Green Mobility

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What is our idea of Green Mobility?

- **Green Mobility**

  - Promotes walking and cycling in cities

  - Encourages modes not dependent on fossil fuel for operation

  - Promote concept of "Moving People than Vehicles"

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ICLEI promotes these values through its EcoMobility Initiative

ICLEI's EcoMobility Initiative

EcoMobility is

"..about creating cities where a short trip can be fulfilled **without using a motorised mode**. EcoMobility aims to **create cities** where the **air is clean** and the **road is shared** by bicycles, pedestrians, buses and cars in a safe and environmentally friendly way. EcoMobility creates cities that **do not discriminate** its people based on **their age**, social status or **means of transport**"

Our path to EcoMobility

- **Avoid**

  - Excessive motorised vehicle use

- **Shift**

  - From unsustainable modes of travel to more sustainable means

- **Integrate**

  - The various transportation modes available in a city city

- **Innovate**

  - Giving a new perspective to existing transport modes

The various tools available

- **Avoid:**

  - Smart growth, Mixed land use, Accessible planning

- **Shift:**

  - Increasing the network of Public Transport

  - Discouraging the use of private motorised transport

  - Encouraging alternatives in transport

- **Integrate**

  - Infrastructure: All the modes in a city have allocation of infrastructure

  - The modes are integrated at a physical level such that being multimodal is not difficult

  - Fare level integration is also applied so that one ticket serves all modes

- **Innovate**

  - Traditional transport options can be given a new face and a new value

    - ***Bus Rapid Transit:*** An innovative concept that enables to use buses and provide a metro like service

    - ***Public Bicycle Schemes:*** an attractive scheme that helps to revive the value of bicycling in many cities. The concept is like a wildfire in many cities.

    - ***Call a bike :*** A system similar to a public bike system but users have to call a service to get access to a bicycle

    - ***Call a rickshaw:*** Same as call a bike but for bicycle rickshaws

    - ***Unified ticketing:*** a central ticket system for all means of transport in a region, this could be more than a usual city limit

    - ***E-Car sharing:*** Using e-cars in car sharing

EcoMobility Example cities

Ahmedabad, India:

Ranked in 2001 as the most polluted city in India, Ahmedabad became the first city in India to operate a full Bus Rapid Transit (BRT) system in 2009.

The success of the system led to the city being **awarded the Sustainable Transport Award** by the Institute for Transport and Development Policy (ITDP) and **brought Ahmedabad** down to the **51st most polluted city in India!**

Current efforts are being continued to promote modal integration and further expand the BRT system

EcoMobility Example

Freiburg, Germany

Freiburg is famous for its **bicycles**, with bikes being the mode of transport for 27% of all trips made in the city.

An extensive tram network and priority to **pedestrians** makes living without a car very easy in this German city!

Freiburg is currently making efforts to increase public transport usage and increase road safety.

EcoMobility Alliance

- A **select group of committed cities** from several continents

- These cities are lead by visionary leaders who put in all effort to make their city more liveable

- Vision of <u>vibrant cities</u> where citizens and organizations can access goods, services, people, and information in a **sustainable** way

- Experts providing on the spot and continued assistance to Alliance cities

EcoMobility Festival

- Will take place in Suwon, Korea (also an Alliance City)

- A neighbourhood in Suwon will adopt an ecomobile lifestyle

- Gives a chance for the citizens to decide if ecomobility is the option for their neighbourhood

- This festival will prove any neighbourhood in the world can be ecomobile if there is a will

Organised by:

3 part project for ecomobility promotion in Indian Cities

Phase 1. Readiness assessment of 20 Indian cities

– **(Ongoing)**

Phase 2. Learning by observing in real-time through exposure visits

- building capacity and awareness of city officials towards understanding NMT issues
- structured exposure visits to advanced NMT cities
- aim to increase the knowledge and buy in of the city for NMT

Phase 3. Pilot City engagement, handholding for implementation

- handholding 2-3 selected cities
- rapid assessment and implementation phase for NMT projects
- study of the institutional and legal structures existing in the city, mobility patterns, commuter surveys, etc,
- leading to design of specific interventions for the cities to implement, e.g. public bike share schemes

EcoMobility Readiness Assessment of Indian Cities

Are cities in India ready for sustainable transportation initiatives: a focus on NMT

Time line: 1 May 2012 to 1 February 2012

Goal : review strengths and gaps at local level in terms of policy, capacity, resources, awareness and willingness to implement ecomobility projects in order to check readiness/preparedness to take action and support strengthening/augmentation of the same.

This effort will add value to the various efforts underway in the country by the government, development partners, NGOs and other groups.

An initiative supported by

Main activities:

- Desktop review

- City assessment of 20 Indian cities

- Assessment report and status matrix

For more information on EcoMobility

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Do let us know if your city is interested in joining the
   Alliance.

Thanks very much for the time