View this email in your browser
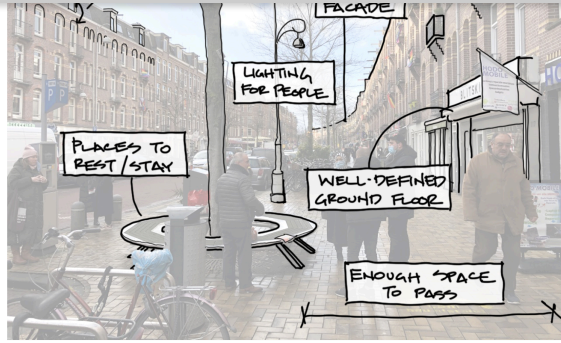

MOBYCON UNLIMITED: JUNE 30

What makes a good 'Ommetje'? Finding the joy of walking

Ryan Jacobson, our newest Senior Designer and Planner, recently reflected on the role of walking in our experience of the city, following our comany-wide participation in a two month-long walking challenge.

"I have to admit, on some of the dreariest days during our rainy Dutch spring, it was nice to have the extra motivation to go outside for an 'Ommetje' (the name of the app we used for the competition, which translates to "detour" in English). During the challenge, the Ommetje app provided health facts after each *detour*. These explained how a daily walk can inspire a more creative, productive and healthy brain. While this was not new research to me, it got me thinking about the quality of one's Ommetje, and how that relates to better health outcomes. In this post, I examine a few of my *detours* by analyzing the quality of the surrounding environment." READ MORE
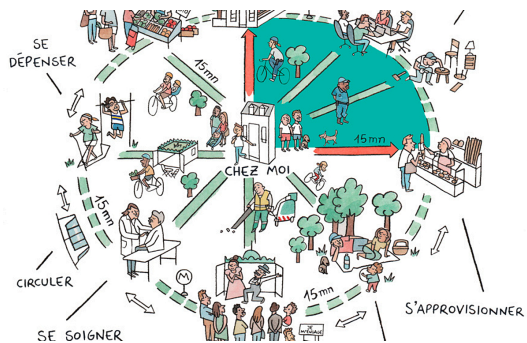
Javastraat, Amsterdam

Black=positive assets, and Red=pedestrian challenges

In case you missed it...

Connection, Integration and Leadership: The building blocks for the vision of the pedestrian
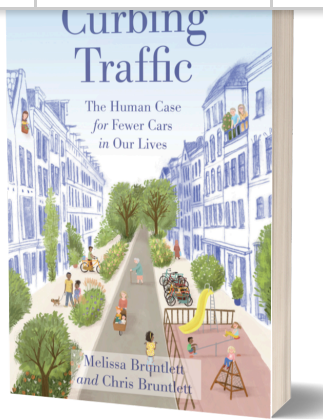
Melissa Bruntlett Interviews 8 80 Cities Executive Director Amanda O'Rourke about the role pedestrians can and must play in the mobility and life of our cities. READ MORE

15-minute city: A network of 15-minute neighbourhoods

Brett Petzer in conversation with Carlos Moreno, Professor at Panthéon Sorbonne University and name behind the concept of the 15-minute city adopted in Paris, discussing its conception, it's applications, and the role of the pedestrian in a 15-minute city. READ MORE

For you summer reading list

Case for Fewers Cars in Our Lives

In *Curbing Traffic: The Human Case for Fewer Cars in Our Lives,* our communications specialist Melissa Bruntlett and her husband Chris Bruntlett chronicle their experience living in the Netherlands and the benefits that result from treating cars as visitors rather than owners of the road. They weave their personal story with research and interviews with experts and Delft locals to help readers share the experience of living in a city designed for people.

In the planning field, little attention is given to the effects that a "low-car" city can have on the human experience at a psychological and sociological level. Studies are beginning to surface that indicate the impact that external factors—such as sound—can have on our stress and anxiety levels. Or how the systematic dismantling of freedom and autonomy for children and the elderly to travel through their cities is causing isolation and dependency.

In *Curbing Traffic,* the Bruntletts explain why these investments in improving the built environment are about more than just getting from place to place more easily and comfortably. The insights will help decision makers and advocates to better understand and communicate the human impacts of low-car cities: lower anxiety and stress, increased independence, social autonomy, inclusion, and improved mental and physical wellbeing. The book is organized around the benefits that result from thoughtfully curbing traffic, resulting in a city that is: child-friendly, connected, trusting, feminist, quiet, therapeutic, accessible, prosperous, resilient, and age-friendly.

here: https://www.modacitylife.com/curbing-traffic

So long for the summer!

As many of us prepare to wind down for the summer, planning vacations, gearing up to have kids home from school, and enjoy the long, warm days, our newsletter will take a little break. Of course we'll still be busy working with partners around the world to help make cities less dependent on the car!

Until the next time, enjoy the summer and we'll see you again in September!