



Moving Forward: Urban Mobility in MENA Region Case Study: Amman, Jordan

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Talking points

Common themes in the region

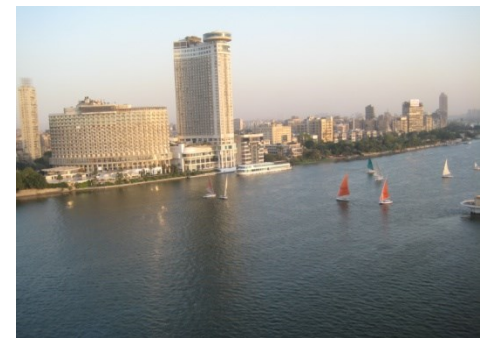
Urban mobility diagnostics

Response to urban mobility

- Approach
- Projects
- Lessons learned

Challenges

Opportunities



Common Themes

Urbanization

Changing demographics (age, gender)

Population growth

Varying income distribution

Rapid increase in motorization

Changing political environment

- Arab Spring

Externalities (e.g. energy)

Role of private sector



GDP and Vehicle Ownership

Country	(IMF 2012)		(World Bank 2010)	
	GDP/capita	Rank	Vehicles/1000 population	Rank
France	35,548	25	578	19
Germany	39,028	18	572	21
UK	36,941	22	519	34
Qatar	102,211	1	532	29
UAE	49,012	7	313	55
Kuwait	39,889	16	528	31
Israel	32,312	26	346	49
Saudi Arabia	31,275	29	336	51
Lebanon	15,757	61	434	41
Turkey	15,001	66	144	93
Iran	13,127	72	200	70
Tunisia	9,775	90	125	97
Algeria	7,477	103	114	100
Iraq	7,080	108	50	129
Egypt	6,545	110	45	131
Jordan	6,042	115	165	83
Morocco	5,265	121	70	120
Syria	5,041	124	73	115

Diagnosics

Suppressed demand for mobility
Increasing dependence on private cars
Uncompetitive public transport
Inadequate infrastructure
Sharp rise in traffic congestion
Fragmented responsibilities
(weakened role of local authorities)
Insufficient financing (vs. affordability)
Limited public involvement in decisions
Negative impacts (socio-economic, environmental, etc)

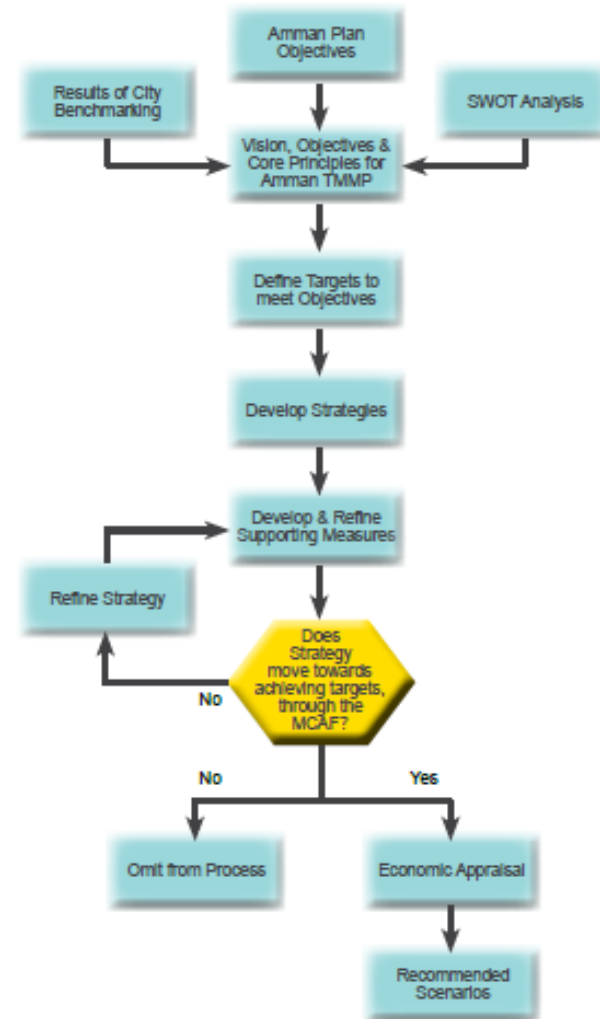


Response - Planning

Urban transport planning process relatively new

- Theory vs. practice
- Large projects
 - No funding program
 - No means of sticking to plan
- Conflicting jurisdictions and conflicting goals
- Maybe neglecting the less glamorous but real problems

Leadership is key



Response -Actions

Mobility planning

- Several cities have developed or in process of developing comprehensive mobility plans
- Long-range strategy/program

Car-oriented infrastructure expansion

Increasingly more public transport projects

Limited integration (e.g., parking, land use, etc)



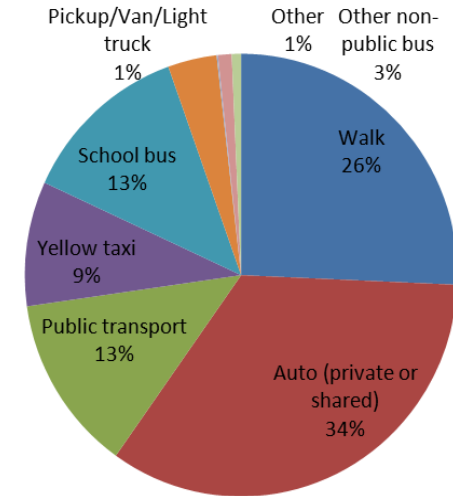
Case Study: Amman

About 3 million people

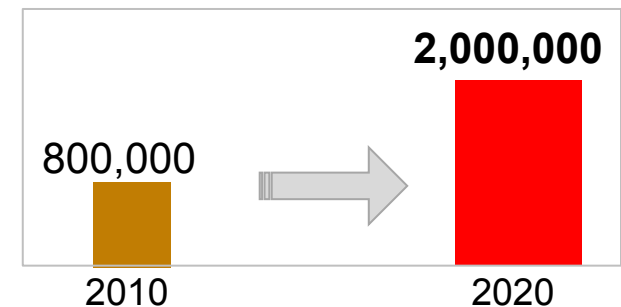
- Youthful population (60% below the age of 24)

800 sq. km of land area

- Difficult terrain
- 10% annual increase in number of cars
- Mobility costs 25-30% of household income for middle and low income class



Number of Cars in Amman



Impacts

- **\$1.4 Billion** annual cost of time in travel
- **\$1.4 Billion** cost of fuel for transport in Amman
- **\$1.4 Billion** fuel subsidy
- **40%** of fuel consumed plus associated pollution



Where do you start?

Mobility plan

- Over \$5 billion multi-year investments

Public transport infrastructure

Public transport vehicles

Strengthen institutions

Build capacity

Pick a winning project to trigger wider “paradigm” shift

Continue to work on “Grand” scheme



Leadership

Having the right vision

- Win the hearts and minds of constituents
- Actions on the ground

Downtown Amman revitalization

- Volunteer work
- Friday souq pedestrian zone
- Convert one major corridor to transit/pedestrian

Bring in private financing



Let the private sector do what it does best

- Innovation
- Efficiency (profitability)

Requirements

- Clear service
- Ensure performance
- Trust
- Infrastructure



Taxi matching service



Partnerships

Learning is everything EU-based activities

- EuroMed
- CIUDAD
-

Active network

- Cities
- Donor organizations
- Experts



Thank you!

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