

We have to reduce about 80% of our greenhouse gas emissions over the next 10 to 15 years.
- William Jefferson Clinton, 1 Aug. 2006

New Mobility Partnerships

2009 Work/Collaboration Program

NEW MOBILITY MEDIA IN ACTION:

- **Happy Birthday Vélib'** – <http://streetfilms.org/archives/velib>
- **Living with public transport** – <http://streetfilms.org/archives/mobilien>
- **Bikeshare to carshare: One step closer** – <http://blip.tv/play/AcvUegA>

February 2009

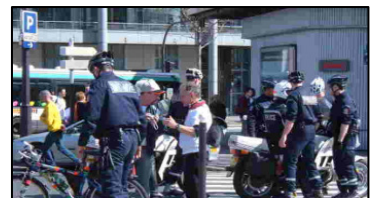
COLLABORATIVE PROBLEM SOLVING ON THE COMMONS
The New Mobility Agenda - www.newmobility.org
Europe : 8-10 rue, Joseph Bara 75006 Paris, France
USA: 9440 Readcrest Drive, Los Angeles, CA 90210
partnerships@newmobility.org Skype: newmobility



Public bicycle systems



High occupancy vehicle priority



Traffic control/enforcement



Light rail



Universal mobility pass



Public spaces

New Mobility Partnerships: 2009

International experience, guidelines and support for transportation reform at a time of crisis

To move ahead in time to save our gasping planet, and improve life quality of the majority of those who live in our cities, we need to have fair, unified, coherent, and memorable strategies. Without them we are destined to fiddle at the edges of the problems: and while we may be able to announce a success or advance here or there, the overall impact needed to make a real difference will simply not be there. We call this the *politics of transportation*: the overarching values and structures needed to make it all work.

The New Mobility Partnerships Strategy

1. **Climate-driven:** The on-going climate emergency sets the base timetable for action in our sector which accounts for 20% of GHGs. At the same time GHG reduction works as a strong surrogate for just about everything else to which we need to be giving priority attention in our cities.
2. **Reduce traffic radically.** The critical, incontrovertible policy core of the Agenda. If we don't achieve this, we will have a situation where all the key indicators will continue to move in the wrong direction. But we can cut traffic and at the same time improve mobility. That's our strategy.
3. **Tighten time frame for action:** Select and gear all actions to achieve visible results within 2009-2012 time frame. Set firm targets for all to see and judge the results. No-excuse transport policy.
4. **Provide more choices:** A whole range of exciting and practical new service types are needed if we are to keep our cities viable. And they need to COMBINE to offer better, faster and cheaper mobility than the old car-intensive arrangements or deficit-financed old-line public transit.
5. **Work with the car:** In most cities a very substantial part of the population is geared to a car life style. This we need to modify. But we can do this in a very positive way, and indeed this "soft path" for transition should be one of the major pillars of the reform process.
6. **Pick winners:** Innovative approaches demand success. Being new there is no margin of error. So chose policies and services with track records of success and build on their experience.
7. **Full speed ahead with new technology:** New mobility is at its core heavily driven by state of the art logistics, communications and information technology. These are the seven league boots of new mobility.
8. **Frugal economics:** We are not going to need another round of high cost, low impact investments to make it work. We simply take over, say, 50% of the transport related budgets and use it to fund projects and reforms that are going to make those big differences in the next several years.
9. **Play the "infrastructure joker":** The transport infrastructures of our cities have been vastly overbuilt. And still they are unable to deliver the goods. That's just great, since it means that we can now take over substantial portions of the street network for far more efficient modes.
10. **The female metric:** If we design transportation systems that work well for women of all ages and conditions, they will work well for society as a whole. Women are the new metric of new mobility.
11. **Partnerships:** This approach, because it is new and unfamiliar to many, is unlike to be understood the first times around. Hence a major education, consultation and outreach effort is needed in each place to make it work. New mobility is based on wide-based collaborative problem solving, outreach and harnessing the great strengths of the informed and educated populations of our cities. Public/private/citizen partnerships.
12. **Erase space:** Leading edge projects need leading edge counsel and inputs. And this is not always available locally. But we have the means today to erase these barriers and bring in leading edge counsel and experience to your project. Let's use them.
13. **Use time wisely:** Cities and people have their own rhythms -- if we are to alter their way of doing things we need to be highly strategic and subtle in our use of time for the necessary conversions.
14. **Vision and leadership:** Break with the past, get outside the box, and take on the real problems of mobility, well-being and economic health in our cities. Then make the case for change.



Peer-to-peer networks

The New Mobility Agenda

The Politics of Transportation: New thinking & world-wide collaborative problem-solving.

2009 partnership programs

These are continuing collaborative programs which are set and maintained on a day-to-day basis as part of our shared knowledge base. Each focus programs below is associated with its own discussion forum as well as a shared database, library of sources and links, and an ample collection of correspondence, project information, policy discussions etc., all of which are directly searchable.

1. The New Mobility Agenda

Virtually all of the necessary preconditions are now in place for far-reaching technical and economic reform in the ways people get around in our cities. The needs are there, the tools are there -- and we now know what we need to do and how to get it done. * www.newmobility.org

2. Reinventing Transport in Cities (Publication, Spring 2009)

The New Mobility networks are working with the Journal of World Transport Policy & Practice to prepare a special edition which will for the first time provide a comprehensive guide to outstanding practices and results in leading edge situations and projects. Book to follow. * www.fast-track.newmobility.org

3. World Carshare Consortium

Supporting carsharing projects and programs worldwide since 1997. Share information and independent views on projects and approaches, past, present and planned, freely available to all comers. First-stop shop for creating a world level carshare operation in your city. www.carshare.newmobility.org

4. World City Bike Implementation Strategies

Cities around the world are looking into the potential of this powerful transformative new mobility tool. The collaborative is advising cities, public authorities and agencies as to how best to go about scouting, planning and implementing a city bike system of their own. www.citybike.newmobility.org

5. Value capture and land tax reform

Serving and people and groups around the world who are concerned to find practical ways for to come to grips with the troubling but important issues of value capture and land tax reform in an age in which important public services remain substantially under-funded. www.land.newmobility.org

6. World Car Free Days / New Mobility Weeks

It's not research or theory; it is policy and practice. But proper preparation and follow-up are critical for success. WCFD offers an open forum for ideas, exchange and collaboration for people who care about sustainable transport and aren't afraid to work at it. www.carfreedays.newmobility.org

7. Talking New Mobility

A range of expert fora, discussion groups organized or supported by the Agenda and partners. Providing information & support for full range of programs & initiatives. (We are looking into new and better ways to organize these fora in 2008.) Keep talking. Keep listening. www.talking.newmobility.org

8. The Journal of World Transport Policy and Practice

Many issues raised within the transport debate do not fit into the narrow disciplinary compartments that characterize science and society in the developed world. The journal is topic and issue-based and encourages contributions from as many perspectives as possible. www.journal.newmobility.org

New Mobility Partnerships: 2009

International experience, guidelines and support for transportation reform at a time of crisis

Programs getting underway in 2009

We are actively soliciting critical feedback and ideas, as well as collaborators, partners and sponsors to advance the following projects and events.

1. New Mobility Knowledge Environment

Ambitious programs, groups, and web-available resources around the world are looking and acting from various perspectives at these matters. Can they be linked to function as a more effective learning and doing community? We think it's worth looking into. * www.knowledge.newmobility.org

2. Knoogle 1.1

A power search engine specifically tailored to help policy makers, local government, etc. keep up with work of leading international groups, programs and sources leading the field of sustainable transport and sustainable cities. Also under development in Spanish and French. * <http://www.knoogle.net>

3. New Mobility City Dialogues: 2009/12

Aimed at city leaders, their staffs and advisors, these collaborative presentations and outreach sessions bring together leading edge actors and materials focusing on specific high impact, low-cost New Mobility tools and measures as successfully practiced in leading cities. * www.dialogues.newmobility.org

4. New Mobility Partnerships : Connecting Sustainable Cities

International expert exchange programs arrange for visiting teams of professionals and policy makers to gain first-hand experience and insight with outstanding new mobility programs and projects in leading innovating cities around the world. * partnerships.newmobility.org

5. new mobility media

The Agenda is essentially a content site and toolkit for transportation reform. But if this work is to make a difference, it will have to be communicated – and in a form which reaches wide, informs and engages. The collaborative media program is our attempt to do our bit * www.media.newmobility.org



Restructuring of the transport infrastructure is critical.

The New Mobility Agenda

The Politics of Transportation: New thinking & world-wide collaborative problem-solving.

Pilot projects/probes receiving attention:

The following projects and programs have been laid out and discussed with numerous concerned colleagues in the past and to which we would like to devote our attention in 2009. Like all our activity, they are based on international collaboration and volunteer inputs. See something that interests you? Get in touch and get involved. Have some ideas as to how to finance this?

xTransit – The third way to get around in cities

Getting people in and around cities in road vehicles, smaller than full sized buses, guided by real human beings, dynamically shared with others, and strategically mediated by state of the art communications technologies. Not public transit, not private cars. Other and better. * www.xtransit.newmobility.org

Smart ParaTransit --

SOA technology-driven shared small vehicle transport arrangements -- is the missing link in our 21st century transportation policy tool kit. It takes direct aim at the enormous service gap that exists today in most cities between private cars and traditional public transport services. * www.spt.newmobility.org

The New Context for "NewDriving"

"Drivers are our customers too: So let's help them out".

Working with people who are for the time-being at least locked into their cars, NewDrive offers a plan, specific measures and hints to help car owners adapt to the fast-changing, often constraining new mobility environment, saving time, money & frustration in the process. * newdrive.newmobility.org

New Mobility Kids

A free place on the web to share and develop ideas, materials and collaborative actions on initiatives involving children and the ways in which they can and could move around in our communities in their daily lives. (This program is in need of a serious kick-start.) * www.kids.newmobility.org

Clík2 New Mobility

Proposal for in-pocket communications and access system serving users who want to have access to the best way of making their trip. The core of the concept is to harness mobile phones as the real-time interface between travelers and all available mobility means. We can bring our strategic competence into a project, but the expertise and resources have to come from elsewhere. * www.clík2.newmobility.org



Plenty of scope in our cities for good new ideas

New Mobility Partnerships: 2009

International experience, guidelines and support for transportation reform at a time of crisis

"We should not wait to cut back on burning fossil fuels until we have developed greener technology to supply our energy needs, despite what many economists are advising their respective governments. Such a waiting game may have deadly consequences." *¹

Climate? Will the New Mobility Agenda do the job?

This is a critical question -- and the answer of course is a resounding no! That is not to say that the measures introduced in these pages are not central parts of the solution set. They definitely are. But the patient is very sick, the problems are enormous, and additional strong medicine is needed.

The parallel policy path to be explored and activated in conjunction with the mobility specific measures and tools that the Agenda proposes is the broad category which we refer to as "economic instruments", all of which at the end of the day are critical means for bringing about a level playing field via full cost pricing. Of these the most important include:

- **Carbon taxes.** Yes, we are aware of all the problems. Still it's a must-do for sustainability.
- **Full cost pricing for moving cars in cities.** This is a parallel traffic reduction track to further reinforce our aggressive repartitioning of street space in favor of space efficient travel modes.
- **Full cost pricing for parking:** Again, economic instruments plus carefully phased physical reductions and changes in planning ordinances and tax/subsidy policies.

Performance standards: The other prong of this combined multi-level approach is the continued strategic and aggressive use of fuel economy and environmental standards (possibly for older vehicles as well as new ones) to create achievable performance targets for the supplier industries.

Does this sound like a great deal to you? It certainly should. Cutting emissions from the transport sector by 80% in the next ten to fifteen years is no small task. We need to respond with all our competence and willpower to these challenges. It's a choice. We don't have to wait for the future to happen to us.

The Achilles Heel of transport policy: Hubris

Among the principal factors holding back meaningful reform in the transport sector is the fact that people and policy makers feel comfortable in taking positions on these issues, because they seem to be so very commonsensical and self evident. Essentially this is a sector in which just about everybody feels comfortable in freely recommending this or that policy; since after all transport is what they do every day.

But the fact is that the transport sector of a large city is an organic metabolism of gargantuan complexity. If you think of it as a kind of brain with tens of billions of neurons, each with thousands of complex connective tissues, then you are starting to get an idea of the level of systemic complexity and the level of competence needed to make wise decisions as to what to do next.

But here we are in an age in which everybody -- citizens, media, politicians and you bet! interest groups and lobbies -- is ready to jump in and do the equivalent of open brain surgery on their city based on what they think they know. Which is one of the reasons that we are in the mess we are in.

Brains are complex metabolisms, and so too are cities. So let's not be too hasty to accept that those "first great ideas" are the way to go. A very careful look is called for before you start sharpening those knives.

¹ "No time to lose in cutting CO2 emissions". Jim Giles, New Scientist, Issue 2645. 2 March 2008

The New Mobility Agenda

The Politics of Transportation: New thinking & world-wide collaborative problem-solving.

Consulting the New Mobility Agenda: January 2008



World-wide peer-to-peer networks

We find that broad blank swath that runs right up through Africa and on north-west extremely worrying. Don't you? It is the same disturbing pattern that we observe in all our projects. So now what do we do?

Support the New Mobility Agenda

After two decades of focused effort and accomplishment in our chosen field, we are firmly convinced that the partnership programs and approach of the New Mobility Agenda are worth continuing. However the team behind the Agenda needs your support. This can take any of several forms:

- Collaborate with and support specific project initiatives in your main areas of interest.
- Sponsor or co-invent a project, and make it happen
- Organize a conference or event around a program or theme..
- Provide technical support in the form of research services, web competence, and improved open distance work tools both for specific projects and the overall long term world-wide collaborative networking effort.
- Fund a North/South or East/West internship project which will give a young professional or graduate student a chance to contribute to and learn from projects and programs in cities in other parts of the world.
- Provide financial support for the overall program so that it can continue.



Showing the way

All of the public interest work, content, reports and websites of our programs have from the beginning been made freely available to all comers as a point of principle. We figure that if our goal is to make a contribution we should be trying to share our materials and findings as broadly as possible – and the web permits us to do this efficiently. Moreover many of our colleagues, especially of course students and many of those working in the developing counties, are in a position where they simply cannot afford to pay for this support. But you perhaps can chip in and help.

Here is how you can get in touch:

New Mobility Agenda - The Commons – 8, rue Joseph Bara, 75006 Paris, France T: +331 4326 1323
New Mobility Partnerships - 9440 Readcrest Drive, Los Angeles, CA 90210 T: +1 310 601-8468