

## Title

**Laboratoria Mobiele Alternatievenves (LaMA) - participative approaches to improving regional mobility**

## Short description

The 'LaMA' or 'Laboratoria for mobile alternatives' project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation.

In this project, both inhabitants, users, policy makers and mobility experts get together to provide - based on a bottom-up approach - creative and bold solutions to solve mobility problems in a specific problem zone in the municipality. Throughout this process, an external expert in the participatory approach is involved.

In the selected municipality, the focus lies on one particular problem zone in the municipality. All relevant stakeholders that live, work or use this specific problem zone can be involved in the brainstorming process to improve this zone.

The process includes four steps and takes one year:

1. The first step in the process is to identify, via interviews, the exact traffic bottlenecks and opportunities to improve them;
2. The second step is the co-creation process that brings together the policy makers with the relevant stakeholders to find creative solutions with public support;
3. The third step is to try out the new ideas during the week of the mobility, so that the solutions are implemented in the problem zone during that week;
4. The fourth step is the evaluation of the implemented solutions in the problem zone.

In 2016, the 'LaMA' project was conducted in three municipalities. The project was well received in all municipalities by all stakeholders, as it created positive changes in the mobility of the municipality and increased the cohesion between the policy makers, inhabitants and other relevant stakeholders.

## Topic

Moving – Active mobility

## Characteristics (type, level)

Local

Intervention

## Country/Countries of implementation

Belgium

## Aims and Objectives

The 'LaMA' or 'Laboratoria for mobile alternatives' project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation.

In 2016, this project was test run in three medium-sized municipalities.

## Target Group

In the larger cities, there is already quite some expertise regarding the use of participatory creation to solve problems in the city. The 'LaMA' project focuses on

cities, municipalities, communities with limited or no experience in a participatory approach, as well as with limited financial resources. This occurs most often in small and medium-sized municipalities.

In the participating municipalities, a specific problem zone is clearly defined. All stakeholders linked to this problem zone, the ones living and/or working in that zone, are involved in the participatory process.

### Status

Completed - follow up plans

The test phase was finished in 2016. In 2017, ten newly selected municipalities will use the toolbox developed in the test phase to conduct their own 'LaMA' process.

### Start and Completion dates

Performed every winter since 2010

### Lifestyle and Behavior Change

The 'LaMA' project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation. The outcome of this process in three pilot municipalities led to structural changes in the mobility plan of the municipalities, which could influence the lifestyle and subsequently health of the inhabitants.

### Effects on:

|                                      |   |
|--------------------------------------|---|
| <p><b>Health and Wellbeing</b></p>   | <p>The LaMA project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation. The outcome of this process in three pilot municipalities led to structural changes in the mobility plan of the municipalities, which could influence the lifestyle and subsequently health of the inhabitants. In some of the municipalities, the cohesion between inhabitants themselves and the policy makers also increased, which can lead to a better well-being.</p> |
| <p><b>Vulnerable populations</b></p> | <p>The LaMA project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation. The outcome of this process in three pilot municipalities led to structural changes in the mobility plan of the municipalities, which could influence the lifestyle and subsequently health of all inhabitants, also low SES.</p>   |

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|---------------------------|--|
| <p><b>Environment</b></p> | <p>The LaMA project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation. The outcome of this process in three pilot municipalities led to structural changes in the mobility plan of the municipalities, which could reduce the use of cars (in the city center) and subsequently reduce the CO2 emissions.</p> |
|---------------------------|--|

### Initiated and/or implemented by

The initiator is the organization 'Netwerk Duurzame Mobiliteit' (=Network for Sustainable Mobility). This organization is the umbrella for all mobility organizations in Flanders.

Given that many complex mobility problems in a municipality are often difficult to solve via a top-down approach. When policy makers decide upon a certain solution for mobility problems, it often happens that the inhabitants are not happy with this solution.

Therefore, the 'LaMA' project aims to bring together policy-makers, inhabitants, users, and mobility experts to solve the mobility problems together and create more public support and ownership for the solutions.

### Stakeholders and sectors involved

The 'Netwerk Duurzame Mobiliteit' (=Network Sustainable Mobility) is an umbrella organization for many organisations and institutions in mobility, it has eight core mobility members that are also involved in this project: Trage Wegen vzw, TreinTramBus, Mobiel21, Fietsersbond, Bond Beter Leefmilieu, Voetgangersbeweging, Taxistop en Autodelen.net.

As mentioned above, the current project follows the principles of a participative co-creation process with all relevant stakeholders in the municipality for that specific problem zone: inhabitants, shop-keepers, societies, users such as low SES groups, older people, consumers, etcetera.

### Financial support

In 2016, the Flemish government was responsible for the financial support. In 2017, the participating municipalities also provide a part of the financial support.

### Evidence-base

An extensive preliminary study was conducted to increase insight in the participatory approach, co-creation and mobile alternatives.

### Main activities

The 'LaMA' project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation.

In this project, both inhabitants, users, policy makers and mobility experts get together to provide -based on a bottom-up approach- creative and bold solutions to solve mobility problems in a specific problem zone in the municipality. Throughout this process, an external expert in the participatory approach is involved.

In the selected municipality, the focus lies on one particular problem zone in the municipality. All relevant stakeholders that live, work or use this specific problem zone can

be involved in the thinking process to improve this zone. The first step in the process is to identify the exact traffic bottlenecks via interviews, and opportunities to improve them. Subsequently, the co-creation process brings together the policy makers with the relevant stakeholders to find creative solutions with public support. The next step is to try out the new ideas during the yearly week of the mobility, the solutions can be implemented in the problem zone during that week. Afterwards, the stakeholders can evaluate if these solutions did help the problem zone.

The complete 'LaMA' process in a municipality with the different steps takes one year. In 2016, the 'LaMA' project was conducted in three municipalities.

- Example Geraardsbergen:

Based on the co-creation, some (not all) identified solutions were implemented during the week of mobility: a car-free zone in the center, a car-sharing zone, a barbecue zone, play zone for children, a bicycle parking, and a bicycle taxi that brought people from the parking at the periphery of the city to the center.

- Example Melsele

In Melsele, the following initiatives were tested during the trial run: creation of kiss&ride zones instead of parking in the city center, the creation of a bicycle street with stakes in the middle of the street so cars need to turn.

- Example Waregem

In Waregem, the creation of a parking walking route: nice and short walking routes from the parking at the periphery of the city to the city center came out as the best idea to avoid a busy traffic in the center.

## Evaluation

Based on the co-creation process, certain solutions/prototypes were defined for the problem zones in the three municipalities. During the 'week of mobility' in September 2016, the ideas were implemented via a trial run in the three municipalities. After this week, the initiatives were evaluated through (qualitative) evaluation meetings with the involved stakeholders, they also based their input on the opinions of the users during the week of mobility.

## Main results

- Summary results Geraardsbergen:

The inhabitants were positive about the initiatives: it opened their eyes for the alternatives, created more public space, increased the contacts with other inhabitants. The LaMA project created a better interaction between the inhabitants, the policy makers and other relevant stakeholders. New plans were already made to continue these initiatives after the end of the project.

- Summary results Melsele:

The municipality decided to test this prototype for one month, so the mobility plan was adjusted for a longer period than the week of mobility. At first, certain actors (i.e., shop-keepers) experienced the initiative as negative. After the test period, all actors indicated that this project was good for the mobility in the city. Also in Melsele, the ideas will be continued and translated into sustained changes in the mobility plan.

- Summary results Waregem:

In Waregem, the walking routes were very well received and sustained after the trial week. In addition, this project led to a better relationship between the policy makers and the inhabitants.

### Key success factors and barriers

Several factors were responsible for the success of this project:

1. The possibility to learn from a test configuration in the municipality during the week of mobility;
2. The integration of the necessary expertise;
3. Clear goals and process;
4. Clear communication;
5. Broad recruitment of participants/key stakeholders;
6. Accessible process;
7. The participatory approach;
8. The clear definition of a problem zone, on which the municipality can focus;
9. The inclusion of an evaluation, the stakeholders are involved until the end;
10. Openness and motivation of the policy makers and mobility experts

### INHERIT Perspective

The 'LaMA' project aims to improve the regional mobility through a participatory process that starts from the idea of co-creation. This project has been chosen for inclusion because of its positive effects on the mobility (e.g. an increase in more sustainable, active transport) and social cohesion between the policy makers, inhabitants, and other relevant stakeholders in the involved municipalities. It also focuses on including inhabitants with low socioeconomic status in the program; by including their viewpoint, it contributes to reducing inequalities. LaMA mainly focused on improving the PHYSICAL ENVIRONMENT in a municipality to facilitate more active transport, e.g., implementation of car-free zones, bicycle parking, and bicycle streets.

### More information

Website: <http://www.laboratoria-mobiele-alternatieven.org/>

### Contact

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