Sustainable development (urban transport and mobility) - “sharpening the saw” in shaping liveable cities towards quality of life experiences

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Abstract. “Sharpening the saw” attempts to refresh and re-energise in enabling us to understand better through a brief insight to the topics on: Liveability, Urban Transport, Quality of Life, and Sustainability associate to Sustainable Development (Urban Transport and Mobility) as the urban challenges through the “Mind – paradigm shifting” principle that creates new way of thinking: Strategic Thinking in “Doing the Right Things”, and Tactical Thinking in “Doing the Things Right”, which can lead to shift in behaviour that transform ourselves with added values in four dimensions of focus towards developing the “Arts of Sustainability - Sustainable Development quadrant (urban transport and mobility) “. The SD Quadrant, a loop-framework with the four dimensions of focus: Leadership: championing “think global, act local”; Stakeholder Engagement: aligning purpose, wants and needs; Smart Growth: innovating the future we want and; Transformational Edge: shaping liveable city, enabled and direct us to kick-starting the sustainable development initiatives through individual and collective participation for mutual benefits with urban transport and mobility focus. This is a way forward in shaping Liveable City together towards QoL experiences within the concept of sustainability that not only benefit us now but our future generation to come – a responsibility that we own and owe.

1. Sharpening the saw
1.1. Re-energising ourselves
“Sharpening the saw,” a catch-phrase and life-principle popularised by the late Stephen Covey through his much-acclaimed book, “The 7 Habits of Highly Effective People” attracted my curiosity with excitement when read 20 over years ago in a continuing effort to continue self-development through upward spiral of “Commit, Learn, Practice” life-skill. Lessons learnt include cultivating oneself over times with renewing to balance the concept across the four vital dimensions of lives for personal change towards effectiveness: the body, the mind and the emotional and spiritual [1].

1.2. The Mind – paradigm shifting; the objective

The Mind is the one life dimensions of “Sharpening the Saw” that we are sharing @ this moment. It is about knowledge updating, learning and un-learnt, sharing together through the journey of writing and
presenting this Paper; through your reading of this Paper somewhere and/or together we are out for a date - right here at the 10MRC 2018; and through opportunities in engaging during the conference and possibly networking thereafter.

Urban transport often associates to private vehicles for mobility because this individualised transport has many superior traits (flexible, greater comfort; convenient). This transport trend if continues can effect in three key urban mobility concerns: traffic congestion, road crashes, environmental degrading that affects Quality of Life (QoL) experiences.

This “sharpening the saw” session attempts to refresh and re-energise in enabling us to understand better on the topics of: Liveability, Quality of Life, Sustainability associate to Sustainable Development (Urban Transport and Mobility focus) as the urban challenges through the “Mind – paradigm shifting” principle that creates new way of thinking (Strategic and Tactical) which can lead to shift in behaviour that transform ourselves with added values towards developing the “Arts of Sustainability” - Sustainable Development quadrant (urban transport and mobility focus), a loop-framework to guide and set direction in kickstarting the sustainability initiatives through individual and collective participation for mutual benefits [2, 3, 4, 5]:

**Strategic Thinking: Do the Right Things**

Strategic thinking is typically leadership focus with “doing the right things” for effectiveness in delivering the desired values based on aligned strategies and goals with commitment in (right sized) human and financial resources as well as in engaging stakeholders [4].

- Desire to “Think Global” with sustainability in Mind motivates us to “Act Local” that inspired leadership who shall champion in sustainable development locally with involvement of the others (in a team) through the leadership traits of being dynamic, excited, creative, trustworthy, absolutely committed and with the ability to inspire/influence/drive the team to create mutual values, taking the bold move in making great things happen and deliver the change or transformation in shaping liveable city [5].

- Forward thinking leadership direct oneself/the-champion (with others in the team) to engage stakeholders in developing mutual respect to build trust with shared passion-driven commitment and accountability-together interact to better understand (sustainable development, urban transport and motility focus) to close knowledge gap, encourage in the pursuits of localised sustainable development goals and associate targets guided by aligned purpose, wants and needs in serving for greater good towards innovating the future we want [2].

**Tactical Thinking: Do the Things Right**

Tactical thinking is management focus with “doing things right” collectively in executing priority activities with high performance or efficiency to produce or achieve the expectations [4].

- Learnt or un-learnt Knowledge updates and leads us with the knowhow and ability to being innovative in the approach to smart growth development for the future we want, collectively.

- Executing transformation in shaping liveable city needs a business plan and a roadmap with goals that align strategies, and activities with time line for performance measurement and in guiding towards high performance and hence greater success [3]. High performance or efficiency can be achieved with clear individual or team shared responsibility and accountability that creates personal and team importance, these can positively affect commitment, progress, practice follow through with what matters most first, and continuous self/team-development in delivering the expectations.

“Sharpening the saw” together through this Paper or Presentation can lead us to a paradigm shift in the new way of thinking about urban transport and mobility with sustainability in mind. The ultimate reach-out (through words of mouth, social medias and other accessible means) shall be to our city stakeholders: being road users; engineering-architectural-planning professionals as well as academicians, leaders, politicians, policies makers, and decision makers; interest groups, communities and individuals alike. A
way forward in shaping liveable city together towards Quality of Life experiences within the concept of sustainability (urban transport and mobility focus) that not only benefit us but our future generation to come – a responsibility that we own and owe.

2. Liveability
Liveability emerged as an academic topic in the 1980s. It was briefly introduced in the town planning module as part of my UK postgraduate study in Transport & Traffic Engineering. The concept of liveable cities surfaced as part of urban planning efforts to ‘re-verse’ the declining urban centres due to the rapid growing urban sprawl built-environment at out of towns suburban areas, characterised mostly by single-use residential development with private car-dependent communities [6]. Urban Sprawl increases traffic congestion level and exposes road users to conflicting movements that can be hazardous at the urban road network due to residents having to travel great distances (same time periods and routes simultaneously that creates rush hours, and possible aggressive driving with high risks taking situations) specially to reach for schools, works, and business in the urban or city areas. On top of congestion that effect in loss of productivities for the communities and road crash that effect in damaged or loss of life, the greater use of private or the usually low-occupancy vehicle during peak hours for the travel needs, increases local carbon footprint - an environment concern with the effects on global climate change and deterioration in urban air quality with it associated medical and economic costs.

Liveability initiatives include regenerating and planning city or urban centre as a place to “Live, Work and Play” in an environment that is conducive and sustainable with the presence or support of good infrastructure, public facilities and services, wide and accessible transport choices, affordable housing, abundance of job opportunities, and pleasing built or natural amenities for Quality of Life experiences by the local communities and/or visitors alike. Not forgetting for the future generation to have similar liveability dimensions, complimenting with feel-good or desirable QOL experiences if not better through subscribing to the sustainable development concepts (integrating environmental protection/issues into socio-economic planning and development) made known in the world 1st UN earth summit, the Rio Earth Summit 1992, and then popularised in evolving into high profile Global and Local Agendas ever since.

Liveability through investing urban transport for a city, such as programs in: making active mobility (walk; pedal-cycle) an attractive form of basic transport for urban mobility; providing affordable and widely accessible alternative “green” public transport choices for all walk of life; balancing (act of) the private-public transport mode-share and personal trip-share that harmonises with land development can help shape our urban form (and culture) that influences our lifestyles towards QoL experiences. This liveability commitment on urban transport shall enable a city in achieving its localised Sustainable Development Goals that are linked to mobility, referencing to the 3 key dimensions of Sustainability:

- Social or Community development – harmonised land development and transport, coupled with accessible to affordable transport choices and safe mobility enhances sense of place to work, live and play;
- Economic – city with active development and economic productivity facilitate through urban transport and mobility, enabled it to evolve and prosper as centres for employment, trading, shopping, education, and other services;
- Environment – reduce greenhouse gas GHG emissions from motorised vehicles; clean air quality through non-motorised transport enhances public health.

Liveability in a nut-shell refers to the presence with quality amenities of the built and natural environments as well as of community services. The term liveability has gained much attention especially with the annual liveable cities ranking surveys (US-Mercer, EU-EIU, UK-Monocle) that makes for a great news story to attract extensive media coverage [7, 8, 9]. Being high on a world liveable ranking not only bring pride to the city but can be a valuable marketing tool to lure prospective new talent, investment as well as attracting people to visit, study and do business in the city. World liveable cities rankings seem to have developed into coveted symbols of urban planning success among cities
around the world – however, a city not only needs successful planning, it needs to be managed well too with support of love and care from the local communities or visitors alike so that everyone in the same city now and future can continue enjoy the QoL experience towards achieving or up keeping the liveable city image with sustainability in mind. The annual liveable cities ranking surveys base on quantitative and qualitative measures to assess each city chosen, typically on factors such as political stability, housing, safety, healthcare, education, recreation, public services, environmental quality, infrastructure and transportation. These surveys measure QoL experiences for wellbeing benefits associate to the above factors.

3 Quality of life experience

3.1 Urban public transport: Kota Kinabalu bus system

Quality of Life refers to user experience of the built and/or natural environment amenities as well as of community services that bring or associate to wellbeing benefits. Urban transport system shapes our urban form, influences our lifestyles, and determines the QoL that affect liveable image of a city like Kota Kinabalu [10].

Public transport such as buses, being larger in size than private vehicles can carry higher number of passengers. Thus, will free the urban road space from the presence of large number of private vehicles if more buses are plying along the urban routes to carry commuters for the work, school, leisure, shopping trips - instead of private vehicle which on average carrying less than 2 persons/vehicle in Kota Kinabalu [11]. Urban road network will be less congested when more high capacity public transport vehicles instead of the low-capacity/occupancy carrying private vehicles are plying along the same routes and at the same period within the same road network. The current Kota Kinabalu urban public transport (buses) has rather poor image, viewed as an inferior urban transport system provision as well as of low quality service in-terms of no scheduled service or un-reliable and no services after 9pm or earlier; less comfort in-vehicles facilities and lacking good urban design features of the road-side facilities while waiting for bus as well as when walking towards or away from the bus stops. Perhaps only captive passengers will remain as the patronage for their trips purpose without the attractiveness to capture bus usage from those who have the choice of travel by private vehicles. Vehicles used as buses are often small and mid-sized vans with tight leg-room, fares based on distance/stage are cash payment on board to conductor. Smart card is not used as payment method, hence crucial patronage data is not captured. No on-board security cameras and GPS system that facilitate both security and information on bus tracking for intend passengers. Even basic information such as bus and route maps not easily available, what more is the bus time table – there is none.

Kota Kinabalu’s public transport business model of individual bus operators competing for passengers along the same catchment-corridors is creating highly competitive business environment that leads to operators finding “self-survival” practices, such as depart only when bus is having ‘enough passengers’, not plying those routes that have passengers but low volumes that are considered ‘non-profitable’ routes, less focus on up-keeping of vehicles in-terms of cleanliness, fitness etc to reduce operating costs. Such current practices are not conducive in making public transport (bus) as an attractive mode of transport to move people especial those who have the choice of private vehicle use.

The current unattractive Kota Kinabalu urban public transport (bus) system does not create quality of life experience to benefit much on our well-beings especial for those who are not captive passengers. As of current level of comfort (or discomfort actually), it will be a huge-huge challenge to attract local communities to commute with buses in associate to their travel needs to work, school, shop and recreation.

The challenge to balance the private and public transport in mode share and personal trip shares highlighted earlier needs a serious though.

3.2. Better data-better information, better life
Private vehicles whose average occupancy is at a low of 1.4-1.5 person per vehicle for the work and home bound traffic form majority of the road usage that often congests the Kota Kinabalu urban road network at peak periods as private vehicles, being less effective in moving more people occupy most of the road space [12]. The 2015 ‘onion’ pilot transport survey by T&P/JKR Sabah at 4 key routes of the urban radial road network indicates a range of 22-24% bus ridership share at “work and home bound” peak hours, with a low 2-7% of the total vehicles being buses [12]. The low volume of bus plying along the urban routes but with a medium double-digit ridership shares (almost 23:77 in favour of private vehicle usage) indicate well that Kota Kinabalu buses indeed “move more people with less”. But, dominant private vehicles in low occupancy scenario results in less effective use of road space, and this effect in traffic congestion at peak demand periods.

Traveling speed is a measure of traffic congestion level – the lower the speed the higher is the congestion level. The 2014 GPS travel speed measurements by T&P/JKR Sabah along the 7 key radial routes in and out of Kota Kinabalu city centre, indicates that travel speed for the commuter journey during peak hours along the non-CBD routes within the urban areas is approximately ½ less than the average journey speed during the non-peak lunch hour period [12]. Average journey speed during the week day lunch hour is around 45km/h – a speed that is still fast enough for some of us in Kota Kinabalu within the 10km radius to go home for lunch and on time back to Office after the short break with family - a QoL experience that benefits culture value. Can this better life “privilege” be sustained for the next generation to benefit [11]?

Necessary for us to revisit the 1960s or 70s when our towns are small-medium size with compact mixed developments concepts/trends such that one can live (near) where one work or work where (near) one live – thus reduce the needs to travel long distance by motorised vehicles or avoid, where walk and pedal cycle are the conveyance means for the short-medium trips on the road? – Road is a share space where all road users should be able to use safely and efficiently for mobility in an environment that should have been planned, designed and developed for both the motorise and non-motorise urban transport system.

Travel time reliability can often be affected by incidence (such as stalled vehicles, road crashes) at the urban road network in Kota Kinabalu where lane blockage affects road capacity that in-turns make commuters in both private and public transport having uncomfortable QoL experiences with the extra travel time needed especially during peak hours travel. With the availability of the online mobile “Waze” and “Google Traffic” Apps, this seem to be a step forward in alerting road users and authority of routes with slow speed and/or with incidence for road users to managing their mobility encounter/experience, and for possible quick response by the authority, such as in removing the lane-blockage. However, availability and usage of such Apps for crucial mobility information needs to be reliable and up to date to facilitate mobility QoL experience in real time.

Transport & Traffic data and/or information when available and after being processed and analysed can increase knowledge not only for urban planners but stakeholders to familiarise with the situations so to facilitate discussion in drafting strategies and planning towards good practice. In-addition to that, when available on-line with live feeds, these data and/or information enable fast response with good decisions in managing urban traffic for better flow, and in operation and/or usage of public transport system towards QoL experience. The catch-phrase “better data-better information, better life” complements the QoL experience needs with Sustainability in mind.

4. Sustainability
4.1. Sustainable urban transport and mobility development
The Rio +20 Conference in 2012 through its “the future we want” document refreshed its global supports of voluntarily commitments to the development of sustainable urban transport system. A sustainability concept introduced in the Rio Earth Summit 1992, but with a new sustainability paradigm: “Avoid; Shift; and Improve” [13]:

Avoid the needs for travel through smart growth concepts or better physical planning and ‘teleworks’ (complementing smart city concept);
Shift trips to more sustainable green modes of transport;
Improve vehicle energy efficiency through use of better technologies

The Rio Earth Summit 1992 popularizes the 3 pillars of Sustainable Development concept: the triple bottom line of Social (People), Economic (Profit) and Environment (Planet) sustainability as well as promotes the development of Local Agenda 21. LA 21 is the global blueprint for sustainability, i.e. think global, plan-decide-implement local actions or doing things today that will not prevent future generations from having the same opportunities locally – the LA21 ideology of ‘think globally, act locally’.

“Transforming our world”: 2030 Agenda, the new agenda for Sustainable Development, adopted at the 2015 UN Summit is a roadmap, document in guiding and stimulating actions to shift the world onto a resilient path towards sustainability through a set of aspiring global Sustainable Development Goals (SDG) and associated targets that can be localised for the benefits of all – generations now and future. Urban Sustainable transport is not represented by a standalone SDG in this new Agenda, but it is being integrated directly or indirectly to facilitate targets achievement of the SDG, such as Goal [14]:

1. Sustainable Cities and Communities (e.g. targets: urban access and affordable for all);
2. Good Health and Wellbeing (e.g. targets: safer road, cleaner air-less vehicle emissions);
3. Industrial innovation and infrastructure (e.g. targets: quality, reliable, sustainable and resilient transport infrastructure);
4. Affordable and clean energy (e.g. target: energy efficient transport);
5. Responsible consumption and protection (e.g. target: review fossil fuel subsidy);
6. Climate Action (e.g. targets: climate change – mitigation and adaptation);

Sustainable Urban Transport and Mobility development in a nutshell is the volunteer initiative to think global (sustainability concerns), and the commitment or broad move to executive local actions to achieve localized targets of the global SDG for a safe, efficient, accessible, and affordable urban transport system to move people, goods and services associate to the land development in ways that benefits all on the Environment, the Economy, and the Society. The sustainable urban transport and mobility development shall, among other benefits enable local communities and visitors alike to travel within an acceptable level of traffic congestion, say target of “35km/h” with reliable journey time during peak hours towards feel good experience for their mobility needs in associate to the built or natural environment and community services of the city, without compromising the QoL of future generations – that’s sustainable development concept.

4.2. Sustainable urban transport and mobility index-ranking
Development creates asset - for continuous sustainability, this asset needs to be managed well as part of the sustainable life cycle in continuous development for better with each review of the overall state of the urban transport system. However, managing for continuous system and service improvement is not effective without the availability of data through performance measurements or assessment of sustainability indicators and/or without the dare to be benchmarked against other cities (globally or locally) on urban transport and mobility index for competitive edge.

Sustainable urban transport and mobility has gained much attention especially with the global city index-ranking (UNESCAP-SUTI; Arcadis-SCMI; Little_UITP-UMI; Deloitte- CMI) of system and service performance measurement which enable city stakeholders and the public to understand their current urban transport and mobility situation through a point -based results framework [15, 16, 17, 18]. This assessment provides cities with a yardstick to independently measure their performance and benchmark their progress against other cities that shall motivate continuous improvement or development of urban transport and mobility.
The index-ranking surveys measure and assess sustainability dimensions with performance indicators on the state of sustainable urban transport (system) and mobility (service), typically are based on the triple bottom-line approach with the three pillars of sustainability, covering the dimensions:

- **People** measures the human and social implications of the mobility systems in place (e.g. access, road safety) and quality of life (e.g. affordability, promote active mobility - walking and cycling);
- **Planet** measures the environmental impacts (e.g. energy, pollution, and emissions) and the transport mode (e.g. modal split);
- **Profit** assesses the transport initiatives (e.g. improve mobility), efficiency and reliability of the system (e.g. less congested routes and travel time to/from work, frequent on-time public transport service) to facilitate economic growth.

Vienna and Zurich, not only are in the top 10 of the sustainable urban transport and mobility index-ranking but these two European cities have been highly ranked in the liveable city ranking for QoL experience too in the consecutive few years – what are the strategies for such sustainable achievement in serving the communities and visitors alike that continue having QoL experiences associate to urban transport and mobility? Perhaps, our ‘sharpening the saw’ session needs 2nd round when we next meet to share-learn from the best by familiarising with sustainable urban transport and mobility, the Vienna and Zurich experiences.

### 5. Way forward

#### 5.1. Compass & direction

Having “sharpened the saw” (or still sharpening?) together with the renewed self to the new way of thinking (strategic and tactical) with sustainability in mind regarding urban transport and mobility challenges in our city, in recognizing ownership to these concerns and taking responsibility as being stakeholders to our city, it is an encouraging “baby-step” but can “leap-frog” together and synergise to developing the “Arts of Sustainability” in shaping liveable city towards QoL experiences in the place where we live, work and play – to be proud of.

#### 5.2. The arts of sustainability - sustainable development quadrant (urban transport and mobility focus)

A loop-framework which encourages iterative process where continuous improvement is facilitated by lessons learnt from previous experience that promote sustainable development, and work towards reducing, or perhaps minimising or solving land development & transport related urban challenges (such as traffic congestion, road crash, and environment concerns) will increase vitality of a city, as well as encouraging it to grow, prosper, and enhance liveable image of the city that is developing towards sustainability for QoL experiences of generations now and future.

The Sustainable Development Quadrant has four element of focus that encourages practice in: 

**“Do the Right Things” -**

- **Quadrant 1 Leadership focus: championing “Think Global, and Act Local”**
  1. Leaders of change and leaders for change: visionary, forward-thinking leadership and political-will that subscribe to sustainable development concepts (urban transport and mobility focus) and commit to engage stakeholders and take the bold moves in leading to change based on the three pillars of sustainability: People, Planet, Profit/Prosperity;
  2. Learn from the best: familiarise with cities that are top in the urban transport and mobility and/or liveable city index-ranking. However, needs caution when looking at other successful cities for inspiration in direct transfer of solutions in terms of the appropriateness and effectiveness as there can be differences in culture and having owns distinctive local ‘flavour’;
  3. Commit in investing and the running of sustainable public transport business: create alternative revenues and make available financial resources for right-sized funding;
develop human resources who are passion-driven towards being knowledgeable and skilful with high performance in the business of sustainable urban transport and mobility.

✓ **Quadrant 2 Stakeholders Engagement focus: aligning “Purpose, Wants and Needs”**

4. Establish the Wishlist program: Commit to engage with stakeholders of the city to generate ideas together with aligned purpose, wants and needs onto the type of sustainable urban transport and mobility that everyone wishes for, and support towards shaping liveable city;

5. Introduce awareness program: Closing knowledge gaps - share to city stakeholders, the trends and milestones of sustainable development (urban transport and mobility focus) in other cities of developed and developing countries as well as own for lessons to be learnt or un-learnt;

6. Overcome cultural barrier such as social attitudes towards public transport as second class option or inferior mode of urban transport;

7. Integrated decision-making: stakeholders to share vision with focus on what the future city would look like; adopt common goals and localised targets to integrate decision-making on economically viable, affordable, people-oriented, environmentally friendly sustainable urban transport and mobility development. Decisions made today will shape liveable city and influence QoL experiences for now and the future generations to come - a responsibility that we own and owe, for sustainability.

✓ **Quadrant 3 Smart Growth focus: innovating “the Future We Want”**

8. Promote compact mixed-used development: easy reach, accessible, convenience work (near) where you live, live (near) where you work to avoid motorised car travel;

9. Recognise road as a share space, and adopt strategic road planning concept with alternative new routes or road upgrading that are solution for all road users as a relieve route or choice to promote sustainable growth;

10. Shift from cars (with targets): Public transport corridor-ready road along new or existing routes to facilitate development of fast, safe and reliable public transport services; encourage transit-oriented site developments concept to attract greater public transport usage; car-light city;

11. Enhance travel choices: attractive bus services and facilities, include ride-share call on demand service – “bus goes to the people/potential passengers” concept;

12. Urban street design innovations to encourage basic or active mobility (walk; pedal-cycle), electric “hoverboard” or scooter and public transport usage: conducive environment - safe and comfortable;

13. Integrated urban transport: commuters or visitors can plan with the convenience of mobile devices, and complete their journey with an easy to use smart-card/device for payment through integrating various urban transport modes in the city;

14. Create a good public transport image for a realistic and quality alternative mode of transport that symbolize modern lifestyle/icon to attract new rider-ship as well as retain existing;

✓ **Quadrant 4 Transformation Edge focus: shaping “liveable city”**

15. Revamp existing un-attractive basic bus system to include review of bus business model: business ownerships/authority, bus fleets, services, performance measurements and bus operators as well as innovate alternative revenues for business sustainability towards QoL experiences;

16. Sustainable public transport (bus) business model needs to be developed for the likely profitable and non-profitable routes with area-wide coverage so not to create
in-equality in the city on bus service availability, and avoid direct competing for same passengers: one operator one complete route (some short overlapping segment of route may occur);

17. Start planning now: alternative high capacity mode of transport such as BRT or Tram/LRT along development catchment areas;

18. Integrated planning: allocate road space for the basic or active mobility (walking, cycling), public transport, motor vehicles; integrate their connectivity and balance the private-public transport mode and/or personal trips shares to optimise space usage and reduce private car use;

19. Bus system to attract usage with: low floor, clean-air, high capacity buses; in bus free Wi-Fi and, USB charger port; mobile Apps for bus live tracker information; smart travel card and security cameras in bus and at bus stops;

20. Enhance travel reliability: embrace technology and on-line live feeds on traffic flow and/or incidences for information to manage self-mobility and/or for response by authority to manage traffic flow to minimise travel disruption or delay;

21. Establish data warehousing for on-line share use of data and information that are relevant to the planning, executing and managing of urban transport: Data on patronage associated to demand, time and day needs to be part of the smart ticketing system to ease collection and retrieval for use as performance database and managing operation for better: Buses to equip with on board GPS unit to track routes, stoppage/delay, travel time and distances travelled for trip database that can be used for analysis planning, monitoring and quick decision making to manage successful bus system;

22. Competitive edge: anticipate new trends (include disruptive technologies), and innovate to embark on efficient transformation or evolving in delivering values and uniqueness, or expectations, supported by personal and team importance where their talent, skills, and high-performance are crucial towards developing sustainable urban transport and mobility for QoL experience;

23. Publish Local Sustainable Plan (Urban Transport and Mobility focus): a 5-year action plan (a living document with yearly review), subscribed to sustainability development concepts and guided by a business roadmap with localised Sustainable Development Goals, Targets and Actions aligned to strategies to be achieved with time-line, human and financial resources;

24. Dare to be benchmarked against sustainable urban transport and mobility index-ranking (national/regional/global) in energising ourselves to continually “Commit, Learn, Practice" for transformational edge in evolving and shaping liveable city towards Quality of Life experiences

5.3. Taking to the next level

Have we sharpened our saw with understand better of the urban living challenges and re-energise ourselves with the new way of thinking (strategic and tactical) towards sustainable development initiatives - urban transport and mobility focus, ready to take to the next level?

Perhaps, take the challenge to head-hunt a champion through open invitation to an opening engagement session in each city, and to select, lead a mid-size team of 10-15 city stakeholders to kickstarting the sustainable development initiatives by aligning the purpose, wants and needs with follow through in innovating the future we want and transformation to shaping our liveable city towards QoL experience, guided by the Sustainable Development Quadrant, a loop-framework in setting direction for kickstarting the sustainable development initiatives through individual and collective participation for mutual benefits with urban transport and mobility focus, created and illustrated in Figure 1.
Figure 1. Sustainable Development Quadrant (urban transport and mobility focus), loop framework

“Urban transport system shapes our urban form and influences our lifestyle; Mobility service determines our QoL experiences for liveable image of our city” - AW

6. Conclusion
Sharpening our saw to understand better the topics of: Liveability, Quality of Life, Sustainability associate to Sustainable Development (Urban Transport and Mobility focus) as the urban challenges through the “Mind – paradigm shifting” principle that creates new way of thinking: Strategic thinking in “Doing the Right Things”, and Tactical thinking in “Doing the Things Right”, illustrated in “the Art of Sustainability - Sustainable Development Quadrant” shall energise and direct us to kickstarting the sustainable development initiatives – urban transport and mobility focus. A way forward in shaping liveable city together towards Quality of Life experiences within the concept of sustainability that not only benefit us now but our future generation to come – a responsibility that we own and owe.

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