INTEGRATION OF COMMUNICATION INTO PLANNING TO CREATE A SUSTAINABLE MOBILITY CULTURE

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WHAT IS MOBILITY CULTURE?

- **Comparative and relational understanding of culture**
  - ➤ Different cultures and different way towards more sustainability
  - ➤ Communication is essential part of culture
  - ➤ Culture is dynamic and can be transformed
- **Presupposition: intermodal and multioptional use of means of transport is more sustainable**
  - ➤ sustainability is normative frame of change process
- **Term 'mobility culture' integrates rational, symbolic and material aspects of mobility**

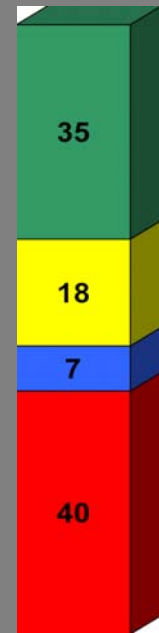# INFLUENCING FACTORS
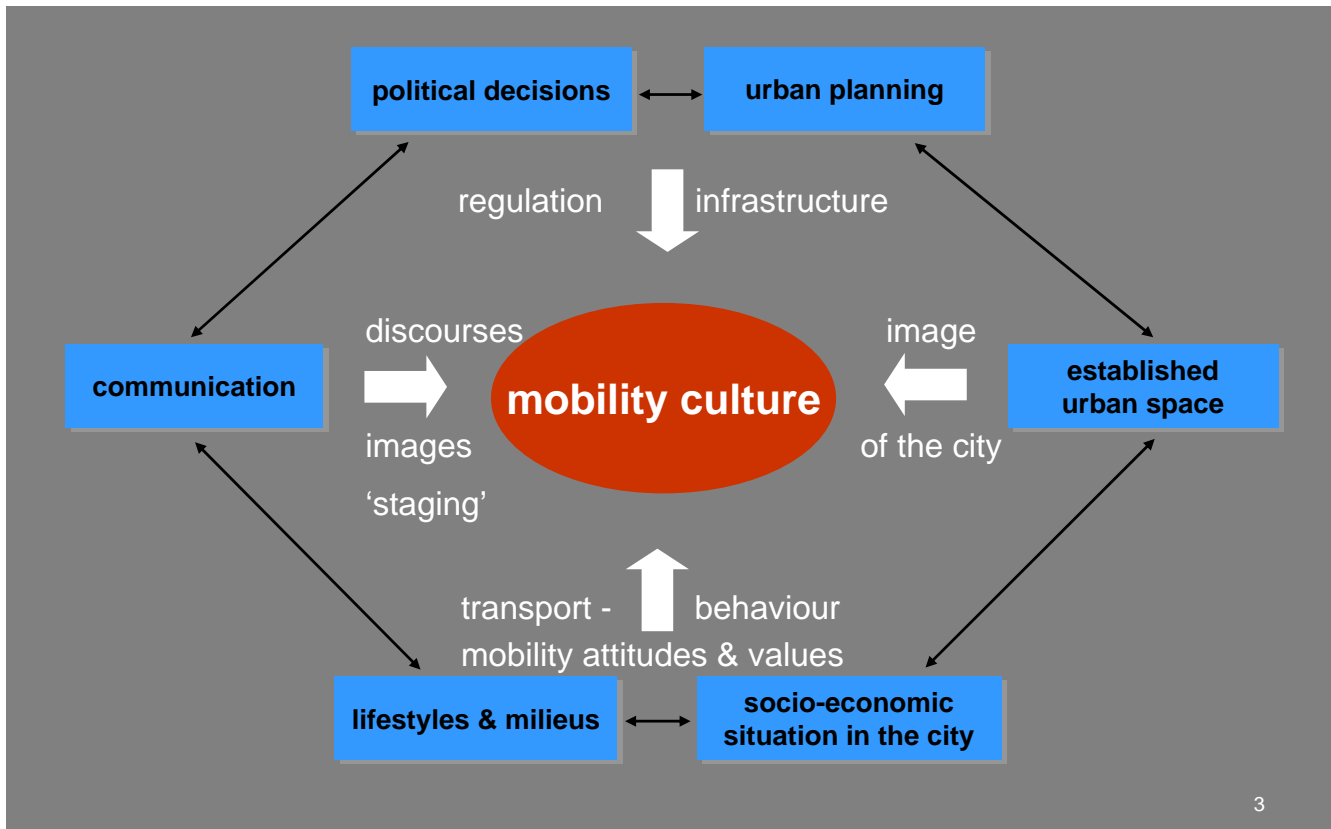
CASE STUDIES

- Bolzano, Italy

- Freiburg, Germany

- Zurich, Switzerland

BOLZANO (1)

- 101.000 inhabitants

- 574 private cars / 1.000 inhabitants

- Topographic situation: Alp valley

- Capital of South Tyrol

- Touristic region

- Vision: City of ecologic excellence

- Mode Split (2005):

Pedestrians	**35 %**
Bicycle	**18 %**
Public trans.	**7 %**
Private cars	**40 %**

35

18

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BOLZANO (2)

Infrastructure and planning		**Urban space and built city**
▪ Improvement of infrastructure for cycling: from single cycle paths to a system ▪ Consensus on promotion of bicycle traffic		▪ City structure and area optimal for cycling ▪ Restrictions in space enhance decisions concerning decisions on use of public spaces
Approaches for changing mobility culture ▪ Existing transport backbone: bicycle mobility ▪ Low practical intermodality ▪ High awareness for professional communication, promotion, orchestration		
Communication ▪ The 'beauty' of bicycle mobility → aesthetic design shapes the brand „Cycling in Bolzano"		**Lifestyle and attitudes** ▪ High users' acceptance ▪ Aesthetics plays important role in Italian lifestyle

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FREIBURG (1)

- 214.000 inhabitants

- 416 private cars /1.000 inhabitants

- Topographic situation: Edge of Black Forest and Rhine lowland

- Tourism and wine cultivation

- „Green" and „solar capital" of Germany

- Mode Split (2005):

Pedestrians	24 %
Bicycle	28 %
Public transp.	18 %
Private cars	30 %

FREIBURG (2)

Infrastructure and planning	Urban space and built city
▪ Public transport & bicycle as backbone ▪ Public transport highly accepted ▪ Well designed intermodal nodes	▪ Urban & regional identification ▪ Spatial priority for trend-setting solutions

Approaches for changing mobility culture
- Basic consensus on public transport & bicycle traffic promotion
- Balance between transport modes
- Steps towards self organisation of traffic
- Long term strategy & continuous implementation
- Innovations & unconventionality

Communication	Lifestyle and attitudes
▪ No overall communication ▪ Marketing of public transport ▪ Public discourse ▪ Dialogue citizen & administration ▪ Means of transport form culture	▪ Consensus on basic positions ▪ City as "beginning of green movement" ▪ self-confident cyclists ▪ Pragmatic view on car use ▪ Mobility socialisation

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ZURICH (1)

- 365.000 Inhabitants

- 393 private cars / 1.000 inhabitants

- Topographic situation: hilly around Zurich lake
  and river Limmat valley

- Financial centre and biggest Swiss city

- Mode Split:

Pedestrians	**30 %**
Bicycle	**5 %**
Public transp.	**42 %**
Private cars	**23 %**

30

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42

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ZURICH (2)

Infrastructure and planning	Urban space and built city
- Paradigm: High amenity of space - 'Settings' with traffic as self regulation - Public transport with high service quality as backbone	- Narrow city needs priorities → decision pro pedestrians and tram - Reference to 'European city'

Approaches for changing mobility culture
- Communication as part of the decision- and planning culture
- Thinking within the broad system, parallel realisation on a detail scale
- Ability to learn and try uncommon traffic solutions
- Important role of public transport

Communication	Lifestyles and attitudes
- Civilised cooperation of traffic participants - Direct democracy forces decision-making and communication - 'mobility culture' explicit part of discourse with citizens	- Emotional attachment to and positive connotation of tram - Strong respect of priority of public transport

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KEY FACTORS

1. Long lasting basic **consensus**

2. Key actors as **drivers** for continuation of transformation process

3. **Urban development paradigm**

4. Sustainable transport system as **backbone**

5. **Permeability of space** for all means of transport

6. Technical maturity and creative quality of measures

7. User and **door-to-door perspective**

8. Respecting **professional communication** mechanisms

9. Different **levels** of communication aspects

RESUMING THE CASE STUDIES

Criteria	Bolzano	Freiburg	Zurich
1) Long lasting consensus	+	++	++
2) Transport system as backbone	++ bike	++ tram	++ tram
3) Urban development paradigm	+	+	++
4) Identification with city image	?	++	++
5) Key actors/lead figures	++	++	++
6) Early future oriented decisions	+	++	++
7) Feedback strategies with citizens	?	+	++
8) Integrated, two-sided communication	+	+	++
9) Possibilities for change of perspectives (in traffic)	+/-	+/-	++
10) Continuity and perfectionism in detail planning	+	++	+

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LESSONS LEARNT

- Stepwise process with stakeholders and citizens: from dispute and struggle to consensus

- Long term work of implementation and detail planning

- Focus are needs of citizens (demand side),

- Change process includes mobility management measures, but focuses on more aspects

- Sustainable mobility is more than CO_2 reduction in traffic – it includes social dimension of mobility

- Planning can integrate this dimension

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THANKS!

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