

[Davide 13-10-18]

Benchmarking

1. Already existing examples

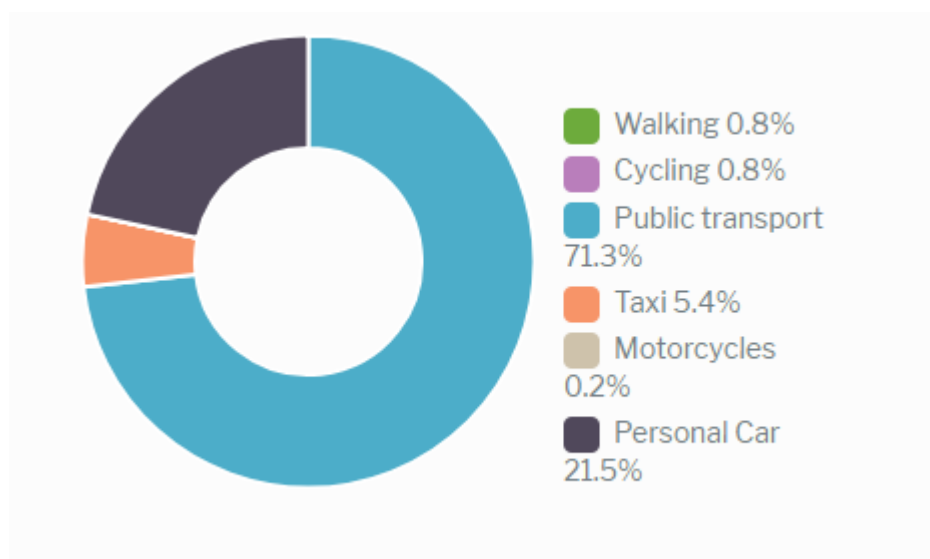
Mexico City

[Reference website](#)

Reality: A city with more than 23 million trips daily and 5.5 million automobiles in circulation poses a huge challenge for sustainable mobility. The city is one of the largest and once most polluted cities in the world and traffic is a big challenge with residents commuting to and from work for an average of 2.5 hours per day.

Target: Improving the city's public transportation system is a major priority since the system contributes to roughly half the city's total GHG emissions. The legislation in Mexico City provides guidelines to promote sustainable mobility, improve road safety and invest in a transportation system that focuses on moving more people than moving automobiles.

Results:



- Walking:
 - Expanded car-free areas
 - Set lower speed limits
- Cycling:
 - Created more and larger cycling lanes
 - Byke trips increased by 35%
 - 5th largest public bike share system in the world
- Public Transport:
 - All city covered by bus lane, metro and suburban rail

Innovating Ideas:

- Increased public transports lines and frequency

- Single bagde for all kind of public transports (including also bike sharing)
 - Priviledged bus lane in the streets, in order to avoid traffic to make more convenient take bus instead of cars
 - Projects for bus stops inside buildings
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Lisbon

'One Less Car' project

[Reference website](#)

The 'One Less Car' project was launched in 2009 by CARRIS – the main public transportation company in Lisbon, Portugal. This new project promotes the use of sustainable forms of urban mobility – mainly highlighting the benefits of using public transport on a regular basis, and also the use of non-car (therefore less polluting) transportation such as bike, skate, blade, walk or bus, and discourages people from travelling by private car.



The project doesn't just concentrate on decreasing pollution; it also focuses on ways to promote safer and calmer streets, and about sensible and sustainable transportation.

In order to serve all mobility needs, and besides its regular transport service, CARRIS has other complementary services on offer such as

- **Bike Bus:** you can freely bring your bike on the bus
 - **Mob Car-sharing:** with the bus card is possible to take a shared car
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Malmö

[Reference website](#)

The overarching goal of the mobility policies in Malmö is that walking, cycling and public transport are the first hand choices for transport of people and goods in the city.

- **Sweden's cycle city:** Malmö is linked by 490 kilometres of bicycle paths, containing more bicycle pathways than any other Swedish city. In Malmö there is also a sensor system installed in the intersections to grant cyclists priority. Malmö has also installed special paper baskets designed for cyclists, bicycle tire pumps and bicycle counters along the vast bicycle path system in the city, it's easy to go by bike in Malmö.

- **Public transports:** The city has increasing the frequency of bus transportation, as well as providing special lanes for bus traffic. Additionally, many bus stops now feature real-time displays which accurately shows when the next bus will arrive. All the busses are CNG/biogas hybrid.
 - **Clean vehicles:** As the city replaces its older vehicles, it aims to build a fleet comprised 100 percent of green cars. In 2015 at least 75 per cent of the municipal light fleet will be powered by electricity, biogas or hydrogen.
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2. Classify examples

In all of these 3 examples the target are the cityzens, and their need to move around the city.

In these ideas there aren't any innovative or cutting edge technology, there is only a gret organization and time spendend to improve an already existing system, that could help people in their everyday life.

Another point worthy of attention is that these solutions are already well known by the cityzens, so they haven't had any trouble to learn a new system or use new technology that in some way could have scared them.