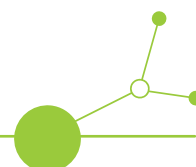


POLICY BRIEF

A Comprehensive Strategy for Sustainable and
Efficient Public Transport in Central European Cities



Version 1
12 2025





1. Why This Strategy Matters

Public transport is a cornerstone of sustainable mobility and a driver of social inclusion, economic development and environmental performance. For **small and medium-sized cities**, improving public transport is often challenging due to limited budgets, low technical capacity and fragmented data.

The OPTI-UP Strategy provides a **practical, modular and evidence-based** methodology to support cities in planning and improving public transport systems aligned with European, national and regional objectives.

2. What the Strategy Provides

A complete, step-by-step planning framework:

1. **Diagnostic Analysis** - territory, population, network, demand, finances
2. **SWOT Analysis & Best Practices** - identifying key challenges and transferable solutions
3. **Vision & Goal Setting** - aligned with EU mobility frameworks
4. **Action Definition** - strategic measures, feasibility assessment
5. **Model-Based Validation** - scenario development and modelling with 4-step and LUTI models
6. **Stakeholder Engagement** - inclusive governance
7. **Action Plan** - responsibilities, timelines, resources, risks
8. **Monitoring & KPIs** - ensuring transparency and continuous improvement

Designed for real-world city needs

The methodology was tested and refined in **six pilot cities** representing diverse mobility contexts. This ensures high usability even in cities with limited resources or technical capacity.

3. Benefits for Decision-Makers

3.1. Aligns local action with EU and national policy

Ensures coherence with:

- Sustainable and Smart Mobility Strategy
- EU Urban Mobility Framework
- Green Deal and climate neutrality goals
- National and regional mobility strategies

3.2. Strengthens investment readiness

A structured action plan and clear KPIs improve cities' ability to:

- justify investments
- access EU funding



- collaborate with private partners
- demonstrate long-term benefits

3.3. Improves governance and transparency

Stakeholder mapping and engagement promote:

- accountability
- cross-sector coordination
- citizen support

4. Benefits for Technical Experts

4.1. Provides actionable tools and templates

Including:

- Survey templates
- KPI matrices
- Best-practice templates
- Scenario mapping
- Transport modelling guidance
- Data collection reference lists

4.2. Supports evidence-based decision-making

Models simulate impacts on:

- ridership
- emissions
- accessibility
- operational efficiency
- land-use interactions

5. Expected Impact

Implementing this Strategy enables cities to:

- Improve public transport accessibility and reliability
- Increase ridership and reduce car dependency
- Lower emissions and energy consumption
- Strengthen social inclusion



- Enhance overall quality of life
- Attract sustainable investments
- Build resilient mobility systems integrated with spatial planning

6. Who Should Use This Strategy?

- Municipal leaders and policy-makers
- Public transport authorities
- Regional development agencies
- Urban planners, engineers and consultants
- Mobility researchers and modellers
- Civil society and community stakeholders

7. Download the Strategy

Download the strategy from [this link](#).

8. Contact

For more information, visit the [OPTI-UP project page](#).