannot take responsibility for any errors or omissions.

Source: http://www.eltis.org/mobility-plans/city-database

Methodology and indicator calculation method for sustainable urban mobility

This report, produced by the World Business Council for Sustainable Development (WBCSD) as part of its Sustainable Mobility Project 2.0, sets out the results of a piece of work to develop a comprehensive set of sustainable mobility indicators for cities. It is based on a collaboration with six pilot cities: Bangkok (Thailand), Campinas (Brazil), Chengdu (China), Hamburg (Germany), Indore (India) and Lisbon (Portugal). The indicators are described with SMART (specific, measurable, attainable, relevant, time-based) methodologies that will allow cities to perform a standardised evaluation of their mobility system. They will also allow them to understand the evolution of the system over time, and measure the improvements resulting from the implementation of new mobility practices or policies. If repeated over time this exercise will reveal the measures impacting the most efficiently on specific indicators and thus allow other cities to select the best measures in the context of a targeted action.


SOLUTIONS project: urban mobility solutions

This training material focuses on six thematic urban transport solutions: public transport; transport infrastructure; city logistics; integrated planning; network and mobility management; and clean vehicles. For each theme a handout with background information, a knowledge-sharing kit and a training kit is available.

Source: http://www.eltis.org/resources/training/solutions-project-urban-mobility-solutions