Tere tulemast

laipni lūdzam

Välkommen

Witamy

Welcome

CommitClimate

Learning Platform
Training Module *Sustainable mobility*

Outlines

- **What is sustainable mobility?**
- **Key principles**
- **Modes of sustainable transport**
- **User behaviour**
- **The role of local governments**
- **Technological innovation**
- **Closing Remarks**

Global challenges

Did you know that?

The transport sector is the second largest consumer of energy

The average motorizaton rate in Europe is 570 cars per 1000 people

95% of energy used in transportation comes from fossil fuels, such as gasoline and diesel

We spend 50-70 hours in traffic jams every year

In Europe, Sweden has the highest share of RES in the transport sector – 29.2%, while Croatia has the lowest – 2.4%

Sustainable mobility definition
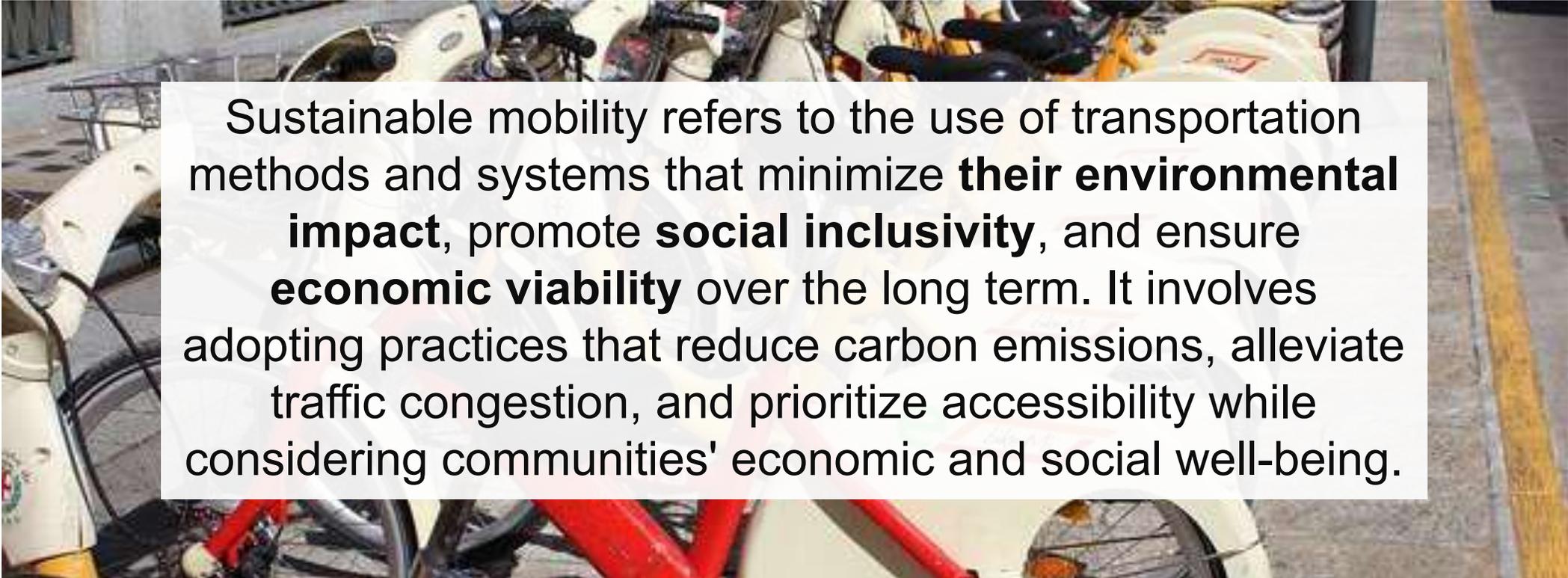
Sustainable mobility refers to the use of transportation methods and systems that minimize **their environmental impact**, promote **social inclusivity**, and ensure **economic viability** over the long term. It involves adopting practices that reduce carbon emissions, alleviate traffic congestion, and prioritize accessibility while considering communities' economic and social well-being.

Key principles of sustainable mobility

Energy Efficiency: Promoting modes of transport that are designed to use energy more efficiently, such as electric vehicles, hybrids, and public transportation systems

Environmental Impact: Minimizing air pollution, lowering greenhouse gas emissions, and protecting ecosystems.

Social Inclusivity: Creating transportation systems that are accessible and inclusive to diverse populations

Economic Viability: Considering the long-term financial viability of transportation systems

Modes of sustainable transport

Walking

Cycling

Public Transportation

Electric vehicles

User behaviour. Public Perception and Awareness

Public awareness of sustainable transport is growing as environmental issues such as climate change gain global attention.

However, while the environmental benefits of transport, such as reduced pollution and healthier lifestyles, are generally well-accepted, there is still some scepticism about its convenience and reliability compared to traditional transport modes like private cars.

User behaviour. Influence of Education and Campaigns

Schools, media, and community organizations contribute significantly by educating the public about the benefits of sustainable transport and promoting its use.

For example, initiatives that focus on the environmental impact of car usage versus the benefits of cycling or using public transport help shift public opinion towards more sustainable options.

Factors Influencing User Behaviour

Economic Factors

- The cost of different transport modes significantly impacts user behaviour. People are more likely to choose sustainable options if they are cost-effective.
- For instance, higher fuel prices can discourage car use, while subsidies for public transport and cycling infrastructure can encourage sustainable choices.
- Financial incentives such as tax breaks for electric vehicle purchases or discounted public transport fares play a crucial role in promoting sustainable transport.

Factors Influencing User Behaviour

Environmental Awareness
- Education and awareness campaigns significantly influence user behaviour towards sustainable transport.
- Increased awareness of the environmental impact of traditional transport modes, such as carbon emissions and air pollution, encourages people to consider greener alternatives.
- Effective campaigns, such as those highlighting the health and environmental benefits of cycling and walking, can lead to a shift in public attitudes and behaviours.

Factors Influencing User Behaviour

Convenience and Accessibility

- The convenience and accessibility of sustainable transport options are critical factors. **People prioritize ease of use and will opt for the most convenient transport options available.**
- If public transport is reliable, frequent, and well-connected, or if cycling paths are safe and extensive, people are more likely to use these modes.
- The ease of integrating different modes of sustainable transport, such as bike-sharing programs near transit hubs, also enhances their attractiveness.

Factors Influencing User Behaviour

Social norms

- Societal and peer behaviours significantly influence individual choices. If sustainable transport is normalized and widely adopted within a community, individuals are more likely to follow suit.
- Social norms, such as the growing trend of cycling to work or using public transport, can encourage others to adopt similar habits. Peer influence and societal trends, supported by visible sustainable transport usage, help shift behaviour towards more environmentally friendly choices.

Case study of Portland

Portland's "Safe Routes to School" program has been successful in encouraging more students to walk or bike to school, thereby reducing car traffic and improving community health.

Such examples highlight the positive impact that targeted awareness and education initiatives can have on public behaviour.

The role of local governments

Local governments play a crucial role in sustainable mobility planning as they are responsible for shaping the urban environment, managing transportation infrastructure, and creating policies that impact the daily mobility of residents.

Sustainable urban mobility plans (SUMPS)

A sustainable urban mobility plan is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation, and evaluation principles.
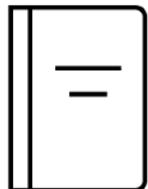
SUMP guidelines give cities advice on a process for preparing and implementing their SUMPs.

Key aspects of the role of local governments in sustainable mobility planning

1. Urban Planning and Design

2. Infrastructure Development

3. Policy and Regulation

4. Public Awareness and Education

5. Collaboration with Stakeholders

6. Data Collection and Analysis

Urban Planning and Design

Public Transportation Integration

Local governments can plan and develop integrated public transportation systems, including buses, trams, subways, and other transit modes. This involves designing routes that efficiently serve the community and coordinating schedules for seamless connectivity.

Urban Planning and Design

Transit-Oriented Development

Encouraging transit-oriented development involves designing communities around public transportation hubs, promoting mixed land use, and creating walkable neighborhoods. This minimizes the need for private vehicle use.

Infrastructure Development

Cycling and Pedestrian Infrastructure
Local governments can invest in the development of cycling lanes, pedestrian-friendly sidewalks, and safe crossings. Well-designed infrastructure encourages active modes of transportation, reduces traffic congestion, and enhances overall safety.

Infrastructure Development

Electric Vehicle (EV) Charging Stations

Supporting the transition to electric vehicles, local governments can facilitate the installation of charging infrastructure to make EVs more practical and appealing.

Policy and Regulation

Zoning Regulations

Implementing zoning regulations that encourage mixed land use and reduce urban sprawl can contribute to sustainable mobility.

This includes promoting the development of residential areas near workplaces and services.

Policy and Regulation

Parking Policies

Local governments can implement policies that discourage excessive private vehicle use by managing parking spaces, implementing pricing strategies, and promoting shared parking facilities.

Policy and Regulation

Emission Standards

Setting and enforcing emission standards for vehicles, along with promoting the use of electric and low-emission vehicles, helps reduce air pollution and contribute to environmental sustainability.

Public Awareness and Education

Campaigns and Outreach

Local governments can run awareness campaigns to educate residents about the benefits of sustainable mobility and encourage behavior change. This can include promoting public transportation, cycling, walking, and carpooling.

Public Awareness and Education

School Programs

Implementing programs in schools that promote safe walking and cycling routes, along with educating students about sustainable transportation options, establishes lifelong habits.

Collaboration with Stakeholders

Community Engagement

Involving the community in decision-making processes through public consultations, surveys, and town hall meetings ensures that the diverse needs and preferences of residents are considered in sustainable mobility planning.

Collaboration with Stakeholders


Public-Private Partnership

Local governments can collaborate with private sector entities, such as ride-sharing companies, to enhance transportation options and efficiency.

Incentives and Subsidies


Financial Incentives

Local governments can provide financial incentives or subsidies for the use of sustainable transportation modes, such as discounts for public transit, bike-sharing programs, and incentives for adopting electric vehicles.
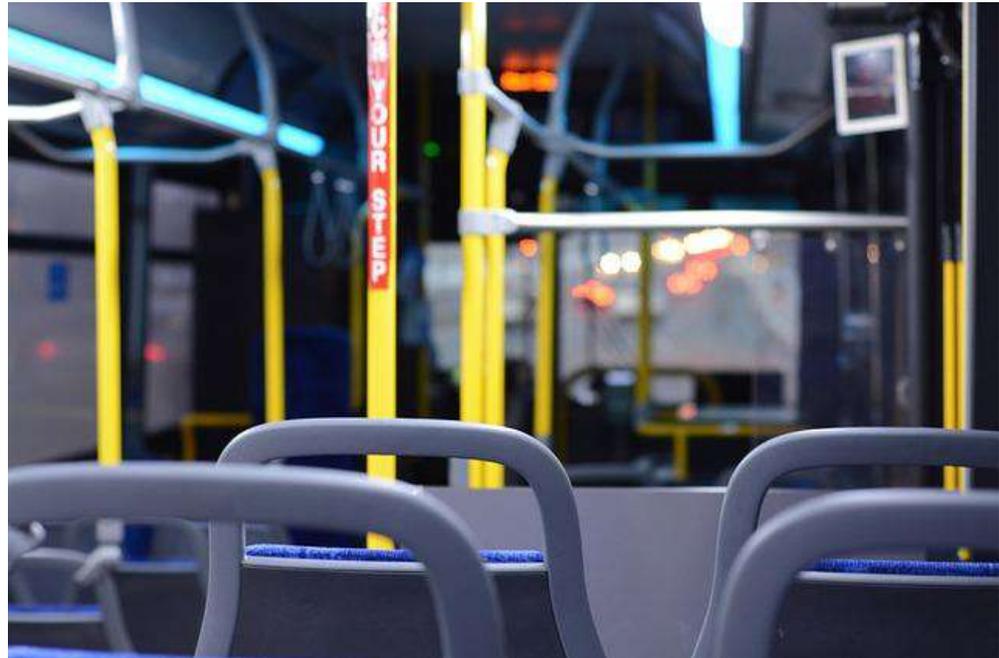
Incentives and Subsidies

Employer Programs

Encouraging employers to implement transportation programs, such as telecommuting options, flexible work hours, and employer-sponsored transit passes, can further support sustainable mobility.
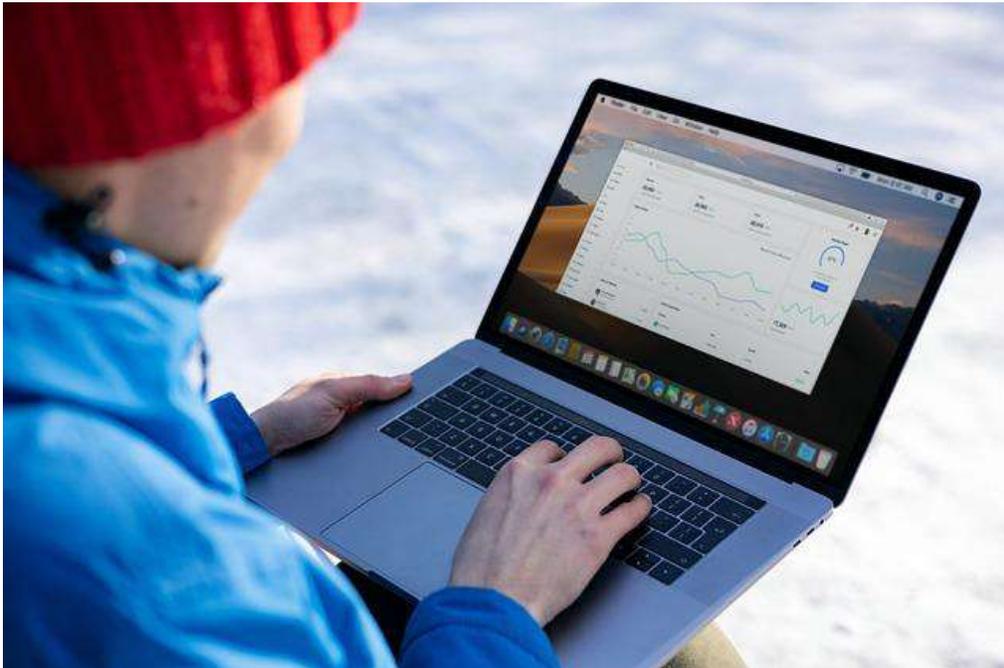
Data collection and Analysis

Traffic Management
Utilizing technology for traffic management and data collection helps local governments understand transportation patterns, identify congestion points, and implement strategies to improve traffic flow

Data collection and Analysis

Smart City Initiatives

Investing in smart city technologies can enhance overall transportation efficiency, including the implementation of intelligent transportation systems (ITS) for real-time traffic monitoring and control.

Technological innovations

Intelligent Transportation Systems (ITS)

optimizes traffic flow, reduces congestion, and improves overall transportation efficiency.
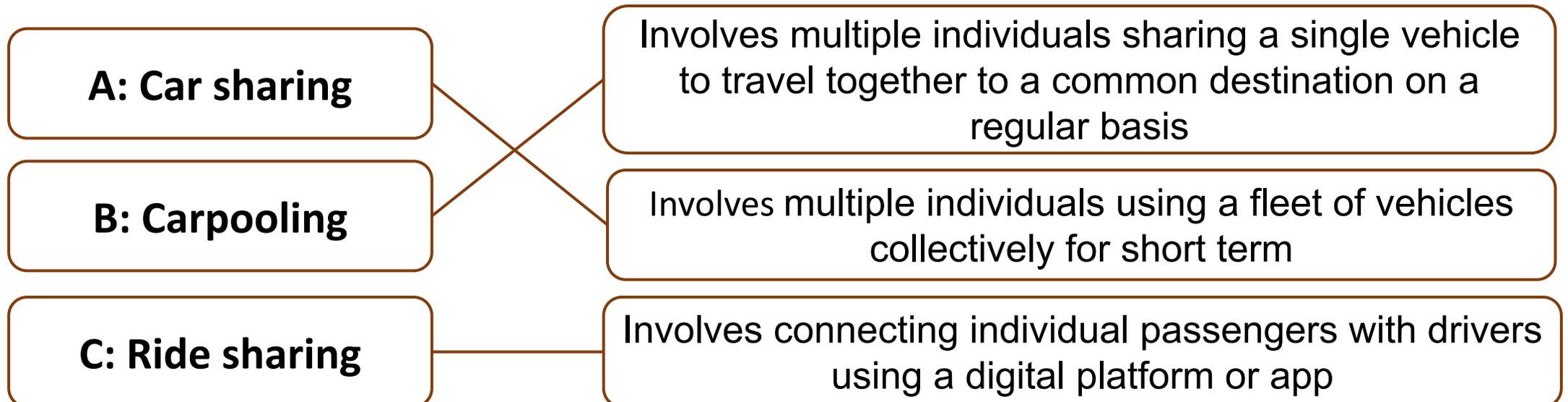
Connected and Autonomous Vehicles

provide the potential to improve safety and traffic flow by self-driving vehicles.

Mobility as a Service (MaaS)

integrates various transportation services into a single accessible platform for users.

Sharing is Caring

Shared Mobility Services help optimize vehicle use, reduce the overall number of vehicles on the road and lower emissions per passenger.

A: Car sharing	Involves multiple individuals sharing a single vehicle to travel together to a common destination on a regular basis
B: Carpooling	Involves multiple individuals using a fleet of vehicles collectively for short term
C: Ride sharing	Involves connecting individual passengers with drivers using a digital platform or app

To explore concrete examples of sustainable mobility actions in cities, we encourage you to delve into Training Material "Best practice & case studies"

Thank You for your attention!

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