Scope for accelerating sustainable mobility and reducing car dependency in growing economies

5th SUMP conference

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CREATE: Long-term strategies to reduce car dependency (Part 2)

Scope for accelerating sustainable mobility and reducing car dependency in growing economies

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Can this evolutionary/learning process be short-circuited?

Time – Development Cycle -

Stage 1: Car-oriented
Stage 2: Sustainability
Stage 3: Liveability
Stage 4: Integration

Emphasis on meeting the needs of motor vehicles

Can this evolutionary/learning process be short-circuited?
Overview

1. What factors have led to increasing car-use levels in cities?

2. What are the current barriers that prevent transitions towards sustainable mobility in those cities?

3. What are the opportunities that could help cities accelerate their urban development processes?

4. Innovative policies in Adana and in Tallinn
Which factors contribute to car-oriented developments?

Unplanned population growth
Horizontal growth
Increase in GDP
Decreasing Fuel prices
Increase in car use
Highway investment
Lack of integrated land-use & transport plan
Lack of investment in PT, Walking & Cycling

Car-dependent development/Congestion

Macro factors

Cultural & Behavioural factors
What are the current barriers that prevent transitions towards sustainable mobility in those cities?

**Most common urban planning issues**

- Lack of updated urban plans
- Lack of regional urban plans
- Lack of integration between land-use and transport plans
- No density requirements
Current barriers that prevent transitions towards sustainable mobility

Contradictory policy priorities & investments

“We have a mixture of policies, on the one hand the use of motor vehicles is being encouraged by the construction of highways, and on the other end the city tries to encourage alternative mobilities”. Skopje participant
Opportunities & Recommendations

• Redefine congestion

• Develop a wider city vision

• Full integration of transport and land use planning, at the metropolitan level

• Foster cross-sector, multi-level governance

• Introduce trials and demonstrations

• Run awareness raising, marketing and behaviour change campaigns
Awareness campaign in Adana

Did you know? campaign

Let “time” be yours campaign

I AM Using Public Transport - BECAUSE Campaign
Awareness campaign in Adana
Street classification policies in Tallinn
Street classification policies in Tallinn
Thank you!

Dr. Clemence Cavoli

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