Interreg
Baltic Sea Region

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SMART GREEN MOBILITY
SUMPs for BSR

How to start SUMP process from zero to hero?

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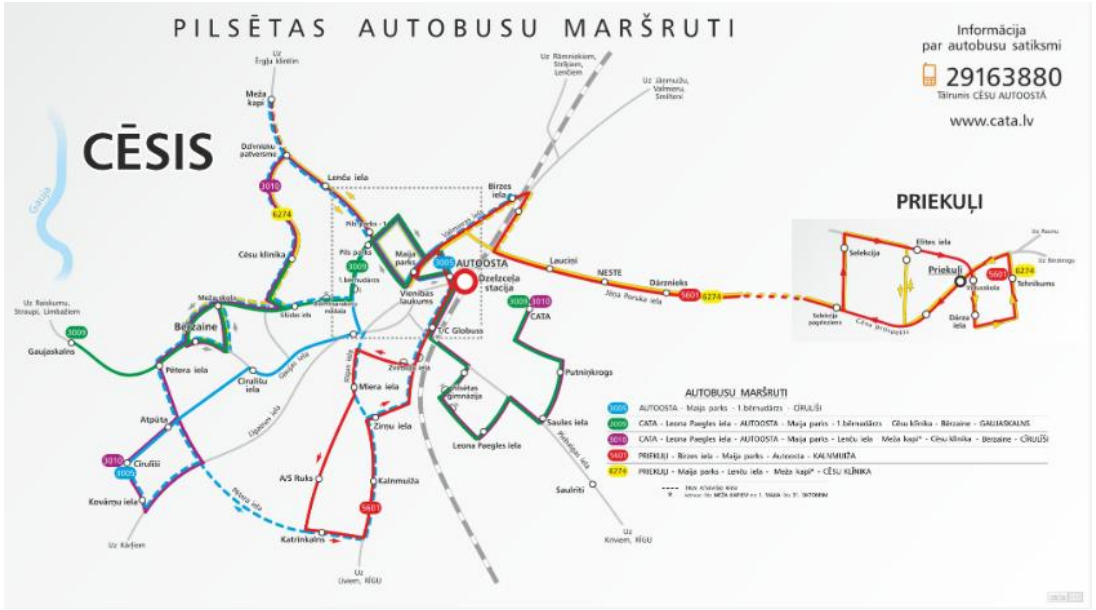
cēsis

Cēsis in Context

- Medium-sized town in Vidzeme, Latvia (≈ 16 000 residents/~43 000 in the county / district)
- Gateway to Gauja National Park
- Compact & walkable, but car-dependent

Cēsis in Context – Challenges

- Hilly terrain → cycling challenging
- Existing altough underdeveloped public transport in the city
- Great regional public transport integration
- Tourism creates seasonal traffic pressure



Strategic Framework

Core planning documents:

- Development Programme 2022–2028
- Sustainable Development Strategy 2036
- SECAP 2030 (Energy & Climate Action Plan)

Targets:

- Reduce car use from 44% → 40% by 2028
- 20% CO_2 reduction by 2030
- Climate neutrality by 2050

Legal and Institutional Context

- Latvia currently does not require SUMP development for small and medium-sized towns.
- Only TEN-T urban nodes (e.g., Rīga, Liepāja, Daugavpils) must prepare SUMPs under EU regulations by 2027.Cēsis is not part of the TEN-T network, so a SUMP is not mandatory.
- Instead, the municipality is preparing a Transport Development Plan for the entire district, under the territorial planning framework.
- These rules (Cabinet Regulations) do not specifically demand sustainable mobility solutions — a gap we aim to fill voluntarily.

From Data to Action: Summer Street Example

- Tested weekend street closure in the old town
- Used car counts to prove most were through-traffic
- Decision based on data, not opinions

Current Practices

- New element: During the SUMP project, Cēsis installed AI-based traffic counters in multiple city locations.
- The sensors use computer vision to count pedestrians, cyclists, and vehicles.
- They generate large data streams revealing daily and seasonal trends.
- The next challenge: finding efficient ways to analyze and visualize this data.

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Data Gaps, Interreg & FINEST

- Submitted as challenge to FINEST Smart City challenge: how to analyse AI traffic counting + PT data
- Intermod project to improve PT network and data use
- Focus: data-driven planning for small cities

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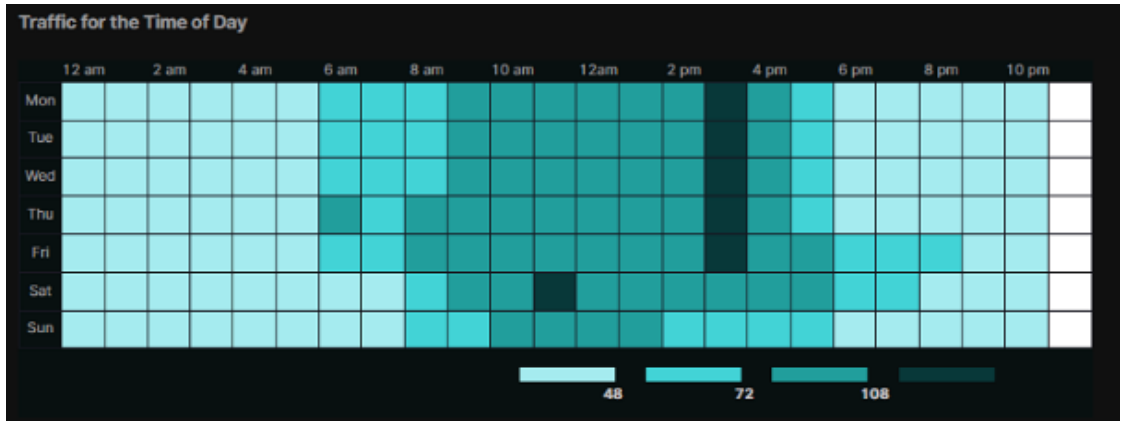
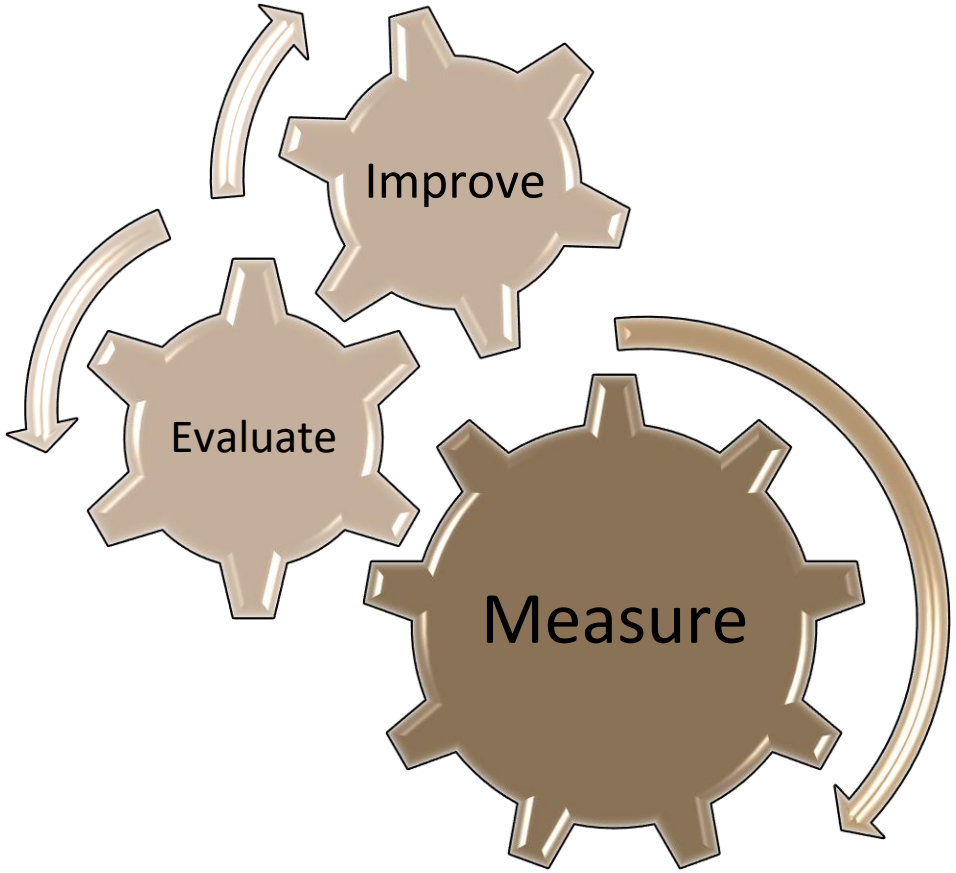


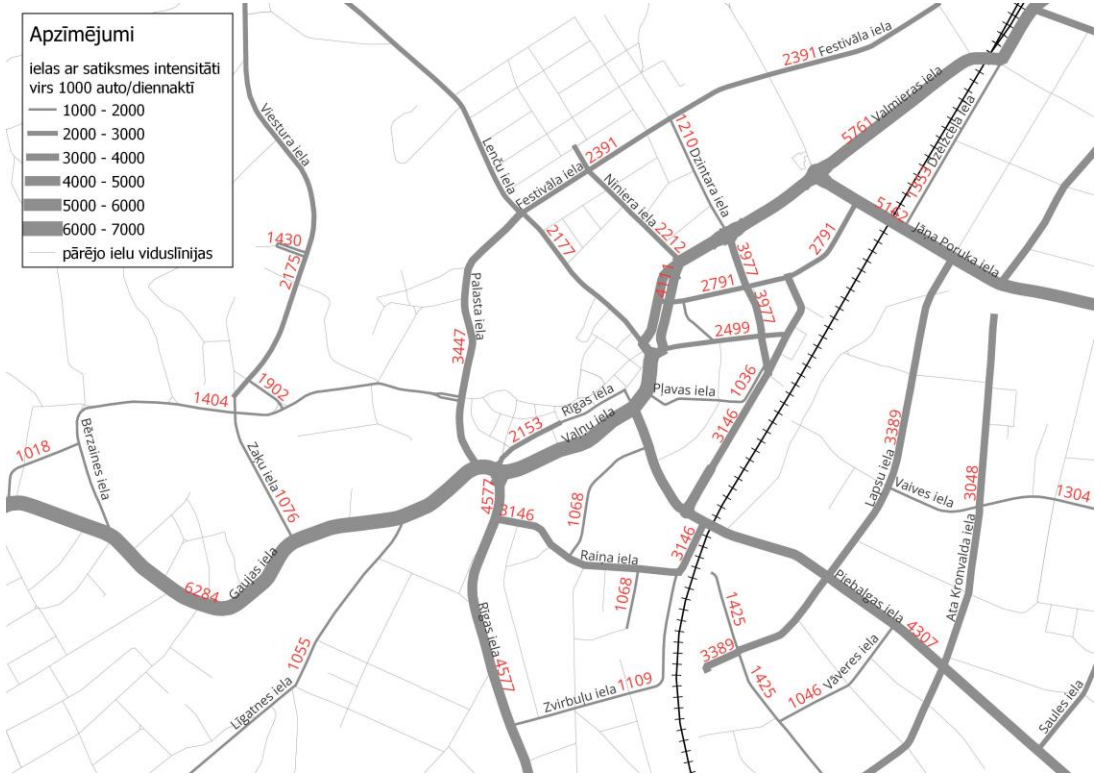
Why Monitoring & Evaluation?

- M&E turns data into better policy decisions.
- Helps evaluate if sustainable mobility measures work.
- Creates evidence for funding, political consensus, and community trust.



Current M&E Practices

- No systematic M&E system yet — fragmented data collection.
- Some road traffic counts and PT data exist, but not coordinated.
- Potential integration with GIS



Keeping it simple: Suggested M&E Indicators

1 Walking 🏃

- Pedestrian Injuries: Number of pedestrians injured in accidentsTarget: –30% by 2030Pedestrian
- Satisfaction: % of residents satisfied with walking conditionsTarget: 85%

2 Cycling 🚴

- Cycle Path Length/Density: km per km²; % of road network
- Cyclist Safety: Number of incidents/injuriesTarget: –30% by 2030
- Travel Time Ratio: Cycling vs CarTarget: Reduce gap

3 Public Transport 🚌

- Share of Trips by PT: Modal split, %
- PT Users: Annual ridership
- Accessibility: % of residents within 5–10 min walking distance to stops
- Bus Stop Quality: % with shelters
- PT Supply: Vehicle-km per capita; buses per 1,000 residents
- Fleet Modernisation: Share of zero-/low-emission buses (%)
- PT Safety: Accidents involving public transport

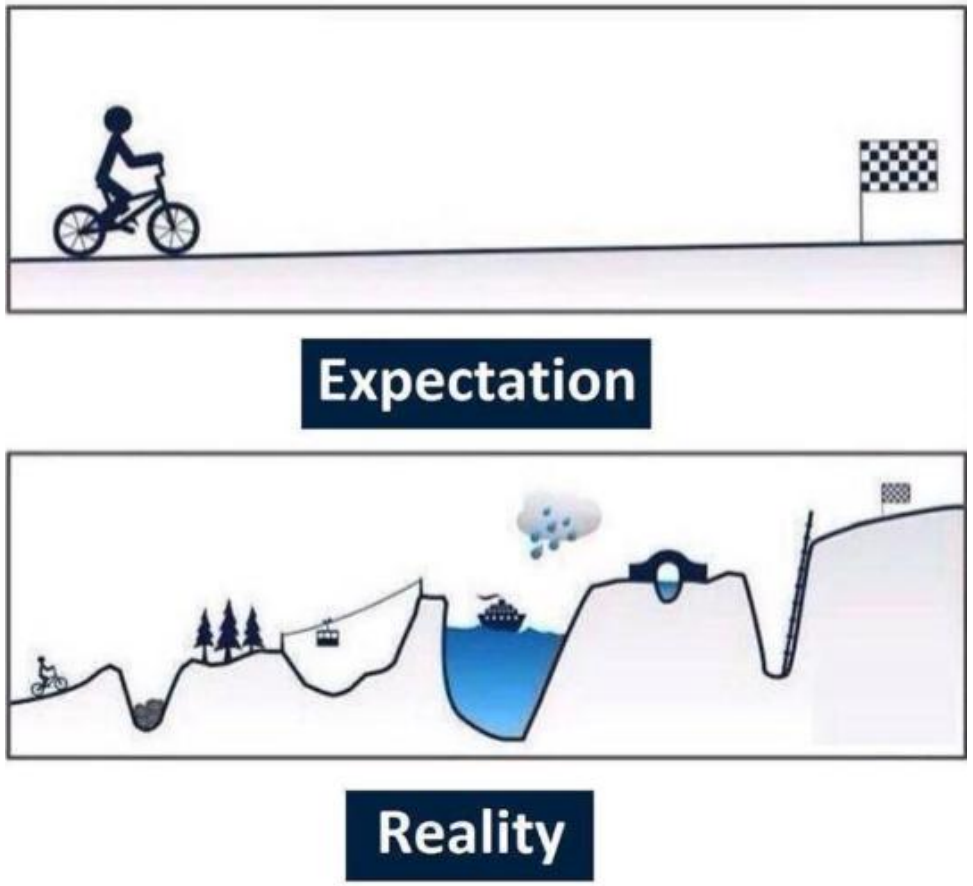
Organisation and Realities

Ideal model: clear roles & coordination:

- Road Dept → traffic counts
- PT operator → ridership data
- Police → safety/accident data
- Environment Dept → emissions
- Planning Dept→ coordination

Reality:

- no new staff or budget yet
- M&E culture still developing



From Zero to Hero (almost) for Small Cities

- Start small – measure what matters.
- Turn data into dialogue and action.
- Collaborate through EU projects.
- Build internal culture of learning, not just compliance.
- SUMP ir a process not a document!

THANK YOU!