



Mumbai Workshop II



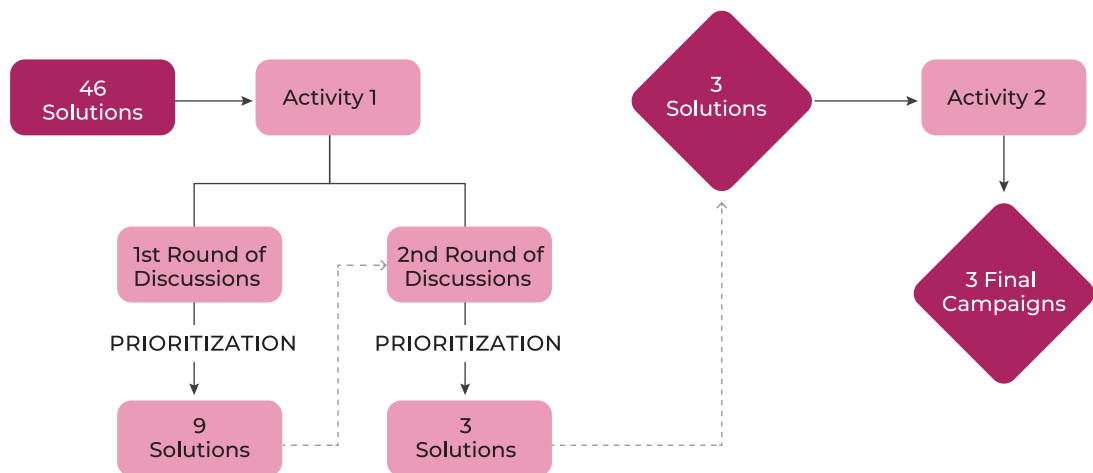
Date: June 23rd, 2023 (Friday) from 10:30 am to 4:30 pm

Venue: Ravindra Natya Mandir, 3rd Floor, Lecture Hall,
near Siddhivinayak Temple, Prabhadevi, Mumbai- 400024

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 Mumbai 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 divided into four groups and each group was provided with a list of solutions and each participant was provided ten pink stickers. Each sticker corresponded to one vote and each participant was instructed to use only two stickers per category to vote for two important, efficient and feasible solutions after a group deliberation. Every group was allotted 15 minutes to discuss, finalise and vote for the most agreeable solutions. After every 15 minutes the list of solutions was passed to the next group which ensured that every group gets a new list of solutions. Once all participants finished round one, the two or three (in case of a tie) 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 two green stickers 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. Congestion and Telescopic taxes based on car ownership/cap on car ownership. (Reducing Vehicles) **[14 votes]**
2. Amending shared transport as an integral part of the overall public transport and feeder system/Formalisation of shared transport. (Shared Mobility) **[7 votes]**
3. Safety audits, proper planning and mapping for the use of public transportation by the Govt. (Public Transportation) **[5 votes]**

| | Shared Mobility | Comments/Rephrasing | Round 1 | Round 2 |
|-----|--|---|---------|---------|
| 1 | Developing and disseminating easy to comprehend materials that provide detailed information about the rules and regulations about shared travel | More clear and easier to understand | | |
| 3 | Developing route maps, conducting research and surveys to gather data and planning infrastructure for shared mobility according to riding and safety | | | |
| 3 | Pushhanger shared transport to become a part of transportation service area (Like Chalo/Yatri/M-Indicators) | | | |
| 7-4 | Need for indicators, boards on road, travel time, free structure, passenger carrying capacity of a vehicle | Need for indicators, free structure, passenger carrying capacity of a vehicle | | |
| 1 | Need for street station area design to include shared transport | | | |
| 6 | Redefining Role of RTO (to include regulation of vehicle quality of driving and safety and not just limit to collection) | Updated data on vehicle | | |
| 3 | Build a complaint register system, and provide training to drivers about behaviour and safety driving | Need for a complaint register system | | |
| 7 | Information and training of drivers about gender sensitivity | | | |
| 9 | Setting up traffic planning unit (traffic mitigation) | | | |
| 9 | Introducing shared transport as a sustainable part of the overall public transport and mobility system | Expanding shared transport | | |

| | Public Transport | Comments/Rephrasing | Round 1 | Round 2 |
|----|---|----------------------|---------|---------|
| 1 | Conducting an awareness campaign and advocating for the implementation of safety mapping initiatives for women in public transportation, while demanding enhanced security measures to ensure safe travels. | 7/19/24 on 1st round | | |
| 2 | Bringing narratives on separation and safety for a shift towards BMT and public transportation. | 1/2/25 2nd round | | |
| 3 | Safety audits and mapping for the use of public Transportation. | 11/20/24 1st round | | |
| 4 | Engaging in a campaign to promote the increased utilization of public transport and raise awareness about its crucial role in fostering a better environment. Additionally, sensitizing individuals to the significance of clean transportation. | 11/20/24 1st round | | |
| 5 | Awareness campaign at school level for a road-base-use of private automobiles. Campaigning to promote cycling and public transport through curriculum in colleges, high schools. | | | |
| 6 | Creating informative presentations for popular media platforms to raise awareness among the general public about the alarming increase in personal vehicles within the city, with the aim of encouraging a shift towards promoting public transportation. | | | |
| 7 | Promoting public awareness regarding resources available for public transportation and educating individuals on how to avail them. | 7.8.24 on 1st round | | |
| 8 | Dissemination of info by the government about advantages of public transport. | | | |
| 9 | Investment in the betterment of existing road infrastructure for public transport. | | | |
| 10 | Encouraging companies to Incentivize the utilization of public transport, such as mandating a car-free day once a week or month. | | | |
| 11 | Provide premium class last mile connectivity and premium class BMT | | | |
| 12 | Last mile connectivity and convenience should be improved. | | | |
| 13 | Opposing the increased number of AC vehicles fleet. (economic and environmental factors). | | | |
| 14 | Advocating for the reopening of closed routes and urging for starting up of necessary routes. Urging to demand answers and questioning decisions instead of passively accepting them. | | | |
| 15 | Dedicated bus lane during peak hours in areas with bottlenecks. | 1st round 11/20/24 | | |
| 16 | <u>Unisegal</u> <u>don public transport card.</u> | | | |
| 17 | <u>evaluation of all alternatives to</u> <u>metro for cost benefit and</u> <u>social best percenp.</u> | | | |
| 18 | <u>can be combined</u> <u>in alternative ways</u> | | | |

| | Reducing Emission | Comments/Rephrasing | Round 1 | Round 2 |
|----|--|---|---------|---------|
| 1 | Appalling vulnerability to the public on the ill-effects of everyday use of personal vehicle (Based on the rights of children and the elderly) | Appeal to SPS/AMSDA Refer to Land related! | | |
| 2 | Media Campaign for a ban on advertising for cigarette marketing on cigarettes and smoking is harmful. | Sgt can't do it! Police force | | |
| 3 | Compulsating and enforcement on the sustainability aspect of green building. | | | |
| 4 | Demanding public participation and transparency in planning, the designs and policies must be participatory and should have a bottom-up approach. | | | |
| 5 | "Accession" programs about reduced domestic transport and give examples of proposals. | Example of shared road | | |
| 6 | Advisory organizations should build awareness workshops every week. | | | |
| 7 | Policies for implementing a work schedule restriction, start at 8 to 9 add-on rest or private vehicle during periods of high air pollution / TSP or PM ₁₀ . | Land Commission Report (Urban) | | |
| 8 | Encouraging the implementation of compaction lanes and a telepresence system based on the number of cars parked on the sidewalk. To prevent an increasing rate that increases proportionally with the amount of additional area. | A more model (Governing City) car park H/H | | |
| 9 | Demobilizing unnecessary road projects where possible; eg. Pedestrian walkway/highway | | | |
| 10 | Opposing the expansion of private vehicle parking spaces for making it expensive and inconvenient. Advertising and asking developers to provide parking. | Better Parking Policies (Sg. Council) - Planning Office Planning Office SG Land Related | | |
| 11 | Reducing road space by free plantings, botanicals, cycle and bus lanes. | Agreement to limit space | | |
| 12 | Stop, reduce car ownership, reduced overall demand parking, / use car pool, encourage use of all car | | | |

The objective of this activity was to design a campaign from the three top voted solutions. The participants were asked to choose whichever solution they wanted to turn into a campaign. Each group received the Campaign Checklist. 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.

1. Tax the Congestion. (Reducing Vehicles)
2. Share Kara Care Kara. (Shared Mobility)
3. Safe Safar. (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:

**Congestion and Telescopic taxes based on car ownership/cap on car ownership.
(Reducing Vehicles) [14 votes]**

GROUP: 1

| | | | | |
|----|---|--|---------------|-------------|
| 1 | Name of the campaign | Tax/Price the Congestion | | |
| 2 | Issue being addressed | Currently no price for causing congestion by having too many vehicles. (Owned or Operated) | | |
| 3 | Target audience (decision-maker)/ (who needs to be convinced?) | BMC | | |
| 4 | Demography which already supports the cause | Bus users, Environmental groups, Senior citizens, Dabbawala, Children, Hospitals, Colleges, Members of the Public who are sick of the Congestion | | |
| 5 | Ways to increase the involvement of supporters | 1) Benefits of less congestion 2) Air pollution/noise pollution 3) How slight reduction can improve mobility-everyone goes faster | | |
| 6 | How will the final demand of the campaign be presented? | 1) Case studies of congested areas and improvement (modelled) 2) Pricing model 3) Petition supported by groups/ elected reps/prominent citizens 4) Visual PPTs 5) Testimonies | | |
| 7 | The actual plan (Give a brief idea of the campaign process, content and channels) | 1) Create a petition 2) Approach prominent citizens 3) Affected by congestion (hospitals/delivery) 4) Technical studies 5) Visual/ Graphics presentation 6) Develop a media Campaign. (Print/ Social Media) 7) Influencers/Comedians | | |
| 8 | Hashtags/Tagline | #CongestionHatao | | |
| 9 | How will you capture the attention of the target audience? (USP/campaign uniqueness) | | | |
| 10 | Goal or Target to be achieved (Measure of success) | Authority says-"we'll think or consider about it" 1 lakh signatures | | |
| 11 | Duration of the campaign. Proposed time period. | July - Dec | | |
| 12 | Location/Part of the city | Whole City | | |
| 13 | Logistics | | | |
| | | Who/What | Quantity/Time | Approx cost |
| | People | Media Agency | | |
| | Materials | | | |
| | Transport/Meetings | | | |
| | Other | | | |

VOTES



TOTAL

5

SOLUTION:

Amending shared transport as an integral part of the overall public transport and feeder system/Formalisation of shared transport. [7 votes]

GROUP: 2

| | | | | |
|----|---|--|---------------|-------------|
| 1 | Name of the campaign | Share Kara Care Kara | | |
| 2 | Issue being addressed | To formalise the shared transport under the existing laws for less compensation and safe transport | | |
| 3 | Target audience (decision-maker)/ (who needs to be convinced?) | RTO, Traffic Police, BMC, Taxi-Auto Unions, Transport Dept | | |
| 4 | Demography which already supports the cause | Passenger, Taxi-Auto Unions? | | |
| 5 | Ways to increase the involvement of supporters | Awareness, Surveys, Social Media Campaigns, Online/Offline petitions | | |
| 6 | How will the final demand of the campaign be presented? | Demand Letter, Petition to the RTO, Transport Dept, Traffic Police | | |
| 7 | The actual plan (Give a brief idea of the campaign process, content and channels) | 1) Survey of Auto Drivers/Taxi Drivers and Passengers 2) Mapping of Locations/Routes where shared transport is being used 3) SM Campaigns + Print Media + FM Radio 4) Online - Offline petition 5) Stickers on Autos + Taxis | | |
| 8 | Hashtags/Tagline | #ShareTheFare | | |
| 9 | How will you capture the attention of the target audience? (USP/campaign uniqueness) | Celebrity to post our hashtags, Songs (Raps) | | |
| 10 | Goal or Target to be achieved (Measure of success) | Handing over of demand letter to the authorities | | |
| 11 | Duration of the campaign. Proposed time period. | 6 months | | |
| 12 | Location/Part of the city | MMR (M ward) Andheri-(K ward) | | |
| 13 | Logistics | | | |
| | | Who/What | Quantity/Time | Approx cost |
| | People | Project Mumbai, M Ward Project TISS | | |
| | Materials | | | |
| | Transport/Meetings | | | |
| | Other | | | |

VOTES



TOTAL

5

SOLUTION:

Safety audits, proper planning and mapping for the use of public transportation by the Govt. [5 votes]

GROUP: 3

| | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------|--|---|-------------|--|----------|---------------|-------------|--------|---------------------------|--|--|-----------|---------------|--|--|--------------------|--|--|--|-------|--|--|--|
| 1 | Name of the campaign | Safe Safar | | | | | | | | | | | | | | | | | | | | | |
| 2 | Issue being addressed | Improving the quality of buses for the safety of the passengers especially women/elderly+Bus stop infrastructure | | | | | | | | | | | | | | | | | | | | | |
| 3 | Target audience (decision-maker)/ (who needs to be convinced?) | BEST | | | | | | | | | | | | | | | | | | | | | |
| 4 | Demography which already supports the cause | Women commuters, elderly | | | | | | | | | | | | | | | | | | | | | |
| 5 | Ways to increase the involvement of supporters | Testimonials, call to action section on existing app, forming a pressure group | | | | | | | | | | | | | | | | | | | | | |
| 6 | How will the final demand of the campaign be presented? | Report submission to the concerned authority, Publishing reports/findings on media | | | | | | | | | | | | | | | | | | | | | |
| 7 | The actual plan (Give a brief idea of the campaign process, content and channels) | 1) Random Sample of an area 2) Crowdsourcing Poll/Secondary Research 3) Conduct Survey/Publicise 4) Collating-Presenting 5) Round of Consultation with stakeholders 6) Final report to the GM (BEST) | | | | | | | | | | | | | | | | | | | | | |
| 8 | Hashtags/Tagline | #SafeYatra | | | | | | | | | | | | | | | | | | | | | |
| 9 | How will you capture the attention of the target audience? (USP/campaign uniqueness) | Slogans” Bus Kar Bhai”, “Make Bus the BEST” | | | | | | | | | | | | | | | | | | | | | |
| 10 | Goal or Target to be achieved (Measure of success) | Number of Respondents, Final Report | | | | | | | | | | | | | | | | | | | | | |
| 11 | Duration of the campaign. Proposed time period. | 6 Months | | | | | | | | | | | | | | | | | | | | | |
| 12 | Location/Part of the city | Suburbs of Mumbai | | | | | | | | | | | | | | | | | | | | | |
| 13 | Logistics <table><tr><td></td><td>Who/What</td><td>Quantity/Time</td><td>Approx cost</td></tr><tr><td>People</td><td>RA, Volunteers, Designers</td><td></td><td></td></tr><tr><td>Materials</td><td>Poster, Video</td><td></td><td></td></tr><tr><td>Transport/Meetings</td><td>Bus Stops in select areas/Virtual Meet</td><td></td><td></td></tr><tr><td>Other</td><td></td><td></td><td></td></tr></table> | | | | Who/What | Quantity/Time | Approx cost | People | RA, Volunteers, Designers | | | Materials | Poster, Video | | | Transport/Meetings | Bus Stops in select areas/Virtual Meet | | | Other | | | |
| | Who/What | Quantity/Time | Approx cost | | | | | | | | | | | | | | | | | | | | |
| People | RA, Volunteers, Designers | | | | | | | | | | | | | | | | | | | | | | |
| Materials | Poster, Video | | | | | | | | | | | | | | | | | | | | | | |
| Transport/Meetings | Bus Stops in select areas/Virtual Meet | | | | | | | | | | | | | | | | | | | | | | |
| Other | | | | | | | | | | | | | | | | | | | | | | | |

VOTES



TOTAL

9

Additional notes:

- After the presentations of the campaigns a voting session was conducted to gauge the participants' preferences for the three campaigns, namely "Tax the Congestion" (Reducing Vehicles), "Share Kara Care Kara" (Shared Mobility), and "Safe Safar" (Public Transport), an open discussion was held. During this discussion, the CSOs were given the opportunity to express their interest in leading a specific campaign. TISS M Ward project expressed their interest in leading the "Share Kara Care Kara" campaign, focusing on shared mobility, while Project Mumbai expressed their interest in leading the "Safe Safar" campaign, focusing on public transport.





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