

SUMP: awareness raising

SUSTAINABLE URBAN MOBILITY: HOW TO GET PEOPLE OUT OF THEIR CARS?
Brussels, 23. January 2020

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CONTENT

Budapest - legislation background

SUMP logic in awareness raising - Budapest Mobility Plan

What are the main messages to be aware of?

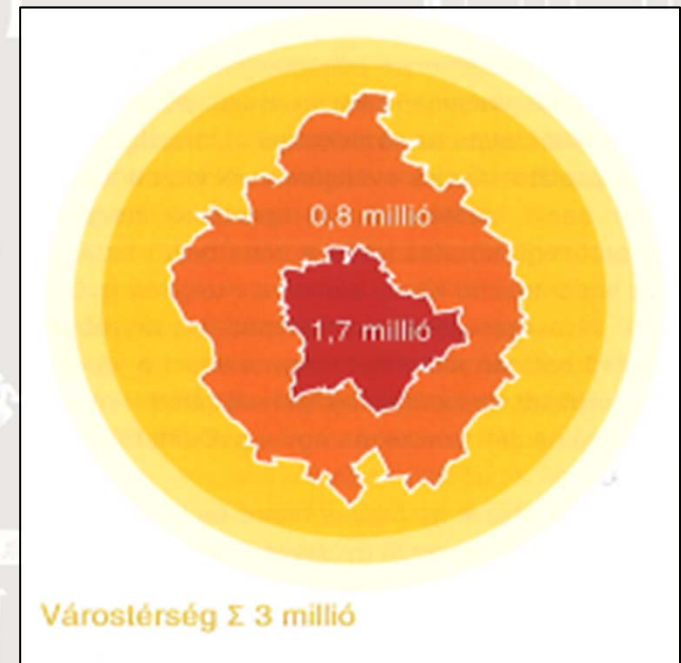
Experiences in Budapest

How to sell the SUMP idea?

Budapest – city,- region,- capital

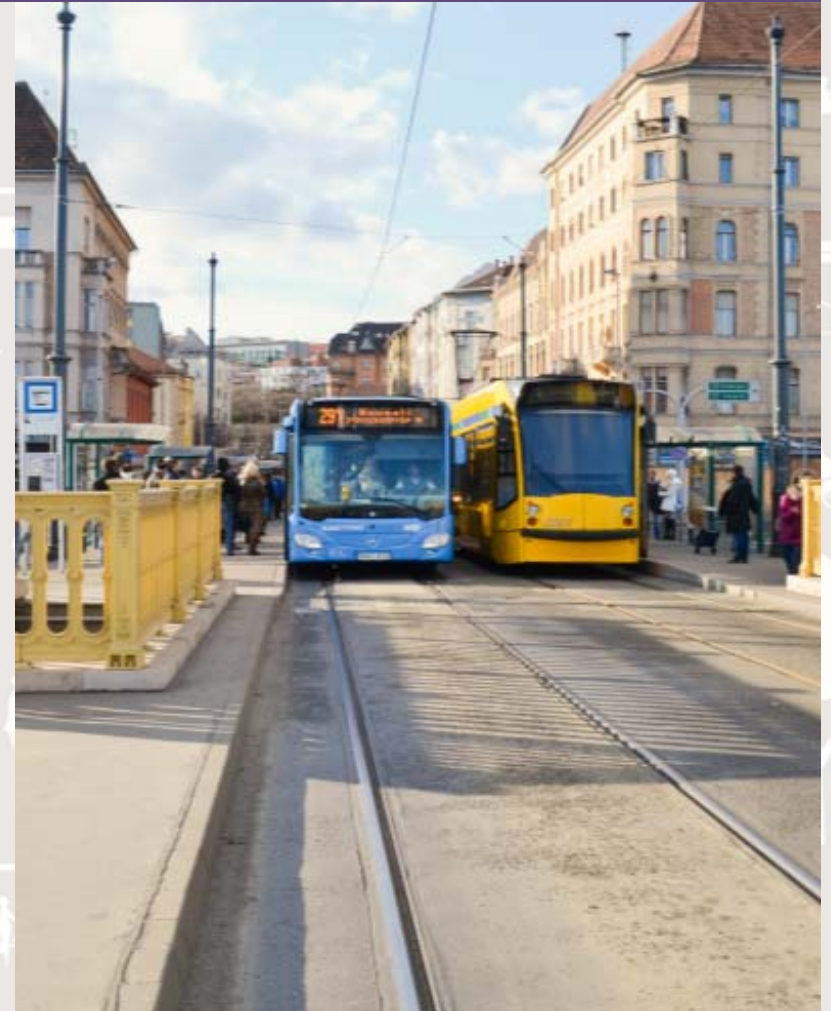
Complex, two-tier municipal system in the City (since 1990)

- **23 municipalities, 23 mayors of 23 districts**
- **Municipality of Budapest: 24th Mayor of Budapest Capital**
- **Provision of local PT services is responsibility of the Municipality of the City of Budapest**
- **Strong governmental influence**
- **Only statistical region exists**
 - No public transport tariff community
 - No consistent timetable
 - No consistent information system



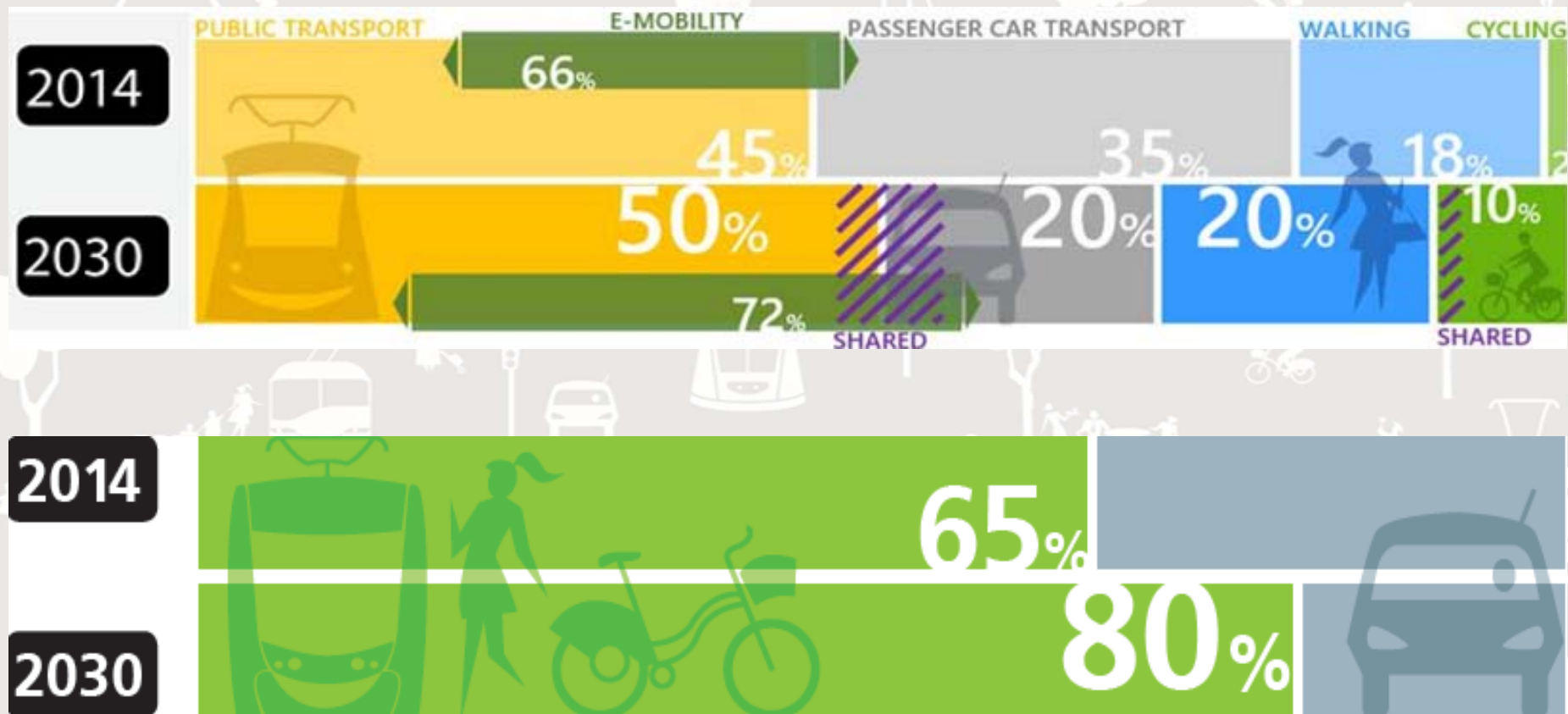
SUMP logic in awareness raising - INTEGRATION

- **Integrated objectives of BMT in relation to Budapest development concept**
- **Integrated transport system in relation to transport modes**
- **Integrated networks and systems in terms to region**



SUMP logic in awareness raising - modal split targets

BMT the first SUMP based transport development strategy for Budapest:
„**think multimodal**”.



Awareness of SUMP approach - experiences in Budapest

Selling the SUMP idea

- Permanent discussion
- Formalized forum
- From small projects to bigger context

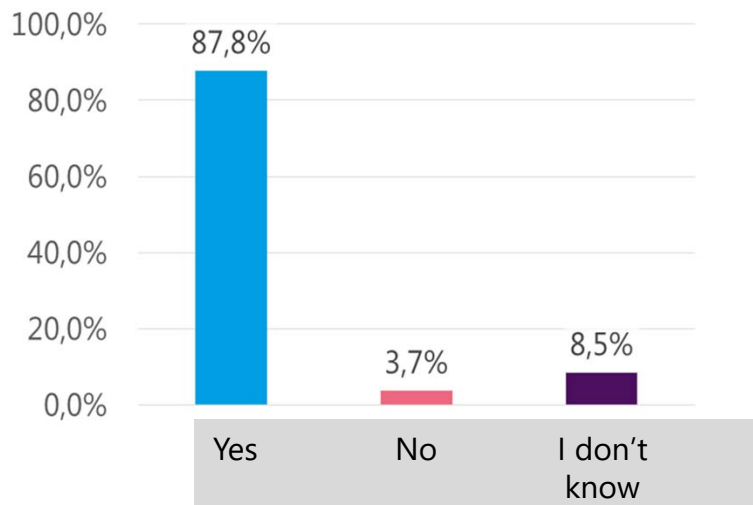


Experiences from BUDAPEST - Permanent discussion

Public consultation about the strategic objectives and measures Communication plan

High level of acceptance of target

Higher level of acceptance of measures



The goals of public discussion:

- Widespread: citizens, experts, decision makers
- Availability of information
- Plain language
- Understandable, short

Channels

- Forum
- Web site: bkk.hu/bmt
- Letters to institutions and decision maker
- Questionnaire

Experiences from BUDAPEST - Formalized consultation

Formalized process of involvement - Balázs Mór Committee

- Founded by the CEO of BKK
- 21 voters from the main experimental stakeholder institutions (municipality of Budapest, ministries, governmental institutions of transport planning, national railway company, regional council, main operators)
- Regular attendance on roundtable meetings
- Decisions on main development directions
- Suggestions and proposals for the city council
- **Political commitment**



Experiences from BUDAPEST - Use research and development projects



- **Participatory planning** - SUNRISE, Cities4People
- **Campaigns for active mobility** - European Mobility Week, European Cycling Challenge, Budapest Cycling Challenge, MOL Bubi Challenge, EMPOWER project
- **Interviews with the members of Balázs Mór Committee** (CIVITAS SUMP_s-UP)
- **Active awareness rising of decision makers** - CIVITAS SUMP_s-UP
- **Showing good examples – site visit in Vienna** - CIVITAS SUMP_s-UP
- **Regional meetings - better interaction between the stakeholders** - SMART-MR
- **New public consultation web page to involve public into decision making** - SMART-MR

Messages to take about SUMP awareness raising

Clear SUMP targets

Permanent public discussion

Formalized forum to help institutional cooperation

Use small projects to convince



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