

# STAKEHOLDERS' INPUT WITHIN MOBILITY PLANNING

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Title Stakeholders' input within ( ) Mobility planning process activities

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## 1. Summary

The meeting was focused on the presentation of survey results conducted by the Municipality of Modena and the discussion focused on data emerged from the survey, in order to share ideas concerning these data and the strategies the Municipality of Modena is working on.

Moreover, it was important to remind the stakeholders the project general and specific objectives, with the aim of making the point on project progress and implementation, as well as the presentation of next steps. It was necessary to stress the importance of their involvement in the external communication, to make people know about the commitment the Municipality of Modena took within the MOVECIT project and the role the civil servants will have in showing that a workplace mobility plan can actually reduce CO<sub>2</sub> emission and improve at the same time employees lives, by changing their habits and giving them healthy benefits.

The Municipality explained the strategies that will be put in practice and nine stakeholder organisations on fourteen intervened to give their contribution.

## 2. Date and place

The meeting took place on 2017 December 6th in the meeting room of the Municipality of Modena headquarter in via Santi Venceslao 60, Modena.

The meeting lasted 3 hours, it started at 4.00 pm and finished at 7.00pm

## 3. Number and types of participants/target groups

Twentyfive people were present at the meeting belonging to fourteen different organisations of the territory of Modena.

There were eight internal individual stakeholders from the Municipality of Modena and its districts and seventeen people belonging to external stakeholder target group. The external stakeholders came from very different fields, two of them from Universities and research institutes, three from the Modena Mobility Agency, three from cooperatives and enterprises representative association, five from Association of civic society and the Italian Automobile Club (ACI).

## 4. Topics tackled and links to deliverables, outputs

The comments the stakeholders reported concerning the presentation of survey results concerned different topics.

The importance of inclusion in all the administration's mobility policies and especially the importance of the contextualisation of any measure the municipality will take, taking in consideration that Modena has three main components: elders, university students and industrial vocation.

Some organizations points out the fundamental role that information, communication and education can play in the Mobility Plan adoption, to all different levels, from the communication plan of the workplace



mobility plan and the opportunity the EU projects like MOVECIT can give as added value in these field, to the importance of immaterial (or "less material") actions like training initiatives and workshops, to all the practical information at bus stops that should be available in real time to improve people access to public means and to make them change their habits.

Others focused on the importance of Modena pedestrian and cycling vocation and the idea that the main objective of the plan should be to reverse at least 20% of the employees modal split from car to bike or pedestrian mobility.

Finally, the discussion was about the opportunity to establish charging parking lots around the work places instead of the free parking that the Municipality now has for some of its seats. That could be one measure to be taken in the plan as practical disincentive to reduce car use.

## 5. Expected effects and follow up

This stakeholder meeting was a very important milestone of the project because:

- a better awareness and mobility network were created around the project;
- stakeholders' inclusion can give an important contribution to the WMP thanks to their ideas, advises and their experience;
- stakeholders declare that they will give their external support in promoting and communicating the Municipality workplace mobility plan that will result from MOVECIT project. So the general impact produced by the project will be amplified thanks to their involvement;
- a better sharing and common understanding concerning the topics of sustainable mobility and workplace mobility plan is an added value for the whole community and civil societies organisations, because they will be also multipliers of the cultural change and the habits shift, that means a positive indirect impact of the project itself;
- the inclusion of the stakeholders also helps the Municipality to have a different point of view and a better contextualisation of some aspect that will be included in the WMP measures, like the importance in the training, education and communication activities that sometimes are neglected or underestimate, and that on the contrary are more effective than some expensive infrastructure measures if not well communicated to the citizens or employees.

The follow up activities that are planned throughout the project consist in:

- involvement of the stakeholders to the study visit that will be held in February in Modena; they will be invited to participate to the visit;
- one stakeholder meeting to present the mobility action plan;
- one specific meeting useful to collect inputs from local stakeholders about the pilot action;
- one regional/national conference to present the mobility plan measures, discuss the implementation process, share good practices and tools with other administrations and stakeholders;
- one training course of 1,5 days address to other external stakeholders of the functional urban area for the dissemination of the projects and the mobility action plan;



- promotion of Wecity app among the Municipality employees in order to identify and track the internal employees’ urban trips and then gather together useful data for the monitoring and evaluation of the workplace mobility plan implementation;
- a second survey, which is the follow up of the first Municipality survey, in order to monitor and evaluate changing of habits from the first modal split report to the new one;
- organisation of at least one open day for the dissemination of the projects progress where all the stakeholders and also other players of the territory will be invited to take part, as well as all citizens who will be put in contact with the virtuous practices the Municipalities are implementing;
- organization of sustainable mobility promotional events throughout the project;
- promotion of the initiatives in the mobility plan throughout the project.

## 6. Annexes

- Documentation of the meetings;
- Presentation of the survey: see attached “mobility survey MODENA.ppt”

### 6.1. Invitation and Agenda

- Agenda:
  - Overview on the municipality commitment to sustainable mobility, presentation work done (and next step) for Modena’s SUMP;
  - General recap of the Movecit project, its objectives and values;
  - Latest activities and progresses within the Movecit project;
  - Brief presentation of the questionnaire submitted to employees;
  - Presentation of survey results;
  - Discussion on how to interpret the results, how do they connect with the city’s criticalities and opportunities in term of sustainable mobility;

### 6.2. List of participants

Scan list of participants: “Scan List of Participants” is in attached  
 The List of participants and target stakeholders is reported below:

N.	Name and surname	Institution/organization	internal stakeholders, external stakeholders, employees, other	Category (employees, transport providers, mobility experts,
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				<b>PR, HR,...)</b>
1	Giuseppe Caserta	Confcooperative Modena	External stakeholder	Cooperatives representative association
2	Dario Di Vincenzo	Comune di Modena	Internal stakeholder	Employees of the Municipality
3	Guido Calvarese	Comune di Modena	Internal stakeholder	Employees of the Municipality
4	Barbara Cremonini	Comune di Modena	Internal stakeholder	Employees of the Municipality
5	Silvia Bernardi	Comune di Modena	Internal stakeholder	Employees of the Municipality
6	Massimo Trocopio	ISFORT	External stakeholder	Transport research institute
7	Carlo Carminucci	ISFORT	External stakeholder	Transport research institute
8	Chiara Lodi	UNIMORE	External stakeholder	University Mobility Researcher
9	Fatima Alagna	LEGACOOP ESTENSE	External stakeholder	Cooperatives representative association
10	Antonio Tempesta	ACI Modena	External stakeholder	Automobile club
11	Andrea Zivieri	AGESCI Modena	External stakeholder	Association of civic society (Scouts Association)
12	Eugenio Corretti	FIAB Modena	External stakeholder	Association of civic society (cycling promotion)
13	Lorenzo Carapellese	FIAB Modena	External stakeholder	Association of civic society (cycling promotion)
14	Fabio Stampini	AMO	External stakeholder	Mobility Agency of the Municipality of Modena
15	Antonio Nicolini	AMO	External stakeholder	Mobility Agency of the



				Municipality of Modena
16	Alessandro Diloreto	AMO	External stakeholder	Mobility Agency of the Municipality of Modena
17	Stefano Manicardi	Quartiere 4	Internal stakeholder	District 4 of Modena Municipality
18	Ludovica Interlandi	Comune di Modena	Internal stakeholder	Employees of the Municipality
19	Domenico Scalzo	ASCOM Confcommercio	External stakeholder	Enterprises and Companies Representative Association
20	Carmelo Belardo	Quartiere 2	Internal stakeholder	District 2 of Modena Municipality
21	Alessandra Filippi	Legambiente Modena	External stakeholder	Association of civic society (environmental promotion)
22	Rosella Molinari	Legambiente Modena	External stakeholder	Association of civic society (environmental promotion)
23	Patrizia Gabellini	Politecnico Milano	External stakeholder	University Mobility Researcher
24	Annamaria Vandelli	Assessore Comune di Modena	Internal stakeholder	Politician of the Municipality
25	Cristiana mattioli	Politecnico di Milano	External stakeholder	University Mobility Researcher



### 6.3. Pictures

