

# The Role of New Mobility Media

For Snowball 2008: Integrated Mobility in European Cities

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## Partnership presentation for EU Snowball Forum

- ✓ We had a free slot at the last minute in the EU Snowball on “Integrated Mobility in European Cities” in Ludwigsburg that day, so I stepped up.
- ✓ Rather than hammer my new friends with one more look-them-in-the-eye and put-them-to-sleep lecture, I decided to share a sample of media projects we have been working on with different partners over 2008.
- ✓ It was a pretty chaotic seat of the pants presentation, so when I got back to Paris I cleaned it up a bit as you can see here. All this from a sample of more than fifty films, clips, etc. cranked out since starting this part of our program in 2006. (If you would like to see the full PowerPoint version, click to <http://www.ecoplan.org/library/media-presentation.ppt> )
- ✓ To get our message across at this time of such great needs, we need to make use of every tool we can lay our hands on. I invite you to have a look and decide if new mobility and new media can be a good team.
- ✓ With kind thanks to all those who have worked so hard and so smart to make these things tick. Partnerships! That’s the key.

*PS. And keep your ears open for some of the following words:*



Eric Britton,  
EcoPlan and The Commons

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## Keep your ears open for . . .

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1. "We can have a city that is very friendly to cars. Or we can have a city that is very friendly to people. But we cannot have both."
2. "We have to be able to get to the point, something that in fact enhances complexity, that enhances flexibility, that frees us from stasis."
3. "While other modes of transportation should be the priority, the car should be what you use only when nothing else out there will do the job. Because the car has a real role in our cities. We don't want to eradicate the car, but simply encourage and facilitate people to use other, better means."
4. "Velib is part of Paris now. It is part of the city now."
5. "There are people who by the nature of their personalities only see things that don't work."
6. "People take a look at their own mobility requirements. When they have a choice they gradually shift their patterns. And the pattern eventually moves them to look at cars in a different way. They have not gotten rid of cars in their lives, but they use them in a quite different way and specifically when they need them."
7. "It's easy to miss something you're not looking for."
8. "We are the inventors of a new world, good sir. Statistically you can prove it."
9. "It is really wonderful to live in a city where every day when you wake up in the morning you realize that today the city is a little bit better than yesterday. I have had this feeling now for almost 40 years."



## *New Mobility Media at work*

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1. The Role of New Mobility Media – <http://www.media.newmobility.org>
2. Contested Streets - <http://www.youtube.com/watch?v=YF4Q2badOng>
3. Unexpected interview in Groningen - <http://www.youtube.com/watch?v=VQASVz4xun8>
4. Happy birthday Vélib – <http://www.streetfilms.org/archives/velib>
5. What a city, what a mayor, can do - <http://www.streetfilms.org/archives/interview-with-enrique-penalosa-short>
6. The Greening of Paris - <http://blip.tv/play/AcvUegA>
7. Carsharing Lite - <http://www.youtube.com/watch?v=gtS26fmWDVY>
8. BRT à la française - <http://streetfilms.org/archives/mobilien>
9. This is an awareness test – <http://www.youtube.com/watch?v=Ahg6qcgoay4>
10. Five conditions for a sustainable city - <http://www.youtube.com/watch?v=kTHXawO-t0Y>
11. Did you hear this?
12. Closing thoughts on NewMob Media: 2009 – 2012

✓ Coming up: “Reinventing Transport in Cities” (Spring 2009)

<http://www.rtc-intro.newmobility.org>



## Why New Mobility Media?

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1. Because your idea is important
2. Because your idea is new, unfamiliar
3. Because you have to sell your idea – you have to get it out in front of the public
4. This means fewer long reports, and striking media that gets the message across
5. The goal is to make your new idea seem both possible – and desirable
6. To give ownership so that people get behind your idea
7. But people need to see your idea at work to have confidence
8. So show them . . . .

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## Contested Streets: Breaking NYC Gridlock

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- ✓ A documentary film exploring the rich diversity of street life in how New York before the introduction of automobiles -- showing how New York can follow the example of other modern cities that have reclaimed their streets as vibrant public spaces.
- ✓ Features street scenes in London, Copenhagen and Paris, with interviews with savvy notables Ken Jackson, Mike Wallace, Bob Kiley, Eric Britton, Jan Gehl, Majora Carter, Kathryn Wylde, Enrique Penalosa, and many more - -- who help us to make our way through the morass of problems, resistances and opportunities that all our cities face.
- ✓ The 57 minute film premiered in New York City on 27 June 2006 and is available at cost from [Transportation Alternatives](#).



Click [here](#) to do the tour.

<http://www.youtube.com/watch?v=YF4Q2badOng>

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## Unexpected interview in Groningen

- ✓ The Swiss/Portuguese mobility guru Robert Stussi was in Groningen in the Netherlands for a workshop
- ✓ Organized by and around the pioneering street calming work of Hans Monderman, traffic engineer
- ✓ Robert had his camera with him
- ✓ And this is what he saw and heard on the street that morning

Unexpected interview in Groningen (Homage to Hans Monderman)



Click [here](#) to go to Groningen

- <http://www.youtube.com/watch?v=VQASVz4xun8>

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## Happy Birthday Vélib

- ✓ Elizabeth Press, a young New York videographer working with StreetFilms , came to Paris to check out Greening of Paris innovations
- ✓ One of them was the Vélib' public bike project that many cities are looking at
- ✓ She had her camera with her
- ✓ And this is what she saw, learned and now shares with you.

### Vélib'

by Elizabeth Press



Click [here](#) to come to Paris

<http://www.streetfilms.org/archives/velib>

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## What a city, what a mayor, can do

- ✓ Enrique Peñalosa, former mayor of Bogota, talks about the transportation challenges mayor's face in their cities.
- ✓ And what it takes to move from Old to New Mobility.
- ✓ In New York, Bogota and just about any other city you can think of.
- ✓ Looking above all at cities and people -- and not vehicles or infrastructure
- ✓ Clarence Eckerson of StreetFilms was there with his camera

### Interview with Enrique Peñalosa (Short Version)

by Clarence Eckerson, Jr. on November 6, 2006



Click [here](#) to meet the mayor

<http://www.streetfilms.org/archives/interview-with-enrique-penalosa-short>

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## The Greening of Paris

- ✓ This film narrated by Brad Pitt and produced by [kontentreal](#), is the core of a 30 minute program for the Public Broadcasting System of the US, screened in November 2008.
- ✓ The film is part of its e<sup>2</sup> series which introduces viewers to the burgeoning sustainability movement worldwide.
- ✓ The series is broadcast on PBS in the U.S. and is distributed internationally.
- ✓ As per 1/12/08 you can obtain it on line via <http://www.e2-series.com/>



Click [here](#) to view trailer

<http://blip.tv/play/AcvUegA>

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## Carsharing Lite

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- ✓ How do you sell the idea of carsharing to people who have always had (or wanted to have) their own cars?
- ✓ You can explain and explain and explain.
- ✓ Or you can try to hit their funny bone.
- ✓ This is what Mobizen did with three pretty “stupid” spots, of which this is one.
- ✓ Not so stupid, eh?

(More Carshare Lite at:  
<http://www.youtube.com/watch?v=gtS26fmWDVY&feature=Playlist&p=5112F07EB14FBED7&index=0> )

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mobizen, musique incluse



Carshare rock [here](#)

<http://www.youtube.com/watch?v=gtS26fmWDVY>



## Mobilien - BRT à la française

- ✓ Friends in New York wanted to know more about how Paris was handling its “BRT” – The Mobilien
- ✓ And so did friends in Pune, Quito, Washington DC, and a few other places
- ✓ So Elizabeth Press grabbed her trusty camera and came to Paris to give them some clues.
- ✓ Eric Britton introduced her to a few real experts, showed her around and she made this film for them – and for you.



Click [here](http://streetfilms.org/archives/mobilien) to ride the Mobilien

<http://streetfilms.org/archives/mobilien>

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## This is an awareness test

- ✓ Are you ready to drive in a new mobility city?
- ✓ Are you really using your eyes?
- ✓ Better be sure
- ✓ Take the awareness test.
- ✓ Now . . . are you really sure?

### Test Your Awareness: Do The Test



Click [here](#) to do the test

<http://www.youtube.com/watch?v=Ahg6qcgoay4>

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## Five Conditions for a Sustainable City

- ✓ The city of Paris has made enormous progress in its sustainable transport agenda over the last decade.
- ✓ It is because of all the detail work and technical accomplishments – but also because there is a consistent strategy to orient the decisions and investments.
- ✓ Manisha Gutman, a sustainability activist from Pune India, came to Paris with her camera and asked Eric Britton to explain how this works.
- ✓ In this clip, you can view a working draft of the summary overview.

Eric Britton introduces Greening of Paris series



Click [here](#) to hear about the strategy

<http://www.youtube.com/watch?v=kTHXawO-t0Y>

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## Closing thoughts on New Mobility Media: 2009-2012 \*

- ✓ What do you think? Can this approach work for you? Add some bite to your bark?
- ✓ You know, you can accomplish quite a lot with very limited means.
- ✓ Or, if you have them, by working with real professionals
- ✓ These are very hot topics – and there is a big audience for good work here
- ✓ More on this at <http://www.media.newmobility.org>
- ✓ And when you have your clip or film, let us know and we will share them with the world.

\* And BTW, there is a lot more to new mobility media than just film and video. Visualizations of many kinds, radio and audio, computer simulations, models that generate alternative visions, interactive games and scenarios. . . The list goes on. And we all should be working on it.



New mobility – this way ([Click!](http://www.newmobility.org))

<http://www.newmobility.org>

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## And what's that elephant all about?

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Oh yes. That's the elephant in the bedroom?

It's a simple matter of geometry.

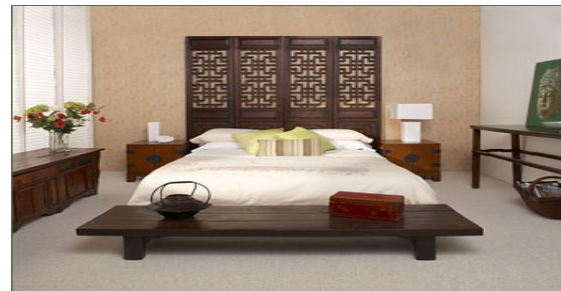
All you have to do is stand back and look.

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

But we still need efficient mobility.

Hmm. How do we work this one out?

That's the job of the New Mobility Agenda.



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## Do you remember any of these words?

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1. "We can have a city that is very friendly to cars. Or we can have a city that is very friendly to people. But we cannot have both."
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3. "While other modes of transportation should be the priority, the car should be what you use only when nothing else out there will do the job. Because the car has a real role in our cities. We don't want to eradicate the car, but simply encourage and facilitate people to use other, better means. "
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# The New Mobility Agenda : 2009 - 2012

## Pointing the way to New Mobility



### Get in touch with your good ideas:

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Skype: newmobility SightSpeed.com: newmobility

### New Mobility work in progress: 2009 - 2012

- The New Mobility Agenda - <http://www.newmobility.org/>
- 2008/9 Work Program – <http://www.2008.newmobility.org>
- Reinventing Transport in Cities - <http://www.invent.newmobility.org>
- Connecting Sustainable Cities - <http://www.partnerships.newmobility.org>
- Building a Learning Community – <http://www.knowledge.newmobility.org>
- New Mobility Fast Track (publication) - <http://www.fast.newmobility.org/>
- New Mobility Dialogues - <http://www.dialogues.newmobility.org>
- World City Bike Collaborative - <http://www.citybike.newmobility.org>
- World Carshare Consortium - <http://www.carshare.newmobility.org>
- World Car Free Days Collaborative – <http://worldcarfreedays.com>
- The Greening of Paris (in progress) – <http://www.paris.newmobility.org>
- Talking New Mobility – <http://www.talking.newmobility.org>
- New Mobility world news – <http://www.news.newmobility.org>
- Helping car owner/drivers – <http://www.newdrive.newmobility.org>
- Have a question about new mobility? Try Knoogling it – <http://knoogle.net>

\* Full PowerPoint version of this presentation available at  
<http://ecoplan.org/library/media-presentation.ppt>

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