



Regulating Vehicle Access  
for improved Livability

## Stakeholder engagement, Communication & Public acceptance

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## Why?

We want our UVAR schemes to be well-used and have a high acceptance throughout society.





## Stakeholder engagement strategy



### Who?

- Both inside and outside local authorities
- Both inside and outside the UVAR area
- Variety of background and functions: public authorities, businesses, residents, etc.
- Balance those likely to “oppose” and those likely to “support”
- All, incl. youth, women, different cultural and socio-economic groups



### When?

- Develop stakeholder engagement strategy at the early stage of the processes
- Timing to engage stakeholders depends on the study framework and desired outcomes (open ideas? Feedback on proposed measures? Etc)

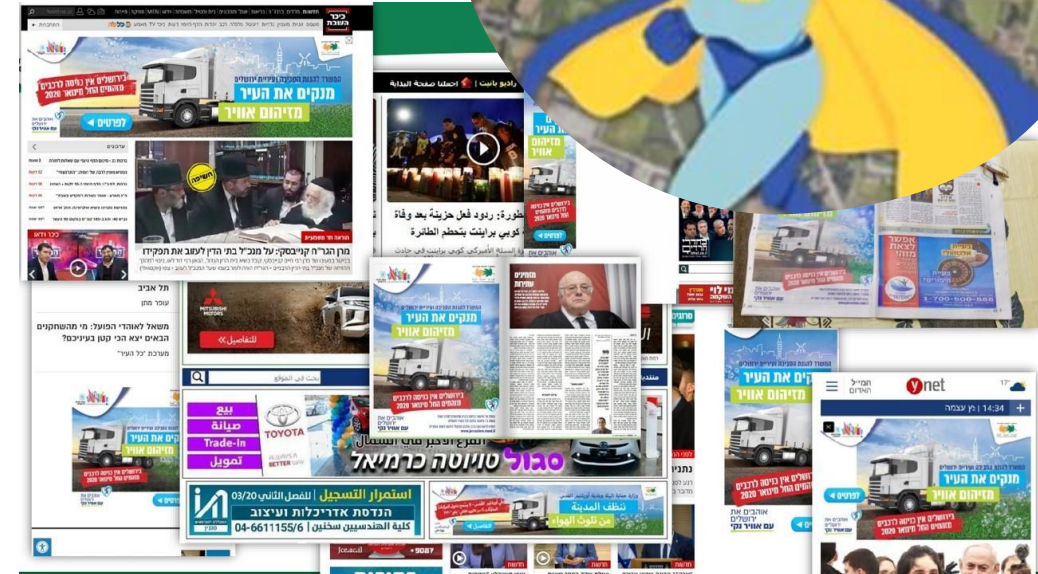


### How?

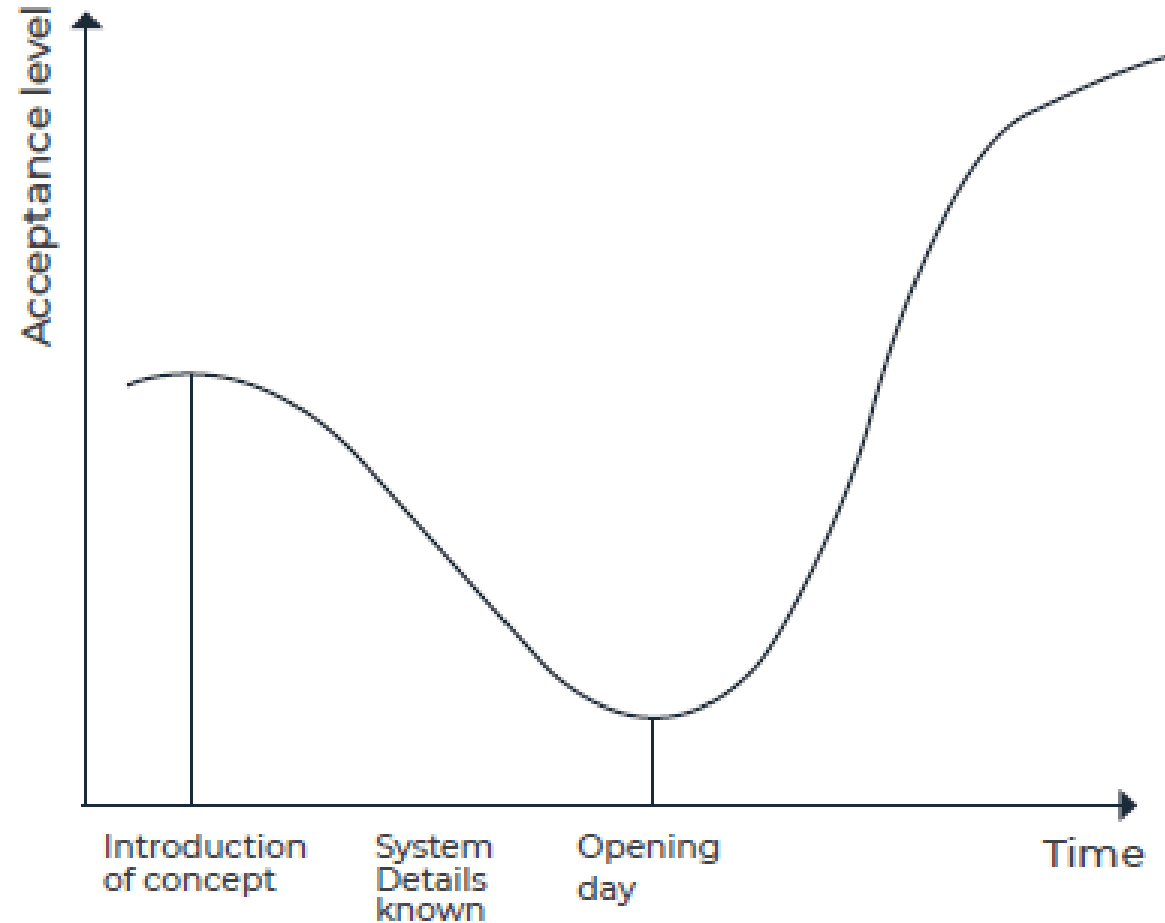
- Choose the right tool depending on the objectives of the consultation and the target group, for instance:
  - Meetings?
  - Surveys?
  - Online/physical?
- Target people at a time and place that works well for them
- Keep a fluid and transparent process
- Don't raise false expectations

## The importance of communication

- ➔ People cannot comply with an UVAR they are not aware of.
- ➔ How an UVAR is communicated will significantly affect how it is perceived.
- ➔ Dialogue fosters understanding and can enable a certain shared commitment, which can lead to voluntary compliance.
- ➔ Understanding the purpose of the UVAR makes people more willing – or at least less resistant – to adapt their behavior



## Public acceptance



## Success factors

Sell the advantages



Language influences perception



Use the right amount of information at the right time



Use the right channel for the right target group



## Summary

- Transparency (what is the goal and why)
- Diversity of users
- Different UVARs, different solutions
- Communicating the UVAR
- Fairness and equity



# Thank you for your attention

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