Sustainable mobility in Tartu 2022+

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Mobility as a social science

Tartu SECAP:
„Tartu is a smartly developing city with good energy, and a green pioneer.“
Global context

20th century: a giant experiment with the car

21st century: smart development based on the experiment’s conclusions
Global context

Smart development is based on reliably gathered knowledge -
- Global conclusions
- Local data

Green pioneer acts quickly and ambitiously -
- Competition is global and stiff
Smart development: organisational structure

Cannot expect change in results without change in organisational structures

**Before:** Strategic urban planning and design responsibilities scattered among various departments

**Now:** Strategic urban planning and design decisions curated by one department and delivered in cooperation
Smart development: mobility policy

Coherent and holistic mobility policy:

- Goal-oriented
- Avoid/Shift/Improve
- Data-based
Green pioneer: Bike share

Tartu: Estonia’s bicycle capital

Bike share system covering the whole city
- 750 bikes (500 e-bikes)

5 years’ worth of rides in 2 years
Smart development: infrastructure

Data-based planning

Best international design practice
Green pioneer: city for the people, by the people

Bold **experiments** with street space:

- Quick improvements
- **Communicational measures**
TARTU

1. Smartly developing city for people

2. Green pioneer acting quickly and ambitiously

3. Holistic and participatory mobility policy: by people for people