

# Project: Sustainable Urban Transport in Chiang Mai

## Chiang Mai Municipality

The Sustainable Urban Transport (SUT) initiative aims to help Chiang Mai improve its livability and sustainability, and to become a cyclist-friendly city, with strong community engagement. Chiang Mai municipality was able to access the Global Environment Facility, with the help of the World Bank, to launch Non-Motorized Transport (NMT) policy. The municipality also partnered with the Office of Transport and Traffic Policy and Planning, experts from Chiang Mai University, as well as local communities, to conduct capacity building and planning processes to support NMT.

## Chiang Mai Municipality

Chiang Mai is located in the Greater Mekong Sub Region (GMS), next to Myanmar and Laos PDR. It is well-known to tourists for its rich cultural heritage and green environment. However, the historical city faces increasing urban transport and land use planning challenges, due to unplanned development. Urban transport, in particular, is becoming a major source of GHG emissions.



Main challenge is to be addressed by the practice.

Traffic congestion is getting worse in Chiang Mai. The traffic volume (i.e. the number of cars, red caps, and motorcycles) in Chiang Mai has been increasing continuously at around 6 percent per year. This trend will translate into a near-doubling of the number of trips made per day within only a decade; from 2.9 million trips per day in 2012 to more than 4 million in 2022. This is primarily due to rampant, unplanned development, absence of traffic demand management, both at policy and operational levels, and lack of integrated transport and land use planning. Supply of transport infrastructure also cannot keep up with demand. Lack of parking space also has a significant effect. “Red cap” taxis (aka. rod daeng) operate as the main public transportation for Chiang Mai, but the service leaves much room for improvement – fare is not fixed and thus the passengers often fall prey to fare extortion.



Methods, Tools or Instruments have been developed and applied to address the challenge.

The process included public consultations, interview surveys, and focus groups with national and international participants. Integrated transport plan and land-use planning instruments were developed using a bottom-up approach, rather than the usual top-down approach. Local stakeholders were heavily involved in the detailed design of Non-Motorized Transportation Center at Three Kings monument, located at the heart of the city.





## The concrete tangible results or impacts of the good practice.

For this project, Chiang Mai's vision is to develop "transportation that enhances livability, economic attractiveness, and sustainability". In other words, this requires the city to become comfortable, equal for all, safe, healthy, safe, economical, attractive to tourists and environmentally sustainable; to develop transport options as alternative to private car users, to get them to switch to NMT mode for short trips. This mode can relieve significantly traffic congestion, especially in the city center. The Three Kings Monument was selected as the starting point for NMT, due to the site's potential for tourism as well as its readiness for cultural and historical preservation. This project helped promote the use of more efficient and cleaner modes of transport, increasing the share of NMT within the city from 4 to 10 %, and reduced GHG emissions from motor vehicles.





## The main lessons learnt in the course of implementation of the good practice.

1. How to formulate instruments and incentives to integrate transportation and land-use planning?
2. Chiang Mai municipality successfully provided alternative NMT options for residents and tourists. Examples include: Public bike sharing, sensitization and visioning on low carbon transportation, strong local ownership through community engagement and contributions.



How to conduct low carbon mobility planning base on local conditions  
with new paradigm shift on car reduced initiative

