SUMP: awareness raising

SUSTAINABLE URBAN MOBILITY: HOW TO GET PEOPLE OUT OF THEIR CARS?
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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
BMT the first SUMP based transport development strategy for Budapest: „think multimodal“. 

SUMP logic in awareness raising - modal split targets
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 SUMPs-UP)
- **Active awareness rising of decision makers** - CIVITAS SUMPs-UP
- **Showing good examples – site visit in Vienna** - CIVITAS SUMPs-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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