

The New Mobility Policy Dialogues

Presentations & Outreach Sessions
North America, Summer/Fall 2008

Eric Britton & Associates

COLLABORATIVE PROBLEM SOLVING ON THE COMMONS
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The Politics of Transportation: New thinking & world-wide collaborative problem-solving..

Paris, Friday, 6 June 2008

Organizational notes:

The details of event organization, agenda, dates, participation, funding, etc. are to be worked out in close collaboration of the main partners and sponsors. Likewise for the outreach and brainstorming sessions (topics, timing, participants, etc.) and the final reports as required by the hosts. The key to the success of these events resides in the creative co-equal collaboration of five key groups.

Sponsors/Hosts

The first critical key to making this collaborative process work is to have the full backing and participation of the city or agency sponsors, with enthusiasm and support right from the top. Funding for the events may come from civic leaders, foundations, local environmental, etc. groups, specialized university programs, concerned individuals, local banks or businesses, and supporting regional/national agencies.

Facilitator/Coordinator(s)

The second key is have the active support of a well-placed person or group who will help plan, coordinate and prepare the project locally, and then if agreed introduce and moderate the various sessions, starting with the more formal presentations. This will ideally be a person or group who is deeply knowledgeable about the community, the city, its leadership, and the mobility issues that we should be looking at. This local coordinator may be a representative of the city or other with deep background in the issues.

Moderator/Dialogues

For this first round of conferences and presentations the New Mobility Agenda program is being represented by its Founder, [Eric Britton](#) (though once sufficient background and supporting materials for the presentations are developed there are others of our international colleagues who are equipped to do as well or better on their own, with the support of the Agenda and its networks).

- The [public conference](#) component takes as its point of departure a five part base, early versions of which you can call up by clicking [here](#). The full content of the actual presentation and discussions are to be worked out for and with the city hosts to ensure highest usefulness to all.
- It is proposed that where outreach sessions are organized (highly recommended!), these be held prior to the public presentations, once again to ensure greatest relevance and usefulness.

Outreach organization/participation

This fourth critical partner holds the key to its originality and potential for success: bringing in as active participants the full range of people and groups within the area who are working on and following the issues, and who are inevitably part of the solution. These are the people and groups who are going to stay behind after the short events and ensure the future.

- [Outreach partners](#): Click [here](#) for a rough initial checklist of groups, functions and outreach partners to be brought into the events as active participants. (We refer to this as the "deep democracy" component of the New Mobility Agenda. An indispensable tool for 21st century citizenship and informed and fair public policy)
- [Outreach topics](#): The potential range of outreach topics is very wide indeed and will be shaped by the interests and ongoing activities and projects within the host city. [Click here](#) for a first list to get you going. Again, final selection to be made through a collegial cooperative process.

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Outreach topics checklist

We post this quick list here to point up the great wealth of issues in which some very interesting, often surprising progress is being made at the eliding edge and that lend themselves to these wide open discussions. Once again we need to emphasize the critical partnership aspects of these Dialogues.

- 2-5 years – and why this is the *only* time frame what matters today!
- 30/50 Kph strategies – And how slowing down traffic makes all the difference
- A 20/20 program for your city – And how to make it stick
- A free public bike project for your city- and what you learn when you look at it closely
- Bus priority/BRT – More than one way to take the bus
- Carfree Days – We may have *invented* them but we recommend you proceed with caution
- Carsharing - Getting it right: the city as the necessary committed partner
- Diets – For cars, drivers, lanes, roads
- Digital hitchhiking – The key to the future of mobility
- Don't go - The range of technologies, strategies and the psychology behind them
- Driving the planet to death – And what we can do about it starting right now
- Enforcement - Getting it right (Soft path, hard path)
- Five dollar gas - Survival strategies
- “Free” public transport – More to it than you may think
- Helmets for cyclists– non-intuitive insights to broader issues and policies
- NewDrive – There are a lot of cars/owners/drivers out there and we could use them on our side
- Not making that trip – The range of strategies and the psychology behind them
- Paying for it - Road space, parking, full costs
- Seamless mobility - Unified access cards, technologies and practices
- “Slowth” – A new look at “speed” in cities and why it makes sense all around
- Smart Growth/New Mobility – How they work together
- Tele-everything – Telework, telecommuting, teledelivery, and other tele’s you really need
- The New Mobility bouquet of services – BFC: Better, Faster, Cheaper
- Walk/bike to school – And why it is so very important
- Why your mayor (council members, sr. personnel) should bike to work every day.
- xTransit - Emerging "new" forms of "public" transport (and what you're probably not looking at)

Media

Since we are living and working right on top of an explosive cocktail of the menace of two hundred dollar oil, a planet in duress, and transport arrangements in the great majority of our cities that despite all the hard work and taxpayer dollars that are being poured into them are nonetheless highly deficient in many respects. The Dialogues thus treat matters of high public interest. Meaning that your local and regional media should both want to and decide to get directly involved. They are definitely part of the solution.

Reports and recommendations

It will be useful to consider preparing one, possibly several short reports upon completion of the mission.

- First, a global summary prepared with the hosts for wide distribution, reporting on ideas presented, lessons learned, findings and recommendations from the vantage of the participants, drawing on the questions and discussions taking place during and after the main presentation.
- Likewise, there would be an opportunity to prepare short collaborative policy reports on each outreach session, to be submitted to the mayor, city council or other sponsoring organizations.

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- Take as an example [carsharing](#). In the event that a strong session is organized on carsharing problems and prospects bringing in all the key actors, such a session would combine local knowledge with our ability to bring in both longer-term and international events and trends, so that something really useful might be submitted to the city on the subject as a result of this collaboration and creative cross-learning. The fact is that despite the important role that carsharing has to play in the creation of the new mobility "bouquet" of services, few cities till now actually have a well thought-out policy on carsharing, so this alone could be a real justification for the event. (But if you check out the [full range of topics](#) that might be selected and then discussed, you will see that carsharing is only one of many promising topics for discussions and collaboration. The New Mobility Agenda is a big one.)

Schedule (2008)

The first round of the 2008 North American tours is scheduled for 1 August through mid- September.. A second round is currently being organized during the autumn for both Europe and N. America.

Budget (guidelines)

Depends entirely on the amount of preparation and time required, including the requirements for final report preparation. A typical budget will run in the area of four to ten thousand dollars per city session, again depending on the days and inputs required. Travel, per diem and local support are not included. In the past it has proven useful to have costs shared between different local groups and sources.

Some New Mobility references

New Mobility Agenda – <http://www.newmobility.org/>
Reinventing Transport in Cities – <http://www.invent.newmobility.org>
Draft brainstorm notes for presentation - <http://www.conference.newmobility.org>
Summary vitae for Britton – <http://www.britton.newmobility.org>
Outreach topics – <http://www.actions.newmobility.org>
Outreach participants – <http://www.partners.newmobility.org>
The New Mobility Idea Factory - <http://groups.yahoo.com/group/NewMobilityCafe/>
World Carshare Consortium – <http://www.carshare.newmobility.org/>
World City Bike Collaborative – <http://www.citybike.newmobility.org/>
NewDrive strategies – <http://www.newdrivenewmobility.org/>
The Greening of Paris – <http://www.paris.newmobility.org/>
Selected videos - <http://www.youtube.com/watch?v=VhIvMoY4YfQ&feature=Playlist&p=BA06BB3621C3D06D&index=0&playnext=1>

For further information and to discuss your project

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