LOCAL ACTION PLAN

YRAM Actions and Promotion Plan by Kiili Municipality and the Union of Harju County Municipalities

Union of Harju County Municipalities, 2026



Interreg Baltic Sea Region
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SMART GREEN MOBILITY BATS

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INTRODUCTION

1.1. About BATS project

BATS (*Baltic Sea region Active mobiliTy Solutions - in darkness and all weather conditions*) is a three-year project funded by the Interreg Baltic Sea Region Programme. The project brought together 12 partners across the Baltic Sea region, including public authorities, municipalities, knowledge organisations and other stakeholders to promote year-round active mobility (YRAM), particularly walking and cycling in dark, cold, wet, snowy and otherwise adverse weather conditions.

Active mobility refers to the use of human-powered, non-motorised modes of transport, particularly walking and cycling, for everyday journeys. It is an accessible, healthy and environmentally friendly form of mobility that can reduce dependence on private cars and contribute to more sustainable and low-carbon transport systems. However, the use of walking and cycling often decreases substantially during the darker and colder months. Infrastructure and traffic systems are frequently planned primarily for cars and for daylight and warmer weather conditions. In addition, walking and cycling routes may not be sufficiently lit, protected, maintained or cleared of snow, ice, leaves and other debris. As a result, active mobility may be perceived as unsafe, unattractive or impractical by many user groups. **Year-round active mobility (YRAM)** builds on this by focusing on the conditions required for walking and cycling to remain feasible, safe and attractive throughout all four seasons, including during darker, colder, wetter and snowier periods.

The **overall aim** of the BATS project is to promote YRAM in the Baltic Sea Region by equipping local and regional public authorities with technical knowledge, practical tools and collaborative working methods to design, test and implement effective YRAM policies, infrastructure measures and interventions.

The activities and outputs of the project BATS included:

- Local experiments and pilots: Seven city partners co-developed, piloted and evaluated YRAM interventions and local campaigns, including winter maintenance measures, light installations, traffic signage, intelligent traffic solutions, participatory methods and public campaigns aimed at promoting YRAM. he lessons learned from these pilots are documented in the *Year-round Active Mobility Thematic Insights*.
- YRAM Technical Toolkit, including the *YRAM Diagnostics and Interventions Toolkit* and *YRAM Monitoring Guidance*. *The YRAM Diagnostics and Interventions Toolkit*, a strategic planning toolkit for developing mobility solutions with practical guidance on the planning process and canvases to help public authorities and mobility planners diagnose YRAM challenges, structure their ideas, engage stakeholders, co-create solutions and plan implementation. The *YRAM Monitoring Guidance* provides guidelines for setting up monitoring process, including the selection of key performance indicators (KPIs), data collection and data analysis, canvases for monitoring planning.

- *Citizen Activation Guide*: A practical guidance document for public authorities and mobility planners and other stakeholders, offering advice and examples for systematically engaging and motivating citizens to adopt more sustainable mobility habits. It also includes a quick start-guide with a canvas for planning citizen activation activities.

Union of Harju County Municipalities participated in the BATS project as a regional authority partner, with Kiili Municipality serving as the pilot location for the BATS interventions. Union of Harju County Municipalities contributed to the development of the following BATS solutions and piloted the following interventions:

- School campaign at Kiili Gymnasium, combining promotional videos; student, teacher and parent questionnaires; digital tools; student-led photo mapping of local YRAM infrastructure problems; a Cycling Week, including Cycling Day "Rattarõõm" ("Cycling Joy") with cycling games, lessons using obstacle courses, a bike maintenance tent and live performances; the organisation of the Kiili community cycling event "Kiili Vänt" as part of European Mobility Week, with 60 participants; the winter tyre installation day "Talvetuuning 2026" (Winter Bike Preparation Day) and related campaign; bicycle counts conducted in the parking area in front of the school during two consecutive school years; BMX freestyle cycling performance and an orienteering game at the Kiili Family Day in June 2026 and active communication through regular articles in the Kiili municipal newspaper and posts on the school's and municipality's social media channels.
- Conducting a winter maintenance study.
- Installation of a motion-activated pedestrian crossing sign near the school.
- Preparation of recommendations for introducing Year-Round Active Mobility in European municipalities, together with Bax.
- Digital mapping of walking and cycling routes in Kiili municipality, accompanied by two physical maps and a promotional video.
- Organisation of the experience and knowledge transfer seminar "Planning Physical Activity Through Cooperation between Local Governments, Communities and Educational Institutions" in Kiili in August 2026, aimed at disseminating and transferring BATS solutions to external stakeholders.
- Contribution to the co-development and testing of the Citizen Activation Guide and YRAM Technical Toolkit.
- The experiences and lessons learned from the pilot activities were shared with BATS partners and other cities and regions through internal events, thematic exchanges and insights, and transfer seminars.

1.2. Aim of local action plan

This Local Action Plan has been developed to support the integration of YRAM concept into the local action plans and strategies, and for the long-term transfer and adoption of the solutions and know-how developed through the BATS project. The local action plan was developed through internal seminars and meetings and interactive feedback using BATS tools, combining introduction of YRAM concept and BATS

solutions, mapping of local opportunities and plans, the selection and specification of the local actions to support YRAM in upcoming years.

The location of planned actions is Kiili municipality.

Main aim or aims in upcoming years:

- Improve **walking and cycling infrastructure** and its connectivity.
- Ensure **effective winter maintenance** to enable safe active mobility throughout the year.
- Strengthen **connections between active mobility and public transport.**
- Develop an integrated and safe active mobility **network** connecting the municipal centre, settlements and key destinations within and beyond the municipality.
- Continue organising **events and campaigns** promoting active mobility.
- Develop and implement a **Year-Round Active Mobility (YRAM) promotion and communication strategy.**
- Increase residents' **awareness, motivation and participation** in year-round active mobility.

Key opportunities at Harju County level

- Preparation of **Sustainable Urban Mobility Plan** (SUMP) for Tallinn and its functional urban area, which includes Harju County municipalities, by the end of 2027 as required under the revised EU Trans-European Transport Network (TEN-T) regulation. The SUMP will coordinate the mobility planning and monitoring across the functional urban area, including active mobility and multimodal connection points. Its preparation provides an opportunity to contribute to the planning of YRAM solutions across the region.
- **Harju County Development Strategy 2040+,** setting long term strategic directions, incl. regional level priorities
    - **Develop a coherent regional active mobility (walking and cycling route) network** connecting municipalities, settlements and major destinations across Harju County, and joint maintenance.
    - **Strengthen inter-municipal connections** by improving walking and cycling routes between neighbouring municipalities and linking them with public transport.
    - Establishing **a county-level cooperation network** on spatial planning, mobility cooperation and development.

Together, these planning processes and provide opportunities to coordinate YRAM development across municipal boundaries, incl.

- **Improve year-round accessibility** through coordinated winter maintenance standards and practices for walking and cycling infrastructure.
- **Integrate active mobility with public transport** by improving access to bus stops, interchange points, bicycle parking and first/last-mile connections.

- **Coordinate planning and investment** between municipalities to ensure continuity of routes and avoid gaps in the regional active mobility network.
- **Promote consistent design and safety standards** for walking and cycling infrastructure across the county.
- **Increase regional awareness and participation** through coordinated campaigns, events and communication promoting year-round active mobility.
- **Use regional data and monitoring** to identify gaps, prioritise investments and measure changes in active mobility patterns.

Relevant plans and upcoming development for Kiili Municipality

- **Kiili Municipality Development Plan 2024–2035** and related action and investment plans, addressing the spatial, infrastructure and mobility planning and providing opportunities to incorporate YRAM priorities
- **Killi educational campus development planning** was initiated in 2026, providing an opportunity to improve walking and cycling access and parking.

Thus, the opportunities specifically for Kiili Municipality

- **Build a connected local active mobility network** linking Kiili, Luige, Kangru, Vaela and other settlements with the municipal centre, schools, services and recreational destinations.
- **Strengthen connections to Tallinn and neighbouring municipalities**, particularly through safe cycling and walking routes and better public transport integration.
- **Develop safe school and everyday mobility routes**, prioritising connections to schools, kindergartens, community facilities and local services.
- Improve **first- and last-mile connections** between settlements, bus stops and key destinations.
- **Make active mobility genuinely year-round** by improving snow clearance, surface maintenance, lighting and other seasonal safety measures.
- **Create strategic cycling and walking links** that connect local routes with the wider Harju County network.
- **Use public transport hubs and stops as mobility nodes**, providing safe pedestrian access and bicycle parking where appropriate.
- **Promote active mobility through local events and campaigns**, building on existing community activities and encouraging residents to walk and cycle throughout the year.
- **Engage local communities in network planning**, using residents' experiences to identify unsafe locations, missing links and priority improvements.
- **Establish clear priorities for investment**, focusing first on missing links, unsafe crossings, connections to public transport and routes serving the largest number of everyday trips.

ACTIONS

2.1. Development of Active Mobility Route Network in Kiili Municipality

Description of action	**The objective** is develop a safe, continuous and well-connected network of walking and cycling routes in Kiili Municipality, linking the Kiili municipal centre, settlements and key destinations, and supporting safe and sustainable YRAM. At present, the missing links in route network and safety gaps make it harder to reach Kiili school, services, public transport and recreational areas by walking and cycling, particularly in fall and winter conditions. The action combines systematically mapping the missing route connections, safety and lighting issues followed targeted improvements of the priority routes and crossings and building out the supporting infrastructure. Key priorities are to: • Ensure safe access to the municipal centre in Kiili, schools, services and recreational areas. • Improve connections between settlements and neighbouring areas. • Develop safe routes for school, commuting and leisure trips. • Improve lighting on active mobility routes in built-up areas. • Provide bicycle parking at public transport stops to support multimodal travel. Target groups: residents in Kiili borough and in Luige, Kangru, Vaela and other settlements along Opmani Road, Lähtse–Nabala road, Kiili–Sausti road, Valli Road, particularly schoolchildren and parents; commuters.
Activities	• Map and prioritise missing links (Opmani Road, Lähtse–Nabala road, Kiili–Sausti road, Valli Road). • Engage residents in identifying network gaps and safety issues. • Assess safety gaps, including crossings, narrow sections and poor visibility. • Design and implement improvements to priority routes, especially school routes and pedestrian and cycling crossings. • Improve lighting along priority routes and at crossings and public transport stops. • Improve connections to public transport and install bicycle parking at stops and key destinations. • Install consistent wayfinding signs across the route network. • Maintain priority routes throughout the year, including in winter. • Monitor route usage and infrastructure condition to guide future investments.
Relevant stakeholders for the action	Owner. Kiili municipality Other stakeholders: local community, local businesses, Kiili school and kindergarten, Transport administration.
Timeframe	2027-2035

Funding	Municipal budget and project-based funding
Target indicators	• Kilometres of pedestrian and cycling paths constructed • Number of bicycle parking facilities constructed • Number of unsafe crossings improved • Number of priority school routes improved • Number of public transport stops with bicycle parking • Number of key destinations connected to the active mobility network • Kilometres of active mobility routes receiving priority winter maintenance • Number of wayfinding/signage points installed • Number of identified safety issues addressed • Number of areas newly equipped with LED lighting
Monitoring	Responsible organization: Kiili municipality Annual review of the development plan action plan

2.2. Improving YRAM Connections and Access to Public Transport

Description of action	The action will focus on connecting the YRAM infrastructure and public transport connections between existing settlements and new residential areas in Kiili municipality, industrial and business parks, as well as improving connections to the state upper secondary school located in the neighbouring Rae municipality Jüri Gymnasium). The aim is to ensure convenient and well-integrated connections between different modes of transport and key destinations within and beyond the municipality, while promoting YRAM. The measure includes exploring opportunities for park-and-ride and bike-and-ride facilities at strategically located public transport stops and improving opportunities to combine public transport with walking, cycling and shared mobility services. Target groups: Kiili students and parents commuting to Jüri Gymnasium, residents commuting to neighbouring municipalities, businesses
Activities	• Establish a stakeholder working group involving the municipality, neighbouring municipalities, public transport operators, local schools, employers, developers and representatives of residents. • Identify priority locations for new or improved bus stops, pedestrian crossings, footpaths, cycle paths, bike parking and park-and-ride facilities. • Coordinate and develop joint mobility solutions with neighbouring municipalities, particularly for connections to schools, workplaces and regional centres.

Relevant stakeholders for the action	Owner: Kiili municipality Other stakeholders: neighbouring municipalities of Kiili Municipality, Transport , regional public transport operator, local businesses, mobility planning experts
Timeframe	2027-2030
Funding	Municipal budget and state support
Target indicators	Number of people using public transport Number of bike parking facilities
Monitoring	Responsible organization: Kiili municipality Annual review of the development plan action plan

2.3. Preparation and implementation of Year-Round Active Mobility promotion strategy

Description of action	**The aim** is to increase residents' awareness of sustainable travel choices and promote walking, cycling and public transport as safe, convenient and attractive alternatives to private car use throughout the year, in line with the YRAM principles. A common YRAM communication and dissemination strategy for Kiili municipality will be developed, highlighting the health, environmental and community benefits of active mobility and addressing seasonal barriers, particularly during winter. The strategy will be implemented through set of year-round activities and campaigns that include Cycle to Work, Car-Free Day, Walk or Bike to School, European Mobility Week, seasonal mobility challenges and winter cycling initiatives such as tyre-change and bicycle maintenance events. Practical information and digital tools will support year-round walking and cycling by providing information on routes, public transport connections, bicycle parking, seasonal conditions and safe travel. The target groups are schools, employers, local organisations and communities in Kiili municipality, who will be encouraged to participate through mobility challenges, practical activities and recognition initiatives, such as the most bicycle-friendly school or workplace.
Activities	**Awareness, Communication and Pilot Activities** • Development of the YRAM communication strategy by defining common messages, target groups, communication channels and a consistent visual identity.

	• Regular communication through the municipal website, social media, local media, schools, kindergartens and community networks. • Launch awareness campaigns such as Cycle to Work, Car-Free Day and Walk or Bike to School, with activities organised both at the school and across the different buildings of the municipal kindergarten. • Pilot seasonal activities, including winter cycling and bicycle maintenance/tyre-change events at schools and kindergartens. • Engage children, parents, employees and local communities in planning and participating in activities. **Expansion and Engagement** • Expansion of YRAM campaigns and activities in Kiili to all kindergarten groups across different buildings, as well as to the school, workplaces and local communities. • Continue targeted and seasonal communication, sharing practical tips, participant stories and local examples of year-round active mobility. • Introduce regular seasonal mobility challenges and community events. • Strengthen winter cycling initiatives and promote safe year-round walking and cycling.
Relevant stakeholders for the action	Owner: Kiili Municipality Other stakeholders: Kiili Gymnasium and kindergartens, children and young people, parents, local communities, employers and businesses, public transport operators, cycling and walking organisations, local media, and neighbouring municipalities and Union of Harju County Municipalities
Timeframe	2027-2030
Funding	Municipal budget
Target indicators	• 1 common YRAM communication and dissemination strategy developed and implemented. • 3 years of continuous awareness-raising and communication activities. • The school, all municipal kindergarten locations involved in YRAM activities, and the wider local community. • Campaigns and events organised annually, including Cycle to Work, Car-Free Day, Walk/Bike to School and seasonal mobility campaigns. • A ski and bicycle flea market, including bicycle maintenance services. • Winter cycling and bicycle maintenance/tyre-change events organised. • Residents, children, parents and employees reached through communication campaigns. • 1 digital and physical map of the municipality's pedestrian and cycling network, including walking and

	cycling routes, completed and made available to residents.
Monitoring	Responsible organization: Kiili municipality Annual review

YRAM PROMOTION ACTIVITIES

3.1. YRAM events in Kiili municipality

Why?	To raise awareness of year-round walking and cycling, encourage residents to try active travel, and share practical ways to travel safely in different seasons, and to change the mobility behaviour of local community.
To whom?	**Target groups:** Kiili municipality residents, particularly children and young people, parents; commuters
How?	**Engagement:** as part of the YRAM promotion strategy, Kiili municipality will implement and expand a set of YRAM focused campaigns and events, including • Cycle to Work, Car-Free Day and Walk or Bike to School days as annual events • Seasonal mobility campaign • Continuing with winter cycling days and bicycle maintenance/tyre-change workshop at school and kindergartens **Communication:** • Kiili municipal website • Local municipality newspaper • Social media • Municipal school and kindergarten and their information letters for students and parents **Timeframe:** • Reccuring annual, 2027- 2030 **Owner**: • Kiili municipality, in cooperation with Kiili school, kindergarten

3.2. YRAM input for SUMP development

Why?	To integrate YRAM and the lessons and experience from the BATS project into the ongoing preparation of SUMP for Tallinn functional urban area.
To whom?	**Target groups:** Local municipalities in the Tallinn functional urban area, mobility planners, Tallinn Transport Department, Transport Administration, SUMP national contact point (Estonian Ministry of Climate)
How?	**Engagement:** • Participation and input to the SUMP coordination and preparation process **Communication:** • SUMP preparation meetings and events • Feedback and consultation **Timeframe:** • November 2026- December 2027

	Owner: • Union of Harju County Municipalities

3.3. Sharing of BATS and YRAM experience with other local municipalities

Why?	To share practical lessons, BATS tools and the experiences of Kiili Municipality, Union of Harju County Municipalities, and other BATS partners with other Estonian municipalities and their associations, and public sector. This will strengthen cooperation on YRAM, help to transfer solutions and create opportunities to apply the YRAM approach and to replicate BATS partners interventions in other locations.
To whom?	**Target groups:** Estonian local municipalities Regional associations of local municipalities Association of Estonian Cities and Municipalities
How?	**Engagement:** Presentations of BATS tools and experience at the annual meetings Conference and regional seminars, incl. sharing the results of the BATS project at the ***"Terve Eesti eest!"*** Physical Activity Conference, taking place on 21–22 October 2026 in Kääriku, Valga County, organised by the Foundation for the Competence Centre for Physical Activity (https://liigume.ee/liikumiskonverents2026/). Approximately 200 participants from across Estonia are expected to participate. **Communication:** • Presentations at meetings and events • Social media • Newsletter for local municipalities **Timeframe:** • 2027- 2030 **Owner:** • Union of Harju County Municipalities, Kiili municipality