Technische Universität Berlin

Zentrum Technik und Gesellschaft

cities.multimodal

Evaluation Report

cities. multimodal

Interreg Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

Imprint

This publication has been developed within the European project **cities.multimodal – urban transport system in transition towards low carbon mobility**, co-funded by the European Regional Development Fund.

The cities.multimodal consortium consisted of the following partners: Hanseatic City of Rostock (DE), German Cycling Association Schleswig-Holstein (DE), Technical University Berlin – Centre for Technology and Society (DE), Karlskrona municipality (SE), Kalmar municipality (SE), Aarhus municipality (DK), Riga City Council (LV), City of Gdansk (PL), the Polish Union of Active Mobility (PL), City of Vilnius (LT), Vilnius Public Transport (LT), City of Tartu (EE), Union of the Baltic Cities Sustainable Cities Commission (FI), Institute of Baltic Studies (EE), Pskov City Administration (RUS), Guldborgsund Municipality (DK)

Contract: cities.multimodal – Urban transport system in transition towards low carbon mobility Project no. R072

Title: cities.multimodal Evaluation Report

Version: March 31, 2021

Authors: Michael Abraham, Technische Universität Berlin (TUB)

Moritz Rösler, Technische Universität Berlin (TUB)

Esther Kreutz-Hassinen, Union of the Baltic Cities, Sustainable Cities Commission (UBC), Chapter 7

Contributors: Union of the Baltic Cities, Sustainable Cities Commission

Partners of the cities.multimodal project

Layout: Union of the Baltic Cities, Sustainable Cities Commission

Cover picture: Kalmar City, Sweden

Project note

The EU co-funded project **cities.multimodal – urban transport system in transition towards low carbon mobility** (2017–2020) 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 favourable 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.

Table of Contents

List of Tables

List of Figures

1. Introduction

1.1. Context, content, purpose and structure of the report

This report seeks to give an overview on the results on all evaluation activities that have been carried out during the lifetime of the cities.multimodal project. The purpose of these activities is to show which measures of the project led to a successful implementation in their given contexts in the cities. To be able to provide a comprehensive picture on the measures and their possible transferability to other conditions or cities, the project applied a mixed evaluation approach. This comprises a clear formulation of the project and measure objectives, an impact evaluation to show if the intended objectives have been reached or not, a sound process evaluation to show *how* the objectives have been reached or not, and what the cities reached together in cities.multimodal in the Baltic Sea region.

The report at hand follows this structure by giving information about the overarching objectives of cities.multimodal and the strategic objectives of the Work Package 2 “multimodal pilot areas – reducing car dependency, congestion and pollution” and Work Package 3 “mobility management – changing behaviour from driving a car towards using environmentally friendly transport modes” and follows with the chapter that presents the short versions of the Measure Results templates in which the cities reported their local, specific objectives and the results of the impact evaluation. In the following chapter 4, the results of evaluation of compulsory indicators – that have been agreed on with all project partners – are presented. This gives an idea regarding the impacts that the entire project achieved in the Baltic Sea Region.

Mutual learning and sharing of the experiences made in implementing the planned mobility measures plays a crucial role in the project. Thus the next chapter of the report provides the results of the process evaluation that has been carried out in three phases during the project.‘. Also, the information-sharing-and-learning events ‘Peer-Reviews’ pursued goals around learning from the experiences made in the single partner cities. Results from this activity are shown in the next chapter which is followed by the chapter about the results from the evaluation of WP 4 activities “Capacity building, citizen involvement and dissemination for environmentally friendly urban mobility”.

The report concludes with a summary on the most important outcomes of the project – starting with the results the single partners achieved and ending with the achievements on project level. These conclusions are focusing on issues which are pointing to a transfer or expansion of cities.multimodal measures.

1.2. Overview of cities. Multimodal partner cities and starting conditions

In cities. Multimodal, 10 cities are collaborating to improve their mobility conditions and to learn from the experiences they are making while pursuing this task. The 10 partner cities of Aarhus, Gdansk, Guldborgsund, Kalmar, Karlskrona, Pskov, Rostock, Riga, Tartu and Vilnius along with additional participant bodies in the Baltic region (illustrated in the map above) aim to provide its citizens with a sustainable mobility alternative to the private motorized vehicle by encouraging the use of public transport, promoting walking, cycling, shared mobility modes such as bike and car sharing and also by combining all above mentioned modes.

Figure 1: Map of cities.multimodal Cities and Partners (Source: cities.multimodal promotion material)

Caused by the diversity of the cites in terms of sizes, locations and the achievements and challenges towards making their mobility conditions sustainable, the measures carried out within the project needed to be developed separately for each city by taking a close view on the specific local conditions. In order to understand the own current local multimodality conditions in the cities and also to get an idea of the status of multimodality in other Baltic Sea cities, cities.multimodal cities have carried out preparatory works. The results from them build a baseline scenario for the development of the

measures and their evaluation. The different categories and characteristics of multimodality in each city of cities.multimodal analysed and illustrated in the report "Preparatory Analysis Report" that can be downloaded here:
https://www.cities-multimodal.eu/sites/cmm/files/materials/files/preparatory_analysis_report_final.pdf
Thus, by accomplishing the preparatory analysis the cities themselves had an overview in form of baseline-data that described the situation of multimodality in their cities before the implementation of the cities multimodal measures. Later – after implementing them – the cities could compare the current situations to these before data and draw conclusions on their achievements. Also within the preparatory analyses the 10 cities have been ranked to demonstrate the different situations in reaching multimodality. Cities with a relatively low performance of multimodality were grouped in the category 'Start-up' cities, cities with some good and some rather low performances of criteria describing the multimodality condition are found in the category 'Scale-up' city and the best performing cities in the category 'Lighthouse' cities.

This following table gives an overview on the cities.multimodal partner cities and their multimodality category at the beginning of the project, the sizes of the pilot area and population, as well as on the mobility initiatives the cities were planning to carry out within citities.multimodal.

Table 1: CMM pilot area, multimodality category and mobility initiatives

City	Multimodality category	Pilot Area (km^2)	Pilot Area Population	Mobility initiatives
Aarhus	Scale-up	20	68,000	Mobility Points / Campaigns to promote multimodal travel behaviour
Gdansk	Lighthouse	14.74	57,150	Campaigns to promote multimodal travel behaviour/ Mobility management
Guldborgsund	Start-up	0.1	N.A. (educational campus)	Mobility Points
Kalmar	Scale-up	0.28	10,200	Mobility Points / Mobility Management / Campaigns to promote multimodal travel behaviour
Karlskrona	Start-up	21,72	11.670	Mobility Management
Pskov	Start-up	4.92	15,600	Mobility Management / Campaigns to promote multimodal travel behaviour
Rostock	Lighthouse	15.34	19,397	Mobility Points / Mobility Management / Campaigns to promote multimodal travel behaviour
Riga	Scale-up	1.34	1,700+ 15,000 daily visitors	Mobility Points / Mobility Management / Campaigns to promote multimodal travel behaviour
Tartu	Scale-up	1.63	10,000	Campaigns to promote multimodal travel behaviour/ Mobility management
Vilnius	Scale-up	6.54	14,000	Mobility Points

Remark: Caused by the Covid-19 pandemic many of the measures in cities.multimodal could not be carried out as planned or at the time they were planned. Thus, in most cities measures were postponed - some of them only partly some of them completely. This led to a six months prolongation of the project. However, four partners (Aarhus, Kalmar, Pskov, and Institute of the Baltic Studies) have been able to finalize their measures or tasks within the regular timeframe until September 2019. Thus, these partners did not partake in the prolongation.

2. Objectives

The main objectives of the project cities.multimodal is to improve the conditions for multimodal mobility in the participating cities. The official formulated overarching goal is "to enhance environmentally friendly transport systems in urban areas based on increased capacity of urban transport actors, such as authorities, ports, infrastructure providers and operators and transport users".

To reach this objective the project follows a dual approach based on two strategic pillars.

Pillar one focuses on the development of the infrastructures that are required for multimodal mobility and to raise awareness about the relevance of multimodality in public campaigns. The development and implementation of Mobility Points is a central measure withing this Work Package 2 called "multimodal pilot areas – reducing car dependency, congestion and pollution".

The second pillar of the cities.multiimodal approach seeks to directly influence the mobility behavior of specific target groups towards using more multimodal mobility options. These implementation of new mobility management measures tasking at different target groups are the central point of Work Package 3 "mobility management – changing behavior from driving a car towards using environmentally friendly transport modes".

In cities.multimodal it was foreseen to accomplish these interventions by applying an approach that is oriented toward the Sustainable Urban Mobility Planning process (SUMP) that comprises the reoccurring steps of carrying out a preparatory analysis, the participatory development of measures, their implementation, evaluation and the subsequent adjustment of the measures. This participatory process also aims at building capacities in the municipalities and on project level in terms of facilitating mutual learning.

The overarching project objective and the derived strategic objectives of the Work Packages are further divided into groups of activities addressing specific tasks to reach the objectives of the Work Packages. These are building the subject of all evaluation activities carried out in this project. They are shown in the following chapters.

2.1. Project objectives

The following objectives are **overarching** all activities carried out in cities.multimodal. They will be realised by implementing specific measures in the cities and their pilot areas:

Table 2: CMM project overarching objectives

Nr.	Overarching objectives of the cities.multimodal project
1	To enhance environmentally friendly transport systems in urban areas based on increased capacity of urban transport actors
2	Increased capacity of authorities, ports, infrastructure providers and operators, transport users to enhance the use of environmentally friendly transport solutions in urban areas
3	Enhancing capacity of municipalities, politicians, public transport providers to lay ground for sustainable urban mobility solutions and their implementation
4	Increasing acceptance of multimodal transport and travel behaviour by applying pilot solutions
5	Bringing about a change in awareness and mobility patterns of transport users by promoting sustainable mobility behaviour

In **Work Package 2** "multimodal pilot areas – reducing car dependency, congestion and pollution" the main strategic objectives to achieve the overarching project objectives are to implement Mobility Points in the participating cities as well to carry out campaigns aiming at promoting multimodal travel behaviour: "Work Package 2 aims at promoting and facilitating multimodal transport in pilot areas by creating transferable and prominent showcases and capacity building."

This objective is broken down in a range of other more specific and target-group oriented objectives structured in Groups of Activities (GoA):

Table 3: Objectives of Work Package 2 multimodal pilot areas – reducing car dependency, congestion and pollution

Nr.	Objectives of GoA 4.3 Communication Strategy (for target groups of WP2)
1	**Raise awareness among citizens** (inhabitants and visitors) about sustainable transport modes and their advantages for daily mobility.
2	**Raise awareness among civil servants** (traffic and urban planners) at municipalities and regions as well as public transport companies within the partner cities for specific mobility demands in selected urban areas, for "thinking multimodal" to strive for new mobility solutions considering different modes of transport for different needs.
3	**Increase knowledge among civil servants** (traffic and urban planners) at municipalities and regions and public transport companies beyond the project partnership about sustainable urban mobility planning and tested solutions for mobility points for different demands in different pilot areas.

4	**Change behaviour of citizens** (inhabitants and visitors of selected pilot areas) from using the car and owning a car towards use of sustainable transport modes and a multimodal travel behaviour.
5	**Change behaviour of politicians and decision-makers** of prioritizing car traffic when financing transport infrastructure by increasing the demand for multimodal transport facilities and liveable streets.
Nr.	**Objective of GoA 2.2 SUMP for pilot areas**
6	The activity group aims at ensuring the development of the SUMP best suited to the mobility requirements of the pilot areas of each partner city
Nr.	**Objective of GoA 2.3 Peer review visits on multimodal pilot areas' Issues**
7	The activity group aims at ensuring the transnational learning in the project and enhancing the exchange of experiences between experts in the cities
Nr.	**Objective of GoA 2.4 Planning and implementation of pilot mobility points**
8	This activity group comprises the development and implementation of innovative facilities at one or more locations in the selected city quarter that connect different modes of transportation or improve the accessibility of sustainable modes
Nr.	**Objective of GoA 2.5 IT solutions for individual travel planning**
9	This activity group focuses on web- and mobile-based individual travel planner applications providing different transport options enabling individualized door-to-door travel for end users according to their preferences.
Nr.	**Objective of GoA 2.6 Campaigns to promote multimodal travel behaviour**
10	In order to achieve behaviour change, the sustainable transport modes and multimodal transport facilities, cities implement awareness raising campaigns (Living Streets)

The other GoAs of this Work Package are either dealing with carrying out the Preparatory Analysis (Goa 2.1) that can be regarded as one step for the preparation of Evaluation activities (GoA 2.7), with evaluation itself or with the application of the SUMP approach for pilot areas (GoA 2.2). the GOA 2.1. Preparatory Works and Analysis of pilot areas' multimodal transport and mobility conditions are summarised in the "cities.multimodal - Preparatory Analysis Report".

In **Work Package 3** "mobility management – changing behaviour from driving a car towards using environmentally friendly transport modes" the main strategic objectives to achieve the overarching project objectives is to implement Mobility Management measures in the participating cities: "Cooperating with institutions like schools, kindergartens, companies or investors of inner-city building projects to develop and implement Mobility Management (MM) projects in order to promote multimodal travel."

As in Work Package 2, also this objective is broken down in a range of other more specific and target-group oriented objectives structured in GoAs:

Table 4: Objectives of Work Package 3 mobility management – changing behaviour from driving a car towards using environmentally friendly transport modes

Nr.	GoA4.3. Communication strategy (for target groups of WP3)
1	**Increase knowledge among school directors and teachers** about mobility management as an effective strategy to reduce amount of traffic and need of parking lots close to the school as well as improving health of children
2	**Increase knowledge among mobility or facility managers in companies and among investors** about mobility management as an effective strategy to reduce their fleet and amount of traffic and need of parking lots close to companies as well as improving health of employees.
3	**Change attitude of politicians and decision-makers** concerning car dependency and potential of multimodal transport in order to apply mobility management to solve traffic problems.
4	**Change attitude of civil servants** (urban and traffic planners) towards potential of mobility management in order to change travel behaviour and reduce traffic problems
5	**Change behaviour of employees** (of participating companies) from commuting with car towards multimodal travel.
6	**Change behaviour of pupils, children and parents** (of participating schools and kindergartens) of being taking by car to school towards letting them walk or cycle to school
Nr.	**Objective of GoA 3.2 Developing mobility management concepts**
7	The development of mobility management concepts to build the foundation for the effective implementation of MM measures in partner cities.
Nr.	**Objective of GoA 3.3 Peer review visits on mobility management Issues**
8	This activity group aims at enabling the mutual learning from project partners and at ensuring the transnational learning in the project and enhancing the exchange of experiences between experts in the cities.
Nr.	**Objective of GoA 3.4 Planning and implementation of mobility management in schools and kindergartens**
9	These activities aim at changing attitude and behaviour of pupils, children, parents, educator and teachers towards environmentally friendly mobility.
Nr.	**Objective of GoA 3.5 Planning and implementation of mobility management in companies and for inner city investors**
10	This activity group aims at changing attitude and behaviour of employees and users of new buildings towards environmentally friendly mobility

The other GoAs of this Work Package are referring to the Preparatory Analysis (Goa 3.1) to Developing mobility management concepts (GoA 3.2) or with the preparation of Evaluation activities (GoA 3.6). As for Work Package 2 the results from the Preparatory Works and are summarised in the "cities.multimodal - Preparatory Analysis Report". The goals of the activities described in GoA 3.2. are a preparatory step to GoA 3.4 Planning and implementation of mobility management in schools and kindergartens. Thus, evaluation will focus on the latter GoA.

The GoA 3.6 “Evaluation of mobility management” described the tasks relating to ensuring the quality of results and applicability of measures in other cities.

In **Work Package 4** “CAPACITY BUILDING, CITIZEN INVOLVEMENT AND DISSEMINATION for environmentally friendly urban mobility” the main strategic objectives to achieve the overarching project objectives are to implement capacity building activities, test citizen involvement tools & methods and communicate and disseminate widely about the project activities and results in the Baltic Sea Region and beyond.

Table 5:: Objectives of Work Package 4 “CAPACITY BUILDING, CITIZEN INVOLVEMENT AND DISSEMINATION for environmentally friendly urban mobility”

Nr	GoA 4.3 Communication Strategy (for target groups of WP2)
1	Raise awareness among: **Raise awareness for best practices of other cities' mobility solutions**, its potential to do a change and possibility to transfer to the own city and integrate into the own strategies and planning processes as well as own public transport offers among:
2	Increase knowledge among: **Increase knowledge about best practices from other cities** and lessons learned from best practices/solutions for multimodal transport and mobility management strategies among:
3	Change attitude of: **Change car-focused planning attitudes into sustainable mobility planning** for livable cities and implement user-oriented multimodal solutions at different city quarters and set up mobility management structures:

The main output of all Work Packages will be the Planners Handbook which will be the main document to summarize and present the results from all activities carried out within the cities.multimodal project.

3. Impact Evaluation - Measure Result Templates by City

Cities and other partners that implemented measures of cities.mulitmodal compiled “Measure Templates” for each of their measures, containing information on the objectives and scope of the measure as well as on the methods and indicators planned to evaluate them. After their implementation, the results of the evaluations were added on the measure templates which then became “Measure Results Templates”. They present the results in relation to the initially set objectives, thus informing to which part they have been reached. These sheets will be presented in the following sub chapters. Since the Measure Results Templates have been completed in very different formats and with different extents of information they have been summarized and brought to a similar format by the authors of this report.

3.1. PP01-Rostock

Measure 1: Living Streets

The pilot area, Rostock's city quarter Kröpeliner-Tor-Vorstadt, is the most densely populated area in the city. Rostock's living street measure aimed at redesigning one street to be a car reduced or a car free street with social places, greenery, street furniture etc. The street was planned to be partly closed for cars and redesigned for about one week to several weeks during the summer of 2020.

Figure 2: Living Street animation in Rostock.
Source: City of Rostock

The first discussion with the local initiatives started in autumn 2019. This measure was planned as an awareness raising campaign. The idea was to invite residents and citizens to experience the distribution of the public space among its users and to rethink their own mobility behaviour by testing it for a specific time to know how it feels to live in a street without or with less cars. The city administration was planning to provide the legal framework of the activity. Local residents and citizens were the campaign drivers who organised and redesigned this public space according to their ideas. A debate among the local residents in the city quarter and among the politicians in the city was raised about how a liveable street/city looks like and how mobility should work in Rostock. Unfortunately the measure had to be cancelled due to the Covid-19 pandemic. The originally planned goals (measure specific objectives) were:

- To start a public debate about use of public space and traffic situation
- To develop a local guideline/framework for such interventions in the streets
- Increase awareness among local residents about their mobility behaviour, sustainable mobility & use of public space

Measure 2: Mobility Management with primary school

The primary school “Werner-Lindemann” is located close to each other on a campus-like area, which is located in the city quarter Kröpeliner-Tor-Vorstadt. The primary school counts 268 pupils. The traffic volume close to both institutions is very high. Due to this, the environment is perceived as unsafe and many intersections are regarded as being dangerous, especially for children.

Figure 3: Rostock primary school mobility management. Source: City of Rostock

The goal of the measure was to develop a campaign or action to raise awareness about the individual travel behaviour and to reduce the number of parents driving their children to the institutions by car. After the analysis of the travel behaviour of people and their perception of the school surrounding in terms of traffic, campaigns were developed together with interested teachers and parents in order to increase the share of people walking, cycling or using public transport to schools/kindergartens.

Three activities were planned:

- Walk-to-school-campaign
- Poster campaign on traffic safety and
- Development of a safe-way-to-school plan/map

Due to the pandemic, only the third part, the safe-way-to-school campaign was implemented, all other activities had to be cancelled. The first contact to the kindergarten and school started in August 2018 and the "Children's green footprint campaign" (original title in German: Kindermeilenkampagne) took place from 19/10/2020 to 06/11/2020. The evaluation of the measure started in December 2020.

Table 6: Objectives, indicators and results Rostock Mobility Management with primary school

Measure specific objectives	**Indicators**	**Evaluation Result**
Reduce the number of children driven to the institution by car by 5%.	Transport mode mainly used to get to school/kindergarten.	*Due to COVID-19 the evaluation approach had to be amended. No traffic counting took place and interviews were conducted online or by telephone. However the footprint campaign could be evaluated: In 3 weeks duration 260 pupils participated. They collected in total 11229 „footprints”, where one footprint equals one trip made by sustainable transport modes to and from school. Interviews with the school director, parents and teachers have shown that:* • *during the activity weeks, they could observe a net decrease of children driven by car to school- many children convinced their parents to go by walking, cycling or kick-scooter during the campaign* • *the overall feedback on the campaign was very positive* • *some teachers observed that some parents parked their cars 500 or more meters far from the school, in order to make children walk the last meters to obtain a “green footprint”* • *teachers think that children and parents are more aware of their mobility behavior after the campaign*
Increase number of children coming by sustainable modes of transportation by 5%.	Number of cars stopping in front of school/kindergarten to drop off children, traffic levels during pick-up hours.	
Reduce the number of children driven to the institution by car in future	Willingness to change mobility behaviour towards sustainable transport modes.	

Measure 3: Mobility Management concept for new housing area

Figure 4: Rostock new housing.
Source: Albert Wimmer ZT GmbH

The local housing association WIRO is planning a new residential area called "Werftdreieck", located at a former shipyard in a prominent position close to the river Warnow. The city of Rostock developed a mobility concept for this new housing area which provided concrete measures and recommendations on how to implement a car-reduced city quarter and detailed which sustainable mobility offers should be integrated into this new area under construction and how. The concept looked at walking and cycling infrastructure (lanes, storage), integration of sharing systems (bike, car), mobility points, e-mobility (charging infrastructure) and other services like information about public transport, delivery services, communication etc.

The initiation of the cooperation between the city and the housing association started in Mai 2018 and the time frame for developing the mobility concept was February until July 2019.

Table 7: Objectives, indicators and results Rostock Mobility Management concept for new housing area

Measure specific objectives	**Indicators**	**Evaluation Result**
Increase awareness of the local housing company about their role in promoting /contributing to more sustainable mobility in the city.	Willingness to integrate and invest into new mobility offers in new housing area (local housing association).	The local housing company will integrate sustainable mobility services and will invest in promoting the new housing area as being a car-reduced quarter.
Increase awareness about sustainable mobility as part of new building areas among traffic and urban planners.	Awareness of housing company as being an important actor to promote sustainable mobility / initiate a behavioural change.	Thanks to the mobility concept and especially the intensive process of developing it, the local stakeholders intensively discussed the topic of sustainable mobility.
Increase awareness about the individual travel behaviour among residents.	Awareness about sustainable mobility offers available (future residents).	*Will be evaluated after residents have moved in.*

Measure 4: Mobility Points

The city quarter Kröpeliner-Tor-Vorstadt (KTV) has been chosen as pilot area for the implementation of Mobility Points as new pilot solution to promote sustainable mobility and multimodality. It is the most densely populated area in Rostock and located in the very centre of the City. Characterized by wilhelminian multi-floor houses and cobblestone streets this former working-class quarter is nowadays very young and vivid, home to many students and young families. During the cities.multimodal project, three Mobility Points have been built on public space in this pilot area. These Mobility Points combine carsharing, cargo bike sharing and additional bicycle racks and whenever possible public transportation stops. Further features are e-charging stations and a bicycle repair set. A static information pillar visualizes and informs about the available services. All three Mobility Points are located decentral, near the housing areas and as close as possible to public transportation stops. Regarding carsharing, Rostock aimed at providing parking space on public ground to already established carsharing operators. Regarding cargo bike sharing, the city aimed at procuring the full service (provision of bikes, operation, maintenance and communication) for a fully automatic sharing system at those three Mobility Points for at least one year. The Mobility Points were especially planned to help to address the problem of stationary traffic and contribute to lowering parking demand. The specific aim was to provide attractive mobility alternatives to owning a private car. Places for carsharing were provided based on the fact that one station-based carsharing car can replace between 5-10 privately owned cars. Furthermore, the cargo bike sharing system was intending to help citizens to do their shopping or carry their children without a private car.

Figure 5: Mobility Point in Rostock. Source: City of Rostock

Table 8: Objectives, indicators and results Rostock Mobility Points

Measure specific objectives	Indicators	Evaluation Result
Increase the number of carsharing cars in the pilot area by 30%.	Number of carsharing cars available in pilot area.	The number of available carsharing cars in the pilot area increased from 26 to 28 in total.
Increase the number of carsharing users by 25%.	Number of registered carsharing users.	The number of Greenwheels carsharing users increased from 654 to 690. The other provider YourCar could not deliver exact data but saw a positive development of the number of users since the MP opening.
Replace 20% of daily trips usually made by car with carsharing or cargo bike sharing trips.	Number of trips made with walking, cycling, private car, public transportation, carsharing car, cargo bike before and after MP implementation.	*No evaluation results available.*
At least 50% of the citizens in the pilot area have seen the new mobility services implemented through cities.multimodal.	Awareness about new mobility services and sustainable mobility.	84% of respondents new about the MP and 58% uses one or several of the available mobility services. 87% are in favour of the creating more MPs and the promotion of carsharing and cargo bike-sharing .

3.2. PP02-ADFC

Measure 1: Mobility workshop to change the traffic behavior of pupils

Figure 6: Children walking to school. Source: ADFC Schleswig-Holstein

The originally planned "walking busses" measure for reducing parental taxis was cancelled caused by the pandemic crisis. Instead the ADFC conducted mobility workshops at primary schools with the same goal of increasing traffic safety for young children. A report by the German Federal Statistical Office clearly reveals that pupils and children are not safe on their way to school or kindergarten. One reason of this hazard are the so-called parent taxis. In order to ensure that their kids arrive at their school or kindergarten safely, parents drive them by car. However, driving the kids gives only an alleged feeling of safety, particularly as the increase in the number of cars in front of the school or kindergarten makes the situation even worse for those kids still walking or cycling. Addressing this fact, the ADFC Schleswig-Holstein organized workshops for school classes. The objectives were to raise awareness among students about sustainable means of mobility. On the workshop day students learned from external experts about new or other means of mobility such as walking-buses, bicycle groups and practiced at a bicycle parcours. In addition, the workshop created awareness of the mobility behaviour of students. Children - especially at young age - can act sustainably and by that encourage their parents to change their behaviours too. This multiplier function is particularly crucial for school kids who start speaking up with their parents about more aspects. Although it was only one single measure, this awareness can also help implementing subsequent long-term measures by the project partner Kiel.Region.

Table 9: Objectives, indicators and results ADFC Mobility workshop

Measure specific objectives	Indicators	Evaluation Result
Workshop days at six different schools.	Total number of schools involved in the measure.	Workshops carried out at 2 schools with 4 classes, three had to be cancelled due to COVID19-pandemic-restrictions.
Conjointly developing, presenting and discussing alternative ("new") mobility measures.	Perception of novelty of the presented mobility measures by children.	Neither in the rural nor the city school the children knew the presented mobility measures (bicycle bus and walking bus).
Around 40% of the students talk about alternative modes of mobility with their parents.	Awareness about sustainable mobility by children. Awareness about multimodality by children.	Children rate the presented mobility measures positive and are interested.
Increase of students that want to walk or bike to school after the workshop by 20%.	Willingness to change mobility behaviour towards sustainable modes by children.	A large number of children would like to come to school by a different way. Especially in the urban school, children would like to go to school independently.
Children in schools become safe traffic participants.	Positive perception of the measure by mobility experts.	The mobility workshop from the ADFC is rated positively by the experts. More bicycle security trainings are wished for the students.

Measure 2: Online Conference

To show how sustainable mobility initiatives can be put in place on the local level, the ADFC held the mobility congress "Klar machen zur Verkehrswende" from 19.02.-27.02.2021. The congress seeked to provide a platform for best practices from communities, regions and even other (neighbouring) countries. The goal was to connect people from various areas and numerous levels to discuss effective measures contributing to a mobility shift, by discussing questions ranging from topics concerning the legal framework, financial backup as well as the acceptance within the electorate. Among the targeted groups were civil society groups, political stakeholders, representatives of local administrations and businesses affiliated to the mobility sector. In addition to input provided by the speakers, the participants got the chance to discuss critical questions and exchange their ideas and personal experiences in the broad field of sustainable mobility measures. Given the digital format of the congress, the reach out was possible to even more people than originally aimed at. A total of 2,460 people took part in the 22 events. On average, about 111 participants attended one singular event. Adjusted for multiple registrations of individual persons, a total of about 920 different persons could be registered. The congress is expected to serve as impetus for future exchange on the local, regional, and national level where the information gathered, and exchange can be further disseminated.

Table 10: Objectives, indicators and results ADFC Online Conference

Measure specific objectives	**Indicators**	**Evaluation Result**
Bringing stakeholders from the civil society, political stakeholders, small businesses and representatives from local administrations together.	Total number of people joining the congress.	2,460 people took part in the 22 events in total.
Providing a platform for open discussion among these actors.	Number of people participating in each speech/workshop with a special regard to the topic of each event.	On average, about 111 participants attended one singular event.
Making the outcomes (speeches) accessible via the website to further disseminate the results of the congress and by that possibly contribute to similar events elsewhere.	Entries on the online platform and number of people visiting the congress website before, during and after the congress.	*No results available yet.*

Measure 3: „Verkehrswende selber machen“

Figure 7: Participation platform.
Source: ADFC Schleswig-Holstein

The ADFC Schleswig-Holstein designed a participation platform “Verkehrswende selber machen” in collaboration with an external service provider. On an online map people were able to enter their own suggestions, ideas and activities on the subject of sustainable mobility. The main focus was on mobility management at schools, in priority to primary schools. In addition to the platform, children and teachers were asked about the children’s specific traffic behaviour on the way to school in an online survey. The survey assessed the status quo as well as possible reasons and causes for the traffic behaviour and offers solutions for common issues. The survey was carried out at all primary schools in Schleswig-Holstein between Dec. 7th 2020 to Feb. 15th 2021. The results were evaluated separately by students and teachers. In addition to looking at the survey results within a group, there was a differentiation according to urban and rural areas. Interestingly, if the students had the choice of getting to school the way they want to, most of them said the bicycle was their preferred mode of transport. In urban areas around a quarter of the students would like to walk to school. All other modes of transport play a subordinate role. Teachers in rural and urban areas agree that parents are the main cause of the mobility behaviour of pupils. Differences are mainly due to the environment as well as the assessment of the students' subjective feeling of security. Within the group of students in rural and urban areas, there was broad agreement on the wish to be able to come to school independently as well as on the identification of the relevant obstacles (traffic behaviour, traffic infrastructure and social aspects). Differences in the assessment between teachers and students exist in particular in the evaluation of the traffic situation and speed of the motorized vehicles: Teachers observe an improvement of the traffic situation with a focus on motorized vehicles. They have an awareness of infrastructure problems when using means of public transport.

Table 11: Objectives, indicators and results ADFC “Verkehrswende selber machen”

Measure specific objectives	Indicators	Evaluation Result
Assess knowledge about mobility behaviour of school kids and teachers by conducting an online survey for teachers and pupils in primary schools.	Mode of travel used to access the school: How do most of the pupils get to school? Awareness about sustainable mobility: How many pupils use and how many would like to use sustainably means of transport.	How children come to school: Walking: 53% urban, 19% rural / Bike: 12% urban, 29% rural / Public transport: 11% urban, 22% ru. / Car: 19% urban, 27% rural What children would prefer: Walking: 26% urban, 7% rural / Bike: 46% urban, 61% rural / Public transport: 15% urban, 13% ru. / Car: 5% urban, 1% rural
Involve about 10 primary schools in knowledge assessment of mobility behaviour around schools.	Total number of schools involved in the measure. Number of pupils who participated in the online survey.	Total number of schools involved in the survey: 398 Number of pupils who participated in the online survey: 198 Number of primary schools that participated in the online survey: 59 (30 urban and 29 rural)
About 200 entries on the online platform, thereof 20 entries in school specific class “Schule macht mobil”.	Entries on the online platform.	Number of additions on participation platform: 570 (23 focusing on the school specific class “Schule macht mobil”).

3.3. PP04-Karlskrona

Measure 1: Citizen Involvement

During the summer of 2019, Karlskrona had a campaign running to promote its electric car and bike sharing systems and to encourage cycling in general. The campaign consisted of face-to-face marketing and social media posts. Events such as festivals and markets were held, where representatives of the campaign handed out information and giveaways and showed off the sharing bikes and cars as well. There was also a map where citizens could point out needs for improvements and a small competition where visitors answered a survey on cycling conditions in Karlskrona. The campaign was launched to increase awareness and usage of the electric car and bike sharing systems. This was especially important for the bikes, as usage had been low prior. The campaign also promoted sustainable transport in general. Many opinions and questions were gathered to investigate what the inhabitants wanted in order to engage them in sustainable mobility. This information would then act as a basis for discussions with civil servants and politicians. The measure took place from June till Aug. 2019. Despite some difficulties during the planning and implementation, mostly regarding marketing and internal cooperation, Karlskrona municipality deemed the measure successful. During both years, there were many different activities and an unexpected amount of visitors.

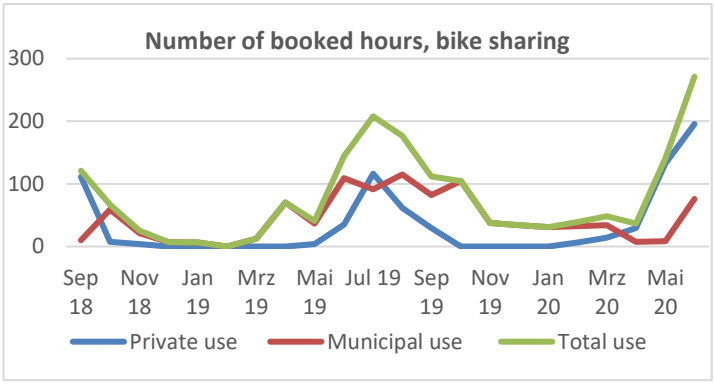


Figure 8: Carsharing data Karlskrona. Source: Karlskrona municipality

Figure 9: Karlskrona bikesharing promotion. Source: Karlskrona municipality

Table 12: Objectives, indicators and results Karlskrona Citizen involvement

Measure specific objectives	Indicators	Evaluation Result
Increase the number of members in the car and bike-sharing systems.	Number of car and bike sharing users.	The car sharing system saw a significant influx of users. 61 new members joined during the three months of the campaign (21 new members from the three months before).
Raise awareness of the cycling possibilities in Karlskrona.	User perception and awareness.	The bicycle sharing saw a peak of 200 booked hours during the summer of 2019, most of which were private bookings. The car sharing peaked at a thousand hours during the same time (half private bookings and half municipal usage).
Collect opinions regarding the cycling situation in Karlskrona.	Awareness about multimodality.	Almost all respondents are pleased or partly pleased with the bike sharing service. 166 people answered a survey during the summer campaign. 65% (109) think cycling possibilities are good or very good and 20% (35) think they are decent.
Promote sustainable mobility to the inhabitants of Karlskrona.	Awareness about sustainable mobility / willingness to change mobility behaviour towards sustainable modes.	The majority of people either use their car rarely or have considered decreasing their usage. This shows a positive attitude towards sustainable mobility. 58% (97) want to or maybe want to join the car sharing system and thus take a step away from private car ownership.

Measure 2: Living Street

Karlskrona is located on the southeast coast of Sweden and is one of the smaller cities in the project with 37.000 inhabitants. The city is characterized by its naval history and archipelago, being located on a total of 33 islands. The history and geographical location of the city distinguishes it but also affects planning and the continued expansion of the city. As the city center is an island, there is limited space for growth. There is only one main way in and out by car, which is causing traffic congestion. Because the city is spread out, many citizens feel like they need their car to get around. From the city center to the edge of the residential areas the distance is almost 10 km, which is quite large for a city with the population size of Karlskrona.

Figure 10: European Mobility Week in Karlskrona. Source: Karlskrona municipality

Figure 11: Promoting sustainable mobility. Source: Karlskrona municipality

To promote more sustainable mobility to the general public, Karlskrona participated in the 2019 edition of the European Mobility Week. Between 16th and 22nd of September a week of activities was arranged, culminating in the so-called car-free day on the 21st. Car traffic was banned on the main square and the streets around on that day and these areas were instead turned into living streets. The purpose of the week was to create awareness and spread information about sustainable mobility and multimodality in a car-dependent city, as some inhabitants are afraid of how they will be affected by the change towards sustainability.

Table 13: Objectives, indicators and results Karlskrona Living Street

Measure specific objectives	Indicators	Evaluation Result
Promote sustainable mobility.	Awareness about sustainable mobility (social media statistics and media reports).	A number of reports was made in both local newspapers and by the local radio stations.
Raise awareness of spatial, environmental and health-related issues connected to private car ownership.	Willingness to change mobility behavior towards sustainable modes.	During the week, up to 1000 people participated in the car-free day.
Inform citizens of existing possibilities for multimodal, sustainable mobility.	Awareness about multimodality.	A summary was made in the form of a brief textual description of the event and its success in reference to the originally set objectives. Public servants will use this document as a guide for upcoming editions of EMW.

Measure 3: Mobility Management

During the fall of 2019, Karlskrona started collaborating with an elementary school situated within the pilot area. The areas surrounding the school are perceived as busy and somewhat unsafe for cycling and walking. The purpose of the partnership was to facilitate the transport puzzle around the school, educate the youth and through them reach their parents as well. If measures at the school are developed successfully, they should also be replicated and spread to other schools in the city. Activities carried out at the school in October 2019 included theoretical traffic lessons, a survey and a competition for the children as well as an observation of the traffic situation around the school. The survey at the pilot school had 130 respondents between the ages of 6-12. A competition promoted the continuation of active mobility into the fall and winter, when more parents start driving their kids to school. However, additional activities were planned during the spring, for example practical lessons and a study visit, but these had to be postponed due to the Covid-19 situation. The activities in the spring were also supposed to serve as a follow up to the first visit, where more data and observations could be gathered. These activities will be carried out during the fall of 2020 in the prolongation period of the CMM project.

Picture 12: Mobility training and education in school. Source: Karlskrona municipality

Karlskrona municipality considers this measure very successful, however it was unfortunately affected by the Covid-19 situation. Some of the activities that were supposed to take place at the school had to be cancelled or postponed. Despite this, the completed activities were successful and very welcomed by the students and teachers at the school.

Table 14: Objectives, indicators and results Karlskrona Mobility Management

Measure specific objectives	Indicators	Evaluation Result
Increase awareness and change the behavior of both children and adults within the school environment.	Willingness to change mobility behaviour towards sustainable modes.	Most of the children already had substantial knowledge in the area of active and sustainable mobility and many were interested in cycling and walking more. 81% of all responding pupils stated that they often or sometimes thought about climate change and the environment. During the measure, the staff felt that the students were well aware of sustainability issues and questions of active mobility.
Promote safety and sustainability when commuting to and from school.	Awareness about sustainable mobility.	Information about the project was spread to local politicians, organizations, the pilot institution and the media.
Gather information on the behavior and habits of the children, their parents as well as the school employees in order to improve conditions and motivation for active mobility in the municipality.	Awareness about multimodality.	The children show clear tendencies towards wanting to walk and cycle more. 65% of respondents wanted to try commuting with something other than car. 50% of respondents who gave a yes or no answer wanted to walk more and around 65% of answers were positive towards trying more cycling.

3.4. PP05-Kalmar

Measure 1: Mobility Point

Figure 13: Kalmar Mobility Point. Source: City of Kalmar

Apart from a municipality Kalmar is also a county. The city has about 40.000 inhabitants, the municipality 70.000 and the commuting area 160.000. The modal split in 2017 showed that 67% used PMV for daily commute, indicating that the portion that could use public transportation such as commuting trains (two lines) or regional busses had great potential. However, many people are hesitant to leave their bike unprotected in central parts of the city, even during the day. Fewer will leave their bike overnight and almost no one will leave their bike for a weekend. Kalmar introduced a mobility point at the central station that offers safe bike storage in a transparent, two story bike garage. The garage offers add-on perks for its members, such as temporary lockers, bike service station, free Wi-Fi and a charging station for cell phones. The purpose of this measure was to raise awareness about the benefits of sustainable mobility modes and to vitalize the city area. The primary target group were people commuting to Kalmar for work and the secondary target group were people using the long-distance trains and buses out of town and inhabitants going to town for entertainment/restaurants/nightlife. The garage opened on the 15th of May 2020 and the data was collected from July to August 2020. Due to the spread of the Corona virus, the initially planned promotional activities had to be cancelled. Promotional activities aiming at increasing acceptance and changing behaviour towards a sustainable mobility behaviour have primarily taken place online and via various media outlets such as the local newspaper and the local radio station. This has of course impacted the number of people they have been able to reach.

Table 15: Objectives, indicators and results Kalmar Mobility Point

Measure specific objectives	Indicators	Evaluation Result
Increasing acceptance of multimodal transport and travel behaviour by applying pilot solutions.	Number of users (Frequency of access of MP).	The number of registered users has been significantly lower than expected. By mid-August 24 unique users were registered.
Bringing about a change in awareness and mobility patterns of transport users by promoting sustainable mobility behaviour.	Willingness to change mobility behaviour towards sustainable modes.	80% of the respondents state that they intend to continue using the garage after their one month free trial period and 50% state that the usage of the garage has had a positive impact on their willingness to choose cycling as a mean of transport.

Important remark: While Sweden has not enforced a full lock down due to Covid-19, the recommendation from authorities has been to work from home and to avoid public transport. Additionally, all major events in the city have been cancelled as a maximum of 50 people are allowed to gather. This has had a negative impact on the number of users of the garage as less people than normal have a need to store their bike safely.

3.5. PP06-Aarhus

Measure 1: Living Street

As a part of the "Summer Pedestrian Street Pilot Project", two streets in Aarhus; "Graven" and "Vestergade" were converted into pedestrian streets from June 2019 to October 2019. Off-summer "Vestergade" is an ordinary inner-city street with many cafés and smaller companies. The speed limit is 50 kilometres per hour. "Graven" – which is one of the oldest streets in Aarhus is off-summer a cycling street with mixed traffic on the premises of the bike. The cars in that way must adopt to the speed of the cyclists. In order to accomplish the outcomes, the two streets were opened for pedestrians and the speed limit was reduced. The streets and pavements were used to facilitate activities that underpinned a good and liveable urban environment. For instance, cafés, restaurants and bars had their outdoor servings moved to the lanes. Also, the streets were decorated with plants and trees which contributed towards a greener urban life. At the same time, the street was transformed into a pedestrian zone with new signage and both cars and bikes now had to follow the pace of the pedestrians. The speed limit was reduced to 15 kilometres per hour, and even the new shared e-scooters were coded to not exceed this limit. The measure lasted from June to October 2019.

Figure 14: Aarhus Living street. Source: City of Aarhus

Table 16: Objectives, indicators and results Aarhus Living Street

Measure specific objectives	Indicators	Evaluation Result
More people on the street.	Awareness of the Living Streets: How aware are the masses about the concept of mobility points and multimodality.	Especially four positive effects resonate between the residents, cyclists and pedestrians: i) increased opportunity to sit outside ii) cars driving slower iii) more people on the streets iv) better atmosphere. These corelate with especially two out of four objectives. Also, the physical changes of the summer pedestrian streets have been acknowledged. The evaluation concludes that greening is an important aspect for both the residents, cyclists, pedestrians and the business community.
Active involvement of the business community and street associations in the project	Acceptance of the Living Streets: How popular is the mobility point among masses.	
More greening of the street.	Number of users of implemented shared sustainable mobility systems.	
Lower speed in the streets.	Stakeholder satisfaction with process and measure.	

Measure 2: Mobility Point

Aarhus wanted to demonstrate how dense urban space can be used in a new way according to new mobility demands. During spring and summer 2018 various activities had taken place in the pilot area, including workshops with the citizens. One of the themes has been traffic, while the overall theme has been to create a framework for a better city quarter. Within CMM, up to three mobility points in the area were identified as part of the mapping of the area. After developing a new implementation plan for the area with strong stakeholder involvement, two Mobility Points were constructed in September 2019. For the first Mobility Point, a street corner was extended by 1.8 meters of pavement, making illegal car parking impossible in the intersection. Seven safe cargo bike racks were built on the extended pavement, closing one car parking spot. For the second Mobility Point, which is just next to a school, one car parking spot was replaced with cargo bike parking and a tree. In total four safe cargo bike racks were constructed to supplement nearby city bikes and e-scooters. A bike air pump is also available.

Figure 15: Aarhus Mobility Point. Source: City of Aarhus

Table 17: Objectives, indicators and results Aarhus Mobility Point

Measure specific objectives	Indicators	Evaluation Result
At least 50% of the surveyed households are aware of the mobility points.	Awareness of the mobility points.	Of the respondents that live in the pilot area, more than 2/3 are aware of the at least one of the mobility points.
At least 75 % occupancy rate of the mobility points before 7am and after 5pm.	Frequency of access of mobility points: How often is the mobility point used.	Five of the respondents (cp above) state that they use the mobility points. From observation (incl. photo documentation) of the mobility point the occupancy rate is high and the parking facilities for both ordinary bikes and cargo bikes are often fully occupied.
At least one of the surveyed households decides to live without a car based on the new options at the mobility points.	Willingness to change mobility behaviour towards sustainable modes.	One respondent states that the family has terminated the leasing of a car and bought an cargo bike instead, now being given the possibility to park it at the mobility point.
At least three more mobility points will be implemented in the city based on the experiences from the pilot.	Demand for more mobility points: Do the people want more mobility points to be erected in the future.	82% of all respondents are interested in seeing more mobility points in the city.

3.6. PP07-Riga

Measure 1: Promotion of the sustainable mobility in the VEF pilot area

The former VEF industrial complex adjacent to the border of the historical centre of Riga, a multifunctional area with mixed land uses, strong local community with active local businesses. Riga organized different promotional activities to promote multimodality in the VEF pilot area and sustainable modes of transportation among the local community (residents, local employees, open innovation movement VEFRESH, daily visitors of the site, etc.). The duration of the measure was from September to June 2020, the evaluation lasted from June to September 2020. It addressed the following problems:

Figure 16: VEF pilot area. Source: City of Riga

- Fragmented transport system
- Lack of sustainable transport modes and multimodality
- Lack of car parking
- Low willingness of local community to change mobility behaviour
- Not enough interest from managers of local businesses to encourage their employees to switch to greener mobility modes
- Traffic jams

Table 18: Objectives, indicators and results Riga Promotion of sustainable mobility in the pilot area

Measure specific objectives	Indicators	Evaluation Result
Increase the number of users of sustainable mobility services.	Percentage of local community representatives with raised awareness or improved knowledge on multimodality and willingness to change mobility behaviour towards sustainable modes.	48% of respondents gained more knowledge about environmentally friendly and multimodal mobility. Of those, 42% were about shared mobility services, 34% about environmentally friendly modes of transportation and 25% about the multimodal mobility opportunities.
Increase the use of sustainable transport modes.	Percentage of local community representatives using the multimodal services being advocated by mobility management measures.	During the pilot mobility management activities, 56% of the respondents reported using the VEF Mobility point opportunities and its services. 44% of them hadn't used the Mobility point.
Increase the acceptance level of multimodal transport and the willingness to change the travel behaviour.	Percentage of local inhabitants and local employees switching to greener transport modes (cycling, walking and shared mobility services).	63% of pilot area users have travelled more often with green modes. 43% have reduced the use of their private car and 3% have given up their private car.

Measure 2: Mobility Point

The Riga Municipal Agency "Riga Energy Agency" in cooperation with local neighbourhood association VEFFRESH launched the first mobility point in Riga and Latvia in 1st of July 2020. It is located in the VEF district, connecting different sustainable modes of transport and offering convenient access to micro mobility and public transport opportunities. The infrastructure of the Mobility Point also offers convenient bicycle parking spaces, a bicycle repair station, an electric scooter and bicycle sharing rental point, as well as a smart solar bench, providing free Wi-Fi and solar charging for smart devices.

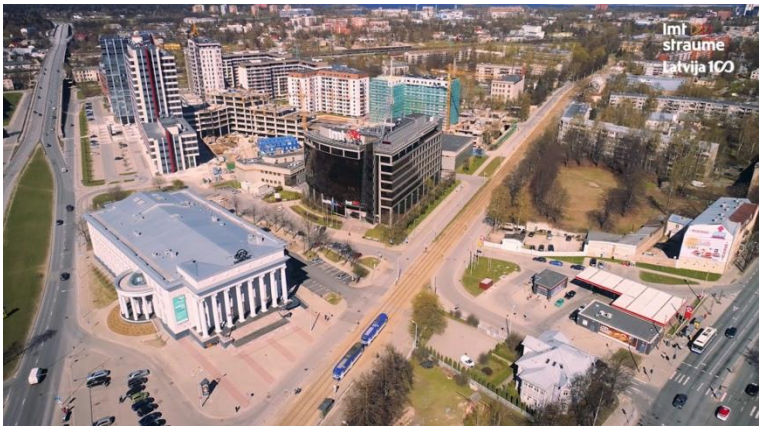


Figure 17: VEF district in Riga. Source: City of Riga

The mobility point has been implemented to promote sustainable transportation by connecting the public transport system with shared micro-mobility transport modes (e-scooters, bikes) and cycling infrastructure network. The overall strategic objective for development of the mobility points network in Riga city is to provide opportunities for fast, convenient, safe and comfortable commuting in the city without the use of conventional fossil-fuel vehicles, thus contributing to the achievement of the climate neutrality goals of the City of Riga.

Table 19: Objectives, indicators and results Riga Mobility Point

Measure specific objectives	Indicators	Evaluation Result
Increase the number of users of sustainable mobility measures by 5%.	Number of users of the Mobility point.	By 13,7% increased users of the shared mobility e-scooters (BOLT, FIQIE, SCOOT) and shared bikes (NEXT BIKE LATVIA).
Increase the number of sustainable mobility measures services and infrastructure objects supporting multimodality (bike stands, bike repair cabinet, electric scooter parking).	Number of sustainable mobility services.	After implementation of the mobility point 3 new sustainable mobility measures services occurred: an electric scooter and bicycle sharing services; bicycle parking spaces; bicycle and pedestrian counter (accessible open data).
Decrease private car usage, decrease congestion during the morning peak hours.	Number of trips made by private cars among employees of neighbouring institutions.	42,5% of the respondents decreased use of the private car and 2,7% of the respondents gave up of the private car. Congestion during the morning peak hours remained at the same level as before.
Increase the acceptance level of sustainable mobility and of the new mobility point.	Number of people with positive attitude towards implemented mobility point.	The majority of 64.4% respondents are positive about the establishment of the mobility point, 23.3% are almost positive.

3.7. PP08-Gdansk

Measure 1: Living Street

In order to support the shift to sustainable transport modes, Gdansk carried out a Living Street campaign that aimed to show that streets can also function as a meeting point for people. During the campaign, the intersection was transformed into a small beach with deckchairs, palm trees and flowers. The campaign involved numerous workshops and activities. Apart from that, there were many consultation points to promote healthy and eco-friendly lifestyle. Preparation time for the project took three months while most of the time was devoted to involve local partners and settle the cooperation details.

Figure 18: Gdansk Living street. Source: City of Gdansk

The campaign lasted from 09/09 – 22/09 2019. Around 800 people participated in the workshops, most of which were families from the neighbourhood. The participants have a good awareness of active mobility as they rather choose bus, walking as their usual means of transport around the city or district. 39 % of the surveyed changed their usual way of traveling around during the time of campaign, which was mostly a switch from bus to tram or walking. What is important 62 % are satisfied from creating resident-friendly area in their neighbourhood and 68 % appreciated possibility of spending free time more actively. This means the residents are aware of health benefits that an active lifestyle brings along. Many activities were carried out to inform about alternative usage of car-dedicated spaces and about sustainable transport. It can be assumed that the awareness regarding sustainable multimodal mobility could be increased. The results obtained prove that all objectives of the measure have been met. Evaluation Results are based on online and paper surveys which were completed by 53 participants during the measure.

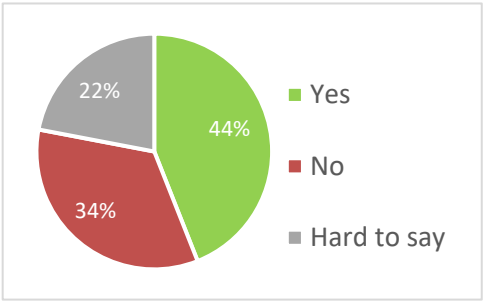


Figure 19: Gdansk survey result. Source: City of Gdansk

Question: "*Did the campaign, in your opinion, have an influence on More frequent uses of ecological forms of transport (e.g. walk, bike, scooter, public transport)?"*

Table 20: Objectives, indicators and results Gdansk Living Street

Measure specific objectives	Indicators	Evaluation Result
Increase willingness to change mobility behaviour towards sustainable modes of inhabitants of test area.	Willingness to change mobility behaviour towards sustainable modes.	44 % believe the campaign helped to switch for more frequent use of ecological forms of transport.
Increase awareness of Gdansk citizens about multimodality.	Awareness about multimodality.	66 % are willing to repeat this kind of measure.
Increase awareness of citizens about sustainable mobility.	Awareness about sustainable mobility.	

Measure 2: Gdansk: Bike2Work “Gra rowerowa”

Gdansk has one of the most developed bicycle infrastructure networks in Poland. Moreover, the city is constantly enlarging the area of the 30km/h traffic calming zone and aiming to cover 75% of the city. For seven years now the city has been implementing a bike to work campaign. However, the soft measures have been more effective up to now by involving employees rather than employers. Therefore, there was a need to engage the decision makers of the local enterprises more efficiently. The “Bike2Work” campaign has been organised in Gdansk for seven years, however in 2018 for the first time in autumn instead of spring. The aim of the campaign was to encourage residents of Gdansk to use bicycles as mobility mode not only in warmer months and to award commuting to work or university on a bicycle. In order to do so the city of Gdansk is using the Activity mobile app which provides these functionalities and unlike other apps awards daily commuting to work. The duration of the measure was September to October 2019.

Figure 20: Gdansk evaluation results, Source: Gdansk City.

Table 21: Objectives, indicators and results Gdansk Bike2Work

Measure specific objectives	Indicators	Evaluation Result
To inform Gdansk companies that have been active in former Bike2Work campaigns, about the 2019 edition.	Awareness raising.	1 854 834 km cycled and 464 tons of CO2 saved.
To involve at least 140 companies.	Implementation of new cycling standards.	231655 trips made in total, of which were 120943 home-work-home trips.
To spread awareness of possible benefits from Mobility Management among participants.	Acquisition of the new MM competence.	4128 cyclists participated.

Measure 3: Mobility Management trainings in companies

4128 cyclists participated in the 2019 edition of Bike2Work “Gra rowerowa - Kręć kilometry dla Gdańska”. Employees and employers of Gdansk made 120943 home-work-home trips. The free workshops on mobility management in the workplace mainly focus on to/during/from work everyday travels. Through trainings, both managers and employees learned how to introduce and implement measures to carry out the necessary transport of passengers and goods while reducing the negative environmental impact and economic consequences. The duration of the measure was from October 2019 to March 2020.

Slightly more than half (52%) of participants admitted that the course of the workshop changed their approach to managing mobility in the workplace. About 7% felt the opposite. (40%) did not say whether the workshop had an impact on attitudes towards mobility management "(they replied "neither yes nor no"). Average on a scale of 1-5:

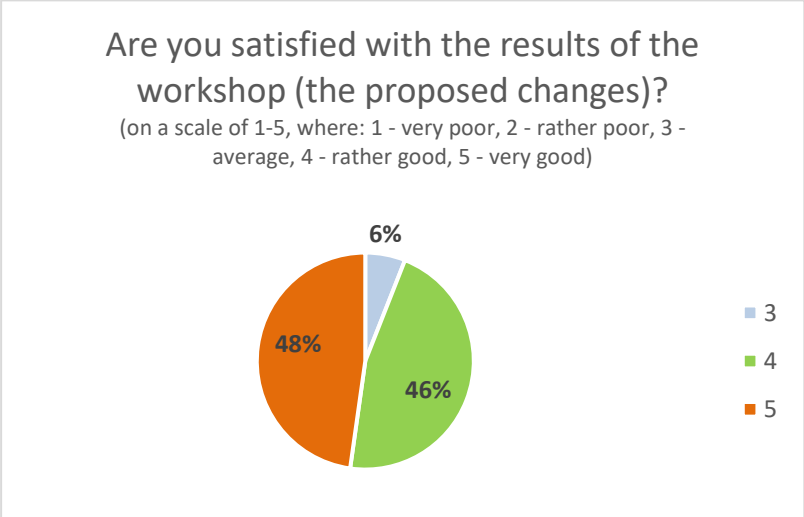


Figure 21: Gdansk workshop evaluation, Source: Gdansk City.

Table 22: Objectives, indicators and results Gdansk Mobility Management trainings in companies

Measure specific objectives	Indicators	Evaluation Result
To implement 15 multimodality raising awareness workshops.	Number of employees trained.	67 participants completed the paper version of the survey.
Result of each workshop should be increasing the knowledge on how to plan and implement multimodal mobility measures among municipal employees.	Awareness and knowledge about sustainable mobility and mobility management.	The answers "very good" and "rather good" accounted for 94% of the marks.
Bringing about a change in mobility management policies.	Willingness to change mobility management policies.	94% of respondents were satisfied with the new solutions worked out.

Measure 4: “Podczep się”

Gdansk, like many other metropolitan cities faces the problem of parental taxi that is one of the major causes of picture hours traffic jams. The city is actively cooperating with primary schools and kindergartens and launching the campaigns that encourage active travels and multimodal transport choices. The “Podczep się” campaign addressed to the kindergartens parents and children may test the equipment for a period of one week. Educational leaflet and workshops on site for interested parents were also provided. The 11 kindergartens that have been chosen to participate in the campaign are located within the cities.multimodal pilot project area alongside the central communication artery. It was the first campaign of this type ever launched in the city. The duration of the measure was from June to end of October 2019.

Table 23: Objectives, indicators and results Gdansk “Podczep się”

Measure specific objectives	**Indicators**	**Evaluation Result**
To involve at least 40 families to test bicycle trailers as a way to commute to kindergarten.	Acceptance of bike trailers as a mode of transport for commuting with children (how popular it was in the kindergartens?).	48 families tested bike trailers and were requested to share their impressions through a short survey, 29 people took a part.
To raise awareness of teachers and parents from at least 12 kindergartens about multimodal travel choices.	Awareness raising (how effective were the campaign materials in terms of awareness raising?).	18 kindergartens participated instead of the initially planned 12. For 62%it was the first contact with a bicycle trailer. 10% (3 people) have their own trailer and 28% (8 people) have already tried it. More than 50% of the respondents (15 persons) usually use cars.
Reach first changes of mobility behaviour towards more sustainable transport modes caused by the campaign.	User behaviour (does the campaign influenced the mobility behaviour of the participants?).	Respondents used a trailer to transport their children to the kindergarten and to other places.

Measure 5: Learning to cycle in traffic

The "Learning cycling in real traffic" campaign was part of the bigger "Cycling May" campaign and was specifically addressed to children over 10. The 9 hours long comprehensive programme included theory, bicycle service and practical cycling manoeuvres in the school environment. Children learned how to cycle according to the road traffic code and how to behave in real traffic conditions. The programme was carried out within normal school hours from October 2018 till 2020. In 2018 and 2019 the total number of participants was 1681 pupils aged 10-15. 30 of Gdansk's primary schools took part in the 3285 lesson hours. They covered topics such as:

Figure 22: Children cycling in Gdansk
Source: city of Gdansk

- Theory of cycling and traffic law
- Bike repair service including verification of mechanical fitness
- Practical exercises in the schoolyard to check basic practical skills of students
- Traffic activities in 2 subgroups, including practical exercises on local streets with low traffic congestion

Covering the programme in 2020 became impossible due to the COVID-19 pandemic. After the analysis of the reports it turned out that children willingly learned how to repair their bikes, ride according to traffic rules and how to do the manoeuvres in the real traffic conditions. These skills were used later on by the pupils while taking up the cycling licence exams. During the campaign not only pupils but also their teachers and parents changed their mobility behaviours as they gained more knowledge and practical skills.

Table 24: Objectives, indicators and results Gdansk Learning to cycle in traffic

Measure specific objectives	Indicators	Evaluation Result
To involve and educate at least 500 children per year (30 classes).	Raise awareness about sustainable mobility.	1681 pupils participated in 2018 and 2019
To raise drivers' awareness of growing number of children commuting to school on bicycles.	Acquisition of the new cycling competence.	*No evaluation results available.*

Measure 6: Cycling friendly employer

"Cycling Friendly Employer" was a certification programme developed by the European Cycling Federation that aimed to introduce high quality pro-cycling standards and cycling friendly culture within the local enterprises. Gdansk together with another project partner Polish Union of Active Mobility set up a consortium to be the national contact point for the Cycle Friendly Employer Certification and a certifying body. Therefore, Gdansk was the first city in Poland were cycle friendly employers were able get certified. The programme was completed by a series of workshops and the in-depth analyses of employees' travel behaviour in some biggest Gdansk's enterprises. The certificate gives the companies not only a sense of prestige but also pose an obligation to keep or develop internal cycling standards, as they are granted for three years so that there is a high possibility that the companies will not stop their efforts to promote cycling and sustainable mobility among their employees. The certification process encourages the development of new solutions and own pro-cycling initiatives to be implemented by the companies. The Timeframe was April 2019 until the end of the cities.multimodal project.

Table 25: Objectives, indicators and results Gdansk Cycling friendly employer

Measure specific objectives	**Indicators**	**Evaluation Result**
Inform all Gdansk companies about the CFE certification scheme.	Awareness about multimodality.	*No evaluation results available.*
Certify at least 15 companies.	Number of certified companies.	5 companies (4 from Gdańsk and 1 from Tczew) received certificates.

Measure 7: Mobility Management research

The research about Mobility Management in Gdansk was aimed to be conducted in three big companies located in the Central Business District, where main business, educational and shopping centres are located. It is an area where thousands of employees commute to and from every day. For this reason, Gdansk decided to proceed with a detailed analysis of travel behaviours of commuters starting in April 2019. The Research was conducted among employees of three selected companies in Gdansk. These were comprehensive studies on travel to work, including the means of transport used, the factors influencing their choice and their readiness to change the way they travel. They were attended by employees of the University Clinical Centre in Gdansk, Jeppesen Poland and Olivia Business Centre. In total, almost 1900 people took part in the study.

The most commonly used means of transport for commuting to work are public transport and the car. In total, more than 80% of employees travel by these means every day or almost every day. Almost 2/3 of commuters travel by car on their own, without co-passengers. In the case of public transport, buses and trams are the most important, but in companies located near the main railway transportation system (SKM route), the share of rail transport is increasing significantly. A significant proportion of employees - in the companies surveyed from about 26 to 43% of the total number of employees change the way they travel to work depending on the season. This is a group of employees who largely uses bicycles or walks in summer and switches to cars and public transport in winter.

The most frequently indicated factor influencing the choice of means of transport to move between home and work is travel time/distance. Next, the availability of public transport, the lack of better travel options, costs, comfort and weather were mentioned. These results show that there is considerable scope to change the way employees travel, especially by developing the public transport supply. About 2/3 of respondents owns a car.

From the research carried out it can be concluded that almost 50% of the surveyed are aware of the problems related to the use of the car, consequently, they are trying to reduce its use in everyday travels and replace it by more sustainable means of transport. Also, distance and time devoted to travelling are substantial in choosing a means of transport. What is more, there is considerable scope to change the way employees travel, especially by developing the public transport offer.

Table 26: Objectives, indicators and results Gdansk Mobility Management research

Measure specific objectives	Indicators	Evaluation Result
To carry out in depth analyses of employee travel behaviour in 3 local companies.	Number of the surveyed employees.	Almost 1900 people took part in the survey. By taking part, the facility managers gained knowledge how to satisfy their employees' mobility needs.

3.8. PP09-PUMA

Measure 1: "Mobility Kindergartens – Active Kids" (Mobility Points in Kindergartens)

The main goal of the Polish Union of Active Mobility association (PUMA) was to support members of local governments in improving mobility conditions and promoting active mobility. One of the main focuses of PUMA are activities in the spheres of education and promotion in terms of active mobility. During the „Mobility Kindergartens- Active Kids" campaign, 13 kindergartens received kid scooters, which were then available for rent. They were used for commuting to and from the kindergarten, thus creating local mobility points for kids. The stages of the campaign were:

Figure 23: Puma mobility kindergarten measure. Source: PUMA

- 04/2018-07/2018 Preparation the concept of promotional & informative materials, selection of kindergartens, contacting them
- 08/2018-09/2018 Visits to kindergartens (assembling scooters and painting „our dream road to our kindergarten")

During the measure 156 scooters, 2000 information packages (leaflets with stickers, in which information and benefits related to the use of scooters by children and the idea of pre-school mobility points were described), 13 books of rental (with regulation), 13 certificates of mobility points for kindergartens, chalk, crayons & ca. 800 coloring sheets were used or given out. 13 kindergartens were visited resulting in 1500 children that were involved. Based on the interviews done by PUMA, it turned out that the campaign caused most of the parents to buy scooters for their children.

Table 27: Objectives, indicators and results "Mobility Kindergartens – Active Kids"

Measure specific objectives	Indicators	Evaluation Result
To educate local communities about mobility points and the benefits of using them.	Perception of the image of active mobility in local communities.	13 kindergartens visited, 1500 children involved in the campaign.
Create a shift of mobility behaviour of future generations towards sustainable transportation modes.	Number of scooters purchased for children participating in the campaign.	After the campaign most of the parents bought the scooters for their children.

Measure 2: Living Street

Figure 24: Puma living street. Source: PUMA

In urban centres around the world, inexpensive curb side parking causes increased traffic, resulting in more pollution. The strategies and values that generate these conditions are no longer sustainable, nor do they promote a healthy, vibrant urban human habitat. The PUMA Living Street project wanted to rethink the way streets are used and to re-imagine the possibilities of the urban landscape. The Park(ing) Day was an international event where citizens, artists and activists collaborated to temporarily transform metered parking spaces into "PARK(ing)" spaces, which were then used as temporary public parks or parklets. The stages of the campaign were:

- 04/2019-09/2019 Preparation works of the event, searching for partners
- 20/09/2019 PARK(ing) DAY event at Heweliusza street
- 04/2020-09/2020 Preparation for the next edition of the event
- 09/2020 Next edition of PARK(ing) DAY

The video relation from the Park(ing) Day event reached over 1400 recipients on Facebook. During the activity from 10am to 3pm 40 cyclists, 540 pedestrians and 340 cars were counted. More than 900 citizens were interested passing by during the action. Regardless of whether they were passing by foot or passing by car, they had the opportunity to learn about the idea behind the action. About 70 citizens participated actively. The measure also involved support from officers from the city hall of Gdansk and the president's office which is responsible for creating green spaces in the city.

Table 28: Objectives, indicators and results PUMA Living Street

Measure specific objectives	Indicators	Evaluation Result
Call attention of citizens to the need for more urban open space.	Interest of citizens in people-friendly spaces in the city.	Minimum 900 citizens were interested passing by during the action.
Initiate a debate on the usage of public space.	Transformed parking spaces generate a critical debate about how public space is created.	About 70 citizens participated in the debate.

Measure 3: European Studies of Cycling Climate

Figure 25: Puma cycling. Source: PUMA

The study of the cycling climate was an attempt to collect the opinions of residents about cycling conditions in Poland. It was carried out by the Polish Union of Active Mobility (PUMA) in agreement with other cycling advocacy organizations, associated within the framework of the European Cyclists' Federation (ECF). The study was carried out according to the methodology of the "Fahrradklima" – Test, developed and applied by the Allgemeine Deutsche Fahrrad Club (ADFC) and Technical University of Dresden since 1998. The result of the study will allowed to create a multidimensional picture of the situation experienced by cyclists in particular communes, towns and cities of the country. This helped finding arguments for the improvement of cycling conditions and quality of public spaces. The stages of the campaign were:

- 04/2018-08/2018 Preparation
- 09/2018-10/2018 Pilot study of cycling climate carried out in Tczew
- 11/2018-01/2019 Data processing
- 02/2019 Press conference in Tczew with a presentation of the results of the pilot study

In September and October 2018 the pilot study of cycling climate was carried out in Tczew. The survey questionnaire could be filled online or directly at a specially organized stand. In Tczew the stand was located near the railway station, at the „bike and rail" hub. 143 respondents took part in the survey. On a scale of opinions ranging from 1 to 6, where 1 was considered to be the best score and 6 as the worst, the average result was 3,15. The reference was a German research, in which cities of similar size scored 3.80, which means that Tczew was rated better. In February 2019 a press conference was held in the municipality of the city of Tczew. During the conference PUMA presented the results of the pilot study.

Table 29: Objectives, indicators and results PUMA European Studies of Cycling Climate

Measure specific objectives	Indicators	Evaluation Result
Assess citizens overall satisfaction with the local cycling conditions.	Degree of municipalities' endeavours to improve local cycling conditions.	143 respondents took part in the survey. On a scale of opinions ranging from 1 to 6, where 1 was considered to be the best score (in terms of satisfaction) and 6 as the worst, the average result was 3,15.
	Level of perception of cycling in Tczew as being fun or stress.	

Measure 4: “Mobile Office – Active Official”

Figure 26: PUMA demonstrating scooters for city officials. Source: PUMA

The campaign „Mobile Office — Active Official”, carried out by the Polish Union of Active Mobility, was an attempt to reduce the number of trips made by cars among municipal officials in order to reduce the emission of pollutants and road congestion. During the campaign, ten municipal offices and two other self-government offices received e-scooters, which were available for everyday use. Prior to the launch of the campaign, a workshop about the benefits resulting from the implementation of sustainable mobility management solutions was organized for all municipalities and other institutions taking part in the campaign. The stages of the campaign were:

- 06/2019-12/2019 Collecting official confirmations
- 01/2020-04/2020 Launching the procedure of e-scooter leasing
- 04/2020-05/2020 Preparation of promotional materials, assembling the e-scooters
- 22.07.2020 Delivery of e-scooters for municipality offices, workshop for involved municipalities
- 07/2020-12/2020 Campaign running
- 01/2021-02/2021 Evaluation and dissemination of results

During this time each e-scooter was equipped with a distance recording device (app on the smartphone) to estimate the amount of saved CO2 emissions. Necessary data was collected from every scooter ride, like distance and average speed. The collected data allowed to evaluate the savings of CO2 emissions and to create the map that will shows the amount and range of trips from the municipal office. At the end, the survey was performed to collect the data from the officials about the willingness to change the mobility behavior towards sustainable modes in the future and the role of the e-scooter in that process. The presentation of the results was in form of a report with the evaluation of number of trips, savings of CO2 and maps of trips.

Table 30: Objectives, indicators and results “Mobile Office – Active Official”

Measure specific objectives	Indicators	Evaluation Result
Raise awareness of city officials about the benefits of mobility points and usage of light electrically powered vehicles.	Awareness about sustainable mobility of city officials.	82% stated that the campaign increased their awareness of mobile active modes of transport and their use for everyday business trips.
Inform city officials about the need to improve the quality of local infrastructure needed by the users of active and eco-mobility modes.	Willingness to change mobility behaviour of city officials towards sustainable modes.	91% stated that the use of the electric scooter allowed them to see the need to improve the quality of local infrastructure for users of active forms of mobility.
Replaced or supplemented other ways of transportation with E-scooters.	Reduction of number of trips from municipal offices made with municipal or private car.	For 52% of respondents the E-scooters supplemented existing ways, for 30% it replaced some ways and for 14% it replaced most ways.
Collecting information about amount of savings of CO2 emissions.	Reduction of CO2 emissions.	289 kg CO2 saved by 1.405 km travelled.

3.9. PP10-Vilnius

Measure 1: Mobility Point

Two mobility points in Vilnius' city quarter Antakalnis were built to test the perception and needs of users of multimodal mobility. The main intention was to offer a broader multimodal services and to supply car users with an alternative way of travel. This measure addressed car-oriented mobility problems and the first/last mile problem. A provisional area for the measure implementation was based on the good connection to effective PT service network, intensely-used PT stops and target users. This resulted in a Mobility Point near the Šilas PT stop, which is an important connection with the city centre, and a Mobility Point at the roundabout near the St. Peter and Paul church.

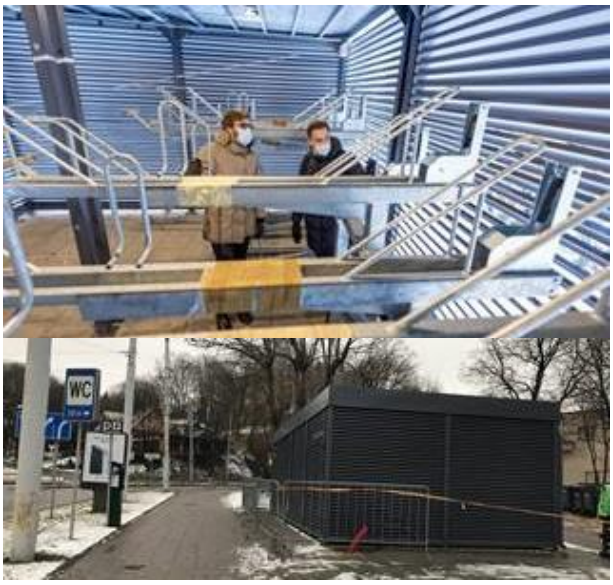


Figure 27: Bicycle Parking at Vilnius Mobility Points. Source: City of Vilnius

The content of the mobility Points in Vilnius are comfortable and safe bike and scooter storage with charging option, a charging point for electric cars, parking spots for people with disabilities, car sharing spots and a bike sharing point. It aimed at reaching the following overarching objectives.

- To enhance environmentally friendly transport systems in urban areas based on increased capacity of urban transport actors
- To increase acceptance of multimodal transport and to change travel behaviour by applying pilot solutions
- Bringing about a change in awareness and mobility patterns of transport users by promoting sustainable mobility behaviour

Due to the Covid-19 pandemic, as well as to various procurements and technical issues, the implementation of the Mobility Point had to be postponed. In March 2021 Mobility Points in Vilnius were physically built but not yet fully functioning. However, evaluation activities in cities.multimodal were planned in a comprehensive way and some intermediate data assessments have been performed. A representative survey with the local citizens of Antakalnis' city quarter (in which both Mobility Points will be operating) clearly showed that the willingness to use MPs is high, even before they are build. 16 % of respondents are already willing to use the services that will be provided.

Table 31: Objectives, indicators and results Vilnius Mobility Point

Measure specific objectives	Indicators	Evaluation Result
Reduce transit level in Antakalnis by 9 %.	Awareness of multimodality.	*Evaluation not carried out within project lifetime.*
Increase the proportion of pedestrians and cyclists in the modal split.	Awareness of sustainable mobility.	*Evaluation not carried out within project lifetime.*
Reduce the proportion of individual transport by private cars in the modal split of Antakalnis by 9,3%.	Willingness to shift to sustainable modes.	*Evaluation not carried out within project lifetime.*

3.10. PP12-Tartu

Measure 1: Living Street

Figure 28: Tartu living street. Source: City of Tartu

The Living Street measure in Tartu took place on the crossroads of Ülikooli and Vanemuise street and the stretch of Vanemuise street from 27th to 29th of June 2019 between Riia and Ülikooli streets. The overall goal of the campaign was to reimagine the Vanemuise and Ülikooli intersection and stretch of Ülikooli Street between Riia and Vanemuise as a car free zone for events and leisure instead of just parking car. The specific goal of the campaign and events was to promote the new bike sharing system and the new bus line for. Another goal was to increase the number of public transport users in the city compared to previous year. The events closed a major entrance to the heart of the city – Ülikooli and Vanemuise streets which was supposed to make car drivers rethink their journey to the city. The events included the following activities:

- 25th of June – Street closed and Movie Music Silent Disco at 22:00
- 27th of June – Creation of 3D artwork to mark the 150th years of Estonia's first song festival
- 28th of June – Book fare
- 28th of June – Open air cinema of "Grease" with singalong accompanied by local mixed choir
- 29th of June – Charitable ball race Last fond to collect money for a walking robot
- 29th of June – New bus and public transportation system presentation event

The Friday evening Grease sing-a-long was visited on average by 230 people. The two graph shows the comparison between the number of connected devices in the area during the events and the following week, when there were no extra cultural events happening. The Saturday event was visited by 600 people on average.

Figure 29: Tartu living street attendance. Source: City of Tartu

Table 32: Objectives, indicators and results Tartu measure 1

Measure specific objectives	Indicators	Evaluation Result
Involve at least 3000 citizens in the living streets campaign during 3 days.	Number of participants at events.	Single events reached high numbers of participants: The Friday evening Grease sing-a-long was visited on average by 230 people The Saturday event was on average visited by 600 people
Increase awareness of participants through a campaign about multimodality.	Number of public transportation period tickets sold.	Period ticket sales in 2019 show an increase of 10% compared to same period in 2018.

Measure 2: Car Freedom Avenue

Figure 30: Living Streets in Tartu. Source: City of Tartu

The Living Streets campaign in Tartu named "Car Freedom Avenue" (AutoVabaduse Puiestee) was jointly planned by the Tartu City Government departments of culture, municipal property, communal services, city planning, public relations and business development. The implementation included over 50 partnering organizations and over 200 events resulting in over 150.000 individual visits. The campaign was organized from 03.07.2020 to 02.08.2020. In Tartu all large events usually planned for the summer that would act as tourist attractions were cancelled due to the Covid-19 restrictions. The previous year's short term Living Streets campaign had turned out to be a success and it was decided to close Vabaduse Puiestee (Freedom Avenue) for car traffic for more than 5 weeks and call it Auto Vabaduse Puiestee (Car Freedom Avenue). The short term goal of the event was to revitalize the city centre, create an attraction for locals and tourists to visit. To create a safe socializing environment that followed all the pandemic restriction rules. The Long term goal was to emphasizes Tartu's long term mobility and climate values and to reimagine and redesign the city center from a car friendly transportation corridor into a more pedestrian friendly destination. As the Freedom Avenue is between the city centre and the river side, the goal was also to remove the division between the two destinations and reconnect the two in order to create a smooth transition from the pedestrian area and parks into the riverside with cafes and restaurants.

The program was organized in cooperation with local cultural stakeholders. Over 50 partners like the city library, dance studios, art and history museums, comedians and musicians as well as theatres were involved in the measure. To avoid large gatherings there was no promotion of specific events in social media or traditional media. The events were displayed on the Tartu website, social media channels and on physical black board on location only on the same or a day earlier.

Table 33: Objectives, indicators and results Tartu Car Freedom Avenue

Measure specific objectives	Indicators	Evaluation Result
Create a public space with exciting leisure activities that vitalizes the city centre.	Number of visitors.	150 000 visits were made to Car Freedom Avenue. Monday to Friday between 17 and 19 thousand (ca. 3 800 per day) and weekends between 11 and 13 thousand (ca. 6400 per day).
No measurable traffic disruptions from the event.	Changes in Google traffic time predictions.	Google drive statistics show an unremarkable change in travel time predictions when comparing the event time to previous and following months.
Turn city centre into a destination rather than transit corridor.	Citizen feedback and approval.	A survey showed 70% approval to the event. 27% support the changes as permanent in the future and 43% agree to it being a good temporary solution. 25% of people disliked the event. Only 31% of citizen had not visited the event and only 1% had not heard about it.

3.11. PP13-Pskov

Measure 1: Mobility class for children

The cities.multimodal pilot area in Pskov is the historical center of the city. Pskov has a significant traffic problem and realized that the safety of schoolchildren needed to be improved. At the moment a lot of parents do not let their children travel to school by bicycle, mostly because they consider the roads and traffic to dangerous. Therefore, creating a safe pedestrian and bicycle infrastructure is very important and relevant. According to a survey among parents, almost half of them are ready to let their child to go to school by foot or by bike if there would be a safe infrastructure on the way to the school. It also showed that a lot of pupils want to use the bike if there would be bike parking and a good infrastructure. Pskov carried out multiple measures to promote safer and more sustainable mobility. One of them was the "Pskov-City for Kids" class where children mapped their area. The participants were asked to map the historic center, their favorite places to walk, boundaries of walks and the most popular routes. This allowed to understand how schoolchildren experience boundaries and how child-friendly routes need to be build.

Figure 31: Mobility class for children. Source: City of Pskov

Figure 32: Mapping routes. Source: City of Pskov

Pskov is still in the beginning of the process of implementing sustainable urban mobility solutions and was very active within the Project, exchanging ideas with the partners, especially about the possibility of starting a SUMP process. All involved people in Pskov now have more awareness about sustainable mobility and will continue the CMM approach in other activities in the future. They also realized that a change towards more sustainable mobility modes in the future needs to be made and integrated in the city planning process. The willingness of citizens to change their mobility behaviour towards sustainable transport modes will play an important role in Pskov as well.

Due to the specific mobility conditions in Pskov the city did not conduct an impact evaluation following the approach that has been applied in cities.multimodal. Nevertheless it has been reported that the awareness of the topic of sustainable and multimodal mobility has increased significantly among the people involved in the projects carried out within cities.multimodal. Thus it can be stated that in Pskov the cities.multimodal project has successfully addressed. Especially the two overarching project goals: 1) To enhance capacity of municipalities, politicians, public transport providers to lay ground for sustainable urban mobility solutions and 2) Bringing about a change in awareness and mobility patterns of transport users by promoting sustainable mobility behaviour.

3.12. PP 14-Guldborgsund

Measure 1: Mobility Point

Figure 33: Bicycle parking boxes.
Source: Guldborgsund Municipality

Near the train station and the center of Nykøbing, the main city of Guldborgsund Municipality, some people have difficulties parking their bikes while they are not using it. The city offers ordinary parking racks, but not single boxes for individuals to lock their bike up safely. Also tourists do not want to leave their bikes with belongings unattended when they are in Nykøbing F. This is why a simple and safe parking possibility was supposed to be made available for inhabitants. The parking boxes are built like bricks. This makes them flexible to combine. At this point four boxes were built in the city center and another four in the train station area. The boxes are opened by a telephone call. Users call the number at the box to open it and can use the box for up to 24 hours free of charge. Due to the flexible and fitting concept of the bicycle parking boxes, four additional parking boxes have been placed at the Marielyst Summer Cottage Area. This is the largest city during the summer time with around 50,000 inhabitants. Here the parking boxes provide safety for tourists when biking to Marielyst center and leave their bike during shopping or leisure.

Table 34: Objectives, indicators and results Guldborgsund Mobility Point

Measure specific objectives	Indicators	Evaluation Result
Increase bicycle driving as one mode of transport in a multimodal mobility chain by creating parking boxes for safe bicycle parking.	Willingness to change mobility behaviour towards sustainable modes.	*To be included after completed evaluation of the measure.*
Increase awareness of multimodal and sustainable mobility by building the respective physical infrastructure (boxes) and by providing the respective mobility services.	Awareness of the concept of sustainable mobility.	*To be included after completed evaluation of the measure.*

Measure 2: Mobility around campus

Figure 34: Kiss and Ride Area. Source: Guldborgsund Municipality

Kiss and Ride is a solution to improve the flow of traffic and make parents move away from the near surroundings of the school faster by just dropping their children off instead of parking for a longer time. At the Campus area in Nykøbing a Kiss and Ride area is located right in front of the primary school Sophieskolen. Cars are coming into the roundabout only from one way, and cars are driving out the other ways so the number of cars can be counted easily. It is allowed to park for a maximum 3 minutes. This is also easily observed.


Figure 35: Kiss and Ride Area with morning traffic. Source: Guldborgsund Municipality

For the municipality, traffic around the campus area is important due to safety. It is an area with very different users (kids at primary school, parents and students). This means different ways of transport, and a different focus by each of the groups. Over the course of 3 weeks, 21 students have participated in a project on the drivers behaviour at the Kiss and Ride system to evaluate it and find ways of improving the system. They were observing the place and the traffic in the morning and gave a final presentation for their class. Cars are coming into the roundabout only from one way, and cars are driving out the other ways so the number of cars can be counted easily. It is allowed to park for a maximum 3 minutes. This is also easily observable. The measure specific objective in Guldborgsund was to increase safety overall. Target group(s) were pupils at the primary school, parents taking their kids to school (and to college which is sharing same facilities) and the secondary students at the colleges who are driving to school themselves. Indicators that were used for evaluating the measure are as following:

- Behavioural changes – use the kiss and ride area accreting to safety rules
- Number of parents applying the kiss and ride system
- Perceived traffic safety

The result of the measure is a presentation by the 5th grade class of the elementary school that shows an overall positive attitude among the children towards the Kiss and Ride solution and a mostly well perceived safety. Some dangerous situations that the children would wish to be addressed include cars driving too fast, traffic congestion and cyclists driving in the opposite direction of the roundabout. Solutions like putting up more signs, having a police officer help direct traffic and enforce driving rules and extending the Kiss and Ride area were presented as well.

4. Impact Evaluation - Results of evaluation of compulsory indicators

Goal of this chapter is to present the results of assessing the so-called compulsory indicators, meaning the indicators that should be applied by each city or project partner for the evaluation of the three different kinds of measures Mobility Points, Mobility Management measures or campaigns. By doing so it was intended to compare between the cites or partner cities which measures reached the highest values in reaching the project goals and to estimate the effect of the project cities.multimodal regarding these indicators in total.

The following compulsory indicators were recommended for the impact evaluation in citeis.multimodal:

1. Willingness to change mobility behaviour
2. Awareness about multimodality
3. Awareness about sustainable mobility
4. Trips made with private car
5. Number of users of shared sustainable mobility systems
6. Traffic levels during peak hours

Indicators 1) trough 5) were used for evaluating the Mobility Points, the Mobility Management measures as well as the campaigns. For the Mobility Point measures the additional indicator 6) was recommended for apllication.

4.1. Results of evaluation of compulsory indicators

As a result of several modifications of the measures carried out within cities.mulitmodal – mainly caused by the pandemic situation – cities and partners implementing measures had to cope various difficulties in implementing and evaluating their measures. As a consequence, too few compulsory indicators have been applied to allow drawing sound conclusions regarding the combined effects or regarding a comparison between the successfulness of single measures. However various cities or partners applied compulsory indicators. The following table gives an overview which cities or partners applied which kind of compulsory indicator for assessing the impacts of Mobility Points (MP), Mobility Management measures (MM) or Campaigns (C).

Table 35: Application of compulsory indicators (CI) of cities.multimodal cities and partners

Project Partner / City	**CI 1** Willingness to change mobility behaviour	**C2** Awareness about multimodality	**CI 3** Awareness about sustainable mobility	**CI 4** Trips made with private car	**CI 5** Number of users of shared sustainable mobility systems	**CI 6** Traffic levels during peak hours
Kalmar	**MP**		**MP**		**MP**	
Guldborgsund	**MP**		**MP**			
Rostock	**MM**	**MM**	**C, MM, MP**	**MP**	**MP**	
Riga	**C**	**C**	**C**			
Gdansk	**C, MM**	**C, MM**	**C, MM**	**C, MM**		
Vilnius	**MP**	**MP**	**MP**			
Karlskrona	**C, MM**	**C, MM**	**C, MM**		**C**	
Aarhus	**MP**	**C, MP**	**C, MP**		**MP**	
Pskov			**C**			
Tartu		**C**				

Out of the ten participation cities, nine have evaluated at least one of the compulsory indicators. Indicators 1), 2) and 3) were the mostly used ones, being evaluated in seven/eight out of the ten project partners who were implementing measures. However, none of the participating cities has measured traffic levels during the project.

It has to be mentioned that the evaluation of the compulsory indicators has been accomplished by applying various different methods in each city. For example, target groups, sample sizes with relation to the size of the target groups, before and after measurements, or the method of data gathering (i.e. interviews, paper or online survey) differed a lot. For this reason a sound analysis of the data gathered or a comparison of the data is not possible. However, the following examples of assessment performed in the cities, underline that cities.mulitmodal has contributed to reach the project objectives in terms of creating more awareness about multimodality and sustainable mobility and to change the mobility behavior towards an increased use of shared sustainable mobility systems:

CI 1 Willingness to change mobility behavior

- ➔ In Rostock the Feedback from clients regarding the new carsharing spaces at the Mobility Points is fully (50%) or mainly positive (50%).
- ➔ In Karlskrona children already had substantial knowledge in the area of active and sustainable mobility but show clear tendencies towards wanting to walk and cycle more.
- ➔ In Kalmar 80% of respondents state that they intend to continue using the cycle garage after their one month free trial period and 50% state that the usage of the garage has had a positive impact on their willingness to choose cycling as a mean of transport.

CI 2 Awareness about multimodality

- ➔ In Rostock 50% of respondents first heard about HRO-Bike sharing when seeing the new rental spots at the Mobility Point
- ➔ In Riga 48% of respondents gained more knowledge about environmentally friendly and multimodal mobility. 25% were about the multimodal mobility opportunities

CI 3 Awareness about sustainable mobility

- ➔ In Riga 48% of respondents gained more knowledge about environmentally friendly and multimodal mobility. 34% were about environmentally friendly modes of transportation.
- ➔ In Gdansk 52% of participants of the mobility management workshop for companies that focused on cycling and sustainable mobility stated that the workshop changed their approach to managing mobility in the workplace. 94% were satisfied with the solutions worked out during the workshop.

CI 4 Trips made with private car

- ➔ In Riga 63% of pilot area users have travelled more often with green modes. 43% have reduced the use of their private car and 3% have given up their private car.

CI 5 Number of users of shared sustainable mobility systems

- ➔ In Rostock 58% of respondents use one or several of the available mobility services. 87% are in favour of the creating more MPs and the promotion of carsharing and cargo bike-sharing. Also, The number of available carsharing cars in the pilot area increased from 26 to 28 in total.
- ➔ In Riga 56% of respondents reported using the VEF Mobility point opportunities and its services during the pilot mobility management activities.
- ➔ In Karlskrona the car sharing system experienced a significant influx of users.
- ➔ In Aarhus the mobility point the occupancy rate is high and the parking facilities for both ordinary bikes and cargo bikes are often fully occupied. Conclusion of the assessment of compulsory indicators

5. Process Evaluation and Lessons Learnt

In this chapter the main findings of the process evaluation will be reported. It is being done by presenting “Stories” that were compiled after each round of process evaluation. Only those stories that have clear ‘learning messages’ regarding the planning and implementation of mobility points, mobility management measures or about the successful implementation of campaigns to promote sustainable mobility were included in this report.

5.1. Introduction

People are learning very efficiently from listening to stories. Based on this belief, this chapter summarizes some of the most interesting processes of achieving cities.multimodal project objectives in short stories. There were 23 cases selected in three assessment phases that represent processes which occurred in similar ways in several partner cities. These represent processes pointing to lessons learnt that could potentially be helpful for other partner cities or other cities beyond cities.multimodal. All of the stories describe processes referring to the cities.multimodal Groups of Activities (GoA) that were mostly reported within the scope of the process evaluation survey of cities.multimodal (cp. GoA as described in Chapter 2.1).

Process evaluation is based on the experience that projects, measures or single tasks tend to diverge from the originally intended plan. Often, the results are different from the original plan. This is a natural process of adaptation to hardly foreseeable events, that every project is going through to a certain extend. Process evaluation seeks to assess these dynamics of a measure in order to understand what has influenced the measure process in an either positive (’drivers’) or negative (’barriers’) way. It is looking at HOW an outcome is being realized rather than on its impact. Thus, the results from the process evaluation can deliver very useful information for:

➢**Transferability**: They enable other cities and municipalities to learn from the experiences that the partner cities of cities.multimodal and other involved stakeholders were making in developing, implementing and testing the measures carried out within the project.

➢**Improvements**: They help to improve the ongoing planning and implementation processes in cities.multimodal. Process Evaluation identifies barriers to the planning or implementation processes as well as the solutions that were found by partners. It also identifies events that had a positive influence on the processes. These findings will be shared within the partners of cities.multimodal. They show how barriers can be avoided or solved in future processes and how drivers can be induced or maximized in their effect for the ongoing and future project processes.

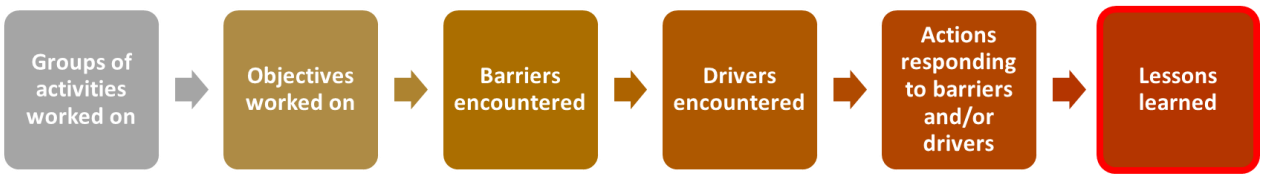
➢**Documentation**: They record positive and negative events that occurred during the project. This can be very helpful to explain and justify potentially occurring delays to higher project levels e.g. at EC level.

In cities.multimodal, the gathering of information regarding the processes of measure implementations was accomplished by conducting online-surveys developed by TU Berlin with the

participating partners In the first and second reporting period, where the first period covers the time between October 2017 and November 2018 and the second from December 2018 to August 2019.

The survey was tailored in a way that it is capable to gather qualitative information on the working processes of cities.multimodal in a systematic and structured way. This way, it could be realised to identify lessons learnt from the working experiences that are based on real processes rather than merely on theoretic reflections. Its scheme is shown in the following figure:

Figure 36: Scheme of Process Evaluation survey



The analysis of the reported information was summarized into 'stories' telling about the main processes the cities encountered while planning and implementing their measures. These stories are seeking to convey the main lessons learnt within the project partner cities as well as to cities and institutions outside the consortium in readily understandable way.

5.2. Methodological adjustment for third reporting period

Since the gathering of process related information through the online-survey was rather time consuming - both for the partners in the implementation and for the evaluators in the analysis and compilation of the results - it was conjointly decided among the work package leaders to modify the method of data gathering in the third phase of process evaluation. This was mainly driven by the intention to focus more on processes that are important for transferring experiences and best practices made with implementing mobility points, mobility management measures, or the 'Living Streets' campaigns to others who are planning to implement similar measures.

Consequently, the data assessment with the online-survey was replaced by conducting expert interviews with the partner cities. The interviews were structured in a similar way as the online-survey (activities / drivers / barriers / lessons learnt), but started with a set of questions to identify which experiences could be relevant for other cities. The reporting period covered the time span from September 2019 to August 2020 for the four partners who were leaving the project after September 2020, and from September 2019 to January 2021 for the cities and institutional partners that participated in the prolongation phase of the project.

The interviews were organized by TUB and held with each partner city during meetings, or via phone, Skype, Zoom or WebEx calls during August 2020 and February and March 2021.

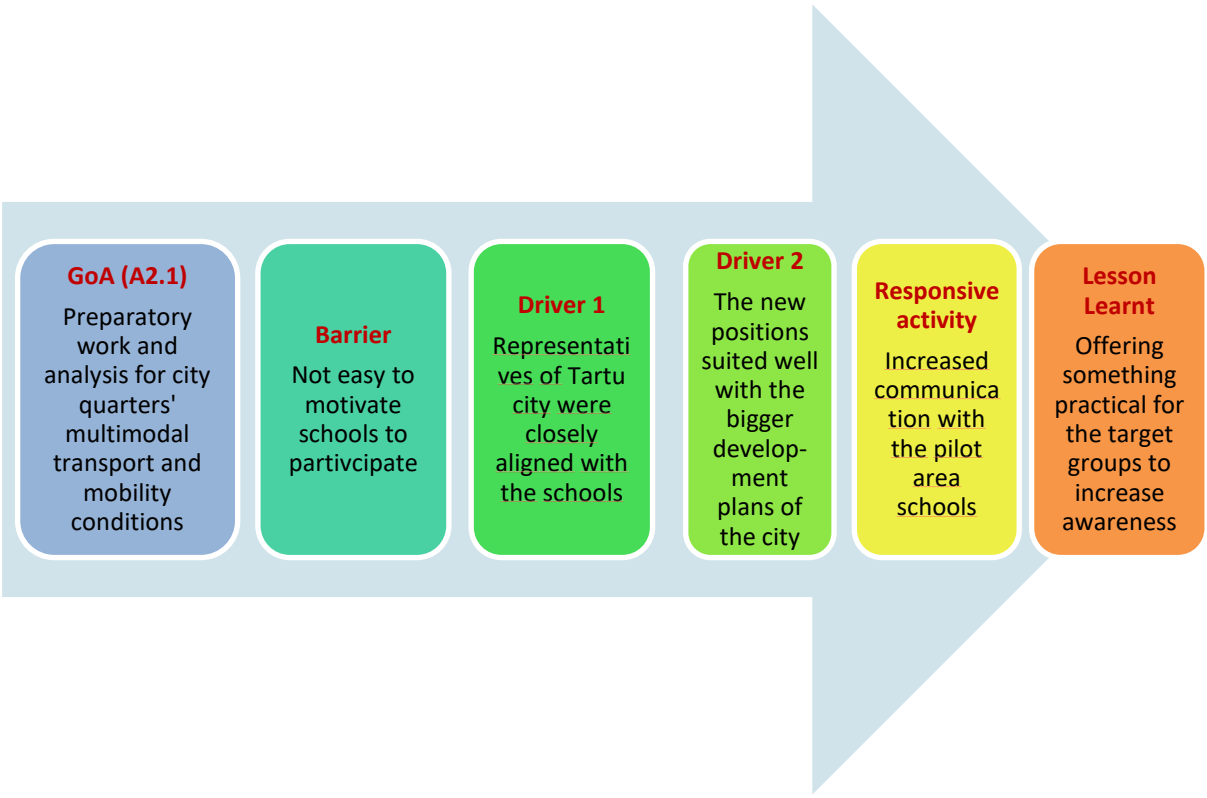
5.3. Stories about reported barriers, drivers, and resulting activities

This chapter summarizes some of the most interesting processes of achieving cities.multimodal project objectives in short stories. There were five cases selected resulting from the first reporting period (October 2017 to November 2018), five from the second reporting period (December 2018 to August 2019) and from 13 from the third reporting period that lasted from September 2020 till the end of the project in March 2021.

5.3.1. Story 1 “Involving local stakeholders in the early planning process in Tartu” (Process Evaluation Phase 1)

Tartu is a city which realized that the way forward in its mobility strategy is to focus on multimodal approaches. In doing so they started to go one step in achieving this objective by looking at the situation as it is currently (A 2.1 Preparatory work and analyses of city quarters' multimodal transport and mobility conditions). One of their first objectives was to find out which pilot area for Tartu city is mostly appropriate to carry out multimodality pilot projects or mobility management measures. Thus, the local project team decided to ask the stakeholders in the city for their opinions. As an example, they started to motivate locals to cooperate and to engage them in discussions. However soon they found out that this was not an easy task (barrier). Schools had their own activities already developed, or they did not understand clearly what was intended to be developed and achieved in the pilot area. Further, they did not see the mobility problem as an essential point in their agenda. But, also things happened that made it easier to obtain the required information. Representatives of Tartu municipality were already cooperating closely with most of the schools in the area before the project started. This fact facilitated the process in the situation wherein other circumstances, the motivation would probably not be very high (driver 1). Also, it was soon found out that even if it was not very clear in the beginning, the new position suited very well into the bigger development plans of Tartu city. (driver 2). Both facts motivated the work in this task so that it led to an increased communication with the pilot area schools that were based on personal previous contacts (responsive activity).). In the end, it was possible to obtain the information necessary to identify details important for the design of the pilot area and the measurements to be conducted in it. The local project team learned from this process that there is a clear need to offer something practical for the target groups to increase the awareness for the issue. It appeared that schools would be more motivated to discuss the issue if there is something practical and concrete as an outcome for them – e.g. testing new technological innovations such as e-bikes, IT solutions etc. Discussing and planning campaigns with no "hard" measures are not interesting for them. It is important to motivate stakeholders and to increase the awareness of all parties in the process at an early stage of the project.

Figure 37: Learning Process, story 1 Tartu



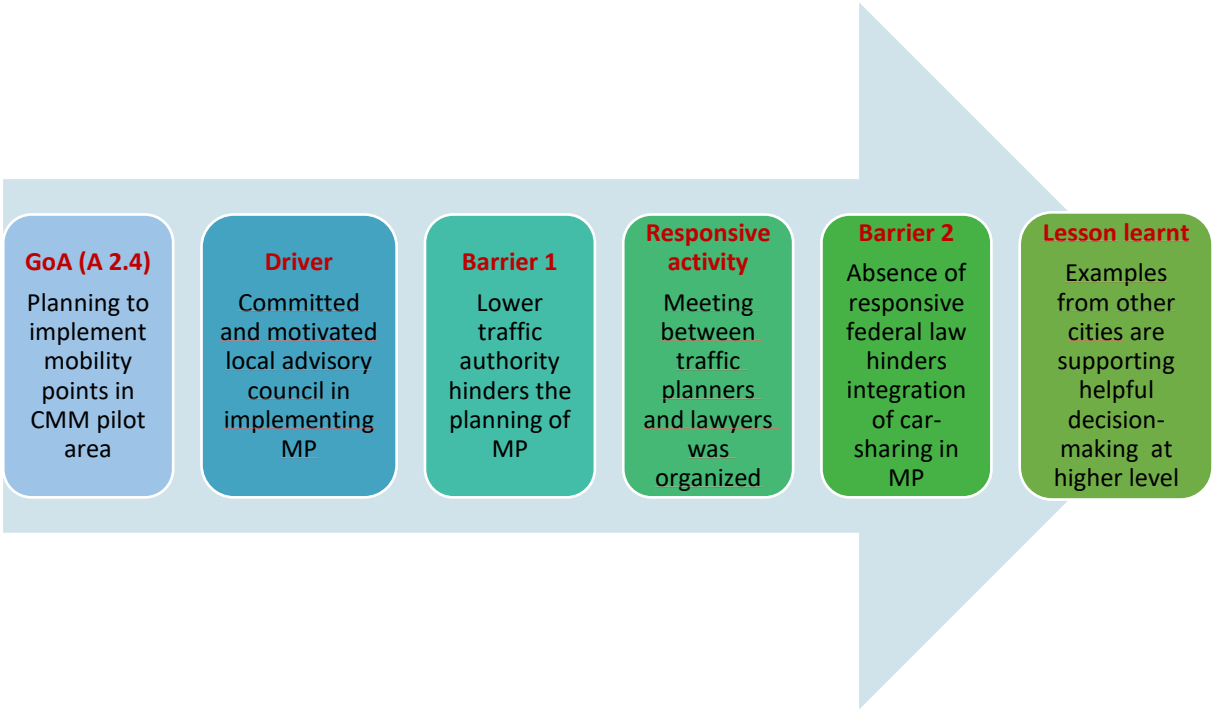
5.3.2. Story 2 “Legal Framework for planning Mobility Points in Rostock” (Process Evaluation Phase 1)

In trying to achieve its main goal to make the city’s mobility sector more sustainable, Rostock is planning to implement mobility points in its cities.multimodal pilot area. In seeking to accomplish this goal, Rostock has made first experiences. For instance, they found that the local advisory council in the pilot area is highly committed and motivated in implementing mobility points in the city quarter – they strongly support the initiative, and they are willing to provide public space for this purpose (driver). However, difficulties occurred as well. The city’s traffic department (acting as lower traffic authority) was questioning that there are legal solutions to provide public parking spaces to private car sharing operators in the pilot area. Further, a legal law on federal state level to allow car sharing in public space is missing and the traffic and the legal department is not able to find alternative solutions in short time. Obviously, this was hindering the planning process (barrier 1). But a solution was found quickly. In order to convince the traffic department, case studies of other German cities with similar legal backgrounds were prepared and shown to the responsible stakeholders. Furthermore, there was the idea to organise a meeting between representatives of the city of Bremen – a front-runner city in implementing mobility points – and traffic planners and lawyers from Rostock. Eventually, the meeting didn’t take place (responsive activity). Yet, during this process it became clear that it is necessary to receive the legal permission (to provide parking spaces to car sharing operators) on federal state level. Therefore, the project team sent a letter to the responsible ministry on federal state level describing the situation and asking for an earlier permission in the frame of a pilot project. Also, as another responsive action (2), the responsible senator for infrastructure, environment and construction took the decision to allow these five car-sharing parking lots on public space by official order. The written (negative) comment of the lower traffic authority was taken into account. By virtue of his office, the senator gave his acceptance.

Also, it turned out that the current absence of a respective federal law hinders the integration of car-sharing into the Mobility Points (barrier 2).

This leads to a range of lessons learnt from this process. In some cases, the involvement of external experts can be very helpful to convince local and federal politicians and other decision-makers. They also can just serve as a good reference. It is important to see the concerns in other cities - the solutions might be the same. But sometimes problems – such as legal ones – can only be solved at a higher political level. Official letters can be an efficient means to address these problems at higher political levels.

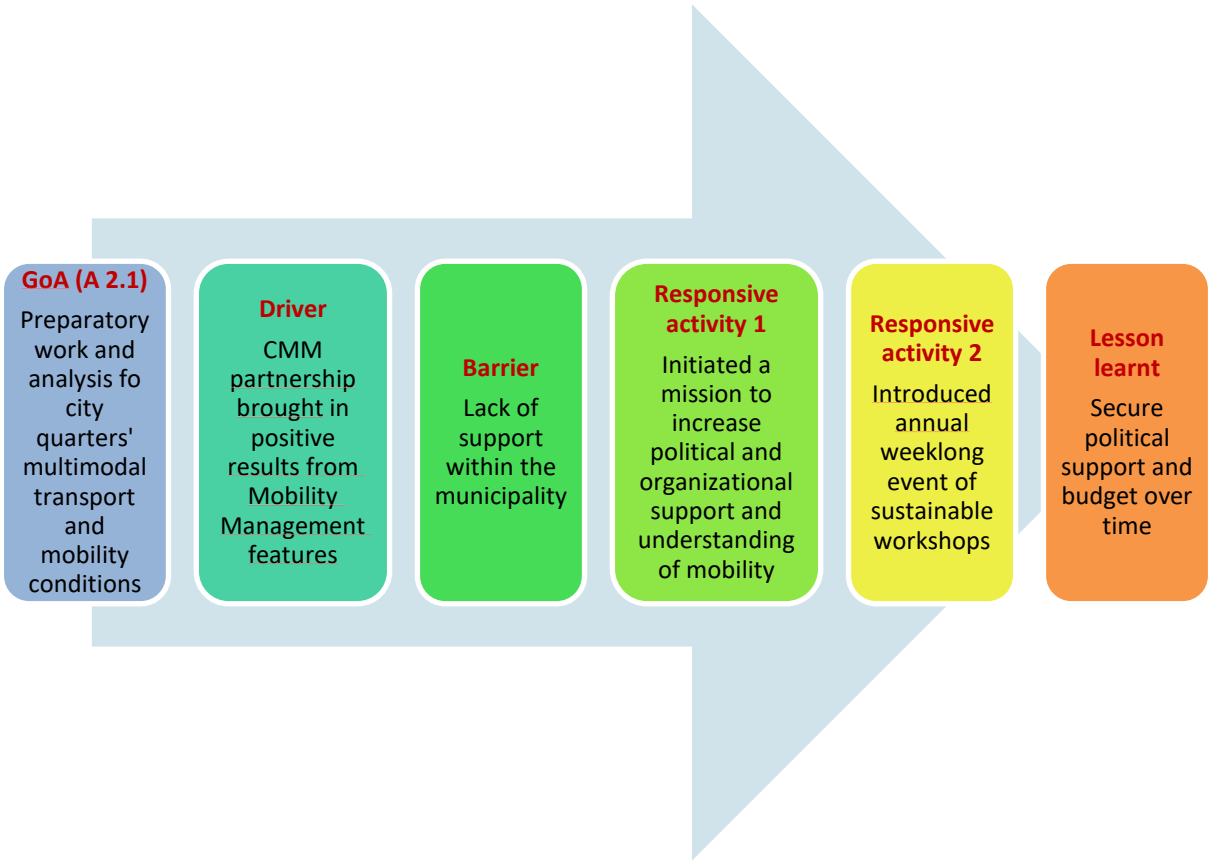
Figure 38: Learning Process, story 2 Rostock



5.3.3. Story 3 “On the way towards sustainable urban mobility planning in Kalmar” (Process Evaluation Phase 1)

In Kalmar the awareness of the importance of sustainable mobility is already at a high level. However, the city decided to further increase its effort to make the mobility sector more sustainable and to secure this development by embedding the strategy in a sustainable mobility plan. By partnering in cities.multimodal, the city is seeking to further develop this idea and to test it in a pilot area of the city. While working to implement this goal, the project partners realized that there is a broad understanding and acceptance to achieve broader support and a sense of urgency around the issue of mobility. The fact that Kalmar is a partner in cities.multimodal project with its additional applications in Mobility Management features led to a positive result, better understanding and broader support (driver). But still it turned out that there is a lack of project support within the municipality that leads to insufficient organizational support for this project and along with political will and insight to difficulties in pushing through the over-arching work to establish a Sustainable Urban Mobility Plan (SUMP). This can be explained by the simple fact that the individuals that supported the application of the CMM project are no longer in place within the organization, meaning that the awareness of the necessity to support the project was lost (barrier). How can this lack of knowledge transfer be solved? The local cities.multimodal project team came up with the solution to initiate a mission to increase political as well as organizational support and understanding of mobility challenge with three concrete measures (responsive activity 1): An external consultant was procured to present future challenges given the ongoing growth of Kalmar from a mobility perspective. Also, mobility aspects were introduced in the annual weeklong event of sustainable workshops held in Kalmar in August. And finally, it was achieved that a decision was made to build a broad representation of participants involved in the development of SUMP. This mix of activities led to securing political support over time. The project team on site could gain from this process a range of experiences that can also be valuable for other cities: 1) Project applications and development work cannot be parallel to day-to-day business of the organization but must repeatedly be disseminated and secured within the organization. 2) Mainly due to the fact that it can easily take a year or two from the initial planning or decision to participate in an application to the actual start of a three-year project, and due to the mismatch with a municipality’s annual budgeting process, the work to spread and secure the message and commitment of project participation cannot be overestimated. This is an important lesson for all participants of a planning process such as a SUMP: Experts, developers, public authorities, permanent project staff and others.

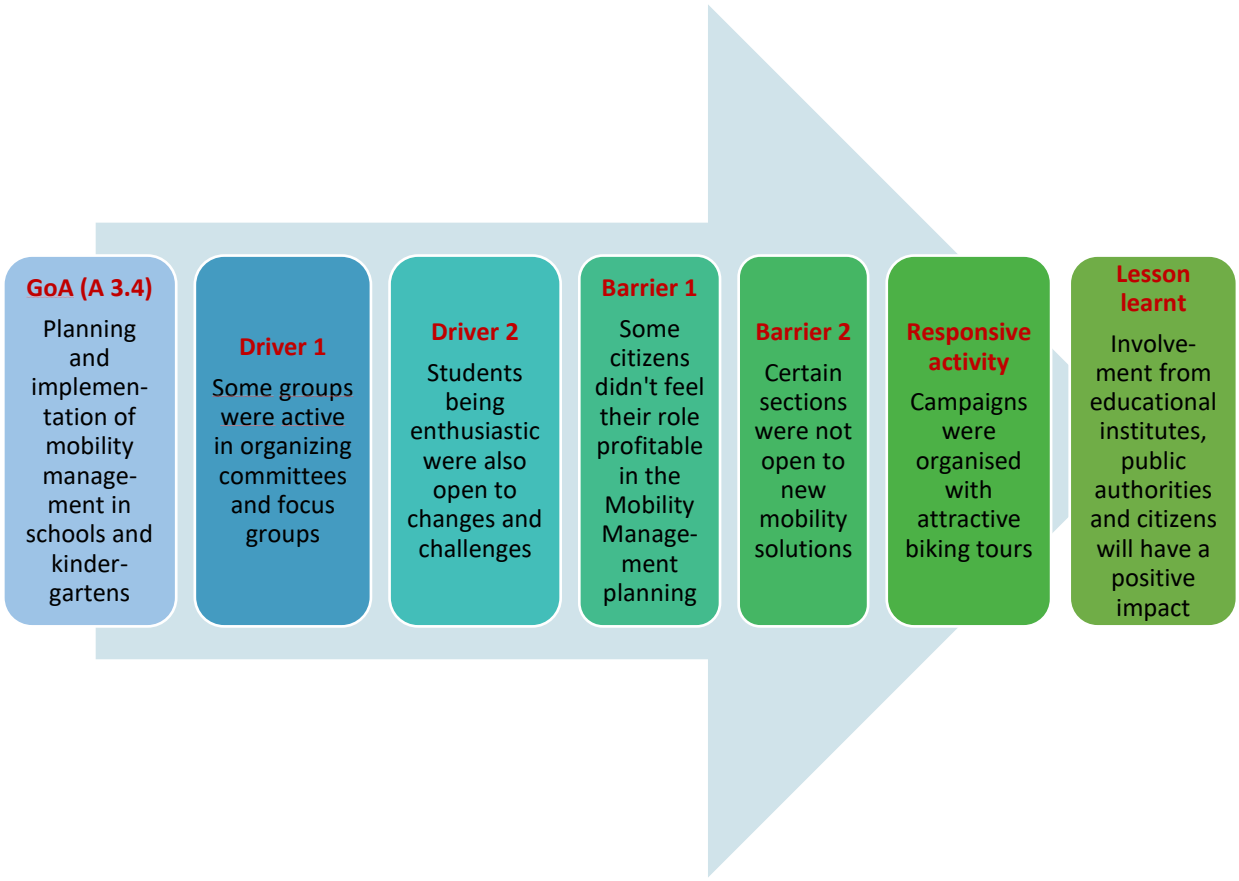
Figure 39: Learning Process, story 3 Kalmar



5.3.4. Story 4 “People involvement in Mobility Management in Pskov” (Process Evaluation Phase 1)

In the city of Pskov, Citizens’ involvement started right from the schools and kindergarten. An initial study of the city’s current mobility situation was done. As far as the survey was concerned, the city initiated the drive from teachers, parents and students to gather the knowledge about the need of Mobility Management. This step provided the information about the mode of transport needed and how it would improve the current situation in the city. During this study, it was realized that certain groups and organizing committees were quite diligent and enthusiastic in actively involving the focus groups, planning meetings and discussions with experts and other stakeholders (driver 1). This proved to be the most important driving factor for the implementation of the initial planning phase. Moreover, the survey from schools also resulted in a huge driving factor. The school authorities in the pilot area showed positive response towards the initiative and considered it as a habit of healthy lifestyle. They were optimistic about the results of CMM project in the city. Students, being enthusiastic were also open to changes and challenges (driver 2). Although, it was difficult to involve some citizens in the survey as they didn’t feel their profitable role in Mobility Management planning which ended up in the delay of survey results (barrier 1). Moreover, certain sections were not open for this kind of change in the behavior of travelling and would prefer the conventional way of private car travelling. Also, some parents believed that it would be unsafe for their children to use bike or travel on foot especially in the pilot area (barrier 2). However, such barriers were tackled with innovative ideas. Campaigns were organized with attractive biking tours. More citizens were involved in the public transport to make it more attractive and popular. Free bicycle tours and festivals were organized to popularize the cycling in the city (responsive activity). The city organization and citizens believe that greater participation not only by experts, but also by educational institutions, public authorities and citizens in such initiatives will better drive the plan and make it a success.

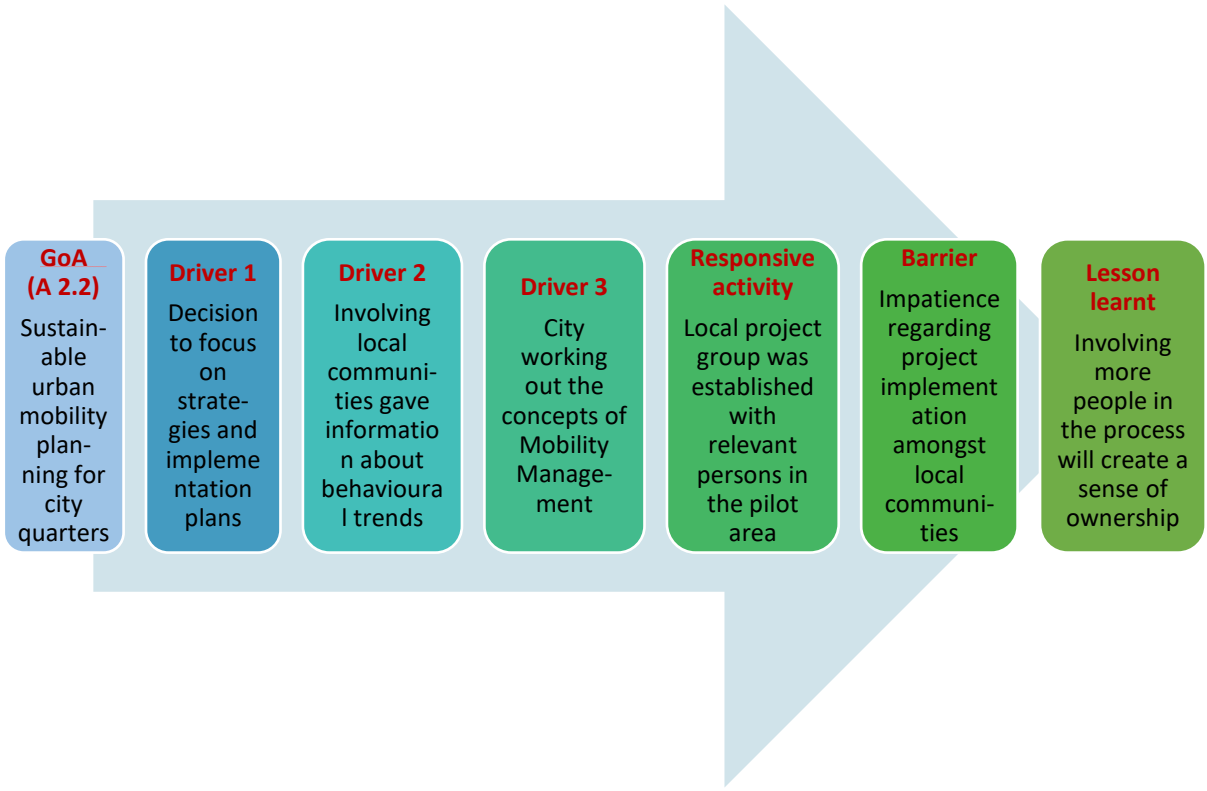
Figure 40 Learning Process, story 4 Pskov



5.3.5. Story 5 “Adapting SUMP approach towards multimodal transportation in Aarhus” (Process Evaluation Phase 1)

Aarhus is implementing the concept of pilot mobility points adjusted to specific demand and conditions. With the SUMP already in place, the city is focusing on multimodality by having some base conditions which include the perspective of inhabitants and stakeholders, study of travel behaviour and transport policies. Moreover, planning of location, demand for a specific mobility point and mode, project operator, technical planning and design have been the prime activities initiated in the city (group of activities). The success of the cities.multimodal project tends to behavioral acceptance and it has to be well understood by local communities. In this regard the city already focused more upon strategies and implementation plans by involvement of communities (driver 1). Getting in touch with the local communities has been a huge driver for the city which has also involved the governing bodies and other stakeholders in the constructive decisions and conclusions. Such events are leading to improved citizen’s participation depicting various aspects of driving and impeding factors. These initiatives of involving local communities are always giving more information about behavioral trends and helping in framing further plans (driver 2). City of Aarhus was building the concepts of Mobility Management on the established political visions. This played a role as a project driver as well (driver 3). On the other hand, it has also given rise to some working groups which are taking localized control of the project and delivering a sense of project ownership (Responsive Activity). However, the impatience of local communities regarding project implementation is a barrier, but also imparts the need for the change that this project will bring (barrier). The already implemented SUMP in the inner city and further implementation of Mobility Points will follow the same strategic plan. Finally, it is believed that more involvement of people in process will create better sense of ownership of the measures and a multidisciplinary approach that can lead to better solutions and better use of resources.

Figure 41: Learning Process, story 5 Aarhus

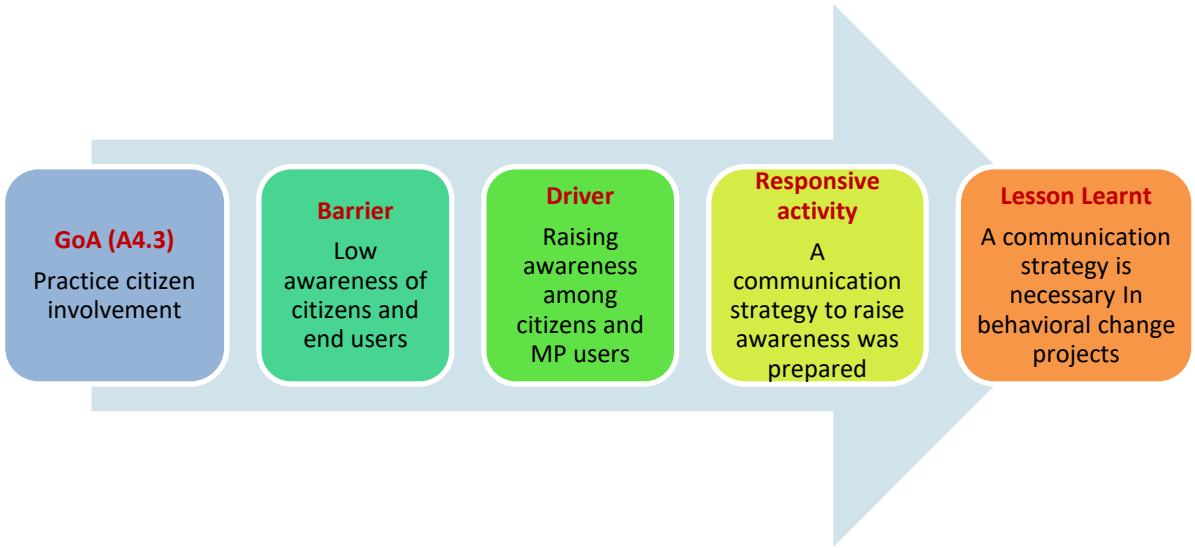


5.3.6. Story 6: "Developing a communication strategy for behavioral change projects in Vilnius" (Process Evaluation Phase 2)

One of the main objectives of the activities carried out within cities.multimodal in Vilnius was to understand how mobility conditions could be improved in the pilot area. Therefore, the SUMP for the area was prepared and delivered. It resulted in the plan to set up a network of four multimodal mobility points for that are accessible by foot, bicycle, public transport or shared vehicles. One problem that was seen for a potential usage of the mobility points, was the low awareness of citizens and end users (barrier). Thus, between May and October 2018, meetings to present the idea to citizens were held (A 4.3 Practice citizen involvement). Because of the negative reaction and demonstration of low awareness among stakeholders and citizens, a communication strategy was believed to be the best way (driver) to get people involved and convinced by the ideas of more sustainable transport. The communication strategy that was eventually developed (responsive activity) had three main goals. First, to educate and raise awareness about sustainable mobility among citizens. This was done via mass media. Second, to encourage a change in travel behavior and therefore reduce transit in the pilot area. And third, to promote the benefits and possibilities of multimodal mobility points, directly addressing end users.

The main lesson learnt from these activities was that in behavioral change projects, a communication strategy is absolutely necessary, because a positive perception of mobility point by citizens cannot be expected when the awareness of the relevance of sustainable mobility is low. Therefore, a good strategy for approaching the target group is needed. This is an important lesson, which is relevant for all planners, public authorities and in this case even public and private transport providers.

Figure 42 Learning Process, story 6 Vilnius



5.3.7. Story 7: “Integrating mobility points in the development of a comprehensive city plan in Riga” (Process Evaluation Phase 2)

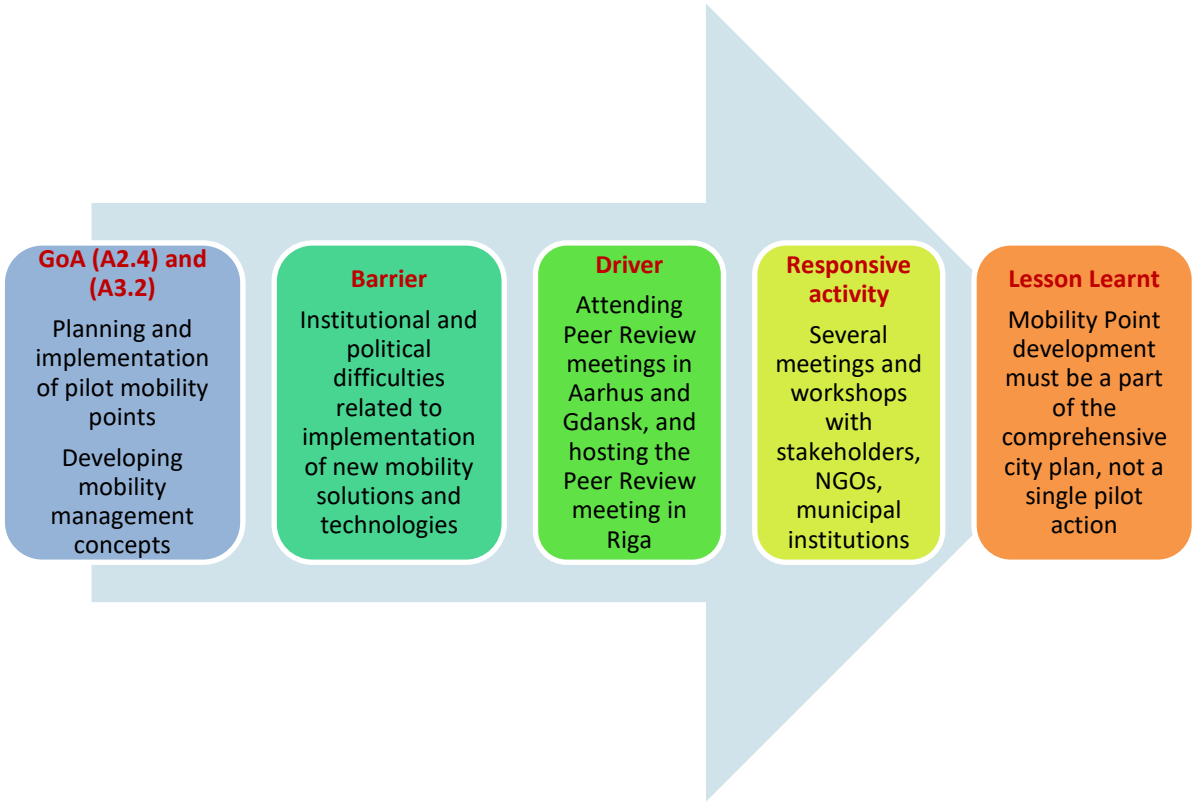
In Riga, Mobility Points (MP) were implemented as a demonstration and as a pattern to be replicated in other sites in Riga, as well as, potentially, in other cities of the Baltic Sea Region. The key objective for developing and setting up a pilot MP in Riga, was to ensure the public acceptance and also awareness of the public for further introduction of MPs. The chosen approach by the City of Riga was to elaborate a comprehensive study on MPs for the development of the whole administrative territory of the city. After that, a conceptual MP prototype that demonstrates all possible MP functions and tackles all identified traffic and mobility challenges was designed. The concept development of the MPs, decision on its key functions, additional features and selecting appropriate criteria for MPs were part of a stakeholder dialogue within the decision-making process. Besides the MPs concept development, it was also worked on branding the MPs, as well as their signage. The first pilot MP has a few key mobility offers, which are linking different public transport modes, thereby promoting sustainable mobility, introducing shared transport modes that are currently emerging in Riga and finally, the introducing of new, innovative mobility services. The MPs were planned to be a part of a broader plan for shared mobility in the Riga City Municipality. A few problems regarding institutional and political difficulties related to implementation of new mobility solutions and technologies (barrier) came up within the project (A 2.4 Planning and implementation of pilot mobility points) and (A 3.2 Developing mobility management concepts). First, differing needs and expectations of the stakeholders made it difficult to agree on a common conceptual/technical solution for the first "VEF Mobility Point". Also, an initial lack of interest from the municipal departments, as well as public transport operator to collaborate. Another collaboration problem was encountered between the national authorities and the municipality in relation to mobility planning and the development of a regulatory framework for mobility management activities (car sharing, bike sharing, etc.).

Attending the cities.multimodal Peer Review meetings in Aarhus and Gdansk, and hosting the Peer Review meeting in Riga (A 3.3 Peer Review visits on mobility management issues) influenced this project in a positive way. The feedback and suggestions from the cities.multimodal partners positively influenced the development of the pilot MP in Riga (driver). An important aspect for Riga was to focus more on the basic MP functionality during the design phase, rather than on functions such as comfortable sitting facilities. Partners suggested to add more MP functions related to public transportation improvements, park and ride development, bike sharing, long term bike parking and e-scooter parking. It was also suggested to concentrate on visual identity of the MP (signage, new colors and MP logo) and to improve the site where the MP would be located (existing surface, lightening, etc.).

The measures that were aimed to solve the problems regarding cooperation and different expectations (responsive actions) were carried out in the process included several meetings and workshops with stakeholders, NGOs and municipal institutions. Because the design and implementation of the pilot MP was carried out as an open process, discussions of international best practices and good examples in mobility management with municipal experts were also held.

The main lesson learned from own experiences in Riga as well as from experiences external expert brought in (peers) is, that mobility point development must be a part of the comprehensive city plan, not just a single pilot action. This is an important lesson, which is relevant for all planners and public authorities working with multimodal mobility concepts.

Figure 43: Learning Process, story 7 Riga



5.3.8. Story 8: “Considering long planning processes for new mobility solutions in Rostock” (Process Evaluation Phase 2)

The city quarter Kröpeliner-Tor-Vorstadt (KTV) was chosen as a pilot area for the implementation of Mobility Points (MPs) as new pilot solution to promote sustainable mobility and multimodality. It is the most densely populated area in Rostock and located in the very center of the City. During the cities.multimodal project, three mobility points should be built on public space in the pilot area. These mobility points should combine carsharing, cargo bike sharing and additional bicycle racks. MPs were to be located decentral, near the housing areas and close to public transportation stops if possible. They were expected to help with the problem of stationary traffic and also to contribute to lowering parking demand. The aim was to provide attractive mobility alternatives to owning a private car.

As in the first year of the project, also in the second year the issue about the legal framework for integrating carsharing in the planned mobility points remained being a (barrier). The legal framework for redesignating a public parking to a space for providing private carsharing operators is still insufficiently solved in Germany. A comprehensive legal basis only exists on national level, but on regional and municipal level this framework is only partly adaptable. Long discussions between the traffic department and the stakeholders on the local level took place, but support from the regional authorities was minimal. Due to this situation, the project of integrating carsharing into mobility points was questioned internally. Different interpretations of the existing legal framework existed among employees.

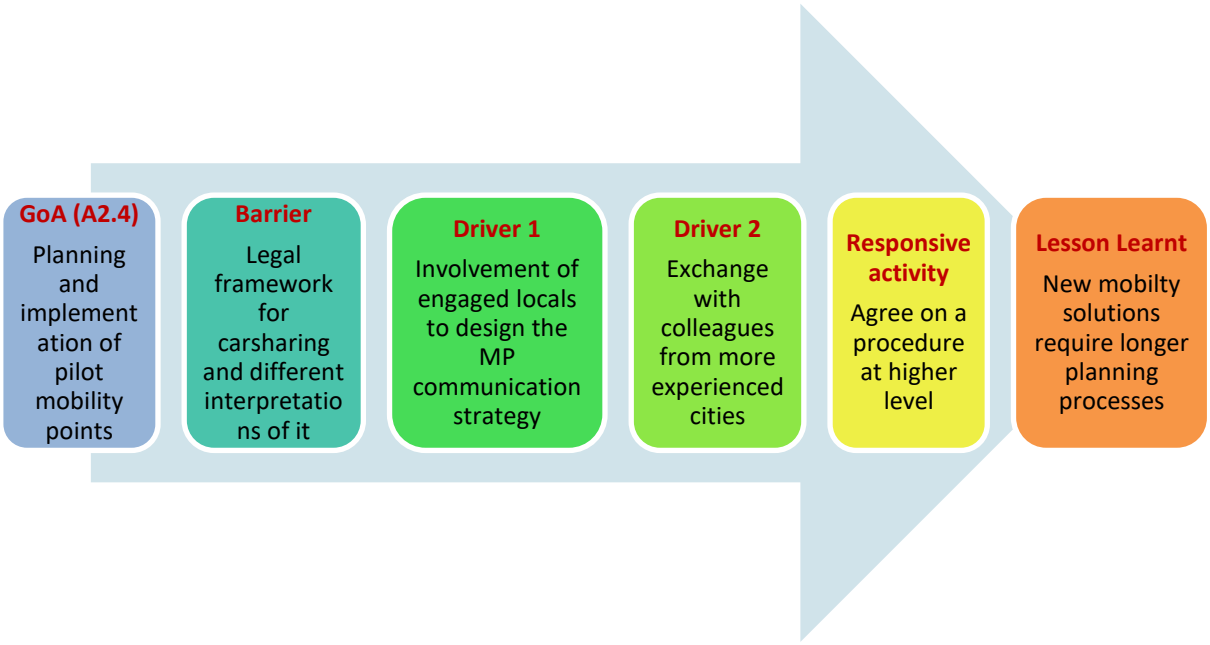
The involvement of engaged locals into the designing of the MP communication strategy (driver 1), where the city hired a local moderator to organize two workshops with active local people to discuss and decide on communication strategy and measures for the planned mobility points, had an unexpectedly positive impact on this issue. The invitation of locals from the press/communication department, locals engaged in the advisory council and other interested citizens helped to have a vivid discussion on the topic "how to communicate and promote the use of mobility points?". Based on the design thinking method, communication tools were developed during both workshops. The result was a better understanding of the definition of a MP among the participants, as well as a very fruitful and concrete exchange on communication tools and messages. The exchange with colleagues from more experienced cities also played an important role (driver 2). On a study visit to Bremen, the colleagues who were very experienced and much more advanced in the planning and implementation of mobility points, gave advice and support which helped to boost the planning of MPs in Rostock.

It became obvious that it would be impossible to agree on a legal basis for carsharing among the involved staff from the different departments. So, Rostock decided to agree on a procedure at higher administrative level. An agreement was arranged between the leading director of the traffic department, the mobility coordinator and the Senator for environment and construction.

The lesson that can be learned from the case of Rostock is that the time needed for planning processes often are longer than initially estimated. This is especially the case when new mobility solutions are planned that require clarifications of the legal framework. It is time consuming to discuss options during the project lifetime. Such issues should be considered before the implementation. Then, the leading decision makers (Ministry, Mayor, Senator) have to be convinced to find a solution. Discussions

on working level regarding legal framework are not expedient. Support from higher level is necessary. This lesson is important for planners, as well as public authorities that want to implement new mobility solutions for their cities.

Figure 44: Learning Process, story 8 Rostock

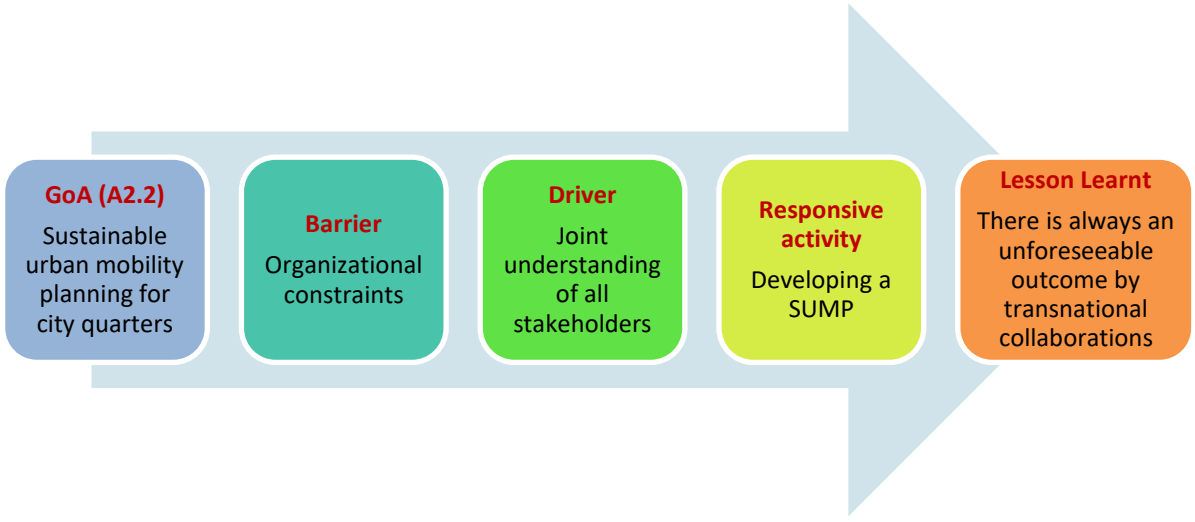


5.3.9. Story 9: "How cities.multimodal has helped the planning process in Kalmar" (Process Evaluation Phase 2)

One approach pursued by Kalmar to raise awareness of sustainable mobility modes was to install a bicycle garage and carry out promotional campaigns from this location. The specific purpose is to raise awareness about the challenges of PMV, the need to vitalize the city area and the benefits of sustainable mobility modes. A barrier regarding organizational constraints came up during the planning process (A 2.2 Sustainable urban mobility planning for city quarters). Traditionally, SUMP opposes the way of working with city planning/development in Kalmar. There has been a fair amount of resistance, both in the clerk level of the organization and at the political level (barrier). By developing a SUMP, all stakeholders gained a common and insightful understanding of how to tackle issues related to mobility planning and how one can advance (driver). The barrier has almost entirely been torn down as a direct result of the CMM project. Currently the need to work strategically with these topics have become apparent on all levels within the municipality.

The main lessons learned for Kalmar is therefore that even though the cities.multimodal project had very well defined goals and objectives, there is always an unforeseeable outcome with transnational collaborations that can contribute to initially local mobility goals.

Figure 45: Learning Process, story 9 Kalmar

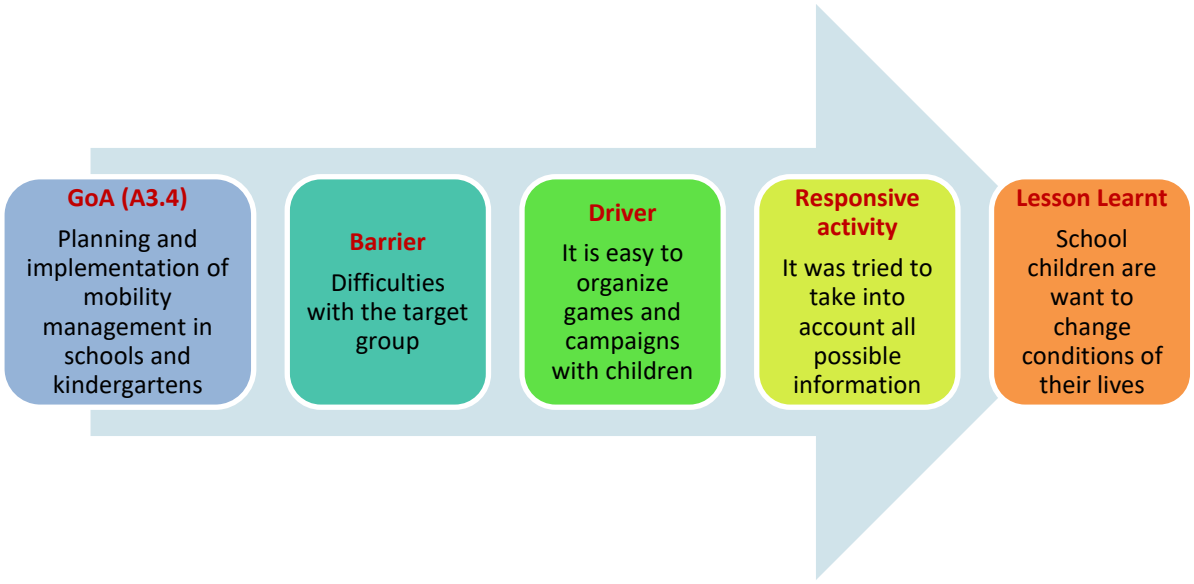


5.3.10. Story 10: “Taking into consideration the needs of children in Pskov” (Process Evaluation Phase 2)

One approach pursued by Kalmar to raise awareness of sustainable mobility modes was to install a bicycle garage and carry out promotional campaigns from this location. The specific purpose is to raise awareness about the challenges of PMV, the need to vitalize the city area and the benefits of sustainable mobility modes. A barrier regarding organizational constraints came up during the planning process (A 2.2 Sustainable urban mobility planning for city quarters). Traditionally, SUMP opposes the way of working with city planning/development in Kalmar. There has been a fair amount of resistance, both in the clerk level of the organization and at the political level (barrier). By developing a SUMP, all stakeholders gained a common and insightful understanding of how to tackle issues related to mobility planning and how one can advance (driver). The barrier has almost entirely been torn down as a direct result of the CMM project. Currently the need to work strategically with these topics have become apparent on all levels within the municipality.

The main lessons learned for Kalmar is therefore that even though the cities.multimodal project had very well defined goals and objectives, there is always an unforeseeable outcome with transnational collaborations that can contribute to initially local mobility goals.

Figure 46: Learning Process, story 10 Pskov

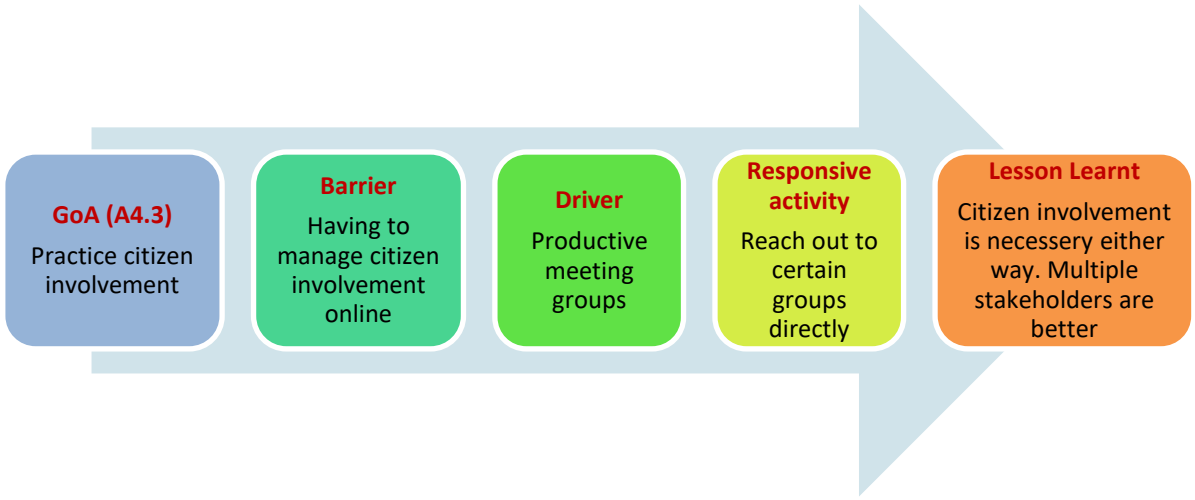


5.3.11. Story 11: “Finding new ways for citizen involvement in Pskov” (Process Evaluation Phase 3)

In Pskov, citizen involvement, with the long term goal of behavior changes in the individual mobility, was practiced in form of Working Groups, Target Groups and Focus Groups. They had discussions about transport and common topics around the local SUMP and citizen involvement every month. The main barrier that came up in the 3rd phase (Period from September 2019 – August 2020) were the difficulties with the involvement of citizens online (barrier). Due to Covid-19 it was not possible to meet in person anymore. Online meetings turned out not to have the same positive impacts but were a sufficient option to keep the process going. In general, online involvement was not easy, but a few other ways were found. An example is that the most successful way of reaching older people were Interviews per telephone. What really helped the process was the positive effect of the meeting groups (driver) with people whose minds changed during the CMM project and everybody realized that it makes sense to find sustainable mobility solutions. They now think it is important to do something for more sustainable modes of transport. For example, E-cars were suddenly a topic. One responsive action on the barrier was to reach out to businesses and schools directly and make suggestions to small businesses to make use of and gather in nice new green city squares.

The lesson learned in the case of Pskov is that more involvement with multiple stakeholder groups is necessary and not only the gathering of information through complain-sites, but also citizen involvement is much more productive in person. If that is not possible cities have to find ways to interact with people and for them to share their thoughts and opinions. In the case of Pskov this was successfully done via posters, radio and social media (Instagram). Also, launching an intersectoral cooperation between different sectors of the city is very important for the success of a project such as this.

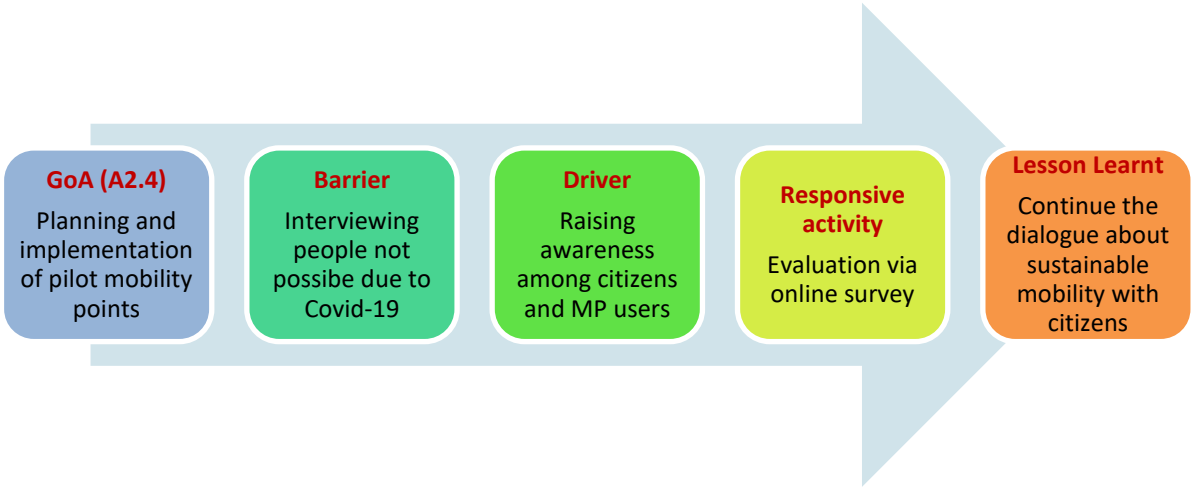
Figure 47: Learning Process, story 11 Pskov



5.3.12. Story 12: “Finding new tools for Mobility Point evaluation in Aarhus” (Process Evaluation Phase 3)

In Aarhus the Mobility Points were finalized during the 3rd phase of CMM. They were used very well but the evaluation became difficult because of Covid-19. Since people could not be interviewed directly at the points (barrier) the responsive action was to get the evaluation done by an online survey. The occupancy of the MPs was also observed as an alternative evaluation form. The positive example of the MPS raised awareness and served as a driver for the planning process of more MPs in the city (driver). The lesson learned in the case of Aarhus is to keep it simple and only address the actual needs of people (ask them how streets should look like). For the future work it could be learned that it is important to continue the dialogue about sustainable mobility with citizens and create commitment and identification for and with them.

Figure 48: Learning Process, story 12 Aarhus

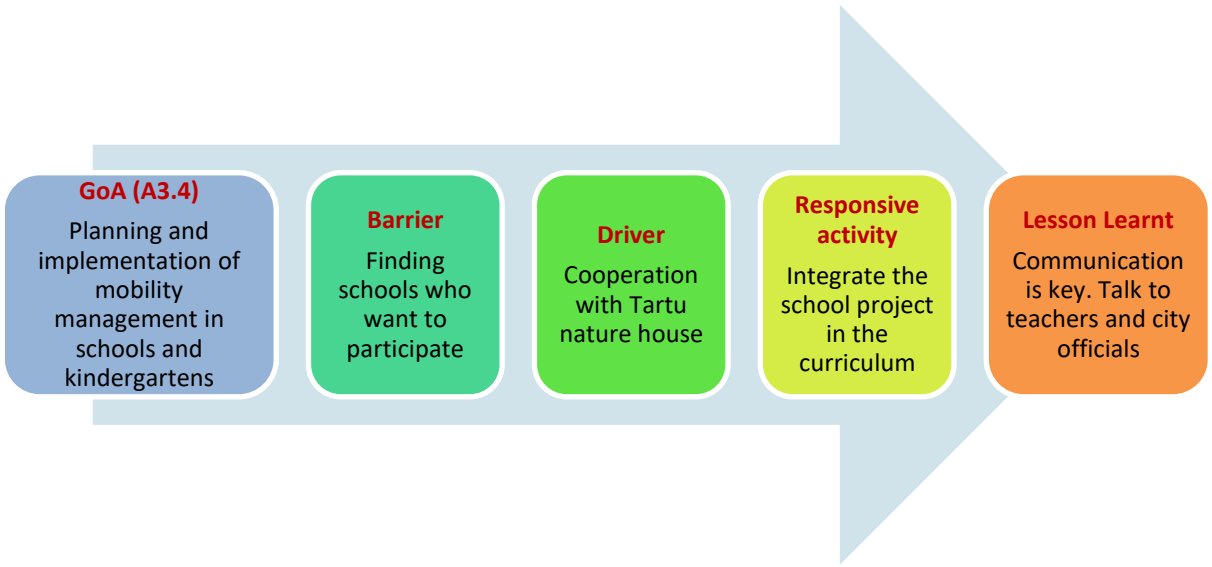


5.3.13. Story 13: “IBS improving school campaigns” (Process Evaluation Phase 3)

For the period from September 2019 to August 2020 IBS was accompanying Tartu city in preparing school campaigns which included students to provide ideas for multimodality and other sustainable mobility ideas around school surroundings. The ideas were also evaluated and solutions were selected that helped with (their) implementation. However, due to the Covid-19 interruption which had the schools close down, this could not be finalized and a final presentation of the result is yet to be created. The main barrier apart from Covid-19 was finding schools that wanted to participate (barrier). Many schools had to be contacted and it showed that often teachers didn’t want to invest any time as there were already many projects existing in schools. The main driver here was that some teachers were known who were interested in the cooperation with Tartu nature house who also recommended other teachers (driver). It also helped that CMM organized pilot areas and that some yard development projects were already existing from city side. One responsive action that was implemented was the integration of the school project into the curriculum and the integration of the presentation and implementation of ideas of the school project into the Tartu mobility week. It was also made sure that ideas from children could be realized after Covid-19.

The lesson learned in the chase of IBS is that communication is key. Focus group interviews with teachers and headmaster helped to convince them to participate. Also, it is important to talk with city officials as early as possible. In total the campaign can be seen as a big success, as the topics of multimodality and mobility points are now in Tartu strategic plans.

Figure 49: Learning Process, story 13 IBS



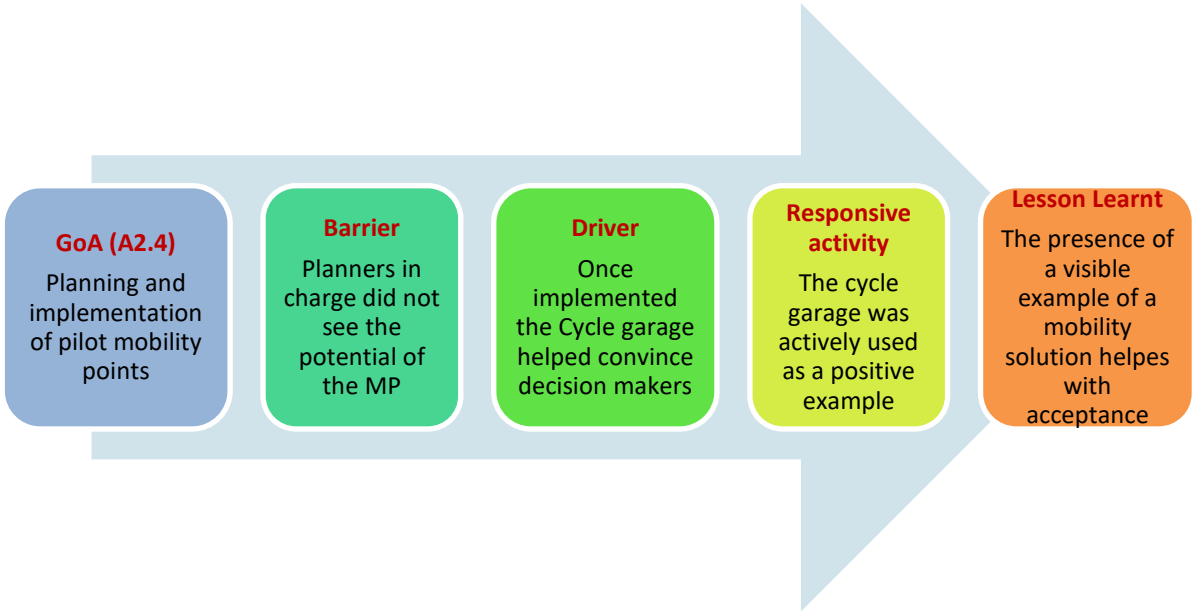
5.3.14. Story 14: “Building a Mobility Point in Kalmar” (Process Evaluation Phase 3)

In Kalmar there has been a severe traffic problem caused by the high number of commuters and parking cars around the historic city center. A solution that has been proposed through the city’s participation within the cities.multimodal project was to manage the mobility of citizens more carefully and to implement a Mobility Point with a bicycle garage to demonstrate alternative multimodal travel options. However, before and during the beginning of the project it turned out that some people who are responsible for mobility planning in the city as well as decision makers didn’t recognize the benefits of carrying out a SUMP process and implementing mobility management measures by building a mobility point (barrier).

However, after a good location for the bicycle garage was selected and it was finally built, it became much easier to convince the city’s decision-makers of its advantages (driver). The bicycle garage could be used as a strong selling point in itself. Now the city can refer to a tangible example to build on when talking about the future mobility development. It now works as an important communication tool and is something to point at, both when it comes to decision makers and to the public.

The lesson learned is that the presence of a visible and tangible example of an easily accessible multimodal mobility option has changed the general perception of sustainable mobility in the entire city. It has increased the awareness of this issue in political and strategic plans of the city toward sustainable mobility and made it part of the daily work of mobility planners in Kalmar.

Figure 50: Learning Process, story 14 Kalmar

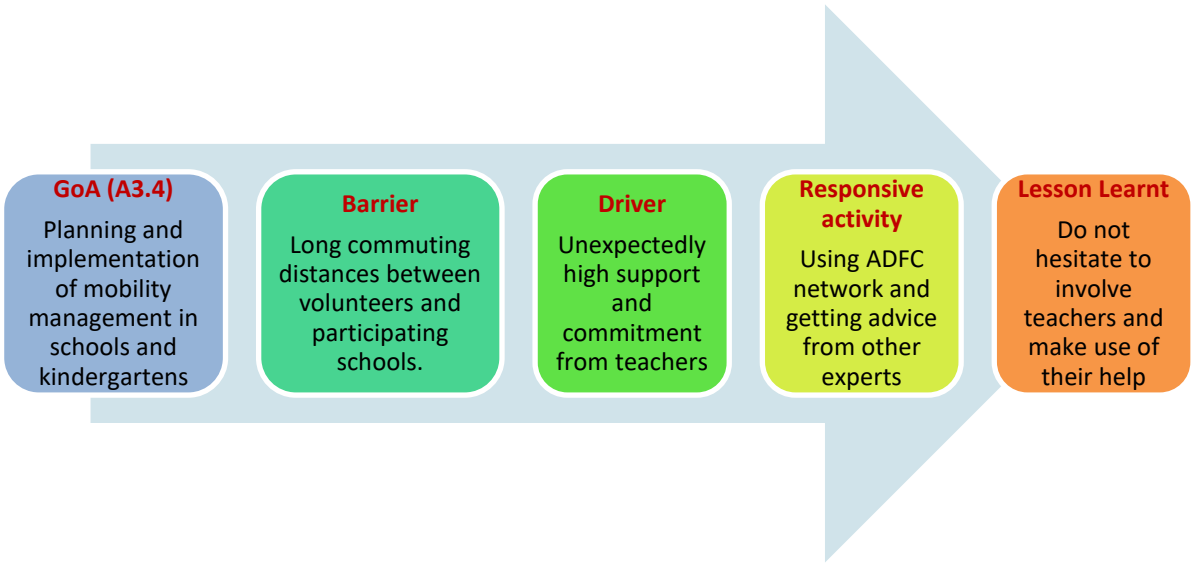


5.3.15. Story 15: “Involving teachers for a successful education measure by ADFC" (Process Evaluation Phase 3)

After the originally planned measure `Walking Bus’ could not be continued by the teachers due to limited time resources, the ADFC Schleswig-Holstein decided to carry out an alternative measure: ‘Mobilitätstage’ (mobility days). The implementation started very quickly after a press release made the measure public in October 2020. A group of 15 schools with 30 classes registered directly to participate which was perceived as a great and motivating success. Due to limited capacities only five schools with seven classes participated. Instead of the known top-down approach with child-related measures, where teachers and parents have to be convinced of the concept first and then it is applied with the children, the activities were planned in a children focused way from the very beginning. This was made possible by taking advantage of the network and contacting ADFC colleagues in other German cities (responsive action). One expert on education of mobility was very helpful in working out a concept for the schools. He recommended to offer a range of different measures to promote cycling for kids that should be fun and entertaining rather than represent a ‘teaching’ top-down attitude.

However, it was difficult to send some of the few team members to the schools to carry out the activities with the kids. The main problem were the long commuting ways to and from the schools (barrier). All ways to the schools started from the ADFC headquarter in Kiel but all schools that participated were located in different cities/towns, which in some cases were far away from Kiel or a team member, who could possibly visit the schools. With travel times of at least an hour per way this became a problem for the volunteers that do most of the work in the measure. One way to solve this problem was to select those schools who are located close by the locations of the volunteers or close to volunteers who are personally connected to the schools. Also, it turned out that in the schools the interest and commitment from teachers had the biggest positive impact in the project (driver). Their willingness to get involved was high from the beginning and they have helped a lot with making sure that their schools can participate in the project by looking for helpers and volunteers among the parents of the school kids and among the faculties. Without this, things would have been much more complicated. So, the measure was eventually very successful because of the broad support it received from everybody who was involved – both on the side of volunteers and on the side of teachers at schools. The lesson learned from this implementation process is to not hesitate to involve teachers and ask for help. They can also effectively assist with getting other potential helpers.

Figure 51: Learning Process, story 15 ADFC

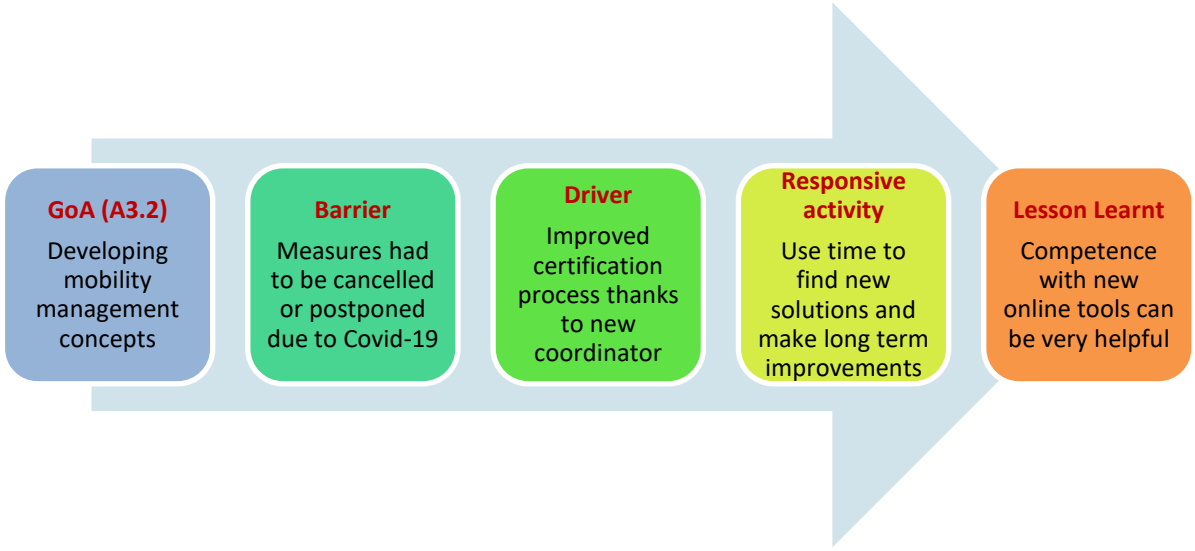


5.3.16. Story 16: “Responding to Covid-19 challenges in Gdansk” (Process Evaluation Phase 3)

Gdansk has been implementing the “Cycle Friendly Employer certification” measure in a consortium together with the Polish Union of Active Mobility (PUMA) starting from 2018. In 2019 some audits of employers were carried out; however auditing was not possible in 2020. The same was true for the "Podczep się” (eng. “Hitch up") campaign, which involved providing kindergartens with bicycle trailers. It had to be exposed due to the pandemic outbreak in the spring of 2020.

A third measure (Cycling May) promoting cycling commuting to schools was also cancelled in 2020, because schools were closed. However, it will be now implemented in 2021 even if the schools stay closed. The children will be able to carry out at least 30-minutes bike rides while being homeschooled and will receive appropriate credits for cycling to school. It will now be carried out in May 2021. In the case of Gdansk, Covid-19 had a hampering impact on all measures (barrier), as implementing the measures would have contradicted the Polish health strategies. The “Cycle Friendly Employer” measure turned out to be fitting in these times as contacts were discouraged, and social distancing was enforced. Since everything was closed and most people worked in home-office this was still an opportunity to encourage cycling. The General Assembly - as the external international body within the certification scheme of the Cycle Friendly Employer scheme - consulted the national certifying bodies and decided to outsource a new IT system to improve the certification process. It already helped to get the measure implemented (driver). Also, the limited possibilities to work on some of the measures during the Covid-19 pandemic gave everybody involved more time to adjust the measures and make them more effective (responsive activity). This was also used for discussions and finding new solutions that will be helpful in the future. A lesson learned is that with more competency for different online tools comes more opportunities, but also any negative events and delays can be used to create something positive.

Figure 52: Learning Process, story 16 Gdansk



5.3.17. Story 17: “A testing- approach helps with implementation in Guldborgsund” (Process Evaluation Phase 3)

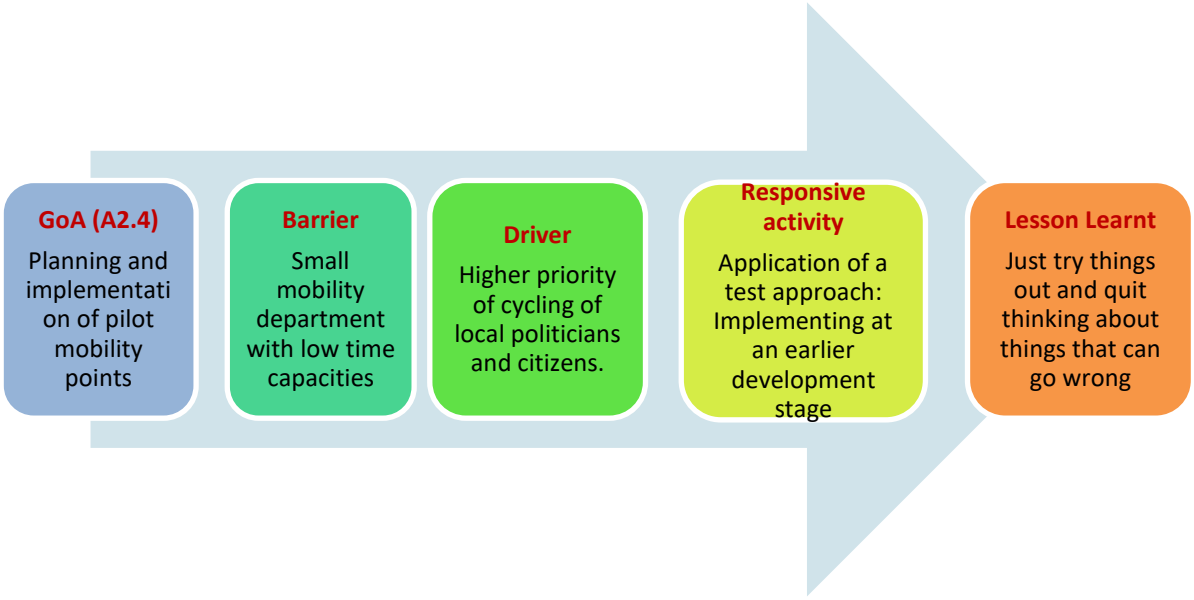
The main activity in Guldborgsund was building bike lock boxes and setting them up in Nykøbing city and in center of Marielyst. They were opened in October 2020. However, the company is still working on technical details, for example ways for measuring the number of uses. A lot of communication was necessary with the executing company that was in charge of building the boxes since everything had to be developed from scratch. Lockable bike boxes were not a common solution until then. Difficult was, for example, the coding on the magnetic locks, which should open automatically after 24h. This was to ensure the boxes are only used by commuters and not as storage.

The small mobility department in Guldborgsund had some struggles implementing the measure, as bike boxes are only a small part of the work they have to do. With other aspects like public transport planning, the main issue was a mere lack of time (barrier). Local politicians asked them to work out a cycling strategy to have a bigger focus on cycling in Guldborgsund and also gave them a larger budget to work with. This caused several synergy effects (driver). The importance of the issue was recognized which had a positive effect on the work of the mobility department. Citizens also recognized these increased efforts by the municipal government. This led to an increase of the mobility department’s confidence to open the bike lock boxes even with short planning times. Even without single functions that were not available at the time of their implementation.

Moreover, by implementing the bike lock boxes and other measures supporting bike traffic in Guldborgsund, the mobility department will now be able to gather data on cycling in the future. This is the basis to evaluate and analyze the cycling development and to design tailored measures for further improvements.

The lesson learned for them is that sometimes it is better to just try things out and see the results. Even if not everything is planned out perfectly, considering too many things that might go wrong will eventually inhibit the progress. This is especially true when the planning capacities are limited.

Figure 53: Learning Process, story 17 Guldborgsund



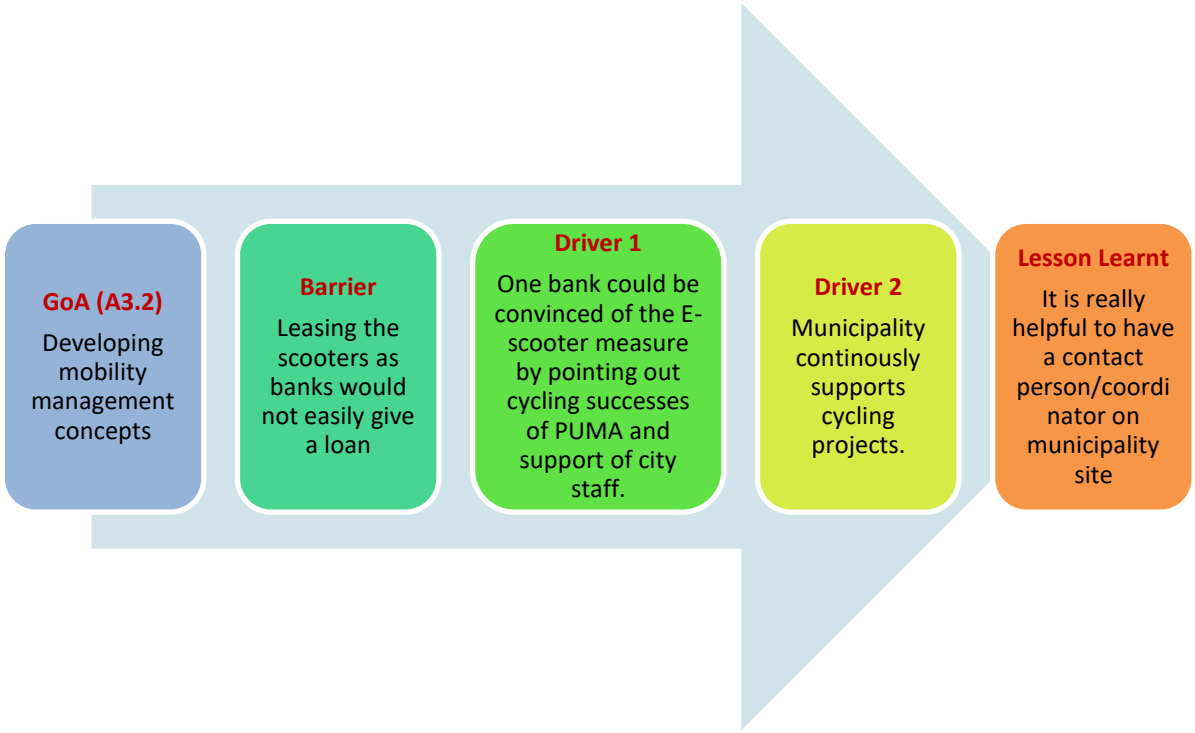
5.3.18. Story 18: "PUMA cycling projects are successful caused by good cooperation with the municipality" (Process Evaluation Phase 3)

The Polish Union of active Mobility (PUMA) launched an e-scooter campaign for officials from municipalities and companies, that was the first campaign of this kind in Poland. The official name of the campaign is „Mobile Office – Active Official". The bureaucracy involved in the decision to implement this campaign as an additional activity in the project, slowed down the measure quite a bit. Leasing the e-scooters to then rent them out to companies was also a challenge. Leasing is not frequently used in Poland for micro mobility vehicles and is only common with cars. Convincing a bank to make leasing possible was difficult and time consuming (barrier). Multiple banks were contacted for negotiations which was a process that ended up taking a lot of time. Many banks were asked and finally one of them could be convinced of the idea behind the project and PUMA eventually got the money for the e-scooters. PUMA's experience and good financial possibilities helped convincing the bank (driver).

Active mobility projects by PUMA in the past have led to further measures. This has raised awareness for multimodality and reducing emissions as well as it motivated more people to ride bikes and scooters. For this process it was important to find a person that takes over the responsibility in the municipality and to deliver them all information about the projects and measures, so they always know the specific goals and benefits.

The lesson learned is that it is really helpful to have a contact person or coordinator in the municipality. To ensure the long-term success of the measure it is important to continuously supply them with all the information about what is going on so there is always a partner to consult with.

Figure 54: Learning Process, story 18 PUMA

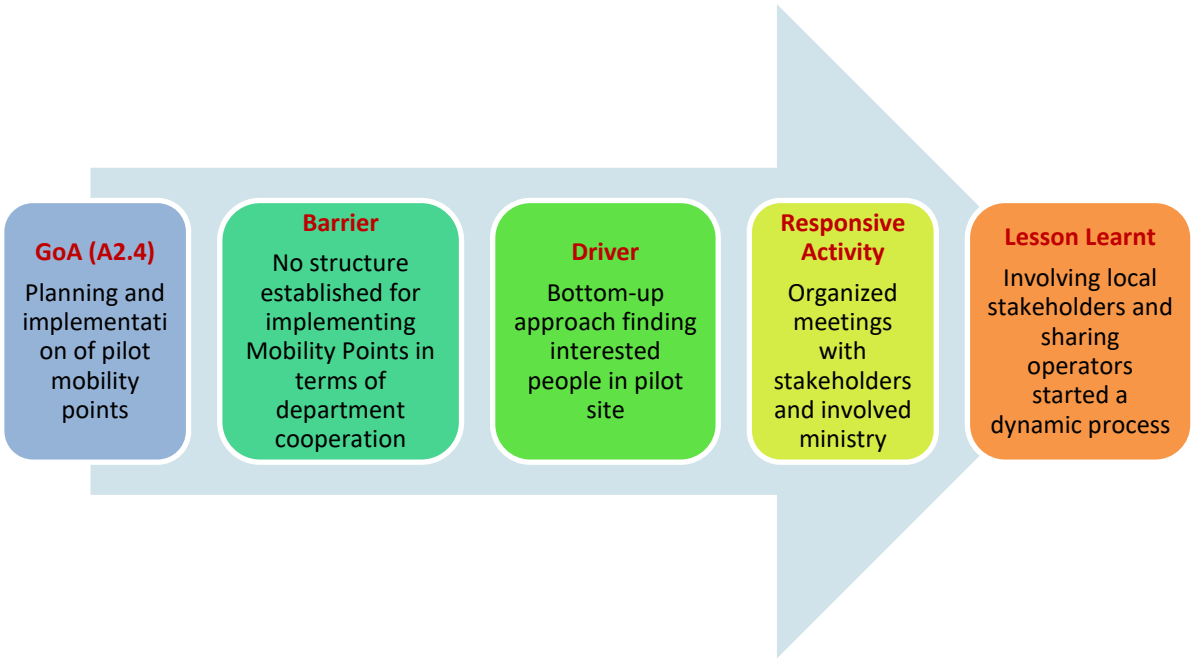


5.3.19. Story 19: "Starting dynamic Stakeholder involvements in Riga" (Process Evaluation Phase 3)

Many stakeholders were involved in the designing process during the implementation of a Mobility Point in Riga city (A 2.4 Planning and implementation of pilot mobility points) that includes a pedestrian and cyclist counter as well. It does not exactly show the number of Mobility Point users, but trends. A problem that came up in the process of setting up the Mobility Points was that there were no existing legislation and planning documents. The planning department was not aware and also not familiar with the concept of the Mobility Points for Riga. Therefore, the bureaucracy with the city administration was difficult (barrier) because lots of construction measures had to be approved. Also, the communication with involved parties turned out to be difficult because many different departments were involved in different aspects of the planning and implementation of the Mobility Point. So, for this issue, they had to cooperate for the first time. To solve this problem, a bottom-up approach was applied. It started with finding interested people directly at the site where the Mobility Point should be implemented (driver). Businesses, companies and operators providing mobility services were contacted. Also, multiple meetings with local stakeholders were organized (responsive activity). This started as a dynamic process that led to the involvement of the responsible ministry of transport to increase priority for the potential development of the Mobility Points. The response from all involved parties was very positive. An important outcome was the decision of the ministry to integrate the Mobility Points into the national Transport development guidelines and local planning documents which then functioned as an important legal basis for the implementation of the planned Mobility Point. This process succeeded with the establishment of the national mobility association where different shared mobility operators are united in one organization.

The lesson learned in Riga is to involve local stakeholders like the municipality, businesses, etc. and sharing mobility operators in the Mobility Point development. Presenting and discussing different ideas will initiate a dynamic process that supports the development in the long term.

Figure 55: Learning Process, story 19 Riga



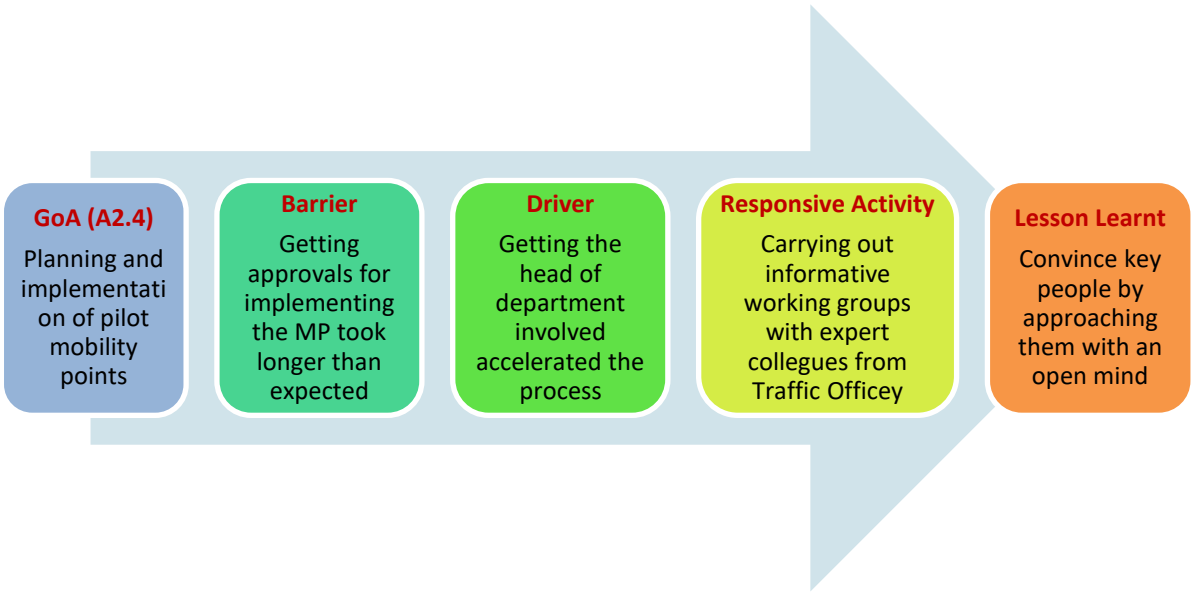
5.3.20. Story 20: “Carrying out informative communication workshops in Rostock” (Process Evaluation Phase 3)

The city of Rostock planned three Mobility Points that were opened in May 2020 (A 2.4 Planning and implementation of pilot mobility points). The timeframe for the cargo-bike and bike-sharing functions was extended due to limited usage during the Covid-19 shutdown in Germany in the spring. The integrated carsharing was a prior regular station that was included in the MP and therefore is still in regular use. The evaluation of the measure has started but is still in progress in March 2021. The MP was originally planned to be opened in September 2019, but had to be postponed to May 2020.

As reported and described in the second year of the project, the time plan was calculated very tight, and the time needed for the planning process was underestimated. Finding appropriate locations for the Mobility Points, inquiring approvals, or explaining the concept und purpose of MPs to all involved departments who were questioning the construction of MP, as well as a lack of knowledge about such new planning processes took a lot of time (barrier). This led to a couple of delays along the way. But a solution was found for this problem. The project team addressed the lack of these permission procedures on a higher administrational level, directly at the Head of Traffic Office. This immediately had a positive impact on the project. The head of Traffic Office could be convinced of the possible positive impacts of the Mobility Points and their potential to improve the mobility conditions in the city in a sustainable way. Afterwards the process was significantly accelerated as his office had a great impact on the approval procedure (driver). Getting him involved was possible through a direct and early approach. The exchange with Bremen, where Mobility Points have already been implemented successfully and the demonstration of these good experiences towards the mayor by the local cities.multimodal Mobility Point team, was a key activity to convince him (responsive action). Even though there are differences in the local conditions, the advice provided by the colleagues in Bremen turned out to be very helpful in the further process.

As in the previous years of the project, once again it turned out how important it is to plan sufficient time for new planning, and approval processes. Starting early and being aware of stakeholders who need to be involved is the way to go. The procedure can be very complex when implementing a new measure such as a MP, that has no existing procedures and regulations. For this – and this is a new lesson learned from the third year of the project – it is very helpful to organize/hold working groups and workshops with external but also internal expert colleagues f.i. from the Traffic Office and to supply decision makers with sufficient information on the new mobility solution. Accompanying communication in the process is very important. In addition, the city parliaments and authorities need to be informed at an early stage and the involvement and information of the citizens, as a key aspect of such measure, should not be neglected.

Figure 56: Learning Process, story 20 Rostock

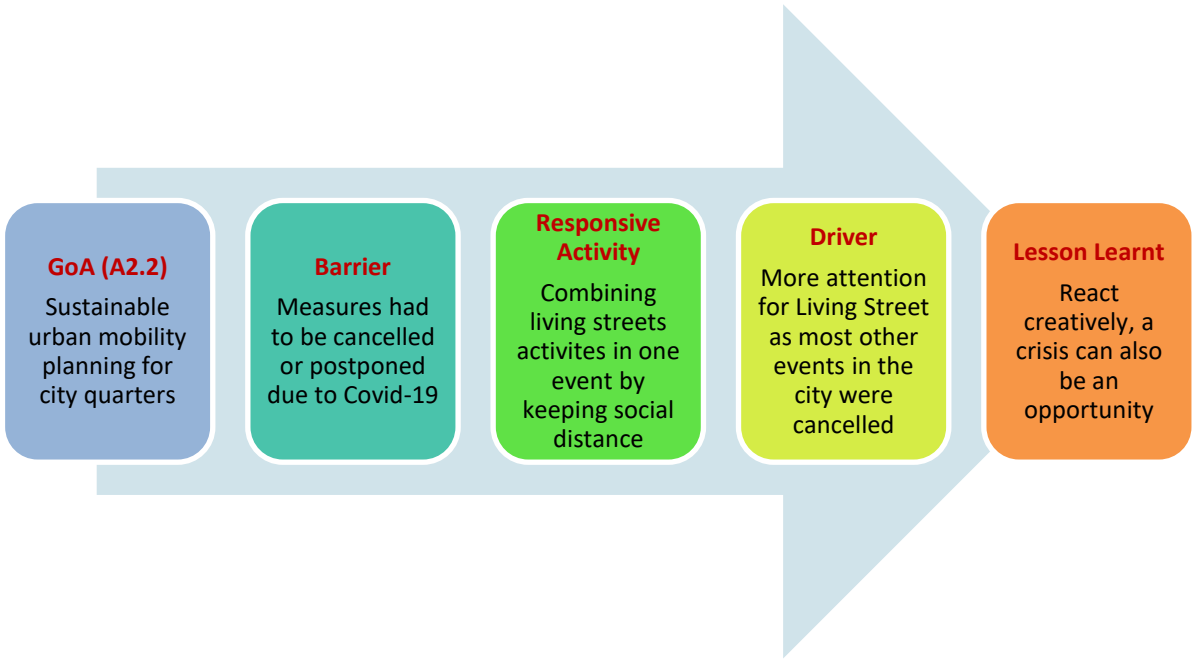


5.3.21. Story 21: “Taking advantage of unforeseen Changes in Tartu” (Process Evaluation Phase 3)

In Tartu the school campaign had to be stopped in March 2020 due to the Covid-19 situation. They tried to find other activities for example cooperating with the HR department of a university for work commuting. But this did not work out either due to rising Covid-19 numbers or more people working from home. In total the Covid-19 pandemic had a strong negative effect on the measures in Tartu (barrier) as all activities had to be either postponed or cancelled. One measure that eventually could be implemented was the second part of the “Living Streets” project in July 2020. The city’s main boulevard was temporarily closed for performing a range of events to demonstrate alternative uses of public space and the benefits of sustainable mobility. Thereby the street was the right place for this activity – especially in the pandemic situation. It offered enough space to keep social distance. The motivation to implement the measure against all odds and combining it with other events was the reason for its big success, as well as the fact that most other cultural activities in the city had to be cancelled (driver). Since all other cities.multimodal measures had to be cancelled, Tartu focused on this Living Street event and now considers it a concentrated measure that had a greater effect than several individual measures spread throughout the year that were initially planned. The goal to show that the street does not have to be used for cars all the time - and this can raise awareness for the importance of sustainable mobility - was reached.

The lesson learned in Tartu is to react creatively and that a crisis can also be an opportunity.

Figure 57: Learning Process, story 21 Tartu

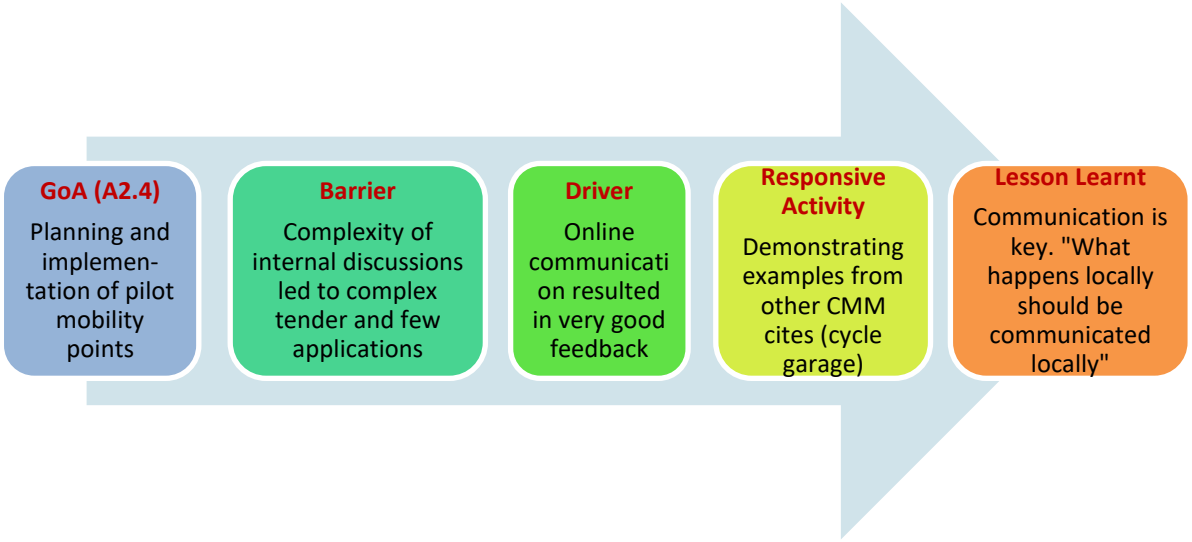


5.3.22. Story 22: “Implementing a Mobility Point in Vilnius” (Process Evaluation Phase 3)

The main activities of the Mobility Point in Vilnius since the beginning of 2020 were the implementation of the Mobility Point (A 2.4 Planning and implementation of pilot mobility points) as well as the dissemination, workshops and discussion with experts and stakeholders about duplicating the MP. One problem that occurred was the lack of cooperation among the different departments in the municipality (barrier). This was due to the new topic of implementing Mobility Points, there was no established administrative procedure for this case before. Different opinions caused difficulty in defining how the mobility points should look like in detail and which contents should be included in the tender. However, demonstrating examples from other CMM cites, like the cycle garage in Kalmar, helped to reshape the tender and to convince local partners to put more emphasis in getting them implemented. Nevertheless, the procurement remained difficult. High requirements for the materials of the Mobility Point made it very difficult to find somebody who wanted to build it for a one-time use only, as it was not profitable. Other locations than the city center would have been easier in this case as the requirements could have been lowered at a less prominent location. Eventually a company was found that did a good job building the MP at a reasonable cost. The information about the project and the communication with the public on the website and on social media gave the project an important boost (driver). Vilnius received quite skeptical feedback with a lot of proper questions and suggestions from citizens in general and relatively good feedback on the Mobility Point from the residents in the pilot area, as they were very interested in its use. This motivated the planners to continue and follow through with the projects despite all the difficulties.

The lesson learned is that the deeper the explanation of the measures the more positive the reception is. Once again, it proved that communication is key. Especially in surrounding areas. So, it is important to talk to the potential users. For the communication among stakeholders as well as on the city level, it can be said that what happens locally should be communicated locally. Another aspect that can be a valuable learning for other cities is that private businesses do procurement differently. When posting a tender only the main features should be mentioned. It should not be too specific. This makes the process much easier.

Figure 58: Learning Process, story 22 Vilnius

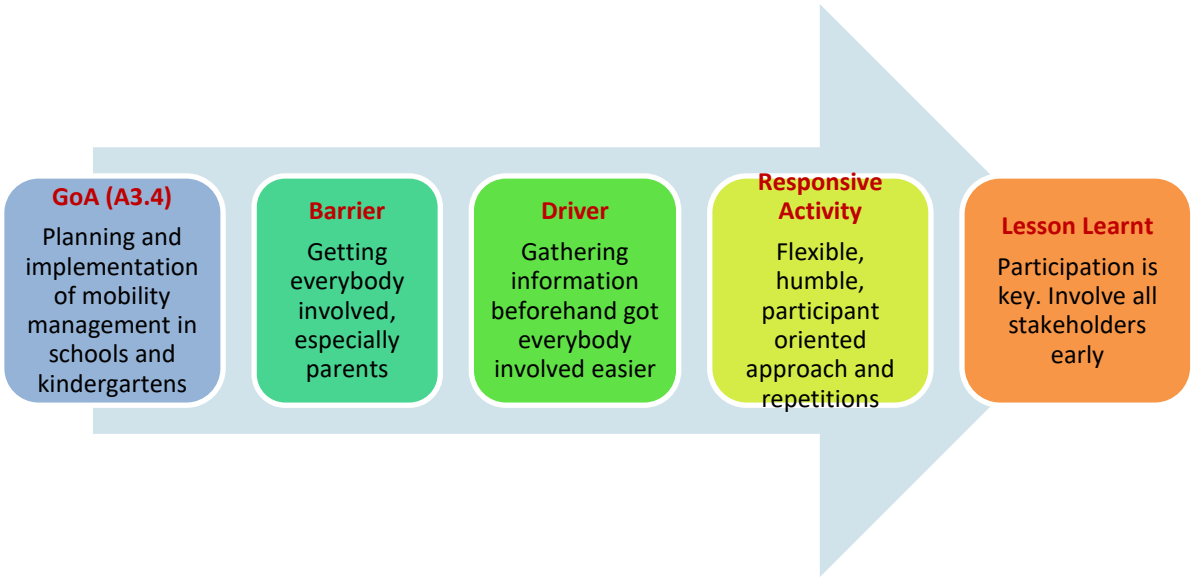


5.3.23. Story 23: “Getting the important partners on board in Karlskrona” (Process Evaluation Phase 3)

Karlskrona carried out a mobility management measure in collaboration with an elementary school (A 3.4 Planning and implementation of mobility management in schools and kindergartens). Because the areas surrounding the school are perceived as unsafe for cycling and walking, the measure focused on improving knowledge about traffic safety and sustainable mobility. The activities included theoretical traffic lessons, a survey and a competition for the children as well as an observation of the traffic situation around the school. It turned out that getting everybody involved, especially some of the parents, was not an easy task as they were just not very interested (barrier). Also the coordinating between schools and other representatives of the municipality was difficult. But there also occurred positive events that made the measure implementation process easier: Getting information from teachers, students and traffic planners before carrying out the measure had not only the effect of mere data gathering, it made it also possible to get everybody more motivated in the implementation and achieved a greater involvement (driver). Thus, the teachers turned out to be very motivated to help once the measure had started. Also, engaging the students with little competitions worked very well. The competition promoted the continuation of active mobility into the fall and winter, when more parents start to bring their kids to school by car.

The lesson learned is that preparation is very important and that all stakeholders need to be involved as early as possible in order to get them on board. Gathering information beforehand by surveys and observations as well as prior distribution of small tasks to the students really helped the process. Karlskrona developed a flexible approach together with the teachers and the students. Multiple actions were carried out over a longer time period with the later visits having a more practical approach. This humble and participant-oriented approach for different actions and repetitions of the activities allowed a successful campaign and greater student learning. As with other measures within cities.multimodal, this one was also affected by the Covid-19 situation. Additional activities were planned during the spring 2020 but had to be postponed.

Figure 59: Learning Process, story 23 Karlskrona



6. Evaluation of peer reviews

Overall the peer reviews carried out within cities.multimodal, aim to ensure the transnational learning in the project and to enhance the exchange of experiences between experts in the cities. This learning should be realized by discussions on site in which experts will comment on the process of the implementation of mobility points and mobility management measures. These experts – the peers – are cities.multimodal partners who are implementing similar projects in their cities. They should deliver 'fresh eyes' and 'expert input'. This chapter gives an overview of the evaluation approach and compiles the evaluation reports of each peer review.

Evaluation Approach

The evaluation of this activity focused on whether the following objectives were reached:

- Increased knowledge on planning and implementing mobility points or mobility management measures in the host cities: What could be learned from the site visits, discussions and expert inputs for the hosting city's project? Which recommendations could be given?
- Increased knowledge on planning and implementing mobility points or mobility management measures in the participating/visiting cities: What could be learned from the site visits, discussions and expert inputs for the practice in the participating cities?

The corresponding GoA and objective as described in the cities.multimodal application form are:

- GoA 2.3 Peer review visits on multimodal pilot areas' issues: The activity group aims at ensuring the transnational learning in the project and enhancing the exchange of experiences between experts in the cities.
- GoA 3.3 Peer review visits on mobility management issues: This activity group aims at enabling the mutual learning from project partners, ensuring the transnational learning in the project and enhancing the exchange of experiences between experts in the cities.

With a brief 'Flashlight Evaluation' at the end of the peer-review it was aimed to assess if the objectives were met. It comprised the following steps:

1. **Introduction by the moderator:** The moderator explains the flashlight evaluation of the Peer Reviews and summarizes the objectives of the peer-reviews in general (cp. above) and the specific objectives of the peer review (depending on the subject or topic of the peer-review) in ca. 5mins.
2. **First round of flashlight evaluation:** Every participant – one after each other – reports what could be learned for the host city's project in one or two sentences. This question can be answered by the host ("What did I learn from the peers?") as well as by the participating peers ("What are the main points that could be learned for the project of the hosting city?").
3. **Second round of flashlight evaluation:** Every visiting participant – one after each other – reports what could be learned for the practice in the own city in one or two sentences.
4. **Documentation:** During the two rounds of flashlight evaluation, the moderator or an assistant writes down the comments of each participant.
5. **Reporting:** The results will be analyzed (clustered and explained) in the report by the group who drafts the peer-review-report.

As an alternative, it was suggested to carry out the evaluation by writing down the feedback on sticky notes. For this method the moderator should distribute cards to the participants. They should write

down the answers on the two main questions mentioned above. Then, the moderator collects the sticky notes, reads them out loud and clusters them according to the main answer categories. This method doesn't require to take notes during the statements of the participants. A photo of the clustered sticky notes on the board or wall, can be easily added in the report as the evaluation result of the Peer Review.

Results from Peer -Reviews

In this chapter it will be summarized, which specific objectives were addressed in the peer-reviews, which methods the cities applied to assess them and what could be learned (results), both from the representatives of the host cities, as well as from the perspective of the visiting participants.

6.1.1. Peer Review 1 Kalmar

Objectives

As a part of the cities.multimodal project, Kalmar planned to develop a mobility point (MP). The original MP idea of a bike garage at the central station became too expensive and was taken out of the municipal budget. Therefore, Kalmar developed and investigated other alternatives for a MP. The Peer-review should thus focus on discussing an appropriate location of the MP as well as on the design of the MP features. Thereby the peer review focused on the location of the commuter parking with the idea of making it into a MP with the bike sharing system.

Method

A flashlight evaluation was **carried** out at the end of the peer review.

Results

Learnings for the host city

- A peer review is a fantastic opportunity to swiftly present concepts to people with immediate understanding and with the ability to provide insightful feedback on the spot.
- Third party scrutinizing is purely objective feedback leaving internal disputes aside and focusing solely on the topic at hand.
- Combining the two bullet points above provides an enriched discussion within our own organization that will improve the end result of our MP, SUMP and our urban planning process.
- The MP will be a fantastic opportunity for Kalmar to reach out with cities.multimodal's methods for citizen involvement.
- The outcome of the peer review is not a product or an end result, it is the beginning of new ways of working, ideas to test, concepts to consider and evaluations to be conducted – all a result of the fruitful and inspiring discussions.

Learnings for the reviewer cities

City of Vilnius:

- The peer review gave an insight in the local context and it could also be useful to deliver information in advance.
- A peer review motivates and encourages visitors very much. It is good to see that everyone is facing some similar problems and can share valuable practical expertise.

- Site visits are great as you can get unexpected inspiration. They brought home various small ideas how to increase walkability and accessibility in the historical (heritage protected) areas.

6.1.2. Peer Review 2 Vilnius

Objectives

During the planning process of the MP the idea of one large mobility point was transformed into the new concept: network of mobility points. In the peer review solutions should be found on how to arrange, design and connect one large multimodality point and several smaller MPs that would be planned in the pilot area.

Method

The evaluation of the peer review meeting was accomplished by the host after the meeting had taken place through short interviews with the participants.

Results

Learnings for the host city

- Knowledge on how to communicate project ideas and measures could be increased.
- Knowledge on how to present ideas in a different way (public space approach) and to indicate good selling points could be increased.

Learnings for the reviewer cities

- City of Riga: Vilnius mobility points are developed according to principles similar to ones applied in Riga.
- City of Karlskrona: Liked the concept and the well-planned system of mobility points. Also, the signs with the walking and cycling routes at the proximity of the mobility points was inspiring, will try to do something like that at home.

6.1.3. Peer Review 3 Guldborgsund

Objectives

Objectives of the peer review meeting were to gain specific knowledge on carrying out mobility management (MM) activities at the campus area with “Sophieskolen” (school) and colleges, as well as regarding the planning of mobility points (MP) around the city center and railway/bus station.

Method

The evaluation of the peer review meeting was accomplished by the host after the meeting had taken place through short interviews with the participants.

Results

Learnings for the host city

- It is very important to think about the mobility point as a solution that will change behavior.
- Have mobility point discussions on purpose/scope and needed outcomes. For a successful MP it is very important to think of users as well.
- Do more pilot projects involving citizens (e.g. closing streets), to make trips to school safer.

Learnings for the reviewer cities

- City of Vilnius: Examples from school routes (signs, making streets safer, closing part of the transit for cars) and the training facilities (for children to learn cycling rules) were very interesting and might be a good example for the application in Vilnius. Also, discussions of defining the mobility points and its users, was perceived as useful for the development of the MPs in Vilnius.

6.1.4. Peer Review 4 Aarhus

Objectives

Several measures are being implemented, including more trees, optimized parking, and introduction of new street furniture (including new waste containers). Mobility points (MP) including cargobike-stations will be one of these measures in the pilot area, and hence also serve as a pilot project for future mobility planning measures in the city. The Peer Review was seeking to share the Aarhus MP approach with the partner cities and to inquire feedback from the participants regarding the improvement of the MPs.

Method

The evaluation of the peer review meeting was accomplished by the host after the meeting had taken place through short interviews with the participants.

Results

Learnings for the host city

No assessment carried out.

Learnings for the reviewer cities

No assessment carried out.

6.1.5. Peer Review 5 Rostock

Objectives

At the time the peer-review took place, the city was in the preparation phase of the development of Mobility points. In the peer review they wanted to discuss its planning in order to make the mobility points capable to reach the overall objective to promote carsharing and multimodality in the city.

Method

A flashlight evaluation was carried out after the peer review. It has shown that all participants of the peer review were very satisfied with the overall peer review organization. Also, detailed feedback on the planned measures was given during the site visit with the help of the survey documents.

Results

Learnings for the host city

- All the ideas on how to make the surrounding of the school campus safer with the help of better signing, greenery or simple infrastructural works will be considered.
- Especially the idea to higher the street level at the intersection in front of the nursery will be followed and discussed with the responsible traffic department.

- The advice to think about lightening at the mobility points was very helpful.
- Possibility of integrating a solar-panel solution will be evaluated.
- Input for the living streets will be used when designing own citizens/local's involvement process.

Learnings for the reviewer cities

City of Gdansk:

- The unified layout of mobility points (which is the same all around the city, being recognizable and visible but not dominant in the street design) is clear and user-friendly.
- The idea of combing greenery and street design to make the mobility points more attractive and livelier is appreciated.
- The idea of covering the street with grass in order to promote some recreational activities, could be useful for Gdansk Living Street concept.
- Unifying the existing solutions under one name and signage would be more comprehensive for everyday travelers.
- Lack of promotion, a special name and a common layout for several mobility hubs results in unfeasibility of shared vehicles (shared car, e- scooters, etc.)

City of Riga:

- Rostock provided public transport information in "real-time" timetables, which was adopted by the Riga municipal public transport operators (In operation since September 2019).
- Rostock is the perfect example for showcasing the benefits of efficient collaboration with stakeholders and elaborating ways to establish collaboration with e-vehicle charging stations within the Mobility points development, which inspired Riga to apply a similar approach within the development of Riga's mobility point pilot.
- Solving regulatory framework issues is difficult both in Latvia and Germany so they decided to apply a "small steps" approach in development of local car sharing and bike sharing legislation.

6.1.6. Peer Review 6 Riga

Objectives

A short-term mobility action plan 2019-2025 has been elaborated in a coherent and straightforward way, addressing a topic which is crucial for the future of Riga and could be a step towards more sustainable transport and mobility system. One of the measures included in this is the implementation of the "VEF Mobility Point". The main objective of the peer review was to receive feedback on this planning process.

Method

After the Peer Review's site visit, a round table was organized, where each reviewing partner summarized their recommendations for each visited place in three bullet points and presented it to the other participants. This flashlight evaluation has shown that all participants of the peer review were very satisfied with the overall peer review organization. Detailed feedback on the planned measures was given during the site-visit with the help of the survey documents.

Results

Learnings for the host city

- The most important learning for Riga is to focus more on the MP functionality.
- The proposed location of the MP should be analyzed more from the traffic flows perspective and the best option needs to be chosen.
- It is important to decide as soon as possible with stakeholders (IT companies) what kind of innovations are planned to be tested and how this will impact the MP.
- It is important to inform companies about the benefits (optimization of the company resources, health and safety) and to give good examples on other large companies where the mobility management activities have been implemented successfully.

Learnings for the reviewer cities

City of Aarhus:

- New developments must be part of a bigger planning context and not be isolated and hidden away in infrastructure.
- Look for hidden mobility spots in the city like the nearby train station and create a platform for early planning.
- The residents should be allowed to vote locally on mobility issues such as the amount of parking permits per household.

City of Gdansk:

- The idea of the mobility points to be created in Riga consisting of various elements, like benches, bike racks, chargers for e-scooters etc. could also be created in Gdansk next to every Gdansk mobility hub.
- The major advantage of multimodal travels is using water flows for everyday transportation and recreational purposes, as well as, crossing from one side of the river to another by means of boats.
- Great amounts of green spaces and parks are being developed surrounding the old city, which are also pedestrian friendly and at the same time keeping a safe distance separating footpaths from traffic.

City of Rostock:

- It was impressive to see the positive influence of innovative IT and consulting companies (VEFRESH) redesign an old industrial urban area into a new district with high quality living and working. It is good to take this as a base for further implementations and collaborations.
- The concept of users being able to identify with the public measures (MP, MM) can be part of the decision-making process.
- It gives a perfect description on the difference between private development is taking place and the slow public development and reaction to those developments.
- The idea to define the offers of a mobility point so all mobility points will have a basic configuration that will be adopted depending on the type is very useful in this regard.

6.1.7. Peer Review 7 Gdansk

Objectives

In Gdansk numerous campaigns and activities dedicated to promote cycling and active mobility took place. During the peer review, all the measures, investments and solutions implemented in Gdansk were presented. The objective of the peer review was to share the experiences made with the participants in Gdansk and to inquire feedback on the improvement of future campaigns to support Mobility Management.

Method

The evaluation of the peer review meeting was accomplished by conducting a short survey with all participants of the peer review.

Results

Learnings for the host city

- There is a need to develop an overall mobility strategy of how to connect all city districts and minimize the impact of massive transport infrastructure like roads or bridges.

Learnings for the reviewer cities

City of Rostock:

- The city of Rostock should learn from Gdansk's living street campaign.
- Idea of cooperating with many local initiatives and also businesses is highly fruitful.
- Learned that sometimes it is good to use opportunities that occur out of a sudden.
- Learned that situations like long closing of a street due to construction works can be the initiator for a more permanent change of the street design.

City of Riga:

- The Living Street concept could also be successfully implemented in Riga.
- It should study how the city bike project in Gdansk had been implemented.
- Overall state of bike infrastructure in Gdansk is really good. It is impressive to see all the developments introduced over the last ten years.
- Soft measures implemented by the Municipality of Gdansk, aimed to promote cycling in the city. Can be implemented in Riga as well.

6.1.8. Conclusion Peer Reviews

The Peer-Reviews were perceived as very helpful meetings that gave valuable feedback for planning one's own mobility points or regarding the designing of effective mobility management measures or campaigns. The learning experience could be made for all participants – the hosting cities to obtain feedback on their planning processes and the visiting cities to obtain ideas for the practice in their own cities.

The main learnings resulting from the peer-reviews are summarized in the following table.

Table 36: Learning for cities overview

City	Learnings for the host city	Learnings for the reviewer cities
Kalmar	1- Fantastic feedback. 2- Opportunity for objective feedback. 3- Enriched discussion on local level. 4- Citizen involvement opportunity. 5- Opportunity for new concepts, ideas and evaluations.	**From Vilnius** 1- Interesting experience. 2- Valuable practical expertise sharing. 3- Unexpected inspiration/ideas.
Guldborgsund	1- Mobility points as a key solution. 2- Mobility points purposes and scope discussions. 3- Involving citizens through pilot projects.	**From Vilnius and Kalmar** 1- Interesting examples from school routes. 2- Mobility points discussions for Vilnius to learn developing their own.
Rostock	1- Ideas for safer school surroundings. 2- Possible integration of solar-panel to the mobility points. 3- Using the input of the living streets into the involvement process.	**From Gdansk** 1- Unified layout of mobility points is important. 2- More greenery and designs for mobility points. 3- Unifying existing solutions. **From Riga** 4- Public transport information. 5- Collaboration with stakeholders. 6- Apply a "small steps" approach in development.
Riga	1- More focus on the MP functionality. 2- Traffic flows perspective analysis. 3- What kind of innovations to test and its impact on the MP. 4- Successful examples of implementing mobility management activities.	**From Aarhus** 1- New developments must be part of a bigger planning context. 2- Looking for hidden mobility spots in the city. 3- Residents vote locally on mobility issues. **From Gdansk** 4- Mobility points could be next to every Gdansk mobility hub. 5- Advantage of multimodal travels. **From Rostock** 6- Turning old industrial area into new district. 7- A base for further implementations and collaborations. 8- Users can be part of the decision-making process. 9- Fast private development vs. slow public development. 10- Defining the offers of the mobility point.
Gdansk	1- Overall mobility strategy development. 2- Connect all city districts. 3- Massive transport infrastructure impact minimization.	**From Rostock** 1- Learning about Gdansk's living street campaign. 2- Cooperation with local initiatives and businesses. 3- Use sudden opportunities. 4- Street construction-work time could be a chance for street design change. **From Riga** 5- Living Street concept could successfully be implemented in Riga.

City	Learnings for the host city	Learnings for the reviewer cities
		6- How Gdansk implemented the city bike project. 7- Good bike infrastructure state in Gdansk. 8- Cycling in the city promotion.
Vilnius	1- Ideas and measures communication. 2- Different ways of presentation.	**From Riga** 1- Mobility points principles are similar to Riga. **From Karlskrona** 2- Well planned mobility points system. 3- Inspiring signs for walking and cycling routes.

The Peer-Reviews were particularly successful for obtaining feedback, ideas, inspiration or technical knowledge regarding the planning process of the mobility points. This reflects the complexity of the planning process of Mobility Points and that many involved cities are at the beginning of inquiring experience in this new topic.

As mentioned above, the method of Peer-Reviews proved to be beneficial to all participants. It leads to an exchange of experiences that is highly practically relevant, and that can be implemented directly by the hosting city. Also, the visiting cities benefit significantly from the knowledge gained. Also regarding the improvement of the Peer-Review method, their lessons could be drawn from carrying out the Peer-Reviews in cities.multimodal:

- It should be paid close attention to the time planning of when to carry out a Peer-Review meeting. It should be early enough in the planning process of a measure to be able to include the learning in the future planning process. However, it should not be scheduled too early in the process. There should be enough planning material available to present it to the participants and also its locations of the city in which the measures will be implemented should be chosen or at least pre-chosen to be able to visit them during the meeting.
- In the cities.multimodal Peer-Reviews only few cities made use of the suggested methods for evaluating the results of them. However, a sound evaluation should be carried out not only to be able to improve the method of Peer-Reviews, but also to build a basis for disseminating the learnings to other cities.

7. Capacity building, citizen involvement and dissemination – horizontal activities in the project

Work package 4 comprises horizontal activities, that are closely connected to WP 2 and 3. It also coordinates the overall communication and dissemination activities. Partly the GoAs are implemented locally, connected to measures in WP 2 and 3 and partly the GoAs are implemented on regional and European level.

GoA 4.1 TRAINING COURSES on multimodal transport and mobility management

Two capacity building workshops were planned and implemented with Eltis (www.eltis.org) targeted at the civil servants in our consortium. The workshops resulted in training material that was provided for the consortium to carry out also local workshops, if intended.

The aim of the workshops was to increase the capacity of its participants on the topics addressed: "How to enable behavioral change" and "Mobility management and how to tell your story" and through this also facilitate a change of attitudes among its participants and furthermore other potential future participants in local workshops.

GoA 4.2 STUDY VISITS on participation processes, mobility management and mobility points

Two of the three initially planned study trips were carried out, the third one had to be cancelled due to the pandemic. Study visit 1 was done to Copenhagen/Malmö, study visit 2 to Hamburg/Bremen.

Target group for the study visits were the civil servants, decision-makers and transport companies in the project partner cities and all three were taking part in the activities.

Through the study visits awareness was raised about different kind of measures, knowledge increased through intense discussions with local civil servants and exchange of experiences.

GoA 4.3. PRACTICE CITIZEN INVOLVEMENT

The GoA facilitated the testing of citizen involvement methods and tools that were implemented in connection with the measures in WP 2 and 3. Through the citizen involvement methods and tools testing, project partners aimed at changing attitudes of citizens and also civil servants. Involving different stakeholder groups and especially citizens from the beginning of a measure, helps to create ownership, understanding and acceptance.

GoA 4.4 DISSEMINATION ACTIVITIES AND KNOWLEDGE TRANSFER

GoA 4.4 includes all activities concerning dissemination, external communication and knowledge transfer with the aim of raising awareness and increasing knowledge of good practices, the project activities, results and the overall topic of multimodality and sustainable mobility:

- Awareness raising of good practices was an ongoing process and UBC continuously shared information and events from other projects etc. with the project partners.
- The project website was updated continuously with news and events relevant to the consortium, as well as social media channels were used to promote those updates. The website was visited by approximately 330 visitors per month since March 2018.
- 7 newsletters were produced and disseminated to 118 subscribers as well as promoted through the UBC social media channels. Partners were instructed to promote the newsletters through their own channels.
- A webinar series was produced and implemented, including 4 sessions (á 1,5h), focusing on 4 different topics of the project (Living streets, citizen involvement, mobility management, mobility points). The webinars attracted in total 99 participants, including many from outside the BSR as well. Recordings and presentations are available on the website.
- 12 Good practices from the project were inserted into the Eltis database, which is a European-wide (and even beyond) observatory for sustainable mobility. It was decided in the beginning of the project, that getting involved in Eltis and cooperating with good practices input would increase the outreach of project results and good practices considerably compared to only a region-wide dissemination. Additionally, the Eltis database is very well established and recognized.
- A short animated video was produced in the end of the project, that is intended to be used by all partners to promote the multimodal “lifestyle”. The video is easy to understand, without text or words and presents the measures in different partner cities, while showing a full day in a multimodal life.
- UBC presented the project at several European and regional events and conference: 12 events and conferences.
- UBC produced a project poster (with templates for local posters that partners produced), a postcard, a brochure and templates for reports and publications.

8. Conclusions by project partner

8.1. Conclusion Rostock

During the Preparatory Analysis, Rostock has reached the level of a “Lighthouse city” which means performed very well concerning the values that have been assessed to rank the condition about multimodality. Nevertheless it carried out several measures in cities.mulitmodal to create a shift in the city towards a more sustainable mobility system.

Also, in Rostock the Covid-19 pandemic situation created some difficulties. For example, the living street measure which aimed at redesigning one street to be temporarily a car reduced or a car free street with social places, greenery, street furniture etc. could not be implemented, but there were other measures in which the city reached good results. Most strikingly the implementation of the mobility points in Rostock have been a big success. Even though, limited access to people on the streets made it more difficult to get representative and measurable results in order to assess the success of the newly build mobility points, the mostly qualitative data clearly has shown a very positive impact of the mobility points on the availability and use of sustainable mobility services in the pilot area. The total number of available cars for carsharing and the number of registered carsharing users increased in the pilot area. Also, a cargo bike sharing system is now available at the mobility point. In a survey among registered HRO-BIKE users it could be shown that 1/3 of trips now made by cargo bike were previously done by car which can be interpreted as a big success. The survey also revealed an overall positive feedback on design of the mobility points and on the acceptance on the new sustainable mobility services. Rostock also learned a lot during the planning and installation process of the mobility point. The lesson that can be shared with others who are planning on implementing mobility points in their cites is that planning, and approval processes are taking longer than expected. Therefore, enough (extra) time is recommended for the planning process. Starting early and being aware of stakeholders who need to be involved and to contact them early enough is the way to go. The procedure can be very complex when implementing a new measure such as a MP, that has no existing procedures and regulations.

Rostock took the chance that cities.multimodal offered to participate in several peer-review-meetings and a study trip to Bremen – one of the forerunner cities in Germany regarding mobility points – to learn about the layout of mobility points, their mobility services that can be offered and other technical features that can be added to make them more attractive for users. Additionally, first experiences made with the planning process were shared in the project meetings. This led to a knowledge transfer and building of capacities necessary for implementing mobility points. The project partners appreciated that. Also, the city leaders and administration recognised the benefits of mobility points for increasing multimodal mobility and thus decided to implement a number of additional mobility points in the entire city.

Other measures in Rostock were also very successful. For example the new mobility concept for the new housing area “Werftdreieck” is regarded as being an important contribution to start a paradigm shift from car-oriented planning towards a more holistic, integrated planning that takes into account

not only the aspect of housing but also mobility among local institutions like the housing association and municipal urban and traffic planners.

In Rostock cities.multimodal has significantly contributed to a structural and also a physical base for reaching a shift towards a more sustainable mobility system. Moreover, it contributed to increase awareness about sustainable mobility in public space and as part of new housing area not only for citizens but also among city leaders, traffic and urban planners.

8.2. Conclusion ADFC

The ADFC as the largest cyclists association in Germany (here in the Baltic Sea Federal State 'Schleswig-Holstein') experienced several impacts on the implementation of their initially planned measures – tasking at reducing so-called parent taxis to schools - in cities.multimodal caused by the Covid-19 pandemic. Thus, they adjusted the measures and carried out three new ones which were all addressing an increase of pupils walking or biking to school.

During one measure workshop days with school kids have been carried out to raise awareness among school kids about new means of mobility for the trips to school such as walking-buses, bicycle groups etc.. For these workshops five schools with overall eight classes of the fourth grade registered for the workshops of which in two schools with four classes really could have been conducted. The rest had to be cancelled due to Covid-19 pandemic restrictions. In total, 67 school kids could be reached in two schools at different cities. A short survey with school kids and mobility experts showed that the mobility workshops were rated positively and that students want to move independent by bike or by feet to school. Measures like bicycle bus and walking bus were seen as very promising in changing the mobility routines. However, safety issues remain difficult. Mobility experts strongly recommend an inspection of the ways to school. In addition, they recommend an improvement of traffic infrastructure.

These results were confirmed by another measure in which school kids had the chance to enter their own suggestions, ideas and activities on the subject of sustainable mobility in an online map at a participation platform "Verkehrswende selber machen". In addition to the platform, children and teachers were asked in an online survey about the children's specific traffic behaviour on the way to school. Many kids could be reached. The platform reached 570 entries in which people shared their ideas. In the survey 198 kids participated and could be assessed concerning their willingness to cycle or walk to school in urban or rural areas. With that knowledge an important basis for designing future measures could be established.

Finally, ADFC carried out a mobility congress from 19.02.-27.02.2021 that aimed at providing a platform for best practices from communities, regions and even other (neighbouring) countries and to connect people from various areas and numerous levels to discuss effective measures contributing to a mobility shift. Given the digital format of the congress, the reach out was possible to even more people than originally aimed at. A total of 2,460 people took part in the 22 events. On average, about 111 participants attended one singular event. The congress is expected to serve as impetus for future

exchange on the local, regional, and national level where the information is gathered, and exchange can be further disseminated.

By carrying out these measures, the ADFC could reach more people in the target group of mobility experts and planners, as well as city administrations, teachers and school kids than initially expected. Due to the pandemic situation some measures that were initially planned – such as the walking bus testing – could not have been carried out. However, other valuable experiences could be made.

One is that it is very helpful to plan activities seeking to create awareness about sustainable mobility together with children. It is advisable to involve them even in the design of activities from the very beginning. For example, by offering a range of different measures to promote cycling for kids that should be fun and entertaining and from which kids can choose from. Also, during the process of carrying out the measures it turned out that many teachers volunteers as well as teachers at schools are very motivated in supporting these measures. There is no need to hesitate to involve teachers in the activities. They are often willing to help!

8.3. Conclusion Karlskrona

Karlskrona carried out three measures within the cities.multimodal project. Two of them were aiming to raise awareness of sustainable mobility. Especially on cycling possibilities in Karlskrona and on informing citizens about existing possibilities for multimodal mobility. For the measures, public campaigns on the streets in the Karlskrona were carried out. One of them took place in summer of 2019 and was specifically set to promote the city's electric carsharing and bike sharing systems as well as to encourage cycling in general. Especially for the goal to increase the number of users of the sharing systems good results were achieved. Moreover, a survey conducted during the measure showed that the majority of people are considering to decrease their usage of private cars. This shows a growing positive attitude and raised awareness towards sustainable mobility that was also increased through the living streets campaign. Around 1000 people participated in the car-free day within one week that was disseminated through local newspapers and by the local radio stations.

The most clear and concise results however were achieved in the school campaign, where direct results could be obtained from the participating children and teachers as well as in the form of useful data and information for implementing permanent measures to improve the traffic situation around schools. The fact that most children show clear tendencies to walk and cycle more, represents a clear call towards the direction of the city officials to improve the safety conditions for kids on their ways to school.

The cities.multimodal team in Karlskrona also observed the process of their measure implementations. One experience they made is that flexibility in planning the measures is very important. A careful preparation of the projects is very important but sometimes one has to react to unforeseen circumstances, such as schedule changes, weather changes or as recently experienced the global pandemic. In those cases, it is very important to be able to think outside the box and to find new ways to carry out activities.

In Karlskrona the measures carried out in the project have led to a bigger focus on the topic of sustainable mobility and multimodality, even more so than it already had been on the agenda of the municipality's mobility planning intentions. This counts especially for the conditions and cooperation within the administering organization itself. There, this topic is now one of the most import ones. It is constantly positively stimulated by the continuously achieved results from the mobility management measures implemented during the project, that further took on their own life after the project ended.

8.4. Conclusion Kalmar:

In order to raise awareness about the benefits of sustainable mobility modes and to vitalize the city area, Kalmar implemented a mobility point at the central station that offers safe bike storage in a transparent, two story bike garage. The garage offers add-on perks for its members, such as temporary lockers, bike service station, free Wi-Fi and a charging station for cell phones. The primary target group were people commuting to Kalmar for work and the secondary target group were people using the long-distance trains and buses out of town and inhabitants going to town for entertainment/restaurants/nightlife. This way the large number of parking cars in and around the historic center of the city should be minimized.

The garage opened on the 15th of May 2020 which was already during the Corona pandemic. Thus, the initially planned promotional activities which would bring people together had to be cancelled and promotional activities aiming at increasing acceptance and changing behavior benefitting a sustainable mobility behavior have primarily taken place online and via various media outlets (such as the local newspaper and the local radio station). This has limited the number of people who have been able to reach.

Nevertheless, the measure implementation can be regarded as a success. 80% of the users that responded to a survey state that they intend to continue using the garage after their one month free trial period. 50% state that the usage of the garage has had a positive impact on their willingness to choose cycling as a mean of transport.

Moreover, the presence of a visible and tangible example of an easily accessible multimodal mobility option has changed the general perception of sustainable mobility in the entire city. It has increased the awareness of this issue not only for residents and visitors but it also left its marks in political and strategic plans of the city toward sustainable mobility and made it part of the daily work of mobility planners (who were skeptical in the beginning of the project) in Kalmar. This example can also be taken as a good example that other cities who are planning a mobility point can refer to.

In addition to these benefits, cities.multimodal has led to an significant gain in knowledge concerning the planning process of mobility points among the city's planners and administrative staff. In the Peer-Reviews the city hosted and in which the city participated, not only inputs for the planning of the Mobility Point could be obtained, it also became evident that the entire mobility planning process of the city has to be adjusted to the high level objective to reach a more sustainable mobility in the city and that a SUMP process is the way to accomplish it.

8.5. Conclusion Aarhus:

Aarhus carried out two measures within the cities.multimodal project. Both were addressing the reduction of private car traffic in the streets. To contribute to reaching this goal, in the first measure two streets in the city were opened for pedestrians and the speed limit for cars was reduced to the speed of cyclists (15km/h). The streets and pavements were used to facilitate activities that underpinned a good and liveable urban environment. For instance, cafés, restaurants and bars had their outdoor servings moved to the lanes. Also, the streets were decorated with plants and trees which contributed towards a greener urban life. At the same time, the street was transformed into a pedestrian zone with new signage and both cars and bikes now had to follow the pace of the pedestrians. During the period of the temporary measure from June to October 2019 the residents, cyclists and pedestrians reported that they welcomed the measure because it increased opportunity to sit outside, cars are driving slower, more people are on the streets and there is a better atmosphere in these streets in general. Thus, it can be concluded that the objectives of the measure have been reached.

In the second measure two Mobility Points were constructed in September 2019. For the first Mobility Point, a street corner was extended by 1.8 meters of pavement, making illegal car parking impossible in the intersection. Seven safe cargo bike racks were built on the extended pavement, closing one car parking spot. For the second Mobility Point, located next to a school, one car parking spot was replaced with cargo bike parking and a tree. In total four safe cargo bike racks were constructed to supplement nearby city bikes and e-scooters. By implementing these mobility points Aarhus wanted to demonstrate how dense urban space can be used in a new way according to new mobility demands. The evaluation of the measure revealed that, of the respondents that live in the pilot area, more than 2/3 are aware of the at least one of the mobility points. Also from observation of the mobility point it could be seen that the occupancy rate is high and the parking facilities for both ordinary bikes and cargo bikes are often fully occupied. Moreover 82% of all respondents are interested in seeing more mobility points in the city, at least 50% of the surveyed households are aware of the mobility points and at least one of the surveyed households decides to live without a car based on the new options at the mobility points. This is a big success of the measure that led to the decision that at minimum three more mobility points of this kind will be implemented in the city based on the experiences from the pilot.

Thus, both measures demonstrated that the goal to reduce private car traffic in the city can be successfully approached by demonstrating the advantages of car-speed reduced streets and by offering new modes for transporting goods in a sustainable way.

The evaluation of the planning and implementation process of these measures should one particularly important point: For the success of mobility measures is important to continue the dialogue about sustainable mobility with citizens and to create commitment and identification for and with them. If this dialogue is kept simple and focuses on the actual needs of people it can lead to a true shift of support and acceptance of sustainable mobility measures in the longer run.

The objectives of the Aarhus measures could be reached. Also the process led to some learning experiences that are valuable references to cities who are planning to implement similar measures. Already within citiesmultimodal Aarhus shared these experiences in their Peer Review workshop with the partner cities.

8.6. Conclusion Riga

Riga has carried out two measures in cities.mulitmodal. One was addressing the issue to promote multimodality to raise awareness about the use of sustainable modes of transportation among the local community in the pilot area VEF district, a priority development area adjacent to the city centre of Riga. With the other measure, the first ever Mobility Point has been implemented in Riga. The city achieved quite significant results with these measures. After the implementation of the Mobility Management activities and the Mobility Point, four new sustainable mobility services were provided: electric scooter and bicycle sharing services; a bicycle parking space; a bicycle repair station and a bicycle and pedestrian counter with an open data platform. The online survey that was carried out from January to February 2021 also showed that of the participating 150 people, 53% have used the Mobility Point and its services daily and 65% evaluated it positively. Together with the Mobility Management measures, this led to an increase of the shared mobility e-scooters and shared bikes users by 13,7% and increased the number of the users who walk and cycle by 35%. Thus, the city was able to achieve their key measure objectives to increase the awareness of sustainable mobility, to increase the number of users of sustainable mobility services and to increase the use of sustainable transport modes among the local community, local businesses working in the pilot are, and among employees who work and spend their free time.

In Riga, one of the most valuable lessons learned from this planning and implementation process was that a bottom-up approach is the most successful way to encourage the involvement of large business companies, municipalities and other stakeholders and foster sustainable and multimodal mobility in the city. This means that it has been a successful method to start convincing all necessary partners who are involved in planning a Mobility Point by finding interested people directly at the site where the Mobility Point should be implemented. Businesses, companies and operators providing mobility solutions were contacted. In addition multiple meetings with local stakeholders were organized which ended up in a dynamic process that reached top levels in the national ministry. As an important outcome, the responsible ministry decided to integrate Mobility Points into the National transport development guidelines (2021-2027) and local sustainable mobility action programme. This will foster further development of the Mobility points network in the City of Riga and Pierīga. Also, the increase of importance of the topic of multimodality and sustainable mobility through the various activities carried out within cities.mulitmodal, have contributed to establishing the Latvian mobility association represented by different mobility operators that united in one organisation to improve and develop mobility services in Latvia.

During cities.multimodal Riga was also very active with participating in the peer-review Meetings that were organised during the project. They offered a peer review on the planning on Mobility Points in Riga. The focus of this meeting was set on investigating the new mobility functionalities at the Mobility

Points, the possible impacts on the traffic flows and the necessary accompanying mobility management activities to promote them. The participating cities Aarhus, Gdansk, and Rostock gave useful advice on the planning and particularly on the participation process and could also learn for themselves in the process. Especially the inclusion of innovative IT and the involvement of specialized consulting companies in the planning process was seen as a good example for the own practice by the participants. This is another proof of mutual learning and capacity building in the partner cites of the cities.multimodal project.

8.7. Conclusion Gdansk

Gdansk was one of the most active cities in the cities.mulitmodal project. In the baseline assessment regarding the degree of multimodality in the city they were ranked as a lighthouse city among the partner cities of cities.multimodal. The well-developed bicycle infrastructure networks, a high number of existing multimodal mobility Apps as well as the high number of bike sharing operators have contributed to the good ranking. The city took advantage of the already comparatively good conditions to intensify the introduction of MM measures in order to encourage citizens to commute even more often by bike and on foot. Consequently they carried out six mobility management measures in cities.multimodal that were addressing companies and their employees, as well as schools and kids. These measures were accompanied by a 'living Street' measure to demonstrate the people living in Gdansk how public space commonly dedicated to the use by cars can be used in an alternative way for people. The city did not implement a Mobility Point within the project.

Looking at the project objectives, the measure "Gra Rowerowa" (bike2work campaign) reached very good results. It took place between September and October 2019 – before the pandemic crisis. The aim of the campaign was to encourage residents of Gdansk to use bicycles as mobility mode not only in warmer months and to award commuting to work or university on a bicycle. It also aimed at engaging the decision makers of the local enterprises more efficiently. In order to do so the city of Gdansk is using the activity mobile app which provides these functionalities and unlike other apps awards daily commuting to work – so it took advantage of the existing positive conditions for cycling. The high number of participants (4128 cyclists) shows how widely this and other mobility management measures in Gdansk spread the awareness of cycling and other multimodal mobility modes among the citizens and companies. The Living Streets campaign was a good way to maximise these effects and to further demonstrate the advantages of multimodality among different groups of the Gdansk population. Being sceptic in the beginning of the measure – a street was temporarily closed for car traffic which caused some critical expressions of opinions in social media – 66% of people, that participated in online and paper surveys, stated that they would welcome a repetition of this kind of measure in the future. Also, during the campaign around 800 people participated in the workshops offered at the living street. 39 % of the respondents changed their usual way of traveling over the period of campaign, which was mostly a switch from bus to tram or walking.

As in many other cities of cities.multimodal the Covid-19 pandemic also had a hampering impact on several measures in Gdansk, since implementing the measures would have contradicted the polish health strategy. But this does not apply for the "cycling friendly employer" measure. It turned out to

be fitting in these times as contacts were discouraged, and social distancing was enforced by encouraging employees to cycle for important trips. Also, the unwanted break gave the organisers time to reconfigure their measures. As a result, a new measure aiming at offering bike rides for kids who are currently being homeschooled was planned.

Gdansk also hosted a peer review meeting in which it demonstrated its numerous campaigns and activities dedicated to promoting cycling and active mobility to the participating project partners. The participants especially appreciated the experiences made with the living streets campaign as well as the measures to promote cycling. This proves that Gdansk is already on a good path in its aim to encourage the use of sustainable mobility modes. With the project cities.multimodal, another significant marketing impact for multimodal solutions and overall awareness of multimodality could be achieved in the city.

8.8. Conclusion PUMA

PUMA, the Polish Union of Active Mobility association, carried out four measures in the cities.multimodal project in different cities of Poland. The measures were addressing the overall objective to improve mobility conditions and promoting active mobility in municipalities and for citizens. In particular, they were working at schools and kindergartens (Mobility Kindergartens – Active Kids), with the general public in local social-media platforms, directly in the streets to assess people's opinions on the cycling climate or to carry out a living street campaign. The latter – as all other measures – reached good results in promoting the concept of sustainable mobility by carrying out various activities on temporarily converted curb side parking spaces. The campaign was also promoted on social media platforms. A video on the Parking Day event reached over 1400 recipients on Facebook. The event itself took place between 10am and 3pm. During that time 40 cyclists, 540 pedestrians and 340 cars were counted and a minimum of 900 interested citizens were passing by - regardless of whether passing by foot or passing by car they had the opportunity to learn about the idea behind the action. About 70 citizens participated actively. It involved also support from officers from the City Hall of Gdansk and the president's office which is responsible for creating green spaces in the city. This demonstrated the vast outreach of this activity compared to a relatively small and easy-to-organize measure.

Another measure directly aimed at reducing the number of trips made by cars among municipal officials. The "Mobile Office — Active Official" measure supplied ten municipal offices and two other self-government offices with e-scooters for everyday use. Results of this test were positive. The question "Did the scooter meet your expectations and needs in terms of everyday business trips?" was rated on a scale from 1-6 (where 6 represents the best value). The best value was rated by almost 40%. Also, more than 50% of the respondents stated that the scooters supplemented existing ways at the workplace for everyday business trips. And in another example that stands also for the other measures, more than 80% of the scooter testers stated that the campaign increased their awareness of the perception of mobile active means of transport.

During the processes of planning and implementing these measures it once again proved that it is always very helpful to have a contact person or coordinator in the municipality who is committed to the subject of sustainable mobility and to the idea of the concrete measure. To ensure the long-term success of the measure it is important to continuously supply them with all the information about what is going on so there is always a partner to consult with.

Within the cities.multimodal project, PUMA has spread the idea of active mobility to various target groups ranging from school kids to city officials in different locations of Poland. It has successfully set starting points for increasing the awareness for the benefits of sustainable mobility- which was one of the major objectives of the project.

8.9. Conclusion Vilnius

Two Mobility Points in Vilnius' city quarter Antakalnis were implemented during cities.multimodal. They are ready to be tested regarding their perception and regarding an assessment of specific needs of multimodality users. The main intention is to offer broader multimodal services and to supply car users with an alternative way of travel. In particular, this measure addresses very car-oriented mobility situations and the first/last mile problem. By offering small but comfortable and safe bike and scooter storage with charging option; charging points for electric cars; parking spots for people with disabilities; car and bike sharing spots, the Mobility points in Vilnius tried to enhance environmentally friendly transport systems in urban areas based on increased capacity of urban transport actors; to increase the acceptance of multimodal transport; to change the travel behaviour by applying pilot solutions; and – in the end - to bring about a change in awareness and mobility patterns of transport users.

Due to the Covid-19 pandemic crisis, as well as to various procurement and technical issues the implementation of the Mobility Points had to be postponed from the initially planned implementation in 2020. With date of March 2021 Multimodal Points in Vilnius were physically built but not fully functioning. However, evaluation activities in cities.multimodal were planned in a comprehensive way and some intermediate data assessments have been performed. A representative survey with the local citizens of Antakalnis' city quarter, in which the Mobility points will be operating, clearly showed that the willingness to use the planned Mobility Points was high even before they were implemented (16 % of respondents were already willing to use the services to be provided).

Already now, the Mobility Points are the most visible result from the participation in cities.multimodal. During the process of planning and building the Mobility Points, Vilnius made a range of valuable experiences. One of the most central findings is that a strong and committed leadership of the project is needed as well as a clear vision. If you don't have vision, the project becomes "ticking boxes"; if you don't have clear leadership, even best vision may fail. Other experiences could also be collected and shared during the hosting and participation in the cities.multimodal peer review workshops on planning Mobility Points. One was to share the information about the project and the communication with the public on the website and on social media in an early stage of the project. This gave the project in Vilnius an important boost. The local team received good feedback on the planned Mobility Points

and people were very interested in using them. This motivated the planners to continue and follow through with the projects despite all difficulties.

In Vilnius cities.multimodal has strongly inspired the discussion among planners and with citizens on setting up Mobility Points for improving the conditions for more multimodal mobility in the city. Moreover, the mobility planning team recognised that including the multimodality concept into the Vilnius mobility agenda is very important to accomplish for the future. In the long run this will help to increase the possibilities for residents and guests to move more sustainably. For this, more tests of the Mobility Points have to be carried out and they have to be multiplied throughout the whole city.

8.10. Conclusion Tartu

In Tartu the measure implementation suffered from the lock-down phases caused by Covid-19. This affected especially the Mobility management measure that was planned at schools. Since they were closed the measure had to be cancelled. However, good results were achieved with the Living Street measure that took place before the crisis from 27th to 29th of June. On the crossroads of two streets a car free zone for events and leisure was established were before only cars were parked. The specific goal of the campaign and events was to promote the new bike sharing system and the new bus line. Another goal was to increase the number of public transport users in the city compared to previous year. The good results as regards to the number of visitors and their active participation in the events (i.e. Saturday events were visited by 600 people on average) led to the decision of the local cities.multimodal team to replace the cancelled measure with another open-space measure to promote sustainable mobility. For the campaign named “Car Freedom Avenue” one of the city’s main streets in the centre was temporarily closed from 03.07.2020 to 02.08.2020. The street offered enough space to keep social distance, making it fitting as an event space during the pandemic. The short term goal for the event was to revitalize the city centre, create an attraction for locals and tourists to visit and to create a safe socializing environment that followed all the pandemic restriction rules. In the longer run the event should emphasizes Tartu’s long term mobility and climate values which comprise to redesign the city center from car friendly transportation corridor into a human and pedestrian friendly destination.

Taking under consideration that no significant promotions activities were made to be able to keep social distancing rules, the outreach of the measure was tremendous. Visitor counting showed that approximately 150 000 visits were made in total or around 3 800 per week day and around 6400 per day on the weekends. A survey that was carried out during the campaign showed that 70% welcomed the event, that 27% were supporting the changes as permanent in the future and that 43% agreed to it as being a good temporary solution. Only 25% of people disliked the event.

The motivation to implement the measure against all odds and combining it with other events was the reason for its big success. The fact that most other cultural activities in the city had to be cancelled contributed to it as well. This clearly demonstrates how - even in times of social distancing - activities to promote multimodality can be carried out. The cities.mulitmodal overarching goal to raise awareness for the importance of sustainable mobility was reached in Tartu

8.11. Conclusion Pskov

The measures in Pskov focused on Mobility Management with schools and on the historical centre of the city. Standing at the beginning of improving the safety of walking or cycling to school, the city started with assessing the current status regarding this issue and with a survey among the parents of school children. It revealed that at the moment, traffic conditions are being perceived as too dangerous, but also that almost half of the parents are ready to let their child to go to school by foot or by bike if there would be a safe infrastructure on the way to the school. Thus, Pskov carried out multiple measures to promote safer and sustainable mobility. One of them was the "Pskov-City for Kids" class where children mapped their area. The participants were asked to map the historic centre, their favourite places to walk, boundaries of walks and the most popular routes. As a result the city planners gained important knowledge and understanding on how children experience boundaries and how child-friendly routes need to be build.

During the cities.multimodal project, Pskov appreciated exchanging ideas with the partners, especially about the possibility of starting a SUMP process, which led to an increased awareness about sustainable mobility among all involved people in Pskov. Also it showed the importance of a change towards more sustainable mobility modes in the future and the need of this to be integrated in the city's planning process. The willingness of citizens to change their mobility behaviour towards sustainable transport modes will play an important role in Pskov as well. Learning experiences while being partner in cities.multimodal also comprised concrete issues in encouraging parents to let children walk and cycle to schools. For Example a problem in Pskov were difficulties finding out which children are most likely to change their mobility behaviours, since it strongly depends on the parent's mobility behaviours. Organizing games and campaigns with children to play and to use innovative methods and items was very helpful to reach this target group. This was especially successful because Pskov was very open for the ideas of the children, thus it was possible not only to reach the right group of children but also to gain concrete suggestions from the children on how to make their specific ways to school safer and more comfortable.

Pskov leaned from the experiences made in in other cities.mulitmodal cities but also from own measures carried out within the project. It helped to further build up capacities among Pskov city planners regarding sustainably mobility management measures and to inquire concrete ideas on developing the proportion of kids who walk or cycle safer and more comfortable to schools. The city is also working on further implementing these projects in the future..

8.12. Conclusion Guldborgsund

With 61.000 inhabitants in the Guldborgsund Municipality in total and 20.000 in the main city Nykøbing, the municipality of Guldborgsung / Nykøbing Falster is among the smaller cities participating in the cities.multimodal project. The main project that has been carried out was aiming at improving cycling infrastructure. The goal was to make bike parking in the city center and Marielyst center more comfortable and safer in order to support a shift from car-commuting to cycling. During the project

lifetime 12 simple and safe parking boxes were built and made available for inhabitants as well as for tourists. They are located in the city center, at the bus and train station in Nykøbing Falster and in the center of the Marielyst touristic area. The parking boxes were built in October 2020 as modular bricks. This makes them flexible to combine. They are accessible by a telephone call individual connected to each box. Unfortunately, the pandemic situation has slowed done the implementation process and minimized the usage of the boxes. An evaluation, for example by an automated measurement of the number of uses could not be carried out at the moment the report at hand was written. However, the evaluation of the planning and implementation process of the bike parking boxes has revealed some interesting facts, other cities possibly could make use of. For example, the company who developed the box system found a solution that overcame technical difficulties with the coding on the magnetic locks so that now it is possible that they automatically open after 24h to avoid that commuters use them as storage. This process made a lot of communication necessary between the municipality and the executing company because everything had to be developed from scratch. Lockable bike boxes were not a common solution until then.

The Guldborgsund team also organized a peer review workshop on the development of Mobility Points in the region. This meeting was a valuable contribution to another exchange of knowledge and capacity building between the participants. It concluded in the idea to consider the bicycle boxes next to the train stations as being a first step to develop a Mobility Point even in small communities such as Guldborgsund.

Another pioneering impact of the participation in cities.multimodal is that by implementing the bike lock boxes and other measures supporting bike traffic in Guldborgsund, the mobility department will now be able to gather data on cycling in the future. This is the basis to evaluate and analyze the cycling development and to design tailored measures to further improve it. Also, by the visible existence of the bike boxes, the citizens an visitors of the city start to think more about the benefits of multimodal mobility. This public awareness about the issue makes the work of the local mobility team a lot easier.

9. Conclusion on project level

The evaluation activities performed by the project partners clearly demonstrate that the cities.multimodal measures that have been carried out in the cities have strongly contributed to reaching the project objectives. Especially with introducing and testing the concept of Mobility Points in some of the cities, a new and effective step towards enhancing environmentally friendly and multimodal transport systems in urban areas was made. The concept has been promoted to the local urban transport actors and thus increased the capacities of authorities, infrastructure providers and operators in terms of implementing new multimodal solutions to reduce private car use and the unwanted negative impacts on the environment that derive from it. The physical existence of Mobility Points in six of the participating cities, as well as the city-wide implementation of Mobility Points in Rostock and the decision to integrate Mobility Points into the national transport development guidelines of Latvia are only a few examples of the positive long-term effects that cites.multimodal caused.

The Mobility Management measures and the campaigns such as the Living Streets have also reached a wide range of different groups of the urban population. From school children to residents of new housing areas to employees and city officials. They showed the importance of further promoting sustainable multimodal mobility options in the Baltic Sea Region and the positive results that come with it. The large number of people that were reached by the measures shows that the project contributed to increase awareness of environmentally friendly transport. This is the basis for achieving a true change of mobility patterns and a shift towards sustainable mobility behaviour.

The evaluation of the project shows that it strongly contributed to build up knowledge among civil servants (traffic and urban planners) at municipalities and regions, as well as in public transport companies. This happened even beyond the project partnership by involving them in the planning and testing processes of the Mobility Points, the Mobility Management activities and in carrying out the campaigns. This way a much broader public was reached than just the partners who are directly in volved in the project. The knowledge sharing and mutual learning processes played an important role overall. This was planned from the beginning but was intensified by the strong impact that the Covid-19 pandemic had on the project. New solutions had to be found together with the partners, already existing measures had to be adjusted, but also the evaluation activities that are depending on assessment with people on site had to be modified. Thus, the project put the focus even more on assessing the processes of planning and implementing measures. These experiences have been systematically assessed and documented in the ‘Learning Stories’ that are part of this report. Together with the learnings from the peer review meetings, the study visits and the training workshops they have enhanced the capacities of municipalities, politicians, public transport providers. They laid the ground for implementing new sustainable urban mobility solutions in an effective and tested way in the future.