



## Reducing car dependence around schools through a small-scale mobility hub



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City of Turku / Mika Kurkilahti

# Turku

## In a nutshell

- Regional capital of Southwest Finland
- 210 000 inhabitants
- University city
- Aims to be carbon neutral by 2029
  - -50% road and street traffic GHG emissions (from 2015) by 2029
  - 66% modal share for walking, cycling, and public transport by 2030



# Pääskyvuori

## Background

- Two schools were merged which increased car traffic on top of the existing heavy traffic
  - Parents found the area unsafe for children to walk and cycle
  - They felt the need to take their children to school by car → even more traffic and more perceived safety issues

# Solution:

## Traffic calming and mobility hub

### Traffic calming measures

- Need came from locals and was planned in co-operation with them
- Neighbourhood was split into two traffic cells by blocking the main street with street furniture
- Reception from locals was both positive and negative
- Solution was made permanent

Schoolhoods

URBACT



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# Solution

## Traffic calming and mobility hub

### Mobility hub

- First mobility hub in Turku
- Location and services was planned with residents
- Mobility hub offered an alternative ways of travelling when car was no longer the obvious choice
- Brought together city bikes, e-cargo bikes and bus
- Mobility hub was well received and is still in operation
- Residents hope for more services at the hub



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# Pilots were supported by engaging the residents



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Organised meetings, attended local events and arranged national reflector day surprise



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# Keys to success

- Listening to residents' needs and incorporating that into plans in the beginning and also listening to feedback and being ready to adjust the pilot
- If something gets limited, offer alternative solutions
- Behavioural change needs time – resistance might transform into acceptance once benefits are realised



City of Turku / Iiris Yli-Junnila

# Lessons learned

- When designing something completely new, it is important to have active discussion within the city too to solve practical issues
  - Permitting, procedures etc.
  - Location and restrictions
- Be ready to adjust plans

# Contact

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# Thank you!

