



European Integrated Projects

# Citizens Engagement

Effective and meaningful citizens engagement is necessary for the complex planning processes involved in designing a SUMP or in putting it into practice. Interactions between local governments, other institutional actors, business organizations, NGOs and advocacy groups, as well as the general public, are the basis for effective involvement.

## What is it?

The Citizen Engagement Platform serves as a tool for cities to "take the pulse" of their citizens about mobility issues and, at the same time, to promote the citizens' direct access to the decision-making process on mobility issues.

The platform is meant to be a tool that cities will use to involve the community in the decision-making process. Each city's engagement plan will determine how the Citizen Engagement Platform will be put into action, and it will be designed to meet the unique needs of each community in terms of engaging with its citizens. The six SUMP PLUS cities have very diverse prior experiences in terms of citizen participation, as we have seen in the study on the current engagement situation, and as a result, their starting points are various.

## Practical suggestions successful Citizens Engagement

- **Identify and align** measurable objectives with communications.
- **Use the data you already have** to discover which engagement strategies worked for citizens and if their input could help you. Were their issues resolved, and how did you aid them? If they've had a good experience, they'll likely do it again.
- **Create a community-safe environment.** People share more when they're comfortable. So make it easy for people can indicate if they like a concept and, if not, offer an alternative.
- **Make information easily accessible.** Local governments are now embracing technology to more efficiently deal with citizen requests and help them discover information faster. Consider boosting your social media presence or using chatbots to instantly answer or log residents' input.
- **Before asking for input, know how you'll use it.** If you're polling your community, using social media, or otherwise seeking citizen input, you should have a plan. Not appreciating public input can be worse than not soliciting it.
- **Make sure all citizens can engage.** More community members involved in local governance strengthen it. A fair and inclusive government must include all voices.

## Key Points:

### Who?

- Citizens

### What?

- engage the citizens in the decision-making process

### How?

- facilitating the citizens' direct access to the decision-making process on mobility issues

### When?

- Citizen Engagement Platform enables local administration to initiate an open and important dialogue with the citizens. The novelty of the Platform implementation is that citizens will have a pro-active role (analysing the mobility trend and patterns, providing input for a strategy vision, selection of mobility measures and monitoring and evaluation) in the decision-making process, which leads to increased confidence in the authority. This will allow the authority to benefit from immediate feedback from citizens, leading to corrective action where necessary.

