

Urban mobility strategies to achieve Net Zero emissions

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Systemic approach

- Mobility is a basic function of people's lives. Urban transport is a complex system, interrelated with all other policy fields.
- Therefore, we should refrain from pursuing a single goal only.
- We need to combine Net Zero with significant improvements for street space to become livable and safe and transport to become pleasant:
 - Disarm urban transport by planning for an incentivize downsized vehicles (fine mobility);
 - Decrease number of vehicles operated and parked in the city by discouraging private ownership and encouraging car-sharing
 - Decelerate urban speed to 50 km/h on arterial roads, 30 km/h on all other roads with separated sidewalks city-wide, 20 km/h on mixed-use spaces
 - Effect modal shift from private motor vehicle to public transport

But how?

The important „Why?“

Why are you going for free public transport?

Welfare:
Public transport
should be affordable
for the poor

If so: Why don't you
provide free passes to
people in need?

Environment & climate:
Get people from car
into public transport

If so: Are you sure the fee is
the main barrier against the
use of public transport?

Any other
reason?

Understanding the barriers

Why do these people not yet use public transport?

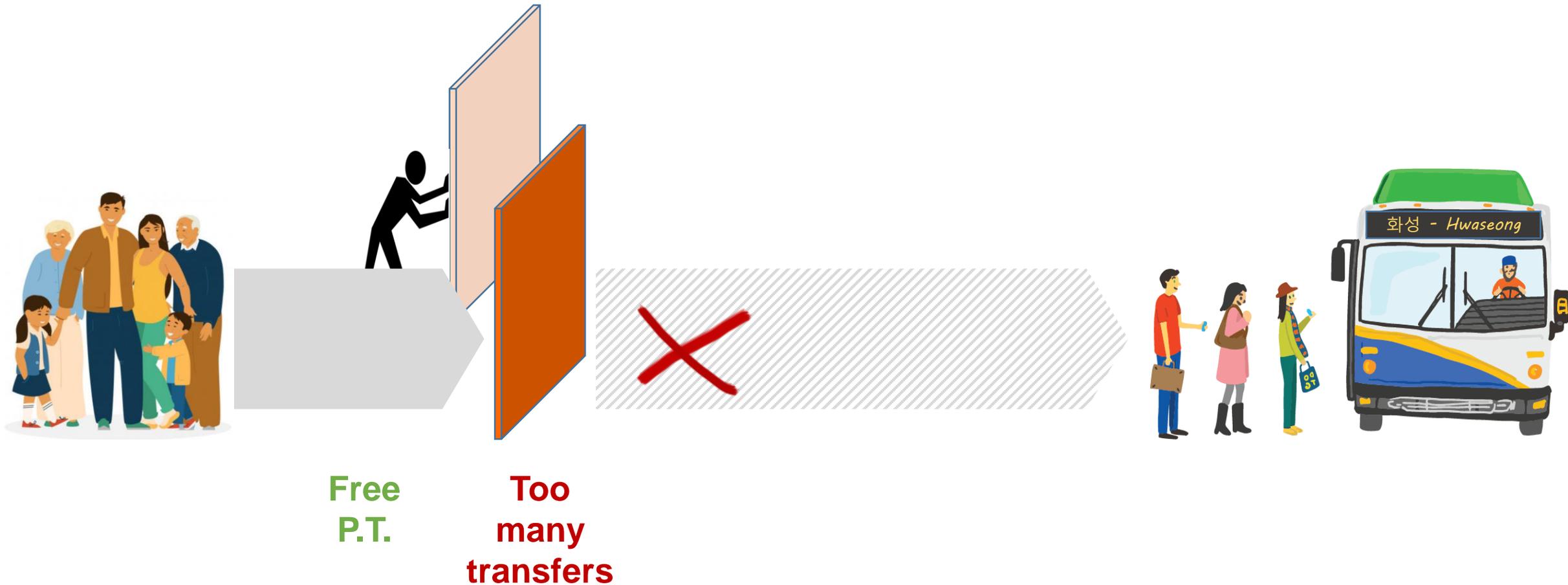
They see several barriers in the way, not allowing them to switch from car to P.T.



Understanding the cascade of barriers

Why do these people not yet use public transport?

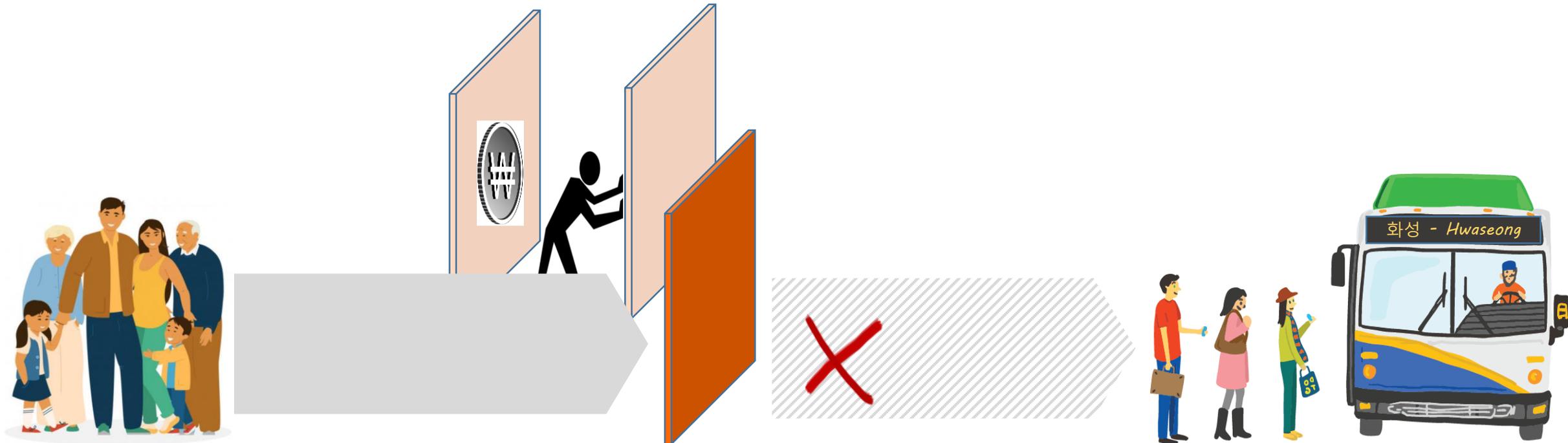
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Free
P.T.

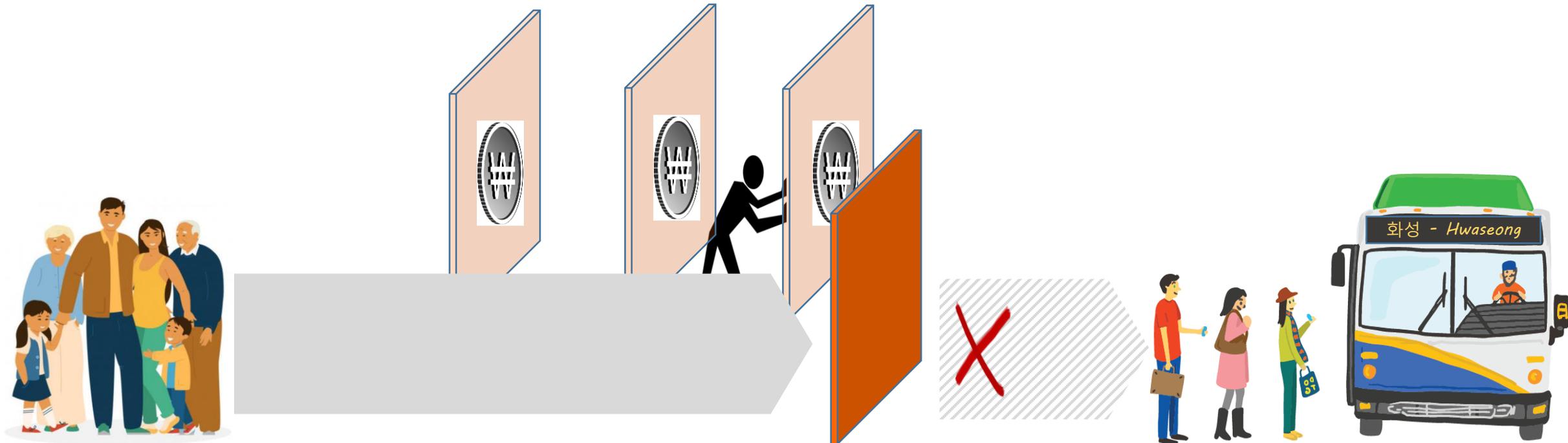
Direct
connec-
tions

Trip
duration
too long

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Free
P.T.

Direct
connec-
tions

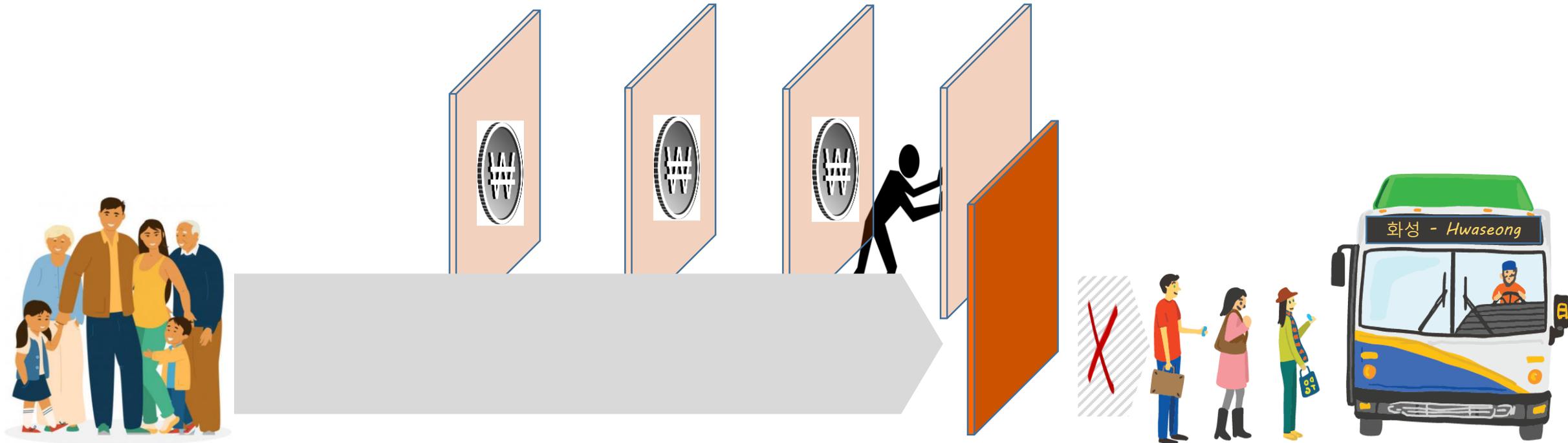
Accel-
eration
program

Crowded
buses,
bad air

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Free
P.T.

Direct
connec-
tions

Accel-
eration
program

More
modern
buses

Bad
image

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Free
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Direct
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tions

Accel-
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More
modern
buses

Image
campaign

Mind the effects of free public transport

- Could be incentive for pedestrians to give up walking (would be undesirable since walking is good for health)
- Could be incentive for cyclists to give up cycling (would be undesirable since cycling is good for health)
- Trains and buses could get more crowded with sticky air
- Homeless might spend days and nights in trains and buses to enjoy warmth and shelter
- Reduces funding base for public transport; needs full subsidization from public budgets

The vision

