

Workshop

Motivating People - How to organize mobility events

Date: Tuesday, 25 September, 2018
Time: 10:30 - 12:30
Moderator: Markus Delfs (MobiliseYourCity Partnership)
Speaker: Marcela Guerrero Casas (OPEN STREETS, Cape Town)



Objective

In the context of participatory urban mobility planning, this workshop will focus on mobilization of people through “events” or interventions to generate, advance and preserve public interest and political attention for the topic of sustainable urban mobility. That is particularly relevant, to initially stage the topic, and to bridge during later stages the time over long planning phases until successful implementation. Practical examples of “OPEN STREETS Days” will be showcased. Group work will demonstrate how governments can start organizing mobility events with mass impact, leading to raising public attention even for “dry” topics.

Key Questions

- ✓ How to get the mobility topic out of the meeting room into the public attention of people/onto the street?
- ✓ When to start planning the mobilization of people?
- ✓ Which organizational necessities need to be taken into consideration?
- ✓ How to make stakeholder and partner management effective?
- ✓ What is the role of government?
- ✓ How to motivate leaders and planners to take action?

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Time	Activity	Responsible
10:30	Welcome	Markus Delfs (Mobilise YourCity Partnership)
10:35	Mobilization and participation of citizens in the context of urban mobility planning <i>Input 1: Open Streets in Cape Town – a practical example</i> <ul style="list-style-type: none"> ✓ 5 key lessons ✓ 5 unanswered questions ✓ 5 personal stories <i>Input 2: Planning an “Open Streets Day” using the Open Streets Toolkit</i>	Marcela Guerrero Casas (Open Streets)
11:20	Planning a Mobility Festival Day <u>Group work:</u> <ul style="list-style-type: none"> ✓ Identifying the purpose of organizing the event ✓ Stakeholder map ✓ Matrix to identify the ideal format of event (including duration, programming, location etc.) ✓ Crafting an elevator pitch to motivate others ➔ Consolidation in plenary: Contributing ideas, sharing the main obstacles 	Marcela Guerrero Casas (Open Streets)
12:20	Reflection: Best practices and learned lessons Please log in to www.sli.do	Marcela Guerrero Casas (Open Streets)
12:30	End of session	