



Successful Travel Awareness Campaigns
& Mobility Management Strategies



Project no.: **518368**

Project acronym: **MAX**

Project title: **Successful Travel Awareness Campaigns and Mobility Management Strategies**

Integrated Project

6.2 Sustainable Development

1.6.2 Sustainable Surface Transport Objective

3.1.1.1.3 Advancing Knowledge on innovative measures in urban transport

Title of Report:

WP D Integrating Mobility Management and Land Use Planning

User guide for planning simulation workshops:
solutions for integrating Mobility Management
into local planning (D4)

Period covered:

Date of preparation: **July 2009**

Start date of project: **1 Oct. 2006**

Duration: **36 months**

Version: **1.7**

Prepared by: **ILS**

Checked by: **Synergo, Uni Mb**

Verified by: **ENU**

Status: **Final**

Dissemination level: **Public**

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2008)

Table of Contents

1	Introduction.....	3
2	What is a planning simulation workshop?	3
2.1	<i>General description.....</i>	3
2.2	<i>Example: MAX planning simulation workshop in Ljubljana</i>	3
3	Workshop procedure	3
3.1	<i>Initiator and moderation</i>	3
3.2	<i>Preparation phase.....</i>	3
3.2.1	Scope of the planning simulation workshop	3
3.2.2	Selection of a local case study.....	3
3.2.3	Selection of suitable policies, planning instruments and MM measures	3
3.2.4	Participants invitation.....	3
3.2.5	Briefing of participants.....	3
3.2.6	Possible inputs for discussion	3
3.3	<i>Workshop performance phase - agenda and discussion</i>	3
3.4	<i>Results of a planning simulation workshop.....</i>	3
3.4.1	What results can be expected?.....	3
3.4.2	Documentation and presentation of results	3
4	References	3
5	Further information and contact details.....	3

1 Introduction

Why use a planning simulation workshop in local planning?

If you are planning a new or redeveloped area and want to use the planning process in new and innovative ways, a planning simulation workshop could be for you. It's an ideal way to experiment with novel ideas such as lower parking standards and location of parking spaces, higher energy and insulation standards, integrating Mobility Management (MM) in planning processes, different patterns of green space, special design specifications for higher densities, or sustainable transport access to the new development. The workshop brings together the professionals involved in planning – architects, planners, urban designers, landscape architects, developers, environmental and transport planners and more – to look at the development from new angles and to discuss new ideas in a structured yet informal way. The planning simulation workshop:

- Is a great starting point for innovation in planning;
- Brings together everyone who's involved in the planning process;
- Identifies ways that the planning system might need to change; and
- Stimulates new thinking about the planning of real sites.



Figure 1: Spanish planning simulation workshop in Getafe – participants discuss new transport solutions for a planned residential district (© Mattsson, ETT)

What does this guide offer

The purpose of this document is to give guidance on how to organise and hold a planning simulation workshop¹ and to use it as an opportunity to raise awareness about MM and/or discuss possibilities of integrating MM into local land use planning and building permission processes.

The user guide includes a short description of the most important steps in the procedure, a prototype programme, the participants that should be invited, their role during the workshop, and the kind of results that can be expected.

Who can use this guide

Target groups for this guide are mainly *developers and/or owners of sites in the planning process* and *local administrations (representatives of urban, transport and/or environmental departments)*, but also politicians, public and other transport providers, consultants, or other stakeholders involved or interested in the planning process - architects, research institutes and associations such as residential, transport, environmental, or disabled people's groups.

Similar kinds of workshops (Planspiele) were used in Germany to discuss planned changes in laws and regulations with participants from the different levels of government affected. For example, a planning simulation workshop composed of several meetings was used to discuss and 'simulate' the planned procedures and implementation process for new environmental impact assessment regulations. Professionals from different planning departments in national, regional / county administrations were invited and the workshop was used to check the feasibility of and get some feedback from future users on the regulation. This was a very useful forum in which to discuss possible adjustments to the law prior to its coming into force (Bunzel 2001).

¹ This user guide is based upon the experience gained as a result of five planning simulation workshops that were organised and conducted by WP D partners within the MAX project. The complete report is available via http://www.max-success.eu/downloads/MAX_WPD_PlanningSimulationWorkshops_Results.pdf

2 What is a planning simulation workshop?

2.1 General description

A *planning simulation workshop* as outlined in this user guide consists of a *one-day round table discussion* between local stakeholders about sustainable transport planning and Mobility Management (MM) for a selected development area or building site or, more generally, for a city's planning procedure.

Experience gained from the research activities of the EU project MAX and its WP D show that a planning simulation workshop is a *good method* for initiating the discussion about integrating MM into the planning and building permission processes, to raise awareness of the possibilities of planning in favour of MM and sustainable transport and to involve local stakeholders in such a discussion.

A planning simulation workshop provides a *platform to exchange opinions* in an open and non-formal meeting and discuss new solutions, processes and opportunities, such as the integration of MM into the city's building permission process. Every participant represents a different party involved or affected by the selected planning decisions or planned development. He/she has a specific (professional) background and can provide a particular perspective by 'playing' his/her own role within the discussion of the planning processes.

New solutions and *suggestions* are discussed together, such as additions to or changes in planning laws/instruments, or the introduction of MM as a voluntary option or as an obligation on the developer when building permission is granted. Each participant can add his/her professional and personal opinion about the feasibility of this, how planning processes would need to change, and about the perception and acceptance of the matter discussed.²

The workshop can give *valuable insights* into the participants' views and opinions of the suggestions discussed and about the acceptance of and perceived barriers to the integration and implementation of MM with the planning process. One important aspect is the informal nature of the workshop, which allows the introduction of new concepts and discussing these in a free exchange of opinions. The informal workshop does not, for example, put great pressure on the local administration to defend existing plans; nor does it have to result in a very concrete outcome, in contrast to something like, for example, an official public hearing.

To provide a better appreciation of the potential scope and content of such a planning simulation workshop, a short summary of one of WP D's five workshops – in Slovenia – is provided in the next chapter. For more information about the other WP D planning simulation workshops in Lithuania, Germany, Spain, Poland and Slovenia go to www.max-success.eu.

² These kinds of discussion are described in the literature as scientific/objective kind of a role play situation. The main focus is laid on the goal-oriented and planned action (decision making) of the participants. The aim is to get more information about decision-making processes within the (simulated) planning system and their impacts. It thus can be tested what could be achieved, if different courses of action were taken. The focus is not on identifying one single best alternative but to show barriers and limits as well as backgrounds of actions. At the same time, the planning simulation workshops aim at clarifying participants' relationship to the planned project and their freedom of action as well as discussing duties, responsibilities and options for decision making within the given framework conditions (Diekmann and Leppert 1978).

2.2 Example: MAX planning simulation workshop in Ljubljana

Slovenia – Ljubljana

Rožna dolina: green area development for a new university campus
(re-location of two faculties)

Date: The planning simulation workshop took place on 11th of June 2008 in Ljubljana.

Initiator: University of Maribor (as part of WP D research within the MAX project)

Moderation: Urban Planning Institute of the Republic of Slovenia (UIRS)

Participants: Representatives from:

- city departments (Urban Planning, Transport Planning And Public Transport);
- Urban Planning Institute: landscape architect, urban & transport planner;
- experts / scientists (University of Maribor: urban & transport planning);
- developer and user: University of Ljubljana (investment management, faculties, technical adviser, students);
- construction company, and
- Ministry of Environment and Physical Planning (Spatial Planning Directorate).

Site: The Slovenian case study for the workshop is the new university complex which is about to be built quite close to the city centre of Ljubljana (distance ~3 km) in the area of Rožna dolina.

The new green area development site will contain new buildings for the existing Faculties of Chemistry and Chemical Technology, and Computer and Information Science (FCCT & FCI). The two faculties will have 40 000 m² floor space. About 330 employees work at the two faculties and 3 500 students are matriculated; similar numbers are expected at the new campus location. In future an additional new Faculty of Mechanical Engineering and a new technology park are planned in the area as well.

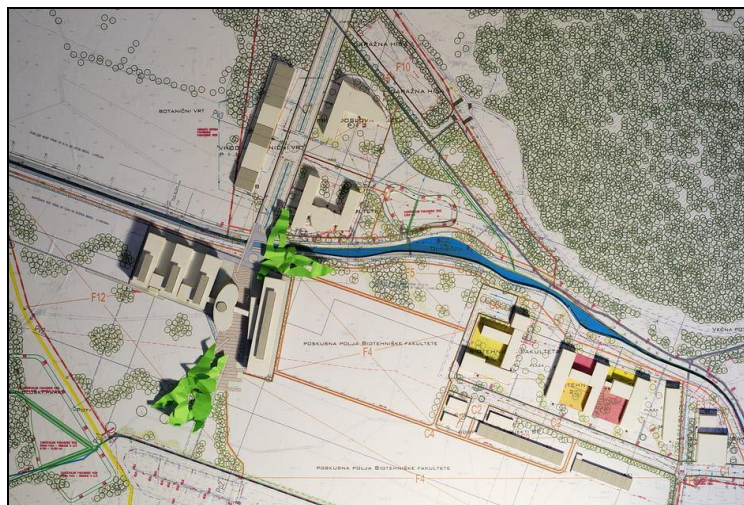


Figure 2: University of Ljubljana new development site (© 4M architects)

Transport related problems: The calculation of generated traffic shows a minimum of 5 000 car trips a day for the two faculties; the whole complex will be further developed and is expected to generate much more traffic in future.

Only a very limited number of parking spaces (~350) are planned within the university development. Parking permits will be issued only to staff and not to students, despite the increasing numbers of student car-users. Additional parking spaces are planned to be built in parking garages at the edge of the university campus, but these will not be built simultaneously with the development and participants of the workshop doubted that they will ever be built at all. Therefore a high spill over of search traffic into the surrounding neighbourhood is expected.

The existing public transport service is not of a high frequency or quality and the stops are too far away to offer quality accessibility (~450 m). In addition, the closure of one existing bus route is currently under discussion.

No footpaths are planned to connect the new buildings to the existing stops and on-site infrastructure for walking and cycling is poor as well.

Agenda: The main scope of this workshop was to look for possibilities to integrate MM with planning processes and mitigate the predicted transport problems at the site. The following aspects were discussed:

- legal framework of and plans for the university development;
- introduction of MM, best practice examples from Austrian and British university travel plans;
- problems regarding the development, expected transport problems and discussion of the reasons for these;
- suggested solutions: parking policy, PT improvements, cycling and walking, mobility plan for faculties;
- discussion of the transferability of the above measures and how MM could be integrated into the planning or building permission process in Slovenia more generally.

Main findings: Most of the MM measures discussed are considered to be interesting and useful, but are only seen as relevant if combined with hard measures. A general lack of awareness of the possibilities offered by soft measures to solve transport problems exists, probably due to lack of awareness / information about MM.

MM measures are seen as offering a clear opportunity; an important element is the ability to implement them in the short term and slow down the worsening of transport problems. Generally the discussion concentrated more on hard measures as they are more familiar to the participants and the poor quality or even the complete absence of infrastructure for non-car modes was discussed at the introduction to the workshop. This was expected to be one of the future problems when the planned buildings come into use. Additionally, without improvements for alternative modes the soft measures, for example those that would aim to promote greater bus use would not be at all effective.

Within the workshop, examples of university travel plans were presented. They were discussed and seen as suitable instruments to mitigate some of the expected negative effects of the development and to cope with predicted transport problems. Participants supported the idea of producing a travel / mobility plan for both university faculties. They also agreed that a change of location is an excellent opportunity to break with old habits (car use) and promote new (sustainable) travel behaviour.

In Slovenia, minimum parking standards are generally defined at the local level; Ljubljana defines them with respect to type of use and location. Some guidance on parking standards is given on national level, but only for two types of uses (residential and kindergartens) do the construction by-laws set nationwide binding standards. Negotiations about reducing the number of parking spaces are officially not possible, but in Ljubljana's city centre a part pay-off can be arranged to some extent. To set binding maximum standards for parking, the participants see a national regulation or guideline as the best solution in order to overcome political unwillingness at the local level to set limitations with regard to car-users.

The low number of planned parking spaces is seen as one of the main problems. The expected search traffic and parking spill over from the university campus requires the implementation of controlled parking in nearby areas of the city. Other measures like parking charges could be realised by the university itself. Participants agreed that some kind of parking policy will have to be adopted. Possibly this will be done as part of an envisaged university travel plan (including criteria for the allocation of parking permits), which was discussed as one possible solution for the transport problems anticipated at the university site. The idea of cross financing alternatives or the mobility plan from parking fees had less support; those are expected to be required for the maintenance costs of the university's parking spaces.

No public transport development strategy exists for Ljubljana; instead, bus routes and frequencies are defined by the PT operator (city owned), largely on an ad-hoc basis. Generally there is hardly any integration of local urban development and local PT development. The discussion showed that some integration could be achieved by state guidelines which would set PT access standards for main traffic generators. Within local negotiations new arrangements seem possible, such as co-financing a new PT line in exchange for reducing the number of parking spaces required. Most of the participants did not welcome the suggestion to relocate the PT line so that it would pass directly through the campus. This might be due to the general 'bad' image that PT currently suffers in Slovenia. At present, fares seem favourable to all participants. The local PT operator stated that promotional discounts for first year students, for example, could easily be realised by means of agreements; this could be part of the envisaged travel plan.

Bicycle parking for new buildings is not mandatory in Slovenia. Cities are free to set standards, which is the case in Maribor but not in Ljubljana. Construction standards or guidelines for bicycle stands, storage facilities like lockers and showers do not exist at all. At the request of the university, the architects included some bicycle parking / storage facilities and showers in the plans for the buildings, but these will be available for the university's staff only. Problems with justifying these investments discouraged the architects to do the same for students. The participants expressed general doubts about the efficiency of soft measures alone; therefore, for cycling, mainly infrastructural improvements were discussed too.

Generally in the whole country a traffic impact assessment (TIA) should be submitted for planning applications for large traffic generators, but asking for one is in fact at the discretion of municipal administrations or the Slovenian Roads Agency. No standards exist; therefore the participants welcomed the idea of defining national thresholds for obligatory TIAs. This would then be similar to UK practice, where a TIA is used for describing the effects of the development with regard to transport issues and travel plans are used to mitigate the expected negative impacts.

The planning simulation workshop was generally welcomed and seen as an excellent opportunity to come together and discuss expected transport problems and possible solutions. An exchange of participants' opinions and their views on the planned development was seen as an important element of the workshop, especially as there is no routine of integration of transport and land use planning in Ljubljana.

A direct output of the discussion about public transport solutions may well be a special ticket offer for the main users of the site, the students. A general result is that such discussions support awareness-raising and knowledge transfer about best practice examples from national and international experiences in similar situations. In Ljubljana this was also facilitated by the involvement of the experts from University of Maribor and UIRS.

3 Workshop procedure

3.1 Initiator and moderation

For such a planning simulation workshop an initiator and organiser is needed. In most cases the city administration will organise a planning simulation workshop, for a certain site. But the developers, too, might be the ones who appear as initiators or organisers. In any case, a neutral, external moderator will help to balance interests and facilitate the discussion. The moderation of the discussion should be led by a person who is not directly affected by or involved with the proposed planning scheme. Possibly a skilled moderation expert, preferably one with knowledge of MM and LUP, but who is from outside the city administration, is required here.

3.2 Preparation phase

3.2.1 Scope of the planning simulation workshop

In the preparation phase, the organiser needs to decide first on the broad scope of the discussion. In the following, different possible scopes are presented (some of them could also be combined):

- *Possible improvements for preconditions for Mobility Management at a planned development / for a specific site:* discussing improvements for accessibility by sustainable modes, like public transport services, connections to walking and cycling network;
- *Selection and discussion about MM measures for a development area or a single site:* discussing promising Mobility Management measures related to the selected site;
- *Possible changes in procedures within the building permission process to include MM through mobility/travel plans:* a general discussion about negotiation possibilities or a discussion focussed on a specific development project and its concrete implementation: what kind of agreements are needed, how to monitor the implementation and effectiveness of MM, what should a contract between the municipality and the developers look like, and so on;
- *Possible developers' (financial) contributions:* discussion on how to secure Mobility Management through negotiations, through planning conditions or planning agreements within the normal administrative processes in general or, more concretely, together with developers, architects, future users of a selected site;
- *Changes for general improvement of preconditions for Mobility Management and sustainable transport in local plans:* discussing procedures for better integration of land use and transport planning in the city;
- *Mobility Management guidance for procedures within the city administration:* discussion about guidance for different administrative procedures within affected departments, e.g. how to advice developers about MM, when they apply for a building permission.

An interesting aspect of transferability is the differences in (mobility) culture that should be taken into account when discussing examples from other countries. In the WP D planning simulation workshops these differences were for example most obvious, when bicycle (parking, network) standards were discussed for some of the planned new developments.

To deal with a city wide approach for supporting and integrating MM, another MAX-product could be useful: the Quality Management System for MM. A workshop can be useful to discuss the first steps, but probably a wider range of stakeholders should be taken into account when organising a meeting (see www.max-success.eu).

- *Mobility Management policy for the city:* discussing general acceptance of MM as part of local transport policies, discussing ideas for a statement to support MM and / or integrate MM into normal local activities;
- *Mobility Management programme for the city:* discussing a more concrete programme for the city, where steps such as ...defining a travel plan for the city's own employees, supporting MM at schools, or initiating and organising local mobility campaigns and mobility events are included. Subsequent to the general acceptance of such a concept, the city would then define the different tasks, responsibilities and budgets required and set up a time plan for the implementation, monitoring and evaluation of the programme and its single elements.

3.2.2 Selection of a local case study

Depending on its scope, a concrete planning case will be discussed or a suitable demonstration site should be found. Experiences within the MAX project have shown that using a planned development site facilitates the discussion about many aspects of integrating MM into planning and helps to make new suggestions and solutions more tangible.

Certain preconditions should be met to make it easier to discuss the integration of MM into building permission processes. For example, the demonstration site should be big enough to generate some noticeable traffic in the future (by employees, visitors or customers) and it should preferably be served by some public transport services (or such services should be planned). Otherwise, a discussion e.g. about information and promotion activities or rebated public transport tickets ('job-tickets') would be more difficult and MM might be rejected as unrealistic or inappropriate, just due to poor preconditions. Brown-field redevelopments or new developments within the cities' core areas are in most cases already integrated in the existing transport networks and therefore offer better preconditions for walking or cycling accessibility, for example, than do green field developments on the outskirts of town. This does not mean that such cases cannot be discussed, but the range and effectiveness of suitable measures will be different to those in a city centre, for example. There, a walking map for visitors might be a good measure in contrast to a company-run shuttle service to the nearest train station, which is more likely to be a suggested measure for a green field development.



Figure 3: Aerial view (June 2007) of the German case study site in Dortmund: brown field development in Phoenix-West, (©Website Projektbüro Phoenix)

3.2.3 Selection of suitable policies, planning instruments and MM measures

As mentioned above, the selection of suitable instruments and measures will depend strongly on the scope of the planning simulation workshop and on the selected area / site for discussion. The WP D products have been developed to help administrations, politicians or MM experts to get information about the topic and to transfer existing experience in the field of sustainable transport and MM integration in local planning. The different products either serve as background information or can be used in whole or in part as direct input to the planning simulation workshops. Depending on the focus and content of the discussion, different parts of the WP D products (outputs) can serve as direct input or provide background information.

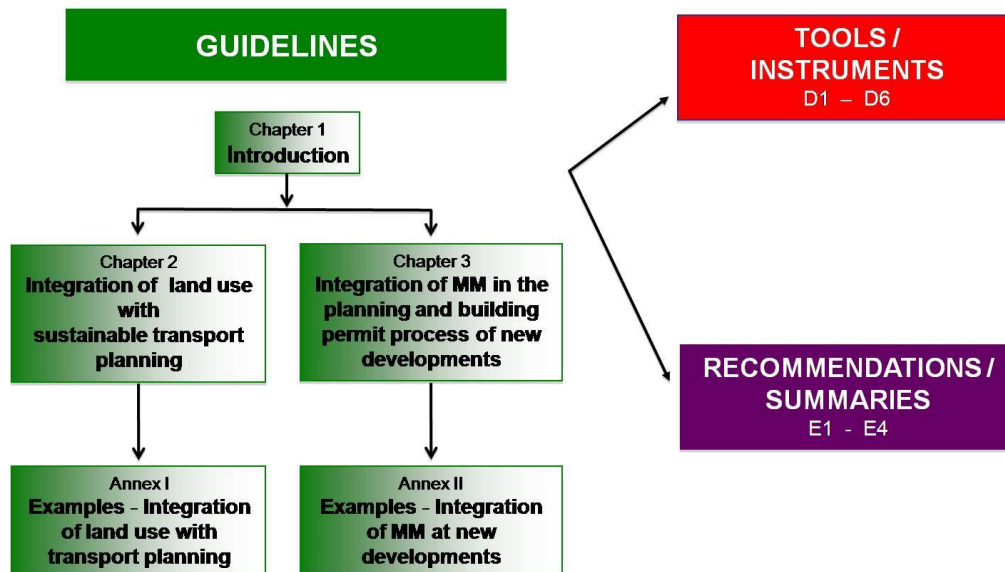


Figure 4: Overview WP D products

The WP D Guidelines for the integration of Mobility Management with Land Use Planning are the core product. The document gives in-depth information about the topic of better integrating MM and planning. Both the plan making and the building permission process are covered and illustrated with existing policies and good practice examples. The annexes give more detailed information about examples of best practice for policies and instruments, always in relation to real case studies.

The WP D tools and instruments are

- D1 - What is site-based Mobility Management?
- D2 - How can Mobility Management be included in the planning and building permission process of a new development?
- D2a - A good example of integration: Sihlcity, Zürich, Switzerland
- D3 - User guide for a training course
- D4 - User guide for planning simulation workshops: solutions for integrating Mobility Management into local planning
- D5 - Compendium of site based Mobility Management measures
- D6 - Examples of contracts between public administration and developer

The D tools or instruments can be seen as co-products of the guidelines and give some more detailed information or present a quick overview about different aspects of the integration of MM and sustainable transport into planning. They offer practical and ready to use material for special tasks, one of which is this document (D4). Besides this user guide and the training course (D3), there are some presentations ready to use (D1, D2, D2a). D1 can be used as a direct input for an introduction about MM to inform all participants about site base MM and its benefits and to stimulate the discussion within a planning simulation workshop. The compendium of MM measures (D5) offers additional information about the implementation process and typical measures.

Examples of suitable policies and instrument for the better integration of MM within the planning and building permission process are shown in the first part of the guidelines and in the D2 presentations. It gives an overview of existing solutions and leverage points starting from the moment a developer first contacts the administration until the building comes into use.

For cases in which the integration of MM is discussed directly for a selected new development in order to come to an agreement with the developer and the city, some examples of contracts are given in the document about negotiation contracts (D6) as well.

There are also four two-page recommendations / summaries (E1-E4) available, which could be handed out during a planning simulation workshop.³

3.2.4 Participants invitation

A number of key actors from the public sector as well as private parties should be invited to the planning simulation workshop. The aim is to get all relevant stakeholders together, depending on the specific scope of the planning simulation selected. In all cases, the different departments of the city administration that are involved in planning should be brought together. They are often involved only in single aspects of planning and building permission processes and functional integration between them is seldom already in place.

If not only an internal concept is discussed, the departments represented get the chance to exchange information and opinions among each other as well as with architects, developers, public and other transport providers such as car-sharing companies or other members of the public, such as representatives of residents' groups, environmental or transport associations.

³ For more details, please take a look at the *MAX D Guidelines for Integrating Mobility Management and Land Use Planning*. These guidelines and further information, as well as many other helpful tools for enhancing the use and integration of Mobility Management in various ways can be downloaded via www.max-success.eu or www.epomm.org. There are of course other valuable sources to find suitable and transferable measures and experiences all over Europe. The best way to find these is through EPOMM at www.epomm.org.

Invite participants from:

- All relevant city departments (town planning, transport planning, architectural control, business development, ...);
- Experts in MM, in construction and planning law, in town and transport planning;
- Site-owners, developers and architects;
- Managers of existing companies or of companies which will be the future users of the site;
- Transport providers such as public transport operator, local/regional car-sharing organisation, (regional / site based) car-pooling organiser;
- Local associations: environmental, residential, disabled, walking, cycling;
- Other experts like: traffic police / road safety organisations, energy agencies.

Because such workshops are not common practice, some explanation about the purpose and scope of a planning simulation discussion should be given. Experience has shown that a short introduction and invitation letter is best followed by a personal call, in order to ensure that people understand the nature of the workshop to which they are invited. They are then much more likely to accept.



Figure 5: Discussion at the Slovenian planning simulation workshop (©Kozina, UIRS)

3.2.5 Briefing of participants

After accepting the invitation, the participants can be briefed in a separate meeting, where the scope and programme and some background information can be explained. Information about the state of planning for the selected development (when feasible) can be given as well, in order to provide all participants with the same base level of knowledge to inform a meaningful discussion.

If a pre-meeting is not possible, the participants will get a short description of the planned scope and the agenda of the meeting and will get a longer introduction into the issue on the day of the meeting.

3.2.6 Possible inputs for discussion

Information about the city's local plans, detailed site development plans for the area and (planned) transport network are important background information and should be provided in any case:

- Show planning process, local plans, detailed site development plans, transport network (other planning instruments).

If feasible, the discussion can start with suggestions about where and how to change current plans in order to better support the use of sustainable transport modes from/to the site in question. This is especially important when the preconditions are not very supportive for MM in the current situation, for example where accessibility by PT, bike or foot is not considered in the current plans and should be improved first, before discussing further measures like information about, or promotion of these modes:

- Show possible improvements on a map of the development.

The concept of MM and its benefits are often not well known and should be presented and introduced as well. The advantages when MM is included early in the development process can be outlined by taking one of the examples from the WP D Guidelines:

- Show best practice examples of MM and their integration in the planning or building permission process.

Traffic simulations for different scenarios (with or without sustainable transport / MM) can stimulate the discussion by visualising the traffic impact of the development (if they can be calculated for the selected development by the transport department or an external expert):

- Show different scenarios (with or without traffic simulation numbers) for business as usual and MM / sustainable transport scenarios.

A selection of suitable MM measures can be presented, and transferability (of solutions in other places) to the local situation, feasibility and responsibilities can be discussed:

- Show / discuss transferable legal aspects and the suitability of selected MM measures.

If the preconditions are at least somewhat supportive for implementing MM (good accessibility, good PT supply), an important step is their integration into the building permission process. Mobility plans as a strategic instrument to facilitate the implementation of MM for a certain development could be then discussed.

Negotiations between developers and city administration are an important element here. The question of contracts as well as of monitoring and penalties, of their implementation and outputs can also be a matter of discussion:

- Show prototype or existing mobility plans, show model of contracts.

3.3 Workshop performance phase - agenda and discussion

In the following a possible programme for a one-day planning simulation workshop is presented. It corresponds to the above scope of a discussion about possible changes in procedures within the building permission process to include MM through travel plan.

Agenda of the one-day workshop

09:30 Welcome and introduction of the participants

09:45 Input I (e.g. by moderation):

- What is the purpose of the planning simulation workshop?
- What is site-based Mobility Management: what does it aim for, which are the measures, what are the experiences (see also D1 presentation)?

10:00 Input II (e.g. by city town or transport planning department):

- Selected site (state of the local and the detailed site development plan)
- Possible transport problems

10:15 Discussion about general acceptance of MM as part of the solutions, about the site and its transport impacts, the plans for parking or accessibility by sustainable modes

10:45 Input III (e.g. by transport / MM expert):

- Possible solutions to anticipated transport problems (improving accessibility, using MM)
- Introduction of a prototype (or example) travel plan as a feasible solution

11:00 Discussion about MM and the instrument mobility plan
(possible questions to discuss)

- Is this a feasible approach for the selected site? How can developers and companies benefit? What are the positive effects?
- Can the city administration ask for a MM concept (a company's travel plan) in order to mitigate expected negative transport effects?
- How could such a requirement be integrated in the building permission process? What changes within the process and what requirements would be needed to adapt it?
- What problems and barriers are anticipated /are seen (by whom)?
- What kind of support would the developers and companies need (technical advice, economic assistance...)?
- What kind of support can the local public transport operator and other transport services (car sharing) offer?

12:15 – 13:30 Lunch break

13:30 Input IV (e.g. by transport / MM expert):

- Minimum standards for a mobility plan and types of agreements within the building permission process: suitable examples existing in practice

13:45 Discussion about transferability to the local situation
(possible questions to discuss)

- What kind of standards should be fulfilled and demonstrated to the city?
- Can a travel plan be used as a requirement for a reduction of the parking spaces for the new development?
- How to monitor the implementation and effectiveness of a travel plan?
- What would a contract between the municipality and the developers look like?

15:00 Résumé / Conclusions

15:30 End of workshop

3.4 Results of a planning simulation workshop

3.4.1 What results can be expected?

Depending on the selected scope of the planning simulation workshop, different results can be expected. Therefore it is not possible to list all the results of a workshop here.

Meet all involved parties and other stakeholder

A general and important aspect of a planning simulation workshop – which was viewed very positively by almost all of the participants in the WP D's workshops – is the opportunity to exchange opinions in an open atmosphere without the pressure of producing directly exploitable results. This does not mean that, for example, the different administrative departments would otherwise work completely separately, but some participants stated that they normally do not get together for a common meeting and are sometimes involved in the planning process only one after the other, sequentially. To meet colleagues and additionally get to know the developer and other important stakeholder (local public transport operator, associations) is a valuable aspect in itself.

Exchange of opinions about new solutions

When discussing the transport implications of a planned development it is important to get the chance to hear different opinions and views about rather new concepts such as MM. Suitable solutions and appropriate measures for the local situation can more easily be discussed in such a way. Most participants of the WP D workshops gave very positive feedback about this kind of meeting and appreciated that the discussion concentrated on a real development, their plans and potential solutions to anticipated problems.

Transfer knowledge and discuss acceptance

If there is only one planning simulation workshop that only starts to discuss the matter of integration of MM into local planning and the city's activities, the results will obviously be quite vague. Here the transfer of knowledge and the discussion about acceptance of the new concepts, policies, instruments and measures is one of the main results.

Range of needed process changes

If the direct transferability of policies and instruments, for example from one country to another is discussed in more detail, it is interesting to get to know during the planning simulation workshop: how / to what extend the planning process would need to be changed, what government level would need to be involved, and whether existing laws and regulations would need some adaptation in order to use the new policy or instrument.

Suitable measures for selected site

If there already is a common understanding or a concept which can be discussed in detail (maybe within a series of workshops), then it will be easier to get more tangible results: e.g. if the scope is to discuss suitable MM measures for a selected new development, and if this is seen as beneficial for both sides, the developer and the city, then some kind of agreement about a travel plan and the next steps to follow could be a possible result.

Agreements between public and private partners

If the discussion focuses on what kind of agreements can be achieved between the administration, the developer and maybe with other participants like PT / car sharing operators in order to improve the accessibility of the new development, then a better understanding and a possible record of the responsibilities of each partner can also be a concrete result.

3.4.2 Documentation and presentation of results

To facilitate the discussion, the use of presentations, maps and other material is suggested as noted above. The documentation of results should start already within the discussion phase; normally this would be the task of the moderator. During the planning simulation workshop a collection and visualisation of opinions and results from different session and aspects of discussion with the help of moderation tools (workshop cards, flipcharts...) is recommended. Photos of the planning simulation workshop and its results are useful as well. This facilitates on the one hand the discussion and makes it easier to summarise the workshop results at the end of the meeting and within the follow up documentation.

To collect different opinions about suggested changes, policies or measures audio recording of the discussion proved useful during most of the WP D workshops. The participants should (in some countries need to) be asked for their approval. The recording makes it easier to recollect opinions, especially if the discussion was very lively.

After the workshop a written record of the results should be produced, to make the results transparent to the participants as well as to wider interested public. This could be the task of either the initiator or the moderation. Minutes or a written summary are useful; these should show the main results, a common understanding or differing views about special aspects of the discussion, and any agreements between participants. A list of participants and the agenda can be attached to the minutes. For completeness, the input material like presentations or maps can be put into an annex as well.

4 References

Diekmann, P. & Leppert, H. (1978): Planspiel und Planspiel-Simulation in der Raumplanung. Text - Spiele - Literatur. Birkhäuser Verlag. Basel und Stuttgart.

Bunzel, Arno (Hg. 2001): Planspiel zur Durchführung der UVP in der Bauleitplanung; Materialien des Deutschen Instituts für Urbanistik, Bd. 2/2001, Berlin.

4M architects (2006). Competition entry for two new faculties in Ljubljana, 4M architects, Ljubljana.

Website Projektbüro Phoenix: online available – last access 14.04.2009:

<http://www.phoenixdortmund.de/de/services/downloads/fotos.jsp>

5 Further information and contact details

The MAX *WP D Guidelines for the integration of Mobility Management with Land Use Planning* and further information, as well as other helpful tools for enhancing the use and integration of Mobility Management in various ways can be downloaded via www.epomm.org or www.max-success.eu.

If you need further assistance in organising a planning simulation workshop, a training course (D3) or for presentations on integrating Mobility Management and land use planning, please get in touch with any of the following:

Germany

Janina Welsch
ILS - Research Institute for Regional and Urban
Development gGmbH
P.O. Box 101764
D-44017 Dortmund
janina.welsch@ils-forschung.de
www.ils-research.de

Lithuania

Kristina Gaučė
Vilnius Gediminas Technical University
Saulėtekio al. 11
LT-2040 Vilnius
kris@ap.vgtu.lt
www.vgtu.lt

Poland

Aleksandra Faron
Cracow University of Technology
Warszawska 24
PL-31155 Krakow
ola@transys.wil.pk.edu.pl
www.pk.edu.pl

Slovenia

Aljaž Plevnik
University of Maribor, Faculty of Civil Engineering
Smetanova ulica 17
SI-2000 Maribor
aljaz.plevnik@uirs.si
www.fg.uni-mb.si

Spain

Caroline Mattsson
ETT - Equipo de Técnicos en Transporte y
Territorio S.A.
C/ Explanada, 8, 1º
ES-28040 Madrid
cmattsson@ett.es
www.ett.es

Sweden

Christer Ljungberg
Trivector Traffic AB
Åldermansgatan 13
SE-22764 Lund
christer.ljungberg@trivector.se
www.trivector.se

Switzerland

Roberto De Tommasi
synergo, Mobilität - Politik - Raum
Grubenstrasse 12
CH-8045 Zürich
detommasi@synergo.ch
www.synergo.ch

United Kingdom

Tom Rye
Edinburgh Napier University
10 Colinton Rd
Edinburgh EH10 5DT
t.rye@napier.ac.uk
www.napier.ac.uk

The MAX project ran from 2006 to 2009 and was the largest research project on Mobility Management within the EU's sixth framework programme. The MAX consortium, of 28 partners, served to extend, standardise and improve Mobility Management – it did so in the fields of quality management, campaigns, evaluation, modelling and land use planning.