

**Urban residents' awareness and readiness for sustainable transportation  
case study: Shah Alam, Malaysia**

**Abstract**

This paper studied the willingness of an urban population to use sustainable vehicles and their readiness to reduce car usage. Data were collected through a survey to 384 vehicle users representing the 36 sections of Shah Alam, Selangor. Results suggested that the majority were not ready to consider cycling and walking as alternatives. In relation to environmental awareness, the majority showed their awareness of the dangers of motor vehicles towards the environment. However, they refused to use more sustainable mode of travelling. Among other reasons provided as "refusal" in terms of sustainable vehicles application were hot weather, surrounding safety factor, inefficient public transport services, and unsatisfactory pedestrian condition.