

2030 Strategic Plan

From Transformation to Scale



ITDP aims to transform urban mobility in cities worldwide, adopting and implementing a vision where clean, sustainable modes are the norm.

Over the next five years, our objective is to massively increase public transport ridership on systems that are fully electrified and funded at scale.

This 2030 Strategic Plan outlines the details for our approach.



Towards 2030: ITDP’s Strategic Plan

As we approach 2030, the urgent need for sustainable solutions is accelerating in every sector. We are entering a new era—where proven solutions that benefit both people and the planet are being scaled and replicated. At ITDP, we know the cross-cutting nature of the urban transport agenda brings us closer to a better world for all. By sharing our strategy transparently, we aim to foster alignment, increase collaboration, and inspire key players in the transport sector to pursue more ambitious and transformative change.

Now, we will double down on our efforts. Four decades of work have shown us what is needed to drive real transformation. This is a key moment when public transport deserves greater attention—it is an area with well-known solutions, and the growing global demand for electric buses presents us with a prime opportunity. Our Plan leverages this experience and synergy to scale up and to ensure increased public transport ridership on systems that are fully electrified and well-funded worldwide.



Looking ahead to the next five years, ITDP’s Strategic Plan emphasizes our commitment to prioritizing clean public transport. Equitable, sustainable cities are impossible without high-quality, affordable, and resilient public transport that provides people with access to jobs, services, and opportunities. The alternative is chronic traffic, social segregation, economic isolation, skyrocketing emissions and pollution, and mounting road injuries and fatalities.

According to the ITDP–UC Davis study ***Compact Cities Electrified***, we need about 50 million buses and 500,000 kilometers of rapid transport by 2050 to sufficiently meet the needs of rapidly growing cities. Our 2030 Plan prioritizes the need to significantly increase ridership on public transport that is electric and funded at scale. If sustainable transport is to succeed, clean and well-funded public transport must be at its core.



Our Vision

By 2030, ITDP aims to transform urban mobility in cities worldwide with a focus on public transport systems. This global transformation could result in nearly 60 cumulative gigatons of GHG savings by 2050, improved social equity, and safer and healthier urban environments. Not only do cities need to enhance and expand their public transport networks to become the primary mode of transportation for all residents, but they also need to do so with zero-emission electric buses, connected to protected cycling and walking infrastructure, and anchored by compact city development.

Governments can then invest in better transport systems thanks to robust financial policy frameworks embedded at the national level and increased volumes of international development finance designed to support transport decarbonization projects, particularly in low- to middle-income countries.



ITDP's vision illustrates a holistic approach to transportation is required to meet our goals—embracing the need to shift trips out of vehicles towards public transport, cycling, and walking, while also ensuring that the remaining vehicles are clean and electric. This approach to urban mobility is the only way we can achieve our climate and air quality targets.

ITDP also remains steadfast in our commitment to equity and social progress. This means creating inclusive transport systems designed to: meet the needs of the most vulnerable groups, including children, people with disabilities, and older adults; that value the perspectives of women and caregivers; and that are made safe and secure for everyone. We must also ensure that our transport systems are resilient and designed to withstand increased catastrophic weather events and other unexpected shocks, recognizing that public transport, cycling, and walking serve as critical lifelines during crises.



Our Strategy and Strengths

Our 2030 strategy will not only deliver on our collective goals but also focus attention on public transport as the cornerstone of progress in our sector. Our strategy is also designed with speed and scale in mind. Given the urgency of our climate imperative, we must rapidly scale up our efforts to reach more places more quickly by prioritizing finance and national policy more deliberately.

Today, ITDP is well-established in six major regions, with local teams and deep stakeholder relationships, in addition to our US-based headquarters. Our primary regional offices are in Rio de Janeiro, Brazil; Beijing and Guangzhou, China; Chennai, India; Jakarta, Indonesia; Nairobi, Kenya; and Mexico City, Mexico. This expansive geographic footprint enables ITDP to operate as a network poised to accelerate the global transfer of innovation, knowledge, and skills. Thus, looking towards 2030, ITDP’s strategy is organized around three connected objectives that can be summarized as:

- 1. **Massively increase public transport ridership on**
- 2. **Systems that are fully electrified and**
- 3. **Funded at scale**

Our Initiatives and Objectives

Increase Public Transport Ridership

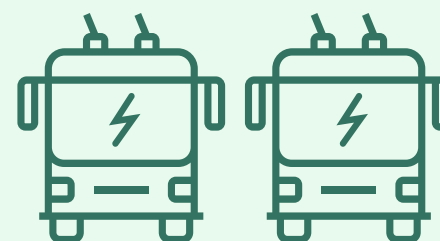
- Public Transport
- Cycling + walking
- Travel Demand Management



+

Electrify Urban Transport Systems

- E-buses
- E-2/3 Wheelers
- Charging



+

Secure Funding at Scale

- Bank Finance
- Government Funding
- National/State Policy





Increase Public Transport Ridership

Public transport is at the core of ITDP’s work around the world and remains the bedrock of our strategies. By 2030, our goal is to enhance frequent and rapid public transport services with expanded coverage to increase ridership, all of which is facilitated by walking and cycling in transit-oriented cities and complemented by measures to restrict private vehicle use. Public transport is crucial for improving climate and air quality, as it shifts trips away from private cars, lowers GHG emissions, and reduces air pollutants that contribute to urban health issues. Our primary 2030 objective is focused on massively increasing public transport ridership in our key geographies and cities through essential and complementary areas that target:

- **Public transport:** Increase public transport ridership by at least 50%.
- **Cycling and walking:** Increase combined cycling and walking mode shares by 3%.
- **Travel demand management:** Reduce polluting vehicle kilometers traveled (VKT) by 12%.

50% ↑
public transport
ridership



3% ↑
cycling and walking



12% ↓
vehicle kilometers traveled





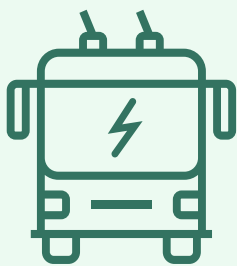
Fully Electrify Transport Systems

The transition to electric vehicles (EVs) is critical for the world to reduce its reliance on fossil fuels, mitigate the impacts of climate change, and significantly improve air quality in cities, resulting in health benefits for all. In line with ITDP’s focus on sustainable and equitable mobility, we are prioritizing electrifying bus fleets and two- and three-wheeled vehicles. Achieving a fast transition also requires robust urban charging infrastructure, ensuring convenient and accessible charging options for all EVs. Our 2030 strategy focuses on three results aimed at achieving fully electrified transport systems in our key geographies and cities:

- **Electric buses:** 100% of new urban bus sales are electric.
- **Electric two- and three-wheelers:** 100% of new two- and three-wheeler sales are electric.
- **Charging infrastructure:** Chargers (fast and slow) reach >0.5 chargers per electric bus.

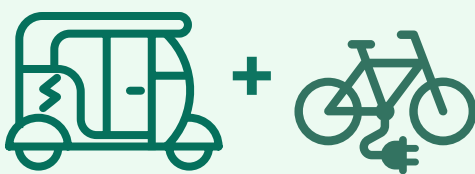
100%

new urban buses
are electric



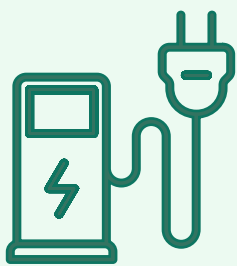
100%

new 2/3 wheeler
sales are electric



>0.5

chargers per
electric bus





Secure Funding at Scale

Scaling sustainable transport, which relies on public funding, will require significant political support and financial backing. Public investment is crucial for developing and maintaining transport infrastructure, which often lacks profitability for private investors but yields substantial benefits in terms of public health, social welfare, and environmental sustainability. However, a considerable investment gap persists across all sustainable urban mobility projects compared to car-centric infrastructure.

To address this, we need to ensure that policy and financing are aligned across all transport and development stakeholders. Addressing this funding gap is essential to demonstrate that increased investment is a necessary step to overcome systemic barriers and deliver transformative urban mobility solutions. Under this objective, we prioritize three areas within ITDP geographies:

- **Bank finance:** >50% of transportation financing from Multilateral Development Banks (MDBs) and other public donor sources for sustainable electric transport.
- **Government funding:** Every country where ITDP is active has a sustained and dedicated funding program.
- **National and state policy:** Every country where ITDP is active has a supportive national policy framework.



>50% ↑
MDB financing is meant
for sustainable electric
transport

Objective	Focus Area	Ambition
A. Massively increased public transport ridership that is	1. Public transport	More frequent and rapid service with expanded coverage increases ridership (number of passengers) on public transport facilitated by transit-oriented development.
	2. Cycling and walking	An increase in protected and connected cycling and walking paths elevates safe usage and enables better access to other sustainable modes and destinations.
	3. Travel demand management	Expanded travel demand management actions such as zero emission areas, parking reform, and pricing results in fewer trips taken by polluting cars and increased use of public transport.
B. ...fully electrified	4. Electric buses	Not only are new buses electric, but electric buses increasingly replace ICE buses as fleets are transitioned. E-buses also raise the appeal of bus-based transit.
	5. Electric two- and three-wheelers	All new sales of two- and three-wheelers are electric, with low-speed two-wheelers and ebikes providing good first/last mile connectivity as part of a well-regulated market that prioritizes safety.
	6. Charging	Charging is no longer a barrier to electric mobility through smart siting, planning, roadmaps, grid integration, support across modes, and expanded deployment.
C. ...and funded at scale	7. Bank finance	Banks, including international and regional development banks and private banks, increase investments in sustainable transport above historic levels.
	8. Government funding	National and state governments commit milestone levels of funding to clean urban mobility.
	9. National and state policy	National and state policies provide robust frameworks to accelerate the transition to sustainable urban mobility.

**As the world evolves, so does ITDP.
We continually adapt to confront
new challenges and seize emerging
opportunities to advance our
mission.**

With this 2030 Strategic Plan, we will
continue refining and scaling our
work to achieve more significant
impacts for people and the planet.



Learn more:

www.itdp.org

mobility@itdp.org
