



PROJECT TITLE: YOUNG CITIES (Tehran-Karaj, Iran)

SITUATION

Still, the transport planning framework in Iran puts strong emphasis on the needs of individual motorized traffic. This illustrates also the planned transport network of the New Town of Hashtgerd, located 70 km to the Northwest of Tehran. The transport research dimension of the Young Cities project developed an initial public transport concept for the whole city (on its final stage of development) and a detailed transport concept (including all modes of transport) for a 35 ha pilot area (Shahre Javan Community) located in the New Town of Hashtgerd. Most of the new inhabitants will assumedly originate from Tehran region and will until the move mainly use their own motorized vehicles for their daily trips (unlike the current inhabitants that mostly consist of construction workers and governmental officials [Figure1]).

OBJECTIVES / APPROACH / RESULTS

Since the Iranian transport planning system (although changes are currently apparent) still heavily focuses on motorized vehicles, it is not only the offer of travelling alternatives that will lead to a final change towards ecologically-friendly mobility routines. It is rather the attitude of the population towards and the knowledge about alternative modes of transport as well as the knowledge about the consequences of unlimited automobile use that has to be changed. The main conclusion: The demand for alternative forms of daily mobility has to be generated.

In this regard, studies in Germany showed that during the phase of reorientation, shortly after the move, most individuals develop new mobility routines. During this phase concerted information campaigns, directly addressing the new-inhabitant, proved to be most effective. In Munich, Germany for example the project "Arrive" directly addressed people after their move with information and incentives for using alternative modes of transport. The result was striking. After half a year 9.3 % of the inhabitants who received the package (5,000 households) changed their routines significantly. An in some parts comparable, but extended and differently organized approach is planned for the New Town of Hashtgerd, too. Following Figure 2, the target groups of information and incentive measures may be differentiated in inhabitants, special target groups in different destinations and the economy. The municipality and e.g. the public transport service license owner organize spatially distributed mobility offices in different parts of the city. It is their task to prepare and organize information campaigns, marketing activities, workshops for logisticians and employees. The "Mobility Package" that is, like in the "Arrive" project consisting of a booklet with information on the new environment, transport services and incentives (e.g. a test ticket) should be delivered after signing the contract for buying a flat. The following process should then be accompanied by personal assistance and deepening talks organized by the mobility offices [Figure 3].

CODE: YC-AB2
CROSSCUTTING TOPIC(S):
MOBILITY
GOVERNANCE

Modal Split in the Town of New Hashtgerd (2008)

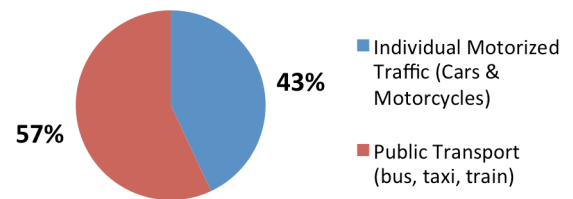


Figure 1: Modal Split in the Town of New Hashtgerd (Source: Paykadeh (2008/09))

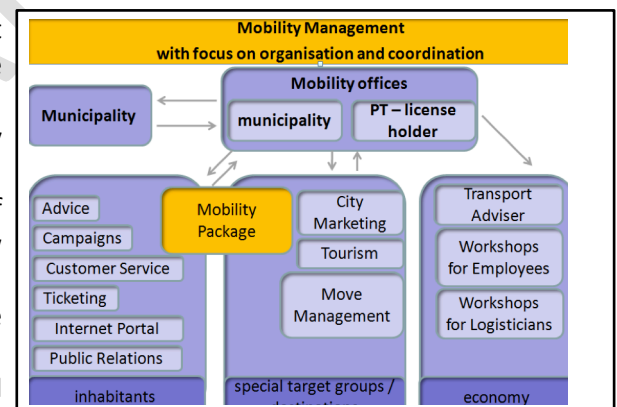


Figure 2: Mobility Management Approach (Source: own image)

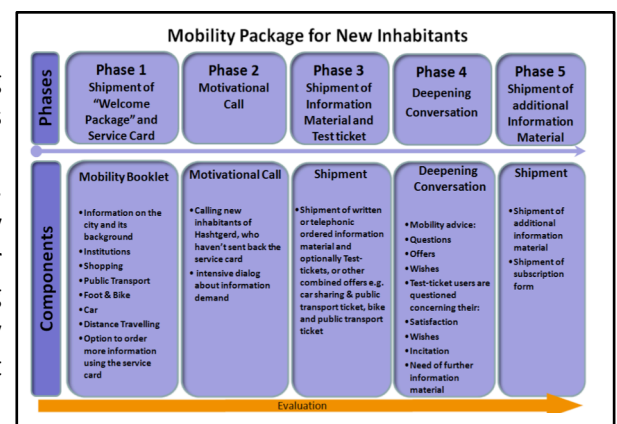


Figure 3: Mobility Package for New Inhabitants (Source: own image on basis of www.arrive.de)





IMPACTS

PURPOSE:	Reducing transport related CO2 emissions and energy consumption	
	SHORT-TERM IMPACT (VERIFIED)	LONG-TERM POTENTIAL (ANTICIPATED)
ECOLOGY	Long term measure	<ul style="list-style-type: none">- reduction of motorized trips- reduction of sealed spaces for transport infrastructure- mitigation of CO2 emissions- reduction of energy consumption
ECONOMY	Long term measure	<ul style="list-style-type: none">- creation of additional jobs (drivers, maintenance, service personnel)
SOCIAL / CULTURAL / POLITICAL	Long term measure	<ul style="list-style-type: none">- sensitization of population for internal and external effects of motorized transport- improving the public image of ecologically-friendly modes of transport

LESSONS LEARNT / RECOMMENDATIONS

The measure hasn't been implemented yet.

DRAFT

AUTHORS

CTS (Center for Technology and Society) at Technical University of Berlin
Dr.-Ing. Wulf-Holger Arndt, wulf-holger.arndt@tu-berlin.de
Dipl.-Geogr. Norman Döge, doege@ztg.tu-berlin.de
www.youngcities.de

Date: 13/08/2012

