

Reinventing transport in cities

– An IKEA of the mind –

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Jane Jacobs: 1916 - 2006

Activist, author, citizen, example

... who with her path-breaking book *The Death and Life of Great American Cities* -- and through the years of work and daily life example which followed -- almost single-handedly pioneered new thinking about our cities and the ways in which we shape them through our transportation arrangements.





So, what is an “IKEA of the mind”?

- ❑ You have an idea that you want or need something
- ❑ So you hop into your car and drive to their store.
- ❑ Then you look all over the place and ask questions,
- ❑ Finally you decide on what it is you want.
- ❑ You pay for it, load it, & carry it all the way home.
- ❑ Then the real work begins . . .

And so it is with reinventing transport in your city.

Now let's have a closer look.

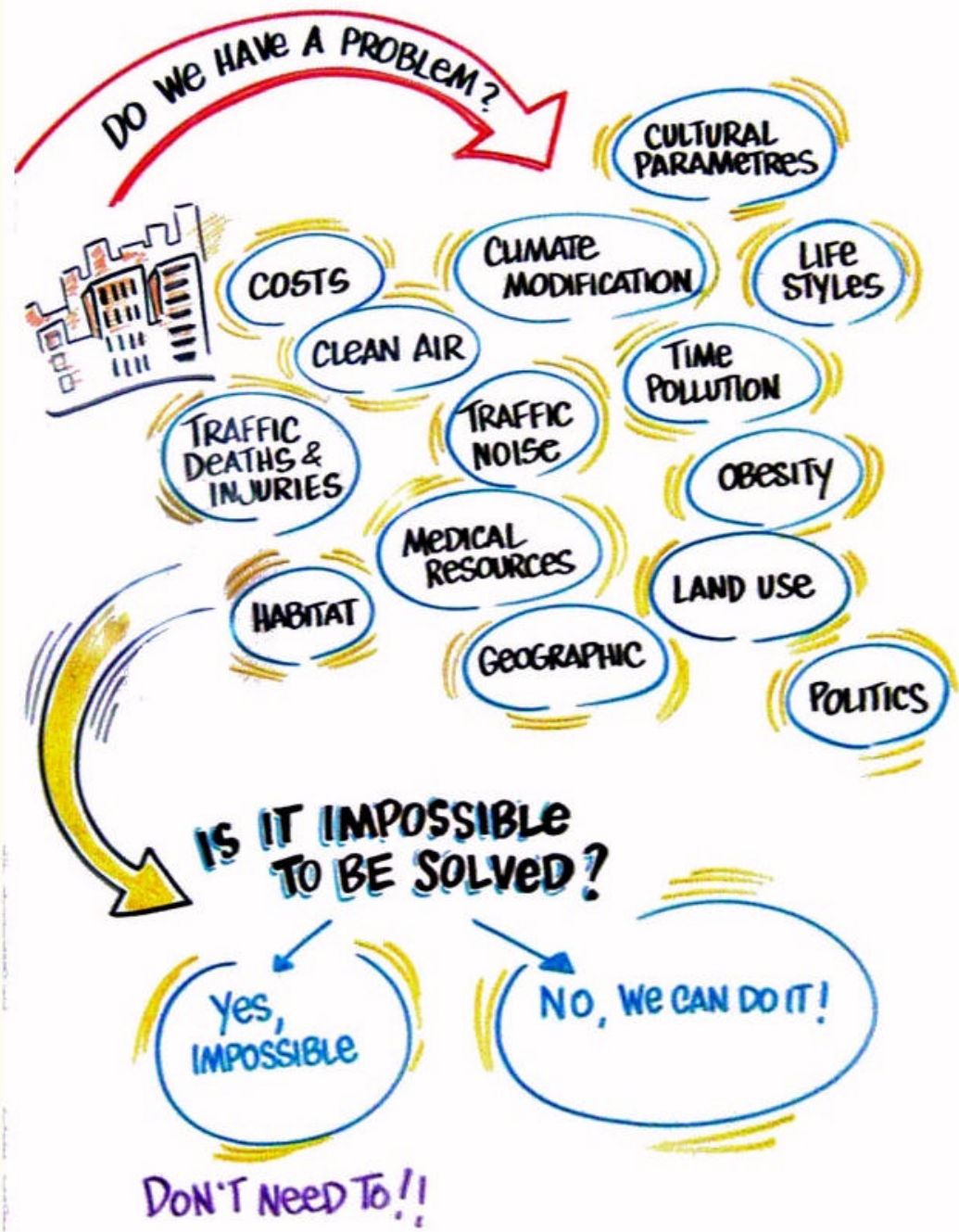


Reinventing transport in cities

Let's start by looking at three key phrases:

1. *Sustainable Transportation* –
What does it mean and how can we put it to work?
2. *Old Mobility* –
What is it and what can we learn if we look closely at it?
3. *New Mobility* –
What is it and how can we put it to work? Right now!

But first, do we have a problem? If so, what is it?





Sustainable transportation

1. *Sustainable transportation* – this helps us to start to ask the right questions
2. *New Mobility Agenda* – then provides the outline of a strategy for on-street change
3. But first, we have to understand what *Old Mobility* is and where it is leading us

Let's have a look.

WHY ARE WE NOT SOLVING IT?



• SYSTEMATIC COMPLEXITY
• BROAD SOCIAL, ENVIRONMENTAL

• NEED PRIVATE/PUBLIC OR GOVERNMENT/CITIZEN CREATIVE INTERACTION

CAN'T FIGURE OUT WHAT TO DO NEXT.



TO START TO MAKE
A) MAJOR INROADS IN

B) THIS HIGH URGENCY/EMERGENCY SITUATION

