



Reinventing transport in cities

– Invitation to an Open Brainstorm –

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The Commons
EcoPlan International
Paris, France



Paris, Friday, June 29, 2007

Dear world-wide colleagues,

Welcome to this “workpad”: a rough assembly of ideas, references and images that I have pulled together over the last weeks as a contribution to (and with the help of) colleagues around the world who are hard at work on the challenges set out here. It draws on and considerably expands the opening keynote presentation I made on 11 June for the inaugural *Cities for Mobility* congress on the kind invitation of the Mayor and City of Stuttgart. It is supplemented by notes and additions which are intended to make it an easier read for those not present in Stuttgart. I have also expanded the final sections to provide some further leads about how cities might take advantage of this approach, after having been asked by several of those present to do just this.

As you will quickly appreciate, it is no longer the stuff of a one-time presentation per se, but rather a set of raw materials intended for handy browsing, collegial exchanges, discussions, and eventual future presentations, including maybe by you. Long as it may be in this form, it shows just the tip of the very large iceberg of the considerable changes in thinking, policy and actual practices which are at work today shaping the transport sector of leading-edge cities around the world. But that of course you know.

Need more? A good starting place is the [References](#) section (including two sets of rather striking short videos illustrating some of the problems and solutions our cities face in all this.) Beyond that you may find some help in the [New Mobility Climate Emergency Program](#) site at <http://climate.newmobility.org> and from the [Cities for Mobility](#) site at www.cities-for-mobility.org. (All references are directly clickable if you are looking at this in PowerPoint and are connected to the net.)

For the Paris section most of the references are in French; in case you cannot read them easily, I would point you to <http://translate.google.com/> where you can copy the URL into the address slot, to get basic working translations in German and English. The machine translations are far from perfect, but if you are genuinely interested to know they offer you a great start.

The title page calls this an ‘invitation to an open brainstorm’ because I intend it as just that. So if you do have comments, corrections, challenges, or leads for how to make this better, please do get in touch. I would really be very pleased to hear from you and can use them for future editions. My coordinates: E: eric.britton@newmobility.org, T: +331 4326 1323. Skype: ericbritton

Kind thanks, and I very much hope you have some fun with this.

Eric Britton

Welcome to Stuttgart



We are honoured to have you as our guest here in Stuttgart on the occasion of the first annual Cities for Mobility Congress.

With this first meeting of this new collaborative international peer program, we are pleased to give the participating cities and institutions from more than forty countries world wide, the opportunity to learn from each other and to exchange experiences about their problems, solutions, ongoing initiatives and plans for the future.

The goal of the Cities for Mobility network is to provide a flexible, easily accessible long term platform for future exchanges in our shared areas of interest - and to facilitate collaborative projects and direct exchanges in support of your own work and the challenges you face back in your cities. We have set up a working group here in Stuttgart whose sole task is to help you make and maintain these contacts and to help in coordinating eventual joint projects among you.

Finally, I would like you to take advantage of your presence here to invite you to have look around Stuttgart and see how we are trying to deal with these challenges. You will see that we have areas in which we can do better, but you will also see that we are working on it. Don't hesitate to tell me what you think. You will see me here during all the sessions of the Congress. After all, that's my job. I'm the mayor.



Mayor Wolfgang Schuster

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7. A joint *Cities for Mobility* project? (Join hands with other cities)

“Don’t worry Eric, we are in this for the long slog”.

- Sujit Patwardhan, Activist, Pune, India (pop.5 million)

Elephant in the bedroom? (Start here!)



Elephant? Bedroom?

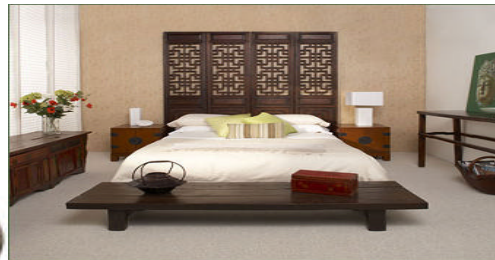
It's simple matter of geometry.

All you have to do is stand back and look.

You see, cars just don't *fit* in modern cities.

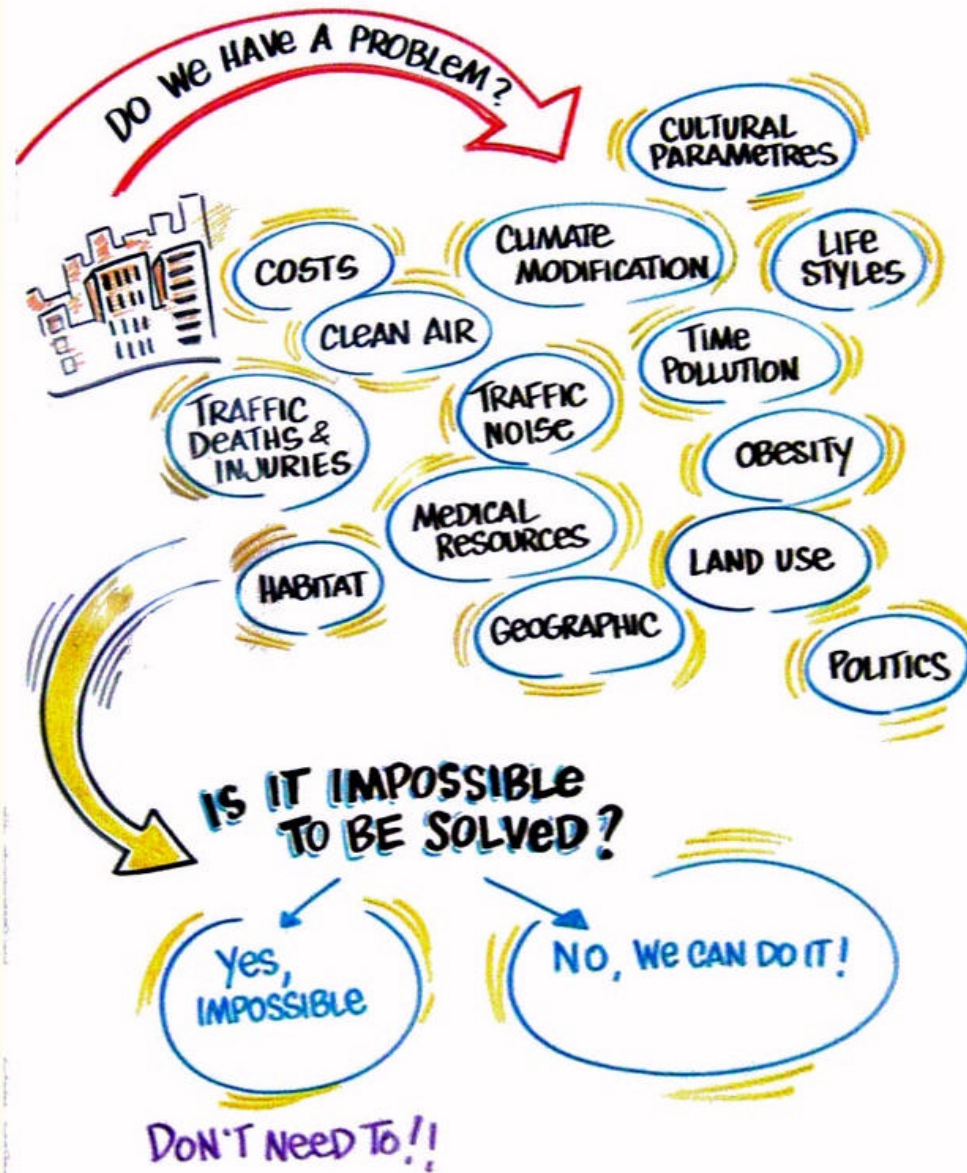
We have to make a choice. One or the other.

But most definitely not both.



★ Until very recently the elephant was giving no signs of leaving. Hmm.

The transport in cities problem. . .





Let's define our terms

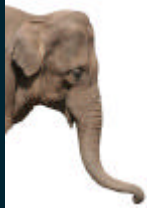
1. *Sustainable transportation:*
Sure. Terrific phrase! Comes up all the time. The deal is that it tells us mainly what not to do. Not a lot of concrete answers that we can work with though to make the needed changes. But it does help us to start to ask the right questions. Thanks.
2. *New Mobility Agenda:*
New Mobility is the “other side of the coin” of sustainable transportation. Developed over the last two decades to provide a step by step path for a multi-level, integrated, city-wide strategy for on-street change. The result of the work of thousands of planners, groups, individual citizens and cities around the world working on the leading edge.
3. *Local government:*
Without a doubt the key to the change agenda. But mayors and city councils have many other things on their mind and the new mobility concepts and the planning and implementation procedures behind them are very different from their past experience and methods. Nonetheless, New Mobility starts here.
4. *Old Mobility:*
But first we have to understand where we are today, how we got there, and where all that we are doing (or failing to do) is leading us. Let's have a look. . .



So after all that, what is *Old Mobility*?

- ❑ *Old Mobility* is above all a state of mind . . .
- ❑ Plus, it's the only mobility that most of us know.
- ❑ The one where everyone is supposed to have a car
- ❑ And most of what we do in the sector is supposed to work for the car
- ❑ But there you are stuck in traffic . . . again
- ❑ Or waiting for that damn bus in the rain. . . again
- ❑ And yes, they keep promising improvements, keep on building and keep on taking our hard-earned taxpayer money to do it . . . but it only gets worse every year. Again!
- ❑ And – and this is new – it is wrecking our planet. Truly!
- ❑ I dunno, suppose we might have a problem?

The old mobility impasse . . .



The Clinton Climate Initiative

- ❑ And then on 1 August 2006 a totally unexpected event occurred – one with huge potential impacts on the New Mobility Agenda
- ❑ The Clinton Climate Initiative
- ❑ Announced by President Clinton in Los Angeles with very high international visibility
- ❑ Now being deployed in cooperation with C40 Large Cities Climate Leadership Group
- ❑ And a fast expanding group of cooperating city leaders and teams from all over the world
- ❑ Calling for 80% emissions reductions in cities
- ❑ In the years immediately ahead.
- ❑ This changes everything!




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

<http://www.clintonfoundation.org>



The Clinton Climate Initiative is . . .

- ❑ Taking the Kyoto Protocols a critical next step . . .
- ❑ Shifting priority sharply to *cities* as principal enabler
- ❑ Targeting changes in industry, buildings, water, waste, energy. . .
- ❑ And the ways people and goods move about in cities.
- ❑ Thereby turning this into a high profile, high emergency situation
- ❑ Working to create common measurement tools to assess impacts.
- ❑ This challenges all the rules and past assumptions in all sectors!
- ❑ More than 500 cities world wide have signed on to the Kyoto Protocols
- ❑ While the latest world summit in NYC announced first major program: \$ 5 billion to assist transition to energy efficient buildings.

 “CO₂” is used here as an easy to recognize shorthand for the broader challenge of reductions in greenhouse gases and particulates



Initial Clinton transport sector strategies

1. More energy efficient traffic and street lighting.
2. Bus rapid transit and non-motorized transportation systems.
3. Clean fuels and hybrid technologies for city buses, garbage trucks, and other vehicles.
4. Schemes to reduce traffic, such as congestion charges.

The Clinton team is also:

- Providing direct technical assistance to individual cities
- Facilitating the sharing of best practices.
- Organizing a purchasing consortium to help cities buy energy efficient technologies at lower prices.
- Creating measurement and information tools to help cities take an inventory of energy use to help direct future activities.



Their acid tests for selection and action

In all the sectors they are targeting (industry, buildings, energy, etc.), the Clinton team is asking seven central questions of each of the measures and programs they are choosing to support for wide application in cities around the world:

1. Will they work individually and collectively to reduce emissions radically?
2. Will they at the same time enable significant fossil fuel savings?
3. Can they get the necessary *fast* results?
4. Can their CO2 impacts be measured or reasonably estimated?
5. Can these approaches be readily replicated in other places ?
6. Are they experience-proven for sure success?
7. And are the measures and programs politically viable?

 even yes answers required if measure is to be selected and supported.



An “uplifting constraint” for reinventing transport in cities

- ❑ This big high-visibility push for radical action in cities was not at all anticipated by hard-at-work New Mobility proponents
- ❑ The Initiative came as a complete and welcome surprise
- ❑ After years of usually painfully slow progress, finally a high profile, emergency profile calling for immediate action on transport in cities.
- ❑ It has put climate modification right into top policy priorities in our sector.
- ❑ The radical emissions reductions they are calling for provides an “uplifting constraint” for new mobility projects and programs world wide.
- ❑ Transport recommendations for Clinton program still in progress.
- ❑ New Mobility supporters working world-wide to feed in ideas & projects from a range of people, places and perspectives
- ❑ That after all is our job.



We can work with that.

The New Mobility Agenda, June 2007

Climate Change



The New Mobility Climate Emergency Project

A world-wide collaborative peer project aiming to support the Clinton/Large Cities Climate Initiative

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Reinventing Transport in Cities: 2007-2012

The New Mobility Climate Emergency Project

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 years 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.



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:

- 1. Vehicles reductions:** (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. Infrastructure management:** (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. Shared transport:** (Many of which open up new opportunities for innovation)
All of the above plus new, often innovative shared transport means.
- 4. Seamless access:** (Seamless access to multiple 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 tough, 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. And 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.

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

> 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 * [Proximity](#) (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.

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.



An example of work in progress: Paris



- ❑ All of this up to now is a bit abstract.
- ❑ So let's move over to see what is going on in one specific place these days
- ❑ For example, over in Paris they are quite literally reinventing mobility in their city.
- ❑ Step by small (and not so small) step.
- ❑ Let's have a quick look.



This photo from the work of the famous French photographer Robert Doisneau, taken from quite another Paris of many years ago. But as you can see, that little guy is already thinking about how to do better.



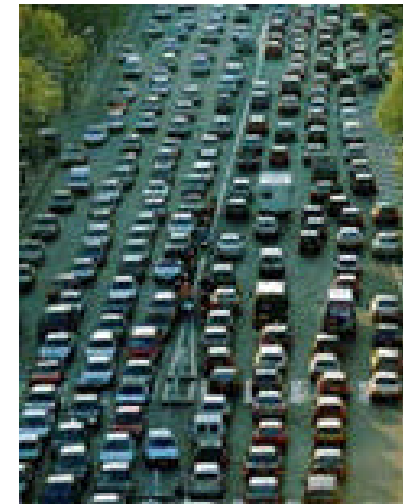
Some New Mobility clues from the City of Light



VI. New Mobility clues from Paris



- ❑ After a decades-long, mostly gradual move from *old mobility* and inaction, now there is now in full swing in Paris . . .
- ❑ A clearly-announced, carefully articulated, high-priority, all-mode, integrated mobility strategy
- ❑ City mobility/environment team is demonstrating that it can learn from everyone, everywhere
- ❑ Looking at, selecting, implementing hundreds of projects and measures to get the job done
- ❑ For our analysis we have selected five high profile lead measures
- ❑ Process ensures extensive citizen participation from beginning
- ❑ Expertise: high professionalism and continuity of effort
- ❑ Strong, deeply committed political leadership
- ❑ Communicate, communicate, communicate – a two way process!!
- ❑ And make absolutely sure you succeed!



Paris Mobility Plan: The five underlying 2007-2015 priorities



1. Act on air quality and public health

Car traffic is the principal cause of quality of life degradation in the capital. In the many parts of the city, the population is exposed to levels of CO₂ (primarily generated by cars) that significantly exceed EU and WHO standards.

2. Improve mobility for all

The right to mobility is a fundamental entitlement and each Parisian should be able to move freely in and around their city, without regard to economic status, eventual personal handicaps, or social or family situation.

3. Make the city a more beautiful and agreeable place in which to live

The Mobility Plan for Paris (PDP) fixes among its principal objectives the sharing of public space equally among the different users, so that each can move about in comfort and security. Our public spaces and streets are equally an element of the city's landscape, and all projects and actions should stress improved quality of life and the greening of the city.

4. Encourage economic vitality.

Transport is a determining factor in the economic vitality of the city. Enterprises and employees have an essential role to play in the better mastering of the mobility environment. Commerce, artisanry, tourist activities . . . solutions must be put into place to facilitate all these activities and to reduce the negative impacts involved.

5. Reinforce regional solidarity

Each day some 900.00 suburban residents come to Paris to work, while 300,000 Parisians travel to work in outlying areas. Government agencies at all levels must come together to face the major challenges involved in terms of equal access for all, equity and the fight against pollution, as well as reinforcing the efforts to preserve the quality of the urban landscape.

Basic strategy: Paris's 4-step implementation approach



- **Step 1 – Cut traffic**
Steadily withdraw street space from "normal mixed traffic use" (SOVs) while turning it over to more space-efficient users. Achieved via combined programs of access control, street redesign, parking policies, signage, traffic management, and compliance monitoring
- **Step 2 – Enhance supply**
You can't cut back car use for new mobility conversion, without providing high quality alternatives. Build up and strengthen a full range of new mobility options as rapidly as possible. From walking and cycling in safety to improved 21st century public transport, broadening the mobility pallet to bring in new intermediate modes such as are needed by a mobile modern city.
- **Step 3 – Integrate to create a seamless mobility system**
People like cars when they offer "seamless" transportation. And that's what new mobility systems must be able to offer.
- **Step 4 - Execute: Lead, Consult, Communicate**
Now the joker! Once you have figured out what it is you want to do, the next and surely the most difficult step is the process of actually turning these great ideas into a reality in your city. Two way communication and deep and early consultation is at the core of this process. Only the courageous, the talented and good listeners need apply.

And the hard truth is . . . There is no other way of doing it!

Five New Mobility focus projects from Paris

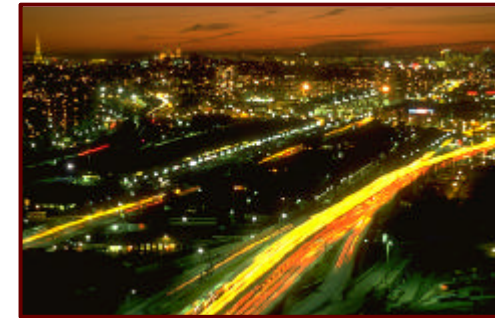


1. **Carte Orange:** Paris's universal fare card -- one of the first all-mode transport passes. Has steadily evolved in terms of its technology, organization, and reach over the last three decades. Quite literally provides the key to the new mobility system.
2. **The Mobilien:** A world-level BRT (bus rapid transit). High performance with deep roots.
3. **Car reduction strategies:** Steadily, prudently and as close as they can make it to silently, pursuing their car reduction strategy.
4. **Vélib':** Paris's in-process world-beating City Bike project. The Killer App is showing the way.
5. **Carsharing:** A slow starter in Paris but fast coming on line and quite likely to emerge as the last nail in the coffin of old mobility

Unfinished business in Paris: The periphery



- ❑ Don't worry -- nobody has it all figured out.
- ❑ Not even those clever people in Paris.
- ❑ While Paris is today wonderfully fine-tuning mobility and life quality in its compact center
- ❑ And reducing emissions even further in the process
- ❑ The lightly populated surrounding Paris region is still firmly stuck in the high-traffic, high-CO2, old-mobility syndrome
- ❑ Or as they say about Toronto with a sad smile: “Vienna surrounded by Phoenix”
- ❑ So now what?
- ❑ (Well, they're working on it. And you probably should be too. The next tough nut to crack.)
- ❑ Stay tuned.



Look familiar?





VI. Now, what about your city?

Where can you start?



1. Take as your starting point the high sense of urgency (the Clinton targets)
2. Decide if you are ready to move ahead now - or will instead wait for the future to overtake you. (If so you won't be alone)
3. That there is a solid track record of success with these measures -- so be confident that it can be done
4. Let's not forget Jane Jacobs: Our goal is not to provide cars and not even transport – it is cities and ordinary people like you and me in our daily lives
5. Reexamine all policies & practices from this new perspective
6. Set clear performance targets – based on audits of present traffic, emissions and/or other key indicators
7. Carry out a new mobility audit to identify (a) car/traffic reductions strategies + (b) key supply enhancements – in cooperation with full range of concerned interests
8. Consider the Paris example with their five high visibility lead projects
9. Mobilize your new mobility majority and put it to work in your city.



Ten steps to a New Mobility Climate program

- Step 1. Assure first that you have mayor and city council firmly behind you
- Step 2. Put exact numbers to your new mobility majority. Make them widely known.
- Step 3. Now seek out, bring in and link to all the people and groups in the city and region who can contribute – public and private sector (see below)
- Step 4. Establish GHG/traffic benchmarks – figure out which one is going to work best for you
- Step 5. Decide on global performance targets and schedule (example: 20% reduction in 20 months)
- Step 6. Identify all applied measures, tools, and on-going or planned programs and projects
- Step 7. Review these against the full inventory of all available measures, tools and approaches -- and then fill out as resources and requirements dictate
- Step 8. Select from this list the five measures or projects which you will use to focus attention and lead the way
- Step 9. Working all together, form up the final program that actively reflects your combined interests and visions, and mobilizes all partners for success.
- Step 10. Execute – and post performance and results publicly as you go along (no hiding allowed, all performance benchmarks and tests should be open and independently verifiable)

The challenge!



1. There is nothing that is easy or automatic about reinventing transport in a city.
2. Your goal is to uncover and implement a very large number of what we call “percent solutions” -- none of them very large in themselves but when pieced together they can start to make that big difference your city needs.
3. There will be a lot of hard thinking, work and consultation on the front end.
4. You will inevitably run into problems, and these have to be faced and solved.
5. This means you will need put into place a good early warning system that allows accurate and fast day by day monitoring of performance and results.
6. There must be a significant and broad base of support for both the individual lead projects and the overall program objectives.
7. Outreach is critical – and not only to friends of your concepts. Everybody!
8. You have to be prepared for the long slog – even if you have and are able to meet your short term objectives (as you surely will).
9. If you do not have strong leadership and commitment, it is not going to work.