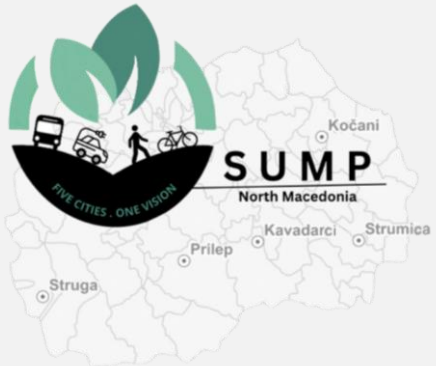
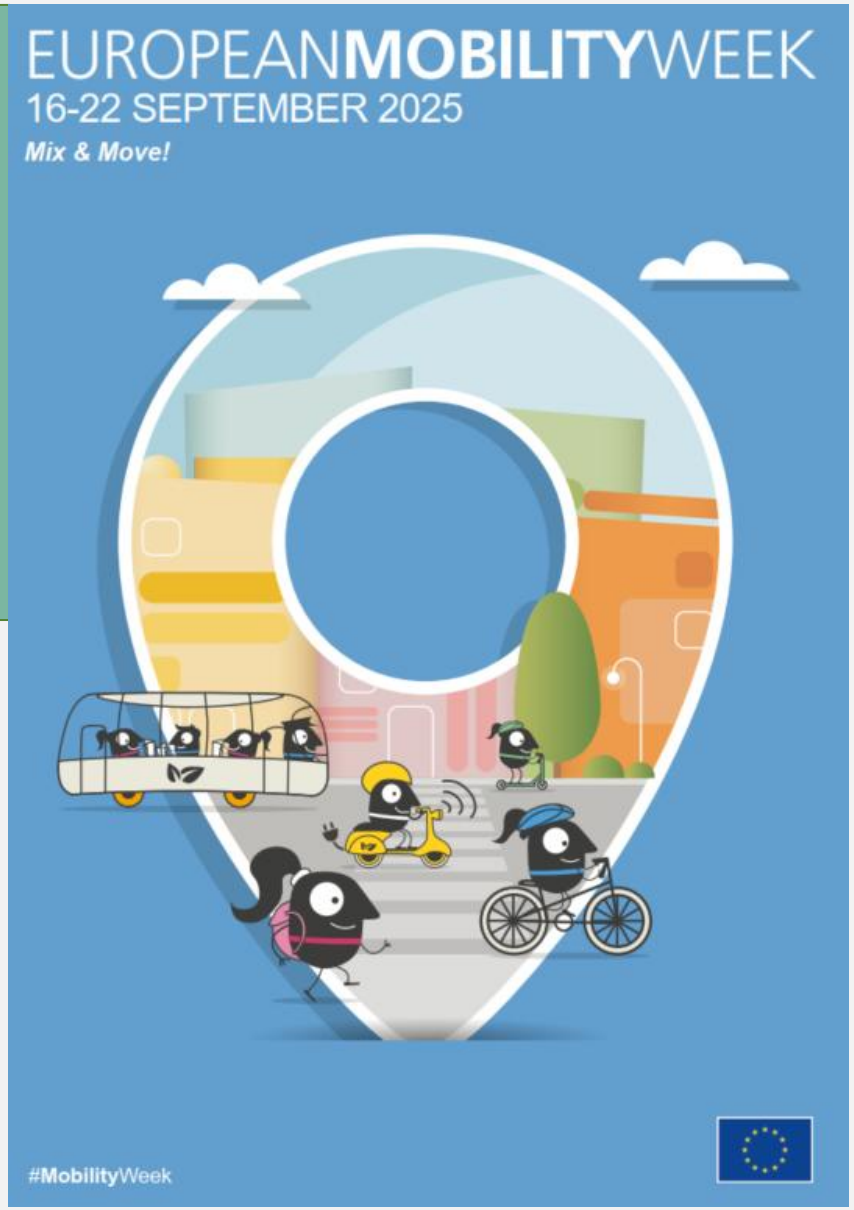
SUMP for 5 MUNICIPALITIES IN NORTH MACEDONIA

LRCP-9034-MK-CS-CQS-A.1.1.5

Technical Assistance For Development Of Sustainable Urban Mobility Plans For Five Municipalities And Providing Training On Developing And Implementation Of Sustainable Urban Mobility Plans

Struga, Kavadarci, Kochani, Strumica, Prilep





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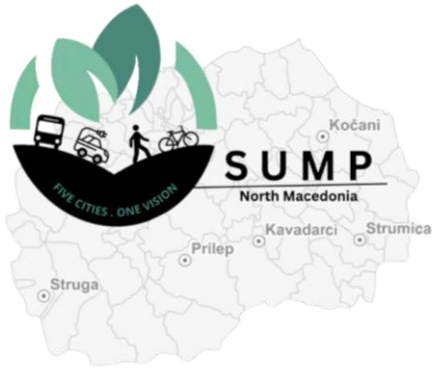

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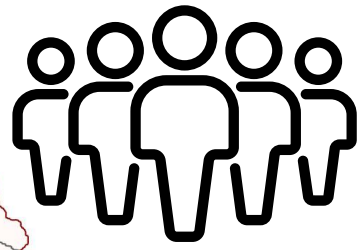
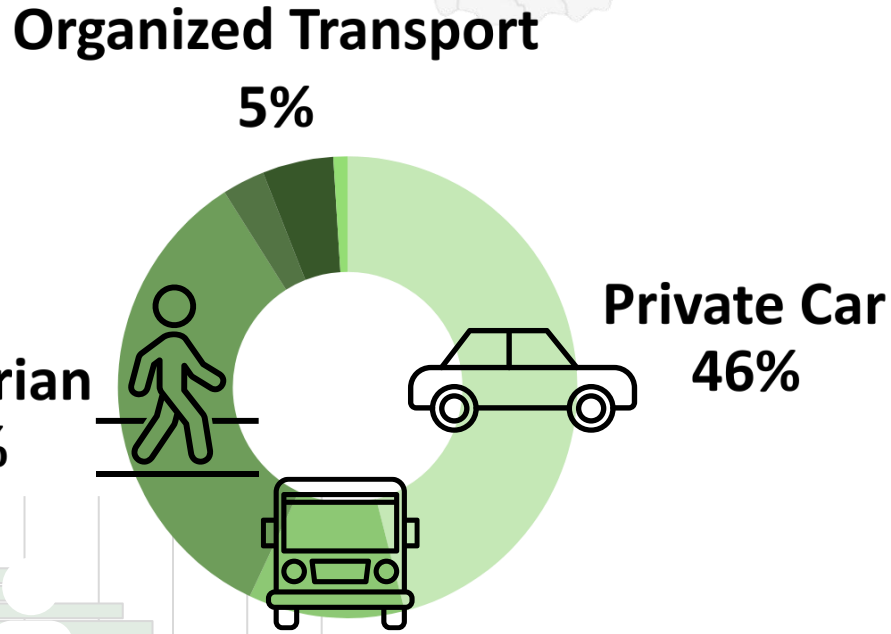
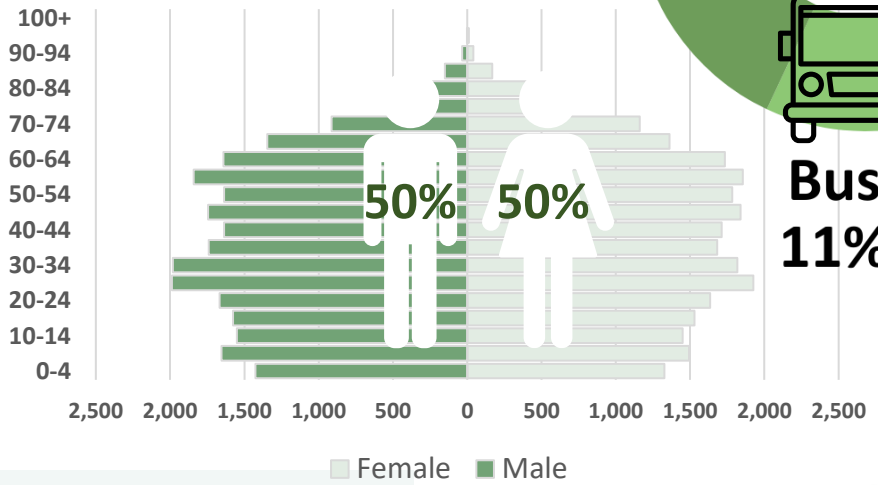
Introduction and context



50,980



	Population	Households	Household Size
North Macedonia	**1.836.713**	**598.632**	**3,07**
Southeastern Region	**177.398**	57.500	3,09
Struga	**50.980**	**14.606**	**3,49**



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Bullet Points - Highlights

- **High Car Dependency** (46-67 %) → congestion, parking shortage, environmental impact
- **Tourism peaks** intensify **pressure** on **roads, parking, and city center access**.
- **Public transport fleet** outdated and **diesel-based** → **low attractiveness** for visitors
- **Walking & cycling potential** exists but limited by **poor sidewalks** and **bike lanes**
- **Accessibility gaps** for elderly, children, and disabled reduce inclusiveness for **tourists.**

SUMP vision and objectives

Dimension	Top 3 findings from Survey questions (CV & OBJ)	Draft vision statement elements	Strategic objectives
Mobility Mode Preferences	Walking, Cycling, Public Transport	Encourage modal shift to sustainable and active modes	Promote active mobility and reduce reliance on private cars
Planning Principles	Safety, Green public space, Equity	Design inclusive, green and accessible urban environments	Improve safety, reclaim public space, and expand access
Emotional Perception	Safe, Healthy, Efficient	Ensure human-focused and health-supportive design	Promote well-being through sustainable urban transport
Reduce in Future	Traffic accidents, Air/noise pollution, Car dependency	Build safer streets and reduce environmental impacts	Improve road safety and environmental sustainability
Increase in Future	Walking/Cycling infrastructure, Digital tools, Access for people with disabilities	Develop smart, inclusive and connected transport networks	Expand infrastructure for sustainable and inclusive mobility
Strategic Priorities	Reclaim space, Improve access, Align mobility with tourism and urban life	Integrate transport with local development and resilience	Support people-centred and place-based mobility strategies

Topic – Mobility management for tourist season

Seasonal traffic pressure: Influx of visitors during summer and holiday periods causes congestion in city center.

Impact of private cars: Guests arriving from other cities increase parking demand and intensify vehicle circulation.

Mobility challenges: Narrow streets and limited road capacity struggle to handle seasonal peak traffic.

Tourism flow management: Need for smart traffic control, optimized routes, and synchronized intersections.

Parking solutions: Development of structured parking areas near city entrances to reduce central pressure.

Sustainable mobility: Encouraging walking, cycling, and public transport use for tourists and residents.

Policy measures: Temporary traffic restrictions, park-and-ride facilities, and dynamic traffic management during peak periods.

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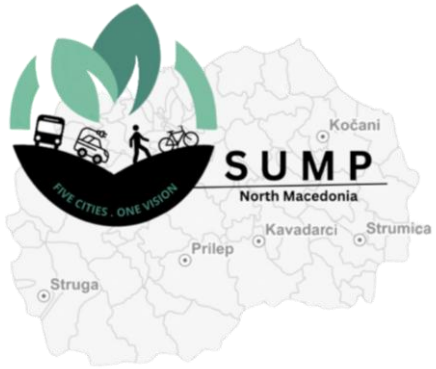
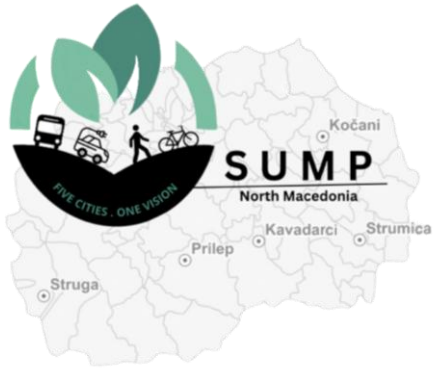
Implementation process



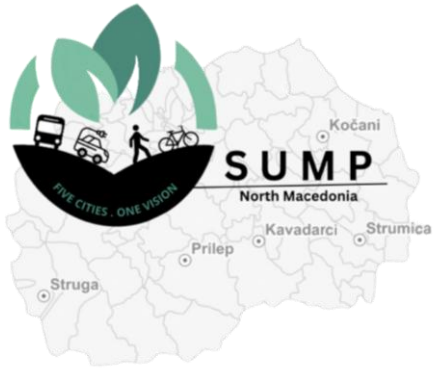
- Timeline: when these measures were/will be introduced (seasonal or permanent).
- Stakeholders: municipality, tourism board, police/traffic enforcement, local businesses?
- Communication: how visitors and locals are/will be informed (signage, campaigns, online tools)?

Challenges faced

- Resistance from local businesses or residents?
- Enforcement difficulties (ensuring compliance with restrictions)?
- Infrastructure limits (lack of parking alternatives or PT options)?



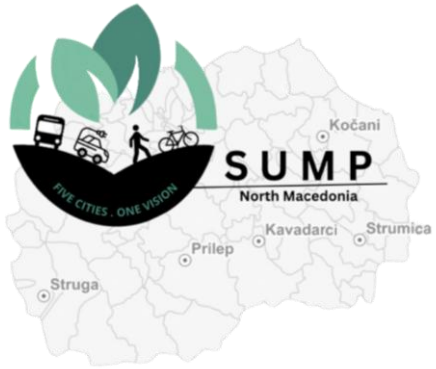
Results and data collected



Any monitoring done:

- Traffic volume before vs. during restrictions?
- Parking occupancy rates?
- Citizen and tourist feedback (surveys)?
- Environmental indicators (air/noise reduction)?

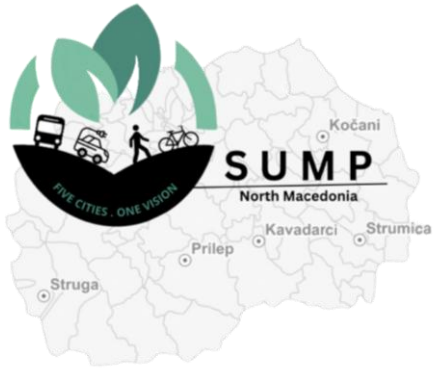
Expected impacts



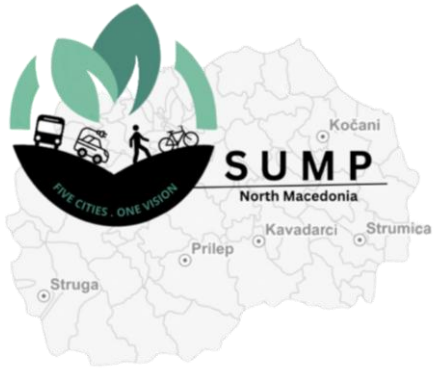
- Long-term benefits:
- Improved tourist experience.
- Better quality of life for locals.
- Increased safety and walkability.
- Future plans: mobility hubs, park-and-ride, smart parking, digital visitor information.

Lessons learned

- Good practices in managing seasonal peaks.
- Importance of coordination between tourism and mobility policies.



Link to SUMP development



- How seasonal mobility management is a testbed for broader SUMP policies.
- Contribution to objectives like reducing car dependence, promoting sustainable modes, ensuring inclusivity.

Thank you…