

## Portuguese Hub – Lisboa

### Community engagement to plan cycle-friendly cities

#### Lisbon TinnGO HUB



#### Key messages:

- **PURPOSE:** This policy brief is based on information from GIRA – Lisbon Bike Sharing. The purpose of this process is to seek contributions from regular bicycle users and non users in ensuring that the product and service offerings, and Action Plan recommendations are made relevant and meaningful to help more women to use the service.
- **AUDIENCE:** Bike sharing operators, policy makers and end-users by gaining insights into how to build measures and contribute to a gender-sensitive transport system.
- **SHARED EXPECTATIONS:** Sustain the social and innovation ecosystem and bring coherency to citizen interactions /contributions

#### Executive summary:

This document is aimed at supporting individual public entities intending to involve the public in mobility planning.

To promote the inclusion of a gender and diversity perspective in the development of mobility policies and measures, EMEL - Empresa Municipal de Mobilidade e Estacionamento de Lisboa produced a proposal for a co-creation process aimed at actively involving people from the cisgender women community, living in Lisbon, in the development of service and operational recommendations for GIRA – Lisbon Bike Sharing, in the short and long term, as well as recommendations to the ecosystem stakeholders, who get involved in structural terms - of the city, infrastructure, mobility policies. These recommendations will be part of the Action Plan for the city of Lisbon to promote the use of the Lisbon bike sharing.

## Introduction

EMEL - Empresa Municipal de Mobilidade e Estacionamento de Lisboa launched a survey on the Lisbon mobility habits. This survey aimed to respond to specific objectives:

- Reasons for using the different modes of transport in Lisbon;
- To understand which are the specific barriers to the use of bicycles and how this mode is integrated in the mobility habits of the city of Lisbon;
- To gather evidence of gender inequality in bicycle access and use.

This survey was essential to help understand the current situation and plan the intervention with a robust action plan. The survey was available online in April 2021, with a total of 695 answers - 571 were considered valid. The questions were related to aspects of demographic characterization, family and work dynamics, access to private transportation, commuting habits, bicycle use, GIRA - Bicicletas de Lisboa service and, finally, safety and security.

The answers obtained allowed us to better understand the mobility habits of the participants. It was possible to identify barriers to the use of transport modes and divergences in their use among cisgender women and men, particularly in the case of bicycles.

One of the evidences of gender inequality in bicycle access and use that resulted from the survey was regarding the use of own bicycle or shared bicycle system by cisgender women.

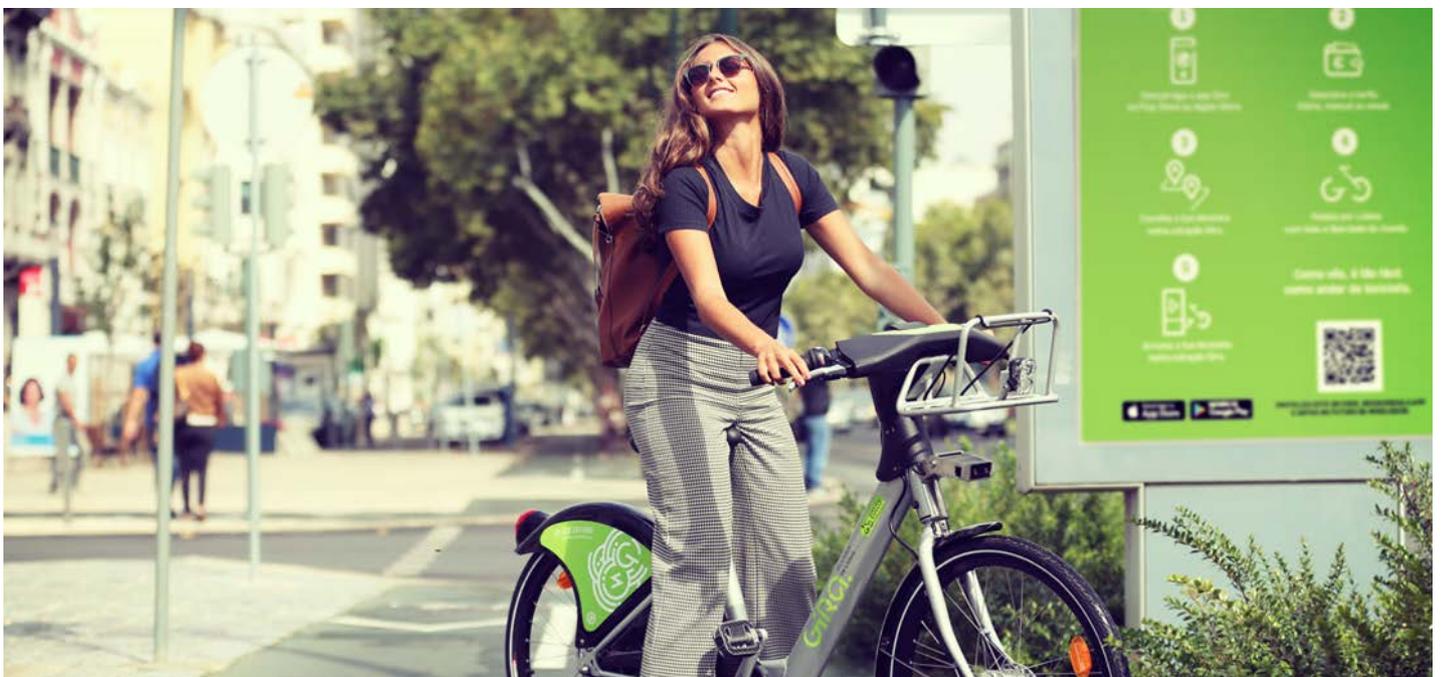
## Research overview

This approach for the GIRA – Lisbon Bike Sharing aims to involve people from the cisgender women community in the development of service and operational recommendations for GIRA – Lisbon Bike Sharing, in the short and long term.

**1 RESEARCH APPROACH:** To carry out the co-creation process to develop recommendations for the action plan, the following approach was defined:

*Stage 1 - Recruitment of 15 regular female cyclists in Lisbon*

These users will be key to the success of this co-creation process, as they will support EMEL in recruiting another 15 women (known to them) who are not cyclists, and who do not have a GIRA account in their name, to accompany them in an immersive experience of first GIRA use and participate in a collective session of reflection of the experience and ideation of measures for the action plan.



The users to be recruited must be over 18 years of age and meet at least one of the following profiles:

- Regular users with dependents;
  - Regular users university students;
  - Regular users with no dependents (single family)
- Regular use means using the bicycle (personal or from the GIRA system) as a means of transport or intermodally for travel at least 3 times a week, and at least one of these trips must be made other than for leisure purposes.

Each user of these users then invites a non-user to participate in the experiment at stages 2 and 3.

The recruitment approach selected for this stage was chosen in order to provide a safe environment for non-users in their first experience of using the GIRA system, because they felt accompanied by a trusted and more experienced person and also because of the effort that would require these accompanied routes to be made by members of EMEL. The aim of joining a pair of users and non-users in the realization of a route is to motivate experimentation, but also the possibility of providing a dialogue and joint reflection on the presence/absence of barriers in the use of the system by the participants, who do not have identical patterns or perceptions about the use of the bicycle as a means of transport in travel in the city of Lisbon.

#### *Stage 2 - Characterization and survey of barriers to bicycle use for non-users*

This step is only for non-user participants and will be done through a phone call, where a maximum of three questions will be asked and during which they are given the formal briefing to what is expected from their participation and all the necessary indications to participate in this accompanied immersive experience.



#### *Stage 3 - Carrying out GIRA shared bike trials in pairs*

In order for non-user participants to be able to express their barriers to cycling on a regular basis, it is proposed that they carry out a first immersion through the experimentation of the GIRA service. In this way they can confront their initial barriers raised in the previous step (real or perceived) with a real accompanied experience.

A total of 15 pairs will be recruited (thirty people: 15 users and 15 non-users) to run routes of their choice that must take place whenever they have preference and suits both of them for 7 days. These routes must have a minimum distance of 2km (maximum 45 minutes). All participants must ride on GIRA bicycles, and they can choose if it is electric or not. During the route, the user/non-user pairs should always maintain contact and keep close proximity and accompany the route with a reflection (out loud) of the difficulties (or lack of them) felt and the way the experience is lived, in order to share afterwards.

#### *Step 4 - Conducting collective reflection and ideation sessions*

These sessions should bring together several pairs in order to gather, in focus group mode, the various opinions on the lived experience and the barriers (or lack of them) felt among the various participants. After this reflection, facilitated by members of EMEL, the participants will be asked to contribute with ideas for mitigating barriers and promoting the regular use of the bicycle as a means of transport by more women in the city of Lisbon. At the end of the session these barriers, reflections and ideas are gathered and will contribute to the action plan. In total there should be two collective sessions.

#### *Step 5 - Collecting all the information gathered for the action plan*

All these steps should be documented and form part of the co-creation, reflection and ideation process. At the end of the process a report of the work done and the main conclusions and recommendations extracted should be created and included in the action plan.



**2 RESEARCH RESULTS:** By involving and advancing the participation of all stakeholders it will be possible to improve the quality, efficiency and effectiveness of policy design and service delivery.

#### *Smaller groups, teams or “task-forces*

In collaborations and co-creation processes that involve many different actors, facilitating frequent connections and interactions between the participants is important to ensure information exchange, sharing of ideas and to enhance learning. The exploration of new ideas and solutions require a certain autonomy of the actors and/or the group.

*Supporting the development and creation of a shared vision and common goals helps to align interests.*

Managing the interactions between the participants in the collaboration is important, and combining different management strategies is beneficial. Supporting the development and creation of a shared vision and common goals helps to align interests.

## Conclusions and recommendations:

- Policy-makers and Mobility Companies are advised to encourage co-creative processes, in order to foster the quality, efficiency and effectiveness of policy design and service delivery.
- Long-term involvement - consistently involved to create new insights, thus strengthening the relationship with important stakeholders, including under-represented groups in society
- Partnerships with relevant users are crucial to bring together a successful co-creation process. A user that knows the target group, that is experienced in the use of the service, can help bring the collaboration to an inspiring and unanticipated conclusion.
- Involving citizens and stakeholders in planning improves the quality and acceptance of urban mobility measures

Interactions with decision-makers empower citizens to shape mobility measures in line with their needs. This also increases their ownership and acceptance of whatever emerges.

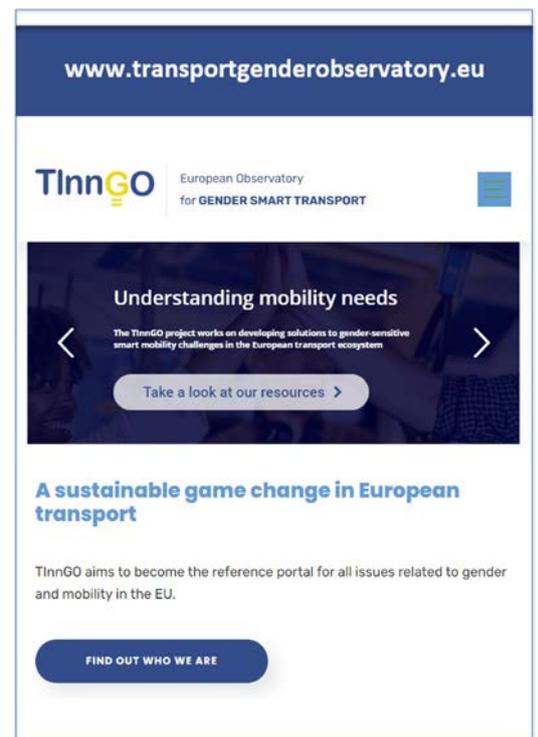
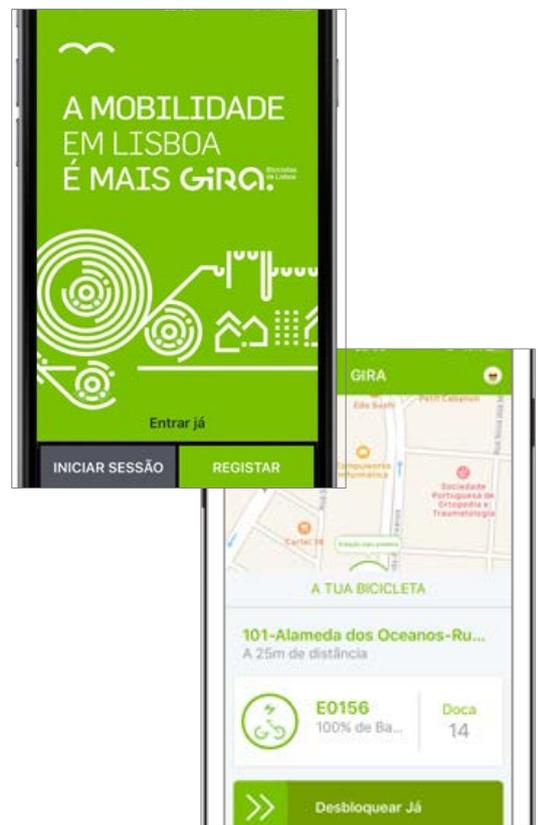
This approach meets the needs of citizens and stakeholders as it is:

- **Attractive** - Involvement of end-users in the definition of action plan measures (co-design)
- **Effective** - Focus on specific user needs – validation of measurers base gender aspects - Co-design method
- **Inclusive** - Measures build in co-creation with users
- **Sustainable** - Promote the use of soft mobility modes, in this case bike, in Lisbon.

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