Picture: Anna-Kaisa Montonen

Lessons learned from data-driven transformation of mobility solutions near Pääskyvuori school

18.3.2026
SUMP training sessions for cities, module 3
SUMPs for BSR

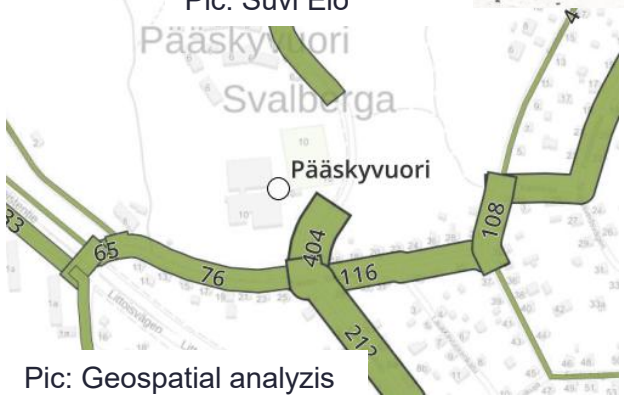
Anna-Kaisa Montonen, City of Turku

SCHOOLHOODS active and safe school trips
Pilot case, long story short

Story behind the pilot school

- One school was closed and pupils reallocated to a nearby school – change of traffic environment for 200 pupils + the employees due to closure of one school building/need for temporary facilities
- 98 % of the pupils live less than 2 km away from the school according to a geospatial analyzis > **assumption that the escorting traffic wouldn´t be a problem**
- Preparative measures were carried out already in spring 2024 due to a new school route and new soft measures along the way (campaigns, cycling lessons etc.)
- A lot of feedback from the neighbourhood and parents on the dangerous situations in front of the school and on the amount of car escorting

Pic: Suvi Elo



Pic: Geospatial analyzis

URBACT

Co-funded by the European Union
Interreg

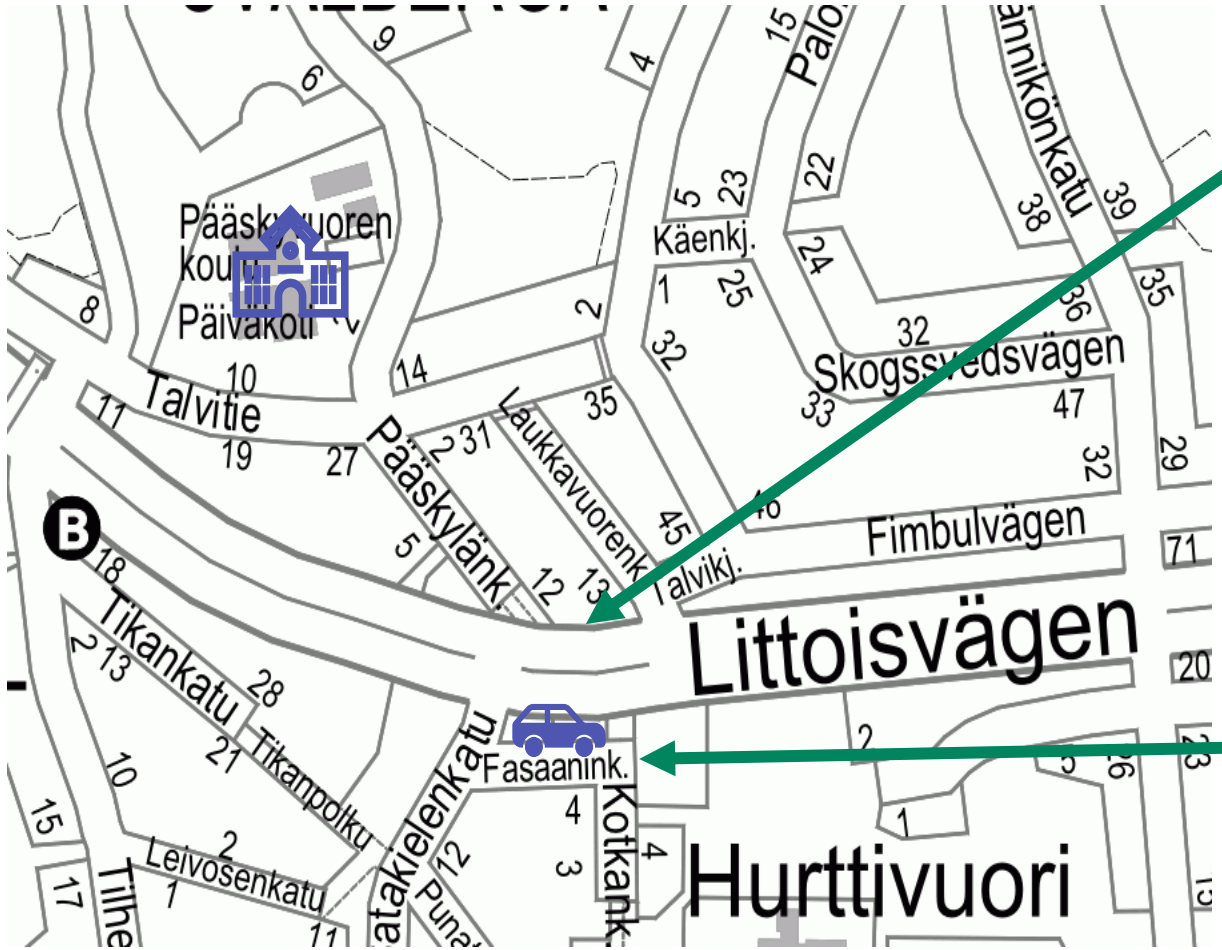
Traffic calming pilot August-November 2025

- Mobility hub continues (SUMPs for BSR) and **traffic calming measure** (blocking drivethrough of designated streets)
- Planned in close co-operation with the neighbourhood residents and other internal and external stakeholders
- Mobility hub (SUMPs for BSR) supporting the pilot
- We were prepared for a lot of opposition due to restrictions for car drivers
  - Targets clear (perception of safety on school routes, modal splits)
  - **Precise and thorough evaluation plan**
  - Readiness to make subtle alterations

URBACT

Co-funded by the European Union
Interreg

Mobility hub pilot supporting the ”calm traffic neighbourhood” -pilot



Mobility hub (SUMPs for BSR)

Pic: Iiris Yli-Junnila

Pic: Oona Uusitalo

Kiss and ride further away from school (5 min safe walk)

Interreg Baltic Sea Region | Co-funded by the European Union

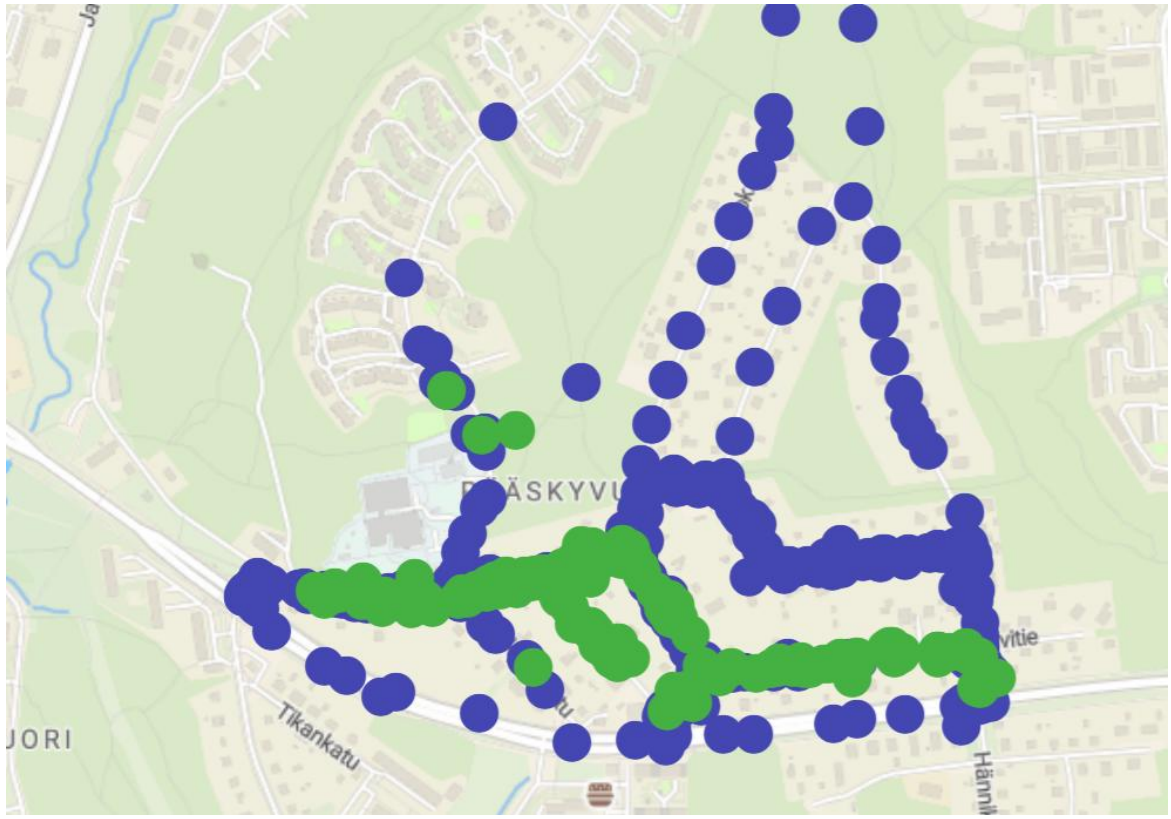
URBACT | Co-funded by the European Union Interreg | SMART GREEN MOBILITY SUMPs for BSR

Controversial measures need a backbone from trustworthy evaluation

- The urban environment board approved the extension of the measure for a fixed period
- At least until the temporary school facility is removed
- A prerequisite for continuing is that the evaluation will be continued and that efforts will be made to resolve a few outstanding issues

Map-based survey – an example of one question

- Idea of the question was to help us recognize whether the problem has shifted elsewhere
  - Blue dots (370) number of cars have increased
  - Green dots (171) number of cars have decreased
- Need to compare to actual numeric data and monitoring, since the perceptions are often tied to a specific moment or time
- Comparing the spots to traffic calculations: the green dots seem more accurate



Map-based survey – survey sample on different areas

- Is the survey data trustworthy?
  - Analyzing the sample along the way gives the possibility to retarget the marketing of the survey
  - Also important to describe reliability of data, since the dissatisfied are hard to convince on the opposite attitudes or positive impacts
- The survey sample was also assessed in terms of the replies from different target groups
- To our surprise the nearby residents were most active in taking part in discussions
- Sample size on the parents of the pupils was quite low, but we got good qualitative data from them
  - On the other hand we made an assumption that the majority was happy with the pilot since the survey was accessible and well marketed and usually the very dissatisfied group is also very loud

Area of residence	Share of replies from different areas (%)
1	0,85 %
2	14,04 %
3	**69,05 %**
4	**52,00 %**
5	0,65 %
6	1,87 %
Other/Doesn't want to say	Other n=38 Doesn't want to say n=9

Results - pros and cons in a big picture

Cons

- Side effect for motorists due to longer driving distances (an increase of 0.8 km–1.2 km per trip) and longer travel times accordingly
- The situation at one intersection that had long been perceived as unsafe remained unchanged or improved in terms of traffic volume during the measurement periods. Perception of safety on the other hand decreased for the residents who has to use the intersection - difficulty in joining the main road with a car.
- Traffic on one street is perceived to have increased, but according to calculations is still low compared to the street in front of the school.
- **40.4 %** of all survey respondents support a return to the old traffic system.

Pros

- Reduction in drive-through traffic and speeding on both sides of the main roadblock also in the evenings and weekends
- Decrease in the number of parents driving their children to school
- Increased perception of safety among schoolchildren and the general public, even among those who were against the pilot
- An increase in the share of walking and cycling by **10–15 %**, based on both measurements and the experiences of survey respondents.
- **30.1%** of all respondents support continuing the pilot with modifications, and **29.5%** support continuing it as is.

Lessons learned

- This thorough evaluation wouldn´t have probably been possible without external funding, but without it, the pilot had not most probably been accepted to continue
- Attitudes, perceptions and calculations - we need them all in order to plan measures with impact and we need to be able to compare them – discussions with residents
- Careful communication and collaboration with the residents very important, they also possess a lot of ideas and knowledge, but are also a great help in getting messages through
- Change in traffic environment is a major change for everyday habits – especially in case of children
- Combination of the soft and infrastructure measures
  - Attitudes, evidence that we´ve tried other things first
  - Other possibilities and skills raising, if we restrict car driving

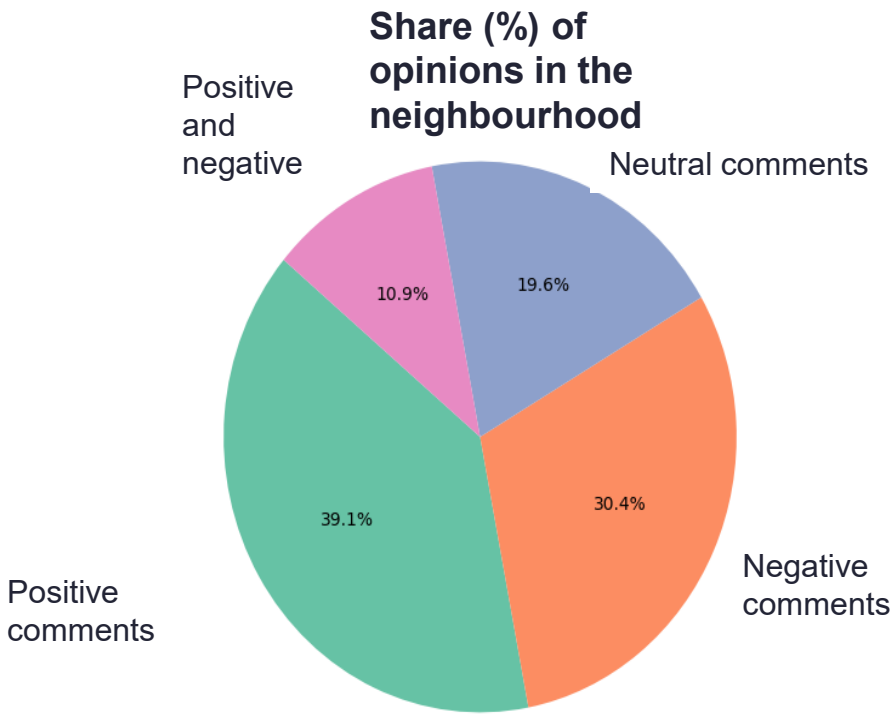


Figure: The varying attitudes towards the pilot

Thank you!

Questions?