

Roadmap for Low-carbon transport services in the Vaasa Region 2030



The roadmap for *Low-carbon transport services in the Vaasa region 2030* provides an overview of development paths, with which the sustainability of traffic can be increased. The roadmap is divided into eight thematic areas, each which contains intermediate goals and target positions until the year 2030. The roadmap is available in Finnish, Swedish and English.

Traffic, transport services and the themes addressed in the roadmap are affected by the actions and decisions of both public and private actors. Therefore, the ways in which everyone, in their own way, can promote sustainable transport services, vary. A common direction is the most important. The goal is to use the roadmap to develop transport services and to increase the degree of use.

The roadmap has been drawn up together with representatives of the region's municipalities, other authorities, companies and target groups as part of the project *MoveIT – Low-carbon transport services in the Vaasa Region 2030*. The project was realized 1/2019–8/2021 and it was carried out by the Vaasa Region Development Company VASEK and the University of Vaasa. The project was funded by the Regional Council of Ostrobothnia/ERDF funding, Centre for Economic Development, Transport and the Environment (ELY Centre) for Southern Ostrobothnia, the city of Vaasa and the municipality of Korsholm.

As the following step, the MoveIT project recommends a regional action plan in order to achieve the objectives of the roadmap and in particular the goals of sustainable traffic.

Vaasa, June 2021

Roadmap for Low-carbon transport services in the Vaasa Region 2030

Starting position 2021

2024

2027

Target position 2030



Workplaces

Longer business trips are generally made with public transport. Daily work-related trips are usually made with private cars. Sustainable transport is relatively unknown or it is seen as an expense. There are a few pioneering workplaces.

The government incentives for sustainable business travels and the range of transport services have become known. More and more workplaces have made a travel plan and tested how travelling works by using public transport and other transport services, ridesharing and (electric) bikes (travels between the workplace and home, during the working day and for business trips).

Business travels are sustainable and mainly made by purchasing various transport services. More and more workplaces have made a travel plan. The development continues for travels made during the working day and between the workplace and home. Parking spaces and changing rooms are being transformed to support the choice of sustainable modes of transport (e.g. attractive bicycle parking spaces all year round, charging possibilities for electric bicycles and cars, parking spaces for ride-sharing cars).

Workplace travel practices and physical structures encourage the use of transport services and sustainable travel methods. The change is seen as meaningful for employers and employees. Ridesharing is common when no other transport services are available.



Inhabitants

Everyday motoring is routine for most people and other alternatives are rarely considered. People's knowledge of available transport services varies.

Young people and students in particular have taken up various transport services (buses, electric scooters, carpools and carsharing). In connection with events and hobby activities, the organisers consider and develop the travel methods the participants use for travelling to venues.

There are more and more households in which not all adults have their own cars, as the use of transport services enables a functioning everyday life with fewer cars. When public transport is not available, ride-sharing applications are used extensively and people are comfortable with asking for a lift. In housing companies, carpools have become more common.

People know which transport services are offered and are happy to use them. Ridesharing and carpools are a natural part of everyday life alongside public transport.



Service providers

Variations between different companies, e.g. when it comes to digitalisation goals and marketing. The effects of the corona pandemic have been extensive for the industry and the final consequences are yet to be seen.

The creation of travel chains has begun (= one ticket entitles to the entire trip even in different means of travel). This has been promoted i.a. in joint development projects with a digital focus. The public sector procurement has steered the development so that digitalisation has become more common, travel chains have been created and vehicles are powered by sustainable fuels.

The creation of travel chains continues. The range of options is planned to a greater extent together with different workplaces and tailor-made services have increased the business. Companies' procurement skills have improved. Companies communicate their range of services in several channels and their staff have been trained in communication. Cooperation between transport operators continues in joint forums and projects.

Travel chains are offered increasingly both locally and nationally, the development and cooperation are visible in the form of increased number of passengers. Service providers invest in communication and marketing, so that people can easily get information about timetables, routes, and payment methods. The procurement know-how is at a good level.



Payment methods

Vary for different modes of transport, lack of coordination, difficult for customers (i.a. online tickets, cash, bank card, chip, Waltti, ticket can/ cannot be bought from the driver).

The public sector with its procurement and the transport operators are going towards implementing account-based payment systems for travel. Cash will continue to be used as a payment method.

Payment systems are working increasingly well together with national systems, which has promoted the development of travel chains. Information about different payment methods is easily accessible and therefore e.g. tourists are using transport services multifacetedly.

The same convenient payment methods are used in different modes of transport, and they are widely known. An easy-to-use system for customers.

Roadmap for Low-carbon transport services in the Vaasa Region 2030

Starting position 2021

2024

2027

Target position 2030



Management

The management of traffic is divided between different authorities and units. There are only a few civil servants with the possibility to devote themselves to the subject full-time in the region and hardly any at all in smaller municipalities.

A regional transport service group that deals with and coordinates the development of passenger traffic has been established. The regional municipal councils deal with an overview of the situation for passenger traffic in the Vaasa region every second year. The operations of Vaasa and Korsholm's public transport area are established.

Coordination of transports and their procurement has been made smoother by reducing the number of responsible instances. The number of people working with transport has doubled in the region's municipalities and other public organisations compared to the year 2021.

The actors in the region are in regular contact with each other. Communication and the exchange of information is natural between officials, companies and customers. The number of people focusing on transport has continued to increase in the region.



Financing/ Economy

Most funds are used for road infrastructure. Some actors are seeking project funding for the development of traffic and transport services. Transport-related costs within the public administration (personnel/goods/infrastructure) arise within various activities without a comprehensive view.

The municipalities in the region have reviewed the costs of transport in detail and initiated a comprehensive development process based on the results. Smaller municipalities in particular have included the promotion of sustainable transport and transport services in the regular budget. The use and production of sustainable fuels is becoming more common in the region.

Appropriations for the promotion of sustainable transport have increased in the basic funding. Better resources for this purpose also in rural municipalities. Applying for and realising projects has become routine in municipalities, companies and development organisations. Locally produced sustainable fuels strengthen the regional economy, which increases widespread use.

The use of transport services and sustainable fuels is regionally seen as a sensible alternative for companies and households, from an economic point of view. This is actively promoted and maintained. Project activities provide additional resources for development.



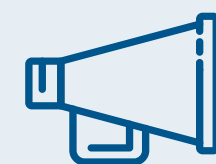
Infra- structure

Traditionally planned according to the needs of motor vehicles. The construction of functional bike paths is becoming more common.

The promotion of public transport, new transport services, cycling and walking has increased when planning infrastructure. Fuelling/charging networks for sustainable fuels are under construction. The municipalities and other instances are increasingly seeking project funding for infrastructure.

In the municipalities' planning of infrastructure for sustainable transport, the emphasis is put on development of public transport, new transport services, connection parking, cycling and walking. Projects and their realisation have become routine within the public administration, among companies and research institutes. Fuelling/charging networks for sustainable fuels are expanded.

The infrastructure encourages to use public transport and other transport services as well as cycling and walking. The need for private motoring has decreased and the fuels used are mainly sustainable.



Communi- cation

The amount of communication about transport services and traffic varies among different public organisations and companies. General discussions easily focus on motoring vs. other means of transport.

Municipalities, projects and service providers invest in more versatile, coordinated communication and marketing. The media is actively provided with information about transport services and sustainable transport. The internal communication about transport has increased at workplaces as part of the sustainability discussion.

Transport and transport services are a natural part of the municipalities' communication. In workplaces, associations and other communities, internal communication about suitable transport opportunities is implemented. The regional public transport Lifti has become a strong brand.

The multi-channel communication is tailored for different target groups. Real-time travel information is available. Sectors who are dependent on functioning transport services (such as the tourism industry) also share information about them in connection with their own services.