



CALL FOR PAPERS

ECOMM 2006

10th European Conference on Mobility Management
10 – 12 May 2006, Groningen, The Netherlands

The main theme of the ECOMM 2006 will be:

ACCESSIBILITY AND ATTRACTIVENESS OF CITIES How can Mobility Management contribute to this?

EPOMM, the European Platform On Mobility Management, is an international partnership

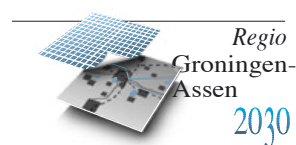
- to promote and further develop Mobility Management in Europe
- by exchanging experiences between countries in Europe
- in order to optimise the implementation of mobility management
- and to provide support to countries implementing mobility management.

Under EPOMM supervision the European Conference on Mobility Management **ECOMM** has grown into a highly regarded series of annual conferences. Former ECOMMs took place in Amsterdam, Nottingham, Münster, Bregenz, Rome, Gent, Karlstad, Lyon and Parma.

ECOMM 2006 will take place in Groningen, The Netherlands, on May 10-12th. The conference starts with excursions on Wednesday, May 10th followed by two days with plenary sessions, poster presentations, workshops and round table discussions in small groups.

Mobility Management is primarily a demand-oriented approach to passenger and freight transport that involves new partnership and new tools. The aim is to support and encourage a change of attitude and behaviour towards sustainable modes of transport. The tools of mobility management are information, communication, organisation and co-ordination. These tools require promotion. Mobility Management which is a promising approach to promote sustainable transport, varies from country to country both in terms of scope and of implementation level. ECOMM seeks to create opportunities through exchange of knowledge and experiences, thereby also enriching the Mobility Management approach itself. See www.mobilitymanagement.org

Ministerie van Verkeer en Waterstaat





CALL FOR PAPERS ECOMM 2006

Accessibility and attractiveness of cities

Theme of the conference:

The main theme of the ECOMM 2006 will be:

ACCESSIBILITY AND ATTRACTIVENESS OF CITIES How can Mobility Management contribute to this?

The goal of ECOMM 2006 is to offer a platform to exchange ideas, strategies, research, results and fantasies in the area of mobility management. The growing car use is suffocating our cities, roads are becoming clogged, the air quality is decreasing and so is traffic safety: the quality of life in the city is at stake. This is why citizens are moving away to rural areas, thus adding their future car use to the problems in the city. The more attractive a city, the less accessible its attractions, because of the growing car-use. Worst case scenario: the cities will become unsafe and unliveable.

Cities have to find their ways out of the dilemma. We must join forces at a European level to develop policies ensuring that increasing car use and its negative consequences are kept within acceptable limits. In other words, our cities need mobility management.

We expect ECOMM 2006 to offer a perfect opportunity for representatives and practitioners from government agencies and private sectors to increase the knowledge and understanding of the possibilities and effects of Mobility Management.

The first ECOMM conference was held in Amsterdam in 1997. Important questions that will be discussed in Groningen: after ten years of Mobility Management (MM) what will the future bring? How has MM become part of the policy strategy of countries, regions or municipalities? Is MM an integrated part of the national, regional and local transport, traffic and planning policy?

The conference focuses on four central themes. We invite professionals to answer the most frequently asked questions in the form of a paper that can be discussed during workshops. We are interested in best practices but also in visions on mobility management for the next ten years (time horizon 2015). The four themes are:

1. Co-operation in mobility management on a regional scale

Mobility has a strong regional component. The larger part of mobility by car and public transport happens within a radius of 30 km around the city network. This implies that mobility management is only effective if the organisations (institutes, structures) involved can work together to address the mobility problems.

At a regional level agreements must be made between local governments, provinces, NGO's and the private sector involved in physical planning, development of road infrastructure, public transport infrastructure,





Accessibility and attractiveness of cities

tendering public transport, parking policies, distribution of goods, traffic and transport management etc. Agreements and other forms of co-operation require serious commitment from partners to carry out and implement mobility management on a regional scale.

Persons and institutions with experience and/or who have a vision on such regional agreements or know about existing planning instruments are invited to put these to paper and present them at the Conference. Preferred papers will describe the process of implementing mobility management on a regional scale.

2. Accessibility of urban areas

There is a large concentration of business, work opportunities, schools, shops, hospitals and leisure facilities in the urban areas. This concentration leads to a daily stream of commuters from the region to the cities.

Living in the city is becoming less attractive. All over the world policy makers are working on solutions for mobility management. Stimulating the use of public transport, the bicycle, park-and-ride facilities, restrictive parking policy, implementing car free zones and many more. In order to be successful it is necessary to keep on exchanging our experiences in these areas so that we can learn from each other.

We invite interested practitioners to put their experiences on paper and send it to us. We are especially interested in exceptional or new forms of mobility management, for example the use of information and communication technology (ICT). Which forms of traffic management (traffic lights, tidal flow, in car-route planner, parking policy) can be combined with mobility management (information, office management, shop owners, local community stakeholders)?

Sustainable mobility could be an important location asset in the next coming years. It could be a tool in city marketing policies. Are there any good examples of transportation modes or city planning that can be marked as a location asset to sustainable mobility? The presentations of similar experiences are welcome.

3. Attractiveness of cities

It is impossible to facilitate the current transport flows in most city centres. That is why a traffic circulation system, car free zones, regulated parking facilities and pedestrian areas have been implemented for many years now. We would like to obtain more insight into the experiences of cities on the design of their public spaces. How can we design a pleasant public area and still allow certain forms of necessary transport to use this public space, for example public transport, taxis, cyclists, goods delivery and distribution?

Main question is: which strategy or process is to be followed to get car free zones in our cities? What kinds of aspects are important: dealing with shop owners, citizens, the habits of the people in the town, elderly people and





CALL FOR PAPERS ECOMM 2006

Accessibility and attractiveness of cities

people with reduced mobility, environmental conditions (air quality) or social groups etc. How can processes between the stakeholders be organized to achieve a common sense and good solutions?

4. Public participation and solutions for target groups

In mobility management we always have to deal with the behaviour of people and specific target groups. People can not be influenced easily to change their habits. How can we create support for our policies, how can we influence the behaviour of road users? How do we recognize and deal with specific demands of different groups, for instance elderly people, children, disabled people, tourists?

How can marketing strategies work for different groups? What do we know about their needs? How can "products" be designed? Which communication and advertising strategies can be successful?

Getting answers to such questions is important in order to realise the goals of mobility management. What could be the role of marketing in getting the right mobility management measurements implemented? Or: could a transport/traffic psychologist help to get mobility management on the national or European Agenda as an important solution for transport and traffic problems?

We therefore ask interested practitioners who have experiences in guiding or developing decision making processes, gaining support from or influencing behaviour of different target groups, to put their experiences on paper

Setting of ECOMM 2006: the Region Groningen - Assen

The local government of Groningen has been very active in the field of mobility management over the last 30 years. Groningen received a lot of international attention by implementing a traffic circulation plan in 1977, which banned all through traffic (40%) from the town centre and allocated extra road space to cyclists and public transport. This quite radical intervention in the city centre formed the start of a sustained policy effort to ensure a liveable and accessible city for everyone.

The numerous bicycle projects (cycle paths, bridges and viaducts for bicycles, bicycle parking facilities, sign posts etc.) have led to an attractive city for cyclists; the share of cycling amounts to more than 50% of the journeys in the city. For public transport new bus lanes have been created; all traffic lights have been adapted to bus transport, so that buses can move swiftly through the city.

Freight deliveries to destinations in the town centre can be handled through the city distribution system. A load is delivered to the edge of the city at a distribution centre, from which small electric trucks deliver the goods to the stores (just in time delivery).

All residential areas have been transformed into 30 km zones, which contributed to a substantial decrease of the number of traffic accidents.

Nevertheless, the need to provide access for private cars has not been forgotten.





CALL FOR PAPERS ECOMM 2006

Accessibility and attractiveness of cities

Beside a complete system of ring roads and clear regional routes, a state-of-the-art parking management system has been developed. Visitors can park their cars for free in car parks at the edge of town and from there can take the city bus into town; a roundtrip costing 2 euro per car.

In the last couple of years different forms of Mobility Management have been realised. Most of the measures are implemented in co-operation with companies, schools, hospitals or government-organisations (van-pooling, cycle-lanes, special bustickets, teleworking).

Currently an integrated mobility plan is being developed for the entire region by the Region Groningen-Assen, a region designated as a "national urban network" in the recently adopted National Spatial Strategy. This mobility plan, amongst other things, incorporates a spatial planning policy that aims to limit levels of mobility. For example, building houses only at public transport hubs, accompanied by a strong effort to improve public transport. The Region intends to invest 400 million Euros in the regional public transport system. The existing rail lines will be improved; better trains, a higher frequency and short travel times, more and better railway stations are to be introduced. 10 new P+R facilities will be created. Finally new tramways will be introduced in the city of Groningen to accommodate regional travel into town from the edge of the city and at the train stations.

ECOMM 2006 will take place in a city with 30 years of experience with mobility management - and still eager to learn.





CALL FOR PAPERS ECOMM 2006

Accessibility and attractiveness of cities

Call for papers:

Each abstract must select one of the 4 main workshop themes. The abstracts must be written in English. They should include the main conclusion of the proposed presentation and the relevance for the theme included in the presentation of the workshops.

Authors should also indicate which workshop format (level of interaction) would be desirable for their topic:

- limited: extended presentation with discussion afterwards
- round table: concise presentation with round table discussion (on topics of the session)
- high: presentation limited to topics for discussion in an interactive working session.

Abstract requirements:

- Abstract title
- Author, organisation and contact details
- Main topic (select one theme from 1 to 4)
- Objectives, short description of the project and conclusions
- Indicate relevance to the workshop description
- Presentation of your good practice / research result including short description of the action (goal, target group, method, results, evaluation tools)
- Min. 1, max. 2 pages written in English.

Selection criteria for workshops papers

An international programme committee (IPC) will evaluate the abstracts. If your abstract has been selected you will be asked to submit a full paper by April 2006. The final selection is subject to the quality of the full-length paper.

If accepted the (co-)author must present his paper personally.

The conference language is English, which goes for all audiovisual means of presentation too.

Send your abstract not later than **January 9, 2006** to:

VM2, Mrs Jessy van Son
Parallelweg 30
5223 AL 's Hertogenbosch
The Netherlands

Tel: 00.31.73.627 45 45
Fax: 00.31.73.627 45 49
e-mail: ecomm2006@vm2.nl
website: www.ecomm2006.nl

A confirmation of receipt will be sent to you by e-mail. Your abstract may be selected to be included in EPOMM's database of mobility management examples. If you do not want your paper to be included, please mention this explicitly.





CALL FOR PAPERS **ECOMM** 2006

Accessibility and attractiveness of cities

Conference pre-registration

If you are interested and if this invitation was not sent to you personally, please complete and return the attached pre-registration form. The form can also be downloaded from the website of the European Platform on Mobility Management EPOMM www.epomm.org

Please return the form to:

VM2, Mrs Jessy van Son
Parallelweg 30
5223 AL 's Hertogenbosch
The Netherlands

Tel: 00.31.73.627 45 45
Fax: 00.31.73.627 45 49
e-mail: ecomm2006@vm2.nl
website: www.vm2.nl



The detailed conference programme, registration form and accommodation details will be sent out on the 1st of February 2006.

Please visit the ECOMM 2006 website: www.ecomm2006.nl

ECOMM-organizing committee Municipality of Groningen
25th of November 2005

Ministerie van Verkeer en Waterstaat

