

City Planning *for* **Modern Lifestyles**

**Solving real urban issues &
Changing the way we plan and
develop our cities**

Rachel Smith

City Planning for Modern Lifestyles Trading as Rachel Smith Pty Ltd

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Hello & Welcome!

Hello. I'm Rachel Smith. I'm an Author, Researcher-Storyteller-Speaker and an Urban and Transport Planner.

I'm the Founder of **'City Planning for Modern Lifestyles'** and I focus at the intersection of City Planning and Modern Lifestyles. I create ideas, vital solutions, tools and books so that our cities reflect our modern lifestyles.

A bit about me...

I've spent the last 17 years working in urban and transport planning in the public and private sectors in the UK and Australia. I have 2 TEDx talks, I've published 3 books, written several e-books, I've won national and international awards and spoken at more than 200 conferences around the world. I was part of the BMW Guggenheim Lab and I'm a regular on TV, radio and in print media including:



The 7 big problems in our cities

Right now our cities are in crisis:

- 1. Traffic congestion** is a huge problem for everyone. It wastes everyone's time and money. The average adult spends 15 hours every week sat in traffic. The average Aussie, British and American family spends more time in traffic than at their kitchen table.
- 2. We're inactive.** 70% of us have sedentary lifestyles and more than 80% of us are failing to get 1 hour of exercise a day
- 3. We're sick and tired.** 63% of us are overweight or obese and 53% of us claim to be constantly tired. Rates of anxiety, stress, depression and suicide are soaring.
- 4. We're working longer hours.** We're working longer hours, commuting further and most of us can't afford a holiday.
- 5. We're in debt.** 60% of Aussies, Americans and Brits can't afford to pay their credit card bill. 40% of adults borrow from friends, family and pay day loans each and every month just to 'get by' (food shopping and utility bills). The average Australian adult has \$32,000 in personal debt - car loans, personal/pay day loans and credit card debt (the average Aussie earns around \$67,000).
- 6. We're materialistic and addicted to consumerism.** We're buying bigger houses just to 'store' their stuff. 10% of adults rent a self-storage unit to storage the 'stuff' they own but don't use.
- 7. Job insecurity** is a threat for almost everyone. 49% of jobs are able to be automated in the next 5 – 7 years, entire industries are being disrupted by technology and 65% of people have no plan (or money) for the future.

My 7 solutions

- 1. Decongestion** - The solution for cutting traffic congestion is implementing the 7 step process in my book *Decongestion: 7 steps for mayors and other city leaders to cut traffic congestion without the expense of new roads or annoyed residents*. [Download Jam Packed-The 7 most common mistakes and challenges we face when trying to cut traffic congestion from my website](#). It's free!
- 2. Active Communities**. The solution to inactivity is to implement the process in my e-book *Active Communities -7 steps to create active urban communities* (coming soon). Email me to pre-order your free copy.
- 3. Cycling and walking**. Let's get cycling and walking to get healthy. Let's build my 7m wide Cycling Super Highways ([download the toolkit from my website](#). It's free!) and floating plastic bikeways. Let's focus on Areas for Action and Lazy Cycling.
- 4. Car Free Days Out**. Can't afford a holiday? The solution is Car Free Days Out and Urban Away Days.
- 5. Underspent** - The solution for debt and financial struggle is the 7 step process in my book *Underspent - How I Broke My Shopping Addiction and Buying Habit*. I didn't buy anything new or 2nd hand in 2014 and saved 38% of my take-home salary. [Download my two e-books Spent and Overspent from my website](#). They're both packed full of activities and they're both free!
- 6. Swap Borrow Share** - The solution to materialism and consumerism is to Swap, Borrow and Share. [Download my free e-book Swap Borrow Share - Top tips to swap, borrow & share to save you and your family & friends money from my website](#).
- 7. Be Ready. The future is NOW** - The solution to our job insecurities is to implement the 14 steps to prepare yourself mentally, financially and professional for our new world of technology and automation from my book *Be Ready, The future is now*.

The benefits of implementing my 7 solutions

The ultimate results and benefits of implementing my solutions and the step by step processes in my books are:

1. We fix traffic congestion

The benefits of implementing the steps in my Decongestion book is that we all have more time and money, plus our cities are liveable.

2. We get active, fit and healthy – and love it!

The benefits of implementing the steps in my Active Communities book is that we all get a little bit active and our communities are really great places to live, work and play – places where people want, and chose, to live.

3. We all love cycling and walking

Imagine your city having a Cycling Super Highway - a 7m highway for bicycles that's safe enough for 6 year old kids and 86 year old Nanna's. The quality of life, community, social, health, financial, environmental and economic benefits are endless for everyone.

4. We have incredible days out, without the car

There are many benefits of having a Car Free Day Out each week. For me, a Car Free Day Out completely clears all my stress, worry and anxiety from my working week. I feel full of life and energy. I sleep well and I feel relaxed. It's like having 52 'mini holidays'.

5. We're Underspent not overspent

The benefits of implementing the seven steps in my Underspent book are life changing. As a result of being Underspent not overspent you can be debt-free, mortgage-free and have cash in the bank. Imagine changing your spending and transforming your savings!

6. We Swap, Borrow and Share

The benefits of implementing the solutions in my book Swap Borrow Share are saving money, paying off your credit card debts, clearing all your personal loans and debts, paying off your mortgages and having cash in the bank.

7. We're ready for the future

The benefits of implementing the 14 steps in my Be Ready book is you're mentally, financially and professionally prepared for change.

Why do people work with me?

- I have a proven 5 step change and transformation methodology (the 5 I's)
- Each of my books has a proven multi step process which focuses on implementation, not just learning
- I'm known for my positive client feedback and recommendations
- TV, radio and print media regularly share my ideas and solutions

"Rachel is one of Australia's brightest thinkers on perpetual challenge of urban planning" News Ltd

"Rachel is an emerging International Talent" The Solomon R. Guggenheim Foundation, New York

"Rachel's dedication to the environment is inspiring. Her passion for cycling is unmatched" TED, New York.

Why I do what I do?

My '**Big Game**' is to create solutions to solve real urban issues and to help change the way we plan and develop our cities.

My **ultimate goal** is to help make everyday life easier for everyone.

Right now I'm looking for people to **join my online community** because I believe that now is the time to cut traffic congestion, get active, cycle, walk, have car free days out, be underspent, swap, borrow and share and to be ready for the future.

I'm Rachel Smith, Author, Researcher-Storyteller Speaker, Urban and Transport Planner. I'm known for solving real urban issues.

Ultimately I help create cities that are fantastic places to live, work and play – places where people want to live.

Let's connect

Email rachel@cyclingerachelsmith.com

Web www.cyclingerachelsmith.com



@CyclingRSmith



Rachel Smith (CyclingRachel Smith)



Rachel Smith City Planning for Modern Lifestyles



<http://linkd.in/1L5zA6n>

RACHEL SMITH

