The Deliberative Practice of Vision Mobility 2050:

Vision-making for sustainable mobility in the region of Munich?

mobil.TUM Conference, 7. June 2016, mobil.LAB Session on "Sustainable Mobility in the Metropolitan Region of Munich"

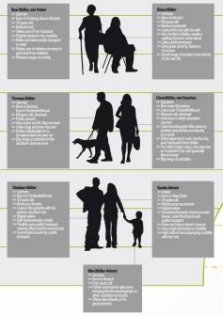
Sven Kesselring (sven.kesselring@hfwu.de) , Chelsea Tschoerner (chelsea.tschoerner@hfwu.de),

Nürtingen Geislingen University of Applied Sciences, Germany

VISION MOBILITY 2050 IN THE MUNICH AREA

THE USERS' EXPECTATIONS CHANGE

>> The projected demographic increase leads to an increased demand for transport.
>> The population becomes older and more international.
>> The demands on mobility of the different user groups become increasingly differentiated.



UNDERSTANDING THE USER

>> Devise sales pitch across the range of carriers, differentiated, target group-specifically, individualized, rationally, and emotionally

>> Gather and share data on the expectations of the customers

FOSTERING ACCEPTANCE

>> Open planning processes and integration accompanying the process

PROMOTING VEHICLE INNOVATION

>> Advance the diversification of drive forms in passenger and goods traffic

>> Facilitate, foster, allow, evaluate experimental solutions

STRENGTHENING REGIONAL COOPERATIONS IN TRAFFIC AND LAND USE PLANNING

>> Politically open "round tables" with communes and complemental participants

>> Develop regional financing and balancing mechanisms

>> Develop charging infrastructure systematically

>> Better integration of carrier and action agencies

>> Integration of pedestrian and bicycle traffic into traffic management

ESTABLISHING E-MOBILITY IN THE MUNICH AREA

>> Force pilot implementation of alternatives (at district level)

>> Develop an overall concept "electromobility/alternative drive concepts for the Munich area"

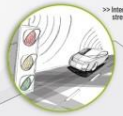
MANAGING DATA IN NEW WAYS

>> Create a better networking by standardizing interfaces for information and data exchange

>> Comprehensively provide all traffic with high-grade, dynamic information

DEVELOPING TRAFFIC MANAGEMENT MEASURES

>> Intensify traffic management measures, strengthen cooperative traffic systems



>> Foster multimodality

>> Intermodal information platform and mobility headquarters

>> Continuous communication and interconnectedness of traffic and means of transport

>> Bundle provision structures in compact intersections, organize dispersion post-carbon/ non-motorized

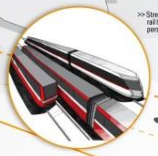
FOSTERING ALTERNATIVE MOBILITY CONCEPTS

>> Radially strengthen, tangentially add to regional public transport and multimodally interlink developing junctures (also motorized personal transport)

DEVELOPING STRATEGIES FOR THE DEVELOPMENT AND MAINTENANCE OF INFRASTRUCTURE

>> Develop regional bicycle infrastructure

>> Strengthen and develop rail traffic with the perspective of EMM



>> Initiate regional development planning for the functional (Metropolitan) region

>> Strengthen planning, construction, and operating of all the regional public transport

ORGANIZING LOCATION DEVELOPMENT AT A REGIONAL LEVEL

>> Develop polycentric location structure

>> Align settlement development with rail traffic

ACTIVELY DEVELOPING AND STRUCTURALLY HARMONIZING TRAFFIC OFFERS

SHAPING PLANNING AND ORGANIZATION MODELS

DEVELOPING FINANCING STRATEGIES

>> Compile a mixed strategy for financing construction, maintenance, and operating traffic infrastructure

>> Evaluate the effect of measures regarding the cost of mobility

BETTER UNDERSTANDING AND SPATIALLY DELIMITING THE FUNCTIONAL REGION

>> Analyze spatiostructural offers and traffic links according to availability methods

>> Show the region's functional interdependencies between living, work, free time, and mobility

>> Further local mobility, strengthen non-motorized traffic in fragmented urban structures and in the rural areas

>> Secure basic functions of existence on site, strengthen local qualities, enable short routes and good connections to public transport

SECURING LOCAL QUALITIES, SMALL SPATIAL STRUCTURES ON SITE

INZELL INITIATIVE

PLANNING AND ORGANIZATION | **STRUCTURES** | **MOBILITY CONCEPTS**

The Inzell Initiative

Founded in 1995 between Former Lord Mayor and BMW

"Solving traffic problems together"

Inzell as platform for deliberative policymaking in Munich

- A "collaborative stakeholder dialogue" (Baumann & White 2013)

Influence on policymaking

- Policy prepared and prestructured in Inzell
- New 'culture of policymaking'

Vision Mobility 2050

Time frame: 2012-2014

Goal: Guidelines and action plan to develop mobility in Munich

Method: Three working groups to develop vision

1. Accessibility planning
2. User expectations, how to approach customers
3. Technical instruments, infrastructure and services

Outcome: A concept for sustainable mobility in Munich

- To be reworked and redefined over time

Key issue and question of paper

Technocratic approach to planning increasingly placed in question as an effective means to solve modern-day, complex problems (Fischer 2003, Dryzek 1990)

Shift in planning methodologies – towards more collaborative and participative policymaking?

Does the vision planning of the initiative transcend the technocratic planning paradigm to achieve a broader understanding of transport as mobility?

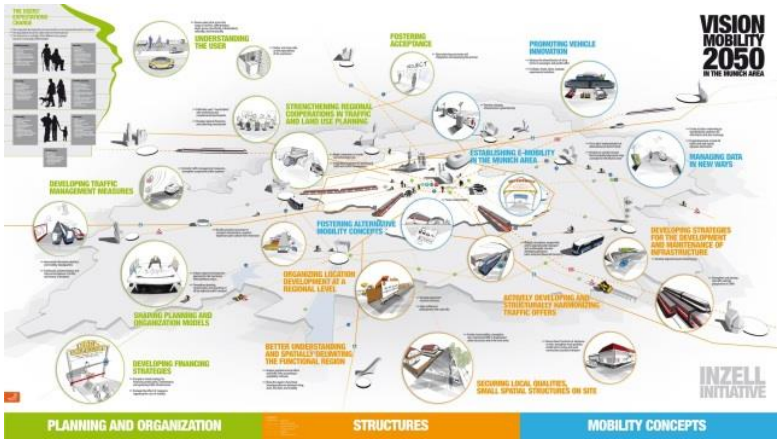
Methodological approach

Material for analysis: visualization of the collective vision

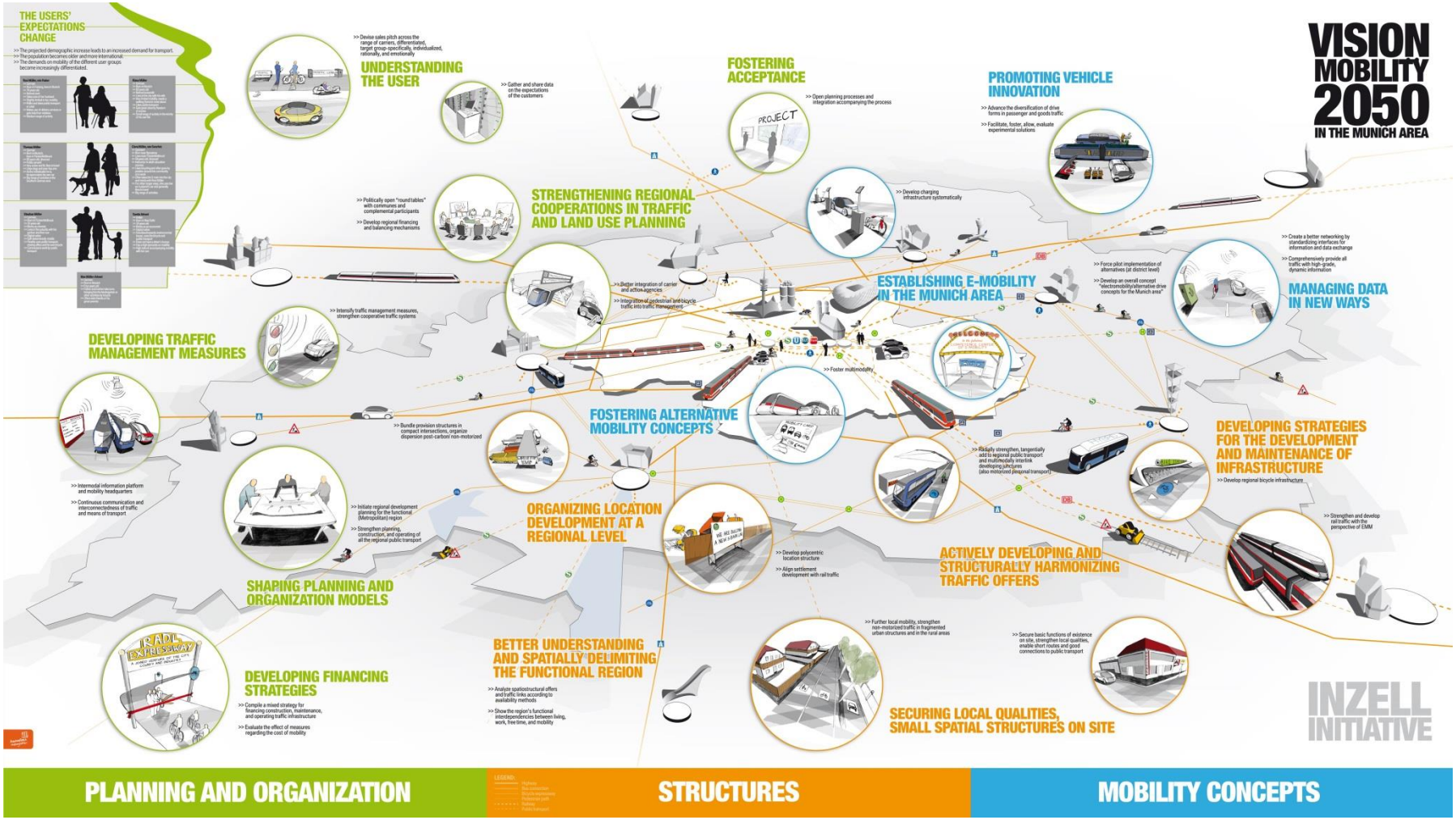
Contextual material: interviews, policy document, fieldwork

Analysis of the vision-making process as a ‘discursive practice’ (Hajer 1995)

Qualitative methods of analysis, focus on discursive dimension of social meaning (Yanow & Schwartz-Shea 2014)



The Vision - Image

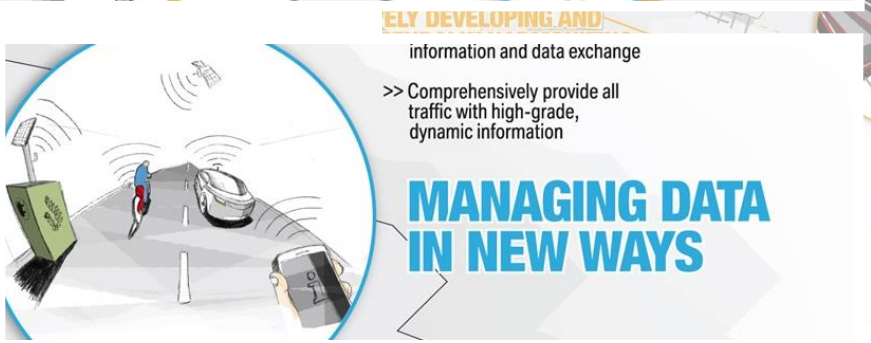


Planning and organization

Structures

ORGANIZING LOCATION DEVELOPMENT AT A REGIONAL LEVEL
WE ARE BUILDING A NEW S-BAHN LINE
BETTER UNDERSTANDING AND SPATIALLY DELIMITING THE FUNCTIONAL REGION
>> Analyze spatiostructural offers and traffic links according to availability methods
>> Foster multimodality
SECURING LOCAL QUALITIES, SMALL SPATIAL STRUCTURES ON SITE
ORGANIZING LOCATION DEVELOPMENT AT A REGIONAL LEVEL
ACTIVELY DEVELOPING AND STRUCTURALLY HARMONIZING TRAFFIC OFFERS
>> Further local mobility, strengthen non-motorized traffic in fragmented urban structures and in the rural areas
STRUCTURES

Mobility concepts



MOBILITY CONCEPTS

Vision Mobility 2050 in Munich

Goal: to create new governance frameworks to enable and allow for the testing of new systems of travel and of information

- to enable new market-driven incentives for mobility

Vision-making reflects **re-strengthening** of technocratic visions for mobility

Findings

A focus on operationalizing governance processes and everyday mobility deters from the bigger issue central to sustainability: the ***collective deliberation and discussion on what system of mobility we, as a society, want in the future***

Value choices—about the kind of society in which we want to live, about the kind of world we want to leave to posterity—lie at the heart of governance for sustainable development. At base, it is not a technical project, although technical expertise is essential, but a political project. For, while the concept indicates issues that should be of concern, its practical bearing cannot be established independent of the concrete life circumstances of a particular society and the needs, interests, values and aspirations of its members.

(Meadowcroft 2007, 302)

Thank you!

Sven Kesselring (sven.kesselring@hfwu.de) and

Chelsea Tschoerner (chelsea.tschoerner@hfwu.de)

Paper on "The Deliberative Practice of Vision Mobility 2050: Vision-making for sustainable mobility in the region of Munich?"