

COMPARATIVE URBAN JOURNEY TYPES: THE IMPACT OF OUR CHOICES



ACTIVE TRAVEL (Walk & Cycle)



HEALTH:
Improved fitness,
mental well-being.



ENVIRONMENT:
Zero emissions,
quiet.



WALLET:
Free or very low
cost.



PUBLIC TRANSPORT (Shared Transit)



CAPACITY:
High passenger
volume, efficient.



TRAFFIC:
Reduces
congestion.



WALLET:
Affordable,
predictable cost.



SHARED MOBILITY (Car Share & Micromobility)



FLEXIBILITY:
On-demand access,
less ownership.



SPACE:
Fewer parked cars.



WALLET:
Pay-as-you-go,
variable cost.



PRIVATE VEHICLE (Single Occupancy)



COST:
High ownership,
fuel, parking costs.



EMISSIONS:
Highest per person
pollution.



TRAFFIC:
Major contributor
to congestion.



Smarter, sustainable choices create healthier, more liveable cities.