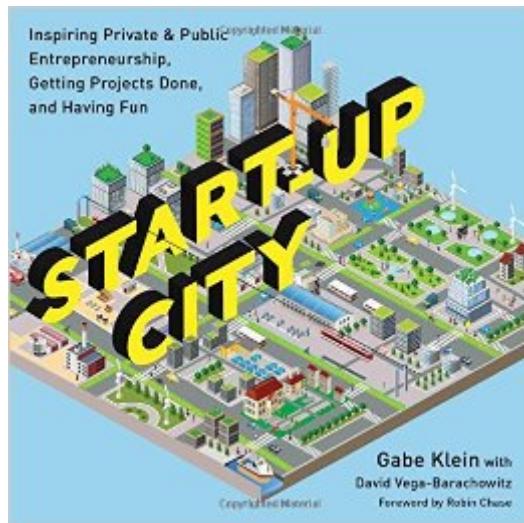


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# Start-Up City: Inspiring Private And Public Entrepreneurship, Getting Projects Done, And Having Fun



## Synopsis

There has been a revolution in urban transportation over the past five yearsâ "set off by start-ups across the US and internationally. Sleek, legible mobility platforms are connecting people to cars, trains, buses, and bikes as never before, opening up a range of new transportation options while improving existing ones. While many large city governments, such as Chicago, New York, and Washington, D.C., have begun to embrace creative forms and processes of government, most still operate under the weight of an unwieldy, risk-averse bureaucracy. With the advent of self-driving vehicles and other technological shifts upon us, Gabe Klein asks how we can close the gap between the energized, aggressive world of start-ups and the complex bureaucracies struggling to change beyond a geologic time scale. From his experience as a food-truck entrepreneur to a ZipCar executive and a city transportation commissioner, Kleinâ ™s career has focused on bridging the public-private divide, finding and celebrating shared goals, and forging better cities with more nimble, consumer-oriented bureaucracies. In *Start-Up City*, Klein, with David Vega-Barachowitz, demonstrates how to affect big, directional change in citiesâ "and how to do it fast. Klein's objective is to inspire what he calls â œpublic entrepreneurship,â • a start-up-pace energy within the public sector, brought about by leveraging the immense resources at its disposal. Klein offers guidance for cutting through the morass, and a roadmap for getting real, meaningful projects done quickly and having fun while doing it. This book is for anyone who wants to change the way we live in cities without waiting for the glacial pace of change in government.

## Book Information

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## Customer Reviews

Thank goodness this book is out. Start-Up City â “ Inspiring Private & Public Entrepreneurship, Getting Projects Done, and Having Fun is sorely needed right now. Cities are at the forefront of taking on addressing issues at the intersection of demographics, technology, transport, climate, housing, equity, and health, but are largely ill equipped to respond. Entrepreneur, bureaucracy-shaker, futurist, and now author Gabe Klein shows us how to make rapid change that will transform cities for the better. I met Klein back in 2004 when he led the then-fledgling Zipcar operation in Washington, D.C. He was different from others in the transportation space: he had a ponytail, he was passionate, he was unafraid. He didnâ ™t take no for an answer. I loved that! We struck a partnership between Arlington County, Virginia and his company to put carshare vehicles in the public right-of-way, as Klein writes about in Lesson #6: Bridge the Public-Private Divide. The easy way he teamed with his companyâ ™s rival, Flexcar, and coordinated with local government officials made me a fan. As I watched his career move from Zipcar, to organic food in electric trucks, to leading the departments of transportation in both D.C. and Chicago, I always marveled at the seeming ease with which Gabe got s\*\*\* done (Iâ ™m using his term). He innovated and accomplished more in a few years at each place than his predecessors and successors combined could ever hope for. He inspired bureaucracy to action. I always wanted to know: how did he do this? In his new book, he generously reveals the secrets to his success, much of which is rooted in his start-up private-sector upbringing.

I recently attended the book presentation Start-Up City by Gabe Klein, former Director of Transportation of both D.C. and Chicago. The first thing I thought was: Wow this guy is pretty young â “ arenâ ™t high ranking city officials supposed to be white haired? Second thought: Thatâ ™s a pretty unusual book format â “ a small, square paperback featuring a colorful, fun graphic. Probably everyone in the public realm, especially those working in transportation, have heard of Gabe Klein before. As Iâ ™m new to the space, I hadnâ ™t. I was delighted to learn that Gabe was an entrepreneur before he joined the city official ranks, and that his experience of running a food truck business in D.C. formed his philosophy of how a city should interact with new concepts and ideas. He also was part of Zipcar and Bikexx, hence his love for new mobility concepts. Kleinâ ™s entrepreneurial life has greatly influenced his work as an administrator, and probably has saved him from being burnt out by bureaucracy. In his book, Klein talks about how he applied startup thinking and working to running a (huge) city department. Chapters with titles like â œDonâ ™t be afraid to Screw Up and Learnâ • sound right out of the tech lit staple â “ the trick is that Klein tells entertaining

stories of how he applied these principles in union-run cities and huge bureaucracies. Stressing the importance of marketing and communication for cities, Klein recalls some of his less glamorous city projects in the transportation department like filling potholes (after 10 years of living in New York, I'd love to see this project copied here!) He created a 3 month "Potholepalooza" campaign, in which he asked the public to take photos of potholes, posting them on the "See-click-fix" website, with the promise to have them fixed within 48 hours.

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