

# Sustainable Mobility Innovations

## Our experts' choices Spring 2014



The world of “sustainable mobility” is full of innovations. On a daily basis, new tools, approaches and concepts are developed, tried and implemented to make the life of pedestrians, cyclists and public transport users more comfortable.

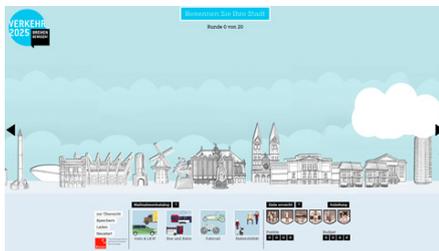
As part of their daily routine, our mobility experts around the world are constantly looking for such innovations – please find below their discoveries. Some of these innovations are not new or innovative on a global scale, but are adapted to suit local conditions and hence worthwhile to be included in this list and shared.

### Smart pedestrian crossings

Smart traffic lights for pedestrians are to be introduced in London, the first scheme of its kind in the world. The software SCOOT detects traffic volumes at junctions and operates the traffic lights to minimise vehicle overcrowding. Now “Pedestrian SCOOT” will be used to give priority to pedestrians and prevent crowds to spill on the streets – via camera the software detects the build-up of people in a virtual box and modifies the green phase accordingly. The goal is to reduce the number of people killed or injured by 40% by 2020. If SCOOT operates as expected it might also be adopted to serve the growing number of cyclists, particularly at morning and evening peaks. Further information at <http://www.standard.co.uk/news/transport/smart-pedestrian-crossings-for-london-in-pioneering-new-scheme-9175741.html>

### Interactive public participation in Bremen, Germany

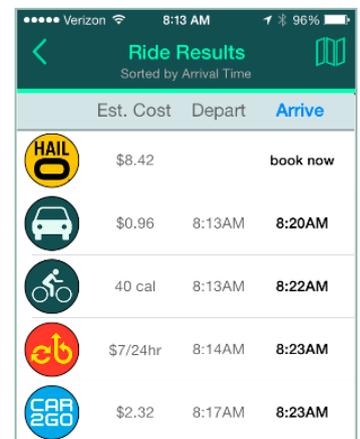
The new transport development plan “Verkehr 2025 – Bremen Bewegen” is currently under preparation. Masterminded by the City of Bremen, Germany, a strong emphasis is put on the involvement of interested citizens to reach for a mutual vision for the transport sector. The participatory approach involves workshops; however, additionally an innovative web-based tool enables citizens to interactively create and tender their preferred mix of measures. Eventually, the City of Bremen is going to evaluate all submitted proposals and incorporates them into their final development scenario. This new tool might be a useful approach to engage more people in public participation and achieve publicly agreed visions and strategies. For more information please see <http://bremenbewegen.de>.



### RideScout app

Most city transportation services offer their own app. RideScout however collects and aggregates all services available for a journey in a single interface – which is just the tip of the iceberg. To make seamless door-to-door travel possible RideScout has

been adding new options. Real-time bus information, information on empty slots at the nearest bike share station and more options are included. It even gives you a heads-up when it is time to leave for the station and, once on the bus, when to request a stop. However, RideScout is only fully optimised for Washington D.C. and Austin, yet the next move is to San Francisco and, in the foreseeable future, also beyond the US. Ultimately, RideScout is about more than travel options – it is about challenging the car-dependent lifestyle of Americans. Find more information on <http://www.theatlanticcities.com/technology/2014/02/super-useful-app-wants-change-how-we-move-through-cities/8274>



	Est. Cost	Depart	Arrive
	\$8.42		book now
	\$0.96	8:13AM	8:20AM
	40 cal	8:13AM	8:22AM
	\$7/24hr	8:14AM	8:23AM
	\$2.32	8:17AM	8:23AM

### London's first pure electric buses hit the streets

In late 2013 two electric buses with zero tail emissions began a trial run in London launching an exciting new era of emission free public transport vehicles. In early 2014 another six buses are to be delivered by Chinese manufacturer BYD Auto Ltd. The buses can be charged overnight and are expected to have a range of 250 km. London has been planning the transition to a low-emissions bus fleet for years. Transport for London (TfL) now operates 600 hybrid buses and aims to expand the number to 1 700 – 20% of their total fleet. If the technology of the new electric buses can stand up to the challenging urban environment they might deliver significant air quality benefits and save TfL up to 75% running costs. The trial will help TfL develop further strategies for a greater use of electric buses in central London in the future, supporting the vision of a central London Ultra Low Emission Zone. For more information please see <http://www.tfl.gov.uk/corporate/media/newscentre/archive/29229.aspx>

### Using snow to design safer streets

Initially this might come across as hardly serious - but in fact heavy snowfall in the US has repeatedly provided a visual cue into how people behave in transportation. When snow piles

up, driving lanes suddenly narrow while leaving more space for parking, pedestrians, or bike lanes. Curved snowbanks create wider pavements, allow pedestrians to spend less time



crossing the street and force cars to make slower, safer turns into intersections. Snowy neckdowns illustrate that cars use far less of the road than is allocated to them, thus providing urban planners with arguments for promoting pedestrian-friendly streets. In fact, an intersection in Philadelphia has been redesigned in 2013 by means of traffic patterns after heavy snowfall in winter 2011. For further information please see <http://www.bbc.co.uk/news/magazine-25788068>

### Scooter sharing follows bike sharing?

Bike sharing might be a great idea but pedaling up the steep hills of San Francisco is nothing to relish. Therefore electric scooter sharing is now on the rise in San Francisco. Start-up Scoot Networks initially offered 60 scooters at 4 locations in 2012, now constantly expanding their fleet. For 2014 it is even planned to expand the

network to other cities. Registered users can just plug-in their smartphone to activate the scooters. For USD 29 a month, the first half hour of each ride is free, the scooter run up to 15 miles before



they need to be recharged and can go as fast as 30 mph – just perfect for quick and spontaneous trips within the city. Especially in the European south, where scooters are common, the idea of electric scooter sharing might hold great potential. For more information please see <http://www.scootnetworks.com> and <http://inhabitat.com/scoot-launches-electric-scooter-sharing-program-in-san-francisco>

### Hovenring

The Netherlands just got even more cycling-friendly: in-between Eindhoven, Veldhoven and Meerhoven, hence its name Hovenring, ipv Delft has constructed an



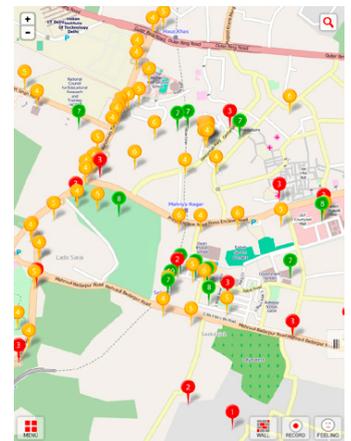
Photo credit: John Tarantino/wikipedia.org

elevated 360-degree roundabout for bicycles which is open to the public since June 2012. The local population of about a quarter million can now by-pass traffic jams above the gas-fueled Heerbaan/Meerenakkerweg intersection. However, the Hovenring is not only an improvement for estimated 5 000 cyclists every day; the impressive hovering steel construction is yet also a new landmark to the City of Eindhoven. For more information see <http://hovenring.com>

### SafetiPin app – support safer communities

SafetiPin is a map-based mobile phone application which works to make communities and cities safer by providing safety-related information collected by users. The app particularly addresses the needs of pedestrians and women. ‘Circles of interest’ pinned to the map can be audited by users who can tell others whether a stretch of road has adequate streetlight, public transport or if there are any other safety concerns.

Users can also upload pictures and comment on pins with their own inputs. The app is also designed to record instances of harassment and security hazards. Yet geared to Delhi, there is an interest and need to take the app not only to other cities in India but to other countries as well.



The app can play an important role to create pedestrian-friendly and safer neighbourhoods. More on <http://safetipin.com>, <http://safetipin.com>

### Public transport goes social – homeless people to use public transport for free

Just like in the winter of 2012/2013, in the winter period of 2013/2014 up until March homeless were again permitted and more so encouraged to use public transport services in Bremen, Germany for free. BSAG is the first municipal public transport operator to introduce such a concept in order to provide shelter and a place to warm-up during cold winter months. Homeless are also allowed to bring their leashed dogs and residents are actively encouraged to inform homeless about the opportunity. This might not be an innovation *per se*; however it is a valuable example of a transport operator to expand his area of responsibility and set his own standards for cooperate social responsibility. Yet one-of-a-kind, Bremen might evolve into a role model for other cities. More information on <http://www.bsag.de/10512.php> and [http://www.weser-kurier.de/bremen/vermischtes2\\_artikel,-BSAG-laesst-Obdachlose-kostenlos-mit-fahren-\\_arid,77806.html](http://www.weser-kurier.de/bremen/vermischtes2_artikel,-BSAG-laesst-Obdachlose-kostenlos-mit-fahren-_arid,77806.html).

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