Pia Salmi
Design Studio
WSP Finland Ltd

HEAT webinar about participatory methods
case study presentation
WSP DESIGN STUDIO

WSP team of 14 talented designers

Urban Design Elements
- Accessibility design
- Graphic design
- Wayfinding
- Strategic planning
- Visualization of Information
- Product design
- Interaction
- Design Service design

Lighting Design
- Public Urban Art Facade design
- Bridges
- Interiors
- Product development

wspdesignworks.com
WSP Co-Design Toolkit

WORKSHOPS
SEMINARS
TRAININGS

MAP POLLS
QUESTIONAIRES

INTERVIEWS
SITEWALKS

methods

user storie
digital poll
3D games
image collages
user values
scenario generation
evaluation matrix
journey map

budjeting workshop
Development of Turku area park and ride services for cars and bikes to increase the use of public transport, biking and walking
Participatory methods

- **Literatery Survey**
- **User Poll**
  - Questionaire + Map Survey (Finnish web platform eHarava)
- **Interviews for 14 Cities**
- **WSP Ideas Workshop**
- **Scenario Workshop / Stakeholders**
- **Participatory Project Meetings**

Best practices in Nottingham, Ellon, Cambridge ja Ipswitch / Great Britain, Strasbourg / France sekä Geneve / Switzerland

Best park-and-ride places in the user point of view.

Objectives for park-and-ride service development in the cities

Consultant project group’s ideation of different scenarios

Developing the scenarios together with 14 cities and their larger stake holder groups (incl. biker organisatios etc)

Setting the project goals / commenting on scenarios / development plans

3 Scenarios

Plan of Actions
User Poll

• Open for 3 weeks 26.9.–15.10.2017
• Answers 787
• Poll was advertised in the cities’ social media and web pages
Map questionnaire eHarava tool

Map can be zoomed in and out to mark the most suitable park-and-ride places

Users were divided into two categories based on their home city.

- **Turku metropolitan area**
  (Turku, Kaarina, Lieto, Naantali ja Raisio)

- **Surrounding Cities**
  (Masku, Nousiainen, Mynämäki, Rusko, Aura, Paimio ja Sauvo)
Scenario workshop / stakeholders

**SCENARIO 1**
Focus on biking

**SCENARIO 2**
If we’ll have the tram

**SCENARIO 3**
Shortest possible commute to public transport
Participatory project meetings

- Decision on new tram line or super bus line
- Business plan
- Marketing
- Building the infrastructure
- Enhancing the bike parking facilities at the main railway stations
- City Center park-and-ride plans
- Pilot Project to test the possibility to use local market bike parking for park-and-ride service

STRATEGIC ROADMAP

- Including Park-and-ride services to city planning processes.
- Developing Turku area park-and-ride as part of larger area planning.
- Including Park-and-ride services to large scale transport development plans

Uusien älykkäiden ratkaisuiden hyödyntäminen
**Pros and Cons of Participatory Methods**

**LITERATERY SURVEY**

- Questionaire + Map Survey (Finnish web platform eHarava)

**USER POLL**

- Questionaire and map questionnaire tools were easy to use for consultants and participants.
- Reward for participation was a lottery where one can win a top class Finnish retrobike.

**INTERVIEWS FOR 14 CITIES**

- Got lot of answers, almost 800. Easy to participate.
- Possibility to discuss together and change knowledge between cities.

**WSP IDEAS WORKSHOP**

- Sharing knowledge. Parking specialist speaker from UK Andrew Potter.
- Good discussing between cities and stakeholders.

**SCENARIO WORKSHOP / STAKEHOLDERS**

- All the invited did not participate. The invitation should be planned well to interest all.

**PARTICIPATORY PROJECT MEETINGS**

- Participatory methods were used as meeting tools to progress the project smoothly with vivid discussions.

**Additional Notes**

- Did not reach much users over 70 because the marketing was in the net. In this case this user group was not seen critical but this must be taken into account in other projects.

- Time consuming. Needed extra work for single interviews if the meeting was not attended.

- Should develop a digital tool to collect the interview data for face-to-face interviews instead of drawing and writing manually.

- Easier to analyse.