

D6.9 Report on Cities-4-People Deployment Toolkit & Replication Guide

[September, 2019]



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Consortium: Oxfordshire County Council - United Kingdom

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Hafencity University Hamburg - Germany

e-Trikala SA - Greece

Q-PLAN INTERNATIONAL PC - Greece

Üsküdar Municipality – Turkey Istanbul University – Turkey White Research SPRL – Belgium

Stichting Waag Society - The Netherlands

Project overview:

Cities-4-People unfolds in five European areas: the Oxfordshire County, Hamburg District of Altona, Üsküdar in Istanbul, Budapest and Trikala. In these areas Mobility Communities are set up involving citizens, city authorities, mobility providers and innovation experts. By developing and providing a framework of support services and tools, Cities-4-People empowers these communities to actively contribute to shaping their local mobility innovation ecosystems in line with a People-Oriented Transport and Mobility (POTM) approach. POTM encompasses a blend of new digital and social technologies under an inclusive and multidisciplinary approach in order to bring out solutions that have a low ecological footprint, a sharing mentality and the potential to solve real urban and peri-urban mobility issues.

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Abbreviations

C4P	Cities-4-People
CMK	Citizen Mobility Kit

POTM People-Oriented Transport and Mobility

CG Core-Group

C4PC Cities-4-People Community
TPS Third-Party Stakeholders
LCP Local Consortium Partners
CGLP Core Group and Local Partners

Executive summary

The 6.9 deliverable is a demonstrator, presenting the first round of the Cities-4-People (C4P) Deployment Toolkit & Replication Guide.

The Toolkit & Replication guide entails both a project overall blueprint from project launch until the first round of pilot interventions, as well as an initial set of policy recommendations based on the pilots' project learnings. These tools are presented online under: https://cities4people.eu/resources/tools-and-resources-for-replication/.

The pilot cities were also requested to create initial blueprints for their scale-up phase, which are also displayed in this report and will, in combination with the project blueprint, be incorporated to the Mobility Kit of each pilot city towards the end of the project.

The blueprints provide a baseline for future projects, making the project actions visible, furthermore, they help visualize and structure the project process, informing the steps and actions required to fulfill the project goals, thus becoming a guideline in how to execute related projects in other locations and cities.

The policy recommendations, which emerge out of the project experience, also inform what steps and requirements can help cities towards using bottom-up approaches in large-scale urban development.

1. Introduction

This report will present the Cities-4-People deployment toolkit and replication guide in the form of a blueprint, which, together with other tools from the project, is available on the Citizen Mobility Kit. The current blueprint, available online at https://cities4people.eu/resources/tools-and-resources-for-replication/, presents the structure, process and actions carried out in the C4P project until the first round of interventions. This blueprint will be further developed in report 6.10 due in the end of the project, where it will further illustrate the final scale-up phase actions and activities.

In this document we present and explain the blueprint as an organizational tool and how it aids large-scale projects in both planning as well as assessing their activities and process by allowing for a bird's-eye-view perspective. This tool is then demonstrated through actual blueprints, which will be broken down in parts in order to be presented in detail.

Later in the document, we present the drafted blueprints from all Pilot cities, towards the upcoming scale-up phase. Through the blueprints overview, the partners also have initially assessed which types of policies need to be in place to secure these developments in the future.

2. Blueprints

Blueprints were initially paper-based representations of technical drawings, used primarily in architecture and engineering fields. More recently, the name has been appropriated in design and organizational fields, used to describe detailed plans and structures displaying both digital and physical elements and how they interlink with one another.

In the Cities-4-People project, blueprints are being used to both demonstrate and plan how the whole project has evolved, illustrating how events, actions and activities, and which groups of stakeholders and communities, have been deployed towards mobility and transportation solutions to fulfil the project goals. This visualization tool serves as an illustrative guideline of the project frame and steps required to bring it to life, facilitating the process of planning and replicating similar projects in other locations and cities. The tool also aids institutions to have a quick access to knowledge that tends to be 'tacit' and withheld by the employees directly involved in project development. These employees will still carry the knowledge about the learnings from the sessions and the events, however, some of these aspects can be illustrated on the blueprints, such as cost, human resource heavy, complexity, etc. Also, the blueprint will help avoid 'missing' steps or underestimations, which could jeopardize the project at any stage. Furthermore, by providing an overview of the whole project process, the blueprint can aid planners and developers to identify untapped opportunities that can be well exploited during the project deployment.

Strategic blueprints' layout often have two axes, the vertical axis on the left contains parameters following theatre metaphors, 'front stage' and 'backstage' actions, meaning what's visible for all stakeholders and what needs to be done in order to support the front stage activities. The horizontal axis on the top, presents the phases of the project. The blueprint is filled out presenting the activities in a structured consecutive and interconnected timeline, showing which actions take place before and after, building a full project flow.

2.1 C4P overall blueprint

In the case of the C4P blueprints, the vertical axis, 'Physical Evidence' is composed of different actions, all the front stage actions are publicly visible, however organized and involving different groups. The backstage actions are executed by the consortium partners and not publicly available. In the case of C4P this is distributed among:

Front Stage Actions - Core Group (CG): Composed of the C4P consortium local partners

Front Stage Actions - C4P Community (C4PC): Composed by the C4P consortium partners and the Mobility community (aggregated via the project)

Front Stage Actions - Third party stakeholders & local Community(TPS): Composed of all the local residents and other third-party groups (residents, local associations, schools, delivery companies, etc.), who participate in some of the events and interventions but are not necessarily active member of the Mobility community.

Backstage Actions - Local consortium partners (LCP): Composed of all C4P consortium partners.

Backstage Actions - Supporting actions (cg and local partners, CGLP): Composed of C4P cross-cutting and local partners.

The horizontal axis on the top of the template indicates the phases of the project, divided into:

Project Launch: Showing all the activities required to initially setup the project among project partners.

Local Project Launch & community building: Showing all the activities to kick-off and initially develop the project in the C4P locations.

Project development phase 1 - First round of pilot interventions: Showing all the activities required to setup and deploy the first round of local interventions.

Project development phase 2 - Scale-up pilot phase: Showing all the activities required to setup and deploy the first round of local interventions.

Sustain: Showing which actions are required to give continuity to the project postgrant (this one is not included in this first round of blueprints as the project is yet to launch its scale-up phase.)

In order to provide the 'reader' with more information about some of the activities, the C4P blueprints use an added iconography to illustrate the following aspects:



Complexity

¹ Another common term used to describe some of the activities is 'touchpoints', which refer to specific aspects that make the project (and product or service) visible for both general population and specific stakeholders.



Human resource heavy



Requires expert



Time consuming



Financially demanding

This iconography helps the reader to take in consideration key factors when budgeting and planning a related process.

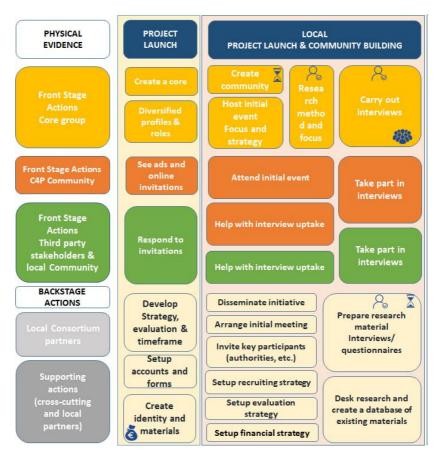


Figure 1: C4P Overall Blueprint Part 1

2.1.1 Project Launch

The first part of the blueprint, as seen in the second column of Figure 1, shows the 'Project Launch'.

Frontstage:

Create a core (CG): executed by the core group, publicly visible and the first step in the project to delegate specific functions across the consortium and local partners. **Diversified profiles and roles (CG)**: this action relates to identifying and ensuring that the activities are evenly distributed across all partners.

See ads and online invitations (C4PC): This action targets the locals and broader community as a way to attract participants (which will build the Mobility community) and gather momentum for the local launch of the project.

Respond invitations (TPS): For third-party partners, targeted invitations are sent out in order to make sure they get notified and will feel enticed to join the project. Their required action is to respond the invitations.

Backstage:

Develop Strategy, evaluation & timeframe (LCP): Carried out by all consortium partners without the involvement of other participants, this task involves all partners developing and agreeing in a specific strategy for the project, the evaluation plan and when the activities will take place.

Setup accounts and forms (LCP): This action involves both the project coordination and the local entities as it ensures a common digital platform where all partners can share and distribute their materials. Even though this might be considered an implicit task of any project, by having it on the blueprint, the cost of such depository is not overlooked and considerations regarding data regulations are in place from the project start.

Create identify and materials (CGLP): This action involves the design and setup of the project identity, key for all its communication and dissemination activities. It also entails giving the project an online presence and ensuring that the process and results are distributed and disseminated to the widest audience possible.

2.1.2 Local project launch and community building

Following the project launch, we identify the 'Local project launch and community building' phase.

Frontstage:

Create community (CG): Due to its bottom-up structure, creating an engaged group of local participants grounds the impact and the success of the project. The project core group needs to take the lead in planning the structure in how this community should be formed, further developed and maintained.

Host initial event - Focus and strategy (CG): The initial event is an opportunity to lay out the project goals and raise awareness about process, including the wider timeline. Also, it is a way to launch the community building, and together with the participants establish how to maximize people's involvement and, consequently, impact. In the case of the C4P project, it was also an opportunity to present the project initial research and the importance of the uptake to inform richer data results.

Attend initial event (C4PC): The local stakeholders need to be present on this first event, and therefore some commitment form their side is required.

Research method and focus (CG): The core group, aided by research experts (in the case of C4P, universities) decides on how to best and most effectively carry out a research methodology.

Carry out interviews (CG): The core group is also responsible for carrying out the interviews and collecting results.

Help with interview uptake (C4PC & TPS): The local community, who participate in the first meeting, become key ambassadors in communicating the initial research and helping with the response uptake in the widespread community.

Take part in interviews (C4PC & TPS): Both local community and other local invited stakeholders also make up the interviewee pool.

Backstage:

Communicate initiative (LCP): Develop a strategy towards how to best communicate the project across the neighbourhood/region. What needs to be communicated, how it needs to be communicated and where it needs to happen. Which media sources, physical locations and online platforms need to be used.

Arrange initial meeting (LCP): Plan dates, book facilities, prepare invitations, decide budget for meeting, etc.

Invite key participants (authorities, etc.) (LCP): To bridge groups, it is highly important to invite local authorities who relate to the project topic/goals. In the case of C4P, these included urban planners, transport and local heads of association.

Setting up strategies (CGLP): Recruiting, Evaluation and Financial: These three strategies align themselves with what has been described in the project plan, however they have to be laid out clearly in each of the locations to allow the project to be executed successfully. The <u>recruiting strategy</u> relates to both participants to research, community and other local associations. The <u>evaluation strategy</u> has been structured by UCL, however it also required the cities to be involved as they have deployed the evaluation locally and they have been responsible for collecting the results. The <u>financial strategy</u> focused on structuring how to maximise the resources according to the activities that need to be deployed.

Prepare research material, interview and questionnaires (LCP): The research responsible task leader prepared the initial survey and interview guide, which needs to be translated by the local partners to their local languages.

Desk research and create a database of existing materials (CGLP): This task was led by primarily two partners, however all consortium partners were involved providing local articles and cases.

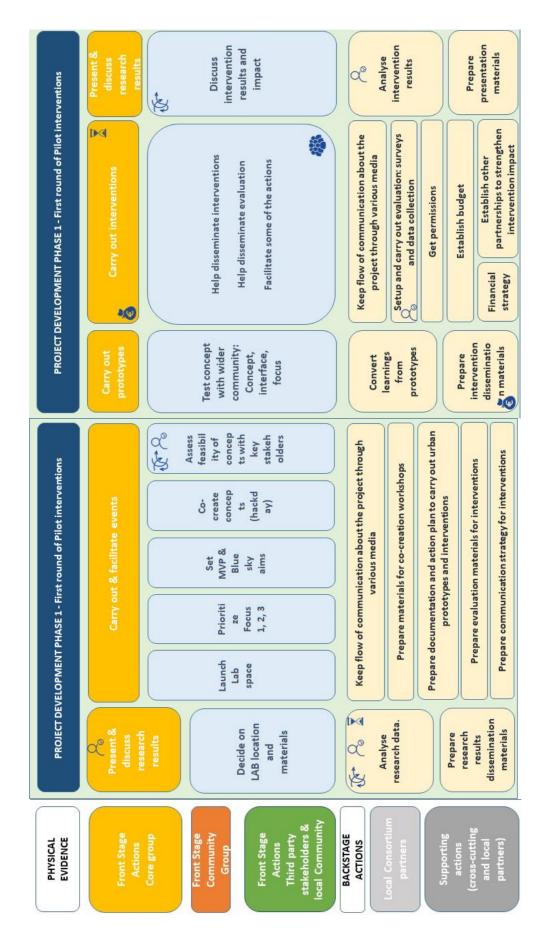


Figure 2: C4P Overall Blueprint Part 2

2.1.3 Project development phase 1 – First round of pilot interventions:

This part of the blueprint describes the process leading the deployment of the first round of the pilot interventions. It covers a range of key methods and events that ensure the bottom-up and inclusive characteristcs of the C4P project.

Frontstage:

Present & discuss research results (CG) & Decide lab location (CG, CAPC & TPS):

This task was carried out by the core-group, who presented the research results during the presentation day event, where both the local community and third party stakeholders took part. This event served as a follow up to the initial event, as to keep the community in the loop. By presenting the research results, the focus area for the project was then decided, which informed the location for the locals C4P Mobility Labs. Both C4PC & TPS helped the CG to decide which types of materials and information should be available at the local Labs.

Carry out and facilitate events (CG): the core group was responsible for running the local events and helping make all voices be heard.

Launch lab space (CG, CAPC & TPS): attended by all groups and another opportunity to communicate further about the project, creating a physical touchpoint. In the case of the project, this took the shape of possible mobile and fixed locations.

Prioritise Focus 1, 2 & 3 (co-creation workshops) and Set Minimum Valuable Product (MVP) and Blue Sky aims (co-creation workshops) (CG, CAPC & TPS): Blue Sky aims refer to the highest ambition for the project. During this workshop, a number of ideas and considerations based on the research results were made, then voted and aligned to be pursued as the project key priorities. Tools such as world method café, MVP, which helped set the minimum <u>valuable</u> product and the Ambition chart, which helped set the project overall ambition. These tools help the decision making, facilitating a more democratic and inclusive process.

Co-create concepts (hackdays) (CG, CAPC & TPS): During the hackdays, a series of ideas were co-created and worked further towards concepts in groups, and then voted based on impact, feasibility, etc..

Assess feasibility of concept with key stakeholders (QHS workshop) (CG, CAPC & TPS): During the QHS workshop, the co-created concepts were presented and discussed by experts and local authorities that could assess which concepts were implementable in the time frame and how they could facilitate the process.

Carry out prototypes (CG): Before the deployment of the interventions, prototypes were developed and tested. This process included deploying smaller versions (in some cases as a roleplaying and co-creation) of the interventions to gather valuable feedback and to help improve and refine the interventions to be piloted.

Test concept with wider community (CG, CAPC & TPS): Actively participate in testing the prototypes. This testing helps the CG refine the intervention to be deployed. **Carry out interventions (CG)**: Based on the prototype results, adjust and deploy the interventions for three months.

Help disseminate interventions (CG, CAPC & TPS): All partners and community engage and help spread the word about the interventions.

Facilitate some of the actions (CG, CAPC & TPS): Help with day events related to the pilot interventions.

Present and discuss intervention research results (CG): Present the results of the interventions to the local community towards deciding which interventions to be scaled up.

Discuss intervention results and impact (CG, CAPC & TPS): Participate in the discussion to co-decide how to better deploy the interventions in the scale-up phase.

Backstage:

Analyse research data (LCP): The data collected via the questionnaires and interviews had to be translated and analysed.

Prepare research results dissemination materials (CGLP): The results of the research needed to be compiled and prepared as slides to be presented to the local community and stakeholders.

Keep flow of communication about the project through various media (LCP): While the project is running, communication through social, print and news media needs to keep flowing in order to keep the project momentum.

Prepare materials for co-creation workshops (LCP): The local teams had to select and prepare the materials to carry out the workshop. These materials are key towards the co-creation of ideas and concepts to be deployed in the project stages that followed.

Prepare documentation and action plan to carry out urban prototypes and pilot interventions (CGLP): To be able to execute the concepts successfully, the local consortium partners, aided by the cross-cutting partners, had to describe in detail the requirements for the concepts (and initial prototypes) to be executed in the timeframe required. This step was then followed by the creation of an action plan to be carried out.

Prepare evaluation materials for interventions (CGLP): While two partners (UCL and QPlan) were responsible for designing and developing the evaluation, the local partners had to translate the materials to make them accessible in the local languages.

Prepare communication strategy for interventions (LCP, CGLP): To maximise the impact of the pilot interventions, a clear and effective communication strategy needed to be in place, including materials and media types to reach the largest audience possible.

Convert learnings from the prototypes (LCP): According to the results from the prototype testing, the interventions need to be adjusted to be deployed more effectively.

Prepare intervention communication and dissemination materials (CGLP): Prepare pamphlets, posts, newsletters, banners, plus all the materials that need to be displayed in situ during the intervention timeframe.

Keep flow of communication about the project through various media (LCP, CGLP): Execute the communication strategy with regular posts and information about the interventions.

Setup and carry out evaluation (LCP, CGLP): Carrying out the evaluation during and after the intervention period through doing interviews, distributing and creating awareness about the questionnaires, monitoring and observing the pilot interventions on the ground, etc.

Get permissions (LCP): As the interventions affected public urban spaces across the cities, it was highly important to request city permits in good time, in order for the pilot interventions to be granted permissions in agreement with local laws and regulations.

Intervention financial strategy (LCP): The pilot cities developed a financial strategy, listing all possible costs required to deploy the interventions.

Establish budget (LCP): Having tested the concepts, the pilot cities could then have a well-informed estimate of the costs to run the interventions and could then establish a realistic budget to fit.

Establish other partnerships to strengthen interventions impact (LCP, CGLP): To fulfil some of the concepts, it was important to have partnerships with companies and other service providers (such as bike sharing, delivery companies, etc.) to have a realistic and impactful pilot intervention.

Analyse intervention results (LCP, CGLP): After the intervention period, the pilot cities had to collect the evaluation results and they have been analysed by the evaluation responsible partners.

Prepare presentation materials (LCP, CGLP): As a roundup of the pilot interventions, the project partners have had to prepare a set of materials to communicate the intervention process, results and impact. These presentations are the key step towards helping shape and define the upcoming scale-up phase.

2.1.4 Pilots' blueprints

During the last consortium meeting, the cities were introduced to the blueprinting tool and used to help towards their pilot scale up process; the blueprints showcase the initial considerations for each of the scale up interventions per pilot city.

While some cities have done one blueprint per scale-up intervention, others chose to do a general one focusing on the key aspects of scale-up. The blueprints have aided the cities giving a structure to the, otherwise, list based process of project management. Furthermore, the template layout has helped identify gaps in the planning that needed to be addressed during the planning phase, as well as provide an insight of possible new stakeholders that can be relevant during the process.

In the following months, the blueprints will be enriched and completed as the scale-up phase takes place. These blueprints will be added to the core project blueprint, providing the full illustration of the actions, activities and process that have taken place during the whole C4P project. Adding the blueprints to the other existing tools within the Citizen Mobility Kit (CMK) will make the CMK a comprehensive replication resource for other cities and municipalities that might want to engage in co-creation processes as part of their urban development planning.

2.1.4.1: Budapest

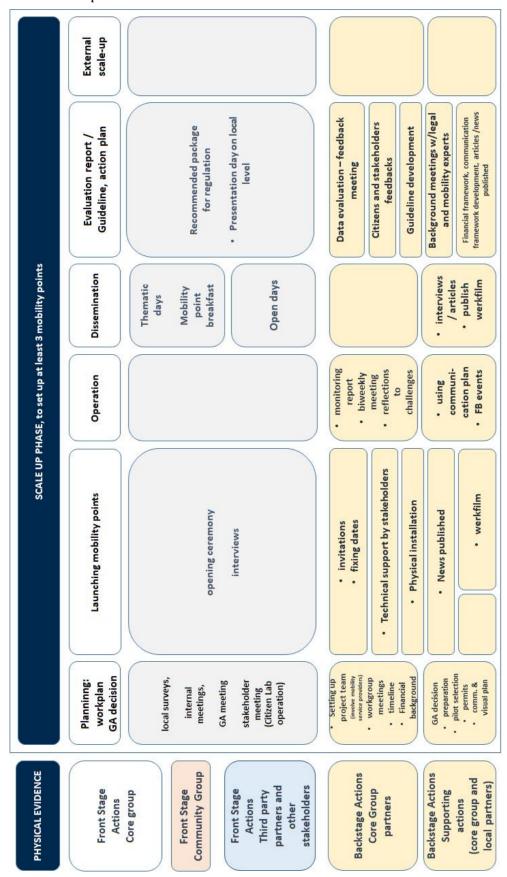


Figure 3: Budapest scale-up initial blueprint

2.1.4.2: Trikala

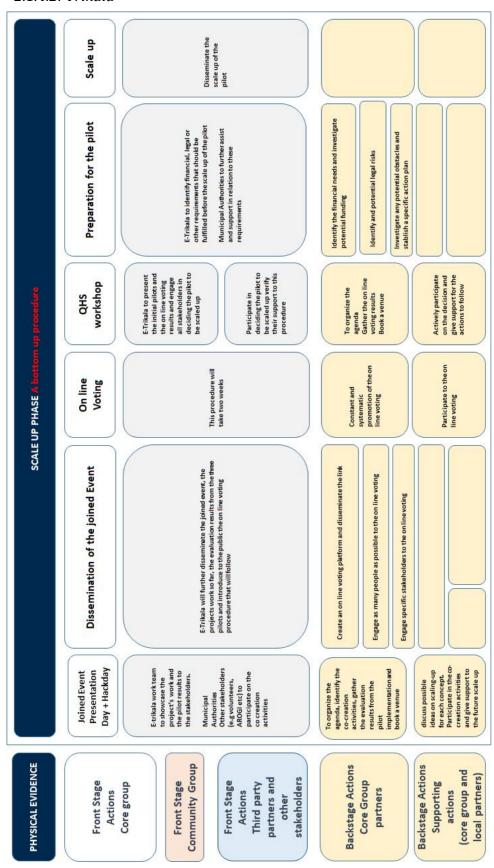


Figure 4: Trikala scale-up initial blueprint

2.1.4.3: Üsküdar

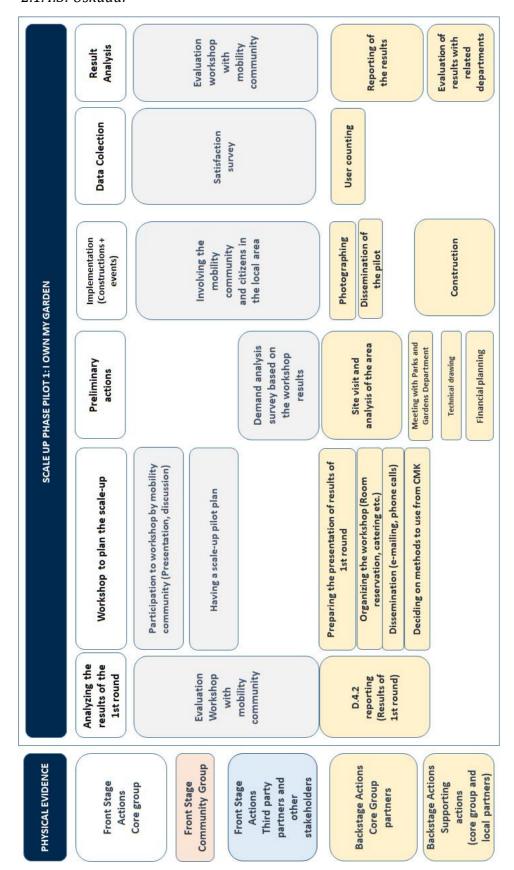


Figure 5: Üsküdar scale-up initial blueprint, case1

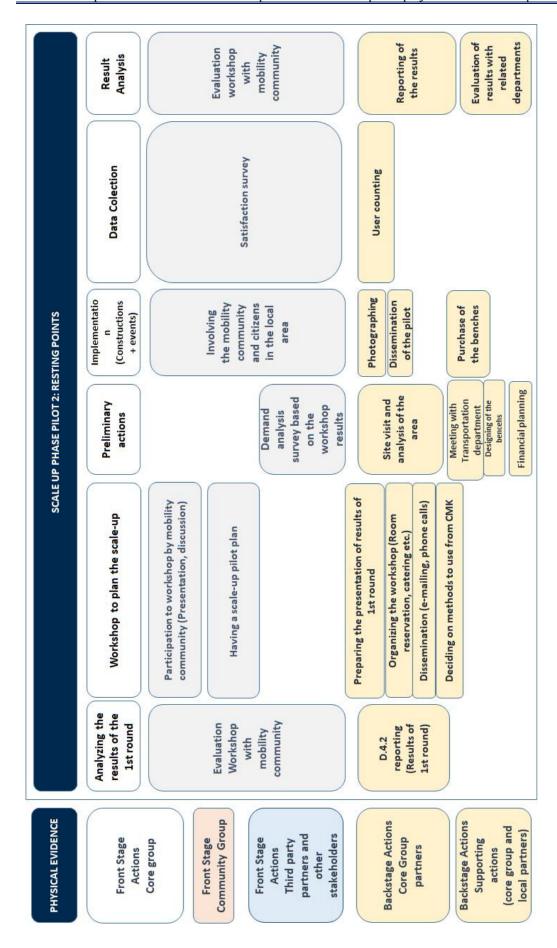


Figure 6: Üsküdar scale-up initial blueprint, case 2

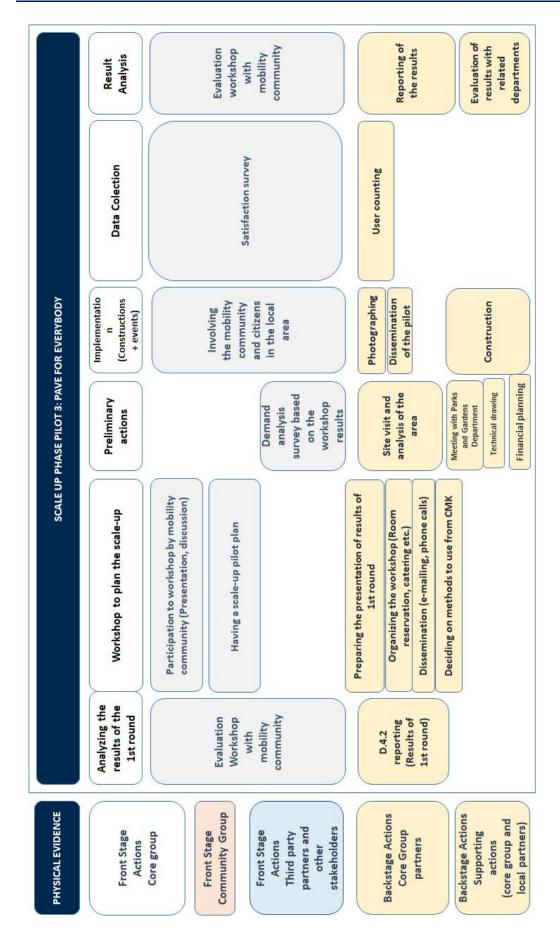


Figure 7: Üsküdar scale-up initial blueprint, case 3

2.1.4.4: Oxford

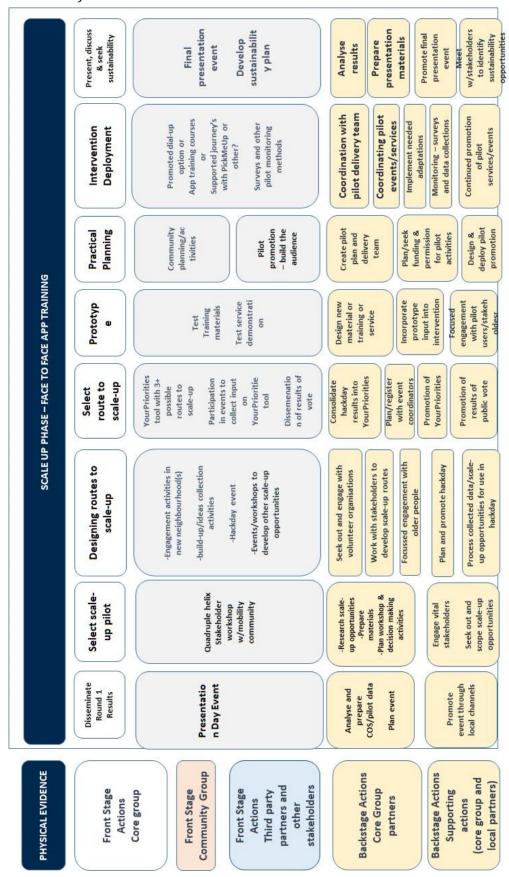


Figure 8: Oxford scale-up initial blueprint, case 1

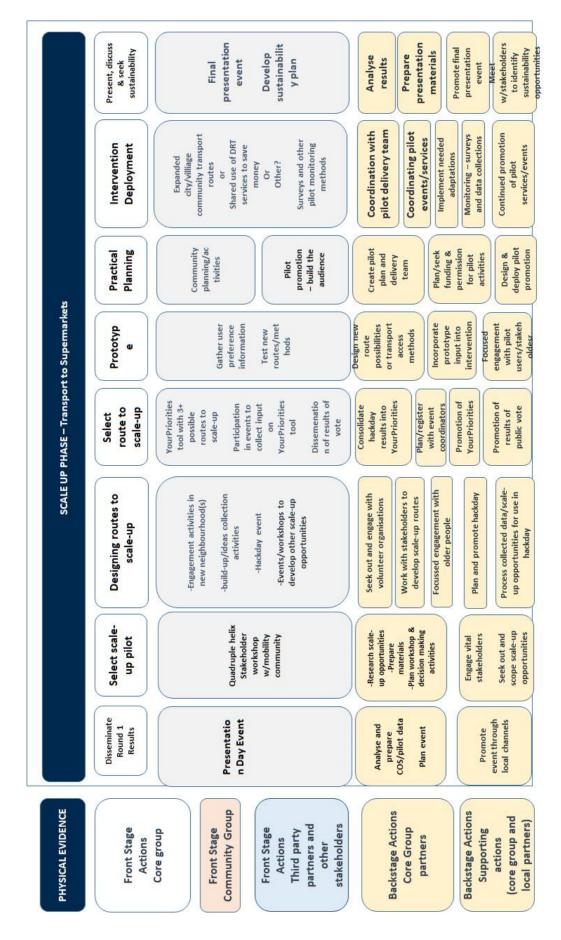


Figure 9: Oxford scale-up initial blueprint, case 2

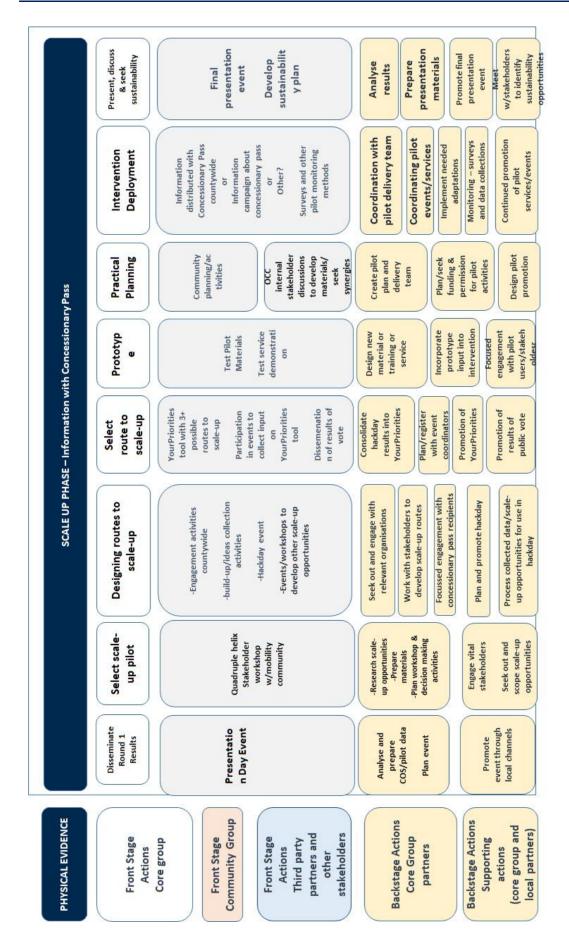


Figure 10: Oxford scale-up initial blueprint, case 3

2.1.4.5: Hamburg

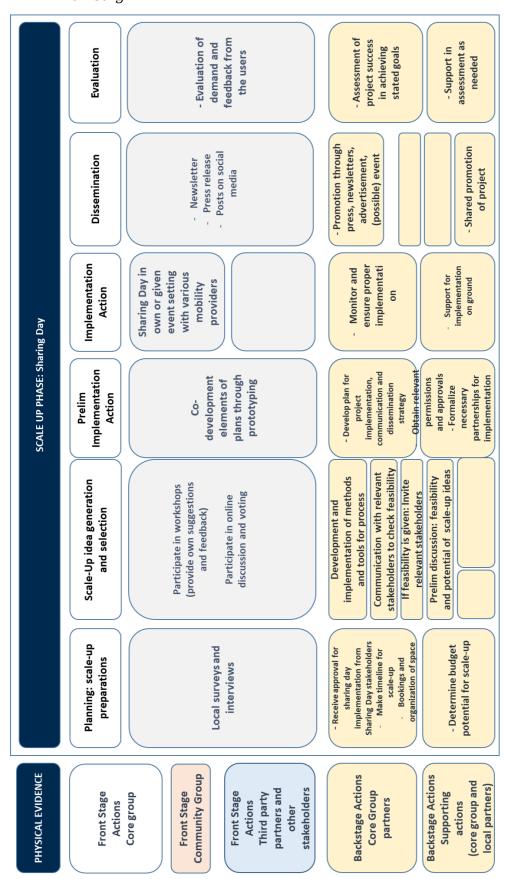


Figure 11: Hamburg scale-up initial blueprint, case 1

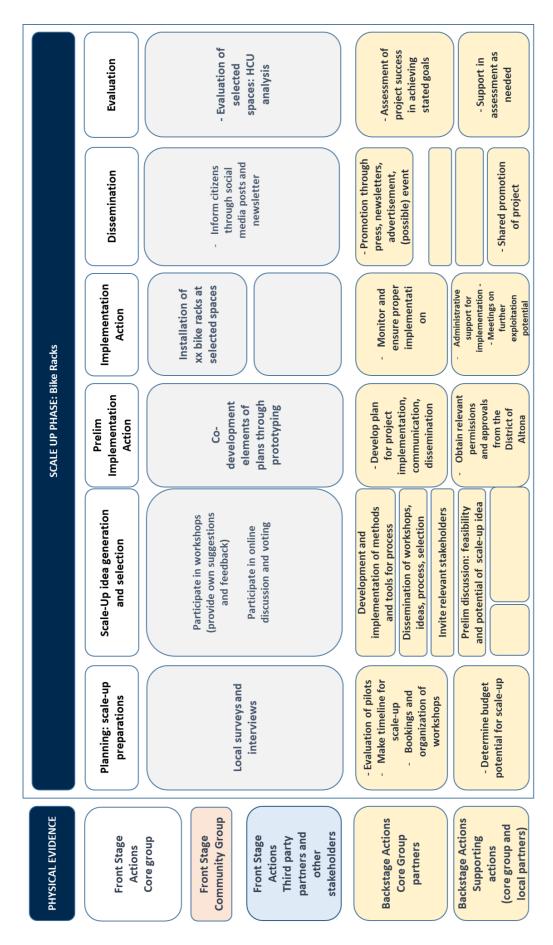


Figure 12: Hamburg scale-up initial blueprint, case 2

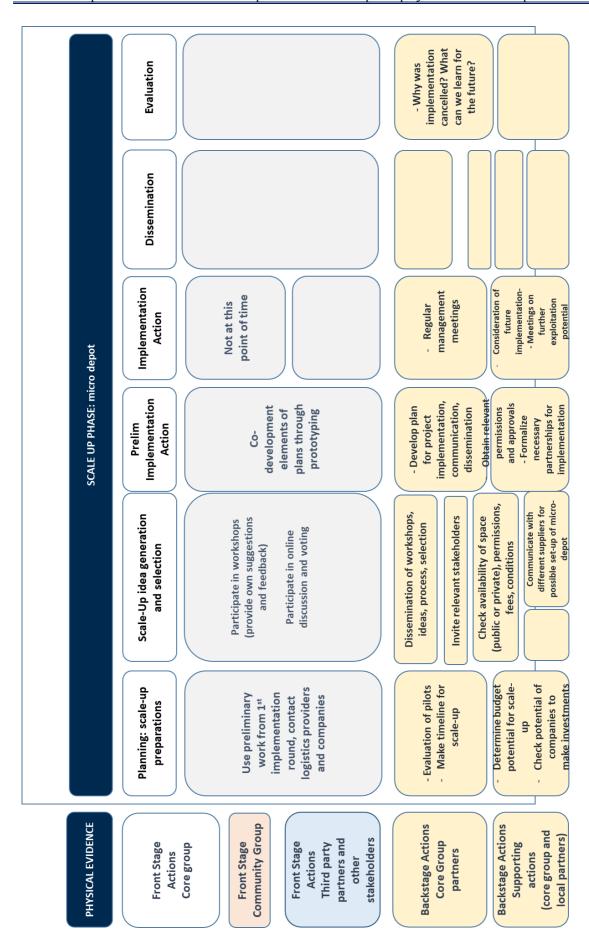


Figure 13: Hamburg scale-up initial blueprint, case 3

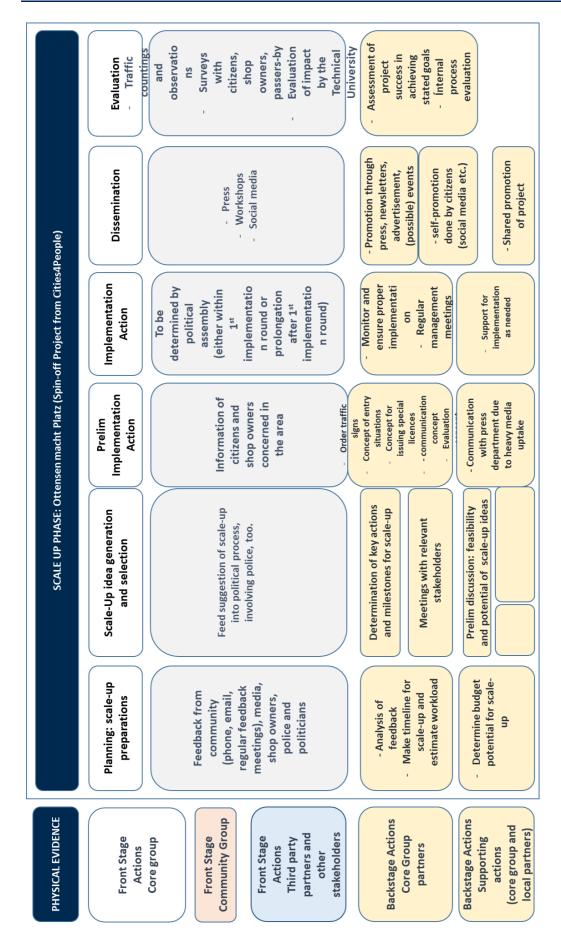


Figure 14: Hamburg scale-up initial blueprint, case 4

3. Policy Recommendations

The initial round of policy recommendations was discussed during the Consortium meeting in Oxford followed by each pilot city creating their own set of recommendations based on their local experience. In this report we introduce the first round of policy recommendations per city, which will be enhanced and further developed as the project finalizes its activities.

This first set of recommendations template function as both an instructive and thinking tool, which help the cities articulate contextualized and general perspectives in the types of requirements and policies that need to be implemented towards working with inclusive bottom-up urban planning development.

Furthermore, these initial set of policy recommendations has aided the C4P pilot cities in strategizing more effectively, pushing local processes and regulations to attend demands for innovative ways of developing city infrastructure. These policy recommendations will be combined into one set, informing the second and final round of policy recommendations to be presented towards the end of the project.

3.1 Budapest

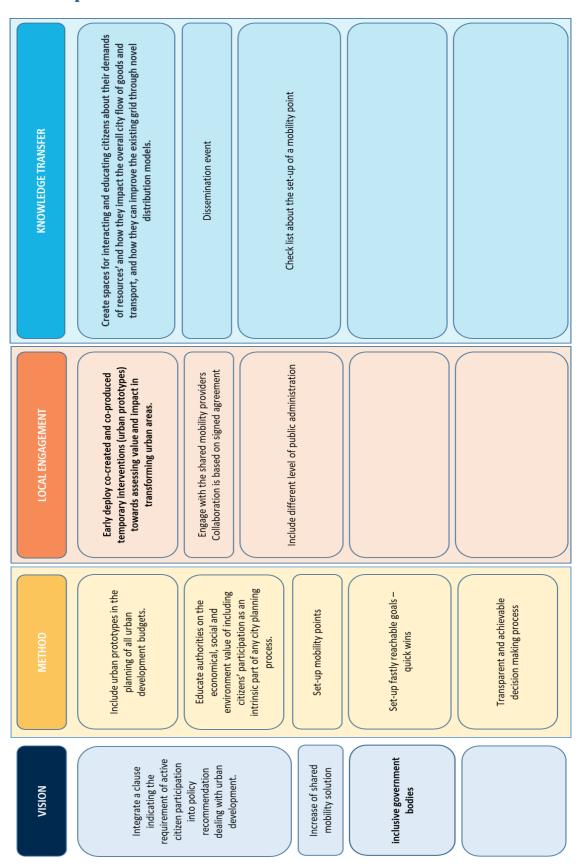


Figure 15: Initial set of policy recommendations, Budapest

3.2 Trikala

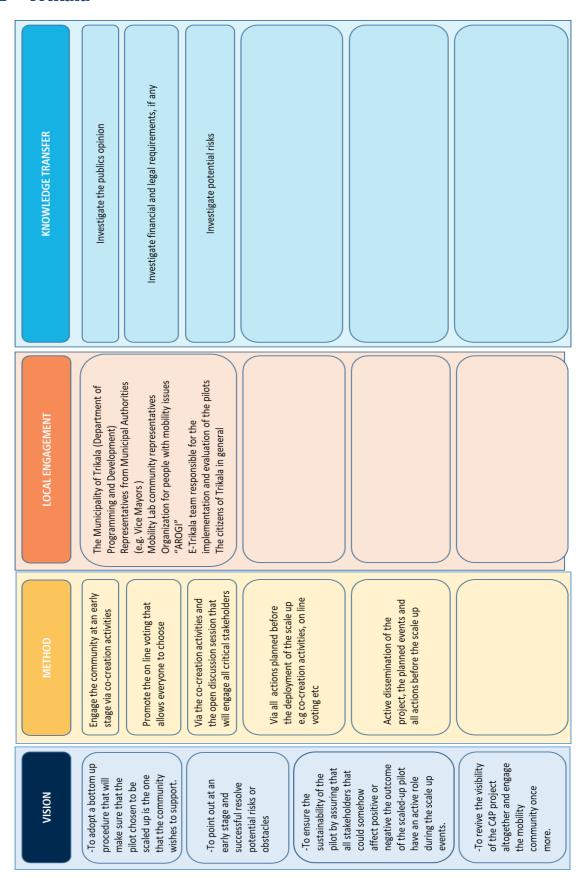


Figure 16: Initial set of policy recommendations, Trikala

3.3 Üsküdar

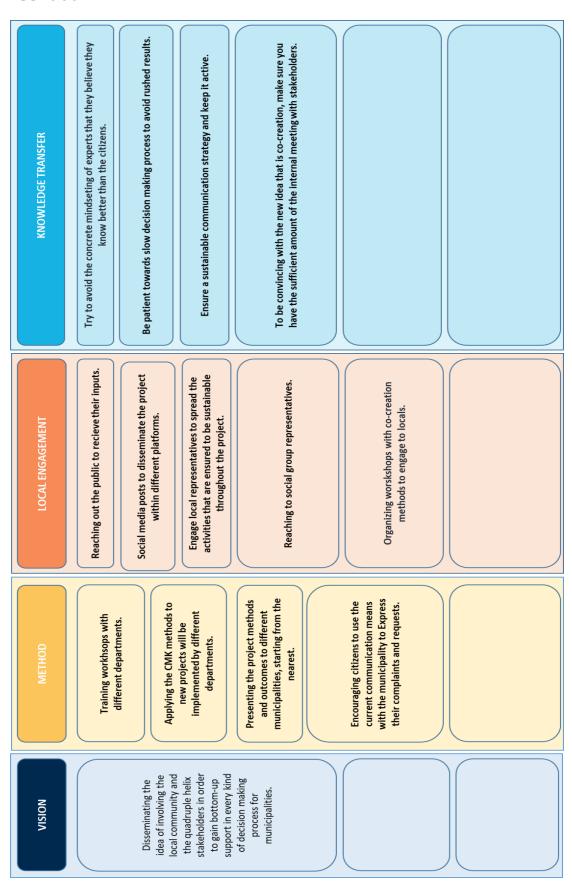


Figure 17: Initial set of policy recommendations, Üsküdar

3.4 Oxford

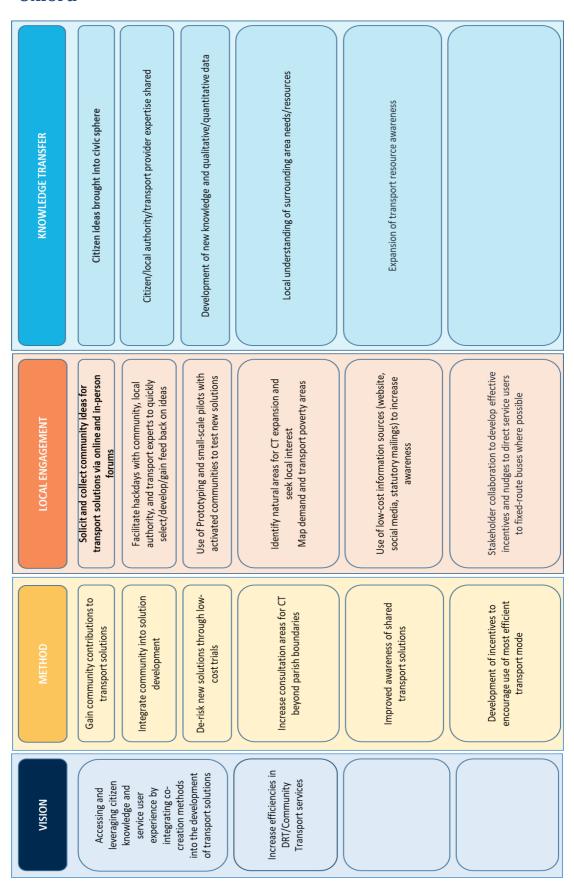


Figure 18: Initial set of policy recommendations, Oxford

3.5 Hamburg

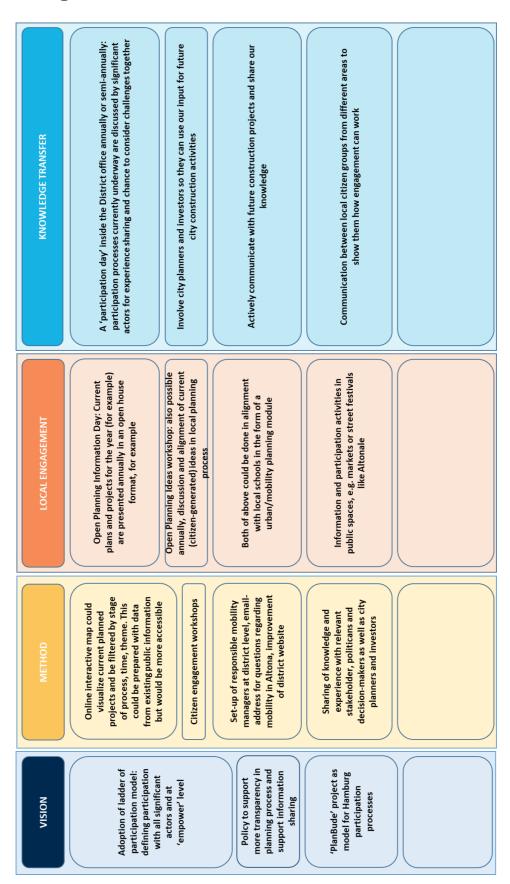


Figure 19: Initial set of policy recommendations, Hamburg

4. Conclusion

Blueprinting is a useful replication tool towards not only the scale-up of the process, but also as a 'manual' for the execution of similar projects across Europe. The tool can be customized to have various layers, portraying further details of the process, aiding project management teams in both public and private sectors, and creating a deeper insight into the complexity of project development and implementation. The blueprints for the pilots' scale-up will be combined and further developed as the final part of the project is carried out, shaping the final C4P project blueprint. The initial policy recommendations will also be combined and further developed to shape the final C4P policy recommendations.

The blueprints will be available online, as part of the pilots' mobility kits. The mobility kits will be available post project completion, as a toolbox for cities to foster new bottom up initiatives within each of their unique settings. The second version of this report will capture the contingencies within each city, which factors are impacting and promoting their urban development.