

# Sustainable Mobility Project

Rebecca Edwards, SBA

Sustainability Talks: Transport

9 August 2017



wbcSD  
global network

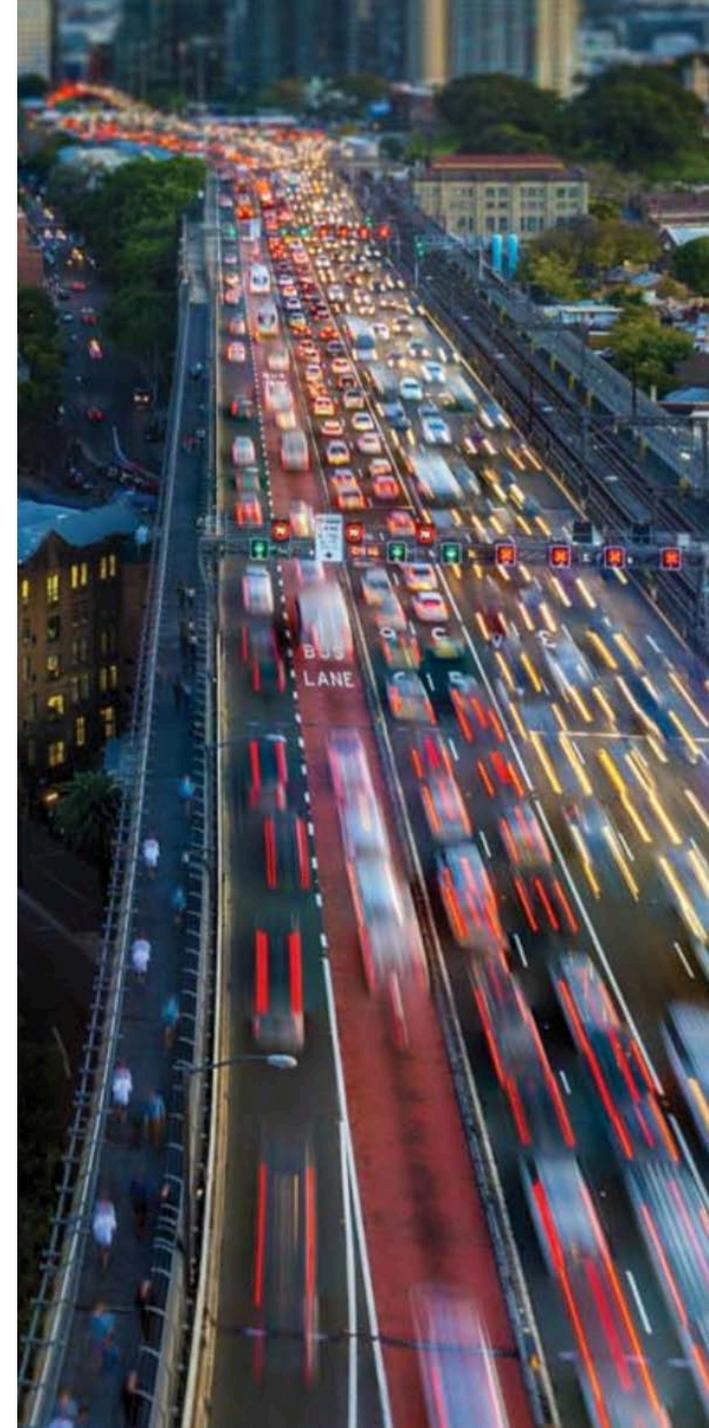
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DAVID JONES



JACOBS



# Sustainable Mobility Project

## What is sustainable mobility? – a working definition

**Mobility is about access** - connecting people to opportunities - goods, services, activities and destinations. It focuses on people and their quality of life rather than the traditional transport focus on vehicles and infrastructure. Avoided or reduced need for travel are as important as modes of travel.

**Sustainable Mobility**, is the ability to meet society's mobility needs, advancing economic and social development, in a manner that is **safe, affordable, accessible, efficient, and resilient**, while minimizing carbon and other emissions and environmental impacts

# Sustainable Mobility Project

## Sustainable mobility drives sustainable development



# Sustainable Mobility Project

## Part of the wbcasd global mobility framework

Unique global framework to support integrated, multimodal & fact-based sustainable urban mobility planning

SMP global business group



SMP cities



Committee of international experts

-   Simon Upton
-   Jose Viegas
-   Pieter Venter
-   Pr Sue Zielinski
-   Pr Masao Kuwahara



# Sustainable Mobility Project - Overview

A cross-sector collaboration to lead an Australian business response



Vision  
(WBCSD)

To accelerate and extend access to safe, reliable and comfortable mobility for all, whilst aiming for affordability, zero traffic accidents, low environmental impacts, and reduced demands on energy and time

Goal  
(SBA)

Lead an Australian business response to the challenges and opportunities of meeting Sydney's mobility needs more sustainably

Objective  
(SBA)

Understand how business can shape mobility  
Identify mobility business solutions that will create societal value

# Sustainable Mobility Project - Context

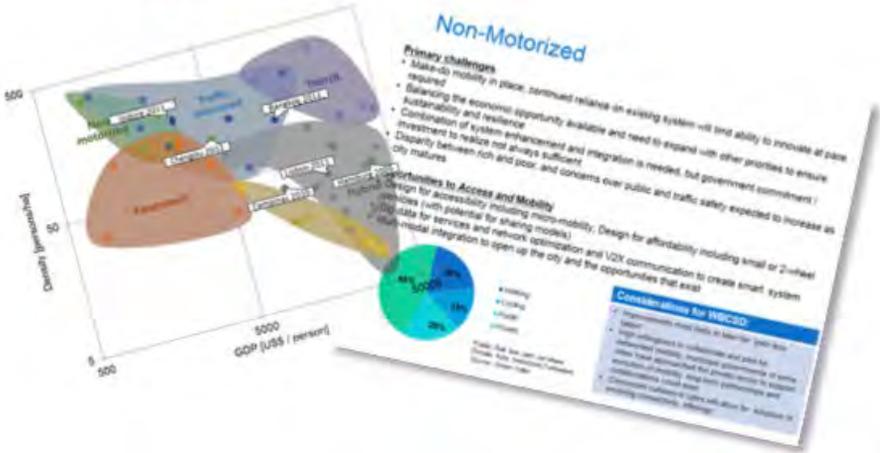
## Trends, drivers and challenges

	<h3>Population</h3> <p>Sydney's population from <b>&gt;5m today</b> to <b>8m by 2050</b></p>		<h3>Job Opportunity</h3> <p>Only <b>14%</b> of jobs in outer Sydney suburbs can be accessed within a <b>45 minute car trip</b>, or a <b>60 minute public transport journey</b></p>
	<h3>Congestion</h3> <p>Costs Australia <b>\$13b in 2011</b> <b>\$53b by 2031</b></p>		<h3>Travel Time</h3> <p>Sydney workers spend over <b>6 working weeks</b> commuting each year</p>
	<h3>Cost</h3> <p><b>17%</b> of the average household budget in Sydney is spent on transport</p>		<h3>Environment</h3> <p>Australian cars and light vehicles emit <b>57 million tonnes</b> of greenhouse gases each year</p>

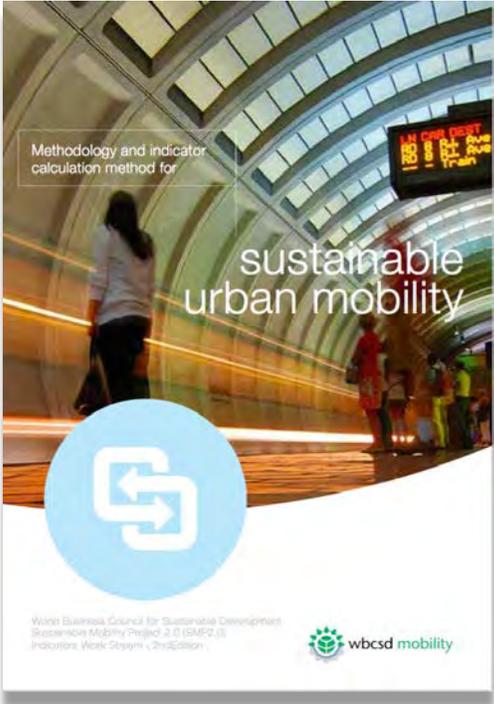
# Sustainable Mobility Project - Methodology

## wbcds toolkit

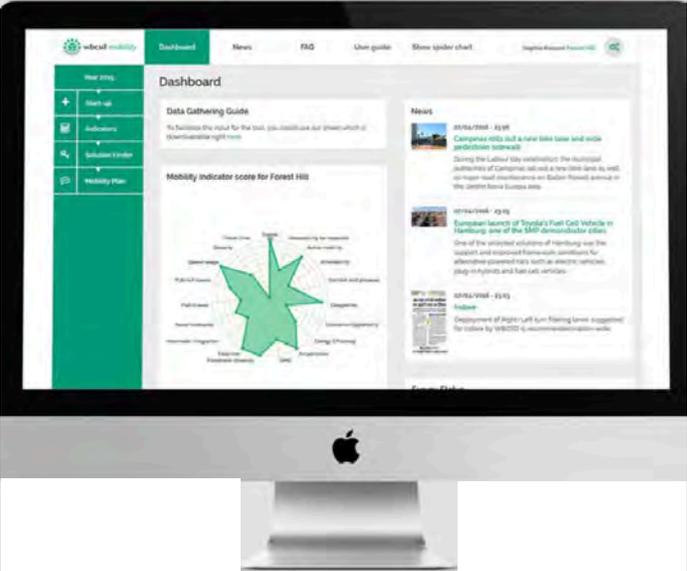
City mobilisation characterisation



Indicator analysis



Online mobility planning tool

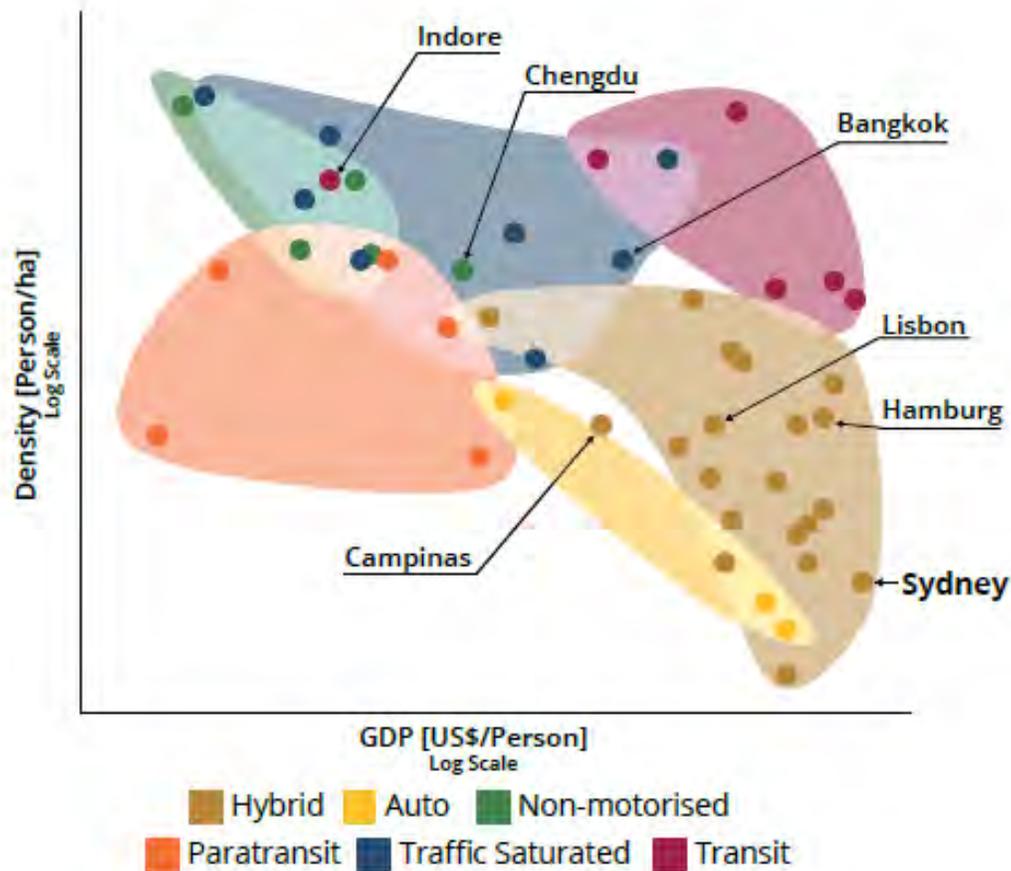


# Sustainable Mobility Project - Outcomes

## City mobility characterisation

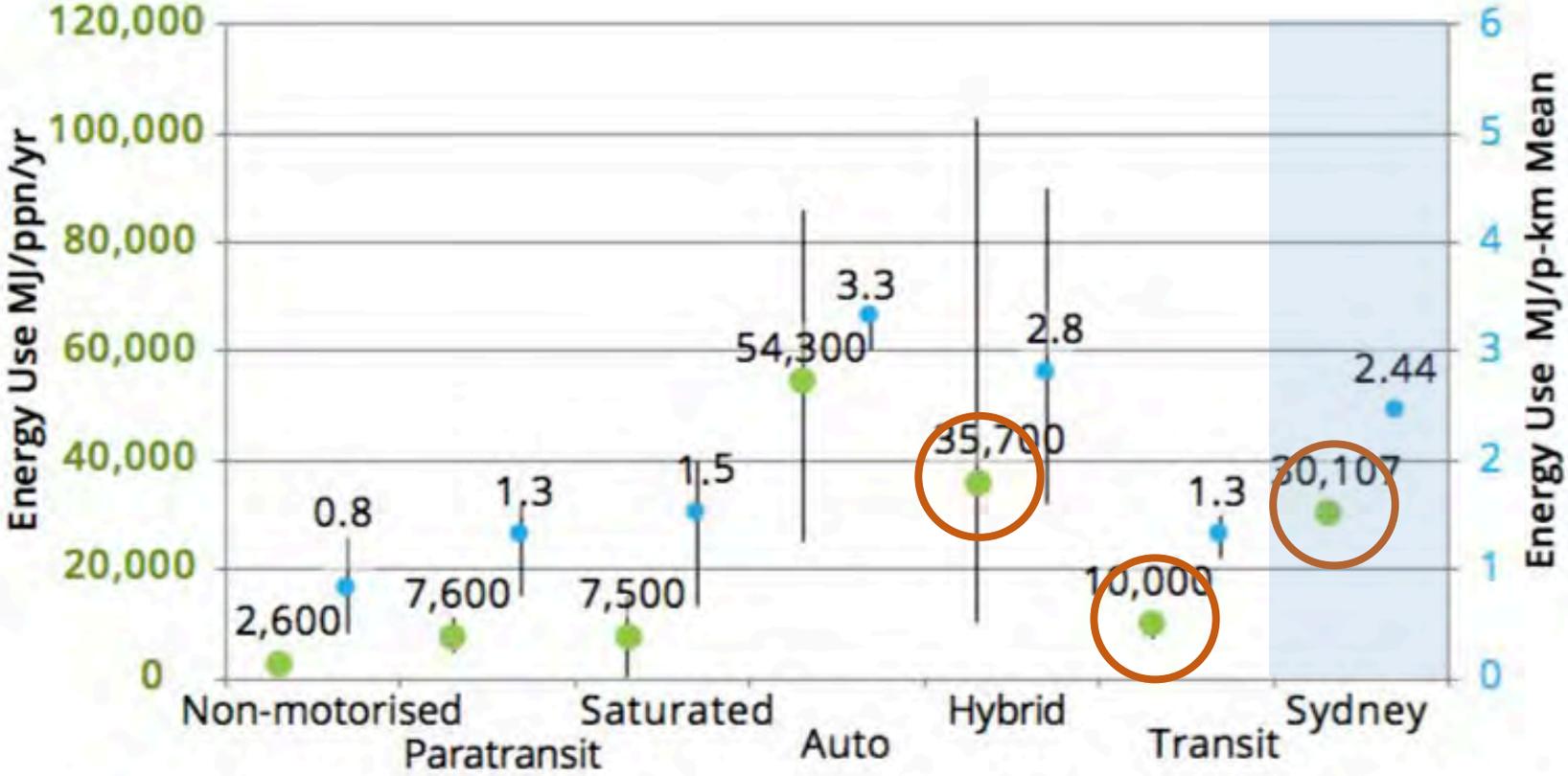
Sydney is a Hybrid city:

- an **efficient mass transit system** in places
- but also a **heavy reliance on private vehicles**, in many areas due to urban sprawl
- **High emissions of greenhouse gases** due to the dependence on fossil fuels
- **Poor reliability of supply chains** due to long journey times and congestion
- **Inefficient investment** in mobility infrastructure due to complexity of mobility system
- **Poor social and cultural integration** associated with inequity of access to the mobility system.



# Sustainable Mobility Project - Outcomes

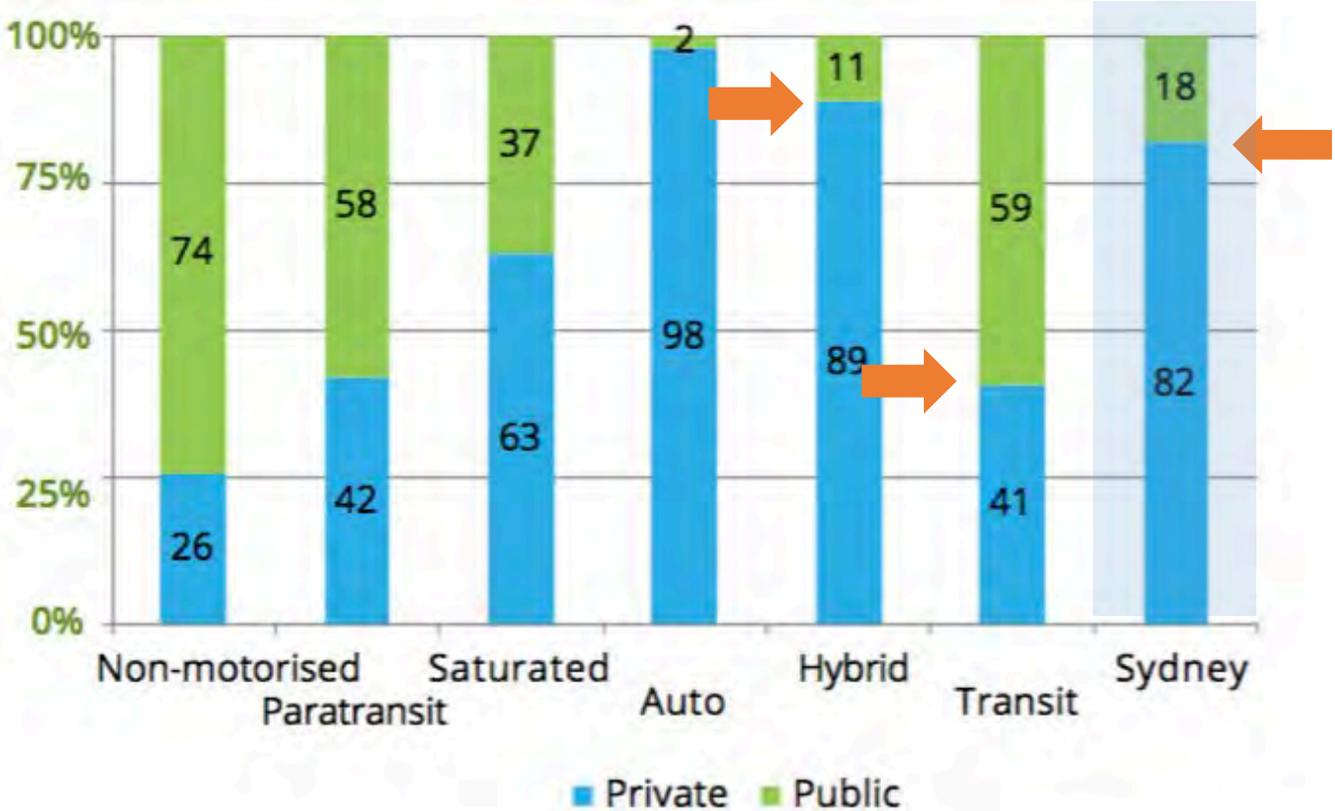
Energy use for passenger transport – Sydney typical of a hybrid city



- Energy Use for Passenger Motorised (Public & Private) Transport MJ/ppn/yr Mean
- Energy Use for Passenger Motorised (Public & Private) M1/p-km Mean

# Sustainable Mobility Project - Outcomes

Modal split by distance – Sydney typical of a hybrid city



# Sustainable Mobility Project - Outcomes

## Indicator analysis and consumer survey



### Indicator Analysis

- 19 Indicators over four themes:
  - Quality of life
  - Mobility System Performances
  - Global Environment
  - Economic Success
- Data from TfNSW, RMS, ABS and publicly available sources

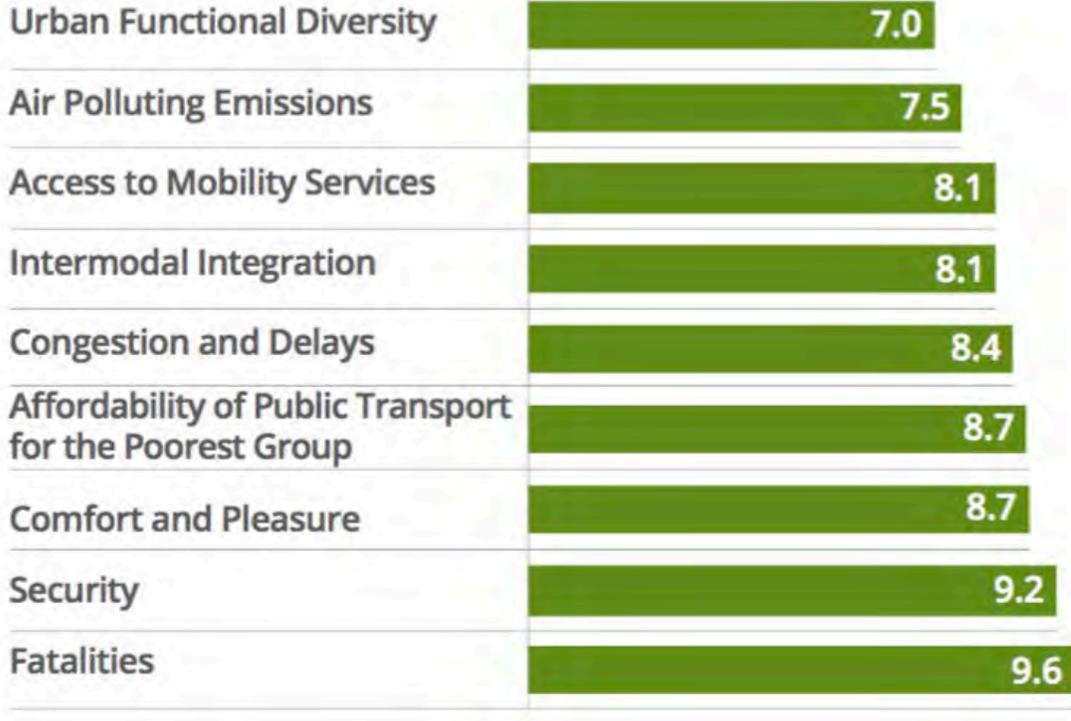
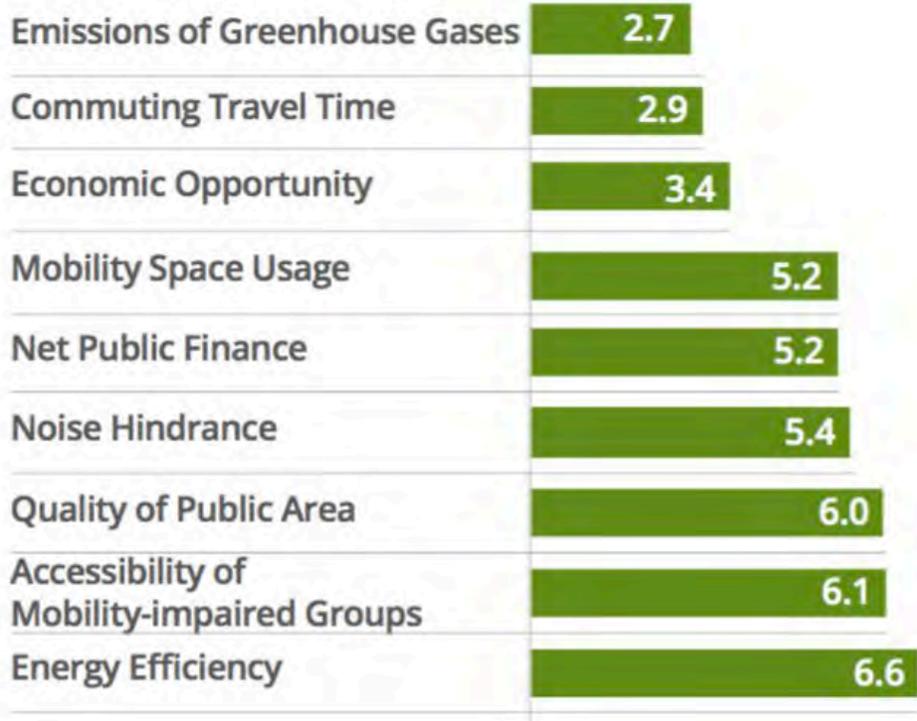
### NRMA Consumer Survey

- Consumer satisfaction survey for same 19 indicators
- Over 1000 participants from across Sydney

Indicator methodology available: <http://www.wbcSD.org/Projects/smp2>

# Sustainable Mobility Project - Outcomes

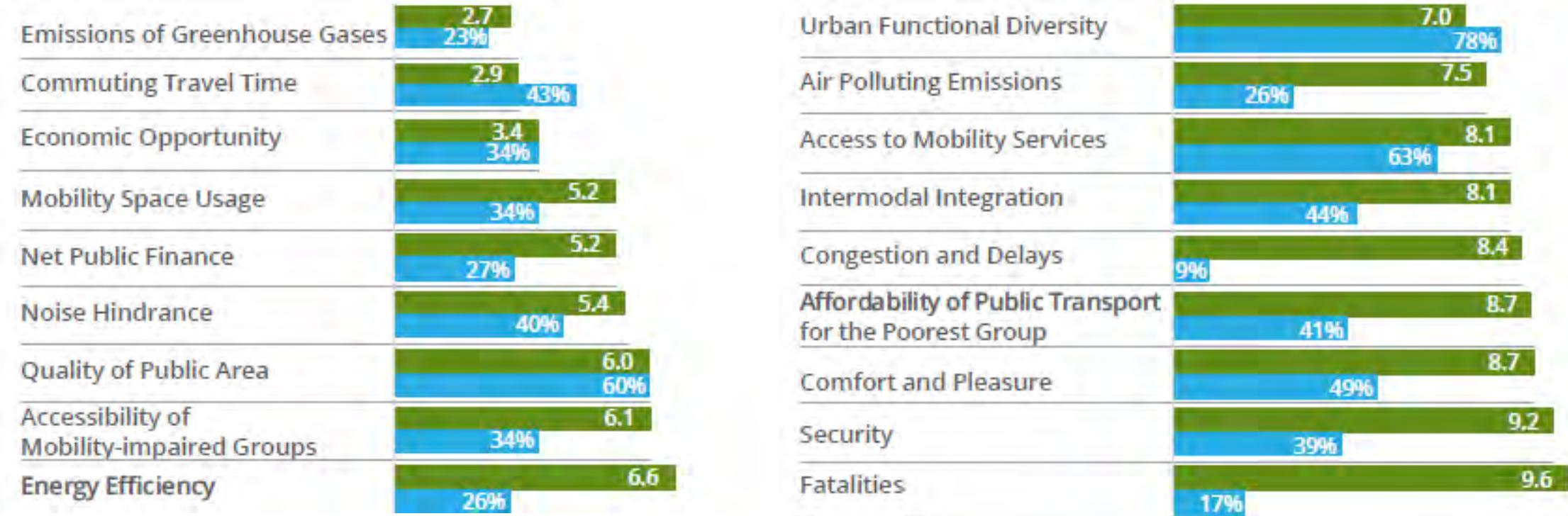
## Indicator analysis score for Sydney



Indicator Analysis Score 0-10, Low -High

# Sustainable Mobility Project - Outcomes

## Indicator analysis with consumer survey

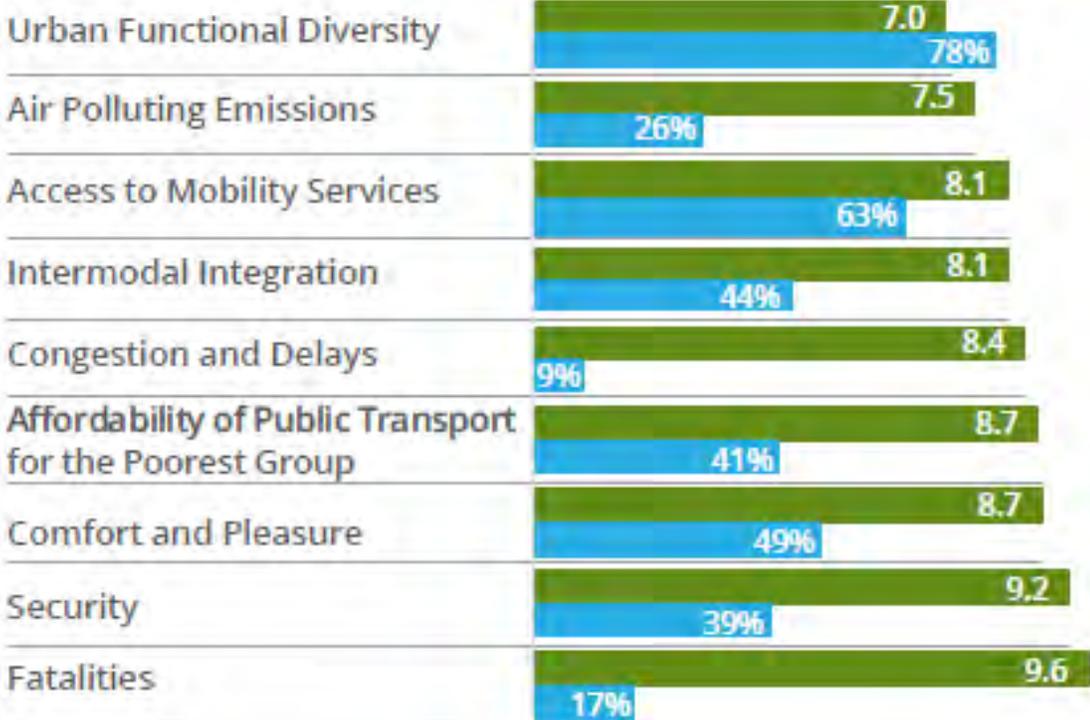
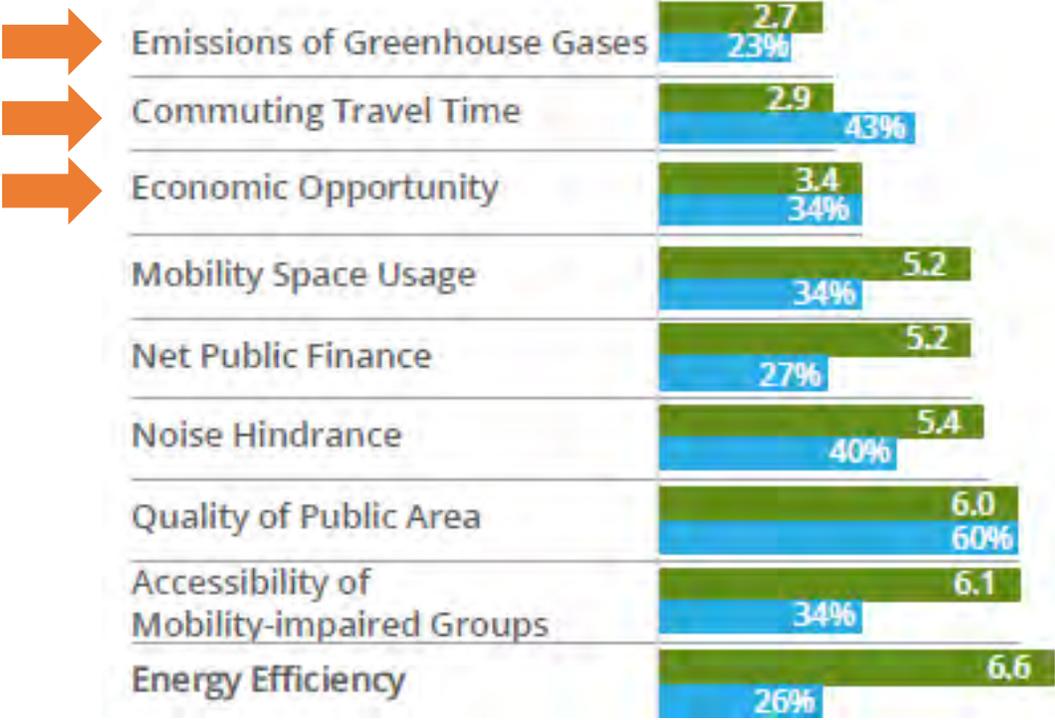


Indicator Analysis  
Score 0-10, Low -High

NRMA Survey Satisfaction  
% Satisfied / Very Satisfied

# Sustainable Mobility Project - Outcomes

## Four priority indicators

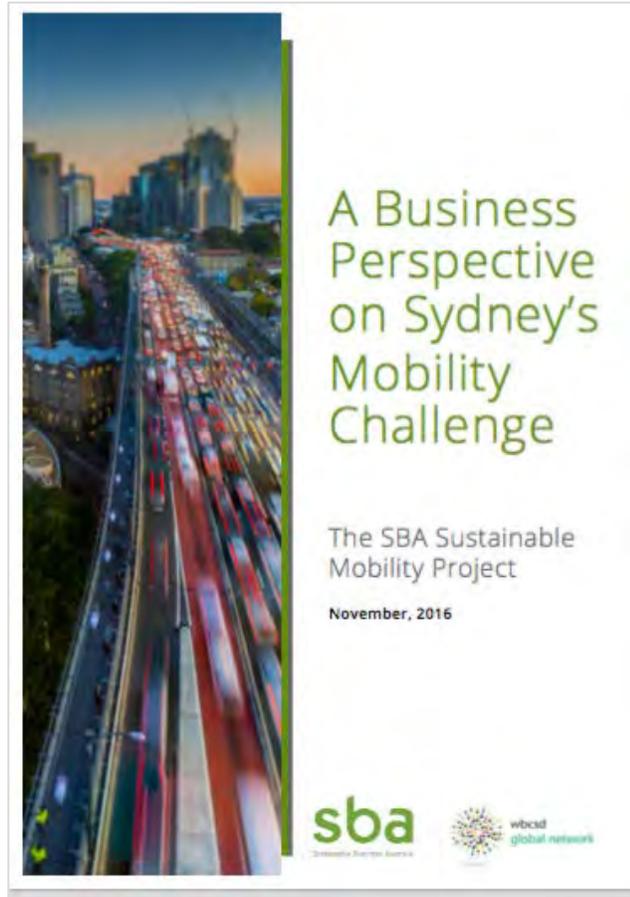


Indicator Analysis  
Score 0-10, Low -High

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# Sustainable Mobility Project - Outcomes

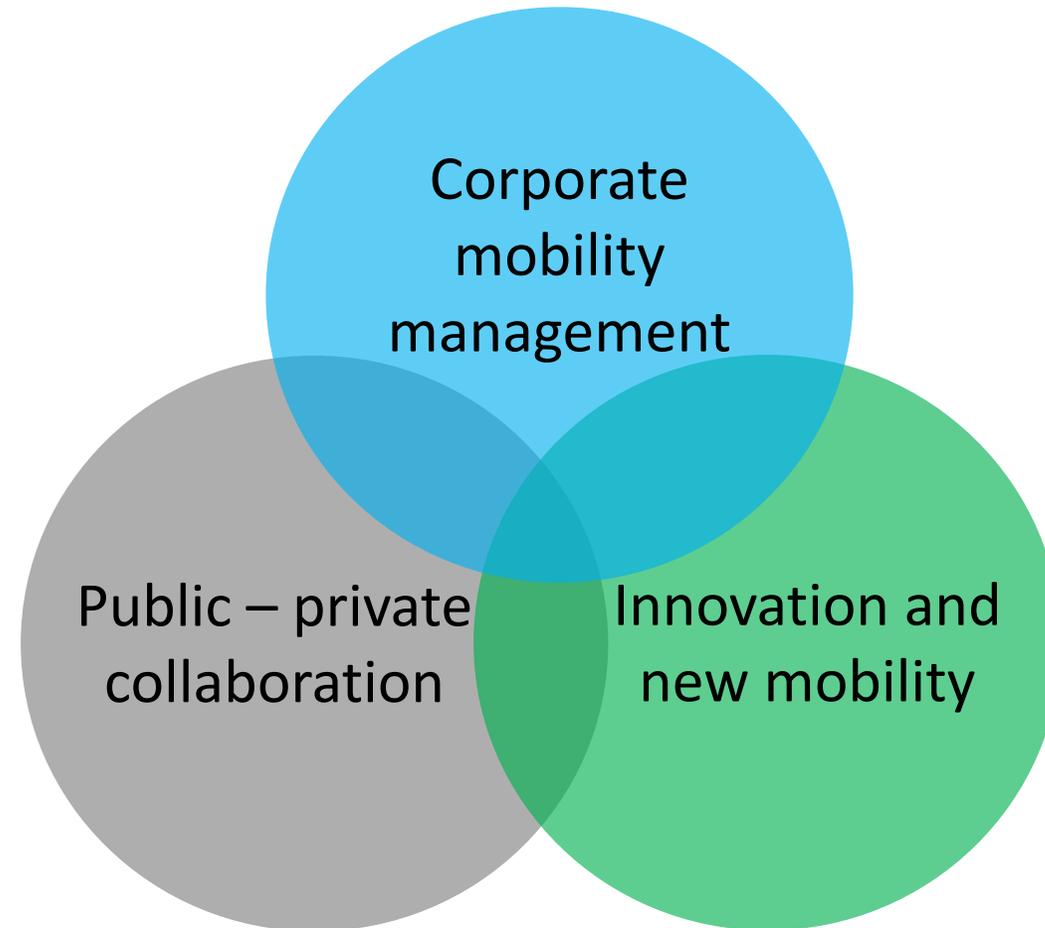
## Year One report



Available at [www.sba.asn.au](http://www.sba.asn.au)

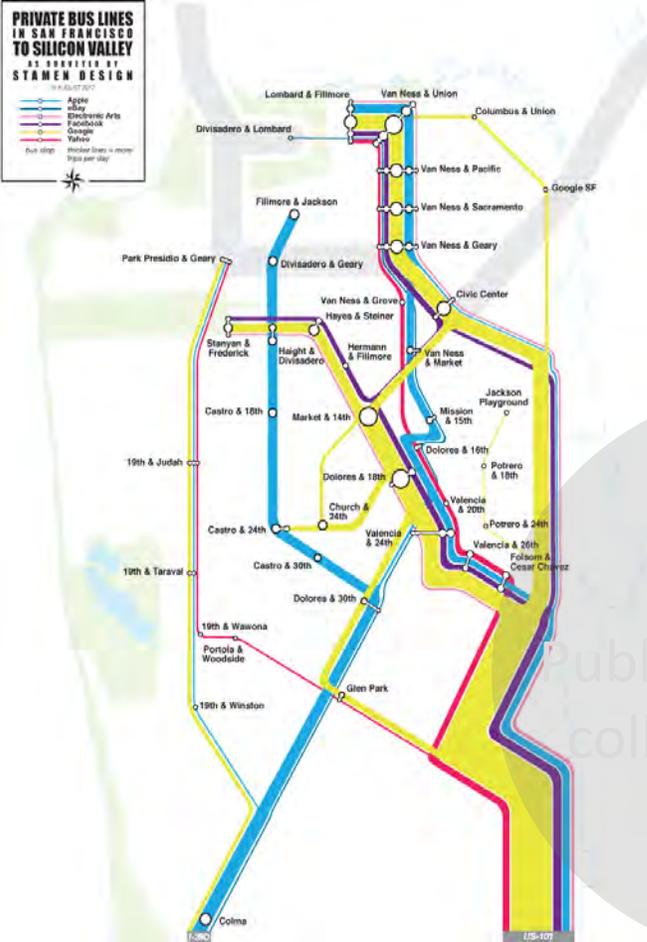
# Sustainable Mobility Project - Outcomes

## Year Two - How business can shape mobility



# Sustainable Mobility Project - Outcomes

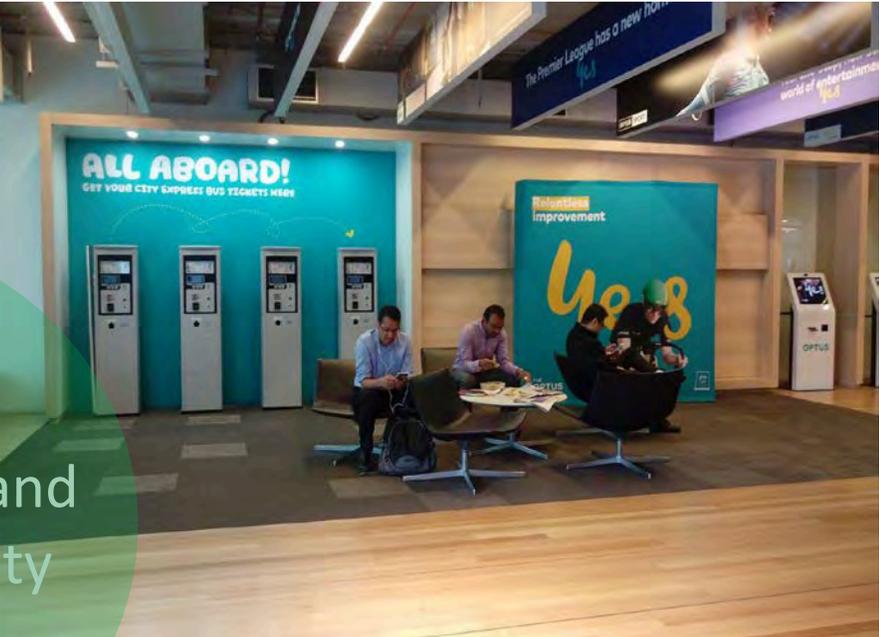
## How business can shape mobility



Corporate mobility management

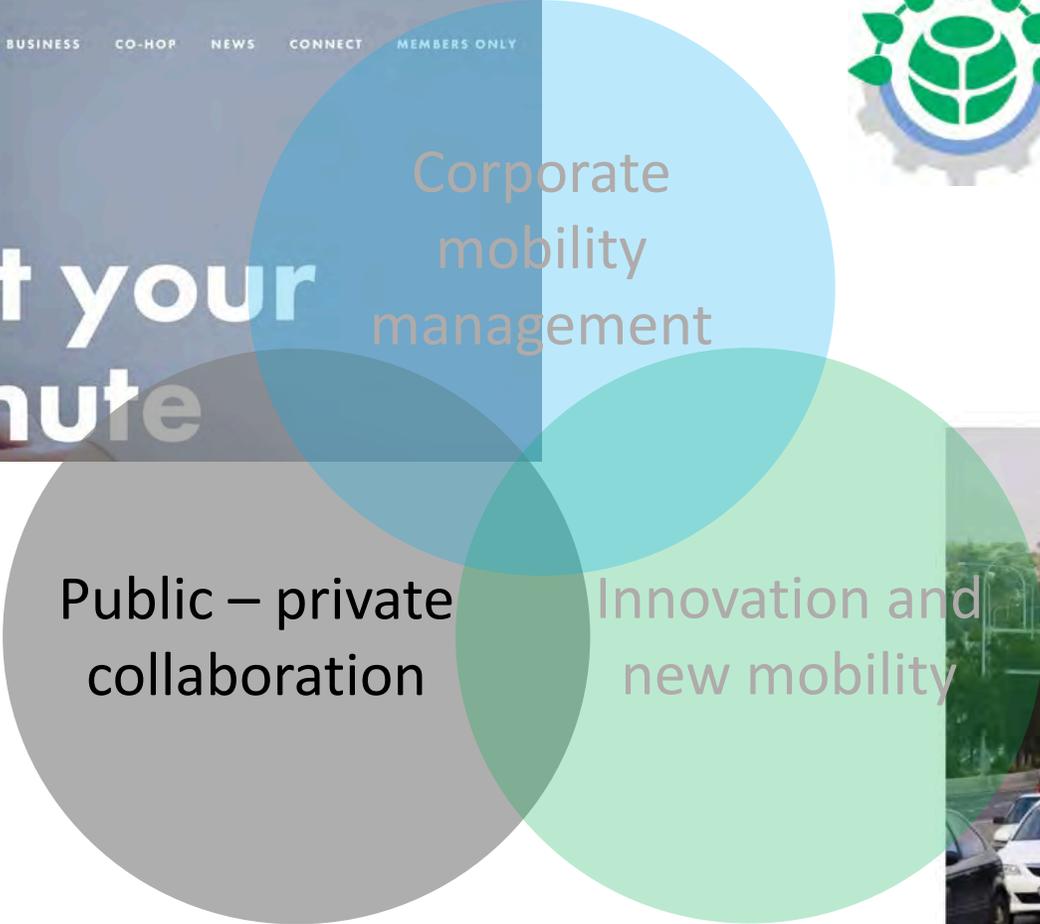
Public – private collaboration

Innovation and new mobility



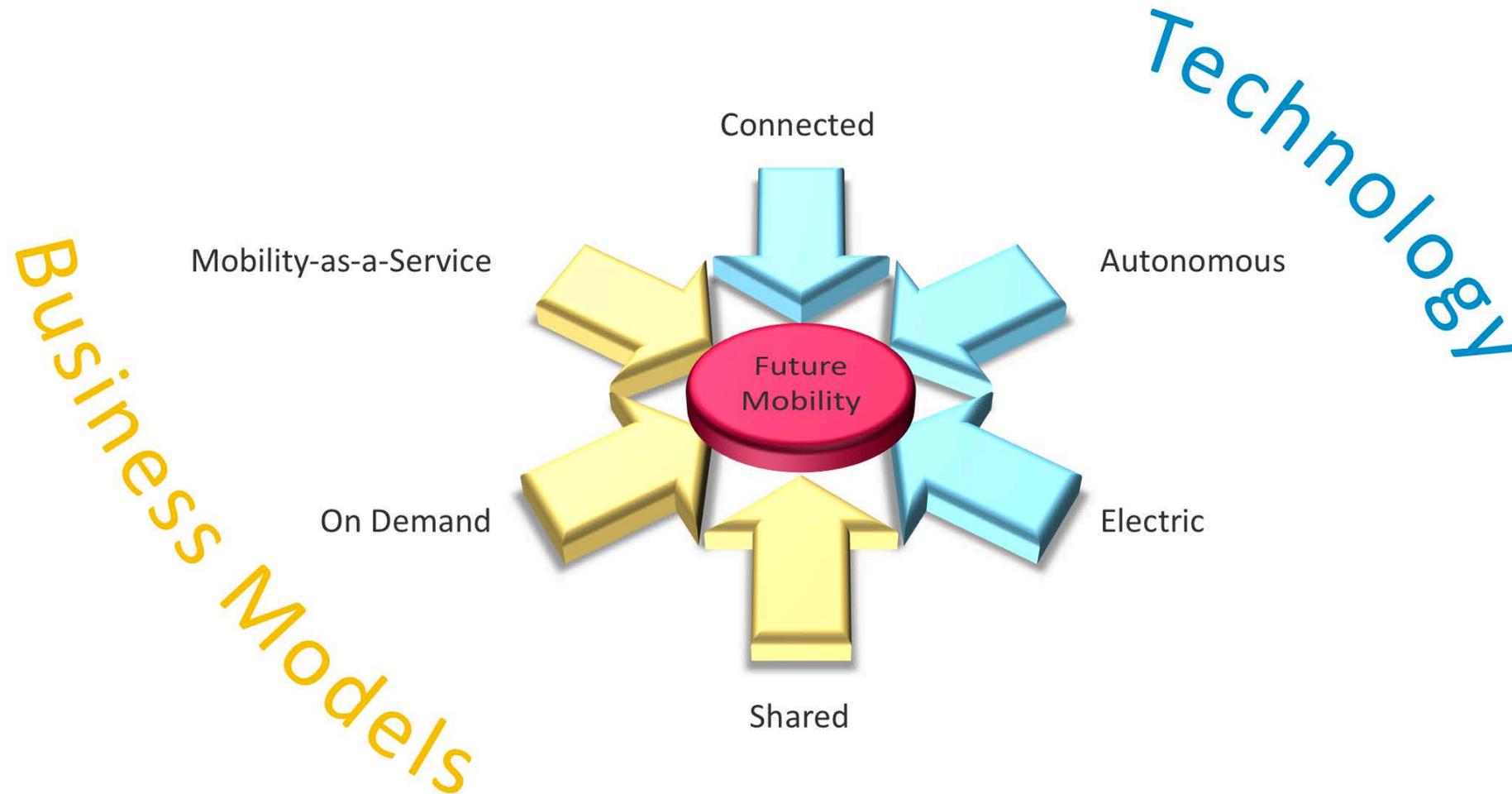
# Sustainable Mobility Project - Outcomes

## How business can shape mobility



# How business can shape mobility

## Innovation and new mobility models



# How business can shape mobility

## Innovation and new mobility models



Corporate  
mobility  
management

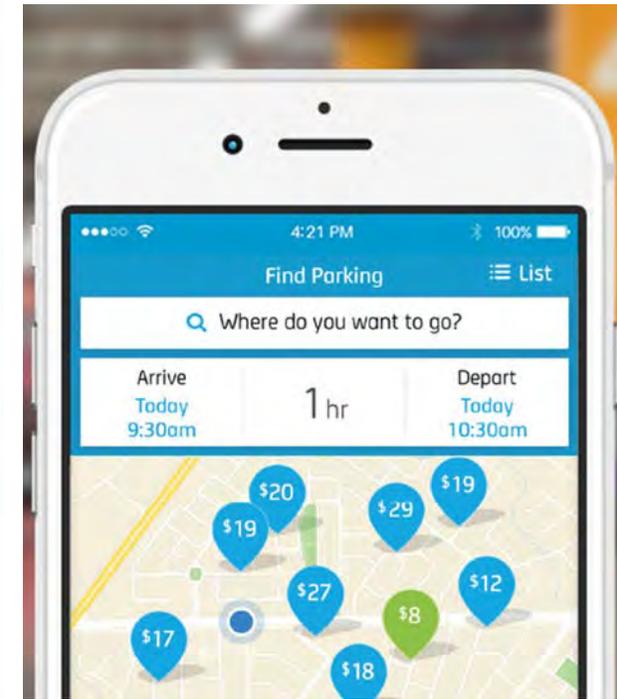
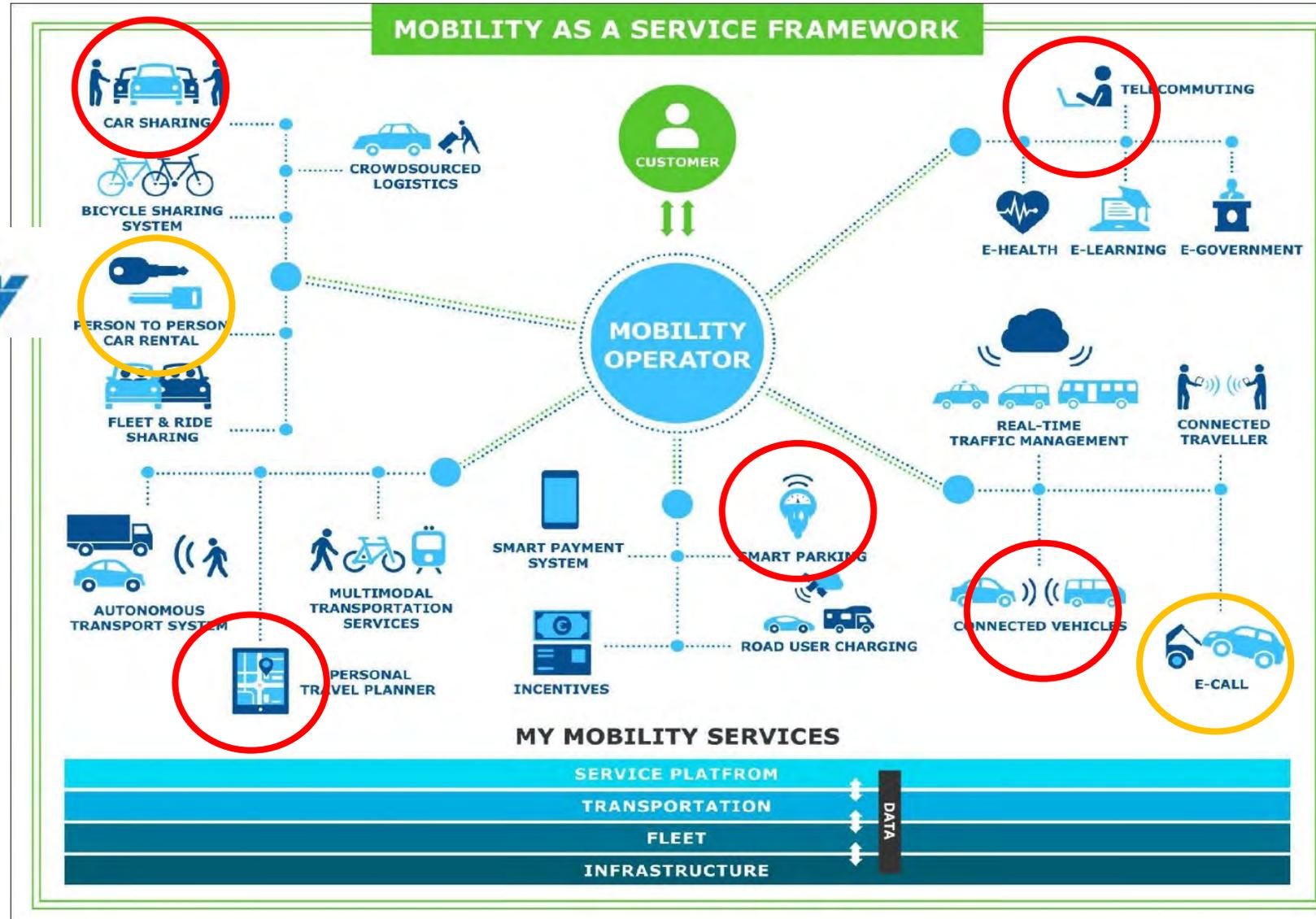
Public – private  
collaboration

Innovation and  
new mobility



# How business can shape mobility

## Innovation and new mobility models



← NRMA traditional areas

# Sustainable Mobility Project - Outcomes

## How business can shape mobility



Corporate mobility management



# REPORT OUT OCTOBER 2017



Public – private collaboration

Innovation and new mobility



# Sustainable Mobility Project – Next Phase

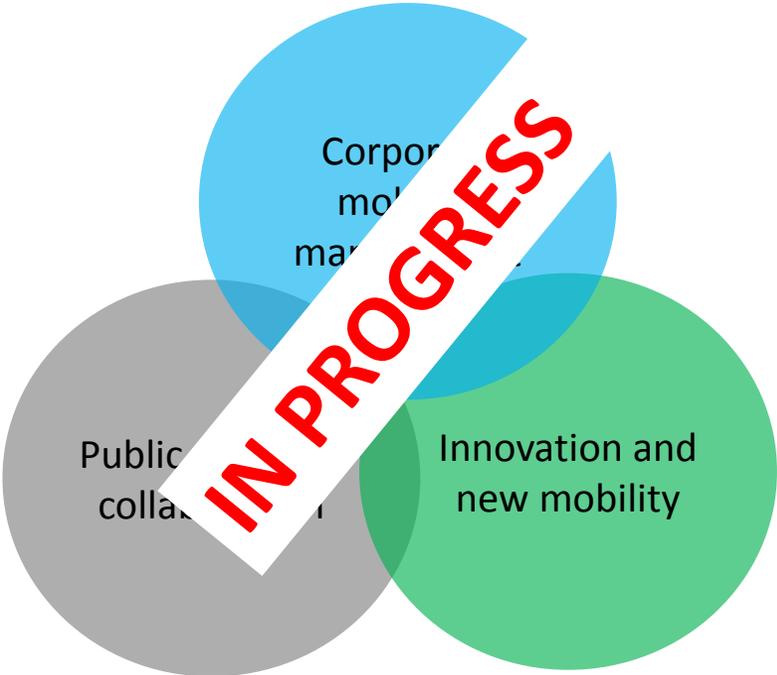
## Year Three - 2018

City mobilisation analysis

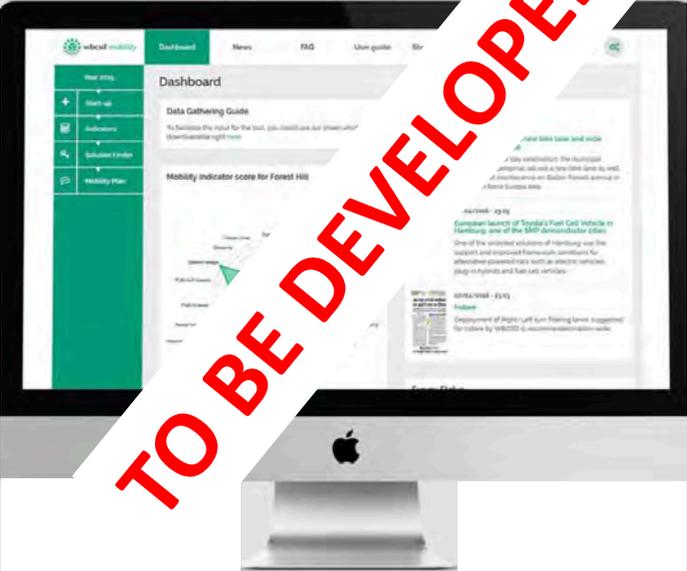


**COMPLETE**

How business can shape mobility



Online mobility planning tool



# Thank you!

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