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Promoting sustainable urban development through mobility policy

Where and who are we ?

In the heartland of Europe

Located on the river Rhine, near the german border, in the heart of the « blue banana »

500 000 inhabitants ; 1 million for the relevant economic area (including germany) ; high GDP per inhabitant

A strong cultural and architectural heritage

Since 1972, the city center is on the Unesco World Heritage list

Seat of many european institutions

European Parliament, European Human Rights Court, Council of Europe…

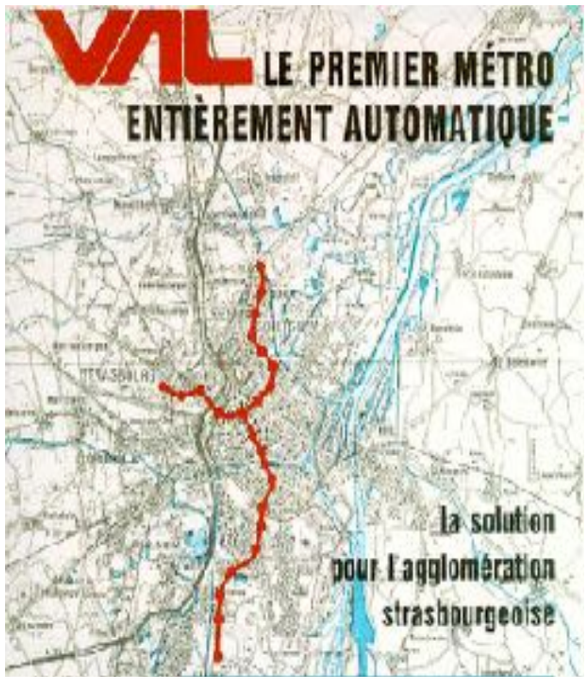
From a transport policy to a global mobility policy

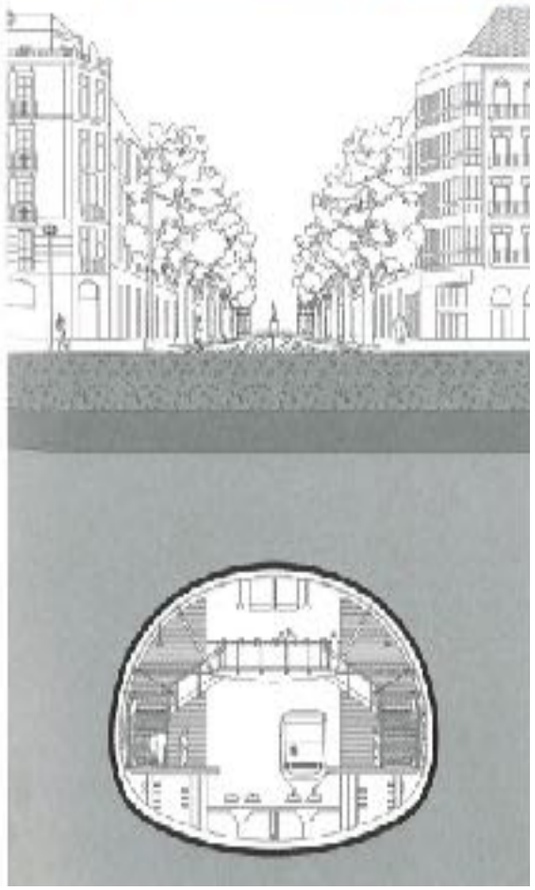
"It is not a technical choice that lies at the success of Strasbourg's mobility policy.

It is an urban policy choice that promotes one mode of transport over another"

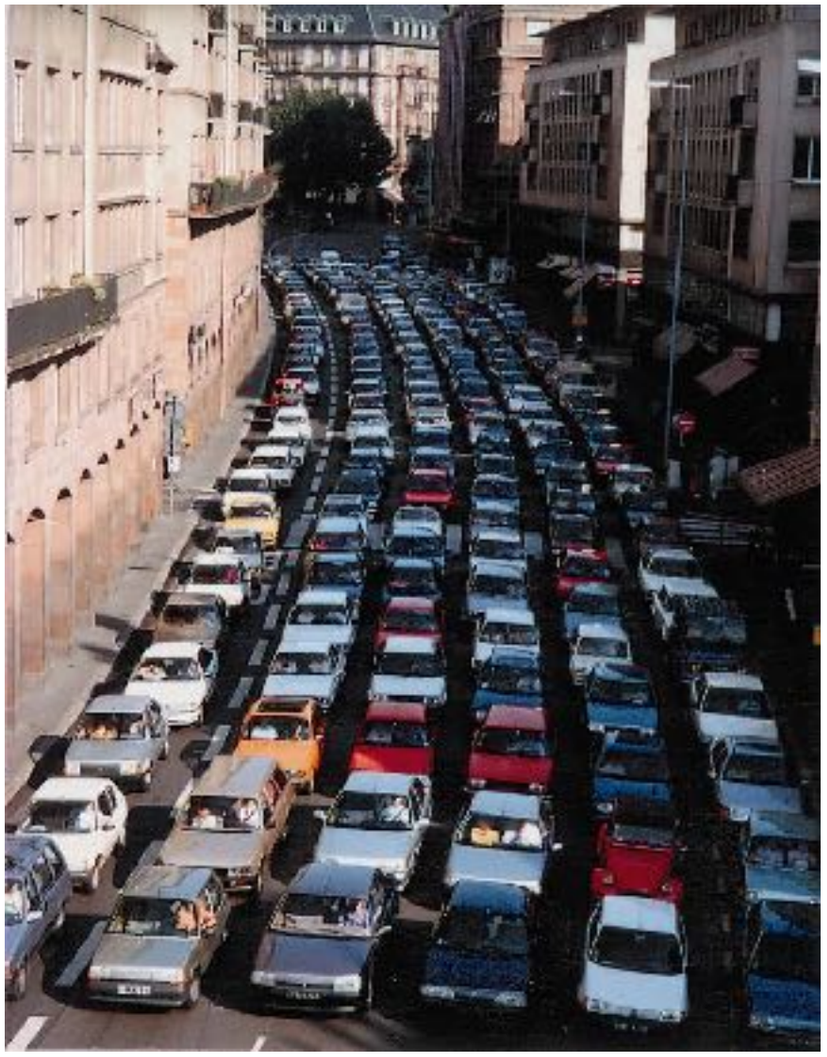
Roland RIES - Mayor of Strasbourg

The tramway choice





How do you convince people to accept that ?



177 cars

3 buses

1 tram

How do we transport 285 people?

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City Transformation

Before

After

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City Transformation

STRASBOURG VELOPTIMISTE

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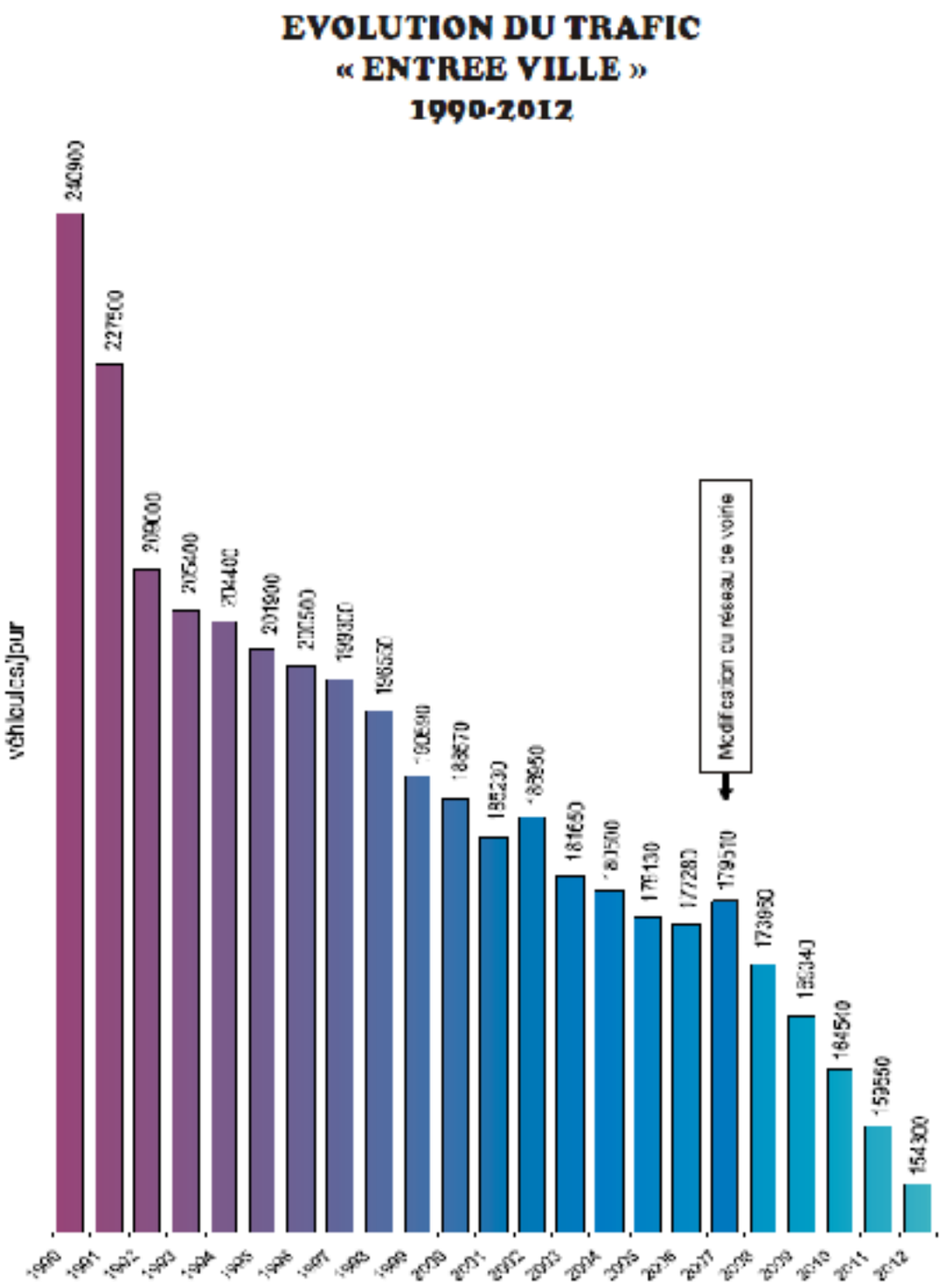
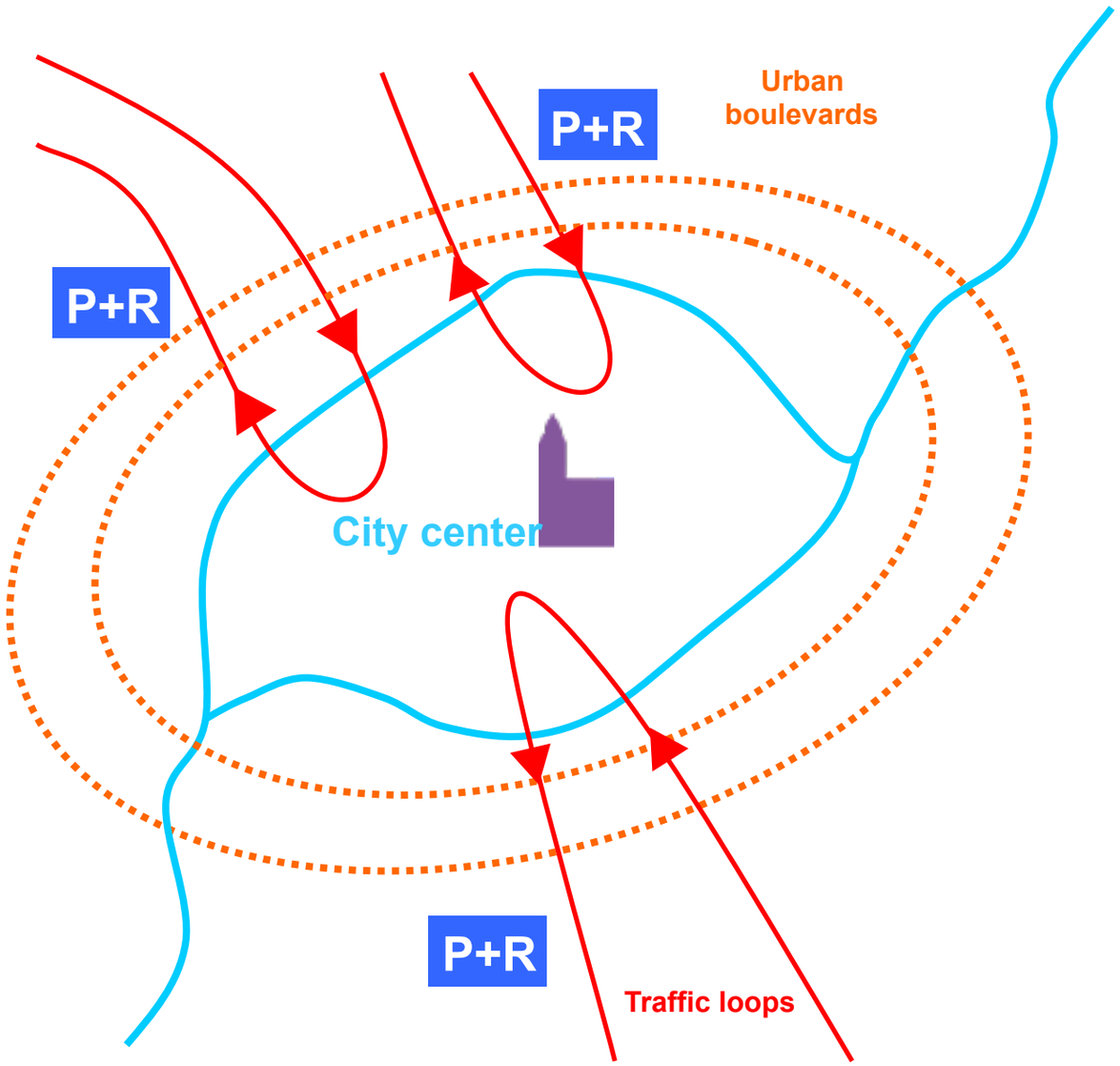
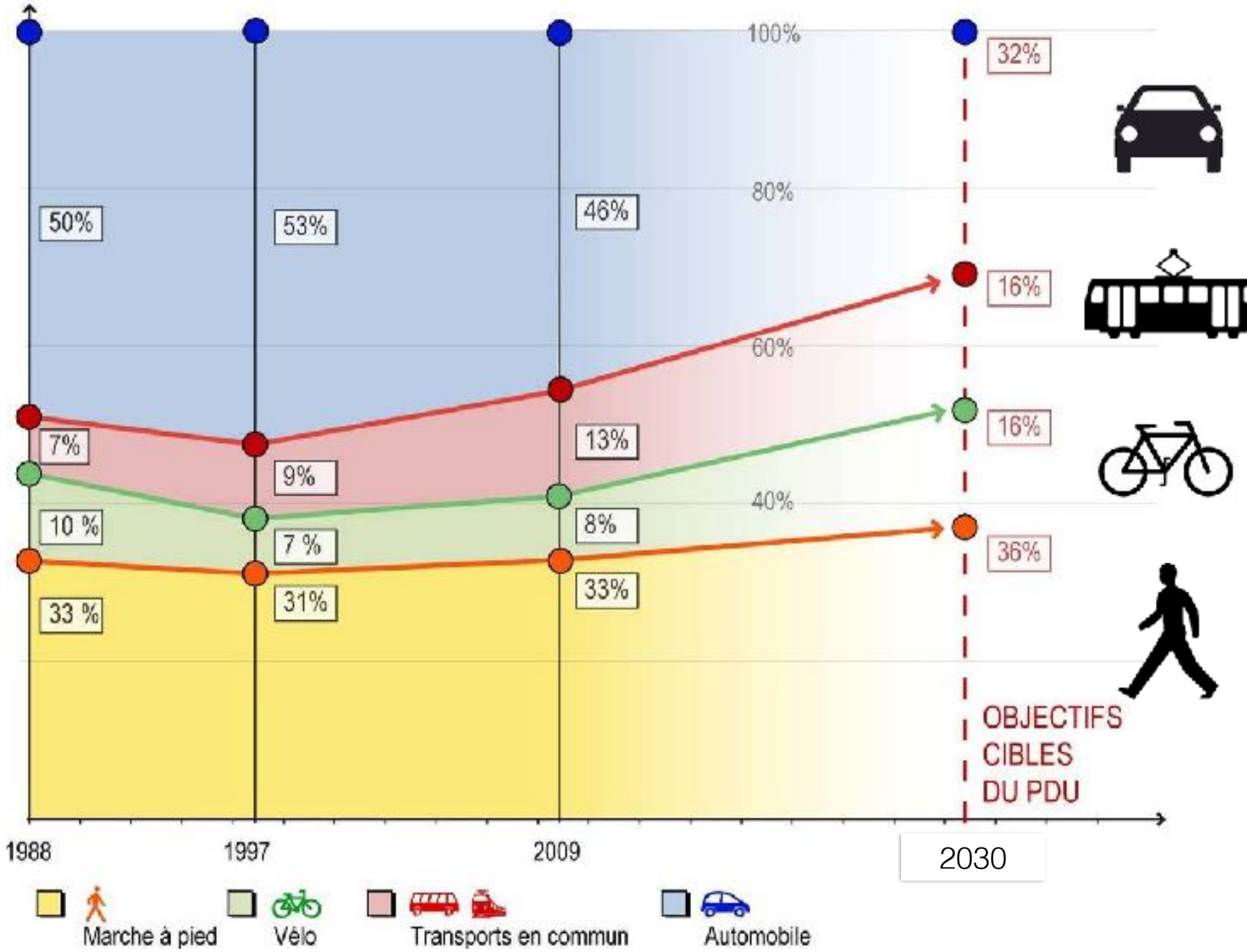
City Transformation

Avoid car traffic in the city center



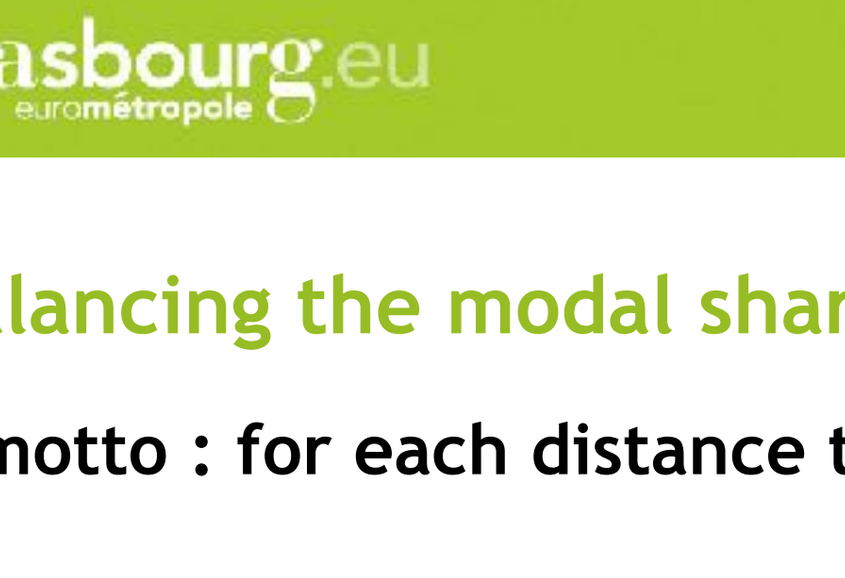


Our ambitious mobility goals



Rebalancing the modal share

One motto : for each distance the right transport mode



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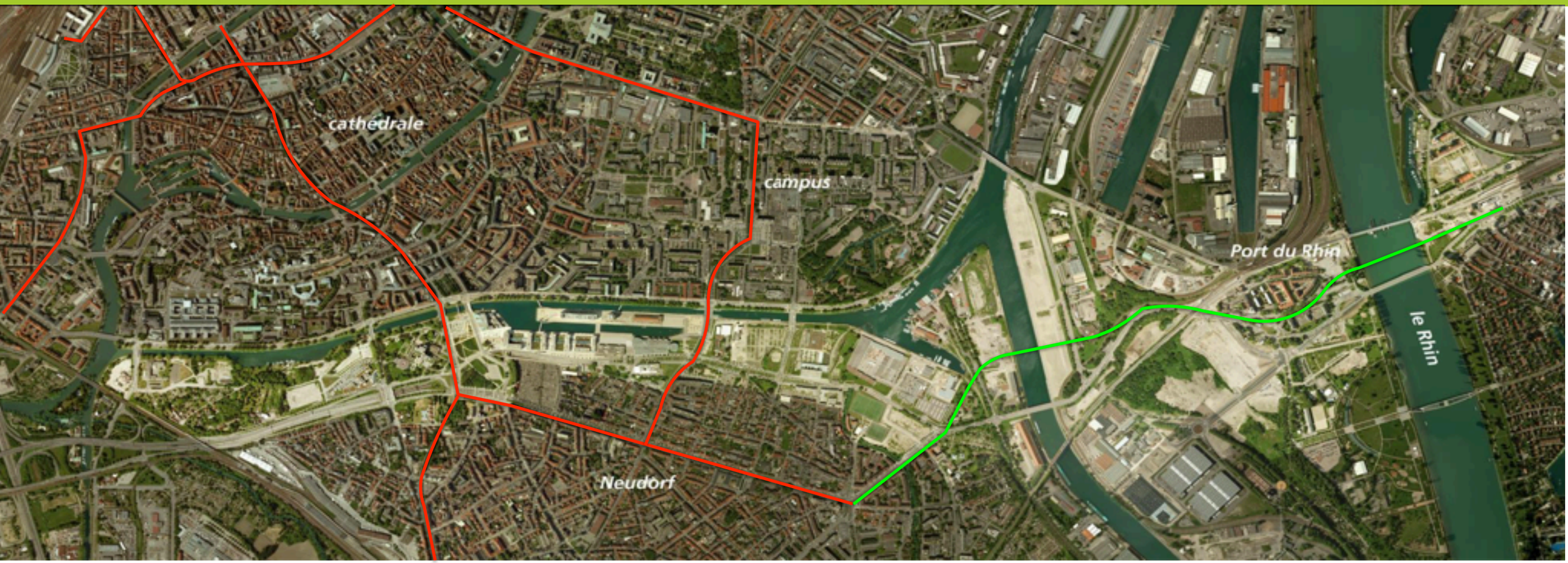
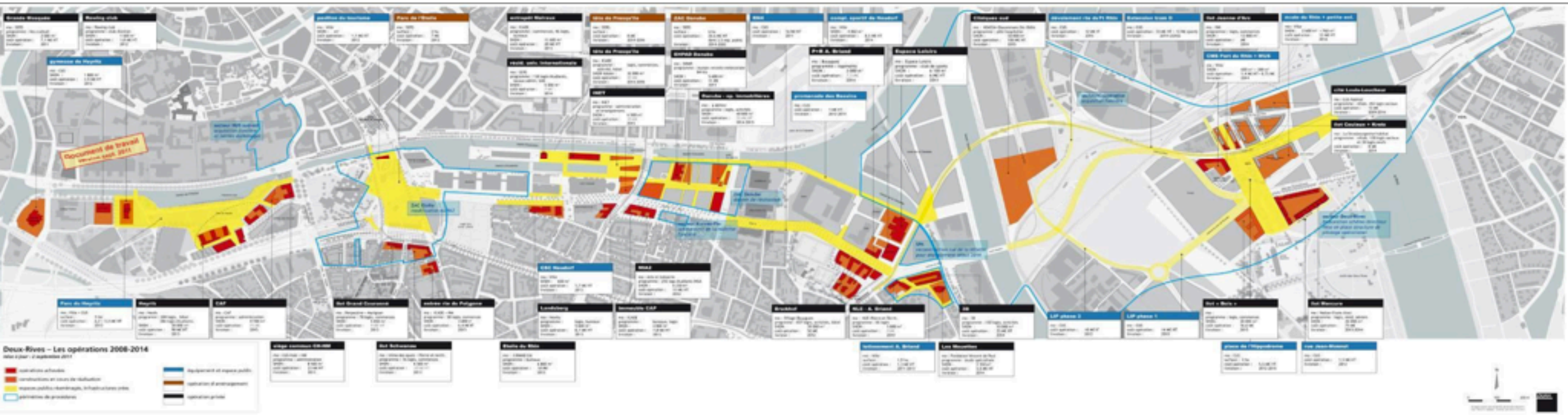
Linking new transport infrastructures and urbanization





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Linking new transport infrastructures and urbanization

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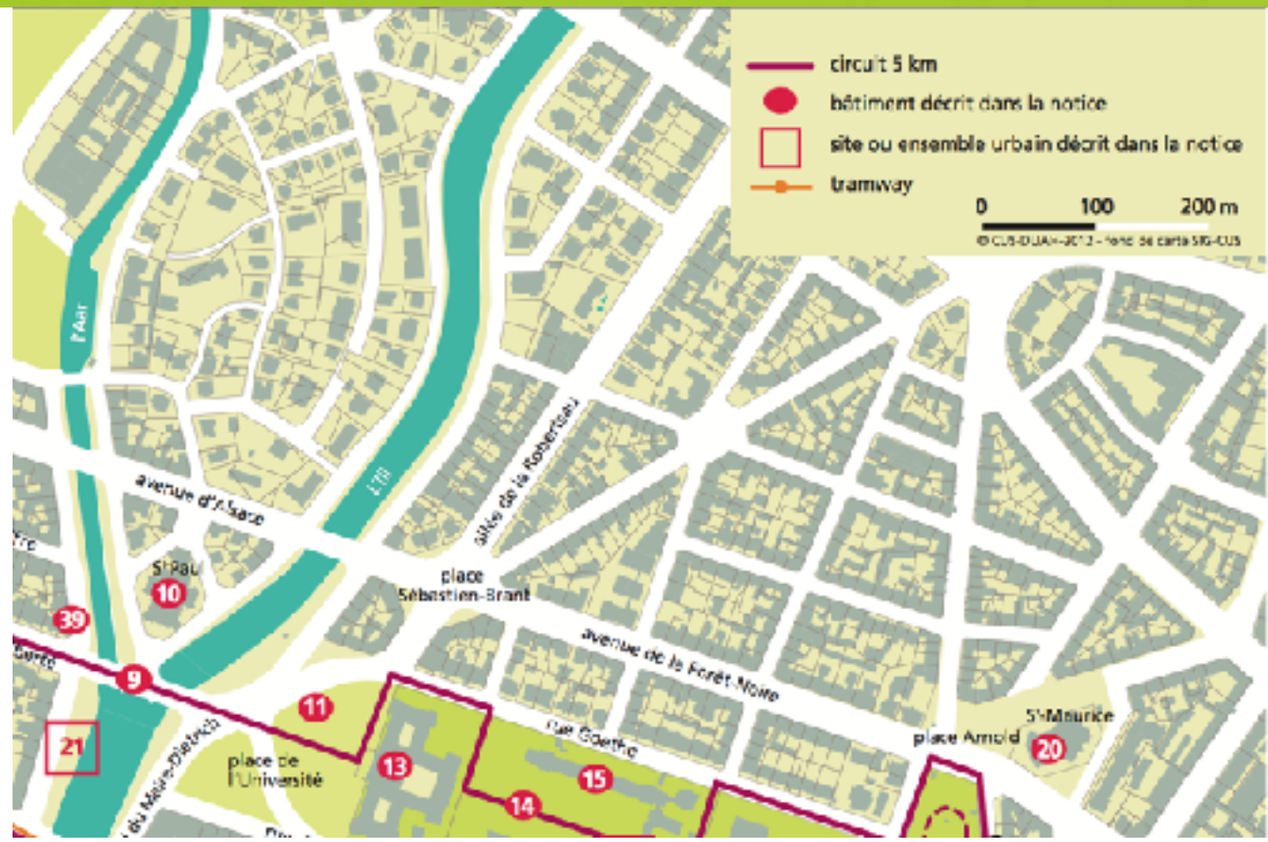
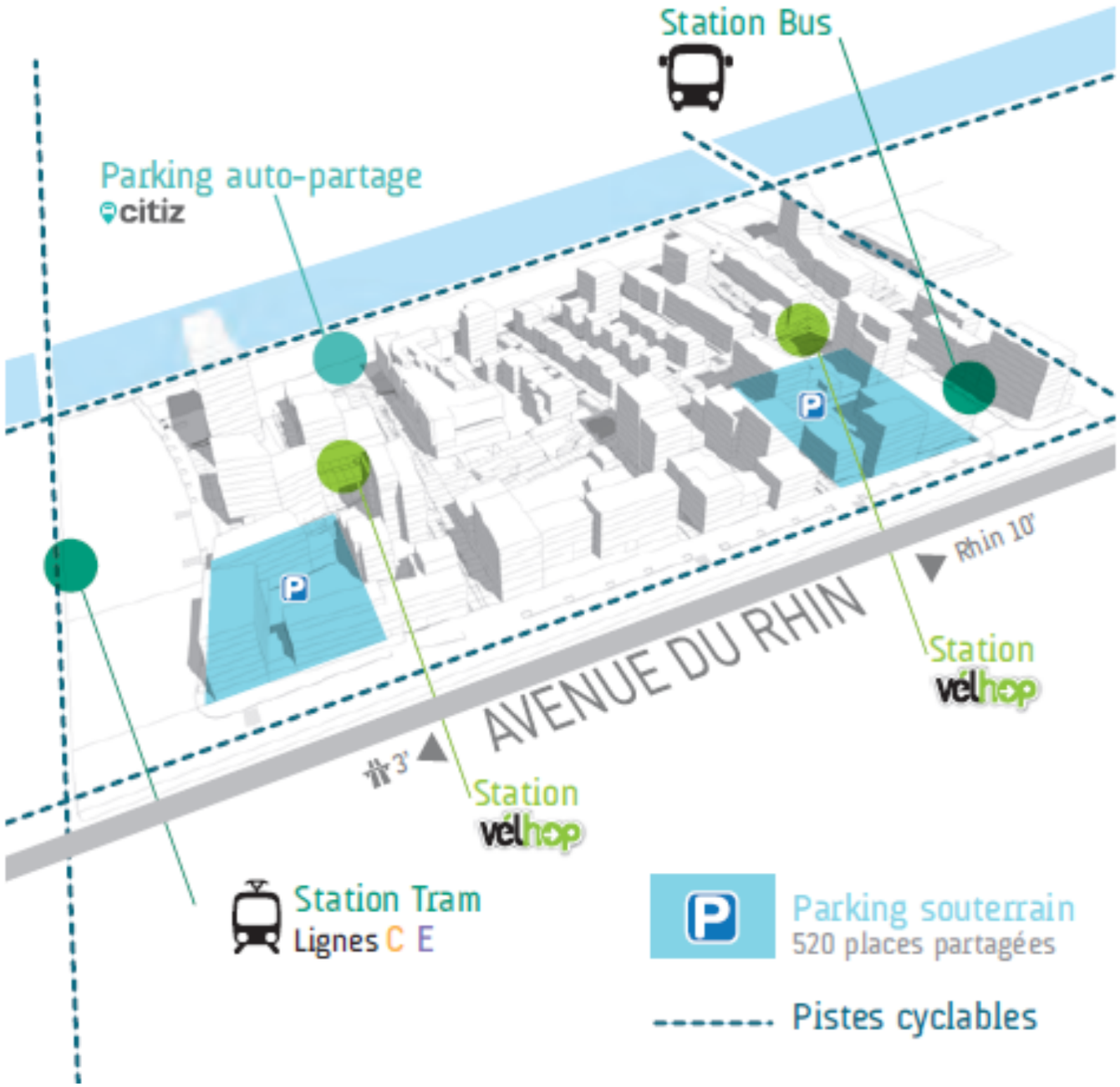
The former compact city



Promote new ways of living and moving



Try new building techniques

Elithis tower

The world first Energy positive building

Wooden blocks