

# Reinventing transport in cities

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– An IKEA of the mind –

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The Commons  
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Paris, France



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## Note to the reader

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You have here the 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. This version has been supplemented by several notes, including this page, which are intended to make it an easier read for those not present in Stuttgart. I have also expanded the final section to provide some further ideas and leads about how cities might take advantage of this approach, after having been asked by several of those present to do just this.

This presentation shows just the tip of the very large iceberg of the considerable changes in thinking, policy and actual practice which are taking shape in the transport sector of leading-edge cities around the world. It is a huge and very challenging topic of course, but it is my hope that after we spend an hour or so together on this, you will have at least a first taste of some of the potential of this particular new approach to problems, new and old.

If you view this piece with PowerPoint and have a high speed connection, you will be able to hotlink conveniently to many of the references indicated here. You can link directly to any of the indicated sections on the Contents page. It is further supported by an oral record of the presentation available on the [STEP](#) site, along with offering two sets of short videos illustrating some of the problems and solutions our cities face in this sector (see [References](#) for links).

Since the most of the members of the *Cities for Mobility* network know the field well and are already in many cases working on your own transformation projects, we can be confident that the main issues and best known approaches are already familiar to you. But as a supplement, you will find here a set of handy one-click background references, and beyond that in some of the pages dealing with specific projects additional direct reference information. For the Paris section many of the references are in French; in case you cannot read them easily, we 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.

If you have comments, corrections, or leads for how to make this better, please do get in touch. My coordinates: E: [eric.britton@newmobility.org](mailto:eric.britton@newmobility.org) T: +331 4326 1323. Skype: ericbritton

Kind thanks and I hope you enjoy the show.

Eric Britton

# Welcome to Stuttgart.

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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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# Dedication: To Jane Jacobs, 1916 - 2006

Activist, author, citizen, example

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Mrs. Jane Jacobs, who with her great 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. With her eyes as always wide open she reminded us . . .



See [http://en.wikipedia.org/wiki/Jane\\_Jacobs](http://en.wikipedia.org/wiki/Jane_Jacobs)



## “How can you know what to try with traffic until . . .”

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"Automobiles are often conveniently tagged as the villains responsible for the ills of cities and the disappointments and futilities of city planning. But the destructive effects of automobiles are much less a cause than a symptom of our incompetence at city building. The simple needs of automobiles are more easily understood and satisfied than the complex needs of cities, and a growing number of planners and designers have come to believe that if they can only solve the problems of traffic, they will thereby have solved the major problems of cities. Cities have much more intricate economic and social concerns than automobile traffic. How can you know what to try with traffic until you know how the city itself works, and what else it needs to do with its streets? You can't."

- Jane Jacobs, *Death and Life of Great American Cities* , 1961

# I. An IKEA of the Mind



# I. So . . . what is this “IKEA of the mind”?

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1. You have this idea that you want or need something
2. So you hop into your car and drive over to their store.
3. Then you look all over the place and ask questions,
4. Finally you decide what it is you want. And then pay for it
5. You next load it into your car, & carry it all the way home.
6. Now the real work begins . . .

And so it will be with reinventing transport in your city.

## II. Elephant in the Bedroom

## II. Elephant in the bedroom (Start here!)

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Elephant? Bedroom?

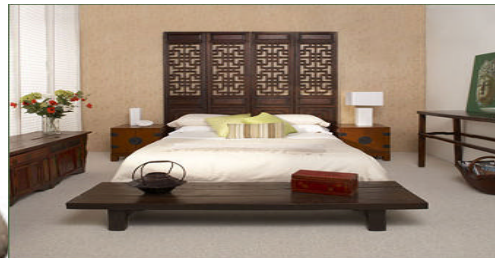
It's simple matter of geometry.

All you have to do is stand back and look.

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

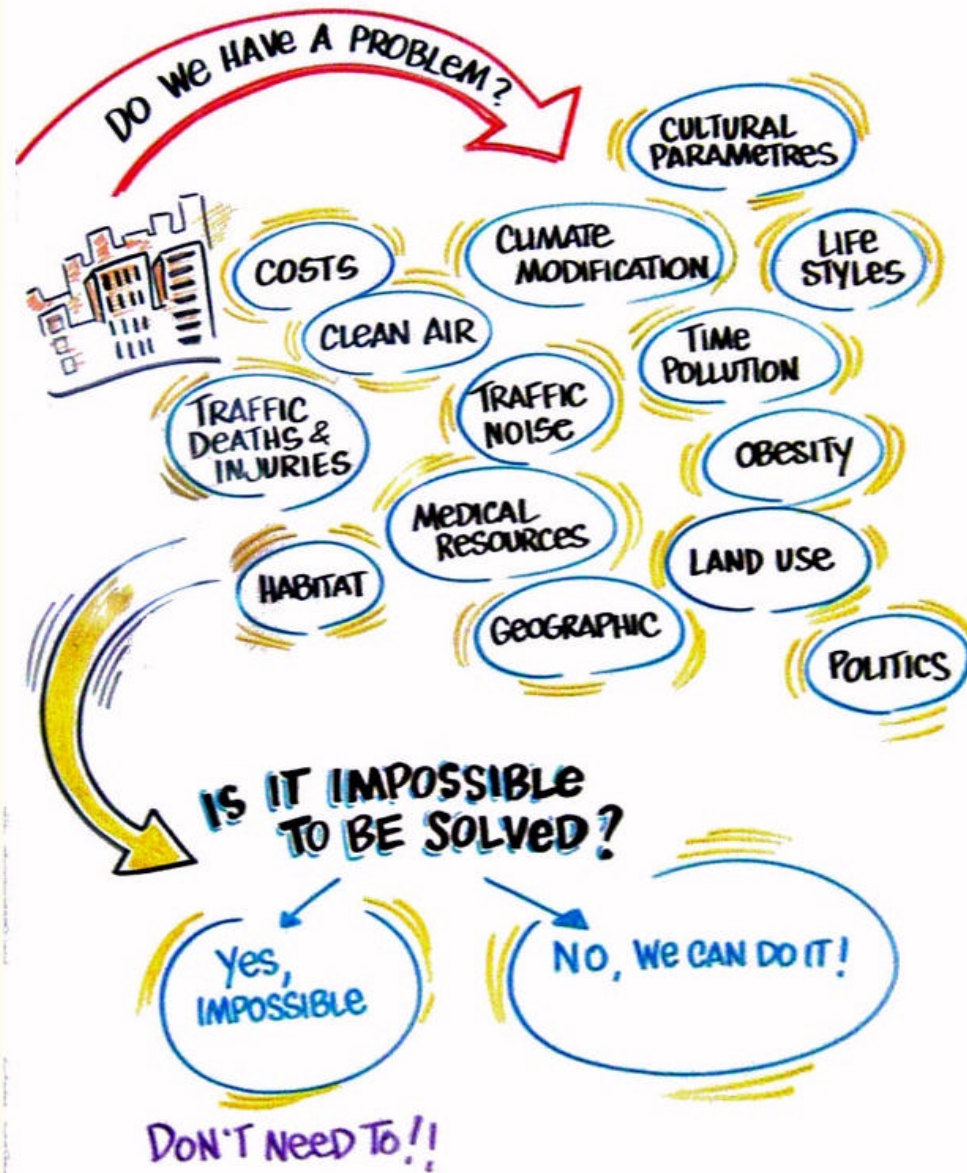
We have to make a choice. One or the other.

But most definitely not both.



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

# The transport in cities problem. . .





# Let's define our terms

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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. . .

# The transport in cities problem. . .



This is not “business as usual” friend.

This is a high emergency situation!!!

### III. The Clinton Climate Initiative

# III. 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% reductions of GHGs 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 . . .

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- ❑ Takes the Kyoto Protocols a critical next step
- ❑ Targets industry, buildings, water, waste, energy. . .
- ❑ And the ways people and goods move about in cities.
- ❑ Turns this into a high profile, high emergency situation
- ❑ The CCI is providing direct assistance to individual cities and facilitating the sharing of best practices
- ❑ Latest world summit in NYC announced first major program: \$ 5 billion to assist transition to energy efficient buildings.
- ❑ This challenges all the rules and past assumptions in all sectors!
- ❑ More than 500 cities world wide have signed on to the Kyoto Protocols
- ❑ Now we just have to find out how to put it to work in the city transport sector.
- ❑ That's our job.



# Clinton Climate – Acid tests for actions

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In all the sectors they are working with (industry, buildings, . . . transport), the Clinton team is asking the following six 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 GHGs radically?
2. Will they at the same time enable significant fossil fuel savings?
3. And will they get the necessary *fast* results?
4. Can these approaches be readily replicated in other places ?
5. Are they experience-proven for sure success?
6. And are the measures and programs politically viable?

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



# The Clinton Initiative & the New Mobility Agenda

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- ❑ Not at all anticipated by New Mobility proponents
- ❑ A complete and welcome surprise
- ❑ Puts climate modification into top policy priority in our sector.
- ❑ We can work with that.
- ❑ After years of usually painfully slow progress, finally a high profile, emergency profile calling for immediate action on transport in cities.
- ❑ The radical GHG reductions called for by the CCI provide an “uplifting constraint” for new mobility projects and programs world wide.
- ❑ Transport recommendations for the Clinton program still in progress.
- ❑ New Mobility supporters working world-wide to feed in ideas & projects

# And yes, thank you Mr. Gore!

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- ❑ For putting our *Inconvenient Truth* before us
- ❑ For building on the scientific findings to provide a balanced assessment of the hard truths of the climate debate
- ❑ For succeeding in engaging a huge public and focusing world wide attention on the importance of the environmental crisis already underway
- ❑ For stressing the unequivocal need for rapid and radical action.
- ❑ The Clinton program adds to this momentum
- ❑ And in its turn brings us to the need for addressing problems of transport in cities
- ❑ But how do we now build on this sense of high urgency when it comes to matters of mobility?



“By rising to meet the climate crisis, we will find the vision and moral authority to see them not as political problems but as moral imperatives.”

<http://video.google.com/videoplay?docid=2078944470709189270>