



In a smart city people walk a lot

The New Mobility Agenda

Come argue with me

-Eric Britton reports to the **Smart City World Congress**
Fira Barcelona, 2 December 2011



SmartCity World Congress

Fira Barcelona from 29 November to 2 December 2009

Session IV: "Urban mobility: Achieving social efficiency". 2 December 2011

Speakers

- **Moderator: Robert Stussi**, Former President AVERE (European Association for Battery Hybrid& Fuel Cell Electric Vehicles) / WEVA President, New Mobility consultant
- **Eric Britton**, Keynote. EcoPlan International and World Streets, Paris.
- **Pan Haixiao**, Researchers in transport planning - Tongji University, Shanghai.
- **Robert Cervero**, Institute Director Urban and Regional Development at the Transportation Center, Berkeley.
- **Robin Chase**, Funder & CEO Buzzcar, Cambridge MA and Paris
- **Timothy Papandreou**, San Francisco MTA (Municipal Transportation Agency)
- **Peter Chamley**, ARUP - Global Infrastructure Practice Chair
- **Ger Baron**, Amsterdam – Innovative

The 2 December plenary session is followed by the following breakout sessions.

- * Integrated Mobility
- * Driving in a smart city
- * Services for sharing resources
- * Electric vehicle
- * Moving around
- * Smart Spain
- * Challenges of the implementation of the Electric Vehicle
- * Día de la flota eléctrica

For latest information on congress and these sessions, click to <http://www.smartcityexpo.com/>



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– *Eric Britton, Opening keynote*

Summary:

The author draws a line in the sand to separate once and for all the fundamental strategic differences between what he calls "old mobility" -- by which he groups the costly and intrusive principles and practices which largely dominated public policy in cities worldwide over primarily the second half of the twentieth century -- from the powerful in-process paradigm shift which brings us to the New Mobility Agenda, an informed strategy for public policy and private practice as now being practiced with variations in leading cities around the world.

The key strategic shift is to move away once and for all from our discredited twentieth century knee-jerk emphasis on vehicles, technology and infrastructure -- and instead concentrate attention on people and what they want, what they need, and what makes them tick. The core of this strategy is to substantially reduce the number of cars moving or parked on city streets, while at the same time building up a great bouquet of alternative mobility services, the goal of which is to provide "better than car" transportation, concentrating on the needs of the 80% of the people who have been ill-served by old mobility practices.

To end with the good news: we are out of money, and better yet this situation is not going to greatly improve over the next three or four years directly ahead. This means that instead of spending and building ourselves even further into the deep ditch of unsustainability, we are going to have to stand back and concentrate on policy measures and packages of services which are low-cost but which when melded into a thought-out package will have very high impacts in all of the key areas. We have a great and exciting period ahead of us. Recalibrate!

Key words:

Sustainability. Access. Equity. Consistency. Continuity. 80%. Deep democracy. Space. Slowness. Proximity. Mixed use. Quiet. Economy. Job creation. Local commerce. Fair housing. Inclusiveness. Social media. Technical virtuosity. Recalibrate!

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The New Mobility Agenda : Come argue with me

1. The "Smart City" : Not too fast! Let's think about it.
2. The two dreams of man: Immortality and flying (And how they fit into sustainable cities)
3. Laying the base for a sustainable city. First decide . . .
 - a. Who you are?
 - b. Where you are?
 - c. Who you want to be?
 - d. And where do you want to go from here?
 - e. Reminder: A sustainable city cannot be a political football
 - f. Reminder: A sustainable city is a competitive city (and knows the competition)
4. Old mobility? What is it . . .
 - a. If you are a car owner/driver
 - b. If you are not.
 - c. If you are a city
 - d. If you are an operator, service provider
 - e. If you are a nation
 - f. If you are a planet
5. The New Mobility Agenda (The necessary paradigm change)
 - a. Reflections on "Urban mobility: Achieving social efficiency"
 - b. New mobility is not . . .
 - c. 21st century Learning and doing strategies for complex situations
 - d. Know who/what you do NOT want to be
 - e. Flat systems (Good-bye to all the old initiative-intimidating hierarchies)
 - f. Do not get comfortable – remember that life is chaos (That does not mean you abandon – but rather that you accept this level of uncertainty and complexity)
 - g. Do not plan "in-house". Seek multiple, conflicting points of view (Cognitive dissonance)
 - h. Get the bad news early
 - i. The 21st century Agora and the role of social media
 - j. Succeed
6. Sustainable cities: The Strategic Frame
 - a. Start at the beginning (And not in the middle)
 - b. You start with people -- not with cars or technology or infrastructure
 - c. Equity/Social justice (Target the "bottom" 80%, don't worry about the rest)
 - d. Systemic performance (Not nodes or links or single modes)
 - e. Economy – (Ernest Rutherford, Cavendish Labs)
 - f. Jobs – The high cost of "labor saving" innovation

7. Implementing the strategy – The Four Pillars of sustainable transport in cities
 - a. <Cars: Plenty of cars syndrome, plenty of drivers, but new patterns of ownership/use
 - b. >"Better than car transport" More modes. More variety. Better choices
 - c. Managing space (Other half of space is speed. Other half of speed is danger. And systemic inefficiency)
 - d. And why you cannot wait

8. To achieve these objectives, you will need to create and guarantee . . .
 - a. A 21st century policy frame
 - b. Coherence
 - c. Consistency
 - d. Continuity
 - e. Outreach (old and new media)
 - f. Leadership
 - g. Deep democracy (responsive and citizen initiative) – not democracy on a plate served up by current omniscient politicians for a passive accepting public
 - h. How hard is it to succeed?

9. A lightening intro on carsharing from [World Carshare](#) (More to follow by speakers)
 - a. You can carshare in Barcelona this morning
 - b. You can carshare in more than 1000 cities and areas around the world this morning.
 - c. There is nothing new about carsharing
 - d. Why people carshare?
 - e. The four-way pull for the future market
 - f. The benefit to society of one less car on the road
 - g. CarSharing: A 1% solution (And why it is a critical 1%)
 - h. The key is the city
 - i. Summing up for 2012-2015

10. *If I had just one wish for Barcelona . . .*
 - a. Recalibrate!!!
 - b. Understanding the man/speed interface and building it into the new system
 - c. Increasing systemic efficiency through slowness - 15 / 30 / 50 (?)
 - d. Removing all smooth throughput obstacles, hindrances (example traffic lights)
 - e. Advantages for all (travel time, conditions, environment, fuel, accidents, harmony)
 - f. Technical virtuosity (the only way to get the job done)

Closing words

We have no money gentlemen, so we shall have to think

- By Nobel Prize winner Professor Ernest Rutherford, on taking over leadership of the quite broke Cavendish Laboratory in 1919, in the wake of the First World War.



Supporting notes on speaker, commentary and follow-up.

Bio note:

Trained as a development economist, [Francis Eric Knight Britton](#) is managing director of EcoPlan International, an independent advisory network in Paris providing strategic counsel for government and business on product, policy and decision issues involving social-technical change and sustainable development. He is presently serving as distinguished visiting [Professor of Sustainable Development](#) in the graduate international program of the Institut Supérieur de Gestion in Paris. He is founding editor of the [Journal of World Transport Policy and Practice](#) and [World Streets](#).



Speaker's response to request from organizers to comment on the concept of a "smart city"

The concept of a "Smart city" or "intelligent technology" is to my mind, if interesting enough as a possible point of departure to query the need for and eventually the direction of change is required in our cities and our mobility systems, a potentially dangerous one. The danger is quite like the poet Horace's *deus ex machina*, since in our case it carries with it the implied suggestion that all we need is enough technology and we will be able to have our problems solved not by ourselves but by these "smart" systems. That of course is patently untrue and, worse yet, exceedingly dangerous. We know that while the technological vector is of great (let me take one step further and say "huge") importance in our sustainable future, the key lies above all in a significant change of attitude and a lifestyles on ALL our parts. But in the simplest terms: we the people are the problem and we the people have to be the solution. I look forward to a lively week with many different thoughts on this subject in Barcelona.

Follow-up to Barcelona conference on World Streets

A conference like this is best thought of not as a one-time event that brings people together for a few days, closes its door on the last day and then that's that. Given the quality of the speakers and the importance of the issues under discussion, it is best thought of as part of an on-going process. Thus we anticipate that a number of the presentations and discussions launched in the Barcelona meeting will be the subject of future postings on World Streets. You will be able to follow them starting on 5 December at <http://worldstreets.wordpress.com/category/Barcelona> - <http://www.facebook.com/worldstreets> - <http://twitter.com/#!/worldstreets>, and the 24/7 New Mobility Café at <http://groups.yahoo.com/group/NewMobilityCafe/>