

analysis of the mobility situation, ensuring wide public support for the planned actions, and evaluating successes and failures.

Next to these activities, the milestones identified in the Guidelines<sup>28</sup> are a good point of time to communicate the results of the completed phase to the public. The third milestone offers an opportunity to validate the strategic direction with citizens, and the fourth milestone benefits from celebrating the adoption of the SUMP with citizens.

## **Chapter 2 - Best practices**

This chapter will include best practices and case studies related to sustainable mobility and virtuous implementation in some countries of the EU.

In particular, based on what was explained in the previous chapter, some examples will be provided to you in order to have a real example of how many cities are already moving towards a sustainable transport transition. We selected three different themes we described earlier, i.e. best practices concerning shared mobility, best practices concerning the measurement of the impact of the transport sector in the EU cities and best practices concerning citizen participation towards more sustainable cities.

### ***2.1 Shared Mobility practices***

More and more cities are looking at solutions capable of incorporating shared mobility modes in their urban planning. Among these examples, the software platform provided by Ride With Via allows users to test shared on-demand taxi rides

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<sup>28</sup> Guidelines for developing and implementing a Sustainable Urban Mobility Plan<sup>1</sup> have been approved in 2014 by the European Commission's Directorate-General for Mobility and Transport. Their update has been published as the second edition of the European Guidelines in October 2019.

in [Milan](#). The "door-to-door" and "corner-to-corner" services, which involve the passenger walking a short distance to the pick-up station to optimise the route, are the two service choices that have been tried. The cutting-edge system finds the greatest taxi for passengers in real-time and intelligently guides it around the city. The use of the driver's app and related platform services has been trained for drivers. Both the application and a central communication service link the driver and the user in case there are any problems with payment processing or pickup. In addition to the applications for drivers and riders, the city has access to several administrative areas.

Another virtuous example is the city of Cascais. The [project](#)'s goal was to create a more sustainable urban mobility system in the city by offering young children and students more mobility options. To guarantee that students and young children's travels to and from school and other locations are as secure and comfortable as possible, the CHILDFY initiative has been specifically created to fulfil their needs. The project's main focus is on shared mobility, which entails building an extensive platform that allows users to access a variety of transportation choices. Through the app, parents can combine and offer transport with other parents for their children, ensuring they get to school efficiently and safely.

## *2.2 Measuring the impact: examples of citizen science*

In the context of the [WeCount project](#), five cities (Madrid, Ljubljana, Dublin, Cardiff and Leuven) came together to mobilise 1,500 citizens throughout 2020 by following participatory citizen science methods to co-create road traffic counting sensors based on the popular Telraam experience in Flanders (PolisNetwork, 2019). Several low-cost, automated, road traffic counting sensors were mounted on each participating household's window facing a road, which allowed authorities to quantify local road transport and the speed of cars, large vehicles, cyclists and pedestrians. Furthermore, this initiative aimed to generate scientific knowledge in the field of mobility and environmental pollution and encourage the development of co-designed, informed solutions to tackle a variety of road transport challenges. WeCount was

established to empower citizens in five European cities to take a leading role in the production of the data, evidence and knowledge that is generated around mobility in their communities.

In Belgium, citizen science has been used to collect and measure safety in the streets. Adolescents in Flanders (Belgium) participated in the pilot project by digitising and assessing their everyday home-to-school travels. A web-based platform dubbed the "[Bike Barometer](#)" was created as part of this pilot project. From the platform's formal launch in March to the end of the project in June 2020, 1,256 teenagers from 31 schools digitised 5657 km of roads, 3,750 km of which were evaluated for cycling friendliness and safety. The findings provide detailed (spatial) insights into local safety situations in Flanders and specific school districts (Storme et al., 2022).

Another valuable example is the city of Bremen, which complements traditional methods of data collection with crowdsourcing-based methods to analyse the problems and opportunities of mobility developments in the city. A proactive participation strategy and innovative online participation modules allowed citizens to be key data sources. Citizens addressed questions - 'where are things running badly?' and 'where are they running smoothly?' – through an online platform, which enabled users to further mark specific locations on a map and colour-code entries according to transport mode. The portal received more than 100,000 page views, 4,000 contributions, 9,000 comments, and 100,000 'like' or 'dislike' comments (Rupprecht consult, 2019).

### *2.3 Citizen participation*

The [CIPTEC Crowdsourcing Platform](#) is a tool developed by the Transport Systems Research Group of Aristotle University of Thessaloniki. It allows citizens to submit ideas on how to improve public transport, as well as comment on ideas suggested by others. It has already been launched in several countries and at the European level, drawing in several

innovative public transport proposals and thereby also proving that public transport is an ideal field for crowdsourcing activities (Civitas, 2022).



This process increased the modal share of public transport by going straight to the users, asking Frankfurters to share the innovative ideas that would make the public transport system more appealing to them. With an easy-to-navigate digital platform, users could submit their ideas and vote for their favourite submissions. This led to top-voted ideas including offering combined event and public transport tickets and improving markings on the road to prevent trams from getting obstructed by illegally parked cars.

Another virtuous example is the [SmartMove report](#) on "Promoting rural public transport through active mobility consultancy". Active mobility consultancy campaigns, as explained by Oliver Roider, senior scientist at the Institute of Transport Studies at the University of Natural Resources and Life sciences (BOKU), seek to increase the number of public transport users in peripheral and rural areas through the provision of individualised information and the organisation of interactive events with residents. As a result of the active mobility consultancy campaigns that were launched in eight implementation areas, a [16% increase](#) in public transport use was reported in those areas.

There are also plenty of virtuous examples of citizens' inclusion and participation in the creation and assessment of the PUMS.

In May 2019, the Environment, Nature and Energy Department (LNE) of the Flemish administration launched a web-based tool, '[Mobiscore](#)', that assigns an 'accessibility score' to a particular house or land lot. The score informs potential buyers or renters of a house about how well the various facilities – such as a railway station, bus stop, school, etc. – can be reached in a sustainable manner; such as by foot or by bike. With the development of this tool, the Ministry department wants to raise awareness among citizens about the mobility impact that arises from the choice of residence. The decision to buy or rent is an influential moment that can be seized to drive change in mobility behaviour, for example, modal choices. People who want to move to a new house can easily compare the accessibility of different locations on the Mobiscore website ([www.mobiscore.be](http://www.mobiscore.be) – only in Dutch). The tool could also evolve into a useful analytical instrument for urban mobility planning. As it assigns an accessibility score for each hectare (100x100m), a map of the different scores in a functional urban area would reveal areas with high and low accessibility. This can, for example, help in deciding where to upgrade public transport or biking connections most urgently. Furthermore, it can certainly better link urban development policy with mobility planning by showing where to develop housing, schools, etc., to promote sustainable transport modes.