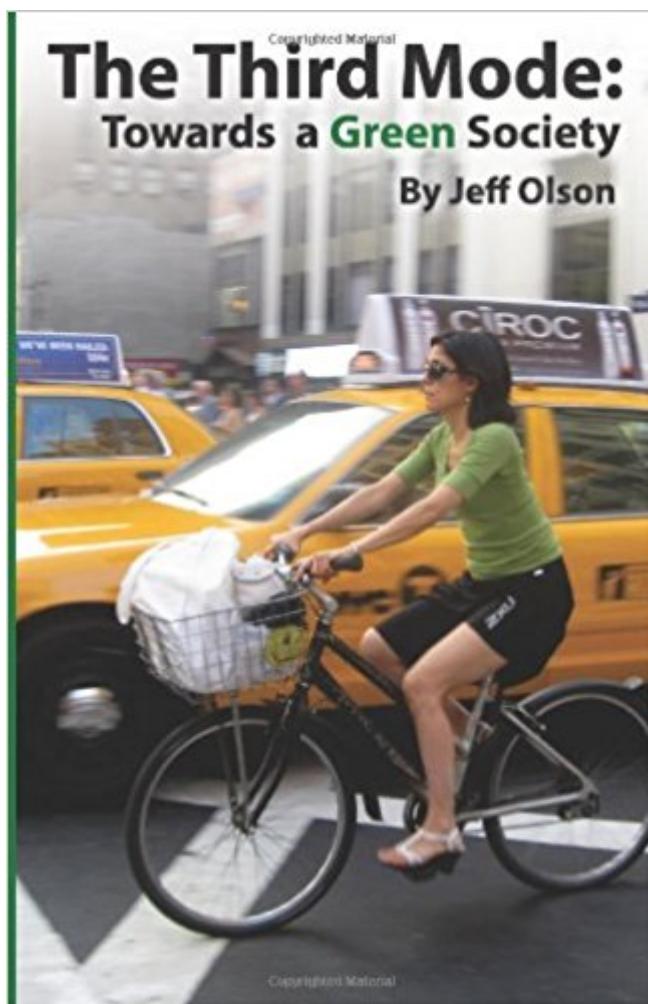


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# The Third Mode: Towards A Green Society



## Synopsis

Jeff Olson's experiences in the nonprofit, public, and private sectors of the sustainable transportation field have made one thing clear: when most people think about transportation they often consider only two options, highways and mass transit. Through his experiences, Jeff realized that walking and bicycling are unique forms of mobility that represent a separate, third mode of transportation, one that is as important as highways and mass transit. Jeff's lighthearted stories bring readers around the country and across international borders, and chronicle the crushing disappointments and triumphant victories associated with developing the mobility solutions and communities of the future. The Third Mode then goes a step further to explore the notion that the kind of thinking required to integrate the third mode into our modern world represents an entirely new perspective, a thought process that can not only be used to fix our transportation system, but one that can be applied to all complex issues where the solution is not clear. In this age of environmental, public health, and economic challenges, Third Mode thinking is the link than can help individuals, organizations and communities make change happen.

## Book Information

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## Customer Reviews

"An entertaining, engaging tale that puts into words all the emotion to which anyone in the field of active transportation can immediately relate." - Andy Clarke, President League of American Bicyclists"Jeff Olson's vision inspires, his real world examples enable and narrative style entertains. A must read!" - Robert Searns, President American Trails "Deeply insightful, thoughtful and hopeful treatise on the American experience evolving beyond auto-centricity towards balanced transportation systems." - Mia Birk, President, Alta Planning + Design; Principal, Alta Bicycle Share,

Jeff Olson has spent most of his life trying to create better connections between people and nature. He grew up in suburbia, where he saw how quickly a landscape of open space could become a placeless sprawl...and realized that better planning and design were the keys to the future. Jeff studied architecture and public policy, but there were two experiences that really shaped his vision: a year living in Rome, and a bike trip with friends between New York and Boston. He says, "I've worked in the non-profit, public and private sectors, but it has always been a vision of wanting to create a better world that has moved me forward." Jeff served as the first New York State DOT bike/pedestrian program manager, and then went on to lead the US Millennium Trails program before joining Alta. "I love my family, bicycling and skiing...creating balance is the key to work and life. We're making the world a better place, one project at a time."

An equally appropriate title for this collection of stories would be "The Third Rail", as it trains readers to electrify and propel projects by expanding the spectrum of solutions. Jeff's ebullient advocacy shines through in every story. He takes you into the planning meetings and strategy sessions where conventional group-think has already set in, and recounts how unexpected input changed the outcome from predictable to exciting. While a simplistic reading may take away the impression that "more bikes" should always be the answer, the plain truth is that persistence, patience, and a whole lot of passion is what drives world-changing projects. These stories attest to Jeff's amazing record of dedication and advocacy, in service to the near-universal goal of greener, healthier communities.

Was hoping for more ideas on how to encourage third mode thinking. Reading Olson's stories was informative but only leads to thinking more of how.

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