



TUMI INITIATIVE'S TRANSFORMATIVE STORIES

HỘI AN, VIETNAM: ON ITS WAY TO BECOME THE FIRST ECOCITY WITH A COMPREHENSIVE BICYCLE PLAN AND BIKE-SHARING SYSTEM

The city of Hội An is on its way to become the first EcoCity in Vietnam. Faced with new challenges such as climate change, rapid urbanization, and increased number of tourists, the prioritization of walking, cycling, and public transit is at the core of Hội An's urban development strategy. Key initiatives adopted are the pedestrianization of the Old Town, the piloting of shared e-vehicles as a public transport option, and the upcoming public-private bike-sharing program.

ABOUT HỘI AN

Hội An is a coastal city in Quang Nam province, Vietnam **which comprises of 9 wards and 4 communes**. The area of Hội An is about 60 km² including 7 km² of residential land, with a population of around 120,000.

Hội An's historic district was recognized as a UNESCO World Heritage Site in 1999 for being an exceptionally well-preserved example of a South-East Asian trading port dating from the 15th to the 19th century.



Population (2017): 121,719
Land area: 61.71 km²
Population density: 1,463 inhabitants/km²

TARGETS by 2030
Hội An has committed to reducing its community emissions by 20 percent by 2030 compared to the business-as-usual scenario (BAU) scenario observed in 2016. The target is going to be reached by activities in the sectors of stationary energy, industrial processes and product use (IPPU), transport, agriculture, forest and other land use (AFOLU) and waste management.

Map data © Uwe Dederling [CC BY-SA 3.0]

TRANSPORT PRIORITIES IN HỘI AN

Tourism is the main economic driver in Hội An. According to the Quang Nam province's Department of Culture, Sports and Tourism, 3.2 million tourists visited Hội An in 2017, following an annual increase of 21.66 percent.

Recognized as a UNESCO World Heritage Site since 1999, Hội An is facing new challenges like rapid urbanization, economic growth and vulnerability to climate change. The economic and population growth has led to a shift from non-motorized transportation (NMT) to motorized transportation. Bicycles have given way to motorcycles as the most popular mode of transport in Hội An. In the 1980s bikes comprised 80 percent of daily trips in Hội An, by 2000 its share plummeted to 40 percent, and in 2010 to 10 percent.

Trends show that an upgrade from motorbikes to private cars is likely to occur as household income increases. Growing motorization will lead to more road congestion, air and noise pollution, carbon emission and traffic accidents.

Hội An has focused its efforts on limiting private vehicle use by prioritizing people-oriented urban development such as the promotion of pedestrian routes, seeking viable investments and grants to incentivize cycling and inner-city clean public transport, and the use of decorative energy-saving lanterns in public spaces.

CITY PLANS FOR NMT

Hội An has not set specific transport mode share targets yet. Nonetheless, three plans from the government encourage the city to move towards an NMT development:

- The EcoCity program
- The pedestrianization of the historic area
- The Public Spaces Master Plan.

Hội An City hopes to become the first environmentally friendly city in VietNam by boosting the use of bicycles and environment-friendly vehicles

Hội An adopts the EcoCity program in 2009 to ensure a balance between economic development and environmental and cultural heritage preservation. The EcoCity Program is planned around three implementation phases – 2009-2015, 2016-2020 and 2020-2030, for an estimated total investment of 800 million Euros.

The EcoCity program highlights the need to prioritize walking, cycling and public transit as the primary modes of transportation. It recognizes that “the majority of the population in Hội An should live and work within walking and cycling distance to reduce the need for motorized mobility”. Accordingly, the city of Hội An has adopted sustainable development policies and actions to promote NMTs.

For instance, since 2002 Hội An has earmarked several streets for pedestrians and non-motorized vehicles to reduce noise pollution and improve people's safety in the Old Quarter. In 2014, ten hectares of the downtown area became a zone for pedestrians and bicycles during the day time. This enabling environment triggered investment in sustainable and shared mobility in private businesses, such as medium and large hotels providing affordable, when not free, bicycles and shuttle buses to major tourist locations. In 2017 the NMT area doubled to 20 hectares making most of the old town area non-motorized.



In 2015 the Hoi An Government adopted a five-year 2020 Public Spaces Master Plan, which aims to create a network of public spaces within walking and cycling proximity to every resident (800 meters or less) by improving 120 existing public spaces and buildings while creating 79 new public spaces from 2015 to 2020.



Inclusive and active public spaces would act as a positive incentive to encourage active transportation. In 2015, the Public Spaces Master Plan won the Walking Visionaries Award of Walk21. According to the city of Hoi An, as of 2018, 40 percent of this plan has been developed.

In early 2017 Hoi An set up a multi-sectoral working group tasked to enhance NMT and ensure that both residents and tourists are less reliant on motorized transport and favor NMT such as walking, biking, three-wheeled cycling and public transit.

COMPLEMENTING NMT WITH PUBLIC ELECTRIC MINI-VAN SYSTEM

According to a study conducted by the Hoi An Urban Management Department, traffic in the city is generated by the growing number of vehicles: in 2018 about 25,000 motorbikes and motorcycles, 500 cars, and 220 taxis are registered for circulation in the city. The increasing number of tourists coming to Hoi An in large vehicles put further pressure on the narrow roads (5.5-7.5 meter wide) of the inner area of the city. In 2017 the “plan to regulate road traffic in the city” has proposed a number of solutions, including putting a ban on cars parked on main streets and limit their circulation during peak hours.

Complementing the regulation of the traffic generated by private vehicles, since 2015 Hoi An has piloted public mini-van routes with the aim to both reduce traffic congestion and air pollution. The second trial took place in 2017 when the city inaugurated 3 routes of public electric cars connecting An Bang and Cửa Đại beaches, the old quarter and Trà Quế vegetable gardens and Thanh Ha pottery village when needed.

Hoi An is also the first city in Viet Nam to pilot the use of solar-powered public lighting since 2013, powered through solar panels installed at Hoai River Square, which are expected to produce 55 KWh of electricity. This pilot required an investment of 170,000 Euros and is part of the “Municipal Climate Partnerships” project. As part of this project the city of Hoi An and its German sister city of Wernigerode have developed a joint program on climate protection which won the German Sustainability Award in 2019.

TOWARDS A COMPREHENSIVE BICYCLE PLAN

Hoi An is a small and flat city which is ideal for walking and cycling. Nonetheless, motorization is on the rise and the shared mobility economy is currently led by Grab whose model is based on motorbikes and cars. Thanks to the TUMI initiative and the technical support of WRI and Healthbridge Vietnam, Hoi An is expecting to promote bicycles through a comprehensive NMT project.

The TUMI project will have two main target groups: tourists and residents. While tourists already cycle through the city, residents will be a more challenging target group, 90 percent are currently traveling by motorbike. The project aims at improving infrastructure, better coordination of existing bicycle rental, and developing education and outreach program for residents especially women, children and the elderly. This will be achieved through the development of a free/low-cost bicycle sharing program that creates the first public-private partnership in Hoi An by linking all existing bikes programs offered by local hotels in the city and collaborating with the private sector in running and managing the system. This innovative approach, when successful, could inspire similar cities such as Huế and Đà Lạt.

The project has the ambitious goal of developing a five-year plan to develop network connectivity, design, funding, and maintenance. Street design will be crucial to ensure safe bicycle lanes, which will be piloted through a ten kilometers-long closed loop route out of which five kilometers will be funded by the city. Moreover, an innovative public-private bike-sharing system of 300 bikes comprised of 100 newly-purchased bikes and 200 existing privately-owned bikes will be introduced along with 20 docking stations.

Strong media campaign with events to share lessons learned with other cities and raise awareness among residents are planned to ensure public acceptance and engagement.



The aim of the comprehensive bicycle plan is twofold. Firstly, it will be designed as a policy for the local government to refer back to. Secondly, it will create an enabling environment which might further encourage funding from the private sector to invest in sustainable mobility. The project is also piloting an innovative public-private bike-sharing system and street design which, in case successful, can be implemented in other secondary cities similar in size and geography such as Huế and Đà Lạt.



KEY CONTACTS

HealthBridge Canada

Tran Thi Kieu Thanh Ha, Livable Cities Project Manager
healthbridge.ca

ICLEI World Secretariat

EcoMobility Team - ecomobility@iclei.org
www.iclei.org | @ICLEI @EcoMobility

TUMI Initiative

Daniel Moser daniel.moser@giz.de
transformative-mobility.org | @TUMInitiative

ACKNOWLEDGMENTS

Author: Tu My Tran

Contributors: Tran Thi Kieu Thanh Ha
and Dinh Dang Hai

Editor: Marie-Eve Asuncao Denis

Layout: Matteo Franceschi

Photos: Anselm Pallàs / Mark
Fischer / Flickr

Icons: Gregor Cesnar and Google /
Flaticon.

The [Transformative Urban Mobility Initiative \(TUMI\)](http://transformative-mobility.org) enables leaders in developing countries and emerging economies to create sustainable urban mobility. It offers technical and financial support for innovative ideas. In TUMI the German Federal Ministry of Economic Cooperation and Development (BMZ) has brought together some of the world's leading institutions working on sustainable mobility with city networks and think tanks to implement projects on site where they are needed most. Partners include ADB, CAF, WRI, ITDP, UN-Habitat, SLoCaT, ITDP, ICLEI, GIZ, KfW and C40. transformative-mobility.org

The ICLEI Case Stories series (iclei.org/en/publications.html) focuses on urban sustainability activities of cities, regions, and towns that are part of ICLEI projects across the world. Email: urban.research@iclei.org © TUMI/ICLEI 2018-2019.

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Federal Ministry
for Economic Cooperation
and Development

ICLEI
Local
Governments
for Sustainability

ADDITIONAL READINGS

Hội An Government website:

hoian.gov.vn

Healthbridge Vietnam. (2015). Public
Spaces Master Plan