



Reinventing Transport in Cities: 2008-2012

3. What is New Mobility?

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Reinventing transport in cities?

- Are those Clinton goals just impossible to achieve? Utopian? Just too big for us to even start to tackle?
- Will it cost huge amounts of money that we simply don't have?
- And take many many years to do? (Too many for this poor planet?)
- Will it spell the end of "the American way of life"?
- Is there a magic bullet solution out there that will save us?
- Can we count on industry and technology to solve our problems?
- Or should we just forget about it, relax and wait for the future to happen to us?
- Do we actually have a choice?
- If so, where do we start? When?
- We need an agenda for action.



WHAT DO YOU MEAN
BY **NEW MOBILITY?**

**HOW PRECISELY
DOES IT WORK?**



WHAT DO WE DO NEXT TO MAKE IT WORK?



New Mobility?

- ❑ New Mobility is first, above all and quite exactly not “old mobility”
- ❑ It aims to provide high performance options to the old *all-car* system
- ❑ It targets complex multi-level alternatives that offer higher levels of comfort, flexibility and service for the great majority of citizens.
- ❑ It looks for ways to reduce and substitute unnecessary physical movements
- ❑ It is simply better on all scores: environmental, resources, social, economics, health, safety, quality of life, and equity.
- ❑ It offers an access and mobility package that is a lot cheaper
- ❑ While greatly reducing financial contributions from the taxpayer.
- ❑ It creates a softer style of daily life with more contact and community.
- ❑ Above all it allows us to create cities for people – not for cars
- ❑ Finally, it is deeply democratic – giving much expanded roles for active citizens.

 An active citizenry is the indispensable hallmark of deep democracy

How does it work? In brief.



Four principal axes of a New Mobility Agenda:

- 1. Reduce number of vehicles on the road:** (Lots fewer of them)
The Agenda takes as its unequivocal starting point and priority -- to do what is needed to achieve aggressive reductions in the number of cars moving about and parked on city streets. Particularly low occupancy cars.
- 2. Manage the infrastructure :** (Using it in very different, far more complex ways)
In parallel it transfers road space to more space-efficient means -- these include much improved public transport, cycling, and walking
- 3. More and better shared transport:** (Opening up new opportunities for innovation)
All of the above plus new, often innovative shared transport means.
- 4. Seamless access to the new system:**
Seamless access to all modes, choices and information. Including but not limited to completely new technology interfaces for trip making and mobility choices.

A consistent action strategy



1. Seen, understood & implemented as an emergency measure
2. Targets measures and actions that can take hold and achieve high visible impacts in less than 2- 4 years.
3. Screens candidate actions by unambiguous, focused criteria and tests
4. Posts specific performance improvement targets for all to see.
5. Radically shifts road & parking real estate to more space- and environmentally efficient means
6. Supports innovation for space-efficient, environmentally effective shared services, new and old.
7. No excuses! It succeeds in getting the job done!

★ Calls a 5 year moratorium on all major new construction projects, which you will be fast to realize is not always an easy sell.

What's “*wrong*” with the New Mobility Agenda?



1. The first and biggest problem is that it is entirely different from known past practices
2. Many of its principal components have been looked on as minor, not really “transport”
3. Moreover, it is not so much a “solution” as a process. It is, in fact, an *agenda*.
4. An agenda that offers no magic bullet solutions but requires the ability of the city to analyze and implement in tandem very large numbers of measures.
5. All this requires bringing together many different kinds of skills and competences to make work.
6. Moreover, it is not so usual to bring all these different kinds of people, approaches and interests around the same table. . . And from the beginning!
7. An ability to let speak and reconcile “valid opposites” is critical
8. Making it work requires leadership and a capacity for deep democracy.
9. And hard thinking.



Henry Ford once famously observed: "Of all the kinds of work I can imagine, the hardest work of all is thinking -- and that I guess is why people do so little of it."

How do we get from *Old* to *New* Mobility?

1. First, we need to do our homework and become fully lucid about the high costs of Old Mobility.
2. Then, get off our butts and through our brains and energy make ourselves aware that there are real alternatives
3. Find them, adapt them, and put them to work in our city.
4. Get comfortable with the new ways of consultation, planning and direct involvement of the people who live here.
5. The role of the experts in this entirely new paradigm is to work with the population, and to co-design and co-implement measures and systems for the entire community.
6. And the role of the political leaders is to make sure that this deep-democracy process happens.



The mayor of Bogotá cycles to work

The Agenda needs champions to make it work. Are you one?

Local government holds the key!



- The mayor and city council must sign on to the new agenda – and that with high energy
- Either it is, or is not, an emergency situation. Your call
- If it is, the choice is to lead. (Or is it to wait and hope for the best)
- The Agenda is aimed at those who are at least seriously considering a real action program for their city.
- Are you ready to walk the talk? Travel around your city like the rest of us?
- And by the way, if you have an election in view, we have some interesting news for you . . .



London's mayor uses public transit

You have a New Mobility majority in your city.



- All those citizens and voters who do not today have a car (or want one.)
- Everyone in your city who cannot drive (or even want to learn)
- Children, the elderly, the infirm + +
- All those who *should* not drive (Nerves, age, alcohol, drugs, fatigue, values)
- The many people in your city with access limitations, physical or other
- All those who are cut off from a full life because they do not have a decent way to get around without a car.
- The many people who cannot properly afford to own and operate a car
- Anyone, adult or child, needing to lose weight and have a healthier life
- Citizens who simply prefer walking, cycling or public transport.
- Even car owners who are ready to try something better than sitting in traffic
- And in a few years -- don't lose sight of this! – YOU too.

Note to the mayor: All these people vote!



And many people and groups ready to work with you

- Local/regional government agencies
 - Examples: Traffic engineers, transport and city planners, public health, parking, police, social services, environment, hospitals, job creation programs, integration, etc.
- Mobility providers
 - Public transport, taxis, car rental, emergency services, goods transport, paratransit, E&H transport, cycle projects, parking groups, school transport, delivery services, etc.
- Daily life: work, commerce, education, leisure
 - Schools, universities, individual businesses, employer associations, downtown business groups, chambers of commerce, sports events and clubs, consultants,
- Citizen, neighborhood, public interest groups
 - Concerned citizens, city boosters, transport user groups, after-school and children's groups, environment & neighborhood associations, cycling and pedestrian groups

→ And don't forget to reach out to other towns and municipalities in your region for ideas and support.

For more complete listings visit <http://www.ecoplan.org/briefs/general/measures.htm>



+ a considerable toolkit of proven measures and policies

- ❑ Traffic reduction/smoothing measures
 - ❑ Policy (e.g., infrastructure conversion, pricing, SOV restraints, parking)
 - ❑ Practice/personal choices (e.g., trip chaining, low car diets, driver training, incentives, vehicle buy-back programs)
- ❑ Speed reduction (Important for safety, pollution, fuel economy, quality of life of all)
- ❑ Improve alternative mobility options
 - ❑ Public transport
 - ❑ Cycling
 - ❑ Walking and public spaces
 - ❑ Shared transport innovations (group taxis, ride sharing, new forms of hitchhiking)
 - ❑ Carsharing and car clubs (including car rental)
 - ❑ Better ways of moving goods and freight into and around the city
- ❑ Movement substitutes
 - ❑ Neighborhood business, activity incentives for balanced living
 - ❑ Telecommunications substitutes, such as telework, telecommuting, etc.

For more complete listings visit <http://www.ecoplan.org/briefs/general/measures.htm>

> 230 proven measures from 2007 New Mobility toolkit



20/20 city strategies * 30 kph zones * 50 kph zones * Active travel directions * Activity nodes/clustering * Alternating odd/even license plates * Alternative engines * Alternative fuels * Award & prize programs * Barriers to change * Behavior Change * Bicycle university * Bike and skate "masses" * Bike and Walk Summit * Bike delivery services * Bike/transit interface * Bus corridors and lanes * Bus Rapid Transit (BRT) * Car Clubs * Car control strategies * Car exit strategies * Car Free Days * Car pools * Car Restricted Zones * Carfree Cities * Carfree housing * Car-like mobility (implications) * Car rental * Carsharing * Change Management * Children's and school programs * Citizen activism and dialogue * City cycle programs (shared use) * Clean vehicles and fuels * Clear Zones * Co-housing * Community Street Audit * Community Transportation * Commuting alternatives * Company mobility management * Congestion charging * Contingency Planning * Critical Mass * CURBBBB * Cycle paths and lanes * Cycle parking * Cycling access and support * Delivering the goods * Delivery hours * Demand management * Demand-responsive transport (DRT) * Distance work * Downtown revitalization support * Driver license exit strategies * Driver training * Dynamic transit systems * Economic instruments * Electric or ecological vehicles (??) * Employer transport programs * Ethics vs. rules on the street * EV charge stations * e-Work * Fair Transport labeling * Flexible hours * Flextime * Free public cycles * Free public transport * Freight bicycle * Freight transport * Freight consolidation zones * Funding sustainable transport * Goods delivery innovation * Goods movement and delivery * Green maps * Green modes * Green streets * Green wave * Group taxis * Handicapped transport * Health and Fitness * Hitch-hiking (Organized and other) * Home delivery services * Home zones * HOV strategies * Human powered transport * Inclusive transport * Innovations in Integrated Transport and Land-use Planning * Intercept parking * Integrated ticketing * Intermodality * International institutions (how to use) * International peer support * Jitneys * Land use/New Mobility interfaces * Land value tax * Lane Diets * Leading by Example * Living streets * Loading and uploading * Local Agenda 21 * Locational efficiency * Lost/distressed children measures * Low car diet * Low-occupancy vehicle (LOV) strategies * Low speed projects * M2W controls * Media, film, audio, webcasting * Metros and New Mobility * Minibus * Mixed-use development * Mobil telephony interface * Mobility centers * Mobility management/centers * Mondermans * Motorized two-wheelers * Movement substitutes * Multifunctional areas * Multi-Modal Access Guides * Neighborhood initiatives * Neighborhood streets * New Mobility "Star" program (NMA strategies for small towns) * New Mobility strategies * New Urbanism: Clustered, Mixed-Use, Multi-Modal Neighborhood Design * Noise reduction measures * Non-motorized transport * Not going there (the options) * Obesity strategies * Obesity/Mobility Summit * Odd/even entry schemes * On-line skating * Paid Parking * Paratransit * Park + Ride * Parking management * Parking strategies * Pedestrian-friendly streets and roads * Pedestrianization * Pedicabs * Pico y placa * Play streets * Pots and paint * Private sector initiatives * Propinquity (as policy) * Public Awareness * Public participation * Public spaces projects * Public transport should be free * Public/private partnerships * Rail transit (where it fits in) * Real time travel information * Reduce traffic controls/signals * Residential parking * Reverse commuting * Rickshaws * Ride-sharing * Road diets (lane narrowing) * Road pricing * Road safety (radical enforcement) * Scan, select, quantify, target * Segregated cycle facilities * Selling your message to the community * Senior/Non-driver Local Summit * Shared taxis * Shared space * Shared transport * Simulations and visual scenarios * Slow streets * Slow zones * Slugging * Smart Congestion Relief * Smart cards * Smart growth * Smart parking strategies * Soft transport measures * South/North transfers * SOV measures * Speed control measures * Speed reduction * "Strategies for the screamers" * Street as a place of work * Street furniture * Street life * Street obstacles * Street people * Street strategies * Street vendors and commerce * Suburban solutions * Sustainable mobility strategies * Task Force (local) creation * Taxi innovations * TDM - Transportation Demand Management * Telecommuting * Teledelivery * Telework * Ten Point Pedaling Action Program * Ten thousand steps * The Mayors' Game * "They are supposed to scream" * Ticketless Public Transport * TOD - Transit-Oriented Development * Tolls * Then thousand steps + * Traffic calming * Traffic control/management center * Traffic restraint * Transit shelters * Transit/signal priority * Transit stations and interfaces * Transit strike planning * Transportation brokerage * Travel information systems * Travel plans * Travelchoice * Trishaw Cycles * Unified access and ticketing * Unified fare cards * University, campus transport strategies * Urban boulevards * Urban distribution center * Urban regeneration * User participation * Utility cycling * Value capture * Vanpool * Vehicle Buy Back Program * Vehicle scrappage programs * Video diaries/open blog * Vision Zero (Sweden, road safety) * Walk to school * Walkability audit * Walkability index * Walkable communities * Walking as transport * Walking school bus * Web sites to support New Mobility projects/program * WitKar * Women, Equity and Transport * Woonerfs (Woonerven) * xTransit (The Third Way) * Zero carbon projects * Zero Tolerance *

But *which* measures do we start with?



1. There is a very long list of concepts, projects and proposals that will be proposed to the city leadership to “deal with the problems”.
2. Not all of these are going to be equally effective – nor directly responsive to the priorities of high urgency that now prevail
3. So how do we decide which ones will work in our city – given this new time frame for remedial action.
4. For this we will need a certain number of tests or selection criteria to sort out the winners.



NYC Dep. Mayor bikes to work

★ Here are eleven to get you going.

Ask the following: Will the selected measures . . . individually and as an integrated package . . .



1. **Reduce car traffic** in your city significantly and fast?
2. Improve **road safety** and **public health**?
3. Impact positively on the **local economy**?
4. Be brought on line at relatively **low cost** to public budget ?
5. Is it going to be **affordable** (to all comers) and socially equitable?
6. Be **widely accessible** and easy to use? Elderly? Others with mobility handicaps?
7. Favor improved mobility and quality of life especially for **women and children**?
8. Does it offer a **superior mobility** service package to the old mobility deal?
9. Does it have positive impacts in terms of **social cohesion**, more neighborly behavior, sense of community, and identification of place?
10. Does it contribute to improving the quantity/quality of **public space**?
11. Does it **open up space** for yet other new mobility options, reforms and measures?

And if it does not pass *all* these tests, you can forget about it



What about ambitious and exceptional goals?

1. **Does the measure have “city-transformation potential?”**
Is the measure one that can set off a cycle of events that break the old entrenched patterns and practices -- and in the process help to create a significantly more sustainable city and higher quality of life for all?
2. **Will it make yours a happier city?**
More convivial ways of getting around in the city? More warm contacts with neighbors? More time with your families and friends?
3. **Is it going to be “self-replicating”?**
Is this approach so effective, so convincing that once it has been adequately demonstrated in a given place start to gain attention and lend itself to replication in other cities -- without requiring any extraordinary financial or other supporting efforts?
4. **Guarantee success?**
If properly prepared, is this measure sure to succeed? (Note: There is little room for error with unfamiliar new initiatives at this stage in most cities. They must have what it takes to succeed!)

But what about those emissions improvements?



- If we are going to link transport restructuring to emissions (CO₂, CO, NO_x, particulates, etc.) reductions, we face some real technical challenges
- There are basically three ways of going about this, all of them problematic in our broader city-wide impact context.
 - Measure emissions at source (say the tailpipe of a vehicle)
 - Measure emissions at the level of the city (say through sensors)
 - Measure traffic (numbers, speed, flow, etc.) and then make estimates from there.
- However this has not really been a significant part of the toolkit of planners and policy makers in the sector in the past.
- But it needs to become one in the future.
- So keep working on it, keep networking, . . . and stay tuned.



VI. Now, what about your city?

What are the odds that you can solve your transport/environment/economic problems within your existing policy frame?

Close to nil!

So you have to think about . . .

Reinventing transport in your city.

No less!



Some handy references as you start to dig deeper

- ❑ Cities for Mobility - <http://www.cities-for-mobility.org>.
- ❑ City of Stuttgart - http://www.stuttgart-tourist.de/index_ENG.htm
- ❑ Clinton Climate Initiative – <http://www.clintonfoundation.org>
- ❑ C40 Large Cities Climate Initiative - <http://www.c40cities.org/>
- ❑ City Mayors - <http://www.citymayors.com/>
- ❑ European Platform for Mobility Management - <http://www.epomm.org>
- ❑ GATNET - Gender, Equity and Transport Forum – <http://gatnet.net>
- ❑ Institute for Transportation and Development Policy - <http://www.itdp.org/>
- ❑ Jane Jacobs Medal (Rockefeller Foundation award)
<http://www.rockfound.org/efforts/jacobs/janejacobs.shtml>
- ❑ Journal of World Transport Policy and Practice – <http://www.worldtransportjournal.org>
- ❑ Kyoto World Cities 20/20 Challenge– <http://www.kyotocities.org>
- ❑ New Mobility Climate Emergency Project - <http://climate.newmobility.org>
- ❑ NYC May 2007 Climate Summit - <http://www.nycclimatesummit.com>
- ❑ Online TDM Encyclopedia - <http://www.vtppi.org/tdm/>
- ❑ Sustainable Transport Action Network for Global South – <http://www.geocities.com/sustranet/>
- ❑ SUTP: Sustainable Urban Transport Project - <http://sutp.org/>
- ❑ WRI Center for Sustainable Transportation <http://embarq.wri.org/en/index.aspx>
- ❑ Some useful Wikipedia references as quick background (including hot links):
 - ❑ <http://en.wikipedia.org/wiki/Sustainability>
 - ❑ http://en.wikipedia.org/wiki/Automobile_dependency
 - ❑ http://en.wikipedia.org/wiki/Sustainable_Transportation
 - ❑ http://en.wikipedia.org/wiki/New_Mobility_Agenda
- ❑ **Old Mobility in action** (eighteen short videos showing old mobility in action, from very different points of view)
- ❑ **Brainfood** (five short videos from five countries and in 12 minutes to open up our thinking on all this)



For more on

The New Mobility/Climate Emergency Project

- Website** - <http://climate.newmobility.org>
- Full Workpad** – Bottom left menu: Collaborative Workpad

And:

- Old Mobility in action** - Eighteen short videos showing old mobility in action, from very different points of view
- Brainfood** - Five short videos from five countries and in 12 minutes to open up our thinking on all this)
- New Mobility Agenda** – <http://www.newmobility.org/>

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