

Paris, 9 June 2009

Plan B - New Mobility Emergency Reform Strategy (Outline) ¹

Below please find a draft outline of a strategy which I put before you for your consideration and hopefully your comment. This is the core argument and proposed path for fundamental reform of the transport sector to bring it toward sustainability. The idea here is to take Gore et al one important further step: toward practical, specific implementation, focusing entirely on reforms that help us to create more sustainable transportation arrangements – our Plan B. Additional sources for reference:

- [New Mobility Agenda](http://www.newmobility.org) at www.newmobility.org
- [World Streets](http://www.worldstreets.org) at www.worldstreets.org

1. The most urgent single public policy challenge confronting us today in every part of this planet and requiring immediate and urgent action is that of **climate modification**. *(If in your view this is not the case, you will probably not wish to continue reading.)*
2. The core of the problem lies in our continuing massive generation of life-threatening **greenhouse gas emissions**, which despite all the hot air and claims of success, continue to swell every day: every month, every year, and in every part of the world with close to zero exceptions.
3. **The transport sector accounts for roughly 20% +/- 5% of these emissions.**
4. **The primary goal of public policy in the transport sector should, therefore, be GHG reductions.**
5. **GHG reductions also work as an excellent surrogate** target for just about everything else we wish need to achieve in the sector as well: namely all of the necessary preconditions of sustainable transportation, including reductions of traffic and its consequences, fossil fuel savings, personal and public economics, public health, etc. Drive down GHGs and we are well on the way to achieving the rest, meaning that "only" strategic fine tuning will be required to complete the job.
6. **The critical time window for these reductions: the 2 to 4 years directly ahead.** (In fact, the immediate planetary stresses are so severe that any failure to put off these near-term scale reductions will have disastrous consequences. This is an overriding factor which is central to policy reform and action in the sector. *And once again if this is not acceptable to you, no reason to read on.*)
7. The only way to achieve the scale reductions required in that very tight timeframe that is our necessary target: through **corresponding scale reductions in motor vehicle traffic**, and more specifically in terms of VMT/VKT reductions.
8. How big should the reductions be in this target period? **We propose anywhere from 20 to 50 percent.** It must be on that scale to have the level of impacts that are required to avoid the worst, but of course the exact target will depend on place, etc.
9. **This level of reductions can be achieved.** We have the means for doing this without the need for either draconian or undemocratic measures, (politically unacceptable) large-scale personal sacrifices, or ruining the local or national economy.
10. This last point is extremely important because it is here where I anticipate that most knee-jerk criticism and denial will set in. But if anyone is willing to take the time to dig more deeply into this solution set is going to find that there are indeed many policies and measures that can be combined -

¹ The New Mobility Agenda is a world-wide community of thought leaders and innovators from research, NGO, government, and profit sectors who are committed to a socio-technical shift toward sustainable transportation.

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Critical path arguments for comment

- and that is important because what is required are **packages of measures**, hundreds, thousands of them, different in many ways in different places -- to do the job.

11. In order to make this more concrete we need to carry out a **"thinking exercise"** which I can only start to outline here today, but which we I readily take further. The idea is to identify the extremely rich universe of measures and policies, both in the transport sector and beyond -- the individual elements of which may or may not be able to offer (a) useful improvements, and (b) in that key 2 to 4 year time window. In actual fact this is very long list which on the transport side may at the high end (\$\$, time) start with projects such as planning and construction of new metros, bridges, urban highways, new vehicle and fuel technologies, and other more traditional large-scale measures, and at the other end (again \$\$ and time) down to a very large number of often very small things that need to be implemented and combined, including such as ride sharing, taxi sharing, carsharing, trip chaining, car diets, and other measures as you will find in the appropriate sections of the New Mobility Agenda (Click [here](#) for some of these). And on the non-transport side, and certainly no less important, a very wide gamut of tools and measures which include activity scheduling, communications technologies, land-use changes, car purchase decision, mixed use, and again the very long list goes on.
12. Subsequent to working our way down this list of alternative approaches, we are going to have in hand a rich range of options which can then be combined to constitute the **basic building blocks** of our reform program. We can then make these well known as part of the first step in this process.
13. The **next step** in this process will be to find places, cities, communities, or institutional or other sponsors/partners who want (possibly or desperate enough) to give this approach a try. With appropriate backing it should not be too terribly difficult. (The project must be actively, and indeed aggressively, supported by community leaders and citizens groups. Strong support by other levels of government and lobbies will certainly not hurt.)
14. Within the selected target area(s) the next step will be to start an aggressive **outreach program** in order to bring in a very large range of institutions and interests that will be needed to participate in the solution set. This outreach should include not only those likely to be interested in supporting such a project, but also others likely to be lukewarm or even negative. The process must be inclusive and open. (See <http://www.partners.newmobility.org/> for reference)
15. In order to make sure that the whole project holds together, it would be necessary to create something like a "War Room" and a qualified team to manage the project, with all the high-level access and resources that the necessary to make it successful.
16. Using [World Streets](#) and other **international networking** devices that we can also bring in a rich array of expertise and guiding commentary from our thousands of colleagues in different parts of the world who would be ready to do their bit to make this succeed (See current maps on following page.).

There you have my sketch outline for your comment, and when it is needed I can start to fill this in. But as you can see this is not something that I am going to be able to do and fund out of my own pocket. Nor is it likely that I will be able to execute by myself all of the necessary for preparatory work at the level which is going to be required for the successful. Even with the help of our great networks. I think this is far too important for this opportunity to be allowed to slip by. We have already seen far too much of that.

I am pleased to discuss any of this with you. I believe that the basics are bullet-proof, but the whole thing needs clearer expression, that for sure. You can reach me to share your thoughts and counsel on this via:

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