Yesterdays Future

Le Corbusier – 1930

"The Radiant City"
Yesterdays
Future

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"The Radiant City"
Yesterdays
Future

Le Corbusier – 1930

"The Radiant City"
How we use cars today

4% in use

96% unused

25% utilization
Reclaiming public space

Before, it was a big parking lot.
Mobility Transition in Umeå

Future traffic

Now

80 000

Urban population

160 000

<table>
<thead>
<tr>
<th>Total trips (mil.)</th>
<th>50% car trips situation today</th>
<th>35% car trips goal for 2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>74</td>
<td>37</td>
<td>26</td>
</tr>
<tr>
<td>144</td>
<td>72</td>
<td>50</td>
</tr>
</tbody>
</table>

Situation today

Goal for 2025
Mobility Transition in Umeå

Now

- Total trips (mil.): 74
- 50% car trips: 37
- 35% car trips: 26

Urban population: 80,000

Future traffic

- Total trips (mil.): 144
- 50% car trips: 72
- 35% car trips: 50 (+: 35%)

Goal for 2025

- Urban population: 160,000
Service hub Cykelstället and U-Bike

A space for everybody, a place for cyclists.

www.umea.se/cykelstallet
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Shared Mobility

15 examples of service based business model

These 15 companies together account for 77 million passenger trips per day
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15 examples of service based business model

These 15 companies together account for 77 million passenger trips per day.
Sharing makes for more sustainable cities.
Responsible Consumption through service based business models

- Resource efficiency  \((used\ time\ vs.\ life\ time)\)
- increasing duration of products by changing the business model to service based
Challanging behavior

- Car owners are car users
- Need for car-based mobility leads to lock-in effects
Thanks for your attention!

Lucas Röhlinger
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“If you plan cities for cars and traffic, you get cars and traffic.
If you plan for people and places, you get people and places.”
Fred Kent