

# Active Mobility in Tel Aviv Yafo

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תל אביב-יפו  
TEL AVIV-YAFO



# Tel Aviv Yafo



## The Heart of the Metropolitan Area

Tel Aviv Yafo lies at the heart of the biggest metropolitan area in Israel.

Over a million people enter the city everyday



	Tel Aviv Yafo	Metropolitan area
Area	52 Km <sup>2</sup>	1491 Km <sup>2</sup>
Population	424,000	3,700,000
Employed	407,000	1,500,000
Morning peak hour trips	96,000	416,000



# Morning Rush Hour

07:30 - 08:30

Currently nearly 50,000 cars enter the city centre during the morning rush hour

- 12.5% of the residents of the metropolitan area live in Tel Aviv Yafo
- 27% of those employed work in Tel-Aviv Yafo
- 63% of those employed in Tel Aviv Yafo are commuters



13,350

22,000

15,650

# Modal Split

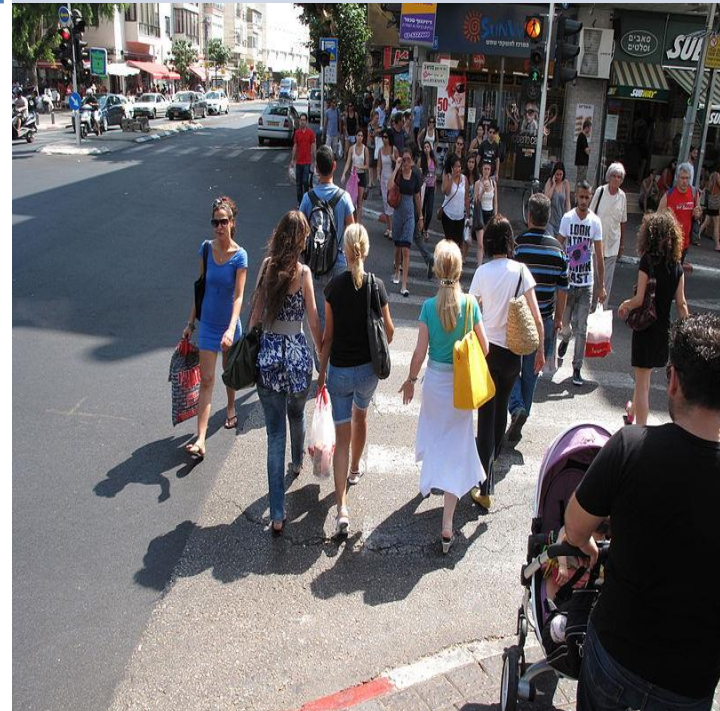
Distribution of trips  
per transport mode  
Tel Aviv Yaffo residents

12 % on foot

46 % private transport

27 % public transport

15 % cycling



# Governance



In Israel the central government is responsible for **Public Transportation planning and implementation**.

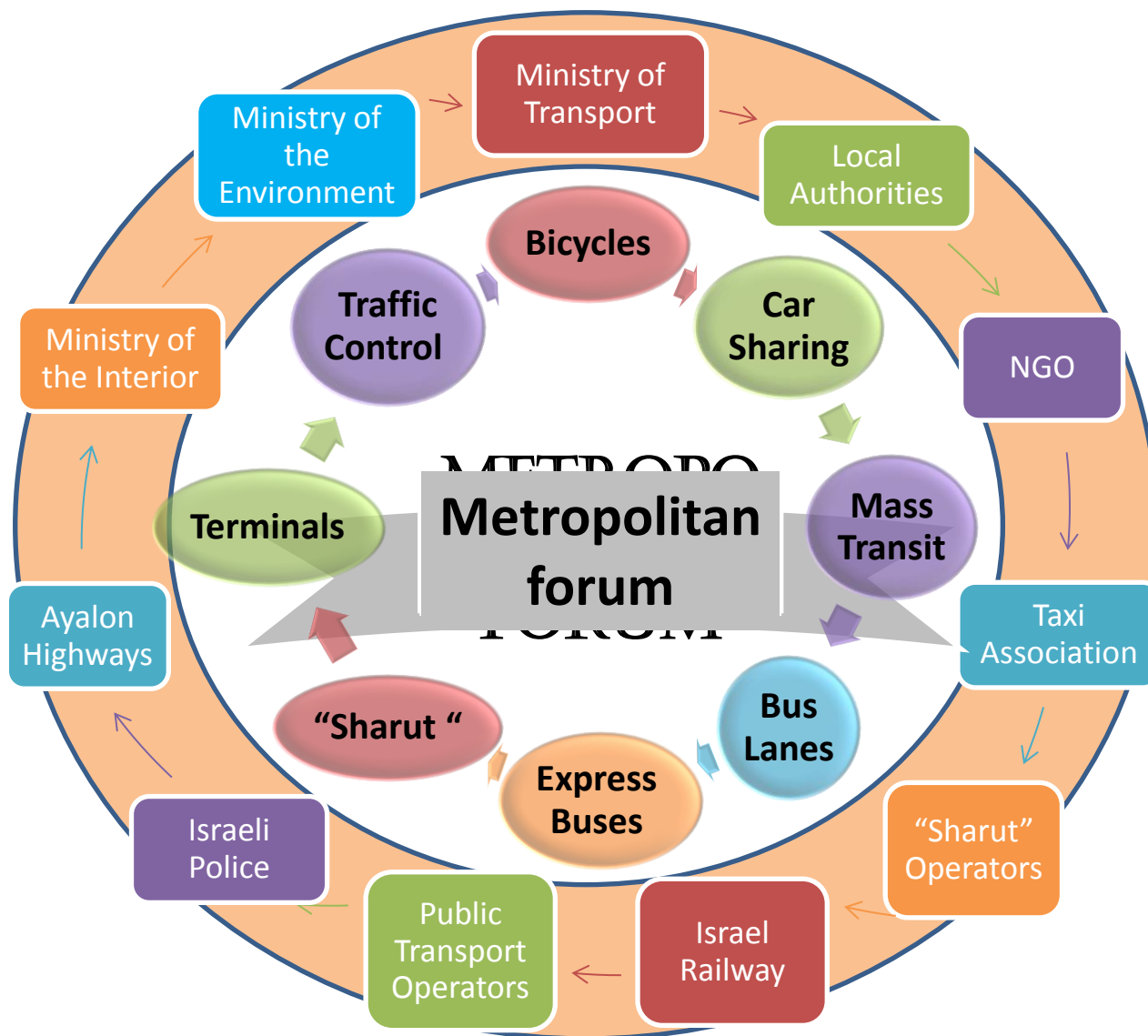
מסל תחנה: 21123			
לוח מוחלט	תזמן נסיעה	קו	
17:18, 17:06, 16:54	17:17	26	
17:42, 17:30			
17:29, 17:14, 16:59	17:19	282	
17:44			
17:26, 17:11, 16:56	17:21	9	
17:41			
17:18, 17:06, 16:54	17:26	126	
17:42, 17:30			
17:18, 17:06, 16:54	17:26	126	
17:42, 17:30			



- The municipality is responsible for **the public space, street planning, and traffic management and control.**

# Mobility in Tel Aviv Yafo –

## Too Many Cooks



# Government Income From Cars

- Government income from taxes on private cars (import, gas, VAT) – 35.6 Billion ₪ (2015)
- Income from car taxes is 13% of Israel's entire budget.
- 246,500 new cars purchased in 2015

- Tax benefits for private car use
- Incentives through car ownership allowance
- Usage of budget surpluses to reduce insurance rates

# Incentives for Private Car Ownership



In Israel, car ownership allowance often makes-up part of the salary, in some cases up to 30% of the employee's salary. This is particularly common in the public sector.

On the other hand money spent on public transportation on the other hand is not a recognized expense, creating a reality whereby employee's are being incentivized by the government to buy cars.





# The Transportation “Sabbath”

Due to the “Status Quo” – a 65 year old law regulating the relationship between religion and the state, there is no public transport in Israel on the Sabbath and religious holiday’s.

That means that for more then 60 days a year people cannot rely on public transport to reach their destinations.



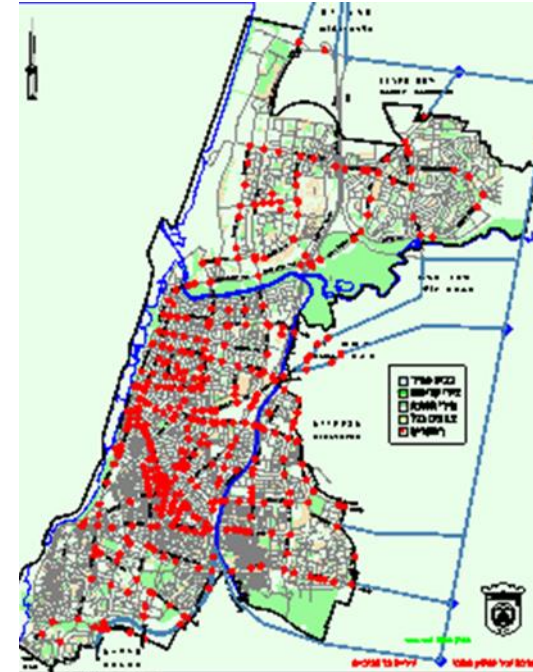
# Keeping Tel Aviv Yafo Moving



Tel Aviv Yafo's traffic management and control centre oversees more than 420 signalised intersections.

The traffic management and control centre utilises an innovative intelligent traffic management system, AVIVIM.

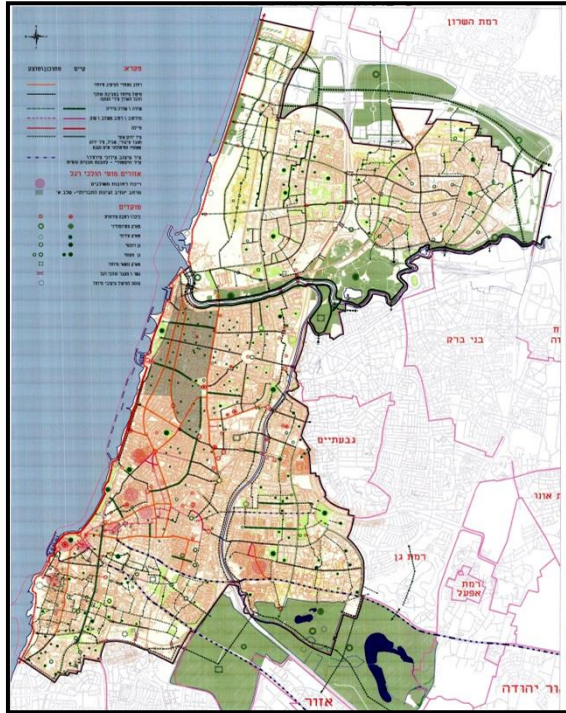
AVIVIM's design enables flexibility promoting **sustainable development**, Giving priority to **public transport** and **pedestrian** movement.



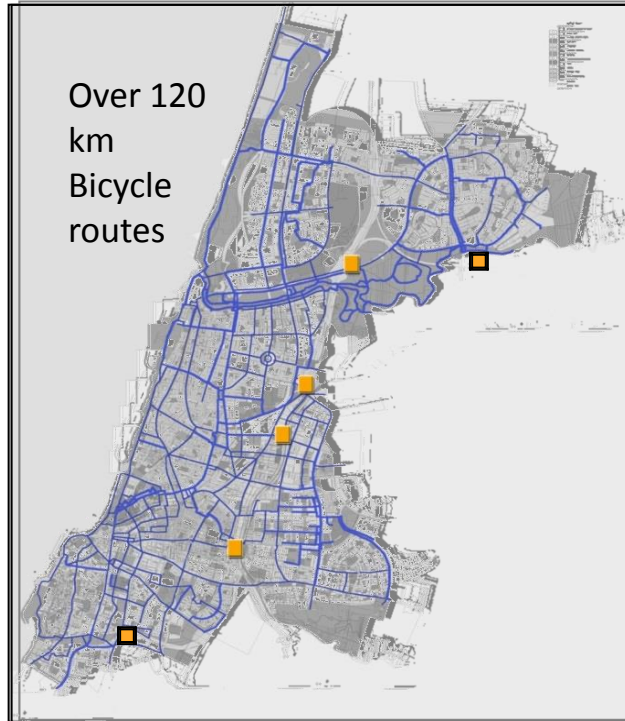
# The Road to a Non-Motorised Lifestyle



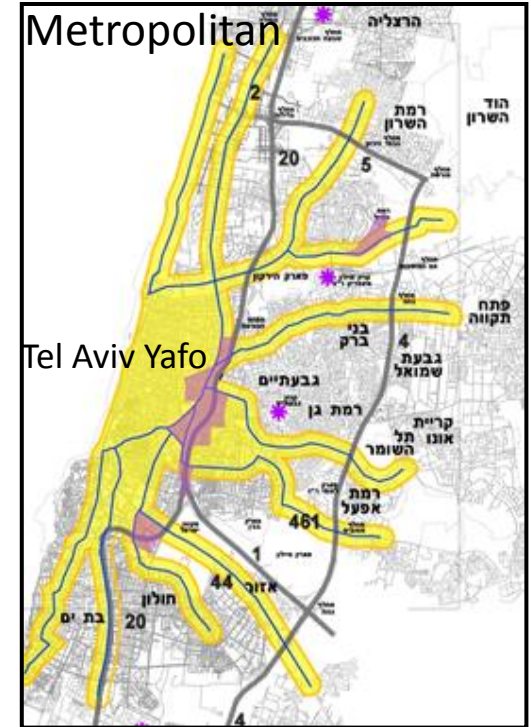
## The Green Network



## Bicycle Route Network



## Cycle Superhighway



To advance these policies we are putting into place a network of green arteries, bicycle routes and actively promoting ecological and sustainable street infrastructure.

# City on the Move



“Mediterranean Capital of Cool”



1,748 BARS, CAFÉS & NIGHTCLUBS  
1 FOR EVERY 231 RESIDENTS

Young City



1 of every 3 residents is aged between 18 and 35

Bustling Markets



33%

Beach Life

52 SQ. KM OF CITY > 14 KM OF BEACH



# Start-Up City



Tel Aviv Yafo is first and foremost a city of innovation.  
Some of the biggest transportation start-up's  
and companies in the world started here



# Supporting New Start-Up's



We are partners in Ecomotion, a smart transportation community that brings together promising start-up's with municipalities and governmental agencies.

We also support the “Smart Transportation Accelerator” at the Porter School of Environmental Studies.



**ECOMOTION**  
SMART TRANSPORTATION COMMUNITY

# Urban Living-Lab

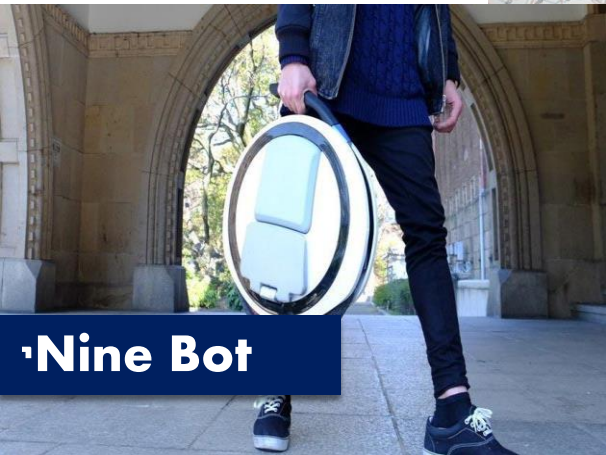
We host many pilots and living-lab experiments, such as “Electroad”’s self charging lane, “Dan”’s electric bus and “Car2go”’s car-sharing.

We do that in order to test out innovation, gather information and plan a better city.





Innovate



•Nine Bot



Car2go



Electric Bus



Rocket skate



# Change the way we move!



We could all save time, money, and energy by adopting:

- ✓ A more efficient way to commute.
- ✓ Ecological means of travel for our everyday activities.
- ✓ Integrating walking, cycling, wheeling, and passaging.
- ✓ Working in partnership with our residents, with neighbouring cities, and central government.

Sharing knowledge with other cities around the world.



This is not just a vision but rather an action plan.

Thank you

A person wearing a green shirt, red shorts, and a blue cap is walking away from the camera on a concrete pier. They are carrying a white folder, a purple bag, and a black bag. In the background, there is a blue sea with buoys and a city skyline under a clear blue sky.

Shalom !