

Heijplaat:

Transition to a New Planning Game

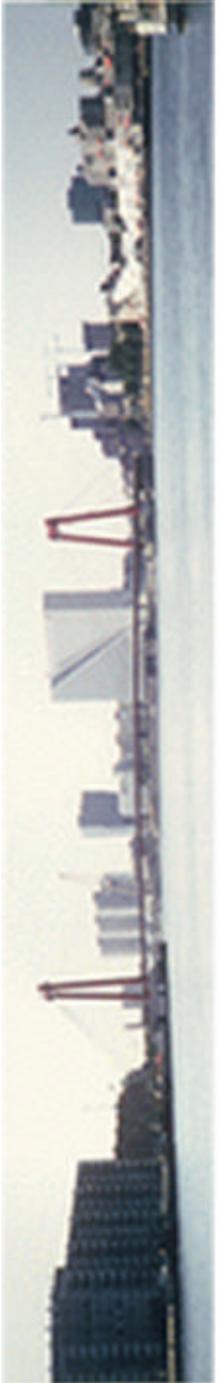
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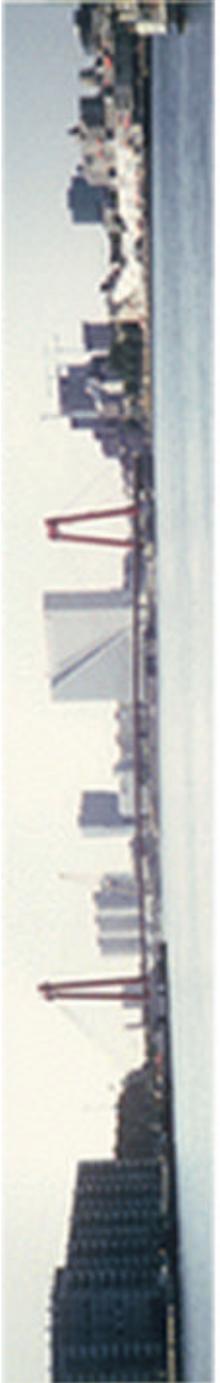


Existing Situation

- National culture of participation
 - Polder model

- Local culture of participation
 - Proto-professional citizens
 - Social capital

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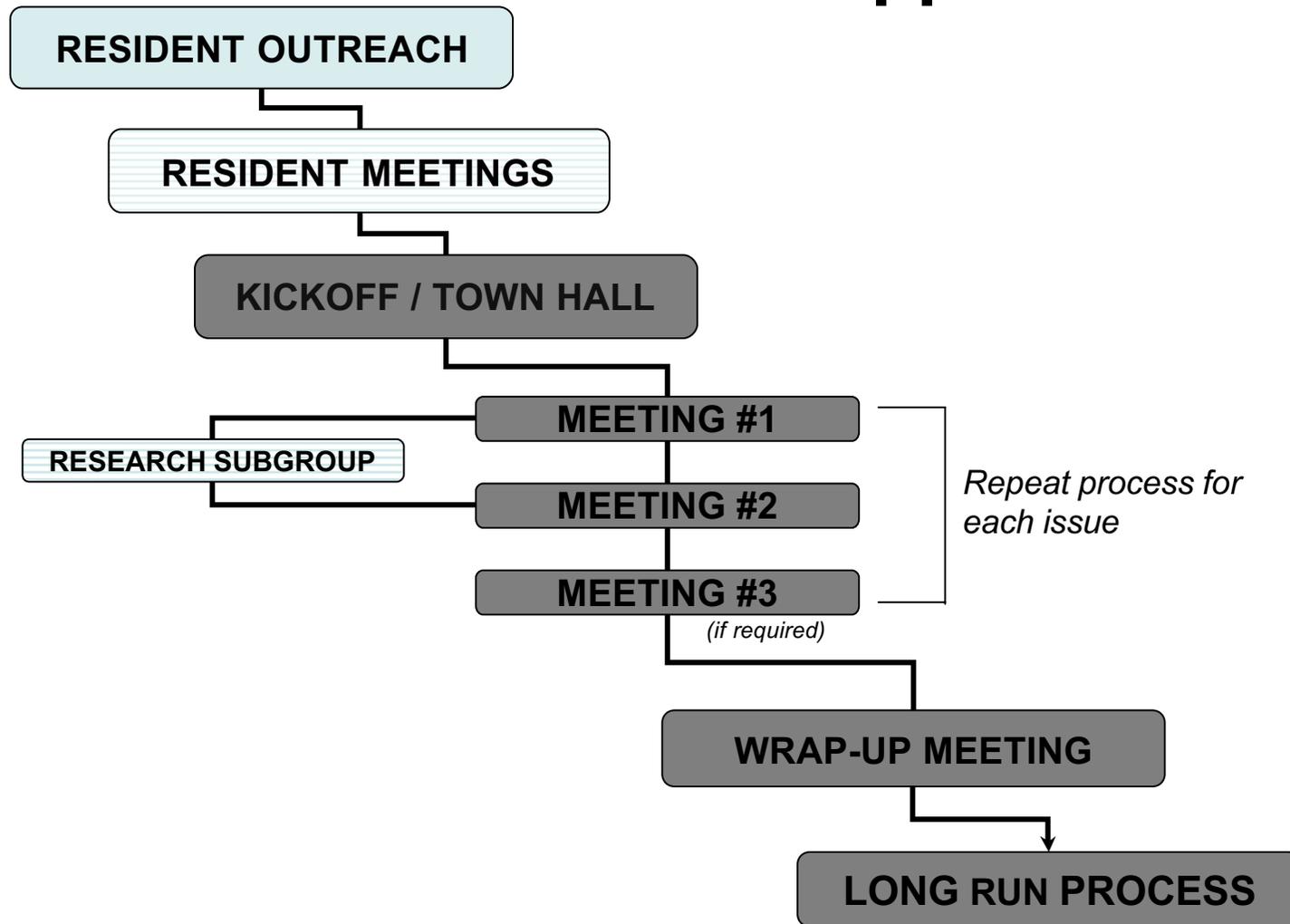


Existing Situation (cont.)

- Long-term concerns
 - Pressure to move port westward

- Short-term concerns
 - Noise and safety
 - Pollution

Our Approach



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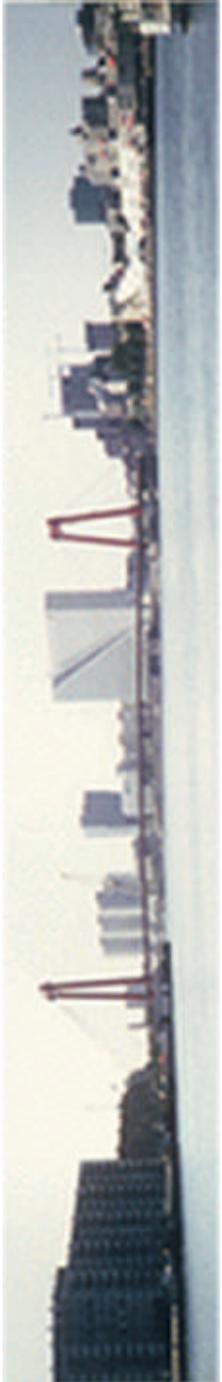


Outreach

Approach: consultants engaging in reflective practice

- Walking the neighborhood
- Talking with all parties involved in the present and future of Heijplaat
- Listening
- Distributing material

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Results of Outreach

- **Informal meetings**
 - Two meetings a month
 - New Heijplaaters
 - Old Heijplaaters
 - Industry (workers and employers)
 - Governmental agencies
 - Elected officials
 - Organizations (churches, NGOs)
- **Familiarity with neighborhood**
- **Developing trust and acceptance**

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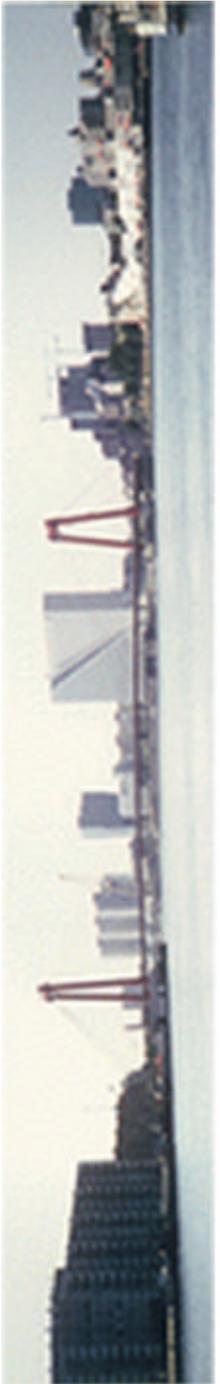
Outreach Message

1. Initial focus on short-term problems of Heijplaat
2. Build up to addressing the longer-term issues of sustainable development for Rotterdam

Overarching Goals:

- Participatory process where everyone feels empowered
- Encourage reflective practice
- Establish an ecology of agents
- Make the process self-sustaining

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Initial Resident Meetings

➤ Informal Meetings

- Two meetings a month
- Main idea was to engage all the stakeholders
- Issues discussed included noise and safety

➤ Outcome

- Helped acquaint the new and the old Heijplaters
- People started discussing the problems
- Encouraged stakeholders to attend the first town hall meeting

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Kick-off Town Hall Meeting

- Present the message
- Split into groups to discuss the problems
 - Offer each stakeholder an opportunity to air their views
 - Agree upon definitions of problems and visions
- Reconvene
 - Present group definitions
 - Agree on definitions of the problems and the vision
- Determine topic of the first follow-up meeting
- Present timeline and process structure

Outcome Kick-off Meeting

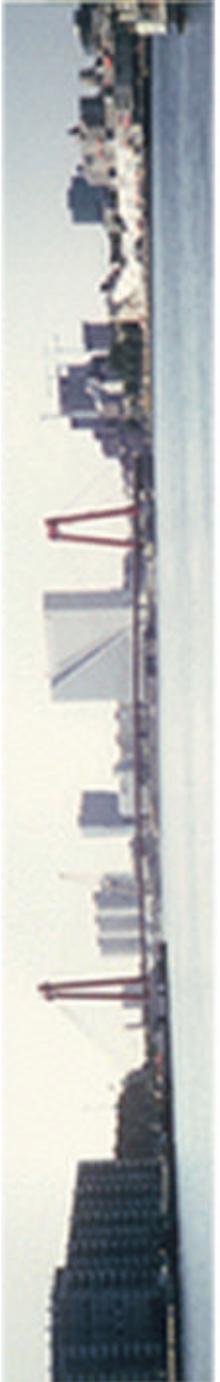
➤ Problem definition

- Noise
- Safety
- Pollution

➤ Vision

- Livable community; port connection; safe and quiet housing
- Lasting connections between residents, industry, agencies, and other actors

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Meeting 1: “Understanding the Issue”

Process

- Recap
- Overview

- Discuss

- Present
- Integrate
- Reach consensus

Outcome

- Broad outline

- Individual understanding

- Common understanding



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Research Subgroup

- Timeframe
 - 4 weeks (between meetings)
- Group makeup
 - 10-15 people
 - Representatives from each stakeholder group
- Group responsibilities
 - Contact outside experts
 - Research potential solutions
- Outcomes
 - Potential solutions
 - Networking and trust

Meeting 2: “Solving the Problem”

Process

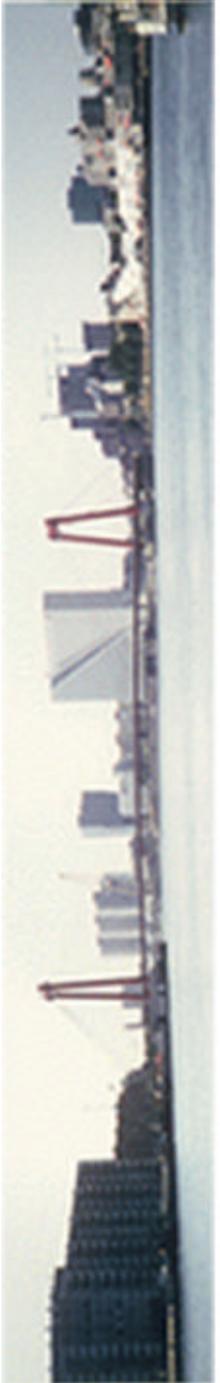
- Recap
- Research subgroup presentations
- Discuss
- Present
- Integrate ideas

Outcome

- General ideas
- Specific proposals
- Consensus on solution
- Unresolved issues



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Wrap-up Event

- Celebrate successes
- Review outstanding items
- Discuss lessons learned

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What Next?

- **At least two issues remain and we can now put them on the table:**
 - **Future of the port (competitive sitting and size, environmental concerns).**
 - **Future of Heijplaat (community sustainability, connection to the port).**
- **A shift in scale: considering the lessons of our short term process for a larger context and longer timeline.**

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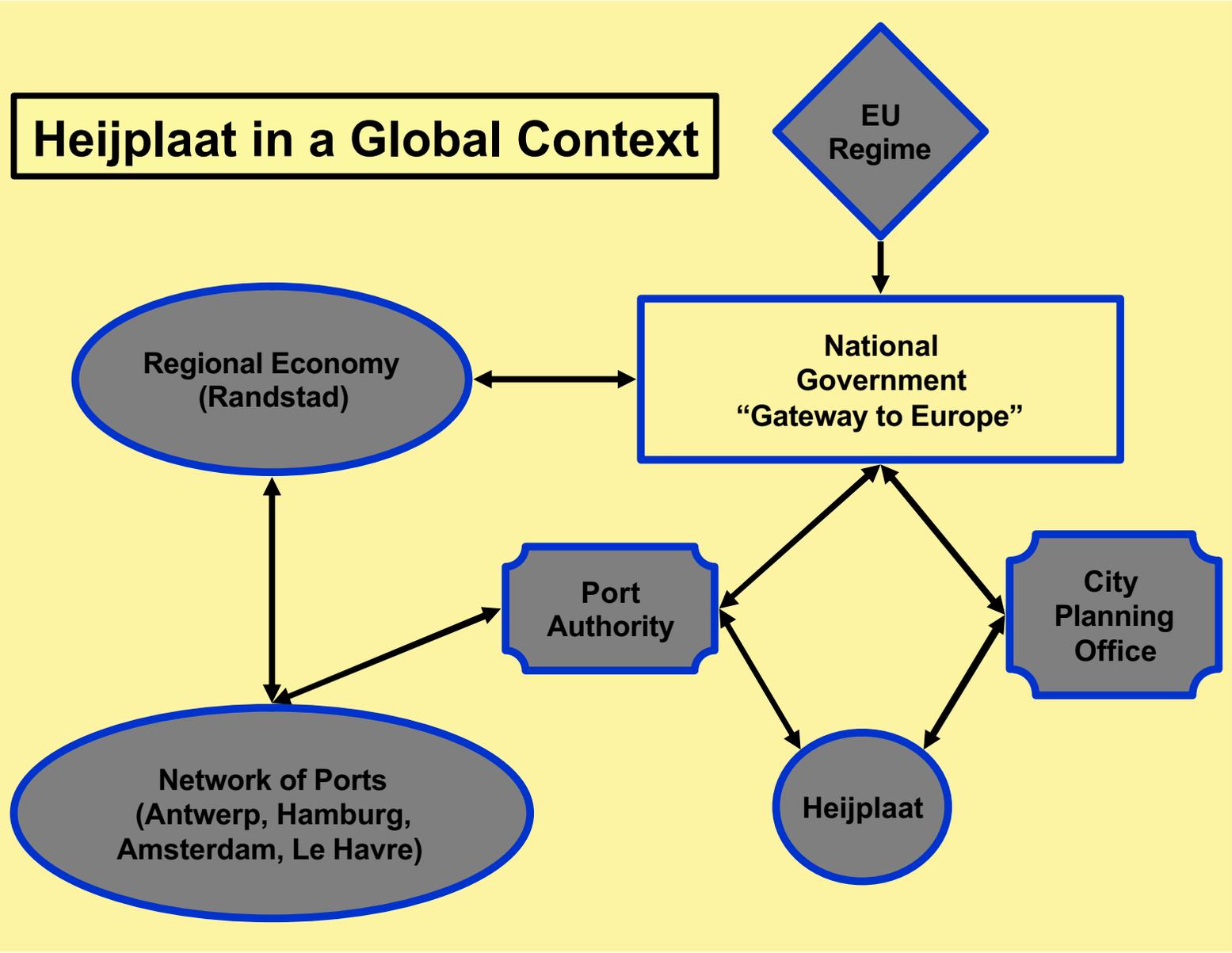


Switching Scale: Why Is it Possible?

- A successful short-term process for Heijplaat: noise reduction.
- The short-term process built networks.
- We can take advantage of these to foster the viability of larger networks.
- A new process with potential for self-generation within the city as spatial and social unit.
- Future of planning consultants (us): irrelevance, ride the barge out of town.

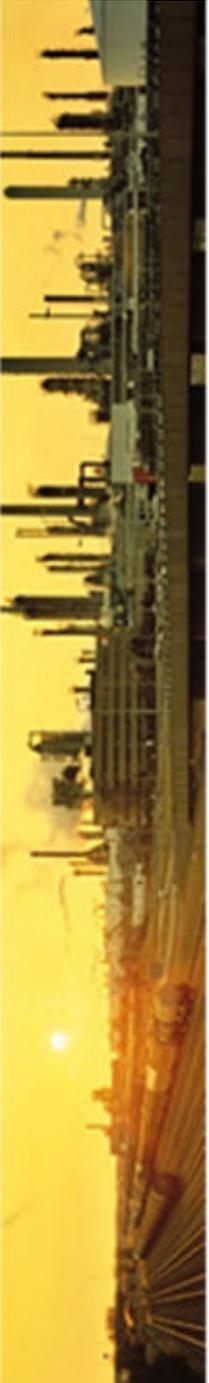
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Heijplaat in a Global Context



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A Process for the Long-Term

➤ Actors

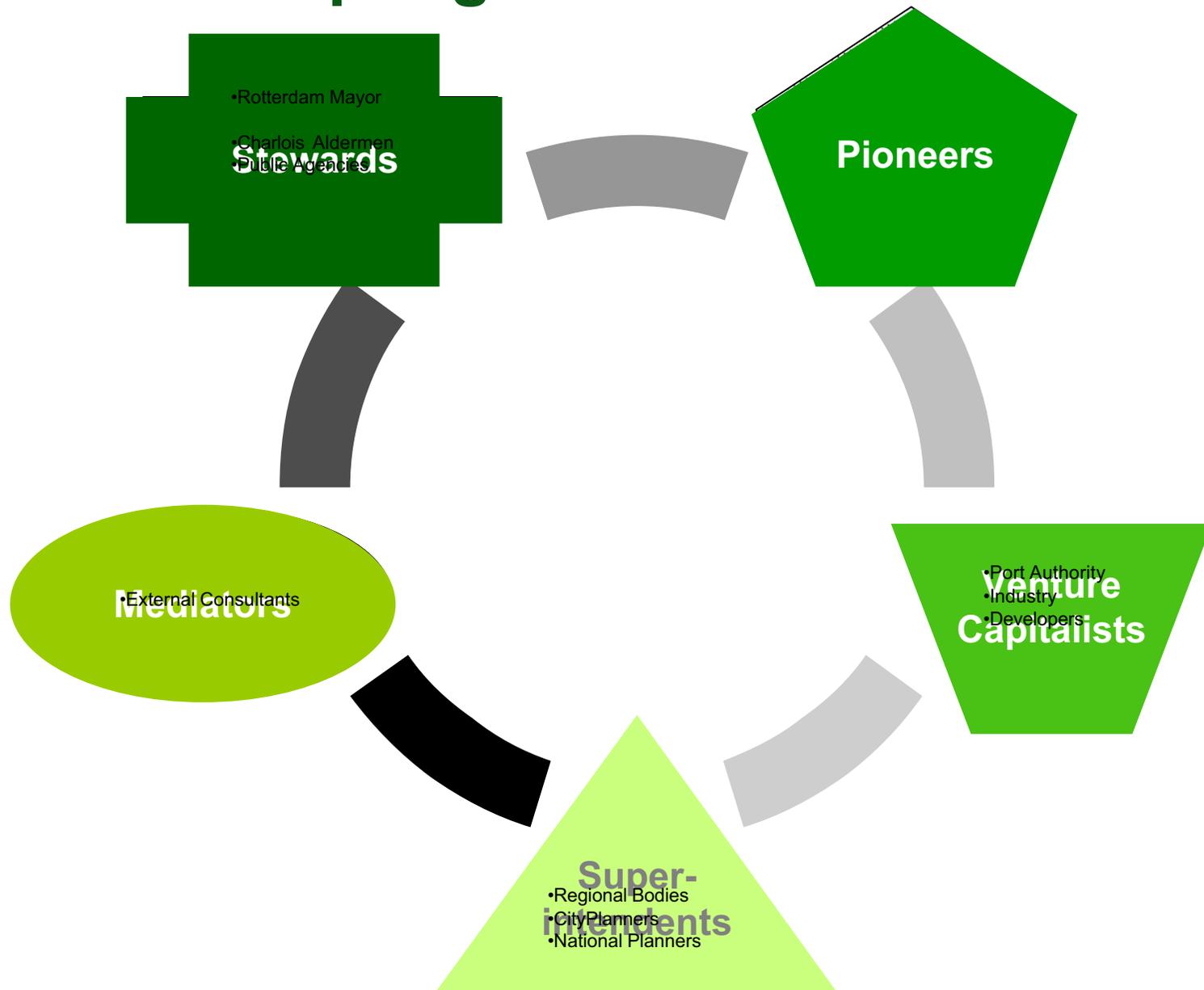
- Stakeholders from the short-term process
- New stakeholders from regional, national and international levels

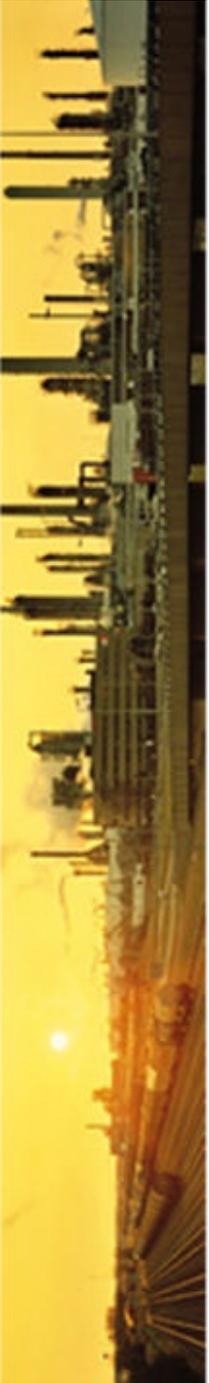
➤ Roles

- Maintain established strengths
- New responsibilities

➤ Conduct spatial planning in the context of an entrepreneurial network

Adapting the Polder Model





What Does Our Approach Offer?

- Builds on existing strengths of the Netherlands; history of participatory planning
- Improves interaction among stakeholders
- Creates connections among stakeholders who are thinking at different scales
- Fosters a participatory planning network

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