

Carl Hanssens

- ▶ Sint-Niklaas Vice Mayor for mobility, public domain and Urban Development (New Flemish Alliance – N-VA)
- ▶ Since 2013 Mobility
- ▶ Current tenure until 2024
- ▶ Member of Civitas Political Advisory Committee (PAC)

Sint-Niklaas situated in 'Flemish diamond'



Sint-Niklaas: 77,800 citizens

55,000 in city center



Political Buy-in

- ▶ Some conceptions on politicians
 - ‘Concrete human (?) beings coated with Kevlar’
 - Don’t care about sustainability
 - Never listen
 - Scared of taking the ‘right’ decisions
 - ...



Political Buy-in

- ▶ Psychology of the politician
 - Recognition for bringing solutions
 - Listens to stakeholders
 - Wants to be re-elected
 - Real solutions for real problems



Political Buy-in

- ▶ Approaches that work or won't?
 - Win election with **sustainability** ?
 - Why should we choose SUMP?
 - What is the story?



What SUMP should/could address ...

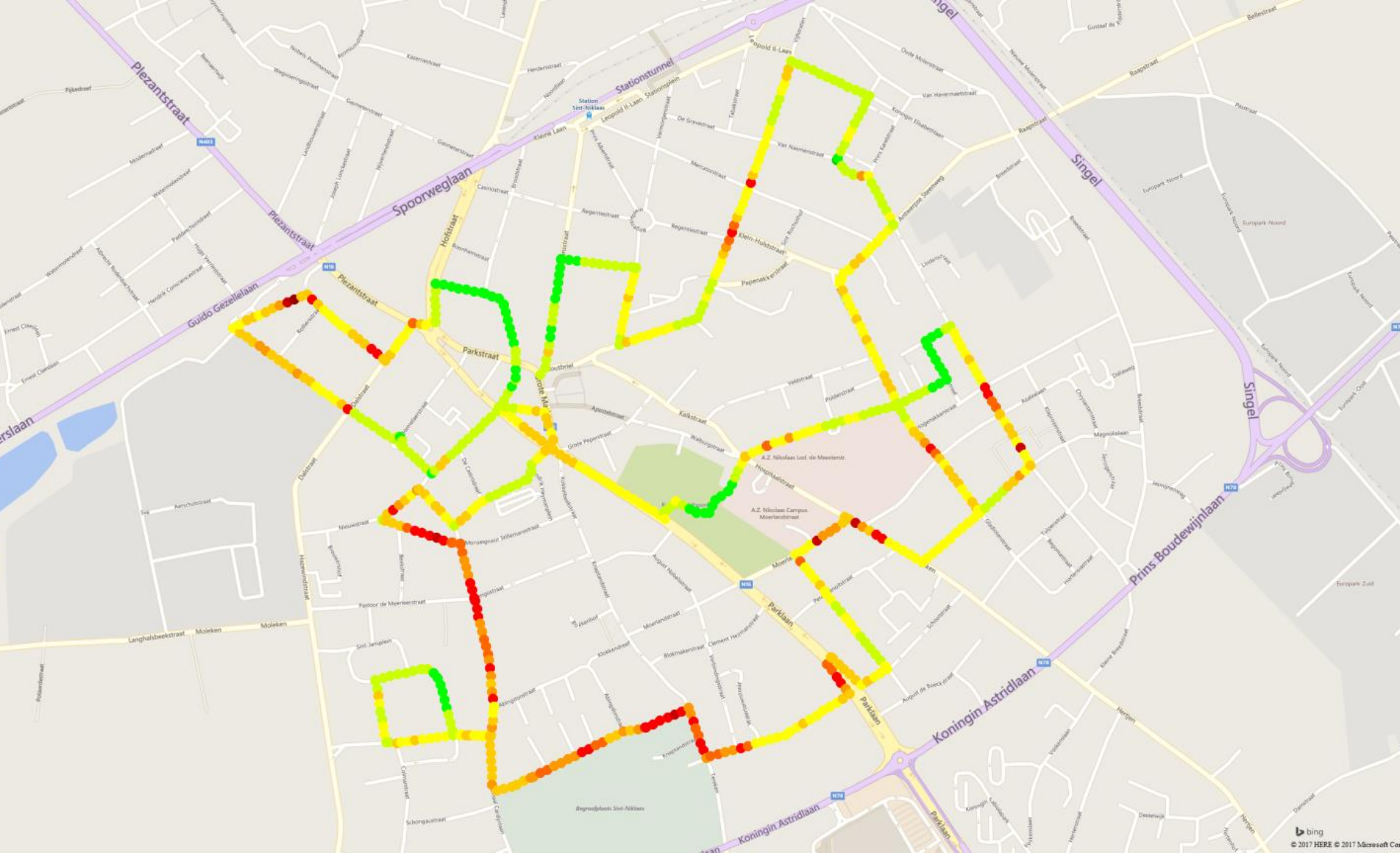
▶ Road safety: accidents with injuries

	INJURED	CYCLISTS	SERIOUSLY INJURED	DEATH
2012	407		35	3
2013	367		36	2
2014	366	151	34	3
2015	356	133	34	2
2016	331	172	35	1
2017	355		28	0

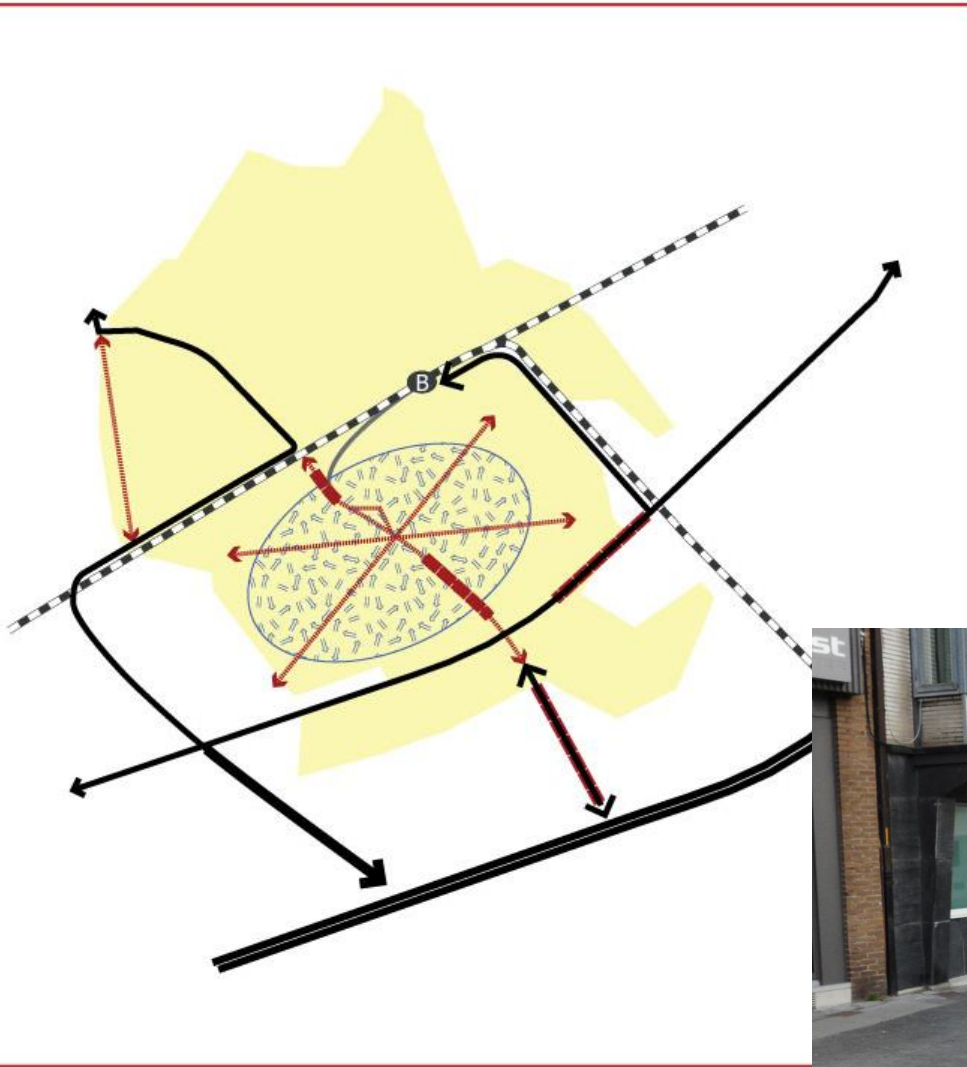
▶ Well-being in traffic survey

- Do you feel comfortable sending your children unaccompanied to school?
No: from 34% to 45%!

AIRQUALITY



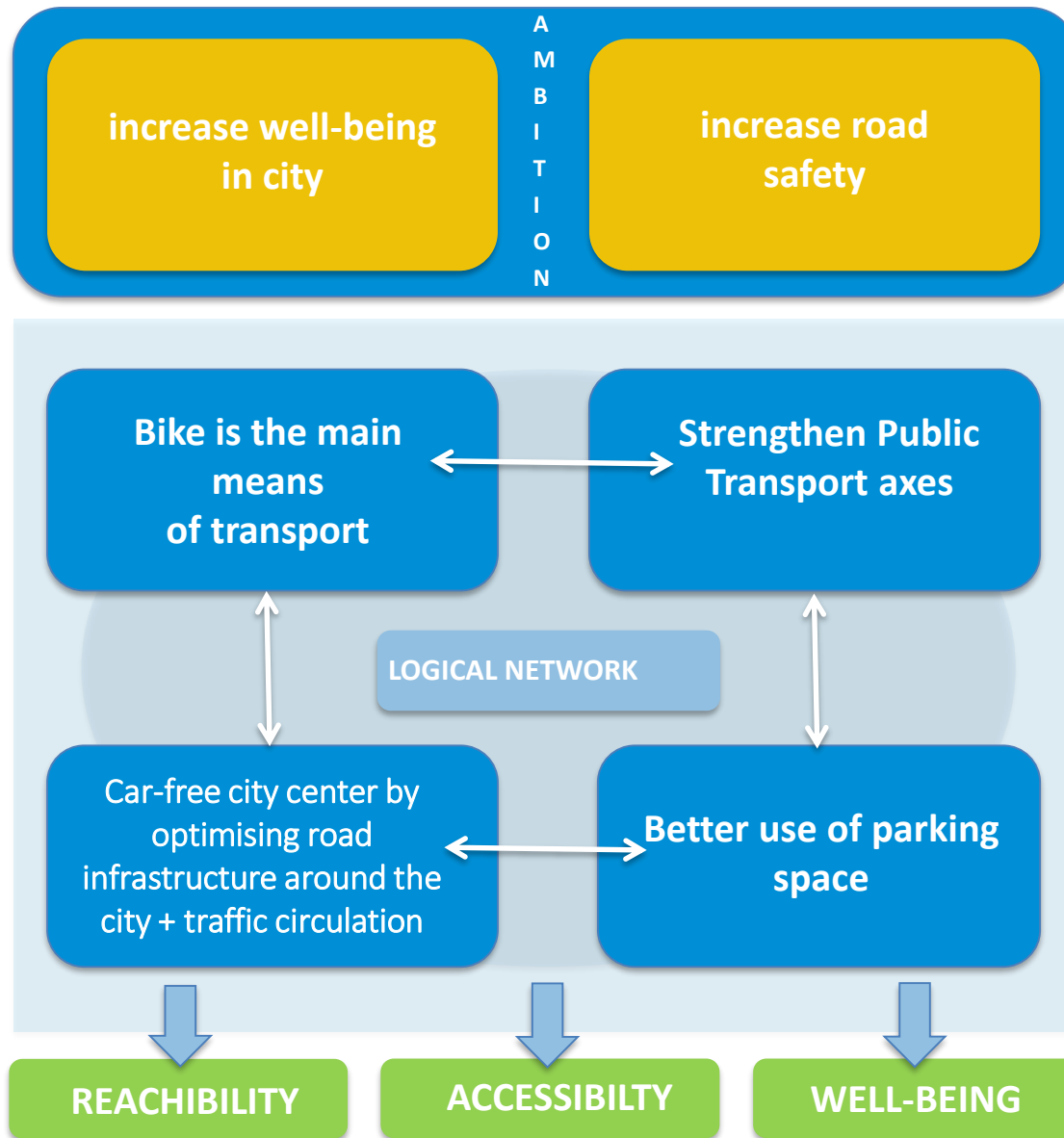
CONGESTION



Political Buy-in

- ▶ Story telling sales pitch for SUMP
 - Use stakeholders for your own message
 - Road Safety and well-being are complex
 - Bring strategies to come to a solution
 - As a result: get a better balanced solutions
 - SUMP is no longer the goal, it is a means to an end





Questions?

