

## What are the most effective ways to get cars out of cities?

Level 1: Elementary / Pre-Intermediate

### 1 Warmer

- a. These cities are the six greenest cities in the world (they are environmentally friendly). Put them in order from 1 (the greenest) to 6 (the least green of the six).

New York City, USA

London, UK

Chicago, USA

Dar es Salaam, Tanzania

Copenhagen, Denmark

Auckland, New Zealand

### 2 Key words

- a. Fill the gaps in the sentences using these key words from the text.

campus

carpool

experiment

reward

shuttle

1. A \_\_\_\_\_ is something good that you receive because of something you have done.
2. If you \_\_\_\_\_, you try a new idea to find out what results it has.
3. If you \_\_\_\_\_, you share your car with other members of your group so that you only use one car each time.
4. A \_\_\_\_\_ is a bus or train that makes frequent short journeys between two places.
5. A \_\_\_\_\_ is an area of land containing all the buildings of a university.

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bike lane

congested

promote

switch

whopping

6. If you \_\_\_\_\_ something, you support it.
7. When you \_\_\_\_\_, you change from one thing to another.
8. If a place is \_\_\_\_\_, there are so many vehicles that it is difficult to move around.
9. A \_\_\_\_\_ is a part of a road that only bikes can use.
10. If something is \_\_\_\_\_, it is very large.

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Ranked: 12 ways to reduce car use in cities

#### 12. Apps for sustainable mobility

- 1 Mobile-phone technology is one way to reduce car use. The Italian city of Bologna, for example, developed an app with which users could earn points for walking, cycling and use of public transport. They could then exchange these points for rewards. 73% of users said they used their car "less".

#### 11. Personalized travel plans

- 2 Many cities have experimented with personal travel plans for individual residents. These programmes – providing planning for city residents to walk, cycle or use public transport – have reduced car use by 6–12%.

#### 10. School travel planning

- 3 Two English cities encourage parents and pupils to walk, cycle or carpool to school. Norwich has reduced the amount of car use for school trips by 10.9%.

#### 9. Car sharing

- 4 Car sharing has shown good results in Bremen, Germany and Genoa, Italy, with each shared car replacing between 12 and 15 private cars.

#### 8. Mobility services for universities

- 5 The Sicilian city of Catania offered students a free public-transport pass and shuttle connections to campus. This produced a 24% decrease in the number of students travelling by car to campus.

#### 7. University travel planning

- 6 The University of Bristol promoted public transport and managed parking on campus. This reduced car use among its staff by 27%.

#### 6. Workplace travel planning

- 7 A 2010 study in the UK found that 18% of commuters switched from a car to another mode of transport if their companies used travel strategies to encourage employees to end their car commutes.

#### 5. Workplace parking charges

- 8 Workplace parking charges is another effective method. The Dutch city of Rotterdam achieved a 20–25% reduction in employee car commutes when employees had to pay to park outside their offices.

#### 4. Mobility services for commuters

- 9 The most effective measure was in the Dutch city of Utrecht. Local companies gave free public-transport passes to employees and started a private shuttle bus to connect transit stops with workplaces.

#### 3. Limited traffic zones

- 10 In Rome, one of Europe's most congested cities, only residents can use cars in the city centre at certain times of day. This has reduced car traffic in the Italian capital by 20% during these hours.

#### 2. Parking and traffic controls

- 11 Oslo has removed parking spaces and replaced them with car-free streets, bike lanes and walkways. This has reduced car usage in the city centre by up to 19%.

#### 1. Congestion charges

- 12 Drivers must pay to enter the city centre. London has reduced city-centre traffic by a whopping 33% since the charge's introduction in February, 2003.

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### 3 Comprehension check

a. Answer the questions using information from the article.

1. What percentage of users of the Italian app said they used their car less?
2. By what percentage have personalized travel plans reduced car use?
3. Where has car sharing shown good results?
4. What has the city of Catania offered students?
5. Which city achieved a 20–25% reduction in employee car commutes?
6. What did local companies in Utrecht give their employees?
7. Who can use cars in the centre of Rome at certain times of day?
8. By what percentage has car traffic fallen in Rome during these times?
9. What has Oslo done with its parking spaces?
10. When did London introduce its congestion charge?

### 4 Key language

a. Complete the table using words from the text.

verb	noun
1. reduce	_____
2. introduce	_____
3. decrease	_____
4. connect	_____
5. commute	_____ (person)
6. employ	_____ (person)

### 5 Discussion

- Should all public transport be free? Why? Why not?

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### 6 In your own words

- a. Look at the 12 ways to reduce congestion in cities. Which do you think is the best idea? Why? In what other ways could cities reduce the number of cars and other vehicles? Use an internet search engine to help you.
- b. Present your ideas to the class.