



VILNIUS: Changing the planning culture in Lithuania – Vilnius testing new ways to involve city residents

The involvement of residents and stakeholders in the cities.multimodal project consisted of several events for different target groups. The first events were organized without any communication campaign. The main aim was to introduce the project and proposals to the public. Meetings and presentations were quite innovative for the Lithuanian planning culture, as they were organized not only to inform, but also to initiate the involvement of the participants.

2018-05-04 Introduction of multimodality concept and the pilot area

The first event was organized in May 2018. The purpose of the event was to introduce the project itself and the multimodality concept including discussion afterwards. This meeting's audience consisted of important stakeholders, which were invited directly by the authors and municipality representatives (politicians, experts from ministries, transport authorities, planners etc.). They were expected to give valuable input on the selection of the pilot area .

2018-08-07 Presentation of the chosen location and scope

During second event in August 2018, more detailed information on the project was presented for the target audience. Active residents, the local community and other stakeholders participated in the event this time. The specific location for the pilot project was presented, as well as the detailed scope of the project. The event with the local community was organized in the beginning of the project in order to present the cities.multimodal project, draft ideas and to prevent the disapproval from the

local society which had started after some misleading information about the project leaked. The event had the informative character, and therefore no discussions were planned. However, strong reflections from the audience were received and taken into the account.



Photos from the meeting in August

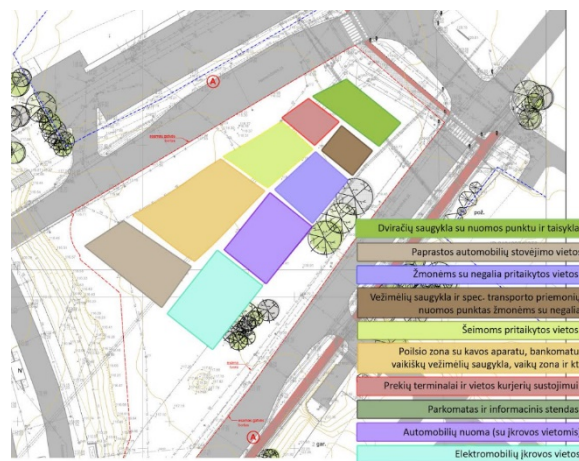


Draft visuals of the project



2018-08-21 Presentation for the Mayor of Vilnius

The meeting with the Mayor of Vilnius followed the event with the local community. The presentation consisted on general information about the cities.multimodal objectives, project related local data, drafted project proposals and the main barrier – the negative perception of the local community. Based on this negative outcome of the previous event, possible changes in the project, good examples and planning principles were presented.



Draft of the updates

2018-10-26 Presentation of the updated project information

During the event updated detailed information on the project was presented for the target audience. Most active citizens and stakeholders participated in the event for the second time. Different ideas and options were discussed in the process in order to reach an agreement between the parties. It was decided to consider and assess other possible locations for the project.

2019-05-09 Presentation for the Vice Mayor of Vilnius

During the event, cities.multimodal goals, timeline, activities, results of the status quo evaluation and final measures were presented to the Vice Mayor of Vilnius. The presentation resulted in a discussion about technical details, necessary procurements, legal issues etc. Also, other relevant mobility-oriented measures were discussed.

2020-02-19 Event for planners, NGOs and other stakeholders to discuss future scenario for multimodality promotion in Vilnius

The cities.multimodal project and its outcomes were presented in this event, as well as the connection and relation with municipality's plans on cycling network improvement. The pilot bicycle storage program in living quarters was shown and discussed. The idea was to have near-future mobility situation in mind and to envision multimodality promotion scenario in this environment. For this event local communities were invited through the communities' representatives and interested citizens were informed directly through e-mails.

Several drawings of the map of Vilnius with cycling lanes, racks and storages were prepared for the workshop. Participants were drawing their ideas and proposals on sheets and they also had the opportunity to write down the recommendations and other useful insights regarding multimodality promotion in Vilnius. All the information gathered is going to be analyzed and presented to the municipality



enterprises as recommendations for expanding multimodality network, as well as recommendations for the other stages of the bicycle storage project etc.



Photos from the event

The planning process for the method:

The method was chosen as one of the most usual for Lithuanian planning culture. However, the innovation was to involve different target groups during different stages of the project, with different goals. The theme and format of the involvement actions were chosen based on the cities. multimodal project stages – all the active citizen involvement on the regular basis was done during the whole project timeline, after each project stage has passed (e.g. multimodality points' network fully designed). The main innovation was to involve not only citizens, but also stakeholders. The main goal of last event was to introduce Vilnius mobility situation and perspective to the participants and get valuable insights on missed aspects during presented projects, as well as to draft possible expansion of the multimodality points' network. All events were organized by the Vilnius City Municipality with the help of its enterprises and external consultants, contracted for content activities. For one event several days were needed for preparations.

The implementation:

Events were held throughout the project to keep residents and stakeholder involvement at a high level. The target group was wide – local communities, active citizens, planners, NGOs, decision-makers (including involved politicians) and other stakeholders (ministry representatives, academics). As the events were intended for different audiences, the ways of communicating were different as well. The open event for citizens was communicated through usual channels – the municipality's website and Facebook, also personal invites were sent to the individuals which had submitted complaints regarding the project. The closed event with mayor was planned directly with mayor office. For the last event all the participants were invited directly through e-mails. The budget of all events was minor and funded by the municipality. The usual preparation consisted of laying in the relevant presentations, printing out drawings and schemes, fair catering (for the whole project the budget for catering was around 200 euros).



Follow-up:

All the feedback gathered through the events was analysed and project was modified accordingly. The events were presented in Facebook posts. Each post on Facebook had from 140 to 350 reaches.

Recommendations, tips and tricks:

The outcome of some of the involvement actions showed that it is useful to separate target groups and present the subject accordingly to the group. For example, it is very important to provide basic information for citizens: what mobility is, what is sustainable mobility and multimodality, and why these are important. Messages sent to politicians and planners should be adapted and presented differently. In later stages the target groups can be mixed in workshops and discussions, but only when all the participants have common knowledge about the project and sustainable urban mobility. This way citizens can communicate their needs in a reasonable way to politicians, planners etc.

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