



# Report on the Third Citizen Panel of the PE4TRANS Project

Held at the Agency of Innovation on 19 November 2019



## Summary of the Third Panel

### Citizen participation, a key process in improving sustainable urban mobility

Citizen participation is a cornerstone of public management and an essential ingredient in numerous projects promoted by the European Union. It involves integrating society's point of view into public policy design, to nurture people-focussed sustainable growth. In this context, the **Third Citizen Panel of the PE4Trans Project** took place at the Agency of Innovation, to discuss sustainable urban mobility.

The **PE4Trans** (Public Engagement for Sustainable Public Transport) Project has partnered with Valladolid City Council through the Department of Innovation, Economic Development, Employment and Commerce, and enjoys the collaboration of AUVASA and the Municipal Mobility Centre.

### Citizen in the Spotlight

Before starting work on the day's main task, the participants received a presentation on the current situation of public transport in Valladolid and various incentives for sustainable mobility. This equipped them with the information they needed to take part in the panel. One important piece of data is that **53% of people living in Valladolid move around the city on foot**, but many still depend on their cars.

In fact, this third panel focused on a specific target group: residents of Valladolid and its surrounding area who depend entirely on a private car for their daily journeys. Within this specific group, the panel attempted to identify the mobility habits that are most susceptible to change.

With this as their starting point, the participants generated detailed definitions of **14 different user profiles** through a collaborative exercise based on **empathy maps**. This visual tool will be very useful in future meetings for adjusting and refining urban mobility services to ensure they cater for the real interests of citizens.

Behind every consumer and user is a specific person with a series of needs, expectations and their own perspective on their surroundings and the world. Performing a detailed analysis of different profiles makes it possible to produce a **real value proposal** that the citizen will better identify with.

To do this, different questions were considered: what does the citizen see? What do they say and do? How do they behave in public? How do they treat others? What do they think and feel? What do they hear? What efforts do they make when it comes to choosing a more sustainable means of transport instead of their car? What results and/or benefits do they expect to get if they opt for that means of transport?

In the process of outlining this type of profile, it is important to observe behaviour regarding variables and factors that affect the choice of one mode of transport or another. Consequently, when creating the empathy maps, participants assessed key factors, including travel time, price, accessibility, safety and reliability, when it comes to choosing more sustainable means of transport.

Another key aspect regarding **changing the population's attitudes and habits** coincides with one of the most important conclusions of the day: the need to work harder on the culture and awareness of a society that values the benefits of sustainable urban mobility.

## Executive summary:

On Tuesday 19 November, as part of the PE4Trans Project, the third citizen panel, took place at the Agency of Innovation and Economic Development of Valladolid Local Council.

This third panel comprised a varied sample of the population, including members of different ages, genders and marital and employment statuses. It was attended by 12 people.

### **Identifying the Main Target Group**

The Third Citizen Panel focused on identifying the mobility habits of the inhabitants of Valladolid that have the greatest potential for change.

Firstly, participants were introduced to the target group that was going to form the basis of their work: people who travel by car and/or who are dependent on it.

The challenge was to identify and understand the situation of these people and identify their characteristics.

Through groupwork, the panel produced a total of 14 different profiles of people who use their car as their means of transport, that is, 14 potential target groups.



Below are details of **eight conclusions that were drawn**:

PROFILE	CONCLUSION
<p>GENARO: farmer, 60 years old, basic education, lives with his wife in a village in Valladolid and their children work and live in the city. He has grandchildren. He belongs to a cooperative.</p>	<p>We want to change Genaro's behaviour so that he makes an effort to stop using his own vehicle because of the independence that it gives him. We will show him that: he will save money on the costs of his vehicle, his family will worry less, he will enjoy moving around more and he will contribute to reducing pollution.</p>
<p>LUIS CARLOS: Luis has taken early retirement. He has permanent incapacity and is 50 years old. He lives in the city. High income. He needs to go to physiotherapy and rehabilitation every day. He lives with his son, a student, who helps him in his daily tasks. He is not completely independent. He has an adapted car.</p>	<p>We want Luis Carlos to change his behaviour so he can enjoy a more positive and social life, where he takes part in forums interested in improving mobility in his city and, that way, contribute to raising awareness among the population concerning equality and mobility, an activity that will increase his self-esteem and ensure good mental health.</p>
<p>SILVIA: woman with partner and children, 35–40 years old. She works in the centre and lives in a house in Alfoz. Well off. She strives for success in her professional and private life. For her, having a good car is a symbol of social recognition. She has low environmental awareness. Consumerist.</p>	<p>We want to change how Silvia travels to the places where she spends her free time so that she leaves her car at home. This will enable her to develop a more modern image and ensure that her children will see her as an example to follow.</p>
<p>MARCOS: distributor with various clients, self-employed. 33 years old. Lives with his partner in La Rondilla. University degree. Entrepreneur. High debt. Lives in rental accommodation.</p>	<p>We want to change Marcos's behaviour so that he makes an effort to change how he works (even though this means he will lose independence) and lobbies for a legislative change that enables intermodality in transport types when it comes to delivering his goods.</p>
<p>GARCÍA GARCÍA FAMILY: they live in a townhouse in Alfoz. 35–50 years old. Two children aged eight and 10 years old who go to school in the city, where they also do extracurricular activities. Both parents work.</p>	<p>We want to change the behaviour of the García García Family so that they use a single car combined with other means of transport despite the effort represented by the loss of independence and the need to better</p>

<p>They share the housework. Their families do not live locally. Upper-middle income. Two top-of-the-range cars.</p>	<p>organise their journeys.</p>
<p>LUCÍA: lives in Covaresa. Employed. With school-aged children. One car. Low income. She comes from a large family.</p>	<p>We want Lucía to change her behaviour as a result of educating her children, starting with going to school on foot or by bike, sharing a car or using safe school routes.</p>
<p>MILI: 21–26 years old. Mili is currently doing work experience as a secondary school teacher at a public high school in the centre of Valladolid. He lives with his parents in La Overuela (Alfoz). He has his own second-hand car. He likes sport, particularly mountain biking and outdoor sports. He has a low income. His girlfriend (Pili) is a second-year chemistry student.</p>	<p>We want to change Pili and Mili’s behaviour so that they stop using a private car when they go out at night (with the effort of giving up independence and the negative impact this may have on their image) and use other means of transport (public transport, Cabify, Vamos Ya, etc.).</p>
<p>FELIPE: white-collar worker. 45–55 years old. High income. Has a top-of-the-range car. He is modern and uses technology. He is independent, successful and selfish.</p>	<p>We want to change Felipe’s behaviour and convince him of the importance of achieving social recognition through his effort to stop using his private vehicle (it is fashionable to be green).</p>



