

MOVING AHEAD WITH NEW MOBILITY

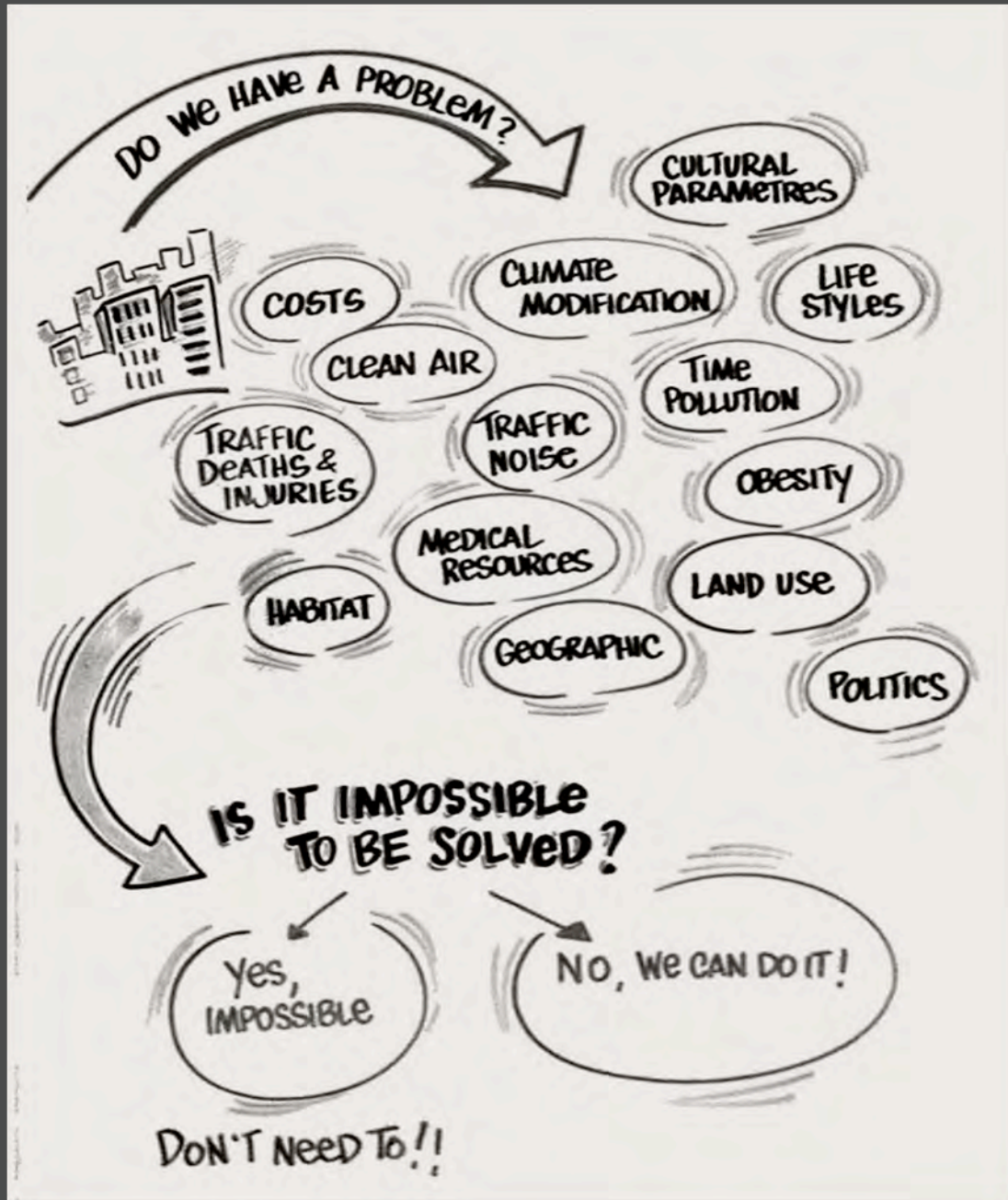


QUICK INTRO

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> 230 PROVEN MEASURES FROM NEW MOBILITY TOOLKIT

[20/20 city strategies](#) * 30 kph zones * 50 kph zones * [Active travel directions](#) * Activity nodes/clustering * Alternating odd/even license plates * Alternative engines * Alternative fuels * [Award & prize programs](#) * Barriers to change * Behavior Change * Bicycle university * Bike and skate "masses" * Bike and Walk Summit * [Bike delivery services](#) * [Bike/transit interface](#) * Bus corridors and lanes * [Bus Rapid Transit \(BRT\)](#) * [Car Clubs](#) * Car control strategies * Car exit strategies * [Car Free Days](#) * [Car pools](#) * Car Restricted Zones * [Carfree Cities](#) * [Carfree housing](#) * [Car-like mobility](#) (implications) * Car rental * [Carsharing](#) * [Change Management](#) * Children's and school programs * Citizen activism and dialogue * City cycle programs (shared use) * Clean vehicles and fuels * [Clear Zones](#) * [Co-housing](#) * [Community Street Audit](#) * [Community Transportation](#) * [Commuting alternatives](#) * [Company mobility management](#) * [Congestion charging](#) * [Contingency Planning](#) * [Critical Mass](#) * [CURBBBB](#) * Cycle paths and lanes * Cycle parking * Cycling access and support * Delivering the goods * Delivery hours * Demand management * [Demand-responsive transport \(DRT\)](#) * Distance work * Downtown revitalization support * Driver license exit strategies * Driver training * Dynamic transit systems * Economic instruments * Electric or ecological vehicles (??) * Employer transport programs * Ethics vs. rules on the street * EV charge stations * [e-Work](#) * Fair Transport labeling * Flexible hours * Flextime * Free public cycles * [Free public transport](#) * [Freight bicycle](#) * Freight transport * Freight consolidation zones * Funding sustainable transport * Goods delivery innovation * Goods movement and delivery * Green maps * Green modes * [Green streets](#) * Green wave * Group taxis * Handicapped transport * [Health and Fitness](#) * [Hitch-hiking \(Organized and other\)](#) * Home delivery services * [Home zones](#) * HOV strategies * Human powered transport * Inclusive transport * [Innovations in Integrated Transport and Land-use Planning](#) * Intercept parking * Integrated ticketing * Intermodality * International institutions (how to use) * International peer support * Jitneys * Land use/New Mobility interfaces * [Land value tax](#) * Lane Diets * Leading by Example * [Living streets](#) * Loading and unloading * [Local Agenda 21](#) * [Locational efficiency](#) * Lost/distressed children measures * [Low car diet](#) * [Low-occupancy vehicle \(LOV\) strategies](#) * Low speed projects * M2W controls * Media, film, audio, webcasting * [Metros and New Mobility](#) * Minibus * [Mixed-use development](#) * Mobil telephony interface * [Mobility centers](#) * [Mobility management/centers](#) * [Mondermans](#) * [Motorized two-wheelers](#) * Movement substitutes * Multifunctional areas * [Multi-Modal Access Guides](#) * Neighborhood initiatives * [Neighborhood streets](#) * New Mobility "Star" program (NMA strategies for small towns) * [New Mobility strategies](#) * [New Urbanism: Clustered, Mixed-Use, Multi-Modal Neighborhood Design](#) * Noise reduction measures * Non-motorized transport * Not going there (the options) * [Obesity strategies](#) * Obesity/Mobility Summit * Odd/even entry schemes * On-line skating * [Paid Parking](#) * [Paratransit](#) * [Park + Ride](#) * [Parking management](#) * Parking strategies * [Pedestrian-friendly streets and roads](#) * [Pedestrianization](#) * Pedicabs * [Pico y placa](#) * [Play streets](#) * Pots and paint * Private sector initiatives * [Propinquity](#) (as policy) * Public Awareness * Public participation * [Public spaces](#) projects * [Public transport should be free](#) * Public/private partnerships * Rail transit (where it fits in) * Real time travel information * [Reduce traffic controls/signals](#) * Residential parking * Reverse commuting * Rickshaws * [Ride-sharing](#) * [Road diets](#) (lane narrowing) * [Road pricing](#) * Road safety (radical enforcement) * Scan, select, quantify, target * [Segregated cycle facilities](#) * Selling your message to the community * Senior/Non-driver Local Summit * Shared taxis * [Shared space](#) * [Shared transport](#) * Simulations and visual scenarios * Slow streets * Slow zones * [Slugging](#) * [Smart Congestion Relief](#) * Smart cards * [Smart growth](#) * [Smart parking strategies](#) * [Soft transport measures](#) * [South/North transfers](#) * SOV measures * Speed control measures * Speed reduction * "Strategies for the screamers" * Street as a place of work * [Street furniture](#) * [Street life](#) * Street obstacles * Street people * Street strategies * Street vendors and commerce * [Suburban solutions](#) * Sustainable mobility strategies * Task Force (local) creation * Taxi innovations * [TDM - Transportation Demand Management](#) * [Telecommuting](#) * Teledelivery * [Telework](#) * [Ten Point Pedaling Action Program](#) * Ten thousand steps * The Mayors' Game * "They are supposed to scream" * Ticketless Public Transport * [TOD - Transit-Oriented Development](#) * [Tolls](#) * Then thousand steps * [Traffic calming](#) * Traffic control/management center * Traffic restraint * Transit shelters * Transit/signal priority * Transit stations and interfaces * Transit strike planning * Transportation brokerage * Travel information systems * [Travel plans](#) * [Travelchoice](#) * Trishaw Cycles * Unified access and ticketing * Unified fare cards * [University, campus transport strategies](#) * Urban boulevards * Urban distribution center * [Urban regeneration](#) * User participation * [Utility cycling](#) * [Value capture](#) * [Vanpool](#) * [Vehicle Buy Back Program](#) * [Vehicle scrappage programs](#) * Video diaries/open blog * [Vision Zero](#) (Sweden, road safety) * [Walk to school](#) * [Walkability audit](#) * [Walkability index](#) * [Walkable communities](#) * Walking as transport * Walking school bus * Web sites to support New Mobility projects/program * WitKar * [Women, Equity and Transport](#) * [Woonerfs \(Woonerxen\)](#) * [xTransit](#) (The Third Way) * [Zero carbon projects](#) * [Zero](#)



Five New Mobility Clues from the City of Light

For more: . . .

1. The Greening of Paris

- www.paris.newmobility.org

2. Reinventing Transport in Cities

- www.invent.newmobility.org

3. The New Mobility City Dialogues

- www.dialogues.newmobility.org



Accessing the bouquet



New bus systems



20,000 free bikes



Strategic Carsharing



Car control strategies

1. THE PARIS NEW MOBILITY SMART CARD

- ❑ Integrated fare card
- ❑ The key to New Mobility system
- ❑ Multi-mode: Metro, RER, bus, tram, carshare & now . . . Vélib'
- ❑ Affordable - close to universal use
- ❑ Since 1975, dynamic upgrades
- ❑ You don't even think about it
- ❑ Now playing in every city in France



2. MOBILIEN: A BRT WITH DEEP ROOTS

- Slick high performance BRT
- Builds on decades of experience
- Combines bus, taxi, bike corridors
- Continuously upgraded and expanded
- High public acceptance
- Faster than your car
- And you don't need to park it.



3. CAR REDUCTION STRATEGIES

Tightening the noose by . . .

- Steadily switching streets, lanes to more space-efficient uses
- Strategic parking reductions
- Slow streets, slow zones (30 kph)
- Enforcement of violations
- Using congestion as a tool
- Creating viable mobility alternatives
- Result: Car traffic down by 18%



4. VÉLIB': NEW MOBILITY KILLER APP

- 20,600 public bikes
- 1,451 on-street stations
- Within 200 m. of you
- First ½ hour free
- Cost to city: zero!
- Advertising supported
- Opened 15 July 2007
- Promises to re-dimension the city
- The world is watching
- Stay tuned. Better yet, come to Paris & see for yourself



5. CARSHARING: OLD MOBILITY COFFIN NAIL

- 📁👉 First Paris system started in 1999
- 📄👉 However a slow starter, because . . .
- 📄👉 Not understood, integrated, supported.
- 📄👉 City now coming fully on board
- 📱👉 Handshakes with public transit
- ⌚👉 Major expansions already underway
- 🌐👉 Multiple providers now coming in
- 🏆👉 Competitive environment
- 🌀👉 Just might be the last nail in the coffin of old mobility in Paris





PARIS NEW MOBILITY STRATEGY

1. Act on air quality and public health

Car traffic is the principal cause of quality of life degradation in the capital. In the many parts of the city, the population is exposed to levels of CO₂ (primarily generated by cars) that significantly exceed EU and WHO standards.

2. Improve mobility for all

The right to mobility is a fundamental entitlement and each Parisian should be able to move freely in and around their city, without regard to economic status, eventual personal handicaps, or social or family situation.

3. Make the city a more beautiful and agreeable place in which to live

The Mobility Plan for Paris (PDP) fixes among its principal objectives the sharing of public space equally among the different users, so that each can move about in comfort and security. Our public spaces and streets are equally an element of the city's landscape, and all projects and actions should stress improved quality of life and the greening of the city.

4. Encourage economic vitality.

Transport is a determining factor in the economic vitality of the city. Enterprises and employees have an essential role to play in the better mastering of the mobility environment. Commerce, artisanry, tourist activities . . . solutions must be put into place to facilitate all these activities and to reduce the negative impacts involved.

5. Reinforce regional solidarity

Each day some 900,000 suburban residents come to Paris to work, while 300,000 Parisians travel to work in outlying areas. Government agencies at all levels must come together to face the major challenges involved in terms of equal access for all, equity and the fight against pollution, as well as reinforcing the efforts to preserve the quality of the urban landscape.

UNFINISHED BUSINESS IN PARIS

- ❑ Don't worry though -- nobody has it all figured out.
- ❑ Not even all those clever people in Paris.
- ❑ While Paris is today wonderfully fine-tuning mobility and life quality in its compact center
- ❑ And reducing emissions even further in the process
- ❑ The lightly populated surrounding region is still firmly stuck in high-traffic, high-CO2, old-mobility syndrome
- ❑ Or as they say about Toronto with a sad smile: "Vienna surrounded by Phoenix"
- ❑ So now what?
- ❑ (Well, they're working on it. And you probably should be too. The next tough nut to crack.)
- ❑ Stay tuned.



Look familiar?



TEN MAJOR NEW MOBILITY OPPORTUNITY AREAS

1. Strategic control, charging moving vehicles
 - Policies, measures, tools, technologies
2. Strategic control, charging standing vehicles
3. Transport Priority Systems – BRT et al
4. xTransit – new shared vehicle systems
5. Carsharing
6. Unified access schemes
7. Bikesharing
8. Digital hitchhiking
9. Smart Growth/New Mobility partnerships
10. “New Driving”

WILL YOU SEE YOUR OPPORTUNITY?

