



OPTI-UP Publishes Comprehensive Strategy to Help Central European Cities Build Smarter, Greener Public Transport Systems

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We're proud to present our latest deliverable – the **Comprehensive Strategy for Sustainable and Efficient Public Transport Networks in Central Europe**. This strategy offers a clear, practical, and adaptable methodology designed to help **small and medium-sized cities** improve their public transport systems through evidence-based planning, stronger policy integration, and structured stakeholder engagement.

Many smaller cities face challenges such as **limited budgets, fragmented data, and insufficient planning capacity**. The OPTI-UP Strategy responds to these needs by providing a **step-by-step workflow**, from analysing the current situation to defining actions, testing scenarios with transport models, and establishing a robust monitoring framework with KPIs.

Developed collaboratively with **six pilot cities**, the methodology is rooted in real-world experience and shaped through consultations, study visits, internal surveys, and iterative feedback. It includes tools and templates for SWOT analysis, best-practice assessment, goal setting, action definition, modelling, and evaluation making it a highly practical resource for cities at different levels of readiness.

Key features of the strategy include:

- A practical, modular planning methodology
- Tools for integrating public transport with spatial planning
- Guidance on four-step modelling and LUTI modelling
- Templates for KPIs, action plans, surveys, and best-practice documentation
- Alignment with EU mobility objectives and national policy frameworks
- Stakeholder engagement methods that build ownership and improve decision-making

By providing a structured and transparent planning approach, the Strategy helps cities **improve service quality, reduce emissions, strengthen public acceptance, and attract investment** for future mobility projects.

The document is particularly relevant for:

- **Municipal decision-makers**
- **Public transport authorities and operators**
- **Urban planners and technical experts**
- **Regional development agencies**
- **Researchers, consultants, and mobility practitioners**

With this comprehensive Strategy, OPTI-UP supports cities in building **more resilient, user-centred, and environmentally sustainable** public transport systems that contribute to broader European goals, including climate neutrality, digital transformation, and more liveable urban environments.

Download the full deliverable from [this link](#).

Download Policy brief from [this link](#).