

# Human City Made by EcoMobility



Mayor of Jeonju, Seung-su KIM

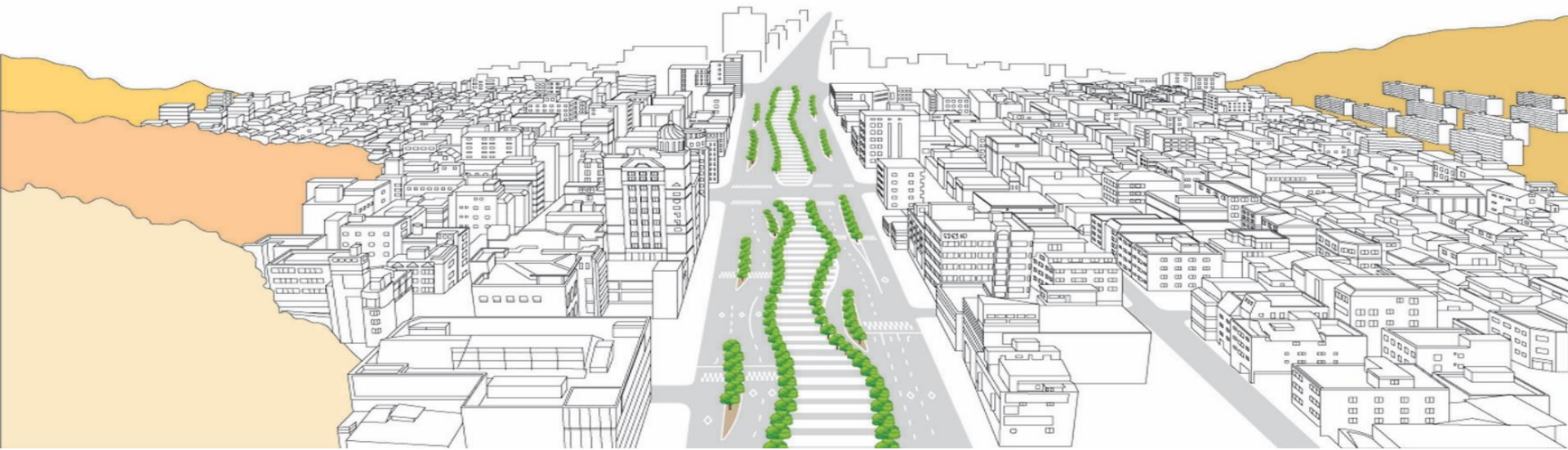


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- A city suitable for bus rides: Hydrogen Mobility Bus, village bus
- New EcoMobility Combined with Tourism: Tour Tram



# I . “Jeonju Eco-City Comprehensive Plan” with Citizens

- Procedure of making an Eco-City with citizens

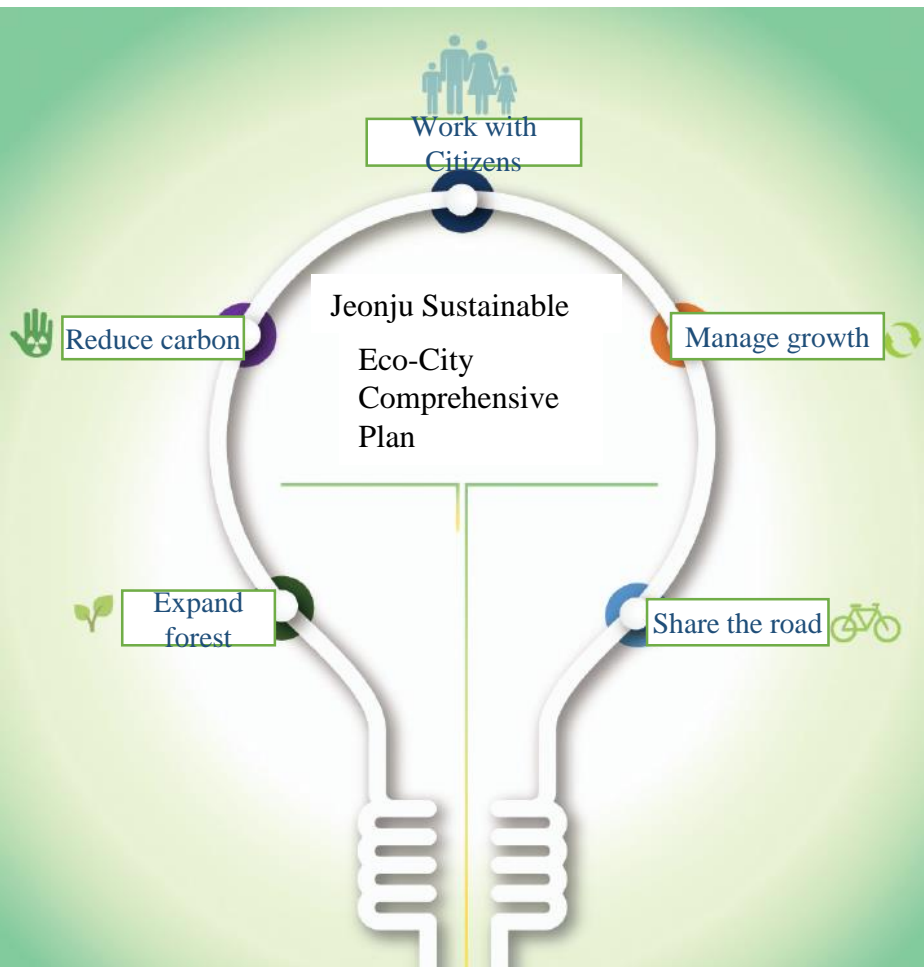


Starting with the citizen roundtable conference, it held various events such as expert forum, citizen designer workshop, etc. 23 times in total.



# I . “Jeonju Eco-City Comprehensive Plan” with Citizens

- Top 5 goals for Eco-City

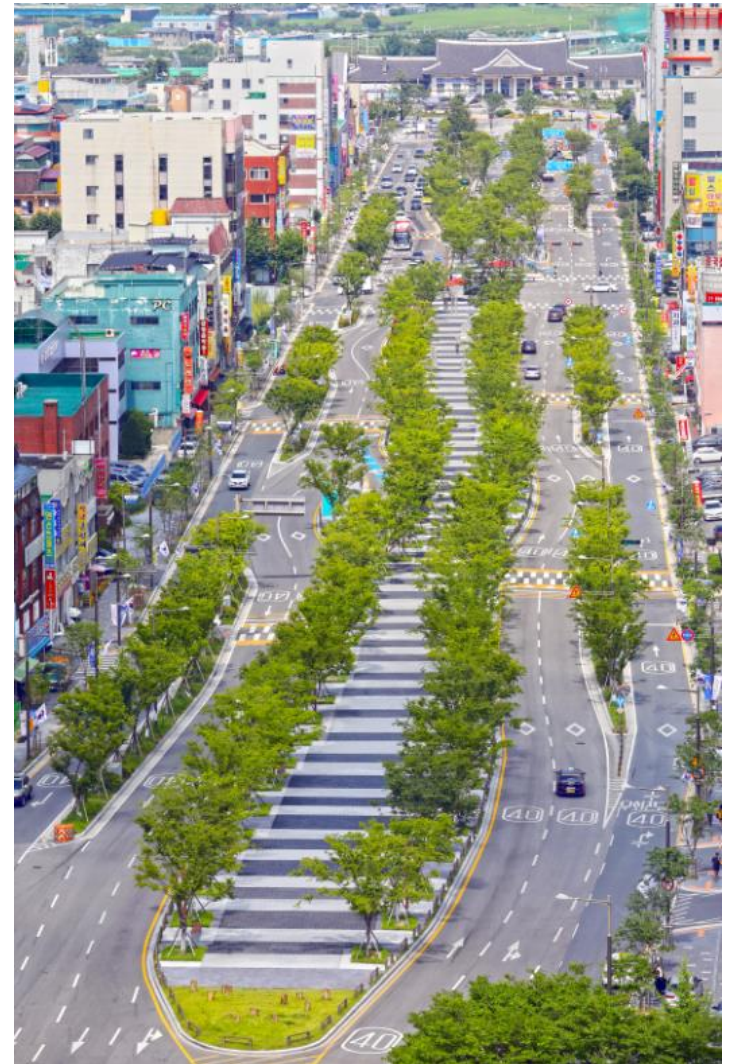
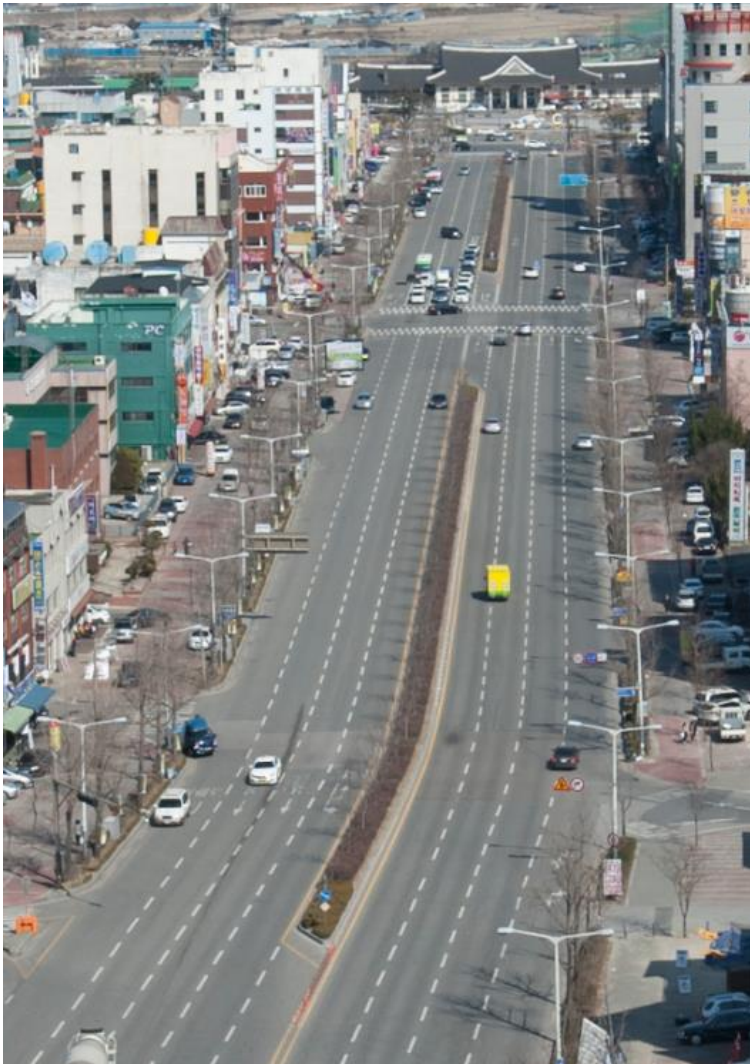


## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Cheotmajung-gil

Slow yet more people-friendly





## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Cheotmajung-gil



- The dilemma of car-centered urban development
  - Pedestrian
  - Driver

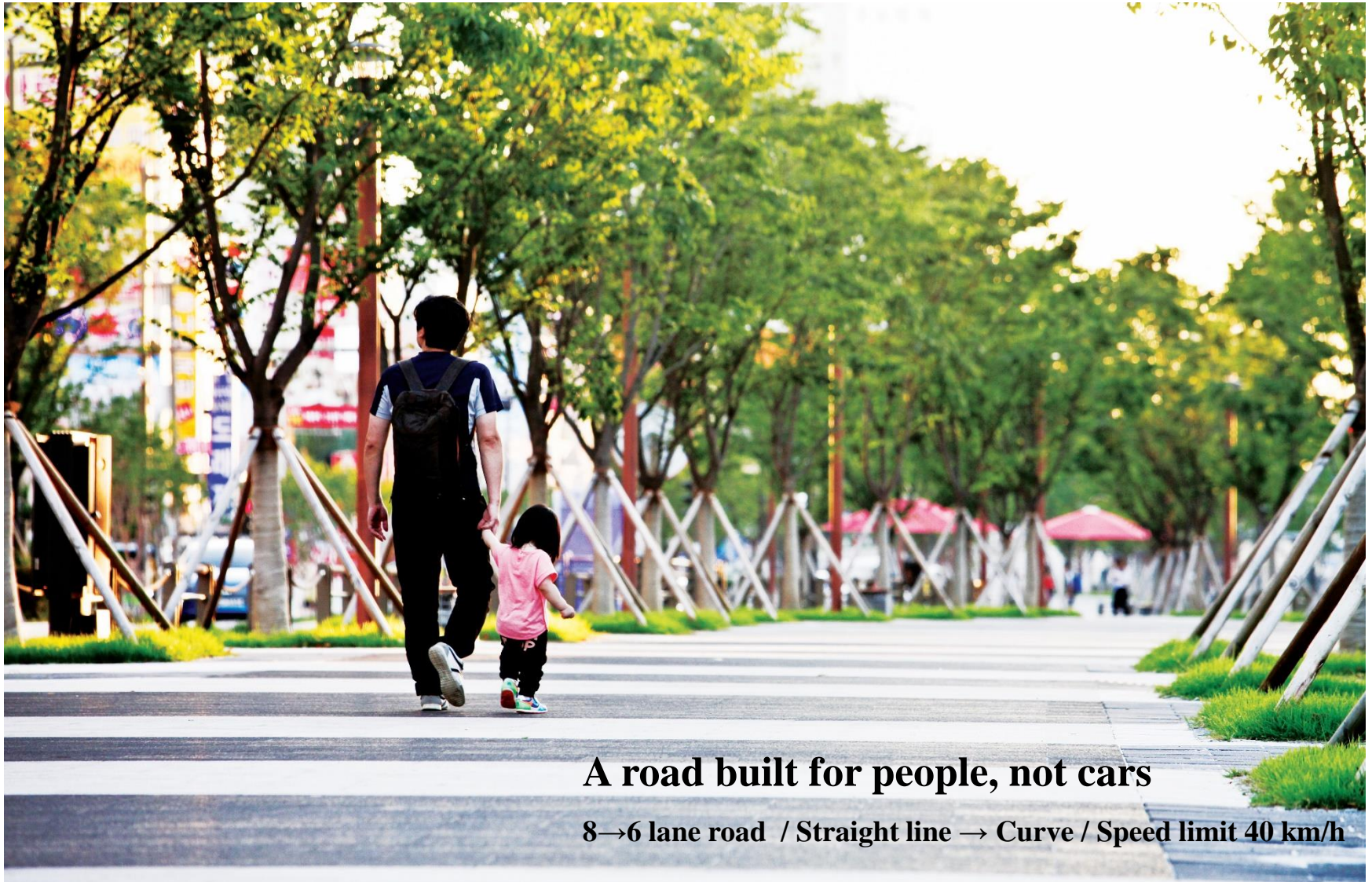




## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Cheotmajung-gil



**A road built for people, not cars**

8→6 lane road / Straight line → Curve / Speed limit 40 km/h



## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Cheotmajung-gil



- Art Station designed by local artists



## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Cheotmajung-gil



- Cheotmajung-gil Art Festival to enjoy flowers



## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Car-free street



- Start of all changes: Participation
  - Citizen Living Lab to find ideas and direction on the question of “Where should our city go?”





## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Car-free street

Starting with the Hanbok Parade in 2016, the Car-free Street event has been held 12 times (Chunggyeong-ro Cultural Street)





## II. EcoMobility Vision of Jeonju

A pedestrian-friendly city

### Car-free street





## II. EcoMobility Vision of Jeonju

A city where you can freely ride your bicycle

### Bicycle Network

More convenient daily transportation



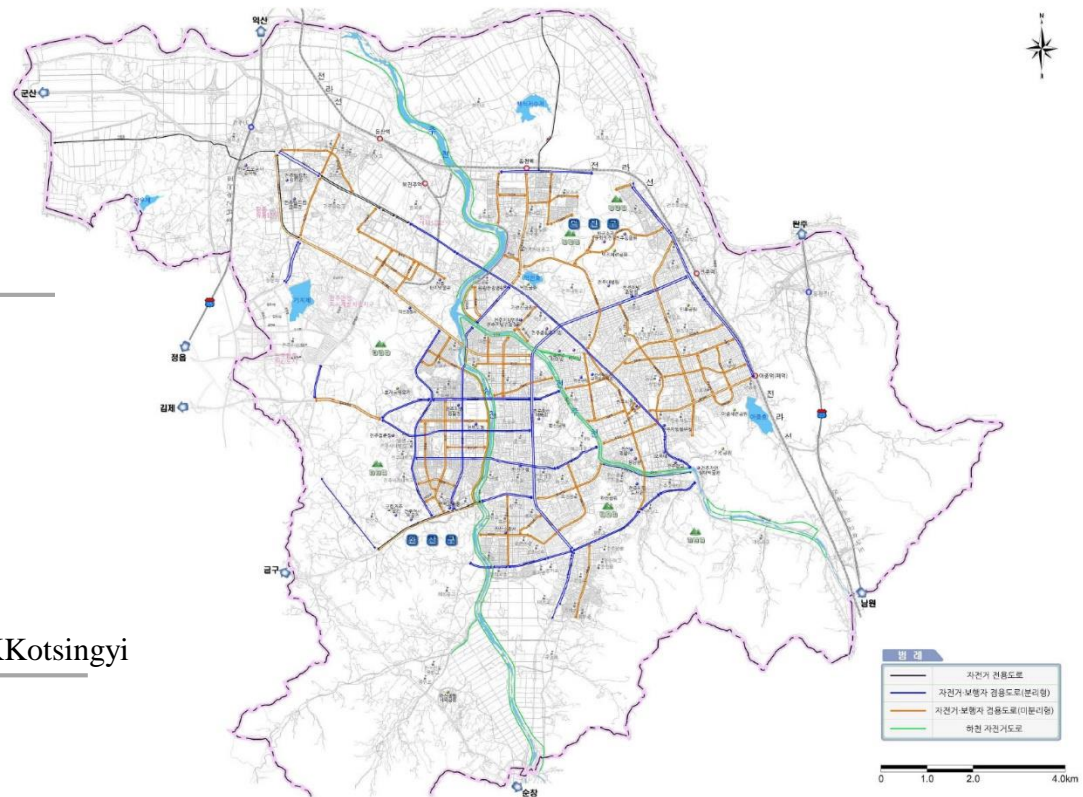
Bike lanes



Public bike KKotsingyi



Public Bicycle Rental Office (9 locations)





## II. EcoMobility Vision of Jeonju

A city where you can freely ride your bicycle

### Activate Bicycle Culture

Bike Parade · Hanmadang Festival · Bike to Work Challenge





## II. EcoMobility Vision of Jeonju

A city suitable for bus rides

### Hydrogen City Bus

Hydrogen Model City as a key part of Green New Deal

- The cleanest bus in the world





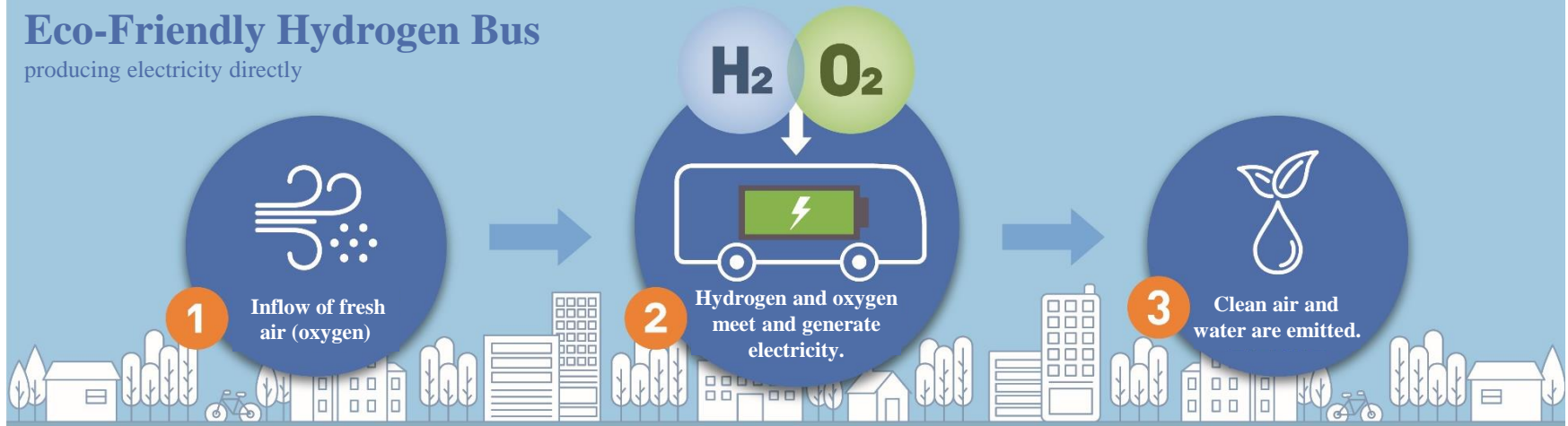
## II. EcoMobility Vision of Jeonju

A city suitable for bus rides

### Hydrogen City Bus

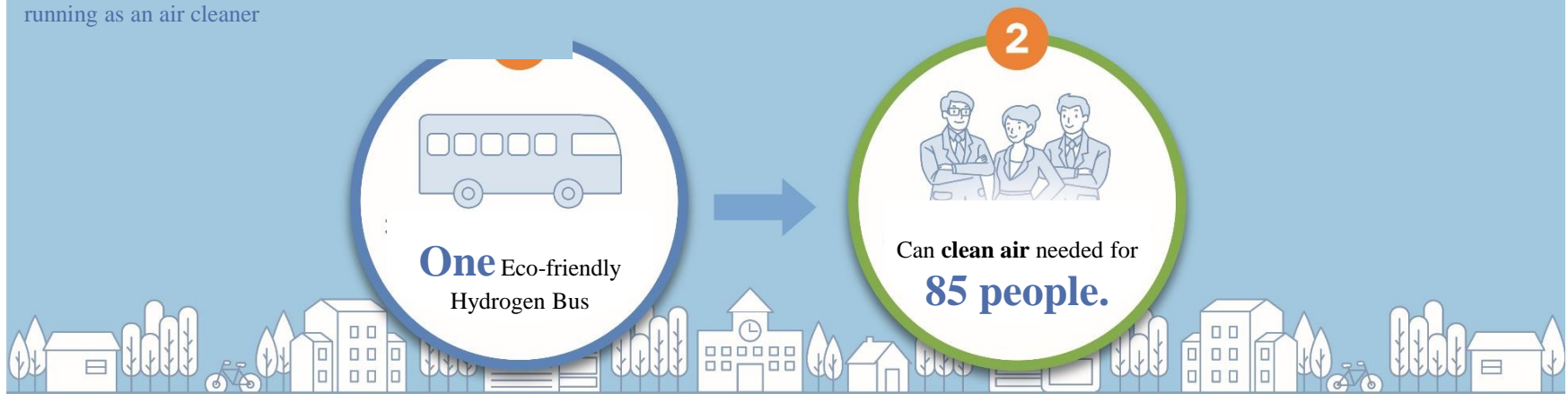
#### Eco-Friendly Hydrogen Bus

producing electricity directly



#### Eco-Friendly Hydrogen Bus

running as an air cleaner



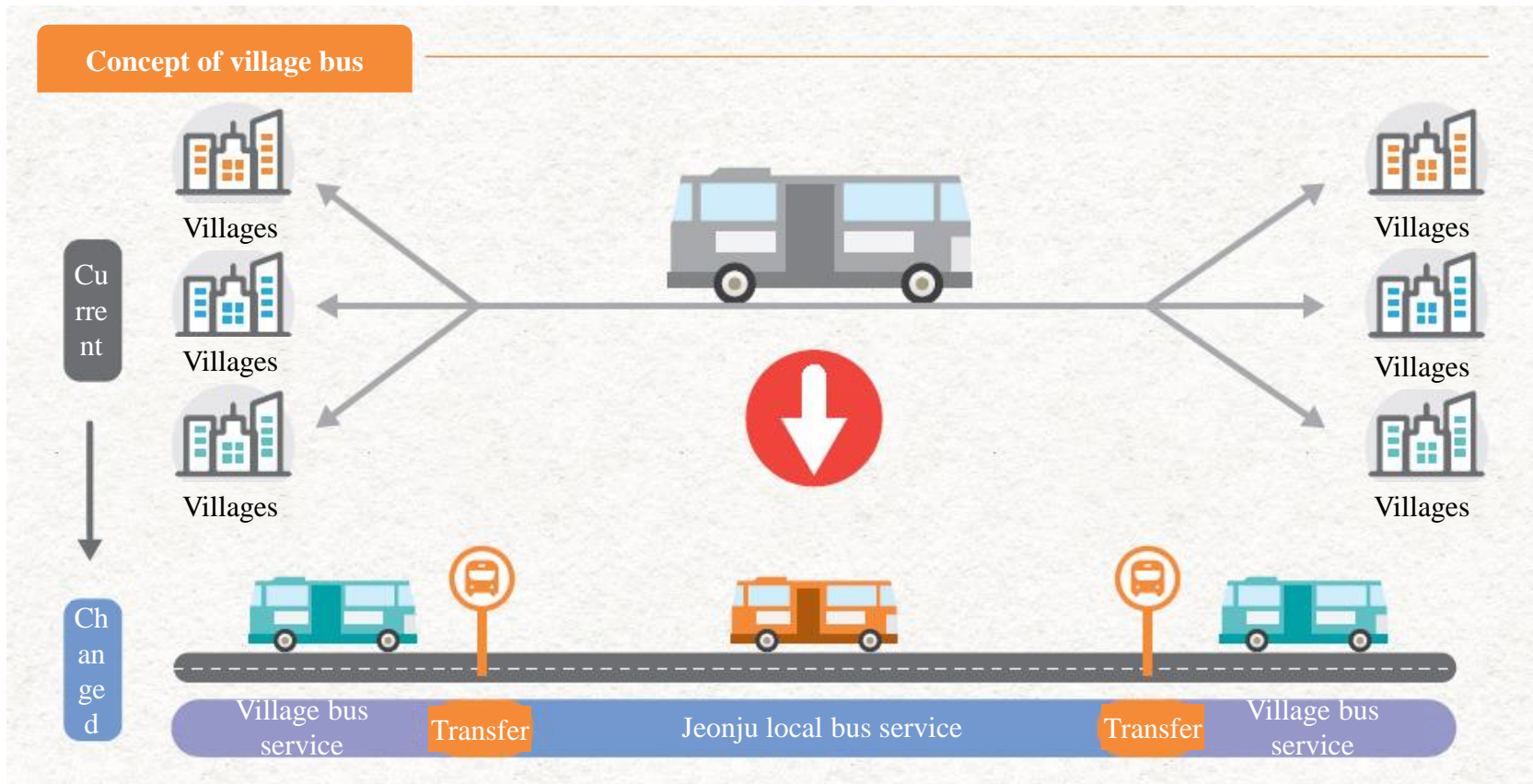


## II. EcoMobility Vision of Jeonju

A city suitable for bus rides

### Village bus Baro-On

Mobility for vulnerable groups





## II. EcoMobility Vision of Jeonju

A city suitable for bus rides

### Village bus Baro-On

Eco-friendly electric bus





## II. EcoMobility Vision of Jeonju

New EcoMobility combined with tourism

### Tour Tram

New eco-friendly transportation to boost local economy





The city is the vessel having people inside. Depending on how the city is built, the lives of citizens change. A city where I want to walk on foot and ride a bicycle rather than ride a car. A city that makes citizens feel respected with the space and make them have the sense of ownership of their city. They are basics of the most human city.

Thank you.

