LIVEABLE CITIES

Marianne Weinreich, Market manager, Smart mobility, Ramboll

RAMBØLL BASED ON A CITIZEN SURVEY IN MAJOR CITIES IN DENMARK: CHALLENGES AND RECOMMENDATIONS

"A good city exists for the sake of a good life – not for the sake of life only." Aristotle

CREATING LIVEABLE CITIES TOGETHER

Smart Mobility

Smart (/smɑːt/): *adjective* 1. People's needs are th priority. 2. Holistic planning approach. 3. Choices a simplified by technology and new services.

Mobility (/məʊˈbɪləti/): *noun* 1. Sustainable movement of people and goods. 2. Seamless transfer between convenient modes. 3. Strong sen of safety and security.
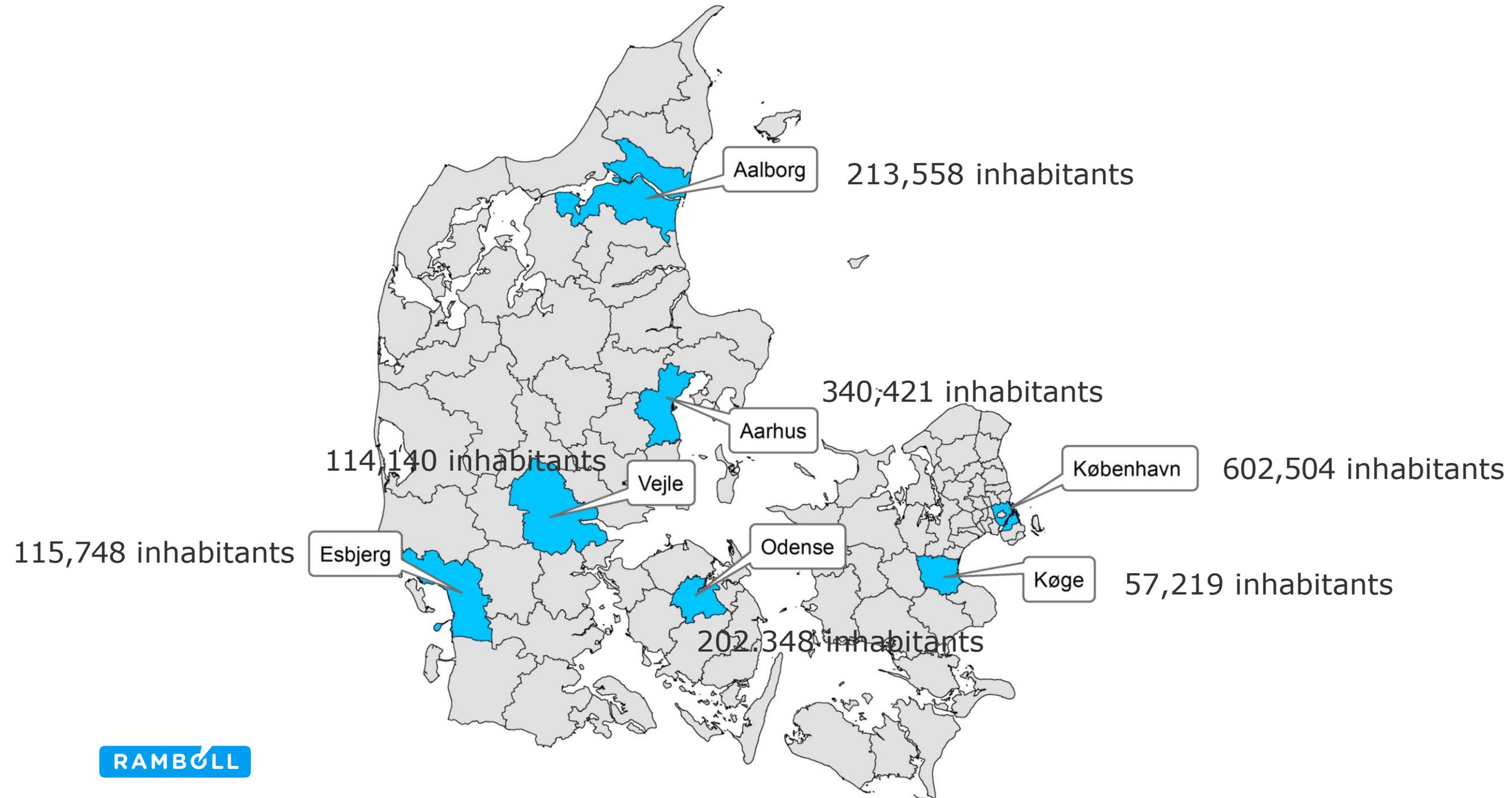
LIVEABLE CITIES

ABOUT THE SURVEY

METHODOLOGY

213,558 inhabitants — Aalborg

340,421 inhabitants — Aarhus

114,140 inhabitants — Vejle

115,748 inhabitants — Esbjerg

Odense — 202,348 inhabitants

København — 602,504 inhabitants
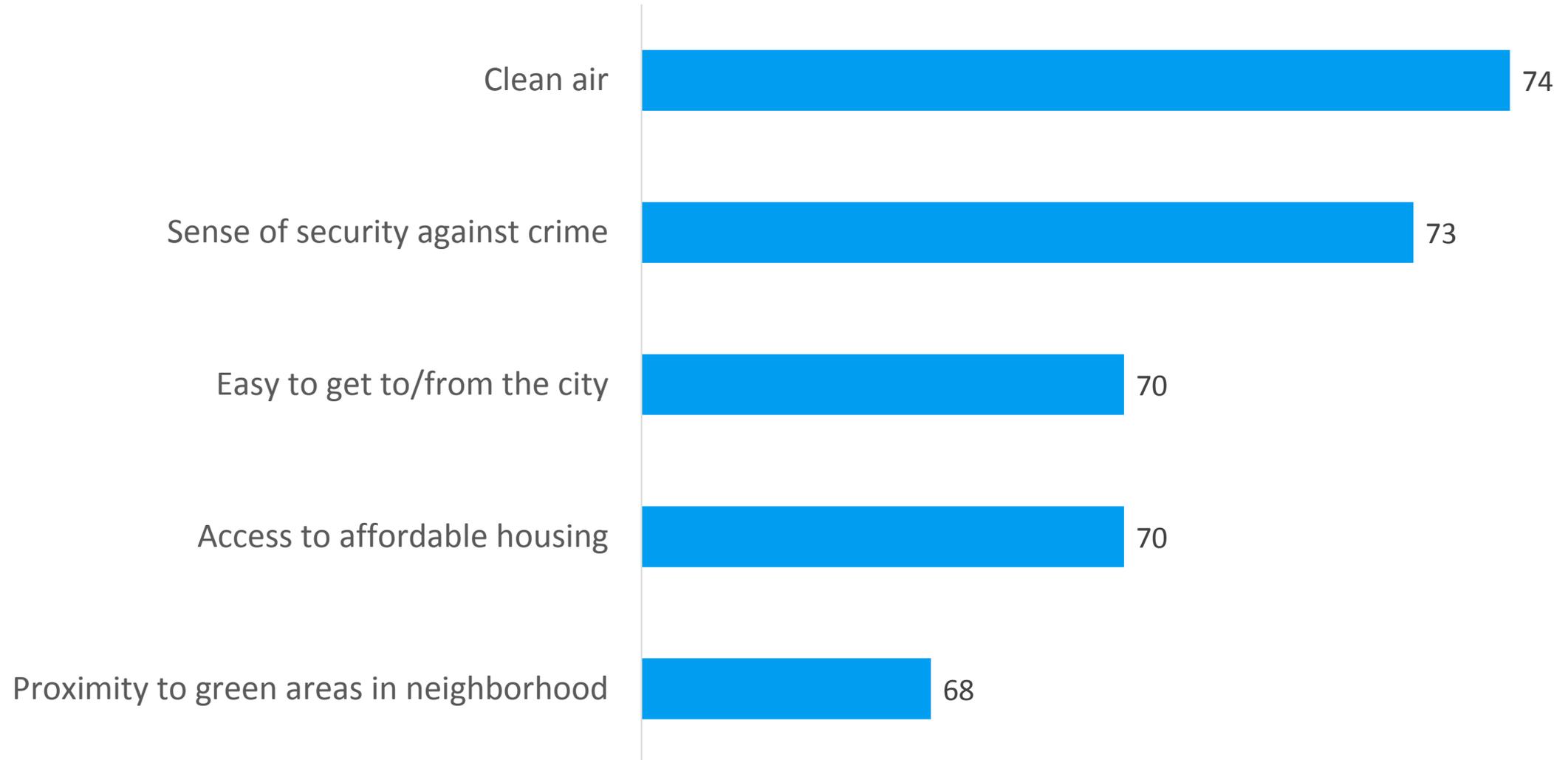
Køge — 57,219 inhabitants

RAMBØLL

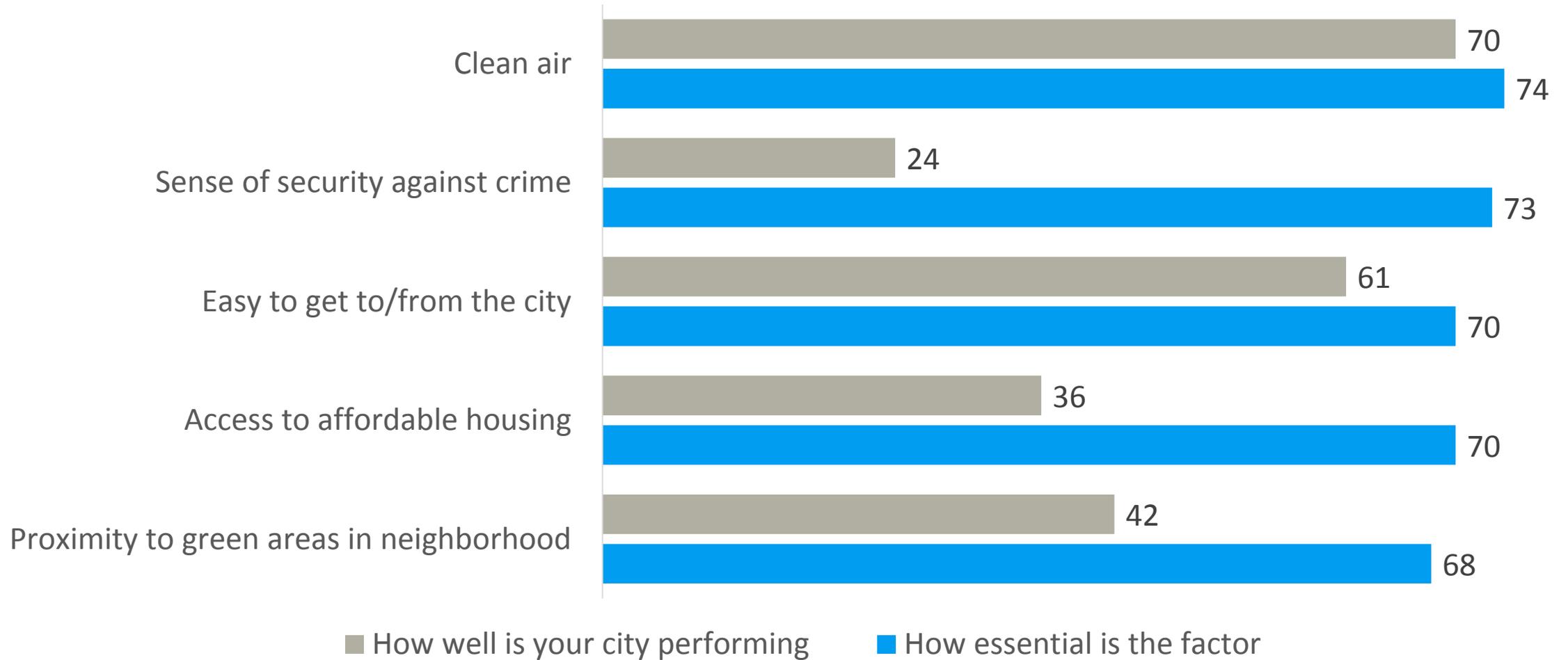# THE 31 LIVEABILITY FACTORS PEOPLE WERE ASKED TO RANK

- Proximity to green areas in neighborhood
- Proximity to wild nature
- Proximity to blue areas/water
- Protection against flooding
- Actions targeted recycling of waste
- Actions enabling you to get green energy through power sockets
- Clean air

- Sense of security against crime
- Good health care services
- Good schools
- Good elderly care
- Good day care
- Good opportunities for higher education
- Good employment opportunities
- Access to affordable housing

- Variety in shopping options
- A broad variety of cultural activities
- A vibrant city life
- Many activities in my neighborhood
- The city's ability to attract big events
- Strong community in my neighborhood
- Good terms of entrepreneurship
- A broad variety of leisure activities

- Easy to get to/from the city
- Getting around by car
- Getting around on foot
- Getting around by bike
- Getting around by public transportation
- Low level of traffic noise
- Sense of security in traffic
- Opportunities for changing between different types of transport

RAMBØLL

Mentimeter!

RAMBØLL

Citizens top 5 ranking of liveability factors in Denmark 2017 %

Factor	Value
Clean air	74
Sense of security against crime	73
Easy to get to/from the city	70
Access to affordable housing	70
Proximity to green areas in neighborhood	68

RAMBØLL

Citizens top 5 ranking of liveability factors in Denmark 2017 %

Factor	How well is your city performing	How essential is the factor
Clean air	70	74
Sense of security against crime	24	73
Easy to get to/from the city	61	70
Access to affordable housing	36	70
Proximity to green areas in neighborhood	42	68

■ How well is your city performing   ■ How essential is the factor

RAMBØLL

Citizens ranking of mobility factors (7 out of the 31 factors in total) %

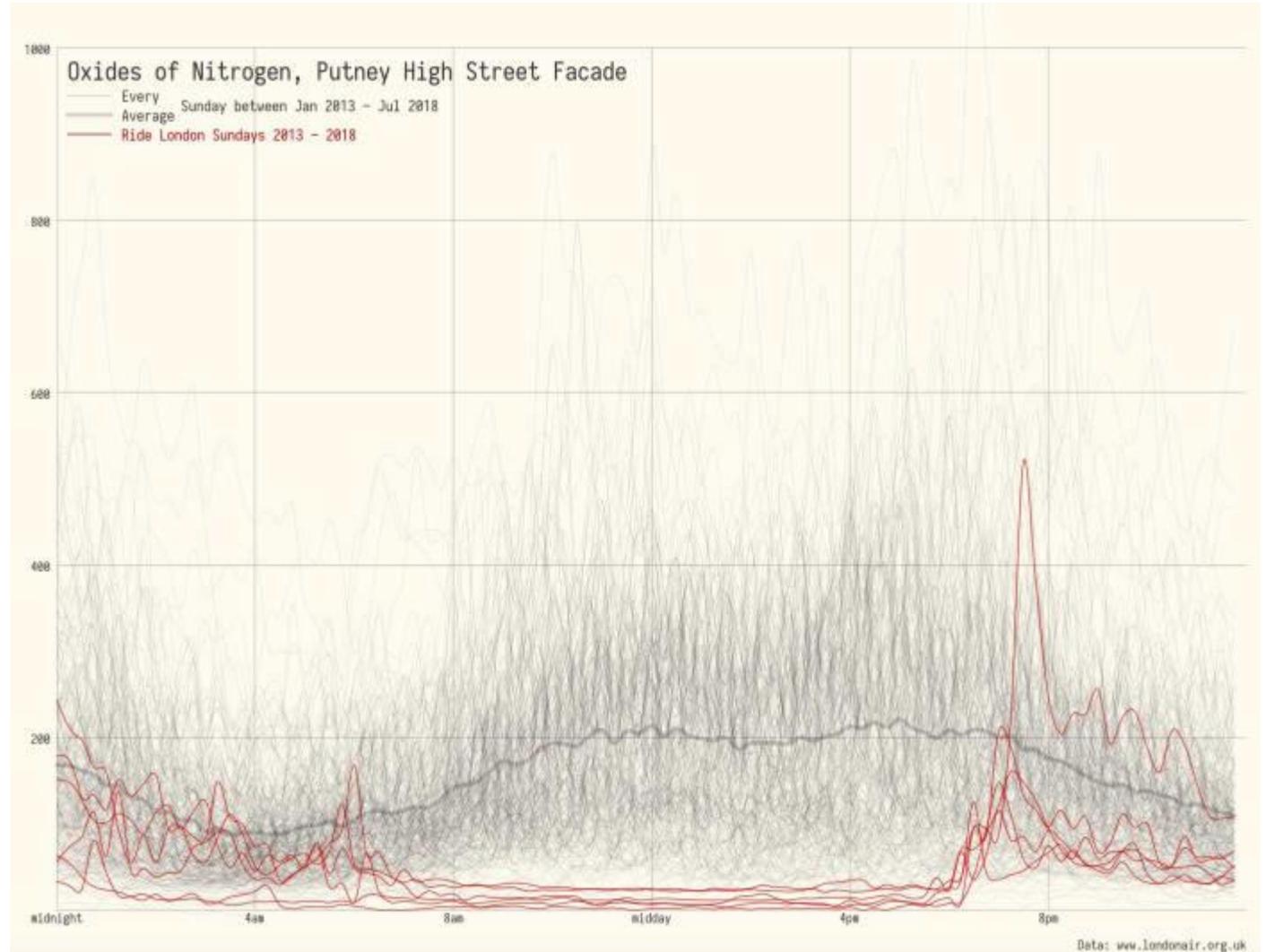| Factor	%
3. Easy to get to/from the city	70
6. Sense of security in traffic	65
7. Getting round on foot	64
8. Getting round by bike	55
11. Getting round by public transport	55
14. Oppotunities for changing between different types of transport	51
16. Low level of traffic noise	49
19. Getting round by car	44

RAMBØLL
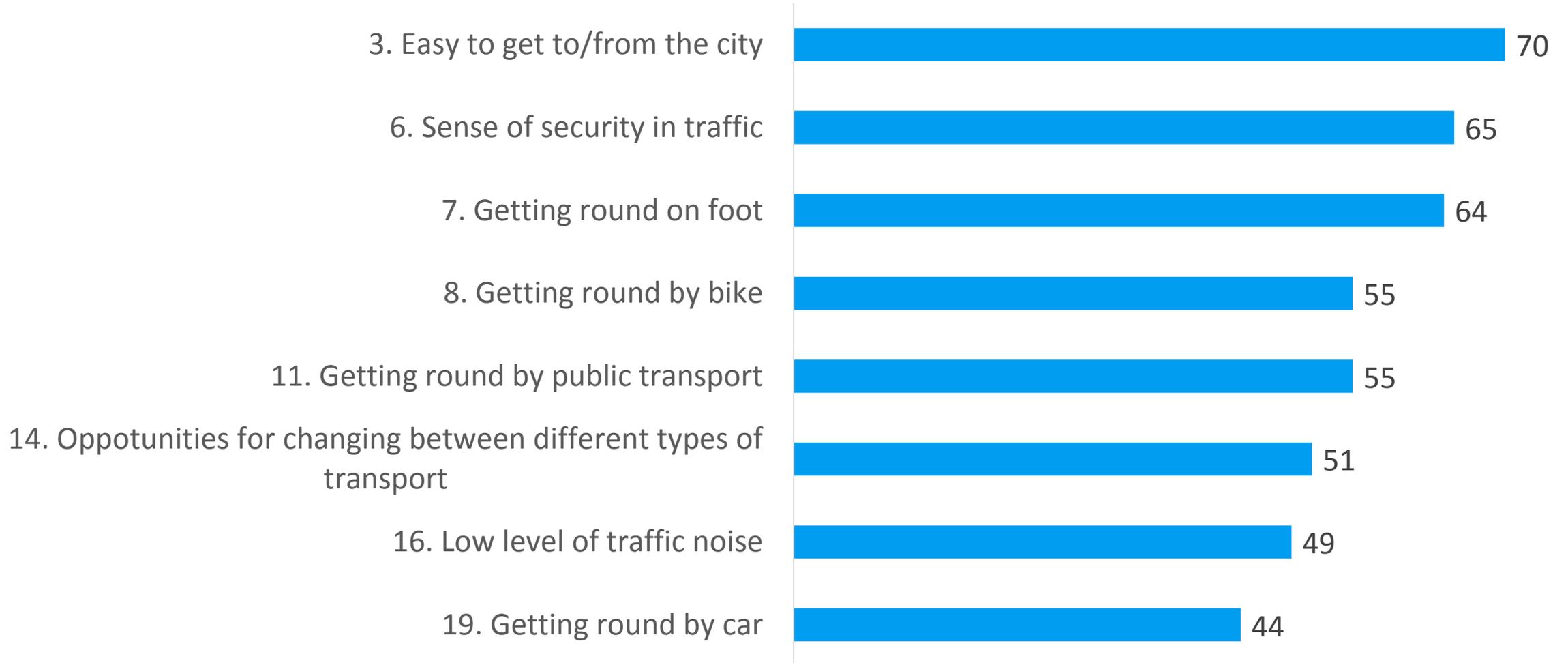
WHAT MAKES A LIVEABLE CITY ACCORDING TO THE CITIZENS OF DENMARK

Main recommendations for cities:

- Think about environmental challenges as a whole – for example, it is both cheaper and more efficient to protect against flooding while improving green areas at the same time.

- Use new technology wisely – smart mobility is not only about apps but also holistic and long-term thinking – in order to solve growth, mobility and environmental problems at once.

- Consider the safety and security of people when designing urban spaces and residential areas – and work closely together with other authorities and other relevant stakeholders.

Protection against flooding

Security against crime

Green areas

LIVEABLE CITIES

Affordable housing

Employment possibilities

Mobility

Clean air

RAMBØLL

"SIX YEARS OF CONCLUSIVE EVIDENCE THAT IF YOU WOULD LIKE TO BREATHE CLEAN AIR, YOU NEED TO RADICALLY REDUCE POLLUTING VEHICLES IN URBAN SETTINGS." THAT'S THE CONCLUSION OF CITY, UNIVERSITY OF LONDON PROFESSOR OF VISUAL ANALYTICS JO WOOD AS HE PRESENTED A GRAPH SHOWING HOW RESTRICTING CAR USE LEADS TO A MASSIVE DROP IN AIR POLLUTION.

Oxides of Nitrogen, Putney High Street Facade

Every Sunday between Jan 2013 – Jul 2018
Average
Ride London Sundays 2013 – 2018

Data: www.londonair.org.uk

RAMBOLL

THANK YOU!

MARKET MANAGER SMART MOBILITY
MARIANNE WEINREICH
MWEIN@RAMBOLL.DK

Smart (/smɑːt/): *adjective* 1. People's needs are the priority. 2. Holistic planning approach. 3. Choices are simplified by technology and new services.

Mobility (/məʊˈbɪləti/): *noun* 1. Sustainable movement of people and goods. 2. Seamless transfer between convenient modes. 3. Strong sense of safety and security.

RAMBOLL

PHASE 2 CONTAINED FIRE QUESTIONS:

Question 1: To what extent are the following factors important for whether your city is an attractive place for you to live?

Question 2: Which of the following factors are most important for whether your city is attractive to you as a place to live?

Question 3: To what extent do you think the following factors apply to the city where you live?

Question 4: Which of the following factors should your city/municipality prioritise most, to make the city even more attractive for you to (continue to) live there?