

CHANGING YOUR WAY(S)

towards liveable cities
in the Baltic Sea Region



Mobility Management



What does mobility management mean to us?

Methods for mobility management include marketing, communication, education, organization of services and coordination of related activities. Within cities, multimodal, partners are planning and implementing mobility management measures in cooperation with selected partners operating in the pilot areas. City partners cooperate with schools, kindergartens, companies or investors.

We want to enable a change in behavior – in ourselves, among our colleagues, stakeholders and the citizens!

By travelling in more sustainable ways we all directly influence many aspects:

- our personal health
- the city space
- the climate

Through the development and implementation of mobility management concepts we want to **promote sustainable transport along with behavioral change methods that reduce the use of private cars.** Therefore we are cooperating with different institutions and stakeholders.

Mobility management in cooperation with local stakeholders is an effective way to achieve a ripple effect when it comes to **influencing societal attitudes and behaviors.** Stakeholders are in a unique position to influence their target groups by having the possibility to use already existing communication channels. **Schools, for example have a natural access to both pupils, parents and employees.** This allows schools to effectively apply mobility management measures like behavioral change trainings and promotion of sustainable mobility options to their own target groups.

Multimodal Pilot Areas

Image: Saullius Zlura



Image: Sini Lamoureux



Image: Harry Schiffer / ELTIS



We are increasing multimodality by implementing and testing different measures and activities in pilot areas located in dense inner-city quarters, offering good opportunities for sustainable mobility.

- We develop **small-scale pilot area SUMPs**, based on the European SUMP concept, to pilot the approach with the aim to later on widen it to the whole city level.
- **Kalmar, Aarhus, Guldborgsund, Vilnius, Riga and Rostock** are implementing **multimodal mobility points**.
- **Campaigns** to promote the benefits of multimodal and sustainable travelling are jointly developed and tested in the cities.
- We **focus on our citizens** – their input in all activities is important and we co-create e.g. Living Street campaigns together, where streets are changed into a livable & social spaces.
- **IT-Solutions** are essential to make multimodal travelling easy and comfortable. In the project a BSR-wide research is carried out to create a comprehensive state-of-the-art for cities to consider when they plan to procure IT-solutions.

What is a mobility point?

A mobility point is a physical place which enables the interchange between at least two sustainable mobility modes. This can, for example, be done through combining bicycle storage facilities in connection to public transport hubs and car-sharing stations. The intention is to create sustainable mobility options that are convenient and easy for citizens to use, thus providing citizens the possibility to be mobile without having to own a car. Additional add-on functions such as parcel pick-up services are highly encouraged.

Capacity development & citizen involvement



Image: Bartosz Bujak / FVAK



Image: Wolfgang Looch and Eduardo Cinta



Image: Krzysztof Wincobek

We are learning together and exchange our experience – ready to share it with other cities in the Baltic Sea Region and beyond!

- **Train-the trainer workshops** and **local trainings** on multimodality and mobility management are organised during the project lifetime.
- We get inspired from frontrunner cities in sustainable mobility through **study visits around Europe**. We collaborate closely across borders and receive hands-on feedback and advice from expert colleagues on our activities and plans through **peer reviews**.

We involve our citizens actively in the project activities and in mobility planning to make them a part of their city!

- All cities **test innovative and new tools and methods** during the project.
- We will **share the feedback, tips and tricks** from our experience with others.

Why is it important for us to involve citizens?

We want to involve citizens strongly in all our activities as they are in the very end the ones that benefit from our measures. Their local expertise and experiences provide us with valuable input in planning new measures and together we can shape space and create a liveable city. **Sustainable mobility planning has to be done with the citizens in focus!**

cities.multimodal – in a nutshell

cities.multimodal brings together cities, NGOs, universities and other expert partners to facilitate the use of sustainable mobility solutions for citizens in the Baltic Sea Region.

Different activities and measures are implemented to promote walking, cycling, public transport and shared mobility services as more favorable alternatives to private car use.

Within cities.multimodal, partner cities develop and apply contemporary sustainable urban mobility approaches which are easily adoptable for follower cities. This includes a pilot area SUMP and multimodal mobility points where partner cities test and implement campaigns and innovative ways to involve citizens. Mobility management concepts are developed with different stakeholder groups.

The main outcomes of the project are:

- a **Planner's handbook** for sustainable urban mobility planning in city quarters, including findings, tips and practical advice from partner cities
- a **Toolbox for mobility management** and a **Teacher's toolkit**

- Lead partner
- City partners
- Expert partners
- EU Member States
- non-EU States



Key figures in cities.multimodal

FUNDING	PARTNERS	DURATION	BUDGET
INTERREG Baltic Sea Region Programme 2014–2020	16 from 8 EU-Countries + Russia	36 months (2017–2020)	3,8 Million EUR (incl. 2.9 Mio EUR ERDF)



#cities.multimodal

Get in touch!

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Interested in learning more?

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