

The New Mobility Advisory

Quarterly briefing papers & policy advisory for decision makers

A self-organizing collaborative network project for sustainable cities

20/20 city strategies * "A Chris in every city" * Award & prize programs * Barriers to New Mobility change * BRT (Bus Rapid Transit) * Car control strategies * Car Free Days * Car-like mobility (imp

20/20 city strategies * Award & prize programs * Barriers to New Mobility * BRT (Bus Rapid Transit) * Car control strategies * Car Free Days * Car-like mobility (implications) * Carsharing * Children's and school programs * Citizen activism and dialogue * City cycle programs (shared use) * Clean vehicles and fuels (how to . . .) * Congestion charging * Cycling access and support * Delivering the goods * Demand responsive services * Distance work * Driver training * Elderly & handicapped transport * Employer transport programs * Fair Transport Labeling * Financing innovation * Free public transport * Goods movement and delivery * HOV strategies * International institutions (uses of) * International peer support * Kyoto World Cities Challenge * Land use/New Mobility interfaces * Leading by Example * LOV strategies * Media, film, communications * Metros and NewMobility * Mobil telephony interface * Mobility management/centers * Modeling support * Movement substitutes * Neighborhood initiatives * New Ways to Work * Nexus of transportation * New Mobility Strategies * Paratransit * Park + Ride * Parking management * Planning a NMI * Private sector initiatives * Public participation * Public spaces * Rail transit (where it fits in) * Reverse commuting * Ride-sharing & carpooling * Selling your message * Simulations and visual scenarios * South/North transfers * Strategies for the screamers * Street furniture * Street strategies * Sustainable mobility strategies * Taxis, shared & group taxis * TDM * Traffic calming * Transit stations and interfaces * Transit strikes * Transportation brokerage * Travel planning * Unified access and ticketing * Value capture/Finance * Walking as transport * Women, Equity & Transport * Woonerfs & Mondheims * xTransit (The Third Way)

The city holds the key

Short introduction to dossier:

This dossier provides background materials on this latest collaborative program of the New Mobility Agenda and The Commons. It is intended to provide a handy print-out of the main lines of the program and its organization and offerings as of this date. However for full details and the very latest program information you are referred to the main web site at <http://www.newmobilitybriefs.org>.

To get a quick feel for the perspectives behind this program and the kinds of approaches that we feel are called for in these challenging times, we suggest that you click to the site and on the top menu have a look at the two short videos: Sneak Preview (of the about to be released film "Contested Streets: Breaking NYC Gridlock" and the [Man on the Street](#) interview.

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The New Mobility Advisory

The Commons: Open Society Sustainability Initiative
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Letter to the Mayor, City Council, City Manager, Alderman

Subject: Introduction to a new program of transport innovations and strategies for city leaders
From: Eric Britton, EcoPlan International, Paris, France
Date: Tuesday, June 06, 2006,

Most people may not have grasped it yet, but we have arrived at a point of major discontinuity in the transport arrangements in our cities. Few are more aware of this than you: Increasing traffic congestion. Lost time. Mounting pollution and public health problems. Accidents, City center in duress. Poorly served groups and areas. Swelling subsidy costs, And now fears of \$100 oil and global warming. The old system may once have worked but today it is clearly no longer doing its job.

Fortunately not all the news is bad. Quietly a new era is taking shape and has already made sufficient progress so that it can be seen and learned from in the places where it is already doing its job - offering real world, on-street and in-pocketbook improvements, many of which can be put to work in your city or community. And by contrast with traditional practices, these new approaches can generate results within an extremely short period of time -- and at much lower levels of cost.

What's the difference between the old transportation model and the one that is quietly taking its place? Well, the one that is winding down, often with considerable pain, is the hugely costly "all car/no real choice" system which has dominated public policy and private practice for more than half a century in most cities around the world. The big problem with the old system is similar to that of any kind of dominant monoculture: it simply lacks the variety and flexibility and hence the resilience and adaptability needed to ensure long term survival in a changing world.

What is starting to replace the old model in enough places and with enough success to mark the clear dawning of a new era is the "New Mobility Agenda", an international move to a more varied, complex, robust and synergistic transportation polyculture. What is striking about this is that the main driver for this transition lies not in fears of environmental catastrophe or oil shut-down, and not even in our collective good sense or our ethics, but rather in the fact that enough successful new practices and models are starting to show results that we now, finally, start to have real choices.

The job of the Briefs is to introduce the best of these approaches to you, one by one and with concise, informed and balanced appraisals for your policy decisions. In a world of almost endless newsletters, websites, reports and other sources of purported wisdom and wildly diverse counsel and views, the Briefs zero in on what we have learned from experience is the key missing link today: more informed and focused decision making at the level of local government. *The city holds the key.*

Each Brief focuses on a single carefully selected priority topic; targets actions that can be brought on line in months and then show visible results in less than two to four years; reports specifically to the mayor, city manager and chief policy makers in the city; demonstrates proof of high competence in each of the areas tackled through their quality and the outstanding credentials of the international team behind them; (e) and finally they are, well, . . . brief!

Check it out. You will see that you have some new choices and that you almost certainly will be able to put some of these good ideas to work in your city. And if you are mayor today and like your job, the odds are that if you do this and get it right you will be mayor tomorrow. This stuff works.

Eric Britton
Managing Director

The city holds the key

- Click to the [New Mobility Briefs](#) home page
 - And here to the [New Mobility Agenda](#)
 - To the [Contested Streets](#) video

The New Mobility Briefs – in brief

- Expert Briefing Papers published quarterly and purpose-designed to inform, motivate and support mayors, aldermen, city managers, councils, local government and decision makers on the lookout for new ideas and approaches to transform their cities. And just behind them as a source of reliable information and leads for their planners, support staff, transport and environment agencies and the main concerned groups and agencies in their city.
- Each issue reports on a pattern-breaking New Mobility project, program, or action of high current interest – that, while not in the traditional transport repertory, is today working and showing solid results on the street. And in a city not altogether unlike yours.
- Each Brief focuses on a single *near term* policy, project, or action that can be identified, prepared and brought on line and then demonstrate significant results within a period of months -- and certainly within a two-four year time horizon (i.e., within most electoral terms).
- By reporting directly to city leaders and decision makers, we are endeavoring to supply an alternate set of ideas, background materials and support, beyond those which are presently being put forward by most purely transport experts and hierarchies.
- The job of the Brief is to winnow down the thousands of publications, reports, and conflicting views on each topic to a readable policy guide that can be absorbed in a single hour.
- The main source of content starts from the New Mobility Agenda, its international focus programs, extensions, and the several thousand individuals and groups around the world who regularly check in and contribute to the discussions and exchanges in the various fora and networks.
- Each twenty-page Quarterly Brief covers its topic succinctly reporting the leading practices and results to date (including problems and solutions where they have been found), and will feature
 - *The Mayor's Page* (In two parts: a three minute video report to the mayor, supported by a parallel two-page written Executive Summary with recommendations and cautions)
 - State-of-the-art overview: World-wide, in three concise pages
 - Guest Editors/Moderators, with in-depth operational experience and usually a recognized leadership position in the field
 - Critical commentary by an invited Op Ed contributor – who will be reporting mainly on the *downside* or potential difficulties or traps
 - Short biblio identifying most important and useful print sources
 - Contact information on leading sources of expertise, etc.
 - Final annex with synopsis and links to review commentaries from the Panel that point up the wealth and diversity of views and work on the topic from various parts of the world.
- US \$295.00 year (€ 250.00). Additional copies: \$50.00/year. Special rates for multi-year subscriptions, groups in developing countries, students, unemployed and retired people.
- Full subscription provides access to hotline and support services. Subscribers also receive special issues and key media without additional charge. (Subscribers invited to communicate topic preferences for early treatment.)
- Vol. 1, No. 1, Summer 2006. *Carsharing: Strategies for cities*

New thinking about mobility

New thinking about mobility

There is today an enormous gulf between what is being looked at and done in the transport sector in most cities and communities around the world – and the way it is being handled at the leading edge. (Have a quick look at the trailer for the [Contested Streets](#) video to get a feel for this.) As it happens many of the most interesting and cost-effective things that local government and other actors could put into play are simply insufficiently known in most parts of the world. Which is where we come in.

Fair enough, I am sure. But I'm the mayor of this city and while I am fully aware that we are facing increasing problems as a result of our current transportation arrangements, I have a lot more on my plate than transportation, which means that I don't have a whole lot of time to find out about what I should be doing. For my expert advice, what else can I do than to consult with my transportation people and consultants?

Fair enough in turn Ms. Mayor, but what about this? The old Japanese saying tells us that to a man with a hammer, all problems look like nails. This could hardly be more true of what is going on in most places in the transport sector today, which by and large is populated and lead by transport experts of high technical competence. But is that quite enough given your circumstances?

And as I am sure you have understood, the current reality is that at least half, often rather more of what are commonly identified as transport or traffic problems in fact require in the main *non-transport solutions*. But these the transport experts will most often not be able to come up with – until they begin to broaden their skill and information base – an important part of our job with the Briefs..

Then there is the problem faced by elected officials who at times may need access to new, *independent* sources of ideas, information and counsel that extend beyond the competences of their local sources of transportation expertise, as often as not because these competences tend to be grooved with their past knowledge, established practices, modal expertise, spending habits, and institutional perspectives. Thus your local transit systems expert is likely to counsel, for example, more local transit., more vehicles, supporting electronics And your highway guys, whatever helps faster speeds, new intersections or ITS. When in fact the nub of your problem, and most of your real opportunities, may well lie elsewhere.

And this is where the New Mobility Briefs come in.

Each Brief is laid out so that busy readers can make their way through the issue in an engaging hour or so. Each opens with a *three minute video report* to the mayor:, supported by a single page of recommendations and cautions. The Briefs offer not only of highest technical quality but also a consistent good read, not least in order to justify that valuable hour. Likewise they hot link to carefully selected supporting materials and sources so that subscribers can quickly move beyond the print content for further information and leads. Subscribers have access to Hot Line support, to discuss their ideas, problems and to identify expert sources for follow-up and eventual implementation.

The city holds the key

The city holds the key

A New Mobility Initiative* is a *near term policy, project, action or practice* that can be properly identified, prepared and brought on line and show significant results within a period of months, and certainly within a two-four year time horizon max (i.e., within most electoral terms). On the next page, you will find listed more than eighty initiatives that are quietly making their way in leading cities around the world and in the process showing the way for others on the lookout for new ideas.

Each project, each individual initiative is at best planned and carried out not only to achieve maximum impact and excellence on its own, but as part of a broader pattern of coordinated and synergistic policies and measures which taken together make up the New Mobility Agenda.

The goal of the Agenda is ambitious: nothing less than providing a practical, step by step path for those cities ready to take seriously the challenge of moving in deliberate steps away from the worst aspects of the dominant “all car” policies and practices, which have led to situations which are increasingly precarious, wasteful, dangerous and badly in need of fundamental change of direction.

The global goal is to show the way to reconfigure our seriously under-performing city systems to achieve higher quality access, greater equity, lower costs, higher energy and resource efficiency, greatly reduced pollution, a healthier and safer environment, and at the end of the day a more convivial and efficient place for people to live and work. This is accomplished by policies that understand the dangers of “monoculture” in our failing transportation arrangements, and the considerable advantages that can be created by the transport and communications equivalent of polyculture – a rich and diverse environment of many different kinds and levels of services, each of which works to do its on job but which also relates strategically, synergistically to the rest.

What makes all this relatively easy is the simple bald fact that our present “all-car” arrangements are doing such a poor job in almost all these ways. Indeed if you take a step back and have a good look, you will have to conclude that they have been almost purpose-built to do a close to perfectly lousy job in today’s cities. As a result the room for improvement is enormous.

By and large New Mobility projects can not only be brought on line much more quickly, but also involve significantly lower levels of cost than incurred by most traditional transport infrastructure projects, equipment purchases, and the more known institutional and subsidy arrangements. They depend however on the active involvement and leadership of local champions and local expertise to get the job done. What the New Mobility Briefs helps to do is to provide these local champions, key actors and their supporting technical staffs with information and links to the best practices and most innovative sources in each of these areas, including treatment of trouble spots and limitations.

* *New Mobility*, by the way, includes not only actually picking up and going there. Opening up a broad set of environmentally and economically efficient options to which there is more than may at first appear, about which you will be hearing more in future Briefs

Topics and coverage of Briefs & Special Editions

Here are some of the considerable range of topics and approaches being targeted for coverage. You will note that most are not at all hermetic; so in fact they do spill over into each other's territories in many ways. But that's precisely what the New Mobility Agenda is all about: creating and maintaining dynamic *bouquets* of diverse, multi-level, niche-oriented, high performance, synergetic "less-car" alternatives to getting what you need and in style. Definitely not monoculture.

- 20/20 city strategies
- Award & prize programs
- Barriers to change (strategies for)
- BRT (Bus Rapid Transit)
- Car control strategies
- Car Free Days
- Car-like mobility
- Carsharing
- Children's and school programs
- Citizen activism and dialogue
- City cycle programs (shared use)
- Clean vehicles and fuels (how to . . .)
- Congestion charging
- Cycling access and support
- Delivering the goods
- Demand-responsive services
- Distance work
- Driver training
- Elderly & handicapped transport
- Employer transport programs
- Ethics vs. rules on the street
- Fair Transport Labeling
- Free public transport
- Funding sustainable transport
- Goods movement and delivery
- HOV strategies
- International institutions (how to use)
- International peer support
- Land use/New Mobility interfaces
- Leading by Example
- LOV strategies
- Media, film, audio, webcasting
- Metro projects and New Mobility
- Mobil telephony interface
- Mobility management/centers
- Movement substitutes
- Neighborhood initiatives
- New Mobility Strategies
- Non-motorized transport
- *Not* going there
- Paratransit
- Parking management
- Pots and paint
- Private sector initiatives
- Public participation
- Public spaces
- Rail transit (where it fits in)
- Reverse commuting
- Ride-sharing and carpooling
- Selling your message to the community
- Simulations and visual scenarios
- South/North transfers
- Street furniture
- Street strategies
- Taxis, shared and group taxis
- Traffic calming
- Transit stations and interfaces
- Transit strikes (putting them to work)
- Transportation brokerage
- Travel information
- Travel planning
- Unified access and ticketing
- Value capture/finance
- Walk to school
- Walking as transport
- Women, Equity and Transport
- Woonerfs and Mondheims
- xTransit (The Third Way to get around)

It is not that these topics and approaches are altogether unknown. To the contrary, for proof all you have to do is crank up your browser and Google it. But what you get there is not the solution but really just an advanced variant of the problem from your perspective as a mayor or busy planner. An overwhelming plethora of information, often contradictory and of wildly varying quality -- "the fog of the internet." How to sort through all this and figure out what is going to make sense for your city? Well, that is precisely the job of the Briefs. Accurate decision information, based on direct contact and knowledge of the best examples and main actors involved in each case. All put at your fingertips in twenty authoritative pages.

The New Mobility Advisory

The city holds the key

The Process

The basic organizational concept underlying the New Mobility Agenda and the Briefs may not be immediately familiar, but if you are considering adding your name to our subscriber list it is probably a good idea that you have a feel for how this works.

What you have here is not the usual product of some specific group, institution, place or individual; it is rather an almost pure network product. More specifically it has been designed to work as a variant of a *self-organizing collaborative network*. “Variant” we say because while it has at its core a small working secretariat coordinating the New Mobility website and toolkit-- the real thrust, content and even more important the whole structure and strategy behind the Briefs is the result of an interactive, iterative process that brings in the competences and watchful eyes of distinguished international colleagues coming from a wide variety of backgrounds and cultures.

International Advisory Council and Contributing Editors,

You may have noted on the cover page here that we describe this as a “self-organizing collaborative network project for sustainable cities” To get a feel for how this process works, we invite you to have a look at the final page below which introduces some of the outstanding peers with whom we have collaborated for years in exactly the concerns of the Agenda. If you are looking for new approaches to the transport sector and its extensions, you have here some of the figures leading the field. These eminent world colleagues are shaping the New Mobility Agenda and all that is behind it in a number of ways. Through their work and the examples they provide they hold the key to what is going on here.

We have asked each of them to keep an eye on the Briefs as we progress and to let us periodically if the quality is there, if the message is getting through, and if there is anything important being missed. This oversight function is rendered even more powerful given the wide range of backgrounds and approaches involved. Thus we have sources of new thinking and approaches in areas as diverse as third world megacities, land use, value capture, taxation, congestion charging, HOV strategies, reshaping city streets, walking, cycling, parking, public spaces, gender differences, computer modeling, travel substitutes, telework, special problems of former East Bloc countries, and the long list goes on to cover virtually every area of near term innovation and change in the sector and its extensions.

Interactivity: Follow-up services and advisory hot line

Nobody has much time today, and certainly not most mayors – possibly the most rewarding political job on this planet – can find the time to read long reports on stuff that they may not ever get around to doing. For this reason our coverage is intended to be time- and space-efficient. And despite the fact that in each case we carefully set out the leading print and other sources for more detail, the time may come where a bit of personal give-and-take is called for. This is provided for in the hot-line, which offers our subscribers a chance to talk over their problems and choices with leading experts.

Subscribers are entitled to 30 minutes of free hot line service and counsel per issue. Services available via telephone, email, or voice/videoconferencing including group consultations where appropriate.

- Tel. +331 4326 1323
- Email editor@newmobility.org
- Skype: [NewMobility](#) (also available for group calls and conferences)
- SightSpeed: [NewMob-online](#) (can handle group conferences of up to four persons.)

It is our intention to try to find and link at least one short, interesting, on-topic video, audio or other media file to each Brief. More on this as it firms up (but it is a definite intention).

Briefing papers & policy advisory for decision makers

New thinking about mobility

Vol. 1, No. 1. Carsharing: Strategies for cities

Vol. 1, No. 1 is being put together in collaboration with leading innovators in the field and members of the World Carshare Consortium (<http://worldcarshare.com>). This informal working group, active since 1996, has produced a considerable body of reports and hosted events bringing together more than five hundred of leading innovators, suppliers and authorities in the field, world wide. The Consortium is the leading world source on carshare innovations, achievements and dialogues. And it is free.

And just in case you are not aware of it, carsharing is already a well proven New Mobility form of getting around, with services today active in more than six hundred cities communities world wide. After several decades of experience, failures, successes and continuous fine tuning and upgrades it is safe to say that the product is ready for the market.

But the market? The truth is that most cities are not at all ready for the product. To this end the first Brief will be given over to providing an authoritative series of statements of what carsharing is, how it works, and what is needed from its key partners – and most notably those at the level of the city and local government – if it is to make its full contribution to the city and those who live and work there.

Here are some of the topics being dealt with in Vol. 1, No. 1.

- The Mayor's Page (Why in a page you should. And why it may be a bad idea for your city.)
- What is carsharing
- 2006 World status report and key dynamics transforming the sector
- The *Fair Transport* context for carsharing and why it is strategically important
- Local partnerships - the key to success: Which local partners & how they can make it succeed
- What can go wrong (and how maybe you can fix or avoid it.)
- Can carsharing help poor people (and if so how)?
- Short expert notes on planning & implementing a project (the main stages) from:
 - An American perspective; A European perspective; An Asian perspective
- Communications and problem solving in the community
- More than one CSO? If so, what do you do
- Supporting independent local start-ups
- If I were a rental firm . . .
- If I were a car manufacture . . .
- The expanding role of logistics and mobile telephony
- The five next big things in carsharing
- Bibliography (The ten sources you had best have close at hand)
- Key links and sources
- Where to turn for help in your project or plan
- Annex: Letter and commentaries on past issues and topics

Admittedly, that's an awful lot of topics for something called a "*Brief*". So here is how we are handling it. For starters each Brief has only twenty pages to make its case; its sole task is to help the mayor and city leaders decide if this particular strategy is worth a closer look. It does not try to plow into such matters as to what is wrong with the world's mobility systems, global warming, hundred dollar oil, or some bright ideas as to how to solve the whole mess.. Our sole task is to make sure that when the city leaders complete their one hour read, they will then be fully armed to make an informed policy decision on the topic for their city. That's all.

The New Mobility Advisory

The city holds the key

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Briefing papers & policy advisory for decision makers

Press announcement of 6 June 2006

The New Mobility Advisory

Quarterly briefing papers & policy advisory for decision makers in cities

- EcoPlan and The Commons announce a new international expert advisory service for mayors and local government: *The New Mobility Briefs*

Paris and Los Angeles, 6 June 2006

The city holds the key

The New Mobility Agenda today announced the launching of a low-cost IP-based subscription program offering expert briefing papers and on-line policy advisory services to help decision makers improve the quality of transport service, life quality and the economy in their cities. The Briefs are aimed directly at city leaders and ultimate decision makers; mayors, city managers, council presidents, chief aldermen. And to those who aspire to those jobs in the future, and are ready to make the decisions.



New thinking about mobility

After more than eighteen years of hands-on experience in both leading and lagging cities world wide, the international team behind the New Mobility Agenda concluded that the key to turning these problems around lies not in the hands of transport experts, academics, industry, or the next big mega-project—but in very specific near-term actions and packages of linked and affordable initiatives that local governments and leaders can plan and implement, working hand in hand with citizens, voters and local organizations.

Sisterhood of world cities



There is a sense in which towns and cities have more in common with each other than they do with provincial or national governments. They have similar problems (cars, schools, garbage, the homeless, eroding tax bases, etc.) and less fealty to political systems. And they often have considerable autonomy to innovate -- and they can learn from each other.

No Big Bang solutions

The Briefs identify practical actions and projects that have proven their worth in cities like yours, can be put on the street in a matter of months, demonstrate their full impacts within two to four years, and get the job done with only modest amounts of taxpayer money. These big improvements come from combining a number of very smart relatively small things, right away.

The New Mobility Advisory

Large numbers of small things:

Among the innovations to be charted for local policy makers in the year ahead, the Briefs open with a report on city strategies to introduce and support carsharing (today more than six



hundred cities in the world already have it),. They then go on to a critical appraisal of congestion pricing and its possible role and variations (such as we are seeing today on London and Stockholm with considerable success), major advances in busways (hot topic!!), innovations in shared taxis and small bus systems, some surprising ways to make residential streets safer and more convivial for those living there, and better ways of getting our children safely to school. The first Brief will appear in Summer 2006

Each Briefing Paper

- Presents an expert synopsis of decision information on a lesser known but proven effective mobility concept, drawing on the experience of leading cities and innovators world-wide;
- Is drawn up specifically for mayors, city managers, councils and local government and agencies;
- Synthesizes an enormous base of information and views in many languages and of widely diverse quality and reliability;
- Is supported by more than one hundred outstanding actors, thinkers and contributing editors, leading the field of sustainable transport planning and implementation world wide;
- Is introduced by three minute video and two page Chief Executive Summary for the busy reader; and
- Presents its findings and recommendations in twenty tightly drawn pages, with leads to best sources of further information and follow-up for planning and implementation.
- Published quarterly, plus three Special Editions and video supplements/year.
- Subscribers have access to free follow-up consultation by video and voice conference.
- Program costs: € 250.00/295.00 USD year. Special rates for multi-year subscriptions, groups working in developing countries, students, unemployed and retired people



The New Mobility Briefs are being brought on line to help our city leaders and elected officials open up the window of innovation and show us how to let fresh air into our cities. It's about time!

- ends (650 words) -

Briefing papers & policy advisory for decision makers

Subscription Form

To: The Editor: **New Mobility Briefs**
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