



Traffic Culture for a Sustainable Society



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Background

- Graduate of the University of Liverpool with a BA(Hons) and University of London, SOAS MSc(Econs)
- Chartered Institute of Logistics and Transport - Best Student for Transport Planning
- 2004 was selected to attend IATSS Forum  in Suzuka, Japan and Alumni member of  MIFA (Malaysia IATSS Forum Alumni)
- Currently Executive Director of MDS Consultancy Group and MDS Traffic Planners & Consultants
- Undertakes transport projects such as Masterplans, Business Plans, Feasibility Studies, in the areas of ports & shipping, ferries, cruise, public transport, highways, traffic, and rail



Traffic Culture for a sustainable society

Main indicator for Sustainable Transportation from cultural perspective but not listed as KPI now in practice -acceptance and use of shared and active transportation modes



Pedestrian safety

Can be measured by the number of pedestrian injuries and fatalities per capita. A culture that values pedestrian safety is where people are more likely to walk, bike, or take public transport, and where drivers are more mindful of pedestrians.

Public transportation usage

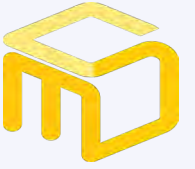
Can be measured by the percentage of people who use public transportation to get to work or school. A culture that values public transportation would be one where it is seen as a convenient and affordable option.

Shared mobility

Can be measured by the number of people who use shared bikes, scooters, or cars. A culture that values shared mobility would be one where people are more likely to choose these options over owning a personal car.

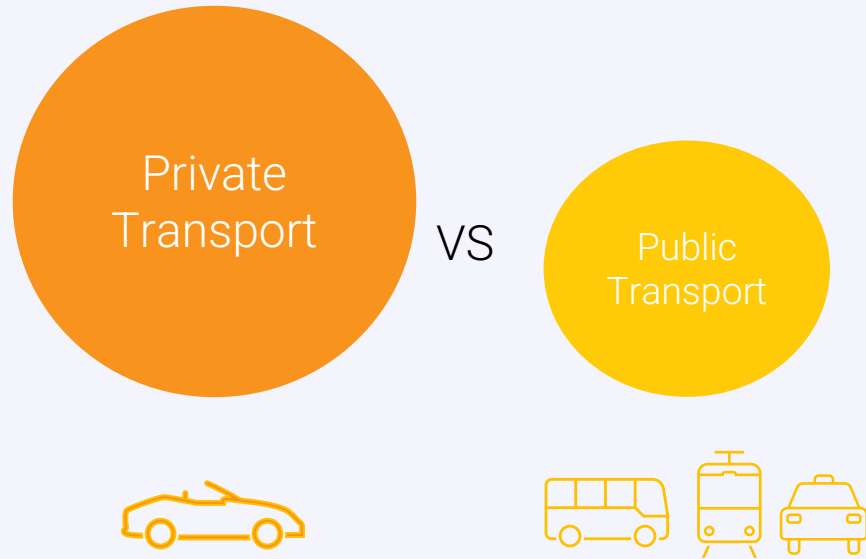
Evolving Transport Modes

To see new transportation options as a positive thing. EV's, mobility scooters, personal mobility vehicles. Future people movers.

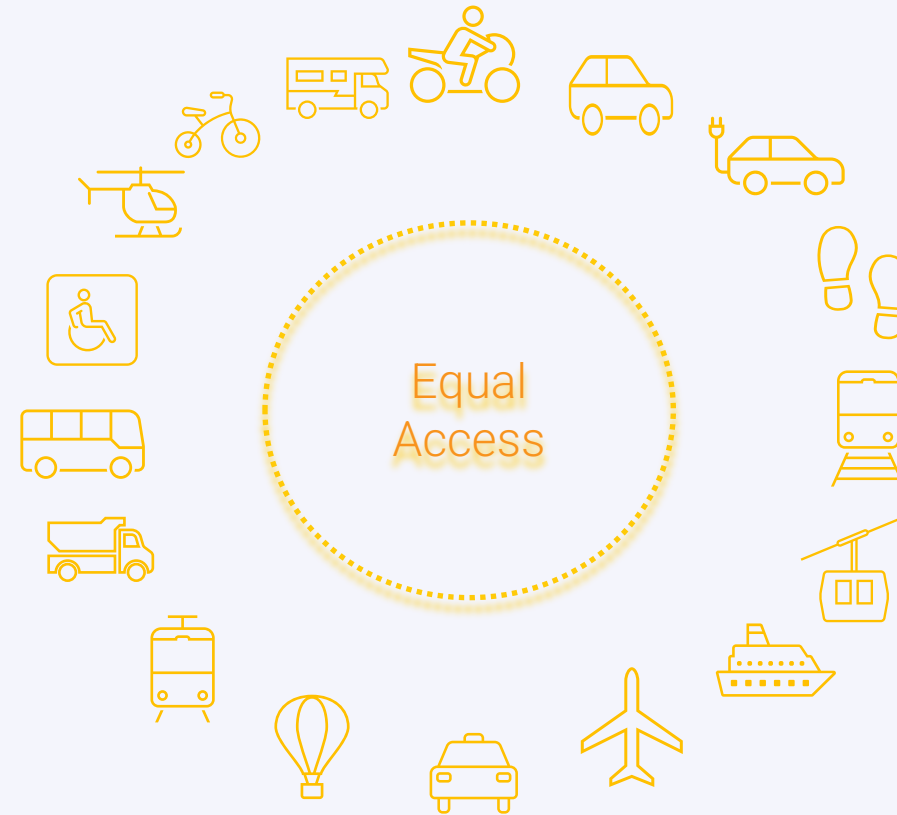


Current Scenario Vs Ideal Future Scenario

CURRENT



DESIRED FUTURE





Ownership of Cars as a status symbol

Car culture

Culture can influence the acceptance and use of shared and active transportation modes:





Temperature influence

To what extent weather conditions affect transport mode choices

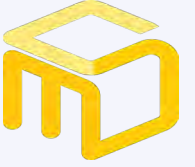
In order to create parking spaces trees need to be cut. Without trees temperature increases and cycling or walking beyond a certain distance becomes uncomfortable

Educate people about the benefits of sustainable transportation, both for the environment and for their own health and well-being.

This will help to reduce our environmental impact and create more livable communities.

Current policy and planning does not support this. Green space reduced in favour of roads and car parks





Changing the use of urban space

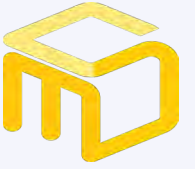
In order to produce fewer emissions, reduce traffic congestion, and improve air quality we need to consider the importance of urban planning holistically.

Whenever people are given green space where there was none before, it gets utilized. It promotes physical activity and social interaction.

create more livable communities

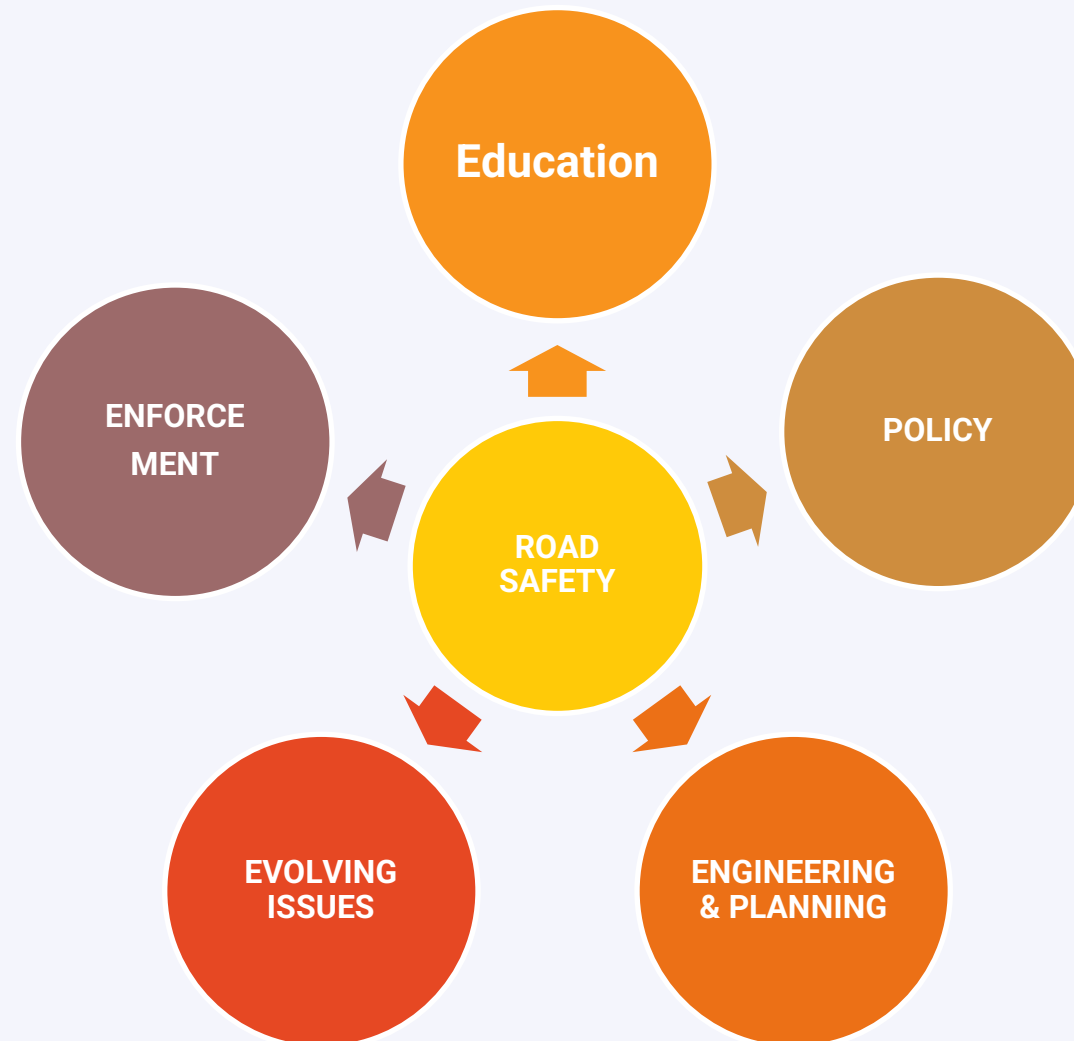
In some cultures, there is a lack of infrastructure for walking and biking. This can make it unsafe or inconvenient to use these modes of transportation

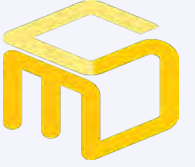




Five Elements in Road safety

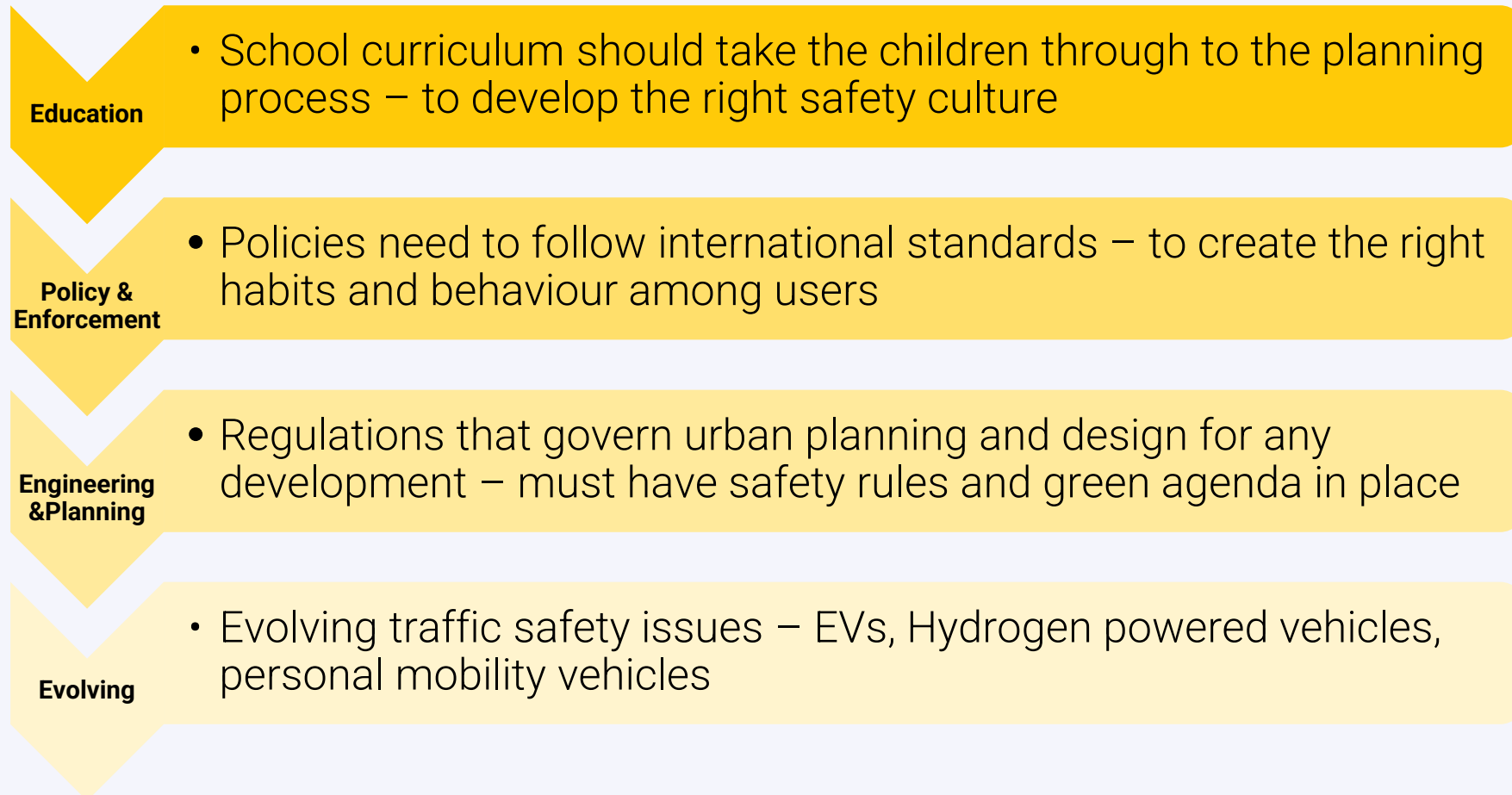
Governments must approach it holistically





Improving the Effectiveness of the Traffic Safety KPIs

Specific responsibilities that should be borne by all of the entities involved in mobility





Road Safety Education

Efforts to develop a safe culture for road users – in a culturally challenging environment

MIFA led initiative in school Practical delivery of traffic safety culture program

Instil road safety culture through road safety programmes



'A child a day dies from road accidents'

By Bernama - September 13, 2023 @ 9:19pm





Traffic and the challenge of Road Safety

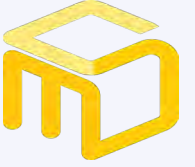
- Man takes his children to school daily on e-scooter
- Family on a motorbike
- E-scooter Regulations



© MDS Consultancy Group



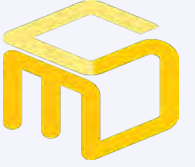
Penang e-scooter riding rules				
Device Type	Bicycle	Power-assisted Bicycle (PAB) or ebike	Motorised personal Mobility device (PMD) e.g e-scooter	Motorised personal Mobility Aid (PMA) e.g ewheelchair
Path road	✓	✓	✓	✓
Dedicated Bicycle Lane	✓	✓	✗	✗
Footpath	✓	✓	✗	✗
Roads	✓	✓	✗	✗
Back lane/side lane	✓	✓	✓	✓



Policy

Poor policy results from poor culture on road safety or lack of enforcement?

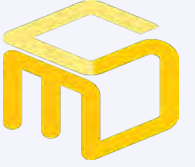




Enforcement

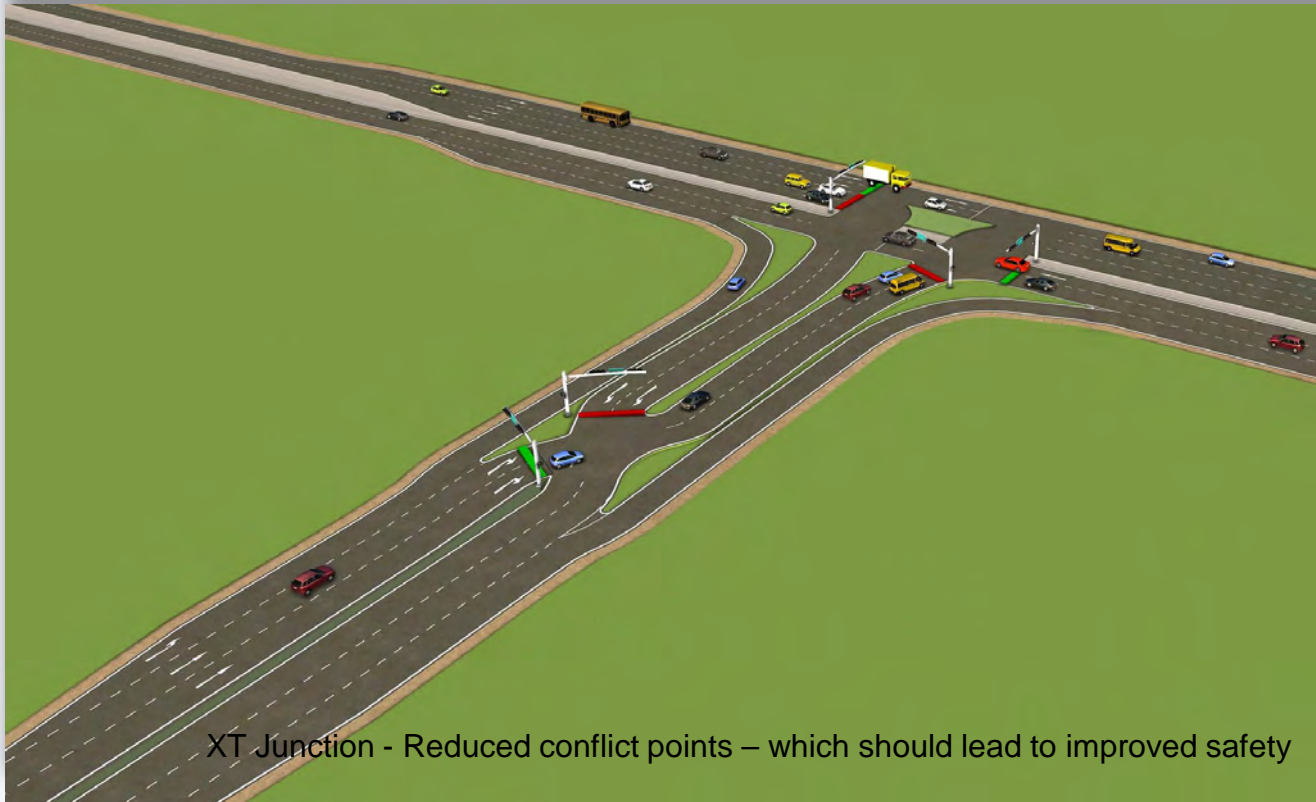
Various issues in enforcement – motorcyclist doing a stunt on a highway – motorcycles parked on pedestrian pavement – An overloaded bus or a lorry (economic needs versus safety)





Engineering & Planning

Mixed traffic - Faded road markings pose a danger - Uneven road & potholes





Evolving Traffic and Road Safety Issues

Importance to consider in planning



Distracted Pedestrian



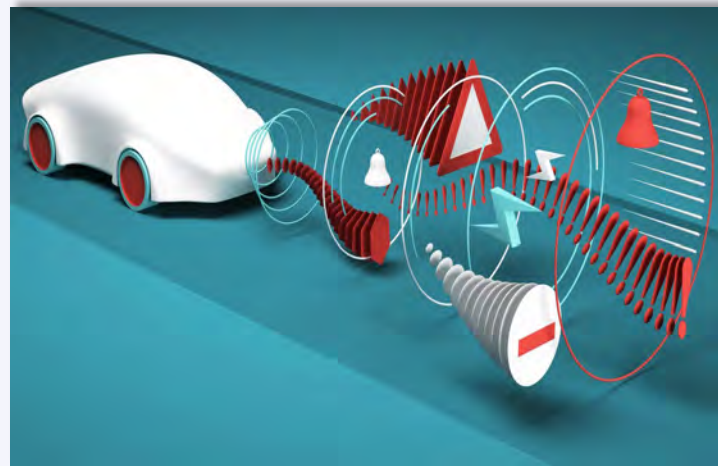
Personal Mobility Device



Autonomous vehicles



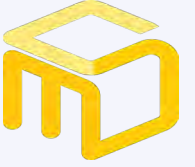
Distracted Driver



Silent Electric Vehicles



VTOL



Moving Forward

By taking these steps, we can make sustainable transportation the norm, not the exception

- Can be done through education and awareness campaigns, as well as by making shared and active transportation modes more accessible and convenient.
- Educate people about the benefits of sustainable transportation, both for the environment and for their own health and well-being
- Make shared and active transportation modes more accessible and convenient. This could include building more bike lanes and pedestrian walkways, improving public transportation infrastructure, and offering affordable fares and passes.
- Promote social norms that support sustainable transportation. This could be done through public awareness campaigns, social media, and community events.
- Work with cultural leaders and influencers to promote sustainable transportation. This could include religious leaders, community elders, and celebrities.
- By taking these steps, we can make sustainable transportation the norm, not the exception. Focus on first/last mile connectivity – to encourage public transport usage
- The industry is moving at a fast pace - regulators/Governments need to catch up



‘A developed nation is measured not by how many poor people can own or drive their own cars, but by how many rich people travel by public transport’

THANK YOU