

Sustainable Mobility Project

Rebecca Edwards, SBA

Sustainability Talks: Transport
9 August 2017



wbcd
global network

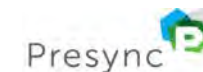
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DAVID JONES



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

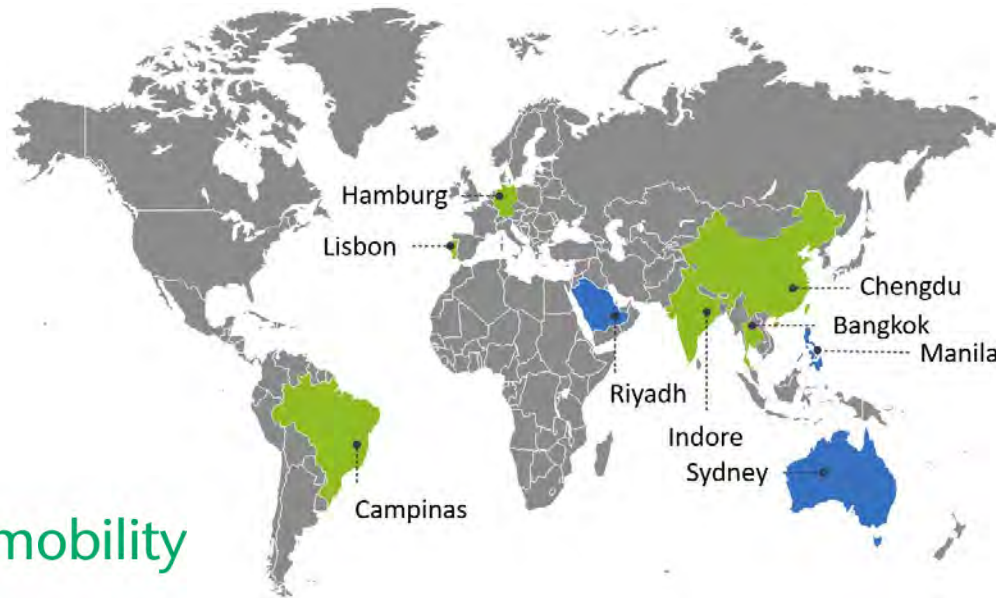
Part of the wbcasd global mobility framework

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

SMP global business group



SMP cities

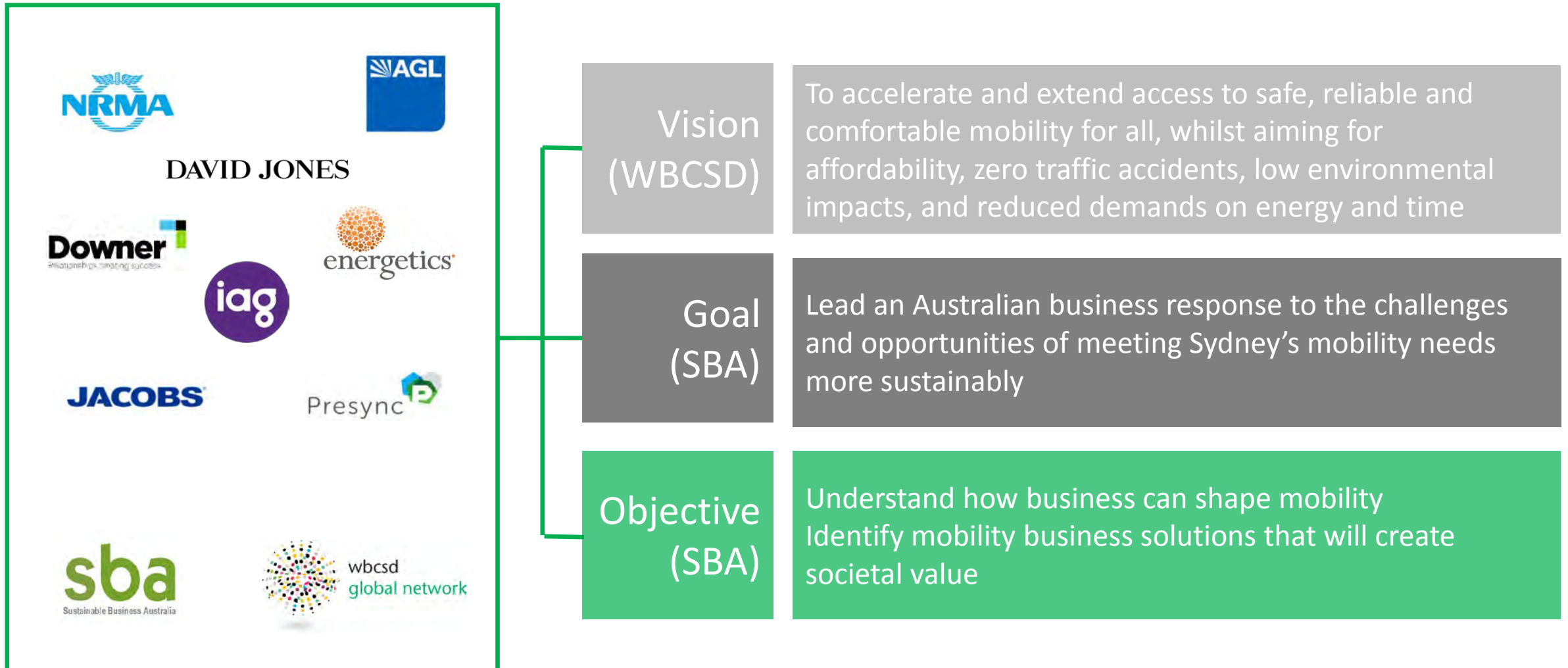


Committee of international experts



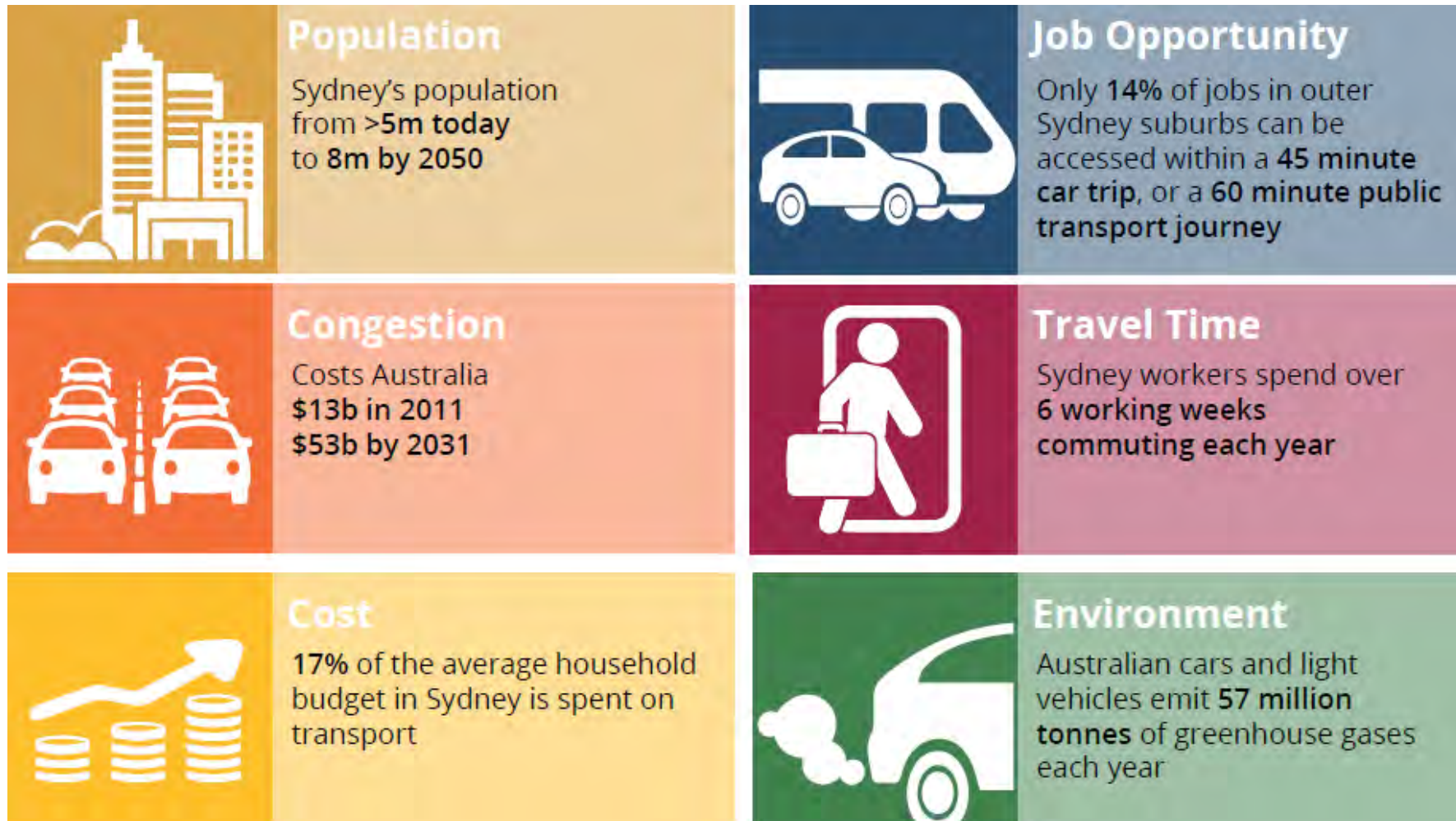
Sustainable Mobility Project - Overview

A cross-sector collaboration to lead an Australian business response



Sustainable Mobility Project - Context

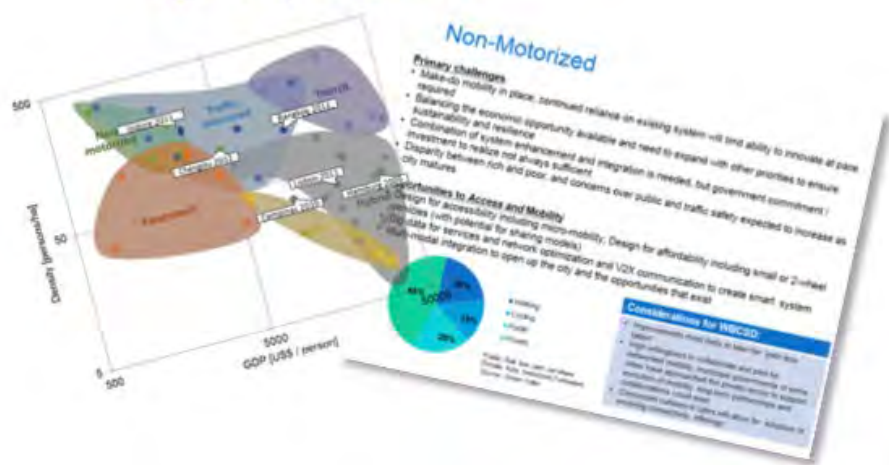
Trends, drivers and challenges



Sustainable Mobility Project - Methodology

wbcds toolkit

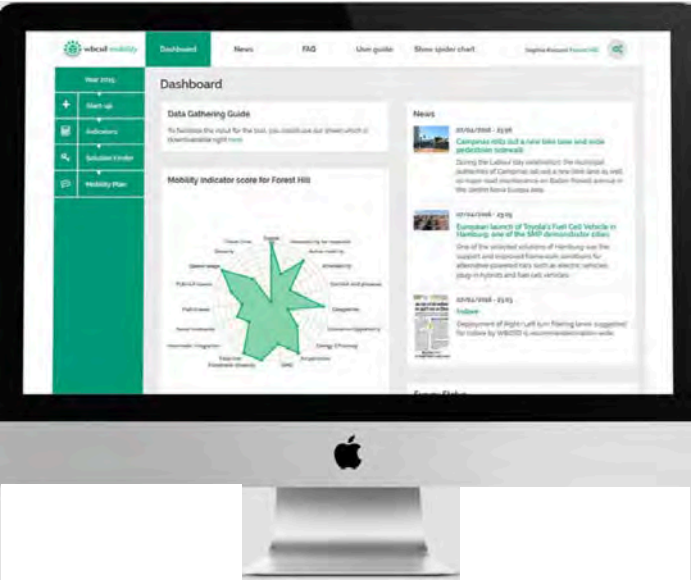
City mobilisation characterisation



Indicator analysis



Online mobility planning tool

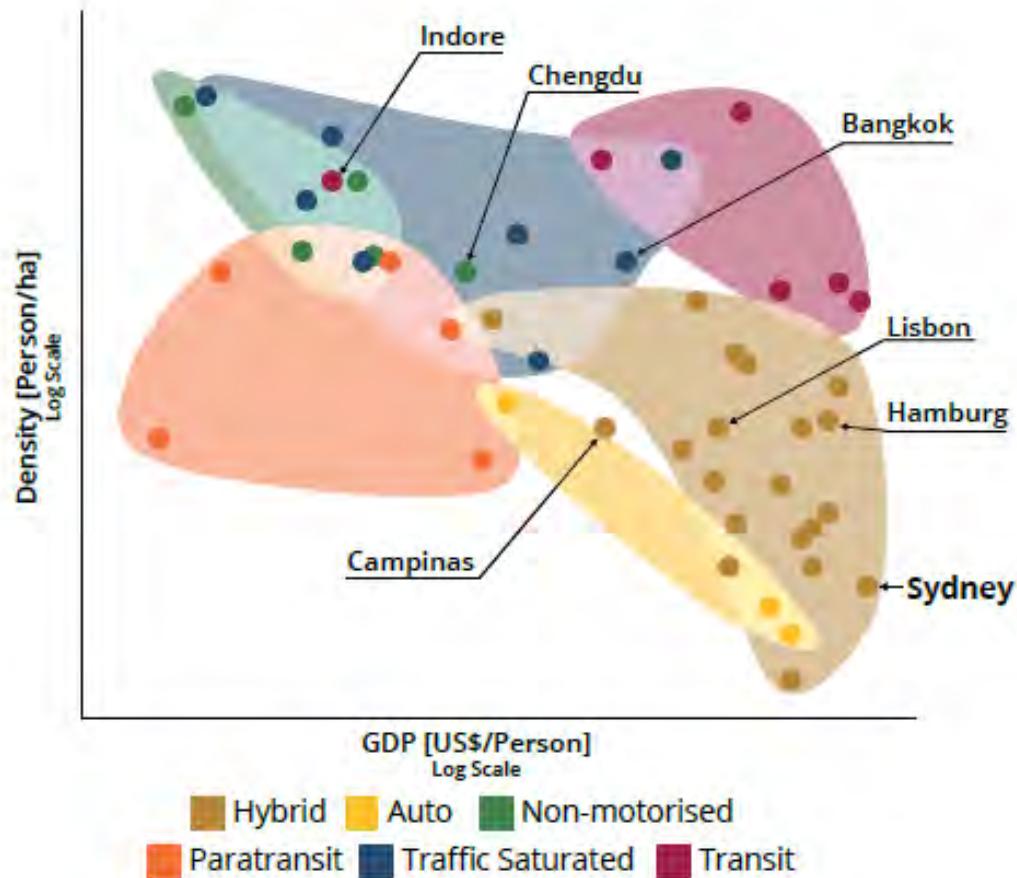


Sustainable Mobility Project - Outcomes

City mobility characterisation

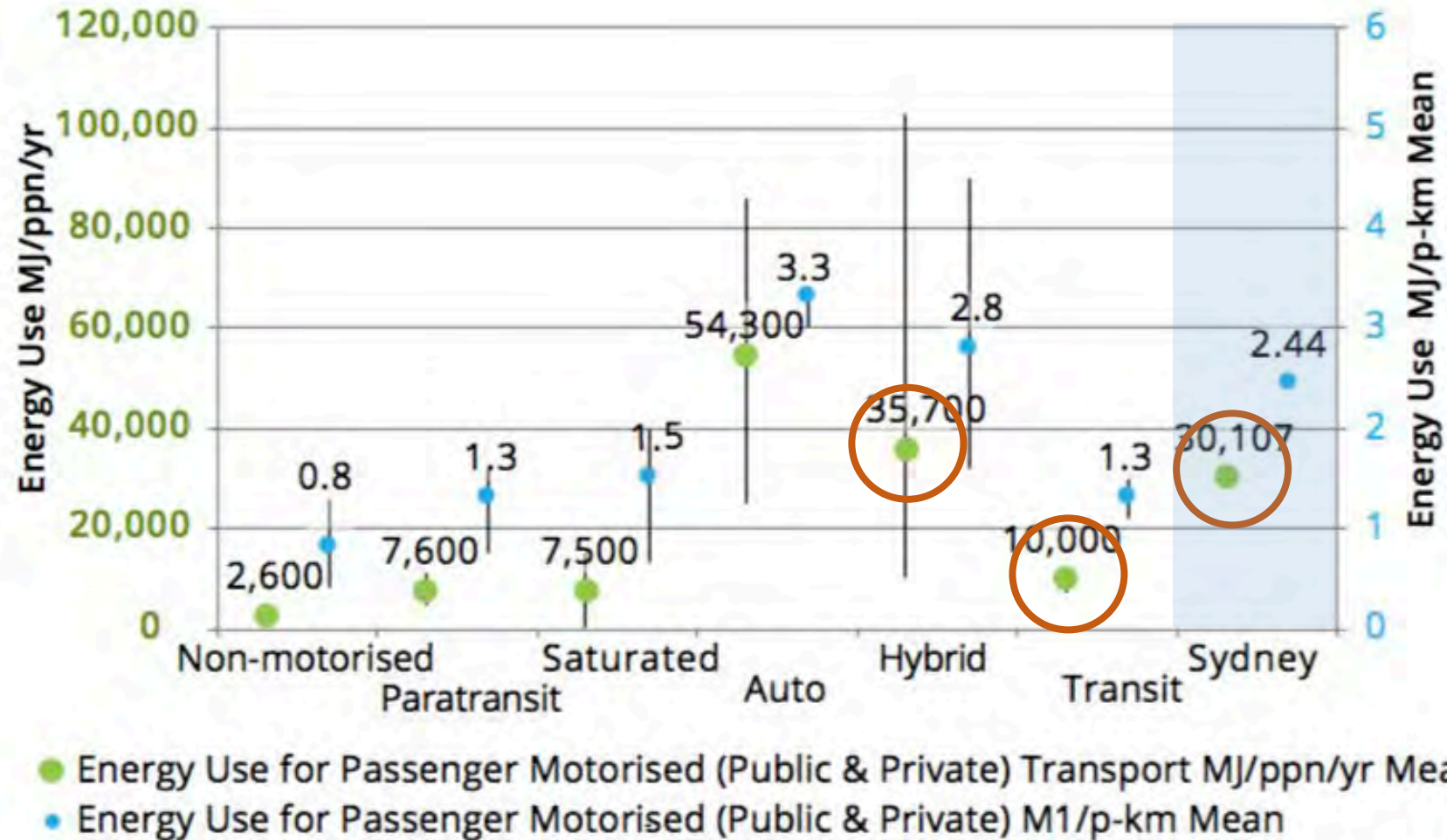
Sydney is a Hybrid city:

- 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.



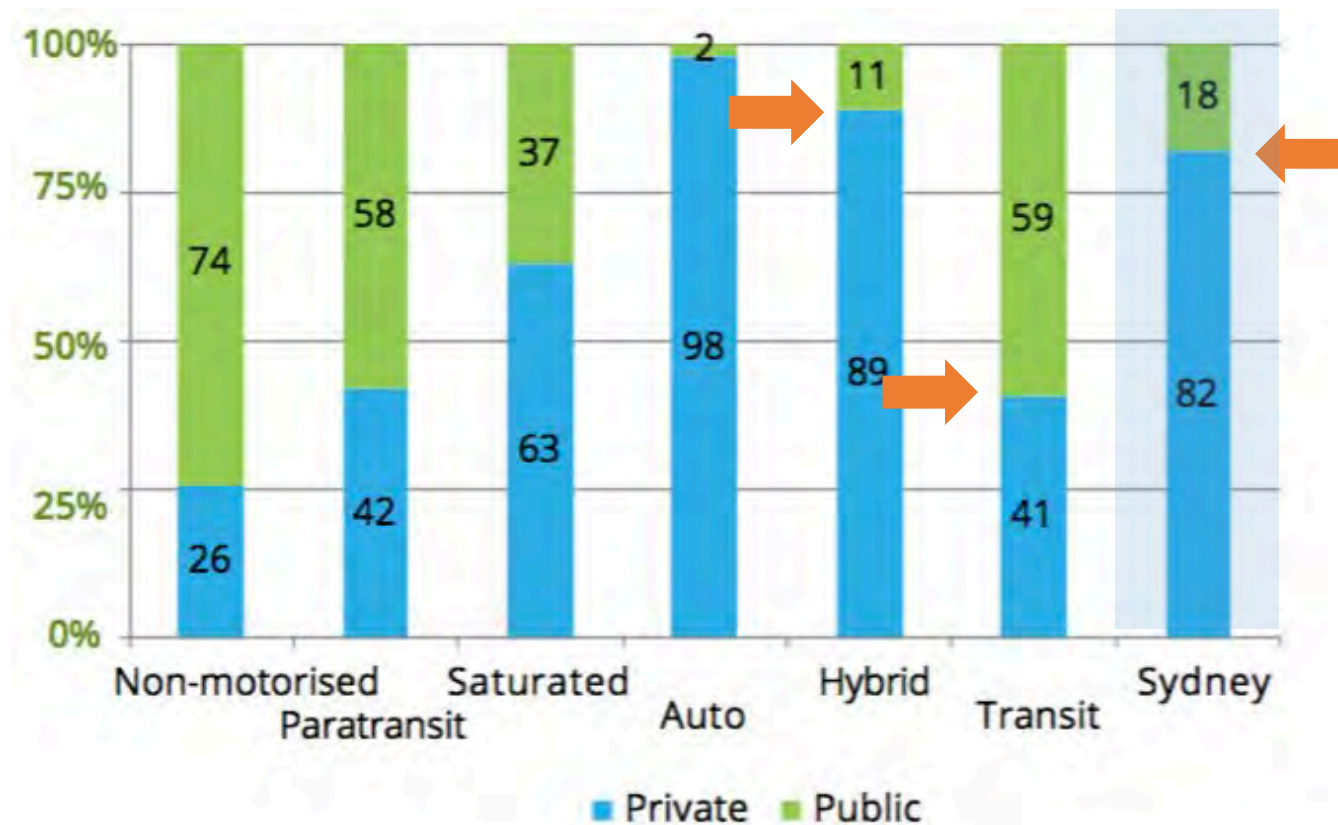
Sustainable Mobility Project - Outcomes

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



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

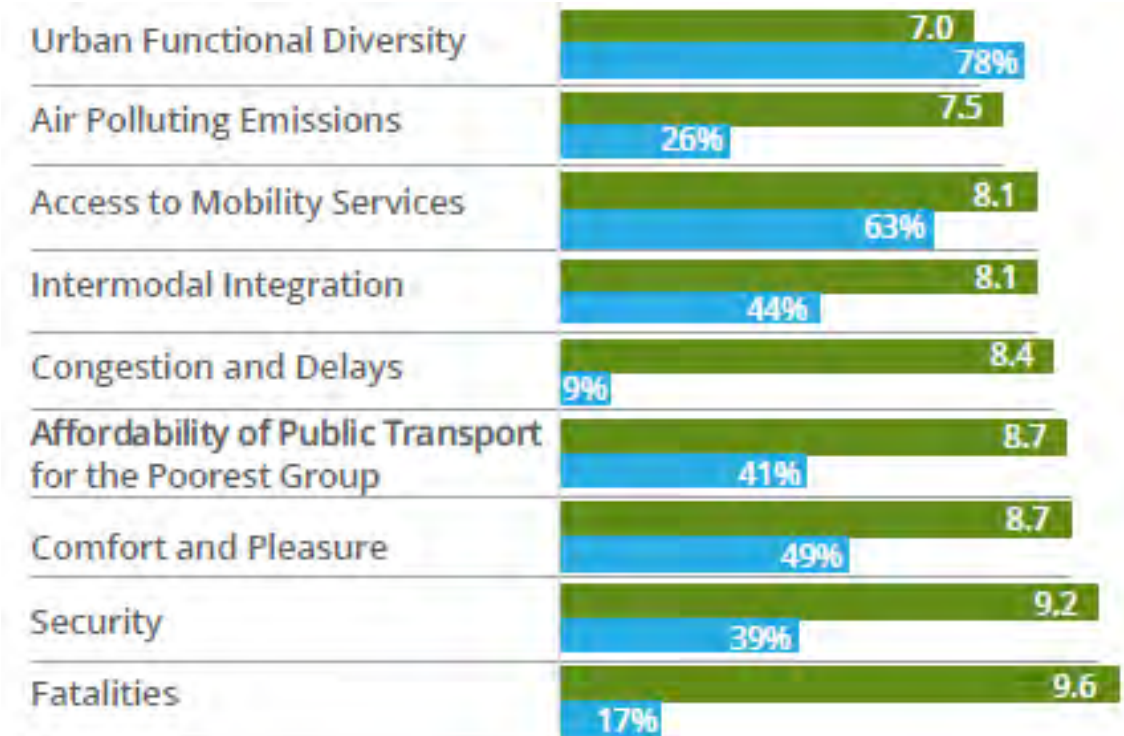
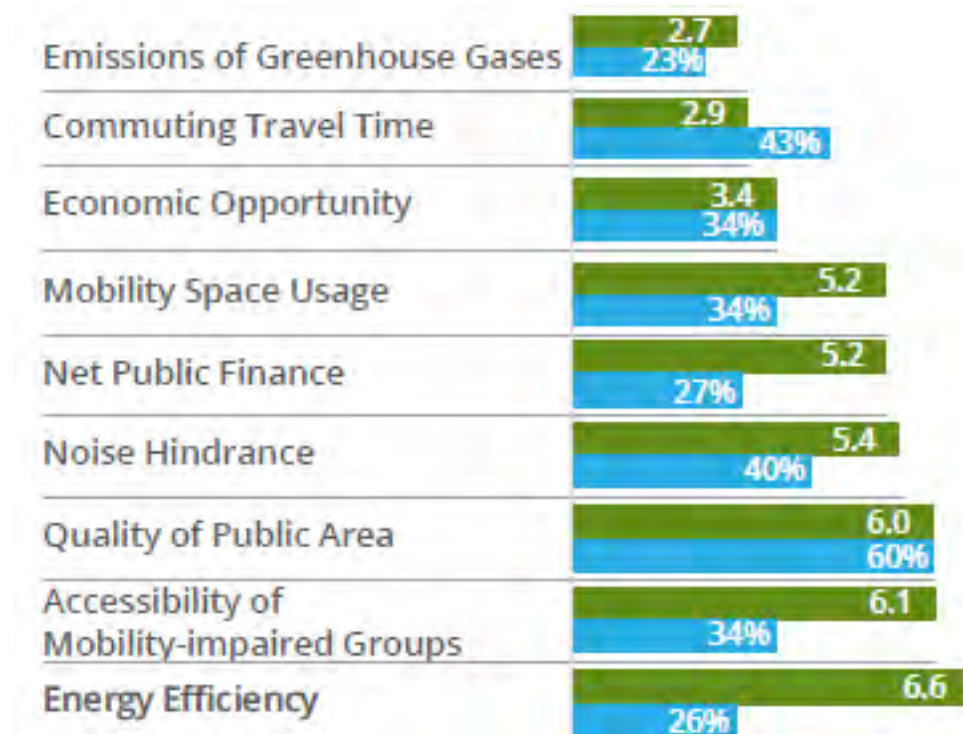
Emissions of Greenhouse Gases	2.7
Commuting Travel Time	2.9
Economic Opportunity	3.4
Mobility Space Usage	5.2
Net Public Finance	5.2
Noise Hindrance	5.4
Quality of Public Area	6.0
Accessibility of Mobility-impaired Groups	6.1
Energy Efficiency	6.6

Urban Functional Diversity	7.0
Air Polluting Emissions	7.5
Access to Mobility Services	8.1
Intermodal Integration	8.1
Congestion and Delays	8.4
Affordability of Public Transport for the Poorest Group	8.7
Comfort and Pleasure	8.7
Security	9.2
Fatalities	9.6

Indicator Analysis Score 0-10, Low -High

Sustainable Mobility Project - Outcomes

Indicator analysis with consumer survey

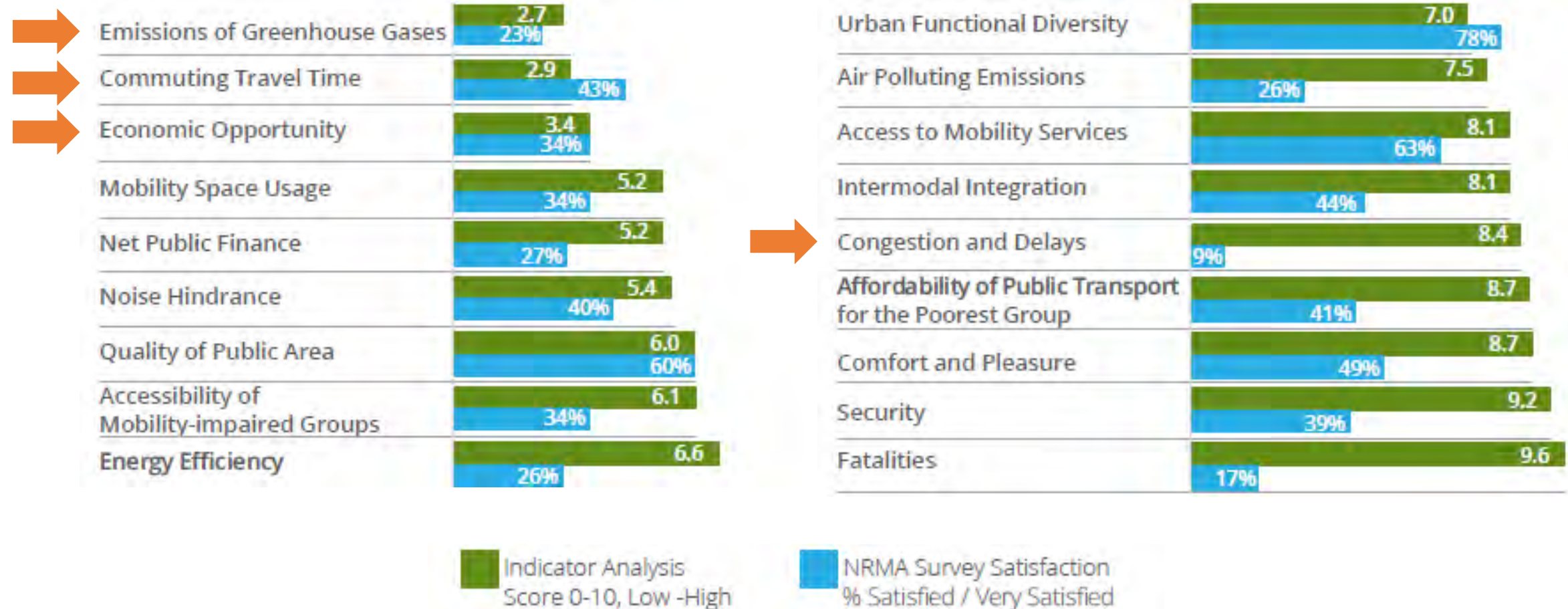


Indicator Analysis
Score 0-10, Low -High

NRMA Survey Satisfaction
% Satisfied / Very Satisfied

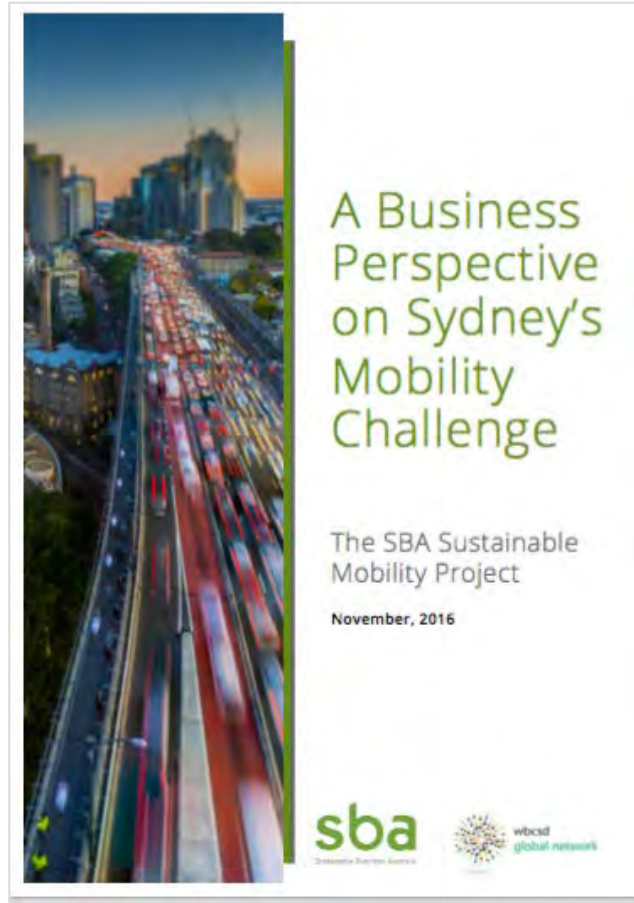
Sustainable Mobility Project - Outcomes

Four priority indicators



Sustainable Mobility Project - Outcomes

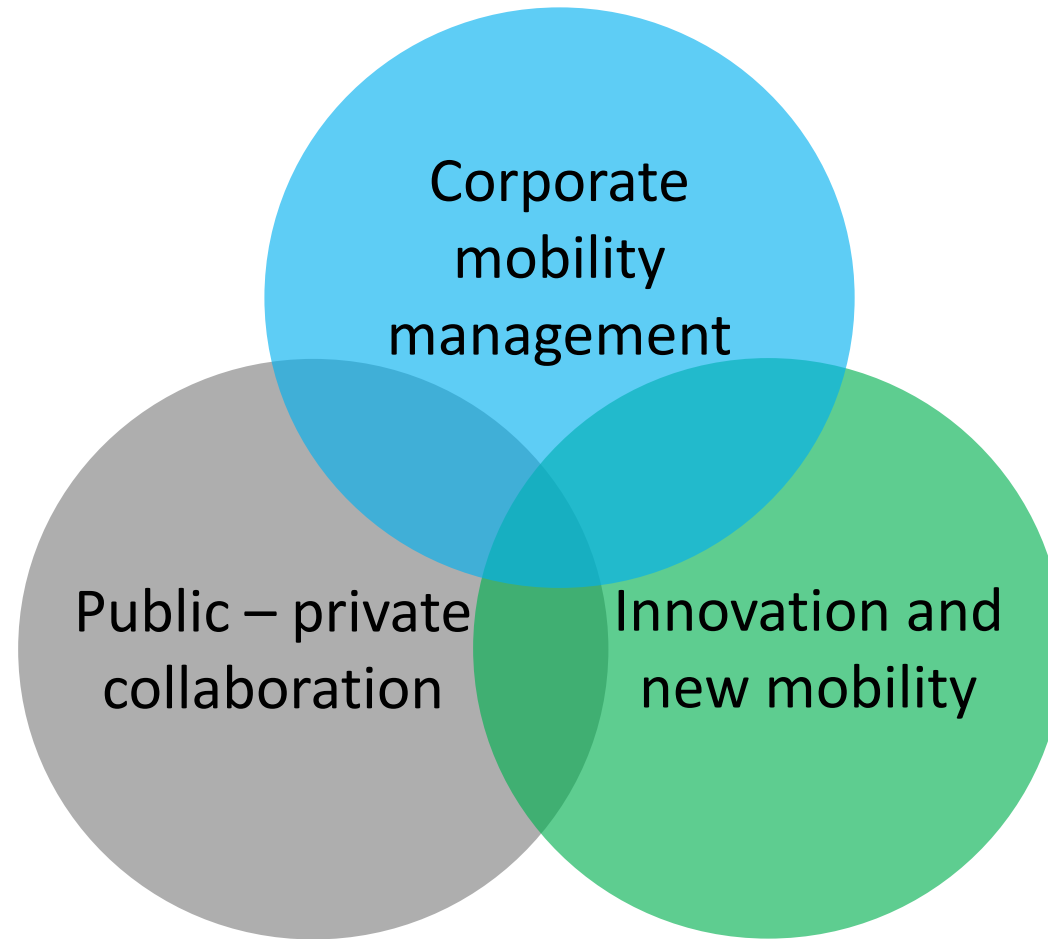
Year One report



Available at www.sba.asn.au

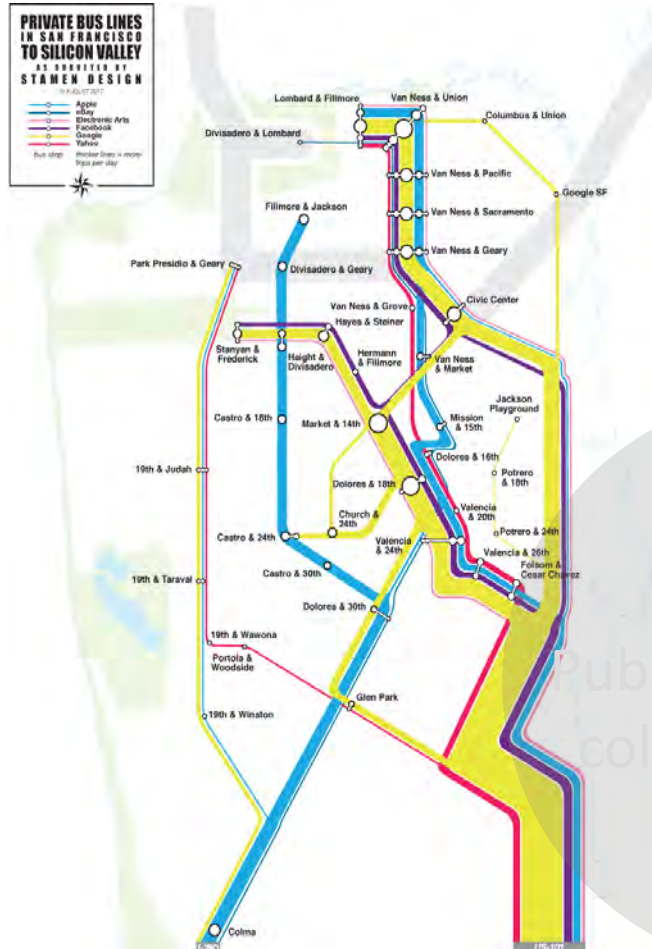
Sustainable Mobility Project - Outcomes

Year Two - How business can shape mobility



Sustainable Mobility Project - Outcomes

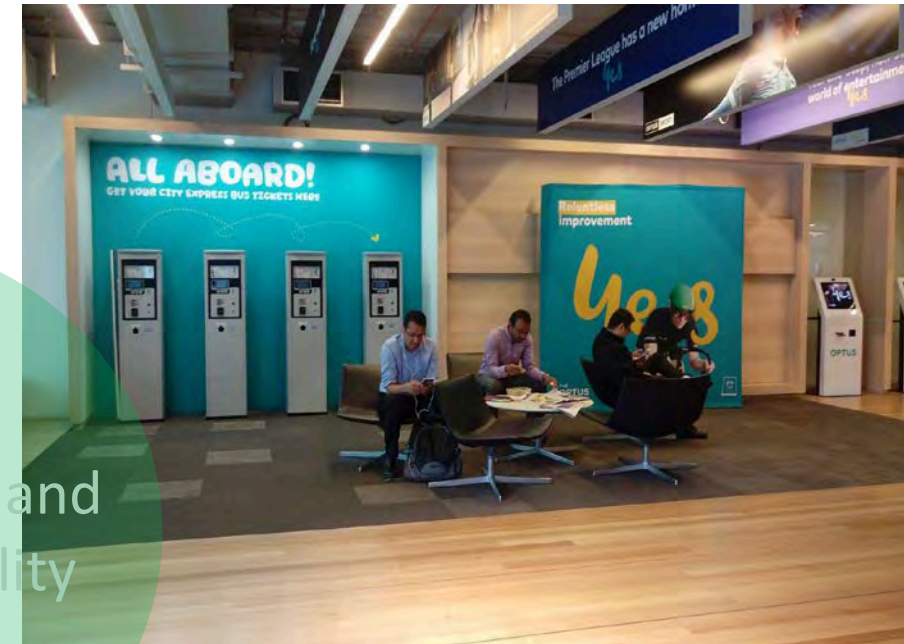
How business can shape mobility



Corporate
mobility
management

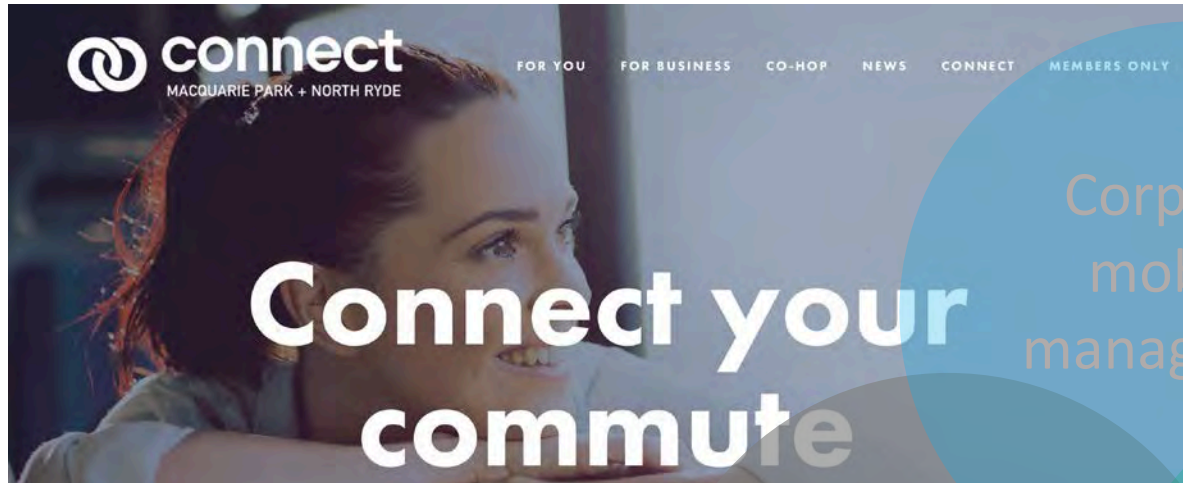
Public – private
collaboration

Innovation and
new mobility



Sustainable Mobility Project - Outcomes

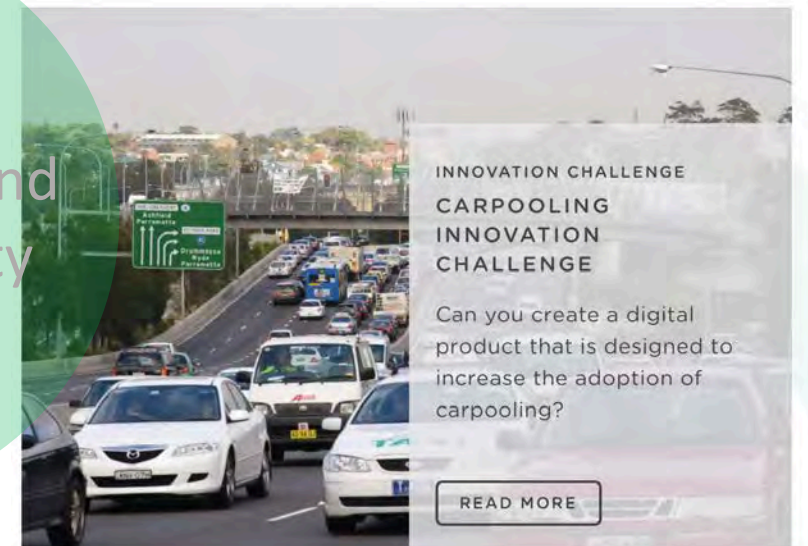
How business can shape mobility



Corporate
mobility
management

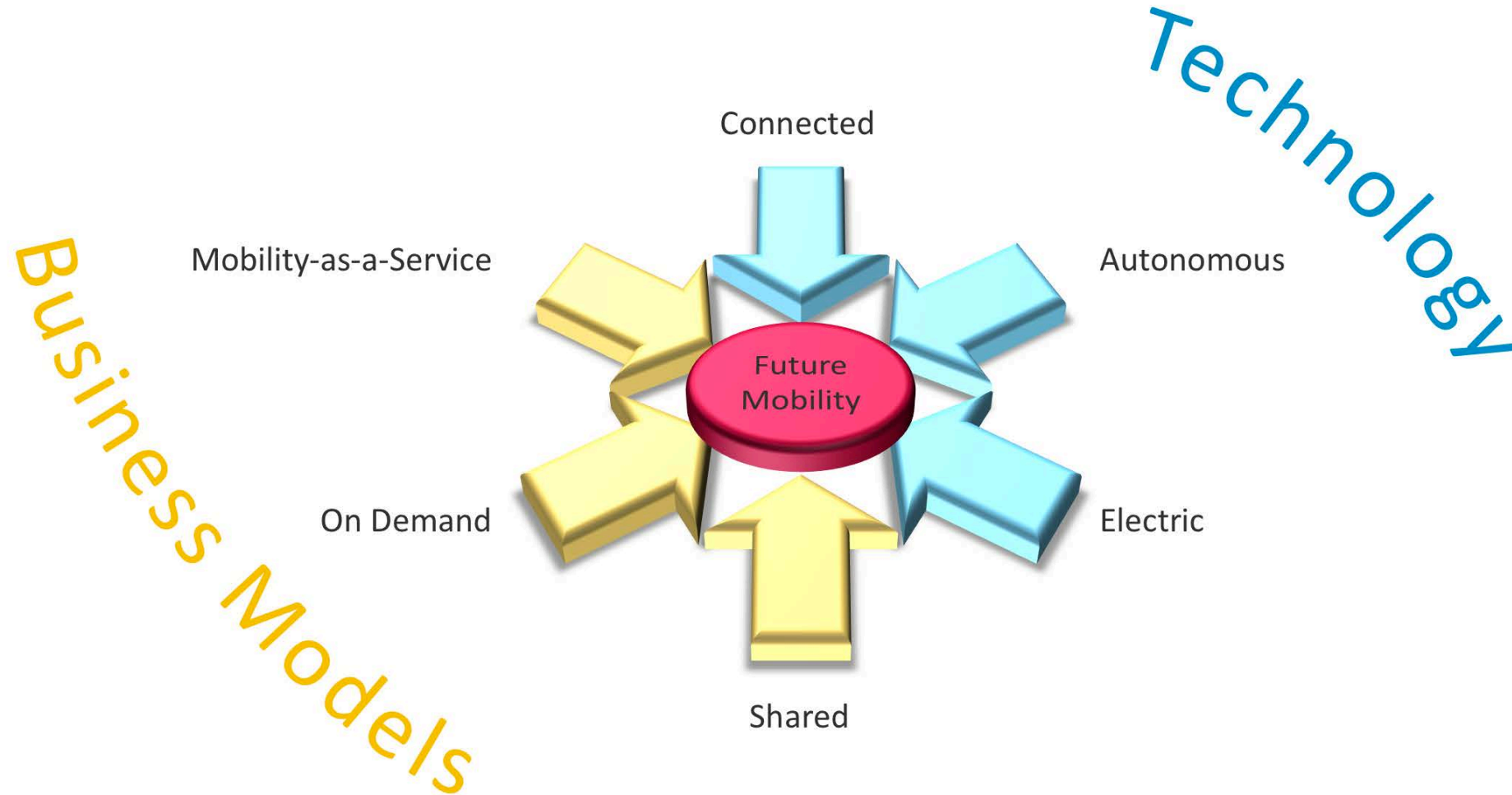
Public – private
collaboration

Innovation and
new mobility



How business can shape mobility

Innovation and new mobility models



How business can shape mobility

Innovation and new mobility models



Corporate
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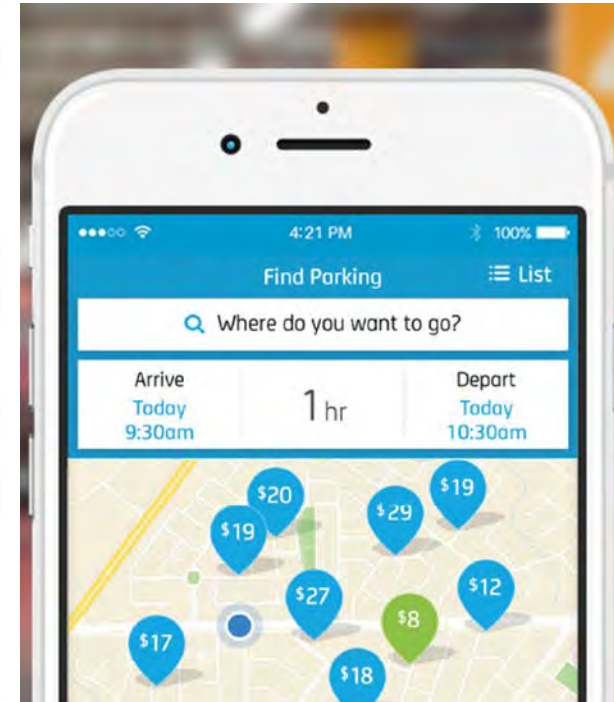
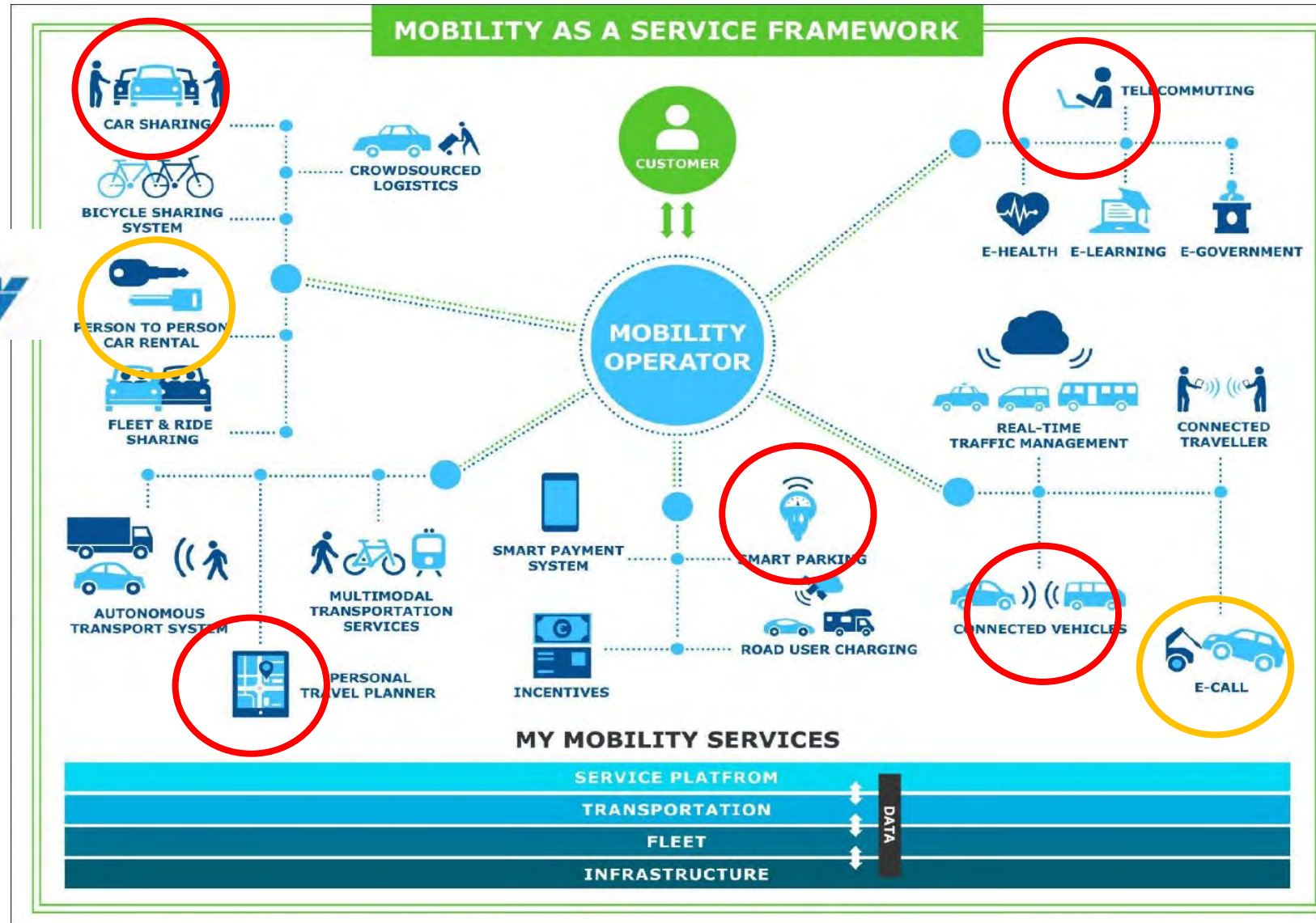
Public – private
collaboration

Innovation and
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How business can shape mobility

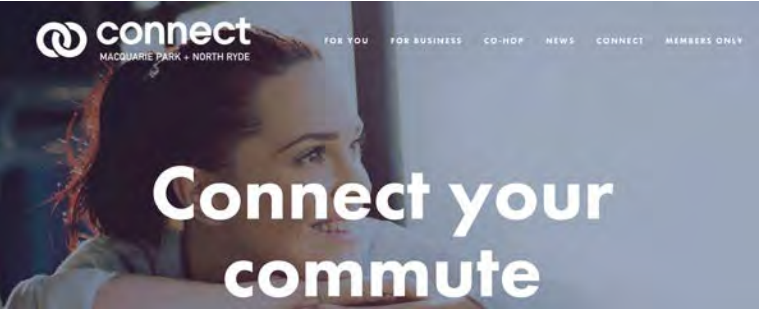
Innovation and new mobility models



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



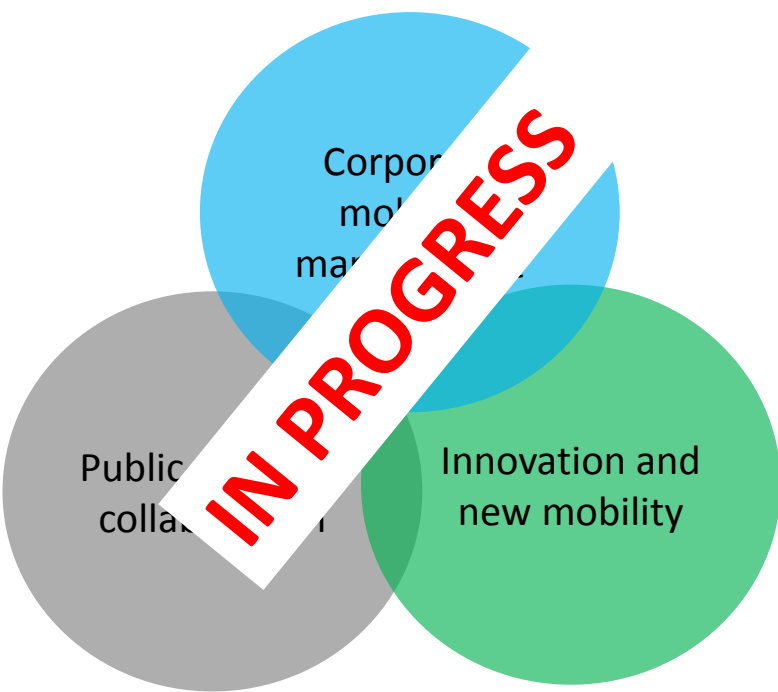
Sustainable Mobility Project – Next Phase

Year Three - 2018

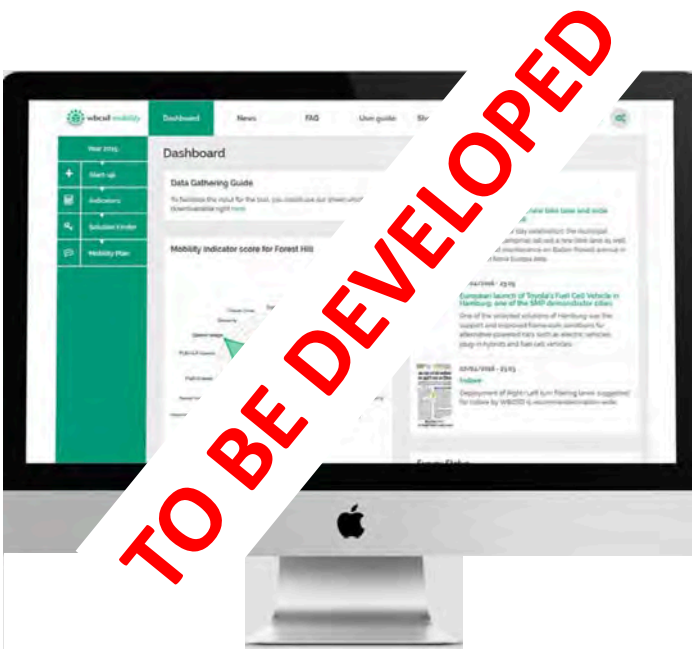
City mobilisation analysis



How business can shape mobility



Online mobility planning tool



Thank you!

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