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URBACT
Beyond the Urban

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INTRODUCTION

Over four decades ago, Malcolm Moseley's[1] groundbreaking work in 'Accessibility: the rural challenge' shed light on the enduring significance of accessibility and mobility issues in rural regions. Today, these challenges persist, intricately intertwined with processes of marginalisation that have spanned generations, draining populations and resources from these areas. Regrettably, our focus on sustainable mobility agendas often neglects peri-urban and rural communities. Policy, funding, planning, and research efforts rarely receive the same level of attention as their urban counterparts. While cities experience a surge of investment and political fervour aimed at reducing car dependency through initiatives like Low Traffic Neighbourhoods, School Streets, and car-free zones, the development of sustainable, accessible, and affordable alternatives for suburban and rural areas often lags behind.

Rural landscapes grapple with low population density, depopulation, increasing impoverishment, and the scarcity of opportunities and services, all of which pose formidable challenges to accessibility and quality of life. These issues erode the very foundations of our rural infrastructures. Notably, rural areas encompass more than 80% of the European Union's territory and are home to 30% of its population. They serve as vital suppliers of goods and services upon which urban centres heavily rely, including food, raw materials, and energy. Moreover, these regions host diverse natural ecosystems essential for carbon sequestration, water filtration, and wildlife habitats. These rural environments are also an opportunity for people's leisure and health, especially for those who live in dense urban environments or with green infrastructure deficits. The loss of population in rural areas could exacerbate environmental and economic concerns across the entire continent. For example, in the countries in the south of Europe there is a clear concern about the effects of the abandonment of the territory, especially of the forests and the undergrowth, in relation to the proliferation of increasingly virulent fires due to the aggravation of droughts and climate change.

Conversely, cities exert a pivotal influence within their territories, acting as vital economic, social, and cultural hubs. They often extend essential services and employment opportunities to their surrounding regions. According to Eurostat, only 28.4% of individuals residing in rural areas hold tertiary education degrees, in stark contrast to the 50% in urban centres. Additionally, rural areas exhibit higher rates of early school dropouts, with figures at 11.1% compared to 9.6% in urban locales. While over 60% of urban residents possess basic digital skills, only 48% of their rural counterparts do. In the grander scheme, 23.7% of individuals in rural areas grapple with poverty or social exclusion. Promoting urban-rural sustainable mobility emerges as an indispensable factor in fostering the sustainable development of territories, bolstering social inclusion, and driving economic growth. However, several formidable challenges impede its efficacy.

A paramount urban challenge revolves around the growing disconnection between rural areas and urban centres, a trend that exacerbates an urban-rural divide witnessed across numerous European cities and regions. This divide precipitates social exclusion, economic disparities, and environmental issues, not only compromising the quality of life for both urban and rural residents but also hindering economic growth and regional development. Rural mobility requires a specific approach and policies that respond to the challenge of the lack of critical mass, long distances and the idea of freedom linked to the private car.

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[1] *Moseley, M. 1979. Accessibility: The Rural Challenge. London: Methuen.*

Challenges in Rural – Urban Intermodality

The Rural / Urban Divide

The utilisation of public transport as a primary mode of commuting to work and school demonstrates a distinct dichotomy within the European Union's transportation landscape. Urban centres, particularly its vibrant capitals, typically stand as bastions of robust public transportation networks, encompassing rail, underground/metro, and bus/tram services, which enjoy higher patronage. Intermodal competition, competition between modes of transport, is significantly higher in urban centres, offering more choice and better service to citizens.

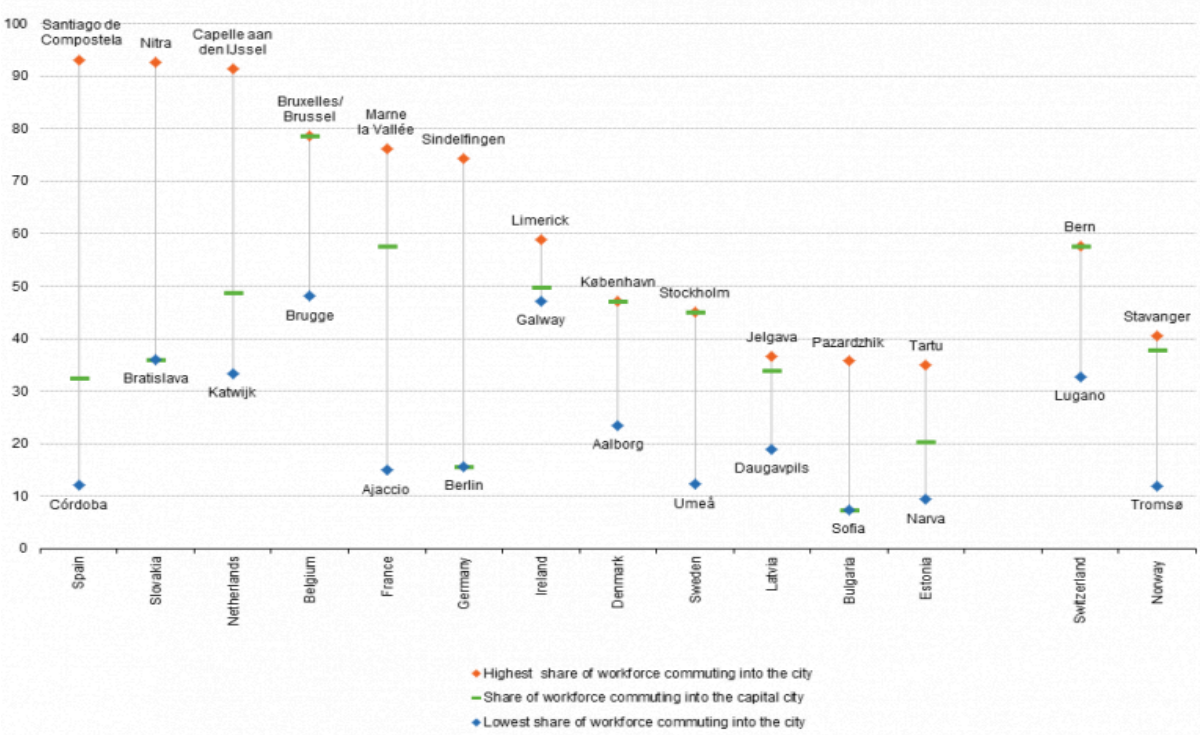
In contrast, provincial cities, towns, suburban enclaves, and rural expanses predominantly witness private motor vehicles as the prevalent choice for the daily commute, as public transportation systems often languish in a state of underdevelopment or non-existence. This stark divergence underscores the disparities in transportation infrastructure and access across the EU.

The preference for private car use diminishes notably in some of Europe's most populous urban hubs, a trend most pronounced in capital cities where a diverse array of public transport services flourish, offering cost-effective and efficient alternatives. For instance, in Paris, a remarkable 69.4% of commuters chose public transport as their mode of commuting in 2011, a striking contrast to the national average of 17.8%. A similar narrative unfolds in Lisbon, Portugal's capital, where an impressive 45.0% of commuters opted for public transport, surpassing the national average by a substantial 31.8 percentage points.

However, as individuals venture towards more rural locals, or settle in smaller towns and suburban pockets, a noticeable shift transpires, with the car emerging as the preferred means of transport. A telling example lies in Greater Manchester, where the car's dominance in the daily commute soared to 71.1%, a significant 18.3 percentage points higher than the figure for urban dwellers within its centre, which stood at 52.8%. This pattern holds true across various other European cities showcased in Figure 1, underscoring the intricate interplay between geographical location and transportation preferences. This lack of, or inadequate provision of, public transport makes it difficult for those in rural areas to access basic services and employment opportunities in urban centres. This is further demonstrated by the fact that across the EU, 52% of road traffic fatalities occurred on rural roads[2].

2

https://transport.ec.europa.eu/news-events/news/road-safety-eu-fatalities-below-pre-pandemic-levels-progress-remains-too-slow-2023-02-21_en



(*) The figure shows for each country (subject to data availability) the cities with the lowest/highest shares of people commuting into the city. The figure also shows the share for the capital city and the names of the cities with the lowest/highest shares. Germany and Switzerland: 2013. The Netherlands: 2010. Norway: 2009. Belgium and Spain: 2008. Germany, Spain, the Netherlands and Switzerland: estimates. Spain: incomplete coverage with data missing for several (smaller) cities. The Czech Republic, Greece, Croatia, Italy, Cyprus, Lithuania, Luxembourg, Hungary, Malta, Austria, Poland, Portugal, Romania, Slovenia, Finland and the United Kingdom: not available.

Figure 1. Geographical location and transportation preferences

As reflected in the article "Sustainable Rural Mobility? Beyond mobility policies with urban perspective"[3], most sustainable mobility policies are city centred. Until recently, it was generally considered that practices that work in urban environments can be extrapolated to rural areas, or, in other words, the urban perspective is hegemonic. In many European policies that directly refer to rurality, this mention is made from a symbolic dimension without going in-depth into its specificities.

Transport Sustainability

Although mobility offers numerous advantages to individuals across the EU, it does come with certain societal burdens. These encompass emissions of greenhouse gases, as well as the pollution of air, noise, and water, in addition to road accidents, traffic congestion, and the loss of biodiversity — all of which exert an impact on our collective health and overall well-being. Greenhouse gas emissions from the transportation sector have steadily risen over time, now constituting as much as a quarter of the European Union's overall emissions.

Undoubtedly, the most pressing challenge confronting the transportation sector is the imperative to significantly curtail its emissions and embrace sustainability. Transport is the only sector where greenhouse gas emissions have increased significantly in the past three decades, rising 33.5% between 1990 and 2019. Transport is responsible for about a quarter of the EU's total CO2 emissions, of which 71.7% came from road transportation, according to a report from the European Environment Agency[4].

[3] *Iso et al, (2023). "¿Movilidad rural sostenible? Más allá de las políticas de movilidad con mirada urbana." RECERCA. Revista De Pensament I Anàlisi, 28(1).*

[4] *https://www.eea.europa.eu/publications/transport-and-environment-report-2021*

In light of the transport sector's substantial contribution to the EU's total greenhouse gas emissions, achieving the EU's ambitious targets, including a minimum 55% reduction in greenhouse gases by 2030 and climate neutrality by 2050, hinges on swiftly implementing more ambitious policies aimed at diminishing the sector's reliance on fossil fuels. This endeavour should align seamlessly with broader initiatives to combat pollution. The success of the European Green Deal fundamentally depends on our collective ability to engender sustainability across the entirety of the transportation system.

The lack of, or unsuitability of, rural public transport increases the use of private vehicles, often into the heart of their neighbouring cities, creating more pollutant than collective means of transport, and impacting on the health of city residents. Furthermore, high volumes of commuter traffic can put stress on urban infrastructure, including roads and bridges. Overloaded infrastructure can lead to maintenance challenges, increased use of construction materials, and increased costs. Among the road transport modes, cars have a dominant role, accounting for approximately 44% of the total carbon dioxide (CO2) emissions in Europe. The exposure to fine particulate matter (PM2.5), ozone (O3), and nitrogen dioxide (NO2) in the EU is now at such a level that it is estimated that 18.4 million people experience chronically high levels of annoyance due to noise pollution from transport. At the same time, 5.5 million people are estimated to experience chronically high levels of sleep disturbance[5].

As part of the EU's 2030 climate and energy framework and current contribution to the Paris Agreement, the European Union has put in place legislation to reduce emissions, committing to a significant reduction of 40% in greenhouse gas emissions by 2030 compared to 1990 levels[6]. Additionally, there is a concerted effort to lower air and noise pollution, particularly within densely populated urban regions. Accordingly, this transformation presents significant opportunities for enhancing our quality of life while rejuvenating various European industries throughout their value chains. This renewal encompasses the creation of high-quality jobs, the development of novel products and services, the bolstering of competitiveness, and the pursuit of global leadership—especially as international markets increasingly shift towards emissions-free mobility solutions.

Elevating the sustainability of mobility should serve as the transport sector's newfound mandate for expansion. Mobility within Europe ought to pivot towards a streamlined, integrated multimodal transportation system, catering to both passengers and freight. The EU has already stated that this transformation should be underpinned by the development of an accessible high-speed rail network, the widespread deployment of recharging and refuelling infrastructure for zero-emission vehicles,

5 *https://www.eea.europa.eu/publications/transport-and-environment-report-2022/transport-and-environment-report/view*

6 *https://climate.ec.europa.eu/eu-action/climate-strategies-targets/progress-made-cutting-emissions_en*

and the provision of renewable and low-carbon fuels[7]. It should also embrace cleaner and more active modes of mobility across rural and urban areas, promoting the economic success, well-being and health of their inhabitants. In fact, the Commission has stated that it will work towards creating enabling conditions for transport operators to offer travellers by 2030 carbon-neutral choices for scheduled collective travel below 500 km within the EU. By far the most challenging geography to do this is in rural areas

Interurban and rural public transport often has low demand and high operating costs due to low number of passengers and long distances between stops. The "Supporting Mobility in Rural Regions" article by Interreg Europe[8] reinforces this challenge, concluding that rural regions now face an even tougher reality in the wake of the COVID-19 pandemic, with fewer people willing and able to travel by public transport due to business closures and enforced social distancing. Falling user numbers are further straining the economic sustainability of public transport systems, hindering public and private investments in these services.

Light mobility such as walking, biking and, more potentially e-biking in rural areas, reduce the environmental footprint, promote physical activity and health, while alleviating congestion and noise. Infrastructure needs include pedestrian paths, bike lanes, safe crossings, clear signage, and proper parking, contrasting significantly with the costly and environmentally impactful road infrastructure for motorised traffic.

Place and transport expert, Carlos Moreno[9], suggests that commuters can regularly cycle up to 8km, or walk 3km, in their daily commutes should the infrastructure be suitable. Rural regions are therefore more reliant on regular car usage. In addition, they also face unique challenges in terms of EV charging infrastructure, including limited charging stations and longer distances between them, making the adaptation of more sustainable car choices a more challenging one. For rural areas outside of this radius, the car continues to be an instrument of mobility. Municipalities can, through incentivisation, encourage smarter use of the car, such as with car sharing, to reduce the impact.

Demographic Changes

Depopulation is a significant rural challenge. Almost 9 out of 10 predominantly rural regions in the EU reported negative crude rates of natural population change during the period 2015–2020[10]. This creates challenges for the ongoing economic viability of public transportation.

In addition, while the number of younger people and working-age people living in the EU's predominantly rural regions fell between 2015 and 2020, the number of people aged 65 years or over increased, on average, 1.8 % each year, meaning the old-age (economically inactive) dependency ratio is higher in rural areas, and growing at a faster pace, and the nature transportation required to

[7] *https://transport.ec.europa.eu/system/files/2021-04/2021-mobility-strategy-and-action-plan.pdf*

[8] *https://www.interregeurope.eu/find-policy-solutions/stories/supporting-mobility-in-rural-regions*

[9] *"Droit de cité, de la ville-monde à la ville du quart d'heure", Editions de l'Observatoire (2020)*

[10] *https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Urban-rural_Europe_-_demographic_developments_in_rural_regions_and_areas*

service such a population may be different. This can lead to problems of loneliness, isolation, inaccessibility and digital exclusion. Given this, we require new approaches to address the needs of diverse populations, in addition to creating an infrastructure which can attract newcomers to rural zones.

Lack of Information and Limited Technology

Rural areas often lack information about transportation options, particularly for those who live in urban centres and who are not familiar with rural areas. The digitisation of route planning and wayfinding is not as advanced in rural areas, leading to less engagement with the public transport options that are available. This discourages rural tourism, an increasingly significant part of rural economies, as it is difficult to plan trips and navigate the transportation system.

Unclear tariff policies, a lack of specific tariffs for visitors, automatisation or digitalisation of ticket purchasing are also barriers. Digitalisation will become an indispensable driver for the modernisation of the entire system, making it seamless and more efficient. Europe also needs to use digitalisation and automation to further increase the levels of safety, security, reliability, and comfort, thereby maintaining the EU's leadership in transport equipment manufacturing and services and improving our global competitiveness through efficient and resilient logistics chains[11]. Efficient data gathering in neglected intermodal travel and between rural and urban locals will enable more effective decision making for citizens as a whole.

Demand-responsive transport (DRT) services use digital technologies to match passengers with vehicles in real time. This can help to improve the efficiency of public transport services and make them more convenient for users. Digital platforms can be used to make it easier for passengers to plan and book multimodal journeys, which combine different modes of transport, such as public transport, cycling, and walking. This can encourage people to use more sustainable modes of transport.

Digitalisation can help to support the electrification of transport by making it easier to manage electric vehicle charging infrastructure and to integrate electric vehicles into the grid. It is a stated goal of the EU to take full advantage of smart digital solutions and intelligent transport systems (ITS)[12]. Connected and automated systems have enormous potential to fundamentally improve the functioning of the whole transport system and contribute to our sustainability and safety goals.

Gender Differences

Women in rural areas are more concerned than men about their safety while travelling[13]. Fear of violence and aggression means that women are far less willing than men to travel after dark[14]. Lighting in rural transport hubs can often not be of the same standard as urban hubs, and there is an

[11] *https://transport.ec.europa.eu/system/files/2021-04/2021-mobility-strategy-and-action-plan.pdf*
[12] *https://transport.ec.europa.eu/system/files/2021-04/2021-mobility-strategy-and-action-plan.pdf*
[13] *Cobano-Delgado, Lorent-Bedmar (1996). Women's Well-Being and Rural Development in Depopulated Spain. Int J Environ Res Public Health.*
[14] *https://op.europa.eu/en/publication-detail/-/publication/c17a4eba-49ab-40f1-bb7b-bb6faaf8dec8*

increased likelihood of being alone at, and on the way to, areas like bus stops, which can increase a sense of vulnerability.

In addition, typically, women exhibit more intricate mobility patterns, primarily at the local level. Given that women are far more likely to be part-time workers, they travel off-peak more often than men. Due to the more common role that women play in caregiving responsibilities, women often find themselves tasked with accompanying their children and dependents to various destinations like day-care centres, health facilities, schools, or recreational activities. This role necessitates the use of diverse transportation modes, as these trips tend to be shorter, more frequent, and distributed throughout the day. In contrast, men tend to undertake fewer, more direct journeys daily, typically commuting to and from their workplaces, often in solitary and for a singular purpose, frequently during peak rush-hour periods. Men continue to predominate in decision-making in the transport sector. According to a WISE study about women's employment in the urban public transport sector, the share of women on management boards is less than 20% and women represent only 9.3% of drivers[15].

Women and men have a different behaviour when driving. With regard to the use of cars, fewer women than men in Europe own or use a car. According to the INFSTTAR and WIT study, She Moves: Women's Issues in Transportation[16], the relationship between risky driving behaviour and involvement in accidents is more often associated with men than women. Among men car drivers and motorcyclists, the rate of those already punished for speeding is higher by 10 percentage points than among women.

Despite the gender challenges outlined above, according to Civitas[17], women are more willing to adopt more sustainable transport means (e.g. public transport, walking or cycling) than men, not only because of their lower rate of motorisation, but mostly because they pay more attention to the environmental impacts and related ecological issues. There is a significant opportunity here.

Governance

In numerous European countries, the authority of local governments does not extend to interurban public transportation connecting different municipalities. Typically, there exist distinct administrative bodies for urban and rural areas, and there is a lack of coordination between them in terms of how they cater to their residents, whether they are temporary or permanent residents. This results in a gap in service provision and a gap in data accessibility for both national, regional and municipal decision-makers when formulating policies related to these areas. When compounded by limited and fragmented political representation and leadership among various authorities, the resulting policies often tend to focus on specific locations, disregarding the complex intermodal transportation needs of users and hindering the development of coherent rural mobility strategies. Furthermore, these challenges are exacerbated by a lack of capacity, support, and the exchange of best practices among

[15] *https://www.etf-europe.org/wp-content/uploads/2018/09/WISE-I-Report_EN.pdf*
[16] *https://wiit-paris2014.sciencesconf.org/conference/wiit-paris2014/pages/shemoves_wiit_web_3.pdf*
[17] *https://civitas.eu/sites/default/files/civ_pol-an2_m_web.pdf*

practitioners operating in these areas. There is a clear lack of focus on addressing the problem from a global shared vision perspective.

Governance-related challenges also contribute to a restricted pool of available funds or the inefficient allocation of these funds across different administrations without proper coordination. This fosters isolated approaches that prioritise providing services to specific populations, such as individuals with medical requirements or disabilities, while overlooking the broader needs of the general public for various types of trips[18]. The way we plan cities and territories can help reduce necessary daily travel, as well as dependence on private vehicles, thereby decreasing traffic and emissions. The polycentric city fosters proximity between residences, work, and services, encouraging walking and cycling. A well-planned and decentralised urban and territorial structure enhances citizens' quality of life by reducing travel times, minimising pollution, and creating more habitable and sustainable environments.

[18] *https://cms.uitp.org/wp/wp-content/uploads/2022/02/Knowledge-Brief-Rural-Mobility_FEB2022-web.pdf*

The Policy Context

Sustainable Development Goals (SDGs)

Beyond the Urban is aligned with several of the Sustainable Development Goals (SDGs), including:

Cohesion Policy

Cohesion Policy objectives and scope which, as defined in Article 5(1) of Regulation EU 2021/1060[19], aims to reduce disparities between regions and promote sustainable and inclusive growth across the EU. The policy supports investments in infrastructure, research and innovation, and social and environmental initiatives. Beyond the Urban contributes to these objectives in several ways.

Firstly, Beyond the Urban seeks to address a significant urban challenge that has implications for both urban and rural areas. Improving rural-urban mobility is critical for promoting economic development, social inclusion, and sustainable urbanisation. By enhancing connectivity between rural and urban areas, Beyond the Urban will facilitate the movement of people, goods, and ideas, thereby promoting more balanced and sustainable regional development.

Beyond the Urban aligns with the Cohesion Policy's focus on promoting social and territorial cohesion. Social cohesion refers to the ability of individuals and communities to access basic services and opportunities, while territorial cohesion emphasises the need for balanced and sustainable development across different regions. By promoting better connectivity between rural and urban areas, Beyond the Urban will help reduce disparities in access to economic opportunities, social services, and cultural amenities. In turn, it can contribute to more equitable and sustainable urban development.

Beyond the Urban aligns with the Cohesion Policy's emphasis on promoting innovation and knowledge-based development. Urban-rural mobility is a complex and multifaceted issue that requires innovative solutions and cross-sectoral collaboration. The network will serve as a platform for sharing best practices, developing new approaches, and promoting innovation in areas such as transport planning and smart mobility. By leveraging the expertise and resources of multiple stakeholders, the network can help foster more dynamic and innovative urban development.

[19] *https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02021R1060-20230301*

Finally, Beyond the Urban aligns with the Cohesion Policy's emphasis on promoting environmental sustainability. Transport is a major contributor to greenhouse gas emissions and air pollution, which can have significant impacts on human health and the environment. Improving rural-urban mobility will contribute to reducing the environmental impact of transport by promoting sustainable and low-carbon modes of transport, such as cycling, walking, car sharing, diverse on-demand transport systems, and public transport. This will contribute to a more sustainable and resilient urban environment, in line with the EU's commitments under the Paris Agreement and the Sustainable.

Further Policy Alignment

Beyond the Urban also aligns with the recent communication on the new EU Urban Mobility Framework[20], whereby the 424 cities of the TEN-T urban nodes will have to include integrated links between rural, peri-urban (or suburban) and urban areas in their sustainable urban mobility plans (SUMPs). In addition, Beyond the Urban contributes to the New Leipzig Charter[21] and the EU Urban Agenda, contributing to the strengthening of territorial cohesion by promoting more sustainable and integrated mobility between urban and rural areas. It will also contribute to the Charter's goal of fostering an inclusive society by addressing the mobility needs of vulnerable and disadvantaged groups. By promoting accessible, affordable, and sustainable transport solutions that meet the needs of all citizens, the network will help create more inclusive and equitable urban-rural mobility systems. Also, Beyond the Urban will contribute to the objective of achieving sustainable development with closer production-consumption flows by exploring the potential for more sustainable and locally based transport solutions.

The EU Green Deal, focusing on urban-rural sustainable mobility and promoting sustainable transport solutions. By encouraging more efficient and sustainable transport options between urban and rural areas, the network will help reduce greenhouse gas emissions and improve air quality in both areas. Also, Beyond the Urban will contribute to the Green Deal's objective of ensuring a just and inclusive transition by promoting accessibility and social inclusion in sustainable transport systems.

The EU's Common Agricultural Policy (CAP[22]) includes measures to support rural development, including investments in rural transport infrastructure. For example, funding from the European Agricultural Fund for Rural Development (EAFRD) can be used for projects aimed at improving rural accessibility and mobility. A particular area of interest can be around the greening of the supply chain through more sustainable transport, reducing the impact of agriculture in a less disruptive manner. In addition, the European Regional Development Fund (ERDF[23]) provides funding to support regional development projects across the EU. Investments in rural transport infrastructure and services are eligible for funding under the ERDF, helping to improve accessibility and connectivity in rural areas.

The EU has implemented the Alternative Fuel Infrastructure Directive[24] to promote the deployment of alternative fuel infrastructure, such as electric vehicle charging stations and hydrogen refuelling stations. This aims to facilitate the transition to low-emission and alternative fuel vehicles. Perhaps

[20] *https://transport.ec.europa.eu/system/files/2021-12/com_2021_811_the-new-eu-urban-mobility.pdf*
[21] *https://ec.europa.eu/regional_policy/sources/brochure/new_leipzig_charter/new_leipzig_charter_en.pdf*
[22] *https://www.consilium.europa.eu/en/policies/cap-introduction/cap-future-2020-common-agricultural-policy-2023-2027/*
[23] *https://ec.europa.eu/regional_policy/funding/erdf_en*
[24] https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A52021PC0559

linked to this is the Clean Vehicles Directive[25], which sets out procurement rules to encourage public authorities to purchase clean and energy-efficient vehicles, including electric and low-emission vehicles. This helps to stimulate demand for sustainable transport solutions.

The EU Emissions Trading System (ETS) is a cornerstone of the EU's policy to combat climate change. It puts a cap on the total amount of greenhouse gases that can be emitted by certain sectors, including aviation, and allows companies to buy or sell emission allowances, thereby incentivising emission reductions. As part of the 2023 revisions of the ETS Directive, a new emissions trading system named ETS 2[26] was created, separate from the existing EU ETS. This new system will cover and address the CO2 emissions from fuel combustion in road transport, and so further increases the relevance of this policy.

The Smart Villages Initiative[27] aims to support rural communities in Europe by promoting digitalization, innovation, and sustainable development. Improving transport connectivity and mobility options is a key component of this initiative. The Connecting Europe Facility (CEF[28]) provides funding for the development of transport infrastructure across the EU, including projects that improve connectivity in rural areas. This can include investments in roads, railways, and other transport links that serve rural communities.

Beyond the Urban contributes significantly towards the EU Commission's Sustainable & Smart Mobility Strategy, in its stated ambitions.

The network will contribute to EU Sustainable Smart Mobility objectives by making sustainable alternative solutions available to the public and businesses, supporting digitalisation and automation and improving connectivity and access. By identifying and implementing innovative mobility solutions with local communities, the network will contribute to the development of sustainable and inclusive rural communities in accordance with the EU Rural Pact.

This initiative also seeks to simplify the process of planning and purchasing tickets for multimodal journeys within the EU. The initiative addresses challenges faced by these digital services and aligns with Action 37 of the sustainable and smart mobility strategy. The overarching goal is to enhance the integration of public transport and rail services, aiming for seamless multimodal passenger transport and contributing to the objectives outlined in the EU Green Deal.

Finally, it is stated within the EU Commission's Sustainable & Smart Mobility Strategy[29], that:

> *"This evolution should leave nobody behind: it is crucial that mobility is available and affordable for all, that rural and remote regions are better connected, accessible for persons*

[25] *https://transport.ec.europa.eu/transport-themes/clean-transport/clean-and-energy-efficient-vehicles/clean-vehicles-directive_en*

[26] *https://climate.ec.europa.eu/eu-action/eu-emissions-trading-system-eu-ets/ets-2-buildings-road-transport-and-additional-sectors_en*

[27] *https://ec.europa.eu/enrd/smart-and-competitive-rural-areas/smart-villages_en.html*

[28] *https://cinea.ec.europa.eu/programmes/connecting-europe-facility/transport-infrastructure_en*

[29] *https://transport.ec.europa.eu/system/files/2021-04/2021-mobility-strategy-and-action-plan.pdf*

with reduced mobility and persons with disabilities, and that the sector offers good social conditions, reskilling opportunities, and provides attractive jobs. The European Pillar of Social Rights is the European compass to make sure that the green and digital transitions are socially fair and just."

Beyond the Urban contributes significantly towards that goal in our stated ambitions.

Related Networks & Initiatives

There are a variety of initiatives that we align strongly with at Beyond the Urban, and we are conscious of taking advantage of this knowledge base as we move forward through our work, such as with:

- **RiConnect**[30] represented a collaborative network comprising of eight metropolises with the overarching goal of reimagining, reshaping, and unifying mobility infrastructures to reintegrate individuals, neighbourhoods, cities, and natural environments. The mission involved crafting planning strategies, implementing processes, utilising tools, and establishing partnerships to promote public transportation and active mobility, while simultaneously mitigating externalities and addressing social segregation. By doing so, the network aimed to unlock opportunities for urban regeneration and envision a future where metropolises are more sustainable, equitable, and appealing to all.

- Revitalising streets to cultivate pedestrian-friendly environments was the core objective of **Thriving Streets**[31]. The vision behind the programme was to enhance sustainable mobility in urban settings, considering both economic and social dimensions. The foundation of the Thriving Streets network laid in the belief that significant advancements in sustainable urban mobility occur when mobility is viewed not merely as a journey from point A to point B, but as a catalyst for the social and economic development of the city. The pivotal inquiry the Thriving Streets network sought to address was how mobility can serve as a driving force for urban health, inclusivity, economic growth, and social cohesion.

- Cities grappling with congestion, emission burdens, social exclusion, and a diminishing quality of life came together to form **CityMobilNet**[32]. Their chosen path to confront these issues involves the local adoption of Sustainable Urban Mobility Plans (SUMPs), a groundbreaking approach to mobility planning that transforms traditional structures by prioritising people's needs, integrated thinking, and sustainability in future developments. Through the collaborative exploration and addressing of their unique mobility challenges, these cities have forged a shared vision. This collective vision serves as a guide for identifying appropriate measures and actions in the years ahead, ultimately enhancing the competencies of all stakeholders involved.

In the present edition of URBACT IV there are different networks which have interests in common with Beyond the Urban, mainly those that belong to our own Mobility HUB, but also

- **SCHOOLHOODS**, which places the well-being and safety of children at the forefront of the school commute. Within the network, cities collaborate with students, parents, and educators to jointly devise solutions that empower students to independently travel to

[30] *https://urbact.eu/networks/riconnect*
[31] *https://urbact.eu/networks/thriving-streets*
[32] *https://urbact.eu/networks/citymobilnet*

school. This approach grants parents the flexibility to opt for sustainable transportation options, as they are no longer obliged to accompany their children to school. The design of school neighbourhoods can facilitate a secure environment for students to walk or cycle independently. In essence, creating school environments that cater to student mobility serves as the foundation for fostering convenient short trips to meet daily necessities for all.

- **FEMACT-Cities**, which assists in the formulation of eight "Local Action Plans on Gender Equality," addressing key challenges related to women's freedom and empowerment. These challenges encompass the need for a society that is adaptable and protective, fostering an environment conducive to education and personal development, and promoting a society that supports emancipation and economic autonomy. The overarching objective involves engaging in a cross-cutting battle against stereotypes, recognising that these challenges are interconnected and require a holistic approach to address issues related to gender equality.

- **ECONNECTING** is dedicated to promoting sustainable urban-rural mobility solutions within a 30-minute radius. The goal of the network is to champion inclusive, digital, and ecological strategies, encouraging community involvement in designing climate-resilient towns. The network advocates for cities that are accessible and inviting, governance that prioritises local communities, mobility that is both human-centred and sustainable, the cultivation of green communities, and the pursuit of gender-balanced development.

- The **S.M.ALL** network tackles urban challenges by advocating for and implementing sustainable mobility solutions that benefit everyone. This includes ensuring safe journeys from home to school, creating accessible routes, and developing customised Sustainable Urban Mobility Plans. Through a transnational approach aimed at reducing urban disparities, aligning sustainable mobility practices, and promoting inclusivity, the S.M.ALL consortium harnesses diverse experiences and expertise in sustainable urban mobility. The goal is to drive meaningful changes in urban environments, making them more inclusive and accessible to all individuals.

CIVITAS[33] is one of the flagship programmes helping the European Commission achieve its ambitious mobility and transport goals, and, in turn, those of the European Green Deal. Funded by the European Climate, Infrastructure and Environment Executive Agency, the programme achieves its objectives by acting as a network of cities, for cities, dedicated to sustainable urban mobility. Through peer exchange, networking and training, as well as Living Labs to measure impacts of implementations, CIVITAS fosters political commitment and boosts collective expertise, equipping cities to put mobility at the centre of decarbonisation.

The **SMARTA** project, funded by DG Mobility and Transport (MOVE) set out to increase the knowledge on sustainable rural mobility by evaluating 14 shared mobility solution implemented or currently under implementation in rural areas across Europe. This was followed up with the “SMARTA 2 – Demonstrators” project, which designed, piloted and assessed smart, shared mobility solutions interconnected with public transport in four rural areas of Europe: East Tyrol (Austria), Trikala (Greece), Águeda (Portugal) and Brasov (Romania).

Interreg has also supported several related projects in the past. Some of the more relevant ones include:

[33] *https://civitas.eu/*

- **LAST MILE**[34] aimed to find innovative and flexible solutions for sustainable transport systems to improve door-to-door accessibility between urban and often remote areas.
- **MATCH-UP**[35] was a project focused on the optimisation of the places where people change between transport modes. By considering 4 main types of low-carbon means of transport (Walking/cycling; Rail transport; Public transport; Green vehicles), MATCH-UP aims at achieving significant improvements of modal interchange within 4 involved countries.
- **OptiTrans**[36] focused on policy improvements that can lever considerable reductions in carbon emissions, including better Integration of different low-carbon transport modes, better ticketing options, use of ICT to react in real-time to fluctuating demands, timetable integration, higher passenger comfort and promoting better Image of public transport.
- **Move on Green**[37] sought to improve the design and effectiveness of regional policies on sustainable transport in rural and mountain areas to contribute to reducing emissions and waste, allowing the basic needs of both individuals and society to be met safely and in a manner consistent with human and ecosystem health, supporting competitive economy options as well as balanced development in rural areas.

[34] *https://projects2014-2020.interregeurope.eu/lastmile/*
[35] *https://projects2014-2020.interregeurope.eu/match-up/*
[36] *https://projects2014-2020.interregeurope.eu/optitrans/*
[37] *https://www.euromontana.org/en/project/move-on-green-2/*

2. Partner Profiles

Deeper into network realities.

THE BEYOND THE URBAN PARTNERS

The partnership between these ten diverse municipalities is rooted in a shared acknowledgment of the vital significance of fostering connectivity between rural communities and urban centres. At its core, the collaboration aims to enhance the sustainability of transportation, fostering a collective commitment to making environmentally conscious choices. Furthermore, the partners aspire to inspire citizens to make informed decisions, recognising the impact of individual choices on broader societal well-being.

The initiative is fuelled by a recognition of the pressing need for a more diverse range of perspectives in addressing transportation challenges. By embracing a variety of insights, the partners seek to innovate and optimise their approaches to enhance the overall efficiency and inclusivity of their transportation systems.

The collaboration goes beyond the immediate participants, serving as a valuable testing ground for innovative ideas that can potentially benefit municipalities across Europe. Through the exchange of knowledge and lessons learned, the partners aim to contribute to a collective pool of best practices that can shape smarter policy choices in the realm of transportation. It also develops a skillset for applying tools beyond these challenges to create further positive changes within the municipalities beyond this programme.

Additionally, the partners are driven by a commitment to creating a more level playing field, ensuring equal access to economic opportunities for all citizens. By addressing transportation challenges collectively, the municipalities and regions involved aspire to lay the foundation for a more equitable distribution of resources and benefits, ultimately fostering a more balanced and interconnected society.

Developing the Partner Profiles

The methodology employed to craft the profiles of the partners within the program was a comprehensive process initiated during the kick-off meeting in Malmo. To construct these profiles, a multi-faceted approach was adopted, commencing with a survey that engaged all participating partners. This initial data collection phase was followed by on-site visits to each partner municipality or region, spanning from September to November 2023.

These visits served several crucial purposes, including the clarification of information gathered from the survey, an in-depth understanding of local dynamics as narrated by citizens, firsthand observation of prevalent issues in each municipality, and the application of a fresh perspective to unveil potential areas for development that may have been overlooked. Additionally, the visits played a pivotal role in ensuring alignment between local priorities outlined in the integrated action plan and the broader network's objectives.

The on-site interactions also aimed to assist the local partners in garnering early stakeholder support, recognising the significance of community involvement in the success of the program. The results of this comprehensive process have been distilled and summarised for each of the ten partners, with validation undertaken in collaboration with the respective partners to ensure accuracy and alignment with their unique contexts and priorities.

Bram

France

3,226 Inhabitants

17.72 Km ²

-5% Population growth

8.68% Birth rate

18% Death rate

25,375€ Capita GDP in 2022

Bram, a close-knit environment in a historical environment known for hosting the largest circulade in Europe, has an economy that revolves predominantly around the spheres of tourism and agriculture, signifying the principal sectors that drive economic activity. The town's educational focus centres primarily on primary education, meaning that older students need to travel to further their education.

Strengths

1. The Region's Attractive TER Policy
2. Free School Transport
3. Generous Bike Schemes
4. Experimental Road Layouts

S

Weaknesses

1. Lack of Car and Parking Regulations
2. Limited Bus and On-Demand Transport Usage
3. Urban-Rural Disconnection

W

Opportunities

O

1. Intermodal Mobility Connectivity
2. Development of Low-Emission Initiatives

Threats

T

1. Citizen Resistance to Car Use and Parking Restrictions
2. Funding Challenges

Transport and Mobility Insights

Mobility Facilitation: The region effectively facilitates mobility by managing various aspects of the transportation system, including regional rail transport (TER), school transport, and financing on-demand transport through inter-municipality agreements. The SNCF oversees the main lines and interregional transport, contributing to the comprehensive mobility network.

Bicycle Infrastructure: To promote sustainable mobility, the region has implemented a range of pro-cycling policies and integrated cycle lanes within the road networks. Additionally, car-sharing and transportation on-demand services are available, further enhancing eco-friendly transportation options. The development of greenways and canal water transport initiatives align with the region's commitment to sustainable transportation practices, particularly integrating the rural areas surrounding Bram. The region's bicycle infrastructure includes cycle paths, cycle lanes, and shared lanes with unmarked central lanes, fostering safe and efficient cycling experiences. The design of cycle lanes and the canal towpath allows for dual use, accommodating both cyclists and pedestrians.

Electrification: It is worth noting that the municipality currently lacks Ultra Low Emission Zones (ULEZ) as a regulatory mechanism to control emissions effectively. While two EV chargers are available in Bram, SYADEN (Syndicat Audois d'énergies & du numérique), the departmental union which manages this initiative, may need to consider expanding its electric vehicle charging infrastructure to encourage cleaner transportation options, including in more rural areas.

Car Infrastructure: Parking spaces are relatively accessible across the municipality, with 422 parking spaces available. Some areas, designated as blue zones, have parking restrictions, limiting parking to one hour. Notably, cars and parking are allowed within the historic centre, perhaps discouraging the opportunity for more pedestrian-friendly spaces.

Learning & Capacity Building Needs and Contributions

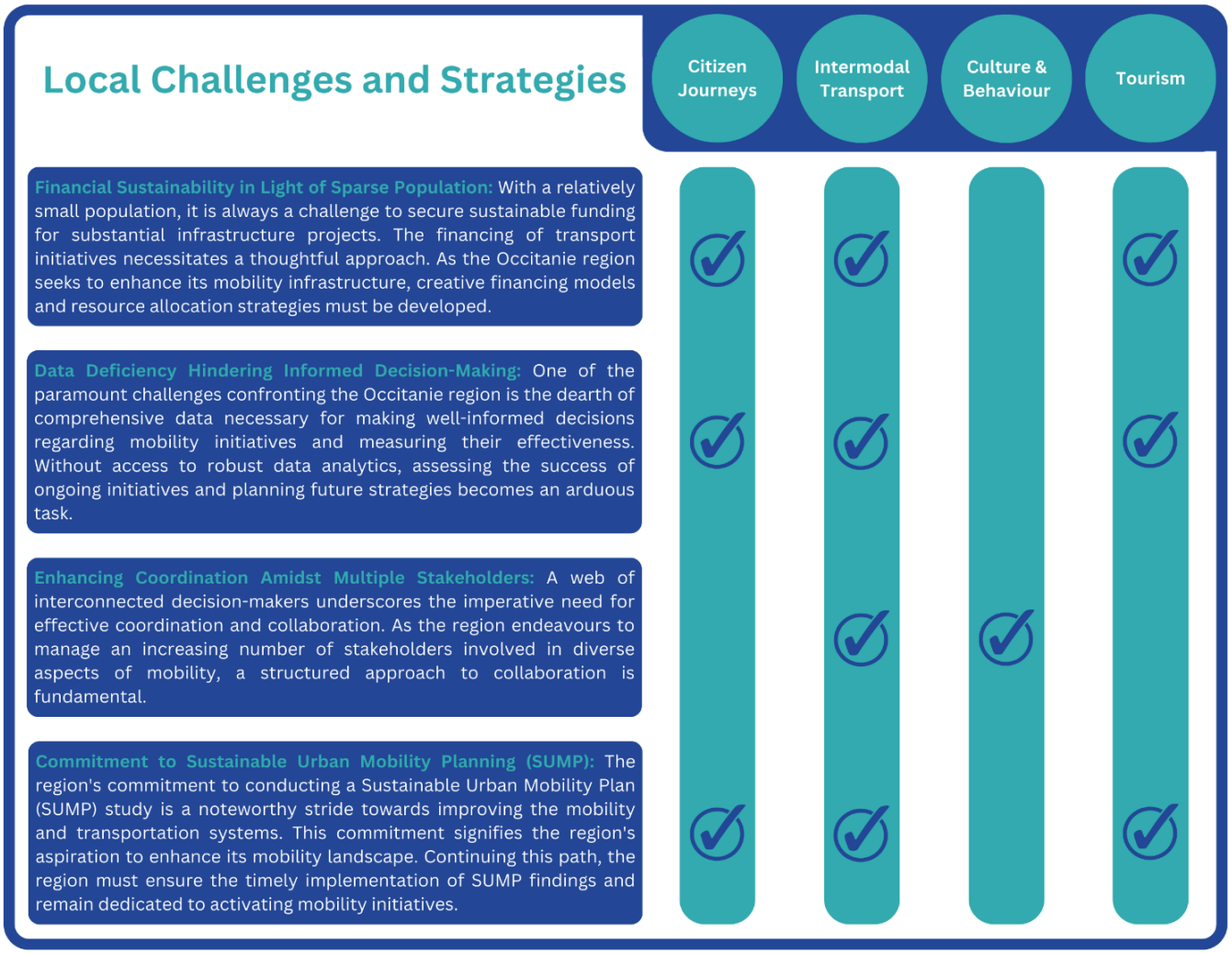
Data Collection and Analysis: The Bram region would benefit from capacity building in data collection, analysis, and utilisation. The deficiency in data is a critical challenge, hindering informed decision-making. Training in data management, analytics, and advanced tracking systems is imperative to enable precise, evidence-based decision-making and measure the effectiveness of mobility initiatives.

Sustainable Mobility Initiatives: Whilst the region's commitment to promoting sustainable transportation, evident through its pro-cycling policies, integrated cycle lanes, and eco-friendly transport options, can serve as a valuable model for other regions, they could also benefit from developing their learning about promotion of such initiatives in terms of daily commute as well as leisure activities.

Bicycle Promotion: The region's successful initiatives for cycling promotion, such as providing free bicycles to young residents and creating cycling learning trails, can be a valuable practice to share with other areas. This could help encourage cycling among youth and improve cycling infrastructure in various other regions, particularly outside of urban areas.

Regional Train Policy: The community’s attractive policy for the TER regional rail network, offering free tickets to individuals under 18 and affordable journeys, can be a model for other regions looking to enhance their public transport systems.

Local Challenges and Strategies



Integrated Action Plan

Having created a ULG compromising of representatives of the Bram Marie, the Directrice Générale des Service, the elected representative with responsibility for mobility and the environment, Région Occitanie, Communauté de Communes Piège - Lauragais – Malepère, PETR du Pays Lauragais (regional representative organisation), La Roue Qui Tourne Association and Génération Vélo (cycling organisations), and Prévention et Sécurité Routière (road safety) to create the highest level of impact.

Bram intends to focus their efforts on a few key initiatives when developing their IAP. Those include building a baseline data view of regional and urban transport as a tool for decision making, public engagement through open data initiatives, and the further development of digital tools that support the development of initiatives such as carpooling or other such programmes. In addition, the locality will further develop on the impressive cycling initiatives, exploring their expansion into rural areas surrounding the town. It is important that a review take place of the provision of connections to larger surrounding cities, building a data-based argument for further initiatives such as improving public transport connectivity, the introduction of carpooling and other such initiatives. Finally, Bram will encourage civic engagement through awareness campaigns of more sustainable choices, with a particular focus on the improved facilities for walking and cycling. This could take the format of developing communications campaigns, including developing further on the “Bram en 7 minutes” initiative.

Bucharest-Ilfov

Romania

2,259,665 Inhabitants

1,822 Km²

0% Population growth

9.2% Birth rate / **10.8%** Death rate

23,000€ Capita GDP in 2022

As the capital region of Romania all industrial and technology sectors are represented, including significant employers in the public sector (e.g. Romanian Post National Company, National Forests Administration), transport (e.g. National Railway Company, Bucharest Transport Company) and retail (e.g. Kaufland) for example. These sectors are backed up by a strong third-level education sector, boasting institutions such as Politehnica University of Bucharest, University of Bucharest, and Bucharest University of Economic Studies.

Strengths

1. Robust strengths in public transportation network
2. Intelligent traffic management
3. Integrated private sector initiatives

S

Weaknesses

1. Underdeveloped rural infrastructure
2. Inadequate coverage of key regions
3. Scarcity of dedicated bus lanes
4. Aging and outdated vehicles

W

Opportunities

O

1. Enhance accessibility
2. Promotion and Education
3. Water-Based Mobility

Threats

T

1. Citizen Resistance to Car Use and Parking Restrictions
2. Instability from political changes
3. persistence of profiteering

Transport and Mobility Insights

Mobility Facilitation: The Bucharest-Ilfov region boasts a comprehensive public transport network comprising over 200 public transport lines, of which there are five metro lines, one metropolitan train line (connecting the airport to the North Railway Station), 135 are urban lines served by buses, trams, and trolleybuses, while 65 are regional lines operated by buses. Despite the region's accessibility and affordability, it grapples with a high vehicle density, surpassing the European average. The prevalence of daily car commutes, particularly for those coming from rural areas, significantly outweighs public transport usage, leading to traffic congestion, inefficiencies, and environmental concerns.

Daily Commute Dynamics: A substantial 700,000 individuals commute to and from Bucharest, hailing from surrounding rural and semi-rural areas. Although private vehicles remain popular, regional trains and buses are also integral components of the commuting landscape. Notably, the city has introduced two park and ride facilities strategically linked to intermodal transportation, aimed at mitigating the influx of cars into the city centre.

Sustainable Mobility Initiatives: The region is proactively addressing sustainable mobility, with initiatives such as the deployment of 100 electric buses, 100 electric trams, and an order for 130 hybrid buses and 100 trolleybuses. Furthermore, a noteworthy endeavour involves the region's engagement in the EU Rural Development Fund (RDF) 2016-2030 project focused on green mobility. In 2017, a milestone was achieved with the completion of a Sustainable Urban Mobility Plan (SUMP) for the Bucharest - Ilfov region which is currently being updated, to be completed by the end of March 2024. This aligns with the Integrated Urban Development Strategy of Bucharest 2021-2030.

EV Charging Infrastructure: Officially, the Bucharest-Ilfov region comprises 88 EV charging stations. However, a deeper examination of electric charging maps reveals the presence of 221 active chargers within the region. This discrepancy may arise from the differentiation between private and public charging stations.

Parking Space Availability: Despite the existence of two park and ride facilities within the region, securing safe, secure, and legal parking spaces remains a challenge. Instances of unsafe parking practices, such as occupying bicycle lanes and pavements, persist. Ineffectual enforcement of parking penalties further hinders efforts to discourage car usage in favour of alternative modes of transport.

Bicycle Infrastructure: Dedicated cycling lanes are limited in the region, but two ongoing projects seek to rectify this situation. One initiative entails the design of 35 kilometres of dedicated cycling lanes for Ilfov County, financed through the National Recovery and Resilience Plan. The second project involves crafting a master plan for the development of dedicated cycling lanes, including outside of immediate urban areas.

Pedestrian-Focused Development: The region boasts a generally robust pedestrian infrastructure; however, certain deficiencies necessitate attention. Challenges include inaccessible crossing points due to the absence of pedestrian crossings, illegal sidewalk parking, and narrow pedestrian spaces. On a positive note, designated walkways, well-maintained pathways, and pedestrian-friendly zones are evident, promoting walking as a sustainable mode of transport. These features contribute to a safer and healthier environment, encouraging physical activity and reducing reliance on motor vehicles.

Inclusivity Measures: At the moment, there are no policies/programmes ongoing to assist access to public transport. However, some measures were taken this year to improve access to mobility for people with disabilities, including metro stops being equipped with tactile paving and information panels which assist people with disabilities on their journey with the metro, as well as public transport stops in the region being equipped with video and audio information displays, which will be available at around 1000 public transport stops when completed.

Learning & Capacity Building Needs and Contributions

Modal Shift Strategies: Stakeholders need to enhance their knowledge and capacity in formulating effective strategies to reduce the modal share of private transport and boost the share of public transport and micro-mobility. This involves understanding the behavioural aspects of commuters and devising incentives, infrastructure improvements, and pricing strategies to promote the desired modal shift.

Accessibility Enhancement: To meet the accessibility goal, capacity building should focus on urban planning, infrastructure development, and technological solutions that make public transport a more convenient and viable option for all citizens. This includes understanding the needs of diverse user groups and learning how to implement inclusive design and infrastructure modifications.

Promotion and Change Management Skills: Developing the ability to create and execute awareness campaigns is crucial. Stakeholders require skills in marketing, public relations, and behavioural psychology to effectively communicate the benefits of public transport.

SUMP Development and Implementation: Given that Bucharest has already designed, implemented, and begun the update process of a new Sustainable Urban Mobility Plan, there is significant institutional knowledge from that process that positions the municipality as an expert which others can learn from.

Accessibility and Inclusivity: The region has done significant work in the field of inclusive mobility planning, finding interesting ways to support those with disabilities and gender specific policies which will be useful to several of the other partners.

Local Challenges and Strategies

Underdeveloped Rural Infrastructure: A pronounced challenge confronts the Bucharest-Ilfov Region in the form of underdeveloped infrastructure within certain rural pockets, hampering the seamless integration of these areas into the broader public transportation network. Notably, in Ilfov County, the predominant reliance on buses for public transport underscores this connectivity challenge, impeding efficient transit between these areas and the urban core. Resolving this challenge necessitates a comprehensive strategy aimed at bridging the infrastructure gap and optimising network cohesion.

Investment in Public Transport: A critical concern emerges from the inadequate allocation of investment towards essential infrastructure components, including metro networks, bus, and tram lines. The consequence of this underinvestment is the resultant deficiency in coverage across multiple regions within the Bucharest-Ilfov area. This presents a multifaceted challenge, limiting accessibility, hindering network expansion, and ultimately jeopardising the efficacy of the public transport system. Overcoming this challenge entails a strategic shift towards robust investment initiatives to bolster infrastructure adequacy.

Bus Lanes: Despite the presence of an intelligent traffic management system in Bucharest, a significant hurdle arises in the form of delays within the public transport system. A pivotal factor contributing to this issue is the scarcity of dedicated bus lanes, which curtails the efficiency and punctuality of bus routes. Resolving this challenge entails an imperative focus on infrastructure enhancements to accommodate dedicated bus lanes and ensure a streamlined public transport experience.

Public Engagement: The attractiveness of public transport within the region is compromised by the prevalence of aging and non-modernised vehicles. As a result, the public transport system is perceived as unattractive, impeding its competitiveness and ridership. Addressing this challenge necessitates a comprehensive modernisation program, aiming to rejuvenate the public transport fleet and elevate its appeal to commuters, fostering a more sustainable and alluring mobility option.

Strategies for Development: The above challenges are further outlined in strategy documents, including SUMP of Bucharest - Ilfov region; the Development Strategy of Ilfov County 2020-2030; and The Integrated Urban Development Strategy of Bucharest 2021-2030, with a view to addressing key issues.

Integrated Action Plan

Bucharest and Ilfov County have pulled together a ULG which encapsulates a cross-section of interested parties from across the region, from organisations such as the Municipality of Bucharest, Ilfov County Council, Snagov Municipality, Politehnica Bucharest National University, Financial Reform Authority, Metrorex S.A (Bucharest Metro), Regional Development Association Bucharest-Ilfov, Romanian Association of the Visually Impaired, Bucharest Traffic Police, Bucharest Transport Company. Voluntari Transport Company, SC Regio Serv Transport SRL – Buftea, Ecotrans STCM SRL – Chitila, Corbeanca Municipality, Pantelimon Municipality, and Bucharest-Ilfov Intercommunity Development Association for Public Transport.

The ULG intends to focus the development of its IAP around several key areas. First amongst those includes encouraging civic engagement through awareness campaigns that promote the benefits of public transport, increase environmental awareness and sustainability, encouraging more people to increase their use of it and contribute to sustainable urban mobility. In addition, supporting authorities in their communication and enforcement of parking rules will be a focus, seeking to disincentivising bad behaviours.

It is intended that the IAP will encourage the development of initiatives that promote accessibility for all citizens, including those in the regions, to create a reliable and inclusive transport system for both the residents of Bucharest and those residing in wider Ilfov County. This will include building a baseline data view of regional and urban transport as a tool for decision making, and the further development of digital tools.

Hradec Králové

Czechia

93,506 Inhabitants

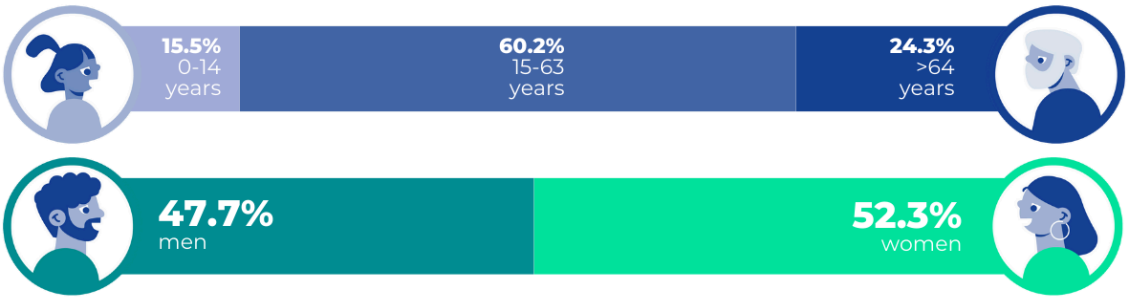
105.7 Km²

+3% Population growth

9.7% Birth rate

11% Death rate

20,605€ Capita GDP in 2022



Hradec Králové, one of the oldest cities in Czechia, is predominantly an administrative city with a strong focus on the tertiary and quaternary sectors. Significant employers tend to be public institutions, with hospitals, the several universities the city hosts, and government entities such as the national forestry body, the general directorate of finance and arms of the armed forces now playing a pivotal role in the city's employment landscape.

Strengths

1. Modern and Sustainable Urban Transport
2. Innovative Telematics System

S

Weaknesses

1. Lack of Coordination
2. Historic Centre Parking
3. Talent Shortage
4. Missing Rural Infrastructure

W

Opportunities

O

1. Systematic Mobility Policy
2. Integration of Transport Services
3. Public Involvement
4. Eco-Friendly Events

Threats

T

1. Talent Shortage
2. Consensus Challenges
3. Resistance to Change

Transport and Mobility Insights

Mobility Facilitation: Hradec Králové boasts a diverse array of transportation options aimed at facilitating mobility within the region. These include trains, trolley buses, e-buses, diesel buses, shared bikes, and the imminent return of micro-mobility in the form of scooters. This comprehensive mix of transport modes caters to various commuting preferences and mobility needs, though choice is significantly more limited for those in rural areas.

Daily Commute Dynamics: Understanding the daily commute dynamics is pivotal for urban planning. In Hradec Králové, the daily commute is distributed as 29.4% by car, 5.7% as a passenger in a car, 21.6% by bus, 18.2% by cycling and 25.1% by walking. These figures shed light on the predominant modes of daily transportation and inform strategies for enhancing sustainable mobility.

Sustainable Mobility Initiatives: Hradec Králové has formulated a comprehensive sustainable mobility plan, focusing on green transportation solutions. Notably, the city is transitioning its bus and trolley bus fleets to fully electric-powered vehicles. Additionally, multiple projects have been initiated to encourage cycling and walking, aligning with the city's commitment to sustainable and eco-friendly mobility solutions.

EV Charging Infrastructure: In support of electric vehicle adoption, Hradec Králové hosts a total of 46 electric charging stations in the city alone. These charging points contribute to the city's growing electric mobility ecosystem, promoting the use of electric vehicles. The city is preparing a study on the expansion of zone parking, which should also include dedicated parking spaces for charging electric vehicles within the city.

Bicycle Infrastructure: Hradec Králové, aptly known as the "City of Cyclists", leverages its favourable geography and flat terrain to foster a robust cycling culture. The city has garnered recognition as the most cycle-friendly city in the Czech Republic. A bike-sharing system, Nextbike, subsidised by the city, offers users 15 minutes of free riding. These initiatives underscore the city's commitment to cycling infrastructure and the promotion of sustainable transportation options.

Pedestrian-Focused Development: In the historic heart of Hradec Králové, there are ambitious plans to transform more streets into pedestrian-friendly areas. These efforts align with the findings of a traffic survey that indicated walking as the preferred mode of transport at 25.1%, closely followed by cycling at 18.2%, and mass transport at 21.6%, showing public support for the city's commitment to fostering a walkable urban environment.

Learning & Capacity Building Needs and Contributions

Enhancing Analytical Capabilities: Hradec Králové aims to harness the potential of open data within its Intelligent Transport System (ITS). To this end, the city is committed to enhancing its analytical capabilities. A strategic move includes engaging external data experts and analysts. Collaborative learning initiatives with these professionals will empower the city to unlock the full potential of open data. This effort not only builds internal expertise but also enriches the city's analytical and data visualisation tools for more informed decision-making in urban mobility planning. Furthermore, it allows for citizen engagement through initiatives such as hackathons, open data conferences, or school projects, further enhancing understanding and appetite for collaboration.

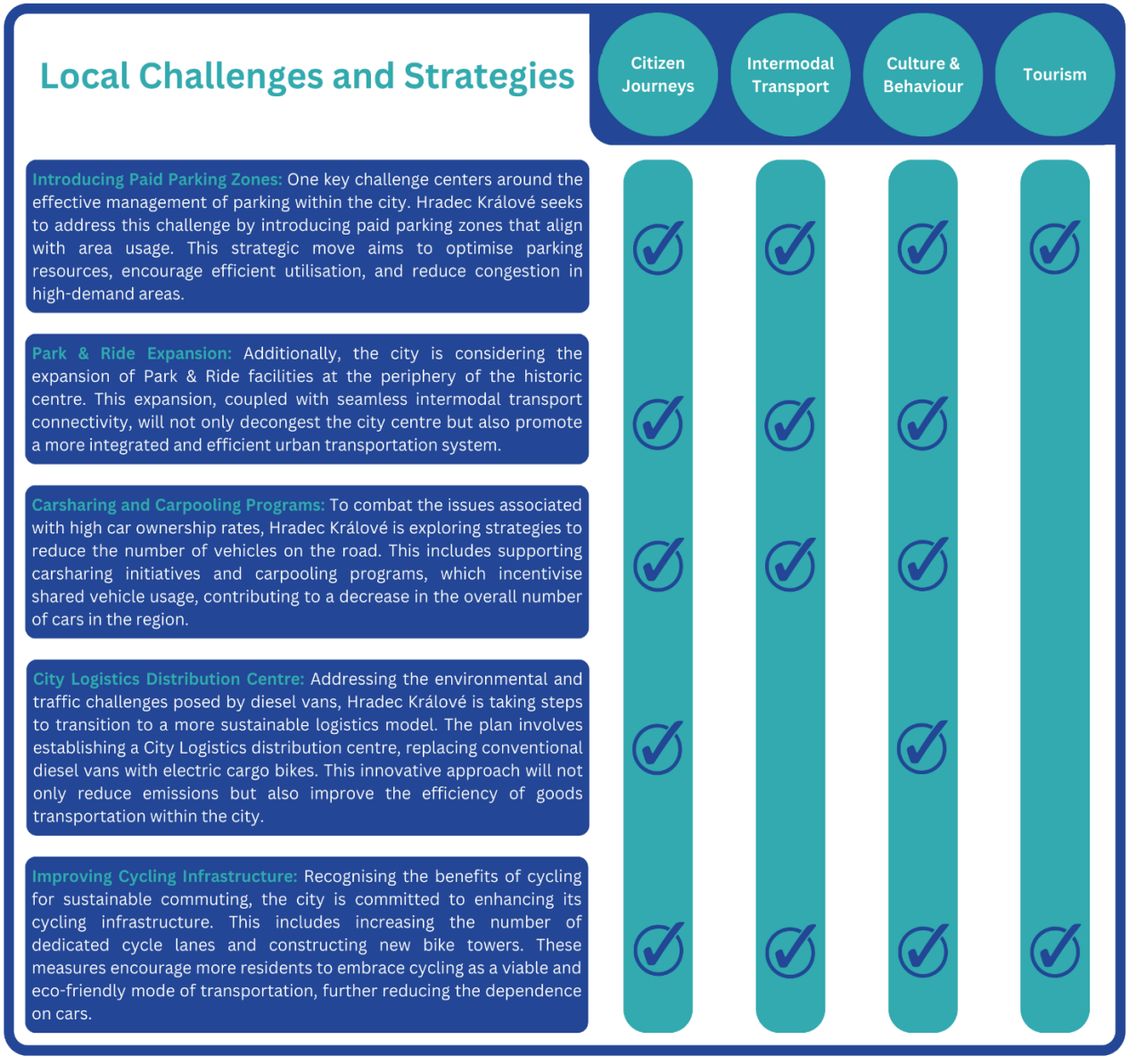
Promoting Intermodal Transportation: As Hradec Králové progresses towards a more intermodal transportation system, the city envisions the development of a City Transport App. This application could not only facilitate ticketing for diverse public mobility services but also offer

efficient routing solutions. To meet this objective, the city acknowledges the need for capacity building in app development and related technologies, as well as alignment with the upcoming Multimodal Digital Mobility Services EU initiative. Promoting intermodal options for rural commuters in particular could further enhance the city's green credentials.

Embracing Flexible Mobility Solutions: The city recognises the growing significance of on-demand and car-sharing methodologies in urban and rural mobility. These flexible solutions offer an opportunity to reduce the overall number of cars on the road while improving transportation efficiency. To fully embrace and implement these solutions, Hradec Králové acknowledges the need for capacity building. Contributing to this effort will involve training and skill development in the deployment and management of on-demand and car-sharing systems or the third party which may provide them. This strategic move not only positions the city for more sustainable and efficient transportation options but also prepares the workforce to adapt to changing mobility trends.

Cycling and Pedestrian Infrastructure: Given the municipality's relatively high levels of commuting taking place using biking or walking compared to their peer partners, there are some interesting opportunities for Hradec Králové to contribute to their fellow municipalities on the lessons learned in both infrastructure and culture building in this space.

Local Challenges and Strategies



Integrated Action Plan

The Hradec Králové partner has instigate a ULG which covers several key stakeholders in the region, including a Project Coordinator, individuals from City Development, Finance and Department of the Chief Architect from the Statutory City of Hradec Kralove, Municipality of Stěžery, Municipality of Vysoká and Labem, Municipality of Černilov, Hradec Kralove Region, the Public Transportation Company, Oredo (Regional Transportation Company), BESIP (traffic safety and educational activities) of the Hradec Kralove Region, Nextbike (Bike sharing company), Bajkazyl (cycling and culture NGO), ZŠ Kukleny and ZŠ Habrmanova elementary schools, and Park 360 (organizer of large cultural events).

The ULG has several key elements to explore in its IAP, including creating a ULG driven framework which encourages a systematic approach and improved communication on the topic of mobility between the city of Hradec Kralove and the wider municipality. There will also be an exploration of the introduction of paid parking zones, differentiating based on zone type (industrial, residential, commercial etc), with particular penalties for second and more cars in a household or benefits for not using parking spaces in the form of, for example, discounts on a prepaid public transport card. Complimentary to this will be the deliberate design of citizen involvement, including the organisation of sustainable transport educational events and the inclusion of citizens at an earlier stage of the decision-making process. The members will seek to fully use of Hradec Kralove's intelligent transport system within the framework of public transportation, exploring public preferences and trends, and potentially engaging citizens, public and private sector actors, in the form of open data datasets.

The group also wishes to ensure the development of urban, regional and rail transport as a cornerstone of urban sustainable mobility. This will be achieved by various means such as integration of public transport into the regional IREDO system, modifications and modernization of infrastructure, improvement and acceleration of connections with the region or improvement of reliability, speed, regularity, capacity and availability.

The ULG will explore sustainable transport initiatives, such as the introduction of shared vehicle facilitation, bicycle infrastructure in the city, and more. As part of these, school mobility plans will be explored as part of a long-term plan for achieving safe, healthy and gentle transportation of children to and from schools within the city and surrounding municipalities.

Finally, Hradec Králové will develop the “City Logistics” concept, creating preferred conditions for sustainable electric cargo-bike last-mile delivery, to potentially including the construction of a city distribution centre.

Kočani

North Macedonia

31,602 Inhabitants

360.4 Km ²

-17% Population growth

10.3% Birth rate

9.61% Death rate

6,591€ Capita GDP in 2022

22.6% 0-19 years

61.3% 20-59 years

16.1% >60 years

47.1% men

52.9% women

The economic foundation of Kočani is characterised by a strong agricultural heritage, including gaining significance in rice production for North Macedonia (e.g. Levidiagro), along with attracting foreign direct investments and indigenous companies in sectors including automotive parts, cannabis products (e.g. Tetrahip), technology (e.g. Amphenol Technology) and textiles. The area also has strong potential in the geothermal space. There are no third-level institutions in the municipality.

Strengths

1. Gender Initiatives
2. Private Sector Initiatives

S

Weaknesses

W

1. Data Analysis Deficiency
2. Limited Bicycle Paths and Pedestrian Path Conditions
3. Parking Enforcement and Car Use Reduction
4. Need for Passenger Train Reinstatement

Opportunities

O

1. Long-Term Vision for Sustainable Urban Transportation

Threats

T

1. Resistance to Reducing Car Usage and Parking
2. Political Transitions

Transport and Mobility Insights

Mobility Facilitation: Kočani's primary mode of public transportation relies on buses, although it's worth noting that passenger train services were temporarily halted during the COVID-19 pandemic and have yet to be reinstated. As a result, the municipality predominantly depends on private cars and taxi services for mobility.

Daily Commute Dynamics: Significant employers within Kočani have taken proactive measures by providing company buses to transport their staff. Public buses serve as a reliable means of transportation, especially for schoolchildren commuting to educational institutions. The broader community, particularly for rural commuters, is heavily reliant on private cars for their daily commuting needs.

Sustainable Mobility Initiatives: Regrettably, there is an absence of formal sustainable mobility initiatives within the municipality, signalling the need for future endeavours in this direction.

EV Charging Infrastructure: In terms of electric vehicle (EV) charging infrastructure, the municipality has two EV charging stations, though perhaps more are needed to promote further the transition towards cleaner modes of private transportation.

Parking Space Challenges: Parking poses a substantial challenge in Kočani, particularly at certain times of the day, characterised by limited available parking spaces. The issue is exacerbated by illegal or obstructive parking practices, driven by limited parking provisions at new housing developments, a lack of rigorous penalty enforcement by law enforcement agencies, and concerns related to the number of penalties. To alleviate this, a plan has been put forth to convert existing market spaces into additional parking areas.

Bicycle Infrastructure: While there are three kilometres of dedicated cycle lanes to and from the city centre, these lanes are sometimes obscured by parked cars, showing the need for further education in this space. For recreational cycling enthusiasts, there are extensive mountain bike trails spanning a total length of 35 kilometres.

Pedestrian-Focused Development: Challenges pertaining to pedestrian infrastructure are evident in rural areas, marked by limited pavements. Even within the city, parked cars can obstruct pedestrian pathways. However, for leisurely walks and recreational activities, the municipality boasts an impressive 120-kilometer network of trails and walkways that traverse lakes, forests, and picturesque hillsides.

Inclusivity Measures: The municipality of Kočani takes pride in its commitment to inclusivity. There is a legal mandate to equip all road infrastructures with access ramps on sidewalks and pedestrian crossings, ensuring equal accessibility for all. Additionally, Kočani has a robust gender policy in place, meticulously reviewing forthcoming regulations to prevent gender bias and uphold gender equality. Collaborative projects, such as the one conducted in partnership with UN Women, have significantly contributed to achieving gender balance and social equity within the municipality.

Learning & Capacity Building Needs and Contributions

Data Analysis Skills: The region requires training and expertise in conducting a comprehensive analysis of its current mobility landscape to extract valuable insights and data for informed decision-making.

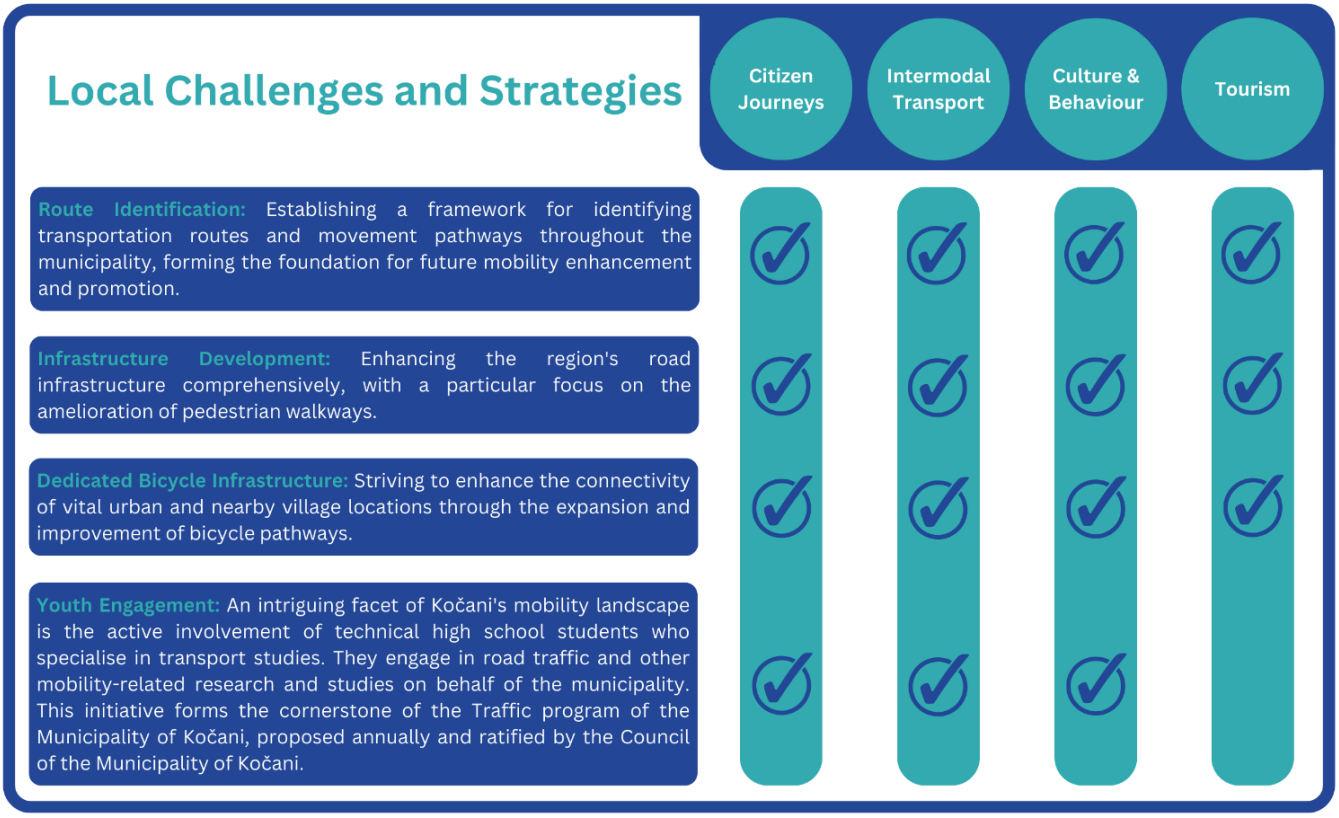
Defining Strategy: There is a need to establish a long-term vision for sustainable urban transportation development, incorporating mechanisms to encourage a shift in community habits from individual car usage towards more sustainable modes of transport, such as walking, cycling, and public transportation.

Capacity Building Focus: The Integrated Action Plan should prioritise building the capacity to improve mobility, specifically by enhancing urban-rural connectivity, mitigating congestion in the city centre, and increasing the awareness of all stakeholders about eco-friendly transportation alternatives.

Appetite for Sharing: Given the region's limited expertise in mobility, there is a distinct desire to learn from partner regions with experience in addressing similar challenges. Sharing both positive and negative experiences, along with the lessons learned during the implementation of new solutions, will be invaluable for the region's capacity development.

Gender Contributions: Kočani can offer valuable expertise in gender policy and inclusivity. Their commitment to actively engaging women in shaping mobility policies can serve as a model for other regions and bring significant value by way of their experiences.

Local Challenges and Strategies



Integrated Action Plan

A ULG has been established in Kočani which includes the Mayor, the Secretary, representatives from the departments of urban planning, construction, land, communal activities and the traffic inspector. The Council of Municipality of Kočani is also engaged, as is the Youth Council, and representatives from the local and urban communities. Finally, the professional staff and students from the traffic and transport management department of the vocational school are also included.

Building upon the integrated view of regional and urban transport, the Kočani's IAP aims to present compelling arguments favouring policies that promote the increased adoption of public transport and other sustainable travel methods. By leveraging data, the municipality intends to spearhead new efforts to alleviate congestion in city centres. This includes considering the removal of certain parking spaces, enhancing the efficiency of public transit, and introducing carpooling options. Furthermore, the development of new initiatives will focus on actively involving citizen stakeholders, and enhancing communication between Hradec Kralove and the broader municipality. This involvement aims to foster sustainable communities that actively participate in shaping policies, support initiatives for behavioural change, and aid in spreading the word about strategic efforts. Another critical aspect is the infusion of urban mobility planning knowledge into municipal decision-making processes, enhancing the city's overall approach to mobility.

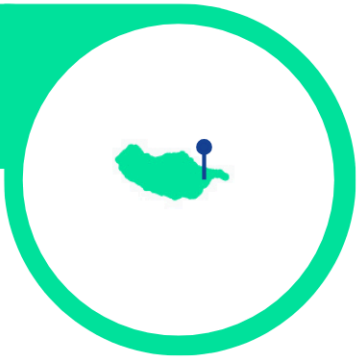
Kočani's ULG also places a high emphasis on education, targeting schools and parents, alongside providing online resources for citizens and local authorities. Within this broad spectrum of activities, educational initiatives aimed at safe, efficient, and eco-friendly student transportation also hold a key place, signifying a holistic approach to transforming urban mobility for the better. Additionally, there's a strong push for infrastructure development that encourages walking and cycling, including the planning and creation of footpaths and bike lanes. The IAP plans to cover a wide range of activities from introducing paid parking zones with incentives to discourage excessive car use, to fostering citizen involvement in early decision-making stages. It aims at leveraging the city's intelligent transport system for public benefit, enhancing regional and rail transport connectivity, and exploring the introduction of sustainable transport initiatives such as shared vehicle schemes.

Machico

Portugal

20,000 Inhabitants

68.31 Km²



-0.8% Population growth

5.4% Birth rate / **12.6%** Death rate

19,405€ Capita GDP in 2022

Machico, a municipality on the island of Madeira, boasts a unique demographic landscape creating a year-round destination, blending both locals and tourists. Economically, the major industries of note are construction (with companies such as RIM, Arango, Carpintaria Mecânica Machiquense, and SocioCorreia), tourism, fishing (Grupo Vidinha), and some logistics (Estevão Neves). With no third-level institutions in the municipality, students need to commute, along with the 14% of the population that commute from the municipality daily for work.

Strengths

1. Political Commitment
2. Tourism Potential

S

Weaknesses

1. Lack of Bike Culture
2. Traffic Congestion
3. Industrial Zone Placement

W

O

1. Cycle Path Initiative
2. Cable Car Project
3. Public Transport Improvement

Opportunities

T

1. Limited Political Consensus
2. Tourist Impact
3. Lack of Data

Threats

Transport and Mobility Insights

Public Transport and Competent Authority: The public transportation system in the region is primarily operated by a private company, SAM (Sociedade de Automoveis da Madeira). Oversight and regulation of the transportation sector fall under the jurisdiction of the "Direção Regional de Transporte," a competent entity operating within the Madeira Government Structure. This structure creates challenges around reporting and control.

Urban Public Transport Quality: While the more urbanised areas of the region are reasonably well served by public transport, there is a notable concern regarding the age of the public transport fleet. The existing fleet is outdated and lacks environmentally friendly features, posing challenges in meeting sustainability goals.

Public Transport Infrastructure: The region boasts a strategically located bus station in the city centre, enhancing accessibility for residents and visitors. However, in the northern and more rural part of the council, there are substantial gaps in public transportation coverage, leaving several locations underserved or disconnected from the public transit network.

Electric Vehicle Charging Infrastructure: The region exhibits a commitment to environmentally sustainable transportation through its electric vehicle (EV) charging infrastructure. Currently, there are five EV e-chargers available within the region. Notably, these chargers are powered by renewable energy sources, specifically hydro and wind power, contributing to a cleaner transportation ecosystem.

Parking Facilities: Parking availability within the city is abundant, with a total of 1384 parking spaces. This availability is evenly split between public and private parking spaces, resulting in more than one parking space for every 20 people residing in the entire municipality. The surplus of parking options may impact traffic management and encourage the use of private vehicles.

Shared Mobility Options: Unfortunately, the region currently lacks a variety of shared mobility options, such as car-sharing, carpools, bicycles, and scooters. As a result, the only shared mobility alternative currently available to residents and visitors is the use of taxis and buses, which are significantly less available in rural areas. The city plans to launch a test project providing electric scooters to city officials. This initiative aims to test the diversification of shared mobility options and promote cleaner transportation.

Recreational and Leisure Infrastructure: The region offers an array of recreational and leisure options designed to encourage physical activity and enjoyment of the local landscape. These include a 160km trail running training course with six different routes ranging from 4km to 35km. Additionally, there are several promenades along the seafronts of the region's parishes, including Machico, Caniçal, Agua de Pena, and Porto da Cruz. Dedicated walks associated with leisure routes, including 'levadas' and pedestrian routes known as 'veredas,' further enhance the recreational opportunities available to residents and tourists.

Learning & Capacity Building Needs and Contributions

Cycling Promotion: To encourage cycling as a viable mode of transportation through infrastructure development and awareness campaigns, the municipality will needs to develop its' skills in building a comprehensive plan for cycling infrastructure, incorporating public feedback and conducting pilot trials.

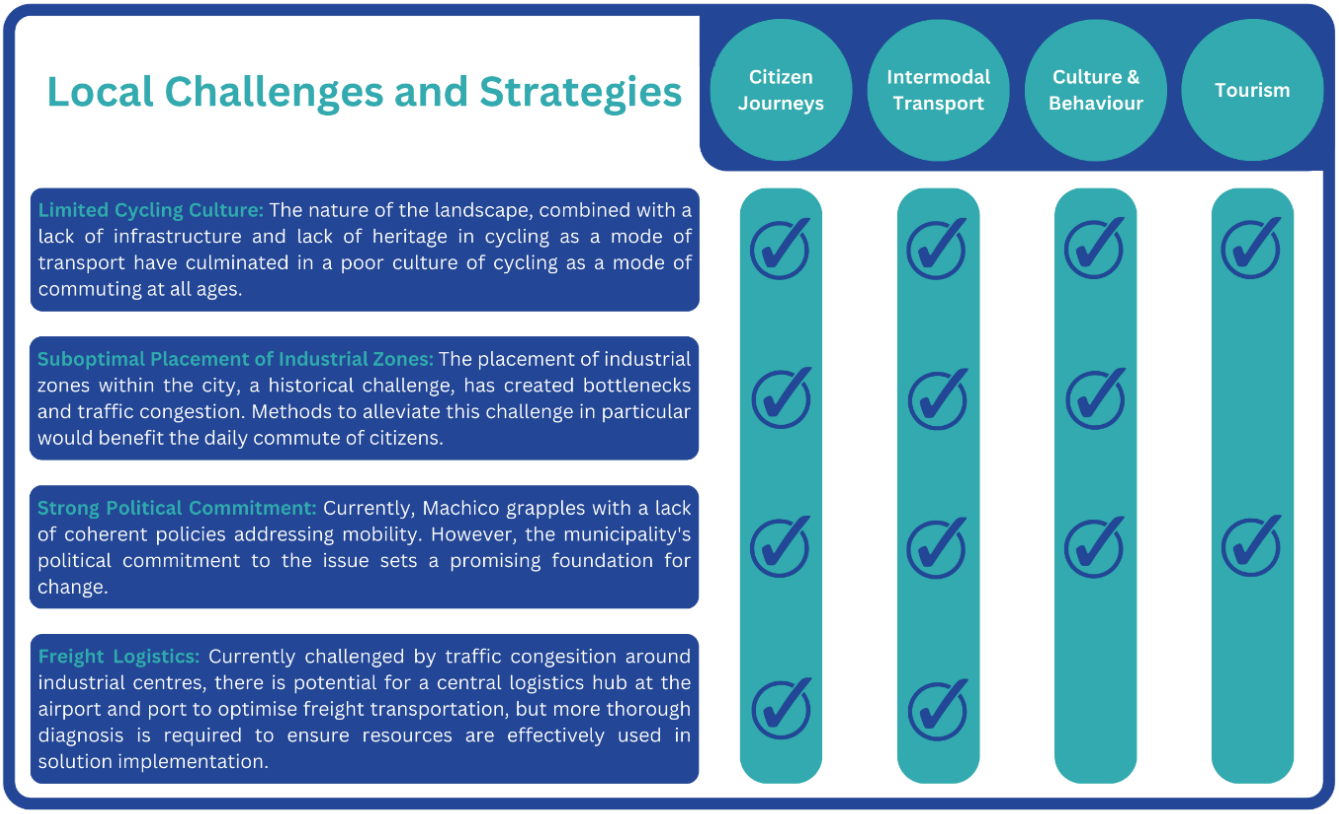
Traffic Management: Improve traffic flow and accessibility to tourist hotspots as well as gathering data on accidents, business logistics, and travel.

Persuasive techniques: The municipality can take a proactive approach to encouraging more sustainable approaches to mobility, including the prospect of implementing solutions for congestion reduction, such as paid parking or access restrictions at key sites.

Data Gathering: Collect the data needed to ensure the validity of strategic decisions, optimising public transport routing and frequency and enhancing service delivery for citizens.

Integration of Tourism: Given the importance of tourism to the municipality, there is a need for joined up thinking as to how tourism infrastructure can also benefit citizens and vice versa. However, Machico has significant advantages and experience in the tourism space which could significantly contribute to their peers who are more nascent in this space.

Local Challenges and Strategies



Integrated Action Plan

A comprehensive ULG has been established in Machico with individuals from organisations such as Sociedade de Automóveis da Madeira, (SAM), Direção Regional de Economia e Transportes Terrestres (DRETT), Horários do Funchal, Direção Regional do Ambiente e Alterações Climáticas, Junta de Freguesia de Água de Pena, Caniçal, Machico, Porto da Cruz and Santo António da Serra. Several schools and the Universidade Sénior de Machico, Centro cívico Cultural e Social da Ribeira Seca, Associação Regional de Triatlo da Madeira ARTM, Câmara Municipal de Machico (Divisão de Planeamento), Club Caniço Riders, Ludens Machico, Direção Regional de Estradas, Freeride Mountain Biking Madeira Island, Observatório das Paisagens e Panoramas, Abreu - Carga e Trânsitos, Alcotrans - Agentes Transitários, Blatas, Despcarga - Transitos e Despachos, ETE Logistica, João Silvério Pires, Logislink, Manuel Felisberto Encarnação - Despachante Oficial, Marfrete (Madeira) - Transitários e Navegação, Plano I9 - Soluções Globais Logísticas, Rangel Internacional - Aérea e Marítima, Rota Obrigatória - Assessoria, Transportes e Fretamentos, and Salém II – Transitários Internacionais e Insulares.

The ULG in Machico plan to build an evidence base for the good practice development of new sustainable transport initiatives, with a particular focus on cycling, walking, public transport, shared mobility, and electric vehicles.

Fundamental to this is the development of new initiatives to engage citizen-led behavioural change, co-developing incentives for sustainable methods of travel, as well as disincentives for less desirable modes. This will include the design of initiatives which promote the use of bicycles and walking in the city centre, including infrastructural initiatives which make these choices friendlier and more convenient.

The group also wishes to explore the provision of a sustainable on-demand service that focuses on rural connectivity, as well as the prospect of cable-car connectivity for difficult to reach areas. Finally, the ULG will also investigate the development of a potential cargo logistics interface to reduce congestion in the city.

Osona

Spain

165,292 Inhabitants

1,245.2 Km²

+0.7% Population growth

8.2% Birth rate

9.2% Death rate

29,000 € Capita GDP in 2022

The full value chain of the agri-food industry (e.g. Casa Tarradellas and Embutidos Monells), and the metal-mechanical sector (e.g. Tesem) stand out as the primary specialisations within Osona. Supported by retail, healthcare, education, technology, and public administration, these sectors play a pivotal role in sustaining the region's economy, contributing to employment, innovation, and economic growth. University of Vic - Central Catalonia University takes on the role of fostering education, research, and knowledge dissemination.

Strengths

1. Strategic Policy Emphasis
2. Robust Stakeholder Engagement
3. Digital Engagement
4. Encouraging Electric Vehicle Adoption

S

Weaknesses

W

1. Lack of Integrated Planning & Intramodality Gaps
2. Challenges in Rural Public Transport
3. Poor Collaboration with Operators
4. Inadequate Cycling Infrastructure
5. Inconsistent Parking Policies

Opportunities

O

1. Tourism Potential
2. Revenue Generation
3. Reducing Car Use
4. On-Demand Shuttle Services

Threats

T

1. Complex Stakeholder Landscape
2. Continued Lack of Coordination
3. Resistance to Change

Transport and Mobility Insights

Mobility Facilitation: The Osona region boasts a vital north-south regional train line connecting Barcelona to destinations northward. The extended bus system, centralised primarily around the cities, links villages and towns to their nearest city or Vic. The train system, managed by RENFE and governed by the Generalitat de Catalunya, operates under ATM tariffs. The peri-urban bus network is a concession to private companies, offering routes like Vic-Barcelona known for better punctuality and reliability compared to train services. Vic is the sole urban area with city bus lines. Osona facilitates free buses for school kids, particularly catering to secondary school attendees commuting from villages. Taxis and ambulance services also play a role in social transport.

Daily Commute Dynamics: Active mobility constitutes around 25.7%, public transport at 7.1%, and private cars at 65.7% of daily commutes. Initiatives to promote sustainable mobility include the Osona Bici APP, carpooling schemes, and the expansion of cycling lanes to encourage interurban bike commuting.

Infrastructure and Regulations: Public EV charging stations are available across various municipalities, with 44 public chargers available. Parking facilities include both free "parking beaches" and paid spaces, with plans to expand cycle lanes and pedestrian zones in historic centres.

Intermodal Transport: Osona's aims for a mixed transport model, with both public and private services offering mobility options, but this has yet to find a harmony that supports citizens across the region. There's a concerted effort to expand cycling infrastructure, promote sustainable commuting, and enhance pedestrian areas.

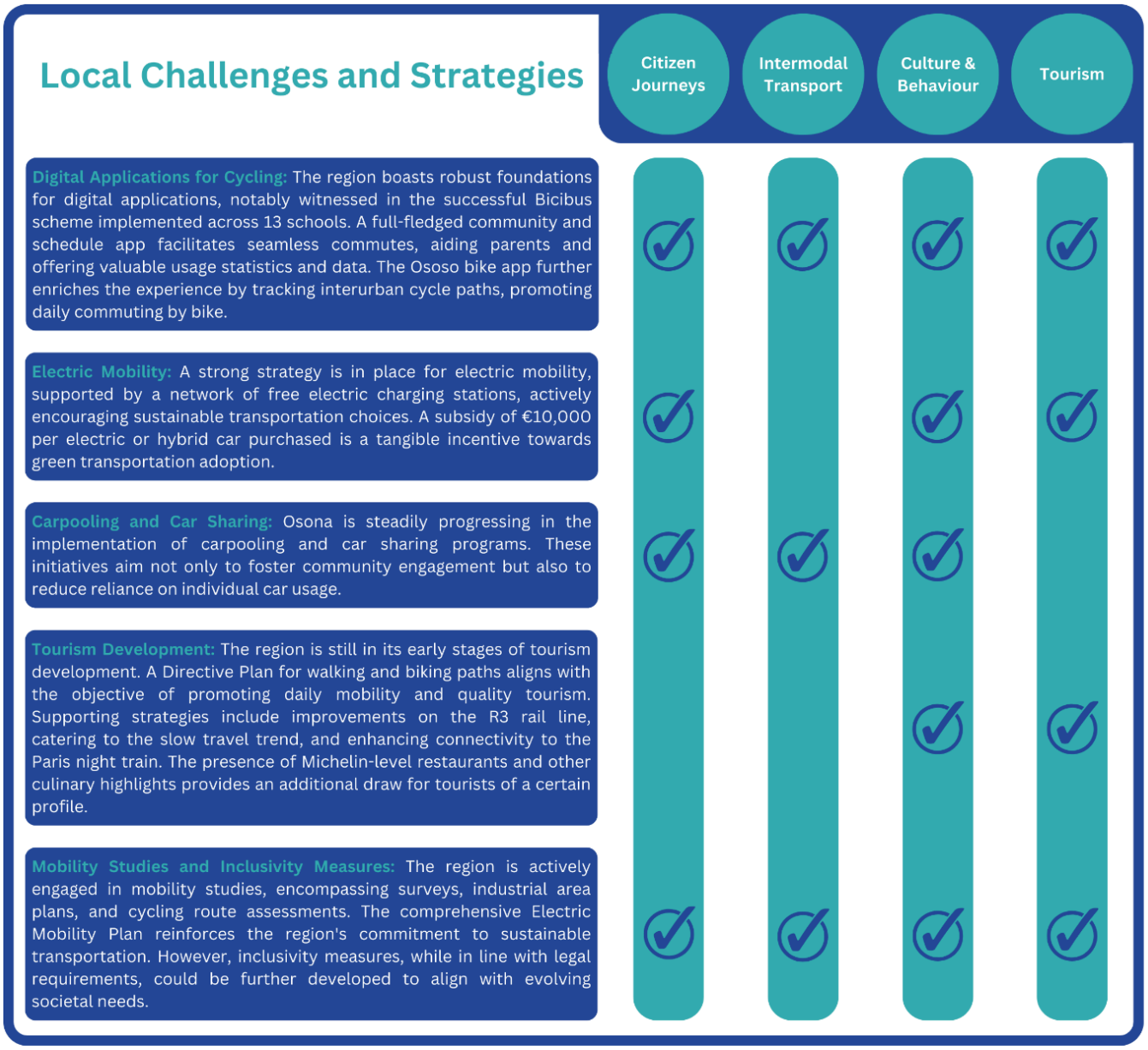
Learning & Capacity Building Needs and Contributions

Regional Wide Coordination for Car-Use Reduction: The region faces high car use due to a lack of intramodality and insufficiently linked infrastructure for alternative transportation modes. To address this, a region-wide strategy is necessary, encompassing joint-up thinking for transportation and infrastructure planning, particularly for rural areas. This holistic approach aims to integrate various transport modes and reduce reliance on cars, counteracting prevalent car-positive activities like abundant free parking.

Direct Communication with Bus and Rail Operators: There's a significant need for improved and direct dialogue with bus and rail operators to facilitate user-led services and lay the foundations for intramodality within the region. Their inclusion and engagement within the ULG (Urban Local Group) can serve as an initial step toward fostering better collaboration and operational synergy. Collaborative efforts and strategic alignment among all stakeholders are fundamental to propel the region towards a more sustainable and integrated mobility system.

Development of Data-Driven Analytics and Decision-Making: The establishment of the R3 technical office in partnership with Creaccio represents a commendable step towards enabling data-driven decision-making. However, to leverage the full potential of this initiative, enhanced data sharing and collaboration with all stakeholders are imperative. This will ensure a more robust foundation for strategic mobility decision-making based on data-backed insights.

Local Challenges and Strategies



Integrated Action Plan

Osona has brought together a diverse ULG to work on this initiative, including representatives from the Consell Comarcal d'Osona, several different departments within Creacció (the regions' entrepreneurship and innovation agency), Ajuntament de Vic – mobilitat, Comissions Obreres, Consell Empresarial d'Osona, Associació d'iniciatives Rurals de Catalunya, Universitat Politècnica de Catalunya, Osona Amb Bici and Canvis en cadena (cycling organisations), Osonament (social care), Consorci Hospitalari de Vic, 25 Osona Bus (bus company), AVB Horta Vermella, and Plataforma del Transport Públic (PTP).

The ULG in Osona will explore several different opportunities, including the collection and systematisation of available data from mobility systems present in the region for integrated decision-making and evaluation. This will feed into creating consensus on the type of public

transport that meets the maximum needs and desires of citizens, and creating a sustainable governance model which acts as interlocutors and supports the ongoing development of road transport and railway services. Further to this, the group will explore synergies among different transport services with a view to increasing intermodality. This will take the form of facilitating safe walking and bicycle use to public transport interchanges.

The group will also consider the option of park-and-ride facilities at some key points in Osona and considering the option of carpooling in urban areas related to park-and-ride and intermodality The group will also work to establish the option of on-demand transport, with a particular focus on more rural locals in the region, complemented with the formalisation of carpooling. Simultaneously, the ULG will explore the consolidation of bicycle connections in rural areas and between nodes of the R3 corridor.

Integral to these actions will be the role of the ULG as an advocate for a cultural shift, improving communication, and digitising information. The group will explore actions that can help support behavioural change and awareness raising.

Santa Maria da Feira

Portugal

136,674 Inhabitants

215.87 Km ²

+x% Population growth

7.7% Birth rate

9.2% Death rate

22,500€ Capita GDP in 2022

Santa Maria da Feira, a city and municipality in the North East of Portugal, has an economic profile which is influenced by the top employers in the region primarily belong to the processing industry, particularly in cork (e.g. Amorim) and footwear manufacturing, along with the strong presence of metalworking, the paper industry and activities related to the construction sector and its products. ISVOUGA is recognised as a prominent third-level educational institution in the area.

Strengths

1. Hydro energy is a major source of electricity in the area.
2. Strong public EV charging infrastructure
3. High-level of digitalisation and 5G connectivity in the region.

S

Weaknesses

W

1. Inconsistent Walking Infrastructure
2. Limited frequency in public transport
3. Lack of transport in rural areas
4. Inflexible school transportation schedules.

Opportunities

O

1. The potential for shared use of private vehicles
2. Potential for improving accessibility
3. Innovative solutions to address mobility challenges

Threats

T

1. Citizen Resistance to Car Use and Parking Restrictions
2. Challenges related to regulations and legal frameworks

Transport and Mobility Insights

Municipal Competence: Within Santa Maria da Feira, the municipality's competence is primarily limited to the public space within the municipality. However, in 2015, the municipality approved the delegation of competences for public road transport to the Porto Metropolitan Area.

Public Road Transport: The municipality is served by six private transport operators, in addition to the municipal transport service known as Transfeira, and due to a change in contract, has created challenges, particularly in rural areas.

Modal Shift Challenges: The municipality faces challenges in promoting a shift from private car usage to more sustainable modes of travel. Currently, the car is the most preferred mode of transportation, with 79.5% of residents using it for commuting.

Shared Mobility: The municipality operates a system of shared electric micro mobility, including electric scooters and e-bikes, provided by a private operator. Taxis also serve as an essential mode of individual public transport.

Cycling Infrastructure: The city features a cycling network with a total length of 14.4 kilometres, incorporating environmentally naturalised channels. Walking infrastructure has been a focus of improvement, with efforts to create accessible routes and eliminate barriers.

Gender Focus: The municipality currently lacks specific gender-focused policies in transportation and mobility. Initiatives are in place to enhance accessibility for individuals with reduced mobility.

Electric Infrastructure: The municipality excels in promoting electric mobility and operates a substantial network of charging stations for electric vehicles. However, certain challenges persist, primarily in the integration of transport services and addressing the dependence on private car travel.

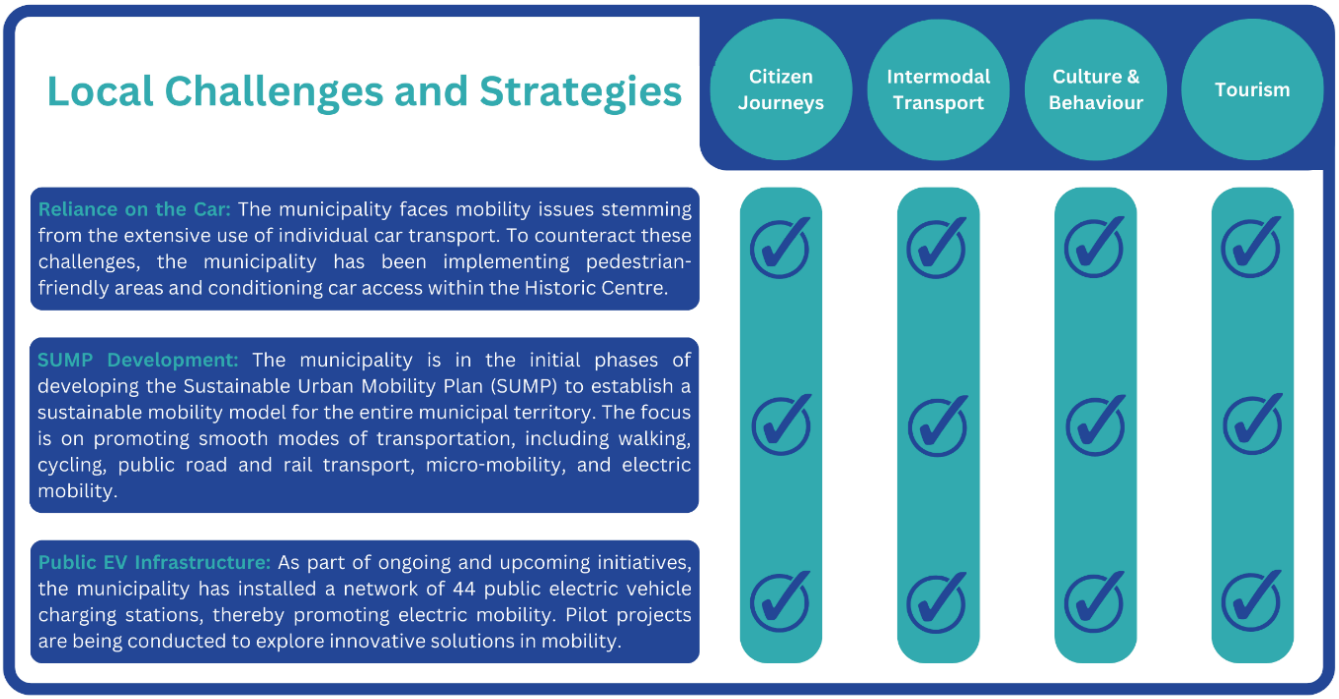
Learning & Capacity Building Needs and Contributions

Developing Infrastructure and Relationships: Challenges in integrated action planning revolve around effective communication with supralocal authorities and private operators, as well as securing resources for mobility tools and flexible public transport services. Some passengers suggest that the circular route structure may not be optimal, and potential intersections with metropolitan lines should be considered to improve efficiency. Moreover, there is a notable lack of information at bus stops, particularly regarding schedules and routes.

Assisting Vulnerable Groups: The "Mobility for All" project provides transport services for individuals with mobility challenges. These services are coordinated through the Municipal Social Action Division and focus on meeting the specific needs of disadvantaged groups. Youth preferences place an emphasis on the importance of frequent bus services to the city centre, and it is noted that parents often drive their children, in both rural and urban areas. There are ongoing mobility challenges for older individuals, including the lack of frequency in public transport, unsuitable bus stops, and issues related to pedestrian infrastructure. An intriguing proposal involves utilising older community members as a pool of talent for on-demand transportation services, and the concept is under consideration. The authorities express a willingness to develop gender equity policies and are seeking guidance on how to implement them effectively.

Data & Digitalisation: Efforts are made to collect and share data between departments and organisations to support improvements in mobility. For instance, data from social services can be used to optimise transportation routes. While substantial progress has been made in GIS mapping for the diagnosis of the Metropolitan Sustainable Mobility Plan, there remain challenges in the representation of population concentration, industrial zones, and related data. The municipality faces difficulties in obtaining reliable data from former transportation concessionaires. Collaborations and data-sharing agreements are needed to facilitate improvements in mobility services.

Local Challenges and Strategies



Integrated Action Plan

Santa Maria da Feira has designed a ULG with a view to diverse representation at its core, with parties including the Young Mayor, Fapfeira (parents association), Time Bank, the Senior Forum, Scouts of Santa Maria da Feira, Rosto Solidário (NGO), Social Forums, Night Runners, Mobility for All, School of Road Education, Civic Movement along the Vouga Line (historical train line), as well as municipal and city body representatives.

The ULG is tasking itself with building a baseline data view of transport demand, undertaking a comprehensive review of citizen demand for public transport. This will include an inclusive surveying of citizens, engagement with key stakeholders and opinion leaders, and establishing potential pathways forward for public transport services in the municipality.

This engagement programme will support the future provision of more sustainable transport options. The ULG will review facilities and attitudes around walking, cycling and other facilities with a view to boosting such modes of transport.

The ULG will also specifically delve into understanding the specific needs of different segmentations of citizens, with a particular focus on older users, those with reduced mobility, and the school-going population, with a view to building a more inclusive mobility infrastructure.

Szabolcs 05

Hungary

120,000 Inhabitants

624.7 Km²

-0.7% Population growth

11.2% Birth rate

12.2% Death rate

10,993€ Capita GDP in 2022

Szabolcs 05, a Regional Development Association of Municipalities, stands as a pivotal hub in the northeastern part of Hungary. Whilst the county's unemployment rate remains the second highest in Hungary, the town of Mátészalka acts as a driver of the economic well-being of the region. This city has developed strengths in the optical sectors (e.g. MOM Magyar Optikai Művek Zrt and Zeiss) as well as the food sectors (e.g. Frieslandcampina and Nobilis) and underutilised tourism potential.

Strengths

1. Private Sector Transport
2. Cycle Lane Network

S

Weaknesses

1. Parental Car Dropping
2. Limited Uptake of Electric Cars
3. Winter Challenges
4. Parking Surpluses

W

Opportunities

O

1. Collaborative Planning
2. Data-Driven Improvements
3. Electrification of Train System
4. Bike Sharing and Public Transport Integration

Threats

T

1. Urban Sprawl
2. Rapid Population Growth
3. Changes in Rural Bus Charges
4. Coordination Challenges
5. Gender and Safety Issues

Transport and Mobility Insights

Mobility Facilitation: Szabolcs 05, with Mátészalka the significant city occupying a strategic location, faces significant challenges in accessibility and efficient transport infrastructure. The current mobility landscape predominantly relies on cars, particularly for rural commuters, leading to congestion issues and a lack of sustainable transport options. Understanding the existing transport dynamics and challenges can guide strategic improvements for more inclusive, efficient, and eco-friendly mobility solutions.

Challenges in Accessibility: Mátészalka's significance in the regional urban area depends on its accessibility. However, the city grapples with obstacles in railway connectivity due to decommissioned lines, inefficient bus and car routes, and the burden of through traffic from main roads. The current railway system not only fails to serve the city effectively but also poses a barrier, dividing the urban landscape. The development of transportation links towards significant economic centres like Nyírbátor, Debrecen, and possibly Nyíregyháza is imperative.

Commuter Dynamics and Connectivity: The majority of citizens heavily rely on cars for daily commutes, while more sustainable modes like walking and cycling are notably underutilised. However, the city acts as a workplace for many from the surrounding rural areas. Creating efficient connections to these nearby settlements can reduce commuter traffic and enhance the economic and social integration of the region.

Sustainable Mobility Initiatives: Initiatives focusing on active mobility, such as the development of cycle lanes and pavements, underscore the commitment to sustainable transport. Notably, the absence of Ultra Low Emission Zones (ULEZ) limits the city's ability to regulate emissions. EV charging infrastructure, though present, requires expansion for a more significant shift towards electric vehicles.

Cycling and Pedestrian Infrastructure: Szabolcs 05 has made strides in regional cycling connections, especially with neighbouring settlements, which significantly supports rural-urban connections. However, the city's internal cycling infrastructure lacks coherence, demanding a more interconnected network. While pedestrian infrastructure within the city is reasonably developed, there are areas where improvements, especially in outlying districts, are needed to ensure a consistent and safe pedestrian experience. Addressing safety concerns at road and railway crossings is essential.

Inclusivity and Equal Access: The city prioritises inclusivity, evident in measures such as lowered curbs for barrier-free pedestrian movement and the development of a Local Plan for Equal Opportunities. However, there remains a need to improve transport for specific groups, including women, the elderly, disadvantaged, and those with disabilities. Ensuring safe and accessible transportation options for these groups, along with enhancing pavement quality, will contribute to a more inclusive and equitable city.

Learning & Capacity Building Needs and Contributions

Awareness Campaign for Sustainable Mobility: There is a critical need for an awareness campaign to educate and empower residents about sustainable mobility options. This campaign aims to foster a better understanding of suitable mobility choices and active modes of transportation available within the region.

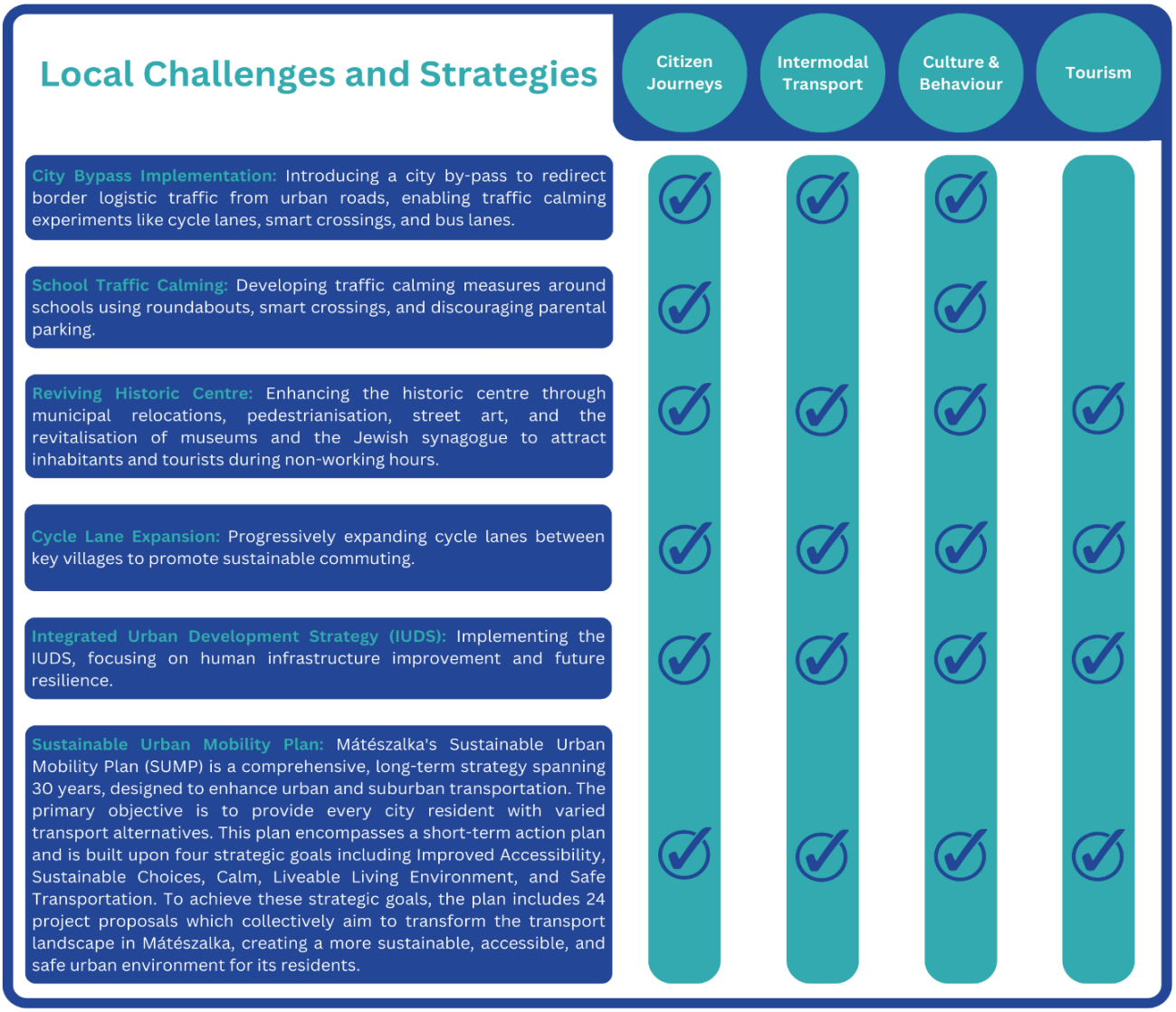
Digitalisation of Mobility Services: The digital transformation of mobility services is essential to enhance engagement with active mobility and intracity public transport. This initiative seeks to make these services more accessible and user-friendly for the community.

Introduction of Car Reduction Programs: Implementing car reduction programs such as car-sharing and alternative commuting methods for work and school travel is pivotal. These initiatives not only reduce car dependency but also pave the way for potential urban development measures like repurposing car spaces for green spaces and pedestrian zones.

Electric Transport Advocacy: Advocating for the introduction of electric transport is imperative for Szabolcs 05's progress. Being the first Hungarian city to receive electricity but lagging in adopting electric transport can serve as a rallying call for citizens. Transitioning to electric transport could significantly enhance intracity bus and train travel, revitalising local railway stations and modernising the city's transport infrastructure.

Inter-regional Cycling Infrastructure: Szabolcs 05 has coordinated well internally and externally to build regional cycling connections, something that several of their peers struggle with and could learn from.

Local Challenges and Strategies



Integrated Action Plan

The ULG in Szabolcs 05 represents a cross section of the regions' stakeholders, including the Chief Consultant of the Mayor, the City of Mateszalka Urban Development, Technical and Transport and Public Space Supervision Departments, organisations responsible for transport infrastructure and services, the local department of state police, educational institutions, NGO's representing a cross section of citizens, and some private sector commercial representatives.

Actions that are now planned include exploiting the upcoming urban traffic transformation to reimagine the transportation system. In addition, the ULG will create new strategies which discourage car use, make essential car use safer, and create new behaviours around public transportation use, walking, cycling and other more sustainable modes of travel, including the potential development of new cycling infrastructure.

The ULG is also committed to encouraging civic engagement, using the recent reconstruction of the downtown street as an example of good practice, to build citizens' understanding as to how sustainable options can create improved city spaces and improved public facilities. Furthermore, the region wishes to build on the success of corporate travel to work schemes to explore the opportunity to do this in other parts of the city and municipality.

Tartu

Estonia

13,023 Inhabitants

742 Km²

+5.4% Population growth

15.3% Birth rate / **7.3%** Death rate

27,147€ Capita GDP in 2022

The economic landscape of Tartu is marked by industries such as metalworking, furniture and windows/doors manufacturing, agriculture, food production, and circular economy initiatives. Key employers in the region include Foxway OÜ, AS Hanza Mechanics Tartu, and the Local Government of Tartu Municipality. The strategic significance of the municipality is further underscored by the presence of renowned third-level educational institutions, including the University of Tartu, Estonian University of Life Sciences, and Tartu Health Care College.

Strengths

1. Active Youth Engagement
2. University Student Benefits
3. Parking Restrictions
4. Electric Bikes and App
5. Airport Transfers

S

Weaknesses

1. Parental Car Dropping
2. Limited Uptake of Electric Cars
3. Winter Challenges
4. Parking Surpluses

W

Opportunities

O

1. Collaborative Planning
2. Data-Driven Improvements
3. Electrification of Train System
4. Bike Sharing and Public Transport Integration

Threats

T

1. Urban Sprawl
2. Rapid Population Growth
3. Changes in Rural Bus Charges
4. Coordination Challenges
5. Gender Issues

Transport and Mobility Insights

Mobility Facilitation: Diverse transportation modes and means are accessible within the region, encompassing public transit via buses, rail transport, a ferry connection, bicycle rental services, and private modes such as personal vehicles and bicycles. The vehicle sharing economy has also expanded, now including app-enabled services such as Bolt Drive, ELMO rent and others.

Daily Commute Dynamics: A significant proportion of the population commutes outside the municipality for work or educational purposes, with approximately half of the residents undertaking daily commutes to the city of Tartu.

Sustainable Mobility Initiatives: Noteworthy sustainable mobility projects include on-demand social transport, bicycle rentals, and the planned extension of city bus routes to various settlements in the Tartu Municipality.

EV Charging Infrastructure: The municipality features a limited number of electric vehicle (EV) charging stations, primarily under municipal ownership.

Parking Space Availability: Detailed statistics pertaining to parking spaces within the municipality are not available, although former military airfield runways have been repurposed as parking lots.

Bicycle Infrastructure: The region exhibits a commitment to cycling, boasting dedicated cycling paths, with further expansion plans in place.

Water-Based Mobility: Water transport connections facilitate travel between the Estonian mainland and the island of Piirissaare, with a ferry during the summer and a hovercraft during the winter. Additionally, private companies offer water-based transportation services for recreational purposes during tourist seasons.

Pedestrian-Focused Development: Urban areas feature segregated sidewalks on major thoroughfares, and new residential areas adhere to pedestrian and cyclist-friendly designs.

Mobility Studies: In the interest of informed urban planning, the region has conducted mobility studies, a critical foundation for prospective initiatives.

Inclusivity Measures: Notably, intersections of light traffic roads are meticulously designed to be devoid of thresholds, ensuring accessibility for all members of the community.

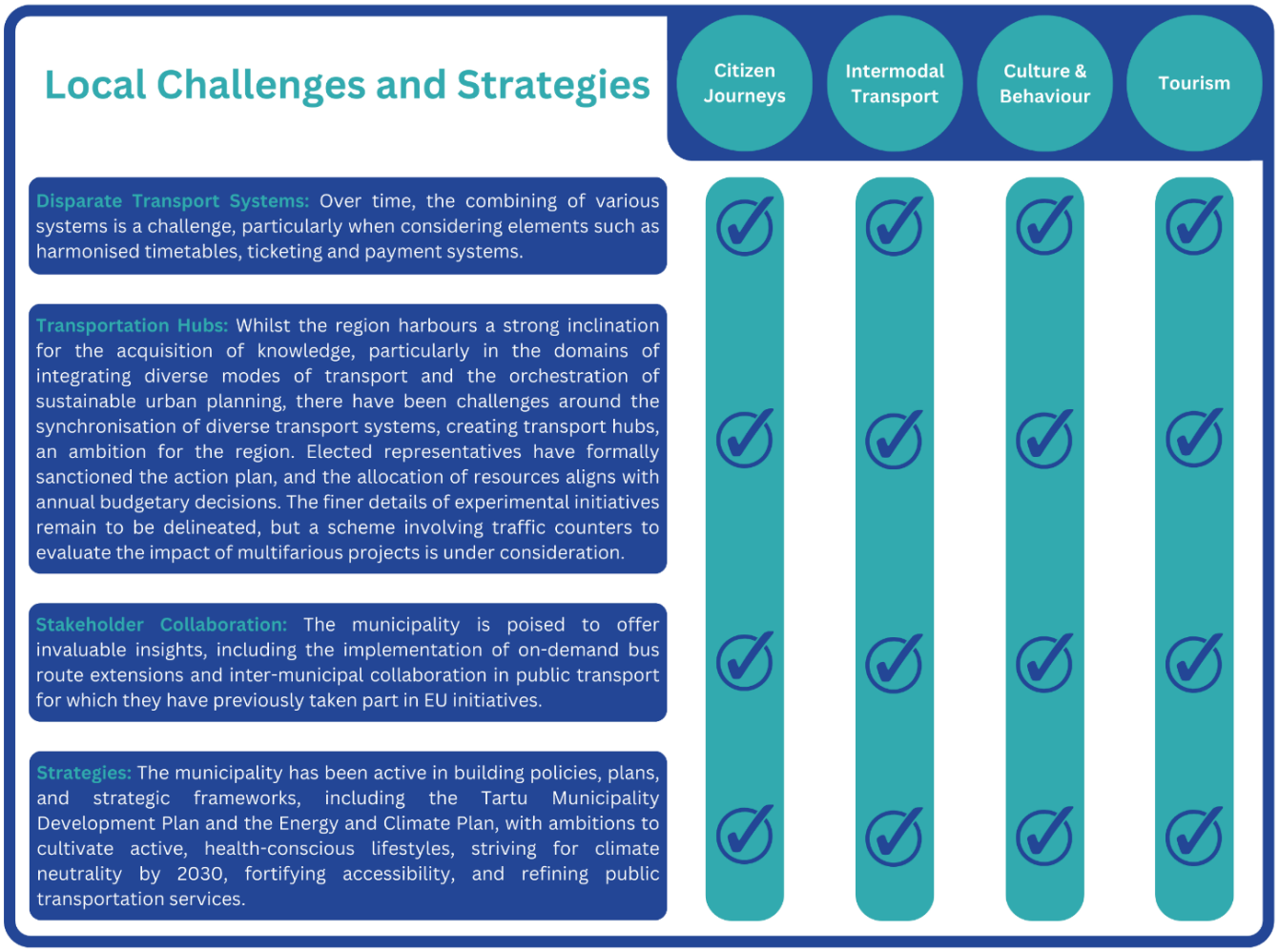
Learning & Capacity Building Needs and Contributions

Challenges in Action Planning: Foreseen hurdles encompass the attainment of full stakeholder representation, the establishment of a coherent transport system, and the harmonisation of schedules, ticketing procedures, and transport hubs.

Enhancing Regional Capacities: Key enhancements within the regional scope comprise the establishment of an integrated transport infrastructure, facilitating improved inter-agency communication, and achieving unified schedules, ticketing systems, and integrated transport hubs, something which will be of significant interest for peer partners.

Local Expertise Repository: The region brings forth its invaluable experience, including but not limited to the implementation of on-demand bus route extensions and inter-municipal collaboration in public transport.

Local Challenges and Strategies



Integrated Action Plan

Tartu's ULG membership represents key individuals from institutions such as Tartu County Public Transport Centre, Tartu City Transport, the State Transport Authority, Tartu Municipal Government, the Council of Tartu Municipality, Tartu City Government planning department, the Faculty of Social Sciences at the University of Tartu, in addition to local residents of Raadi and Kõrveküla districts, as well as representatives of village societies from different regions of the municipality.

The ULG have committed to building knowledge around urban planning and spatial solutions for sustainable mobility and integrating such knowledge into the creation of human-centric municipality decisions. The municipality will exploit the already strong data systems in the creation of new products and services, particularly exploring the opportunity as a tool to engage citizens through open data. The ULG will also contribute to the municipalities plans to engage in the new electronic journey planning and ticket purchase system and e-environment which is being created.

A key action is deliberately designing citizen involvement in the development and communication of mobility initiatives, including the organisation of sustainable transport educational events and the inclusion of citizens at an earlier stage of the decision-making process to ensure they are at the heart of behavioural change initiatives. Of particular importance is the provision of rural connectivity solutions such as on-demand services, carpooling, and park and ride facilities, ensuring that the most appropriate planning solutions are found so that services and destinations are accessible regardless of ability.

Treviso

Italia

312,438 Inhabitants

563 Km²

-4.6% Population growth

6.3% Birth rate

13.5% Death rate

37,113€ Capita GDP in 2022

Known for its picturesque hills of Prosecco, since the 1960s, industry has played a leading role in the economy of the area. Clothing is now embedded in the global value chain with many local companies owned by multinational groups, in addition to household appliances, electrical engineering, metalwork, and furniture industry. Increasingly, tech startups have gained prominence, as has increased interest in agriculture. Manufacturing holds substantial importance in the region, with companies like Benetton Group, De'Longhi contributing to a 1% growth in labour demand in 2021.

Strengths

1. Parking management system
2. EV charging system network
3. High Levels of Cycling
4. School Public Transport
5. Existing Limited Traffic Zone

S

Weaknesses

1. Public bike sharing service
2. Local Public Transport Frequency
3. City Logistics
4. Road Network

W

Opportunities

O

1. Encouraging Shift to Sustainable Transport Modes
2. Further promotion of bicycle infrastructure
3. Sustainable Tourism Potential

Threats

T

1. Citizen Resistance to Car Use and Parking Restrictions
2. Political Transitions
3. Failure to creating meaningful culture change around sustainable options

Transport and Mobility Insights

Mobility Facilitation: A limited range of options including Local Public Transport (bus), Train, Bike Sharing, Private car, and Private bicycle.

Sustainable Mobility Initiatives: A variety of low-emission mobility projects have been built or are currently under development, including upgrading the railway station and enhancing the cycle/pedestrian connection to the city centre, revitalising the public bike-sharing service through a competitive tender, introducing a flexible free-floating system including e-bikes and scooters, installing Ultra-Fast charging columns to establish a comprehensive electric vehicle charging network, introducing on-call services for local public transport to enhance flexibility and accessibility and expanding the School Zone Traffic Limitation (ZTL) and implementing safety measures to protect student loading and unloading areas.

EV Charging Infrastructure: In Treviso, the province boasts a network of 249 EV charging points, as indicated on EV charging maps. Notably, these charging points within the historic centre are seamlessly integrated with a dedicated parking app. This allows drivers to reserve their parking spot up to 15 minutes in advance, ensuring a convenient and efficient experience.

Parking Space Availability: Treviso city centre offers a total of 2,800 parking bays equipped with advanced sensor technology. These sensors transmit real-time data to a centralised system, enabling Treviso's mobility app to provide up-to-the-minute information on parking locations, monitor parking violations, and facilitate user bookings.

Bicycle Infrastructure: Treviso places a strong emphasis on cycling mobility, featuring a comprehensive "Ciclopolitana," akin to a subway-style bike road network. This network is actively under development, with various routes converging from the periphery into the historic centre.

Cycle Paths: Treviso's Sustainable Urban Mobility Plan (PUMS) outlines an extensive cycle path network, covering a total of 146.4 kilometres. Currently, 80.22 kilometres of these cycle paths are operational, with an additional 1.68 kilometres in the implementation phase. Approximately 64.50 kilometres of cycle paths are slated for future development. These paths include unique cycle routes spanning 2.3 kilometres, dedicated cycle lanes covering 25.08 kilometres, sidewalk-based cycle paths totalling 3.1 kilometres, paths for mixed bicycle and pedestrian use extending over 32.44 kilometres, and 17.3 kilometres of green cycle paths.

Pedestrianisation: Treviso boasts an expansive historic centre that prioritises pedestrian accessibility, characterised by charming squares, galleries, arcades, pedestrian zones, and areas with limited vehicular traffic. In total, this pedestrian-friendly area spans 19,264 square meters and encompasses 2.6 kilometres of linear roads. Additionally, the municipality has strategically established 32 residential zones within this vicinity, further enhancing the quality of urban living.

Learning & Capacity Building Needs and Contributions

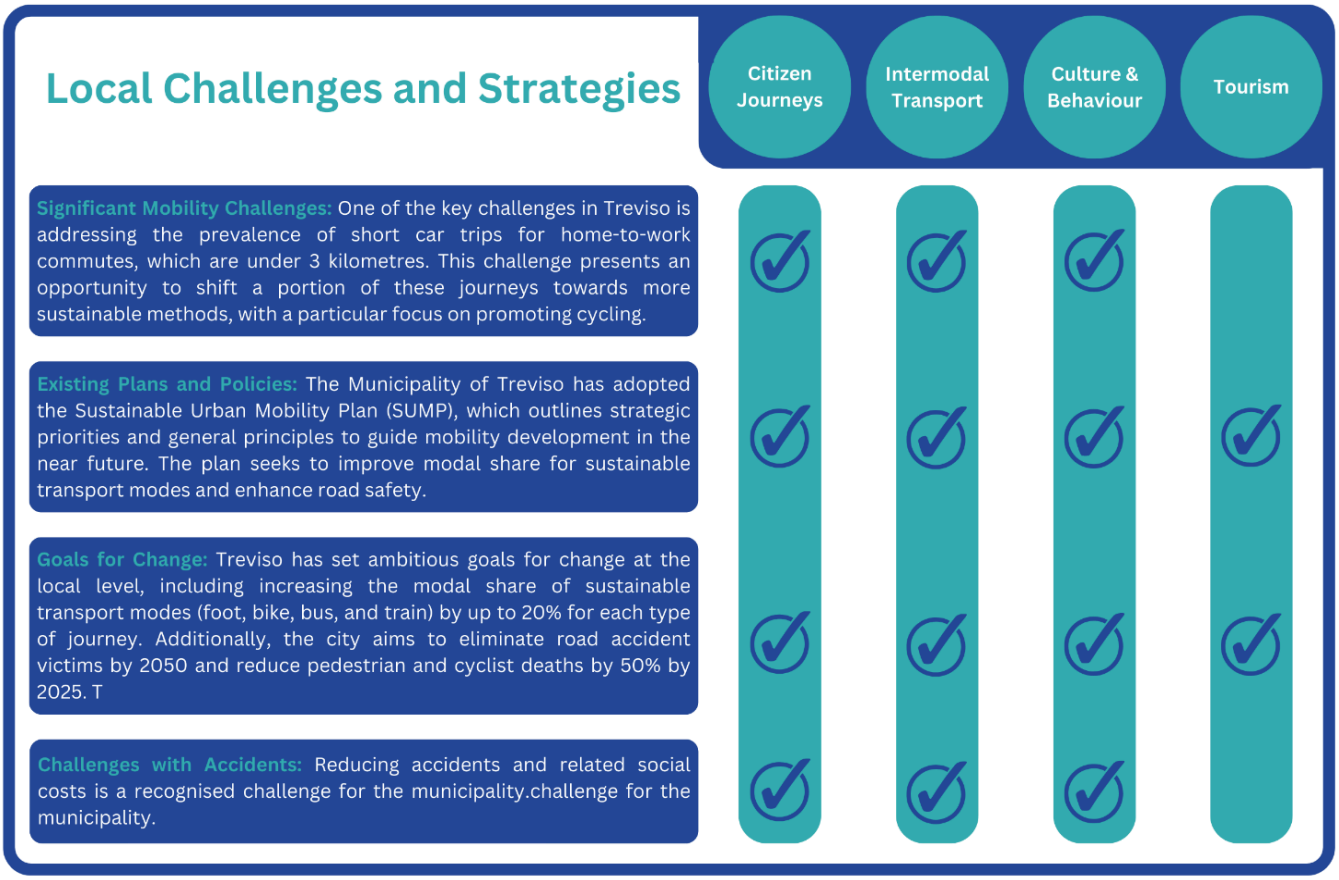
Challenges with Integrated Action Planning: One of the major challenges in Treviso is to develop all the necessary actions to implement Mobility as a Service (MaaS), including data collection, planning, monitoring, and management systems for both public transport operators and private mobility service providers.

Safety: Treviso can benefit from learning about infrastructural interventions that modify road layouts to encourage reduced vehicle speeds, known as traffic calming measures.

Goals for Change: Treviso has set ambitious goals for change at the local level, including increasing the modal share of sustainable transport modes (foot, bike, bus, and train) by up to 20% for each type of journey. Additionally, the city aims to eliminate road accident victims by 2050 and reduce pedestrian and cyclist deaths by 50% by 2025.

Parking Insights: Treviso's innovative roadside parking management system, which provides real-time occupancy and payment data, can serve as a valuable practice that promotes efficient parking usage and act as a method to strategically reduce parking over time.

Local Challenges and Strategies



Integrated Action Plan

The makeup of Treviso's ULG includes Mobilità di Marca – MOM, ULSS 2 (Healthcare), representatives of the primary, secondary and high schools, the Province of Treviso, business organisations of Ascom/Confartigianato and the City of Treviso.

The ULG will explore the progressive digitalisation of the different transport systems, creating easier access to public transport, bike sharing, bike stations, parking, electric charging stations, etc. These digital systems will allow for real-time knowledge of the travel demand, allowing for more dynamic and efficient planning of the mobility offering for citizens, with a particular focus on accessibility.

This will necessarily lead to a change also for the user who must be informed about new services, new ways of accessing them and the new opportunities created. The users will also be part of the design of these solutions, supporting the development and implementation of MaaS (Mobility as a

Service), in addition to the public and private sector actors. The ULG therefore will be tasked with the design and dissemination of innovative, targeted communication campaigns which create measurable behaviour change.

Finally, Treviso will experiment with demand-responsive transportation (DRT) to replace some routes of low-demand public transport lines. In 2025, a monitoring will be carried out, in terms of passenger numbers, to assess the economic sustainability and the possibility of extending DRT services to other lines or to other time slots (such as night or evening) of our urban public transport. The ULG will play a key role in this process, and take a lead role in developing and executing the communication campaign to ensure the effectiveness of this new type of service.

3. Synthesis and Methodology

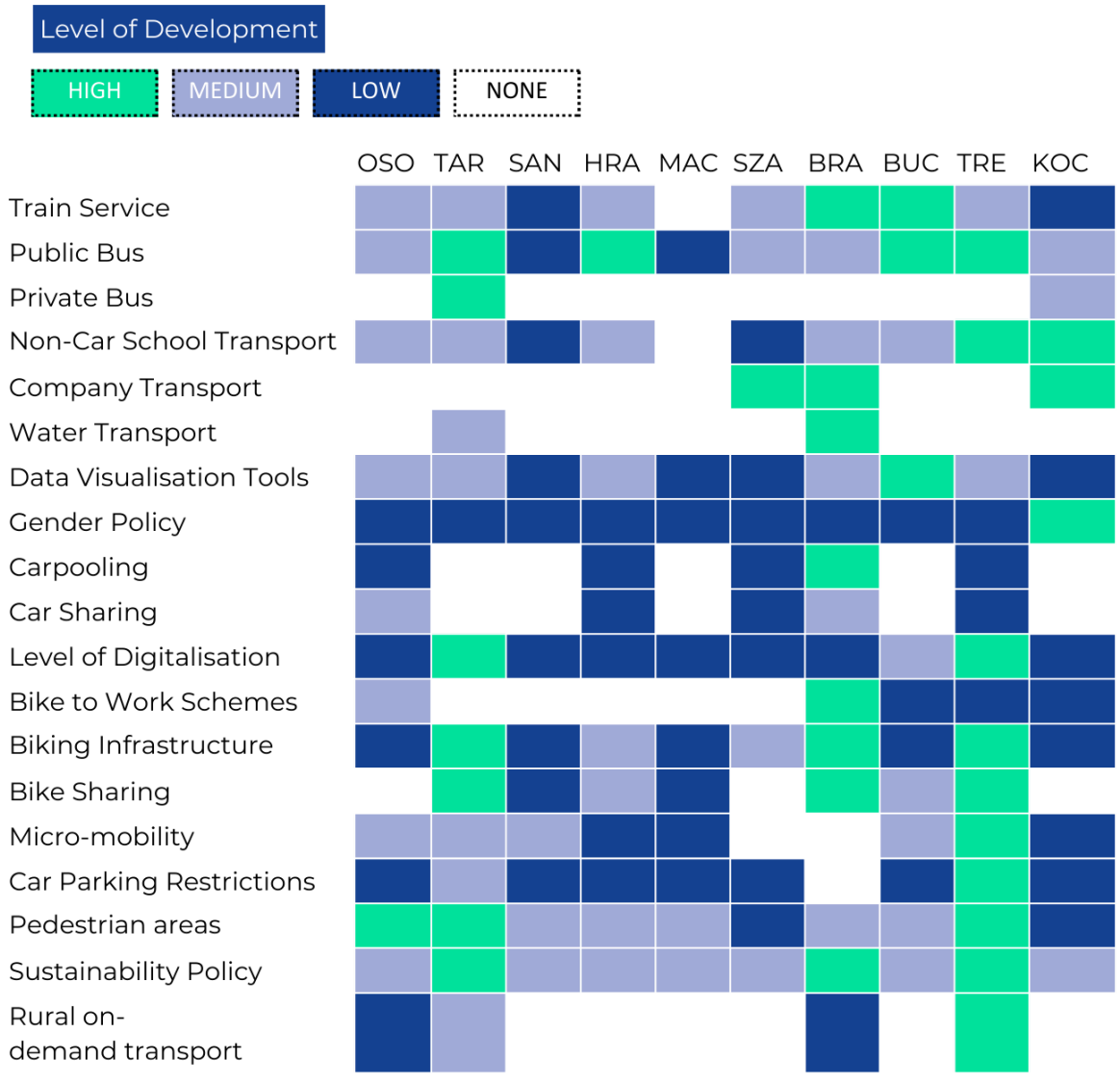
Approaching the IAP development.

SYNTHESIS

Ten partners – 10x the Opportunity

In the ever-evolving landscape of urban development and sustainability, understanding the strengths and weaknesses of different municipalities is crucial for fostering informed decision-making and policy development. This comparative analysis delves into our ten diverse European municipalities and regions, exploring their approaches to various facets of transportation and sustainability. The municipalities under scrutiny encompass a spectrum of sizes, demographics, and geographical locations, offering a comprehensive view of how different regions address the challenges and opportunities associated with urban-rural mobility.

The analysis spans an array of critical factors, each contributing to the overall fabric of urban-rural transportation and sustainability ecosystem and how it interacts with its rural environs. From traditional modes of transport, such as trains, buses, and private vehicles, to more recent solutions like micro-mobility and data visualisation tools, this study sheds light on the status of the strategies employed by these municipalities.



As we can see, some municipalities have invested more heavily in this space than others, yet every partner has room for improvement. The above chart helps to synthesise these areas for the partners. It indicates directions for where further development can occur, and where other partners could potentially assist with learnings from their own experiences in the space to assist with the Integrated Action Plans (IAP's).

Themes Relating to the IAP

Whilst Beyond the Urban is made up of very distinctly different municipalities in very disparate geographies, we have discovered that there are significant commonalities in terms of the themes and challenges which need addressing.

Citizen Journeys

Citizen Journeys encapsulated the daily commuting needs of the everyday citizen – those journeys which tend to be repetitive in nature, including work and school commutes, or regular trips to shops or healthcare facilities.

Municipalities like Osona and Santa Maria da Feira showcase the complexity of balancing regional and municipal mobility needs. Osona, despite its high regional self-containment, struggles with lower municipal self-containment, exemplified by only 4.8% of trips being made on public transport, emphasising the necessity of addressing both local and regional transportation challenges. In Santa Maria da Feira, rural-urban divides pose distinct challenges, leading to an over-reliance on individual car usage at the expense of the creation of alternative forms of transport, illustrating the need for nuanced solutions.

Likewise, high private vehicle modal shares, as observed in Treviso and Kocani, signify a reliance on cars for transportation. This emphasises the urgency for the shift towards sustainable and alternative modes of transport to alleviate congestion, reduce environmental impact, and enhance overall urban mobility. This could involve investments in infrastructure, enhanced connectivity, and awareness campaigns to shift the public's perception and encourage a transition to more sustainable modes, as well as analysing existing services to enable improvement.

Intermodal Transport

Several municipalities, such as Tartu and Bram, struggle with transit traffic and congestion highlight the need for well-coordinated intermodal transport systems. As crucial transportation nodes, these regions necessitate effective integration between different modes of transport to streamline traffic flow and enhance overall efficiency.

The significance of being transportation hubs underscores the need for interconnected transport modes. This involves seamless transitions between various modes such as trains, buses, and bicycles, enhancing the overall efficiency of the transportation network. Addressing the governance of spaces, both physical and digital, shared by various services, and ensuring the ease of integration of a wide array of users with diverse needs and profiles, is crucial.

Tourism

From Machico's location on Madeira, where 75% of the population is employed in tourism related services, through to Mátészalka's ambitions for tourism development from a significantly lower base, it is evident that tourism plays a pivotal role in shaping the mobility landscape. Municipalities need to balance the benefits of tourism, such as economic growth, employment opportunities, and rural revitalisation, with the challenges it poses to local transportation infrastructure and environmental sustainability.

Achieving a balance between catering to tourists' transportation needs and maintaining a sustainable and efficient local mobility system is crucial. Municipalities must consider infrastructure improvements, traffic management, and sustainable transport options to enhance the overall tourist experience while minimising negative impacts on the local community. A well-integrated strategy can, in fact, enhance local services by providing them with the scale to become more viable financially.

Cultural and Behavioural Challenges

Some municipalities, such as Hradec Králové and Szabolcs 05**,** grapple with resistance to alternative transportation modes. Overcoming this resistance requires targeted awareness campaigns and initiatives to educate the population about the benefits of sustainable mobility, emphasising factors such as reduced congestion, improved air quality, safety, and individual cost savings.

Implementing behavioural change techniques is essential in locations where cultural shifts are necessary such as in Treviso or Tartu. This could involve incentivising public transport use, promoting carpooling or cycling, and creating a positive narrative around sustainable mobility. Education and engagement initiatives can play a pivotal role in fostering a broader societal acceptance of alternative transportation methods.

Cultural shifts around public transportation necessitate long-term strategies focused on changing perceptions and habits when combined by infrastructure extension and maintenance. Municipalities should invest in educational programs, community engagement, and infrastructure improvements to create an environment where sustainable modes of transportation are not only accepted but embraced as integral components of daily life. By now, educational programs are held by Santa Maria da Feira or Bram, while Osona and Treviso are implementing Bikebus and Pedibus to school, respectively.

Detailing areas of intervention by partner

Sharing knowledge and experiences can help address these challenges effectively given the varied knowledge and experiences of each of the partners. While the specifics differ, all urban-rural areas face the common goal of creating efficient, eco-friendly, and accessible mobility systems for their residents.

In the table below, we dive into these areas in more detail, creating the basis for the informed development of the focus of each municipality's IAP.

		Citizens Journey	Intermodal Transport	Tourism	Behaviour& Culture	Transferable Skills	Learning Needs
BRA	EXISTING	Schools travel by bus. Workers by car or train. Cycling also increasing	Focused on train, cycling and walking	France's 2nd most visited attraction nearby, Cycling (Tour de France) Canal du Midi	Strong community and political support for cycling infrastructure. Car parking reduction may cause resistance.	- Experimental nature of sustainable mobility - biking initiative - intermodal thinking - Connection to regional policy	- Data collection and analysis - Shared Mobility capabilities - Car reduction education skills
	OPPORTUNITY	Workers Transport (now held by NGO)	On Demand (they have it but nobody knows how to use it)	Pedestrianisation of historic centre. Further facilitation of tourists. (some works will start in a few weeks)	Education on car use reduction		
BUD	EXISTING	Cars are increasing popular, regional trains and buses are crucial	Many modes of transport available	Capital city focus. No clear tourism mobility programme	Cars are a status-symbol. Projects can be sensitive to political change.	- Data use and real time mapping of public transport users - Intelligent transport system	- Car parking enforcement - Car reduction education skills - Change Management skills -Coordination and collaboration approaches
	OPPORTUNITY	Increase use of ride and share facilities. Incentives to switch from cars.	Promotion of active mobility Enforcement of car parking restrictions	Connect transport with other Romania tourism attractions. Incentives/Information for tourists to use. Water based transport.	Less public resistance to change.		
HRA	EXISTING	Good diversity of mobility use outside/inside the city	Good variety of intermodal mobility methods available	Some cycling and summer river boating. Local museums. Concert and festival arena sustainability focused	Progressive political environment. Non-car mobility seen as viable option	- Entrepreneur-ial public bus company - Intelligent transport system	- Shared Mobility capabilities - Car reduction education skills - Digitalisation for service users
	OPPORTUNITY	Improvement of movement from rural areas i.e. on demand. Worker transport to help with talent shortages. Gender and conciliation policies to attract talent	Extension of transport choices to rural areas. Car parking restrictions and development of park and rides. Integration with train tariffs/tickets	Proximity to Prague can cater its overflow. Historic centre underutilised currently a car park.	Increase public engagement in decision making		
MAC	EXISTING	Cars are for majority of journeys. Solid urban/peri-urban bus transport.	Still focused on car or bus mobility. Cycling infrastructure at an early stage	Proximity to Madeira's airport. Recreation active mobility (trail running path)Natural beauty Food Tourists =rental cars	Regional political challenges. Active mobility is for recreation.	- Understanding of Tourism and alternative tourism events i.e. trail bike championships	- Data collection and analysis - Shared Mobility capabilities - Rethinking car parking & mobility at natural beauty spots.
	OPPORTUNITY	Increase walkable-cycle lanes in/out of city especially to airport. On demand rural bus transport.	Incentives to switch from cars or use of shared mobility. Better active mobility infrastructure	Opportunity to attract high value tourists for trail biking, hiking and food tours	Development of political consensus for long term transport infrastructure projects. Citizen/Tourism engagement in active mobility		

STM	EXISTING	Cars are majority source of transport . Circular bus route used predominately by elderly. Youth expect to be driven (not only mothers but grandparents taking part). Trains for the coastal and buses for student transport to Porto. Walkable urban infrastructure diagnose.	Still focused on car or bus mobility. Cycling infrastructure at an early stage	Proximity to Porto. Medieval castle and historic centre. Popular train to coast. Congress facility	Youth have a expected to be driven to social & other activities. Existing bus services appear to more social than practical, train means leasure not commuting.	- Education on bike/traffic safety - Sustainable mobility with renewable energy and e-car usage.	- Shared Mobility capabilities - Car reduction education skills - Youth education on mobility options.
	OPPORTUNITY	Improvement of movement from rural areas i.e. on demand Shared mobility options	Incentives to switch from cars or use of shared mobility. Better active mobility infrastructure (walkable)	Opportunity to attract high value tourists through biking or coastal activities	Incentives to switch from cars or use of shared mobility. Better active mobility infrastructure		
SZA	EXISTING	Schools travel by bus. Workers transport for large companies otherwise by car or train. Cycling also increasing. Free parking in urban center	Good variety of intermodal mobility methods available in urban areas	On crossroads between Romania & Ukraine. Strong Jewish Heritage. Geothermal springs	Strong committed ULG. Political support locally and regional. Cycling for daily activity is culturally integrated (old people).	- Workers transport	- Sustainable transport introduction - Digitalisation of transport - Shared Mobility capabilities - Car reduction education skills - Car parking enforcement
	OPPORTUNITY	Finishing of cycle lanes will encourage more active mobility both to schools and work. On-demand travel from remote rural areas. Pacification of school environments.Densification of urban areas. Restricting parking	Improve shared and active mobility in rural areas. Creation of car parking restrictions	Development of improved tourism related mobility including upgrading rail.	Experimental potential in introduction of new mobility. Development of sustainable mobility.		
TAR	EXISTING	Schools travel by bicycle, walking but higher parent drop off. Workers by car, bus, tram or active mobility. Large residential areas developing without direct access to daily activity an services	Good variety of intermodal mobility methods available in urban areas	Tourism is not focus. Historic universities and good museums. Large former air base to develop. Water connected to retire island	Political support locally and regional.Strong local adoption of active mobility	- Data analysis and transport digitalisation - Use of active mobility by young people	- Gender understanding - inter-regional strategy - capacity building for expanding population
	OPPORTUNITY	Workers Transport. Public transport option on the urban sprawl to prevent car overuse. Policentric urban planning.	Improve shared and active mobility in rural areas. Integrating urban-regional buses strategies and tariffs	Improvement of slow, crowded train link to Tallinn combined with a wider tourism mobility. Large former air base to develop experiences	Development of stronger regional transport links.Educational initiatives bikebus or pedibus.		
TRE	EXISTING	Schools travel by bus, bicycle, walking or increasingly restricted parent drop off. Pacifying school environments global project Workers by car majorly, bus, or active mobility.	Good variety of intermodal mobility methods available in urban areas	Proximity to an airport, Venice, the Prosecco hills, and the Dolomites. Historic centre and canal. Bike routes private initiative	- Strong citizen understanding of sustainability and active mobility - Commitment to car reduction	- School transportation and curbing parent drop off (pacifying school environments) - Parking restrictions and enforcement in historic towns - Active mobility/ sustainability promotion	- Coordination and collaboration approaches - Rural transport engagement - Social and cultural change towards sustainable and mobility
	OPPORTUNITY	Improved public transport to rural areas. More promotion of active mobility. On demand to be implemented	Improved public transport to rural areas. Further development of shared mobility	Significant opportunity to boost tourism further, with a particular focus on sustainable and adventure tourism.	Improved public transport to rural areas. Further development of shared mobility Citizen/Tourism engagement in active mobility		
Osona	EXISTING	Cars are for majority of journeys. Rural buses not fit for purpose. Train undergoing works so unusable. Inconsistency cycle lanes.	Still focused on car mobility. Cycling infrastructure at an early stage and needs. Free car parks dominate the cities and industrial estates.	Historic centre and historic rural villages. Artisanal Food. Proximity to France & night train to Paris	- Lack of direct relationship with transport operator - Lack of coherent regional mobility strategy - Lack of tourism understanding	- Citizen engagement and representationi .e., Bicibus app for school cycling	- Data collection and analysis- Shared Mobility capabilities - Rethinking car parking - Tourism capabilities
	OPPORTUNITY	Promotion of active mobility and jointed up cycle infrastructure. Workers transport.	Incentives to switch from cars or use of shared mobility. Better active mobility infrastructure Optimisation of bus service in accordance to train and other buses	Proximity to Barcelona can cater its overflow. Historic centre underutilised.	-ULG being a voice to enact change with operators and develop on demand buses for rural areas - Tourism transport strategy		

Cross-Cutting Issues

The challenges outlined above are tied together by three key pillars, those being Gender, Sustainability and Digitisation.

Fundamental to the gender theme is accessibility, ensuring that transportation systems are accessible to all, and considering the differing usage patterns of women when it comes to public transport. This consideration enables the creation of equal opportunities for both men and women, helping to address gender-based discrimination. It also involves making transportation environments safe for everyone, particularly women, through measures like well-lit stops and security.

The environmental impact of the transportation sector is well documented, and core to the challenges we face are reducing the emissions of transportation by promoting energy-efficient and low/no-carbon transport options. The optimisation of resources can lead to a more sustainable and efficient transport system, as can smarter transport planning policies and infrastructure development.

Digitalisation transforms transportation into "smart mobility" through technologies like IoT and AI, enabling real-time tracking and predictive maintenance. Ridesharing and mobility apps offer convenient alternatives to traditional transport, improving efficiency and reducing environmental impact. At the core of digitalisation is gathering and leveraging data to optimise decision making including routes, enhancing user experiences, and reducing congestion.

METHODOLOGY

General overview

The network will apply the URBACT philosophy, applying integrated and participatory exchange and learning activities at both a transnational and local level.

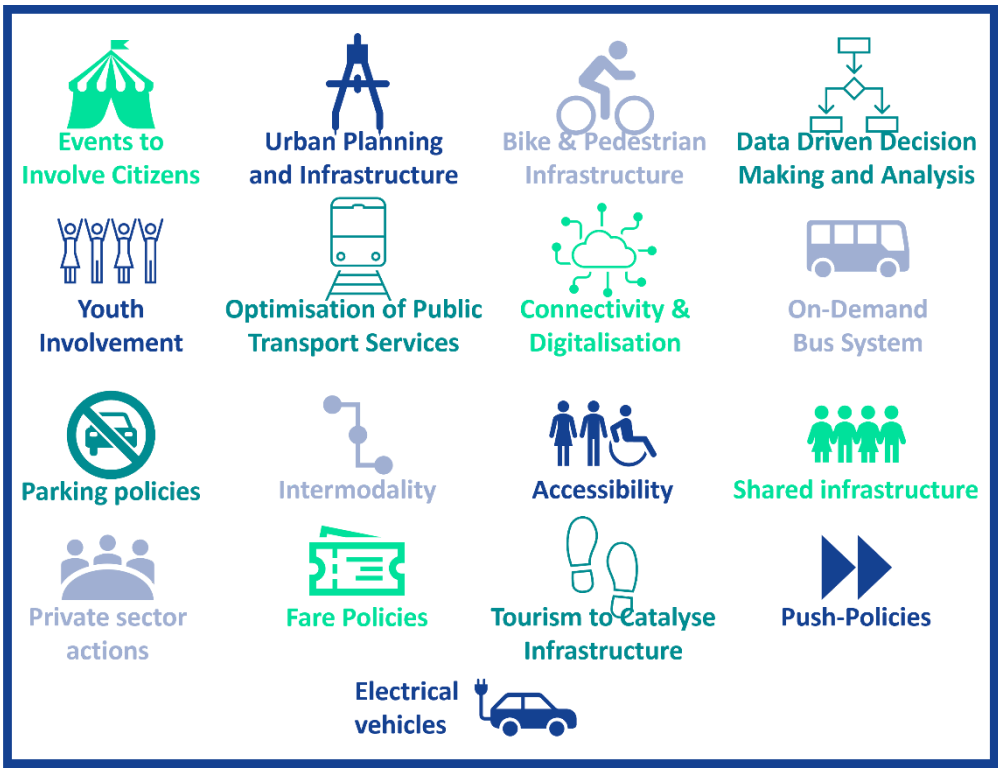
During the first phase, the Beyond the Urban network has identified four areas of intervention of different weight and grade of interest among the partners, but crucial and relevant to all of them. Those are Citizen Journeys, Intermodal transport, Behaviour & Culture and Tourism.

In order to ascertain specific interests and commonalities among the 10 partners, during the 1st Transnational Meeting “Ready for action” that took place in Vic, Osona, from the 27th to the 29th of November, we conducted a participatory exercise in two phases. Initially, we facilitated an entirely open brainstorming session concerning the four main areas of intervention using post-it notes. Subsequently, we grouped these post-it notes into categories and proceeded to vote on the 12 topics that aroused the most interest, partner by partner.

Many of the concepts gathered during the brainstorming sessions were similar or repetitive, both within each area of interest and across them. This trend allowed us to potentially define a shared "common language" of interests, linking concepts with the expected outcomes or improvements they aim to achieve. Further detail on these themes is available in the appendix.

Interests by Transversal Concepts

During the Activation stage of the project, we identified several common transversal interests among the Beyond the Urban Network partners.



Push-Pull Approach

At its core, what the Beyond the Urban partners are seeking to collectively achieve is widespread behavioural change. Given this, we are suggesting a combined "Push-Pull" approach to behavioural change, applying simultaneous actions which both encourage good behaviours, and discourage less desirable behaviours.

A push-pull approach in the context of behavioural changes is a strategy used to influence and guide individuals toward adopting new behaviours or modifying existing ones.

In the "push" approach, individuals are proactively nudged or directed away from the undesired behaviour. This strategy involves creating small obstacles that discourage certain behaviours. An example of this is instigating parking fees in the workplace, thus encouraging you to consider options other than taking your car to work every day. Push strategies are useful in initiating behavioural change by creating a structural change that encourages individuals to start on the path to change.

Conversely, the "pull" approach focuses on creating an environment that naturally attracts individuals toward the desired behaviour. It aims to make the new behaviour appealing, easy to adopt, and aligned with personal values and interests. Pull strategies often leverage intrinsic motivation, social influence, and environmental design to make the desired behaviour more attractive. For instance, a pull approach in promoting sustainable transportation might involve designing a public transport loyalty programme which encourages you to develop routines around daily commutes even on those rainy days where it may be more preferable to take the car. Pull strategies work to sustain and reinforce behavioural changes by making them enjoyable and meaningful to individuals.

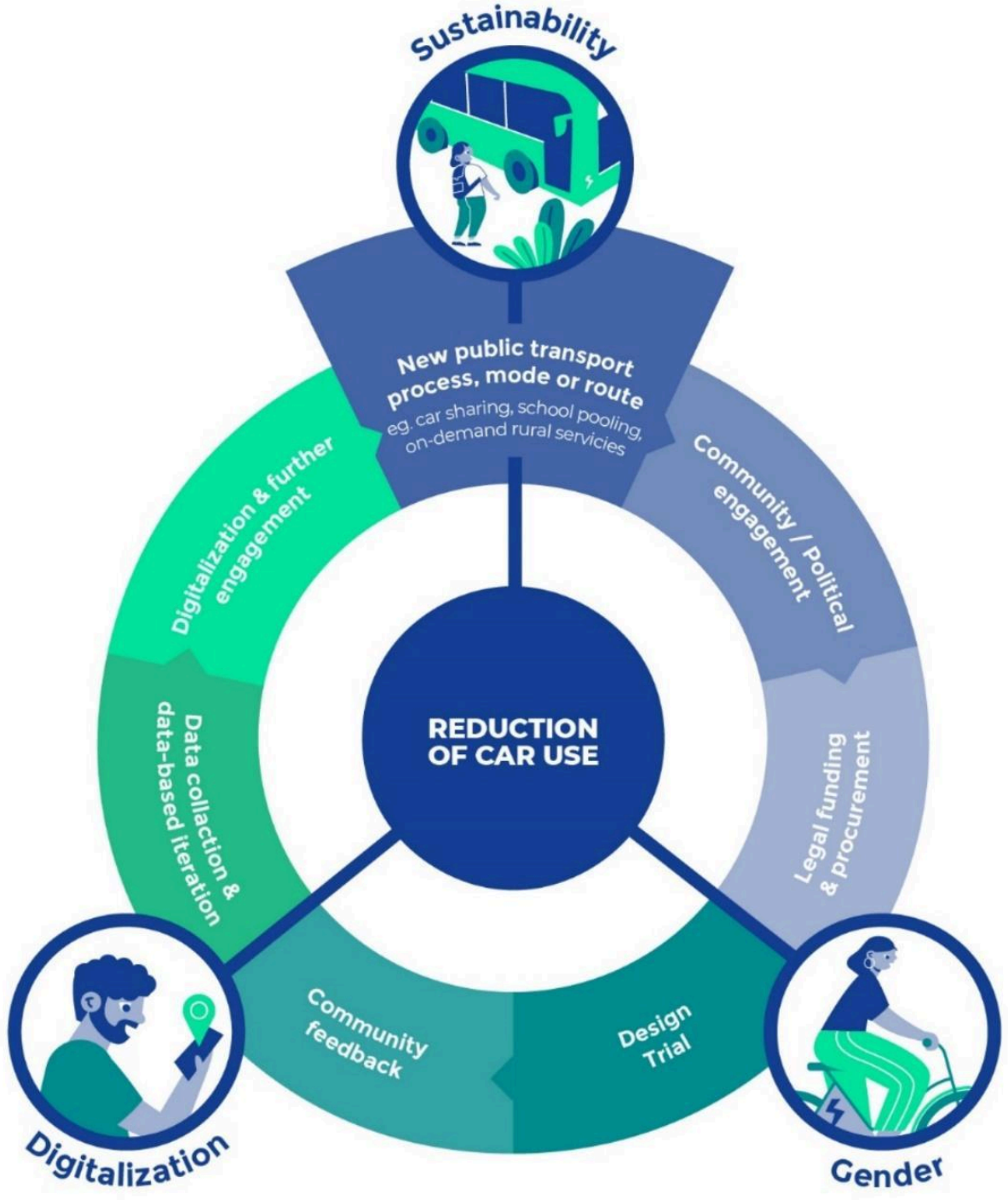
Combining both push and pull strategies creates a balanced and effective approach to driving behavioural change. The push strategies initiate the change process by providing motivation and incentives, while the pull strategies focus on maintaining the change by making it intrinsically rewarding and a natural choice. This approach is widely used in various domains, from health and well-being to organisational change, to achieve lasting and positive shifts in behaviour.

We would also suggest an iterative approach to change. An iterative approach to change in the context of transportation involves a continuous and cyclical process of planning, implementing, assessing, and adapting transportation initiatives. Instead of executing a one-time change, this approach acknowledges that transportation systems and needs evolve over time. It requires regular evaluation and fine-tuning to ensure that the transportation solutions align with the current and future requirements of the community or region.

In practice, an iterative approach may involve ongoing data collection, feedback from users, and analysis to identify areas that require improvement. Transportation planners and municipalities can then make necessary adjustments to routes, infrastructure, or services to enhance efficiency, safety, and accessibility. This iterative process allows for a dynamic and responsive transportation system that can adapt to changing demographics, technological advancements, and environmental considerations, ensuring that the system remains effective and sustainable in the long run.

This approach will require a methodology which follows a cyclical pattern, designing both the push and pull elements of a new public transport process, mode or route (e.g., car sharing, school pooling, on-demand rural services etc), gaining community and political support, ensuring legal, funding & procurement processes create pathways for the activity's success, design a trial to test the initiative, gain stakeholder feedback, collect data, iterate based on this data and feedback, and then optimise (likely digitally) and further roll out the initiative, before restarting the cycle once more. This is represented graphically in the figure below.

Reduction of Car Use Methodology



Knowledge building tools

In our pursuit of capacity building, we aim to harness a diverse array of tools. These encompass individual, network-specific, shared tools across other networks, and those endorsed by URBACT. Leveraging the URBACT method and its toolkit, we'll strategically utilise these resources to bolster our collective expertise.

Transnational Meetings

We have planned 6 thematic meetings (including the “Ready for Action'' meeting and “Finale”) of a 2 to 4 days duration. They will take place during the project period. They will combine participation, exchange and learning activities:

- Thematic workshops and presentations
- Good-practice visits and/or visits to the IAP sites
- IAP monitoring and exchanging progress, problems and experiences
- Network decision-making throughout participative dynamics

Every TNM will be hosted in a different Partner location, selected based on interest, areas of strength, and ability to use sustainable travel methods to reach.

	Theme	Date	Location	Meeting Focus
TNM 2	Citizens Journey	May’24	Tartu	Public Transport Systems, On-Demand Services, School Transport and Work Commutes.
TNM 3	Intermodality	Oct.’24	Bucharest-Ilfov	Planning Hubs, Intermodal Transport, Integrated Fare System, and Digital Tools.
TNM 4	Culture & Behaviour	March’25	Hradec Králové	Evants, Planning & Infrastructure, Schools, and Gamification.
TNM 5	Tourism	June’25	Bram	Local Transport for Tourists, Package Development & Destination Promotion, Tourist Driven Soft Mobility Enhancements, Digitalisation in Tourism.
TNM 6	Finale	Nov.’25	Treviso	Presentation of Final Drafts

IAP Check-in

IAP check-ins consist of individualised face-to-face meetings to be scheduled tailored to each partner's needs, occurring at least twice a year based on partner requirements. Their main objective is to have an IAP review and support from the LE/LP to all partners in specific situations they have to face.

BtU Webinars

The webinars will be educational sessions lasting a maximum of 3 hours, covering topics of interest to the network that haven't been addressed in TNMs or that require further exploration or a different perspective. Their aim is to build capacity by sharing successful case examples, implementation details, key considerations, and progress and success indicators, among other aspects.

Although the specific sessions at the upcoming webinars may vary or adapt depending on the URBACT capacity building sessions or those shared with related networks, a provisional proposed content is outlined at this stage for each meeting in the next chapter.

Webinar 1 seeks to set the stage for more data-based decision making, with a focus on analysing baseline data needed to ensure the correct actions are being taken and outcomes can be measured. The second Webinar will look at the citizens' journey, with a particular focus on the school commute. Webinar 3 will engage the partners on the topic of citizen communication, co-creation and involvement, given that this part of the likely IAP for every partner. Finally, the fourth webinar will cover active mobility specifically, with a view to exploring intermodal choices and infrastructure.

These webinars will be viewed as a way to kick off engagements on particular topics for the TNM's that follow, creating an opportunity for pre-work and a level of thinking to happen in advance of the TNM to ensure they are of even higher quality. It is likely that ad-hoc expertise will be used for each of the webinars.

Shared URBACT Webinars

Beyond the Urban will be very active in thematic exchange, capitalisation and dissemination within other networks in URBACT ecosystem. We'll also schedule webinars in collaboration with networks that share similar interests, challenges, and needs. At this point, we are working on finding common interests with:

- FEMACT CITIES to work around the idea of gender and mobility, perhaps in association with S.M.ALL, which also has a focus on wider inclusivity.
- SCHOOL HOODS to delve into planning schools transport which facilitates safe environments.
- ECONNECTING to share how each network faces the urban-rural challenge.

Online BtU Meetings

Online BtU meetings will be network-level follow-up online meetings with the Lead Expert and Lead Partner. These collective gatherings, involving the entire network, are going to be scheduled immediately after webinars to streamline schedules and ensure member participation. These meetings aim to share the progress made in every IAP, identify where challenges and difficulties appear, to discuss the pilots and results related to them, the need for support from ad-hoc experts and to review if some objectives must be reshaped, either in the local or network level, to adjust the different realities.

Communication

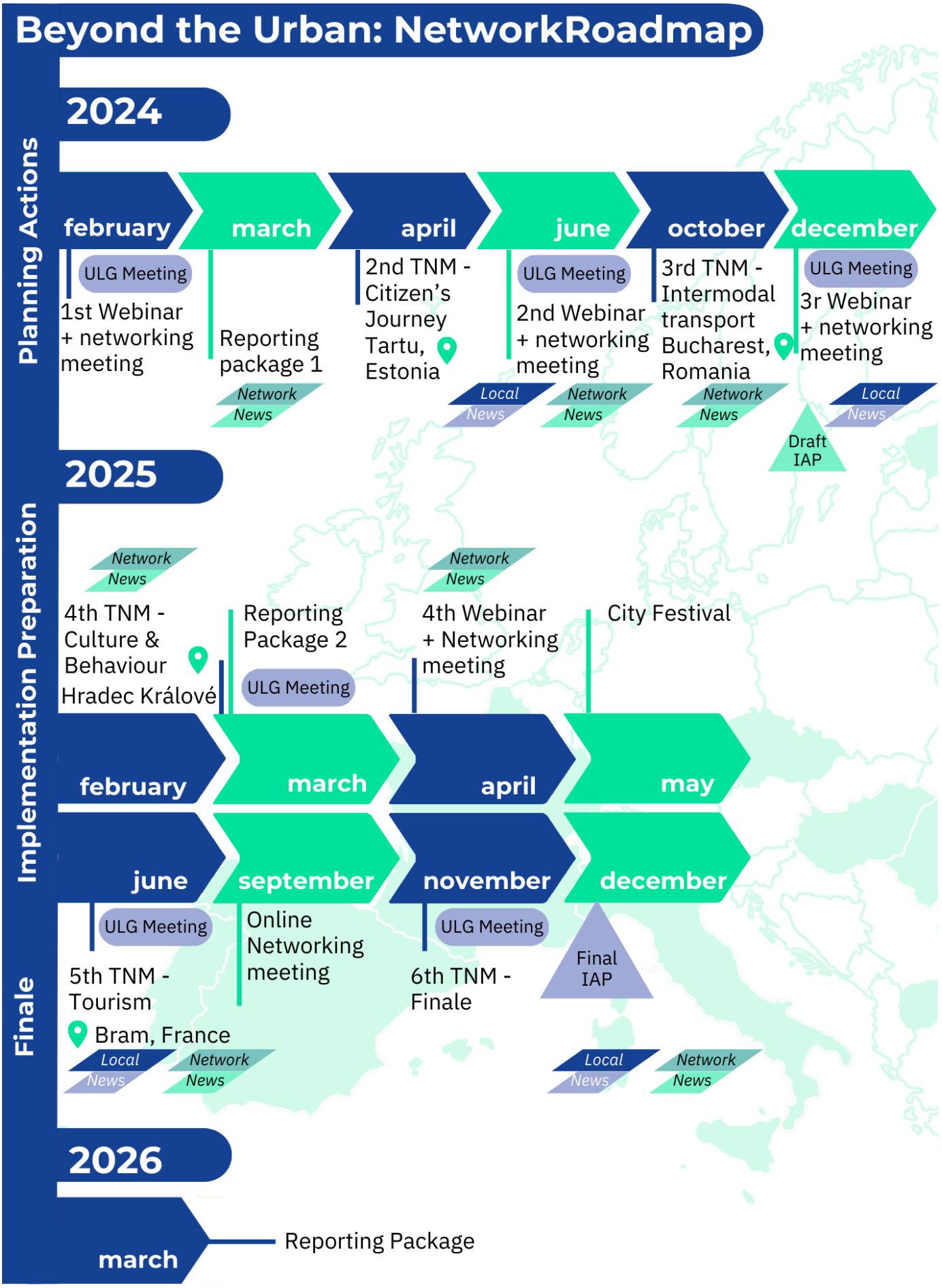
A key priority for the partners is to maintain a strong ULG, keeping them informed of developments in manageable chunks. Interested ULG members will be welcome to webinars, and partners may choose to invite select members to the TNM's also. We encourage partners to have a digital

repository for URBACT related files, and have update calls with their ULG to pass on key messages and maintain momentum across the period of the programme.

One of the network's priorities will be to share best practices, create synergies and attract politicians' attention. Capacity building webinars offered by URBACT will also be scheduled.

All partners will meet in order to exchange, disseminate and capitalise the main conclusions of the two years' work.

Our emphasis will be on financial sustainability, exploring available funds, and evaluating governance for effective implementation and success.


Beyond the Urban: NetworkRoadmap
Planning Actions
Implementation Preparation
Finale
2024
february
ULG Meeting
1st Webinar + networking meeting
Network News
march
Reporting package 1
Network News
april
2nd TNM - Citizen's Journey Tartu, Estonia
Local News
june
ULG Meeting
2nd Webinar + networking meeting
Network News
october
3rd TNM - Intermodal transport Bucharest, Romania
Network News
december
ULG Meeting
3r Webinar + networking meeting
Local News
Draft IAP
2025
Network News
4th TNM - Culture & Behaviour Hradec Králové
Reporting Package 2
ULG Meeting
Network News
4th Webinar + Networking meeting
City Festival
february
march
april
may
june
ULG Meeting
5th TNM - Tourism
Bram, France
Local News
Network News
september
Online Networking meeting
november
ULG Meeting
6th TNM - Finale
Final IAP
Local News
Network News
2026
march
Reporting Package

I. Appendix

Partner SWOT Analyses

PARTNER SWOT ANALYSES

Bram SWOT Analysis

Strengths:

- **The Region's Attractive TER Policy:** The Region has implemented an appealing policy for the TER regional rail network, offering free tickets for individuals under the age of 18 and a €1 journey for everyone on the first weekend of each month.
- **Free School Transport:** The Occitanie region provides free school transport for families, ensuring that students have easy access to education.
- **Generous Bike Schemes:** The city encourages cycling through various schemes, including providing free bicycles to 10-year-olds, offering grants for teenagers, and promoting bike-to-work initiatives.
- **Experimental Road Layouts:** The use of experimental road layouts to promote bicycle use and walking between urban and rural areas contributes to a sustainable and eco-friendly transportation system.

Weaknesses:

- **Lack of Car and Parking Regulations:** The historic centre of Bram lacks sufficient car and parking regulations, potentially hindering the development of pedestrian-friendly spaces.
- **Limited Bus and On-Demand Transport Usage:** Public transportation, particularly buses and on-demand services, faces challenges related to low usage and adoption.
- **Urban-Rural Disconnection:** There exists a disconnect between initiatives between the city and rural areas given the nature of the disparate entities, municipalities and infrastructure partners involved. Therefore, some initiatives which are seen as distinct strengths within the city, are not available to those elsewhere in the region.

Opportunities:

- **Intermodal Mobility Connectivity:** There is an opportunity to create a comprehensive intermodal mobility system that seamlessly connects cars, trains, buses, bicycles, and canal boats. This integrated approach can enhance efficiency and sustainability in transportation.
- **Development of Low-Emission Initiatives:** Embracing low-emission transportation solutions and expanding greenways and canal water transport projects can contribute to a cleaner and more sustainable mobility system.

Threats:

- **Citizen Resistance to Car Use and Parking Restrictions:** Some residents may oppose efforts to reduce car usage and implement parking restrictions, which could impede progress toward more sustainable transportation.

- **Funding Challenges:** The lack of adequate funding for the full development of intermodal mobility systems and low-emission initiatives poses a potential threat to achieving sustainable mobility goals.

Bucharest-Ilfov SWOT Analysis

Strengths

- Bucharest-Ilfov Region exhibits a robust array of strengths within its **public transportation network**, encompassing trains, metro systems, trams, buses, and micromobility options.
- Furthermore, the implementation of **intelligent traffic management** provides real-time analysis capabilities and allows for adaptive changes to under-performing bus routes.
- **Private sector initiatives** have been quick to recognise the potential in this dynamic environment, notably contributing to the development of electric vehicle (EV) infrastructure.

Weaknesses

- Certain **rural areas** within the region grapple with underdeveloped infrastructure, which presents challenges in seamlessly integrating with various public transportation networks. Notably, in Ilfov County, public transport is primarily reliant on buses.
- **Insufficient investments in critical infrastructure**, including metro networks, bus and tram lines, lead to inadequate coverage of key regions within the area.
- Despite the presence of an intelligent traffic management system in Bucharest, the public transport system contends with delays arising from the **scarcity of dedicated bus lanes**.
- Public transport within the region often faces challenges in attracting ridership due to the prevalence of **aging and outdated vehicles**, hampering its appeal and competitiveness.

Opportunities

- **Accessibility Goal:** The prospect of enhancing access to public transport for all residents is a strategic avenue, promoting public transport as a convenient and compelling choice for daily commutes and travel.
- **Promotion and Education:** Initiating well-crafted awareness campaigns can illuminate the advantages of public transport, spurring increased ridership and fostering sustainable urban mobility.
- **Water-Based Mobility:** Despite the presence of waterways, the Bucharest-Ilfov region currently lacks water-based transport options.

Threats

- **Widespread opposition** presents a notable obstacle to reducing car usage, even amid claims of the region suffering from some of the world's worst traffic issues. Many citizens

view walking, cycling, or public transport as unfeasible alternatives, staunchly relying on their automobiles.

- The region faces inherent instability with the **change of mayors and political shifts**, raising concerns that infrastructure projects may be discontinued by incoming officeholders' post-election.
- The **persistence of profiteering**, both politically and otherwise, within the region remains a pervasive threat to the success of projects, potentially undermining significant advancements and impeding the region's progress.

Hradec Králové SWOT Analysis

Strengths

- **Modern and Sustainable Urban Transport:** Hradec Králové's urban bus and trolley bus service is characterised by modernity and sustainability. The system leverages real-time data collection and visualisation for efficient operations. Supported by a robust backend mechanic and oil testing, the city maintains the reliability of its urban bus services.
- **Innovative Telematics System:** The city has invested in an advanced Intelligent Transport System with a strong emphasis on management, information dissemination, and data collection for traffic optimisation. This system extends its utility to support the Integrated Rescue System and Czech Police systems. It includes a module for direct communication between vehicles and infrastructure, enhancing operational efficiency.

Weaknesses

- **Lack of Coordination:** Coordination challenges persist between urban and rural areas, resulting in bus schedules that prioritise regional needs over service user convenience, and creating challenges for the school commute.
- **Historic Centre Parking:** Parking management within the historic centre remains problematic due to contractual obligations with an external parking company, hindering effective control and organisation.
- **Talent Shortage:** Transportation companies in Hradec Králové face difficulties in recruiting qualified personnel to fill critical positions, impacting operational excellence.
- **Missing Infrastructure:** The absence of essential infrastructure, such as cycle lanes connecting urban, rural, and peri-rural areas, restricts the city's mobility options.

Opportunities

- **Systematic Mobility Policy:** The Municipality has the opportunity to establish a systematic mobility policy that fosters cooperation between urban and rural areas, ensuring more efficient and user-centric transportation services.
- **Integration of Transport Services:** There is potential for integrating regional and city bus transport, promoting the use of urban public transport. This integration can be facilitated by increasing frequency and introducing on-demand shuttles in rural areas.

- **Public Involvement:** Engaging the public in the decision-making process for future mobility improvements through educational events focused on sustainable and intermodal transport can enhance support and acceptance of innovative transport solutions.
- **Eco-Friendly Events:** There is an opportunity to make large events significantly more sustainable through the usage of 360 Park, which is fully serviced by sustainable transport.

Threats

- **Talent Shortage:** The shortage of skilled personnel in the transportation sector presents a consistent threat to projects and the full staffing of new mobility services.
- **Consensus Challenges:** The lack of consensus between urban and regional service providers and users regarding future mobility offerings can create significant roadblocks for coordinated and efficient transportation solutions.
- **Resistance to Change:** Car owners within Hradec Králové's historic center may resist efforts to reduce parking and pedestrianise streets, potentially impeding the implementation of sustainable and user-friendly urban planning strategies.

Kočani SWOT Analysis

Strengths

- **Gender Initiatives:** Kočani exhibits commendable strengths in its approach to gender policy and inclusivity, emphasising the active involvement of women, youth, and marginalised groups in shaping mobility policies. Furthermore, the municipality enjoys well-developed infrastructure for recreational walking and cycling, fostering a vibrant and health-conscious community.
- **Private Sector Initiatives:** The local private sector have stepped up in an attempt to fill gaps in service, providing shared transport to workers on their commute.

Weaknesses

- **Data Analysis Deficiency:** Notably, Kočani lacks comprehensive data analysis of its existing mobility landscape, hindering informed decision-making and policy development.
- **Limited Bicycle Paths and Pedestrian Path Conditions:** The municipality faces challenges related to a scarcity of bicycle paths, as well as the subpar condition of both rural and urban pedestrian pathways. These issues compromise the safety and accessibility of non-motorised transportation modes.
- **Parking Enforcement and Car Use Reduction:** An overarching weakness lies in the enforcement of parking regulations and the promotion of reduced car usage within urban areas. Illegitimate parking practices persist, negatively impacting traffic flow and urban aesthetics.
- **Need for Passenger Train Reinstatement:** Re-establishing passenger train links represents another area of vulnerability, as the discontinuation of this service during the COVID-19 pandemic, which compounded already dwindling passenger numbers and a general lack of infrastructure investment, has yet to be addressed.

Opportunities

- **Long-Term Vision for Sustainable Urban Transportation:** There is a compelling need to formulate a long-term vision for the development of sustainable urban transportation. This vision should aim to create the preconditions necessary for enhancing walking, cycling, and public transport infrastructure. It should also incorporate strategies to foster a shift in the urban community's travel behaviour, steering them away from an overreliance on individual transport, particularly cars.

Threats

- **Resistance to Reducing Car Usage and Parking:** The municipality faces considerable opposition when attempting to reduce car usage and restrict parking. Overcoming this resistance poses a considerable challenge.
- **Political Transitions:** A change in leadership and political dynamics could be a threat, as newly elected officials may opt to cancel or alter existing infrastructure projects, leading to uncertainty in long-term planning. It is worth noting, however, that the current political leadership has ensured consistency with implementation of projects from the previous administration.

Machico SWOT Analysis

Strengths

- **Political Commitment:** Machico's local government has demonstrated a strong commitment to addressing the city's mobility challenges.
- **Tourism Potential:** The city attracts a considerable number of tourists who primarily rely on rental cars, presenting opportunities for sustainable tourism initiatives.

Weaknesses

- **Lack of Bike Culture:** Limited bicycle usage and a general lack of infrastructure for cyclists.
- **Traffic Congestion:** Congested access roads to tourist hotspots, adversely affecting the city's appeal.
- **Industrial Zone Placement:** Industrial zones situated in areas with challenging accessibility and poor transportation options.

Opportunities

- **Cycle Path Initiative:** The proposed cycle path presents an opportunity to promote sustainable transportation and enhance the city's appeal.
- **Cable Car Project:** The cable car project can be integrated into larger sustainable tourism initiatives.
- **Public Transport Improvement:** Expanding and improving the public transport network to provide more sustainable options for residents and tourists.

Threats

- **Limited Political Consensus:** Opposition parties express concerns about past experiences with bike lanes in Funchal, potentially affecting policy implementation.
- **Tourist Impact:** Overcrowded tourist access points and informal parking pose a threat to the city's appeal.
- **Lack of Data:** Insufficient data on mobility patterns and usage of various transport modes.

Osona SWOT Analysis

Strengths

- **Strategic Policy Emphasis:** Mobility is strategically positioned for county development, evident from the baseline mobility study and plans for industrial areas. However, a more comprehensive and longitudinal study post-COVID recovery is needed.
- **Robust Stakeholder Engagement:** A diverse range of stakeholders, from rural villages to industrial zones, actively participate, ensuring comprehensive representation in decision-making processes.
- **Digital Engagement:** The Bicibus scheme and app enhance safety for children and parents commuting by bicycle to schools, fostering a supportive community around this activity.
- **Encouraging Electric Vehicle Adoption:** Providing free electric car charging incentivises the transition from internal combustion cars to eco-friendly alternatives.

Weaknesses

- **Lack of Integrated Planning:** Initiatives often remain isolated, leading to abrupt cycling infrastructure ends at municipality borders.
- **Intramodality Gaps:** The existing public transport lacks internal connectivity, affecting schedules and infrastructure.
- **Challenges in Rural Public Transport:** Inadequate collaboration leads to big, mostly empty buses servicing historic villages, impacting service quality.
- **Poor Collaboration with Operators:** Operators not being part of the ULG creates difficulties in data-driven decision-making, hindering regional collaboration.
- **Inconsistent Parking Policies:** Inadequate consistency in parking spaces in Vic encourages excessive car use in the urban centre.
- **Inadequate Cycling Infrastructure:** Inconsistent infrastructure like safe storage and bicycle lanes present challenges for bicycle commuters.
- **Underutilised Potential:** Poor maintenance and accessibility of rural railway stations underexploit logistical and tourism opportunities with France.

Opportunities

- **Tourism Potential:** Leveraging the over-tourism in Barcelona, the region can offer unique walking, cycling, and culinary experiences for high-value tourists.
- **Revenue Generation:** By reinforcing car parking and introducing charges in Vic, potential income can support mobility initiatives.
- **Reducing Car Use:** Encouraging company travel to industrial areas could lessen reliance on private vehicles.
- **On-Demand Shuttle Services:** Introducing smaller shuttle buses for regional areas could enhance accessibility.

Threats

- **Complex Stakeholder Landscape:** Challenges in achieving consensus due to a multitude of stakeholders in the region.
- **Continued Lack of Coordination:** Inadequate coordination in cycling and pedestrian programs may lead to increased car use due to frustrated service users.
- **Resistance to Change:** Opposition to reducing car parking spaces and introducing charges in Vic poses a threat to progressive mobility initiatives.

Santa Maria da Feira SWOT Analysis

Strengths

- **Hydro energy** is a major source of electricity in the area.
- The municipality has a network of 44 public **electric car charging stations**.
- **High-level digitalisation** and 5G connectivity in the region.

Weaknesses

- **Lack of sidewalks** or inadequate sidewalks in certain areas.
- **Limited frequency** in public transport, especially outside school hours.
- Inflexible **school transportation** schedules.
- Lack of transport in **rural areas** for the elderly and school children.

Opportunities

- The **potential for shared use of private vehicles** among older people or autonomous vehicles.
- Potential for **improving accessibility** for individuals with reduced mobility.
- The possibility of introducing **innovative solutions** to address mobility challenges.

Threats

- Challenges related to **regulations and legal frameworks** that may hinder innovative transportation solutions.

- The need for significant changes to **reduce dependence on individual car** transport in the municipality.

Szabolcs 05 SWOT Analysis

Strengths

- **Company Transport:** Utilisation of company transport from surrounding villages effectively reduces rural-urban car traffic, easing congestion in the city.
- **Cycle Lane Network:** Nearly complete cycle lanes within the urban area promote sustainable and eco-friendly modes of transport, encouraging cycling as a viable option for commuting.

Weaknesses

- **Border Transit Volume:** Proximity to Ukrainian and Romanian borders results in high international transit due to major corridors, affecting traffic flow and congestion.
- **Daily Commuter Overload:** Mátészalka's role as an educational and economic centre causes a doubling of the population to 120,000 people daily, straining transport routes and creating traffic bottlenecks, notably due to transit traffic.
- **Overreliance on Cars:** A survey shows that 70% of commuters use cars for work and school, while sustainable options like walking (15%) and cycling (13%) are underrepresented, leading to a continuous increase in the number of owned cars.
- **Inadequate Infrastructure:** Some districts lack pedestrian-friendly surfaces, proper crossings, and adequate bicycle lanes and storage, hindering alternative transport options.
- **Underutilised Public Spaces:** Certain districts and public areas remain abandoned or underused during non-working hours, impacting social cohesion and city identity.
- **Underperforming Public Transport:** Intra-city public transport is underutilised, contributing to deserted areas and public spaces outside working hours and weekends.
- **Parking Dominance:** Free parking dominates the city, affecting traffic flow and urban aesthetics, necessitating reinforcement or removal of spaces.
- **Lack of Electrification:** Insufficient electrification of buses and trains limits the sustainability of public transport, hindering efforts to reduce emissions.

Opportunities

- **Car Reduction for Sustainability:** Encouraging reduced car usage and promoting sustainable transport can reclaim public spaces and enhance the quality of life for residents.
- **Innovation in Urban Mobility:** Experimentation with new sustainable mobility methods aligns with residents' desires for green spaces, safety, and reduced pollution.
- **Tourism Potential:** Leveraging the region's attractions, such as geothermal spas, Jewish heritage, and cycling routes, presents an opportunity for tourism development and economic growth.

Threats

- **Resistance to Change:** Resistance to altering car use and parking restrictions poses a challenge to implementing sustainable transport strategies.
- **Public Transport Reluctance:** Difficulty in encouraging citizens to shift to public transport obstructs efforts to reduce traffic congestion and emissions.
- **Infrastructure Hurdles:** Inadequate active mobility infrastructure between cities and villages makes travel challenging, hindering overall transport development.
- **Potential Scheme Withdrawal:** The withdrawal of company-sponsored employee transportation schemes could impact transport patterns and commuter behaviour negatively.

Tartu SWOT Analysis

Strengths

- **Luxury Bus:** The Lux bus service from Tartu to the capital Tallinn (including, vitally, Tallinn Airport) is excellent. This luxurious bus service offers comfort, good Wi-Fi, seat-back screens, and power sockets, providing a high-quality travel experience for commuters.
- **Active Youth Engagement:** Children in the municipality actively engage in cycling and scootering to school, fostering a sense of freedom. This presents an opportunity to promote sustainable mobility among the younger population.
- **University Student Benefits:** University students are provided with special transport discount cards, promoting the use of public transportation and reducing private car use.
- **Parking Restrictions:** The municipality has implemented parking restrictions, encouraging commuters to consider alternative transportation options.
- **Electric Bikes and App:** The successful adoption of electric bikes and the existence of a dedicated municipality app for locating these bikes is a positive step towards sustainable urban mobility.

Weaknesses

- **Parental Car Dropping:** A challenge persists with parents dropping their children off at school using cars, contributing to traffic congestion and environmental concerns.
- **Limited Uptake of Electric Cars:** The notes indicate that there is less uptake of electric cars in the municipality, which may be indicative of a reluctance to transition to sustainable transport modes.
- **Winter Challenges:** The Mayor's concern about keeping roads clear of snow and ice during the winter highlights the potential disruption of winter weather on mobility. Snow can reduce the willingness to cycle and impact road conditions.
- **Parking Surpluses:** The notes mention surplus parking in certain residential areas, indicating a potential misalignment of parking infrastructure with sustainable mobility goals.

Opportunities

- **Collaborative Planning:** The potential for collaboration between the city of Tartu and the surrounding municipalities offers an opportunity for coordinated regional mobility solutions.
- **Data-Driven Improvements:** Utilising data analysis to adjust schedules and routes can lead to more efficient public transportation systems. A focus on data-driven decision-making can result in increased ridership.
- **Electrification of Train System:** The plan to acquire existing train carriages for a suburban railway network aligns with sustainability goals and enhanced mobility between rural and urban areas.
- **Bike Sharing and Public Transport Integration:** Exploring the linkage of bike-sharing and public transport apps can offer commuters seamless and eco-friendly options for their journeys.

Threats

- **Urban Sprawl:** Urban sprawl can lead to increased traffic congestion, straining the transportation network and hindering sustainable mobility efforts.
- **Rapid Population Growth:** The expected growth of the Raadi neighborhood to 10-15K residents may exacerbate traffic congestion if public transport isn't sufficiently developed. A lack of entertainment options may drive residents toward car usage.
- **Changes in Rural Bus Charges:** The potential shift from free rural buses to a fee-based system could disproportionately affect low-wage workers, potentially limiting their access to public transport.
- **Coordination Challenges:** A perceived lack of coordination among transportation stakeholders could hinder the realisation of comprehensive mobility solutions and sustainability goals.
- **Gender Issues:** The lack of understanding and consideration of gender issues, poses a potential threat to inclusive transportation systems.

Treviso SWOT Analysis

Strengths

- **Parking management system** (on the streets)**:** the City of Treviso has been equipped since 2010 with an innovative parking management system based on the presence of magnetic induction sensors below each individual stall, which communicate constantly with the parking meters and with the data center. The system makes it possible to know in real time the occupancy rate and rotation of car parks and remotely check for any missed payments, favouring the control on parking slots.
- **Electric vehicle charging system network:** the charging network for electric vehicles (on public spaces) in Treviso is highly developed in terms of number of columns, capillarity of distribution and type of charging infrastructure (Quick, Fast). the Ultra-Fast

charging system network (up to 300 kW per socket) has already been planned and will be created 2024-2025.

- **Cycling:** the surveys already carried out and the historical data relating to regular mobility in our possession show a high level of use of the bicycle by citizens.
- **School Public Transport:** the surveys carried out in schools show a high use of public transport by high school students.
- **Limited Traffic Zone (ZTL) in the Historical Centre:** Treviso has an automatic infringement detection system that can be managed and configured remotely. The Urban Plan for Sustainable Mobility plans an expansion of the ZTL.

Weaknesses

- **Public bike sharing service:** the bike sharing system has been active since 2010 and it is made up of numerous stations. It is a "station-based system" so it could be improved in terms of flexibility and origin/destination of trips.
- **Local Public Transport System:** the service could be improved by increasing the frequency and rationalising the service in areas with low mobility demand. A service by call is currently being studied in certain time slots.
- **City Logistics:** a freight transport management system is not currently active in the municipality of Treviso. The PUMS plans the use of Cargo Bikes in the historical centre.
- **Road network:** it could be considerably improved with the completion of important road infrastructures, currently partially completed, such as a ring road, which would serve densely populated areas.

Opportunities

- Encouraging the **shift from car usage** for short home/work trips (less than 3km) to more sustainable methods, particularly bicycles.
- Some impressive **infrastructure** has been built in terms **of cycling transport**, such as cycle paths, a tow path along the canal, bike sharing infrastructure, and a future bike shelter, so the municipality can further promote and encourage cycling as a sustainable mode of transportation, potentially through awareness campaigns and cycling events.
- Treviso's proximity to an airport, Venice, the Prosecco hills, and the Dolomites presents a significant opportunity to **boost tourism further**, with a particular focus on sustainable tourism.

Threats

- **Political changes** and potential reversals of existing campaigns by incoming mayors.
- **Resistance from car drivers** against measures aimed at restricting cars in the city centre.
- Failure to garner bus users' interest in the regional/rural **on-demand service**.

II. Appendix

Interests by areas of intervention

INTERESTS BY AREAS OF INTERVENTION

The process

In order to ascertain specific interests and commonalities among the 10 partners, during the 1st Transnational Meeting "Ready for action" that took place in Vic, Osona, from the 27th to the 29th of November, we conducted a participatory exercise in two phases.

Initially, we facilitated an entirely open brainstorming session concerning the four main areas of intervention using post-it notes. Subsequently, we grouped these post-it notes into categories and proceeded to vote on the 12 topics that aroused the most interest, partner by partner.

The main area of interest that is essential to all the partners is **Citizens Journeys**, since it contains the most subthemes and is the base to analyse the mobility problems in our rural-urban areas. Some of the general ideas about this topic are:

- Commuting to work
- Commuting to schools
- Caregivers complex travel paths
- Parking des/incentivising use of cars
- Efficiency of the existing services
- Coordination of existing services
- Pedestrianisation of centres
- Pacification of schools
- Adapted tariffs.
- Accessible information

Shared interests

Many of the concepts gathered during the brainstorming sessions were similar or repetitive, both within each area of interest and across them. This trend allowed us to potentially define a shared "common language" of interests, linking concepts with the expected outcomes or improvements they aim to achieve.

Events to Involve Citizens:

The proposed ideas encompass a diverse range of strategies that can significantly impact citizens' mindset and cultural perspectives. Initiating "Walkshops" involving citizens, crafting campaigns, videos, and organising events coupled with effective communication across various platforms are powerful tools. Defining personas for events and employing tactics like pop-up interventions (such as tactical urbanism) or temporary street closures can influence perceptions. Initiatives like promoting actions for elderly individuals, gradual introduction of new behaviours, and advocating for small changes for substantial impact can reshape mindsets. Events like "No Car Week," targeted projects for different age groups, or specific events like "Streets for Children" play a crucial role in emphasising the importance of shared public spaces. Conducting street audits and integrating cultural events into actions while encouraging behaviour change from influential figures, like "Bosses to Busses," all contribute to altering people's mindsets effectively.

Urban Planning and Infrastructure:

The partners are particularly keen on exploring new urban planning trends to enhance infrastructure and foster a shift toward a novel utilisation of space. Their focus spans upgrading mobility infrastructure, promoting harmony among car users, cyclists, and pedestrians in public spaces. Key efforts include creating secure and inviting waiting areas, advocating for shared roads with controlled car speeds, and regulating circulation in green zones while addressing conflict points between city and park regions. The strategy values small yet impactful changes in public spaces, favouring people-centric street designs over car-centric ones. Suggested elements involve evaluating public spaces via street audits and ensuring safety through proper space utilisation enforcement. Some priorities also include adequate bus space, prioritising public transport via dedicated lanes for quicker travel, and establishing interconnected natural walking and biking paths in rural areas. The overarching goal remains the creation of safe, tidy, and efficient infrastructure, emphasising real-time information and safer bus stops, especially for students, women, and minority groups.

Bike & Pedestrian Infrastructure

There's a comprehensive focus on enhancing bike infrastructure and facilities across several partners. This involves establishing park-and-bike options near stations, implementing bike-trains and bike-buses. Central to this focus is developing a persona for bike users to understand citizens' needs. In the tourist context, this means providing amenities such as water, charging, luggage facilities, and showers for visitors, coupled with safe and convenient parking near points of interest.

The initiative can involve designing new, and upgrading existing, cycling and pedestrian infrastructure, including sidewalks and rural paths. It aims to create shared streets with limited car speeds, prioritising pedestrians and cyclists. Additionally, constructing interconnected networks for walking and biking beyond urban areas is a desirable. There's a dedicated effort to ensure safe bike parking, especially at schools and tourist hotspots, and to connect biking routes to various public spaces, daily services, and tourist destinations.

Moreover, the plan includes considerations for both every day and tourist-friendly biking experiences by establishing open, interconnected natural walking and biking paths. Safety measures like safety boxes for private bikes and improved parking facilities are integral. Lastly, integrating green areas to facilitate enjoyable journeys by foot or bicycle forms a key component of these proposed initiatives.

Communication Campaigns

To foster a cultural shift and behavioural change through communication campaigns, we'd employ a diverse approach. This might involve utilising videos, events, social media, and online outreach to illustrate the benefits of green transportation and encourage people to make eco-friendly choices. Our focus would be on promoting tailored actions for specific groups such as seniors, kids, workers, university students, caregiving... gradually introducing new habits, and establishing cities or regions as champions of eco-friendly messages.

Education will play a significant role, especially among younger generations, educating them about the benefits of behavioural changes and integrating eco-friendly travel into school curriculum. These campaigns strive to alter mindsets, provide user feedback, and emphasize that an active lifestyle equates to being healthy. They involve initiatives like providing bikes to kids, promoting positive actions, and portraying cycling as trendy and modern, possibly through collaborations with social media influencers. Ultimately, the goal is to demonstrate how transitioning to eco-friendly transportation can be both fashionable and enjoyable!

Data Driven Decision Making and Analysis

Utilising data analysis and digital technologies to identify needs will be pivotal in enhancing mobility across urban and rural areas. By collecting and analysing data, we aim to gain insights into potential requirements and improve decision-making processes. Real-time information and visible public transport lines real-time will offer immediate updates. Shifting decision-makers' understanding, acknowledging public transport gaps where cars are predominantly used, is crucial. Additionally,

gathering data on specific travel patterns, as well as citizens' commuting usage, will inform strategies.

Creating personas from the data collected, specific to urban and rural settings, will refine action plans. The key is to maintain simplicity and objectivity in information dissemination. Furthermore, collecting tourism data within the city will assist in planning targeted actions, ensuring a comprehensive approach to mobility enhancement in both urban and rural settings.

School, Kids and Youngsters Involvement

Focusing on students and fostering habit changes among the youth involves various initiatives aimed at sustainable mobility. Implementing carpooling for school commutes will reduce pollution and traffic around educative buildings. Providing training materials in schools to educate children about sustainable mobility benefits and promoting behaviour change will be integral. Ensuring safe bike parking at schools and offering free transport options further support this endeavour.

Initiatives such as safer bus stops, distributing bikes to ten-year-old children, and facilitating inclusivity in school transportation will also be taken into account. Awareness campaigns involving schools, children, and parents aim to shift mentalities towards sustainable commuting. Creating dedicated spaces for children to learn biking, offering bike lessons in schools, and situating schools closer to residential areas promote active travel habits. Utilising bike buses and pedibuses encourages children to commute to school together, fostering a sense of community and sustainable mobility.

Optimisation of Public Transport Services

Several partners express a strong interest in analysing and refining the existing public transportation service to enhance and provide superior public transport within their functional areas. This involves a comprehensive evaluation of bus schedules and routes, aiming to align them closely with citizens' needs and commuter schedules. Implementing on-demand transport services is seen as a crucial strategy to balance supply and demand efficiently. Addressing transportation needs beyond regular hours, such as nights and weekends, is a priority, catering to diverse age groups and their specific mobility requirements.

Additionally, there's a collective focus on preferences for public transport, aiming to prioritise bus lines and incorporating dedicated priority lanes to expedite bus journeys. The joint effort is centred on analysing and refining the current service to deliver an elevated standard of public transportation tailored to meet the multifaceted needs of the community within their respective regions.

Connectivity and Digitalisation

The shared need for digital tools to engage public transport users and ensure user-friendly experiences is paramount amongst partners. Our collective aim is to provide easily accessible information for public transport users, as well as connectivity in hubs, stops and means of transport. This potentially includes detailed maps, real-time online data for waiting areas and transport lines, and user-friendly apps for effortless navigation. Developing multilingual interfaces and apps ensures accessibility. These tools simplify travel with intermodal matching and travel planning features. Timely updates and real-time information via dedicated apps enhance the user experience. We prioritise straightforward and objective information, offering digital tickets, intuitive maps, and easy-to-use online travel planners. Our goal is to optimize public transport for effortless accessibility and usability by all passengers, regular users as well as tourists.

Incorporating gamification into transportation apps has the power to not only engage users but also drive a cultural shift towards more sustainable and conscientious commuting habits. By integrating gaming elements these apps can transform the daily commute into an engaging adventure.

Gamification offers a unique opportunity to influence mindsets by incentivising positive behaviours. Reward systems, such as offering prizes and incentives for users who adopt sustainable travel choices, serve as effective motivators. This approach aims to "push" individuals towards making beneficial decisions, redefining the journey as an exciting and interactive experience.

On-Demand Bus System

The majority of the partners show special interest to on-demand bus transportation. This system is instrumental in addressing the unique mobility requirements of less dense and rural areas. Unlike fixed-route services, on-demand systems provide flexible transportation tailored to specific needs. They efficiently navigate lower population densities and dispersed communities, ensuring accessibility where traditional public transit might not be feasible.

This adaptable system optimises resources by offering transportation precisely when and where it's needed, reducing operational costs while expanding service coverage. It accommodates varied schedules and diverse travel needs, enhancing mobility for residents without personal vehicles. Beyond transportation, on-demand buses foster social inclusion, supporting economic development by connecting communities to essential services. In essence, this responsive approach enhances rural mobility, promoting connectivity, accessibility, and overall quality of life for residents in less populated areas.

Parking policies

Some partners express a pressing concern regarding the implementation of new parking policies within their cities to discourage car usage toward their centres. Strategies discussed involve the establishment of Park & Ride facilities near stations, prioritising parking spaces for buses and bicycles, and initiatives like Park & Walk/Ride schemes. There's a focus on reshaping parking policies, contemplating measures to increase parking costs as well as reducing available parking spaces near central areas.

Addressing parking problems requires a shift in mindset, advocating for active mobility by reducing street parking and favouring alternative transportation methods. The intent is clear: to encourage a transition away from car-centric commuting and towards a more sustainable and active mobility approach within urban centres.

Intermodality

The necessity of framing mobility within the framework of intermodality emphasises the integration of diverse transportation systems. This entails not just providing alternative modes of transportation but ensuring seamless connectivity between rural and urban areas. The focus lies in enhancing the intersection of varied transport networks and routes, establishing intermodal hubs that facilitate easy transitions between modes like car, bike, and integrate with larger cities' transportation systems.

The approach emphasizes fostering interaction between different transport modes. The goal is to enable effortless movement between services, daily care activities, cultural destinations and tourist spots, emphasising intermodal mobility for easier connections.

Accessibility

Accessibility emerged as a recurring concern among our partners at various stages. This multifaceted concept encompassed several dimensions, including access to public transport and the importance of information dissemination in various formats like sign language, accommodating colour blindness, and employing inclusive language in bus stops, hubs, and websites. The focus extended to constructing barrier-free pedestrian routes and fostering an understanding of disabilities, advocating for an inclusive environment that considers different ages and various mobility conditions. The emphasis on empathy underlined the need for a supportive environment, promoting a more inclusive approach to mobility for all.

Shared infrastructure

Shared infrastructures, like bike sharing and car sharing, play a pivotal role in fostering sustainable mobility within our functional areas. Bike sharing involves convenient bicycle points across the city, offering public rentals and even electric bikes for eco-friendly commuting. Integrating bike hubs with Park & Ride facilities and accessible public transit enhances seamless and sustainable travel. Similarly, car sharing promotes a culture of shared vehicle usage, reducing individual reliance on private cars. By encouraging carpooling and shared rides, these initiatives optimize resources, reduce congestion, and align with our aim of promoting eco-conscious and efficient mobility solutions.

Private sector actions

Partners aim to explore corporate measures promoting sustainable mobility and public policy facilitation. This includes implementing flexible working hours to alleviate rush hours and encourage sustainable commuting. Companies instituting policies for employee travel, along with economic support for eco-friendly trips, play a vital role. Encouraging bosses to opt for public transit, setting an example, fosters a culture of sustainable commuting. These initiatives align with a larger strategy to collaborate with public policies, emphasising flexible work hours and company-driven support to promote sustainable mobility practices.

Fare Policies

Some partners express a keen interest in instituting fare policies to enhance public transport utilisation and incentivisation. Some focus lies in creating integrated ticket systems, enabling seamless travel across various modes. Initiatives like free school transport, discounted fares for low-income individuals, and social discounts aim to improve accessibility have been raised, combined with seeking opportunity for premium services also. Through affordable pricing structures and diverse ticket options, these efforts aim to make public transport more financially feasible and attractive, fostering a shift towards sustainable and inclusive mobility solutions.

Tourism to Catalyse Mobility Infrastructure

Tourism serves as a catalyst for establishing and sustaining sustainable mobility infrastructure in low-density areas. By creating comprehensive tourism packages connecting diverse attractions and services, it fosters intra-city transport solutions for tourists. Encouraging longer stays, beyond one-day visits, combats transient tourism challenges. Data collection on tourist personas aids in tailoring services, while dedicated bike lanes and intermodal mobility strategies link attractions efficiently. Collaborations between tourist agencies, hotels, and municipalities ensure seamless tourist movements. Identifying tourist routes, integrating with other municipalities, and promoting

destinations facilitate the creation and maintenance of sustainable mobility structures, vital for areas with limited critical mass.

Push-Policies

Partners are keen on identifying the most effective push policies and their proper implementation strategies. This involves exploring fines, restrictions, and penalties to deter undesired behaviours while incentivising preferred actions. Measures such as car taxes, increased parking fees, and higher costs for car usage aim to dissuade private vehicle reliance. By promoting and incentivising desired behaviours while penalising unwanted ones, these initiatives aim to shape a behavioural shift towards sustainable mobility choices. Partners seek to understand the nuances of these policies, determining their effectiveness and employing them strategically to encourage environmentally friendly transportation options.

Electrical vehicles

Partners are exploring avenues to promote electric vehicle usage, emphasising investment in EV infrastructure such as charging points and chargers. Initiatives also involve purchasing electric buses, aiming to expand eco-friendly public transportation options. This concerted effort to enhance EV infrastructure and adopt electric vehicles reflects a commitment to advancing sustainable mobility solutions.

Summed-up votes

The first board in this section displays the votes collected for each pitched subject, ordered by the level of support. The subsequent boards are grouped by subject and highlight the most important themes to prioritize when planning thematic meetings, whether webinars or transnational gatherings.

A total of 58 votes were collected in this subjects:	
On-demand busses/transport (is good to balance offer and demand)	7
changing people's mindset	6
parking policies	4
improve cycling and pedestrian infrastructure	3
create interconnected pedestrian network (uninterrupted), good pedestrian and cycling paths, more bike lanes and pedestrian sidewalks	3
safe bike-parking at schools	3
Focussing on education on youth, show benefits of changing behaviour, education of children at school, in sustainable ways of mobility	3
real-time data and information points at the waiting spaces, pt lines visible online real-time	3

good condition *Betwdk* city and parks, understand the conflict points	2
Cycling infrastructure improvement for a higher use of n¡bikes	2
policies by the companies for their employees trips	2
technologies and digitalization	2
optimizing of the bus lines according to the citizens needs	2
Carpooling, bikebus, pedibus to go to school	1
Ineficiency of public transportation,	1
allways improving and upgrading mobility infrastructure	1
bike sharing	1
bicicle point in the city to rent and public bicicles	1
Scattered population	1
Accessibility to PT	1
Urban planning public space	1
Creating secure infrastructure abd improving or constructing infraestructure	1
improve connectivity	1
flexibility on working times, rush hours	1
easy to change modality (car-bike-etc)	1
bike stations to park private bikes	1
gamming, games for busses	1
changing agnowledge of decision makers: car us mostly used, no public transport	1
data analyse improvement and surveys of potencial needs	1

Intermodality

Intermodality is essential for our network concept. The variability on dimensions, complexity and existing infrastructures in our different RUAs puts every one of the partners in a very different starting point and set also very different goals to achieve in different thematic areas:

- Bikes and bus
- Bikes and stations
- Bus and train
- Integrated tariffs
- Park and ride
- Bike sharing
- Bus and train
- carpooling /car sharing and public transport

A total of 42 votes were collected in this subjects:	
On-demand busses/transport (is good to balance offer and demand)	7
events "no car week", awareness raising events	4
create interconnected pedestrian network (uninterrupted), good pedestrian and cycling paths, more bike lanes and pedestrian sidewalks	3
barrier-free pedestrian routes	3
collecting and analyzing the data	3
real-time data and information points at the waiting spaces, pt lines visible online real-time	3
P&R places at the edge of the city + accessible pt and bike sharing	2
good condition *Betwdk* city and parks, understand the conflict points	2
Integrated ticket system/ tariff integration	2
P&R near stations, parking places for buses, bike facilities near stations	1
Bike+luggage parking close to the museum, create bike user persona, bike train, safe parking for private bikes	1
Park&walk/ride	1
information in sign language, colour blind, inclusive language in bus stops, hubs, websites	1
Urban planning public space	1
Creating secure infrastructure abd improving or constructing infrastructure	1
Waiting spaces safe, friendly and comfortable	1
connectivity between areas - timetable rural-urban	1
intersection of networks of diverse transports and routes, HUBs network	1
making train and bus schedule more suitable for commuters	1
promoting and communication, actions to elderly ages like senior uni	1
changing acknowledge of decision makers: car us mostly used, no public transport	1
optimizing of the bus scheduling according to the citizens needs	1
good maps information	1

Culture & behaviour

A main concern is shared by all partners. It is the need to promote a **change in culture and raise awareness among citizens.** The issues that arise in this direction were:

- Kids engagement
- Old people engagement
- youngsters and the “cool” concept
- Working people incentives
- Climate change and sustainability
- Costs are relative
- Time is relative
- Social contact and public transport
- Safety and care

A total of 42 votes were collected in this subjects:	
Changing people's mindset	6
Study trips, good and bad examples. Sharing good practices and examples with cityzens	5
Street design. Letting people see that they are in the center, not the car. Enhancing cultural change.	5
Promoting awareness raising events like "no car week", "street for children" or “bosses on busses”...	4
Focussing on education on youth, show benefits of changing behaviour, education of children at school, in sustainable ways of mobility	3
training materials for children and students, starting from schools - preventing and promotion	2
push and pull strategy	2
small changes for big impact	2
Walkshops with citizens	1
campaigns, videos, events, communication, social media	1
facilitating, mediating, between car-users, bikers and pedestrians	1
Urban planning public space	1
Pop-up interventions (tactical urbanism)	1
Create shared roads/paces 20km/h cars, prioritty k¡bikes and pedestrians	1
close streets temporary	1
less car more PT	1
explaining benefits of green mobility (nudging)	1
promoting and communication, actions to elderly ages like senior, university students...	1
gamming, games for busses	1
introducing step-by-step new behaviours	1
promote attitude change	1

Tourism

There are in the network some RUAs that are much focussed on **tourism and encourage its sustainability** in related mobility in order to improve its infrastructure in favor of the territory and its inhabitants (temporary and permanent). Some of the discussions taken were around:

- rural settlements
- bike routes
- water transport
- available information
- on-demand transport
- walking routes
- specific services
- Compatibility with local needs of transport
- easy tariffs - integrated tickets

A total of 11 votes were collected in this subjects	
A lot of cars in streets: decreasing them for a better image and perception	2
P&R near stations, parking places for buses, bike facilities near stations	1
have alternative transportation	1
Service points (water, charging, luggage, shower) for visitors	1
Bike+luggage parking close to the museum, create bike user persona, bike train, safe parking for private bikes	1
Creating tourism packages connecting different tourist attractions and services	1
defining personas relating to events	1
branding of a city or region using "green" messages	1
tourist signage	1
limitate circulation on green areas (natural reserve)	1