Leading Change in the Built Environment

Harriet Tregoning
Director
NUMO (New Urban Mobility alliance)
What kind of change do you want to manage in your community?

- New comprehensive plan
- Decarbonize the economy
- Revitalize transit
- Steer stimulus infrastructure investments
- Post-COVID-19 reforms
- Eliminate single-family zoning

Photo: Fibonacci Blue / Flickr
1. Communicate Urgency
Transportation sector GHGs in 2016 surpassed energy

Transportation is responsible for 27% of emissions, growing
'We're risking our life': coronavirus takes a toll on essential workers still on the job

Transit Has Been Battered by Coronavirus. What’s Ahead May Be Worse.

“The number of scenarios that we have to plan for is staggering.”

How Does Transportation And Commuting Change In A Post-Coronavirus World? We Asked Experts

JUMP is offering free rides to essential workers + City is adding bike parking where needed to ease crunch
2. Establish a Broad Guiding Coalition
3. Develop an Alternative Vision
Minneapolis’ Transportation Action Plan highlights an alternative vision regarding access by 2030...

“Expand transit coverage so that 75% of residents are within a 5-minute walk of high-frequency transit and 90% are within a 10-minute walk...”
An Alternate Version of the Future

Visualizations by Steve Price
www.urban-advantage.com
4. Engage Leading Local Governments, Providers & Institutions

- Pittsburgh, Pennsylvania
- Bogotá, Colombia
- Washington, D.C.
- Detroit, Michigan
Each of these... ... is a zoning change.
5. Leverage Catalytic Projects
Regional bike transit system

- D.C.; counties in Maryland & Virginia

Nearly 5,000 bikes at 500+ stations

3.4 million annual rides
6. Allow Broad-Based Action by Changing Systems & Structures
Zoning Review: Parking Recommendations

Presentation by the Office of Planning

Zoning Commission Public Hearing
Cambridge, Massachusetts’ Cycling Safety Ordinance requires all roads scheduled for upgrades to include protected bicycle infrastructure.
7. Generate Short-Term Wins
**Electric Cargo Bike**

- Distance: 0.8 m
- Weight: 93 lbs (6 grocery boxes)
- Time Elapsed: 7.79 min
- CO2 Emissions: 26.4 g
- Cost/Ride: $0.001

**Gas-Fueled Delivery Van**

- Distance: 0.8 m
- Weight: 93 lbs (6 grocery boxes)
- Time Elapsed: 13.02 min
- CO2 Emissions: 260.612 kg
- Cost/Ride: $0.044
8. Consolidate & Build On Gains
Bike Share Ridership in the US by System

- Capital Bike Share (Greater Washington DC)
- Citi Bike Miami
- Hubway (Greater Boston)
- Citi Bike NYC
- Divvy (Chicago)
- All Others

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Trips Taken in Millions</th>
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<tr>
<td>2010</td>
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<tr>
<td>2011</td>
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<td>2016</td>
<td>28M</td>
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Source: NACTO

*Statistics from 2016*
9. Embed Cultural Shifts
From a culture of sprawl & automobility...
1200 New York Avenue NW, Washington, D.C. = Walk Score of 100

Within a mile walk...

- Groceries
- Schools
- Parks
- Libraries
- Fitness
- Drugstores
- Hardware
- Clothing
- Restaurants
- Theaters

... to a culture that values walkability & proximity.
Leading Change in the Built Environment: A Playbook*

1. Communicate urgency
2. Establish a broad guiding coalition
3. Develop an alternative vision
4. **Engage** leading local governments, providers & institutions
5. Leverage catalytic projects
6. Allow broad-based action by changing systems & structures
7. Generate short-term wins
8. **Consolidate** & build on gains
9. Embed cultural shifts
