

The measures package

- The integrated package of mobility measures was developed by the subgroup for mobility of the Climate Council Kassel and **adopted by the Climate Council** on 21st of April 2021 **without any dissenting votes**.
- The **Climate Council** was created as an **institution of the city to accompany the discussion process** on climate neutrality by 2030 both professionally and in terms of its social relevance.
- The council therefore includes more than **30 representatives from** various organizations, initiatives and associations in urban society - from science and research, civil society, business, culture, education, youth representatives, religion as well as welfare and social affairs.
- The Climate Council also comprises of **eight thematic subgroups**, including the subgroup for **mobility**, in which experts from science, business, the city administration and other practitioners develop concrete measures and proposed solutions that show how Kassel can become climate-neutral.

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Integriertes Maßnahmenpaket

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Integriertes Maßnahmenpaket Mobilität

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Vision Kassel 2030

- In April 2030, the city of Kassel received an **award** from the EU for its **exemplary sustainable mobility**.
- In surveys on local **quality of life and social justice**, Kassel scores excellently. **Kassel's economy is booming** thanks to the many highly qualified workers and companies that came to Kassel because of the high quality of life.
- One of the reasons for this is that, despite rising population figures in recent years, **more space has been made available for recreation, cycling, walking and public transport**. This has been made possible by an enormous reduction in car traffic - which has freed up large areas of parking and road space.
- Not only has the transport sector been able to play its part in achieving climate neutrality for Kassel, there is now **much less noise, cleaner air, no fatal accidents and far fewer serious injuries on the roads**, and a **greener and more beautiful cityscape** that is diverse, safe and full of life.
- Thus, **in 2021, bold action was taken** to initiate a consistent and far-reaching system change in the transport sector and to realize it within a decade. This was only to a small extent a technical task. Rather, **courageous municipal action** systematically redistributed public space and at the same time massively strengthened walking, cycling and public transport.



Strategy

Prioritization of measures

The mobility transition must not be reduced to technical aspects of efficiency and propulsion. If all registered cars were to run on alternative propulsion instead of fossil fuels, numerous other problems of the current transport system would not be solved. That is why measures must be prioritized:

- 1st priority: **Preventing** - Omission of trips as well as reduction of route lengths.
- 2nd priority: **Shifting** - Shifting trips to cycling, walking and using public transport.
- 3rd priority: **Compatible processing** - Reduction of emissions for remaining trips by motor vehicles

Tying up measures packages

Pull measures: Make a desired behavior more attractive → Great approval among the population but often not effective enough on its own

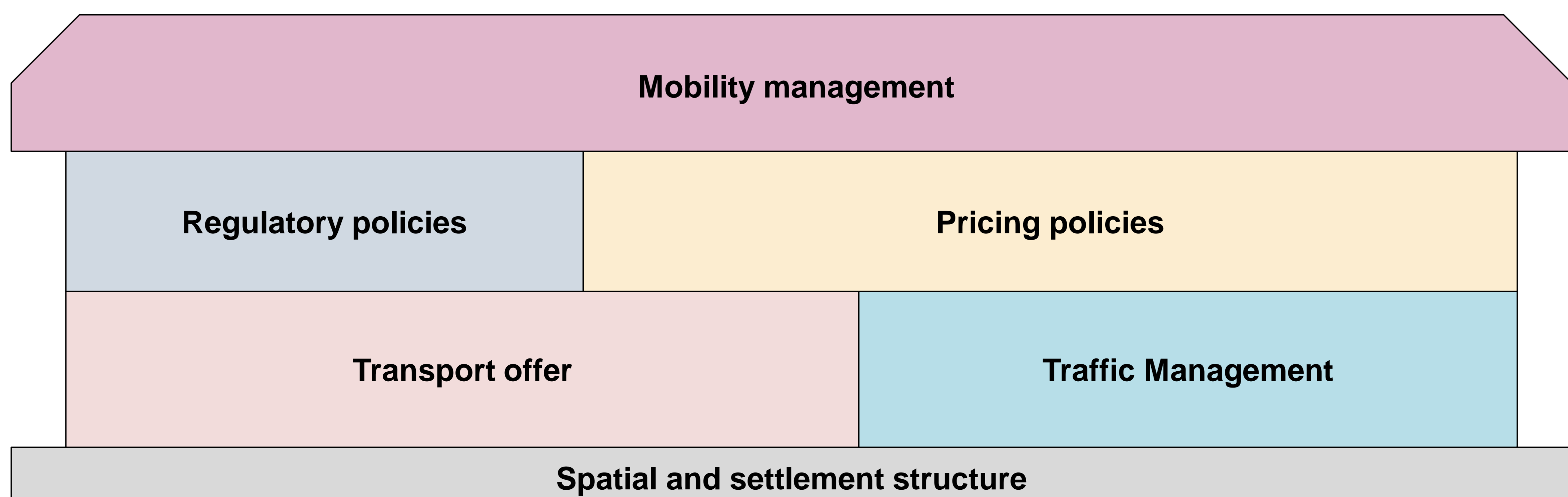
Push measures: Make an undesirable behavior more unattractive → Often very effective, but experience significantly less acceptance

Therefore: Tying up **measures packages** which contain push and pull measures in equal measure from different fields of action. In this way, high acceptance can be combined with good effectiveness!

Change at all levels

Not all basic framework conditions can be shaped at the municipal level. The city must therefore lobby for changes to these framework conditions **at state and federal level** via the German and Hessian Association of Cities. Examples are:

- Standard speed of 30 km/h in urban areas
- New financing instruments for financing by beneficiaries at the municipal level
- Climate protection as a reason for the introduction of parking space management
- In addition, it must be ensured that **a sufficient number of good jobs can be created** and financed at the city, but also at KVG (transport company) and NVV (transport association).



Fields of action of an integrated package of mobility measures.