



# NON-MOTORIZED TRANSPORT: LESSONS FROM NAIROBI, MOMBASA AND KISUMU

Footpath encroachment by vendors on Lungalunga Road, Nairobi. © CDKN

## ISSUE 2: BUILDING PARTNERSHIPS WITH THE PRIVATE SECTOR AND PUBLIC TRANSPORT ACTORS

*Non-Motorized Transport (NMT): Lessons from Nairobi, Mombasa, and Kisumu* is a **four-part newsletter series**. The first issue covered public awareness and engagement,<sup>1</sup> while **this issue will examine building partnerships with the private sector and public transport actors**. The next two issues will cover sustainable financing and political successions. This series builds on the recommendations from the previous newsletters,<sup>2</sup> which examined the NMT experience in Nairobi. These newsletters culminated in a study<sup>3</sup>, *'Promoting Non-Motorized Transport in Nairobi, A Study on Users, Safety and Infrastructure Trends'*, officially adopted by Nairobi Metropolitan Services (NMS) as a reference guide in June 2021.

As part of the efforts to implement the recommendations from the NMT study, NMS, in partnership with the Climate and Development Knowledge Network (CDKN), organized

### **peer learning forums among Nairobi, Kisumu and**

**Mombasa** city officials in September 2021 and October 2021. Representatives from the National Transport and Safety Authority and the Kenya Urban Roads Authority were present, as these agencies are essential in securing NMT safety and improving infrastructure. These peer exchanges were informed by the commendable gains that the three cities have made on NMT and provided the opportunity for city officials to share best practices and explore solutions for advancing NMT.

This **four-part series draws on the outcomes<sup>4</sup> of the peer learning forums**, which have been useful in supporting several NMT stakeholders – such as city officials, road agencies, political leaders, civil society organizations, and residents' associations – to develop NMT networks that meet the needs of the people.

## ENGAGING THE PRIVATE SECTOR ON NMT

In this context, the private sector refers to formal traders, street vendors or hawkers and offices. A good starting point is to examine what role the private sector plays in NMT matters. Private sector actors attract human traffic, be it people seeking to purchase goods and services from shops or street vendors, or those visiting offices. Since they attract human traffic, they create demand for NMT facilities, and their location and distribution can also influence an NMT network. Additionally, due to their location next to NMT facilities, they have immediate access and regular interaction with these networks.

### Opportunities for engaging the private sector on NMT

Having laid out the role of private sector actors in NMT, it is important to understand their needs and strengths, and how these issues can be leveraged while promoting NMT.



**Good walking is good business:** Private sector actors are keen on attracting foot traffic to boost their sales. In this regard, they are interested in whether people would find it easy and enjoyable to access their enterprises. Therefore, well-connected NMT networks support the profitability of their businesses.



**Partnering with the private sector as NMT facility investors:** Since the private sector has a vested interest in attracting human traffic to boost business, there is an opportunity to partner with private sector actors as NMT investors. For example, in Nairobi, NMS has partnered with banks and formal businesses along AgaKhan Walk to fund the NMT corridor adjacent to their businesses. These partnerships are mutually beneficial as they support the county with financing while offering businesses better



Footpath encroachment by vendors on Outer Ring Road , Nairobi. © CDKN

accessibility and advertising opportunities on litter bins and streetlights.<sup>5</sup>

The private sector can also offer maintenance services for NMT facilities. Businesses along Park Road in Ngara, for example, help maintain street benches since their customers benefit from using these benches and this, in turn, boosts sales.<sup>6</sup> Globally, many cities have partnered with the private sector to promote cycling, through branded bicycles and docking stations for their bike-share programs. For example, New York City has partnered with Citibank for its extensive bike-share program, which includes 10,000 branded bicycles and 600 branded bike-docking stations.<sup>7</sup>

### Recommendations while engaging with the private sector on NMT



#### Shifting the perception that NMT will disrupt business activities

Though many businesses often rely on human traffic and walk-in customers, there is a common perception that NMT facilities can act as obstructions to their accessibility and even increase crime and security issues, due to increased foot traffic close to their shops. However, this is a misconception that needs to be addressed, since research shows that walkable streets encourage more purchasing, including impulse buying.<sup>8</sup> Using techniques such as making streets inviting, as seen on Luthuli Avenue in Nairobi, to showcase the benefits for businesses when streets are made walkable, is a powerful way to shift attitudes towards appreciating NMT facilities.



#### Obtaining space for NMT facilities

Sometimes, improving or establishing new NMT facilities may require the acquisition of space from businesses. This will often mean a temporary interruption of smooth operations due to road closures and construction work, which also causes noise and air pollution. The bigger picture needs to be presented to private sector actors that improved NMT facilities will provide opportunities to increase and recoup lost sales.

Additionally, to avoid future interference with services, road agencies need to incorporate dedicated sleeves and service ducts in the design and construction of NMT facilities.<sup>9</sup> This offers service providers, such as water, electricity and cable companies, underground space for their infrastructure, as well as planned room for expansion for future needs while avoiding disrupting NMT facilities.



#### Enforcing against encroachment on NMT facilities

Street vending is the most common form of encroachment from private sector actors, and is often done on walking paths. Street vending is a trickier form of encroachment to manage since it often provides essential goods and services and is responding

to public demand. The Street Design Manual for Urban Areas in Kenya (2019) states that well planned streets should accommodate street vending. It recommends that vending spaces should be accommodated where they will not interfere with pedestrian movement. It also notes that vendors will be attracted to areas with shade and high visibility to pedestrians. Supporting infrastructure, such as cooperatively managed water taps, electricity points, litter bins and public toilets, should also be provided to encourage hygienic practices.<sup>10</sup>

Similarly, many shop owners tend to put advertising boards on the footpaths in front of their shops, and this obstructs the free

movement of pedestrians and reduces the enjoyment of the walking experience. Enforcement authorities need to educate these enterprises that the walking path is for public use and should not be used for advertising. Instead, shop owners can be encouraged to advertise by branding litter bins, streetlights and benches along the NMT facilities.

Generally, there are several opportunities to establish win-win partnerships on NMT with the private sector by capitalizing on their needs for increased pedestrian traffic, visible advertising and ease of access, and showing how these can be achieved by enhancing the NMT agenda.

## ENGAGING THE PUBLIC TRANSPORT SECTOR ON NMT

In this context, public transport actors include *matatu* operators, *bodabodas*, ride-hailing companies and *tuk-tuks*. All these actors provide access to and from NMT facilities. Due to the diversity of players, corporate actors in the sector, such as ride-hailing companies who use motorcycle riders, can be engaged as partners in maintaining NMT infrastructure, such as street signs and benches, as they advertise on them.

### Recommendations while engaging with public transport actors on NMT



#### Enforcement of pick-up and drop-offs at designated zones

One of the factors affecting NMT safety is the pick-up and drop-off of passengers at non-designated zones. Understanding user patterns, including pedestrian traffic flow, is important for determining the most appropriate pick-up and drop-off points. These points should be complemented by proper NMT facilities to allow for first-mile and last-mile connectivity, which enable a seamless journey. The leadership of *matatu* Savings and Credit Cooperative Organizations (SACCOs) can also support the enforcement of these rules on designated pick-ups and drop-offs.<sup>11</sup>



#### Enforcement against encroachment on NMT facilities

Encroachment of NMT facilities, especially by motorcycle riders, is widespread and compromises the safety of NMT users. Some of the solutions against encroachment are:



#### Include designated parking for motorcycle operators

in the design and construction of NMT facilities. Most of the motorcycle operators do not have designated parking areas, which forces them to park on NMT facilities. These waiting bays for motorcycle operators should be shaded, and street vending could even be incorporated within them, creating more economic opportunities.



**Regulate motorcycle operations.** Such regulations should cover the operation, licensing, identification and enforcement in case of non-compliance. Nairobi, Kisumu, Mombasa and the Kenya Police department all share the same frustration of enforcement against motorcycles breaking traffic rules, since many of them are not registered. In Kisumu, they have established mobile municipal courts that deal with rogue motorcyclists.



Illegal pick-up and drop-off on Outer Ring Road, Nairobi. © CDKN

The courts have proved to be effective, as cases are dealt with immediately and the fines charged are fair, such as 200-300 Kenya Shillings. This can support compliance but is not too punitive to push the operators out of business.



Look for more **creative ways of protecting NMT footpaths, apart from bollards and greenery**, to curb encroachment, without compromising the needs of different users, such as wheelchair users.



**Legislate that motorcycle operators must register with SACCOs** or any other identifiable group. These groups should have a code of conduct for their members to deter criminal activity, especially from those who double as criminals in the guise of offering public transportation. NMS has noticed that operators appear to adhere to such rules more easily and faithfully than the general laws of the counties.<sup>12</sup>



**Provide more training facilities for aspiring motorcycle operators.** Doing so, especially through existing institutions that provide training on industrial skills, such as the National Industrial Training Institute and National Youth Service, can encourage more discipline in the motorcycle industry.



Translate **traffic signage and laws into the languages that users in the area are familiar with**, such as Swahili or even vernacular languages where needed. In operationalizing the new Green Park Stage in Nairobi, NMS is in consultation with motorcycle operators to have a color-based identification system for end-user commute routes. This approach also allows motorcycle operators to feel accepted in the NMT transportation ecosystem and can increase compliance with traffic laws.<sup>13</sup>

To conclude, public transport plays a central role in the transport system and is complementary to NMT. These recommendations can be useful in guiding county officials and road agencies in engaging with the private sector and public transport actors to support the NMT agenda through mutually beneficial partnerships.

## ENDNOTES

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## ABOUT CDKN

CDKN works to enhance the quality of life for the poorest and most vulnerable to climate change. We support decision-makers in designing and delivering climate compatible development.

**Contact us: Edna Odhiambo**, Kenya Engagement Lead - [edna@southsouthnorth.org](mailto:edna@southsouthnorth.org)



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