GOVERNANCE, INCLUSION AND TRANSPORTATION AS ONE SYSTEM

VELO-CITY, JUNE 14TH
RÍO DE JANEIRO

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Agenda

1 INTRODUCTION TO C40
Organization and C40’s Walking & Cycling Network

2 MAKING THE CASE
Assessing the Benefits
Working with different city departments
Working with different urban stakeholder groups

3 CASE STUDY

4 ARCHITECTURE OF CHANGE
INTRODUCTION TO C40
C40 brings together mayors of the greatest cities focused on addressing climate change while promoting well-being to all.

Cities learning from cities
Founded by Mayors, led by Mayors, for Mayors
Cities set ambitious targets and are held accountable for them.

95+ Cities
700+ Million Citizens
1/4 of global economy
INTRODUCTION TO C40

C40 Networks catalyze new, better and faster climate action by helping cities learn from one another

- Energy and Buildings
  - Private Building Efficiency
  - Municipal Building Efficiency
  - New Building Efficiency
  - Clean Energy

- Transport and Urban Planning
  - Mobility Management
  - Walking and Cycling
  - Mass Transit
  - Low Emission Vehicles
  - Land Use Planning

- Food Water and Waste
  - Sustainable Waste Systems
  - Waste to Resources
  - Food Systems

- Climate & Clean Air Coalition (CCAC)
  - Cool Cities
  - Connecting Delta Cities
  - Urban Flooding

- Air Quality
  - Air Quality

MARIOLA PANZUELA, NETWORK MANAGER
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Double the rate of action
Ensure 70% of action are at city-scale

From 5tCO2eq in 2016 to 3 in 2030 and net zero by 2050
After 2050, emissions go negative

Inclusivity of Process
Inclusivity of Policy
Inclusivity of Impact

https://resourcecentre.c40.org/
W&C Network cities are key to articulating this vision

Network cities are willing to accelerate a shift towards active mobility
That is why we are pushing for green and healthy streets

FOSSIL FUEL FREE STREET DECLARATION

13 C40 SIGNATORY CITIES, AND COUNTING

THE DECLARATION SPECIFIES 2 CLEAR COMMITMENTS

Procure only electric buses by 2025
Make one large area of each city Zero Emissions by 2030
MAKING THE CASE

Assessing the Benefits

Working with different city departments

Working with different urban stakeholder groups

URBAN CLIMATE ACTION IMPACTS FRAMEWORK

A Framework for Describing and Measuring the Wider Impacts of Urban Climate Action

BENEFITS OF CLIMATE ACTION

Piloting A Global Approach To Measurement

Final Report
MAKING THE CASE: ASSESSING THE BENEFITS IS ONE STEP OF THE PROCESS
Any intervention on the ground that leads to a change in social, economic and/or environmental conditions.

E.g. a new cycle-lane
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*E.g.* a new cycle-lane

The physical or observable change that this intervention brings about.

*E.g.* a decrease in number of private vehicles (*mode shift to bikes*)
MAKING THE CASE: ASSESSING THE BENEFITS IS ONE STEP OF THE PROCESS

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E.g. a **new cycle-lane**

The physical or observable change that this intervention brings about.

E.g. a **decrease in number of private vehicles (mode shift to bikes)**

The behavioral change or effects from the intervention

E.g. **reduction in air pollution**
### Making the Case: Assessing the Benefits is One Step of the Process

<table>
<thead>
<tr>
<th>Action</th>
<th>Output</th>
<th>Outcome</th>
<th>Benefit</th>
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<tbody>
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<td>Any intervention on the ground that leads to a change in social, economic and/or environmental conditions.</td>
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<td>The behavioral change or effects from the intervention</td>
<td>The benefit of this change to the city or population.</td>
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*E.g.* a new cycle-lane  
*E.g.* a decrease in number of private vehicles (mode shift to bikes)  
*E.g.* reduction in air pollution  
*E.g.* a reduction in risk of respiratory disease across the population; savings in health cost
Case Study in the metropolitan region of Auckland, New Zealand
**GOVERNANCE STRUCTURE**

- **Auckland Council**, formed in 2010 from seven local and one regional authorities;

- **Mayor** is elected for **3yr term**

- Governing body: responsible for preparing and adopting the **10-year budget (long-term plan (LTP))**

- **Auckland Transport (AT)** and the New Zealand Transport Agency (NZTA) in collaboration with Auckland Council, the ITP provides a consolidated transport investment programme across the transport system over the next 30 years.

- The **programme covers** state highways and local roads, railways, buses, ferries, footpaths, cycleways, intermodal transport facilities and supporting facilities such as parking and park-and-ride.
Benefits x “bikelash” in Auckland

INCREASED BENEFITS

$1 → $2.4
Invested in cycling

INCREASED SPACE

4,500
PEOPLE BY BIKE

4,500
PEOPLE BY CAR

LESS POLLUTION

9,000
Less car trips per day

13
Less traffic

FEWER INJURIES

40-80
FEWER SERIOUS INJURIES

1.2
LESS DEATHS
over the 10-year period 2018-2028

FEWER HOUSEHOLD COSTS

$10,200
Every year

$1,410
in health costs per year per person cycling regularly

WHAT SUCCESS LOOK LIKE
Benefits x “bikelash” in Auckland

WHAT SUCCESS LOOK LIKE

COMMUNITIES IN THE SUBURBS ARE POLARIZED BY CYCLEWAYS
Benefits x “bikelash” in Auckland

Private vehicles: main form of transportation

Public transport (2006): 7 % by bus and 2 % by train and ferry

WHAT SUCCESS LOOK LIKE

COMMUNITIES IN THE SUBURBS ARE POLARIZED BY CYCLEWAYS
Lessons Learned and Results so far

We didn’t communicate the projects well:

Undersold wider benefits.
Didn’t sell the vision.
Didn’t close out the details with the community.
Undervalued the importance of placemaking.

• WHO’S YOUR TARGET AUDIENCE?
• WHAT’S THE MESSAGE?
• WHAT’S THE COMMUNICATION CHANNEL?

62% INCREASE IN CYCLE TRIPS IN 2 YEARS
In other regions

CHALLENGES IN OTHER REGIONS

In cities nationwide, efforts to redesign streets for bikes and pedestrians can face stiff resistance.

On a rainy March evening in Pasadena, California, about 360 people packed the auditorium of Pasadena City College for a standing-room-only public meeting. The issue of the hour: Reducing the number of travel lanes of Orange Grove Boulevard. Authorities wanted to put the lightly used four-lane thoroughfare on a “road diet.” Two of its lanes would be repurposed: one would be used for a center-left turn lane, the other would become a bike lane.

When staff flipped to a slide that showed how the redesign would only increase travel time along the 2.9-mile stretch of Orange Grove from 45 to 100 seconds, a woman screamed out: “You’re manipulating the data! NOBODY WANTS THIS.”

In other regions

■ Challenges in Wellington and Christchurch in New Zealand

■ Challenges in Copenhagen

Copenhagen may have a justified reputation as a cyclists’ paradise, but over the past three years, something shocking has happened: The proportion of bike commuters on the city’s roads has been going down. Since 2014, the share of commuter trips made by bike has dropped by 4 percentage points, from 45 percent in 2014 to 41 percent now. The modal share for bikes for all journeys,
INTRODUCING & MANAGING CHANGE
ARCHITECTURE OF CHANGE

Human Progress
Family Pleasure Athletic
Freedom of Movement
People First
Passion for Life Divine
Power Zen Natural Light
Live Attention Safety
ARCHITECTURE OF CHANGE

Systems
(technologies, finance, legislation, governance, education, environment)
ARCHITECTURE OF CHANGE

Systems
(Technologies, finance, legislation, governance, education, environment)

Culture
(groups and shared values, shared norms)
ARCHITECTURE OF CHANGE

Individuals
( Behaviour, abilities, skills, age, social class)

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ARCHITECTURE OF CHANGE

Individuals & Worldviews
(thoughts, emotions, beliefs, values)

Individuals
(Behaviour, abilities, skills, age, social class)

Culture
(groups and shared values, shared norms)

Systems
( Technologies, finance, legislation, governance, education, environment)
CONTACT

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