

Mobility at the heart of Sustainable Cities

Prospects for MENA Region and Key Challenges



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19.11.2019

Cairo

UITP AT A GLANCE

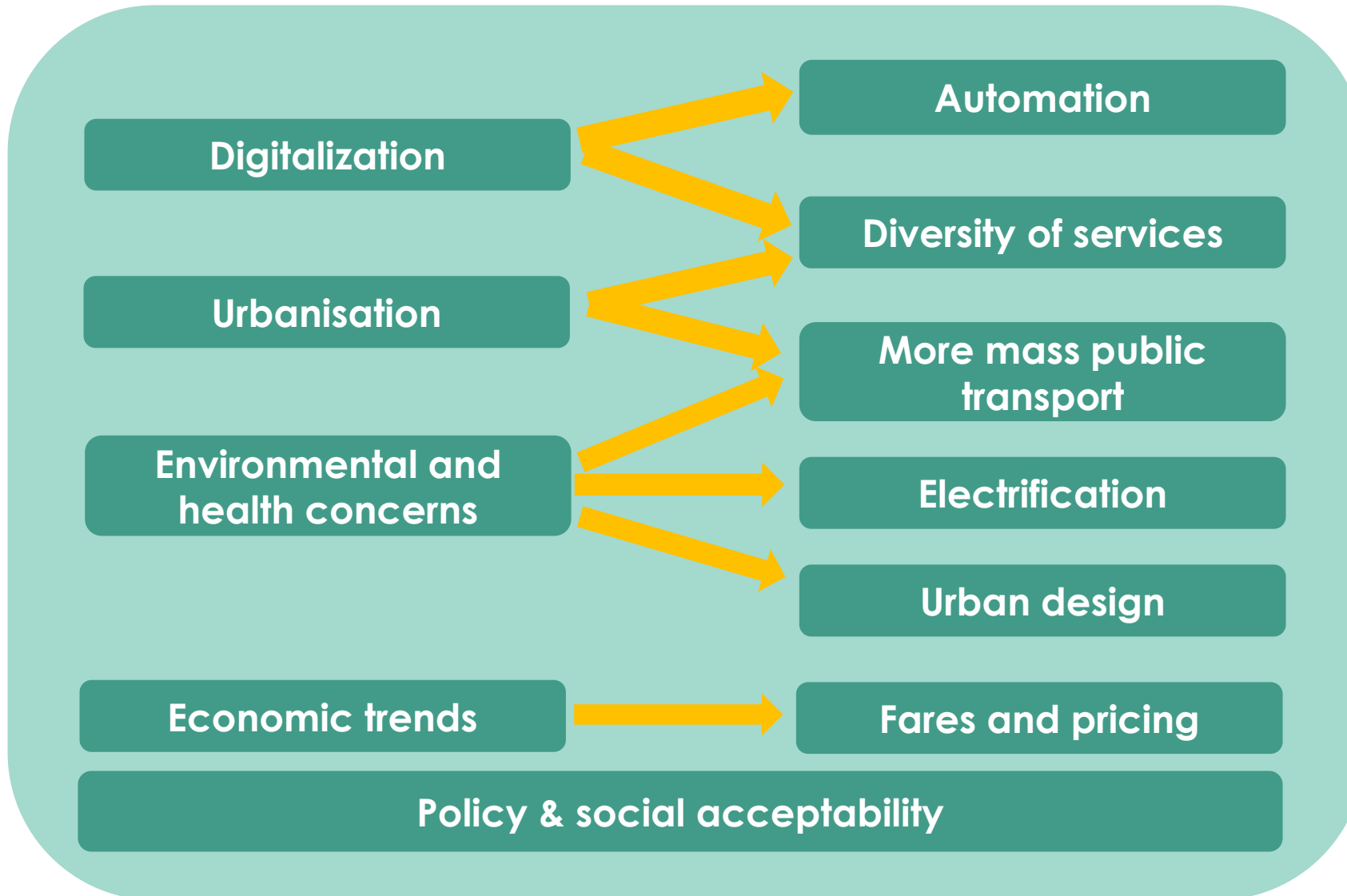
UITP is the International Association of Public Transport, a passionate champion of sustainable urban mobility. It is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.





Growing urban population and increasing demand for mobility

➤ GLOBAL MOBILITY TRENDS



➤ MENA GROWING CITIES

Key mobility attributes

- Urbanization and reactive land-use policy
 - Car-oriented
 - Rapid motorization
 - Traffic congestion
- Severe **socio-economic** and **environmental** impacts
- Informality
- Major initiatives to enhance public transport
- Constrained public budgets

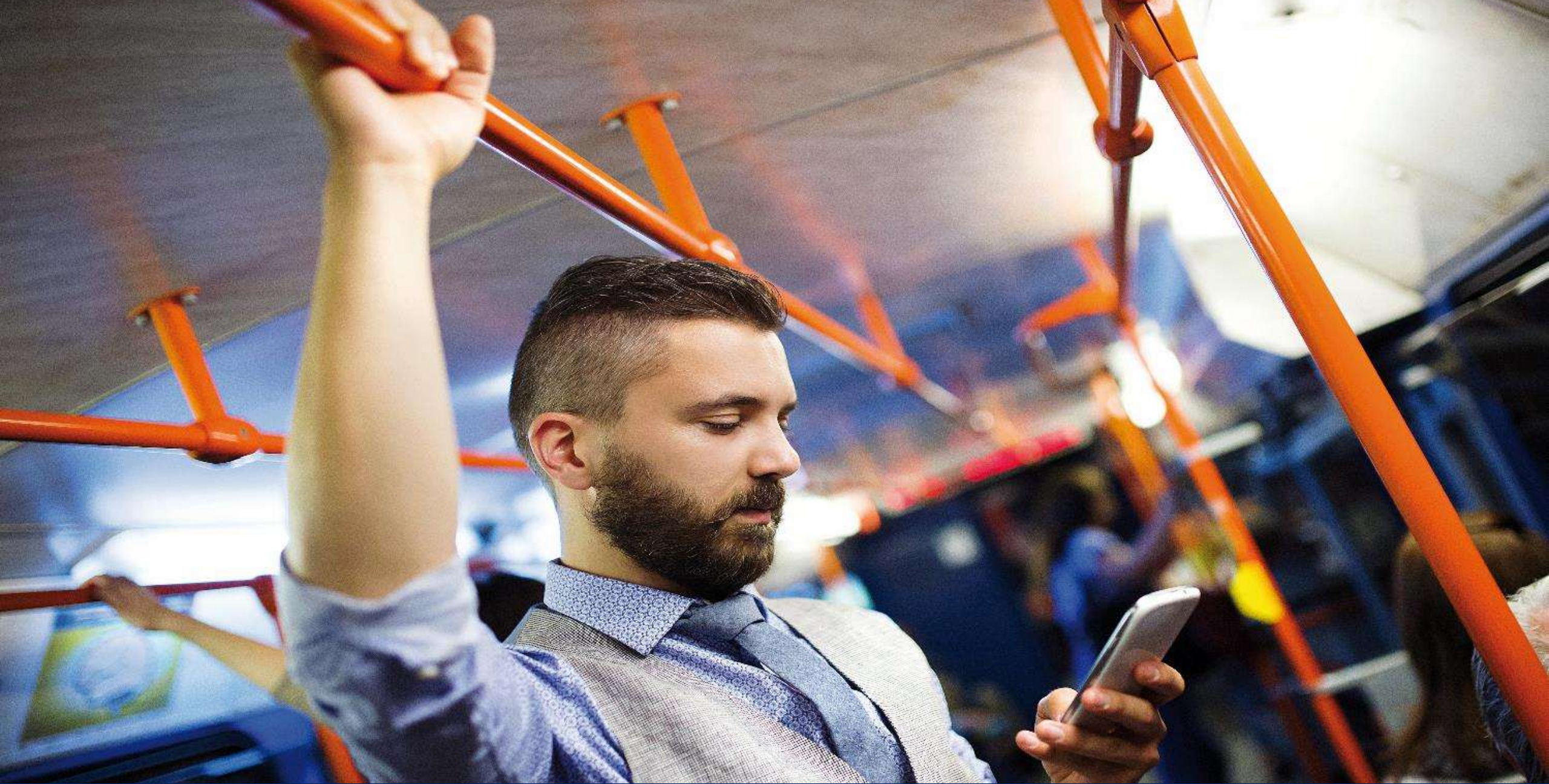


SPAC^E

The road to better mobility

Imagine providing affordable, sustainable and convenient mobility options to all, including people living in suburban or rural areas...







































Digitalisation & connectivity



Towards tailor-made

➤ MAPPING E-HAILING SERVICES IN MENA

Algeria	   
Bahrain	
Egypt	    
Iraq	 
Jordan	  
Kuwait	
Lebanon	 
Morocco	  
Oman	
Palestine	
KSA	    and Muhra, Taxi Watani, Safe cab, ToYou, Rebla
Sudan	 
Tunisia	  
UAE	 



Hare Krishna
Food for All
**Recycling
And
Compost Point**

**CHANGE
YOUR
ATTITUDE
NOT
THE
CLIMATE**

**IT'S GETTING
HOT IN HERE
SO TAKE
ACTION**

Socialist Worker
**SYSTEM
CHANGE
NOT
CLIMATE
CHANGE**
One solution:
revolution

**OUR
PLANET
OUR
FUTURE**

**THE
WORLD
IS IN
OUR
HANDS**

**THE TIME FOR
VOLUNTARY
ACTION IS OVER.**

**THERE IS NO
PLANET B**

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Socialist Worker
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One solution:
revolution

Socialist Worker
SYSTEM

**GO
VEGA
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**Can
Anyone
Swell
Puffing?**

**STOP
BANNING
DRUGS**

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**Don't let
the
government
take
account
now.**

**Climate
action,
climate
jobs**

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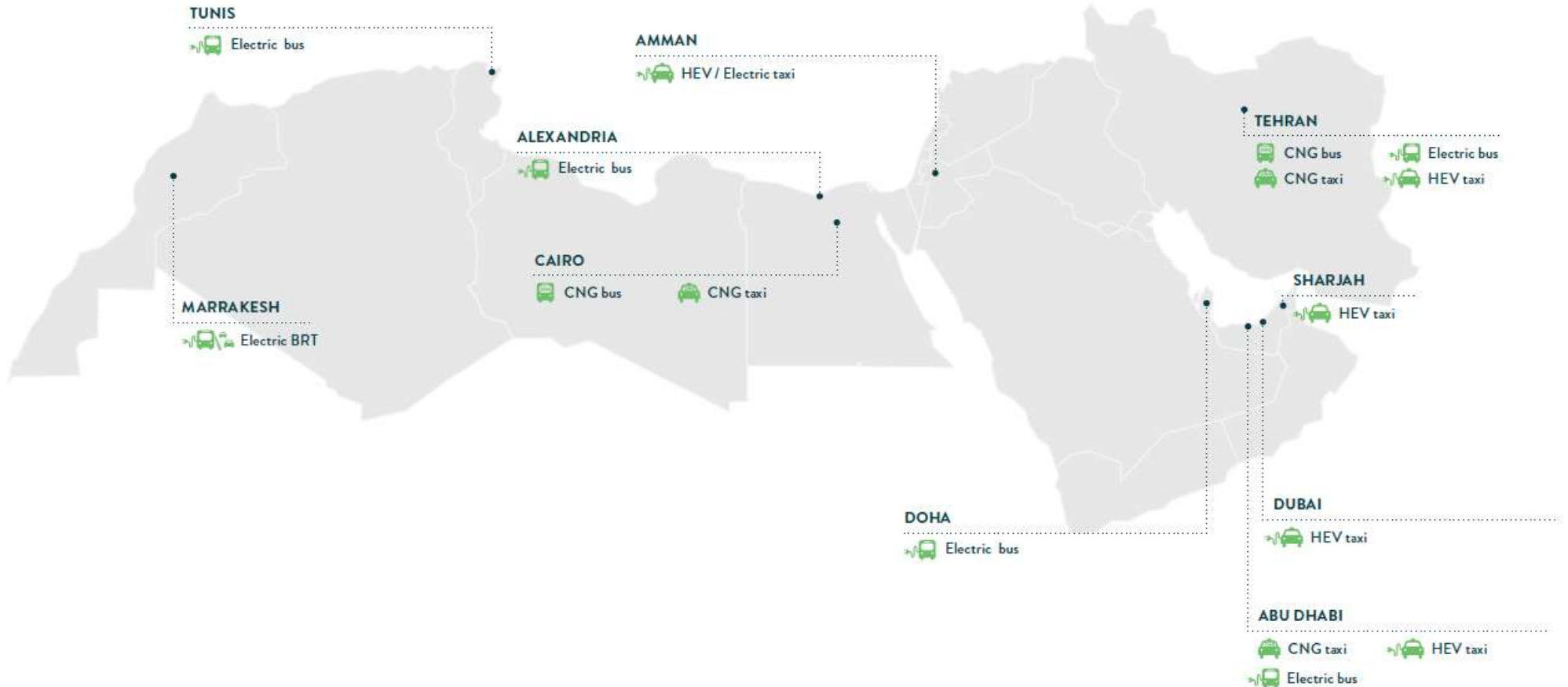
➤ THE ELECTRIFICATION OF PUBLIC TRANSPORT



➤ DECARBONISATION IN MENA

DECARBONISATION OF PUBLIC TRANSPORT

Alternative fuels & e-mobility



➤ Electric BRT ➤ HEV / Electric buses ➤ CNG bus ➤ HEV / Electric taxi ➤ CNG taxi



➤ BIKE-SHARING SCHEMES

Serco



> E-SCOOTER

Gaining popularity

- First and last mile solution
- Pilot stage
- Some examples in Dubai and Cairo
- Safety issues
- Connectivity with public transport

Uber expands into e-scooter rentals
Startup electric scooter company Lime is aligning with Uber in a multi-million dollar deal to expand its unconventional mode of transportation

Jul 9, 2018: Uber invests share of \$335m in Lime Deal, led by **Alphabet** (Google's parent company), values business at \$1.1bn. Uber plans to rebrand bikes, add Lime to its app and spread service globally



LIME-S ELECTRIC SCOOTER

- Throttle**
Maximum speed 23.8km/h (14.8mph)
- Automatic headlight**
Always be seen
- Brake lever**
250-watt motor
Electric boost makes ride effortless
- Cost:**
\$1 unlock + \$0.15/min to ride
- Custom frame**
Lightweight and easy to manoeuvre
- Comparison:** Uber operates in 77 countries (633 cities)
- Solid 20cm wheels**
Stay steady while scooting
- Kickstand:** Responsible parking at kerbside locations

Availability: Mostly U.S. cities (shown left), plus Berlin, Bremen, Frankfurt (Germany), Paris (France) and Zurich (Switzerland)

HOW TO USE LIME

1. Use app to find and unlock scooter, then begin journey
2. Press throttle to accelerate (80km range)
3. Park scooter. Use app to lock it. Walk away

"Unlock me to ride me, or I'll call the police!"

Batteries: Employees called *Julcers* collect exhausted scooters, charge them overnight and return them to pavements early next morning

Sources: Bloomberg, The Guardian, Lime Picture: Lime © GRAPHIC NEWS



➤ THE CITY WE WANT

A city for people not cars



URBAN DESIGN

Accessibility and mobility for all

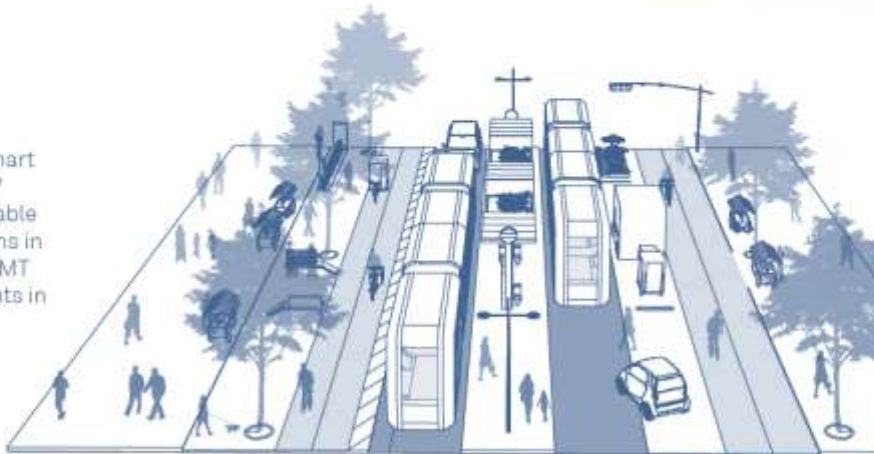
Interim

Cities re-organize their streets to prioritize the most efficient modes, increasing mobility options and safety for everyone. Pricing and transit-priority policies lead to VMT decreases.



Future

Supported by smart street design, AV technologies enable further reductions in emissions and VMT and improvements in safety.



Road space is the most valuable asset in a city and it is a resource that society can use as it pleases
Enrique Peñalosa

OUTLOOK FOR MENA

Key factors

- Public transport at **core** of urban mobility agenda
- **e-mobility** requires a systematic and integrated approach
- New players (app-based, **micro-mobility**)
- Emerging **business models**
- Region can benefit from **innovation**
- **Shared** mobility (electric, micro, on-demand, autonomous, ...)
- While economic outlook is constrained, PT projects can be **catalyst** for adding growth and addressing unemployment
- **Capacity building** key opportunity

MENA
TRANSPORT
CONGRESS
& EXHIBITION



Thank you

Ayman.Smadi@uitp.org



Building the Future of Mobility

13-15 April 2020, Dubai