

TALLINN RESIDENTS TRAVEL FOR FREE

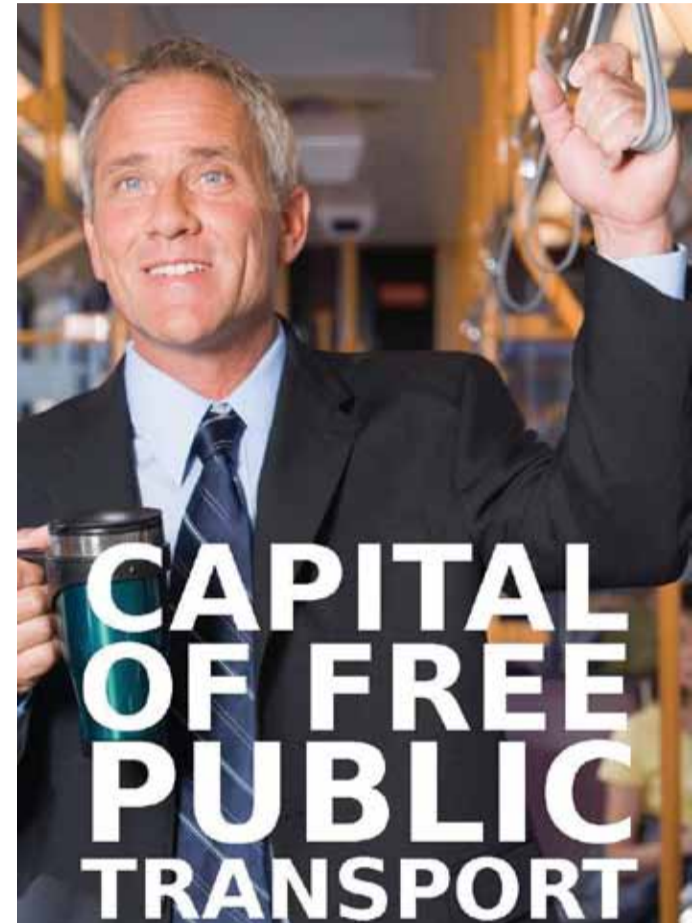
On 1 January 2013, Tallinn became the largest European city and first European capital city to provide free public transport to all its residents. The city hopes that this move will help reduce pollution and congestion and alleviate financial pressures on low-income residents.

AIM

provide free public transport to all registered residents
↓
discourage private car use
&
bring new groups of residents into city centre

HOW?

registered residents buy and personalise a 'green card'
&
capacity of network increased to deal with demand
↓
city centre parking restricted and exclusive bus lanes introduced



“ Free public transport is good. People will have more opportunities to travel around and if it improves city traffic then I'm all for it!

resident, Tallinn

RESULTS

increased income tax revenue from new residents registering
↓
more public transport users
&
new groups of residents visiting city centre, especially weekends and evenings



NUMBERS AND FIGURES

