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Director & Team Lead
Stuttgart
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People Oriented Mobility and Urban Development

Gehl



Gehl makes cities for people

We are a team of dynamic, talented, international people from varying backgrounds, who share the values and ambitions of making 'cities for people'.



København



San Francisco



New York

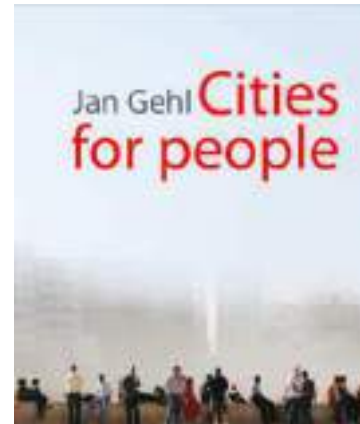


Photo by Henningsson

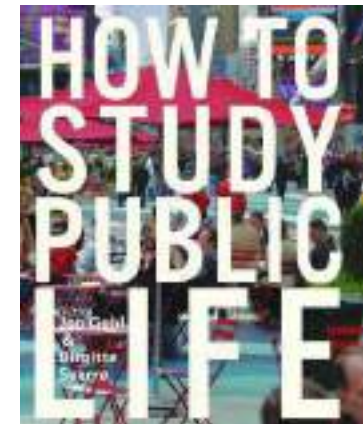
"How does cities affect people?"



1971

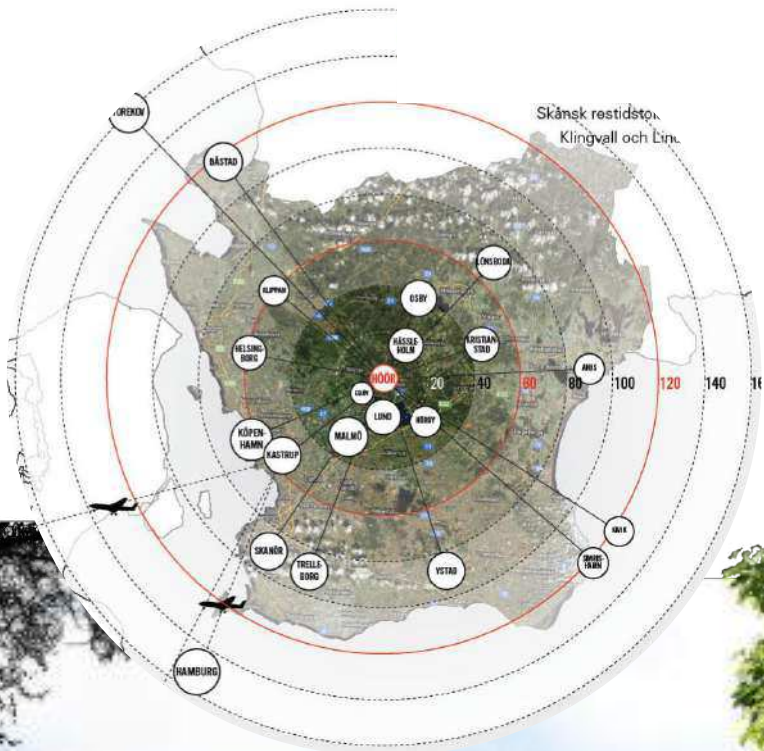


2010

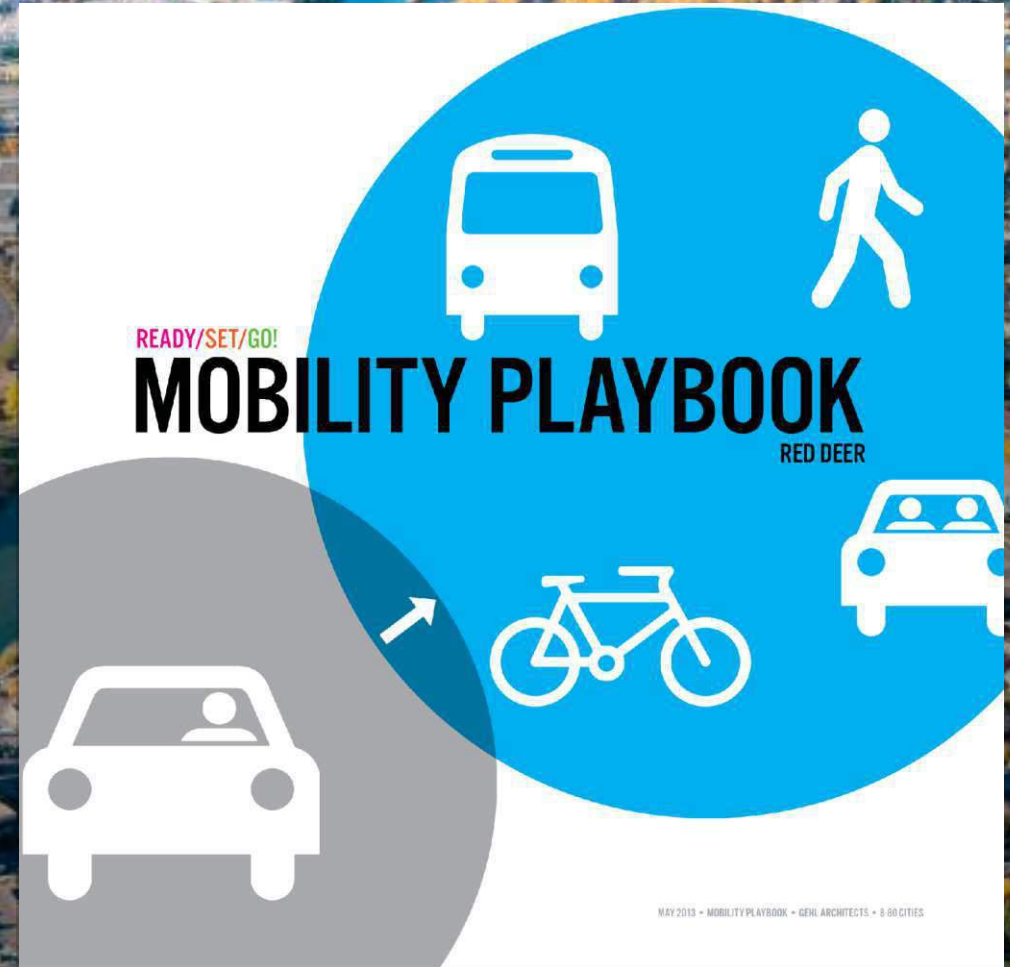


2013

Regional mobility planning
Region Skåne
Stations and nodes and generators
for regional and local development



Integrated Mobility Plans
Mobility Playbook
Red Deer



Street design – from street to place
New Road, Brighton

before



175 % more pedestrian traffic
22% more bicycles
600% more stationary activities

After



Pilot Projects
The Porch at 30th Street Station
Philadelphia



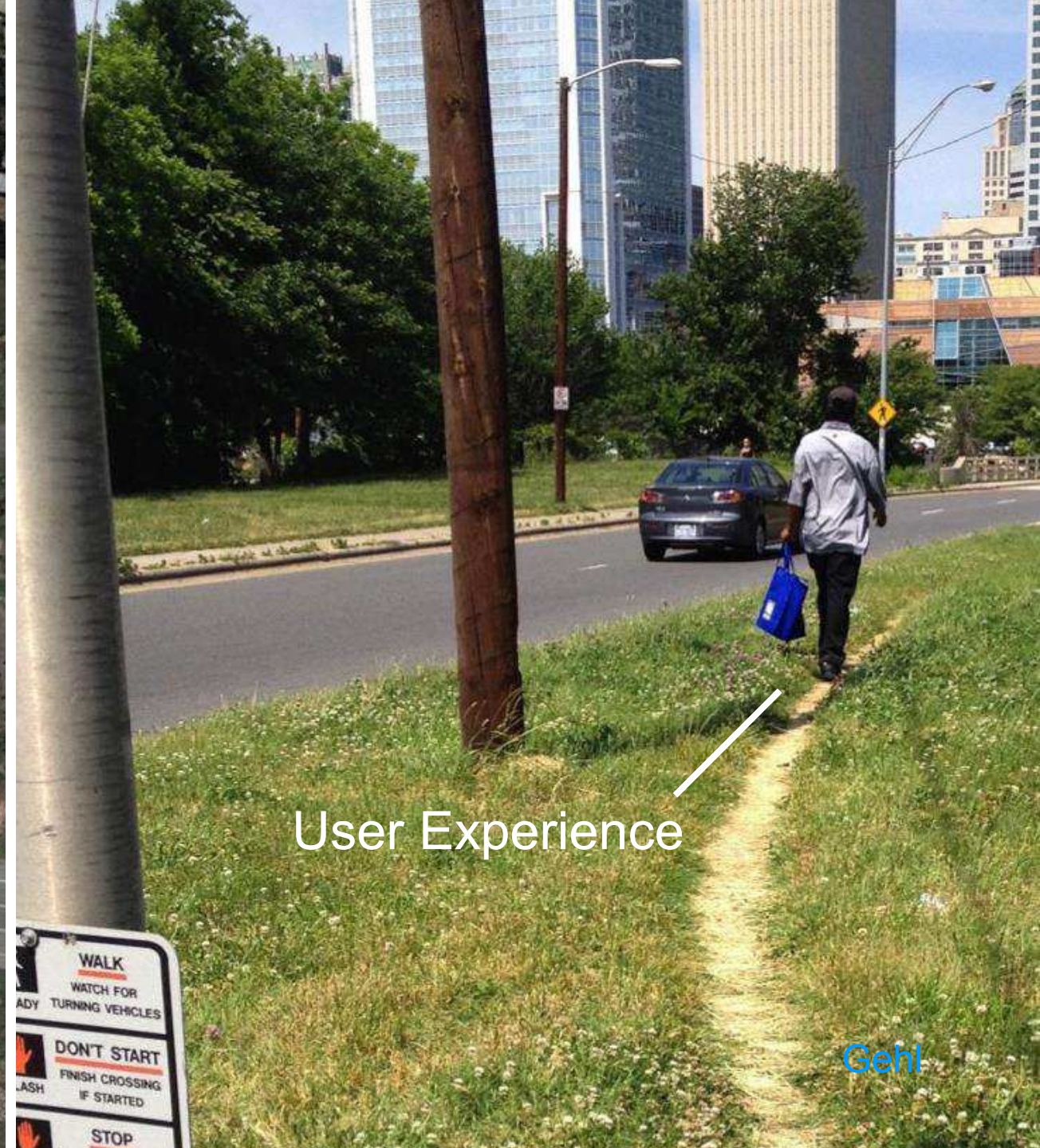
Pilot Projects
16th Street Mall
Denver

Eye level





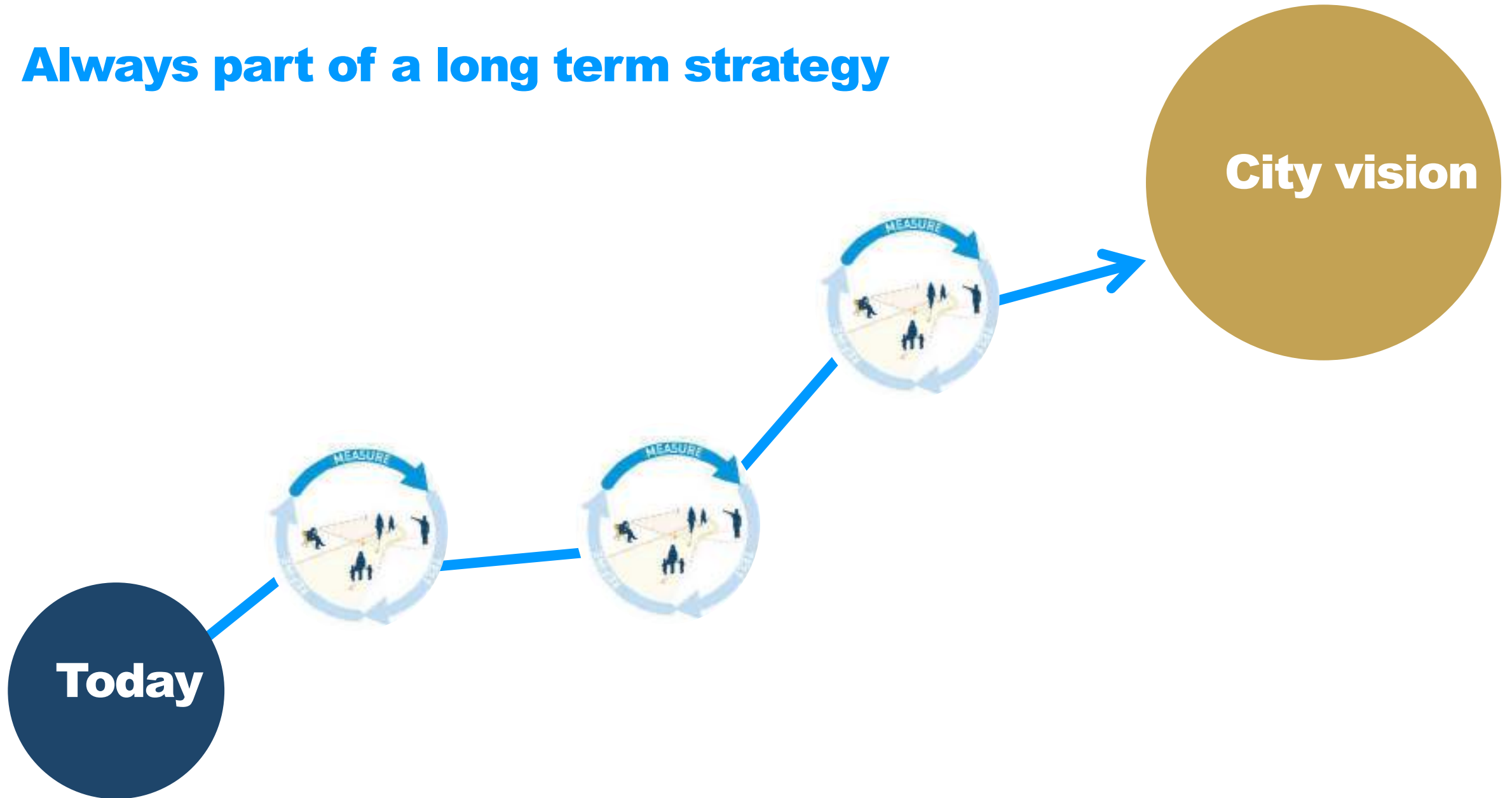
Design



User Experience

Cehl

Always part of a long term strategy



Top 5 urban challenges

What are the five most significant general challenges facing your city today?



Source; LSE Cities 'Going Green Report 2012'. Cities surveyed all over the world on what their top 3 challenges are. <http://lsecities.net/files/2012/09/goinggreen.pdf>

Is self-driving and electric the solution?



If this is the
answer, what
was the
question?



**Cities
where
exercise
becomes a
hobby**



2 Future Scenarios



1900

2000



Future with people at the center?

Or more of the same...only worse?



An aerial photograph of a city plaza. In the background, a long wooden bench is occupied by several people sitting and talking. The plaza floor is paved with light-colored rectangular tiles in a grid pattern. In the foreground, a group of people, including children, are walking. A black car is parked on the right side of the plaza. A person is walking a dog on the right. A person is riding a bicycle in the center. A blue circular graphic is overlaid on the right side of the image, containing text.

People-First Mobility

It's about everyday life more than technology.

It deals with behavior, invitations and choice – not just flows and efficiency.

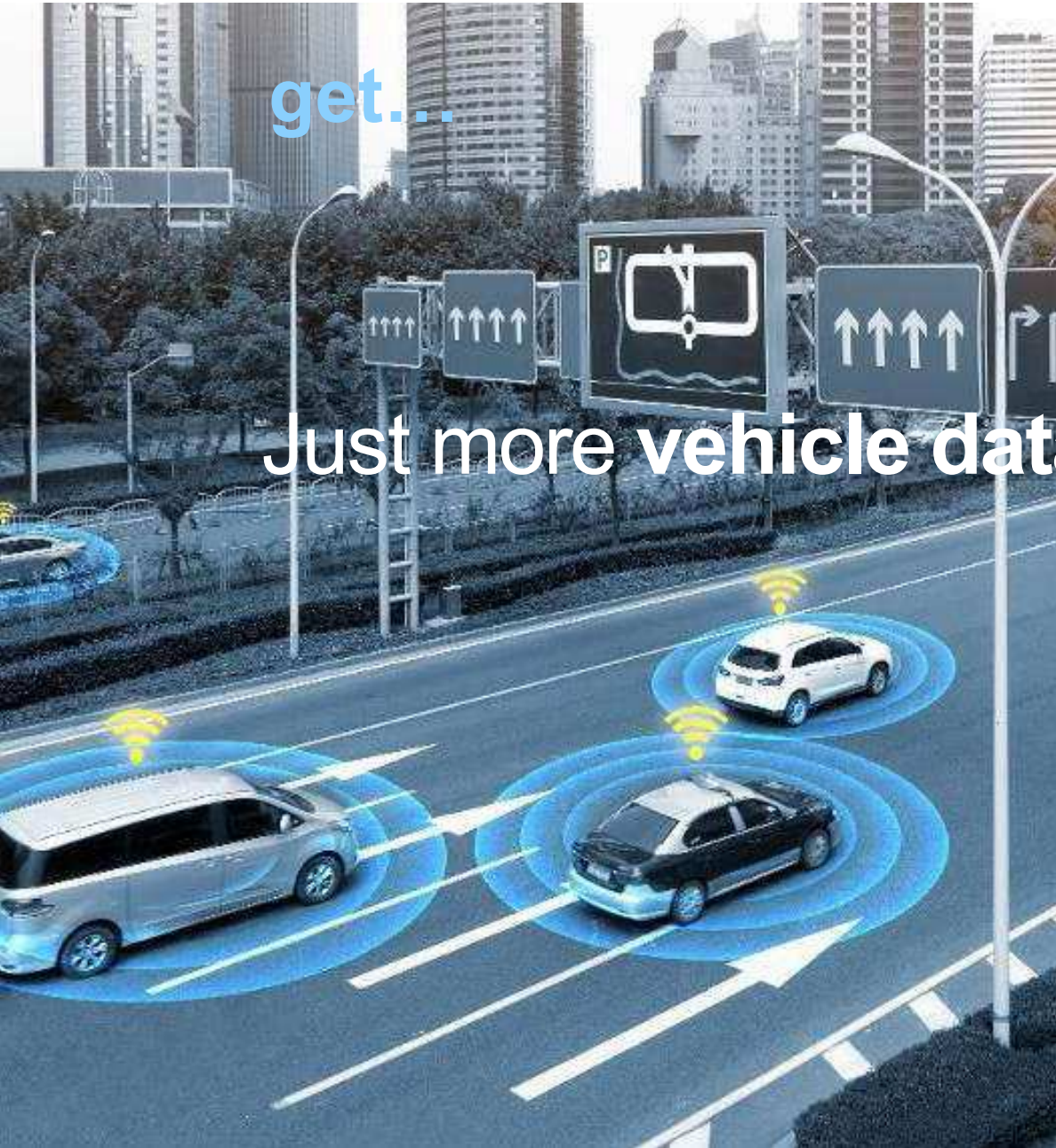
**-it's when mobility
becomes a service to our
cities and not the other
way around!**

Without new tools we'll

get...

Just more vehicle data

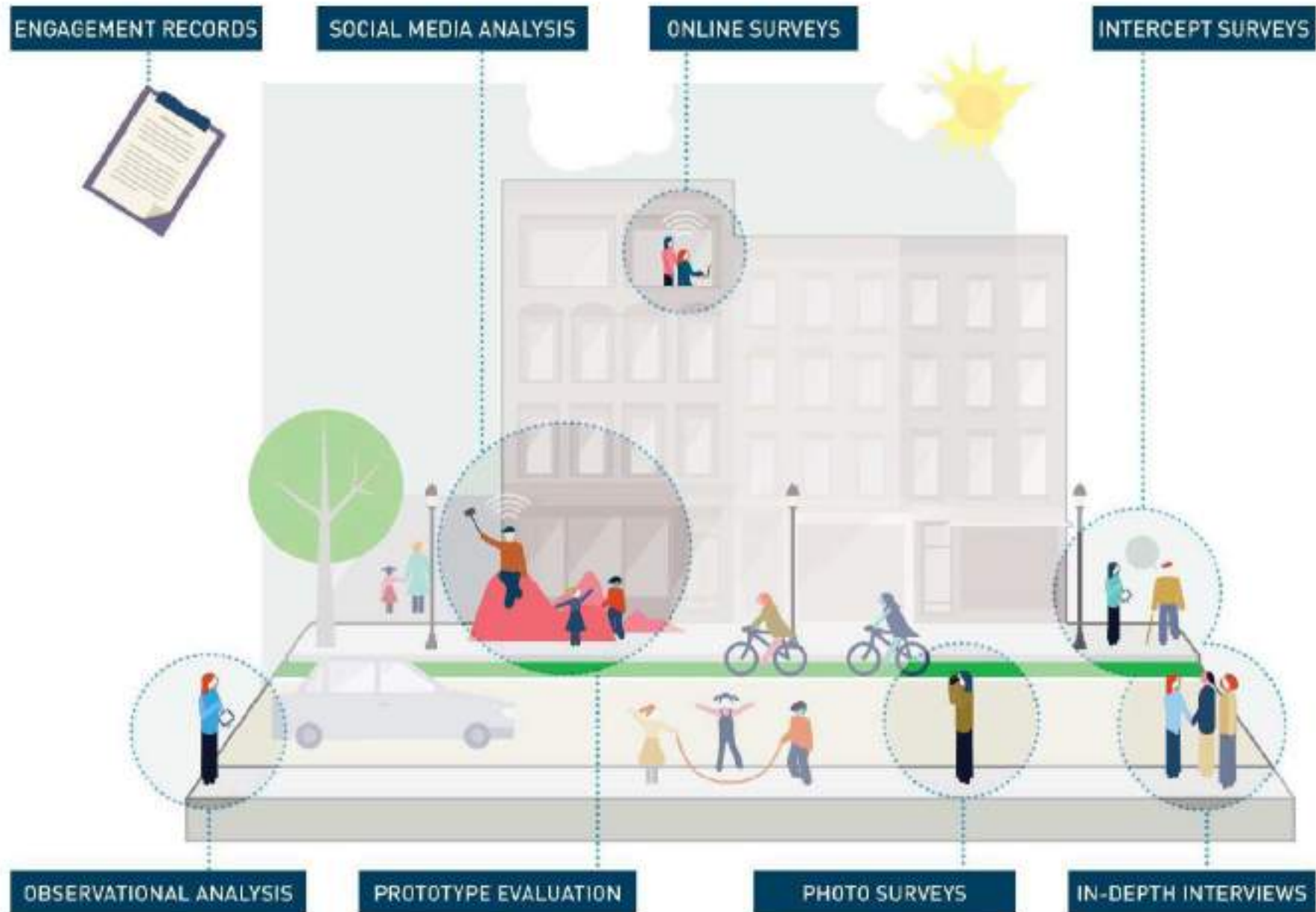
Instead of more people data



Make people visible, meet them where they are and give them a voice



Evaluation Methods



Copenhagen 45 years

Phase 1

1965 - 2005



Public life data
primarily collected
externally by Jan
Gehl and colleagues

This Is How We Measure

TARGETS FOR 2015

Copenhagengers spend 20% more time in urban spaces	1 hr 44 mins per week in 2013
90% of Copenhagengers consider their neighbourhood lively and varied	59% in 2013
Two thirds of Copenhagengers consider the city clean	33% in 2014
50% of trips to work and study in Copenhagen are by bike	45% in 2014
70% of Copenhagengers are satisfied with bicycle parking	33% in 2014
75% of Copenhagengers consider Copenhagen a green city	88% in 2015
A majority of Copenhagengers consider Copenhagen a city with an edge	31% in 2015
70% of Copenhagengers find that they have plenty of opportunity to get involved at local level	47% in 2015
Twice as many volunteers take part in development, care and maintenance of the city	Approx. 1,700 in 2014
The number of deprived areas is at least halved	6 in 2015
90% of the Copenhagengers find it easy to get around the city	82% in 2013
At least 70% of new social housing is placed in school districts with less than 20% social housing	31 in 2015
Copenhagen is carbon neutral	31% reduction of CO ₂ from 2005-2014
75% of all trips in Copenhagen are on foot, by bike or by public transport	67% in 2014
Number of homes suffering from severe noise pollution is more than halved	About 35,000 in 2013

Phase 2

2005 - 2010



Phase 3

2011 - Present

4. Metrics that reflect Values

MORE URBAN LIFE FOR ALL

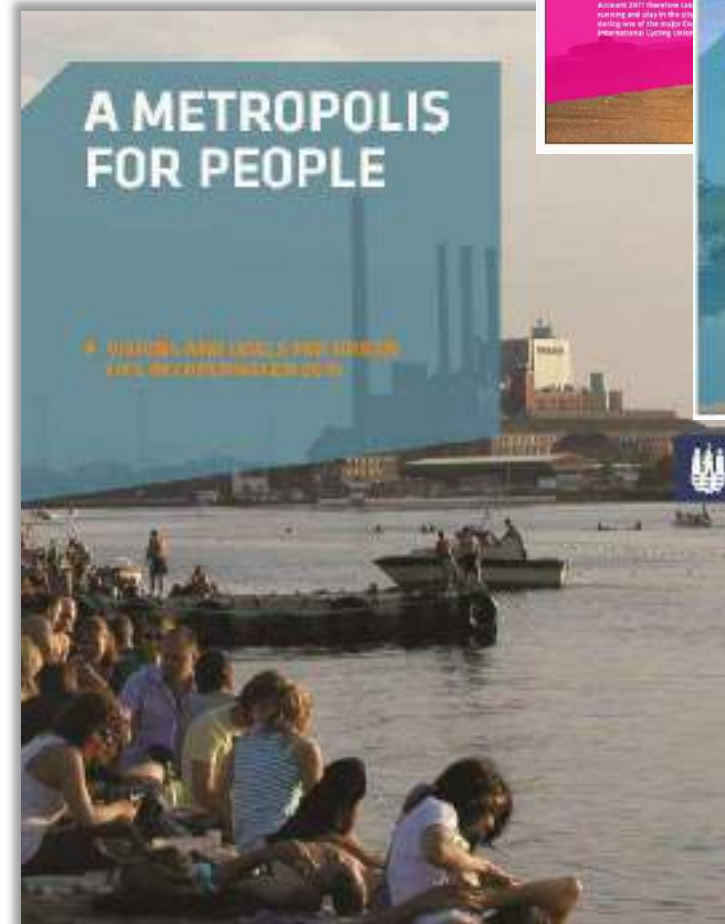
By 2015, 80% of Copenhageners will be satisfied with the opportunities they have for taking part in urban life.

MORE PEOPLE WALK MORE

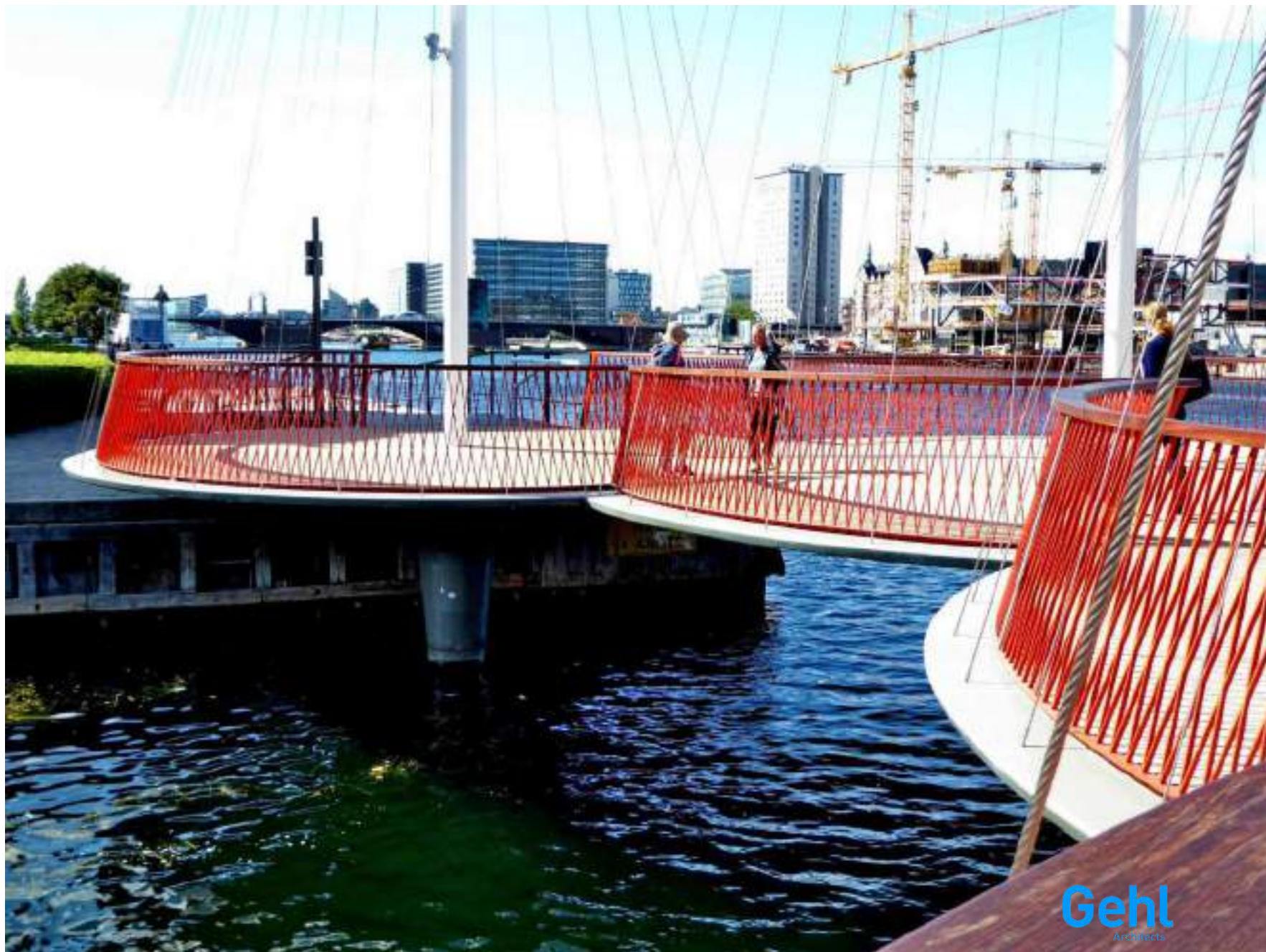
To increase the amount of pedestrian traffic by 20% by 2015 compared to today.

MORE PEOPLE STAY LONGER

By 2015, Copenhageners will spend 20% more time in urban space than they do today.







Gehl
Architects



Gehl
Architects



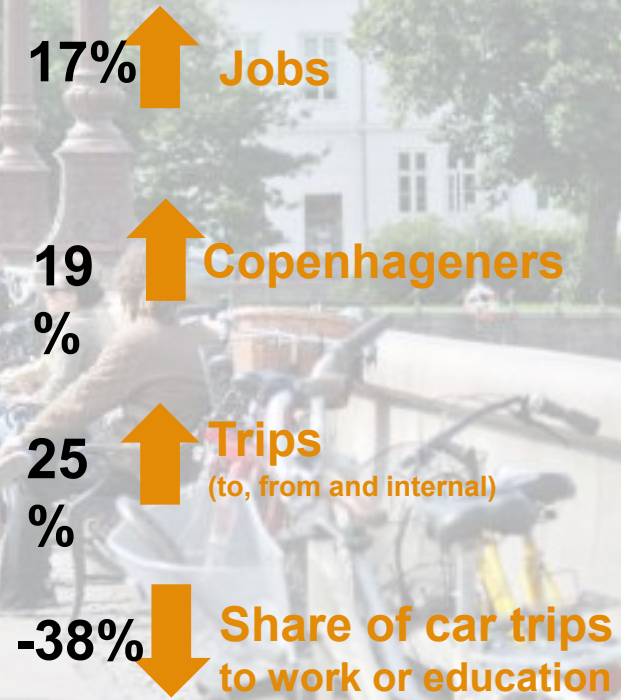
Architect: COBE

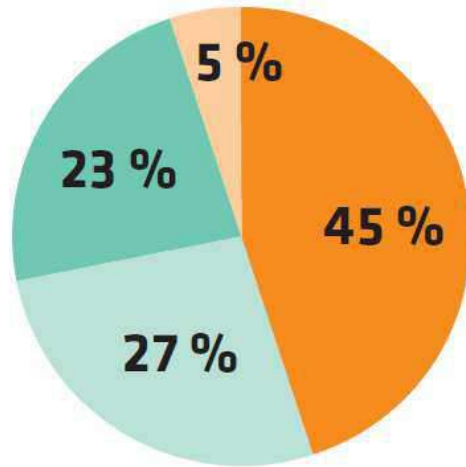
Copenhagen's Bicycle Account

Every second year from 1995

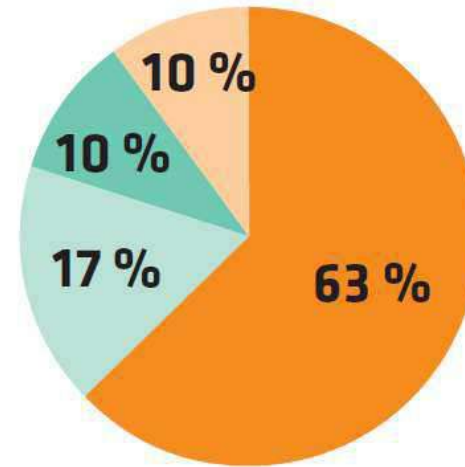


Copenhagen 1995-2013





Journeys to work and education in the City of Copenhagen



Copenhageners' journeys to work and education in the City of Copenhagen

Bicycle
 Public transport
 Car
 Walking

City of
Copenhagen,
The Bicycle
Account 2014



70 % continue to bike through the winter

A photograph of a Copenhagen street scene. In the foreground, a traffic light is visible, with the top section displaying a glowing yellow bicycle symbol. The middle section shows a red light. To the right of the traffic light is a utility pole covered in various posters and stickers. The background is a blurred view of a city street with buildings and cars.

Why do Copenhageners cycle?

"Quick, easy, convenient"	56%
"Exercise"	21 %
"Cheap"	12 %
"Environmentally friendly"	1 %

A photograph of two young women sitting on a wooden swing set. They are both smiling and looking towards each other. The woman on the left has long dark hair and is wearing a patterned short-sleeved top. The woman on the right has blonde hair and is wearing a patterned short-sleeved top. They are sitting on a wooden bench that is part of a swing set. In the background, there is a white SUV parked. The entire image is covered with a solid blue overlay. The text "Where do you start?" is written in a large, white, sans-serif font across the center of the image.

**Where do
you start?**

Streets make 20-30% of the city

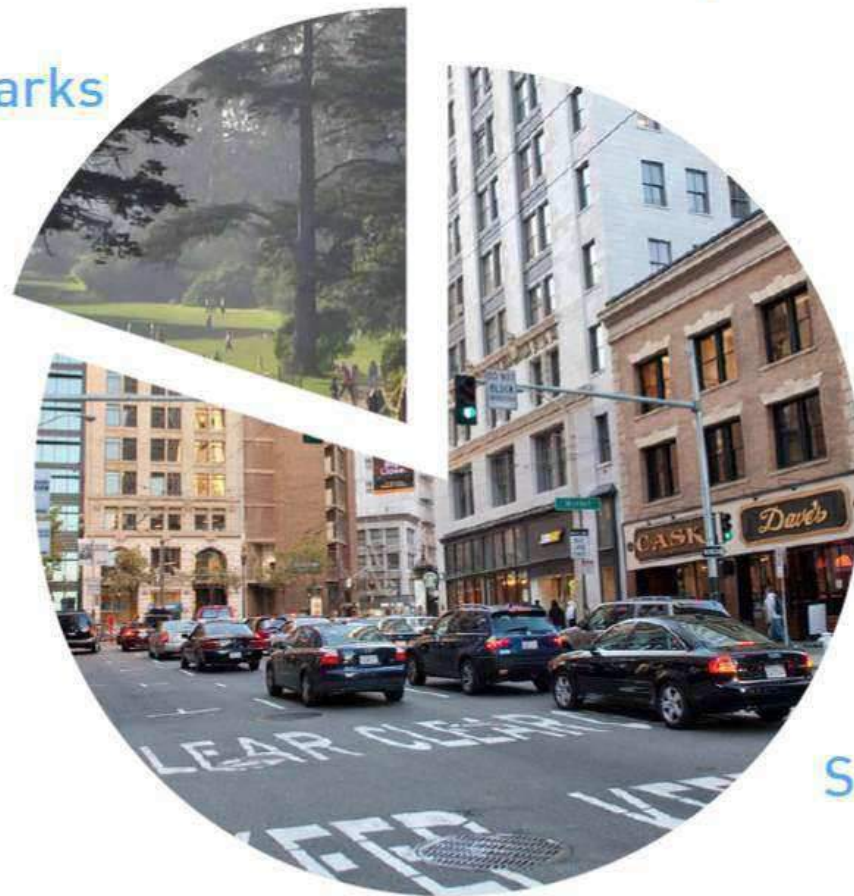
Streets



Everything
Else

Streets often account for 80% of public space

Parks



Streets

Think holistically!



Multifunctional spaces that deliver more than transport



**Sjællandsgade,
København**

From street to Climate adaptation & social sustainability



Klimakvarteret Østerbro — Illustration Tredje Natur

Innovation and science

Gehl +

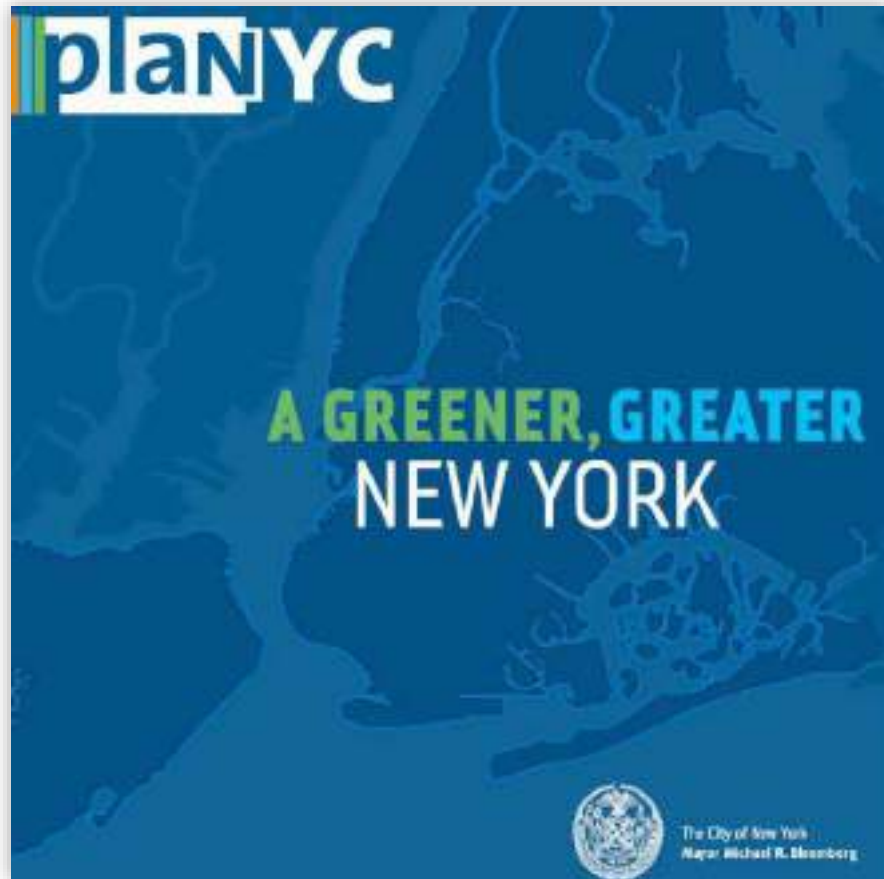


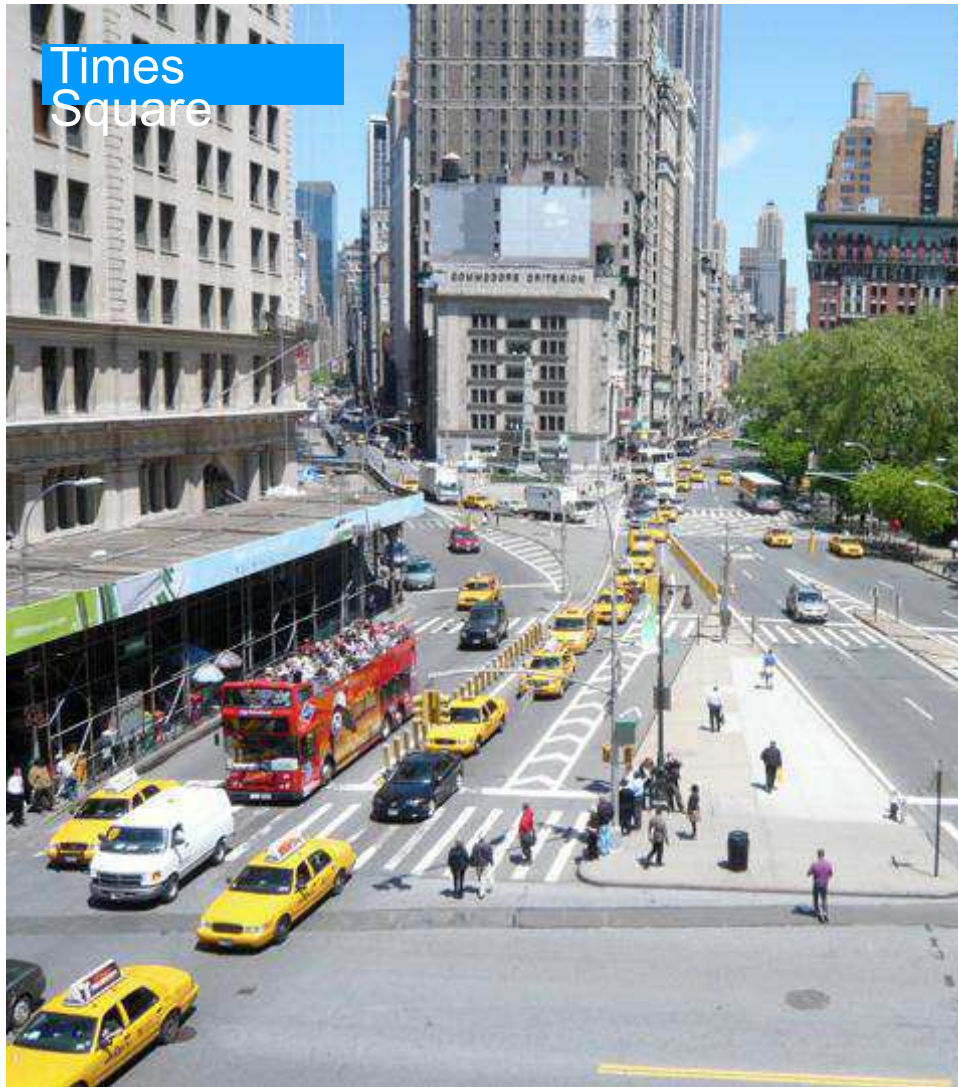
**Market street, San
Francisco**

Participation & citizen dialogue



Asunción, Paraguay





Times Square

Pedestrian area

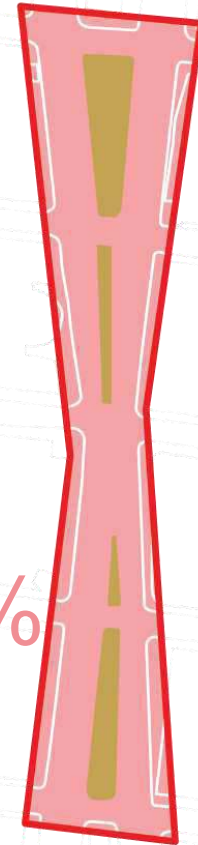


11%

Car area



89%





90%
of the users were
pedestrians



10%
were motorists



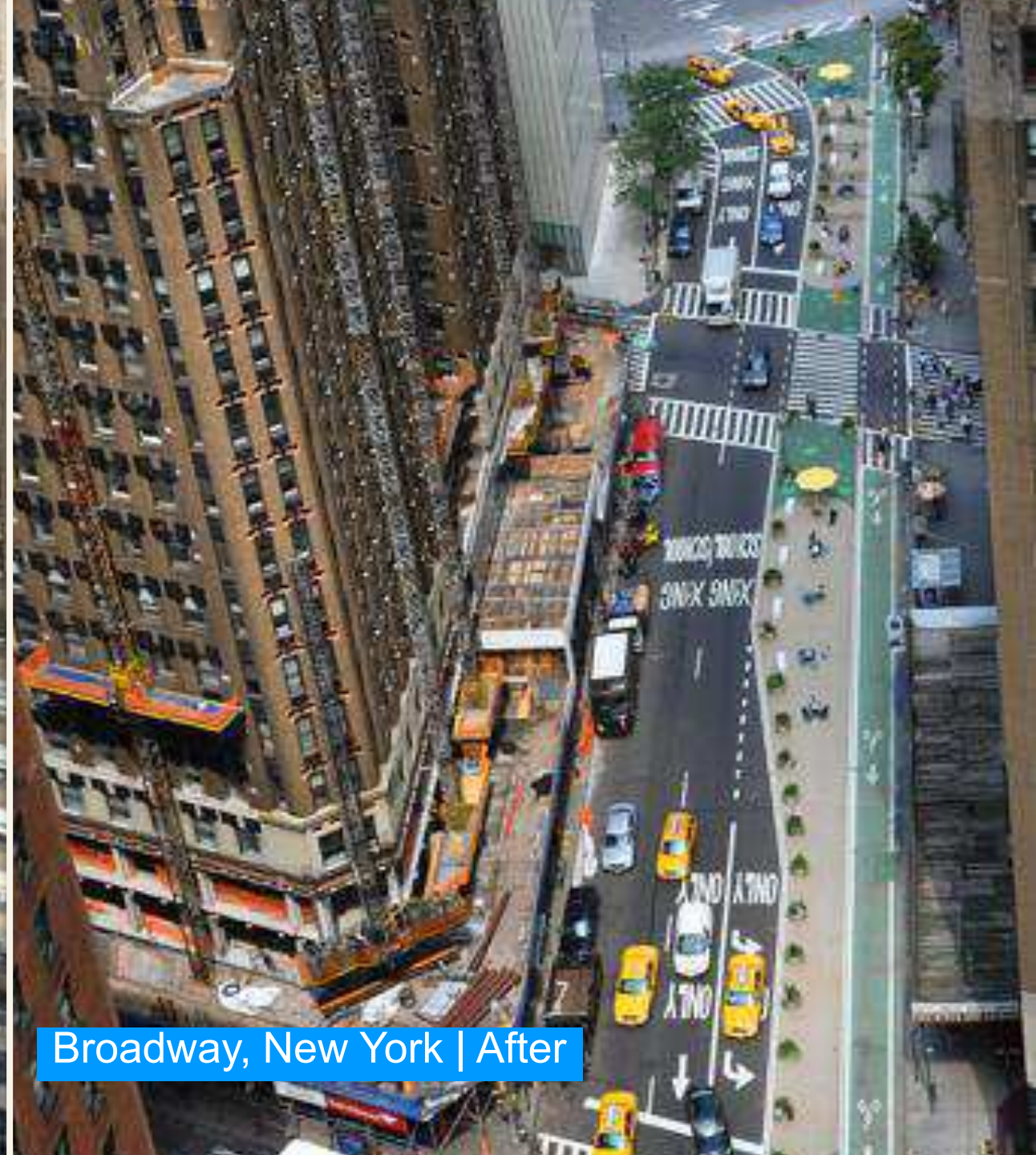
Times Square | Before



Times Square | After



Broadway, New York |
Before



Broadway, New York | After

Harald Square





74%
say Times Square
has improved
dramatically



Times Square

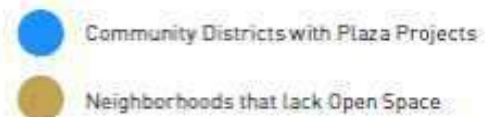
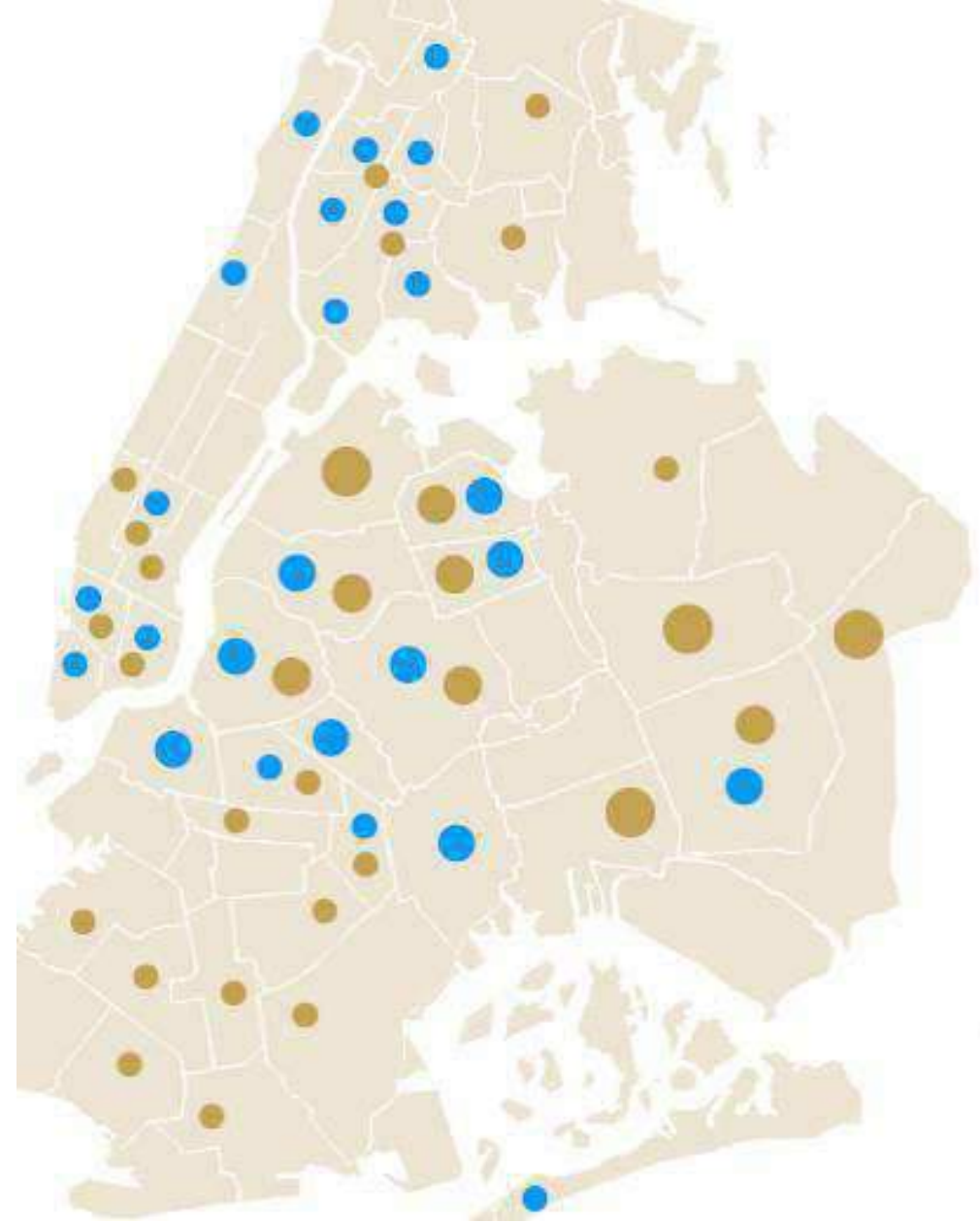


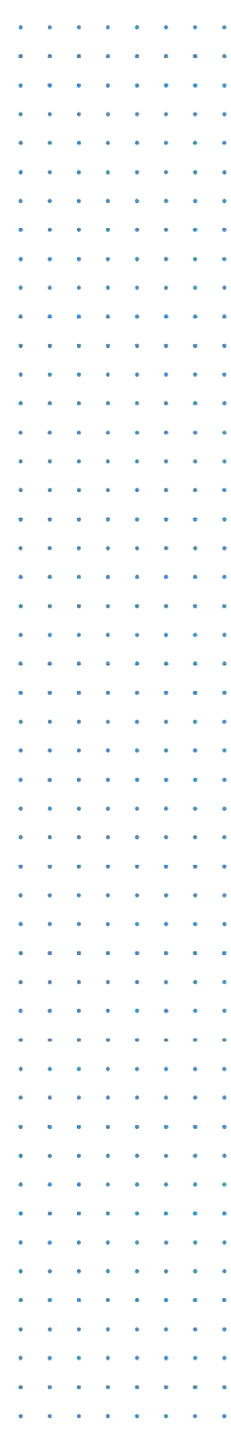


NYC Plaza Program

Community groups **apply for the right** to receive DOT funding to reclaim plaza space.

60+ plazas reclaimed from roads as public space in six years

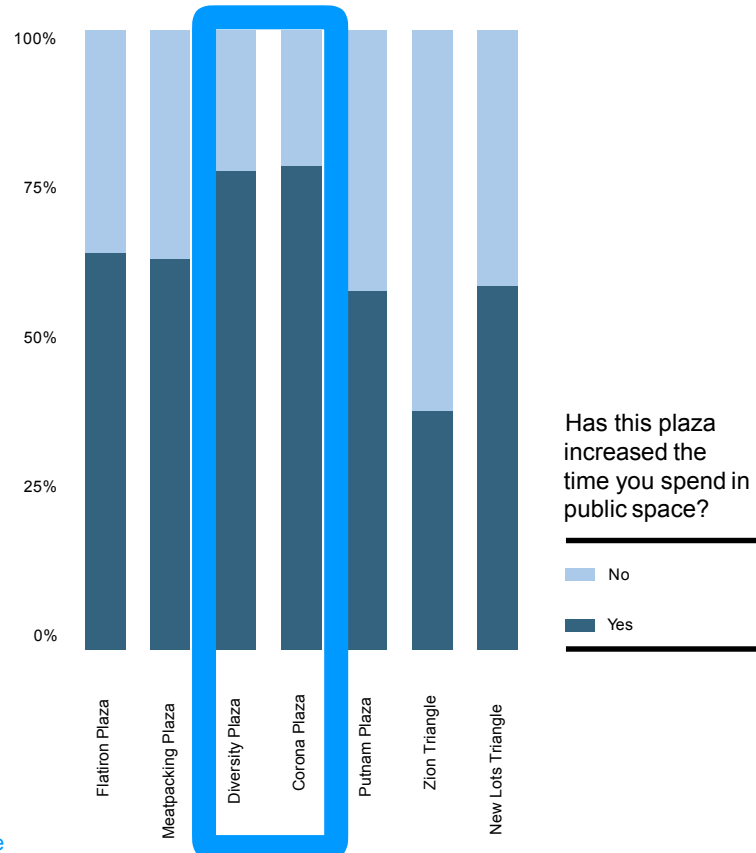






People are spending more time outside.

Neighborhoods that most severely lack open space **report a greater increase in time spent outside**

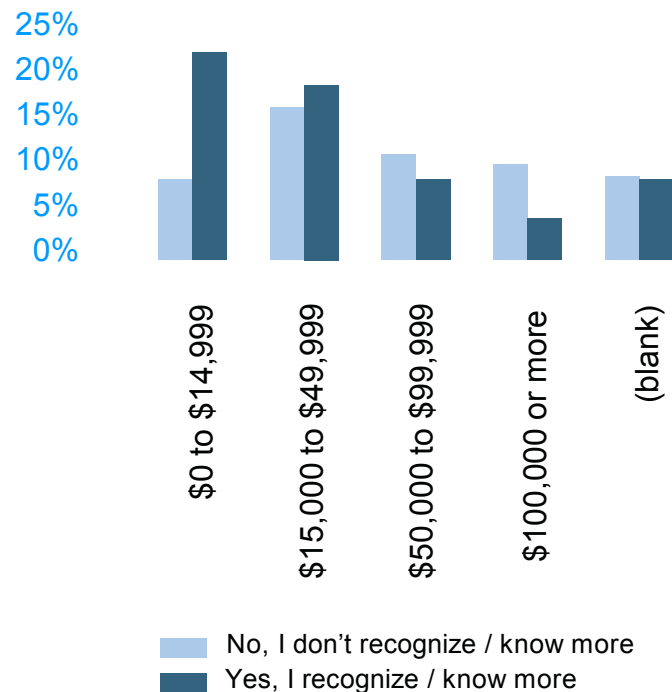




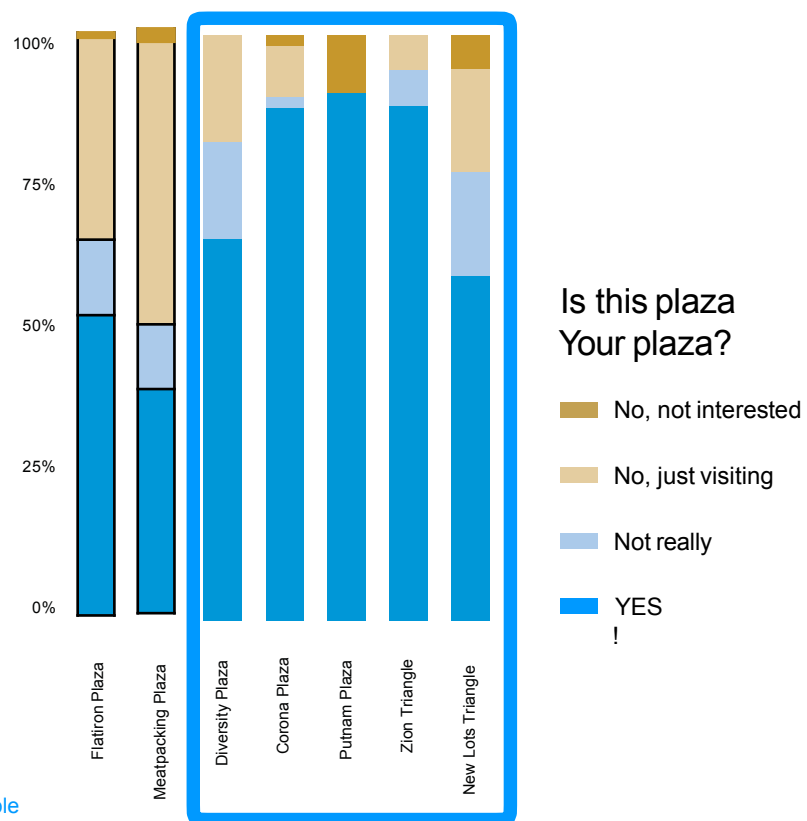
53%
across all 7
plazas
recognize or
know more
people since the
plaza opened

Plazas foster **social**
connections.

Those earning
less than \$50,000
were much
**more likely to
make new
connections**

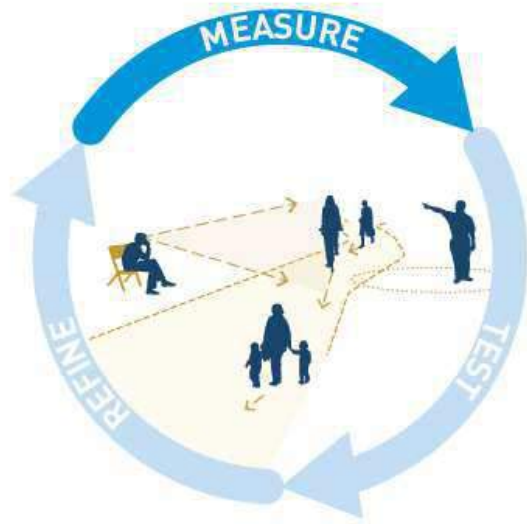


Respondents in outer- borough plazas reported **a stronger sense of ownership**

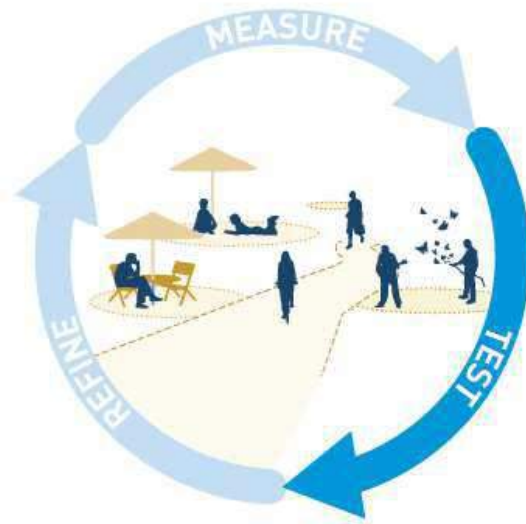


Piloting Change – testing new solutions

Measure, Test, Refine



Measure use and
behavior



Test at scale 1:1



Adapt and Learn

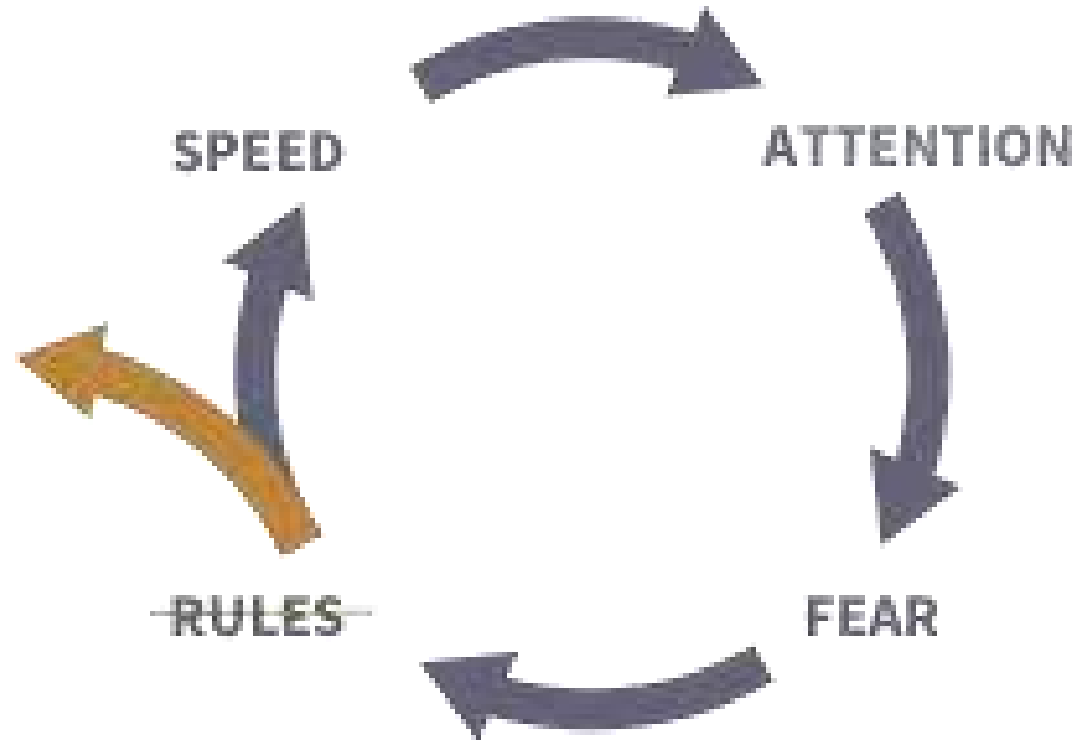
A woman wearing a blue baseball cap, glasses, and a light-colored jacket is holding a clipboard and looking off to the side. She is standing on a city street with buildings and a car visible in the background. The image is slightly faded to allow the text to be prominent.

The National Street Service

Gehl — Greenfield Labs
(Ford+IDEO)




INVITATIONS
TO BE HUMAN
+
VALUES WE
ALL SHARE
=
**Public space
that works
for everyone**







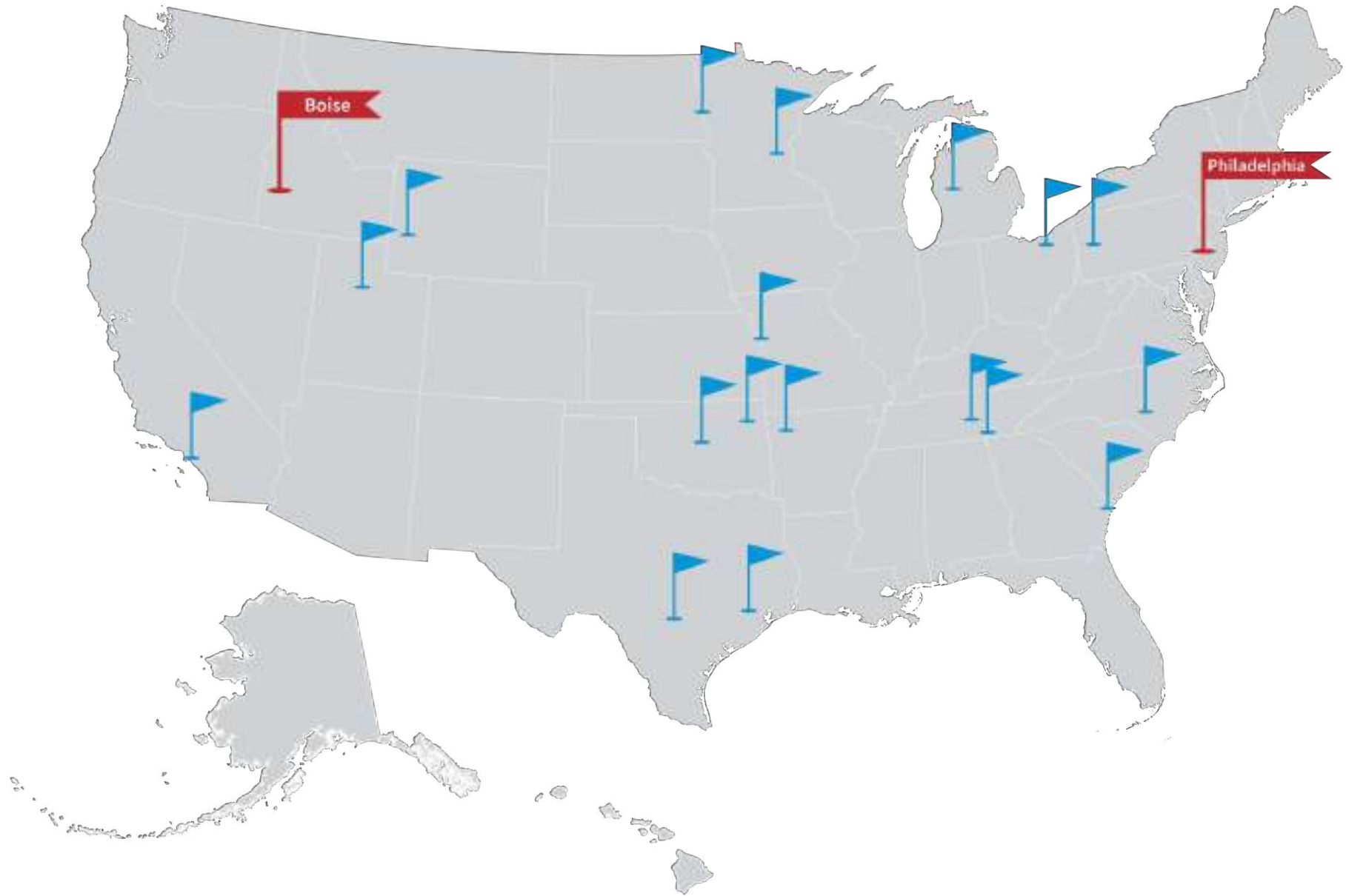
**Listen to
a story of
this street**

 **(415) 212-4352**

#thestreetspeaks









#STREETVALUES / #NationalStreetService

More information at www.nationalstreetservice.org/blog

joinus@nationalstreetservice.org

@Nstreetservice @national_street_service @National Street Service

To conclude:

**Don't get distracted by
the hardware... the real
technology is culture**

To conclude:

**It's still all about the
human experience**

But do we really have the tools to understand it

