

UBC TALKS

cēsis

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Baltic Sea Region



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SMART GREEN MOBILITY
SUMP^s for BSR

Establishing monitoring and evaluation processes for a small city : The Case of Cēsis, Latvia

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2025

Are you a
mobility
planner?

I AM
TODAY



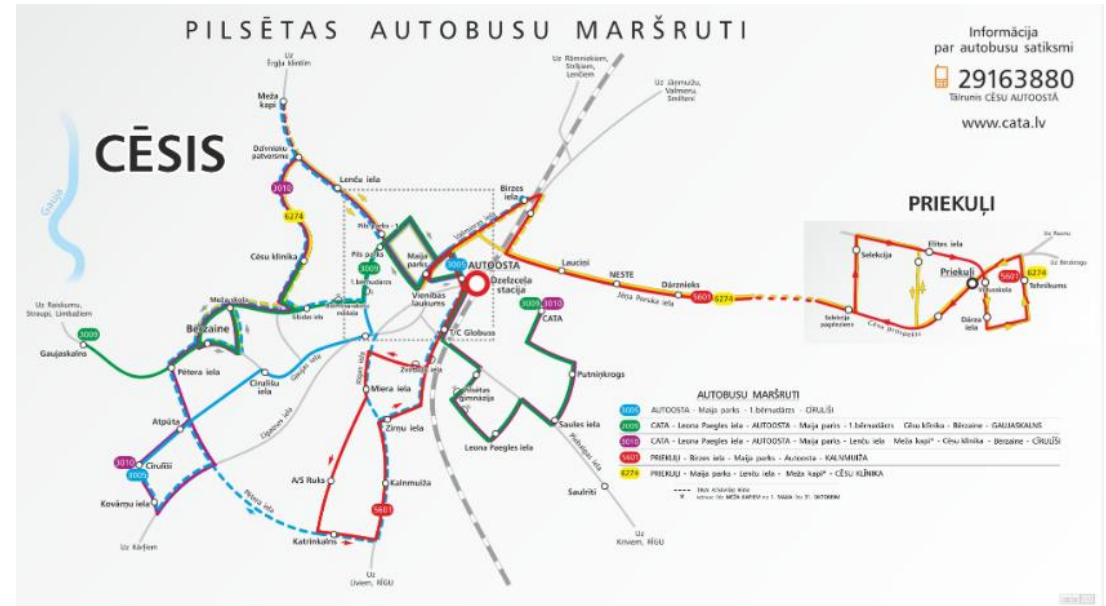
Cēsis in Context

- Medium-sized town in Vidzeme, Latvia ($\approx 16\,000$ residents/ $\sim 43\,000$ in the county / district)
- Gateway to Gauja National Park
- Compact & walkable, but car-dependent



Cēsis in Context – Challenges

- Hilly terrain → cycling challenging
- Existing although underdeveloped public transport in the city
- Great regional public transport integration
- Tourism creates seasonal traffic pressure



Strategic Framework

Core planning documents:

- Development Programme 2022–2028
- Sustainable Development Strategy 2036
- SECAP 2030 (Energy & Climate Action Plan)

Targets:

- Reduce car use from 44% → 40% by 2028
- 20% CO₂ reduction by 2030
- Climate neutrality by 2050



From Data to Action: Summer Street Example

- Tested weekend street closure in the old town
- Used car counts to prove most were through-traffic
- Decision based on data, not opinions



Current M&E 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.
- They generate large data streams revealing daily and seasonal trends.
- The next challenge: finding efficient ways to analyze and visualize this data.

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SUMPs for BSR

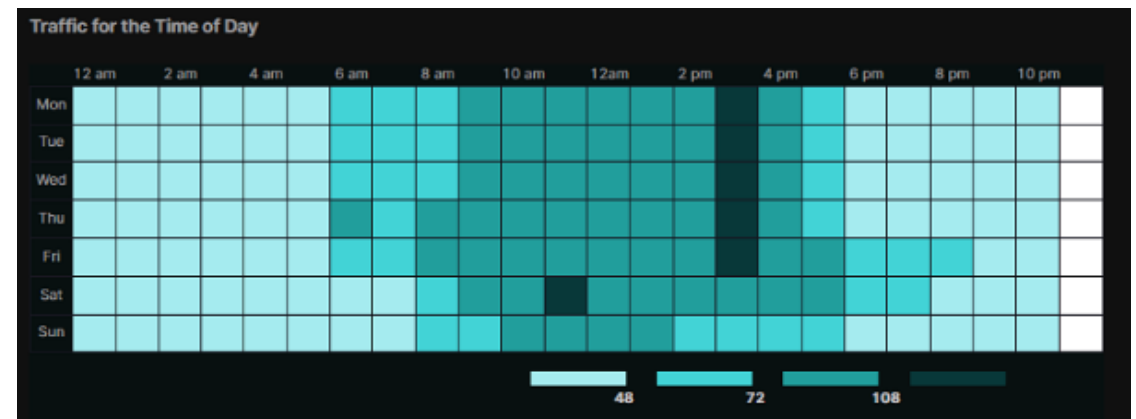


Data Gaps, Interreg & FINEST

- Submitted as challenge to FINEST Smart City challenge: how to analyse AI traffic counting + PT data
- Intermod project to improve PT network and data use
- Focus: data-driven planning for small cities

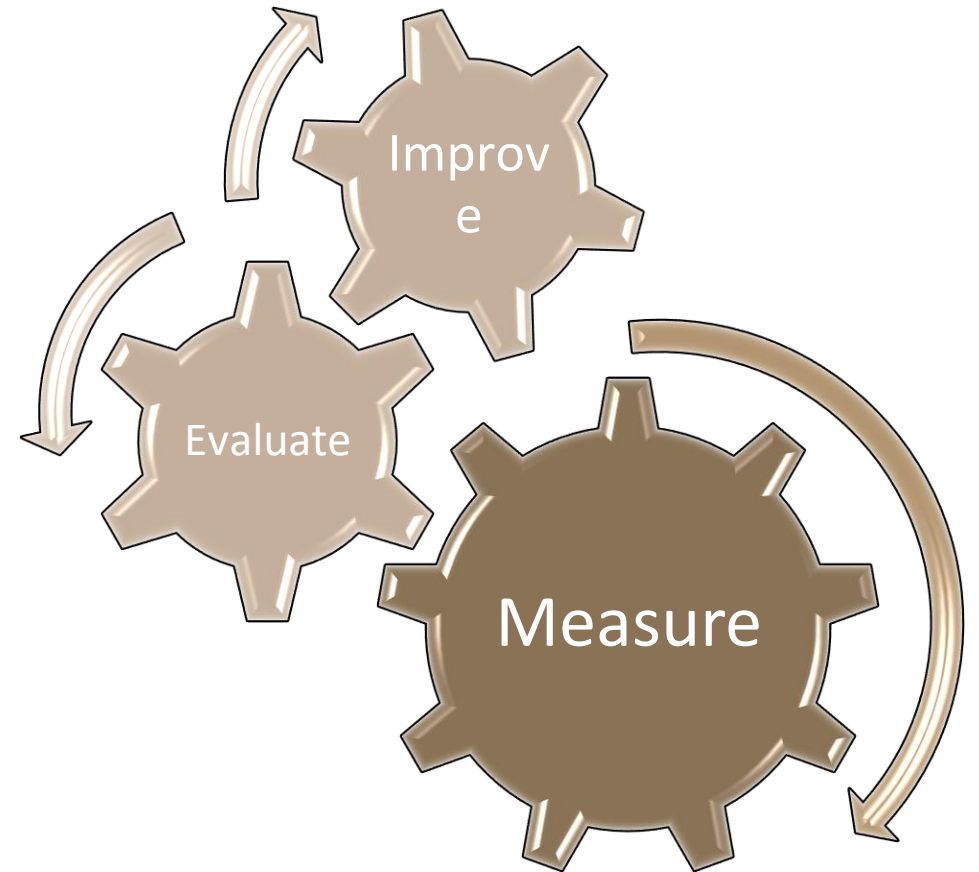


FinEst Centre
for Smart Cities



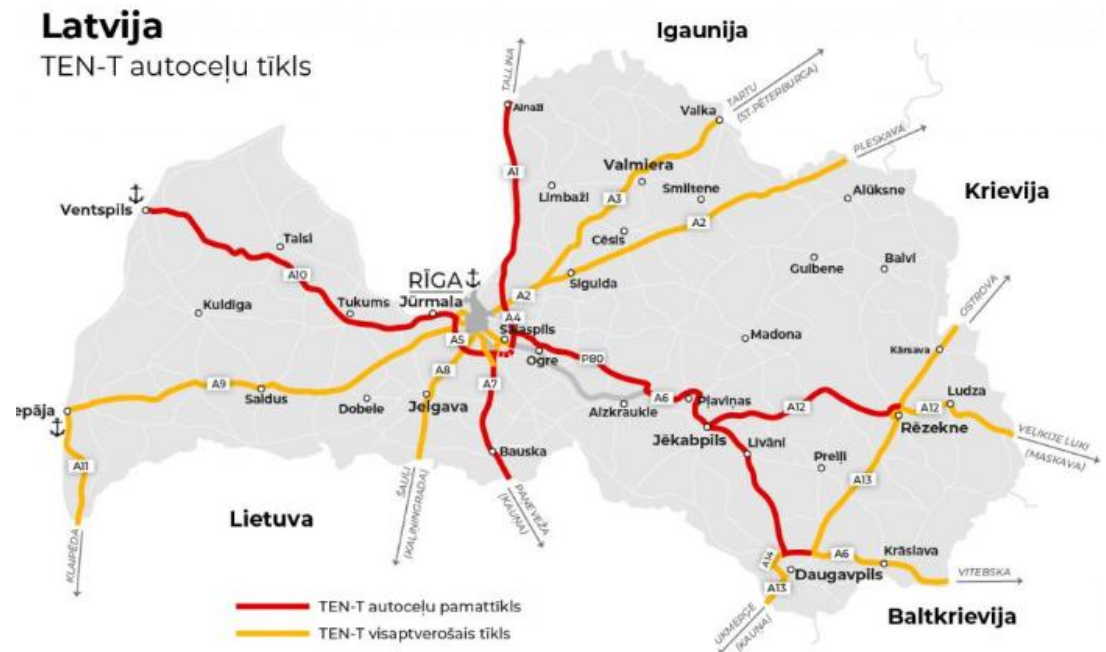
Why Monitoring & Evaluation?

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



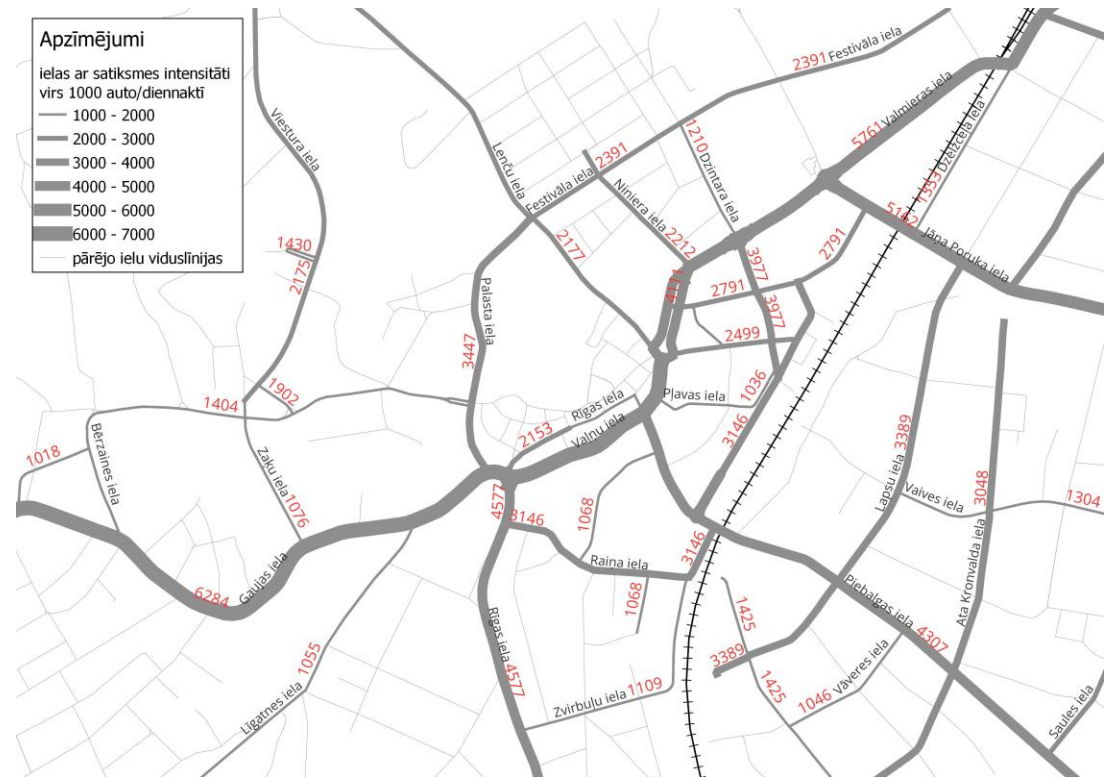
Legal and Institutional Context

- Latvia currently does not require SUMP development for small and medium-sized towns.
- Only TEN-T urban nodes (e.g., Rīga, Liepāja, Daugavpils) must prepare SUMPs under EU regulations by 2027. Cēsis is not part of the TEN-T network, so a SUMP is not mandatory.
- instead, the municipality is preparing a Transport Development Plan for the entire district, under the territorial planning framework.
- These rules (Cabinet Regulations) do not specifically demand sustainable mobility solutions — a gap we aim to fill voluntarily.



Current M&E Practices

- No systematic M&E system yet — fragmented data collection.
- Some road traffic counts and PT data exist, but not coordinated.
- Potential integration with GIS



Keeping it simple: Suggested M&E Indicators

1 Walking

- Pedestrian Injuries: Number of pedestrians injured in accidentsTarget: –30% by 2030Pedestrian
- Satisfaction: % of residents satisfied with walking conditionsTarget: 85%

2 Cycling

- Cycle Path Length/Density: km per km²; % of road network
- Cyclist Safety: Number of incidents/injuriesTarget: –30% by 2030
- Travel Time Ratio: Cycling vs CarTarget: Reduce gap

3 Public Transport

- Share of Trips by PT: Modal split, %
- PT Users: Annual ridership
- Accessibility: % of residents within 5–10 min walking distance to stops
- Bus Stop Quality: % with shelters
- PT Supply: Vehicle-km per capita; buses per 1,000 residents
- Fleet Modernisation: Share of zero-/low-emission buses (%)
- PT Safety: Accidents involving public transport

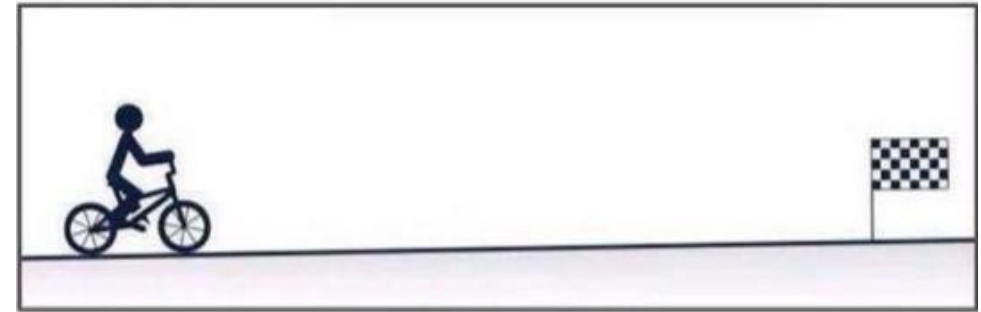
Organisation and Realities

Ideal model: clear roles & coordination:

- Road Dept → traffic counts
- PT operator → ridership data
- Police → safety/accident data
- Environment Dept → emissions
- Planning Dept → coordination

Reality:

- no new staff or budget yet
- M&E culture still developing



Expectation



Reality

Big Steps for Small Cities

- Start small – measure what matters.
- Turn data into dialogue and action.
- Collaborate through EU projects.
- Build internal culture of learning, not just compliance.





THANK YOU!