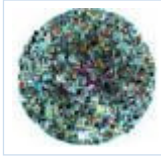




Plan B: The New Mobility Agenda (Start here)



Plan A, with its stress on vehicles and infrastructure development, has been favored for decision-making and investment in the sector over the last 70 years. It is well-known and easy to see where it is leading. Responsible for something like 1/5 of all greenhouse gas emissions, costing us all a bundle, draining the world's petroleum reserves at an egregiously unsustainable rate, Plan A is a clear failure. Time to get to work on Plan B.

[Read on:](#)

POSTED BY THE EDITOR AT [22:30](#)  

Op-Ed: The choice challenge (Try nudging)

‘Nudging’ travel behaviour change through the design of information systems...

- Erel Avineri, University of the West of England

Today's travellers have a wealth of information at their disposal to help plan and execute their journeys. The availability of travel information to the public has changed dramatically in recent years with the increasing use of the internet and mobile communications. Millions of portable satellite navigation systems are sold every year in the UK and Europe. The number of people using web-based journey planners to inform their journeys is increasing. The rapid technological developments in the field of Advanced Traveller Information Services (ATIS) demand a greater understanding of what part this technology is now playing in relation to travel behaviour, and how such systems can be designed to benefit both individuals and transport systems as a whole.

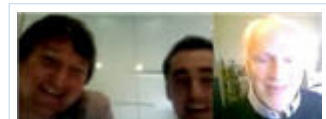


[Read on:](#)

POSTED BY THE EDITOR AT [06:32](#)  

Brainfood: Canned video interviews via Skype



If you have a minute you may want to have a quick look at this. You may find some use in it. A few weeks ago some friends from The Movement Design Bureau in London (Eyes on the Street), called over to suggest that we might spend a few



minutes together to demo a Skype video link they are working with in a program they call Re*Move (forgive them, they're English).



[Read on:](#)

POSTED BY THE EDITOR AT [10:47](#)  

Honk! Swine flu increases traffic fatalities in Mexico City

This is a very short note, but I thought folks on the World Streets blog might appreciate this traffic factoid from here in Mexico.

Apparently the swine flu in Mexico City caused few real deaths but many traffic deaths. The large drop in the volume of cars increased velocities and also increased traffic fatalities. There were 12 traffic fatalities in the 6 days before the government issued their swine flu alert and 75 traffic fatalities in the 6 days after.



[Read on:](#)



POSTED BY THE EDITOR AT [07:37](#)  

Back from Seoul: Denis Baupin on Cities against Climate Change

We try very hard in World Streets to stick to our topic, which is already broad enough. But from time to time we reach out to give attention to the basic underpinnings of public policy which shape the basic environment of our sector and our ability to do something about it. In this spirit, we are pleased to present here a recent "reflection" made by Denis Baupin, Deputy Mayor of Paris in charge of sustainable development policy, upon his return from the second meeting of the C40 Cities against Climate Change conference which just concluded in Seoul. You will find below the French language original, and after that if you scroll down a loose translation which your editor has roughed out into English.



[Read on:](#)

POSTED BY THE EDITOR AT [13:06](#)  

Honk! Veronica Moss, lobbyist



From our ever busy friends over at StreetFilms, two and a half minutes with Miss Veronica Moss, convinced SUV-ist, unbending defender of her right to the road, and apparently lobbyist in the corridors of power in Washington DC. Try it with your morning tea break. (Only in America, right? Oh?)

[Read on:](#)

POSTED BY THE EDITOR AT [08:26](#)  

Virtuous cycles: It's all about choice

- Gordon Price, [PriceTags](#), Vancouver, Canada

It has taken a century of building almost exclusively for the car to get us to our current dilemma. It will take some time to achieve long-term solutions. Ultimately, they can only be found in the way we build our cities. We will have to establish virtuous cycles to offset the vicious ones, where success leads to more success.



[Read on:](#)

POSTED BY THE EDITOR AT [07:33](#)  

Honk! Help April (help us)


Dear Photographers, Artists and Eyes on the Street colleagues worldwide,

Our friend April Streeter, an environmental journalist, mother of two young cyclists, and Eyes on the Street Sentinel from Gothenburg Sweden is in the process of preparing a book which is focusing on urban women cyclists in all the very different corners of our often hard-to-cycle-in world.



- Photo credit: [Eric Tenin](#), Paris

[Read on:](#)

POSTED BY THE EDITOR AT [05:26](#)  

Who reads World Streets? And where?





In the last week close to two thousand thoughtful people from 140 cities and 36 countries of this



suddenly quite small planet dropped in to pick up their free copy of the latest edition of *World Streets*. Looks like you are one of them.

[Read on:](#)

POSTED BY THE EDITOR AT [08:52](#)  


Green Light on World Streets: Next Steps

World Streets: Insights and discussion points from leading thinkers and practitioners around the world.

World Streets, the world's first independent sustainable transportation daily, is about to complete its first trimester of activity, so we thought this would be a good time to address one of the important building blocks of this effort, notably the potential for collaboration and exchange among colleagues and groups who care deeply about these matters.



[Read on:](#)

POSTED BY THE EDITOR AT [13:33](#)  

Plan Verde : Green Projects in Mexico City Spinning Forward

- Tom Bertulis, ITDP, Mexico City

In a daring move, the Mayor of Mexico City is looking to leaving a legacy by launching an eco-action plan known as the “Plan Verde” (aka, the Green Plan, see <http://www.jornada.unam.mx/2007/08/31/index.php?section=capital&article=035n1cap>). The proposal includes expanding the “Hoy No Circula” program (where drivers are prohibited from using their car one weekday a week) and the replacement of 100% of Mexico City’s official vehicle fleet for cleaner models.

[Read on:](#)



POSTED BY THE EDITOR AT [10:35](#)  

Public Transit <-> Public Health: The Link?

Is it possible that public transportation is actually “good for you”? Is there a link between transit and health, individual and collective? Todd Litman of the Victoria Transport Policy Institute (Canada) reports that a number of recent studies do show that high quality public



transit service can improve public health by...



[Read on:](#)

POSTED BY THE EDITOR AT [08:36](#)  

Transport in Cities: Plan A is Not Working (1)

The goal of today's column is provide an opening statement and then to invite short contributions (200 words or less) from our international colleagues around the world as to why "Plan A" is not working in the transport sector of our cities.

Why is this? The response almost always given is that there is not enough money for doing it right. For my part I have serious doubts about this.



[Read on:](#)

POSTED BY THE EDITOR AT [11:27](#)  

Two views of carshare futures in Paris

Summary: The story behind this debate on how best to organize very large new network of electric cars and stations offering "one-way" service; and the other proposing instead to support and extend the existing system of carsharing services, of which there are presently five operators serving the city and developing their operations at steady growth rates.



Some useful references to fill out this story:

- * ["Common sense on next generation carsharing - Paris, London EV proposals"](#), World Streets, 19 March 2009 -
- * PBS television interview – ["From Bikeshare to carshare"](#) -- of Deputy Mayor Denis Baupin, leader of the Greens, with his filmed commentary on the environmental and personal cost implications of the two approaches
- * Map of current carshare locations in Paris (at end of this article)

[Read on:](#)

POSTED BY THE EDITOR AT [09:30](#)  

LABELS: [*](#)

Europe to appoint European Bicycle Officer

The European Commission announced in a statement during the closing session of the 2009 [Velo-city congress](#) in Gent, Belgium, that they intend to appoint a "European Bicycle Officer". This decision was taken as a result



of a process of careful process of consultation over the last several years engaging a wide spectrum of groups representing a range of interests, ranging from cycling federations, groups and manufacturers, along with a wide array of cities, environment, sustainable transport and new mobility groups from across Europe.



[Read on:](#)

POSTED BY THE EDITOR AT [09:14](#)  

Sustainable Transport that Works: Lessons from Germany

Journal of World Transport Policy and Practice
Volume 15, Number 1. April 2009

Editorial - John Whitelegg:

We live in interesting times. Almost all the largest world economies are assembling packages of financial support for the car industry and financial incentives to persuade citizens to throw away an older car and buy a new one. The recession and the rise in unemployment is a personal disaster for many and the pressure to “rescue” industries is intense. Sadly global thinking and decision taking on this matter is way out of line with evidence and with the need to identify opportunities out of the mess rather than continue on the same lines that created the mess.



[Read on:](#)

POSTED BY THE EDITOR AT [04:37](#)  


Honk! From Bikeshare to Carshare

This [short film](#) explores some differences of views between experts about an eventual new and very ambitious carsharing project currently being discussed in Paris for application by the city. It combines scenes showing some of the different ways that people getting around in the city these days, with expert commentary, all of which is aimed at a general audience and not just the usual insiders.



In other words, it engages complexity. Now that's a start!

[Read on:](#)

POSTED BY THE EDITOR AT [15:30](#)  

Op-Ed: Mobility Matters: Reducing Car Use

Mobility Matters - Reducing car use on a long term basis

- Margaret Mahan, [BEST](#) Vancouver Canada

This program launched by BEST - [Better Environmentally Sound Transportation](#) in Vancouver Canada, encourages people to reduce car use on a long term basis, and promotes more sustainable and active transportation choices. Links car disposal services with transportation planning, using a community/neighborhood organizing approach. It works like this:

[Read on:](#)



POSTED BY THE EDITOR AT [13:19](#)  

Comments: Europe Imagines Its Suburbs Without the Car


There is some telling US style discussion of this article in yesterday's New York Times which you can pick up [here](#).

To my mind, most of these discussions invariably have more to say on (a) why it won't work or (b) at best only at the margin. Not all that useful.

World Streets aspires to do better. We have to look more broadly for inspiration and ideas.



[Read on:](#)

POSTED BY THE EDITOR AT [07:53](#)  

Dialogue: Transferability of International Experience - Part II

Michael Yeates of Brisbane continues on this important topic.

Hopefully this is a subject that will be pursued in some detail and with more vigour ... but without too much personal umbrage. In the interim, http://www.transplus.net/TrDoc/T_inglese.pdf appears to give a useful "summary" from the perspective of the TRANSPLUS project brief.

[Read on:](#)

POSTED BY THE EDITOR AT [03:11](#)  

Toolkit: Building a World-Wide Learning Community

Knoogle New Mobility 1.1

Knoogle New Mobility 1.1 is the first iteration of a power search engine aimed at better linking a world-wide learning community in support of urgent, climate-driven transport reform in cities. Knoogle is specifically tailored to help policy makers, local government, researchers, NGOs, activists, consultants, concerned citizens and the media keep up efficiently with the work and plans of the programs, groups, and sources leading the field of sustainable transport and sustainable cities, worldwide.

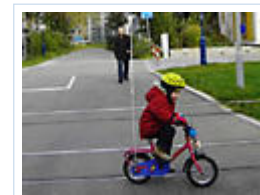


[Read on:](#)

POSTED BY THE EDITOR AT [17:16](#)  

Profiles: Europe Imagines Its Suburbs Without the Car

Note from the Editor: Is it not fascinating, and encouraging, the manner in which the mainstream media are increasingly starting to crawl over to doing a more responsible job on sustainable transport issues, accomplishments and directions? This article by Elisabeth Rosenthal from today's New York Times looking at the exemplary "car-lite" strategy and accomplishments of suburban Vauban is one excellent example. It is, in fact, one of a steady flow of articles and media that have been reporting on this approach internationally over the last years. And we might note the extent to which leading-edge thinkers and practitioners of the new thinking about transport in and around cities are making their voices heard. (Build it and they will come?)



VAUBAN, Germany — Residents of this upscale community are suburban pioneers, going where few soccer moms or commuting executives have ever gone before: they have given up their cars.

[Read on:](#)

POSTED BY THE EDITOR AT [07:41](#)  

Dialogue: Transferability of International Experience

From Michael Yeates, *Eyes on the Street* in Brisbane, Australia. In response to earlier questions by Steve Melia of the University of the West of England and Stephen Marshall of the Bartlett School of Planning, University College London

Interesting points to raise at present as several "leading" nations (self-appointed e.g. USA, UK, Australia) embark on massive spending to maintain jobs i.e. maintain "growth" and consumption etc, on what looks very

much more-of-the-same but no doubt reflects a slight change in priorities.

[Read on:](#)

POSTED BY THE EDITOR AT [08:59](#)  

Bad News Dept. - A Bad Public Bike Project

(Don't let this happen to you)

There are lots of ways to get your city bicycle project wrong, but here is one path that is guaranteed to fail. Have a look. It doesn't have to be like this.

[Read on:](#)



POSTED BY THE EDITOR AT [04:15](#)  

Bikes as social technologies: Ascobike Brazil

Bikes are basically social technologies. When you ride you are very aware of the people around you, whether on bikes, motor vehicles or travelling by foot. You are not cut off from people and the street as you are when it comes to motorized transport. Part of it is not only that you are basically "nude" in terms of protection, but also that since you are travelling more slowly there is time for eye contact and even speaking with each other. Nice!



[Read on:](#)

POSTED BY THE EDITOR AT [07:28](#)  

Ruas do Mundo? Read Streets in Portuguese today

What? Getting tired of reading all this stuff in English every day? Want to travel the world in your mind? So why don't you take a break from the old anglo world and have a look at how World Streets looks in Portuguese. Dance baby dance.

Click [here](#) to read Streets in Portuguese today

[Read on:](#)



POSTED BY THE EDITOR AT [05:01](#)  

Brainfood: Mad Car Owner Speaks Out



(And the New Mobility Agenda listens)

Like it or not in most of our cities on this beleaguered planet, there are growing numbers of people who are driving around in cars. And as much as in our eco-heart of hearts we may want to get most of these cars out of the traffic stream -- which indeed is necessary - the simple reality is that this is not going to happen overnight.

Thus, in the core of the New Mobility Agenda, there is a key principle which states that if we are to succeed in this much needed transformation of our cities, we are going to have to figure out ways to help drivers deal with the new circumstances of traffic in cities, while at the same time reducing their number strategically and steadily. And since sometimes it does not hurt to start with a smile, let's invite you to have a look at this interview that never happened with a Mad Car Owner. (That's him right there. You can see that he's not all that happy)



[Read on:](#)

POSTED BY THE EDITOR AT [05:46](#)  


Introduction: Toward sharing

World Streets is convinced that the future of the sustainable transport will in large part be mediated by new attitudes toward and practices of both ownership and use of both private and public means. Starting in the cities showing the way, we are going to see a lot more sharing in a lot more ways, among them: carsharing, ridesharing, bike sharing, taxi sharing, space sharing, street sharing, intersection sharing, time sharing, and the list can go on. To this end we shall be giving plenty of space in the coming months to information on specific projects, means, and groups dedicated to be part of this solution path. We all have a lot to learn on this score.

The following Policy Briefing Note on "Naked Streets" by the British group [Living Streets](#) has been brought to our attention by Amy Aeron-Thomas, Executive Director of [RoadPeace](#).

[Read on:](#)



POSTED BY THE EDITOR AT [09:20](#)  

Why "Dysfunctional Transportation" is major public health threat



And what we can do about it:

There can be little doubt that the best way of gauging the seriousness of the mounting problems of our present dysfunctional transportation arrangements - and hence the need for fast and effective remedies and adjustments -- is not so much from the usual purely transportation lens, or public works, or energy, nor even that of "environment" or land use - though all these are of course critical components of the challenges we need to resolve. Rather, above all we should be prepared to look at this from a public health perspective. It is only from this vantage that we can begin to appreciate the full range and degrees of severity of the problems that we are, in fact, resolutely refusing to face.

[Read on:](#)

POSTED BY THE EDITOR AT [09:19](#)  

Street Smart: Reading World Streets



Not easy to stay on top of what is important to you in an age of info overload, but we are giving this serious thought here at World Streets. Here are a few ideas for you, starting with one-click call ups of off-line summaries of all postings and comments over the month for both March and April. . .

[Read on:](#)

POSTED BY THE EDITOR AT [05:15](#)  

Honk! Brains Not Included

Context: New York Times, The Green Issue, April 16, 2009
“Batteries Not Included”

Will electric cars, plug-in electric hybrids, new mobility vehicles, fuels and power sources in general deal with the massive systemic challenges of transport in cities in all their 21st century fullness: climate change, environment, public health, noise, pollution and traffic reduction, energy, petroleum and import dependency, fair mobility, costs to individual s citizens, and to the collectivity, efficient mobility, and quality of life for all?

And if they have a role, what is their relevance in today’s priority time frame – namely the need for large scale impact improvements in the several years directly ahead?



The sad truth is that when it comes to the real bottom line they have no relevance at all. However . . .

[Read on:](#)

POSTED BY THE EDITOR AT [17:01](#)  

Heads-up: Collaborative international cities project

An interesting international collaborative cities project looking at exchange and interaction in the field of urban transport innovation that you may find it useful to know about.

Organized under the auspices of the European Commission: NICHES+ ("NICHES plus") is a FP7 coordination action aiming to network key actors actively engaged in developing innovative urban transport concepts and to facilitate the coordination of their activities across Europe.

[Read on:](#)

POSTED BY THE EDITOR AT [01:56](#)  

Op-Ed: On encouraging car-users to leave their cars behind

On encouraging car-users to leave their cars behind



- Bina C. Balakrishnan, Transportation Planning and Engineering, Mumbai *



Mumbai is encouraging car- users to leave their cars behind for the commute to work, through parking initiatives.

Currently over 90% of the parking demand is met by on-street parking, which is either free or very nominally charged. A parking policy has been worked out, where there will be NO free parking and all parking will be charged –the concept of “Universal Pay & Park”. These rates will gradually be raised so as to be reflective of the real estate values of the locality- after all, a car is a personal property that is using public space for a period of time!

* 28 April 2009. Mrs. Balakrishnan is the one hundredth concerned citizen to join the informal World Streets Sentinels program (Eyes on the Street) since its inception on 2 April 2009. Click to <http://newmobilityagenda.blogspot.com/2009/03/world-streets-correspondents.html> for map showing the latest listings. Are you ready to be the 101st? [Read on:](#)

POSTED BY THE EDITOR AT [10:29](#)  

Print: Cycling-inclusive Policy Development

The [Sustainable Urban Transport Project](#) (SUTP) of the [GTZ](#) and the [Interface for Cycling Expertise](#) (I-Ce) have joined efforts in the development of a training document entitled "Cycling-inclusive Policy Development: A Handbook". Written by 12 experts in different fields of cycling-inclusive development.



**Cycling-Inclusive Policy Development:
A Handbook**

April 2009

[Read on:](#)

POSTED BY THE EDITOR AT [10:11](#)  

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