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SMART GREEN MOBILITY

SUMPs for BSR

Model for experimenting with active mobility measures

SUMPs for BSR - Enhancing Effective Sustainable Urban Mobility Planning for Supporting Active Mobility in BSR Cities

Union of the Baltic Cities Sustainable Cities Commission, 2026

Imprint

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Project note

SUMPs for BSR project supports cities shifting their planning practices towards people-centred sustainable urban mobility planning, focusing on active mobility modes to fight the climate crisis. The project aims to increase the uptake of Sustainable Urban Mobility Plans (SUMP) as a strategic tool for sustainable mobility planning by developing tools and offering extensive capacity building for local authorities, especially in small and mid-sized BSR cities. A common framework on monitoring and evaluation for sustainable urban mobility planning will be developed to set up sound local processes suitable for smaller cities. Together with a unified model for testing and experimenting with innovative mobility solutions, it will help to evaluate the performance of the local mobility system and to provide crucial information for planning and decision-making.

Content

1. Introduction

1.1. Small-scale measures for big benefits

Implementing large-scale infrastructure measures is slow and very costly. However, improving the quality of public spaces and conditions for cycling and walking can be done locally and relatively quickly with small investments (Helsinki Region Transport 2020). Small-scale measures can also be used to test the viability of permanent solutions before expensive and extensive infrastructure changes are made. These small-scale measures or pilots can result in unexpected solutions that can be scaled up and replicated in different areas in the city. Low-cost measures can be especially important and effective for small and medium-sized cities with limited resources.

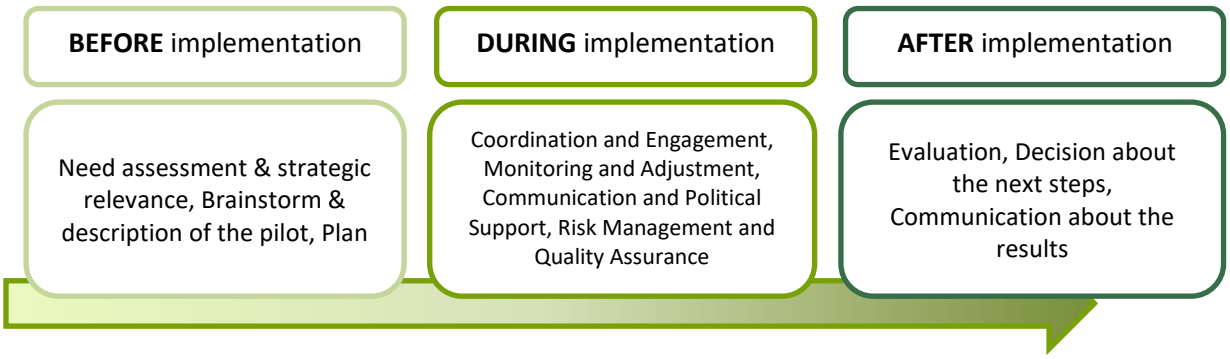
It is often difficult to introduce measures targeting to improve public spaces, as there might be opposition to measures that restrict access for cars. Pilots can help to find new ways to support the use of sustainable modes, such as walking and cycling, and fight against car dominance. Examples of small-scale measures improving public spaces and thus, the conditions for walking and cycling, are calming traffic with speed bumps, narrowing the street, making the street space more attractive or increasing the quality of urban space for different activities, introducing summer streets with bans on driving through or temporary cycling lanes.

The promotion of active modes has positive impacts on citizens' health, and it supports the development of a more inclusive mobility system. Even small improvements in the walkability of public spaces increase people's activity, and walking increases health benefits and decreases death rates (Helsinki Region Transport 2017).

Small-scale measures can also bring visibility to the sustainable urban mobility planning (SUMP) process by testing measures that might raise public opposition and highlighting the positive results in the environment to gain public and political support. Piloting helps to bring agility to the public sector and to respond better and faster to emerging challenges in the transport environment. They are also a great way to involve the public and local stakeholders in the planning of bigger investments.

1.2. Planning for successful experiments with active mobility measures

There is an unused potential to integrate piloting and temporary experiments as part of cities' planning practices. **The model for experimenting with active mobility measures** is targeted at local public authorities and cities willing to promote active mobility and test their ideas on a small scale. The model will guide through the different stages of a pilot planning process with key questions to reflect upon, focusing on the characteristics of active mobility measures. The model, described in picture 1, is divided into three stages: before, during and after implementation. It has been developed with inspiration from materials and guides for small-scale piloting or experimenting with active mobility measures from Forum Virium (2020), Helsinki Region Transport (2020), Motiva (2020), and the City of Turku (2020).



Picture 1. Modified based on the process steps from experiments to scaling up model (presented in Kokeilusta skaalaan - pelikirja) developed by Motiva (2020).

The model for experimenting with active mobility measures has been developed within the SUMPs for BSR project, co-funded by the Interreg BSR programme. The project aims to increase the uptake of Sustainable Urban Mobility Plans (SUMP) as a strategic tool for sustainable mobility planning by developing tools and offering extensive capacity building for local authorities, especially in small and mid-sized BSR cities. The model has been tested and validated by the project partner cities throughout their pilot processes. Based on the feedback, the questions and the guidelines were amended and enhanced to help Baltic Sea Region cities plan for, implement and evaluate successful experiments with active mobility measures.

2. Planning phase (before implementation)

Thorough planning is crucial for successful piloting. These key questions will help planners navigate through the piloting and prepare in advance for the commonly known pitfalls.

2.1. Need assessment & strategic relevance

This is the first step to address when beginning the pilot planning. Describe the challenge, and how the pilot is linked to the city's strategies, existing sustainable urban mobility plan, transport plan or similar, and planning of wider measures.

- What is the challenge you plan to address?
- How is the pilot linked to the city's strategic objectives and activities in the existing SUMP or mobility plan?
- Does the pilot align with the planning of wider measures in the city?
- Who are the main stakeholders, target groups and beneficiaries of the pilot?

Before designing a pilot, try to investigate the underlying reasons behind the challenge. In **Cēsis**, the main barrier to cycling wasn't only car dominance but also the lack of secure bicycle parking in residential areas. A clear understanding of the problem and its context helps ensure that the pilot addresses the right issue.

Read more about the Cēsis case »

Aligning the pilot with existing policy goals strengthens political support and makes the scaling and continuation decision easier.

2.2. Brainstorm & description of the pilot

Addressing the challenge, describe your solution, aims and actions. In the planning phase, expected results are listed, but note that something unexpected might arise in implementation that might change the perception.

- What is the solution to your challenge?
- What actions are planned to be implemented?
- What are the key aims and results expected of the pilot?
- What are the benefits for the key target groups?

Small-scale experiments should be flexible and open to unexpected outcomes. Rather than trying to design a perfect solution from the beginning, focus on testing an idea that can be adjusted based on real-world data.

2.3. Plan

Once the solution, aims, and actions are clear, the plan needs more concreteness. An action plan with a realistic timetable and financial and human resourcing needs to be made. It is also important to think about the required resources in case the action will be continued or replicated elsewhere at an early stage. Depending on the location, pilot planning should include a detailed assessment of location-specific risks and permissions required, making sure that these are addressed early in the planning. A detailed description of the pilot location should consider factors such as spatial equity, accessibility and infrastructure needs. This will help both in the planning phase and the evaluation of possibilities for future actions and replication of the pilot elsewhere.

At this stage, it is important to determine what kind of data and how it will be collected during the pilot and establish a clear baseline. Decisions about data collection and the selection of indicators go hand in hand and should be aligned with the baseline to ensure quality monitoring and evaluation. It is wise to plan the monitoring and evaluation of the pilot well, as that is needed when concluding the results and

findings from the pilot, both quantitative (data) and qualitative (feedback, surveys, workshops, etc.), which will inform a decision on the continuation.

The involvement of stakeholders and key target groups in the planning stage can have a prominent impact on the success of the pilot. It would not only gain the support and commitment from decision-makers but also help to identify the potential risks early and to minimise opposition through cooperation. The involvement of stakeholders is closely linked to planning for a communication strategy for the pilot, as both require identification of the key target groups, their needs and the methods of reaching them. In addition, it is crucial to plan how and who will address the feedback and inquiries from the media if necessary.

It is recommended to conduct a thorough risk analysis and identify various types of potential risks related to the implementation of the pilot, such as technical challenges, public or political opposition, compliance issues, etc. Comprehensive planning and risk analysis enable the development of mitigation measures and a fast reaction to unforeseen changes, paving the way to successful piloting and informed decisions to continue after the piloting phase.

Resourcing

- Prepare a resourcing plan for your pilot, both in terms of financial and human resources.
- What is the budget for the pilot?
- Will the budget cover maintenance of the solution/s after the pilot ends?
- Have you allocated resources for post-pilot activities such as monitoring & evaluation, campaigning, etc.?
- Have you considered what happens after the project and/or pilot ends? Have you secured costs, permissions and resourcing for potential scale-up and post-project activities?
- Who are the key actors, and what are their responsibilities (e.g., implementation, planning, stakeholder coordination, permissions, procurement)?
- Will you use external expertise in the pilot implementation (e.g., consultancy)? What are the pros and cons of using external expertise, and could it contribute to building internal knowledge and skills?

Evaluation requires time, staff and data collection. Several pilot cities found that allocating resources for monitoring and evaluation early made it much easier to analyse impacts and communicate results afterwards.

Timeline

- What is the overall timeline of the pilot, including preparation, implementation and evaluation stages?
- Have you planned sufficient time for:
    - Establishing a baseline for the impact analysis?

    - Procurement (considering legal and practical requirements)?
    - Obtaining necessary permissions before the implementation of the pilot?
    - Evaluating the impacts?
    - Communicating and informing the community about the pilot?
- In which season do you plan to implement it? Winter, summer? Will holidays impact the results?
- Does the pilot timeline align with the city's budget planning cycle?
- Is the pilot timeline realistic when considering the funding timeline?

Weather, school holidays and seasonal travel patterns can strongly influence pilot results. When planning timelines, consider whether the season might affect how people use the tested measure.

Read more about it in the Panevėžys case »

Account for invisible delays. In **Turku**, it took almost a year to get a response from the permission office stating that there is no need for a specific permission to install a mobility hub. The internal coordination may play a crucial role in the time scope. In **Greifswald**, the unexpected change of political environment led to changes in planning and affected the need for new permissions to be applied for. Also, the procurement may take much longer than anticipated.

Read more about the Turku case »

Read more about the Greifswald case »

Procurement

- Have you planned sufficient time for the procurement, considering legal and practical requirements (see above)?

Location

- What is the location of the pilot, and are there any risks associated with this specific location, including human factors?
- How does the pilot impact the traffic arrangements?
- Does the selected location ensure spatial equity?
- Are there similar spots in the city where the pilot could be replicated if it proves to be successful?
- Have you secured the area for possible extensions of the pilot area?
- What are the specific needs at the location of the piloting? (e.g., electricity, air, water, bike racks, street furniture, etc.)
- Have you planned the safety measures needed for the location of the pilot?

Choose the municipal land as a location in strategic places where the intervention can realistically demonstrate change. For example, **Panevėžys** installed bicycle racks at schools located near cycling routes, increasing the likelihood that the infrastructure would actually be used.

Read more about it in the Panevėžys case »

Permissions & legislative requirements

- Will you need any permissions for the pilot implementation?
- What permissions are required and how much time is needed to secure them?
- Who are the relevant stakeholders to discuss permissions with, and can they be involved early in the planning?
- Have you ensured compliance with EU regulations and alignment with legislative requirements for implementing the change (e.g., technical, IT, soft, etc.)?

It is important to have good communication established with the permission office early enough to allow time for finding out the details. For example, in **Cēsis**, the permissioning process depended on whether the land was owned by the municipality or a housing association.

Read more about the Cēsis case »

Involvement of stakeholders in planning and evaluation

- Which target groups and stakeholders (pro and anti-pilot) are relevant and should be involved in planning?
- How do you plan to involve stakeholders in planning the pilot and interact with them? (e.g., surveys, workshops, info events)
- Have you ensured ownership of the pilot across all relevant city departments and involved them early in the planning?
- Have you secured the political support for the pilot and its outcomes?

It is essential to not only ensure the political support, but also to provide its continuity. In **Greifswald**, the original traffic experiment was cancelled due to the changed political environment.

Read more about the Greifswald case »

Planning monitoring and evaluation

- How will you monitor the implementation?
- Have you established the baseline or acquired the necessary data for impact analysis?
- What kind of data will be collected and how will it be monitored and compared to municipal-level data?
- What kind of indicators are selected for monitoring?
- Who is responsible for collecting and analysing the data?
- Have you considered the risks of insufficient data, and how will they be mitigated?
- Have you considered setting the interim objectives for the monitoring of your pilot?

Collect baseline data before the pilot begins. Without understanding the starting situation, it becomes difficult to demonstrate the real impact of the experiment.

Planning communication

- What are your target groups (directly impacted and broader), and how do you plan to communicate with them about the pilot?
- What kind of communication channels could be used? (e.g., press releases, info signs on the spot, information on the website, public meetings on-site, involvement of business owners in the pilot location, apps, etc.)
- Have you addressed both target groups who are in favour and against the pilot?
- Are there existing visuals or branding guidelines for communication to follow?
- How are you going to collect feedback during the implementation? (e.g., surveys, interviews, discussion events, open feedback to email, etc.)

Pilots often change traffic arrangements or public space, which can create uncertainty among residents. In **Gdynia**, digital visualisations and videos helped explain planned changes and supported dialogue with citizens and stakeholders.

Read more about the Gdynia case »

Risk analysis

- What types of potential risks can be recognised? Are they related to technical issues, public feedback and thus lack of political support, the flow of traffic or staff turnover?
- How will you address the misuse and wrongdoing during the pilot if it occurs?
- How will you mitigate the risk of non-compliance with EU legislation?
- Have you prepared a contingency plan for worst-case scenarios (e.g., legal challenges)?

- How could you mitigate the risks: communication, preparing an FAQ, and comprehensive communication about the pilot in the early stages?

Even small changes in public space can trigger strong reactions from residents or the media. Cities such as **Greifswald** experienced criticism during pilot implementation, showing that preparing responses and communication strategies early helps manage risks.

Read more about the Greifswald case »

3. During Implementation

A successful implementation involves flexibility, efficient coordination, and the ability to respond to unforeseen challenges. While many elements are prepared during the planning phase, effective management during implementation ensures that pilots deliver the intended outcomes and allow for informed decisions based on real-life testing.

Cities are encouraged to learn from the experiences of other cities that have implemented similar pilots. Reviewing tested approaches and lessons learned can help identify effective solutions and avoid common challenges.

3.1. Coordination and Engagement

Effective implementation starts with internal coordination and active external engagement. Clear assignment of responsibilities, cooperation across departments, and continuous dialogue with target groups and stakeholders are essential for navigating the challenges of the experiment. Ensuring that feedback is not only collected but also utilised for real-time improvements builds trust and promotes wider acceptance.

- Have responsibilities for technical implementation, communication, and monitoring been clearly assigned and communicated?
- Are clear internal coordination processes in place, including regular updates or meetings to address emerging issues?
- Is there a need to involve experienced staff or external support if needed?
- How is continuous feedback collected, used for adjustments and dialogue maintained with residents, users, and stakeholders during the pilot?
- Are there procedures in place to respond promptly and openly to stakeholder concerns?

Successful pilots rely on active cooperation with local partners and users. In the SUMPs for BSR pilots, cities such as **Cēsis** involved residents in co-creation, **Gävle** worked with employers to reach commuters, and **Turku** collaborated with local stakeholders and residents during the mobility hub pilot. Engaging relevant partners during implementation helps identify issues early, improve acceptance and strengthen the impact of the pilot.

Read more about the Cēsis case »

Read more about the Gävle case »

Read more about the Turku case »

3.2. Monitoring and Adjustment

Effective pilots require not only good planning but also continuous observation and response during implementation. Monitoring progress against interim objectives, engaging target groups along the process, and making timely adjustments based on real-world results help ensure the pilot stays on track. Testing and iteration are crucial for refining solutions and maximising their impact. Planning for how to respond if interim goals are not met enhances resilience and supports informed decision-making.

- Have you considered active target group involvement in your experiment?
- Are the goals set for the experiment realistic and achievable?
- Are interim goals being tracked and reviewed during implementation, and is there a plan for adjustments if interim goals are not met?
- Is there a process for testing, iterating and improving the experiment based on monitoring results and feedback?

Monitoring during implementation should combine various types of feedback and be used to improve the pilot while it is running. In the SUMPs for BSR, **Gävle** analysed app data and participant feedback to reassess campaign goals, and **Gdynia** used digital engagement metrics and internal reflection to improve communication tools. Using monitoring results to adjust the experiment helps cities identify issues early and increase the effectiveness of the pilot.

Read more about the Gävle case »

Read more about the Gdynia case »

3.3. Communication and Political Support

Tailored and targeted communication plays a crucial role in building trust and managing expectations throughout the pilot. Informing different stakeholders and target groups of the experimental value of the pilot improves understanding and engagement. Maintaining and strengthening political and leadership support ensures that the pilot remains on track, even in the face of political changes.

- How are communication activities structured to build trust, keep target groups informed and to emphasise the pilot's experimental value?
- Are communication messages tailored to different audiences?
- Are contingency measures in place to address potential political or administrative changes during implementation?
- How is political and leadership support maintained throughout the implementation?

Communication during implementation should explain the temporary and experimental nature of the pilot, use communication that is relevant to specific target groups, and be supported by strong internal coordination. In the SUMPs for BSR pilots, **Cēsis** used clear local messaging to manage expectations, **Turku** framed the mobility hub in terms of practical benefits for families, and **Greifswald** showed the importance of having adaptable plans when political conditions change. Strong cross-departmental cooperation can also help maintain political support throughout implementation.

Read more about the Cēsis case »

Read more about the Turku case »

Read more about the Greifswald case »

3.4. Risk Management and Quality Assurance

Risk management helps to ensure that pilots run smoothly even when unexpected challenges arise. Establishing contingency plans and securing response systems enables cities to handle problems without major disruptions. Ensuring the quality and functionality of infrastructure and services, and preparing for risks such as vandalism, further protects pilot success.

- Are contingency plans and response systems in place to address technical problems and operational challenges during the implementation?
- Are measures in place to ensure the functionality and quality of pilot infrastructure and services during implementation?
- Are risks like vandalism considered, and are mitigation measures prepared?

Unexpected challenges may arise during pilots, including technical problems, infrastructure maintenance issues or misuse of installations. In the SUMPs for BSR pilots, **Gävle** faced technical issues with the cycling campaign app and responded by bringing in additional communication support. **Greifswald** monitored bicycle parking sites regularly to ensure functionality and cleanliness. Cities such as **Panevėžys** and **Cēsis** reduced misuse by placing infrastructure in visible locations and involving local stakeholders in planning. Preparing contingency resources, monitoring infrastructure during the pilot and fostering community ownership can help cities manage risks and maintain pilot quality.

4. After implementation

4.1. Evaluation

Evaluation of small-scale pilots is crucial for understanding their impacts and analysing their potential replication elsewhere, and is based on the analysis of selected indicators and feedback. The evaluation of impacts should be as comprehensive as possible, while at the same time, easy to implement. Combining quantitative and qualitative methods to collect data will help create a more versatile overview of the impacts.

The table for evaluation of the small-scale experiments is based on Helsinki Region Transport and was updated based on feedback and experiences from project partners. The table for evaluating the impacts of pilot activities focuses especially on the promotion of active mobility (Table 1). The evaluation of impacts is divided into three parts:

1. Mobility & behaviour
2. User satisfaction and experiences
3. Success of the implementation process, interaction, and communication

While conducting traffic counting, it is important to consider that other factors such as weather, events and holiday seasons may impact the amount of traffic besides the implemented pilot measures. When evaluating the impacts, it is also worth noticing that the satisfaction of people can be a low-hanging fruit, but changing people's mobility behaviour and encouraging them to use sustainable modes more may require more substantial effort than a small-scale pilot. Table 2 suggests additional impacts to be analysed if resources allow it.

Table 1. Most important impacts and recommended methods for evaluating them.

RESEARCHED TOPIC			SPECIFICATION	METHOD	
Impacts on mobility	1.	Traffic volume before, during and after the pilot done by long-term observation, taking into account the day of the week and season	Pedestrians	Manual/ automated counting, external observations	
			Pilot site ambassadors	Observation	
			Cyclists	Manual /automated counting, external observations (bicycle parking occupancy)	
			Car traffic	Manual/ automated counting (including parking occupancy)	
	2.	Change in the modal split for the specific corridor/ target group		Automated camera/sensor, AI-based analysis, questionnaire/survey with target group	
	3.	Structure of bicycle traffic (bikes, e-bikes, cargo bikes, scooters, e-scooters)		AI-based analysis	
	4.	The level of infrastructure usage on work and non-working days (adjusted for seasons)	Cyclists, pedestrians, and car traffic	Using the methods above, you can form an overview of infrastructure usage per each mode of transport	
Impacts on user experiences	5.	User experiences before and after the pilot	Satisfaction from change	Survey/ interview on-site, online survey, postal household survey	
			Changes to the sense of safety	Survey/ interview on-site, online survey, postal household survey	
	6.	Changes in mobility behaviour, users' own view	Frequency of mobility	On-site/ online survey	
			Choice of routes	Map survey (e.g., Maptionnaire)	
Process	7.	Costs	Planning	An online survey sent to the person responsible for implementing (works also as a checklist). Monthly follow-ups and final reporting.	
			Investment or leasing		
			Maintenance (estimation)		Estimation, if there's no real cost
	8.	Interaction	Collaboration with different stakeholders		Mapping of stakeholder network (as picture)
			Citizen engagement		Who participates, how did it go?
			Communication		Who, where, when, received feedback
	9.	Timetable & Resources	Estimated and realised time resources		What was left out and why?
			Human resources		Unexpected factors
	10.	Permissions	Required permissions		Check list for permissions
	11.	How did it go?	Implementors satisfaction		Own evaluation of successes and failures

Table 2. Suggestion for additional impacts to be included in the evaluation, if resources allow, and recommended methods how to evaluate them.

RESEARCHED TOPIC			SPECIFICATION	METHOD
Impacts on mobility	1.	Traffic volume before and after the pilot	Changes in groups of people	Observation/ Machine vision counting
			Changes in time distribution	Automated counting
			Comparison	Manual/ automated counting
	2.	Speed before and after the pilot	Car transport	Speed detecting radar
			Cyclists, pedestrians	App for tracking speed along the whole route
	3.	Safety	Accidents and close call situations	Statistics on accidents and observation
	4.	Use of space	Observing the use of space	Observation/ video shooting (drone)
	5.	Functionality in winter conditions	Observing the use of space	Observation/ video shooting
	6.	Choice of route	Cyclists, pedestrians	App for tracking the routes
	7.	Changes in vandalism		Observation, maintenance statistics
Impacts on user experiences	8.	User experiences	Satisfaction from change and changes to the sense of safety	Smaller sampling, but representation of all user groups and random sampling that leads to a more representative result
			Empirical/ experimental knowledge	Interviews via residents' association, schools, etc.
			Change in willingness to participate in development of the neighborhood.	Survey
			Functionality in winter conditions	Survey

4.2. Decision about the next steps

The future actions are decided based on the evaluation of impacts. It may lead to the planning of a more permanent solution, replicating the pilot in another season or a different place, continuing piloting in a different direction or simply quitting the pilot. Even if the evaluation shows a limited impact or leads to quitting, the learnings from the pilot offer valuable insights that could have a significant influence on determining the direction of future actions.

It is worth noticing that the replication of pilot actions causes costs. To support the efficient use of resources and to acknowledge that change in mobility behaviour requires time, the continuation plan should be linked to long-term goals. The learnings from the pilot should be tailored to suit permanent solutions. This means considering the durability of street furniture and structures, suitability to the cityscape and, if applicable, the operational suitability (e.g., seasonal maintenance).

Key questions to consider when deciding on the next steps:

- How can you evaluate the final impacts?
- Were the targets reached?
- Was the selected target group affected the way it was planned to be affected?
- Did the target group find the pilot useful?
- What will happen with the experiment?
- Is the pilot replicable as it is, or does it need adjustments?
- Will it be replicated elsewhere/made permanent?
- What can be learned from the pilot?

Decisions about continuing or scaling a pilot should consider whether the measure proved useful for users, whether it can be easily replicated, and whether the solution can adapt to different locations or needs. In the SUMPs for BSR pilots, **Turku** surveyed mobility hub users to assess usefulness, **Cēsis** found that bicycle shed designs made replication faster and more cost-efficient, and **Greifswald** demonstrated how combining fixed and mobile bicycle parking solutions allows cities to adapt measures to different urban contexts. These insights help cities determine whether a pilot should be replicated, modified or implemented permanently.

Read more about the Cēsis case »

Read more about the Turku case »

Read more about the Greifswald case »

4.3. Communication about the results

It is as important to evaluate the impacts of the pilot as it is to communicate about the lessons learned and results of the pilot. The communication of the real impacts of implemented measures is key in ensuring public and political support for their continuation, especially for measures that raised concerns about negative impacts prior to their implementation. The impact of the measures should be presented

by combining user feedback, visual materials and engagement statistics that are easy to understand. The data should be presented in a neutral manner, and the data source and analysis methods for the data should be disclosed openly. It is also good to highlight the reasons why certain measures have not reached the desired goals. There should be clear communication about why the pilot is being continued or discontinued to increase transparency and openness about the planning processes. Key target groups to reach out to are:

- planners and other experts who may benefit from the results and use the knowledge in planning similar measures
- decision-makers and municipal leadership who can influence the advancement of the replication of the measure or making it permanent, securing resources and political support
- citizens and stakeholders who were influenced by the measure or had concerns prior to the implementation.

Each target group requires tailored communication to ensure that pilot results are understood by everyone involved and affected by the pilot. By providing each audience with the information most relevant to their interests and responsibilities, you can foster transparency, engagement, and informed decision-making.

Planners and other Experts:

This group expects detailed insights into how the pilot was conducted, its outcomes, and future plans. Communications should include:

- A comprehensive report outlining operational changes, lessons learned, and measurable impacts of the pilot.
- Clear explanations of how the pilot will transition to permanent operation or be scaled up, including how responsibilities and costs will be managed within the organisation.
- If the pilot is discontinued, a summary of lessons learned and recommendations to avoid similar pitfalls in future projects.

Decision-makers and Municipal Leadership

These stakeholders are primarily interested in strategic and financial aspects of the results. Communications should provide:

- A summary of total costs, projected expenses if scaled up, and the pilot's broader impact on the area.
- Evidence of how the pilot served citizens, supported by user feedback and engagement statistics.

Citizens and Local Stakeholders of the pilot site

Residents and stakeholders in the pilot area value transparency and want to know their input was considered. Communications should include:

- Accessible, neutral presentations of pilot outcomes, using visuals and clear, easy-to-understand language.

- Explanation of how the feedback from the citizens and local stakeholders shaped planning, implementation, and evaluation. Offer concrete examples, such as revising procedures based on stakeholder feedback or implementing additional support measures.
- Balanced messaging that highlights benefits but also addresses drawbacks, especially if there was resistance to the pilot. Explain how concerns were addressed and showcase positive changes resulting from the pilot.

Citizens and Stakeholders in Expansion Areas

For those in locations where the pilot may be replicated or scaled up, communications should:

- Describe the process and results from the original pilot area, specifying what will be different in their community in case something is adjusted.
- Share testimonials and experiences from citizens impacted by the original pilot to illustrate real-world effects.
- Provide clear comparisons and address anticipated concerns based on previous feedback.
- Emphasise ongoing commitment to learning and adapting, reinforcing trust and openness with all audiences.

5. Conclusions

Small-scale experiments and pilots provide cities with a practical, low-risk, and cost-efficient way to promote active mobility and improve public space while building evidence for long-term change. As demonstrated throughout this model, experimenting with active mobility measures allows cities to test solutions in real-life conditions, respond to local needs, and generate learning that supports informed decision-making and strategic mobility planning.

This model for experimenting with active mobility measures offers a structured, yet flexible framework that guides cities through the full lifecycle of a pilot: from identifying needs and strategic relevance, through careful planning and implementation, to evaluation, communication, and decisions on continuation or scaling up. Emphasising thorough preparation, cross-departmental coordination, stakeholder engagement, and risk management helps avoid common pitfalls and strengthens the legitimacy and effectiveness of experiments.

Experiences from the Baltic Sea Region cities highlight that successful pilots are grounded in a clear understanding of local challenges and target groups, realistic resourcing and timelines, and early engagement with stakeholders and decision-makers. Continuous monitoring, openness to adjustment during implementation, and transparent communication are critical for maintaining public trust and political support, especially when pilots temporarily change traffic arrangements or challenge existing mobility habits.

Evaluation plays a central role in transforming pilots into learning processes rather than isolated actions. Combining quantitative data with qualitative user experiences enables cities to assess impacts on mobility behaviour, user satisfaction, and the quality of the implementation process. Importantly, evaluating

impacts on specific target groups helps to better understand who benefits from the measures and under what conditions, supporting more inclusive and effective mobility solutions.

Even when pilots do not lead directly to permanent solutions, they provide valuable insights into planning processes, governance, communication, and user behaviour. These lessons contribute to organisational learning, strengthening internal capacities, and improving the design of future measures. When pilots are successful, the model supports cities in making informed decisions about replication, scaling up, or integration into long-term strategies such as Sustainable Urban Mobility Plans.

Overall, integrating experimentation into everyday planning practices supports a more agile, people-centred, and evidence-based approach to urban mobility planning. By using this model, cities can systematically test ideas, learn from practice, and accelerate the transition towards safer, healthier, and more sustainable mobility systems that prioritise walking, cycling, and high-quality public space.

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6. Appendix 1. Case Studies of small-scale experiments – Experiences from the implementation and evaluation phase of local pilots.

Foreword

This appendix describes all small-scale experiments of the project partners in individual case studies. Small-scale experiments were carried out based on the model for experimenting with active mobility measures, as described in **the report of data collection** (Asser, A., Käger, M. & Ling, K. 2026[1]). Table 1 gives a short overview of project partners and their pilots.

Table 1. Small-scale experiments.

City, country	Size of the city	Content of the pilot
Cēsis, Latvia	~ 15 000	Cycling lanes and roofed bicycle sheds
Gävle, Sweden	~ 104 000	Digital campaign to promote cycling for short-distance commuting
Gdynia, Poland	~ 245 000	Using digital tools to support public space transformation
Greifswald, Germany	~ 60 000	Temporary versus fixed bicycle parking solutions
Panevėžys, Lithuania	~ 85 000	Installing bicycle and scooter racks at schools to promote active mobility
Turku, Finland	~ 209 000	Implementing a neighbourhood mobility hub to support everyday commute

[1] Asser, A., Käger, M. & Ling, K. (2026, 2). Tested approaches for the collection of data on active modes and lessons learned – Experiences from the implementation and evaluation phase of local pilots, deliverable 2.2 of the SUMPs for BSR project, co-funded by Interreg Baltic Sea Region. Institute of Baltic Studies.

6.1. Temporary cycling lanes and roofed bicycle sheds in Cēsis Municipality

City profile

Cēsis is a small town in central Latvia with a population of around 17,000. It is known for its historic centre, surrounding natural landscapes and compact urban structure. The relatively short travel distances within the town make **walking and cycling viable options for everyday mobility**. At the same time, the dominance of car use and limited cycling infrastructure have remained challenges, particularly in residential areas and near public services.

Cēsis Municipality has been gradually strengthening its focus on sustainable mobility, supported by its participation in international projects and planning processes. **Promoting everyday cycling** has been identified as a priority, both to reduce car dependency and to improve quality of life, while also supporting an active lifestyle and independent mobility among youth. The small-scale experiment described in this case study formed a part of these efforts, testing practical infrastructure measures combined with local co-creation and feedback.

Objectives of the pilot

The pilot aimed to encourage more residents to use bicycles for everyday trips by addressing three common barriers: a lack of safe cycling lanes, insufficient protection for parked bicycles, and limited bicycle parking opportunities in residential areas. Prior to the experiment, residents had frequently raised concerns about cycling safety in neighbourhood streets and the absence of covered bicycle parking, especially during the winter months.

- The specific objectives of the pilot were to:
- Test temporary cycling lanes from residential areas to the centre of Cēsis as a low-cost measure to connect existing lanes and improve perceived safety.
- Install roofed bicycle sheds to support year-round bicycle use and encourage cycling during all seasons.
- Involve residents in the planning and placement of cycling infrastructure through co-creation activities.
- Observe how the new measures were used and perceived by different user groups.
- Generate lessons for scaling up similar interventions in Cēsis and other small municipalities.

Pilot activities

The small-scale experiment consisted of two main infrastructure measures: **temporary cycling lanes and roofed bicycle sheds**. Both were designed as test solutions, allowing the municipality to explore acceptance, usability and implementation challenges before committing to permanent changes.

Figure 1. Temporary cycling lanes. Source: Cēsis Municipality

Figure 2. Roofed bicycle sheds. Source: Cēsis Municipality

Temporary cycling lanes

Three temporary cycling lanes were introduced on selected residential streets where space constraints and traffic conditions had previously made it difficult to allocate permanent cycling infrastructure. The lanes were marked using temporary materials and signage, clearly separating cycling space from motor traffic.

The selection of streets was based on local knowledge, traffic volumes and feedback from residents. The temporary nature of the lanes allowed the municipality to test different layouts and observe how drivers and cyclists adapted to the changes.

Installation of roofed bicycle sheds

In parallel, six roofed bicycle sheds were installed at selected locations, including residential areas and places with regular bicycle demand. The sheds were designed to protect bicycles from weather conditions and improve comfort for users throughout the year.

Locations were chosen in consultation with residents and municipal staff, taking into account accessibility, visibility and safety. The sheds were installed as pilot elements, with the possibility of relocation or replication depending on feedback and usage.

Co-creation with residents

Resident involvement was a central element of the pilot. The municipality organised meetings and discussions to gather input on where cycling lanes and sheds would be most useful. Residents were invited to share their daily mobility patterns, concerns and expectations.

This co-creation approach helped build trust and ensured that the pilot addressed real local needs. It also provided the municipality with valuable insight into how residents perceive cycling infrastructure and what factors influence acceptance.

Communication and awareness

Information about the pilot was shared through municipal communication channels and local networks. The communication focused on explaining the purpose of the temporary measures and encouraging residents to try them out. Clear messaging helped manage expectations and reduce resistance to change.

Stakeholders and interaction activities

The pilot involved several stakeholder groups, each playing a distinct role. Cēsis Municipality led the planning, coordination and implementation of the measures. Municipal departments responsible for transport, urban environment and maintenance worked together to install and monitor the infrastructure.

Residents of the selected neighbourhoods were key stakeholders, **both as users and as contributors to the planning process**. This included the residents of multi-storey apartment buildings, school children, as one of the primary users of bicycle storage infrastructure, as well as representatives of the buildings (elders of the house representing the residents of apartments). Their feedback influenced location choices and adjustments during the pilot. Local cycling advocates and community groups also provided informal input and helped spread information about the experiment.

Interaction activities included resident meetings, citizen co-creation sessions, informal discussions on site and follow-up communication through local channels. This continuous interaction supported transparency and helped address concerns as they emerged.

Evaluation and monitoring activities

Evaluation focused on understanding how the pilot was implemented, how residents interacted with the new infrastructure and how co-creation influenced acceptance. The monitoring approach combined observation, feedback collection and internal reflection.

Observation of use

Municipal staff carried out regular site visits to observe how the temporary cycling lanes and bicycle sheds were used. Observations focused on the number of cyclists, general traffic behaviour, conflicts between

road users and the condition of the infrastructure. For the bicycle sheds, staff noted occupancy levels at different times and seasons, providing insight into demand and patterns of use.

Feedback from residents

Resident feedback was collected through meetings, informal conversations and written comments. Residents were encouraged to share their experiences, both positive and negative, and to suggest improvements. This qualitative feedback helped the municipality understand perceptions of safety, convenience and visual impact, which are not easily captured through quantitative indicators alone.

Internal reflection and triangulation

The municipality reviewed observational findings and resident feedback in internal discussions. By comparing how the infrastructure was used with how it was perceived, staff identified areas where design or communication could be improved. This triangulation supported learning-oriented evaluation, helping the municipality assess whether temporary measures can realistically serve as a pathway towards permanent cycling infrastructure.

Success stories and best practice

+ Temporary cycling lanes proved to be a flexible tool for testing street reallocation without major investment.
+ Roofed bicycle sheds addressed a practical barrier to everyday cycling, particularly in winter conditions, and offered relief near multi-storey apartment buildings where secure bike storage was previously lacking.
+ The sheds were designed below the height limit that requires building permits, making the process faster and easier.
+ Early and continuous resident involvement improved acceptance and reduced resistance.
+ Co-creation helped align infrastructure placement with real user needs.

Challenges and deviations

– Some residents protested against the initial design of the bicycle racks (e.g. expressing concerns about visual appearance and reduced shared space), leading to coordinating the design individually with the residents.
– Challenges in finding an affordable manufacturer who could produce customised sheds in small quantities.
– Custom-designed solutions require more coordination time and involve more complex procurement processes.
– Challenges in finding the best routes for temporary cycling lanes, considering the existing cycling lane network, the potential to decrease usage of cars for short trips and the price of painting.
– Challenges in finding a company to paint the bike lines, whereas procurement delays led to implementation difficulties (temperatures too low to paint the lines).

Results and impact of the pilot

The pilot contributed to a better understanding of how **small-scale infrastructure measures can support everyday cycling in a small-town context**. While the experiment did not aim to deliver immediate large-scale behaviour change, it created tangible examples that residents could experience directly.

Key **results and impacts** included:

- Increased visibility of cycling as a normal mode of transport in residential areas.
- Positive feedback on the comfort and usefulness of roofed bicycle sheds.
- Greater awareness among residents of the municipality's cycling ambitions.
- Better understanding of options for bicycle storage, considering the requirements for buildings (decreasing the cost and time of rack implementation).
- Practical insights into which street layouts are most suitable for cycling lanes.
- Understanding that safe cycling infrastructure and secure bicycle parking are very important to support the independent mobility of children and to encourage cycling for short everyday trips.

Sustainability and scalability

The measures tested in the pilot were designed with **future scalability in mind**. Temporary cycling lanes provided a basis for evaluating potential permanent solutions, while roofed bicycle sheds can remain in place or be replicated elsewhere.

From a **sustainability** perspective:

- The sheds require limited maintenance and offer long-term benefits.
- Lessons from temporary lanes can inform permanent street redesigns.

In terms of **scalability**:

- Similar measures can be extended to other neighbourhoods in Cēsis and nearby villages.
- The co-creation approach can be reused for future mobility projects.
- The pilot provides a practical reference for other small municipalities with limited resources.

Both of the pilots are easily replicable, especially when considering the experiences of the pilot. Using or modifying the design of bike sheds hastens the process of implementing sheds remarkably. In case the shed design suits other target groups as well, even the price of the shed may decrease, making the pilot even more replicable.

Lessons learned

The pilot highlighted the value of **starting with small, testable interventions** and involving residents from the outset. It showed that temporary measures can reduce risk and build support for change, while also revealing practical challenges early on.

Key **lessons** included:

- Co-creation is essential for the acceptance of cycling infrastructure in residential areas.

- Using and adapting off-the-shelf solutions as much as possible is recommended, as custom-designed solutions create several challenges.
- Temporary solutions are effective for testing ideas before permanent investment.
- Weather protection is an important factor in encouraging everyday cycling.
- Even small-scale infrastructure changes can cause strong reactions among residents.
- Clear communication helps manage expectations and reduce opposition, but is much more time-consuming than usually expected.

If repeated, the municipality would expand monitoring periods and specify indicators, involve a broader range of residents earlier, thereby allocating more time for stakeholder engagement, as well as clarify roles and responsibilities related to maintenance earlier on to avoid any uncertainty.

For more information about this case study, you are welcome to contact Cēsis Municipality: Ilze Sestule, Ilze.sestule[at]cesis.lv; dome[at]cesunovads.lv.

6.2. Digital campaign to promote cycling for short-distance commuting in Gävle

City profile

Gävle is a medium-sized city on the east coast of Sweden, with around 104,000 inhabitants. It serves as an important regional centre for employment, education and services in Gävleborg County. The city has a relatively compact urban structure and flat topography, creating **favourable conditions for walking and cycling**. Despite this, car use remains common for short-distance trips, particularly for commuting to work.

Gävle has **a SUMP** that prioritises active mobility, climate-friendly transport and healthier travel habits, but it has to be renewed to meet today´s mobility, climate and inclusion challenges. Behaviour change measures have been identified as a key complement to infrastructure investments. The small-scale experiment described in this case study contributed to this approach by testing a digital campaign aimed at encouraging cycling for short daily commutes.

Objectives of the pilot

The pilot aimed to explore whether a digital, app-based campaign could **motivate employees to replace short car trips with cycling and walking**. Prior to the experiment, surveys and local data indicated that a significant share of work-related journeys in Gävle were under five kilometres, yet many were still made by car.

The **specific objectives** of the pilot were to:

- Encourage employees to use sustainable commuting options for short-distance commuting.
- Test a digital platform as a behaviour change tool.

- Assess participation, engagement and motivation levels during the campaign.
- Collect data and feedback to understand what works and what does not in digital cycling promotion.
- Generate lessons for future behaviour change initiatives in Gävle and other cities.

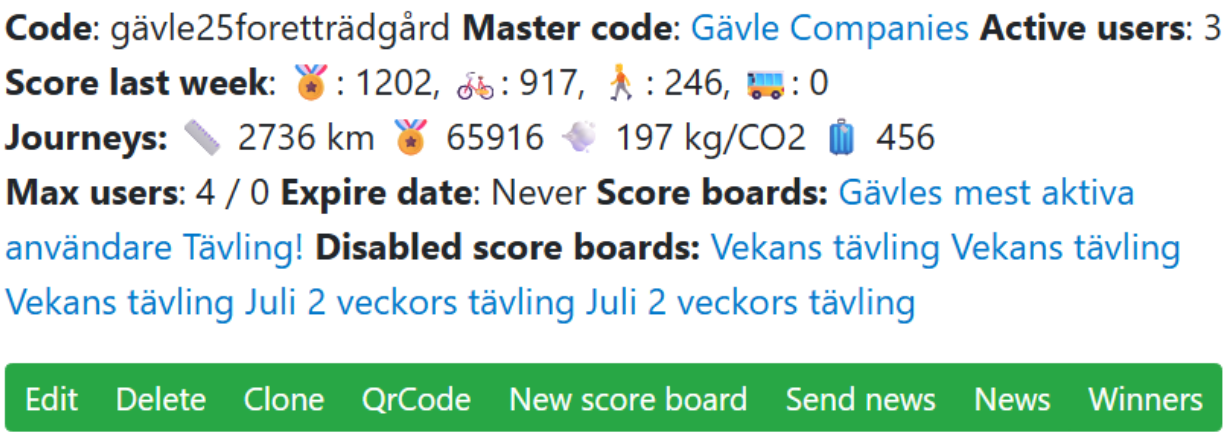

Figure 3. Screenshot of the app. Source: Gävle municipality.

Pilot activities

The small-scale experiment was implemented as a time-limited digital campaign. It relied primarily on a mobile application and focused on individual motivation rather than physical infrastructure changes.

Campaign design and preparation

The city designed the campaign around the idea of tracking mobility and rewarding sustainable commuting through a digital platform. Employees from companies participating in Gävle's Climate Contract were invited to join the campaign and register their cycling activities using the app.

Preparation included adjusting the existing digital tool to the circumstances in Gävle, defining the campaign period and setting basic participation rules. The city also prepared communication materials explaining how the campaign worked and what participants were expected to do.

Recruitment of participants

Employers played a central role in recruiting participants. Information about the campaign was shared through internal communication channels, such as newsletters and emails. Participation was voluntary, and employees could decide individually whether to join.

While initial interest was expressed by several organisations, actual participation levels were lower than anticipated. This highlighted the importance of strong employer engagement and clear incentives in digital behaviour change campaigns.

Campaign implementation

During the campaign period, participants used the app to record their mobility. The app automatically tracked distance and frequency, allowing users to monitor their own activity and compare it with others.

The campaign ran without in-person events or additional promotional activities, relying entirely on the digital platform to maintain engagement. This minimalist approach was chosen to test whether low-effort, low-cost digital tools could deliver meaningful behaviour change.

Communication during the campaign

Communication during the campaign was limited to reminders and updates sent via digital channels. The city monitored participation and app activity but did not intervene actively to boost engagement once the campaign had started. This approach provided insight into how participants interact with digital campaigns when external stimulation is minimal.

Stakeholders and interaction activities

The main stakeholders in the pilot were the City of Gävle, **participating employers and their employees**. The municipality coordinated the campaign, managed the digital tool and analysed results. Employers participating in Gävle's Climate Contract acted as intermediaries, sharing information with staff and encouraging participation. In addition, local retailers played a key role by offering discounts and benefits through the app, contributing to increased motivation among participants.

Interaction with participants was mostly indirect and digital. There were no workshops or meetings, and feedback was collected primarily through the app and follow-up reflection. This limited interaction was intentional, as the pilot aimed to test a lightweight and scalable model.

Evaluation and monitoring activities

Evaluation focused on understanding participation patterns, user engagement and the strengths and limitations of the digital approach. Also, based on monitoring, activities carried out to prepare and implement the pilot were modified, if needed. Therefore, the monitoring framework combined app data (incl. questionnaires) with qualitative reflection.

Monitoring app-based data

The digital platform provided quantitative data on the number of registered users, recorded trips and total cycling distance. These indicators were used to assess overall engagement and activity levels during the campaign. The city reviewed this data regularly to track participation trends and identify drop-off points.

Participant feedback and reflection

Qualitative feedback was collected through informal channels and internal reflection. Employers shared impressions of employee interest, while the city reviewed comments and reactions received via email and app interfaces. This feedback helped interpret the numerical data and understand why participation levels remained modest.

Internal evaluation and triangulation

The municipality triangulated app statistics with qualitative observations and reflections from employers. This internal evaluation process focused on identifying enabling and limiting factors, rather than on

measuring direct behavioural impact. The results were discussed within the municipal team and used to refine thinking around future digital behaviour change initiatives.

Success stories and best practices

+ Some participants were very engaged and provided regular feedback to the pilot implementation team, helping to improve the campaign along the way.
+ Midway through the pilot, external communication support was hired to improve outreach and increase participation.
+ Gamification (offering incentives and rewards) helps to gradually encourage changes in behaviour.
+ The local retailers' association promoted the campaign to its members, encouraging some retailers to add offers and rewards in the app.
+ Cooperation with employers created a potential channel for future initiatives.

Challenges and deviations

– Participation levels were lower than expected, limiting overall impact.
– Technical challenges related to the mobile app - at the start of the campaign, several functions in the app did not work properly, and this created an instant overall negative emotion among users.
– The app used a lot of battery, required users to register their trips manually, and cheating was detected in its use, discouraging participation.
– The Climate Contract companies had already committed to other climate-related initiatives, thus not prioritising this particular campaign.
– The amount of human resources needed to implement the pilot was underestimated.

Results and impacts of the pilot

The pilot generated valuable insight into the **role and limitations of digital campaigns** in promoting active commuting. While the behavioural impact was modest, the experiment clarified what conditions are needed for success.

Key **results and impacts** included:

- Indication that digital tools alone are unlikely to trigger large-scale behaviour change, but an app with incentives has potential for nudging users in that direction.
- Confirmation that employer involvement is necessary but not sufficient without incentives.
- A clearer understanding of participant motivation and engagement dynamics.
- A realistic assessment of the effort required to sustain digital campaigns.

Sustainability and scalability

The digital campaign model is technically easy to replicate, but its effectiveness depends on **design and context**. Without additional incentives or engagement mechanisms, sustainability remains limited.

From a **sustainability** perspective:

- The app can be reused, but the related maintenance, communication and coordination costs are high.
- Campaigns can be repeated or extended if better engagement strategies are applied, but this also needs strong support and coordination within the municipality and with its partners.

In terms of **scalability**:

- The model could be scaled to more organisations if combined with rewards, team-based competition or in-person activities.
- The pilot provides a clear baseline for improving future campaigns rather than a finished solution. In its current form, Gävle does not see any potential in scaling up the pilot.

Lessons learned

The pilot offered several important lessons for cities considering **digital sustainable mobility promotion campaigns**:

- Technology needs to work well from the start – technical problems at launch can quickly harm user trust and interest.
- Digital tools are useful enablers, but not drivers of behaviour change on their own – the pilot showed that people prefer to operate with as few apps as possible, rather than having a separate app for everything.
- Relying only on a mobile app for data collection may not be the most effective approach.
- Relevant target groups need to be identified and engaged early on – for instance, Gävle found out that involving internal communication experts (with experience in digital mobility campaigns) and sustainability officers working at partner companies was actually key for disseminating such a campaign.
- Active employer involvement and visible incentives are crucial – the pilot showed that having non-monetary incentives can considerably increase people's motivation to participate and change their habits.
- Communication must be active and continuous to maintain engagement (need for a communication strategy), and this needs adequate resources.
- Sufficient human resources should be planned from the start, not only for project management and communication, but also for data analysis and follow-up. Flexibility to bring in external support when needed is very valuable for the success of the pilot.

If repeated, the city would improve technical testing and user experience validation, integrate more incentives, increase employer responsibility for engagement and combine digital tracking with face-to-face elements.

For more information about this case study, you are welcome to contact Gävle Municipality:
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6.3. Using digital tools to support public space transformation in Gdynia

City profile

Gdynia is a coastal city in northern Poland and part of the Tricity metropolitan area together with Gdańsk and Sopot. With around 245,000 inhabitants, the city plays an important role as a **transport hub, port city and centre for innovation and education**. Over recent years, Gdynia has strengthened its commitment to sustainable urban development, placing **increasing emphasis on active mobility, high-quality public spaces and citizen involvement in planning processes**.

The city has adopted a SUMP that highlights the importance of integrating mobility planning with public space design. Within this framework, Gdynia has been **exploring new tools to better communicate planning ideas and to involve residents in shaping urban environments**. The small-scale experiment at Constitution Square formed part of this broader effort, focusing on how digital tools can support planning and dialogue around public space transformation.

Objectives of the pilot

The small-scale experiment aimed to **test whether digital visualisation and communication tools could improve understanding, acceptance and discussion of planned changes to a central public space**. Constitution Square, located in a key area of the city, had been identified as a place with high traffic pressure and limited comfort for pedestrians, despite its strategic importance and potential for transformation.

The specific objectives of the pilot were to:

- Support the planning process for Constitution Square by visualising possible spatial and mobility-related changes.
- Improve communication between the city administration and residents by presenting planning ideas in an accessible and engaging way.
- Test ICT-based tools, such as a virtual tour and video material, as alternatives or complements to traditional consultation formats.
- Collect feedback from residents and stakeholders to inform further planning steps.
- Assess the usefulness of digital tools for future public space and mobility projects in Gdynia.

The materials reflected an early-stage concept intended to support understanding and dialogue, rather than a final design proposal.

Pilot activities

The experiment focused on developing and testing digital materials that illustrated potential changes to Constitution Square. The activities were implemented in a short time frame and designed to be flexible and low-cost, while still providing meaningful insights for planners and decision-makers.

Development of the virtual tour

A central element of the pilot was the creation of a virtual tour of Constitution Square. Using panoramic images and digital visualisation techniques, the tour presented the existing situation alongside proposed changes to the layout of the square. These included adjustments to traffic organisation, pedestrian areas and the overall use of public space.

The virtual tour allowed users to navigate the square digitally, view different perspectives and better understand how proposed interventions could affect movement, safety and comfort. This approach aimed to overcome common communication barriers, where technical drawings or written descriptions may be difficult for non-experts to interpret.

Preparation of video materials

In addition to the virtual tour, the city prepared a short explanatory video presenting the background, objectives and key ideas of the planned transformation (Figure 1). The video combined visualisations, narration and on-site footage to explain why changes to Constitution Square were being considered and how they could improve conditions for pedestrians and other users.

The video was designed for online dissemination and social media use, making it easy to reach a wide audience. It also served as a stand-alone communication tool that could be shared independently of meetings or workshops.

Figure 4. Still frame from the explanatory video presenting the early-stage concept for Constitution Square. Source: City of Gdynia.

Publication and outreach (online and on-site)

Both the virtual tour and the video were published through the City of Gdynia's communication channels, including the municipal website and social media platforms. Online dissemination allowed residents to access the materials independently and at their own pace.

Importantly, the digital tools were also used during on-site consultation activities. The materials were presented and discussed at consultation points organised at Gdynia Main Railway Station (Figure 2) and at Constitution Square. These locations were selected due to their high pedestrian flows and accessibility.

Using the video and visual materials in face-to-face conversations helped facilitate discussion, clarify misunderstandings and collect spontaneous feedback from residents who might not normally participate in formal consultations. The materials were promoted to encourage residents to explore the proposed changes and share their opinions.

Figure 5. Consultation point at Gdynia Main Railway Station, where digital materials related to Constitution Square were presented and discussed with residents. Photo: City of Gdynia

Feedback collection

Feedback was collected through multiple channels. Residents shared their views online via comments and messages related to the published materials. In parallel, feedback was gathered during on-site consultation points, where city representatives presented the video and visualisations and engaged directly with passers-by.

This combination of digital and face-to-face interaction allowed for spontaneous and qualitative input. Comments were documented by the city's planning team and later analysed to identify recurring themes related to safety, accessibility, traffic organisation and public space quality.

While the pilot did not include a formal survey or workshop series within the project framework, the diversity of channels enabled the city to collect meaningful insights to support further planning discussions.

Stakeholders and interaction activities

The pilot involved several municipal departments, including units responsible for sustainable mobility, urban planning and communication. These departments worked together to develop the digital content, ensure consistency with planning objectives and coordinate outreach activities.

The main external stakeholder group consisted of residents and users of Constitution Square, who were invited to explore the digital materials and provide feedback. Local stakeholders familiar with the area, such as nearby residents and regular passers-by, were particularly important, as their daily experience informed many of the comments received. For precise means of stakeholder interaction, see above the “Feedback collection” and “Publication and outreach” subchapters.

In addition, selected materials were presented during public events, including activities linked to European Mobility Week (Figure 6) and Car-Free Day. These events provided an opportunity to reach a broad and diverse audience in an informal setting. The digital tools supported direct conversations with residents and helped initiate discussions about the future of Constitution Square. Feedback gathered during these events complemented the online input and enriched the overall understanding of public perceptions.

Figure 6. Presentation of digital materials during European Mobility Week activities in Gdynia. Photo: City of Gdynia

Evaluation and monitoring activities

Evaluation of the pilot focused on understanding how effectively the digital tools supported communication, engagement and internal learning, rather than measuring physical changes or behavioural outcomes.

Monitoring digital engagement

The city monitored online engagement metrics, such as views, reactions and comments related to the virtual tour and video materials (incl. YouTube Analytics). These indicators helped assess the reach of the pilot and identify which types of content attracted the most attention.

Engagement data were reviewed internally to understand how residents interacted with the materials and whether the digital format encouraged exploration of planning ideas.

These indicators were used as supportive metrics to understand reach and interest, rather than as measures of decision-making or acceptance.

Analysis of qualitative feedback

Qualitative feedback provided through comments and messages was collected and analysed by the planning team. This feedback was reviewed to identify recurring themes, concerns and suggestions related to safety, accessibility, traffic organisation, public space quality and carrying out pilot activities.

The analysis focused on understanding perceptions and expectations rather than quantifying opinions. This approach supported reflective learning and helped planners assess whether pilot activities needed any modifications and whether the proposed changes were communicated clearly and understood as intended.

Internal reflection and triangulation

The evaluation also included internal reflection meetings between involved municipal departments. These discussions compared digital engagement data with qualitative feedback and staff observations.

By triangulating online metrics, user comments and professional judgement, the city assessed the strengths and limitations of the digital tools and discussed how they could be improved or combined with other participation methods in future projects.

Success stories and best practices

+ Digital visualisation helped translate abstract planning concepts into concrete and understandable images.
+ The virtual tour enabled residents to explore the space independently and at their own pace.
+ Online communication channels allowed the city to reach audiences beyond those typically involved in consultations.
+ The pilot required limited financial and organisational resources while delivering clear insights.
+ Cross-departmental cooperation, also between projects, strengthened internal capacity for digital engagement and increased the visibility of projects.

Challenges and deviations

– Digital channels alone are not sufficient to ensure inclusive participation and should be complemented by face-to-face interaction. Feedback remained largely qualitative and could not be easily quantified.

- Some comments reflected misunderstandings, showing the need for clearer explanations or complementary formats.
- The absence of face-to-face discussion reduced opportunities for deeper dialogue.

Results and impact of the pilot

The small-scale experiment demonstrated that **digital tools can play a meaningful role in communicating and discussing public space transformation**. Although the pilot did not aim to make final decisions or implement physical changes, it contributed to the planning process by improving understanding and dialogue. Key results and impacts included:

- Increased visibility of the planned transformation of Constitution Square
- Improved understanding among residents of proposed spatial and mobility-related changes
- Collection of constructive feedback highlighting local needs and concerns
- Enhanced internal awareness of how digital tools can support planning communication

Sustainability and scalability

The pilot showed strong potential for reuse and scaling within Gdynia's planning processes. Digital tools such as virtual tours and videos can be adapted to other locations and projects with relatively low effort once the initial skills and workflows are established.

From a sustainability perspective:

- Digital materials can remain available online as reference tools throughout planning processes.
- The approach reduces the need for repeated in-person meetings.

In terms of scalability:

- Similar tools could be applied to other squares, streets or neighbourhoods.
- Digital engagement could be combined with surveys or workshops for deeper participation.
- The method is transferable to other cities with limited resources.

Although the learning curve is high – initial preparation requires coordination and learning –, the approach is easily replicable once internal workflows and competences are established.

Lessons learned

The experiment provided several important lessons for future planning and engagement activities. It confirmed that digital tools are effective for explaining complex ideas, but also that they work best when combined with clear messaging and complementary participation formats.

Key lessons included:

- Visualisation is critical for communicating spatial change.
- Digital engagement lowers participation barriers but does not replace dialogue entirely.
- Early testing helps identify communication gaps before formal consultations.
- Internal cooperation between planners and communication specialists is essential.

- Simple, well-designed tools can deliver high value with modest resources.

If repeated, the city would consider combining digital tools with targeted workshops or surveys and allocating additional time for responding to public feedback.

For more information about this case study, you are welcome to contact the City of Gdynia: Justyna Suchanek justyna.suchanek[at]gdynia.pl; mobilnosc[at]gdynia.pl**.**

6.4. Testing fixed and mobile bicycle parking solutions in Greifswald

City profile

Greifswald is a medium-sized university city in north-eastern Germany, located in the federal state of Mecklenburg–Vorpommern. With around 60,000 inhabitants, including a large student population, the city has a **compact urban structure and a strong cycling culture**. Cycling already plays a significant role in everyday mobility, supported by relatively short travel distances and a flat topography.

At the same time, Greifswald faces **growing pressure on public space**, particularly in central areas where demand for bicycle parking often exceeds supply. Improving bicycle parking has therefore been identified as an important element of the city's SUMP. The small-scale experiment described in this case study tested two complementary approaches to addressing this challenge: a fixed bicycle parking facility and a mobile bicycle parking unit.

Objectives of the pilot

The pilot aimed to explore how **different types of bicycle parking solutions could improve everyday cycling conditions** and make more efficient use of public space. Prior to the experiment, the city had identified recurring problems related to informal bicycle parking, obstruction of pedestrian space and insufficient parking capacity near key destinations.

The **specific objectives** of the pilot were to:

- Test a permanent weather-protected bicycle parking facility as a structured, long-term solution.
- Test a mobile bicycle parking unit as a flexible, temporary measure to understand the real need for parking in certain locations.
- Observe how each solution was used and perceived by cyclists and nearby stakeholders.
- Compare the strengths and limitations of fixed versus mobile parking.
- Gather practical lessons for future bicycle parking policy and implementation in Greifswald and other cities.

Pilot activities

The small-scale experiment consisted of two parallel but distinct interventions. Both solutions were introduced in real urban settings and monitored over a defined period, allowing the city to assess their performance under everyday conditions.

Fixed bicycle parking facility

The first solution involved the installation of a permanent weather-protected bicycle parking facility at a centrally located site with high demand. The facility was designed to provide clearly structured and secure parking, reducing informal bicycle parking on pavements and near building entrances.

Planning for the fixed facility included coordination with municipal departments responsible for urban planning, traffic, and monument protection. The location and design were selected to fit into the surrounding urban environment and to meet both functional and aesthetic requirements. Once installed, the facility remained in place throughout the pilot period, allowing for continuous observation of usage patterns.

Figure 7. Permanent weather-protected bicycle parking facility. Author: Stephan Braun

Mobile bicycle parking unit

The second solution consisted of a mobile bicycle parking unit, designed to be installed temporarily and relocated if needed. The unit was relocated to different locations during the pilot period, responding to varying demand and local conditions.

The mobile unit allowed the city to test bicycle parking in areas where permanent installations might not be immediately feasible due to spatial, legal or political constraints. Its temporary nature also made it suitable for short-term demand peaks or pilot testing before permanent decisions.

Figure 8: Mobile bicycle parking solution. Author: Greifswald City administration

Implementation and operation

Both solutions were installed and maintained by the municipality, with support from external partners where necessary. The city ensured that signage clearly explained the purpose of each parking solution, particularly for the mobile unit, to avoid confusion among users.

During the operation period, municipal staff regularly visited both sites to check the technical condition, cleanliness and correct use. Minor adjustments were made where necessary, especially for the placement of the mobile unit.

Communication and visibility

Communication around the pilot focused on explaining why new bicycle parking solutions were being tested and how they should be used. While no large-scale promotional campaign was organised, the visibility of the installations themselves generated discussion and informal feedback from cyclists and residents, especially in the case of the mobile unit.

Stakeholders and interaction activities

Municipal departments played a central role in planning, implementing and monitoring this experiment. Cyclists were the primary users of both solutions and provided informal feedback through everyday use.

For the **bicycle parking facility**, interaction mainly meant communicating with the administrative staff of the city, as the facility was installed next to the city's administrative offices. For the **mobile bicycle parking unit**, coordination was kept internal, but citizens were engaged in the form of a QR-code-based survey.

Evaluation and monitoring activities

Evaluation focused on understanding how the **two solutions functioned in practice**, how they were used and how they were perceived. The city applied a learning-oriented monitoring approach, adjusting its activities and pilots based on observations and comparing the performance of both bicycle parking solutions.

Observation of use

Municipal staff observed usage levels at both the fixed facility and the mobile unit. Observations recorded the number of parked bicycles, peak usage times and turnover. For the mobile unit, observations also considered how quickly users adapted to the new location and whether demand justified relocation or longer-term placement.

Internal reflection and comparison

The municipality compared findings from both solutions in internal meetings. By triangulating observations, survey feedback and staff reflections, the city assessed which contexts were better suited for fixed or mobile parking and how the two approaches could complement each other. This comparison-based evaluation was central to the pilot's learning value.

Success stories and best practices

+ The process of searching for new pilot ideas increased the awareness of local traffic authority and police about the traffic safety of pupils – outside the project, at least one primary school got new road markings to reduce confusing parking situations, railing was opened, and crossing was improved to have safer reachability to school.
+ The fixed facility provided a clear, long-term improvement in areas with consistently high demand, while the mobile unit proved useful as a flexible and quickly deployable option.
+ Both facilities enjoyed quick adoption and approval among the citizens, although the media tried to cover the topic subjectively.
+ Comparing fixed and mobile solutions supported evidence-based decision-making.
+ Minimal investment enabled meaningful testing in real conditions.

Challenges and deviations

- Due to political decisions, the preliminary pilot idea was substituted by testing bicycle parking options.
- The fixed facility required complex coordination as numerous issues had to be clarified as part of the building permit process (including historic preservation and species protection).
- Mobile bicycle parking unit required a special use permit and a traffic permit.
- Limited communication reduced broader public awareness of the pilot.
- Installation was delayed due to the construction company's lack of workforce.
- In the case of the mobile unit, coordination processes for site selection were challenging.
- It was realised during the process that automatic counting is not possible with pushed bicycles, so manual counting was used instead.
- Local media were rather critical of the mobile bicycle parking experiment.

Results and impact of the pilot

The pilot generated concrete insights into how **different bicycle parking solutions perform in practice**. While neither solution alone addresses all parking needs, together they provide a broader toolbox for the city.

Key **results and impacts** included:

- Improved understanding of where fixed parking is most appropriate.
- Identification of situations where mobile parking offers clear advantages.
- Reduced informal bicycle parking and, therefore, also a negative attitude towards cyclists at pilot locations.
- Greater awareness within the municipality of trade-offs between permanence and flexibility.

Sustainability and scalability

Both solutions demonstrated potential for future use, albeit in different ways.

For the **fixed facility**: suitable for long-term deployment in stable, high-demand locations. Even though it requires upfront planning and coordination, it offers lasting benefits.

For the **mobile unit**: well-suited for temporary needs, events or testing new locations. It can be scaled up or relocated with relatively low effort.

Together, the solutions provide a flexible framework that can be adapted to changing urban conditions.

Lessons learned

The Greifswald pilot highlighted the **value of testing multiple approaches in parallel**. It showed that bicycle parking solutions must be context-sensitive and that flexibility can be as important as permanence.

Key **lessons** included:

- Fixed and mobile solutions serve different but complementary purposes.

- Additional services could be considered, complementing parking (e.g. a repair station).
- A good solution speaks for itself – no extensive advertising was needed, and the facilities were quickly adopted.
- Temporary installations can lower barriers to experimentation.
- Clear communication is essential, especially for mobile solutions.
- Pilot testing supports more confident long-term decisions.
- The support of local politicians is crucial – the original plan was to conduct a traffic experiment in the city centre, but this was cancelled owing to political reasons.

If repeated, the city would strengthen communication efforts and engage the political sphere in the planning process of pilots as much as possible.

For more information about this case study, you are welcome to contact the City of Greifswald: Dr Stephan Braun and Karl Hildebrand at umwelt[at]greifswald.de**.**

6.5. Installing bicycle and scooter racks at schools to promote active mobility in Panevėžys

City profile

Panevėžys is the fifth-largest city in Lithuania, located in the northern part of the country. With a population of around 85,000, it functions as a regional centre for education, industry and public services. In recent years, the city has taken active steps towards more sustainable urban development, with a growing focus on active mobility, traffic safety and the quality of public space.

Panevėžys adopted its SUMP in 2018, setting objectives to reduce car dependency, improve conditions for walking and cycling, and encourage sustainable travel habits from an early age. Schools have been identified as key locations for intervention, as daily trips by pupils generate significant traffic pressure and offer strong potential for promoting active mobility. The small-scale experiment described in this case study contributed to these goals by testing practical, low-cost infrastructure measures combined with promotion and monitoring.

Objectives of the pilot

The pilot aimed to encourage walking, cycling and the use of scooters for trips to school by improving everyday infrastructure and visibility of active mobility options. Prior to the experiment, many schools in Panevėžys lacked sufficient or convenient parking facilities for bicycles and scooters, which discouraged pupils from using these modes even for short trips.

The specific objectives of the pilot were to:

- Improve access to secure and visible bicycle and scooter parking at selected schools.
- Support the implementation of the city’s SUMP through a tangible, school-focused measure.

- Raise awareness of active mobility among pupils, parents and school staff.
- Monitor how the new infrastructure was used and perceived by the school community.
- Test a model that could be replicated at other schools in Panevėžys and beyond.

Pilot activities

The small-scale experiment focused on installing bicycle and scooter racks at selected schools (Figure 7), accompanied by promotion and monitoring activities. The pilot was designed to be simple, resource-efficient and easy to integrate into existing municipal and school processes.

Selection of schools and locations

The municipality selected ten schools representing different parts of the city, located within the SUMP priority zones, namely the city centre and key residential districts. The selection considered factors such as school type (five lower-secondary schools and five gymnasiums), the number of pupils, existing mobility conditions and proximity to main cycling routes and residential areas.

Within each school site, specific locations for racks were identified in cooperation with school staff and municipal specialists. The aim was to place racks in visible, accessible and safe areas, close to main entrances and along pupils' natural commuting routes.

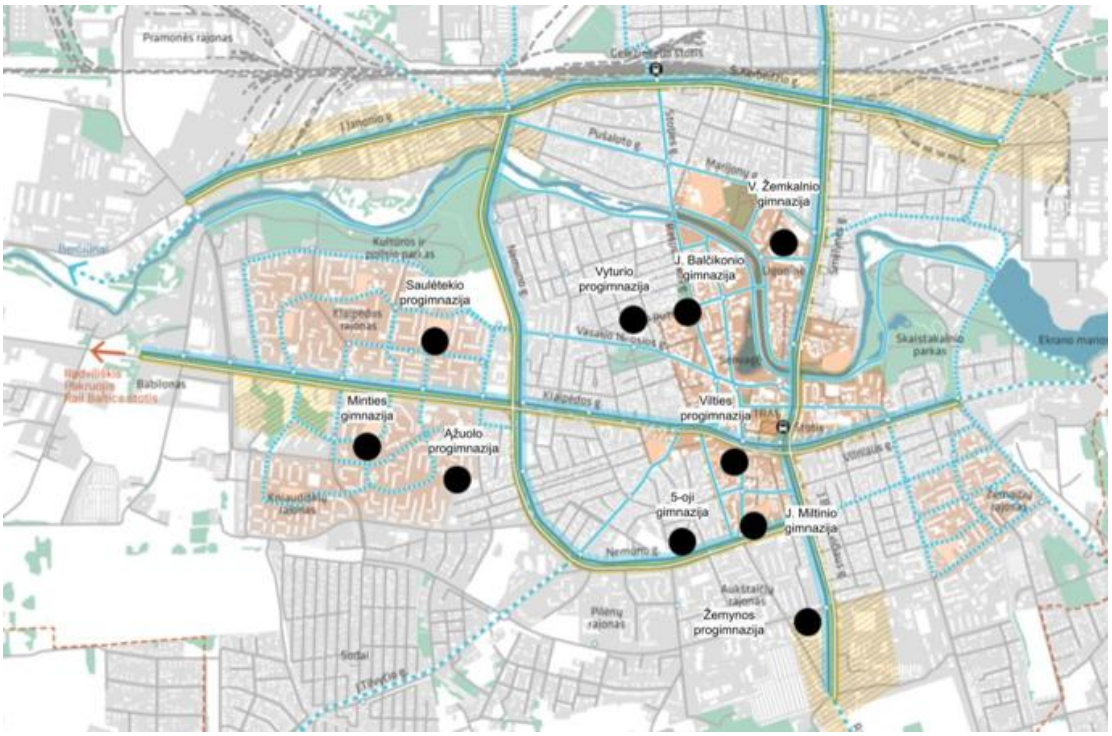

Figure 9. Selected schools and SUMP priority zones in the city graph. Source: Panevėžys city Municipality

Installation of bicycle and scooter racks

Bicycle and scooter racks were installed at the selected schools using standard, durable designs suitable for daily use by pupils of different ages. The installation process was coordinated by the municipality in

cooperation with school maintenance staff, ensuring that racks did not interfere with emergency access, pedestrian flows or other school activities.

The presence of the racks made active mobility more visible in the school environment and provided a clear signal that cycling and scooting were encouraged and supported by the city.

Promotion and awareness activities

Alongside the physical installation, the city carried out promotion activities to inform school communities about the new facilities and encourage active mobility. The city has organised 2 competition-style campaigns – “Our school is moving”, where students were getting a sticker to put on the poster each time they cycle to school. At the end of each campaign, the class that had collected the most stickers was rewarded with a sustainable mobility education course.

Schools also shared information with pupils and parents through their usual communication channels, such as internal platforms and notice boards. The promotion focused on practical messages, highlighting the convenience of the racks and encouraging pupils to try walking, cycling or scooting to school where possible. This soft approach aimed to normalise active mobility rather than impose behavioural change.

Monitoring preparation

From the outset, the pilot was designed with monitoring in mind. Simple tools and templates were prepared to allow schools and municipal staff to collect information on rack usage and user perceptions. Teachers and school staff were briefed on how to observe usage patterns and support data collection without creating additional administrative burden.

Figure 10. Installed bike rack near a school. Author: Gintarė Kliučininkienė.

Stakeholders and interaction activities

The pilot involved close cooperation between the municipality, schools and external partners. The key stakeholders included:

- Panevėžys City Municipality administration, responsible for planning, coordination and monitoring.
- School administrations and teachers, who supported communication with pupils and parents and facilitated observation activities.
- Pupils and parents as primary users of the new infrastructure.
- Local NGOs and cycling advocates, who contributed to awareness-raising and provided informal feedback.

Interaction with schools was based on regular communication, short meetings and written guidance. The involvement of school maintenance staff proved particularly important, as they provided practical input on placement, safety and day-to-day use of the racks. This collaboration helped ensure smooth implementation and local ownership of the pilot.

Evaluation and monitoring activities

Evaluation focused on understanding how the pilot was implemented, how the infrastructure was used and how it was perceived, rather than on measuring long-term behavioural change. Another aim of the monitoring was to get input to plan the next activities or modify planned activities. The monitoring approach combined observations, surveys and secondary data to triangulate findings.

Observation of rack usage

School staff and municipal representatives carried out regular observations of bicycle and scooter racks at different times of the day. These observations recorded the number of parked bicycles and scooters, peak usage periods and differences between schools.

Photographic documentation was also used to support observations and ensure consistency. This low-cost method allowed the city to gather comparable data across multiple sites without specialised equipment.

Surveys and feedback from school communities

Surveys were conducted among pupils, parents and school staff to gather feedback on travel behaviour, perceptions of safety and satisfaction with the new racks. The surveys were distributed through the existing school communication platform, which enabled efficient outreach and good response rates.

Questions focused on how pupils travelled to school, whether the availability of racks influenced their choices and what further improvements they considered necessary. Open-ended questions allowed respondents to highlight issues such as weather protection, lighting or the need for additional racks.

Triangulation and internal reflection

The municipality combined survey results, observational data and qualitative feedback in internal review meetings. By comparing different data sources, the project team assessed whether observed usage patterns aligned with reported behaviour and perceptions.

This triangulation helped identify differences between schools and highlighted contextual factors, such as surrounding infrastructure or traffic conditions, that influenced the effectiveness of the racks. The reflective process also supported learning for future roll-out.

Success stories and best practices

+ The pilot demonstrated that simple, low-cost infrastructure can make active mobility more visible and attractive in school environments.
+ Cooperation with schools ensured smooth implementation and strong local support.
+ Using existing school communication platforms reduced administrative effort and improved survey reach.
+ Combining infrastructure with light promotion proved effective without requiring intensive campaigns.
+ Schools were a good target group to nudge travel behaviour of the broader population as the project got the attention of children, their parents, teachers and also the broader public.

Challenges and deviations

– Engagement activities with school administrations show that the needs for racks were different, which would have complicated the implementation process, and therefore, there was a need to find a compromise in the requirements for racks.
– Usage levels varied significantly between schools, reflecting differences in location and surrounding infrastructure.
– Seasonal weather influenced pupils' willingness to cycle or scoot.
– Some schools expressed a need for covered or more secure parking.
– Observation-based monitoring required coordination with the school staff's availability.

Results and impact of the pilot

The pilot provided Panevėžys with concrete evidence on how school-based infrastructure can support active mobility. While not all pupils changed their travel behaviour, the experiment generated clear learning outcomes for planning and implementation.

Key results and impacts included:

- Increased visibility of cycling and scooting as normal travel options to school.
- Positive feedback from pupils and staff on the convenience of the racks.
- Identification of schools with particularly high demand for bicycle and scooter parking.
- Better understanding of complementary measures needed, such as safer crossings or weather protection.

The findings informed discussions within the municipality on how to prioritise future investments and integrate school-focused measures into the wider SUMP framework.

Sustainability and scalability

The pilot was designed to be sustainable with limited resources. The racks require minimal maintenance and can remain in use long after the pilot period. Schools expressed willingness to continue monitoring usage informally and to support further promotion activities.

From a scalability perspective:

- The approach can be extended to additional schools using the same procurement and monitoring model.
- Data collection tools and templates can be reused and refined.
- The pilot provides a strong basis for seeking national or EU funding for wider roll-out.

The pilot created a practical model that can be easily replicated at other schools.

Lessons learned

The Panevėžys pilot highlighted several lessons relevant for other municipalities:

- Simple infrastructure improvements can remove practical barriers to active mobility.
- School engagement is critical for both implementation and monitoring.
- Combining observations with surveys provides a richer understanding than relying on a single method.
- Context matters: surrounding infrastructure and traffic conditions strongly influence outcomes.
- Starting with a pilot helps test assumptions before scaling up citywide.
- To decrease the risk that bikes are stolen, instructions about different bike locking methods are needed.

If repeated, the city would place greater emphasis on weather protection, earlier involvement of parents and closer alignment with broader traffic safety measures near schools.

For more information about this case study, you are welcome to contact Panevėžys City Municipality:
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6.6. Implementing a neighbourhood mobility hub to support everyday commute in Turku

City profile

Turku is a coastal city in south-west Finland and one of the country's major urban centres, with approximately 195,000 inhabitants. As the core city of the Turku region, it plays an important role in education, employment and transport. Turku has set an ambitious **goal of becoming carbon neutral by 2029**, and sustainable mobility is a central element of this transition.

The city's SUMP and Climate Plan place strong emphasis on reducing car dependency, increasing the share of walking, cycling and public transport, and improving everyday mobility options in residential areas. **Neighbourhood-level solutions** are seen as particularly important for supporting daily trips, such as commuting to work and school. The small-scale experiment in the Pääskyvuori district contributed to these objectives by testing a local mobility hub concept in a real-life setting.

Objectives of the pilot

The pilot aimed to explore how a neighbourhood mobility hub could support more sustainable everyday travel and reduce reliance on private cars. Pääskyvuori is a residential area with a local school and good public transport connections, but car use remains common for short trips. The city identified the area as suitable for testing whether bundling mobility services and facilities in one visible location could encourage behaviour change.

The specific objectives of the pilot were to:

- Test the concept of a neighbourhood mobility hub in a residential area.
- Improve access to shared and active mobility options for daily trips.
- Support sustainable school and work commutes, especially for families.
- Collect feedback and usage data to assess how residents interact with the hub.
- Generate lessons for scaling up similar solutions elsewhere in Turku.

Pilot activities

The small-scale experiment focused on the planning, installation and testing of a mobility hub (Figures 1 and 2) near the Pääskyvuori school. The hub combined several mobility-related elements in one location and was accompanied by communication and monitoring activities. The pilot followed a step-by-step approach, allowing the city to adjust activities based on early observations.

Planning and location selection

The city selected the mobility hub location based on several criteria, including proximity to the school, accessibility for local residents, existing pedestrian and cycling routes, and public transport connections. The aim was to place the hub in a location that was already part of residents' daily routines, making it easy to notice and use.

Planning involved close cooperation between municipal departments responsible for transport, urban planning and public space management. Attention was given to ensuring that the hub elements could be installed without major construction works and that the location remained safe and accessible for all users.

Installation of mobility hub elements

The mobility hub included a combination of services and facilities intended to support different travel needs. These included bicycle parking, space for shared mobility services and clear information on sustainable travel options. The design was kept simple and functional, emphasising visibility and ease of use rather than large-scale infrastructure changes.

Figure 11. Mobility hub. Source: Turku municipality (author: Iiris Yli-Junnila).

The installation was carried out by the city in cooperation with service providers and maintenance staff. The modular nature of the elements made it possible to adapt the hub over time and to consider relocation or replication in other neighbourhoods.

Figure 12. Mobility hub at the National Reflector Day. Source: Turku municipality (author: Oona Uusitalo).

Communication and engagement

To raise awareness of the new mobility hub, the city carried out targeted communication activities. Information about the hub and its purpose was shared through school channels, local communication platforms and municipal websites. The messaging focused on practical benefits to people, such as easier access to bicycles and shared mobility, rather than on abstract sustainability goals.

Families with children at the nearby school were a key target group. Teachers and school staff helped distribute information, and the hub was presented as a tool that could make everyday trips more convenient and flexible.

Pilot operation period

During the pilot period, the mobility hub remained accessible to residents for everyday use. The city observed how the hub was used and collected feedback from users and local stakeholders. This operational phase was essential for understanding real-life behaviour, as it allowed residents to interact with the hub without the pressure of formal events or campaigns.

Stakeholders and interaction activities

The pilot involved a range of stakeholders at both municipal and local levels:

- Turku City departments responsible for transport planning, public space management and communication.

- Pääskyvuori school, including teachers and school administration, who supported communication with families.
- Local residents, particularly families living near the hub.
- Mobility service providers, whose services were integrated into the hub.

Interaction activities were primarily informal and integrated into daily routines. Feedback was gathered through conversations, emails and observations, rather than through structured workshops. This approach allowed the city to capture spontaneous reactions and everyday experiences related to the hub.

Evaluation and monitoring activities

Evaluation focused on understanding how the mobility hub functioned in practice and how residents perceived and used it. Rather than aiming for a full impact assessment, the city prioritised learning-oriented monitoring that could inform future planning decisions.

Observation and usage monitoring

Municipal staff carried out regular observations at the hub to assess usage patterns. These observations focused on how often different elements of the hub were used, at what times of day and by which user groups. Particular attention was paid to school-related peak periods, such as morning arrival and afternoon departure times.

The observational approach provided practical insights into how the hub fitted into everyday mobility patterns and whether it complemented existing walking, cycling and public transport routes.

Feedback collection

User feedback was collected through informal channels, including direct conversations with residents, comments received via school communication channels and emails sent to the city. Feedback focused on perceived usefulness, clarity of information, ease of access and suggestions for improvement.

This qualitative feedback helped the city understand user expectations and identify aspects of the hub that were well-received or required adjustment.

Internal reflection and triangulation

The city combined observational data and qualitative feedback in internal reflection sessions involving staff from different departments. By triangulating these sources, the project team assessed whether observed behaviour matched reported experiences and whether the hub addressed the intended needs.

This reflective process supported internal learning and helped identify which elements of the mobility hub concept were most promising for future replication.

Success stories and best practices

+ The pilot demonstrated that neighbourhood-level mobility hubs can be implemented with limited resources.

+ Engagement activities gave valuable input for choosing the best place and the needed mobility options. Locating the hub near a school, on the same side of the main road, and including a city bike station in the mobility hub helped integrate the mobility hub into daily travel routines.
+ Cross-departmental cooperation supported smooth planning and implementation.
+ Informal engagement methods captured authentic user experiences.
+ The modular design allowed flexibility and future adaptation.

Challenges and deviations

– Awareness of the hub varied among residents, highlighting the need for sustained communication.
– Informal feedback, while rich, limited the possibility of quantitative analysis.
– Weather conditions influenced cycling-related usage during parts of the pilot.
– The short pilot period restricted observation of longer-term behaviour change.

Results and impact of the pilot

The pilot offered locals more mobility options to choose from and provided Turku with concrete insights into how neighbourhood mobility hubs can support everyday commuting and local travel. Although the pilot did not aim to produce immediate modal shift, 64% of respondents reported that the services in the mobility hub had replaced the use of their private car. It also strengthened the city's understanding of user needs and operational considerations.

Key results and impacts included:

- Increased visibility of shared and active mobility options in the neighbourhood.
- Positive reactions from families regarding convenience and accessibility.
- Identification of design and communication elements that support uptake.
- Improved internal understanding of how mobility hubs can complement existing networks.

Sustainability and scalability

The mobility hub concept tested in Pääskyvuori can be considered scalable and adaptable. The pilot showed that hubs can be introduced incrementally, without major infrastructure investments, and adjusted based on local context.

From a sustainability perspective:

- Hub elements can remain in place and continue serving residents.
- Maintenance requirements are limited and manageable within existing budgets.

In terms of scalability:

- Similar hubs could be implemented near other schools or residential centres.
- The concept can be expanded to include additional services over time.

Lessons from the pilot support integration of mobility hubs into future planning strategies.

Lessons learned

The experiment highlighted several lessons relevant for future neighbourhood mobility initiatives:

- Proximity to everyday destinations is key for uptake.
- Simple, visible solutions can be more effective than complex systems.
- Informal monitoring provides valuable insights but should be complemented with structured methods where possible.
- Communication needs to be continuous, not one-off.
- Cross-departmental collaboration is essential for smooth delivery.

If repeated, the city would extend the pilot duration, strengthen communication with residents and explore combining informal feedback with light surveys for more robust evaluation.

For more information about this case study, you are welcome to contact the City of Turku:
olivia.koskinen[at]turku.fi.