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Mastering Mobility: It's all about the money: Secure the financing for walking and cycling in your city

25th.May.2022

Jacob Mason | Director of Research and Impact, ITDP Global

Santhosh Loganaathan | Deputy Manager, ITDP India

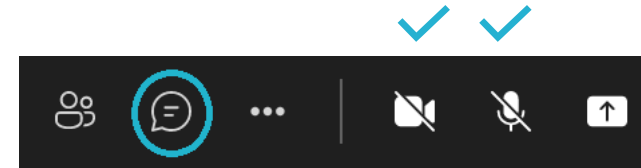
Prisca Lablonde | Coordinator, Urban Community of Douala



Some General Notes on this session



Make sure you are muted and your camera is turned off



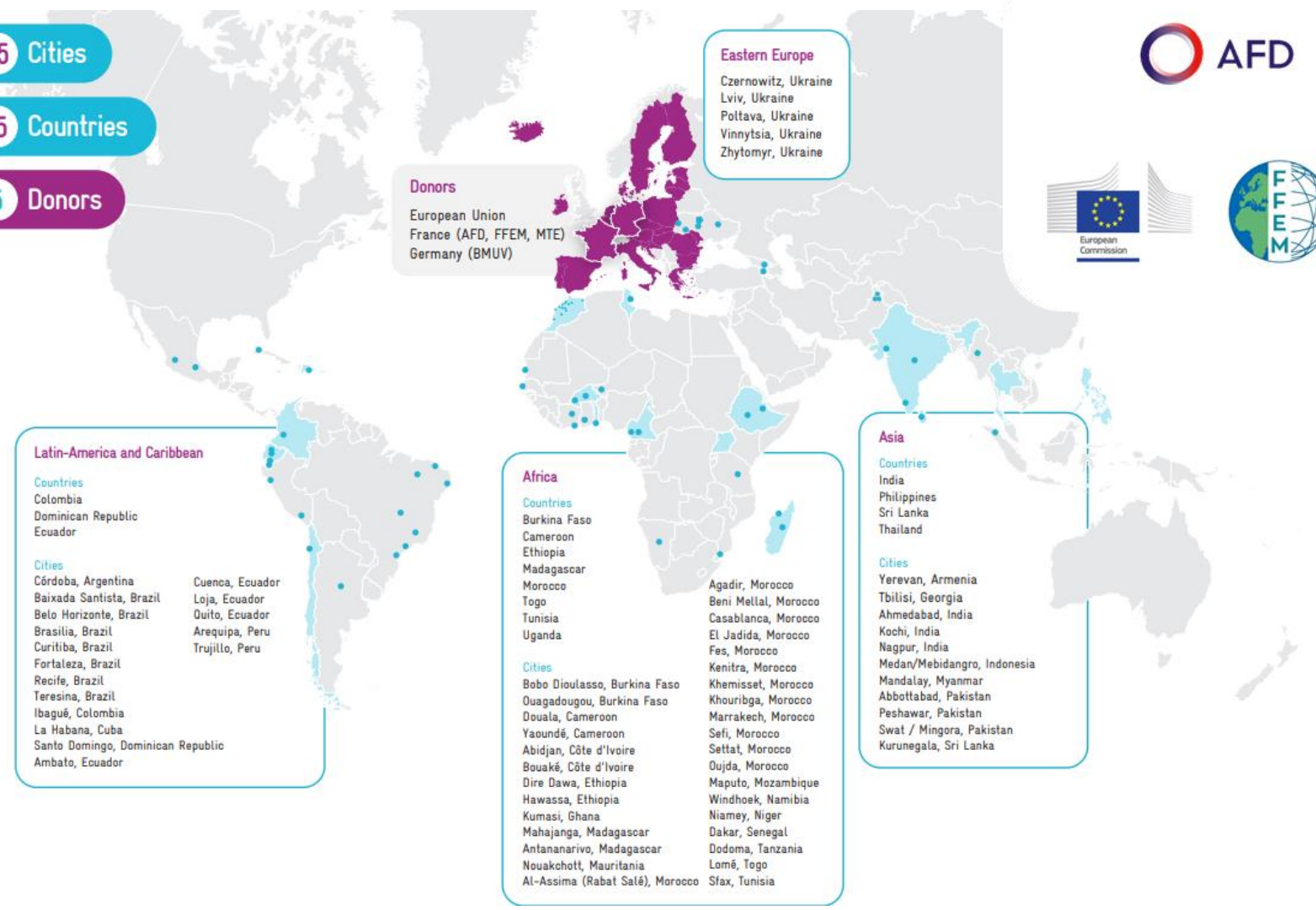
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Include your questions in the chat, we will pose them in the Q&A at the end of the session

MobiliseYourCity - a truly global Partnership with members on 4 continents

- 65 Cities
- 15 Countries
- 5 Donors



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On behalf of:
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
of the Federal Republic of Germany



MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE
Liberté
Égalité
Fraternité



Contents

1
Intro to Funding and Finance (25')

2
Funding and Finance Tools (40')

3
Case Studies (20')

4
Conclusion / Discussion (5')

Objectives of the session

After participating in this webinar, you should be able to:

- Understand the importance of funding and finance for active transport as part of sustainable mobility planning
- Identify common and innovative funding sources of active transport (including local, national, international, and climate-based sources) Explore and discuss potential approaches and
- Understand the actions needs to leverage different funding and finance sources for active transport.

Speakers



Jacob Mason
ITDP Global



Santhosh Loganaathan
ITDP India



Prisca Lablonde
Urban Community of
Douala



Verena Knöll
GIZ, Facilitator

Introduction

Why are funding and finance important for active transport, and how do they relate to SUMP?

Walking & cycling are vital to the transport system



Old footpaths in Pune. Source ITDP



Improved footpaths in Pune. Source ITDP

You can't figure out where to go, if you don't know where you are.



Street scene near the CBD Nairobi, Kenya
Source: ITDP

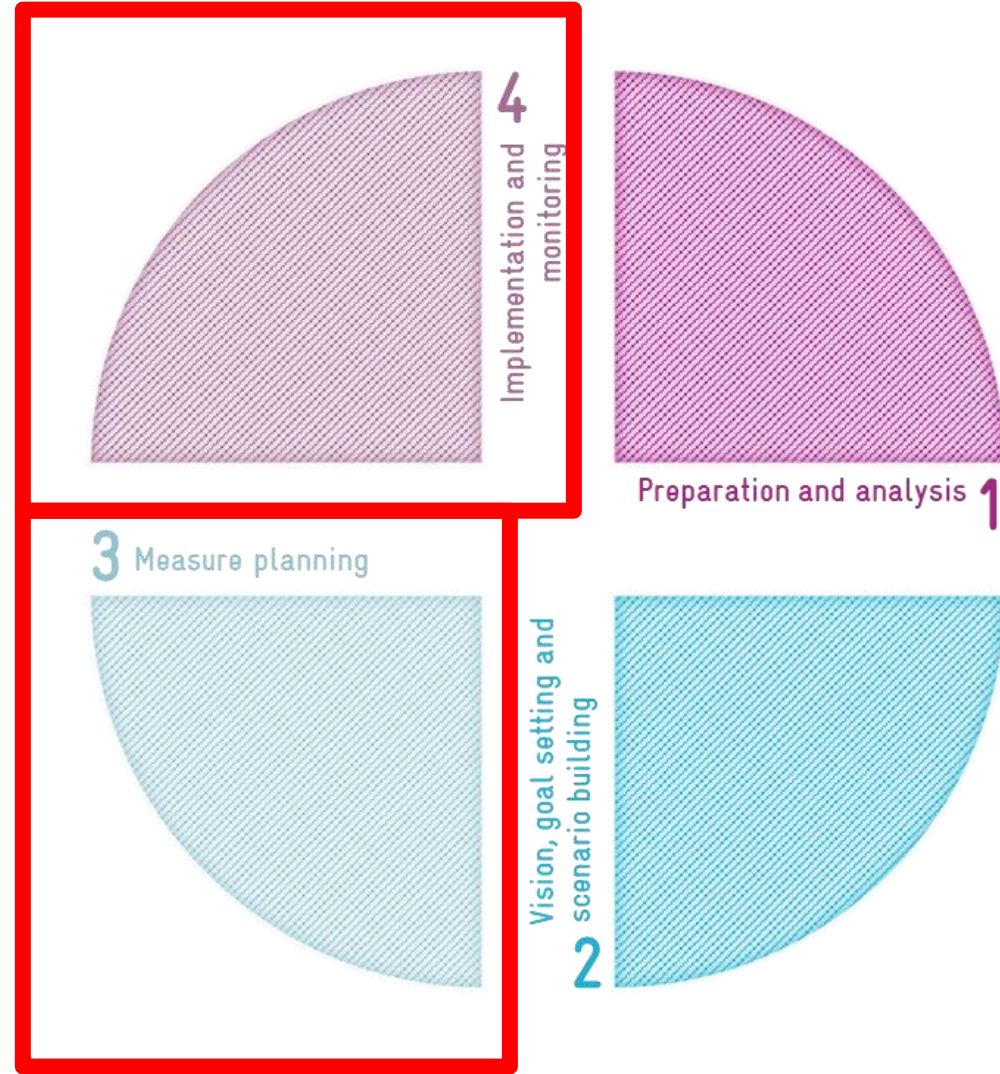
Funding & Finance is critical to creating a SUMP



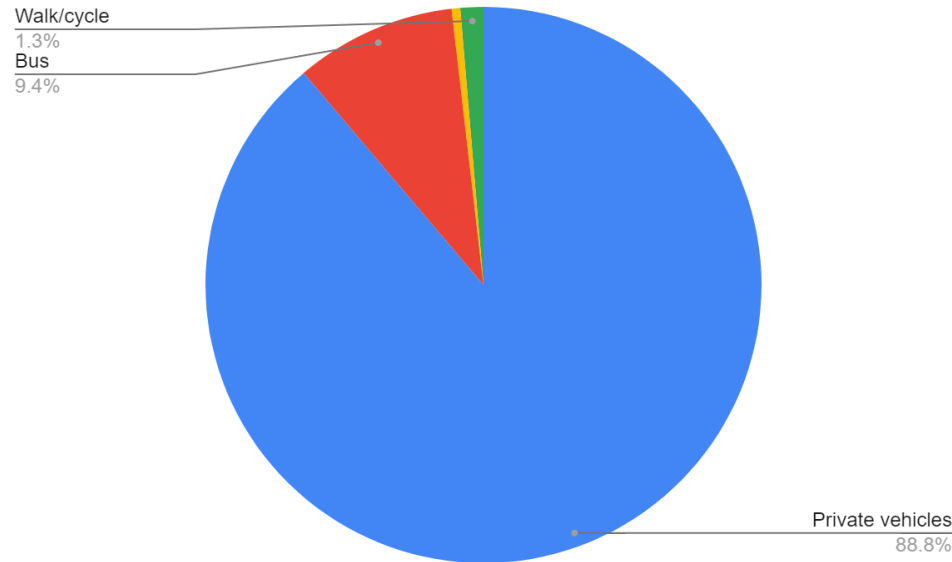
SUMP Toolkit

Annotated Outline for Sustainable Urban Mobility Plans (SUMP)

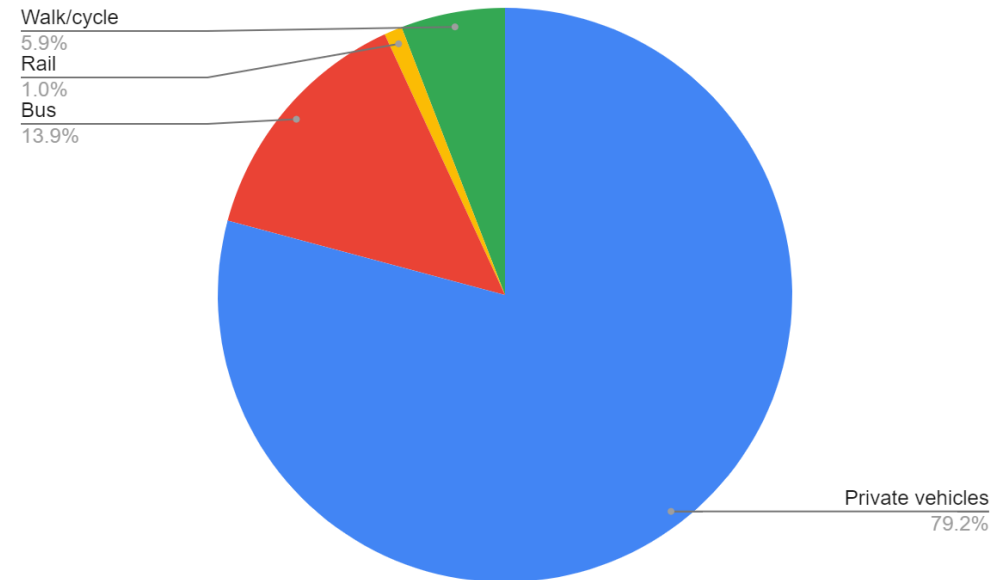
SUMP development guidance resources for developing and transition countries



Sustainable transport requires more investing in active transport

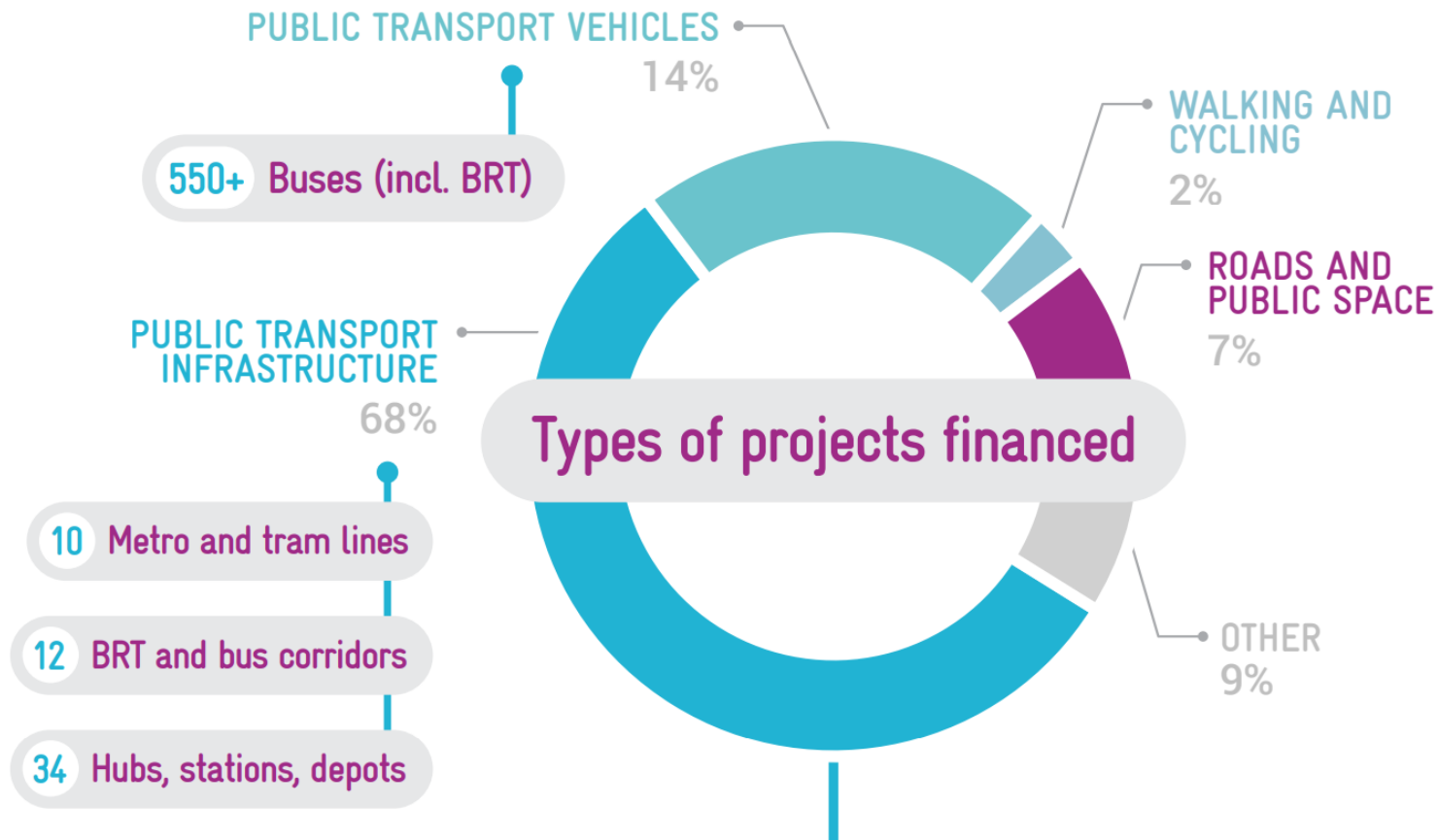


2015 Spending on Urban Passenger Transport
Source: ITDP & UC Davis



2050 1.5° Spending on Urban Passenger Transport
Source: ITDP & UC Davis

MobiliseYourCity - financed investments



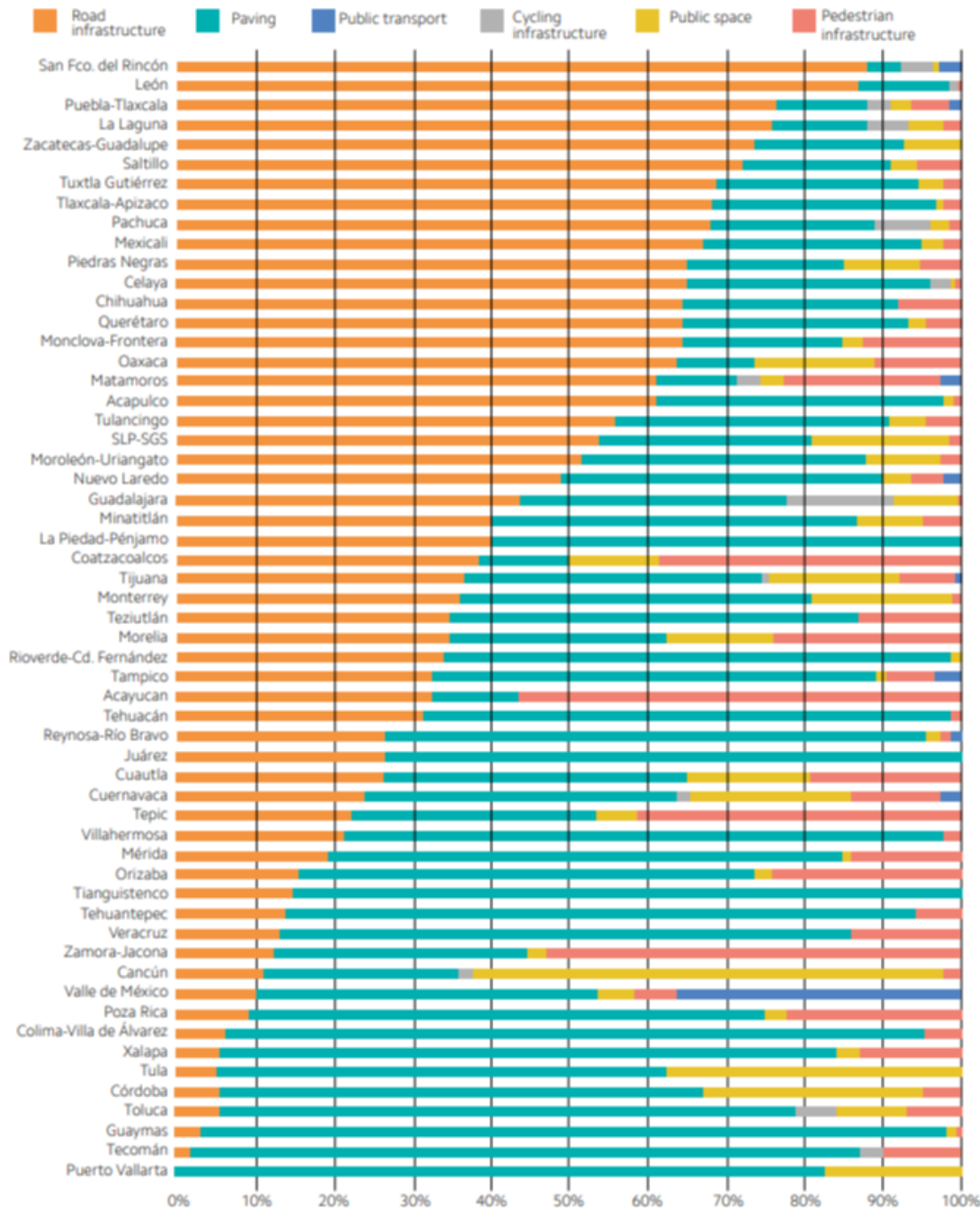
What percent of transport spending in your city goes to walking and cycling?

<https://www.menti.com/7ay5otqsxc>



In cities in Mexico, the percentage is quite small

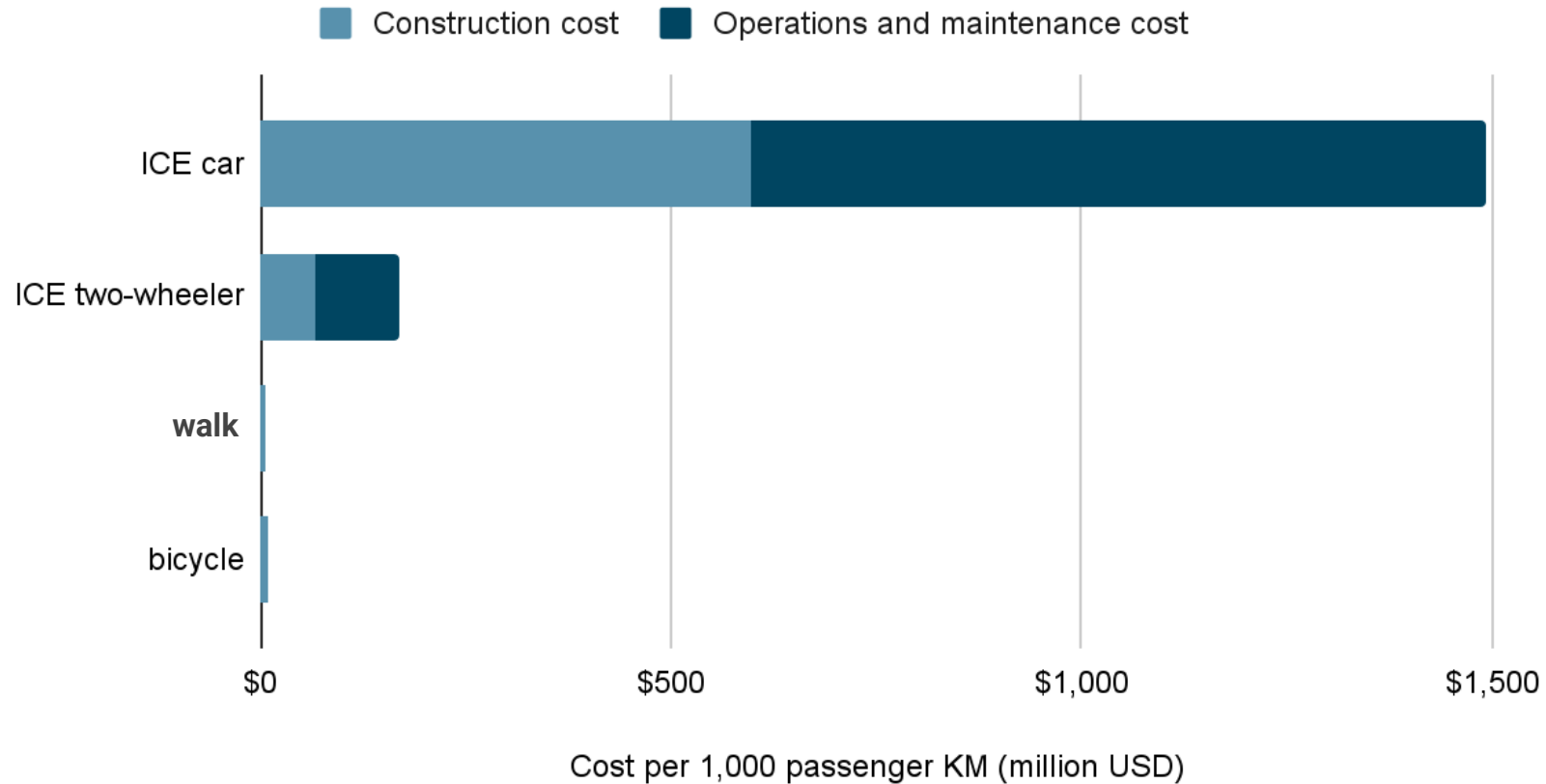
CHART 12. PERCENTAGE DISTRIBUTION BY TYPE OF MOBILITY IN METROPOLITAN AREAS, 2015



Source: http://mexico.itdp.org/wp-content/uploads/Investing_for_Mobility.pdf

Walking and cycling costs are very low

Infrastructure construction and maintenance costs by mode



Infrastructure costs can vary significantly



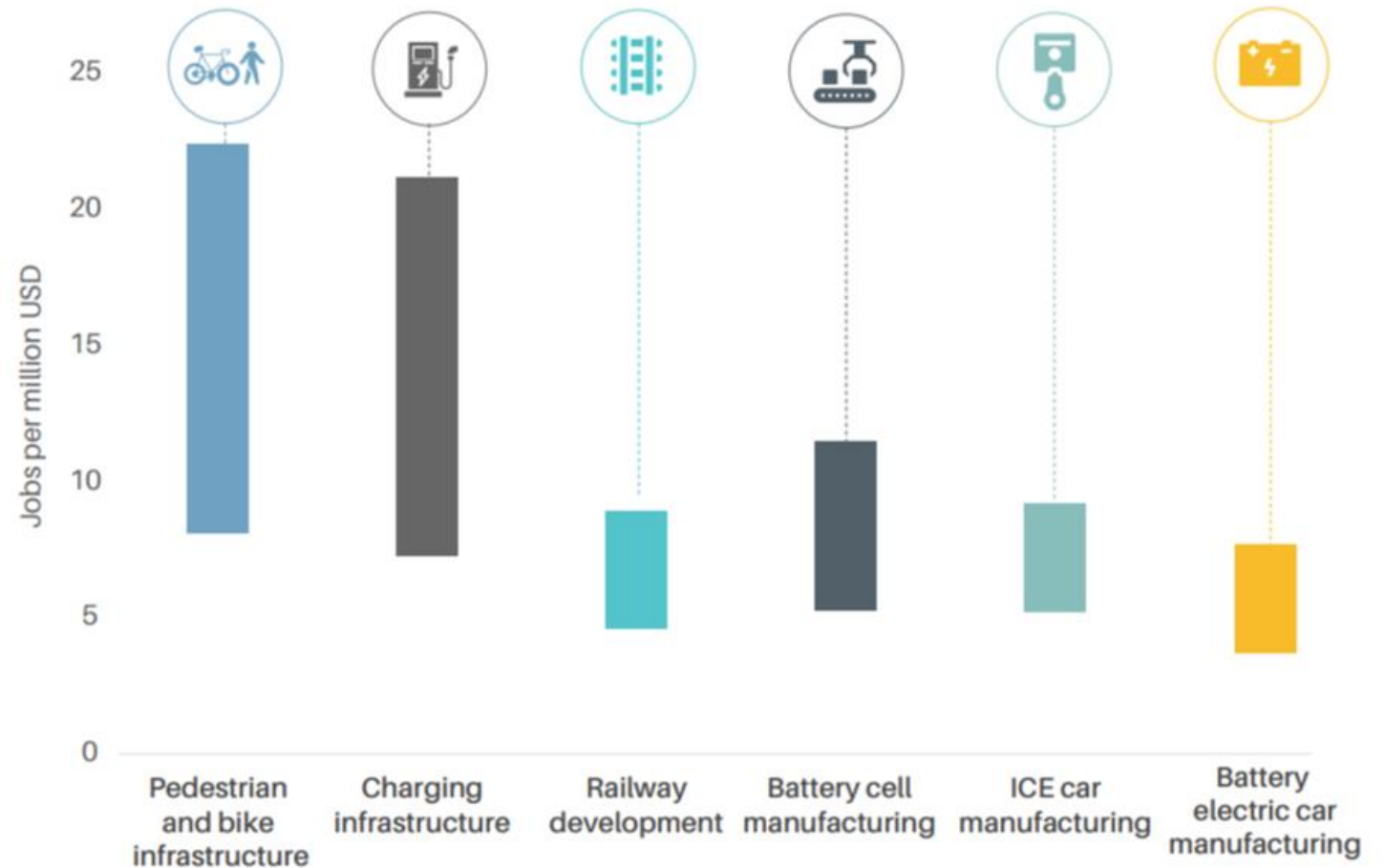
Paint and temporary materials
Source: Twitter user @mason_transport



Complete street redesign and utility overhaul
Source: ITDP India

Walking and cycling investment leads to high rate of return

Figure 3. Potential jobs created through transport investments



Source: SLOCAT Transport and Climate Change Global Status Report - 2nd ed

Health

Physical inactivity costs the NHS up to **£1bn per annum**, with further indirect costs calculated at **£8.2bn**



Wellbeing

20 minutes of exercise per day cuts risk of developing depression by **31%** and **increases productivity of workers**



Congestion

The new **east-west and north-south cycle routes** in London are moving **46 per cent** of the people in only **30 per cent** of the road space



Air quality

Meeting the targets to **double cycling and increase walking**



would lead to savings of **£567 million annually from air quality alone** and prevent **8,300 premature deaths** each year



Climate change

Mode shift to **active transport** is one of the most cost effective ways of **reducing transport emissions**



Local businesses

Up to **40%** increase in shopping footfall by well planned improvements in the **walking environment**



Economy

Cycling contributes **£5.4bn** to the economy per year and supports **64,000 jobs**



Keeping active can reduce your risk of...



depression
by 30%

type 2
diabetes
by 40%

breast
cancer
by 20%

coronary
heart disease
by 20%

colon
cancer
by 40%

alzheimer's
disease
by 40%



Walking and cycling investment leads to many other benefits

Source: United Kingdom Department of Transport
Source: Active Halton



Infrastructure



Source: ITDP Africa

Maintenance



Source: ITDP India

Outreach



Source: ITDP India

Bikeshare



Source: ITDP Indonesia

Government Staff and capacity



Source: ITDP India

What all
requires
funding?

POLL: How many staff in your city (full time or equivalent) are dedicated to walking and cycling?

<https://www.menti.com/7ay5otqsxc>



What is needed to unlock more funding and finance for walking/cycling?

- **POLITICAL WILL:** Without political support, nothing happens. Often walking and cycling are not thought of as transport modes that require funding.
- **CAPACITY:** Staff time is needed to develop grant proposals, manage new revenue sources, etc.
- **DATA:** A good understanding of costs is needed in order to secure the right amount of funding.
- **STANDARDS:** Some engineering standards ignore the role of walking and cycling in transport, shutting them out of funding.
- **RESTRICTIONS:** Some governance related restrictions may prevent certain funding sources from being unlocked (e.g. taxation power may be limited). International finance institutions

Funding and Finance Tools

Typical and Innovative Funding Sources for walking and cycling

Local Funding Sources

→ CONSIDERATIONS:

- **Source** can include new sources or reallocate from other sources
- **Authority** to raise local revenue may not exist
- **Politics** of raising revenue - taxing things formerly free is always hard
- **Visibility** of tying new funding sources to improvements can help

→ POTENTIAL SOURCES:

- 1 - General budget
- 2 - Use fees
- 3 - Sponsorship
- 4 - Land Value Capture
- 5 - Business Improvement Districts

Local Funding Sources

1 - GENERAL BUDGET

→ CONCEPT:

- Money from the general budget dedicated to walking & cycling.

→ CONSIDERATIONS:

- Competing uses of funds
- opposition to raising taxes

→ EXAMPLES:

- Mexico City - 100% of the capital investment for Ecobici came from CDMX general budget)
- Pune: 50% of the budget directed to walking, cycling, & BRT
- Chennai: 60% of budget directed to walking and cycling

Local Funding Sources



In Pune, 50% of the budget was directed to walking, cycling, & BRT | Source:ITDP

Local Funding Sources

2 – USE FEES AND PENALTIES

→ CONCEPT:

- Tax things you want less of (congestion, pollution) to fund things you want more of (walking & cycling)

→ CONSIDERATIONS:

- Don't create incentives for bad behavior
- Don't want to create a system that defunds itself

→ EXAMPLES:

- Fortaleza, Brazil - revenue from on-street parking funds bike lanes
- Barcelona, Spain - 100% of the net parking revenue funds public bikeshare system
- Westminster, England - 69% of surplus parking revenue goes to environment and city management, the remainder to placemaking, public health, and family services
- Guadalajara, Mexico - Part of the revenue surplus to public space improvement
- Chennai, India - surplus parking revenues go to walk, cycle, and public transportation improvements
- Washington, DC - safety cameras revenue may fund walking and cycling improvements

Local Funding Sources



BEFORE: Torcuato Tasso Street in Mexico City experienced high levels of double parking.

Source: Google Streetview, via ITDP Mexico



AFTER: Better managed parking via EcoParq in Mexico City funded pedestrian improvements such as this one on Torcuato Tasso Street

Source: Paul Buendía, via ITDP Mexico

Local Funding Sources



BEFORE: Torcuato Tasso Street in Mexico City experienced high levels of double parking.
Source: Google Streetview, via ITDP Mexico



AFTER: Better managed parking via EcoParq in Mexico City funded pedestrian improvements such as this one on Torcuato Tasso Street
Source: Paul Buendía, via ITDP Mexico

Local Funding Sources



In NYC, Citibank pays for most operating expenses of the bikeshare program.
Source: Shinya Suzuki (Flickr CC)

3 – SPONSORSHIP

→ CONCEPT:

- Private companies pay for system costs in exchange for system branding

→ CONSIDERATIONS:

- Conflicts of interest
- Corporate values reflect city values

→ EXAMPLES:

- Santander Cycles (London)
- CitiBike (NYC)
- Bike Rio (Rio de Janeiro: Bank Itau)
- Divvy (Chicago: BlueCross BlueShield)

Local Funding Sources

4 – LAND VALUE CAPTURE / TAX INCREMENT FINANCING / PAYMENTS IN LIEU OF TAXES / DISTRICT IMPROVEMENT FUNDS

→ CONCEPT:

- Often used as part of Transit-oriented development
- [Development based Land Value Capture] - property debt rights auctioned, proceeds to subsidize housing
- [Taxation-based land value capture] Enhanced property tax - Tax increment financing; betterment charges; revenue bonds or general obligation bonds; green bonds; guarantees and first loss provisions; city challenge fund, etc.

→ CONSIDERATIONS:

- Negative effect on redistribution (i.e., taxes from richer areas get kept within those areas instead of serving the entire city)
- Credit rating of the city

→ EXAMPLES:

- India 2017 METRO RAIL POLICY - Requires metro project to include value capture financing as part of all metro proposals, including funding for walking and cycling improvements.

Local Funding Sources

4 – BUSINESS IMPROVEMENT DISTRICT (BID)

→ CONCEPT:

- Businesses and residents of an area decide to tax themselves in addition to the standard tax rate, which can be used to pay for additional public space maintenance and improvements, beyond what is provided by the government. BIDs are sanctioned by the government and additional taxes are mandatory, once established.

→ CONSIDERATIONS:

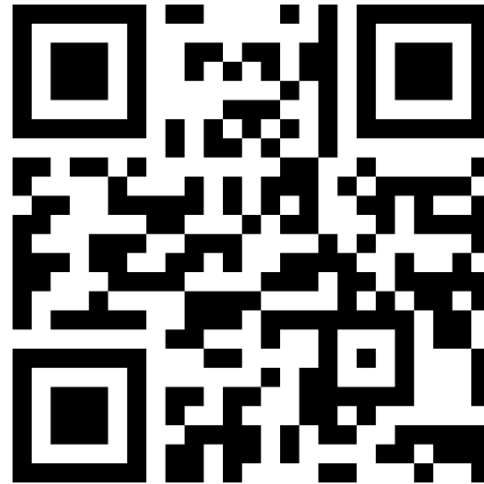
- Wealthy areas get more improvements, leading to less equitable investments
- Once established, all local residents and businesses must pay the extra taxes
- Potential displacement of smaller businesses

→ EXAMPLES:

- Washington, DC: Golden Triangle BID uses taxes to make sidewalk improvements and maintenance

POLL: Where does your city get funding for walking and cycling?

<https://www.menti.com/1pmssvypmy>



National Funding Sources

→ CONSIDERATIONS:

- **Requirements** to qualify for funding
- **Politics** of obtaining funding
- **Quantity** of funding available

→ POTENTIAL SOURCES:

- 1 - Competitive Grants & Loans
- 2 - Formula grants
- 3 - Targeted funding

National Funding Sources

1 – COMPETITIVE LOANS AND GRANTS

→ CONCEPT:

- National government provide funds to local governments based on competitive application and review process

→ CONSIDERATIONS:

- Need well-defined criteria and transparent process to avoid corruption and cronyism
- Good goals lead to good projects
- May favor cities with higher capacity to develop strong proposals

→ EXAMPLE:

- UNITED STATES: BUILD grants support walking and cycling

National Funding Sources

2 – FORMULA GRANTS

→ CONCEPT:

- Money allocated to sub-national entities according to a formula, to be used for specific purpose (walk and cycle)
- Formula might include population, average income, rate of cycling
- Money automatically allocated and can fund capacity, as opposed to requiring capacity to

→ CONSIDERATIONS:

- Complicated formulas may be hard to understand
- Requires capacity at national level to ensure that funds are used for intended purpose

→ EXAMPLE:

- USA - ISTEA create Urbanized Area Funding Formula

National Funding Sources

2 – FORMULA GRANTS

- Funds can be used for any mode
- multiple formulas determine money given



(1) Bus Basic Funding for urbanized areas over 1,000,000 population: This formula apportions 40.31 percent of the Urbanized Area Formula appropriation. The formula is 50 percent bus revenue vehicle miles, 25 percent urbanized area population, and 25 percent urbanized area population density weighted by population.

National Funding Sources

3 – TARGETED FUNDING

→ CONCEPT:

- Funding from national government for specific projects.
- May be one-time or continuous
- Typically used for capital projects

→ CONSIDERATIONS:

- May require specific legislation or appropriation
- May be hard to replicate

→ EXAMPLE:

- Ethiopia Non-Motorized Strategy 2020-2029

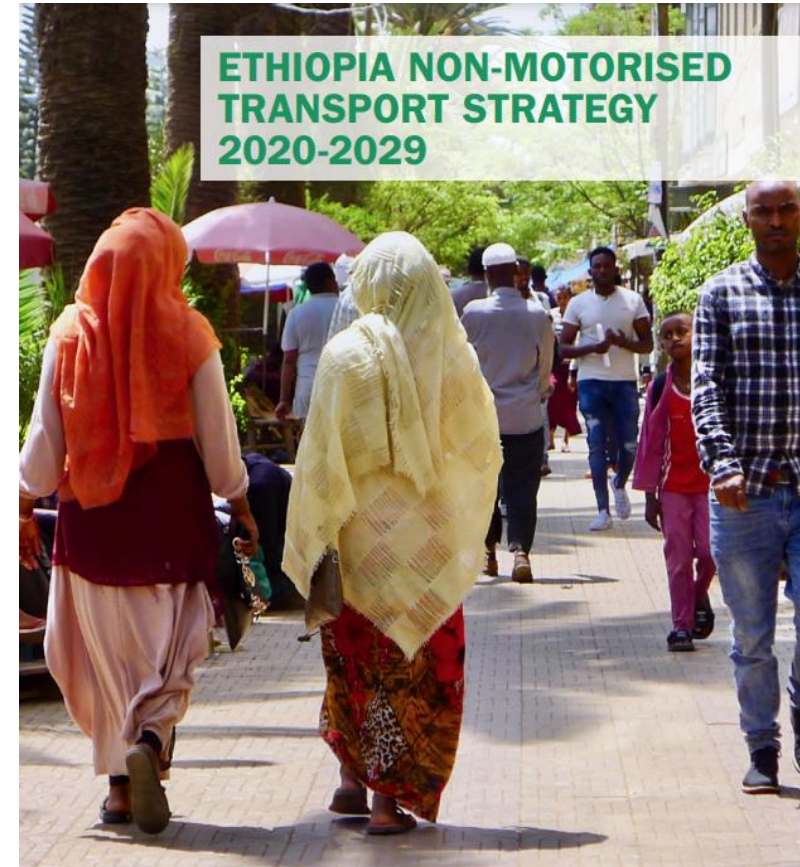
National Funding Sources

3 – TARGETED FUNDING

→ Ethiopia Non-Motorized Strategy 2020-2029

- National funding for transport in populated areas is provided by the Ethiopian Road Fund, the Government's budget, or other sources
- All projects receiving funds must be designed as complete streets with adequate facilities for pedestrians, cyclists, and public transport users.
- To receive funding, local authority must spend 33% of its capital expenditure on infrastructure for NMT

<https://www.unep.org/resources/policy-and-strategy/ethiopia-non-motorised-transport-strategy-2020-2029>



International Funding Sources

→ CONSIDERATIONS:

- **Requirements** to qualify for financing
- **Political support** from national government to apply for finance
- **Data** to support request for financing
- **Quantity** of financing available

→ POTENTIAL SOURCES:

- **1** - Development Banks
- **2** - Climate Finance

International Funding Sources

1 – DEVELOPMENT BANKS

→ CONCEPT:

- National-level loans for large projects at below-market rates

→ CONSIDERATIONS:

- must meet bank requirements
- Projects must be big enough to justify investment

→ EXAMPLE:

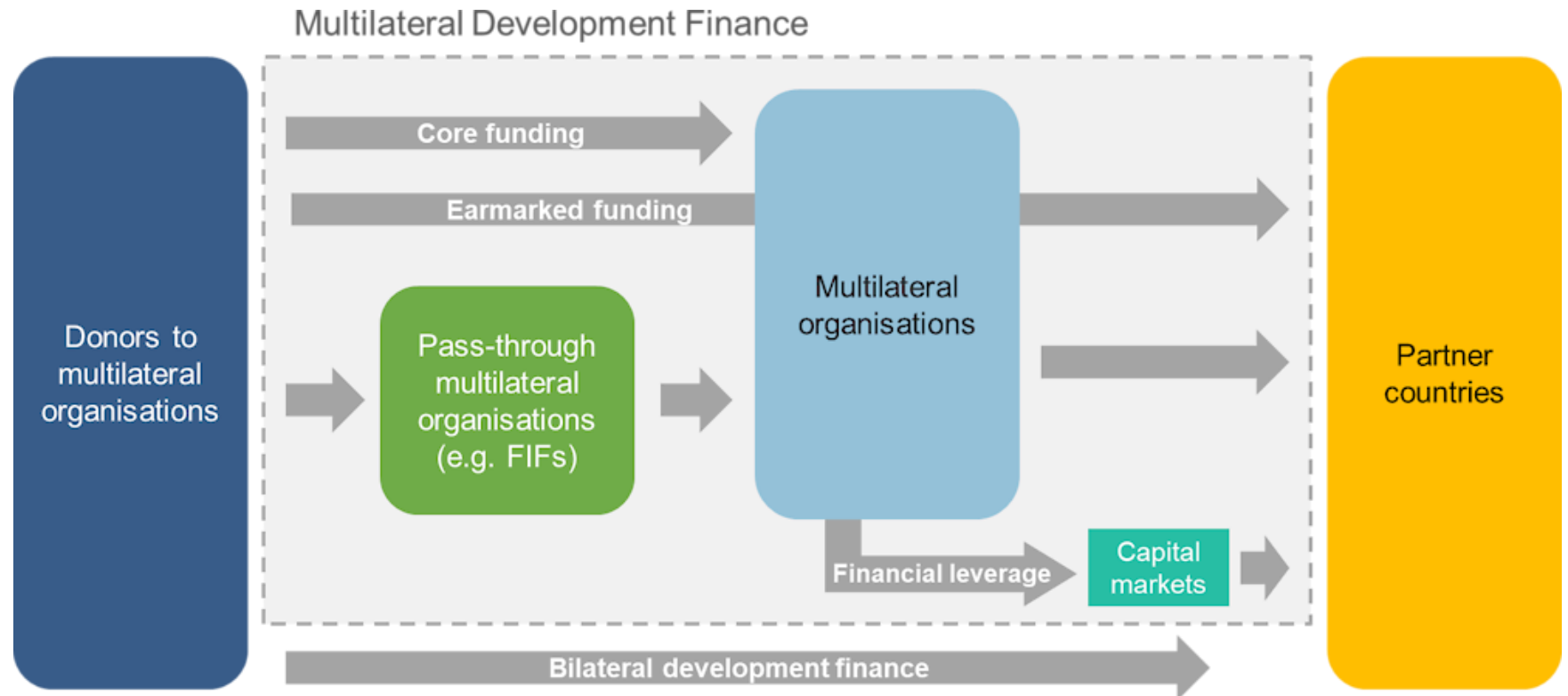
- Philippines - Manila Bicycle Network Demonstration Pilot - USD 1.3 million from the World Bank
- Chile - Sustainable Transport and Air Quality for Santiago - USD 9.42 million for the World Bank
- China - Wuhan Urban Transport Project - USD 199 million from the World Bank

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International Funding Sources

1 – DEVELOPMENT BANKS



Source: [OECD](#)

International Funding Sources

2 – CLIMATE FINANCE

→ CONCEPT:

- International funding from high-income countries to low- and middle-income countries to invest in projects that will boost development and reduce greenhouse gas emissions.

→ CONSIDERATIONS:

- must demonstrate an ability to reduce greenhouse gas emissions
- Requires capacity to demonstrate climate impact

→ EXAMPLE:

- Poland - Gdansk Cycling Infrastructure Project - USD 2.5 million from GEF Trust Fund
- Argentina - USD 1.35 million from the World Bank and GEF
- Lima, Peru - USD 4.06 million from GEF

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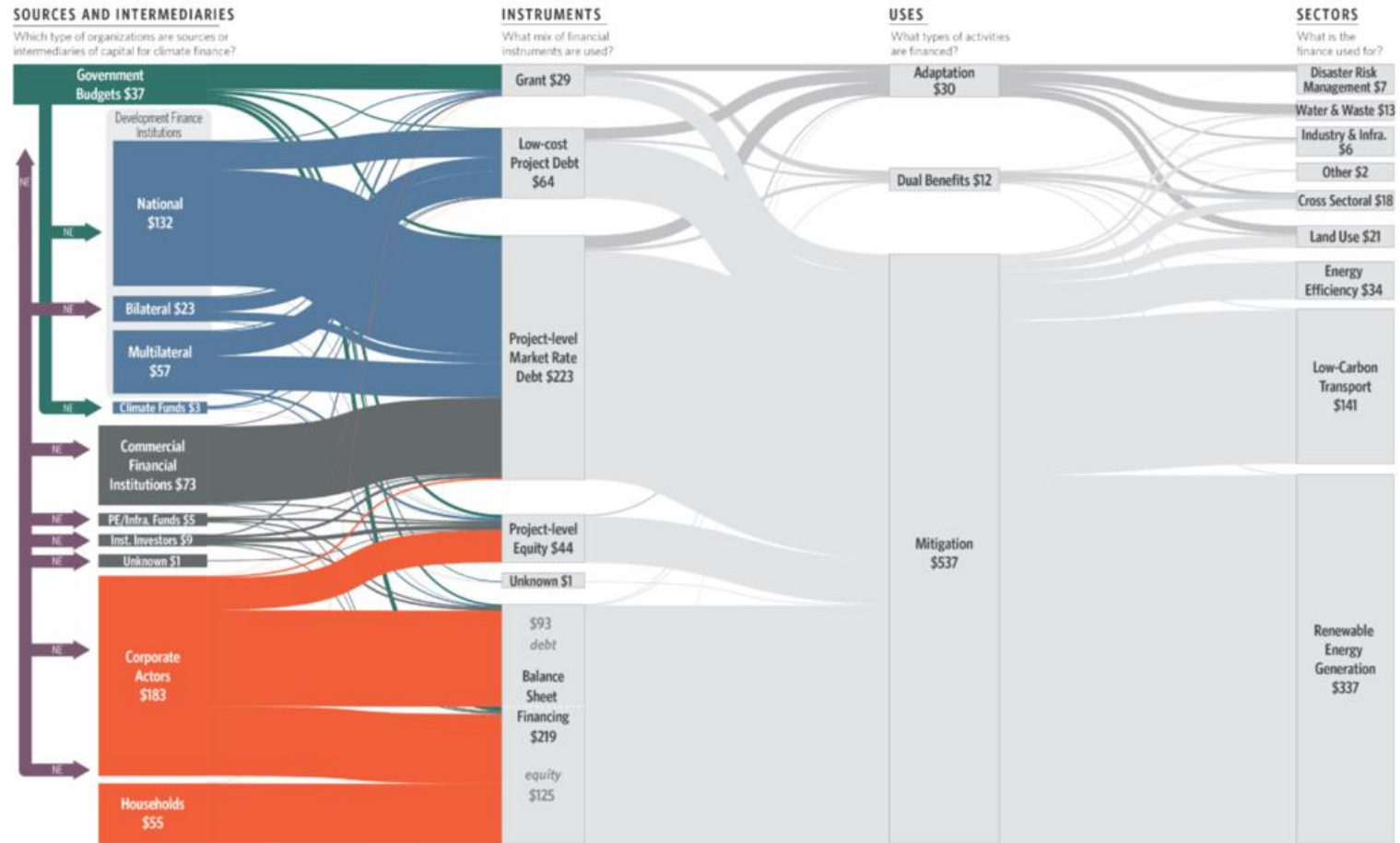
International Funding Sources

2 – CLIMATE FINANCE

LANDSCAPE OF CLIMATE FINANCE IN 2017/2018

Global climate finance flows along their life cycle in 2017/2018. Values are average of two years' data, in USD billions.

579 BN USD ANNUAL AVERAGE




Source: Climate Policy Initiative



International Funding Sources

2 – CLIMATE FINANCE


CHANGING TRANSPORT
Facilitating climate actions in mobility

EXPERTISE ▾ RESOURCES ▾ NEWS EVENTS PROJECTS ABOUT 

Climate Finance Toolkit for Low-Carbon Transport

This toolkit is a set of knowledge material intended to give an overview of existing climate finance sources for low-carbon transport. It is based on GIZ's broader definition of **climate finance as all public and private financial flows for climate projects in developing countries and emerging economies.**

The publications listed in this toolkit explore both public and private financing and funding sources at the domestic level as well as international development finance and climate funds that are eligible for sustainable transport. The structure of the toolkit reflects the relative importance of public domestic sources, private sources, international development finance and climate funds in terms of their share in transport spending. Additional training material



<https://changing-transport.org/toolkits/climate-finance-for-low-carbon-transport>

Questions about funding sources



© Hadija Saisi (Unsplash)

Case Studies of Funding and Finance

Examples of using diagnosis in planning and decision making



Case Study of Chennai, India

STATE: Tamil Nadu Road Infrastructure Project

Funded by Govt. of Tamil Nadu

- Set up in 2008 to repair and re-lay roads damaged due to implementation of underground utilities such as water supply and sewerage lines
- Has a dedicated fund - **Tamil Nadu Road Infrastructure Fund (TURIF)** - to execute projects
- Given as way of grants to ULBs, annually.
- **Did not** include provisions for Footpaths / Cycle Tracks originally. Was only used for re-laying roads.



Source: ITDP-India

'TEST-LEARN-SCALE' Approach

Inspire Leaders



Create pilots



Embed Policies & Practices



Scale Up!



Listen to citizens



Evaluate Regularly

LOCAL: Chennai NMT Policy Adopted

2014

- Set up in 2008 to repair and re-lay roads damaged due to implementation of underground utilities such as water supply and sewerage lines
- Chennai becomes the first city in India to adopt a Non-Motorised Transport Policy prioritising its pedestrians
- With the aim of:
 - allocating at least 60% of the transport budget towards improving NMT
 - Ensuring at least 80% of the streets have continuous footpaths.
- Scope of Footpaths were included under TURIF, so existing state funding would also be applied to walking and cycling.



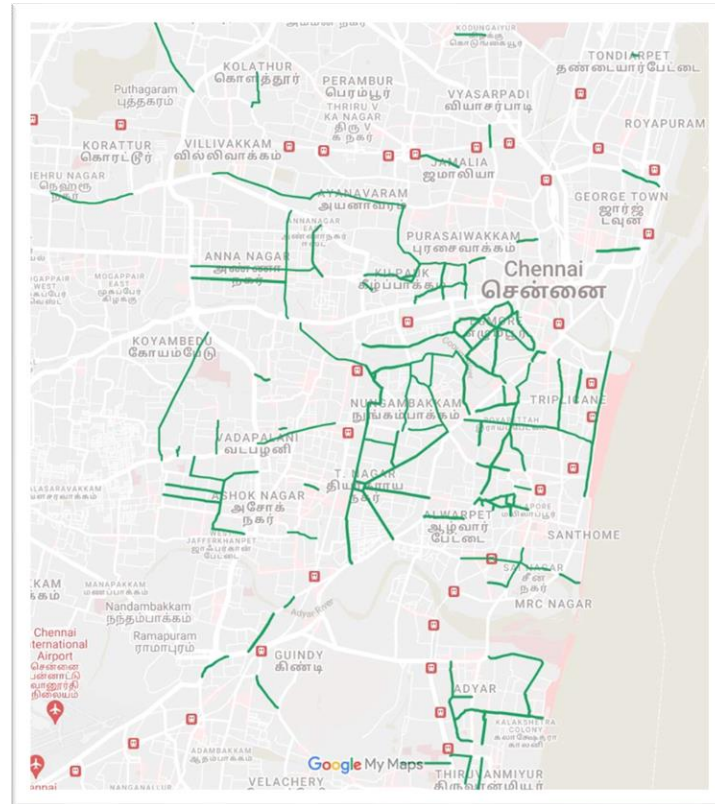
Photo: Besant Nagar 2nd Avenue -2014

Source: ITDP-India

Inspired and Informed Action

2014 - 2022

- Since the adoption of a NMT Policy,
- **Over 170 kms** of streets have been transformed into complete streets



Map: Transformed roads in phases 1 & 2



Photos: Before & After Transformation- Pantheon Road, Egmore (2015)

Challenges

2013



Photos: Pantheon Road, Egmore | Source: ITDP India

Challenges

2014



Photos: Pantheon Road, Egmore | Source: ITDP India

Challenges

2021



Photos: Pantheon Road, Egmore, Dug up for upgrading electricity lines | Source: ITDP India

NATIONAL. National Smart City Mission

100 Cities Selected across the country

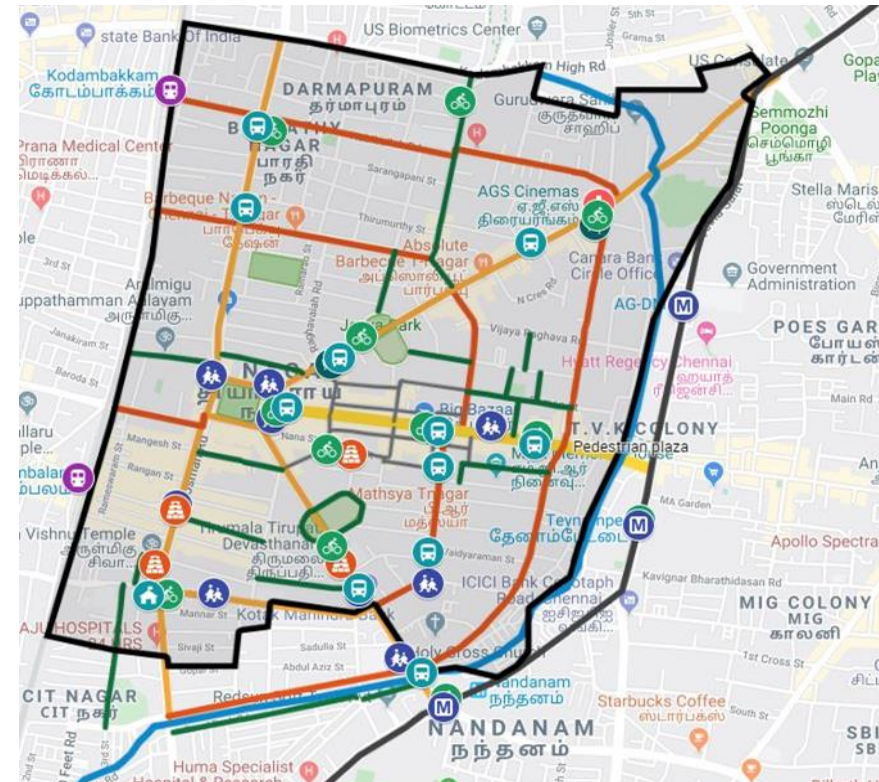
- Rs.1000 Crores (USD 128 Million) fund for each city
- Cities were given a mandate to adopt an **Area-based Development model** with focus on street redevelopment with walking/cycling infrastructure.
- Cities were strictly mandated to not use the funds for grade separators or land acquisition.
- Chennai was selected as Smart City in 2015



NATIONAL: Model Neighbourhood: T-Nagar

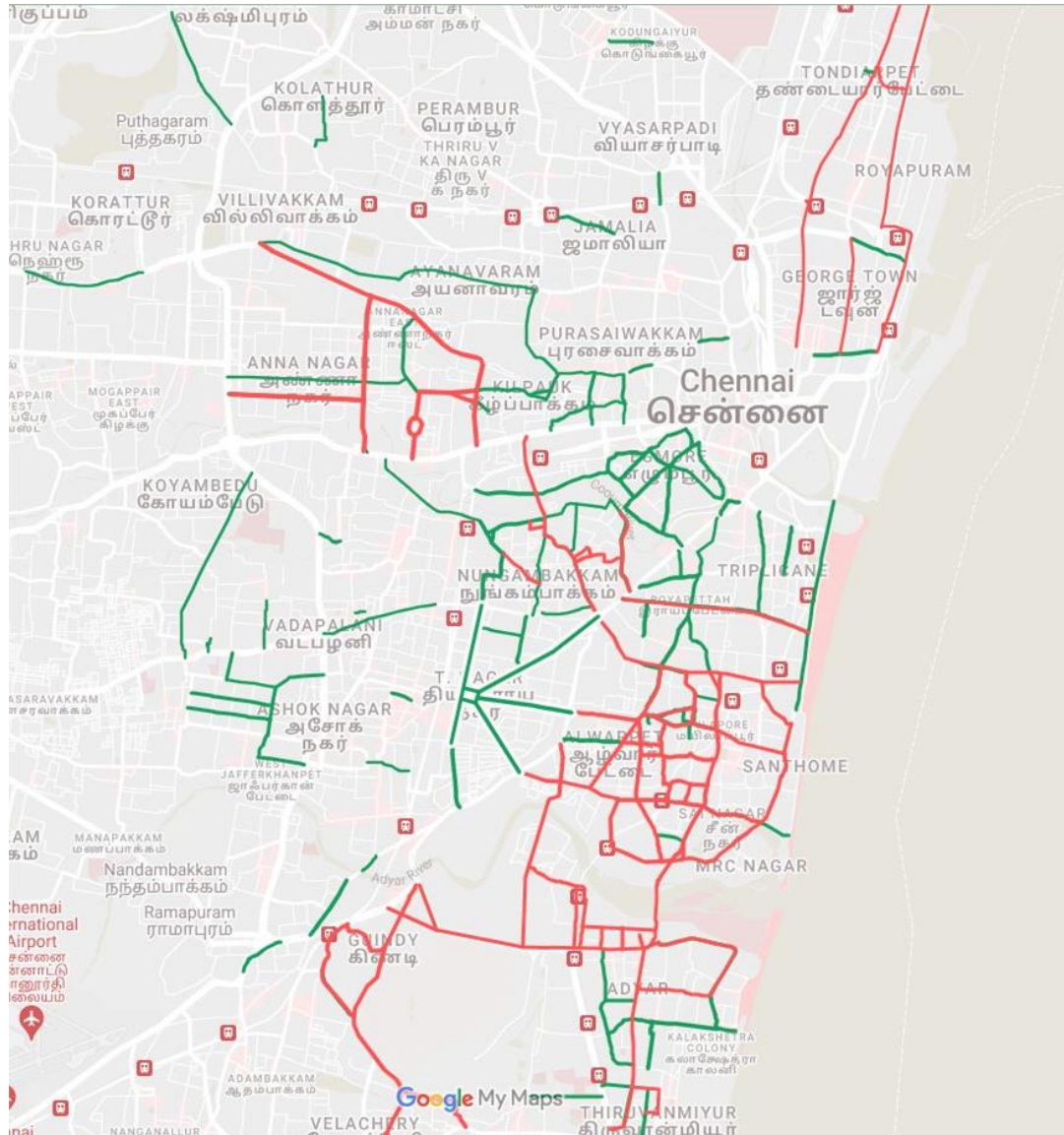
T-Nagar

- Area: ~4.3 sq km
- Bus stops: 11; Bus Terminal: 1
- Metro Stations: 3
- Suburban Railway Stations: 2
- Streets with access to transit ~ 12 Kms
- Schools: 9
- Parks: 6
- Streets with access to schools and parks: ~8.5 Kms
- Pedestrian Plaza: ~1.4 Kms
- Waterfront development: ~5.8 Kms
- PBS Stations: 12
- On-street parking management: along ~20 Kms



Map: T-Nagar, indicating the streets identified for redevelopment, at various stages of implementation





Scaling Up

110 Kms streets across six neighborhoods identified for redevelopment including utilities

- Funded through grants from **National Clean Air Program**, grants from **Govt. of Tamil Nadu**, and **Capital Funds**.
- 11 Kms to be tendered out in 2022.
- Further funding by the **World Bank** and **Asian Infrastructure Investment Bank** as part of the **Chennai City Partnership**

INTERNATIONAL: Getting Development Banks Interest

1. Scale and Packaging
2. Make an Economic Case for Street Improvements, calculate IRR factoring

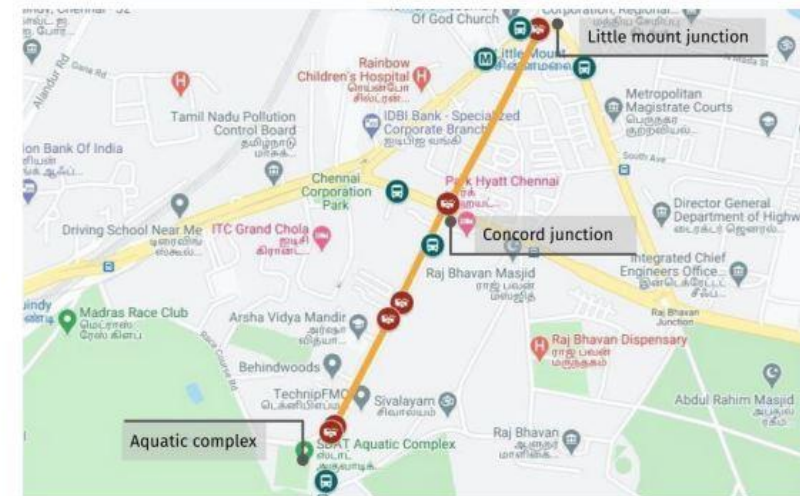
- Socio-Economic cost of Road Crashes
- Economic and Environmental Cost of Road Digging / Unorganised Utility Lines
- Climate-Resilience
- Revenue potential through Track Rent, On-street parking management, Advertisements, Land Value Capture, etc.
- Benefits of better access to Public Transport

Economic Evaluation: Velachery Quick-win

Direct Benefits (Quantitative)

Road Safety

Package: Velachery [P5] | **Length of Quickwin:** 1100 m | **Estimated Cost:** Rs. 25.7 Crores



Map: 1100m segment of Velachery Main Road selected to be implemented as Quick-win with traffic hotspots and transit stations marked

Economic Evaluation Example

Socio-Economic Cost of Road Crashes

- Current trends indicate an annual Socio-economic cost of Rs.1.93 Crores (USD 0.25 M)
- Projected cost after project implementation is estimated to be Rs. 3.9 Lakhs (USD 5k)
- A reduction of nearly 400% in socio-economic cost associated with Road Crashes

Socio-Economic Cost of Road Accidents in Velachery Main Road (0-1100m)

Class of Road Crash	Socio-Economic Cost per Victim	No of Victims		Annual Cost	
		2018	2019	2018	2019
<i>Data based on Greater Chennai Traffic Police Road Accident Data for 2018 and 2019</i>		<i>Values based on a 2020 research commissioned by MoRTH: "Socio-Economic Cost of Road Accidents in</i>			
Fatality	9,116,363	2	2	18232726	18,232,726
Severe Injury	364,398	0	1	0	364,398
Minor Injury	77,938	4	9	311752	701,442
Property Damage (No Injury)	88,463	Data unavailable	Data unavailable	Data unavailable	Data unavailable
				18,544,478	19,298,566

Table 1] Socio-economic cost due to road accidents in the selected segment

Class of Road Crash	Socio-Economic Cost per Victim	Estimated No of Victim					Estimated Annual Cost
		2023	2024	2025	2026	2027	
<i>Data based on Greater Chennai Traffic Police Road Accident Data for 2018 and 2019</i>		<i>Values based on a 2020 research commissioned by MoRTH: "Socio-Economic Cost of Road Accidents in</i>					
Fatality	9,116,363	0	0	0	0	0	0
Severe Injury	364,398	0	0	0	0	0	0
Minor Injury	77,938	5	5	5	5	5	389690
Property Damage (No Injury)	88,463	NA	NA	NA	NA	NA	NA
							389,690

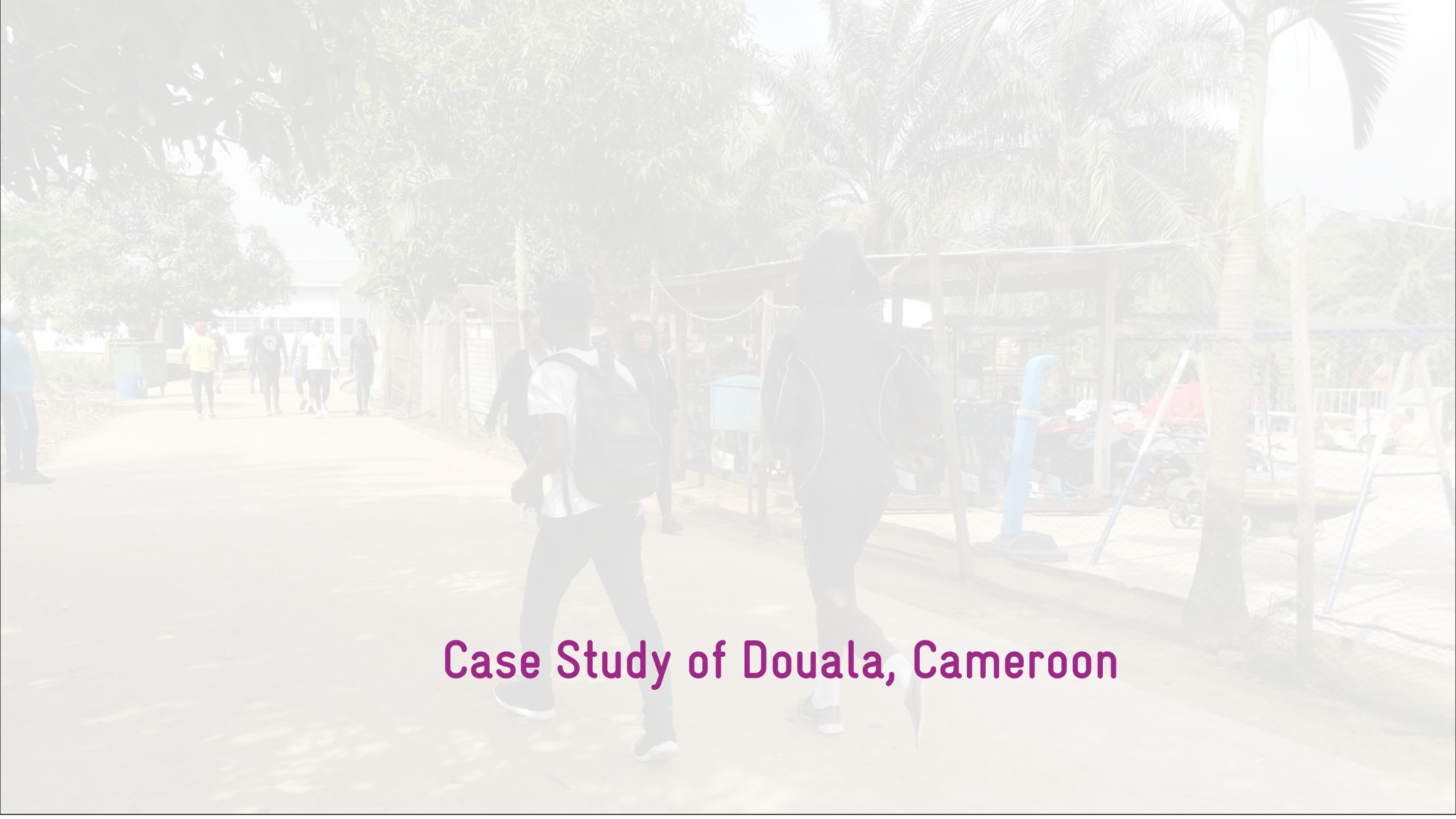
Table 2] Projection of the impact on the socio-economic cost due to road accidents

Projects across Smart Cities of India through the National Challenges

Completed Walking Infrastructure - **1905 Kms**

Completed Cycling Infrastructure - **255 Kms**

Over **1500 Kms** to be improved by 2023

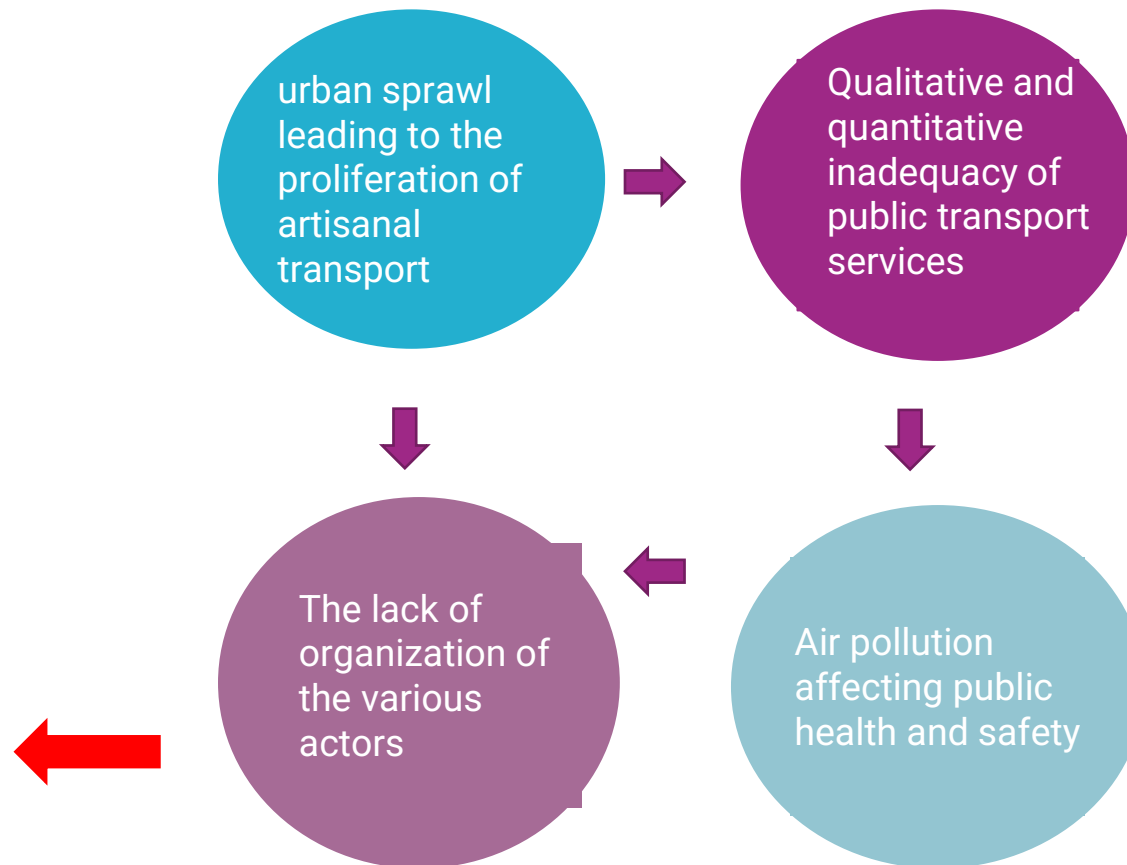


Case Study of Douala, Cameroon

Challenges of urban mobility and active mobility in particular

Challenges of Urban Mobility

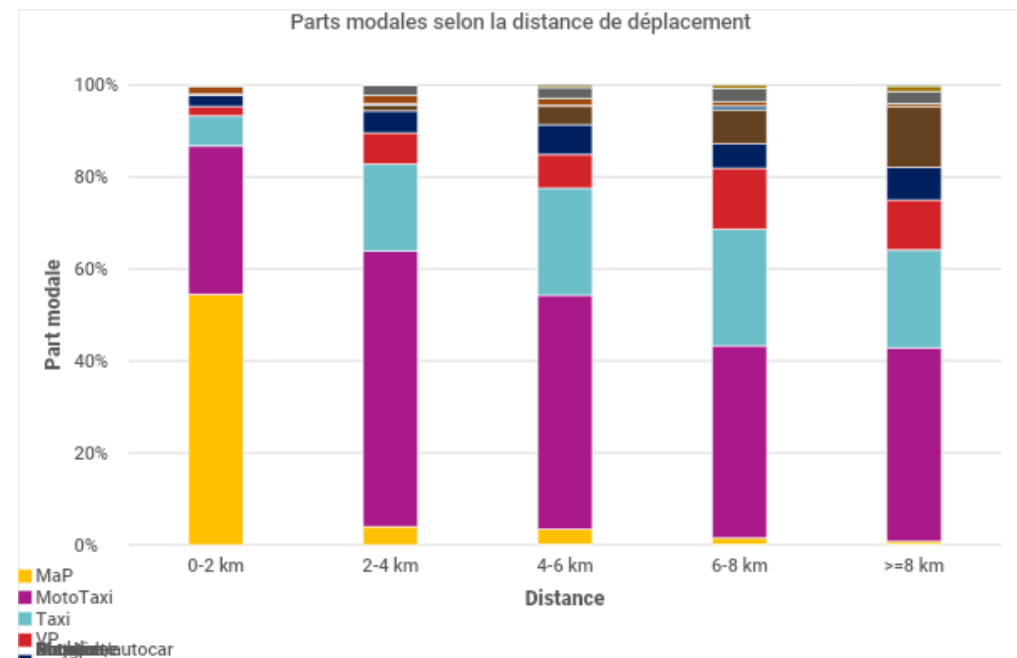
Traffic congestion



Challenges of urban mobility and active mobility in particular

Challenges of Urban Mobility

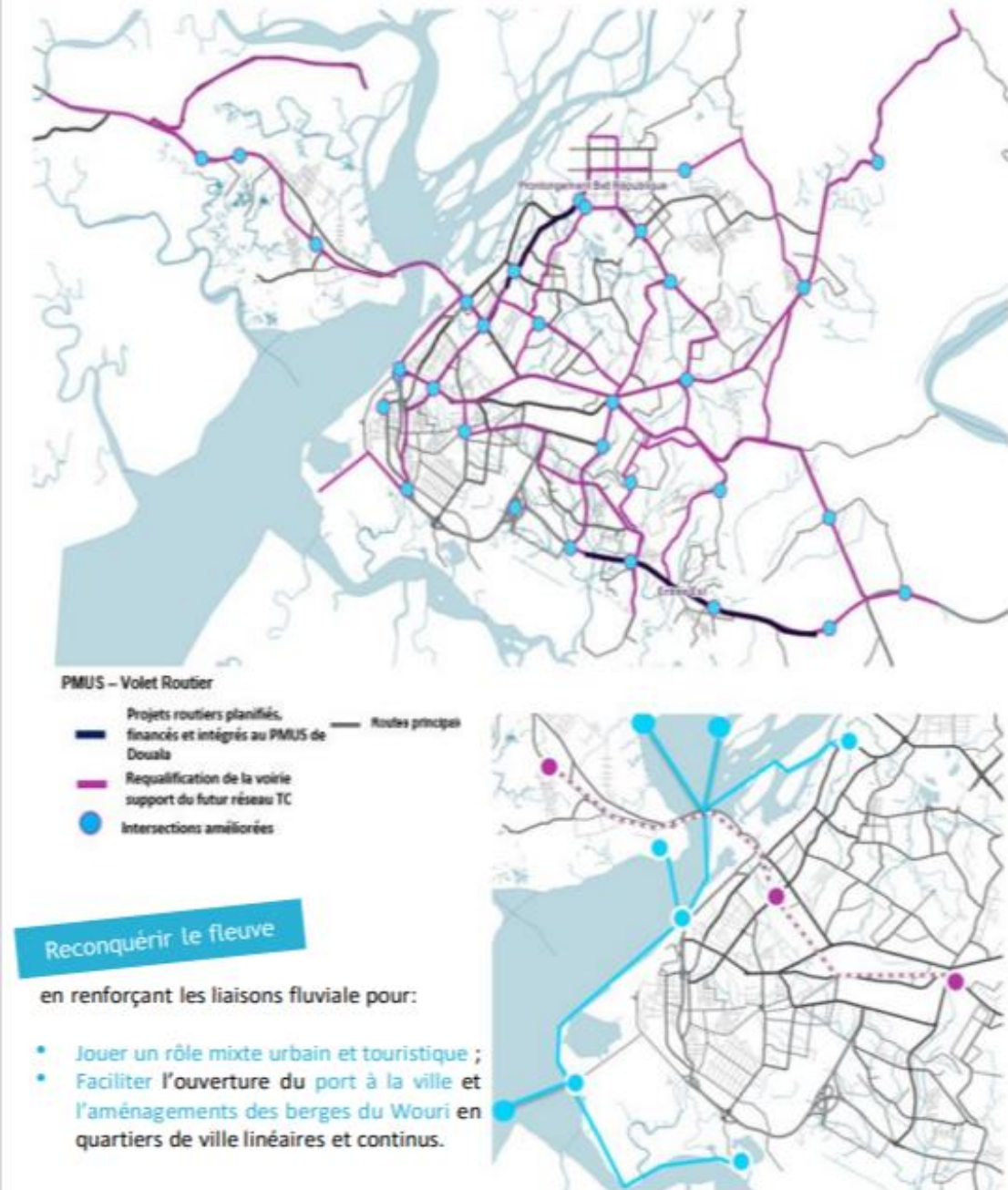
- Walking currently represents 33% of trips in Douala. In addition, the average travel distance (all reasons combined) is 2.3 km as the crow flies, with 44% of trips connecting two points located less than one kilometer from each other. Finally, the poorest populations carry out a large part of their journeys on foot. Pedestrian trips are mostly intra-zonal trips
- Finally, bicycle use is currently very marginal in Douala (0.1% of trips). The main reasons mentioned to explain this fact in the EMD are road safety risks (28%), fatigue (26%) and the climate (13%).



Provisions of the Douala Urban Mobility Plan

Preparation of DUMP using a participatory approach

- development of sidewalks and pedestrian crossings,
- the covering of gutters now open to the sky
- the ban on bendskiers riding on the sidewalk
- Greater controls on the use of public space ,



Types of funding available for active mobility in the City of Douala

Budget of Douala City Council

- Program to restore the sidewalk to pedestrians:
 - It consisted in raising the awareness of informal actors to respect public space and then in the repression and development of said spaces according to the recommendations of the DUMP
- Action plan for the professionalization of transport operators by motorbike:
 - Considering that motorcycle taxis use public spaces (crossroads, sidewalks, etc.) to park, the city of Douala has drawn up the said plan based on the recommendations of the PMUS. It advocates raising awareness among transporters, it promotes the wearing of chasubles and helmets and finally it suggests the development of loading points in the City
- **these two programs being supported by the planning document, they are included in the budget of the Urban Community of Douala as quick impact and reduced cost activities (quick wins)**

Types of funding available for active mobility in the City of Douala

Projects financed externally by technical and financial partners: case of the Douala Urban Mobility Project

- Component 1: Support for institutional strengthening and professionalization of existing public transport operators,
- Component 2: BRT infrastructure, fleet and systems,
- Component 3: Transit-oriented development around the BRT system Greater controls on the use of public space,
- This project is global because it takes into account all modes of transport. Regarding the **active modes**, this project will finance : a) Rehabilitation of road infrastructure along selected feeder routes, including public lighting, sanitation, drinking water network, drainage and traffic management; b) Identification of a key pedestrian thoroughfare to complete a sidewalk network on selected feeder roads; c) The improvement and creation of spaces reserved for pedestrians and bicycles as a mode of transport, paying particular attention to safety, quality of life, accessibility and enjoyment along certain feeder roads; and d) Improvement and provision of street furniture for public transport (including bus stops, etc.) along certain feeder routes.

Other Questions?



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