

New Mobility Week 2010:

Brainstorm for comment, discussion, and, why not?, implementation in your city

- ***Some kind of links with our car free Day stuff here pick 6X***

Strategy in brief:

the goal of the New Mobility Week is to get away from what I regard as the weaker points of the too-abstract concept of a Car Free Day (i.e., they rarely succeed in changing anything in the host cities), and move over to a new approach in which each Day aims to demonstrate a new mobility concept/approach which could with fine tuning become part of the daily transportation landscape of the host city. And since each city is unique, this means that each New Mobility Week will have to be specially adapted to the unique situation of the host city.

We actually had the good luck to organize a full newmobility week in Toronto in 2004 in cooperation with the Sierra Club chapter there. It was a particularly important and for me moving of that since it was the last time I had opportunity to work together with Mrs. Jane Jacobs, whose participation in the event was certainly one of its highlights. Now that is set out some of the ideas based on all of this experience which some of you may be interested in discussing and building on.

Dates:

Any date is a good date. It will be a good idea to be thinking about choosing a time of the year in which the weather is normally clement, and since there is a significant participation of the schools, will ideally be held during the school year as well.

A rough preliminary "idea sheet" to initiate discussions about the proposed organization of the key Days follows.

Some first ideas about themes:

- Key themes for this first New Mobility Week: 2010
- A safer, healthier and more efficient (city here)
- The city and the region move to protect the planet through new approaches to the challenges of mobility and climate
- Government partners with active citizens
- Be fair to our children and their future.
- Leadership by Example

Organization of Days and Activities

In selecting Days and Activities we have to be careful not to dance faster than the music.

Each city is of course unique, so please treat what I post here as a rough starting point for your ideas. Based on my rather extensive experience with this sort of thing, at least two of the Days in this working draft look like strong candidates: Cycle Sunday and Walk to School for Health Day. What they have to offer is a definite mix of need, possibility and support, if we can get them right. We also have had excellent experience with the School Program (Monday?) so we feel pretty solid about this recommendation.

Draft outline proposal to get us started:

(Again, the following is simply for discussion at this point.)

Sunday: Cycle Sunday

- Demonstrate how a defined network of streets, pathways and public spaces can be created in order to provide safe and interesting cycling opportunities all over the city on a Sunday.
- The idea is that traffic will be taken off (or alternatively slowed to 20 kph) only certain chosen streets and in places perhaps lanes, in order to create circumstances for fully safe cycling, free of motor vehicle traffic (including motor cycles)
- With the thought that the demonstration if successful will later be repeated, refined and perhaps eventually adapted as a permanent city event.
- The day will be accompanied by a bike parade and celebratory events in and around the city as per last year's Car Free Day

Monday: New Mobility Kids/ School Program

The School Program could offer a series of educational and participatory events for children of all ages in schools wishing to join in. We have a full draft program as an example, but this will need to be tailored for local use, with the thought that each participating school will also find its own best way to do. A main objective of this day is to do all that is needed to prepare the children, the school, the parents, residents and the local police for the big Walk to School Day on Friday.

Tuesday: the walking city/horizontal Museum

A day celebrating the city's public spaces. Walking and bicycle tours through high spots of the city. Also the Horizontal Museums program. Invite public inputs via website and Click-to-Fix tools for specific improvements and additions. Maybe combine with Park(ing) Day? Nice little soft activist event.

Wednesday: Public Transport Day

Can we not try to create a "virtual public transport system" for the city, and make it available either free or, say, at € 1 daily pass?

Thursday: Day of the Car

Showing all kinds of variants on cars and car use that might have softer impact on the city, drivers included. Including carsharing, carpooling and other. Car diets, trip chaining, eco-driving >

Friday - Walk to School for Health Day

Organized by schools, children, partners and police, using the "five star" approach to providing rendezvous points for all transport from which children will be able to walk safely to and from school. (Approx. 1 km. Walk).

Saturday: New Mobility Week Presentations

(Morning only). - Day committees report results - The mayor and her team discuss results and lessons for the future (for next year and possible near term) - Commentaries by international visitors - Media interviews and summary

Sunday: Cycle Sunday II -

??? This time, if agreed, with a certain number of changes as learned in the original program. The idea is that it will be carried out only if there is a strong vote of support for it.

More planning notes

In addition to the several themes you will find below, more or less taken out of a hat by me (and only as possible examples, not recommendations), you may wish to give thought to

Shared Taxi Day - Perhaps part of "Public Transport Day"? Non-Driver transport day -offering fair mobility to those who do NOT have a car choice?

Public Space Day - Perhaps part of "Beautiful Faro Day"?

Park(ing) Day - great little project. See www.parkingday.org/ Beautiful Faro (Day)

New Ways to Work - The New Ways to Work will provide an opportunity for employers and employees to get together to see if they can organize more efficient travel to work on that day.

Outside the Walls Day: Ideas for people living in lower density outlying areas, who to now have few non-car options.

Crazy transport day - All kinds of new vehicles and ways of getting around. (May also include electric transport of different types, even if I do not believe in them as ecological instruments, they do have the value of being interesting to many people. People like to look at stuff, usually more than thinking about concepts.) Could be a week-long exhibit Media Day? - Should this be a day or a continuum of contacts and media events?

Now each of these actions/project types has its own extensive research and performance background, and all this will have to be examined carefully, along with our local colleagues and policy makers, to find the right mix for Faro. Let's have a look at this second draft which is only a try..

Organized in parallel with first New Mobility Master Class

New Mobility Week is both an event in itself, and, if it works out, a proving ground for and beneficiary of the preparatory work and conceptual and technical tools developed in the course of the planned New Mobility Master Class (to confirm).

Continuing events:

For the purpose of continuity and maintaining interest, perhaps some events, specific activities, demonstrations, can be continued throughout the week?

NMW Planning and implementation:

A sort of one day "master class" jointly organized by the university and main event partners and sponsors, open to all groups and citizens, with particular emphasis on other cities in Algarve and Portugal who may be interested in learning from this first-ever experience.

Some building blocks of success:

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- First rate interaction with all non-governmental groups concerned
- Great interactive web page (can be drafted already when we get the go-ahead)
- Real marketing, communications and media skills.

List of local/regional organizations to be contacted eventually for ideas and inputs - See <http://tinyurl.com/nm-outreach> for our generic listing of cooperating organizations

The Target:

As a brief reminder, our motto for the New Mobility Weeks - Success! Our main objective.