Project overview

INTERREG Baltic Sea Region Programme

Sustainable urban mobility and commuting in Baltic cities (SUMBA)

Summary of the project

Suburban-city commuter mobility in BSR cities is dominated by an individual car-based mobility. This is often due to weak and highly subsidised public transport with usage barriers like different providers, poorly synchronised timetables, a lack of integration of other modes (combination of bike and bus/train) or comprehensive fare schemes. Alternatives to one's own car do not attract enough commuters yet. Although being able to foster intermodal mobility, new mobility options like bike- and car-sharing are not yet fully integrated into mobility concepts, and the links between different transport modes are weak.

SUMBA will demonstrate how to effectively change suburb-city commuting towards more sustainable and inter-modal patterns in 10 pilot regions. The project will primarily address urban and transport planners and increase their knowledge and skills on how to assess, plan, improve and integrate suburban-city commuter mobility into transport plans and policies. SUMBA will operate in three steps: develop tools and guidance documents helping to realise this objective, test them in our pilot regions, and spread the results in the BSR region. As main outputs, we will develop a number tools which allow us to approach the issue with joint methodology: benchmarking scheme which helps cities to assess their situation with regard to commuting and intermodality; a SWOT analysis to detect strengths, weaknesses and chances; guidelines on how to approach transport modelling and data collection; and a collection of good solutions. Finally, the commuting master plan template integrates all these aspects and provides a blueprint to cities which helps them to draft a strategic, comprehensive document that addresses all crucial issues regarding suburban-city commuter mobility.

In SUMBA we will jointly test these tools in our pilot regions. Our pilot regions will analyse their situation with the benchmarking tool and the SWOT analysis, collect data and choose suitable tools to plan or model their transport system. Based on the finding of these activities, commuting master plans and accompanying action plans will be developed in the pilot regions in a participatory way. Results of this process will be summarised in a publication and presented in the projects' final conference.

The project consortium aims at wide dissemination of the project tools to urban and transport planners in BSR cities. The consortium, consisting of 12 partners and 37 associate partners, will have a wide and well-connected network to ensure that the results are spread and that the main outputs are used in the daily work practice of our target group. A successful dissemination of the project's results will contribute to make mobility more sustainable in the Baltic Sea Region and ultimately to efforts of reducing GHG emissions from the transport sector – an important step to turning the Baltic Sea Region into a low-carbon region.

Work package 2: Getting aligned: a common approach for assessment of transport systems, use of transport models and guidance for data collection

The overall ambition of this work package is to enable target groups such as planners working in municipalities and transport providers to analyse, assess and improve their transport system with regards to commuting and intermodal passenger transport. It aims at dismantling barriers to use transport models and assessment tools by providing information and guidance, including cost efficient solutions for open source software and alternative data sources.

Starting point of the work package will be the development of an easy to adopt benchmarking scheme aiming at assessing the current status of a cities' transport system with a focus on commuting and the intermodal combination of different transport modes. In addition, a SWOT-analysis will be carried out for each partner city with the objective to identify common problems and challenges as well as to highlight individual strengths and weaknesses. By collecting and analysing already existing solutions we provide target groups with a compendium of possible approaches to address the identified problems.

Furthermore, the work package aims to increase target groups' capabilities for using assessment tools and transport models by mutual learning among project partners regarding data sources, state-of-the-art modelling and assessment tools. The outcomes will be summarized in the main output "Guidance for modelling and data collection" which will be relevant to urban and transport planners in the entire BSR. With the results of the identification and collection process of necessary data for each partner city the work package will support the activities in the upcoming work packages.

Group of activities 2.1 - Developing a benchmarking scheme

Within this GoA a benchmarking scheme will be developed to assess a city's transport system with a focus on the intermodal combination of different modes for passenger transport in commuting. In a first step members of the potential target groups (e. g. municipalities, planning authorities, transport providers) will be interviewed in order to identify their specific needs and expectations towards such a benchmarking scheme. The results will feed into the definition of the benchmarking scope together with the outcomes of an extensive review of benchmarking schemes in the transport sector, e. g. the Copenhagenize index for measuring bicycle-friendliness in cities. In this way we will ensure the usability of the outcome and a high level of acceptance along with the identification of crucial criteria and indicators. Such criteria can include:

- Quality of infrastructure for a seamless connection between different transport modes (e. g. layout of intermodal hubs, availability of Park&Ride or Bike&Ride facilities)
- Fare scheme in public transport and connection to other mobility providers
- Indicators regarding travel time, adjustment of timetables, etc.
- Availability of different transport modes and providers, e. g. car- and bikesharing
- Administrative structures for cross-border and cross-provider coordination
- Provision of mobility apps...

We will check if the previous projects (USE mobility, CIPTEC, NODES) provide further criteria. The project USE mobility lists soft and hard factors for mobility behaviour and mobility decisions regarding multimodality and how they motivate people to opt for PT and multimodal combinations.

The list of criteria will be checked against data availability, suitability for interpretation and communication of the results as well as support for comparability between different cities. Additionally, an assessment scheme will be defined for the criteria. The outcomes will be discussed among the partners in the project whom are part of the target groups. Finally, each partner city will be evaluated according to the benchmarking scheme and the results will feed into GoA 2.2.

Group of activities 2.2 - SWOT analysis for partner cities

This Group of Activity will carry out a SWOT-analysis for each partner municipality/county. Target groups are the municipalities and county being partner of the project who are also involved in this activity group. The SWOT-analysis includes an analysis of the transport system of the functional urban area (review of the current structures, including institutional set-up and governance structure) to identify strengths and weaknesses with regards to commuting and intermodality. The benchmarking scheme developed in GoA 2.1 will serve as an input for criteria to assess the status quo. The results from each municipality/county will be collected and systematized to identify common problems and challenges which will be then addressed during the project.

Furthermore, the municipalities/county will analyze opportunities and threats which their transport system may face. Among others this may include developments and changes in demography, employment, land use, car ownership, legal requirements, technology, etc. The results will be considered in the selection of concrete implementation packages for each participating municipality/county. Moreover, the outcomes of this activity group will be integrated in GoA 2.5 to collect existing and successful solutions for the identified problems as well as in the development of the commuting master plan template in WP 3.

Group of activities 2.3 - Guidance for transport modelling and data collection

A major goal of the activity is to provide target groups such as municipalities and their urban and transport planner and consultants, and transport providers with guidance for methods and tools to analyze and assess transport systems and for methods and sources to obtain the hereby required data, both with a focus on open source solutions to minimize costs for the target groups.

Transport itself acts as a complex system with measurements which may result in unintentional effects. Transport models can help to avoid such effects and to assess the impacts of measurements prior to implementation. To lower the entry barriers to using such tools and to guide the above mentioned target groups, this activity group will collect and provide information on major state-of-the-art modelling approaches with an emphasis on mode l approaches covering intermodal transport (e. g. macroscopic versus microscopic transport models). This will be extended by listing useful assessment tools (e. g. for calculating accessibility measures) and indicators as not in any case a full-scale transport model will be needed to decide on urgent problems. Furthermore, this activity group will elaborate a matrix consisting of different measurements and appropriate / associated model approaches or tools for the impact assessment. This will enable municipalities to identify necessary tasks or conduct

assessments without involving external consultants. The guidance will also include recommendations for open source software solutions where possible.

With respect to the evaluated model approaches and assessment tools the second part of the activity group will focus on the identification of suitable data and data sources, again with an emphasis on cost-efficient approaches.

First, relevant data for modelling purposes will be identified and listed along with the required level of detail. Moreover, possible data sources will be identified (e. g. official regional statistics, open source and private data provider, new sources like mobile phone or ticket data in public transport). Furthermore, the activity group will present and/or develop methods to check plausibility and to secure quality of open source or third party data (e. g. network data) along with methods to estimate data based on data which exists only on higher aggregated levels or on data with a different purpose (e. g. creating synthetic population distribution based on land use).

This Group of Activities has a distinct transnational relevance as the guidance will be provided to all partner cities as well as will be applicable in the entire region of the INTERREG BSR program and beyond. The output will feed into other group of activities within this work package and WP 3.

Group of activities 2.4 - Identifying and collecting necessary data

Aim of this activity group is to compile the necessary data for other tasks in the project, namely the SWOT-analysis in GoA 2.2 and the modelling tasks in WP 3.

The basis of the work within this Group of Activities is the data requirements defined in GoA 2.2 “SWOT analysis for partner cities” and 2.3 “Guidance for modelling and data collection” together with the specific needs of the partner municipalities/county and the connected method to assess them. In a first step the required data, level of detail both geographically and thematically will be listed for each municipalities/county. This is not limited to data such as modal split, transport demand, and transport supply, but includes also information on already planned changes or forecasts in land use, transport supply and demography. Second, possible data sources will be identified to meet the data requirements. Target groups (municipalities, transport providers) will provide data (e. g. statistical data regarding population, income, car ownership, land use, transport network), data gaps will be recognized together with answers to overcome these gaps. Solutions can consist of methods or data sources described in GoA 2.3, model- or theory-based approaches for estimating missing data or additional surveys developed and conducted by the partner municipalities/county. Furthermore, we will compare data availability, level of detail, data sources, etc. among involved municipalities/county and elaborate common gaps both within countries as well as transnational. During the preparation phase of the project, we checked which partner municipality/county has which data available.

We detected some gaps in these data. Those cities (e.g. Riga, Siauliai, Olsztyn) will demonstrate on GoA2.4 how to close this gap. Budget for data generation is planned for these cities.

This Group of Activities has a distinct transnational relevance, as it will be carried out in participating municipalities around the Baltic Sea, giving an opportunity to compare the results not only between situations in different countries but also in different sizes of municipalities. Moreover, the target groups will mutual exchange knowledge and learn about data acquisition and possible new data sources.

Group of activities 2.5 - Collection and analysis of existing solutions

Many cities worldwide are already struggling with different challenges regarding commuting in general and with a high share of car-use among commuters in particular. Different solutions have been developed and implemented to promote a more environmentally friendly way of commuting. Aim of this activity group is therefore to provide a systematic collection of such solutions. These solutions will serve as an input to GoA3.4, where the partner municipalities/county will define possible solutions.

To achieve this aim, an extensive review of successful solutions will be carried out, taking into account information from different sources, amongst others:

- Outcomes of other EU or national funded research and implementation projects (e. g. NODES, USEMobility, BONVOYAGE),
- Civitas network
- Organizations and NGOs dealing with different parts of urban mobility, e. g. VDV (Association of German Transport Companies), cyclists associations, etc.
- Knowledge of the stakeholders who follow the project as partners or associate partners
- Literature review
- SUMP-Guidelines
- …

GoA 2.5 will collect and format best practice examples with regards to intermodal commuting. Where possible, each example will be evaluated to identify preconditions and factors of success as well as the situation before and after the implementation. The list of solutions will cover all relevant topics such as infrastructure, mobility options, governance, financing, etc. and will geographically focus on European cities, but will also take best practice examples and solutions from overseas into account where possible. We will ensure that approaches for the identified problems in the partner municipalities/county are provided according to the outcomes of the SWOT-analysis in GoA 2.2. Furthermore, each solution will be evaluated to identify preconditions, factors of success, accompanying measures to boost the success or to resolve emerging problems. The preconditions and the situation before implementation, or the general nature of such examples must be similar with the identified strengths and weaknesses of the city as well as the implementation results need to be in accordance with the objectives. Additionally, we will identify the results where possible (e. g. changes in modal split, number of passengers).

The Group of Activities 2.5 and 3.3 will contribute to each other and will therefore work partly in parallel. The findings of GoA 2.5 will support the definition of objectives in each partner city by providing best practice solutions for different weaknesses with regards to intermodal commuting. In return, GoA 3.3 will feed into GoA 2.5 the objectives defined for each partner city to ensure that as many areas of interest as possible are covered by best practice solutions.

Work package 3: Getting started: Creating a basis for planning and policy improvement

The main goal of this WP is to select and apply appropriate tools for the transport planning and modelling for participating municipalities/county and to develop a template for "Commuting Master Plans". This WP responds to the needs of the municipalities/county to receive an integrated approach to deal with the problems caused by commuting. It will provide tools and solutions to our target group, municipal staff working in transport planning, to improve commuting mobility.

In WP3 the participating municipalities/county will implement transport models by applying appropriate tools for local transport planning. The technical implementation of the modelling part will be mostly done by subcontractors, which is common practice. Hence, WP3 will include the important task of defining the terms of references for the modelling tender in a way that the partner receives the information that they need. Within this WP the partners will discuss and mutually learn about possibilities to use assessment tools and modelling software as well as how to implement them, taking into account chances and limitations of these tools. This will be supported by the international workshop to facilitate experience exchange in the region (GoA 3.5).

The Commuting Master Plan template that will be developed in this WP will include aspects of governance, financing, planning and service improvements. The Commuting Master Plan template will provide basis for developing the Commuting Master Plans for the participating cities in WP4. The practical implementation activities carried out by the participating municipalities in GoA 3.4 will provide input for defining scenarios for the individual Commuting Master Plans (which will be developed in WP4). The template will also be of relevance to other cities in the BSR to which it can be applied.

Group of activities 3.1 - Applying tools for local transport planning

In this activity participating municipalities/county will select and implement transport modelling or use a planning support tool which supports them in decision-making on options that help them meet their goals. As a first step, the municipalities/county will need to choose the correct planning or modelling tool. This will be based on their modelling needs for concrete problems they would like to target, available data as identified in WP2, already available tools and software (some partner municipalities/county do have GIS systems and this must be compatible) and the SWOT analysis in WP2. Together with the partner DLR the partner municipalities/county will select the right assessment approach and the therefore needed tool.

Based on their decision the partner municipalities/county will develop Terms of References (ToR), as most models or planning tools need to be bought, carried out or adapted by specialists in the private transport planning sector. These ToR must be formulated precisely so that the delivered model/tool will indeed meet the needs of the partner municipalities/county. The cities have budget foreseen for this in the BL services in WP3.

After the model or planning tool is delivered, municipalities/county can model the status quo and they will be able to generate more reliable data and make better predictions by simulating different scenarios with their planning tools or transport models.

This activity will enable the testing of the modelling and data collection tools in solving different commuting aspects at different scales. Each partner municipality/county has different commuting aspects and goals that need to be solved, and also the size of the participating municipality/county will vary. Participating municipalities/county are expected to share their outcomes and learnings among partners. As a result of this activity we will produce a report that includes examples on applying modelling and data collection guidance where possible.

Applying the transport models needs input from the transport planners choosing the models that correspond to the local needs. In this activity, the involvement is carried out at local or in some cases also at the national level. Project partner municipalities/county will implement the transport models based on WP2 input, and carry out the modelling. Associated partners will participate in developing the transport models by providing input/data.

Group of Activities 3.2 - Developing a commuting master plan (CMP) template

In this Group of activities, we will develop the SUMBA Commuting Master Plan (CMP) template which is planned to cover aspects of governance, financing, planning and service improvements. The CMP template is meant to provide guidance on these topics from the commuting aspect. The CMPs will be compiled as separate documents, and it is up to partner municipalities/county how to incorporate them into the strategic planning process and documents (WP4 GoA 4.1 and 4.2). We will therefore also provide recommendations on how to incorporate commuting into existing policy documents and plans. The tentative structure of the CMP template will include six main chapters that are in line with the WP2 benchmarking scheme and SWOT analysis:

1. Quality of infrastructure for a connection between different transport modes

2. Fare scheme in public transport and connection to other mobility providers

3. Indicators regarding travel time, adjustment of timetables, etc.

4. Availability of different transport modes and providers

5. Administrative structures for cross-border and cross-provider coordination (including financial responsibilities in multi-governance transport planning)

6. How to integrate actions that aim to improve commuting, into policy and planning

We will check if the projects USE mobility, CIPTEC, CREATE and NODES could provide additional input. The template will first of all provide guidelines what aspects to include and how to assess and to what to pay special attention. It will also provide recommendations for possible solutions for all the aspects and will introduce good practice examples.

The participating municipalities/county will use this template to develop their Commuting Master Plans in WP4. This will help them to take together input and scenarios developed in WP3 GoA3.3 and to carry them into concrete strategies and development plans (e.g. SUMP).

The Commuting Master Plan template will have a transnational relevance. It is not only meant to be implemented in SUMBA partner municipalities/county but rather they play a pilot role in testing the template. It is foreseen that the SUMBA Commuting Master Plan template will be distributed in Baltic Sea Region cities. In the WP5 we will invite Baltic Sea Region cities to benchmark their own commuting situation and develop a commuting master plan using the SUMBA template.

The Commuting Master Plan template will be developed by BEF Estonia (PP03) with support of DLR (PP02) who will introduce drafts and suggestions to the partners and project associated partners. They will send feedback and suggestions. Small scale local meetings to collect feedback or discuss selected aspects/chapters of the CMP template will be held if needed.

The final result will be distributed to all project and associate partners. It will increase their knowledge on which aspects to incorporate into the cities' strategic documents in order to guarantee better transport management in terms of commuting.

Group of activities 3.3 - Define objectives for partner municipalities'/county's CMPs

The aim of this GoA is to get participating municipalities (that are central cities) reach to an agreement with their surrounding administrative units (parishes, counties, towns, regional governments) on the goals for solving the commuting related mobility issues in their functional urban area. Such goals could be e.g. a defined shift in modal shares, a quantified reduction of individual cars along a certain corridor, the improvement of the public transport, overall reduction of GHG emissions from the local transport sector by a certain percentage, clearly defined improvements in intermodality etc.

The benchmarking exercise and the SWOT analysis will be a helpful basis to define the goals in this GoA.

These goals will form the main objective for the CMP in WP4 GoA 4.1 and will provide direct input to CMPs where the possible solutions for achieving these goals will be elaborated. Commuting Mater Plans developed for the SUMBA partner municipalities/county need to take into account the needs and possibilities of the surrounding administrative units. This is especially important in terms of planning any improvements in such aspects as governance, financing, planning and service quality when it comes to cross boarder commuting. Without involving the surrounding administrative units, the core cities will have only a limited effect in solving the traffic pressure related to commuting.

The target groups that need to be addressed in this GoA (other municipalities, but also transport operators, regional administration, other relevant stakeholders) will be involved through direct meetings and asked for feedback or their position on certain issues. Many of them are associated partners to the project. In common meetings, the current and future, ideal situation will be assessed and in an iterative process the common goal will be developed and agreed upon.

Their involvement will continue also in WP4 where they are involved in the development of the Commuting Master Plans through the participatory process.

Group of activities 3.4 - Providing scenarios and measures for the partner regions

Based on the transport models and modelling results from GoA3.1 and the objectives developed in GoA3.3, participating cities/regions will develop different scenarios of how to reach the goal defined in GoA3.3. In order to prepare the partners for this task, we will include a special session on scenario-making into one of the first partner meetings in which we discuss methods for scenario development. Based on these different scenarios, the partner municipalities/county (in cooperation with local associate partners) will collect a set of suitable possible policy or practical measures that help to improve inter-modality, service quality and/or transport planning. The collection of solutions in GoA2.5 will serve as basis and inspiration for this task. The measures developed in this GoA will go into the

development of the CMPs by providing scenarios and input. The CMPs will later provide a basis for realizing the identified measures during and after the project.

Each participating municipality/county has its main challenges and goals related to commuting which also means that they need different tools, approaches and solutions. Participating partner municipalities/county have tentatively foreseen the following activities to produce input to CMPs:

1) ICT solutions for more operational transport planning (Tartu);
2) analysing the feasibility of the implementation of mass transport means (e.g. light railway) in main commuting corridors (Tallinn/Harju);
3) covering the last mile by introducing innovative rental biking schemes (Växjö);
4) analysing the transport connection and inter-modality solution within the district at new/modified PT nodes (Hamburg);
5) analysing the possibilities for improving intermodal transport hubs with the new tram and communication needs (Olsztyn);
6) developing solutions to improve the quality of the public transport scheme (Siauliai),
7) analysing and comparing the future development scenarios of urban planning and development from the commuting perspective based on better data and modelling results (Riga).

The development of scenarios and measures will be done in a communicative, interactive fashion (individual meetings, e-mail, phone talks). It will be steered by the partner municipalities/county in consultation with partner NGOs, associated partners and additional stakeholders.

It is expected that the selected practical measures will be supported and verified by the application of transport models or planning tools in GoA 3.1, and that they will generate a set of activity proposals that can be taken up into the CMP to be developed in WP4. GoA3.4 can be considered as the GoA that creates a set of ideas, approaches, solutions and possible actions. The suitable ones that can be agreed among stakeholders will be integrated into the CMP (GoA4.1) and ultimately into the action plan (GoA4.2) which is the basis for future realisation and/or local investments.

Partners will exchange on their approaches in partners' meetings.

Group of activities 3.5 - International workshop on transport modelling in intermodality and commuting

Early during WP3, we will organise an international workshop on transport modelling on intermodality and commuting. This activity will increase the capacity of the key stakeholders urban and transport planners in municipalities to develop, run and use transport models. This activity will support directly the GoA 3.1 and GoA 3.4 where the local tools for transport planning will be developed.

This activity will have an important transnational relevance as it helps to create contact between regional transport planners, and will also introduce the best practices collected and analysed in the WP2.

Target groups of the workshop are the partner municipalities and associated partners who will be responsible for implementing transport models and developing the CMPs, but also experts from other cities who work in this field and are concerned with the same questions as the partners in SUMBA.

Work Package 4: Getting it done: Drafting and negotiating Commuting Master plans and action plans for the pilot areas

The aim of WP4 is to create case studies in our partner municipalities and their functional urban areas, to anchor these results in local policies and plans and to draw conclusions from our case studies for others. More specifically, we would like to develop a Commuting Master Plan and accompanying action plan using a participatory process for each of the participating municipality/county and discuss the integration of the activities defined in these documents into policy and planning documents.

The participatory approach used in WP4 will be developed by combining knowledge and experience of participating municipalities/county with help of participating CSOs and experts in the field of these processes. WP4 will build on the results of WP3, more specifically the collection of results from applying the modelling and planning tools (GoA3.1), defining the goals (GoA3.3), as well as listing possible scenarios and measures (GoA3.4) while filling the CMP template developed in GoA3.2.

Developing the CMP and action plan in a participatory process will be a learning-by-doing process for the involved partners and associates. This process will enhance their knowledge andcapacity to work with intermodal and commuter-related issues. It will also strengthen their skills in working in multi-stakeholder cross-municipal-border settings, especially since this topic will go thematically beyond the standard everyday tasks of most of the involved public authorities.

A summary report will be written with the aim to disseminate the information to participating stakeholders, city officials, politicians and other cities and organisations in the BSR, raising their awareness on the issue and increase knowledge of possible approaches to tackle commuter mobility.

Group of activities 4.1 - Participatory development of Commuting Master Plans

As a first step, we will have a small partner workshop on participation processes in municipalities. This workshop will be attached to one of the regular partner meetings (tentatively #3) and serve as a preparation to this GoA. The agenda will comprise an overview on possible stakeholder engagement methods (e.g., from Engage2020 public engagement methods and tools); a discussion on key factors (e.g., moderation, target groups, follow-up method and confirmation) of successful participation; an experience exchange among partners on the stakeholder engagement practices at municipalities. We will identify possible methods and key factors such as moderation, target groups, follow-up method and confirmation.

Second step: After the partners are prepared to work with participatory formats, the partner municipalities/county will invite local stakeholders (by e.g., invitation letter and small questionnaire) to discuss the different options compiled in GoA3.4 for the different sections of the CMP template (input from GoA3.2), taking into account the defined goals (input from GoA 3.3). Local stakeholders to be involved are among others neighbouring municipalities and counties, different administrative departments, transport operators and other mobility service providers, commuter associations (if existing) and cycling associations. This will result in a formulated group of active participants motivated to take part in participatory process (7-15 key stakeholders per case, and 20-30 stakeholders ready to participate in larger events).

Third, there will be several meetings and discussion rounds to fill each chapter of the CMP in an iterative process (in total at least 2-3 meetings). The partner municipalities/county will steer the

process and they will be supported by the CSO partners in this task. Step by step, the CMP will be developed in each of the partner municipality/county. The final result will be the ready CMP document which will be the basis for defining the action plan in the next GoA4.2.

The fourth and final step will be the approval of CMP by relevant authorities: Partner municipality/county will take responsibility for arranging a formal approval of the CMP document (according to a municipality planning document strategy either a separate document or integrated plans or strategies).

This GoA is of special relevance to other cities in the BSR as it will test the "commuting master plan" approach in practice. It will generate 10 pilot cases (7 partner cities + 3 associate regions: Helsinki + Gdynia + Warsaw Region: Legionowo, Otwock, Minsk Mazowiecki, Piaseczno) of such master plans which can serve as inspiration to other cities and will make it easier for them to follow and copy our approach.

Project partners will be able to exchange their experiences during the partners' meetings. Special working groups will be dedicated to this.

Group of activities 4.2 - Action plan development and policy integration

The first step of this GoA will be a workshop on decision-making tools and methods during partner meeting #4 (tentatively). During this workshop, the involved municipalities/county will share their experiences and discuss various strategies for prioritising measures and making decisions when several alternatives are feasible.

This will prepare the participating partner municipalities/county to develop their own action plan. In a second step, the partners will define, together with other statekholders the those prioritised and to-be-implemented measures from the commuting master plan (input from GoA4.1 and GoA3.4) which will become a part of the action plan. This will tentatively be discussed in smaller meetings with 7-15 key stakeholders per case, and 20-30 stakeholders to prioritize measures. A guidance for possible options to include measures in transport policies and plans will be given in the CMP template (GoA 3.2). Furthermore, we will check of the results from H2020 project CREATE which identifes success factors in encouraging modal shift will help shaping the measures laid down in the action plan. As for the content of the action plan: Each measure will be briefly described, involved partners necessary for realisation will be listed, a timeframe for realisation will be given and further details on the measure will be provided depending on the nature of the activity.

As an optional third step, there might be a need for specialised discussions on e.g. sources of budget for implementation, technical details etc. of the action plan in the pilot municipalities.

The activities listed in the action plan and their implementation should be anchored in one of the municipal strategies or plans which will be adopted by the council, which would be the final step of this GoA. In some cases, the action plan itself could be adopted by the council, however we notice a tendency toward integrated planning documents, so that the action plan goals can be included into regularly scheduled amendments of plans or strategies, e.g. a revision or new development of a SUMP (feasible option e.g. in Växjö, Tallinn/Harju, Helsinki) or a local climate protection strategy (possible option in Hamburg-Altona).

Project partners will be able to exchange their experiences during the partners' meetings. A working group (covering the CMP processes, so GoA4.1 and 4.2) will be dedicated to this.

Group of activities 4.3 - Lessons learned publication

In GoA4.3 we will reprocess all results from the local/regional project results into a final print product that is aimed at other cities in the Baltic Sea Region. The publication will describe our SUMBA approach and the derived process in the partner municipalities/county: How did our methods help the municipalities and county develop their CMP and action plan. The publication will describe selected aspects of their CMPs and action plan. The publication authors will analyse the processes and develop conclusions: What has worked well? What have been obstacles? What can we recommend others to do exactly like we did it? What can we recommend others to do differently?

The report should reflect both the project perspective, but also the perspectives of the individual partner cities. What has been the learning process at the municipal level? How did the international cooperation and exchange help them to come up with new ideas and approaches to solve local problems?

An evaluation of the implemented measurements, thus the long-term impact, will however not be part of this activity due the time needed for implementing activities from the CMP and the action plan which will be after the project end. However, we consider evaluating the effectiveness and efficiency of the tested methods by conducting a brief survey among relevant stakeholders of the participating cities (process and outcome). In the focus of such survey would be the usability of the provided guidelines, templates and documents as well as the expected impact of these project results on operational procedures of these stakeholders.

The final publication will be designed in a visually appealing way and will be the final calling card of the project. It will also highlight the importance of cooperation and in this way support the INTERREG BSR MA/JS in showcasing the results of this programme.

Work Package 5 - Getting the word out: Encouraging other BSR actors to take up the SUMBA approach

Firstly, the aim of this WP is to raise general awareness of the problem of sustainable and energy efficient commuting and point out that possible solutions can be developed through systematic approach and modelling. Secondly, the use of benchmarking scheme, similar and compatible with other mobility indexes, will allow municipalities to compare their situations and solutions at hand. This will work as a foot in the door to reach other cities and spark their interest to approach the issue of sustainable commuting in a systematic way. Thirdly, thanks to case studies accompanying the benchmarking, good practice transfer and wider adoption of the benchmark will be achieved. Fourthly, a final conference will present the case studies and good practice to wider audience but also will help to train the interested parties (municipal or civic society actors) on how to implement the benchmarking scheme which will multiply the effects of the WP.

Group of activities 5.1 - Communicate results to BSR / EU networks

Results of the project will be communicated across various groups of stakeholders with main focus on the following groups:

1. Cities across BSR. We primarily address cities of more than 50.000 inhabitants. There are roughly 340 such cities in countries surrounding the Baltic Sea. Project partner municipalities (and associates) will act as ambassadors of the feasible solutions of sustainable commuter mobility. Firstly, the project results will be communicated via city partnerships and through their contact networks and the networks of the partner CSOs. If needed, cites can also be approached directly by the consortium. However, we prefer the more effective multiplication approach or snowball-effect (cascading approach: each cities informs 3 other cities etc.).

2. Topic networks focused on mobility and energy efficient transport that are present in the BSR such as EPOMM, SUMP network, Covenant of Mayors etc. will be contacted. The results, case studies and methods will be communicated and shared with those actors with detailed instructions on how to apply the benchmarking scheme.

The experience of the project consortium partners allows for mobilisation of a wide network of actors that are active in the topic of mobility across the Baltic Sea Region.

3. General public – in many countries within BSR the commuter traffic conflicts are not seen as a problem. We will communicate the need to solve these issues and integrate them to everyday commute planning via different tools ranging from commuter master plan to personal travel arrangements. This action will be facilitated by the use of project digital media.

We propose the following steps/activities to approach and involve the relevant target groups:

1) In the beginning of the project the GoA lead will prepare a dissemination plan, outlining the planned communication of results to our target group (target groups, communication channels etc., possible messages)

2) Lists of stakeholders and relevant communication channels will be prepared and managed during project lifecycle.

3) Each product in the project will be made visible on relevant project partner websites, where they will be published and available for download. The project tools will be published in an open form to ensure that they can be downloaded, scaled and used widely.

4) We will communicate the successes and the content produced in the project to networks such as UBC and STRING as associated partners as well as mobility and sustainability related CSOs.

5) The general public in the partner cities will be made aware of the project activities through various project media. We will publish at least 2/country traditional "old" media pieces and also employ digital, "new" media channels (ie. facebook, google+, pinterest, e-mail lists).

6) The joint solutions will be presented on project events and during conferences in which project partners will be able to participate.

Group of activities 5.2 - Multiplying benchmarking scheme in the BSR

The benchmarking scheme (BS) developed by the project (GoA2.1) will be developed with ease of application at its core. The multiplying will be possible not only within the cities but also civic society actors such as CSOs experienced with mobility topics will be able to use the BS and communicate the results to city officials. The project team will assist in implementation of the BS contributing to early adoption of BS. We chose to put special emphasis on multiplying the BS because it will be easy to apply and will make cities aware of the problem of finding sustainable solutions to improve commuting quality. Ideally, a single scoring or index will cause questions, particularly in those cities with lower scores: What are the reasons for the low scores? Why are others better? What can we do to improve? In this way we aim at motivating more cities to pick up the topic of commuting and use the BS as a door-opener to multiply the other tools developed by SU MBA.

The process to engage other cities in using the benchmark tool will be rather straightforward: First, cities will be invited to run the BS. Project partner municipalities/county will act as ambassadors of the benchmarking scheme. Municipalities involved in the project will promote early adoption of the BS. Furthermore, the benchmark tool will be advertised across topic networks across BSR, i.e. cities will be invited through the information we spread through networks (associated partners, sister/twin cities, cities recruited in conferences).

Those who volunteer receive the instructions how to do it, they gather the necessary data and fill in the scheme. If there are questions during this process, the project partners will provide support and be ready to discuss with the relevant cities. Cities trying out the scheme will also be able to seek consultation from the project consortium, e.g. by e-mail or bilateral exchange.

As a last step, participating cities (CSOs) will receive the scoring and will be asked to give a short feedback to the consortium. The result they obtain from the BS will allow the participating cities to start a discussion based on data and not on individual, incoherent observations. The BS will reveal weak (and strong) points of the current set-up/state of the commuting system and will then allow developing solutions to commuter mobility issues based on the assessment. As a result, all the networks and organizations will be able to comment both on the benchmarking process and the results of implementation and in that way greatly improves visibility and the adoption of the BS.

In the end, the SUMBA consortium aims at publishing a short case study of about 10 cases. The results will be distributed to networks (via EPOMM, SUMP network, CoM etc.).

Group of activities 5.3 - Final conference

A final conference will be held aiming at project target groups – urban and transport planners primarily, and transport operators and mobility providers secondarily. Last but not least, we will also invite actors such as CSOs or networks that work on sustainable mobility and sustainable urban development issues. During the conference, project results will be summarized and presented. Presentation sessions will be focused on good practice transfer across BSR with emphasis on participatory approaches used in solving commuter mobility issues. Case studies will be presented based on experiences of the project partners across the Baltic Sea Region. Three groups of workshops will be (tentatively) held during second part of the conference:

1. A workshop on mobility modelling that helps different stakeholders understand the process, the requirements and model inputs and the results of the process. The workshop will also demonstrate possibilities to solve the complex – thus not attractive – problem of commuter mobility.

2. A workshop on developing commuter master plan that presents the unified methods of assessment and possible solutions developed during the project. We will demonstrate the “theory”, i.e. the CMP template (GoA3.2) and its implementation in practice, i.e. the developed CMPs in the partner cities/regions (GoA4.1 and 4.2). The secondary aim is to present the planning process as a method of solving complex commuter mobility problems by methodical planning approach.

3. A workshop on the application of benchmarking scheme developed by the project that presents the benchmarking methodology in action. During this workshop different stakeholders from the BSR region will be shown how to use the benchmarking tool. The workshop will involve not only planners and city staff but also civic society actors which will support the adoption of the benchmark across BSR.