SAFE, CLEAN AND AFFORDABLE MOBILITY IN MURCIA 2050

In 2050, people in the Murcia region enjoy a safe and clean city, with green and healthy areas and safe and clean mobility solutions. Personal mobility needs are met and healthy mobility, such as walking and cycling, co-exists in harmony with other safe, clean forms of (shared) mobility. The public transport system is clean and effective throughout the city region, with ‘one-click’ accessibility enabled by a master intelligent system.

The design of public space and services and the availability of a wide range of mobility options ‘nudges’ people towards more sustainable and healthy lifestyles. The flexibility of personal choices is met by a system of different, interconnecting mobility modes, reflecting the differences in needs and possible solutions throughout the city and region.

Urban spaces are designed with a focus on people. Those from the outlying areas and visitors are provided with clean, fast accessibility to the city centre. It is easy for people to move around near the centre with services to meet their daily needs. The down-town area is a safe and pleasant place for pedestrians.

Elements of the desired future scenario are:

**All people’s avenue**
The down-town area is a safe and pleasant place for pedestrians. Public spaces are designed for them and traffic is restricted to emergencies, residents and public services. Urban spaces such as an ‘all people’s avenue’ are pleasant, comfortable, quiet, green, shady and accessible for all. These spaces are shared with bikes and one-person e-cars.

**Urban liveability**
The ‘urban zone’ is a place where people can easily move around, with good access to the city as well as the outlying areas. Industrial estates and warehouses are moved from the urban areas to the outskirts, freeing space for sustainable transport, such as trams, electric buses, clean private cars and a public car-sharing system. De-centralised services are provided to meet daily needs, and there are green lanes for long-distance walking and cycling.

**Connecting people**
The ‘pedanías’ zone provides accessibility for people from the outlying areas and visitors. (Mass) public transport is provided by train, tram and bus, and is clean, fast and accessible. Free parking for private (unsustainable) cars is available at inter-modal transport hubs. These make it easy for people and goods to switch between different mobility means, encouraging sustainable choices. Easy access to the countryside revalues country lifestyle and products.

**Smart citizens**
Citizens naturally choose sustainable and healthy solutions. Mentality and behaviour embrace healthy living. People value a clean and safe city, and are willing to contribute to achieving this.

**Master Intelligent System**
An intelligent global system integrates mobility modes and allows users to enjoy ‘mobility à la carte’. A ‘one-click’ system pro-actively adjusts to people’s profiles and needs, based on up-to-date information and forecasts. The system is easily accessible with one profile for reservations, payments and information. Controlling incentives avoid misuse and keep the system free of undesired side-effects.