Involving stakeholders and gaining public acceptance for Bielefeld’s pilot project

Oliver Spree
Transport Department, City of Bielefeld

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Summer 2019 – 2022

www.civitas-reveal.eu
ReVeAL pilot city: Bielefeld

- 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

Images: City of Bielefeld
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
What is to be ReVeAL-ed?

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

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

Comprehensive stakeholder consultation - what are the success factors?

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.

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

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

- Steering and coordination of oldtown pilot project, city logistic concept and concept for individual transport
- Provision of context conditions
- 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

Getting local stakeholders on board

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)
ReVeAL

Gaining public acceptance: citizen involvement

- 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

The pilot just started!
Fewer negative press articles than for other measures
What is to be ReVeAL-ed?

Thank you!

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Image: City of Bielefeld