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
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
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

<table>
<thead>
<tr>
<th></th>
<th>INJURED</th>
<th>CYCLISTS</th>
<th>SERIOUSLY INJURED</th>
<th>DEATH</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>407</td>
<td></td>
<td>35</td>
<td>3</td>
</tr>
<tr>
<td>2013</td>
<td>367</td>
<td></td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>2014</td>
<td>366</td>
<td>151</td>
<td>34</td>
<td>3</td>
</tr>
<tr>
<td>2015</td>
<td>356</td>
<td>133</td>
<td>34</td>
<td>2</td>
</tr>
<tr>
<td>2016</td>
<td>331</td>
<td>172</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>2017</td>
<td>355</td>
<td></td>
<td>28</td>
<td>0</td>
</tr>
</tbody>
</table>

Well-being in traffic survey

- Do you feel comfortable sending your children unaccompanied to school?
  No: from 34% to 45%!
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
Bike is the main means of transport

Car-free city center by optimising road infrastructure around the city + traffic circulation

Better use of parking space

Strengthen Public Transport axes

Increase road safety

Increase well-being in city

Reachability

Accessibility

Well-being

Logical network
Questions?