

SMARTA-NET evaluation findings for the Latvian Lighthouse Site Vidzeme region



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Plenary, 6th ERMN Event – 03.07.2024

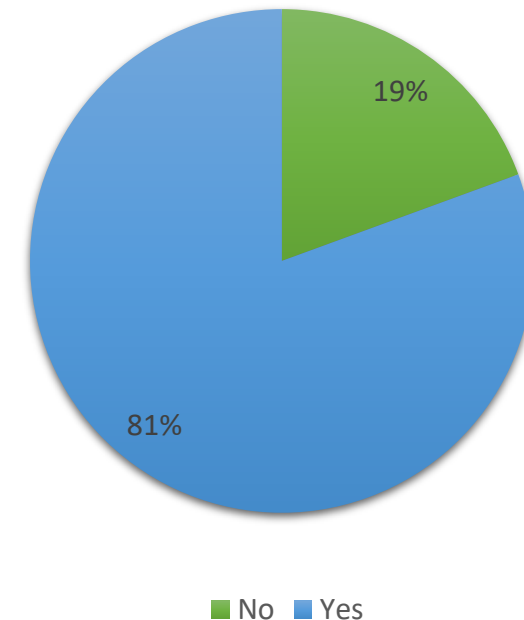
Number of vehicles

- **High Bicycle Ownership:** Households own more bicycles on average (2.5 per household)
- **Vehicle Ownership:** Households own an average of 1.5 vehicles, most households have at least one car
- **Driving licence:** 80% of respondents have driving licence

How many vehicles does your household own?	Average	Maximum
nr vehicles per household	1.5	8
electric cars	0.02	2
nr mopeds per household	0.5	4
nr e-scooters per household	0.2	2
nr bicycles per household	2.5	10
nr electric bicycles per household	0.1	2

Table 1. Number of vehicles per household (n=565)

Do you have a driving licence?

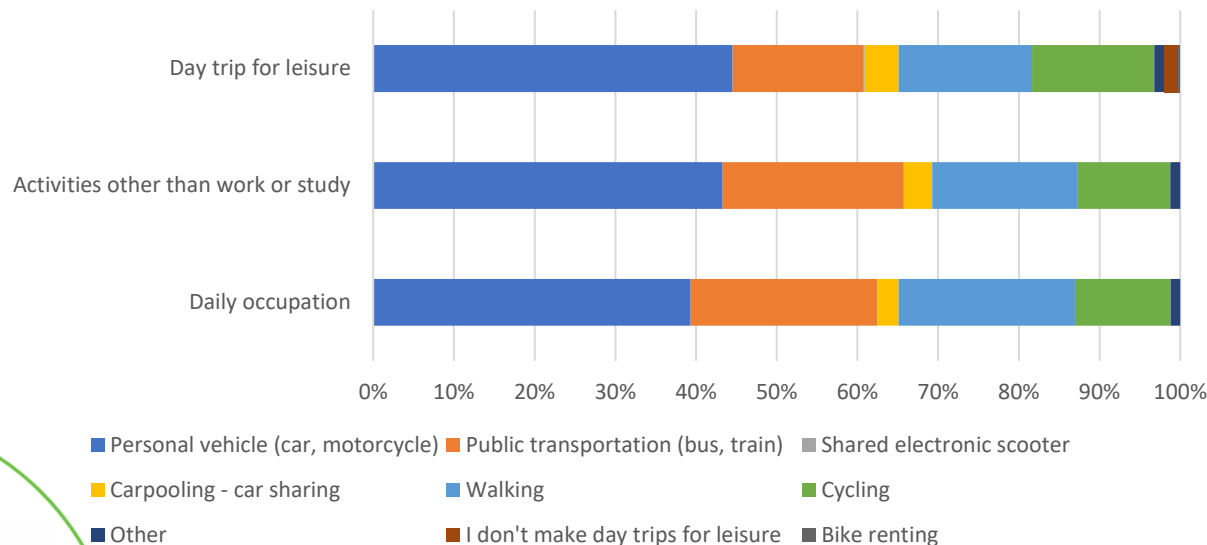


■ No ■ Yes

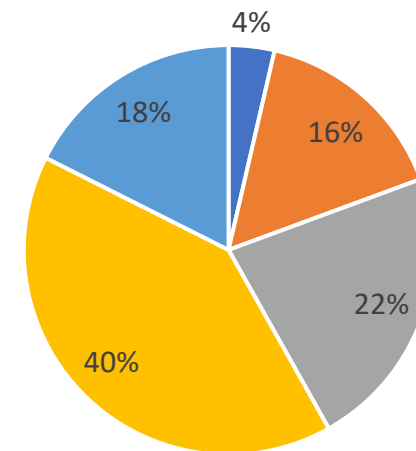
Modal Split

- **Dominance of Personal Vehicles:** Personal vehicles are the primary mode of transport for all activities, especially for daily occupation
- **Public Transport Use:** Public transportation is the second most common mode, particularly for daily commutes and non-work activities.
- **Diverse Leisure Travel:** For day trips, there's greater use of cycling, walking, and other modes still with private car as the main preference
- **Car dependency:** over a third (40%) of respondents noted the difficulty of planning a trip without a car in the Vizdeme region

Modal share per purpose



CAR DEPENDENCY

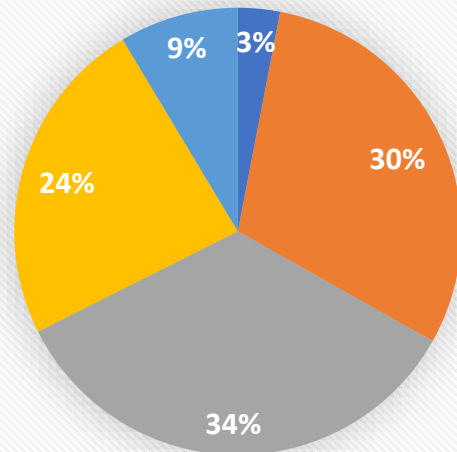


■ Very easy ■ Easy ■ Neutral ■ Difficult ■ Very difficult

Satisfaction with public transport

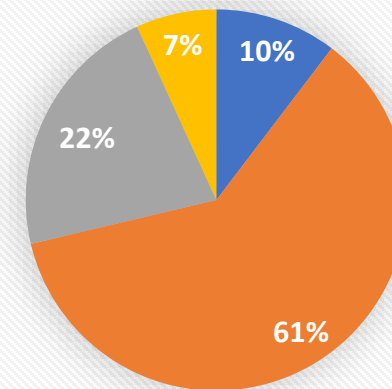
- **Overall Satisfaction:** 30% reported satisfaction, whereas 33% expressed dissatisfaction regarding the public transport in the area
- **Accessibility on public transport :** More than half of all the respondents (61%) said to find information on public transport is accessible

Satisfactory rate public transport



■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied

Information accessibility public transport



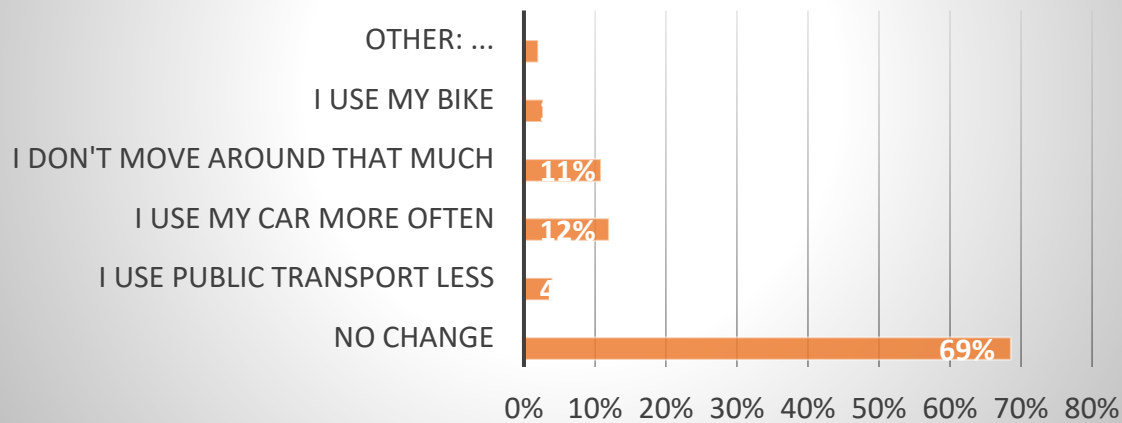
■ Very accessible ■ Accessible ■ Neutral ■ Not accessible

Recent external shocks impacted travel behaviour

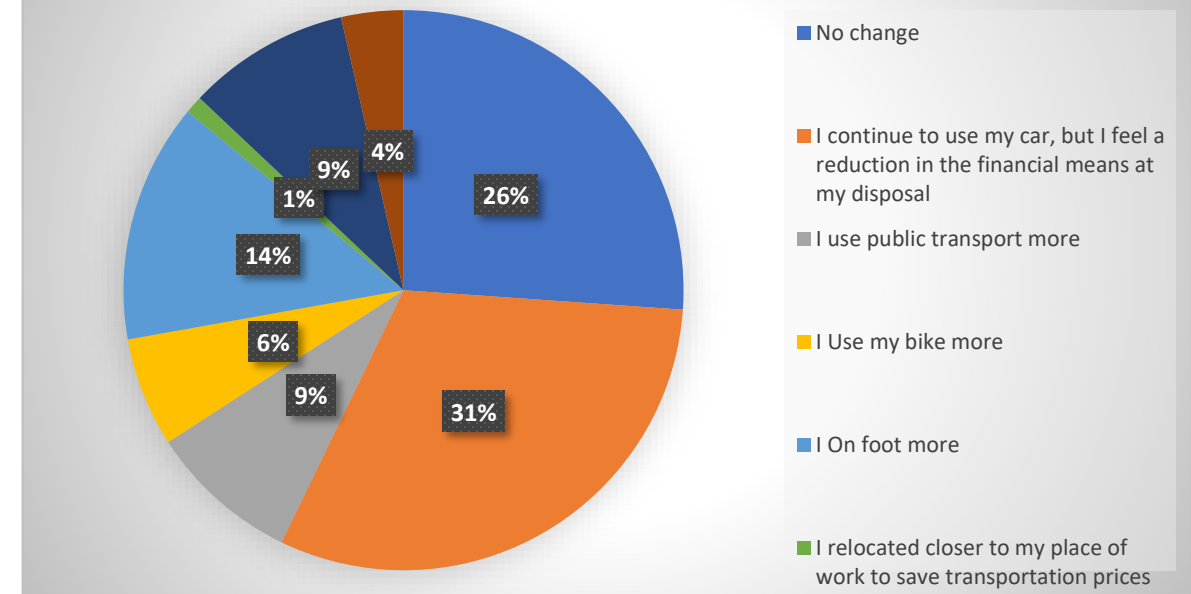


- **Change in travel behavior due to Covid-19:** 31% of the respondents altered their travel habits because of COVID-19
- **Fuel prices:** As an effect of increased fuel prices over 57% says to still use their car, only 9% use their cars less frequently

Does the COVID-19 pandemic continue to affect your travel behaviour in terms of daily travel?



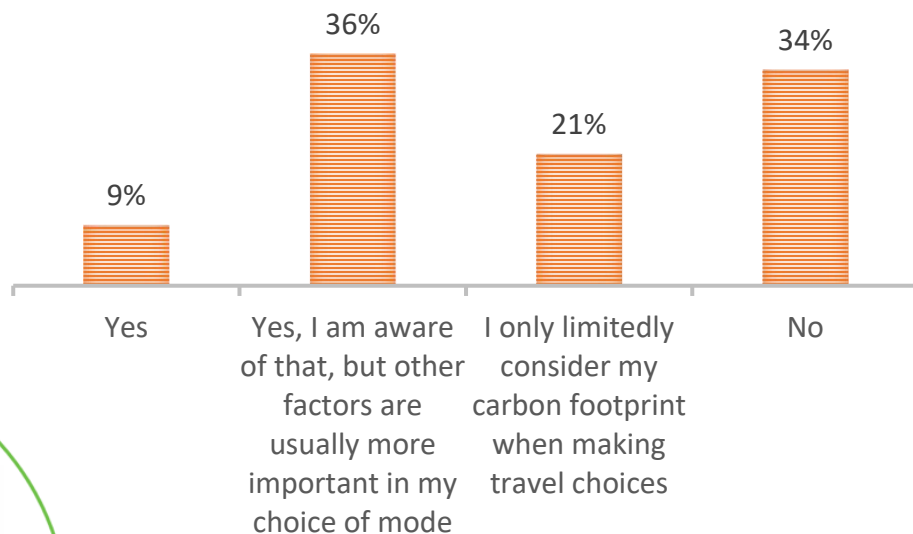
Impact of fuel prices



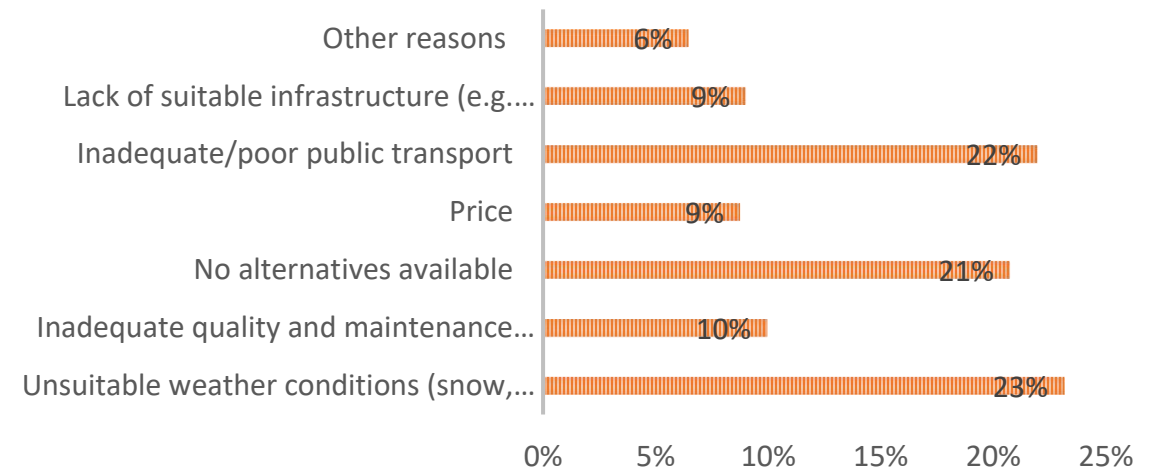
Mobility attitudes

- **Carbon footprint:** Only 30% of respondents consider their carbon footprint to some extent
- **Alternative mode of transport:** most people answered that they would favour public transport and walking
- **Primary obstacles:** to wider adoption of sustainable mobility options include limited alternatives, insufficient public transport, and weather conditions.

CONSIDERATION CARBON FOOTPRINT



WHAT PREVENTS YOU FROM USING ALTERNATIVES?

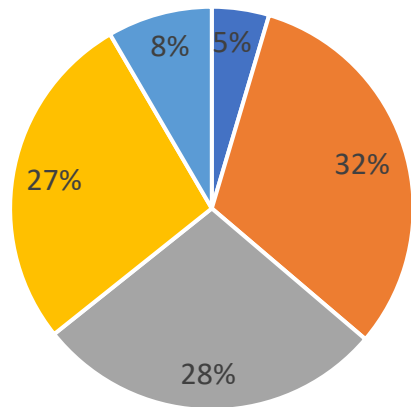


Tourism



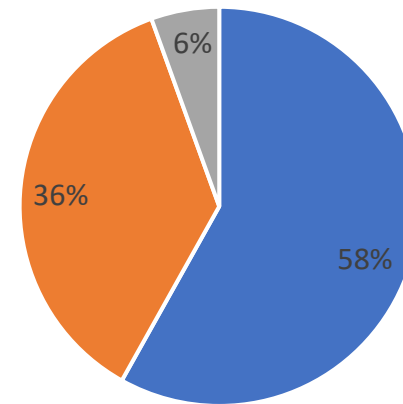
- **Accessibility for tourists:** About one-third of the respondents feel that their region is accessible for tourists without a car, while another third believe it is not easily accessible
- About 2/3 of the respondents are using already or would use transport catered for tourists
- Approximately one-third of the respondents believe that the number of tourists is not an issue in their area, while another third perceive it as problematic

Accessibility for tourists



■ Strongly Disagree ■ Disagree ■ Neutral ■ Agree ■ I fully agree

Use of seasonal public transport for tourists



■ Yes ■ No ■ I already use these solutions

Thank you for your attention!