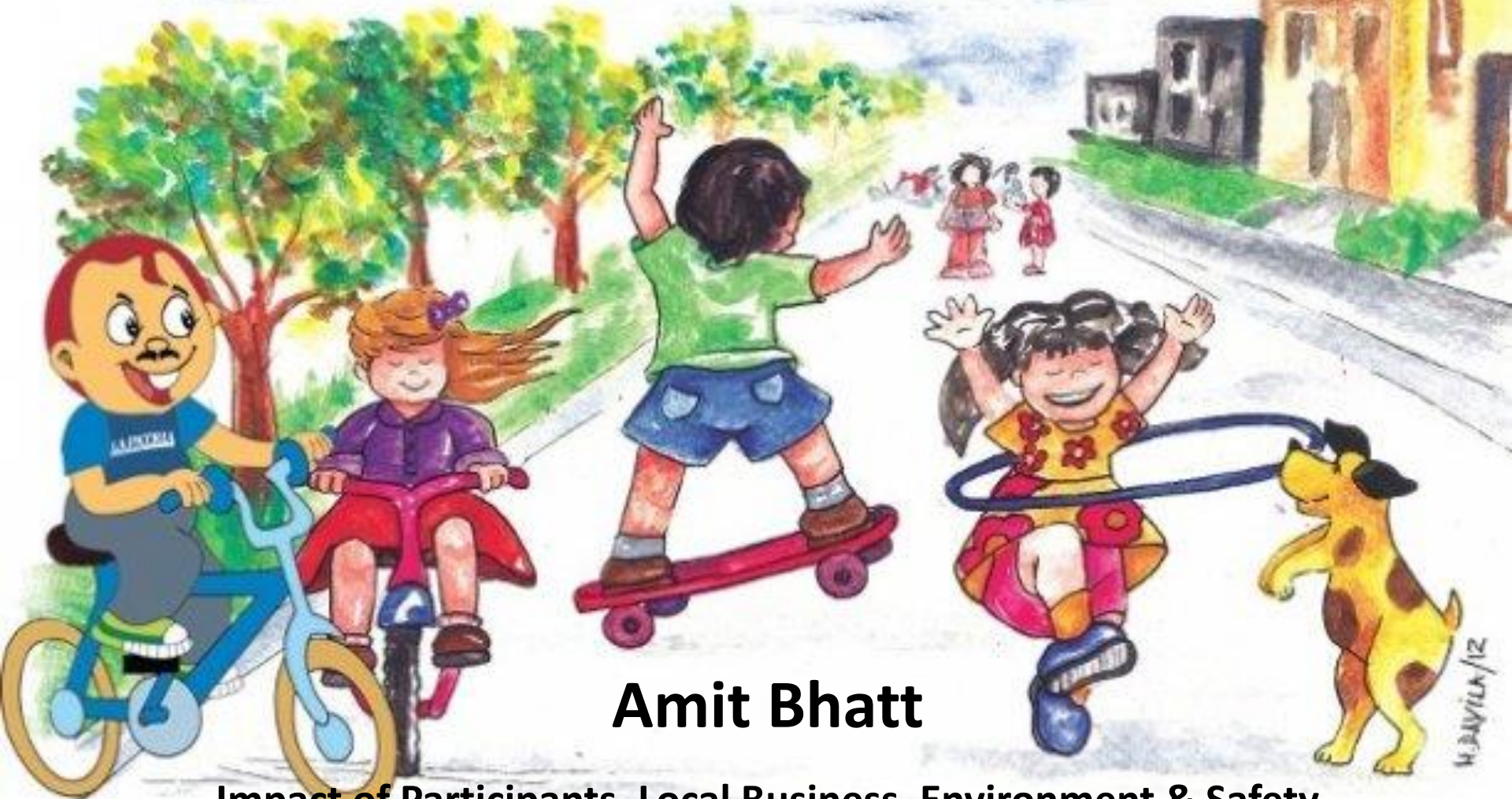


Raahgiri Day Impact



Amit Bhatt

Impact of Participants, Local Business, Environment & Safety



between Nov 2013 – April 2014

An aerial photograph of a city street completely gridlocked with traffic. The road is packed with a variety of vehicles, including cars, vans, trucks, and motorcycles. Pedestrians are visible on the sidewalks and between the vehicles. A large yellow speech bubble is superimposed on the left side of the image, containing text. The background shows multi-story buildings and some trees.

**Some alarming
facts about our
mobility**

ROAD SAFETY



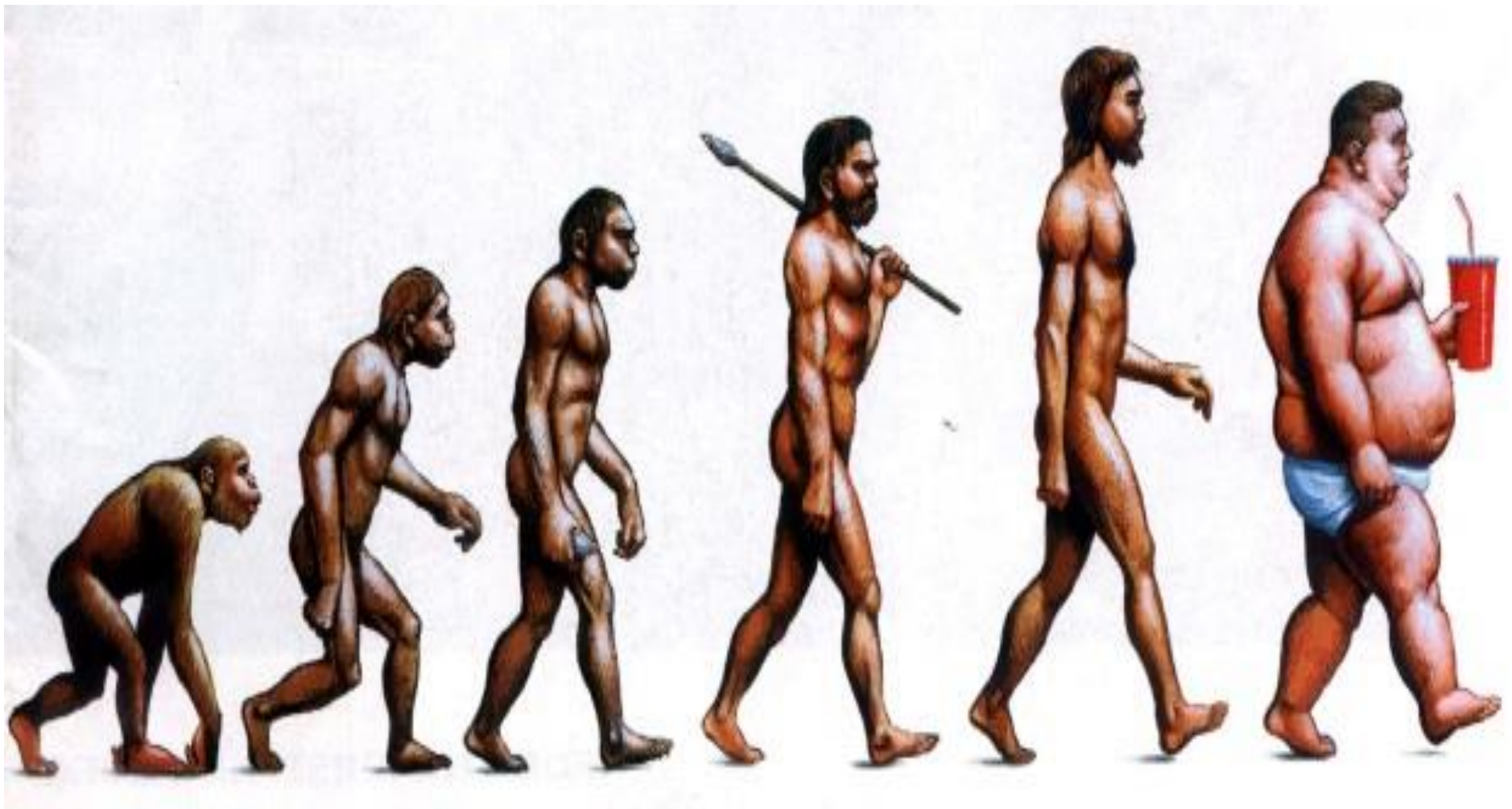
140,000 deaths every year in India due to road traffic crashes

AIR POLLUTION



627,426 premature deaths every year in India due to air pollution

PHYSICAL INACTIVITY

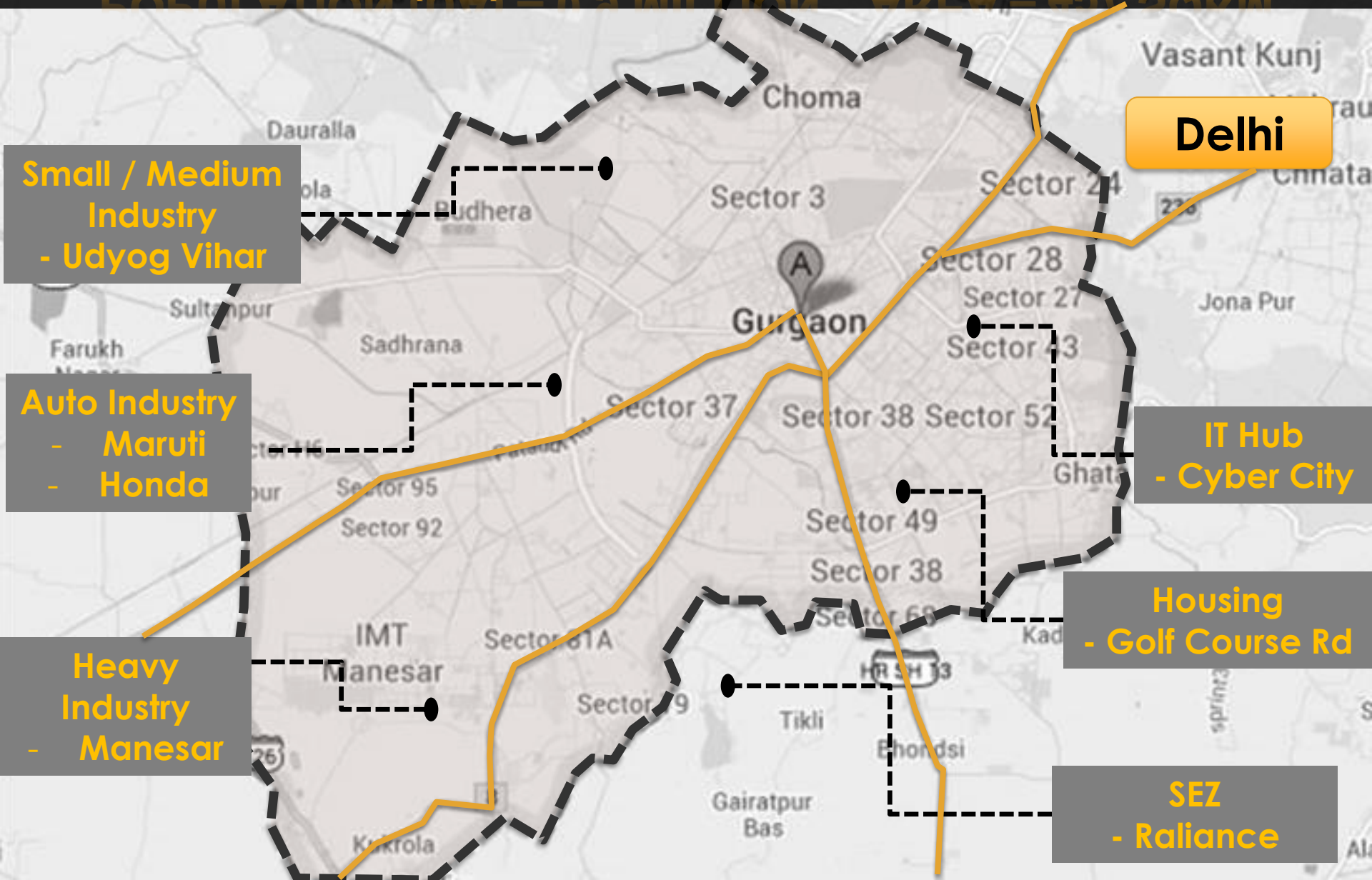


436,122 premature deaths every year in India

Source: http://www5.imperial.ac.uk/medicine/metabolic_risks/bmi/

GURGAON

POPULATION (UA) – 0.9 MILLION , AREA – 457 SQKM



Delhi

Small / Medium Industry
- Udyog Vihar

Auto Industry
- Maruti
- Honda

Heavy Industry
- Manesar

IT Hub
- Cyber City

Housing
- Golf Course Rd

SEZ
- Raliance

TRAFFIC SCENARIO (KEY STATISTICS)



About 106 cars add to Gurgaon's vehicle population every day

KEY STATISTICS



Average trip length – 7Kms

Public Transport share – 10%
Walking and Cycling – 33%

STREET DESIGN (KEY STATISTICS)



Roads with usable
footpath-less than 23%



No Cycle track
 EMBARQ[®]
India

KEY STATISTICS



Annual road traffic deaths around 500
Pedestrian and cyclist deaths close to 70%

Raahgiri Day – Giving Street back to people



raahgiriday
G U R G A O N

apni raahen | apni azaadi

OBJECTIVES

Temporary closing the street to motor vehicles for:

- Sensitising towards sustainable transportation
- Developing safe streets for all road users
- Promoting Road Safety
- Advocating healthier lifestyles
- Addressing issue around Air pollution
- Inclusive city development
- Improving quality of life

FOUNDING PARTNERS



District Administration





For details
www.raahgiriday.com

SECTOR 27



HUDA CITY METRO

MAP KEYS

- ONE-WAY MOVEMENT FOR RAAHGIRIS
- TWO-WAY MOVEMENT FOR RAAHGIRIS
- BARRICADES FOR VEHICLES
- TRAFFIC MARSHAL
- ACTIVITY AREA
- GAMES AREA
- CYCLES ON RENT
- MOTORISED VEHICLE MOVEMENT DIRECTION
- LARGE ROUTE MAPS
- CAR PARKS
- EATERIES
- TOILETTERIES

1. ADDITIONAL PARKING AT HUDA CITY CENTRE METRO STATION, IFFCO CHOWK METRO STATION, LEISURE VALLEY & EPICENTRE.
2. FOLLOW TRAFFIC MARKERS PLACED ON THE STREETS.
3. FOR ANY TRAFFIC ASSISTANCE TALK TO MARSHALS OR RAAHGIRI VOLUNTEERS.



Press Conference to Launch Raahgiri

**SUNDAY KO NA
HOGI MOTORGIRI
CHALAENGE APNI
RAAHGIRI**



raahgiriday
GURGAON

apni raahen | apni azaadi

17th

Nov

2013

7 AM-12 PM

 **EMBARQ**
India

Impact Analysis

1. Participants

- User survey

2. Local Business

- Business establishment survey

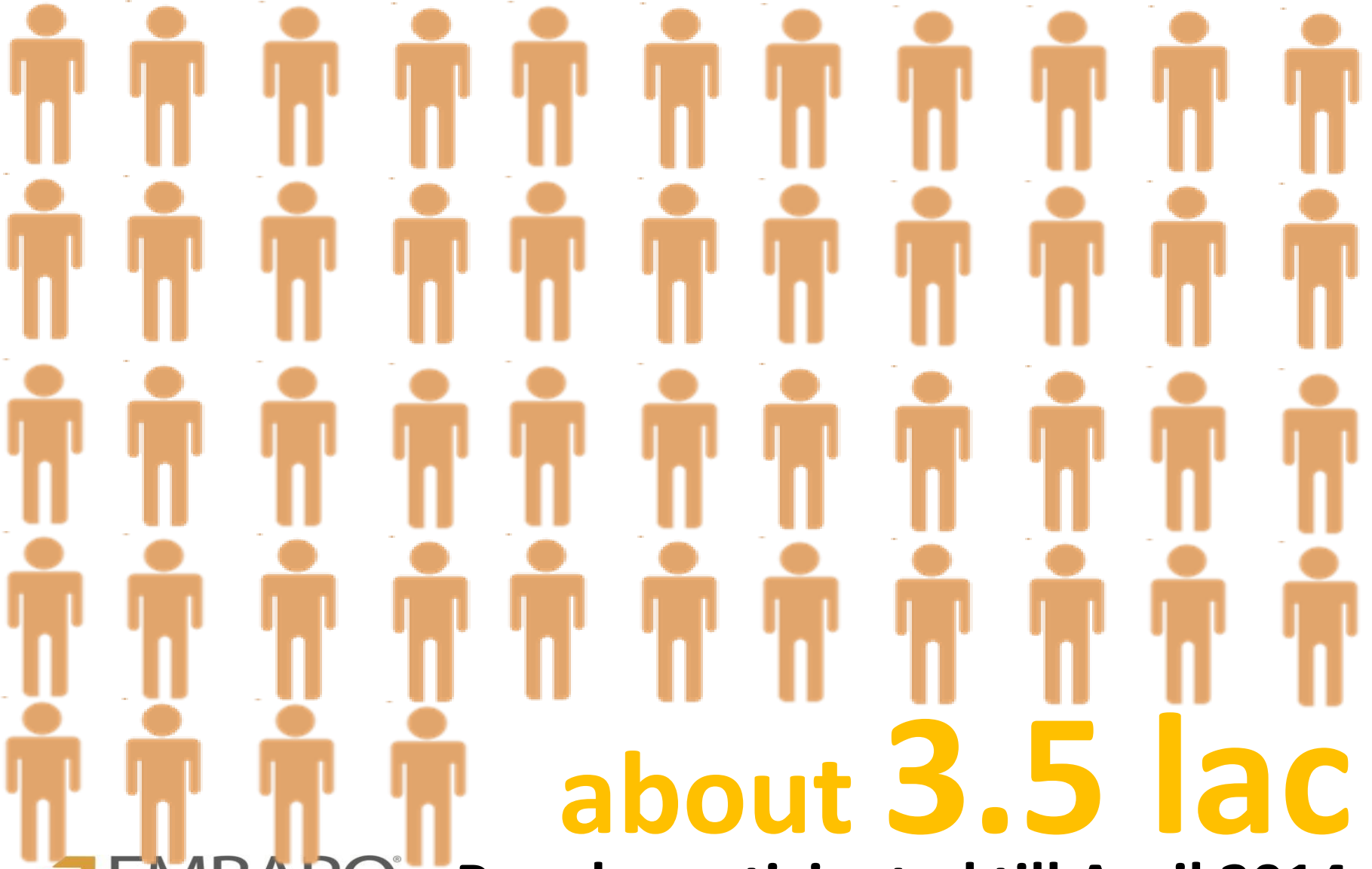
3. Environmental Impact

- Noise level survey
- Air quality (PM 2.5) survey

4. Road safety

- Accident analysis (FIRs)

Participation



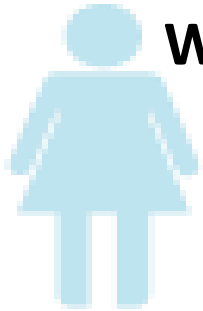
about 3.5 lac

1. User Survey Details

- Online and in person survey done in March 2014
- Raahgiri was not extended to Palam Vihar
- Total of 185 samples collected
 - 85 Online responses
 - 100 in person interviews

Gender

43%
Women



57%
Men



Gender

Age

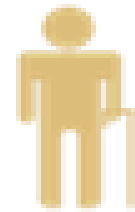
73%
Adults



19%
Kids



8%
Elders



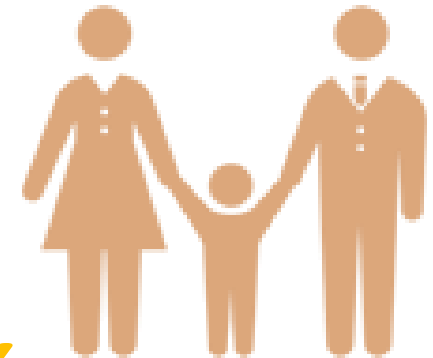
Size



17% Alone



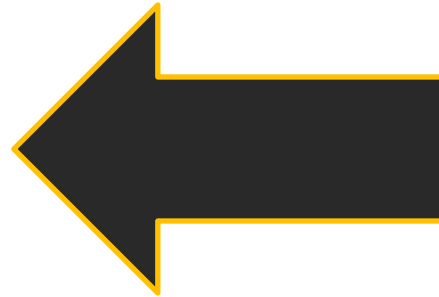
31% Friends



53% Family

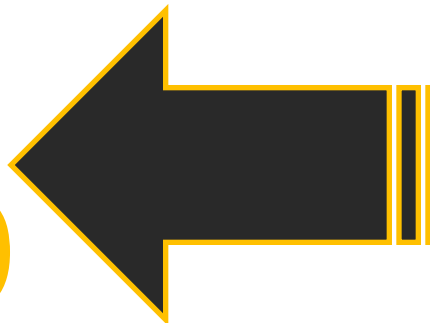
Frequency of Visit

29%



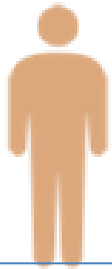
First Timers

44%

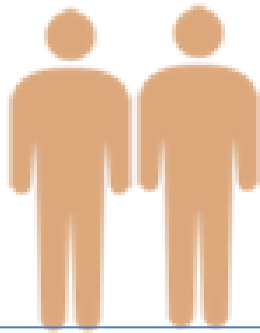


Regular visitors

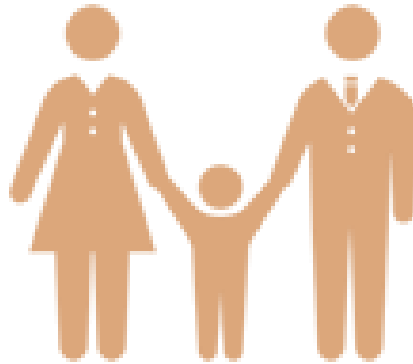
Group Size



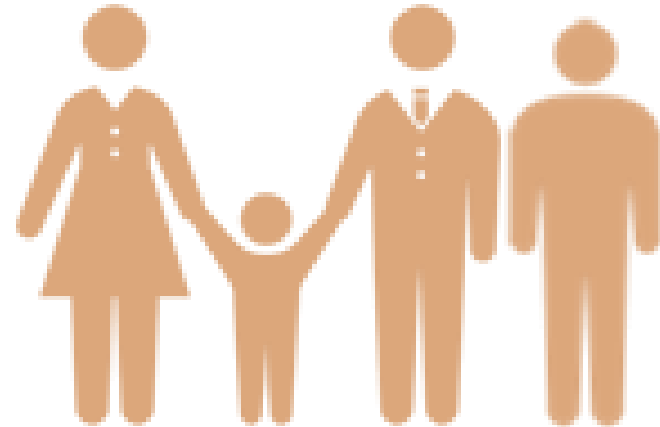
15%



29%



20%



36%

56%

More than 3 no's

Reasons for participating

Safety, Activities, Community, Fun

87%



Time Taken to Reach the Venue



50%

10 MIN

40%

10-30 MIN

Distance to Venue

46% Within 2 KM

31% Within 2-5 KM



24

Mode to Reach Venue

59%



Bicycle



Walk

Arrival / Departure

51%

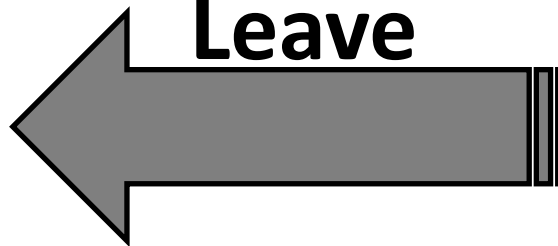
Arrive



7AM-8AM



Leave



77%

11AM-12PM

Time Spent



7%

1 Hour

13%

2 Hours

20%

3 Hours

60%

> 4 Hours

Activities – Raahgiri Day



27%

Zumba



22%

Yoga



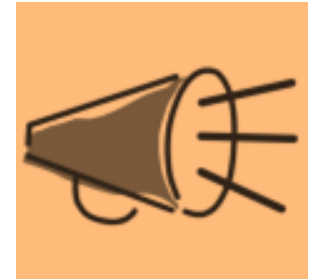
9%

Skate



22%

Games



20%

Music

Activities – Non Raahgiri Sunday



61%

At home, relax



25%
Eat out



14%
Shopping

Cycle Sales

28%



Bought Bicycles post Raahgiri

NMT Usage



87%

Started Walking /
Cycling for Short Trips

Extension

71%

In favor of Raahgiri beyond March 2014



Suggestions

16%

Awareness
Building

18%

Summer
Timings

19%

Make it a
Full Year
Event

47%

Additional
Activities &
Cycles

2. Local Business Survey Details

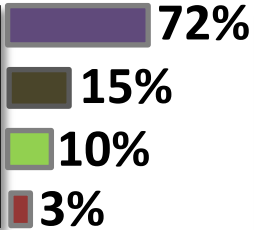
In person survey done in March 2014

Total of 63 samples collected

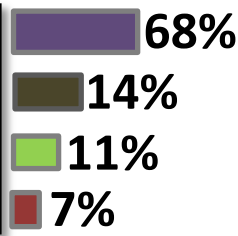
- 1) 23 from Galleria Market
- 2) 16 from Sushant Arcade
- 3) 13 from Super Mart
- 4) 11 from Vyapar Kendra



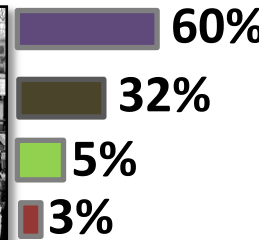
Typology of Establishments in the four Markets



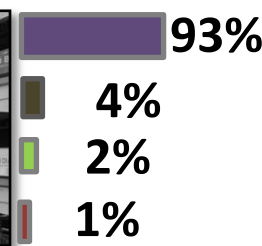
Galleria Market



Vyapar Kendra



Super Mart



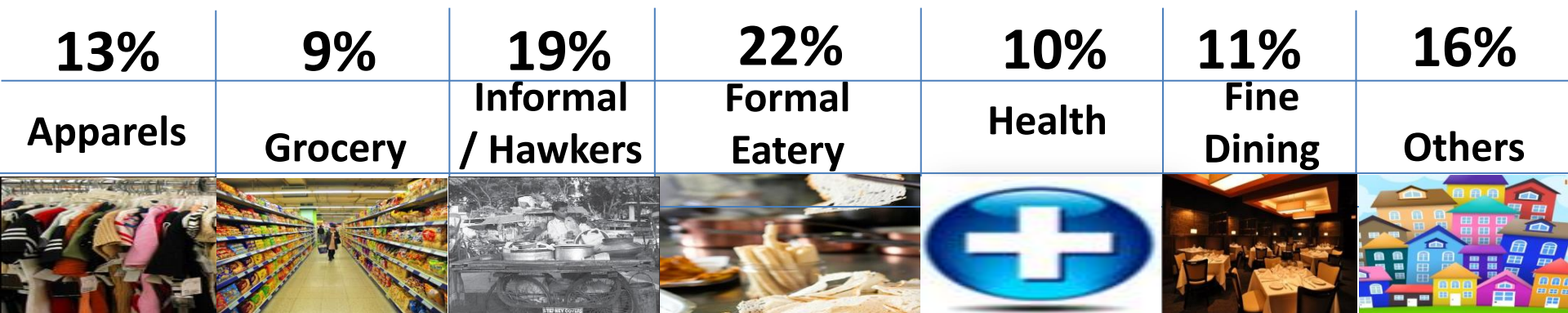
Sushant Arcade

Eatery (Normal Eater + Fine Dining)
 Informal Shops / Hawkers (Paan shop , Juice, Tea St)

Electronics

Others (Real estate , Garments , Grocery, Body care, Chemist , Gift ,etc.)

Typology of Establishments Surveyed



Owners awareness & opinion about Raahgiri

90%



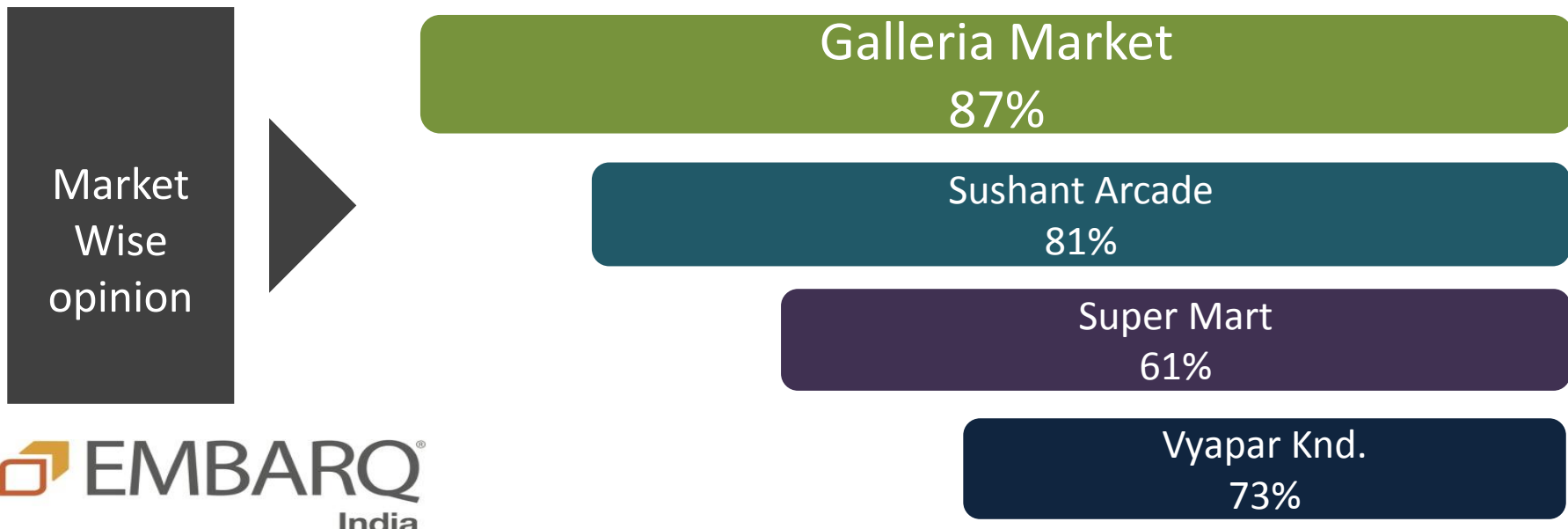
were aware

79%

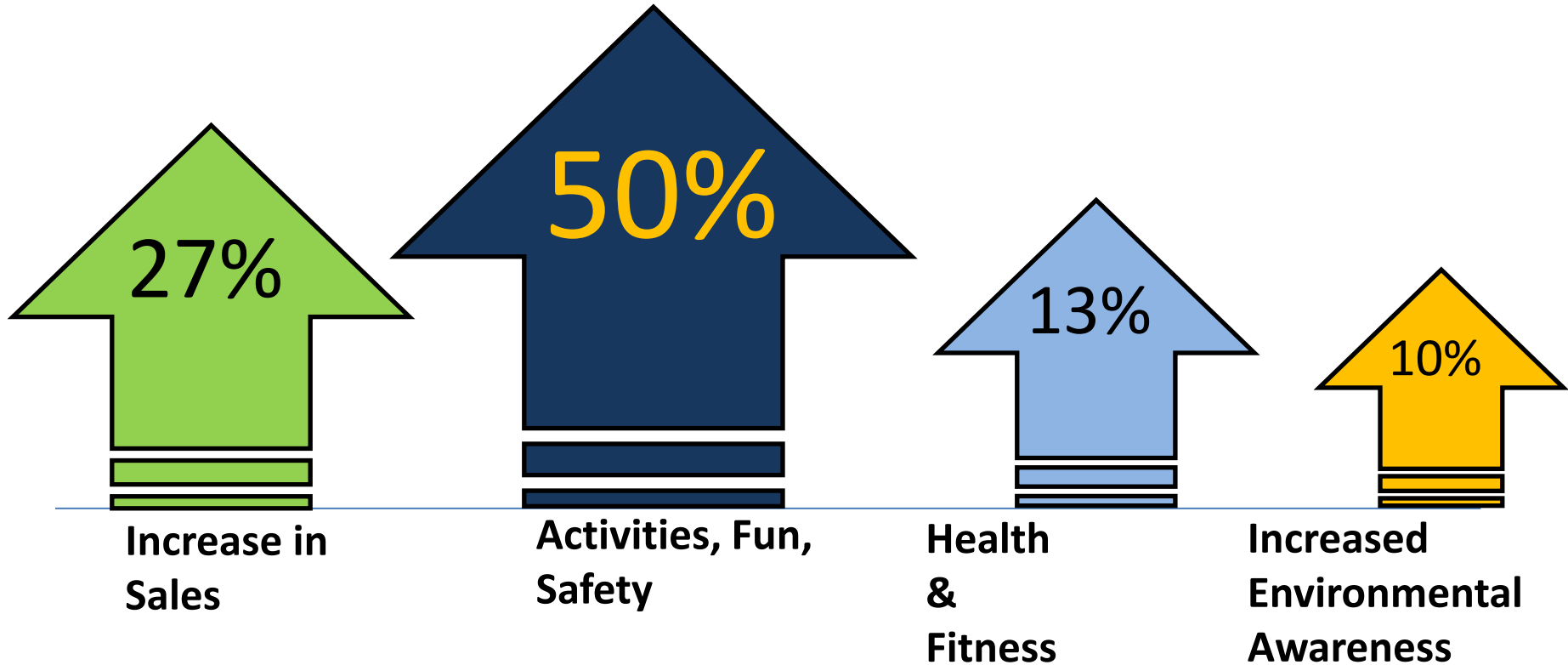


liked Raahgiri

Marketwise positive opinion about Raahgiri Day



Reasons for liking Raahgiri Day



Shop owners perception before the start

80%

of shop owners did not support Raahgiri before it's launch



Reasons for negative perception

Impact
mobility

19%

Not
Related

35%

Lack of
awareness

46%

Consumers opinion on Raahgiri Day – according to business owners



73%



Activities & Fun

Impacts on Local Business



Vs

Non Raahgiri
Sundays



Typology of Establishments impacted favorably

44%



Informal Eateries

17%
Eateries



28%
Fine
Dining



5%
Body
Care



6%
Grocery



Extension of Raahgiri Day

84%

Shop owners wanted Raahgiri to extend beyond March 2014



Suggestions

40%

Encourage more participation & start early in Summers

24%

Improve Enforcement

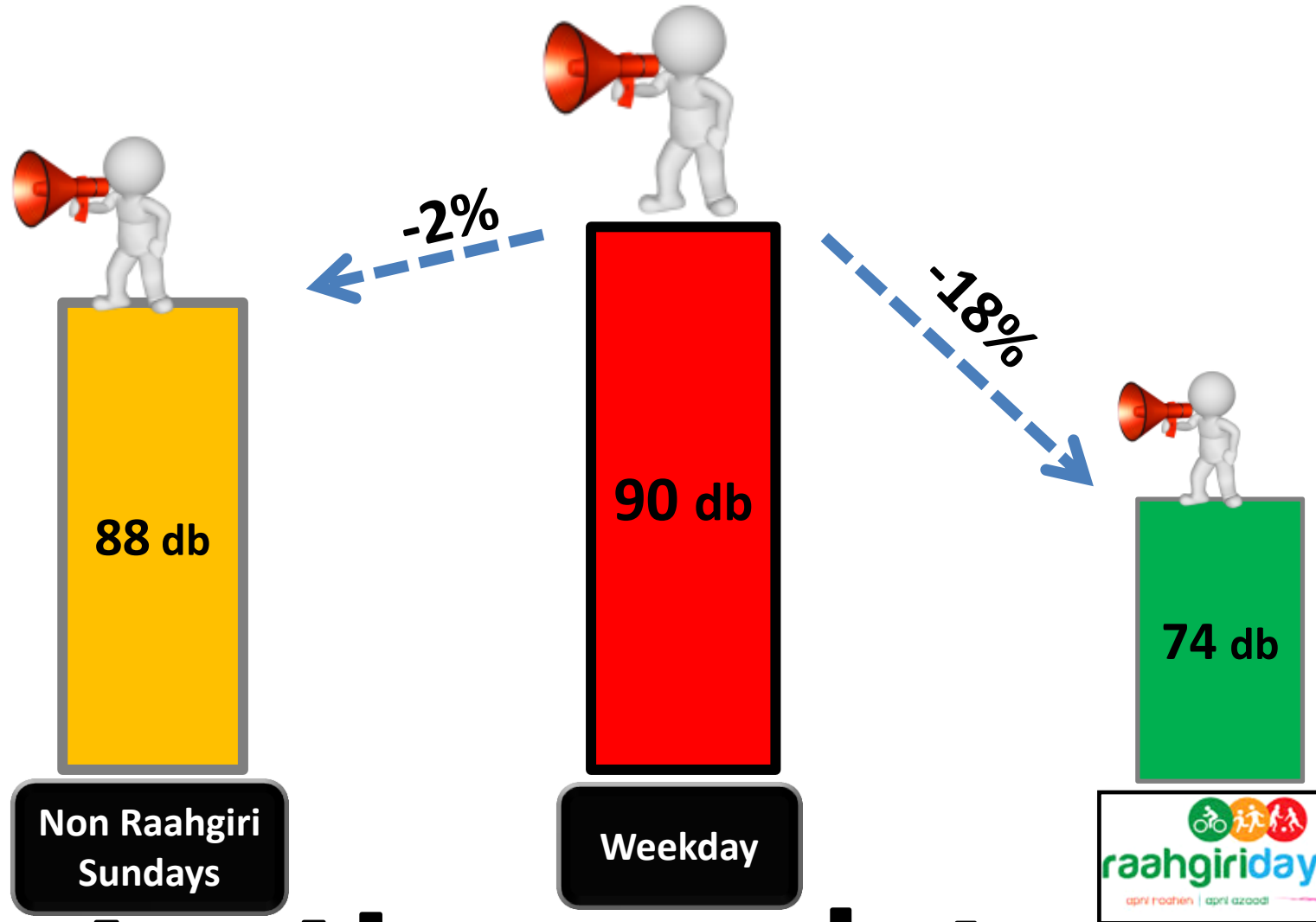
20%

Allow Marketing & Publicity

16%

Increase Coverage

3. Noise Levels



Impact on Noise levels by location

24%

reduction near Sushantlok Police St.

Compared to average weekday noise levels at the same location



2%

reduction near activity stage (Galleria Mkt.)

Compared to average weekday noise levels at the same location



4. Air quality - exposure to PM 2.5



Week Days
Avg. 194 $\mu\text{g}/\text{m}^3$

-24%

-49%



Non Raahgiri
Sunday
Avg. 147 $\mu\text{g}/\text{m}^3$



Raahgiri Day
Avg. 99.8 $\mu\text{g}/\text{m}^3$

Reduction in exposure to PM 2.5 by location

Near Galleria Market

69% reduction compared to weekdays

25% reduction compared to non Raahgiri Sunday



**Motor Vehicles Prohibited
(Totally)**

Near Huda City Centre

28% reduction compared to weekdays

18% reduction compared to non Raahgiri Sunday



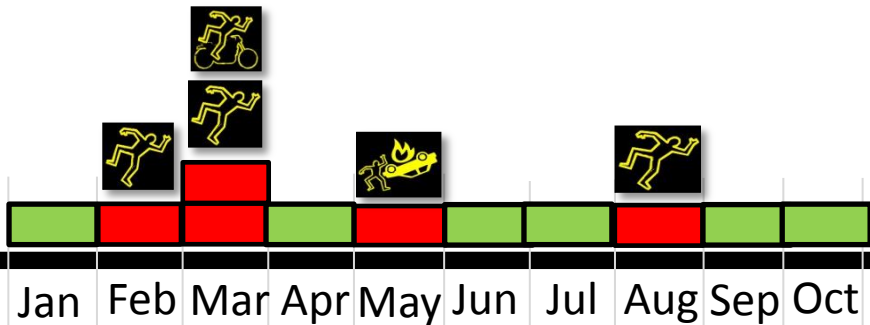
**Motor Vehicles Prohibited
(Partially)**

5. Road Traffic Fatalities (Sushant lok area)

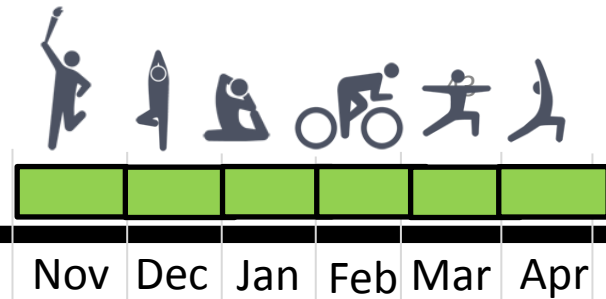
5 Fatalities



Zero Fatalities



Jan – Oct, 2013



Nov 13 – Oct 2014

Impact

Noise

Family

Local Business

Equity

Quality of life

Safety

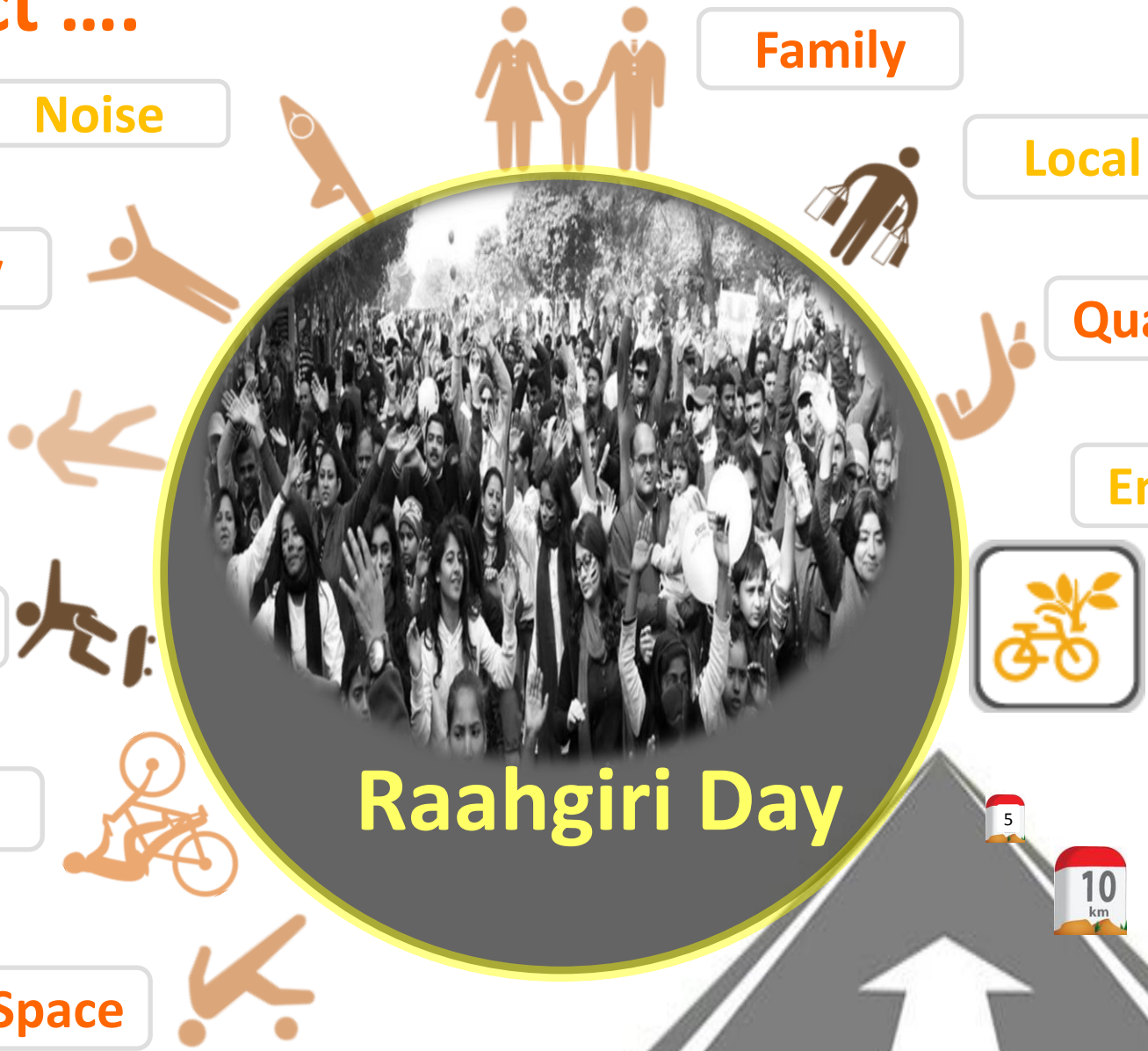
Environment

Fun

NMT

Raahgiri Day

Public Space



<https://www.facebook.com/RaahgiriDay>

<http://raahgiriday.com/>

THANK YOU

abhatt@embarqindia.org