The Deliberative Practice of Vision Mobility 2050: Vision-making for sustainable mobility in the region of Munich?

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The Inzell Initiative

Founded in 1995 between Former Lord Mayor and BMW

“Solving traffic problems together”

Inzell as platform for deliberative policymaking in Munich

• A “collaborative stakeholder dialogue”
  (Baumann & White 2013)

Influence on policymaking

• Policy prepared and prestructured in Inzell
• New ‘culture of policymaking’
Vision Mobility 2050

**Time frame:** 2012-2014

**Goal:** Guidelines and action plan to develop mobility in Munich

**Method:** Three working groups to develop vision

1. Accessibility planning
2. User expectations, how to approach customers
3. Technical instruments, infrastructure and services

**Outcome:** A concept for sustainable mobility in Munich

- To be reworked and redefined over time
Key issue and question of paper

Technocratic approach to planning increasingly placed in question as an effective means to solve modern-day, complex problems (Fischer 2003, Dryzek 1990)

Shift in planning methodologies – towards more collaborative and participative policymaking?

Does the vision planning of the initiative transcend the technocratic planning paradigm to achieve a broader understanding of transport as mobility?
Methodological approach

*Material for analysis:* visualization of the collective vision

*Contextual material:* interviews, policy document, fieldwork

Analysis of the vision-making process as a ‘discursive practice’ (Hajer 1995)

Qualitative methods of analysis, focus on discursive dimension of social meaning (Yanow & Schwartz-Shea 2014)
The Vision - Image
Planning and organization

- **Understanding the User**
- **Strengthening Regional Cooperations in Traffic and Land Use Planning**
- **Developing Traffic Management Measures**
- **Shaping Planning and Organization Models**
- **Developing Financing Strategies**
- **Fostering Acceptance**
- **Planning and Organization**

>> Devise sales pitch across the range of carriers, differentiated, target group-specifically, individualized, rationally, and emotionally
Structures

BETTER UNDERSTANDING AND SPATIALLY DELIMITING THE FUNCTIONAL REGION

- Analyze spatiostructural offers and traffic links according to availability methods

ORGANIZING LOCATION DEVELOPMENT AT A REGIONAL LEVEL

SECURING LOCAL QUALITIES, SMALL SPATIAL STRUCTURES ON SITE

ACTIVELY DEVELOPING AND STRUCTURALLY HARMONIZING TRAFFIC OFFERS
Mobility concepts

Fostering alternative mobility concepts

Establishing e-mobility in the Munich area

Managing data in new ways

Promoting vehicle innovation

>> Advance the diversification of drive forms in passenger and goods traffic

>> Facilitate, foster, allow, evaluate experimental solutions

Comprehensively provide all traffic with high-grade, dynamic information
Vision Mobility 2050 in Munich

*Goal:* to create new governance frameworks to enable and allow for the testing of new systems of travel and of information

- to enable new market-driven incentives for mobility

Vision-making reflects **re-strengthening** of technocratic visions for mobility
Findings

A focus on operationalizing governance processes and everyday mobility deters from the bigger issue central to sustainability: the collective deliberation and discussion on what system of mobility we, as a society, want in the future.

Value choices—about the kind of society in which we want to live, about the kind of world we want to leave to posterity—lie at the heart of governance for sustainable development. At base, it is not a technical project, although technical expertise is essential, but a political project. For, while the concept indicates issues that should be of concern, its practical bearing cannot be established independent of the concrete life circumstances of a particular society and the needs, interests, values and aspirations of its members.

(Meadowcroft 2007, 302)
Thank you!

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