Advances in technologies and future scenarios for urban mobility

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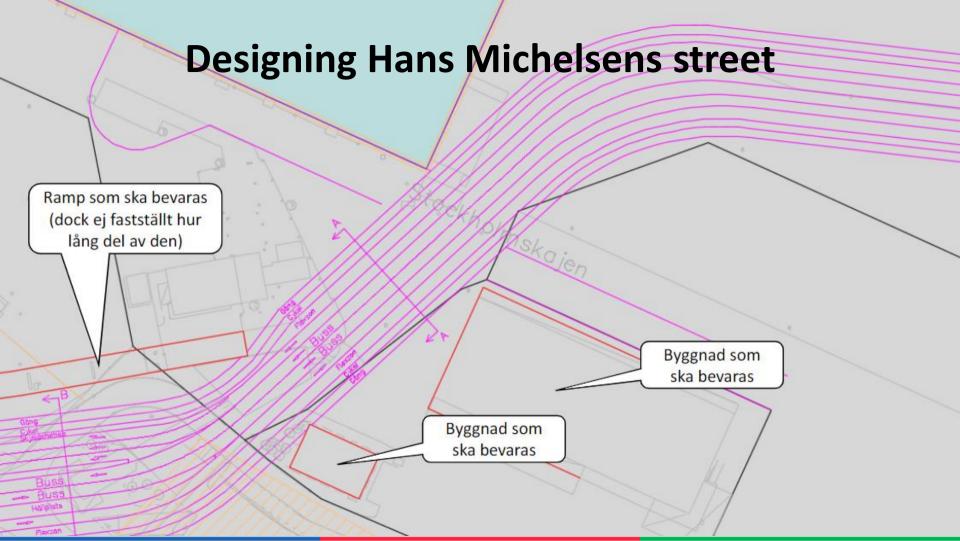












And then MORE arrived...



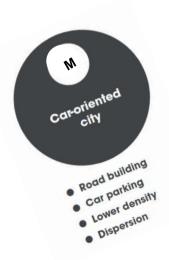
The foundation: 3 scenarios

Mobility: "Car-oriented city"

Sustainability: "Sustainable mobility city"

Liveability: "Liveability – City of places"

(Based on CREATE)















Priorities Mobility

- General traffic (movement)
- 2. Loading and parking
- 3. Public transport
- 4. Bicycle (movement and parking)
- 5. Pedestrian movements
- 6. Trees and greenery
- Outdoor seating and meeting places
- Place-oriented street furniture
- 9. Slow movements

Traffic maximum hour: 1300 veh/hour (both directions)

Priorities Sustainability

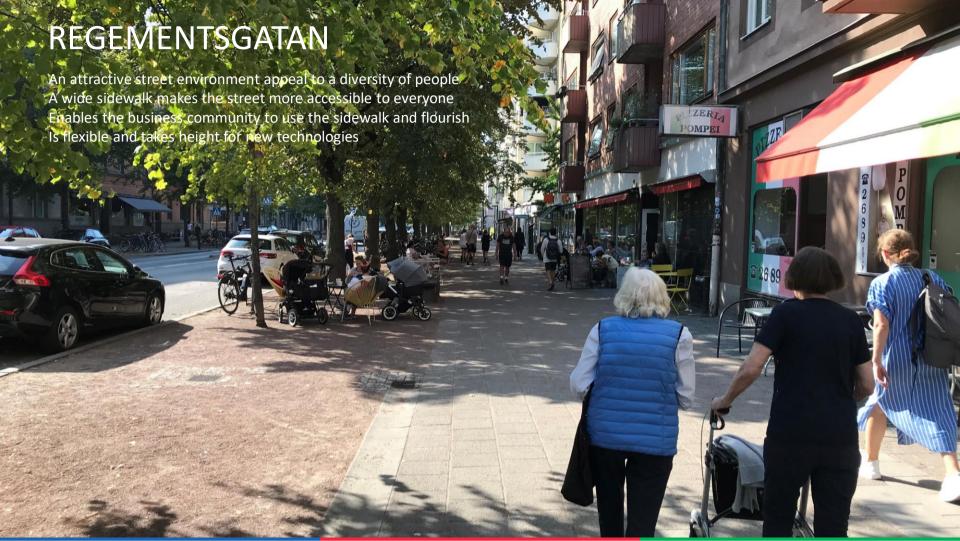
- 1. Bicycle (movement and parking)
- 2. Public transport
- 3. General traffic (movement)
- 4. Loading and parking
- 5. Pedestrian movements
- 6. Trees and greenery
- 7. Place-oriented street furniture
- 8. Outdoor seating and meeting places
- 9. Slow movements

Traffic maximum hour: 1200 veh/hour (both directions)

Priorities Liveability

- 1. Slow movements
- 2. Place-oriented street furniture
- 3. Trees and greenery
- 4. Parking and loading
- 5. Pedestrian movements
- 6. Outdoor seating and meeting places
- 7. Bicycle (movement and parking)
- 8. Public transport
- 9. General traffic (movement)

Traffic maximum hour: 600-1100 veh/hour (both directions)





The MORE approach

The street as an Ecosystem

Change of approach:

- from Streets mainly serving the Transport system
- to the Transport system mainly serving the Street environment



The MORE process according to the Malmö team















Build



Listen to user needs Understand Learn by Trends near observation and far Generate ideas and designs Test and prototype

Evaluate

Evaluate





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