

Ira Sibelius  
Adham Maharramli

# From Idea to Impact How to Experiment with active mobility measures



**Interreg**  
Baltic Sea Region



Co-funded by  
the European Union



SMART GREEN MOBILITY

**SUMPs for BSR**

# Why experiment with active mobility measures?



Pilots help cities:



**Test solutions** before making permanent investments



**Respond** faster to emerging mobility challenges



**Build public and political support** through visible results

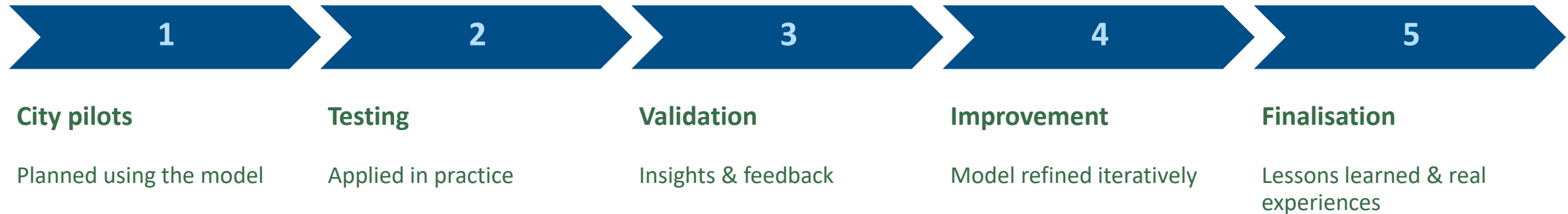


**Learn** what works and what does not in a local context

# Co-developed through practice

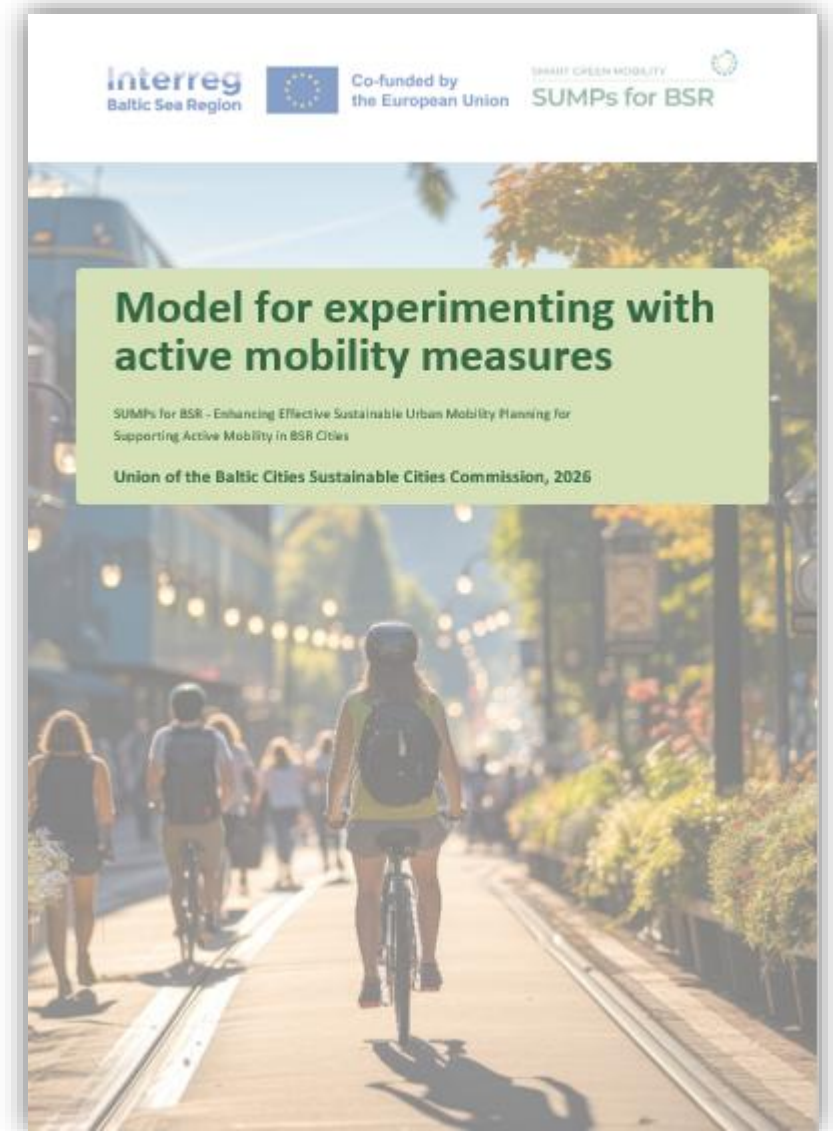
with the SUMP's for BSR partner cities

## Model development



# What benefits this model offers for cities?

- Supports **small and medium-sized cities** in testing active mobility solutions in real-life settings
- Guides the full process **from planning and implementation to evaluation step-by-step**
- Provides **guidance & key questions** for each stage, tailored to active mobility measures
- Promotes a “**testing before investing**” approach across BSR cities



# The model at a glance

## A clear 3-phase process

**BEFORE** implementation

Need assessment & strategic  
relevance, Brainstorm &  
description of the pilot, Plan

**DURING** implementation

Coordination and Engagement,  
Monitoring and Adjustment,  
Communication and Political  
Support, Risk Management and  
Quality Assurance

**AFTER** implementation

Evaluation,  
Decision about the next steps,  
Communication about the  
results

Guides through the different stages with key questions to reflect upon

# Before implementation

## Plan for success, avoid pitfalls

This section helps municipalities plan pilots before implementation:

### 1. Assess readiness

Clarify the need, goals, and strategic fit.

### 2. Shape the pilot

Define scope, stakeholders, and success criteria.

### 3. Build a complete plan

Account for permitting, procurement, design, and operations before starting.



**City of Cēsis** identified a lack of secure bike parking as a key barrier to cycling and worked with residents and city departments to plan a targeted pilot.

# During implementation

## Manage, monitor, adapt

This section helps municipalities run pilots smoothly and respond to issues during implementation.

### 1. Coordinate & engage

Assign clear roles, coordinate internally, and keep feedback flowing.

### 2. Monitor & adapt

Track interim goals, monitor results, and iterate based on evidence.

### 3. Communicate & manage risks

Build trust, secure support, and manage issues with early mitigation.

In **Gävle**, technical challenges with the campaign app highlighted the need to adapt quickly, leading the team to adjust their approach and communication during implementation.



# After implementation

## Evaluation turns pilots into learning & decisions

This section helps municipalities evaluate pilots and make evidence-based decisions after implementation.

### 1. Evaluate impacts

Use a small set of indicators to assess outcomes, user experience, and delivery quality.

### 2. Decide next steps

Choose whether to make permanent, replicate, refine and retest, pivot, or stop.

### 3. Communicate results

Share learnings with decision-makers, partners, and residents using clear evidence and visuals.



**Gdynia** evaluated digital engagement and resident feedback to understand how proposed changes were perceived, using these insights to refine planning and improve future decision-making.

# Independent exercise 1

## Resource and Capacity Assessment



Understanding available resources and capacities is a crucial step in planning successful pilots. This exercise helps you assess what is needed for implementation and identify potential gaps early.

[Link to the independent exercise](#)

### **Independent exercise:**

1. Assess your current capacity
2. Define required capacity
3. Identify gaps and prioritise
4. Define actions to close gaps

The result of this exercise will provide a clear overview of the feasibility and readiness for implementing your pilot.

# Independent exercise 2

## Risk Management



Identifying and managing risks early helps ensure smooth implementation and better decision-making. This exercise supports you in anticipating challenges and preparing mitigation actions.

[Link to the independent exercise](#)

1. Identify potential risks
2. Assess likelihood and impact
3. Define mitigation actions

The result of this exercise is a structured risk plan supporting the implementation of a successful and realistic pilot.

# *Start small – make smart decisions*

*By testing, learning and adapting through small-scale experimentation, cities can accelerate progress and make evidence-based decisions towards safer, healthier and more sustainable mobility systems focused on walking and cycling.*

