



## **Pioneering New Mobility in Cape Town**

*The next generation of transportation will be strategic, sexy and accessible.*

By:

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Imagine a day when, arriving at the train station, shopping center, or workplace, you find one of a vital network of “New Mobility Hubs.” This is a series of ubiquitous transfer points around a city where connections can be made easily from one mode or service to another seamlessly. For example you might arrive at a vibrant hub on a bus having reserved a car share vehicle with your cell phone fare payment technology. Quickly and conveniently you gain access to the car, use it as needed, and drop it off at another hub. At that subsequent hub, you might rent a bike or decide to stay at the hub to have a cup of coffee, check your email, pick up a few groceries, and meet your children coming home from school.

### **What is New Mobility?<sup>1</sup>**

New Mobility is an emerging approach to sustainable urban transportation and related business innovation. In response to the urgent mobility and accessibility needs of growing urban populations worldwide, New Mobility is about moving people, moving goods, and moving less in ways that are cleaner, greener, safer, affordable, equitable, customized, and connected. Hub Networks are practical for cities in the developed or developing world because they can be customized to fit local needs, resources, and aspirations.

An early and very successful example of integrated innovation in New Mobility is the Hong Kong Octopus system, which links multiple transit services, ferries, parking, service stations, access control, and retail outlets and rewards via an affordable, contactless, stored-value smart card. The entire system is designed and engineered to support seamless, sustainable door-to-door trips<sup>2</sup>. A more recent innovation, began in Bremen, Germany, and is evolving and spreading to a number of other European cities, as well as to Toronto, Canada.

### **Opportunities for the World Cup & Beyond**

Since July 2006, the SMART<sup>3</sup> program at the University of Michigan has been working with the Cambridge Programme for Industry, the Prince of Wales Business and Environment Program, and a range of South African business leaders:

*“... to form a coalition of South African-based businesses that could together generate a suite of sustainable mobility interventions for the 2010 Soccer World Cup, with a view to*

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<sup>1</sup> Background is excerpted from the “Next Generation of Sustainable Urban Transportation” by Susan Zielinski <http://www.nae.edu/nae/bridgecom.nsf/weblinks/MKEZ-6WHPJK?OpenDocument>.

<sup>2</sup> Octopus, 2006.

<sup>3</sup> Sustainable Transportation and Accessibility Research and Transformation

*these interventions leaving a legacy of enhanced mobility for the people of South Africa and a network of expert capacity amongst those companies that could be applied profitably in a range of other countries.”*

The coalition, thanks to partnership and sponsorship of Ford Motor Company, is pioneering New Mobility thinking in Cape Town, developing innovative projects including a New Mobility Hub Network for Cape Town, and new forms of partnership, especially those involving private sector partners and entrepreneurs, around transportation. It will complement and reinforce the big proposals for massively upgrading public transport in Cape Town as reflected in the Integrated Transport Plan and the Inter-Governmental Public Transport Implementation Action Plan.

Momentum and collaboration is building rapidly within the coalition. Within the (now 12 hub) New Mobility Hub Network pilot, members are beginning to explore several of the potential opportunities that have surfaced, such as:

- Improving customer access to a connected range of transportation modes in the Central Business District (e.g. Rikki's Taxis, Metrorail, Kab Shuttle, Golden Arrow, pedestrian walk-ways and bicycles) through common hubs, integrated way-finding information, and fare payment.
- Increasing sustainable transportation options between Muizenberg and Fish Hoek by improving train service, establishing hubs and park 'n ride facilities, and adding additional taxi/cab availability and bicycle lanes. According to Sustainable Energy Africa, this is critical during the rehabilitation of the Main Road, but should have a lasting impact on resident, commuter and tourist behavior.
- Catalyzing micro-enterprises in the Cape Flats area which provide opportunities for improved mobility on the smaller roads (e.g. between the main taxi routes.) For example, this might take the form of small bike rental/repair shops or 2-3 person moped "taxis" which allow easy movement between taxi stops, train stations, shopping centers and residential areas.

At the same time, the New Mobility Alliance is conducting a survey which will help to paint a more coherent, connected, holistic picture of the vision for the Cape Town hub network. The survey will help to prioritize locations for the hubs and map current and potential amenities for each hub.

### **Get Involved!**

The next NMA meeting will be in May of 2008. In the mean time, if you would like to participate in the survey, get involved in one of the pilot projects or working teams, or simply learn more about the alliance, please contact us.

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**THE FOLLOWING TEXT IS INTENDED FOR A SIDE PANEL/SHADED BOX:**

### **The New Mobility Alliance of Capetown**

Those involved in pilot development, working sessions, and ongoing dialogues include:

- ABSA
- Arcus Gibb
- ARUP
- Axiz
- Barloworld
- BEN (Bicycling Empowerment Network)
- BP
- Cape Town Chamber of Commerce
- Cape Town Partnership
- City of Cape Town
- ComutaNet
- Corporate Cabs
- CSIR
- Engen
- Ford Motor Company\*
- Golden Arrow Bus Company
- Hollard
- IDASA (Open Democracy Advice Center)
- Incite Sustainability
- Investec
- Konrad Adenauer Stiftung
- Metrorail
- Old Mutual
- Pendulum SA
- Sassol Oil
- SEA (Sustainable Energy Africa)
- Shingara Integrated Investments
- Siemens
- Spoornet
- SustainAbility
- Syntell
- UNDP
- University of Capetown
- University of Pretoria
- Vega School of Advertising
- Western Cape Province
- World Wildlife Fund

\**Ford Motor Company* has committed significant resources and time to working with SMART on catalyzing integrated New Mobility hubs and industry development. In addition to Cape Town, projects are underway in Chennai, India, Salvador Brazil, and selected cities in North America. "I've told my people many times, 'Don't assume we're always going to be the car business. We're going to be in the transportation business, and it's going to look very different 20, 30 or 50 years from now,'" Bill Ford told journalists during a media dinner at the North American International Auto Show.<sup>4</sup>

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<sup>4</sup> *Bill Ford Touts "Mega-Cities" Project.* WardsAuto.com, Byron Pope, 14 January 2008.