


Reinventing transport in cities

– Invitation to an Open Brainstorm –

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The Commons
EcoPlan International
Paris, France



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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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“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?

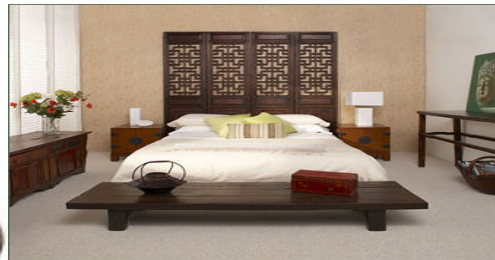
It's simple matter of geometry.

All you have to do is stand back and look.

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

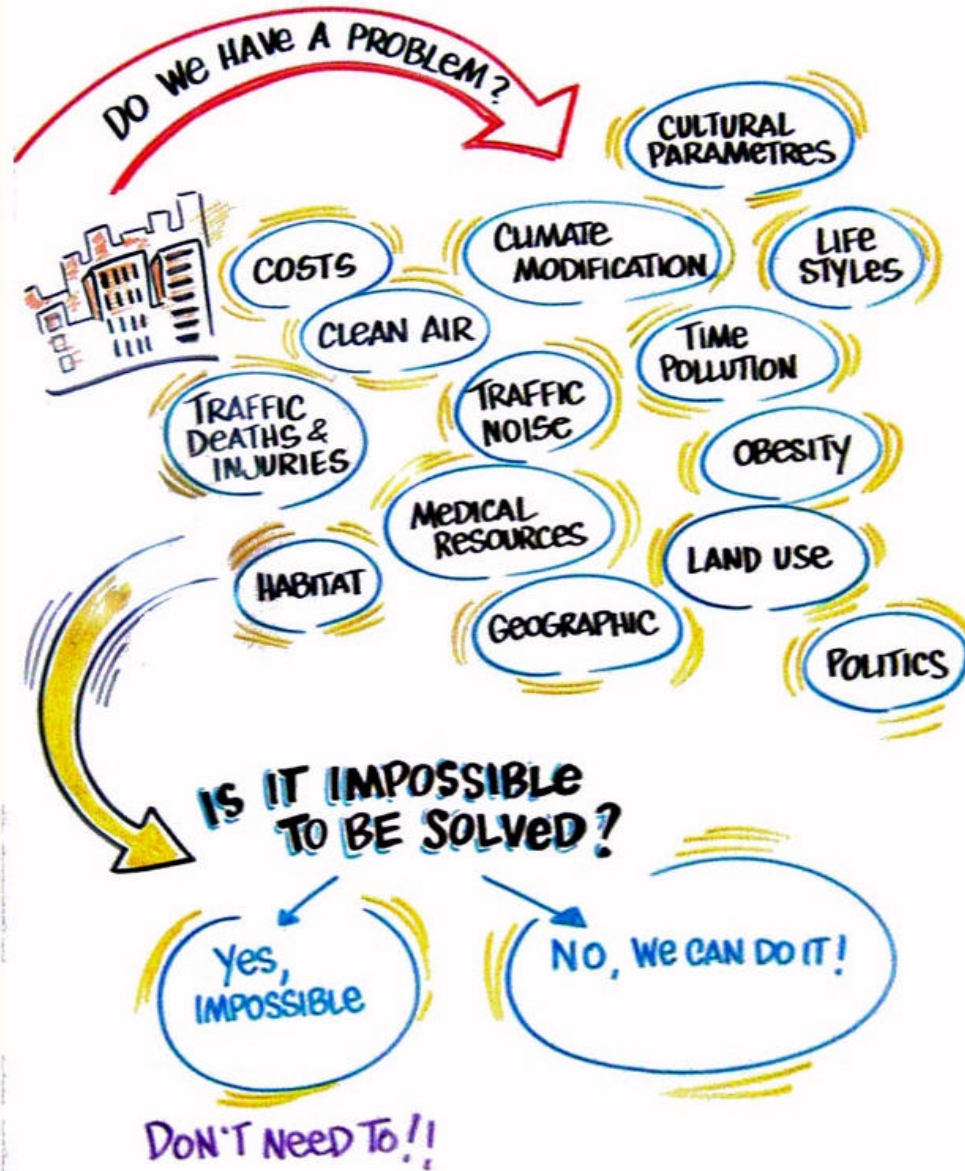
We have to make a choice. One or the other.

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

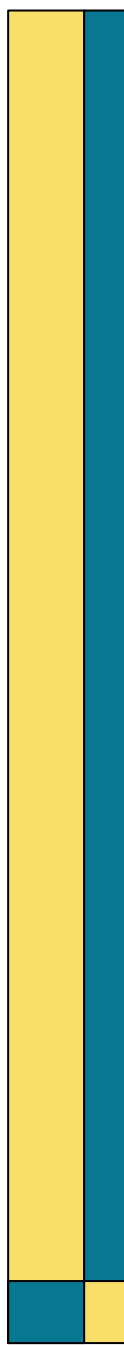
1. *Sustainable transportation:*
Sure. Terrific phrase! Comes up all the time. The deal is that it tells us mainly what not to do. Not a lot of concrete answers that we can work with though to make the needed changes. But it does help us to start to ask the right questions. Thanks.
2. *New Mobility Agenda:*
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 . . .



III. The Clinton Climate Initiative

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 . . .




- ❑ Takes the Kyoto Protocols a critical next step . . .
- ❑ Shifts priority sharply to *cities* as principal enabler
- ❑ Targets 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
- ❑ This challenges all the rules and past assumptions in all sectors!
- ❑ More than 500 cities world wide have signed on to the Kyoto Protocols
- ❑ 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

World cities signing on



Addis Ababa * Austin * Bangkok * Barcelona * Beijing *
Berlin * Bogotá * Buenos Aires * Cairo * Caracas * Chicago
* Copenhagen * Curitiba * Delhi NCT * Dhaka * Hanoi *
Heidelberg * Houston * Istanbul * Jakarta * Johannesburg *
Karachi * Lagos * Lima * London * Los Angeles * Madrid *
Melbourne * Mexico City * Moscow * Mumbai * New
Orleans * New York * Paris * Philadelphia * Portland * Rio
de Janeiro * Rome * Rotterdam * Salt Lake City * San
Francisco * Sao Paulo * Seattle * Seoul * Shanghai *
Stockholm * Sydney * Tokyo * Toronto * Warsaw

 As per 1 June 2007. Includes first round of Affiliate Cities

Clinton Climate – Acid tests for actions



In all the sectors they are targeting (industry, buildings, energy, etc.), the Clinton team is asking 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 emissions 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.

Initial Clinton transport sector targets



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 a measurement and information tool to help cities take an inventory of energy use to help direct future activities.

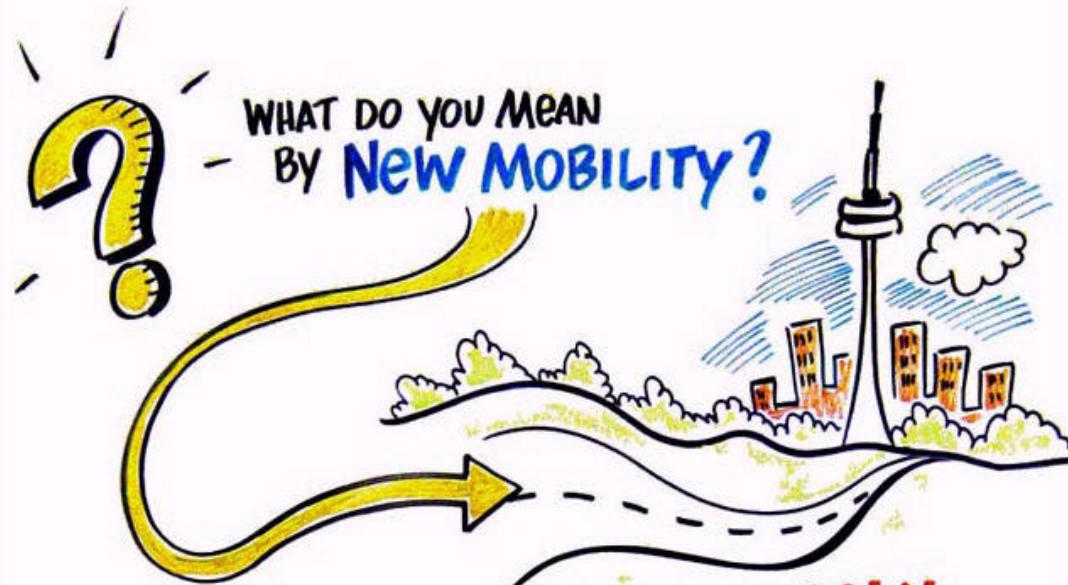


The New Mobility Agenda: 2007 - 2010



Reinventing transport in cities?

- Are the 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?
- Will it take 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.



WHAT DO YOU MEAN
BY **NEW MOBILITY?**

**HOW PRECISELY
DOES IT WORK?**



WHAT DO WE DO NEXT TO MAKE IT WORK?

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:** (And 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:** (Used 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)
But it also looks out for new, often innovative shared transport means.
- 4. Access:** (Seamless access to multiple modes and choices)
And for completely new technology interfaces for trip making.

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.

What's *wrong* with the New Mobility Agenda?



1. The first and biggest problem is that it is entirely different from known past practices
2. Many of its principal components have been looked on as minor, not really “transport”
3. Moreover, it is not so much a “solution” as a process. It is, in fact, an *agenda*.
4. An agenda that offers no magic bullet solutions but requires the ability of the city to analyze and implement in tandem very large numbers of measures.
5. All this requires bringing together many different kinds of skills and competences to make work.
6. Moreover, it is not so usual to bring all these different kinds of people, approaches and interests around the same table. . . And from the beginning!
7. An ability to let speak and reconcile “valid opposites” is critical
8. Making it work requires leadership and a capacity for deep democracy.
9. And hard thinking.

 Henry Ford once famously observed: "Of all the kinds of work I can imagine, the hardest work of all is thinking -- and that I guess is why people do so little of it."

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