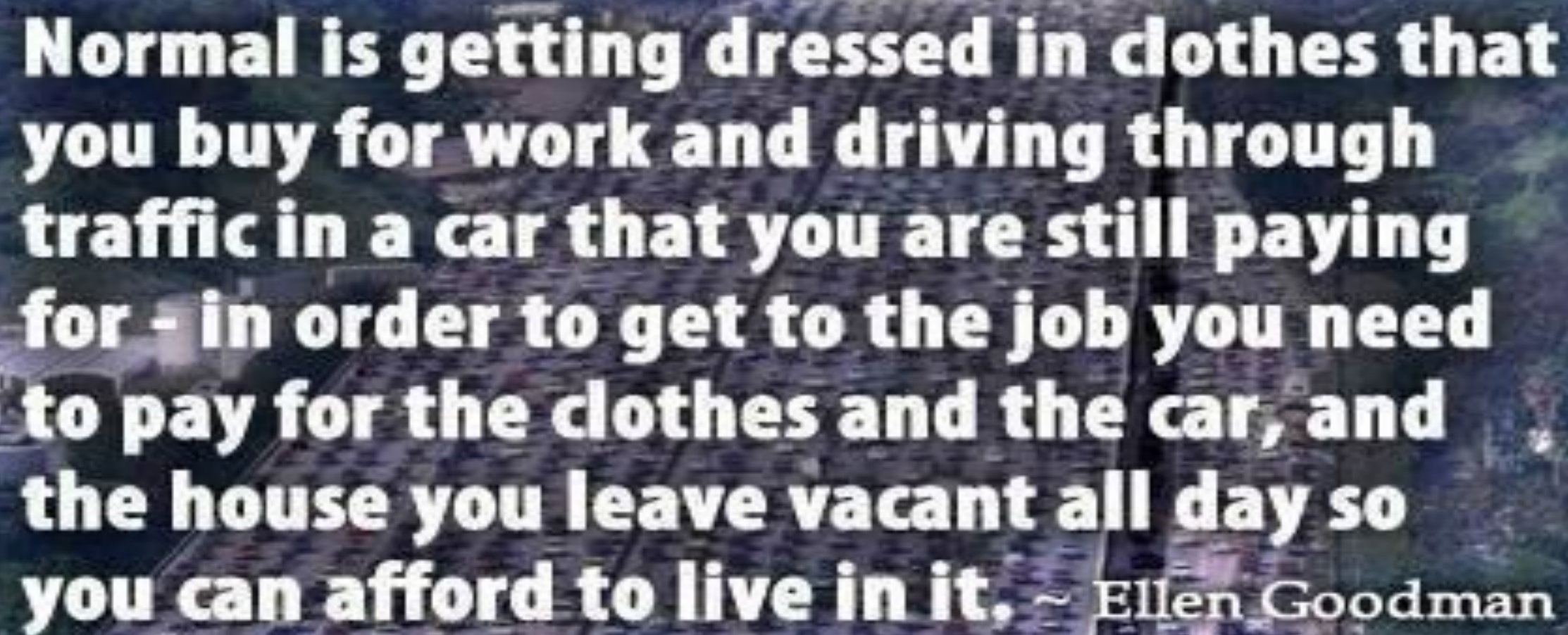


Compelled to Change, (Why we're not)

Rachel Smith,

Transport Planning, Advisory & Behaviour Change.

Rachel Smith Pty Ltd

An aerial photograph of a multi-lane highway with heavy traffic. The cars are packed closely together, filling most of the lanes. The highway curves slightly to the right. In the background, there are some buildings and greenery. The text is overlaid on the top half of the image.

Normal is getting dressed in clothes that you buy for work and driving through traffic in a car that you are still paying for - in order to get to the job you need to pay for the clothes and the car, and the house you leave vacant all day so you can afford to live in it.

Ellen Goodman



DECONGESTION



7 Steps for Mayors and other City Leaders to cut traffic congestion without the expense of new roads or annoyed residents

RACHEL SMITH

UNDER\$PENT



How I broke my shopping addiction & buying habit without dramatically changing my life

RACHEL SMITH

I didn't buy anything new or 2nd-hand for a year and saved 35% of my take-home salary!

Crisis

**Compelling
reason**

All do it









A person's hands are holding a white rectangular sign with the text "FIND YOUR NICHE" written in large, bold, dark red capital letters. The background is a soft, out-of-focus bokeh of warm colors, primarily reds and oranges, with some green and purple tones. The lighting is bright and even, highlighting the texture of the paper and the skin of the hands.

**FIND
YOUR
NICHE**

“We need to learn how to do things differently NOW, because we won’t have time to ‘learn’ when we are in the middle of a social, economic or environmental crisis”

Overhead at a “Future of Cities’ workshop in a Berlin Share Shop.

Rachel Smith

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