

Safety Improvement area: Eastern periphery of Reykjavik's city centre
Problem: Car dependency, culture favouring cars, public transportation stigma, limited inclusivity, accessibility issues
Measures: Complete overhaul of the primary mobility hub (Hlemmur) coupled with its integration into a new Bus Rapid Transit line
Goals: Establish a comprehensive and safe multimodal mobility infrastructure that prioritises inclusivity and aligns with carbon-neutrality targets
Target groups: Local residents, tourists, car users, commuters, pedestrians, cyclists, scooter riders, public transport users, business owners
Stakeholders: City departments responsible for urban development, transportation, accessibility and environmental considerations; local road and transport authorities, mobility providers, tourism services, civil society stakeholders.

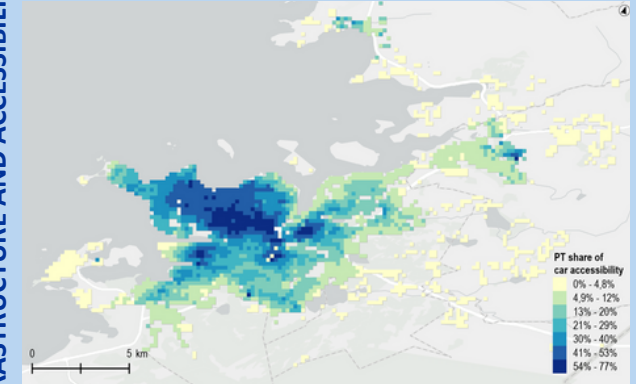


POPULATIONS AND DEMOGRAPHICS

Area: 273 km²
Population: 138,693 (2023)
Population density: 1,169 inh./km²
Unemployment: 4.3% (2022)
Share of higher educated: 51%

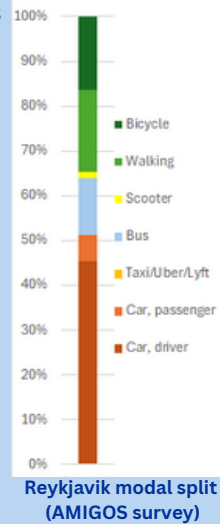
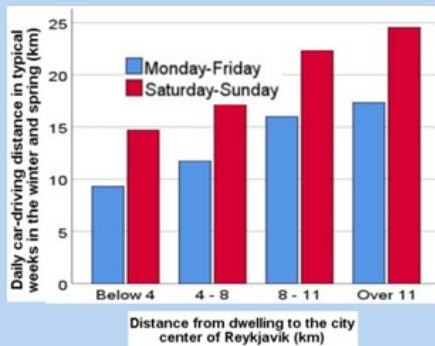
INFRASTRUCTURE AND ACCESSIBILITY

Competitiveness public transport vs. car:



Car ownership rate: 71 cars / 100 inhabitants (2022)
Public transport modes: bus
Daily car driving distance by centrality:

TRAVEL BEHAVIOUR



ROAD SAFETY

