



# Focus Group

Rural sensitive 'Strategy & Development' of a SUMP



**André Freitas & Luciana Pereira**

11/10/2023



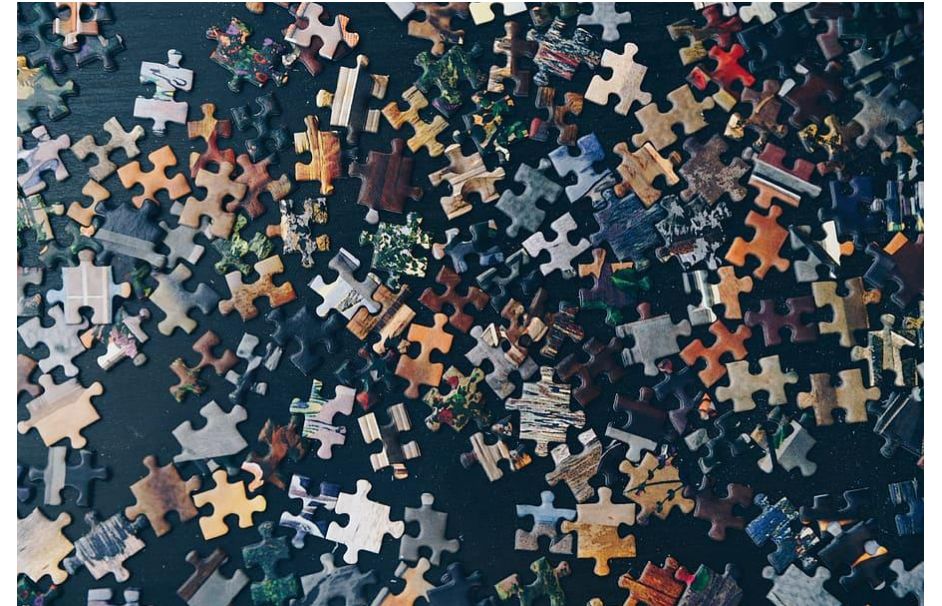
# Agenda

Timing	Topic	Facilitator
16h00 – 16h05	Welcome & Check-in: who's in the room?	André Freitas
16h05 – 16h15	Briefing on the activity	André Freitas
16h15 – 17h00	Break-out discussions x2   Group discussion	Group members
17h00 – 17h30	Reporting back to the plenary   Group discussion	André Freitas & Luciana Pereira

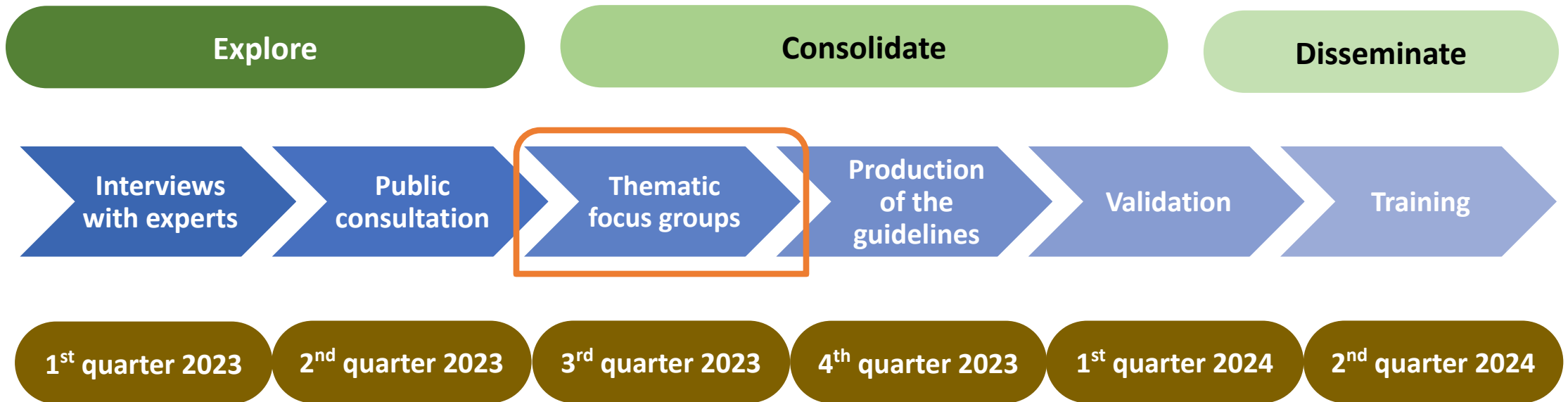


# Recap of scope and objectives of SMARTA

- TIS is coordinating one working-stream of the SMARTA-NET project, whose main objective is to produce a guidance document that helps to integrate the rural dimension into existing Sustainable Urban Mobility Plans (SUMP) guidelines
  - Experts' perspective on the matter
  - Sites understanding of how rural aspects can be embedded in urban planning approaches
- The guidance book is expected to help planners to mainstream rural mobility aspects along all phases of SUMP design



# Timeline of guidance on rural dimension in SUMP





# Common challenges


- The 'Long-term Vision for Rural Areas' and the 'Rural Pact' mention the need to rural proof the different EU policies
- However, SUMP's are often urban-centric: *Integrated and strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It takes due consideration of integration, participation and evaluation principles*
- The paradox of rural proofing a SUMP is only apparent:
  - Mobility doesn't stop in administrative borders. As such, the rural areas need to be acknowledged as an extension of the urban transport network
  - Cities also need to adapt their services to accommodate demand of their extended hinterland
  - To prevent regional cohesion gaps and social




# Rural-proofing SUMP




## Preparation

 *Are we involving rural experts in the working structures?*


## Strategy

 *Are the indicators nuanced to meet rural mobility targets?*

## Planning

 *To what extent the package of measures have negative impacts on rural areas?*

## Implementation & Monitoring

 *Are we giving equal attention to the execution of actions that are relevant for rural areas?*

# Today's focus



During the next 45 minutes, you will have the chance to brainstorm and design an approach for integrating rural concerns as part of a critical phase of the SUMP lifecycle, i.e. the 'Strategy Development', reasoning about:

- The identification of key external factors that are currently changing or are likely to change the urban/rural connections
- Discuss scenarios of rural-urban transport connectivity
- Define long-term vision(s) for rural areas
- Share good practices of (rural) stakeholder involvement at this stage

This is a group exercise. Considering the number of attendees and the alignment between step #4 and #5 these have been merged.

- Tomorrow we'll reflect about step #6, the definition of indicators to capture changes in rural mobility and their feasibility



# Housekeeping rules



Respect the schedule and time allocations



Keep phone on silent



Be respectful of all participants opinions and make sure everyone's voice is heard (one person speaks at a time)



Each person fills in stickers and post-it on the wall with their ideas for each question



Each group will need to select a spokesperson to present back





# Build scenarios and a shared vision



- #1 Develop scenarios of potential futures
- #2 Discuss scenarios with citizens and stakeholders

- #3 Co-create common vision with citizens and stakeholders
- #4 Agree objectives addressing problems and all modes



As the first step of phase two, you need to define the strategic directions of the SUMP. This process should be as participative as possible and cover all relevant transport modes. Consider the most deprived areas within the urban region where you come from and project what the situation will look like in 10 years from now. What are the main factors that will shape urban/rural connections in your region? Which are more likely to change transport services? And how will transport services look like? Discuss the status quo and the ideal situation. Then, elaborate a long-term vision for transport and mobility development in the rural regions that aligns with the ideal situation.



Prospective scenarios are tools for imagining alternative futures based on the impact of key external trends. Examples of key external factors can revolve economy, society, technology, environment, policy, and external shocks. For instance, think how the pandemics have changed mobility patterns, attitudes and living styles.

1 What are the main external factors that are currently changing or expected to change the urban/rural connections and transport services between these areas?

2 What will rural areas look like in 10 years if nothing is done?

3 In an ideal scenario, what would be the level of transport connectivity that guarantees fair accessibility for those who live, work or visit a rural area?

4 In practical terms, what is your long-term vision for rural areas, that can support an implementation plan?