



Training Event: An Empathetic Approach to Mobility - Workshop with Metro Vancouver Municipal Staff

Workshop Description (for registration page web copy):

Building consensus for active and sustainable transport projects has become increasingly challenging as viewpoints become more polarised. Transforming public space for walking and cycling requires shifting the way we have understood our streets for over a century. This has led to misunderstanding, misinformation, and worries that a new way to organise our communities may have a negative impact on how people access their city. In the face of this, how can we shift the rhetoric and help bring people along, creating champions for projects that are in their best interest and having constructive conversations that allow people to feel heard?

It begins with recognising not everyone starts from the same point. People's feelings of insecurity, stress, uncertainty, and even happiness influence their mobility behaviour. Empathetic mobility is rooted in first understanding why people make the mobility choices they do and then working collaboratively to develop solutions that inspire healthier and more social ways of moving.

In this workshop, sustainable mobility experts Melissa and Chris Bruntlett of Modacity will introduce the concept of empathetic mobility and who benefits from this more inclusive approach. Participants will be asked to think about their own mobility and that of the people in their community, examining how to ask the right questions and determine the best solutions that serve the greatest number of people.

Following this, together with partners Brian Patterson of Urban Systems and Scotte MacDonald, participants will learn about why more empathy is needed in the mobility system, who benefits from this more inclusive approach to mobility, and how this can be achieved, using examples from the Netherlands, Europe, North America and other global leaders. The workshop will also focus on how the Dutch polder model for planning facilitates better collaboration, and allows space for co-creation and participatory engagement.

Participants will then be asked to brainstorm communications campaigns or events that could help address the communications gap that often leads to backlash against sustainable mobility projects. They will share these with the group, in an effort to learn from each other and find applications for the lessons presented throughout the workshop to take into their day to day activities.

This workshop is for: Municipal staff (planners, engineers, communications staff, etc.) and elected officials in the Metro Vancouver Region

Start Time	Topic	Led by	Description	Duration
08:30	- WELCOME AND BREAKFAST -			
09:00	Welcome and introductions	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Presenter introduction · Translink, Voor, and Sponsor Intros · Who is in the room (general understanding of represented fields/roles) 	15
09:15	Translink Opening Remarks	Sarah Ross		15
09:30	Part 1: What is "Urban Vitality?"	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Exploring the role of empathy in active travel planning and urban vitality 	15
09:45	Group Exercise: What is your mobility story	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Based on above presentation, participants are asked to complete their individual independent mobility map that examines how their access to mobility has changed in their lifetime. · Followed by group discussion 	30
10:15	- BREAK -			5
10:20	Part 2: How do we create Urban Vitality	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Sharing the Dutch approach to active mobility planning through a review of core principles to its success 	15
10:35	Part 3: What does Urban Vitality look like?	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · sharing International examples of these practices with references from Women Changing Cities 	15
10:50		Brian Patterson	<ul style="list-style-type: none"> · sharing examples of these practices using examples of work by Urban Systems (Western Canada) 	15
11:05		Scott MacDonald	<ul style="list-style-type: none"> · sharing examples of these practices using examples of work by ISL (BC) and those still to be translated over 	15
11:30	Group Reflection	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Discussion of how these ideas could be more consistently translated and implemented in Metro Van · Reflect on common barriers that hinder implementation to be used in next section 	25
11:55	- BREAK -			5
12:00	Part 4: Changing Hearts and Minds	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Presentation about building buy-in and countering backlash 	15
12:15	Group Exercise	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Using earlier questions about barriers and some common arguments globally, brainstorm constructive approaches to counter active transportation project backlash · Groups will present back on discussions and ideas 	30
12:45	Wrap Up / Conclusion	Melissa and Chris Bruntlett	<ul style="list-style-type: none"> · Any last questions · Summary of the morning 	15
13:00	- END -			

Length of workshop: 2.5 hours with coffee break

Materials Needed: To facilitate this workshop, it would be helpful to have markers, flip charts and post-its for people to write down their brainstorming. We will provide copies of the mobility mapping tool for participants. We will also require a means to connect a laptop and a screen for the presentation.