



Pune Workshop II



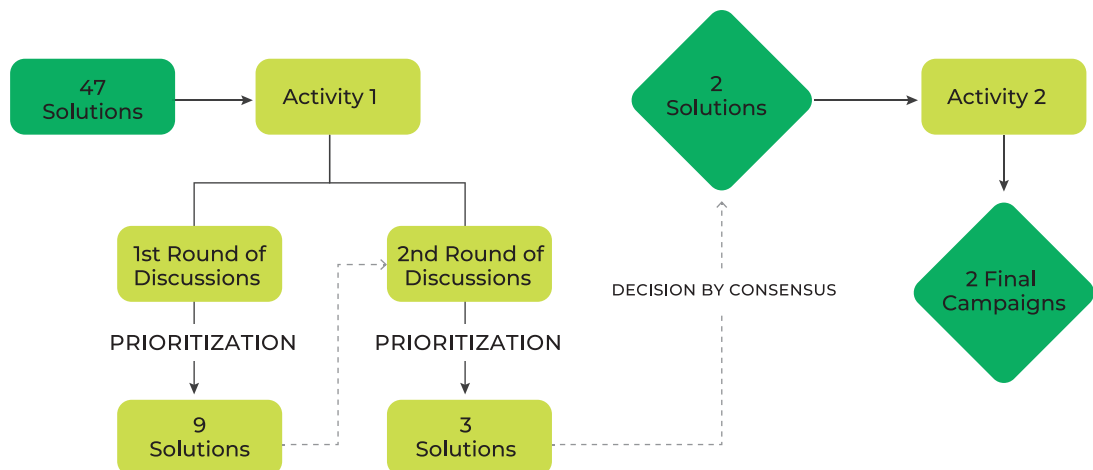
Date: May 26th, 2023 (Friday) from 10:30 am to 4:30 pm

Venue: PYC Hindu Gymkhana, Bhandarkar Rd, Pune,
Maharashtra 411004

Report compiled by Tanzeel Allapur

The Phase II workshop was organised by Parisar to strengthen engagement, increase participation, and improve the conversation around the concept of low carbon mobility in Maharashtra. The workshop aimed to build on the foundations of the previous workshops and focus on the 'Solutions' and translate them into actionable, feasible, and community-driven initiatives/campaigns through consultations with local civil society networks. The workshop involved local civil society networks in developing low carbon mobility initiatives in Pune through a participatory process. This approach ensures the participation of the local community and aims to create sustainable initiatives by empowering the local networks to advocate for the adoption of these initiatives by the government.

Below is a flow chart which explains the flow of the workshop and the final result.



Activity 1: Prioritisation of Solutions:

The objective of the activity was to prioritise the solutions that can be turned into successful campaigns. This activity was further divided into two rounds. The aim of the first round was to get each participant to prioritise and vote for two solutions within each of the four categories (walking and cycling, public transport, shared mobility and reduction of vehicles/vehicle km travelled). To accomplish this in the first round the participants were given two votes for each category. Each sticker corresponded to one vote and each participant was instructed to use only two stickers per category to vote for two important and feasible solutions after a group deliberation. Chart of each category was held up in front of the participants and approx 15 minutes were allotted for each category to be discussed by all the participants, and each participant voted for the most agreeable solution. Once all participants finished round one, the solutions that received the highest tally of stickers were further shortlisted. The solutions that were low on tally were struck off by the facilitators to avoid confusion. In round two the participants were given one green sticker each to further select one solution from the highest tallied ones. After a successful completion of this round 3 solutions were shortlisted.

Outcome: The three shortlisted solutions after two rounds of prioritisation activity:

1. Demanding restrictions of private vehicles in the congestion prone areas.
(Reducing vehicles) **[3 votes]**
2. Development of a bus app with an integrated system providing times/schedules.
Research on availability of information- timetable, bus routes, arrival time, etc.
(Public Transport) **[4 votes]**
3. Form pressure groups to implement existing policies which are only on paper
(Pune specific plans and policies). (Walking and Cycling) **[3 votes]**

Walking And Cycling		Comments/Rephrasing	Round 1	Round 2
1	Designing new narratives about mobility related aspirations in society for a shift towards NMT and public transportation.		■	
2	Incentivizing walking and cycling as a preferred mode in the younger generation.		■	
3	Demonstrating the health benefits of well-developed cycling and walking networks through trials and pilot programs and also through social media platforms to encourage people to choose those modes of transportation more frequently.			
4	Workshops/seminars to break the existing stigma on cycling and increase sensitization to address (negative) attitudes & beliefs towards walking and cycling to create a walking-cycling friendly culture around the city.	→ "Laxmi Road" is the main concern, restricted vehicle access	■	
5	Demanding for cycle parking on streets and making Public Bicycle Sharing available at metro stations, public transport stations and implementing them properly.	→ "No. Bicycles to be shared"	■	
6	Analysing reports, news, events, programmes to promote and encourage use of public and NMT transportation systems.			
7	Improvements in cycling/pedestrians' infrastructure (Encouraging local/short trips on bicycles)		■	■
8	Participatory planning for cyclists and pedestrians for shorter distances		■	
9	Community programmes on governance and policy framework involved in the transport sector			
10	Form pressure groups to implement existing policies which are only on paper (pane specific plans and policies)		■	■
11	Pushing for providing carbon credits to individuals to encourage more LCM options in the city.		■	■

Public transport		Comments/Rephrasing	Round 1	Round 2
1	Incentivisation of public transport by companies, organisations and corporations.			
2	Pushing for incentives on bus and cycle users such as green cards, creating half fare weekends (for bus)			
3	Demanding dedicated buses for women commuters.			
4	Demanding for improvements in the last mile connectivity integration with feeder systems for public transport.			
5	At planning level, improvements in door-to-door connectivity of public transport with request stops and terminals would stimulate reduction of private vehicles.		■	
6	Media campaigns branding public transport, walking and cycling as 'sustainable'.		■	■
7	Development of a bus app with an integrated system providing times/schedules. Research on availability of information- timetable, bus routes, arrival time, etc. (for buses)		■	■
8	Organizing local meets in buses for citizens groups to study traffic movements and practical education on why city buses are essential to use, their contribution to climate action, etc.			
9	Dedicated bus lanes and revising BRT route design to avoid private vehicles to move on the routes. → "Better Engagement"		■	
10	Setting aside special days for specific populations to encourage commuters to use buses, cycle, etc.			

Reducing Vehicles (citizens centred advocacy) PART 2		Comments/Rephrasing	Round 1	Round 2
1	Providing 'Carbon Footprint of one's trip' calculations in making it available for the public in ordinary ways.			
2	Public demand for (paid/cycle) parking - pedestrian safe areas school zones, etc.	→ "Not enough parking" and "No one using already done in 3 schools"	■	■
3	Awareness campaigns for the carbon footprint of the city (making them available at marketplaces, parks, etc.)	Local level	■	
4	Mobilising groups (stakeholders) to be part of the conversation, taking a step to reaching out to groups that are not able to become part of larger conversation.	→ "Laxmi"	■	■
5	Addressing the issue of an increasing number of vehicles owned per family.			
6	Highlighting the impacts of too many vehicles in the city (and benefits of less).		■	
7	Critical appraisal of policies, act, schemes at city level adoption (on LCM).		■	

Shared mobility		Comments/Rephrasing	Round 1	Round 2
1	Adoption of LCM options by CSOs themselves such as (formation of a WhatsApp group for ride sharing, carpool or encourage car/vehicle pooling for events organized by the CSOs)			
2	Finding out best practices and stories for shared mobility (eg. Tuk Tuk, Kolhata IPT)			
3	Push for a regulatory framework for shared mobility options in the city.		■	■
4	Push for participatory involvement in street design (indicating parking space/stands for auto-rickshaw near metro stations) for shared mobility options in the city.		■	■
5	Integrating street design guidelines for shared mobility options in the city.			
6	Baseline data survey to assess need for shared mobility in the city.		■	■
7	Making records of routes, stakeholders involved, no. of vehicles, other modes, stands and other amenities for shared mobility options.		■	
8	Pushing for shared mobility (mainly auto-rickshaws) as a feeder to public transport		■	■
9	Percentage Supply on Shared Mobility			

Activity 2: Campaign Design and Presentation:

The objective of this activity was to design a campaign from the 3 top voted solutions. A quick voting was done to select two out of the three final solutions. The participants were divided into 2 groups and each group received the Campaign Checklist. The groups were allotted one solution each, shortlisted in the previous activity, to design a campaign. The facilitators guided the participants with question prompts to help define the campaign's objective, identify the target audience, and develop a unique selling proposition. Each group was given a chance to present their campaigns. The two campaigns were selected as initiatives that will be taken ahead by the network of CSOs present for the workshop.

Outcome: Two campaigns decided by consensus to be taken forward by the CSOs:

1. Demanding restrictions of private vehicles in the congestion prone areas. (Laxmi Road) (Reducing vehicles)
2. Development of a bus app with an integrated system providing times/schedules. Research on availability of information- timetable, bus routes, arrival time, etc. (Public Transport)

After the workshop, the local networks will jointly decide which initiatives to take forward in a participatory and consultative process, ensuring fairness and acceptance through locally driven decision-making.

The workshop successfully achieved its objective of building on the foundations of the previous workshops and focusing on the 'Solutions' and translating them into actionable, feasible, and community-driven campaigns. The prioritisation activity was an effective way to ensure that the team is aligned on the most important solutions and has a clear understanding of which solutions will be turned into a campaign. The campaign design checklist helped the participants to design a brief campaign and have a good enough understanding of what the campaigns will look like. Overall, the workshop was successful in building community-driven initiatives for low carbon mobility in Maharashtra.

SOLUTION:

Demanding restrictions of private vehicles in the congestion prone areas. (Laxmi Road) (Reducing vehicles)

GROUP: 1

1	Name of the campaign																					
2	Issue being addressed	1) Congestion in the core/inner city. Emissions, stress/frustration (traffic induced)																				
3	Target audience (decision-maker)/ (who needs to be convinced?)	Residents, Business Owners, Hawkers Union, Political Reps, Rickshaw Unions																				
4	Demography which already supports the cause	1) Local CSOs, mobility experts, pedestrians, unions, local political leaders, (leverage upcoming elections), mandal																				
5	Ways to increase the involvement of supporters	- Events/days, in person meeting of what it will look like. - Big shop owners eg. Ranka, Banks																				
6	How will the final demand of the campaign be presented?	- Direct meeting commissioner/mayor/police commissioner, Something that shows number support, Press																				
7	The actual plan (Give a brief idea of the campaign process, content and channels)	1) Collection of base data- Traffic modes, modal congestion share, health data, traffic volume, demographic visiting 2) Creation of resources: film, songs, pamphlets, street play 3) Engagement- User group and then decision level meetings finding local allies/volunteers 4) Pedestrian Day- Presenting demands, Press																				
8	Hashtags/Tagline																					
9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	Health - emissions, environment, socio-economic linkage of taxation																				
10	Goal or Target to be achieved (Measure of success)	Initiation of Laxmi Road Pedestrianisation process, awareness of linkage between health and pedestrianisation, planned outreach																				
11	Duration of the campaign. Proposed time period.	June-Dec 2023																				
12	Location/Part of the city	Laxmi Road- Sadashiv Peth, Ravivar Peth, Narayan Peth, Budhwar Peth, Shaniwar Peth																				
13	Logistics	<table border="1"> <thead> <tr> <th></th> <th>Who/What</th> <th>Quantity/Time</th> <th>Approx cost</th> </tr> </thead> <tbody> <tr> <td>People</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Materials</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Transport/Meetings</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Other</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Who/What	Quantity/Time	Approx cost	People				Materials				Transport/Meetings				Other			
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VOTES

TOTAL

SOLUTION:

Development of a bus app with an integrated system providing times/schedules. Research on availability of information- timetable, bus routes, arrival time, etc. (Public Transport)

GROUP: 2

1	Name of the campaign	AppKaraGapBhara/AppKaraTrackKara																						
2	Issue being addressed	Lack of information on routes and schedules, Bus stops and Carbon footprint																						
3	Target audience (decision-maker)/ (who needs to be convinced?)	PMPML+Metro																						
4	Demography which already supports the cause	- Existing Users, outsiders like students, labourers, street vendors, IT people, tourists																						
5	Ways to increase the involvement of supporters	- Social Media outreach, Petition, positive stories from other cities, newspapers & radio, meetings and discussions																						
6	How will the final demand of the campaign be presented?	Petition with signatures, through prominent leaders and organisations																						
7	The actual plan (Give a brief idea of the campaign process, content and channels)	<ul style="list-style-type: none"> - Meeting with groups (RWA,CSO, Ward committees, Company org associations)+ Existing users - Online/Offline Signature campaign - Benefits of the app for commuters & service providers - Social Media 																						
8	Hashtags/Tagline	#WhereIsMyBus #TrackMyBus #MapMyBus																						
9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	Mascot, Visual Figure, Jingle																						
10	Goal or Target to be achieved (Measure of success)	One Lakh people supporting/endorsing																						
11	Duration of the campaign. Proposed time period.	2 months																						
12	Location/Part of the city	Pune +PCMC																						
13	Logistics	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 30%;">Who/What</th> <th style="width: 25%;">Quantity/Time</th> <th style="width: 20%;">Approx cost</th> </tr> </thead> <tbody> <tr> <td>People</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Materials</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Transport/Meetings</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Other</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Who/What	Quantity/Time	Approx cost	People				Materials				Transport/Meetings				Other			
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TOTAL



Additional notes:

- During the presentation of the campaigns there was a conversation about the durations of the campaigns, and it was mentioned that the bus app campaign could be a shorter campaign compared to the other initiative. It was suggested that the longer initiative could be started simultaneously by conducting surveys and gathering relevant data. This approach would allow for a staggered implementation of both campaigns.
- At the conclusion of the workshop, the facilitator conducted a blind vote to determine the participants' preferred campaign. A significant majority of the participants voted in favour of the campaign focused on demanding a bus app and addressing the customer information gap.
- During the discussions, one participant highlighted the existing infrastructure available with the PMPML and suggested that this campaign could be included in political party manifestos to leverage during the upcoming elections.
- The participants used the example of the m-indicator app¹ to illustrate the desired features for the bus app. They emphasised the importance of incorporating features such as carbon footprint calculation and identifying peak hours to enhance its functionality.
- Regarding the campaign aimed at reducing congestion in core city areas, participants emphasised the need to stimulate public imagination through public displays or visuals. They believed that showcasing alternative modes of mobility would help people envision different ways of getting around.
- The participants also discussed strategies to engage major shop owners as stakeholders in achieving successful street decongestion. They acknowledged the challenges associated with involving shop owners but suggested conducting pilot campaigns on days when specific markets are closed.
- The group working on the decongestion campaign proposed implementing a pilot program similar to "Happy Street" for a specific area during the Waaris and Ganpati seasons.
- Overall, the workshop provided valuable insights and ideas for the preferred campaigns, addressing both the demand for a bus app and reducing congestion in the core city areas. The next steps will involve further planning and coordination to implement these initiatives effectively.

¹ m-Indicator is a transportation related mobile application that primarily provides information about public transportation in the city of Mumbai.



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