

The New Mobility Agenda



Reinventing the Wheel

(But not all by ourselves)

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The New Mobility Agenda

<http://newmobility.org/>



New Mobility Agenda Hot Links

The screenshot shows the website interface for 'Reinventing Transport in Cities: 2008 - 2012'. The header includes the New Mobility Climate Change logo and a navigation menu with links: Home, Invitation, 2008 Program Focus, The Dialogues, Advisory Council, News, Blog, Our café, and Contact. The main content area is titled 'The Greening of Transport in Cities' and features a video player with the title 'Stockholm Challenge' and the subtitle 'WINNER OF THE STOCKHOLM CHALLENGE AWARDS'. Below the video is a section titled 'Seven steps to reinvent transport in your city' with a list of seven numbered steps. A sidebar on the left contains a navigation menu with categories like 'What's the problem?', '2008 Focus programs', 'Thinking exercises', and 'New Mobility Agenda'. A 'Quick-translate this page into:' widget is also visible, offering language options: Dutch, French, German, Italian, Portuguese, Spanish, and Russian.

Reinventing Transport in Cities: 2008 - 2012

International collaboration and exchange to encourage and support adaptive innovation in your city.

Home Invitation 2008 Program Focus The Dialogues Advisory Council News Blog Our café Contact

Today is 12 June 2008

Skype ?

- ▼ **What's the problem?**
 - ▶ The Challenge
 - ▶ Mission statement
 - ▶ Strategic Response
- ▼ **2008 Focus programs**
 - Citybike strategies
 - Carshare strategies
 - City Dialogues/Conferences
 - The 20/20 Proposal
 - New Mobility Briefs
 - "NewDrive" strategies
 - 2008 work program
- ▼ **Thinking exercises**
 - ▶ 1. The Old Mobility impasse
 - ▶ 2. The Winds of Change
 - ▶ 3. What is New Mobility?
 - ▶ 4. The Greening of Paris
 - ▶ 5. Greening your city?
- ▼ **New Mobility Agenda**
 - ▶ What is New Mobility
 - ▶ Let's dig deeper
 - ▶ Programs
 - ▶ Group work tools
 - ▶ Rewarding Initiative
 - ▶ Brainfood
 - ▶ Supporting this work

The Greening of Transport in Cities:

- Invitation to city leaders
 - 2008 Work Program
 - Video invitation
- The New Mobility Agenda

Click to [Translate Help Desk](#)

Quick-translate this page into:

- Dutch
- French
- German
- Italian
- Portuguese
- Spanish
- Russian

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Seven steps to reinvent transport in your city

Virtually all of the necessary preconditions are now in place for far-reaching, rapid, low cost improvements in the ways that people get around in our cities. The needs are there, they are increasingly understood – and we now know what to do and how to get the job done. The challenge is to find the vision, political will, and leadership to get the job done, step by deliberate step:

1. **Vision and leadership:** Open your eyes, break with the past, take on the real problems of mobility, well-being and economic health in your city.
2. **Tighten time frame for action:** Set firm targets for all to see and judge – gearing all actions to achieve visible results within 2-4 year time frame.
3. **Build a coherent integrated policy frame:** that explicitly drives and aligns *all* goals, measures and actions so that they move together in interactive synergy
4. **Frugal economics:** You are not going to need another round of high cost, low impact investments to make it work
5. **Focus Projects :** Select FIVE new mobility innovations to lead your transformation, and then package and integrate them for success.
6. **Ownership:** Make your New Mobility program a broad-based collaborative enterprise that listens to and engages the whole city.
7. **Pick winners:** New approaches demand success. Chose policies and services with track records of success and build on their experience.

C40 - Large Cities Climate Leadership Group

<http://www.c40cities.org>



New Mobility Agenda Hot Links

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C40 cities: an introduction

C40 is a group of the world's largest cities committed to tackling climate change. On this website you will find [news](#) and updates on current C40 [programmes](#), information about each of the [cities](#) involved, and links to useful documents.

Cities have a central role to play in tackling climate change, particularly as cities bear a disproportional responsibility for causing it. In fact, cities consume 75 per cent of the world's energy and produce 80 per cent of its greenhouse gas emissions. That is why it is so important for cities to work together, set the agenda on this issue and show leadership on this issue.

Through effective partnership working with the [Clinton Climate Initiative](#) C40 will help deliver emissions reductions and better energy efficiency.

Best practices



[Mexico City, Mexico](#)

Mexico City replaced 3,000 taxis with more fuel efficient models

News


[Mayor of Toronto to Chair C40 group to continue climate change cooperation across world's cities](#)
4 June 2008
[More news](#)

Events

[C40 World Ports Climate Conference](#)
9 – 11 July 2008, Rotterdam, The Netherlands
 The city of Rotterdam, Mayor Opstelten will host a workshop for the C40 Large Cities Climate Leadership Group.

Mrs. Anna Tibajuka, Under-Secretary General of the United Nations

"The C40 initiative, bringing together as it does local authorities of many of the largest cities in the world, must be commended for showing how to promote environmentally sustainable use of transport, water and energy."



Avedøre CHP plant, Copenhagen Denmark (copyright Greenpeace/Reyniers)

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Clinton Climate Initiative

<http://www.clintonfoundation.org/cf-pgm-cci-home.htm>



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WILLIAM J. CLINTON FOUNDATION

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[CCI](#) [What We Do](#) [How We Help](#) [Where We Work](#) [Get Involved](#)

How We Help

There are many interventions that cities can take to reduce energy consumption and to use cleaner energy. They include:

- Creating building codes and standards that include practical, affordable changes that make buildings cleaner and more energy efficient.
- Conducting energy audits and implementing retrofit programs to improve energy efficiency in municipal and private buildings.
- Installing more energy efficient traffic and street lighting.
- Implementing localized, cleaner electricity generation systems.
- Developing bus rapid transit and non-motorized transportation systems.
- Using clean fuels and hybrid technologies for city buses, garbage trucks, and other vehicles.
- Implementing schemes to reduce traffic, such as congestion charges.
- Creating waste-to-energy systems at landfills.
- Improving water distribution systems and leak management.

We will be working with C40 participants in these areas and others in which major greenhouse gas emissions reductions can be achieved.

Global Alliance for EcoMobility

<http://www.ecomobility.org/>



New Mobility Agenda Hot Links

A banner illustration showing a green tree on the left. Below the tree, from left to right, are icons for a bus, a person with a shopping cart, a person in a wheelchair, a person with a stroller, and a person on a bicycle.

Global Alliance for EcoMobility

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[EcoMobility](#)
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A cross-sectoral partnership for the integrated promotion of walking, cycling, wheeling and use of public transport to improve health and the urban environment, to mitigate global climate change.

EcoMobility describes mobility without dependency on the private car. It includes:

- walking-cycling-wheeling:
non-motorized means of transport such as feet, walking aids, bicycle, tricycle, velomobile, wheelchair, scooter, skates, skateboard, push scooter, trailer, hand cart, shopping cart, carrying aids; and above vehicles with supporting electrical drive (preferably powered by renewable energy)
- 'passenging':
using means of public transport such as escalator, elevator, bus, tram, monorail, subway, lightrail, train, cableway, ferry, collective taxi, taxi (preferably with low-emission drives)

Initiating partners are ICLEI - Local Governments for Sustainability and Shimano Inc.

The SHIMANO logo in blue capital letters.The I.C.L.E.I. logo, with 'I.C.L.E.I.' in large green letters and 'Local Governments for Sustainability' in smaller green text below it.

Embarq - Center for Sustainable Transport

<http://embarq.wri.org/>



New Mobility Agenda Hot Links

A screenshot of the EMBARQ website homepage. The header includes the World Resources Institute logo, the EMBARQ logo with the tagline 'THE WRI CENTER FOR SUSTAINABLE TRANSPORT', and the slogan 'cities on the move'. A navigation menu contains links for Home, About, Cities on the Move, Events, News, Blog, Contacts, English, and Español. The main content area is divided into several sections: a mission statement, a newsletter sign-up form, a list of project cities, a 'Downloads' section with links to various publications, an 'Announcements' section featuring a banner for 'iActivate! Active Cities, Healty Cities International Contest', a 'Papers and Publications' section, and an 'About Our Sponsors' section. On the right side, there are several news snippets with small images and titles, such as 'Next Stop: Better Bus Systems in Indian Cities', 'EMBARQ's BRT Activities in Turkey Gain Momentum', 'Mayor Taking Mexico City Green, One Bus Line at a Time', '"Much Like Disease-Ridden Cities of the Past, Many Modern Urban Areas Are Choking on Growth"', and 'Indore, India and EMBARQ Team Up to Improve City's Transport Systems'.

International Transport Forum


<http://internationaltransportforum.org/>



New Mobility Agenda Hot Links

The screenshot shows the homepage of the International Transport Forum website. At the top left is the ITCF logo, and at the top right is the OECD logo with a French flag. A navigation bar contains links for Home, About, Sofia 2007, Forum 2008, Research, ECMT, Press, and Debates. A search bar is located on the left. The main content area features the title 'The International Transport Forum' and the subtitle 'A Worldwide Platform for Transport Ministers, Industry and Civil Society'. Below this is a paragraph describing the forum as a global platform for transport, logistics, and mobility. To the right, there are three boxes: 'Don't Miss' with a link to 'Climate Change Debate', 'Related Sites' with links to 'OECD Online Bookshop' and 'International Energy Agency', and a 'FINAL PROGRAMME' graphic. At the bottom right, a box asks 'Where can policy make a difference?'. A left sidebar contains a list of navigation links including Topics, History, Members, Ministers, Staff, Forum Information, Introduction, Speakers, Workshops, Participation, Exhibition, Field Visits, Prizes, Stakeholders, Carbon Compensation, Bibliography, Publications, Documents, Statistics, Meetings, Delegates Only, and Contact Us.






ITDP *Institute for Transportation & Development Policy*

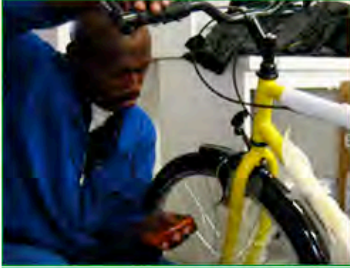
Promoting sustainable and equitable transportation worldwide

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Developing High-Quality, Low-Cost Mass Transit




Strengthening Bicycle and Rickshaw Industries


ABOUT ITDP

The Institute for Transportation and Development Policy (ITDP) was founded in 1985 to promote environmentally sustainable and socially equitable transportation worldwide. We work with city governments and local advocacy groups to implement projects that reduce poverty, pollution, and oil dependence.

[Learn more about Who We Are.](#)



Planning & Advocacy for Cycling & Walking



Emerging Programs

LATEST PROJECT UPDATES

Dar es Salaam Rapid Transit Gets Ready to Roll with South American Tour
11 Jun 2008

Revision of the Transport Plans and Designs for Harbin's New CBD
02 Jun 2008

Alimentando um corredor de Ônibus com Bicicletas: o T5 no Rio de Janeiro
29 Apr 2008

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FEATURED NEWS

London, Paris Edge Out Guatemala City; Eugene, Oregon; & Pereira, Colombia for 2008 ST Award
14 Jan 2008

Former mayor of Bogotá leaves his mark on many cities
28 Dec 2007

FEATURED PUBLICATIONS

Os trólebus na Cidade de São Paulo: Uma Análise Preliminar (The Trolleybus in Sao Paulo)
01 Feb 2008

Revitalising São Paulo's City Centre: Strategies for

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T&E European Federation for Transport & Environment

<http://www.transportenvironment.org>



New Mobility Agenda Hot Links

The screenshot shows the 'About Us' page of the T&E website. The header includes the T&E logo and navigation links: ABOUT US, PUBLICATIONS, T&E BULLETIN, T&E EVENTS, CALENDAR, JOBS, CONTACT US. The main content area is titled 'About Us' and includes a 'Printer friendly view' link. The text describes the organization's founding in 1989, its focus on sustainable transport, and its recognition as an NGO. It also mentions the availability of annual reviews and reports. A sidebar on the left lists various topics, and a search box is located on the right.

T&E
European Federation for
TRANSPORT and ENVIRONMENT

ABOUT US | PUBLICATIONS | T&E BULLETIN | T&E EVENTS | CALENDAR | JOBS | CONTACT US

About Us [Printer friendly view](#)

About Us - [Staff and Board](#) - [Members](#)

Founded in 1989, T&E is Europe's principal environmental organisation campaigning on sustainable transport. Our primary focus is on European policy but our work in Brussels is supported by 51 NGO [member organisations](#) working in 23 countries to promote an environmentally sound approach to transport.

T&E's latest annual review, for 2007, can be downloaded [here](#).

Previous annual reports for [2006](#) and [2005](#) can also be downloaded.

T&E is recognised as an NGO in Special Consultative Status with the Economic and Social Council of the United Nations.

T&E coordinates the International Coalition for Sustainable Aviation (ICSA) which has observer status at the International Civil Aviation Organisation (ICAO).

T&E is a member of the [Green 10 group of environmental NGOs active at EU-level](#).

Publications

T&E frequently commissions studies, and publishes its own reports on important issues in the field of transport and environment. All reports are published in English, the working language of the Federation. T&E also produces [The Bulletin](#) newsletter 10 times each year, as well as fact-sheets and position papers on relevant topics.

Hot Topics
Cars and CO2
Low Carbon Fuels
Transport Noise
Lorry Charging
Aviation
Shipping

Full Topic List
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[Pricing & Taxation](#)
[Infrastructure](#)
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Victoria Transport Policy Institute

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Who We Are

The Victoria Transport Policy Institute is an **independent research organization dedicated to developing innovative and practical solutions to transportation problems**. We provide a variety of **resources available free** at this website to **help improve transportation planning and policy analysis**. We are funded primarily through consulting and project grants. Our research is among the most current available and has been widely applied. It can help you:

- **Identify better solutions** to transportation problems, including some approaches that are frequently overlooked or misunderstood.
- **Identify the full benefits, costs and equity impacts** of alternative transportation policies and programs.
- **Compare and evaluate** alternatives.

Newest Resources (January 2008)

- Smart Transportation Emission Reductions**
This report investigates methods for identifying optimal transportation emission reduction strategies. It describes ways to correct current planning bias so mobility management solutions can be implemented to the degree optimal.
- Appropriate Response To Rising Fuel Prices**
This paper evaluates public policy options for responding to rising fuel prices. Price-minimization policies tend to harm consumers and the economy by encouraging transportation system inefficiency.
- Litman's Planetizen Blogs**
VTPI Executive Director Todd Litman shares information and insights in blogs posted on *Planetizen*, a public-interest information exchange for urban planners, designers, and developers.
- Sustainable Transportation Indicators**
This paper, developed through a cooperative effort by the Transportation Research Board's 'Sustainable Transportation Indicators Subcommittee' identifies a program to develop a standard set of indicators for sustainable transportation evaluation.
- Build for Comfort, Not Just Speed: Valuing Service Quality Impacts In Transport Planning**
This paper examines practical ways to evaluate transport system qualitative improvements such as increased convenience, comfort and security in transport planning.
- Guide To Calculating Mobility Management Benefits**
This Guide provides instructions for estimating the benefits of a specific Mobility Management (or TDM) strategy or program.
- Pay-As-You-Drive Pricing in British Columbia: Backgrounder**
Pay-As-You-Drive (PAYD) pricing means that vehicle insurance premiums and registration fees are based directly on annual

WBCSD on Sustainable Mobility

<http://www.wbcd.org/>



New Mobility Agenda Hot Links



World Business Council for Sustainable Development

DEDICATED TO MAKING A DIFFERENCE

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Sustainable Mobility



Mobility as a Driver of Economic Development: China Case Study

Geneva, 25 April 2008 - This case study assesses the mobility challenges and opportunities with regard to the Greater Yangtze Delta Region and Shanghai in three broad ways: the growing pains caused by overwhelming mobility demand in Shanghai as a mega city; preserving mobility opportunities for all sectors of society; and enabling regional trade.



Water for Fuel

Geneva, 10 March 2008 - As demand for biofuels increases, industry will face additional questions: How can the water be equitably shared? Is biofuel a practical energy solution? What are the options? These questions and others at the water and energy nexus will be the focus of a new WBCSD water and energy workstream of the Council's Water Project.

[>>> More WBCSD news](#)

Business & SD News

Airlines Analyze Operations to Save Fuel

GreenBiz.com, 11 June 2008 - Airlines have recently announced fees for checked luggage, flight reductions and jobs cuts in their bid to offset rising fuel prices.

US cars – End of the road for SUVs

Ethical Corporation, 10 June 2008 - Plummeting sales of gas-guzzling sports utility vehicles in the US is welcome news to greens but has little to do with climate change concerns.


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Executive Brief

Features key information about the project

[>>> All Executive Briefs](#)

Publications

Mobility 2030 - Meeting the Challenges to Sustainability



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Project documentation

-IEA/SMP Transport Model (incl. Documentation & Reference Case Projection)

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The WBCSD on Sustainable Mobility

Mobility is an essential part of society but transport needs to become more efficient, more equitable and less disruptive – both socially and environmentally. In 2000, over 58 million automobiles were produced worldwide in an industry that employs over 5 million people in North America and the UK alone.

As mobility accelerates worldwide, stakeholders are becoming more concerned about issues such as:

World Carshare Consortium

http://www.worldcarshare.com/



New Mobility Agenda Hot Links

The screenshot shows the homepage of the World CarShare Consortium website. The header features the organization's name and tagline: "The word is out. Carsharing is cool. Sustainable transport's missing link." A navigation menu includes links for Home, About, News, Idea Factory, Resources, Video Library, Accelerated Learning (marked as NEW), and Contact. A date stamp indicates "12 June 2007" and a Skype icon is present. A left sidebar contains a "Start Here..." section with links to "What is carsharing?", "Quick Tour", "State of the World", "World CarShare News", and "Videos (in process)". Below this are sections for "C/S Organizations" (World CSO Inventory, Regional Groupings, National Groups) and "Need Some Help" (Useful resources, The Idea Factory, Forum database, New Mobility Briefs, Accelerated Learning: City carshare strategies). The main content area features a "Stockholm : Challenge" award banner and several highlighted articles: "The Carshare Video Library - Check it out NEW", "International suppliers of service & support", "The World CarShare Consortium" (describing a free, cooperative, international program), "Why we support carsharing?" (explaining the concept's appeal), "600 world cities where you can carshare today" (a listing of cities), "World CarShare Operator Inventory" (a directory of services), "The New Mobility Advisory/Briefs NEW" (strategic guidance for city administrators), "Accelerated Learning Sessions NEW" (two-day master classes), "Making a success of your project" (background and expertise), and "International cooperation and support NEW" (support for teams in other parts of the world). A search bar is located at the bottom left of the page.

World City Bike Collaborative

<http://worldcitybike.org/>



New Mobility Agenda Hot Links

The screenshot shows the website's main content area. At the top, there's a navigation bar with links: Start, Overview, Cities, Task Force, Forum, Blog, Latest News, 2008 Focus Programs, Support, Contact. The main heading is "The World City Bike Collaborative: 2008" with a subtitle "A New Mobility Agenda program to encourage and support sustainable transport in your city." Below this is a "What is this all about?" section. The "The project in brief" section contains a bulleted list of program objectives and a "Quick-translate this page into:" box with language options: Dutch, French, German, Italian, Portuguese, Spanish, and Russian. The "What is this all about?" section contains a paragraph and a list of points explaining the program's goals and impact.

The World City Bike Collaborative: 2008

A New Mobility Agenda program to encourage and support sustainable transport in your city.

Start Overview Cities Task Force Forum Blog Latest News 2008 Focus Programs Support Contact

Today is 12 June 2008

Skype ?

- World City Bike: 1, 2, 3
 - 1. Start here
 - 2. World City Bike ABC
 - 3. Learning curve
 - 4. Partners/Suppliers
- Program overview
 - Task Force/Associates
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 - Consultancy & Support
 - City Internship program
- Competence
 - Invitational Forum
 - New Mobility Agenda
 - 2008 Advisory Briefs
- Subscribe & support
 - The report
 - Program and services
 - Become a sponsor

The project in brief

- Program objectives
 - The Deliverables
 - Team & Competences
 - How to subscribe
- Working with that top menu

Click to [Translate Help Desk](#)

Quick-translate this page into:

- Dutch
- French
- German
- Italian
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- Russian

[* Opens in own window *]

What is this all about?

A city bike program has the potential of providing for your city a proven, workable, affordable, near-term city transforming new mobility measure that you and your colleagues should probably be looking at closely. It is our view that with proper preparation you can adapt and put it to work in your city. But there is more to it than one may at first think. This collaborative program is intended to help you gain time and focus in this process.

There are three important structural points about these systems which may not be immediately self-evident.

- First, once they are fully up and working (meaning full city-wide coverage) they begin to gradually transform the basic *metric* of the city, much as motor cars did when they colonized the urban fabrics over the past fifty years. As one part of an integrated multi-part new mobility program, city bike initiatives offer a catalytic step toward wide-ranging environmental, quality-of-life and positive economic impacts.
- Furthermore, by empowering citizens to themselves be part of positive change in their everyday commutes, a city bike program can also have a powerful cultural and political impact – an essential element of tackling climate change.
- And finally, it's important to keep in mind from the outset that this is not going to be "just one more nice bike project". When you dig into it you will quickly see that it is, in fact:
 - a significant public transport project;
 - a roads and infrastructure project of some dimensions;
 - a public health project in a time of need;
 - a city center economic development project;
 - a climate project that really can make a difference; and
 - an exercise in deep democracy and active citizenry.

This is the nature, the scale and the range of your project. Your level of ambition and the resources you are prepared to put into it should match.

Are you really looking?

