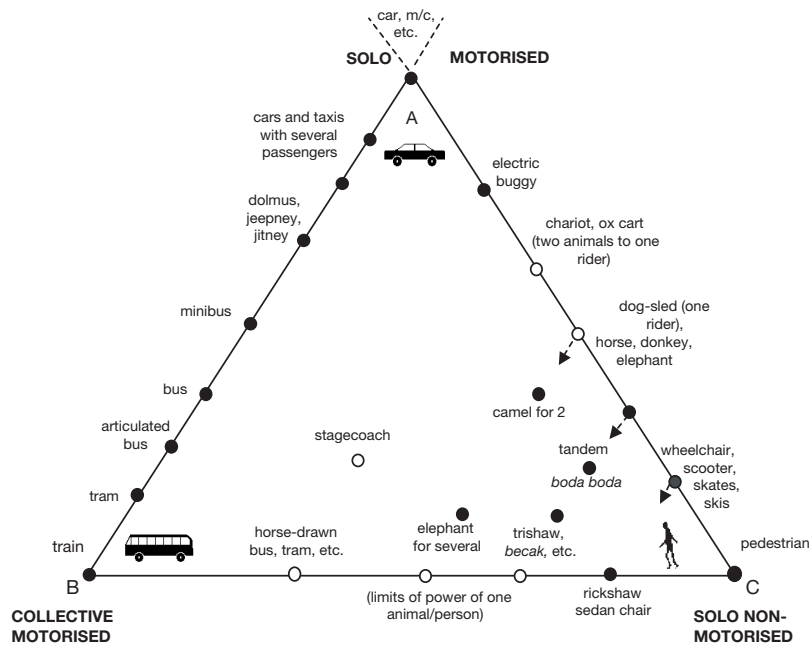


8.4 • The modegram. Each mode is plotted according to a spectrum of locomotion (power/speed/range) and a spectrum of vehicle occupancy (individual to collective transport). Modes on the right-hand bound have door-to-door access; those on the left-hand bound have range and speed. Position A has both: it is the apex of automobility.



other. Basically, cars are convenient because they are generally able to provide both the benefits of motorisation – high speed and range – with the benefits of individual transport – direct routeing and door-to-door access. The combination of effortless range and door-to-door access means that this mode of movement traverses all scales.

Public transport is effectively set at the macro scale, in the sense of having unlimited range (at the urban scale) while confined to coarse networks of fixed routes which do not penetrate the micro scale (lack of door-to-door access). In contrast, walking is constrained by slow speed, effort and limited range, and is effectively confined to the micro scale; but within the limits of that micro scale, the pedestrian has the greatest accessibility (not only door-to-door, but right inside buildings).

This demonstrates two points. First, public transport and ‘non-motorised modes’ (such as walking and cycling), although often considered together as ‘green’ modes, are in fact at the opposite ends of a modal spectrum based on ‘scale’. Second, and consequently, from an operational point of view, they need to complement each other to be competitive with the car. This means that to promote these ‘favoured’ modes, any hierarchy