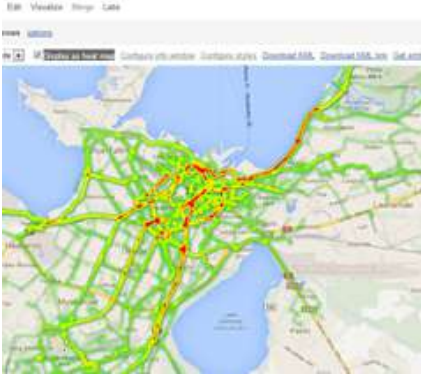


Consulting citizens



Heat map of mapped bike rides in Tallinn - click to enlarge

Cities can also collect information from citizens through information technologies. The city of Tallinn (Estonia) gained a lot of useful information while taking part in the [European Cycling Challenge \(ECC\)](#). The city won the challenge twice with 500 participants tracking their everyday bike trips with the [Endomondo sports app \(results 2013\)](#) – see all May bike rides in this 1-minute [video](#)). ECC data have provided the city and local transport NGOs with an overview of bike use in the city and have allowed to identify the main corridors for cyclists to be taken into account during reconstruction of streets. The app has produced a lot of feedback on where the cycling infrastructure and facilities can be improved. It also facilitated communication between cyclists. New users got precise advice on routing from experienced users, as well as hints for shortcuts and safe parking places. The Estonian Road Administration in their turn developed an online mapping programme for schools. Children can mark their routes from home to school, their traffic modes, and various traffic situations and problems on their way to school. The information is added to a GIS-database, which allows analysis of the data by traffic modes, density or other information required for both the school mobility plan and local transport planning. More information on page 22 in this [brochure](#).



Map of Helsinki showing conflicting areas in blue, main open spaces in yellow, and proposed construction areas in red. - click to enlarge

Several cities have used online media to collect citizens' input for their SUMP or other mobility plans. The city of [Aalborg](#) (Denmark) for instance, collected more than 350 comments for their new Cycling Action Plan 2013 through Facebook.

Last year in Helsinki (Finland), the development of the new transport master plan Helsinki 2050 was prepared through an [online map-based questionnaire \(look at a demo here\)](#) among some 4,700 respondents. Together, they marked more than 30,000 locations in the city where they would like to see residential development, better transport connections and recreational areas. The project used the Finnish [SoftGIS methodology](#). The results have been published as open data to allow all those interested in the subject to make use of them. Helsinki is also supporting ten [resident-driven democracy pilot projects](#) to seek new means of participation and interaction.

Social media can also be powerful tools to influence public opinion, easily accessible to all sides in a public debate. In Vienna (Austria) for instance, social media played an important role in the [discussion](#) about the pedestrianisation of the biggest shopping street in Vienna. Social networks were used to encourage citizens to participate in the official opinion poll. Facebook and online information also played an important part in the development of Vienna's Urban Development Plan 2025 (see presentation n° 9 in this [zip folder](#)).

One step further: collaborating with citizens



Photo by [James Duncan Davidson/O'Reilly Media, Inc.](#) - cc-by-2.0

The European project [PUMAS](#) found that information technologies are commonly used to organize communication, but seldomly for more in-depth discussion and collaboration. PUMAS is working on several applications to create collaborative online communities of stakeholders, to manage face-to-face workshops, and to collect online feedback. These tools were presented during the [PUMAS International Seminar 2013 in Lyon](#) (see also this [zip folder](#)).

Another example for online collaboration is [Joukkoenkeli](#) (also in English) in the city of Hyvinkää (Finland). Inhabitants, companies and organisations can use the platform to contribute their expertise and innovative ideas to projects to make the city's carbon footprint smaller.

Collaboration can even extend to the physical work to be done in the street. In Mexico City, citizens create their own sidewalks with the help of the '[wiki sidewalk](#)' guidelines made by a local collective. In the UK, the not for profit organisation [Renew Newcastle](#) is working on city revitalisation by looking for artists, cultural projects and community groups to use and maintain vacant buildings until they are redeveloped.

Citizens can also be engaged to fund new projects ([crowdfunding](#) – see for instance the [Kickstarter](#) platform). In some countries this process is however in a legal grey zone (see this [example from Finland](#), or the [review of existing regulations](#) by the European Crowdfunding Network). On 27 March 2014 the European Commission issued for the first time an official communication on the potential of crowdfunding, titled "[Unleashing the potential of Crowdfunding in the European Union](#)" and a related [press release](#).



Source: [Colectivo Camina Haz Ciudad](#)

More examples of crowdsourcing and crowdfunding initiatives can be found on [Brickstarter](#). Andrew Nash presented many [applications for crowd-sourced planning](#) in a webinar organized by the [CIVITAS thematic group on public involvement](#).

Interactive citizen dialogue in DYN@MO cities' SUMP processes



Copyright: City of Aachen/Walter Esser

In [CIVITAS DYN@MO](#), each city has chosen a participation 2.0 approach that complements their current participation practices. The [City of Gdynia](#) (Poland) has launched a [Mobilnagdynia porta](#) I that gathers all information related to mobility in the city. The portal offers citizens a possibility to follow and comment on the SUMP process and other DYN@MO measures. All social media groups used by the city to promote sustainable mobility, like the [Mobilna Gdynia Facebook page](#) and Gdynia's [Twitter account](#), are linked to the portal.

A SUMP simulation game is being developed in [Aachen](#) (Germany) to educate and train students and professionals in the SUMP process. The game focuses on the development of future mobility scenarios helped to analyse various planned measures. The application is a great example of a [serious game](#) and acts as an icebreaker to open up discussion on novel ideas and solutions. The game will be available for other cities in German and English on [Aachen's website](#) (DE). The city has also organised an [online poll](#) (DE) about the city's Mobility Vision 2050.



Copyright: City of Koprivnica

The city of [Koprivnica](#) (Croatia) is currently developing its [first SUMP](#) and has established a [Facebook page](#) and a [blog](#) (HR) to inform citizens. Later, an online portal will provide all information on mobility at one place. The regional university, that is specialised in new media communication, will assist to attract especially the "digital natives".

[Palma](#) is testing its [InfoPalma Mobile app](#) that offers citizens real-time information and the possibility to feed information into the system themselves. The public transport company, EMT, is using Facebook and Twitter to inform and interact with their users. [Suggestions from users received through different channels](#) will feed the discussions on the preparation of a [dynamic Sustainable Urban Mobility Plan](#).

By the end of the project, all DYN@MO cities aim to have a Mobility 2.0 online platform that acts as a one-stop-shop for all information on sustainable mobility in the cities. To get user feedback and ideas for improvement, each DYN@MO city has nominated a [Lead User](#) or a DYN@MO Ambassador. The lead users test prototypes of the mobility devices and new services that the cities have developed and share their own experiences on sustainable mobility through social media networks with other citizens.

Learn more about CIVITAS DYN@MO and the activities in the cities on the [CIVITAS website](#). In September 2014 [DYN@MO](#) will publish two brochures: one on e-participation methods in the framework of SUMP and the cities' practical experiences, and one on the conversion of regular buses into clean buses (hybrid, electric, trolley).

Conclusion: will the future be entirely digital?

Several cities in new member states had a substantial walking, cycling, or public transport tradition, but now face the threat of increasing car traffic. The city of [Shkodra, Albania](#), for example has a modal split that many cities can only dream of: more than 70% of the trips during a week are made by bicycle and on foot. Street space is still largely shared by cars, cycles and pedestrians. From 2001 to 2009 however, the number of registered cars in the Shkodra Region more than doubled (from 8,790 to 18,800) and car use in the Shkodra town centre has most likely tripled in one decade. The cycling tradition is a great asset they can use in their mobility management efforts. The recently finalised EU project [Mobalb](#) was set



Source: www.civitas.eu

up between Shkodra and Flanders to prepare the staff of Shkodra municipality to use mobility management measures to maintain the city's identity as a cycling city and reverse the trend of growing car use.

So it is not a necessity to first build car infrastructure and then start with MM. However, to be able to change behaviour, it is a necessity that good alternatives to the car exist: public transport, cycle paths and lanes, old and new shared space zones, pedestrianised zones and good walking infrastructure.

News from related projects: Baltic Sea Region Competence Centre on Sustainable Urban Mobility Planning launched



The **BSR Competence Centre on SUMP** brings together knowledge and good examples of SUMPs from the Baltic Sea Region. The aim of the Competence Centre is to assist cities in developing their SUMPs by providing information and support, facilitating exchange of knowledge and experiences as well as offering training opportunities. [Visit the Competence Centre online platform.](#)

Upcoming events



- **ECOMM 2014**
7-9 May 2014 – Florence, Italy
www.ecomm2014.eu
Find a quick overview [here](#), or start to [register directly](#).
- **DYN@MO Summer University - Implementing city and citizen friendly electric vehicles**
14-16 May 2014 – Palma, Spain
www.civitas.eu

For more events, please visit the [EPOMM Calendar](#).



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