Urban Mobility Alternatives

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Urban transport alternatives

Urban transport alternatives are trying to achieve goals like:

- More **humanity** in urban transport
- **Economic development** without negative interferences in the social and environmental development
- Increase in the **quality of life**
- Changed the **focus** in relation to urban mobility

But, what sounds nice is not so easy to be converted into a lasting reality

- Many good ideas for urban transport alternatives are never made reality
- Many good concepts for urban transport alternatives are never implemented
Content

• Lessons Learned (CfD)

• Strategy towards a successful path to urban mobility
  – Architecture
  – Technology
  – Policy
  – Funding

• Examples
  – MovilisaRSE por Bogotá
  – Metrocable
  – Cities for Mobility
Lessons Learned (CfD)

• Objectives
  – What are our objectives?
  – Does everybody know them?
  – Does everybody share them?

• Preparation
  – Preparation is not only the “event logistics”
  – Who is do be prepared and how?
  – Do we have alternatives for everybody?

• Be honest – do not loose credibility
  – Impacts on urban environmental
  – Impacts on the urban economy
  – Do not get ideologic on CfD issues

Car free day, bike use day, temporary, obligatory, voluntary, coverages, alternatives,...

What alternatives do we offer to get everybody to his destination(s) in an effective and comprehensive way

Obtain base line data, show positive as well as negative results, avoid political resultsas,...
**Strategies**

**Architecture**
Integration NOT Competition
Identification of integration levels (logical) and integration points (physical), Establishment of common goals, Change of OD or "user" approach against "client" approach

**Technology**
Integration NEEDS Technology
Information, Guidance, Trip preparation, Operation, ...

**Policy**
Political Sustainability IS Critical
Promote private sector involvement, Public sector should facilitate, Long term policy towards alternative mobility

**Funding**
Funding IS Key to most initiatives
Ideas without proper funding often stay ideas
MovilisaRSE por Bogotá

La Movilidad es Responsabilidad de TODOS.

Empresa  Universidad  Colegio  Individuo
MovilisaRSE por Bogotá

- Medio Ambiente
- Comunidad
- Empleados
- Clientes
MovilisaRSE por Bogotá

Responsabilidad Social Empresarial
en Movilidad y Seguridad
Soluciones

CARpooling (Auto Compartido)
VANpooling (Van Compartido)
Tansmilenio (Servicio Público)
SiBiCi (Bicicleta Pública)
CaminANDO (Caminata)

Tele Working (Tele Trabajo)
Flex Time (Tiempo Flexible)
Metrocable Medellín
Cities for Mobility

• **Global network** on all questions regarding urban mobility.
• Promotion of **transnational cooperation** between local governments, transportation companies, businesses, science and the civil society
• **Linking** cities and other stakeholders globally
• Placing urban mobility systems on a **social, economic and ecologically sustainable** basis.
• Providing a **platform** for the **exchange of knowledge** and best practices among its members
• Facilitate the initiation and development of **innovative joint projects**.
Cities for Mobility

• General objectives
  – Establishment of durable and direct relations between local governments, businesses, science and civil society in order to meet the everyday challenges in the mobility sector.
  – Continuous exchange of knowledge and experience between members and partners in this cooperation.
  – Strengthening of the role of local governments in all aspects of urban mobility.

• Specific objectives
  – Development and exchange of innovative concepts and practical experience in the mobility sector providing for their implementation and dissemination in the largest possible number of cities.
  – Initiation and development of innovative projects in the mobility sector.
# Contact

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<thead>
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<th>Cities for Mobility</th>
<th>ITS Colombia</th>
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Cartagena de Indias, Colombia