



moreco
mobility and residential costs

Smart locations for better liveability

Winter School

Report on Proceeding and Results

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Ljubljana, Slovenia

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Partners
Salzburg Institute for Regional Planning and Housing
Research Studio iSPACE
Munich Department of Urban Planning
Institute for Mobility & Transport, TU Kaiserslautern
Urban Planning Institute of the Republic of Slovenia
Région Rhône-Alpes – Planning Department
Province of Mantua – Territorial Planning Department
Province of Belluno – Territorial Planning Department
Union of Mountain Municipalities of Piedmont Region
PACTE – University Joseph Fourier Grenoble



MORECO Winter School

Report on proceeding and results

The MORECO Winter School took place on **16 and 17 November 2011** at the premises of the Urban Planning Institute of the Republic of Slovenia, Trnovski pristan 2, Ljubljana, Slovenia.

The **purpose** of the event was to receive expert input, learn about good and bad practices, exchange ideas, establish networks, as well as enable creative exchange on possible tools and measures to reach the MORECO targets.

In the report, the proceeding of the Winter School, as well as results of the World Café sessions are described.

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1. Winter School Day 1

1.1. Programme

On 16 November 2011 the programme of the Winter School was as follows:

| When | What |
|-------|---|
| | Welcome and introduction |
| 09.00 | Welcome from the organizer Structure of the Winter School Programme for the day |
| | Expert Lectures I: House Hunting Households |
| 09.25 | Site and Mobility Decisions: Motivations and preferences Migration Analysis Munich 2010/2011 – First Results The MVV Housing and Mobility Cost Calculator: Data background and possibilities for further investigations |
| | Expert Lectures II: House Hunting Households |
| 11.00 | Cost Scenarios: What happens if energy prices rise heavily? Cost Calculators for Private Households: Examples, usability, potentials |
| 14.00 | World Café (Work in groups) |
| 16.30 | World Café Summary |
| 17.15 | Closing statements |
| 17.30 | <i>End of day 1</i> |

Participants were greeted by Richard Sendi, head of the Research Council of the Urban Planning Institute of the Republic of Slovenia. Daniela Bischof, representing the Lead Partner of the MORECO project, spoke about the structure of the Winter School and Sergeja Praper Gulič presented the programme of the day.

1.2. Expert lectures

Lectures on the first day were held by (by order of appearance): Andrej Gulič, Urban Planning Institute of the Republic of Slovenia; Stephan Schott, City of Munich; Alfred Ismair, Munich Transport and Tariff Association; Benjamin Büttner, Department for Urban Structure and Transport Planning, TU Munich; Susanne Franz, Institute for Mobility and Transport, TU Kaiserslautern.

Presentations were followed by short sessions dedicated to questions from the public.

The lectures are available from <http://www.moreco-project.eu> → Internal section → WP4 → 4.4 Knowledge exchange concerning existing tools, data background and methodologies = Winter school.

1.3. World Café

During World Café, participants worked in three groups. Discussion was centered on the following themes and questions:

- a) Mobility behaviour and location decisions.
 - What motivations can be traced in your pilot region / country?
 - What decision criteria should MORECO propose?
 - Whom can the MORECO project / team influence?
- b) How can the presented tools support private households?
 - How to reach users?
 - In which governance processes would these tools work?
 - Which technical body could or should use these tools? Planners, political actors...?
- c) Application and preconditions of cost calculation tools.
 - What could be important / useful for application of cost calculators (decision / development)?
 - Which preconditions should exist in the region / in general?
 - Which parameters are needed at least?

Facilitators in the groups were Andrej Gulič, Marion Allard and Susanne Franz. They also presented the results of work in groups during World Café Summary session.

The results of work in groups are given in the following text.

1.3.1. Mobility behaviour and location decisions

Whom can the MORECO project / team influence?

We should stress implementation because in the past we were not successful.

Active role of banks in helping house hunting households to find the right solution.

We need to understand key groups.

Mantova Province: very important to involve other municipalities.

Communication between spatial planners and transportation engineers.

Stakeholders

- Individuals, banks, political sphere (region, district), big national operators.
- Combination of all mentioned actors.
- Separate public and private enterprises.
- Households, banks, municipalities.

Improve the cooperation of the statistical public office.

Public network to exchange data free of charge (for example for public transport).

To find multipliers for our results.

Organize exhibitions (in banks) to get information to the public.

Schools – disseminating results between teachers.

Welcome package (municipalities) – when people register – information about public transport.

Public financial institutions must be informed about project results (Ministry of finance).

What decision criteria should MORECO propose?

How can we use the criteria that different types of households use for house hunting in different regions?

Different tools for different groups and territorial units.

Tools that allow different uses.

To link different groups and tools with the existing sociological knowledge.

How to include soft factors into the tools (art, culture, heritage, nature...)? “Fancy”, “cool”.

Using cultural criteria in promotional activities.

We can influence some criteria and some not.

All external public costs on mobility should be included in the cost calculator.

Necessity to include environmental aspects (carbon footprint).

Smart mobility with less costs.

To come out with simple messages.

1.3.2. How can the presented tools support private households?

How to reach users?

WHO?

- People thinking about buying (house hunters).
- People who want to move out and intend to rent the new home.
- Define characteristics of groups.
- Find them + which information they look for.

WITH WHOM?

- Financial sector (banks).
 - Real estate (public tenders, private consultancy, networks...).
 - Transport authorities / organizations.
 - Employers (public / private).
-

- Work syndicats + associations.
- (Housing) counsellors.
- Housing operators.
- Associations + NGOs.

HOW?

- Internet spaces.
- Publications (newspaper, advertisements...).
- Events.
- Personal counselling.
- Contact people.
- Exhibitions in public spaces (banks).
- Creditors, operators (housing) can communicate.
- Schools, universities, libraries... ⇒ public spaces.

WHEN?

- Enter in a new “phase of life” (moving, children to school, new step).
- Time for change = open minded.

In which governance processes would these tools work?

- Who will be responsible for the tool?
- Who will pay for it?
- At what time does each partner interfere with the tool?
- How to get the data?
- How to update the data?
- How and who manages the tool?

Which technical body could or should use these tools? Planners, political actors...

- Transport authorities.
- Communities.
- Syndicats (companies...).
- Regions.
- Private organizations of public transport (tarification, prices...).

1.3.3. Application and preconditions of cost calculation tools

Round 1

Structural / genesis

Importance to know the responsibilities.

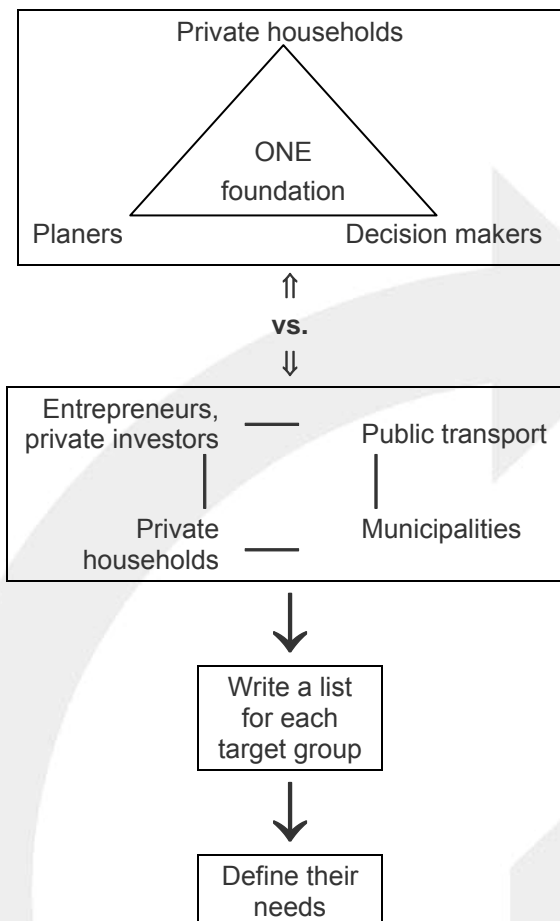
Who is responsible for the data after the project?

Point out the transnational aspect.

To know the target groups (municipalities, private households...) and know their needs.

See all the needs of the target groups ⇔ building ONE foundation which could be transformed for all needs (give the right output).

Think about the target groups again.



Technical

Develop a modular system which can be adapted.

First step: to address the tool at municipalities (or for counselling / decision makers).

To involve external costs.

Define the owning situation (who owns this calculator).

Round 2

Important to know the motivations of the people.

Develop along axes for saving costs.

To develop a function which proposes similar / other sustainable living places.

In general: prove data availability.

Special: adopt data from other regions if some information is missing (but reflect the danger of adopting).

Involve the local public transport organization.

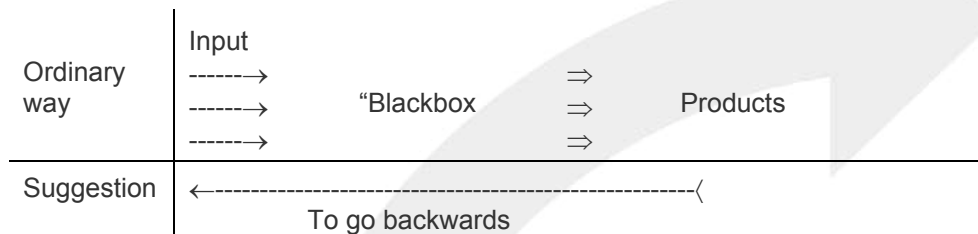
Show positive aspects of the public transport system.

Define and optimize the regional framework, because without a fitting structural development and a public traffic system a cost calculator is useless.

Round 3

Know the data you will need.

Know the needs of the target groups.



Problem: usual research process vs. experimental way.

Visualize time / traffic models / mobility / movements.

Marketing approach for the target groups.

Not more than one tool but

1 tool
↓
define it
(special outputs for the
addressed target groups).

Work in a two way process...

give outputs to the target groups
&
receive information from the target groups.

Involve all important (local) partners.

Find out which data are available in all pilot sites!

Define the same indicators for all pilot sites.

THINK BACKWARDS! What is, what should be the output?

Re-use already existing data.

2. Winter School Day 2

2.1. Programme

On 17 November 2011 the programme of the Winter School was as follows:

| When | What |
|-------|--|
| 09.00 | Welcome and introduction Programme for the day |
| 09.05 | Expert Lectures I: Cost Tools for Consultancy and Training in the Sector of Spatial Planning and Mobility Planning Sustainable Residential Development – Advantages and consequences of consideration of follow-up-costs Using Geographic Information for Sustainable Settlement and Mobility Development – Practical examples from Salzburg |
| 10.30 | Expert Lectures II: Cost Tools for Consultancy and Training in the Sector of Spatial Planning and Mobility Planning Planning Instruments to Negotiate Private Investments in Cities: New rules and legal approaches: Non-financial compensation instruments in planning practice How to Manage Land Use Operations around Train Stations without Rising Prices? |
| 14.00 | World Café (Work in groups) |
| 16.30 | World Café Summary |
| 17.15 | Closing statements |
| 17.30 | <i>End of day 2</i> |

2.2. Expert lectures

Lectures on the second day were held by (by order of appearance): Andrea Dittrich-Wesbuer, ILS – Institut für Landes- und Stadtentwicklungsforschung gGmbH, Dortmund; Eva Haslauer and Dagmar Schnürch, Research Studios Austria, iSpace, Research studio for geo-referenced media and technologies, Salzburg; Giancarlo Leoni, Provincia di Mantova and Politecnico di Milano, Polo di Mantova, Facoltà di Architettura; and Gérard Leras, Rhône-Alpes Region.

Presentations were followed by short sessions dedicated to questions from the public.

The lectures are available from <http://www.moreco-project.eu> → Internal section → WP4 → 4.4 Knowledge exchange concerning existing tools, data background and methodologies = Winter school.

2.3. World Café

During World Café, participants worked in three groups. Discussion was centered on the following themes and questions:

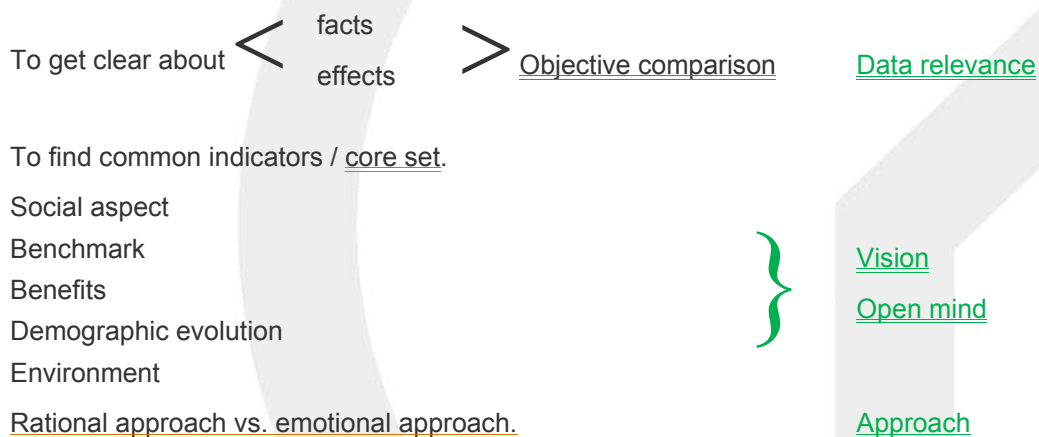
- A. How can the presented tools support planners and political decision makers?
 - How to support planners?
 - How to convince political decision makers (leverage)?
 - How can they become MORECO tools?
- B. Possibilities for saving mobility costs by smart settlement development.
 - In your pilot site, who are the main target groups for saving mobility costs?
 - What kind of tools are preferable in / for your pilot site: Technical tools? Advisory tools? Seminars? Brochures?
- C. Application and preconditions of planning tools.
 - Main target group of technical tools in pilot region.
 - Experience by implementing technical tools.
 - ?

Facilitators in the groups were Giancarlo Leoni and Roberto Grassi, Walter Riedler, and Thomas Prinz and Eva Haslauer. Roberto Grassi, Walter Riedler and Eva Haslauer reported about the results of work in the World Café Summary session.

The results of work in groups are given in the following text.

2.3.1. How can the presented tools support planners and political decision makers?

How can the tools support planners?



- Multidisciplinary approach
- + dialogue among experts
 - work together
 - web 2.0.

Mix

Help to organize the outputs.

Understandable results.

Flexibility – transferability – modifiable.

How can the tools convince political decision makers? Leverages?

Relevant aspects.

Same set of indicators.

Relevance

Costs.

Present best practice collection > potentials.

Save public money.

Language

Stress political consensus.

Show as “opportunity” – cultural / economic.

Topic

Show benefits: concrete results.

Give visibility:

- to know needs of territory
- useful tools.

Opportunities

- Speak their language:
- Quality of life
 - Environment
 - Money
 - Demography
 - Urban sprawl

Usability of results,

Easy to handle.

Outputs oriented to their needs.

How can they become MORECO tools?

Knowledge oriented to target groups.

Common set of indicators.

Use: Budget planning.

New land planning > re-oriented:

- towards planners / political needs
- + dialogue technical / political.

Give potential solutions → simulator.

“Speak the language.”

“Use what you have.”

Support evaluation of different solutions / alternatives →
cost / benefit analysis.

- Planers
- Policy makers

2.3.2. Possibilities for saving mobility costs by smart settlement development

| Target groups | Pilot sites | Tools |
|--|---|-------|
| Public (administrative) officials / Municipal | MAN, BEL, UNCEM... | TT |
| Subregional | MAN, BEL, UNCEM... | |
| Communities (municipalities) | RALPS, MUC, SLOV, MAN, BEL | |
| Spatial planners – Municipal level | RALPS, MUC, SBG, SLOV, MAN, UNCEM | TT |
| – Subregional level | SBG, RALPS, UNCEM | |
| Political executive (municipal level) | RALPS, MUC, SLOV, SBG, MAN, BEL, UNCEM | |
| Regional development agency (regional level) | SLOV, BEL (?) | |
| Transport planners | RALPS, MUC, MAN | TT |
| + organizations (municipal level) | SLOV, BEL, UNCEM | |
| (sub / regional level) | SBG, RALPS, MAN, BEL, UNCEM | |
| Citizens | RALPS (?), MUC, MAN, BEL (children), SBG, UNCEM | |
| Real estate companies | SLOV (?), MUC, SBG | |
| Banks | MUC, SBG, RALPS | |
| Housing companies state level | MUC, SBG | |
| Ministry of transport | SLOV, MUC | |
| MEDIA | SLOV, MAN, UNCEM | |
| NGOs | SLOV | |
| Professional networks (architects, engineers, commerce...) | RALPS, MAN, BEL, UNCEM | |
| | TPW Transnational political workshop | |
| | E Exposition | |
| | B Brochures, flyer | |
| | W Workshop, open space | |
| | TT Technical tool | |
| | AT Advisory tool | |
| | CCH Cost calculator | |
| | SEM Seminars | |

2.3.3. Application and preconditions of planning tools

Target groups?

Planners, transport agencies, mobility actors:

- find out about data concerning commuters (which transport mode using? from where to where?).

Statistical institutions:

- cooperation between statistical and public institutions important to get data.

Politicians, decision makers:

- need to be convinced by the outputs of the tools (due to useful results).

General remark: respect to different scales.

Municipalities:

- with assistance / help from spatial & mobility planners.

General remark: different demand in different countries! The same problem cannot be found everywhere!

- React to this when setting up a tool.

Media:

- to be provided with information material (= output from tools etc.).

Preconditions for development of a planning tool for planners? Which data sources?

Italy: ISTAT – survey of all people.

- Problem: not actual data available.

Slovenia: different sources of public data – all free! Separate access available.

- Problem: no exact information (for example where in a house live how many people).
- Problem: standard is missing.
- Example from SPAR (employees-count).

Germany: database of state for structural data (population).

- Problem: downscaling to the level of municipality.

General remark: the sources have to be reliable → evaluation.

France: national institute for statistical data.

- Problem: not homogeneous data.
- Problem: often no actualization of data.

What is the most important data?

Statistical data (e.g. population):

- density.

Transport / traffic data (e.g. timetables).

Spatial data (e.g. settlement data):

→ building data, density of settlements, structures.

People's behaviour.

Forecasts, scenario data.

Social infrastructures (e.g. retailers, hospital locations).

Demographic data in general:

→ population, commuters, migrants, working population, unemployment rate...

Data about refunding (e.g. tax refunding, "Pendlerpauschale").

Economic data:

→ rate of unemployment..

REMARKS:

Introduce a common set of core indicators.

Concentrate on common targets rather than on different planning systems ⇒ difficult to find one solution.

Force the data exchange between various (public) institutions ⇒ winner-winner approach!

Annex: Lists of participants

Report prepared by:

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The part of the report on results of work in groups during World Café sessions is a transcription of the content of flip-chart posters – notes taken during the sessions by Marion Allard, Susanne Franz, Roberto Grassi, Andrej Gulič, Eva Haslauer and Walter Riedler.

Ljubljana, 19 December 2011