Interreg Baltic Sea Region

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SMART GREEN MOBILITY
SUMPs for BSR

Developing Monitoring for Sustainable Mobility in a Small City

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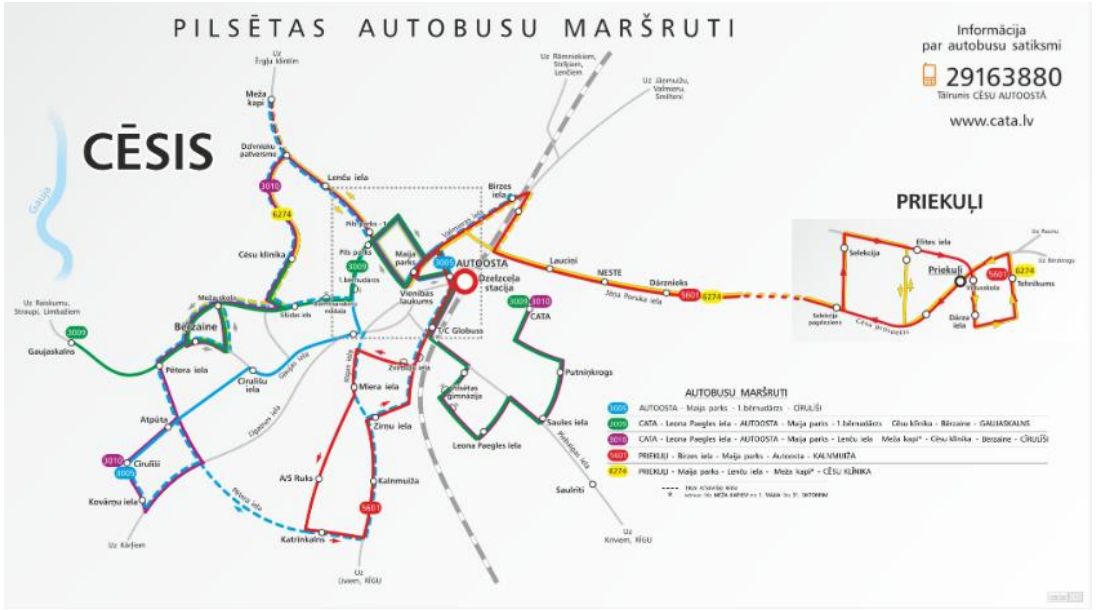
cēsis

Cēsis

- Located in the Northern part of Europe
- Medium-sized town in Vidzeme region, Latvia (≈ 16 000 residents/ ≈ 43 000 in the city / municipality)
- Destination for tourism, culture and active recreation
- Gauja National park
- Compact, walkable & bikable, but car-centric city

Main Challenges

- Strong dependence on private cars
- Limited public transport availability (low service frequency)
- Public transport often not competitive in time or comfort compared to the car
- Hilly terrain → cycling challenging
- Tourism creates seasonal traffic pressure
- Excuses for changing habits



Approach to Challenges

- Modal split research
- Cross-departmental collaboration within the municipality (mobility treated as cross-sector policy, not only transport)
- AI-computer vision based traffic cameras
- Stakeholders involment, SUMP for BSR, Intermod..
- Step-by-step experimentation and learning

Implemented Solutions

- Temporary and pilot cycling lines (connecting with existing cycling routes)
- Smart monitoring. Data-driven adaptive traffic management
- Strengthened institutional cooperation and planning capacity, integrating mobility with spatial planning and climate policy

Current Practices

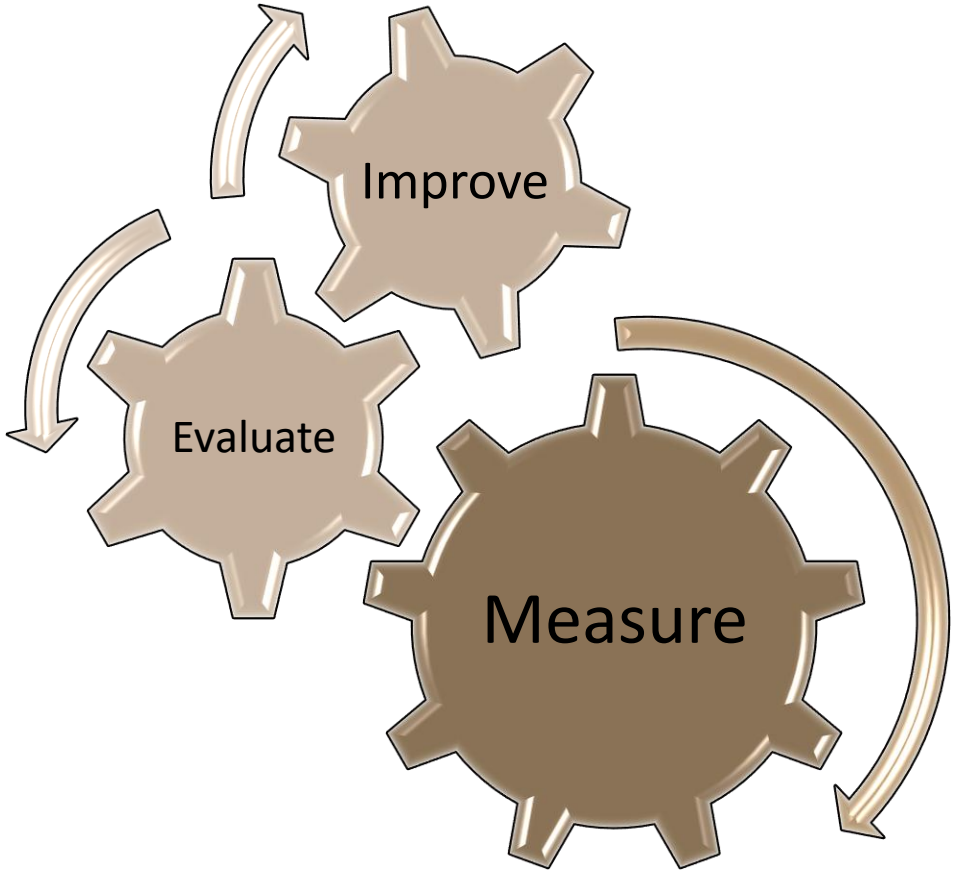
- New element: during the SUMP project, Cēsis installed AI-based traffic counters in multiple city locations
- The sensors use computer vision to count pedestrians, cyclists, and vehicles
- The sensors generate large data streams revealing daily and seasonal trends
- The next challenge: finding efficient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

From Data to Action: Summer Street Example

- Tested weekend street closure in the old town
- Car counts reveal predominance of through-traffic
- Decision based on data, not opinions

Why Monitoring & Evaluation?

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



Lessons Learned

- What gets measured gets managed. Monitoring and evaluation of the mobility plan drive real action! (Gives clear overview of the current situation/ identify of priority corridors and problem areas)

- Implemented technology allows to collect huge amount of data (time and cost effective)

- Interdepartmental cooperation is essential

Advice from Our Experience

- If your city has no monitoring and evaluation framework, make this your first priority. It provides clear overview of the current mobility situation and it helps to understand where to act first
- Invest time in analyzing collected data, not only collecting it
- Turn data into dialogue and action
- International cooperation is an opportunity to learn faster and avoid mistakes
- Build partnerships if internal capacity is limited
- Small steps can lead to systemic change

THANK YOU!