

## **Reinventing Transport in Cities: 2007-2012**

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-- An international collaborative program of the New Mobility Agenda --

**Media Kit:** Date: 11 September 2007. **Release date:** Immediate

#### **Kit contents:**

1. Media release (2 page release text – 550 words)
2. Two supporting graphics (available for reproduction, with permission)
3. One page of general background and contact information
4. Photograph of Eric Britton, Convener of the New Mobility Agenda

#### **Summary:**

This latest international collaborative project of the New Mobility Agenda takes direct aim at the challenge of identifying and bringing on line affordable near-term improvements in the mobility arrangements of cities, with one eye to the quality of life and financial problems that most of our world cities face in the sector, and the other to the broader challenges of global warming, climate modification and the impending world fuel shortage.

#### **Why do we need to reinvent transport in cities?**

Look out the window this morning and what do you see on the street -- despite all the work and hard-earned taxpayer money being spent on the sector? Increasing traffic congestion. More lost time. Mounting pollution and public health problems. Accidents. Poorly served groups and areas. Swelling subsidy costs. City centers in duress. A divided community. And now fears of global warming, \$100 oil, and suddenly the chilling prospect of energy blackmail. The old system may once have worked, but today it is clearly no longer doing its job. And in case you haven't noticed it, the voters are starting to. Sustainability and sustainable transportation are now emerging as major election issues.

#### **Intended audience:**

This project aims to serve mayors, city councils and other local government organizations on the look-out for new, affordable ideas to improve mobility and quality of life in their cities. It also provides in-depth materials, leads and information sources on this hot topic for the media and public interest groups. It is a fully international project and toolkit which has been prepared by several hundred collaborators living and working in more than fifty countries around the world.

#### **New forms of shared transport:**

Overall the project stresses the integration of new and old transport modes which are better suited to the travel distances and higher density realities of most cities – meaning among others new approaches to making cycling and walking better and safer options for short distance travel, as well as a whole range of new shared transport arrangements, ranging from new public transport forms, carsharing, shared taxis and what some call “digital hitchhiking”.

What these alternative mobility forms have in common are two things: First, they all make better use of scarce public (street) space than solo-driver cars. Second, when properly packaged as an integrated set of services they offer ways of getting around in the city that are both cheaper and healthier than driving a car in which every year you spend more time stuck in traffic.

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### **The Car Card:** ("Car owner/drivers are our customers")

There are plenty of sustainable transport projects out there, covering many good mobility ideas and practices. An unusual wrinkle in the new mobility approach however is that a principal pillar of the project is based on the strategy that "car owner/drivers are our customers". With this in view the program looks for measures, technologies and partnerships that can make driving into, in and around in cities a more efficient, agreeable and economic way of getting around.

### **Strategic Frame:**

Other distinguishing factors of the new mobility approach include:

- (a) Considerable foreshortening of both the planning and implementation time horizons, concentrating attention on projects and measures that can be brought on line and fully operation in less than two to four years.
- (b) A financial strategy that is based on getting results but without any major increases in the overall transportation budget of the city. And finally . . .
- (c) The firm belief that it is not enough to back this or that transport project or mode one by one -- but what is needed is a unified strategy, one that encompasses the special needs of both the central city and, with greater difficulty, the full surrounding region or greater metropolitan area.

### **Implementation/Next steps:**

The New Mobility Agenda is set up both to provide current, on-street proven information on transport policies and practices as raw materials for any city or agency that wants to dig in and make the big difference for the people who live work (and vote) there. But it also offer a framework for collaboration, such that city teams or other agencies can get together with leading individual experts and groups with developed hands-on expertise in making new mobility work.

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### **The New Mobility Agenda:**

The Agenda was founded in 1988 as an open peer collaborative specialized in matters of transport policy and practice from an international perspective, and has associates and correspondents in more than fifty countries. It is fully independent of all government, commercial or political affiliations.

### **Web references:**

- Reinventing Transport in Cities – <http://www.invent.newmobility.org>
- New Mobility Agenda – <http://newmobility.org>
- Wikipedia on New Mobility Agenda - [http://en.wikipedia.org/wiki/New\\_Mobility\\_Agenda](http://en.wikipedia.org/wiki/New_Mobility_Agenda)
- Wikipedia on sustainable transport - [http://en.wikipedia.org/wiki/Alternative\\_Transportation\\_Movement](http://en.wikipedia.org/wiki/Alternative_Transportation_Movement)

### **Contact information:**

For further background or to organize interviews, etc, contact: Eric Britton

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New mobility? What's the problem?



And then, why are we not solving it?



## Reinventing Transport in Cities: 2007-2012

### The ten advantages of a New Mobility program for your city

(Taken from the Letter to the Mayor on the opening page of the website)

1. It is **ambitious and far-reaching** (as it must be if it is to make a difference.)
2. It is **focused and simple** (hence easy to communicate and sell).
3. **Success can be guaranteed** (through careful project selection, planning and consultation)
4. It builds on and engages a **broad local base**.
5. It is **effective**. (The right program can handle the challenge.)
6. It is **cheap**. (Can be made to work within your existing transport resources.)
7. It is **positive** (Targets "*car-like mobility*" for all, a very different way of thinking about transport in cities).
8. It plays the "**Car Card**". offering specific ways to make driving cheaper and better in the city, all while enhancing the global objectives of the program.
9. It provides a consistent, high profile, broad **overarching policy umbrella** and incentive package for doing and better supporting all the good things you certainly should be doing anyway.
10. It is **great politics**. (Visible successes during electoral term. Great national and international visibility for your city)

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#### In Europe:

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- Photo of Eric Britton available at <http://www.ecoplan.org/library/e-britton-sep07.jpg>

### About the New Mobility Agenda

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**The New Mobility Agenda** was launched in 1988 as is an independent international NGO



and public interest program, to provide a wide open world-wide platform for critical discussion and cross-border collaboration on the challenging, necessarily conflicted topic of sustainable transportation and social justice. The Agenda hosts more than a dozen focus programs, each providing a useful first-step shop for information, insight and peer commentary and documentation on the targeted transportation topic.

The latest of these is the Reinventing Transport in Cities program. <http://newmobility.org> for more.

**The KyotoWorld CitiesProgram** Launched by the Agenda in 2004 in a reaction to what we called 'the empty chair in Kyoto'. While it is well known that traffic accounts for more than half of all CO2 pollution threatening our cities, the Protocols proposed nothing concrete on this important topic. Yet 70% of all people live in cities and increasingly get about in them using motor vehicles which burn fossil fuels and contribute both to global warming and a wide array of local public health problems. This wide-open international collaborative program was created by the Agenda and its associates to take direct aim at this challenge. For more, <http://www.kyotocities.org> .

**Sustainable Transport Emergency Project:** President Clinton issues his challenge and program on 1 August 2006: " We have to reduce about 80% of our greenhouse gas emissions over the next 10 to 15 years." The Clinton Climate Initiative focuses on cities, the largest source of pollution, and within that our particular interest and expertise is of course in the way that people get around in those cities. Here is our radical CO2 reduction action plan in response to his call. [Http://climate.newmobility.org](http://climate.newmobility.org)