

*Workshop***New Partnerships (2b) – The need for new structures, partnerships and interaction for implementation****Vi MÖTs i Kalmar**

– A forum for new partnerships and a joint force between the City of Kalmar and the Swedish National Road Association, South-Eastern Region, in the implementation of mobility management.

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The mobility management project *Vi MÖTs i Kalmar* is an example of a new way of finding links and cooperation between people and organisations involved with issues of environment and traffic safety. For the success of achieving good results, the project in Kalmar is to be seen as a lever for implementation of mobility management in regular activity. The work is based on the engagement and cooperation of other organisations and people in order to create sustainable results.

Focus on environment and road safety

Vi MÖTs i Kalmar is a joint force in environment and traffic safety between the City of Kalmar and the Swedish National Road Administration, South-eastern Region. The time of the project is set to five years – 2001-2005. It's a rather long time for this kind of projects. Though in the previous work with mobility management we have learnt that projects like this take time and to measure the effects take even longer time.

The perhaps most important purpose of a project like *Vi MÖTs i Kalmar* is to create conditions whereby a focus on environmental and road safety issues would ultimately become a natural part of all work that involves travel, transport and infrastructure.

The main aim is to develop and test methods in working with mobility management. The project is meant to lead to local and regional development and there is to be a broad alignment of cooperation and efforts. It's also important to involve the inhabitants of Kalmar.

Sustainable development contains environmental issues, and also gender equality, health, security, economy and social aspects. Therefore the project's activities will take those aspects into consideration in the daily work.

Cooperation and communication

The project *Vi MöTs i Kalmar* is built on the principle of cooperation. With only one person employed full-time a good result is based on other's engagement. It is agreed that the different administrations of the city of Kalmar will work together with each other and the Police, University, County council, business world etc.

To support the sometimes-new ways of cooperation, the project management has attached great importance to the development of tools and means to improve communication and increase knowledge of mobility management. Therefore work has been done concerning:

- Communication policy and plans to facilitate interaction and understanding between professions and organisations.
- A checklist to go through before a new activity starts, in order to be sure that all aspects are taken into consideration (not only environment and traffic safety, but also security, gender equality, a child- and youth-perspective and health)
- Discussions about a common ground of values and approach in acting around certain questions
- A conduction of different types of evaluation, both ordinary situation surveys, and a survey connected to behaviour and feelings. A process evaluation has been conducted to ascertain that the initiation process of the project has functioned satisfactory.
- An active work to develop forums and meeting places for the different groups. To be a part of the *Vi MöTs* project should be seen more valuable for the partners than working by themselves.

One of the keys of cooperation is making everyone feel that they themselves are gaining to join the partnership. People have various focus of interest. The common values and aspects are equal for everyone, and common newsletters, and an annual hearing tie the overall picture together. But the arenas where they practice mobility management have been different.

Number of involvement so far

A municipality consist of different people with different needs. It is important that all these differences are taken into consideration in city planning.

Only the first two-year, over 70 people have been involved in *Vi MöTs i Kalmar*. 30 different organisations, both NGO: s, government administrations, companies and, within the city organisation, 8 out of 12 administrations and associations have taken part in the work with mobility management. There has been an attempt to involve those who "traditionally" don't work with traffic, but who actually are concerned.

Key Activities

The arenas has been elected regarding to the main purpose of the overall project and also to the national goals in transport policy, the national environmental goals and the "Vision Zero" program. They constitute the starting point for activities and approach.

There is a focus on five key activities were organisations and people meet to work together. These projects are:

- Traffic Safety for children going to school
- An overall bicycle strategy including physical investments and mobility management to increase the status of the bicycle as a mode of transportation
- A forum regarding problems with alcohol/drugs and driving
- Working with Transport Quality
- Spatial planning and a strategy for working with mobility management in city planning.

Within these key activities the work is based on three scenarios; to implement mobility management in work that already is planned to be carried out, to support activities that someone wants to do but can not manage on his own (i e by finding co-partners or economic help), and to connect research to the issues.

Examples of new partnerships – Spatial planning

In the work with spatial planning, a couple of areas in the city have been chosen for a more practical work as places for demonstration and developing new methods and ideas. The so called " Kalmar Trail" consists of E22, Erik Dahlbergs Väg - one of the main streets into Kalmar, Norrgårdsgärdet - a residential area built in the fifties, the City centre of Kvarnholmen and the Öland Bridge. One activity connected to this trail is a competition to find new ways of using Information Technology for increasing traffic safety and environment.



A walk in the residential area of Norrgårdsgärdet near the street Norra Vägen, with representatives from a variety of organisations and local government administrations.

For the work with the streets Erik Dahlbergs Väg and Norra Vägen, a programme for a common vision and goals between the participants with interest in the area is developed. To get successful results it's important to consider as many different thoughts and interests as possible before physical investments are done. The technical administration was brought together with the administrations for city planning and companies with property in the area to discuss these interests. The

next step is, with the help of citizen panels, to involve other people with other interests in how the streets are built. The panels will consist of youths, elderly, people living in the area, people working in the area and disabled, to get their experience of the street.

Examples of new partnerships – Bicycle strategy

In Kalmar the work with developing a strategy for cycling has started. The political majority has been setting comprehensive goals.



A break at the "Cycle day" in Kalmar in June 2002

Together with the City of Kalmar Health service, the employees leisure association, the County council and the company organisation named Kalmar Arbetsgivarving started cooperation with a common cycle day for the employees. We gathered under the themes of health, enjoyment and environment and the aim to learn how to work together for a common goal and raise the status of the bicycle as a mode of transportation. During the day even other organisations took part i e the Swedish bicycle promoting organisation, a local bicycle shop and Korpen-member of the Swedish National Sport Alliance. Everybody took part with their own time and commitment and the cost was divided among the main organizers.

The activity not only came out positively among the participated employees, but also was a foundation for continued activities together. For example the City of Kalmar and the County council have together come up with a concept for bicycles for loan at the workplaces for their 6000 employees.

Expected outcome and factors for success

To tie Mobility Management to physical investments and win good results in the form of a decreasing number of killed and hurt and less pollution due to traffic take time. A five year-project like *Vi Möts i Kalmar* gives the conditions to start the process, but it takes continued work and cooperation also when the project is ended. That is why already today discussions are held about how to the different forums will live after the closing of the project. The expectation is that every key activity finds its manager to keep up the work in the same spirit.

The factors for success are to involve a number of people and organisations, cooperate with trust and respect, have a constant dialogue, focus on results and quality and be sure that it's a win-win situation for both the persons and organisations involved directly in the activities and the people living in Kalmar. Hence it's for them *Vi Möts i Kalmar* was created. This somewhat new way of thinking is to be so superior that the contributory will continue to cooperate for a safe and secure traffic environment in Kalmar.

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