

# Sustainable Urban Transport in Tirana

## Towards data-driven sustainable urban mobility action in Tirana

### The challenge

The mobility of people in cities is a global challenge, especially in the field of climate change and livable and sustainable cities. Urban mobility in Tirana, one of the densest and fastest growing cities in Europe, has been on the agenda for many years. The number of vehicles rose from almost zero at the end of the communism in the late 1980s to around 200 cars per 1,000 inhabitants today. Extreme traffic, rising GHG emissions and severe air quality impacts are some of the negative results. Alternatives to car usage, such as high-quality public transport, safe and comfortable pedestrian facilities and cycling paths, need to be improved to allow modal shift to more sustainable modes. Investments have already led to positive results and this momentum must be maintained and expanded. The lack of necessary personnel, technical and institutional capacities to design and implement mobility measures remain a challenge.

### Our approach

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ is working with the Municipality of Tirana to improve local technical and institutional capacities to turn data into decision making and meaningful, sustainable urban mobility actions.

The **Sustainable Urban Transport in Tirana (SUTi) Project** supports in developing efficient and data-driven management structures to deliver climate-friendly urban mobility in Tirana. To maintain and expand the impressive number of people who **walk and cycle (32%)** and who use **public transport (36%)**, quality improvements must be made.



This requires a better bus system and an infrastructure that favors walking and cycling. To achieve these ambitions, the project has three main areas of intervention, accompanied by multiple data and demonstration projects:

1. The establishment of an Urban Mobility Data Management System
2. Bus System Modernization
3. Walking and Cycling Enhancements

Project name	Sustainable Urban Transport in Tirana (SUTi)
Commissioned by	Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Tirana, Albania
Lead executing agency	Ministry of Infrastructure and Energy (MoIE)
Implementing agency	Municipality of Tirana
Duration	2020 – 2024

### 1 Establishing a data-driven management structure and culture for sustainable urban mobility actions in Tirana.

The efficiency and effectiveness of the transport system is seriously challenged without significantly improved data and information processing. In order to enhance data collection and processing into actionable information, the project is developing the following:

- Urban Mobility Data Strategy incl. digitalizing management processes
- Web-based Bus Operator Reporting Software
- Bus Commercial Management Tool
- Data skills training with municipal staff

### 2 Improving the service quality of the bus system through better customer focus, quality management and commercial performance.

The current model of bus service in Tirana is reaching its limits and reforms are needed. The service is financed entirely by ticket prices and service quality cannot be improved without further investments. At the same time, bus services lack prioritization, e.g. by

providing sufficient bus lanes, which would allow private bus operators to become more efficient.

To future-proof the bus service in Tirana, the SUTi project is currently working on:

- Establishment of a new bus market model incl. introduction of subsidies and e-buses
- Development of a customer feedback portal
- Establishing trusted data framework to enhance bus management and investments
- Bus branding and bus stop design
- Development of a Bus Improvement Plan
- Capacity building programme in collaboration with UITP

### 3 Improving the quality and integration of walking and cycling.

In the last years, Tirana has visibly improved walking and cycling infrastructure throughout the city. However, the lack of integration with other modes, limited resources and technical capacities at the municipal level left multiple fields of actions untouched. This is why the project is currently working on:

- Establishing Walking Task Force
- Implementing a Walking Action Plan
- Establishing a municipal Cycling Academy
- Implementing multiple School Streets
- Developing Strolling Tirana Guides
- Installing automated cycling counters

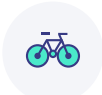
### Expected Outputs



- Private and public stakeholders use an improved data management system.



- Instruments for a sustainable improvement of bus service quality are ready for implementation.



- The conditions for the sustainable integration of walking and cycling into the urban fabric are improved.

### The Benefits

Improved data management (**Output 1**) allows more efficient and transparent decision making. On the one hand, this applies to organisational units of the city administration, which can thus better fulfil their tasks in planning, implementing and monitoring the mobility actions (personal skills, instruments and methods, framework conditions). At the same time, measures become more effective and their effectiveness can be better documented. Secondly, non-state actors (e.g. bus companies and bus users) also benefit, as they receive additional data and information to improve operational processes or through enhanced comfort and information (e.g. real-time information).

Through implementing and learning from multiple demonstration projects, stakeholders in the bus system not only improve their (commercial) efficiency but also enhance their customer focus in bus service (**Output 2**). Furthermore, through the application of various data-driven and transparent management tools and processes, the technical capacities system managers and operators is improved. This allows to prepare further service improvements and budget allocations to catalyze the bus market transformation towards a climate-friendly and customer-oriented bus service.

**Output 3** focuses more on civil-society engagement and institutional integration to promote a “marginal gain” strategy in walking and cycling improvements. By investing in local know-how development and small-scale demonstration projects, accompanied by data-driven monitoring approaches, replication and scaling-up can be expected.

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