



BALTIC SEA REGION MOBILITY SUMMIT 2020

A JOINT WEB-BASED CONFERENCE OF THE
THREE INTERREG BSR PROJECTS SUMBA,
CITIES.MULTIMODAL AND BSR ELECTRIC

SUMMARIES FROM PRESENTATIONS,
PENALS AND WORKSHOPS, 08-10.09.2020



Imprint

The conference texts are summaries of presentations held during the BSR mobility summit 2020. The SUMBA project - in full: SUSTAINABLE URBAN MOBILITY AND COMMUTING IN BALTIC CITIES - is part-financed by the INTERREG Baltic Sea Region programme and runs from October 2017 until March 2021. The main goal of the project is to address the burden of car-based commuting by developing and testing tools that help urban and transport planners to assess, plan, and integrate intermodal mobility solutions into transport plans and policies of their cities and municipalities.

Text and Layout: Johanna Fink, Free and Hanseatic City of Hamburg, Borough of Altona



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Introduction

The Baltic Sea Region mobility summit 2020 was a joint conference of the three Interreg BSR projects SUMBA, Cities.Multimodal and BSR electric. The conference was supposed to be held in Riga, as Riga Municipality is a partner in all three projects. Due to the Covid-19 pandemic the conference was transferred to a virtual event, and moved to the web-based conference platform 'Hopin'.

The conference took place from 08/09/20 to 10/09/20 with the main studio placed in Riga and the speakers being streamed from several locations.

Around 160 people registered to participate in the summit, and over the three days around 100 participants actually attended the event at all times.

The summit was separated into five parts:

- Part 1: core ideas and main outputs of the three projects
- Part 2: deeper dive into the projects
- Part 3: workshops and plenary
- Part 4: 'Riga is ready for changes' and virtual tours of the pilot projects
- Part 5: urban mobility heading towards the future

This report summarizes the presentations and discussions in short paragraphs.

The presentations are also available for download from the event website:

<http://www.mobilitysummit2020.eu/presentations/>

Part 1: core ideas and main outputs of the three projects

Sustainable Mobility in Bremen: Clear Strategies and Careful Implementation

Rebecca Karbaumer, Project Coordinator at The Ministry for Climate Protection, the Environment, Mobility, Urban and Housing Development, Free Hanseatic City of Bremen, Germany

Transport policies are driven by Bremen's SUMP, which was passed in 2014 after a two-year participatory process. It includes more than 200 transport and mobility measures.

Bremen's success is based on four aspects: efficiency, efficacy, transparency and avant-garde.

Public transport (PT) is the most efficient means to move large numbers of people, so Bremen focusses on expanding and updating its PT network, with prioritisation of PT on the roads and switching to alternative fuels in busses. Further, Bremen promotes carsharing, especially station based systems, as studies have shown that this type of carsharing effectively reduces car ownership, if there are also other attractive alternatives such as PT and cycling infrastructure. Further, the city provides space for shared mobility, especially mobility hubs, both at PT links and within neighbourhoods, close to where people live.

In the SUMP process and its currently running extension participation and information of different types of people was an essential element. The SUMP process included a gamification process, showing the complexity of traffic planning. On a website people could interactively test the consequences of decisions in transport planning.

Bremen took on a pioneering role, when the city started with the implementation of mobility hubs and also cycling streets and cycling zones before there was any national legislation for either of this, putting Bremen in the position to influence and shape national legislation.

The main challenge for Bremen when implementing measures is often not the lack of will but the lack of money, so it is important to look for the most effective but also cost-effective measure.

cities.multimodal: Changing your way(s) for liveable cities

Steffen Nozon, Hanseatic and University City of Rostock, Germany and Esther Kreutz-Hassinen, Union of the Baltic Cities Sustainable Cities Commission, Finland

The aim of the cities.multimodal project is to create alternative and sustainable mobility options for the citizens, promote multimodal and sustainable mobility, and enable behavioural change and work, together with the citizens, towards liveable cities. There are three main clusters:

- behaviour change through new mobility concepts: cooperation with schools, kindergartens, companies, investors
- creating multimodal pilot areas/quarters: mobility points – enabling citizens to switch to sustainable modes of transportation
- innovative ways to involve citizens in planning: exchange through peer reviews, study visits and trainings

10 city partners developed a “pilot area SUMP” in dense city areas and worked towards implementing a mobility point in an integrative approach including e.g. kindergartens, investors and different mobility management concepts.

Recommendations: behavioural change is easier the earlier you start, so working with children is very effective, as they are also great multipliers. Also big changing points of external circumstances can support behavioural change. If for example a company resettles this is a great opportunity to implement mobility management. It needs to be noted that different participation methods work in different contexts.

Further, exchange and cooperation within the project was very important, which happened through study visits and peer-reviews between and training workshops for the project partners.

SUMBA: Commuting & Sustainability – what does it mean? Michal Brennek, Earth and People Foundation, Poland

Commuting is a major issue in all cities, especially in bigger cities, and is fuelled by the ongoing sub-urbanization. With the housing prices in the inner cities increasing, many people are forced to live outside the city centre and daily commuting distance increases. Results are congestion, declining air quality, noise pollution and rising stress levels. Promoting intermodal solutions can be seen as a low hanging fruit to reduce the number of cars in commuting and a modal shift towards PT.

The perceived status of the car hinders this change in mobility behaviour, and over the last decades, the culture of commuting by car led to building more and more roads, which in turn generated more and more traffic, while investments in PT were not at the same high level.

Example of Gdynia, associated city in SUMBA: Gdynia is situated at the south-eastern coast of the Baltic Sea and part of the Tri-City (Gdansk, Sopot, Gdynia), bordered by hills and divided by the port, which reaches into the city centre. Many parts of the city, especially residential quarters do not have good PT infrastructure. An overall concept for the transport system is currently not in place. Gdynia reacted to increasing traffic jams by better managing traffic, e.g. prioritizing busses and let them pass congested sections on separate lanes. Reorganisation and traffic management can have a huge impact on traffic flow and the attractiveness of PT.

BSR electric: trends, variety and true potential of electrification in the Baltic Sea Region

Jenny Skagestad, ZERO, Norway and Peter Lindgren, City of Gothenburg, Sweden

Public procurement is a main driver in the transition to (green) electric transport and electrified PT is a major part of the solution, but the implementation phase is very demanding.

BSR electric has seven use cases, covering several different types of electric vehicles, ranging from scooters to busses to ferries.

Exchange between the partners was an essential part to learn from each other and different materials were produced to disseminate the project’s learnings and results, including a podcast.

Examples from Gothenburg: Within ElectriCity, an initiative of 15 partners from industry, academy and society, several electric vehicles are being tested. The first electric bus was tested in 2015, and by 2021, there will be 200 electric busses running in Gothenburg. The success of the test lines paved the way for procurement of this large number. Currently two electric trucks are being tested, one refuse truck and one refrigerated truck. One electric ferry started running in 2019, one is being rebuilt to run electric in 2021, but charging is difficult in operation. Working machines are a very new field, and a follow-up project application is being submitted. Here, procurement is also a field to be analysed.

All these vehicles need to charge, so the charging infrastructure needs to be provided and ideally be compatible to several types of electric vehicles. For some types of vehicles, hydrogen seems to be more feasible, but here also the refuelling infrastructure needs to be provided.

Lessons learned:

- the advantages of heavy electric vehicles and machines in the city are huge (air, noise, vibrations, work and living environment, energy efficiency).
- The city must be very clear on the goal and the reasons in procurement.
- There is a threshold to pass the first time (cost, resources, rebuilding, power).
- Common infrastructure must be on the table and it must be shared over space and time

Norwegian experience with electrification: 48% of new cars being sold in Norway are electric, but with more (and cheaper) cars being developed, sales numbers go up in other countries, too. Norway now moves towards larger vehicles, and purchased the first electric car ferry in 2015, without it being developed yet. Now there are more than 100 electric ferries operating in Norway, and same as with busses, electric propulsion became the new standard. Electric vehicles are usually cheaper in operation, which over time compensates the initial higher investments. Currently, a hydrogen ferry is being developed to be used for longer distances, even hydrogen powered container ships are under development. For Oslo, city logistics are being transformed to be electrified, with zero emission zones speeding up the electrification especially with regards to logistics.

Part 2 - DEEPER DIVE INTO THE PROJECTS

How inter-modal is your city: an assessment scheme to get a first impression about the mobility

Kay Gade, DLR, Institute of Transport Research, Germany

In the SUMBA project an assessment scheme was created, which can help cities to easily get a quick impression about their performance in the field of intermodality. Intermodality is defined as the flexible use and combination of different transport modes and means on a single trip. Assessment or benchmarking schemes are already available for several transport related aspects, but the INTERMODALYZER is the first scheme focussing on intermodality as an important aspect for a green and convenient transport system. Cities are at very different states related to intermodality and by comparing to other cities they can learn from each other. Within the SUMBA project also the use of several modes of PT (e.g. bus and tram) are included in the definition of intermodality. Intermodal trips face certain challenges, such as the timing of connections or ticketing systems, and are generally less convenient than using only a single transport mode for a trip. Intermodal options are often chosen to optimise a trip, for example to be more time or cost efficient or for environmental reasons, e.g. taking the bike to the train station.

The objectives for designing the intermodalizer were:

- Easy to adopt for cities without much data gathering
- Cities should be able to carry out the assessment themselves
- Applicable to cities of different sizes, situations etc.

The tool should serve as a gateway for a deeper discussion to create an integrated transport system.

The development was an iterative process and optimization is still ongoing. The scorecard considers various aspects from policy level to planning and infrastructure aspects. Cities will receive up to one point for their efforts to connect different transport modes and means to ensure a smooth intermodal travel chain. There are twelve indicators in six categories.

Within SUMBA all partner cities were assessed with the Intermodalizer and benchmarked against each other. Furthermore, as commuting is an issue including not only the cities but also their surroundings, where much of commuter traffic originates, also the Functional Urban Areas (FUAs) of the SUMBA cities have been assessed. The results show that often there is a significant difference between the cities and their hinterland.

The results can help cities learn from each other by easily identifying where specific cities perform particularly well or join to work on similar issues in which they are not yet performing well.

Figure 1 shows the Intermodalizer scorecard with the different categories.

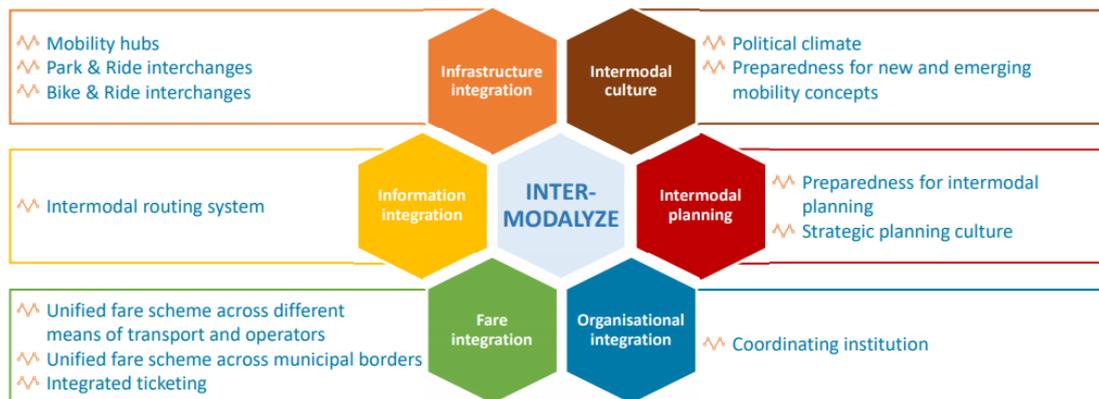


Figure 1: Intermodalizer score card

A commuting master plan as a guide and in practice Colin Hale, Växjö municipality, Sweden

The idea of the Commuting Master Plan (CMP), was to fill a gap in existing policy documents. It looks at intermodal travel in the FUA, so beyond municipal boundaries.

Cross border commuting is becoming more and more common, administrative boundaries, responsibilities and priorities lead to a complex system. Especially smaller cities lack sufficient data to fully understand how their transport and mobility system functions, though more and more data is being generated through IT based mobility solutions such as sharing systems and smart ticketing options being introduced, which provides huge potential if cities make use of it.

Many urban areas face challenges related to travel demand that cannot be solved within a single municipality or institution. So what is the CMP? It is a policy document that guides the development of daily mobility in an urban region, the whole functional area regardless of administrative or organisational boundaries. It provides a framework on how to include many stakeholders from an early stage. The CMP looks at promoting intermodal travel especially related to cross-border commuting. It focusses on evidence-based planning. The participatory process is an important aspect: Who to include at which stage and to which extent. The CMP could be an alone standing document, but can also be anchored into other policies, e.g. SUMPs or SECAPs, which is often seen as a smooth approach.

Key aspects are governance, urban and mobility planning; development of indicators and capacity for analysing the transport system; infrastructure; fare schemes and integrated PT operating systems; mobility services and integration of different transport modes.

Within SUMBA a template for the policy document has been developed, which municipalities/FUAs can use as a guideline when developing CMPs.

How are CMPs used in the different SUMBA partner cities?

- Altona: strategic transport planning does not take place at the borough-level, with the borough being one of several stakeholders in the decision making process. High number of commuters with all transport systems being at capacity. In SUMBA the focus lies on a commuter corridor, including Altona and the neighbouring County Pinneberg. Ideas coming

out of local working groups include reorganizing a major commuter corridor with a strong prioritisation of busses, which was favoured by all participants to take on as a pilot project. Another measure already implemented (outside the SUMBA project but at the same time) is “Ottensen macht Platz”, where parts of a neighbourhood were temporarily blocked off for cars. This is within the scope of the Borough competences, and seen as a measure to promote sustainable and active travel modes. In Altona, SUMBA is being anchored in a local climate mobility plan and in the SUMP for the City of Hamburg, which is currently being developed.

- Tartu: historically walking was the preferred mode of transportation, but the number of cars has doubled within the last 10 years, resulting in the car being the main mode of transportation. Cycling remains low, and people are afraid to cycle busy downtown streets, new housing in suburban areas increases commuting demand to the city centre. The FUA comprises the city of Tartu and neighbouring municipalities (125,000 inhabitants, 96,000 in the city). In setting up the CMP, Tartu did a lot of stakeholder participation, including public discussion, vision workshop, thematic workshops and a mobility survey. Further, traffic counters were installed. Other measures include quiet streets or new locations for bike sharing stations. Tartu’s action plan involves implementing a Bicycle library in SUMBA+ (SUMBA extension phase project to start in April 2021), transit monitoring, linked transport hubs, rapid cycling network and expansion of PT and bike sharing to adjacent municipalities.
- Växjö: political pressure to maintain accessibility for cars, cycling budget reduced by one third, difference in priorities between municipalities and national institution (which is still quite car oriented). Växjö has good pre-conditions for higher cycling uptake as many destinations are within a 5-10km radius, but little congestion, so driving remains convenient. Interaction with residents included street redesign suggestions esp. with regards to road safety. The bicycle library was successfully implemented, with all possible lending slots used. Further, a GIS based accessibility study was conducted. Emphasis lies on strong measures and the reallocation of space. SUMBA+: study on circulation plan and later on integration of SUMBA in a local SUMP.

Mobility points - how can they increase multimodality in cities

Kristina Gauge, City of Vilnius, Lithuania

Multimodal city quarters (infrastructure)

To encourage multimodality, a number of preconditions need to be fulfilled. These include less tolerance for car-drivers as well as comfortable and easy access to pedestrian, cycling and PT infrastructure, a user-friendly universal platform to access all modes, high safety and security levels for pedestrians and cyclists.

Measures to promote multimodality include a stricter parking policy, the development of infrastructure for pedestrians and cyclists (e.g. mobility points) and apps for the use of mobility offers.

In the case of Vilnius, the goal was to implement one mobility point within the CMM project. Many offers already exist, so preconditions for multimodal behaviour are generally good. In a conducted

study, 15,4% of users already act intermodal, and 30% would change from driving to other modes if was difficult within 5 min walking from their destination.

Basis for the project was Vilnius' SUMP, which already identified key locations for multimodal transport hubs. In the pilot area the main objective was to reduce car traffic (esp. transit), but also to ensure the overall connectivity among sustainable transport modes. The Mobility Points (MPs) should contribute to this by being easily accessible themselves but also well connected and easy to orientate for users. Main target groups are first/last mile travellers (residents), transit travellers, visitors of target points such as schools or hospitals.

Apart from being located close to existing PT, additional services were supposed to be included, and the Mobility Point designed as an attractive, liveable space. In the process it was decided, that implementing a network of Mobility Points would be more feasible. Apart from the proximity to PT the accessibility by bike was also assessed, leading to the identification of gaps in the cycling network.

The process of discussions with stakeholders was very fruitful to promote the concept of inter- and multimodality, leading to better understanding also on the political level. Two mobility points are now being realized and currently in the procurement process.

Mobility Management with schools and kindergartens

Magdalena Szymanska, City of Gdansk, Poland

Mobility Management (MM) activities in the CMM project are linked to other activities, promoting multimodal travel and sustainable transport. Co-operations between e.g. city partners and schools/Kindergartens have been established. The aim is a change in attitude to promote sustainable transport over car use. "Soft" measures in this context often enhance the effectiveness of "hard" measures such as infrastructure, leading to a high cost-benefit ratio of MM measures. The different CMM partners adapted a common approach of MM to their local context and planned and implemented MM measures together with their local partners (schools and kindergartens). Tools and methods of target group involvement have been tested. MM measures with children and youths aim at increasing active mobility and thus contribute to a healthier lifestyle.

For encouraging active mobility an attractive and safe environment needs to be created. Also education of parents is important, as they often have a false perception of the safety situation. Managing their commute to school without their parents contributes to an increased autonomy of the children.

The earlier active modes are introduced the easier it is to reach and engage the children, who at a young age tend to see the commute as a way to play and spend time with their parents. Effects of this early mobility behaviour can be see all the way into the adults' behaviour.

Example of Gdansk: schools get certified related to traffic and road safety. In this certification process the role of a school/kindergarten mobility manager is being established. This person is an educator, but also expert in sustainable transport and the link to the municipality for transport topics.

In parallel, introduction to traffic rules is necessary. Safety can also be increased by planning enough time to get to school and join with other children from the neighbourhood to travel together. Parents can be involved in a thorough check of the route and follow it several times together with

the child, pointing out potentially dangerous spots.

Further, as a municipality it is important to develop and organize traffic around sensitive locations.

A short overview of examples from the partner cities was provided:

- Rostock: ZOOM – children in motion: Participation in the European Climate Alliance campaign; awareness raising poster/post card action and map of the safe road to school.
- Karlskrona: Visibility vests to be used in dark season and school competition; survey about students' mobility habits
- Gdansk: learning to ride a bike in traffic programme with bike safety check; rental bike trailers for parents of pre-school-children; equipping kindergartens with children's' scooters.
- Tartu: transport in every-day-life, competitions and campaigns
- Pskov: involving children in spatial planning; analysis of the state of infrastructure for children; "mental map" how students perceive boundaries.

Creating a winning circle in sustainable urban freight and optimizing inner city logistics (BSR electric case study)

Thomas Troels Smith, Municipality of Hoeje Taastrup, Denmark

Use cases for e mobility in Denmark, topic of urban logistic. Hoeje Taastrup is an urban municipality of Copenhagen, part of the Capital region. It is located a 25 minute drive south west of the City of Copenhagen, approximately 79,000 sqk with 50,000 inhabitants, mostly middle to low income, but also a growing business area with a transport and logistics centre which is one of the largest transport hubs in Denmark with 5-6 big logistic and shipping companies located in the area.

The pilot aimed at creating a winning formula between the transport operators, the companies, the municipalities and the charging infrastructure operators. Six different cars/vans operating in the pilot, even though the numbers of electric cars in Denmark are comparatively low. The pilot consisted of three parts.

Pilotcase 1: Distribution of high-end goods to shops around the Centre of Copenhagen. Daily deliveries, loading and unloading in Hoeje Taastrup, testing of 5 different e-vans

Pilotcase 2: Aarstiderne: distribution of ecological vegetables, fresh fruit and meal boxes between depots and end customers. First time use of an e-truck in the fleet, 6 months testing period

Pilotcase 3: New company operating in last mile delivery to end user, night deliveries (e-trucks are useful because they are very quiet), daytime delivery of fresh fruit to companies. The pilot was the first time of testing E-Vans in their fleet, with a 6 months testing period and daily trips between 60 and 120km

Apart from the testing of vehicles, another aspect was to install quick charging, which was established in cooperation with a local IKEA and funding from the Capital Region of Denmark. Charging infrastructure is being operated by e.on. This allowed the vehicles used in Pilotcase 1 to drive several more hours a day, which led to establish a business case. Prior to being able to quick charge the car had to remain at the charging point for 5-6 hours, which accounted to only 50% of business time.

Major results of the pilot are the installation of the quick charger, 3 partners who want to invest in e-mobility and have already procured 8-10 new e-vans. New customers and new ways of doing business has been generated. Test of all E-Vans in market has been successful but also challenging. Political support is in place: Benefit in kind programme is underway for 2020 (4 Mio. €).

Pro's:

- Demand for e-vans in the Danish market is growing and new e-van models are being introduced to market,
- Political focus and policy making: emission targets, zero emission delivery, TCO's improving over next years,
- many logistic routes are within the range of e-vans (<150km),
- municipalities can start positive circles,
- investments will follow from pilot projects, positive stories can create good vibes (snowball effect),
- benefit in kind programme has been announced in Denmark

Con's:

- Cost still higher than ICE-vans, marginal business – need for more positive business cases,
- range limitations limit daily operation,
- limited models in market,
- infrastructure is limited,
- transition will cost – customers have to pay premium price,
- charging deployment is costly and “slow” charging takes (too much) time,
- cultural change takes time,
- e-mobility changes workflows and ways of thinking.

Towards more efficient e-bus operations (BSR electric case study) Nina Zeun, Verkehrsbetriebe Hamburg-Holstein (VHH), Germany

VHH is the 2nd largest PT provider in northern Germany. While the other provider in Hamburg, HOCHBAHN, is serving the inner city area, VHH connects the city and the surroundings, and some lines even run all the way through the cities from one end to the other. In 2012 the mayor of Hamburg decided that from 2020 onwards only emission free busses are to be procured. For VHH this was challenging as the outer municipalities had not yet made the same decision. But VHH moved forward and purchased several different types of busses since then. With all these new types of electric busses, VHH realized they had to become a more digitalized company. Several software systems are to be installed in addition to the hardware (e.g. charging infrastructure). The main current limitation is the range, as charging is only done overnight with a plug in system. The current range is about 120 km. A new dispatch system will now match the bus to the requirements of the route it is about to run.

With the digitalisation large amounts of data are being generated. A new task now is to evaluate this new data. It enables the identification of optimization potential of every aspect of operations. This is a potential to save money and energy. So far, data analyses helped to identify technical problems of individual vehicles and charging points. Integrating new IT systems is a challenge due to the complexity and novelty of the individual system components and get the data to the right place, where it can actually be useful. Becoming a digital company changes the way a company acts, and this can be a significant change for the employees. It is essential to consider the staff and apply proper change management for the digitalization measures. It is important to always make sure the change is actually beneficial for the company and the employees.

PART 3 – WORKSHOPS AND PLENARY

Workshop 1: Test your city on the spot with our Intermodalyzer Johanna Fink, Kay Gade

Workshop 1 started with a short recap of the presentation of the Intermodalyzer from day 1.

Following this, the indicators were presented in more detail. After the introduction to each indicator category, Johanna Fink gave a short input of Hamburg-Altona had ranked itself and why. Then the workshop participants could rank their own city, and the results were shown as an average compared to the average ranking of the SUMBA partner cities. The ranking took most of the time during the workshop. This comparison showed, that the SUMBA partner cities on average ranked themselves higher than the workshop participants. During the workshop it could not be found out why this was the case – if it was because the SUMBA cities actually perform better, or if the analysis these cities have done within the project contributed to the higher ranking.

It was followed by a discussion, which was supported by Mentimeter questions, such as:

Prioritize what would be most important to enhance intermodality in your city?

34% intermodal planning

16% infrastructure integration

15% fare integration

15% intermodal culture

12% organisational integration

10% information integration

It was also highlighted, that the Intermodalyzer cannot only serve as an assessment tool, but can also trigger discussion within the city. The ranking of different cities can support awareness raising, and ideally, cities can learn from each other.

The workshop hosts then invited all participants to do a full assessment of their city in a separate meeting later on. It was further discussed, if it made sense to have the same city assessed by different city representatives, as some indicators are rather soft and individual perception could differ between different people.

Workshop 2: Taking strong measures from planning to practice

Colin Hale, Laura Rimmelgas, speakers: Flavia Suter, Hamburg-Altona, Monika Stankiewicz, Olstyn, Robert Dahlström, Kalmar, Lisa Wiechmann, Rostock

Workshop 2 introduced challenges of implementing strong measures to achieve ambitious EU and national mobility and climate goals. The focus of the discussion were that many countries are working on their policies to meet the set goals, **but not all measures that are proven efficient end up in action plans or will not be implemented in the end.** Presented were efficient strong measures and 4 case studies on how municipalities have succeeded in implementing such measures. The participants were involved interactively via Mentimeter, where they had a chance to reflect their personal view on how their municipality deals with mobility challenges.

Reasons why implementing strong measures is still challenging:

1. Multilevel governance system - Ambition is coming from top down it might cause the lack of ownership to implement what has been written in the strategic plans.
2. Different priorities among stakeholders - Measures that require the cooperation between different government offices might face a conflict of financing.
3. Perception of political order - Politicians are not keen to implement strong measures that might contradict the wishes of their voters.
4. Weak funding - Requirement for funding is not as clear and ambivalent enough, in most cases the potential impact is defined and evaluated by municipalities themselves to fit their ambitions and strategic goals.

As presented in chart 1 participants in the workshop found that **political will** is the biggest challenge that they face in their city /region when implementing strong measures. Highlighted was also that **residents oppose change** and the **lack of budget and/or awareness**. Measures that seem to be most difficult to push through in participants' city/region are **pricing of car use** and **street closures**, followed by **reducing car speeds** and **building cycling infrastructure** while bus lanes, public awareness and sharing campaigns were not pointed out as problematic measures once (chart 2).

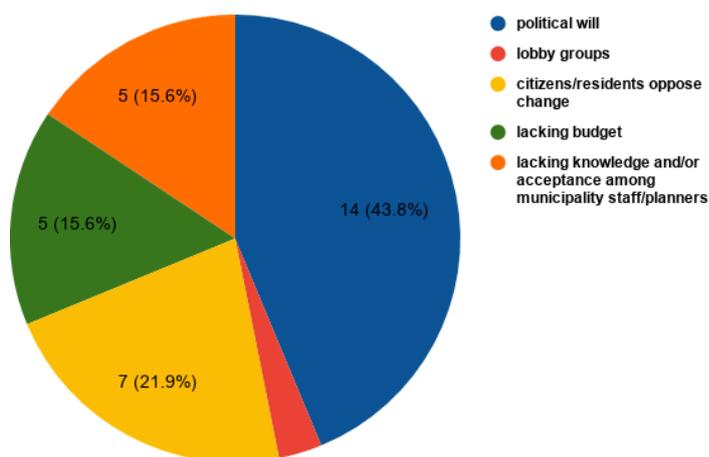


Chart 1 What challenges do you face in your city /region when implementing strong measures?

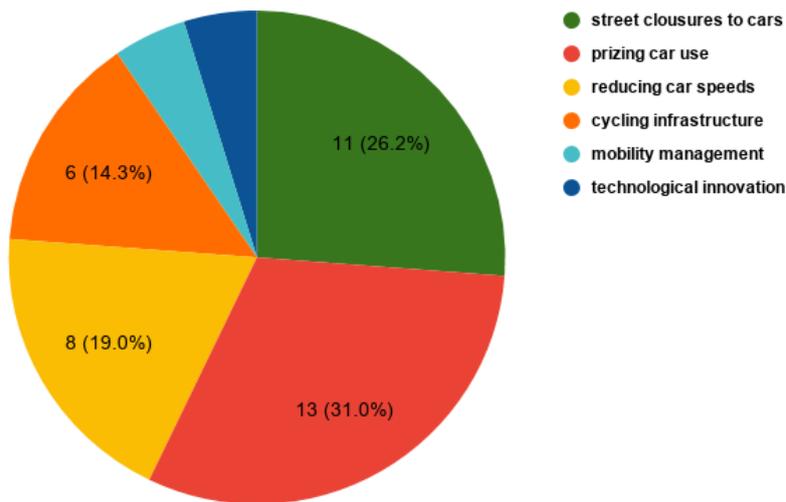


Chart 2 Which measures seem to be most difficult to push through?

Outcome - What is needed to implement strong measures?

1. Concrete examples at place to show that a certain measure could work (pilots and temporary solutions are helpful).
2. Positive and visually appealing showcases (politicians would be interested in being associated with).
3. Strong communication with residents and local businesses is a key for successful implementation.
4. Existing experience within a country is helpful (legal/administrative set has already been tested).

As presented in chart 3 below, the participants of the workshop answered that financing societal trends that are driving demands and citizen perception and acceptance are the biggest factors that influence implementing strong measures.

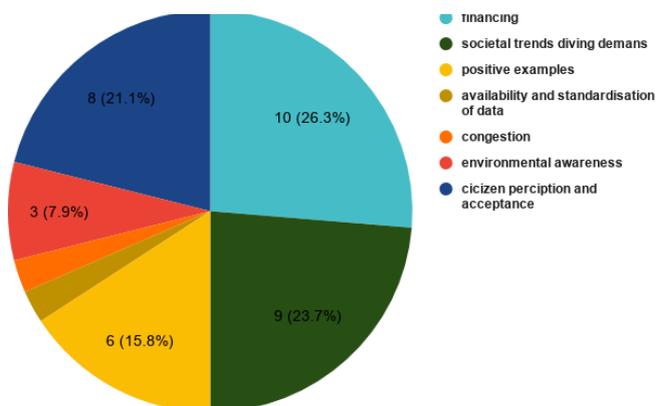


Chart 3 What are the key drivers/incentives for implementing strong measures?

During the workshop 4 case studies were presented, showing challenges and outcomes on implementing strong measures.

Case study 1, Altona

Pedestrian zone for 5 months

Altona closed in total 800 m of streets in Ottensen neighbourhood, where pedestrians, taxis, bicycles were allowed and delivery cars/trucks were restricted to certain delivery times. Car traffic was kept out. A lot activities were carried out to introduce public space concepts for the general public. Local residents and business owners both would like to continue with this project, but both brought up that accessibility (by car) was limited to strong and needs to be improved. The use of public space and the overall traffic impact was positive, but a concern was related to increased traffic in surrounding streets.

Case study 2, Kalmar

Mobility point in the central station where they opened a bicycle garage

Kalmar city grew rapidly, but there was no mobility aspect while planning new buildings, the result is that vehicles increase faster than the population. The bicycle garage promoted intermodal multimodal commuting, gave a preference to other mobility modes than cars and was a message that the bicycle is important.

Case study 3, Rostock

3 mobility point pilots - the idea of sustainable mobility and sharing in general

The mobility points were built to serve a goal of strengthening multimodal travel and carsharing. Public parking spaces was dedicated for car sharing, full automated cargobike sharing system and bicycle repair stations. Taking the space from cars was the biggest challenge as the general public is not keen on measures where public parking is reduced. This project required very good communication with residents.

Case study 4, Olsztyn

New tram lines and a transport revolution

New tram lines in Olsztyn were an expensive measure that required strong political decision to create more space for public transport, walking and cycling while taking room from cars. There were doubts and disputes over whether it would be successful, but it changed a lot in a way that public transport became very popular and it gave side benefits for cycling and pedestrians. Cycling became even more popular during pandemia.

Workshop 3: From data to measures - using transport data and models to improve transport planning

Daniel Krajzewicz, speakers: Jaanus Tamm, Tartu, Estonia and Evelīna Budiloviča, Riga, Latvia

Introductory part

This workshop focussed on transport modelling, traffic management and the information of users. A short introduction was followed by a number of questions to the participants. Through Mentimeter participants were asked about their transport models, if they were using a transport model and how they would rank the state of their transport system, and what kind of traffic surveillance methods they could think of. The introduction was followed by two inputs about the practical use and application of models and tools.

Input 1: Jaanus Tamm: Introducing how Tartu is doing modelling and using data.

Tartu is gathering different data: bike sharing, electricity, public transport, buildings (different consumption data) and uses two output tools for visualizing – Smart city platform and ArcGis.

Tartu is using traffic sensors on city perimeter (13) and on bridges (8) and railway crossings.

Smart science – implemented smart pedestrian science (e.g. detecting pedestrians and warn them and drivers to avoid accidents) – showing traffic and environmental conditions + speed of vehicles, counting pedestrians as well.

Highlighting some use cases – throwback to Metallica concert in Tartu (event happening once), tools are giving possibility to see impact from such events and activities (huge masses of people and traffic flows that happens not regularly). Tartu made a comprehensive traffic and economic analyses.

The mentioned tools provided the possibility to evaluate the impact the Corona crisis had on traffic, e.g. how average speed has risen because of less traffic and congestion.

Tartu is planning to establish a modal share calculation system (including visualisations in Tartu's ArcGIS system) in cooperation with Tartu University, the outcome is expected to be available next year. Most cities use the modal split as a key indicator that impacts many decisions and therefore requires a lot of attention in data gathering.

Tartu's ArcGIS system allows the use of some routing and modelling.

From PT real-time information about busses, delays and passengers are available. Data from the ticketing system is also gathered. There are many possibilities to analyse and use this data, but Tartu is only beginning to use this in planning.

Input 2: Evelina Budilovica: Update of Riga's transport model

Riga is updating its transport model. To gather data about mobility behaviour, a household survey has been conducted. As Riga metropolitan area is growing, it was decided during the SUMBA project phase to include the surroundings of Riga city in the survey.

Results from 5000 households were collected. Questions included the purpose of travel and the used modes of transport.

As a result Riga gained modal split data, divided by different categories according to economic activity: students, elderly people, working.

Further, automated traffic counting in 50 points in Riga shows the largest concentration of traffic.

For the transport model, different data inputs were prepared, e.g. data matrices from morning and evening peak hours etc. This resulted in a scenario comparison.

New model implementation could be used for general transport planning – estimating road occupancy, the effects of changes in schedules, new road construction etc. Data could also be used in cost-benefit analyses, or assessment of environmental and noise pollution.

For the analysis of air quality, the environment department will establish a new model, based on the generated data.

Riga uses the Emme software/model, which requires a lot of programming, with one person working dedicated for this model.

Daniel Krajzewicz. Discussion

The discussion was opened by Mentimeter questions. Participants work both with traffic flow models and with full strategic models, some do not have working transport models at all. Most models used by the participants consider public transport followed by private cars, while fewer consider cycling and walking in their models. Modelling is being done by a number of different programmes, mentioned are ArchGIS, Emme, Visum, Vissim, Sumo and Matsim.

Closing quotes:

Gathering information about the needs and the state of the traffic system is essential to understand the current situation.

Making data open and freely available allows others to contribute to a better traffic system and promotes cooperation with e.g. universities, students and other experts.

Modelling the traffic system enables cities and planners to investigate the effects of planned changes.

PART 4 – RIGA IS READY FOR CHANGES

Attractive mobility: Gehl's vision for Riga Andreas Røhl, Gehl, Denmark

2050 vision for mobility in Riga – a short resume. The document is meant to be a framework document for urban and transport development in Riga. The strategy has been developed by Gehl Architects, Sweco and in close cooperation with the City of Riga.

A framework for land use-, public space- and mobility planning towards 2050, and for the Mobility Action Plan are currently being developed. A first draft has been presented to the public and discussed in 2019, a final draft is now ready for political discussion in autumn 2020.

The presentation is a quick overview of the content of the document. Starting point: All planning is a matter of invitation. If you invite people in a serious way, e.g. by providing the infrastructure, you will have more people cycling, walking and in PT – or, if you plan accordingly, in cars. This means: In all cities we have a choice as to what kind of transport we want to invite people to use.

There is more to transport than transport: Mobility can be a key for a better everyday life. So the framework is not only about transport planning, but also about increasing the quality of life and thus keeping talent and qualified people in Riga. Good quality of mobility is part of what makes a city attractive.

In the document two different scenarios are being looked at: The continuously sprawling city needing more and more cars and respective infrastructure. This needs to be avoided by working towards the other scenario, a compact and liveable city. There are five key moves to work towards this second scenario:

- keep developing the PT system, which is on a good level already, esp. the rail bound. Improve multi- and intermodality and cross-border-integration
- people first mobility: first priority is walking, cycling and PT. Infrastructure needs to be at a level where cycling is possible and convenient all year round.
- land use planning: Curate growth. Prioritizing central important plots, develop a street hierarchy,

align structural drivers with the vision and coordinate cross sectoral development. Restrict car use. A good practice is Melbourne, which has managed to move from the “doughnut city” with a very unattractive centre, to one of the most liveable cities in the world, largely by improving tram, train and cycling networks and densification at stations, thus reducing car dependency.

- attractive public space for everyday use: make attractive public places available all over the city, making long trips unnecessary for many reasons. Bring the city back to the river, never focus on design only, increase the resilience of public places

- team up! Work with several stakeholders and use citizens as a resource, encourage collaboration across departments, disciplines and borders, use public events as a driver for change.

Finally: Give inspiration to the EU – many small rather than a few large projects.

Rail Baltica as an opportunity to re-create sustainable city centre

Kristaps Niedols, Riga City Development department, Latvia.

Rail Baltica is a fast rail connection linking the Baltic capitals and the European rail network with 2h travel time between the Baltic capitals, saving 5.3mio. passenger hours and an estimated 7.1 billion Euros in climate change and noise reduction.

On a national level it is a Riga Metropolitan area project, with the opportunity to build upon the network and implement a regional approach in the “Rail Baltica Loop”. Key themes are an estimated GDP growth of 1.8% until 2026, growth in land and property value, logistics and tourism; new logistic centre (Salaspils intermodal freight terminal), Riga central station terminal and Riga international airport station terminal. One major aspect is to prevent Rail Baltica to become a barrier in the urban texture. The question is, how Riga can capture the benefits and create accessible crossings for everyone. To achieve this, NGOs are being included in the planning process, as well as other stakeholders. This mainly applies to the area outside the city centre.

Within the centre, the aim is to create the Sustainable Baltic Mobility hub and a welcoming face of Riga and Latvia. How this is going to be achieved is laid out in the Rail Baltica local plan. Key aspects are: Divert car traffic from the central station area, reduce it by 85%, which provides space for pedestrian links and also increase the public space available. Further, more PT links are supposed to be introduced. The concept design for the station is being developed together with Gehl Architects. Political approval has been secured both on local and on national level, for the optimal scenario, and Riga is ready to take hold of the opportunity as soon as financing is available.

SUMBA contribution to Riga development

Evelina Budiloviča, Riga City Development department, Latvia and Rūdolfs Cimdiņš, Riga Planning Region, Latvia

High level of car ownership prevail, especially in the metropolitan area of Riga. SUMBA functions as a catalyst for metropolitan scale transport planning solutions, with the main principle being “a view across borders”. Subsequent transport planning collaborations with Riga city, neighbouring municipalities and Riga Planning Region are being established. Supportive activities for the elaboration of a “Riga Metropolitan Area Mobility Spatial Vision”. For this, the transport model has been redeveloped, to be used as a tool to support decision making. This was supported by a household survey (5,000 households) and traffic counts (50 points). From this data, two scenarios have been developed. In future, the model will help to analyse the transport system, the PT system

and monitor emissions. Partner NGO BEF Latvia has developed four types of mobility hubs. Funds from different projects have been combined and used to hold combined stakeholder workshops (SUMBA, NSB CoRe and Baltic Loop). This led to shaping Riga metropolitan area taking into account different aspects: Territorial coverage (Distance from Riga), daily commuting intensity, population change, organisation of PT, availability of public service. Three metropolitan spaces were defined: Core area – inner metropolis, outer metropolis and direct impact area. Different actions have been defined, covering also other aspects than mobility. External accessibility was also assessed, looking at the international scale and different directions in the BSR, and an integrated vision of the metropolitan transport system was developed. Taking Rail Baltica as an example: This project will highly impact the accessibility of several points, as it will provide a completely new connection. Another example are regional cycling tracks, which will be a topic in the extension stage project SUMBA+.

Riga Metropolitan Region is moving towards a SUMP: building on existing cooperation and memorandum of understanding between Riga and the surrounding municipalities, unite existing experiences of Riga City, Riga Planning Region and other stakeholders to elaborate the SUMP. SUMBA CMP is a contribution to advancing the SUMP process.

[cities.multimodal contribution to Riga](#)

Nika Kotoviča, Riga Municipal Agency “Riga Energy Agency”, Latvia

Development of a concept for mobility points and setting up a first mobility point. Challenge: High traffic levels in the city centre of Riga and low willingness to change to sustainable transport modes unless they are as convenient as driving. Riga has a modern PT system, with a high share in modal split (46.5%) and already 58% powered by electricity (average 39% green energy), hydrogen and other zero emission systems, and low car ownership rate of 262 cars per 1,000 inhabitants. Riga is one of 10 cities working together to promote shared mobility and multimodality in the cities.multimodal project. In the project cities.multimodal the first mobility point in Latvia has been built, located in the so called VEF area.

Before the implementation a study on “conceptual development of the mobility points and approbation of the mobility point conceptual prototype (model) for the City for Riga” was carried out. It provides an overview and analysis of international best practice, a concept for a pilot mobility point in the VEF area and guidelines for implementation of mobility points in Riga City. Potential locations for 50 mobility points have been identified, classifying different types of mobility points (neighbourhood, P+R, railway stations and mobility points in large transport hubs). The overarching aim is to reduce private car use in the city centre.

The first mobility point is located strategically close to the city centre, bordering the historic centre. The former VEF industrial complex is a priority development area with active stakeholders motivated to take part in the development of their neighbourhood. It suffers from congestion, and is an intensively used PT hub and transfer point. There is an IT cluster with 4000 tech specialists, 1,700 inhabitants and 17,000 daily users. The pilot area accounts for 40% of Latvia’s IT exports and 90 Mio. € annual tax contribution.

The mobility point is a new concept also internationally, as it includes a new aspects related to the technical design and can help in data generation and evaluation. Components are a cyclist and pedestrian counter, with the data freely available online. A collaboration has been established between research, business and the City of Riga. Currently two companies have set up testbed stations at the mobility point, with several sensors in operation (usage and environmental factors). Another innovative component is the smart solar bench, installed with Wifi and USB charging slots, LED light and solar power generation.

BSR electric contribution to Riga

Aija Zučika, Riga Energy Agency, Latvia

Can e-scooters be an economically sustainable instrument of social inclusion? Within the project BSR electric, 3 e-scooters were purchased, two for use in Riga First Hospital and one in the cemetery. The question was if those scooters could be used to transport people with disabilities or restricted mobility and help them move around different environments. For the use in the hospital certain technical parameters had to be identified, especially for the use in old buildings where corridors are often narrow. The results from the tests of the two scooters were very positive, no technical problems occurred. Charging was done via standard sockets, which are available in every building. The scooters were used to move between 4 departments of the Heart Surgery Division. The scooters improved mobility not only for the patients but also for the staff. It was noted that a cargo function would be useful so it could be used for small scale logistics as well. Training for the staff was crucial, and when purchasing such scooters and introducing them in the hospital the user group should be kept in mind, to be able to use the best possible version.

The other use case was a scooter used to transport visitors and equipment through the cemetery ground. The cemetery has around 60 visitors per day, between 30 and 50 are being transported through the cemetery per week. The cemetery is usually restricted for any type of transport, so another aspect was to see if the scooter would be accepted by the visitors or perceived as disturbing. The scooter was well accepted and technically fit for use in different seasons and on different surfaces. Transportation of wheel chairs is also possible with this model, significantly increasing social inclusion for the visitors.

VIRTUAL TOURS OF THE PILOT PROJECTS

To be able to show some of the practical results from the projects, five short films were shown during the conference.

SUMBA: bicycle library in Växjö, Sweden

The city of Växjö opened a bicycle library in 2019, to promote the use of different types of bicycles, ranging from foldable bikes, to electric bikes to cargo bikes. The launch was very successful, with all of the possible 168 booking slots being filled within two days after the launch of the project. 24 bikes and two trailers were on offer. According to a survey conducted among the users the most common use cases were commuting, transporting children and free time trips, and substantial numbers of users said they could imagine permanently switching from driving to cycling for these purposes.

<https://youtu.be/9ZcSX00ZsQs>

cities.multimodal: Mobility point Kalmar

Kalmar installed a bicycle garage at the central station to promote the combined use of bicycle and train. It fits 140 bicycles, and can only be entered by registered users, making sure the bicycles are stored safe. There are lockers for helmets and other equipment, and a repair station. Outside the bicycle garage there is a publicly accessible air pump, and a solar bench where people can charge mobile devices and use free WiFi. The first 14 days are free of charge and after that it costs 100 Swedish crowns per month.

<https://youtu.be/NBoLsBWdqwM>

BSR electric pilots: Mobility point Riga

Riga has implemented a mobility point at an intersection close to VEF Culture Palace. It combines a number of micro mobility options such as different types of e-scooters and bicycles, bicycle parking and a bicycle repair station. At the intersection 16 lines of public transportation cross, so the mobility point is situated strategically at a point from which many destinations can be reached. Additional services include a solar bench, at which visitors can charge devices such as smart phones, and use free WiFi. There are also counters for pedestrians and cyclists, with the data being freely available for further research.

<https://youtu.be/v14NwhPOY7w>

Mobility in cemetery (Riga) - e-scooters for the Elderly in Riga, Latvia

The idea for this pilot project is based on the importance of taking very well care of cemeteries. The areas of cemeteries are large and often not very accessible for elderly people. In the pilot project scooters were provided for transporting visitors on the cemetery grounds. The scooters fit four people and can even transport wheelchairs, to increase social inclusion. The scooters transported between 20 and 50 people a week with an average distance of 30km per day. They are comfortable to use in most weather conditions and can be used on different surfaces.

<https://youtu.be/xE-8bGggbLg>

Mobility in hospital grounds (Riga) - e-scooters for the Elderly in Riga, Latvia

The hospital grounds of Riga's 1st Hospital are large and the hospital consists of 20 historical buildings. Within the project BSR electric two electric scooters are being tested since autumn 2018. The scooters are used to transport patients across the hospital area. The scooters seat two persons next to each other. Currently, approx. 8 patients are being transported each day, the scooters are being charged every other day. A challenge in finding the right type of scooter was the many different widths and sizes of corridors and elevators. A driving lesson was held for people operating the scooters, to make sure they know how to operate the scooters.

https://youtu.be/LL7sHA6_Ujk

PART 5 – URBAN MOBILITY HEADING TOWARDS THE FUTURE

Introduction by moderator Heidrun Fammler from BEF Germany. Linking the projects and their results to the greater framework of European policy.

Sustainable mobility and the European Green Deal: COVID-19 and beyond.
Matthew Baldwin, Deputy Director-General at European Commission, European Coordinator for Road Safety and Sustainable Mobility

For a real Green Deal mobility is essential. The Covid crisis has massively impacted mobility, fortunately the freight sector has been kept up and freight has kept moving between the member states.

The EU is now thinking about Covid-recovery and transport must play its traditionally pivotal role in that recovery. A historic 750 billion Euro recovery fund is being discussed.

Over the next months, as membership states put forwards their plans as to how and where to spend this money, the commission will be offering suggestions, ideas and guidance, strengthen cohesion as a union, build the resilience of economy, help job growth, support the twin green and digital transitions.

Transport and mobility must play a big part in this. Emphasis needs to be on things that can be done quickly. It needs to be made sure that coming out of the Covid crisis, it should not be more of the same, but a start for change.

The EU has set the goal to make transport net carbon neutral by 2050 (90% emission reduction). This will ramp up the production and development of alternative fuels and a vast extension of charging points.

Post-Corona transport should be sustainable and safe. Globally we are losing more lives to road accidents than to Covid. We have seen wide spread public acceptance for the Covid measures, which came along with huge economic cost and sacrifice for society. Whereas increasing road safety (and thus saving lives) is extremely cost effective, as road accidents cost a lot of money: Road crashes cost the EU between 1-2% of the GDP annually. A safe transport system is therefore economically sensible. There is a new UN general assembly resolution for a second decade on road safety.

The public, at least in the urban context, also demands a new transportation system, a different kind of personal mobility, with more space for cycling and walking. Cycling has increased significantly over a very short period of time. This also contributes to a lower dependence on fossil fuels in the private car sector. Further positive aspects are better air quality, noise reduction, emission reduction and reduction of congestion. This amounts to annual savings of external costs of a trillion Euro (for perspective, this is approximately the sum of the EU's budget).

Partnership is essential if a change is going to be achieved, between EU partners, the commission, regions, municipalities etc.

There is a threat of the return of car traffic caused by Covid, as people feel less safe using public transport, and this must be tackled.

Concluding, Mr. Baldwin stated, that in these interesting times, we are in the middle of some serious change, which for the most part will be a positive evolution regarding the development of sustainable transport and mobility.

Sustainable mobility in the new Baltic Sea Region programming.

Thomas Erlandson, Senior Adviser/Coordinator EUSBSR Policy Area Transport

Presentation of the ongoing programming for Interreg BSR, consultation has been ongoing until 4th September. The programme is related to the programmes for a smart and green Europe. It is divided into seven topics, out of which topic 7 directly addresses transport (green and intelligent transport and mobility). Other topics touch the field of mobility as well, e.g. topic 2 – responsive public services can be related to smart ways to provide public transport or topic 6 – low-carbon energy systems related to green fuels and renewable energy.

The new programme will substantially change from the previous programmes, related to mobility the focus will be much more on efficient, intelligent and low-carbon transport and mobility systems. Presentation of PA transport action plan – revised. A new strategy for the BSR is almost finished, currently for consultation in the European commission. The Policy for Transport is expected to be quite stable. There are three actions:

1. Improve connectivity of the regions and cooperation with third countries → incorporates the former action 2
2. Development of measures towards climate-neutral transport → this is a new action, devoted completely to the topic of green transport
3. Facilitate innovative technologies & solutions in the BSR → topics such as automated driving, digitalisation and smart specialisation.

The details are still under discussion. More continuity is needed, as after a project often a still stand follows. Therefore a focus lies on implementation of a Flagship Process, which aims at strengthening of PA transport cooperation while taking responsibility for an agreed thematic area. The flagship process aims at substantially improving continuity and endurance. It will provide flexibility and adaptability, as new issues might be detected calling for adjustment of the initial aims. It also aims at providing better conditions to involve new partners and start cooperation in the selected thematic field.

The two presentations were followed by a discussion, which is documented in the following paragraphs.

Question: Both programmes (Green Deal and BSR transport) stand in one line. Looking from the NGO-perspective: it looks very technology driven, booming and boosting economy with new propulsion systems. The social factor is missing. While people want a change of mobility towards more non-motorized transport, leading to less transport generally. It is very difficult to set up projects which aim at reducing traffic in general. How do the speakers respond?

- Baldwin: Technology is necessary and helpful in using many new mobility offers such as sharing schemes and (real time) information. Example of 30km/h speed limit: very analog and actually simple, not much technology is needed. Also SUMP are a good concept – how can this be linked more to the urban nodes in the TEN-T strategy? Incentives and nudging are important to influence peoples' behaviour in transport.

- Erlandson: The funding programme is like a network. The new Action Plan is focussed much more on smart solutions and less on infrastructure and big transport solutions. People want to travel and it is very difficult to stop this. Especially urban areas are disturbed by high numbers of cars, and this needs to be addressed.

Question: How come the EU speaks about green, and not sustainable transport and mobility, not including the social aspect and accessibility? Urban and rural mobility projects have so far been mainly supported by horizontal action spatial planning and horizontal action climate. Can we in future expect more cooperation between the project areas and the horizontal areas and between mobility projects? With the horizontal action climate supposedly being cancelled, climate aspects need to be included in all projects.

-Erlandson: Revision is not finished and wording needs to be elaborated. Sustainability is still part of the action plan. The horizontal actions have both been abolished, and the idea is, that they are integrated in the projects.

Question: Can mainstreaming climate in transport projects and policies succeed?

-Baldwin: You need to mainstream climate into transport and the other way round. Example of road safety: it used to be a very technical topic trying to make cars safer and safer for drivers, which was successful, but has not changed anything for any other road users. This is now being addressed in the safe system approach, but a change of perspective was needed. We've got to look at all different aspects to turn around the system. Always come back to the economics: Not making the changes towards green mobility produces high external costs.

Question: Eastern European Countries have been highly depending on European structural funds to maintain their transport systems. Have these funds contributed to a greener transport system and how is it ensured that these funds will contribute to the change towards a greener transport system in the future?

-Baldwin: we have the sense that there is a lot of funding out there, but in many different places, and often not easy to find. A platform for finding these funds would be convenient, but alternatively countries can team up to generate large projects (e.g. Rail Baltica).

Question: Rail Baltica has been around since the 1990s, and is still not being built, but many roads have been constructed in the meantime. SUMP and sustainable mobility issues are missing in the strategic regional framework. When Cities and NGOs work in projects on the ground they need the non-technological approach in the strategies, not only the focus on green infrastructure.

-Baldwin and Erlandson: it maybe needs to be stated more clearly that sustainable mobility is supported.

Question: allocation of budget to sustainable measures: Why not increase it from 30-40% to 100%?

-Baldwin: Pushing it back to the cities and region, who need to approach the commission with respective project ideas, e.g. the flagship projects which are now being funded.

Also, emission reduction goals have been increased (-90%).

Erlandsson: Interreg programmes are shaped by state governments. The Interreg BSR programme was very important. It is always difficult for newcomers, as the process and the regulations are quite bureaucratic. The more applications are being written the easier it gets.

Citizen involvement for a more meaningful policy dialogue

Angelo Meuleman, Taxistop

Public involvement is important to take decisions into the right direction, to properly meet the demand of people locally.

This is supported by an example from Antwerp: From 1996 there were plans to reduce congestion in and around Antwerp, which in 2005 led to the decision to build bridges and a tunnel to redirect traffic. Enormous criticism and civil movements followed, ending in a referendum, which in 2009 voted against the concept.

The process was tiring, but resulted in growing respect for the civil society. In 2015 an intendant was appointed and in the next years a new version was developed, which was much better integrated in the urban context.

The city of Gent introduced its circulation plan in 2017, which divides the city in zones. It is possible to access points within one zone, but not to drive from one zone to the other. It is part of a larger transport plan, and had massive influence on daily life of citizens. Especially businesses were very concerned that they were not accessible any more. There was massive protest by both groups. The government went on with the plan despite the protest. One year later, evaluation shows that the tide had turned, people have become enthusiastic, neighbourhoods became more liveable and there was a clear modal shift away from car usage. There was not much participation during the implementation, this will be different in coming projects. Still, there are a number of lessons learned:

- planners and decision makers need to be consistent
- public involvement should not change the plan, but make it better
- planners need to listen carefully to find the essence of the protest
- opposition sounds louder- positive voices follow later and are often more quiet

Example from a neighbourhood in Gent: Redesign of a central square from parking to green space. People could vote for different designs at a public square. But the whole project was later stopped as there was a local group protesting against any change. After a change in government the plans were taken up again, this time organizing round tables with local residents. This led to the scope of the project becoming much wider, also taking into account the surrounding streets and a neighbouring school. As a result, even more parking was removed than originally planned and the redesign went much further, but acceptance was much higher.

Participation is resource intense and time consuming, but can produce more support for a project and lead to a common understanding.

Jan Gehl: "Kids can't ask for a skateboard, if they don't know what it is" – It is important to show people what change can look like, so the potential becomes visible. An example are the temporary living streets or bike lending projects.

Design Thinking can support the process, as a methodology to create good solutions which actually fit the need and solve the problem.

Sustainable Urban Mobility – how to achieve the impossible

Joachim Lohse, former Senator for Transport, Environment and Construction in Bremen

Humans are very bad at reacting to slow crises, such as climate change, the gradual degradation of high street retail in inner cities or the increasing number of cars flooding public space. But humans are good at reacting to acute crises, as Covid-19 shows. This is because this crises is disrupting trends that were believed to be permanent, it mobilizes large amounts of money and unleashes unexpected creativity in societies and the preparedness to experiment. Governments and parliaments deliver, and people react.

Mobility habits have changed during the crisis: more walking and cycling, without any push from the government. Further we see, that large amounts of money are being mobilized in short time, on all administrative levels. Hopefully, this money will be used to promote the sustainable transition. It is

crucial how this money is invested – referring to the German discussion: buying incentives for cars in general, or only for cars with innovative power units?

As we see how money becomes available and people change their behaviour, there can only be one conclusion: “Never waste a good crisis” (Winston Churchill) – and that is, because “crisis is an opportunity to do things you think you could not do before.” (Rahm Emanuel, Chief of staff during Obama’s presidency). Why is this so? There is a new willingness to experiment among societies: Bogota transforms roads into cycling lanes, Paris transforms parking spaces into parks and public spaces, Hamburg is redesigning a central boulevard, Bremen discusses cycling highways etc. All these have a good chance of being realized, but there is no guarantee for that, and often projects have later on been blocked by local government.

Example from Bremen: In 2014, it was proposed to narrow down a central road in Bremen. This suggestion was accompanied by very critical press coverage. The idea was developed together with the chamber of commerce and the senator for the economy. Even though, it was later on stopped by the coalition partner. Then in July 2020, the idea came up again, with very different press coverage. Now the newspapers rather pointed out how long it had taken until this idea was getting realized.

What can we learn from this? The Covid-crisis can be an enormous opportunity for sustainable mobility, with car free city centres becoming a realistic vision, bicycle sales and use jumping up, walking becoming more popular, people develop a new preference for near-range meetings. Physical meetings being replaced by online meetings helps avoid unnecessary transport and air travel declines.

But there are serious challenges, too: In the pandemic people feel safer in their own car than in PT, leading to a dramatic decrease in the use of trains, buses and trams, while at the same time, PT companies are expected to offer more vessels and drivers.

Clear warning: Covid is a threat to the existence of PT, as revenues from ticket sales are eroding, improved service is expected and costs are rocketing upwards. Therefore, PT needs to be stabilized, and the idea of offering PT free of charge for everybody will likely not solve the problems. Sustainable mobility requires a good offer of multi-modal transport and PT is the backbone of these transport systems. Further, motorized transport needs to be pushed back actively, e.g. by regulating on-street parking in residential areas.

The right time for action is now. With tax revenues collapsing and an increasing public deficit, money needs to be spent wisely. The choice is whether to continue with business as usual or to direct investments towards sustainable mobility and climate protection.

Sustainable mobility outlook, challenges and needs for the local authorities: local authorities’ representatives.

Anton Nikitin, Vilnius municipality, Lithuania

Vilnius has around 600.000 residents, steadily growing by 2.7% every year. Vilnius is also the European capital with the shortest average commuting time (27min.), and counting the highest number of mobility options in relation to the city’s population.

The transport services company is transforming into a mobility competence centre. The agency was established in 1998 and over time more and more tasks were transferred to the company, such as

on-street parking management, traffic light management and the coordination of cycling projects. Since 2019 “Susisiekimo paslaugos” is also responsible for implementing the SUMP.

The SUMP was approved by city council in the end of 2018 and sets priorities and goals for 2030. It aims at balancing the mobility choices and making Vilnius a better place for people and a vibrant city.

The city still faces a lot of mobility related challenges, from time spent in traffic jams, to noise and other pollution to traffic safety. Only recently the old town was closed to traffic by implementing a circulation plan, keeping all through traffic out of the old town.

Future goals include a modal shift, balancing the different modes to a third each for walking, PT and private cars, which in 2017 accounted for almost half of all trips. Current hopes are high to achieve this goal even faster, using the momentum of the Covid-crisis esp. related to cycling (in 2020 cycling increased by 66%).

Vilnius started with improving cycling, putting it on the political agenda and establishing a cycling officer position in 2015. The quality of the infrastructure was assessed, and did often not meet the quality standards. These were established also looking at international good practice. Annual surveys were introduced, and a “bike friendly streets” initiative launched, informing car drivers they should expect more cyclists especially on certain routes. This was supported by communication through also social media channels and production of information material. Bike racks were built, which in future are also supposed to be equipped with storage facilities in central locations. The infrastructure was improved rapidly, building 160km of bike lanes until 2023. In some streets, small measures such as markings on the road could highly improve the cycling situation, e.g. opening one way streets to cyclists or turning parts of a road into a cycling lane. These were easy to implement and showed effects quickly. The satisfaction with cycling infrastructure increased from 4.6 point in 2016 to 6.7 points in 2019.

The goal is that by 2030, 8% of trips are going to be made by bike, fully developed cycling infrastructure is no further than 700m from any citizen’s home, and calm traffic streets are an integral part of the safe cycling infrastructure network. Already, citizens think the cycling infrastructure has improved.

Another topic is the systemic change in pedestrian infrastructure. The aim is to build and upgrade more than 25km of sidewalks each year (in 2019 this was already exceeded), design 40 daily and leisure routes and define quality standards. Tactical urbanism is used here as well, further, an inventorisation shows the condition of the pedestrian infrastructure and led to more than 100 kerbs already being fixed. In a second stage of inventorisation strategic planning will be included. In this field, an increase in user satisfaction has also been noticed since the programme started.

Finally, PT is being improved, introducing an app for trip planning and electronic ticketing, electronic schedules have been introduced as well as dedicated PT lanes. The bus fleet is quite modern and is continuously updated, also including e-busses. These measures are now continuously expanded throughout the city. PT is scored 8 out of 10 points in user satisfaction. By 2023 all vehicles will be under 10 years old, and by 2030, 55% of busses will be powered by non-fossil fuels.

The last part is car traffic management. Here, digitalized traffic management is being introduced, also separate lights for pedestrians and cyclists. New surveillance equipment is being acquired and parking zones are being expanded. For the old town, a loop circulation plan is in place, and streets were pedestrianized. Counters for pedestrians and cyclists are being tested, and noise and pollution measurement instruments are acquired.

Vilnius introduced “JUDU” (“you move”), combining all modes of transport from trip planning to booking in one platform, also creating a brand for new mobility.

Panel Discussion

Anton Nikitin, Mathew Baldwin, Angelo Meuleman, Joachim Lohse, Thomas Erlandson, Kennet Gyllensten

Question: What can small municipalities do?

Small towns can have congestion problems, too, esp. when they have some larger companies which bring much traffic into the city. They often have high commuting numbers, as many people live in neighbouring municipalities. Mobility offers are often difficult to implement cost effective.

Karlskrona (Sweden) introduced a semi-open car sharing system, which is during working hours used by the municipality, and in the evening can be used by the public. Also integrated is a bike sharing scheme, which can be used with the same app. The mobility point is a combined wind and solar power plant, under which the e-bikes and some e-cars are parked and charged by the energy generated on the spot. Because of its outstanding design, the construction is called the “Energiraffen”. It is located close to the docking point of the ferries connecting to the islands, at an already existing transfer point.

Warning from Matthew Baldwin: Incredible things have happened during the Covid crisis, with so much space re-allocated to active mobility. These temporary measures need to be turned permanent quickly, to avoid the threat of turning back to the state before, only with more people driving as they still do not feel safe using PT.

It is important to keep the momentum for active mobility and PT, so that funding will also be secured in future, with potentially decreased total funding available.

Another big challenge lies in getting acceptance for what is being done, and provide good alternatives for the “losers” of this change.

The amount of people who support change can easily be underestimated, as the opposition is louder. But the broad number of supporters also votes, and recent examples show, that often the politicians who firmly driving change have been re-elected (Gent, Paris). So politicians in favour of change should be brave and put their plans forward. This does not only apply for large cities, which often are progressive, but also for smaller cities. People like politicians who act, and want to see change happening.

Participation is important, and planning cannot be done without it. But the level of participation needs to be clear – not all decisions can be done in cooperation with the public. Also, the media is crucial, and as media does not like consensus, often more conflict is being presented than is actually there, and the supporters are often not as loud.

Bottom-up movements such as “Heros for Zero” can support change, gaining support from community to community, and grow into a wide network of supporters, which can influence politics.

In the planning process, it is also very important to work together with associations and representatives, as this can be a more factual discussion, and prevents from influence from the single loud opponent. When e.g. new positions are being created and new processes are being

started, officials need to be open and start a communication process. Also, communicating very anti-car can hinder the process.

Politicians are often brave and not brave at the same time, making strategies and setting priorities, but not daring to actually implement measures. Action can be supported by numbers, so studies and counters are important, as they support the legitimacy of political decisions e.g. re-allocating space and take much of the protest away. Also, the attitude of people has changed quite significantly over the years. In 2001, Kennet Gyllensten has organised the first car free day in Karlskrona, which led to a lot of protest from the shop keepers. This same road is now pedestrianized and a sought after shopping area. The myth that car access generates customers is very persistent, even though several studies and examples show that the opposite is the case, and the highest footfall is generated in car-free streets. For retail, the actual threat is the growing online retail business, and other concepts are needed to keep shopping streets alive.

Currently, often the set of incentives is wrong, prioritizing cars in many ways, from free parking to company cars. Many car drivers are not per se car supporters, they just take the easiest and (seemingly) cheapest choice.

The public sector must support a fair and inclusive mobility system, and cannot leave all (new) mobility options to the free market. Also, new options should be available city wide, and not only in the dense centres. Collaboration with local companies can support the generation of funds, whereas when working together with big international companies, much of the generated (tax) value will flow out of the city. There is not only “the public system” and “the market”, but also a lot in between. Collaboration between public and private sector can be successful. Vilnius for example was very open to new offers such as e-scooters, inviting all companies to come, and let people chose which options they feel fit best with their mobility needs. If necessary, regulation can come later. In opposition to this point, Joachim Lohse stated, that the role of regulation by the city is very important, as there is a threat of cherry picking when decisions are left to the market. New mobility offers should not be competing with PT. Cities can set the framework, and as the licensing authority set certain preconditions to companies operating in their boundaries. Market tools can be helpful and used in smart ways to shape the mobility system.

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