



## Involving stakeholders and gaining public acceptance for Bielefeld's pilot project

*Transport Department, City of Bielefeld*



[www.civitas-reveal.eu](http://www.civitas-reveal.eu)

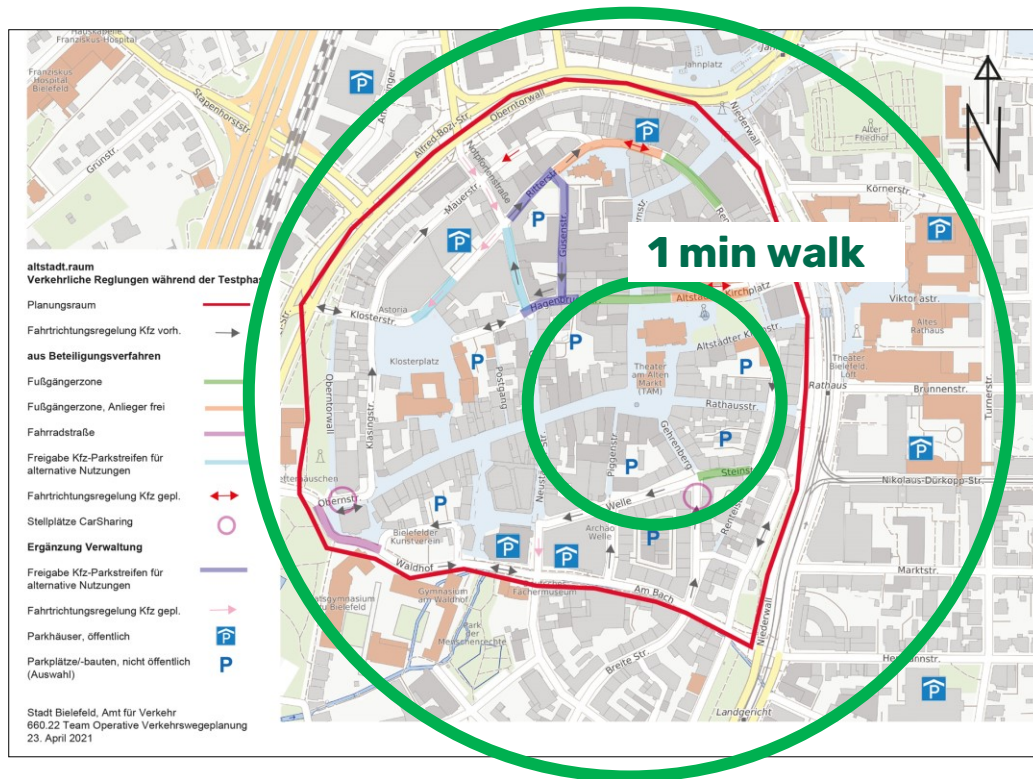


- Medium-sized city in North Rhine-Westphalia (Germany) with 340 000 citizens
- Pilot area: Old Town “Horseshoe” area to implement Modal Filters
- Objectives
  - Strengthening Liveability, commerce and gastronomy in the Old Town
  - Reduction of motorised traffic to strengthen the quality of stay in the streets beside the pedestrian zone





5 min walk



## Situation of the “Horseshoe area” in the old town

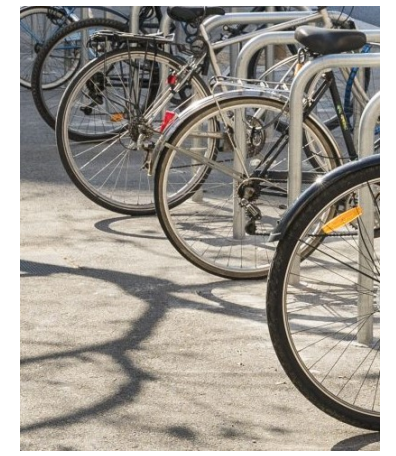
- No public transport in the area, but very well connected through close by “mobility hub”
- Pedestrian zones
- Narrow streets with little space for pedestrians and cyclists
- Lots of on-street parking and parking search traffic
- High levels of through traffic
- Challenge: ensuring delivery and access to businesses, restaurants etc, private parking garages, access for residents



### Temporary pilot

14th June 2021 – February 2022

- **Reallocation of space from car parking space to other usage**  
(seating, greening, gastronomy, bicycle parking)
- **Pedestrian zones**
- **One-way streets**
- **Bicycle streets**
- **Carsharing spots**
- **Exemptions**





## Comprehensive stakeholder consultation

- what are the success factors?

- Pilot project implementation with all its measures is result of participation process
- Clearly structured stakeholder process with set timing, defined groups and various methods
- Defined target groups, including the ones that could react rather negatively
- Open consultation also for citizens through website and mapping tool
- Linking different projects through the consultation ("horseshoe", logistics, concept for individual transport)



Image: City of Bielefeld /  
[www.altstadtraum.de](http://www.altstadtraum.de)

**Consultations  
were  
conducted as a  
video conference**

## Getting local stakeholders on board

### Steering group “Inner city mobility”

City council parties, local transport provider, city marketing and interest groups for trade, business, hotels, gastronomy, sustainable mobility, cycling etc.



Steering and coordination of oldtown pilot project, city logistic concept and concept for individual transport

### Core group

Business owners, local school, political representatives, citizen initiatives for sustainable mobility, city administration



Provision of context conditions

### Project group

Extended core group, for example further schools, additional representatives from interest groups, church, local residents, cab operators, parking garages operators



Discussion of new ideas, consideration of different perspectives

### Regular information for all three groups for...

- Keeping stakeholders in the loop and informing them about plans and progress
- Present potential measures, concepts and best practices
- Identifying barriers and solutions
- Working on a common vision
- Discuss ideas and measures for pilot with all stakeholders
- Discuss results of citizen involvement through mapping tool
- Prioritise, vote and concretise measures for pilot

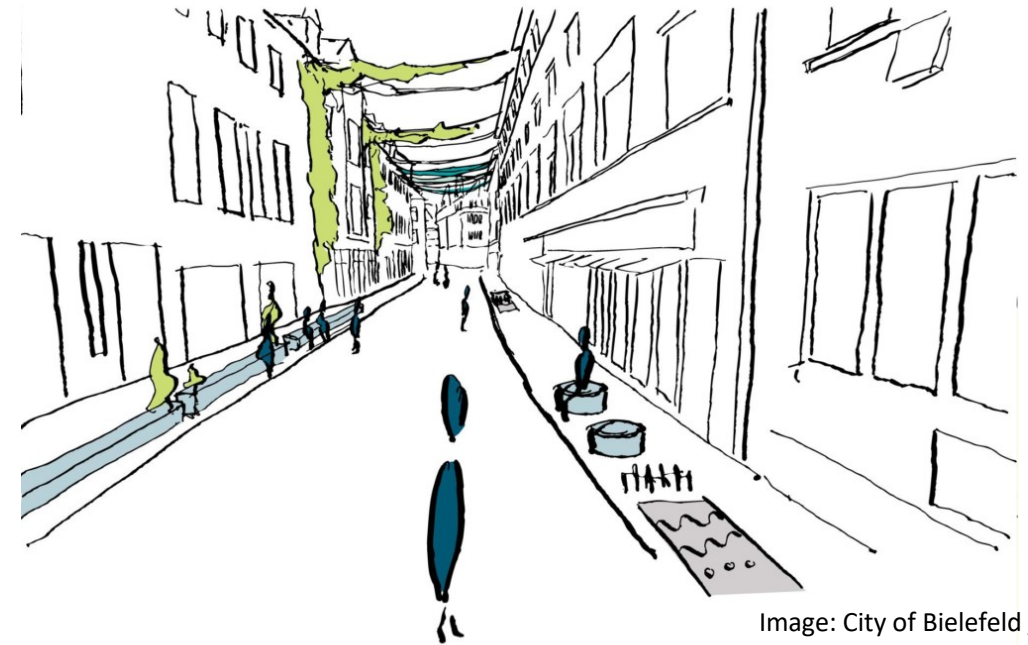
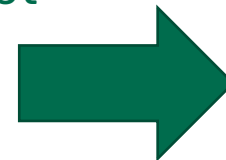


Image: City of Bielefeld / [www.altstadtraum.de](http://www.altstadtraum.de)



Digital formats with group work, input presentations, workshops, polls, voting

## Dedicated **website** for citizens

- Aim: Information and involvement
- **Information:** time planning, project content, how to get involved, results etc.
- **Involvement:** open map for all interested people to add measures in certain locations, add feedback, vote on measures, discuss etc.

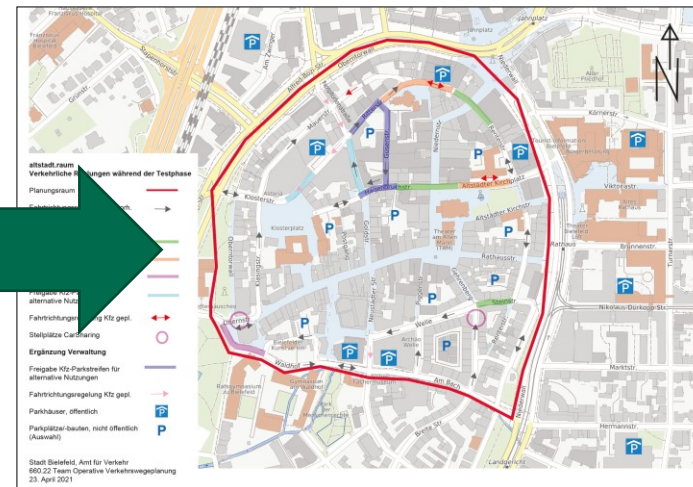
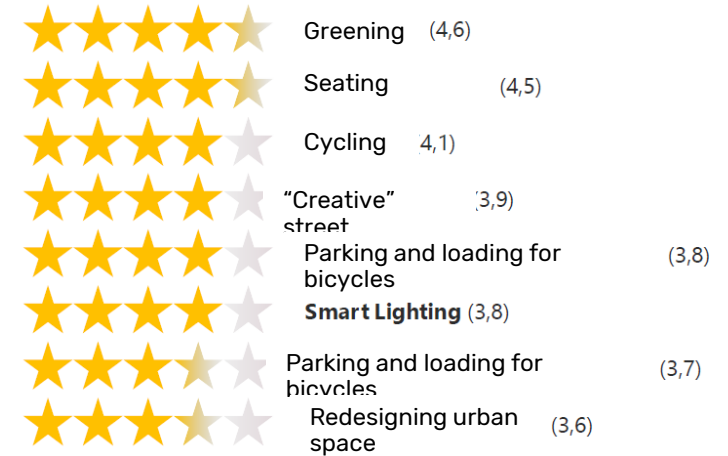


[www.altstadtraum.de](http://www.altstadtraum.de)





- Evaluation and discussion of results from citizen involvement process in stakeholder workshops
- Group work to discuss and select measures suggested by citizens
- Development of actions with objectives, location of implementation, costs
- Compilation of measures for pilot test phase -> need for adoption by city council



**City of Bielefeld / S...**  
**#UVar** pilot site of **#ReVeAL** project in Bielefeld's old town has start the testing phase today. First restaurant covers on-street-parking-places for outdoor gastronomy. Others will follow in the next days. Bielefeld want to reduce car traffic and give **#space4people**.



The pilot just started!

Fewer negative press articles than for other measures

# Thank you!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 815069



Image: City of Bielefeld