



## Mobility Green Agenda (MGA)

**Mobility Green Agenda (MGA)** is a synergy project for the Circular City - Green Transition to reduce urban traffic volume (including heavy traffic) and reduce the noise pollution as a short-term plan. The project brings multi-disciplinary solutions and actions into 3 key-aspects: public authorities' policies/actions, citizen involvement and enhanced natural environment.

The MGA project plan includes the following public policies and actions:

- A) **Traffic strategy - Heavy Traffic** should have limited hours to cross the city- night hours and early morning for goods delivery to local markets to help traffic decongestion over the day.
- B) **Traffic strategy - Collective passenger transport** will be encouraged including the following: Public transportation, Car-sharing policies, School bus for children.
- C) **Citizen involvement** / awareness campaigns for individual social behavior to choose a free-carbon mobility option as walking/cycling when possible.
- D) **Enhanced Natural Environment** – a public plan to Green the City and plant more trees next to main street nodes with high traffic volumes to ensure a better noise natural protection and reduce the traffic pollution.

Citizens should be aware of the current struggling for their community and easily identify the greener options they have and how small individual choices can create a big impact with collective effort to achieve the goal of Green Transition with Sustainable Transport.

The short-term solutions usually use the resources already available (at-hand) and try to create and develop new strategies to get the best out of it. The Public Transportation Network already in place contains buses and electric lines for trolleybus – it could be maintained and managed to a good level to offer good service for citizen (prompt schedule, flexible transport hours, multiple routes to cover the entire city). The city also has an important railway nod with 5 railway stations, and this network could be used with increased benefit for community and it will reduce the heavy traffic (at least for local deliveries).

The innovation level at this stage is rewarded to be successful for the multiple direction synergy and not as individual actions. The real challenge is to change the common thinking about the individual transportation with a personal car/taxi (there are even families with 2 cars) and switch to other alternative greener options that are eco-friendly with the natural environment and



healthier for everyone. The main parties involved are public authorities to consolidate the public transportation network and to create and develop an enhanced natural environment to reduce noise pollution.

Public Authorities are responsible to create policies to encourage various collective and individual choices in terms of tax facilities for car-sharing transportation model (eg. annual tax reduction) and discourage to have more than one car per family (additional local pollution taxes).

Implementation plan consists in a Local Plan Achieved for Sustainability and have each section in discussion in Local Council and have together with public authorities and have the private sector representatives involved also – identify and develop partnership in public-private joint projects so it will be possible to cover and deliver most of the Mobility Agenda for the Green City with Circular Economy in Mobility.

Circularity model is integrated with identified solutions because it uses the existing public transport infrastructure, the rehabilitation of existing rolling material and the new acquisitions should be with electric buses.

The **Mobility Green Agenda** is relevant because the main beneficiary of this project are the citizens and their wellbeing, so the scope of the project is something of their own interest to happen and each sector will contribute for the implementation as a global network.

Business model for the Green Mobility is to offer a sustainable alternative option to the urban traffic and avoid the heavy traffic during daylight hours to help traffic decongestion. Also, an enhanced urban natural environment will ensure noise pollution reduction and a high standard of living.

The customers of the MGA are the citizens of the City, approximately 28330 individuals of all ages that could benefit of the public transportation or could use car-sharing option.

Competition at this level is driven by private-sector options for individual transport as cab service – there are 9 cab companies that indicates a strong competition environment most likely due to low management in public transportation.

The execution for **Mobility Green Agenda** is related to public awareness campaigns with local radio and TV channels regarding the options for a sustainable urban transport. The Public Transport service includes a rehabilitation plan for a better management and service offered.

The impact of the mobility sustainable model in the society would be driven by how and what percent of the population will be involved in the initial development of the strategy, so their needs are heard and solved and each individual will see daily contribution to this Green Goal.

