Urban space and Ecomobility

Konrad Otto-Zimmermann 2016
The hype(s)

- E-mobility (electric vehicles)
- Driverless car
- UBER
  Lyft, Gett, Didi
  Kuaidi on demand
  ride sharing

Repressed issues:
- Fatalities
- Noise
- Air pollution
- CO2 emissions/climate change
- Occupation of urban space
- Congestion
- Delivery trucks
- Delivery robots
- Drones
Poor focus

... on technical and operational systems instead of ... on the use of public space

• Walking
• Strolling
• Playing
• Sitting and eating and drinking
• Sitting and watching
• Shopping
• Market
• Cycling
• Wheeling
• Transporting
• Driving
Wise and responsible use of public pace?
Number of cars produced

Production Volumes (Thousands of Units)

Source: OICA - *Projection
Size of cars

7th Generation

6th Generation

5th Generation

4th Generation

3rd Generation

2nd Generation

1st Generation
Suffocating cities
Blocking mobility
Conquering pedestrians’ refuge
Conquering pedestrians' refuge
Conquering pedestrians’ refuge
Besetting urban life
Besetting urban life
The problem: cars in cities
- Growing number
- Growing in size
- Aggressive occupation of cities and human spaces
= Cancer in the urban organism
What we need to do: „3D“

**Downsize**
to human scale

**Decelerate**
to economy & safety

**Decrease**
numbers to actual need and use (taxi, carsharing)
Address inefficiency

100x lesser energy & material efficiency when moving 1 person by car compared to the bicycle

Bicycle: 1/5 of human weight

Car: 20x human weight
Solution: Ecomobility

Subsidiarity in urban transport:
The priority order for individual modal choice, transport policy and infrastructure planning
Imagining an ecomobile city requires Images of an ecomobile city
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How to produce such images?

- Model city? Takes too many years to create
- Computer simulation? Doesn’t show reality
- Collage? Doesn’t show one real city
Imagining an ecomobile city requires Images of an ecomobile city

The approach we have taken: A temporary, month-long mise-en-scène
Imagining an ecomobile city requires Images of an ecomobile city.

The approach we have taken: A temporary, month-long mise-en-scène

City Scene: Showing the future today in a real city
Concept of *CityScene* applied to urban mobility

- **Mise-en-scène** in a neighborhood: Real city – real people - real time
- Format of a *festival* to make the experiment playful, friendly, appealing to citizens
- Duration of 1 month in order to affect residents’ daily lives, activity schedules and trips
- Producing *images* that go around the world

EcoMobility World Festival
What one can see

• Looking along the streets: no car and no motorcycle visible
• Innovative public and shared transport services
• Wide range of ecomobility vehicles introduced (exhibition)
• Opportunity for test riding vehicles (test track)
EcoMobility World Festival 2013

SUWON City
South Korea
1–30 September

Organized by Suwon City in partnership with ICLEI and with patronage of UN-Habitat, with support from The Urban Idea and numerous local organizations.
Vision of an ecomobile city:
1 neighborhood – 1 month – no cars

Today

Vision

→
The Festival at a glance

- Suwon City, South Korea
- Neighborhood of 4,300 residents
- Area: 4,000 sqm
- 1 month (1-30 September 2014)
- 1,500 cars removed
- 1 million visits of neighborhood and events counted
Local organizations engaged

- 13 municipal bureaus
- 5 international institutions
- 19 local organizations
City officials involved

- 140 officials from 8 divisions
Suwon Festival team

Sub-teams

• Infrastructure and transportation
• PR & communications
• Residents support
• Civil Society & Intl' Cooperation
• Festival events and cultural programs
• Administrative support
Haenggung-dong residents group

- Representation of neighborhood residents
- Co-organizer of events
A dozen cultural leaders
Pro-active in promoting the Festival
Organized cultural events, film competitions, art exhibitions etc.
Volunteers

- 6000 volunteers engaged as guides, translators, traffic marshalls, etc.
Youth

• Youth reporters produced neighborhood magazine
• Schools engaged
Before

During
Proposal by Suwon City, Spring 2013

Hwaseomun Street

September 2013 reconstructed following residents’ preferences

Proposal by Suwon City, Spring 2013
Murals by local artists
Murals by local artists
Reclaiming streets
Enjoying car-free streets
Using streets even at night
Celebrities enjoying ecomobility
Neighborhood in Motion
one neighborhood
one month
no cars

Konrad Otto-Zimmermann
Yeonhee Park [EDS]
Complex project, complex process: decision – planning - preparation - implementation
Festival in numbers

Events

- 2: grand-ceremonies (opening, closing)
- 13: tours
- 19: exhibitions
- 3: other events
- 6: conferences
- 4: parades
- 58: cultural events
- 7: learning events

Volunteers

- 5,936: volunteers
- 3,648: guards at checkpoints (traffic regulation)
- 1,446: information booths, velocab and shuttle drivers
- 425: translators
- 417: tourist and tour guides

Key figures

- 4,343: residents involved
- 7: area of 63 football-fields
- 1.500: vehicles removed
- 1 million: visits attracted
- 50: countries
- 40: international businesses involved
- 417: tourist and tour guides
Media outreach

- 350 tweets
- 300 followers
- 11,000 posters
- 400 Facebook posts
- 360 likes
- 262 blogs
- 55,000 folded leaflets
- 15,000 visits
- Festival brochures

- 1,000 member cities
- 86 countries
- 500 million inhabitants
- 122 articles
- 85 international media outlets
- (Reuters, Deutsche Welle, Monocle, Global Urbanist)
- 185 articles in the Korean press
- 44 blog entries
- 3,673 page views
- 95 countries
- Out of the 25,000 photos taken
- 364 were uploaded to flickr
- generating 8,519 views

- 4 international documentaries
- 12 local videos
- 35 video contest contributions

- 5 YouTube videos
- generated 1,600 views
- Documentaries posted on Vimeo
- targeted at an expert audience
- counted over 150 views

- A daily newsletter was sent out to 82,333 email accounts
- with opening rates of 22%
Haenggung-dong residents:
• The ones bringing SUVs back
• The others holding on to remaining islands of ecomobility
City convened roundtables

- Sharing experiences
- Agreeing on preferences and lasting solutions
Legacy

- Area-wide speed limit
- Parking restrictions
- Traffic calming
Organized by City of Johannesburg in partnership with ICLEI and support from The Urban Idea and numerous local organizations
The motto

CHANGE THE WAY YOU MOVE
Sandton Central Business District

120,000 commuters per day
77% by car, 11% by train, 0.2% by bike
75,000 cars entering every morning
Leading by example: Mayors of Suwon (r), Johannesburg (l)
Festival promotion and „activations“
Free minibus shuttles on public transport loop
Separate dedicated lanes for public transport
Wide range of ecomobility vehicles offered for testing
Welcome

The EcoMobility Expo Online

EcoMobility – that's urban mobility without dependency on the private automobile: walking, cycling and wheeling, ‘passenging’ and car-sharing with small, low-emission vehicles. The Expo Online showcases a variety of EcoMobility vehicles within the wide range of mobility aids between walking stick and car.

We have grouped the different types of vehicles according to nine themes. Enjoy browsing and if you wish, post your comment!

Choose a Theme ↓

01 Cycles
02 Kids & Pets
03 Leisure, Sports & Fun
Alternative use of streets: fun for everyone
Citizens reclaiming street space: Playing fields in the street
Festival in numbers

- >15,000 participants representing over 30 countries
- 500 local government leaders, experts and practitioners at EcoMobility Dialogues
- 30 exhibitors in 3 locations
- >350 vehicles and 10,000 visitors at Expo Online
- 2,300 children learn and experience at Exhibition
- 16 million social media impressions for #joburgecomobility
- nearly 10% more Gautrain users compared to October 2014
- 15 minutes commuter time saving through Park & Ride and managed lanes
- 22% less private car use
- 5x more pedestrians in Festival area
Shift in transport mode

If you changed your mode during the Festival, what mode did you change to?

- **30%** Gautrain
- **19%** Bus
- **10%** Walk
- **9%** Park & Ride
- **8%** Car pool
- **8%** Minibus
- **6%** Cycle
- **4%** Metred Taxi
- **3%** Private Car
- **3%** Motorbike
Organized by Kaohsiung City in partnership with ICLEI and support from The Urban Idea and numerous local organizations
Kaohsiung’s Hamasen neighborhood to become free of cars and motorcycles, and ecomobile during October 2017
<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Motto</th>
<th>Neighborhood Type</th>
<th>Legacy:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>Suwon</td>
<td>„One neighborhood, one month, no cars“</td>
<td>Haenggung-dong</td>
<td>Speed limit, Parking restrictions, Improved street design, Beautified facades, Pocket parks</td>
</tr>
<tr>
<td>2015</td>
<td>Johannes-burg</td>
<td>„Change the way you move“</td>
<td>Sandton</td>
<td>Park + Ride, Dedicated lanes, PT loop, Express bus, Walking + cycling infra.</td>
</tr>
<tr>
<td>2017</td>
<td>Kaohsiung</td>
<td>Motto t.b.d.</td>
<td>Hamasen</td>
<td>Streets and alleys clogged with motorcycles and cars</td>
</tr>
</tbody>
</table>

**Mixed-use neighborhood**
- (residential, shops, small businesses, restaurants)

**Run-down quarter up for urban rehabilitation; cars dominating streets and alleys**
- 75,000 commuters by car; congestion at rush hours

**Streets and alleys clogged with motorcycles and cars**
- to be seen
Opportunities through EcoMobility World Festivals

• **People** experience:
  - different street design and street use,
  - different modes of transport,
  - a different lifestyle

• The **city government** experiments with various solutions to encouraging walking, cycling and use of public transport

• **We** produce *images* of an ideal, ecomobile city that go around the world
EcoMobility Festival books & videos

Scan this QR code with your smartphone:

www.ecomobilityfestival.net
CityScene – playing the future today
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