



**State of the Art of Mobility Management:  
an overview over European countries  
an outlook on possible future developments  
a report on the EPOMM/MAX Task Force on MM**

**Presented and facilitated by Karl-Heinz Posch  
Coordinator of EPOMM**

**Promotion & Marketing**



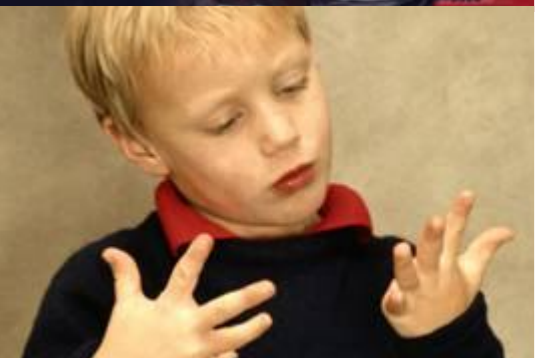
**Development of a network**



**Discussion and innovation**



**Education and training**



## **The plan for today**

**An overview of the State of the Art**

**Questions**

**An overview over the results of the MAX/EPOMM Task Force on MM**

**Discussion**

**Ideas for the future of EPOMM**

**Discussion**

## **Background of the review**

**10 Countries participated for the first time in 2007**

**Update and extension**

**One basis for the future work of EPOMM and MAX**

**Total 15 country reports**

## State of the Art of MM review participating countries

### Updates:

Austria, Belgium, Denmark,  
France, Switzerland, Sweden

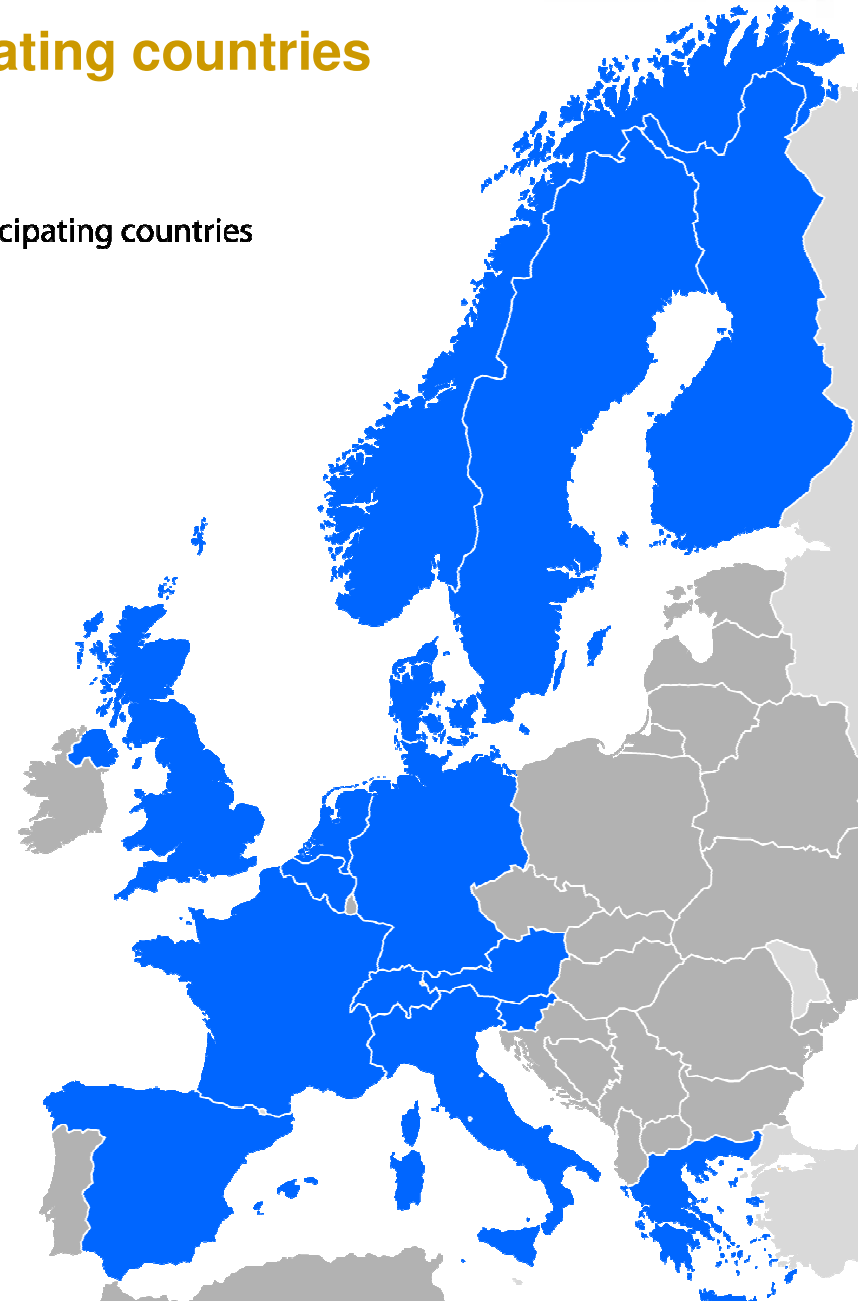
### New:

Finland, Greece, Norway,  
Slovenia

### 2007 reports:

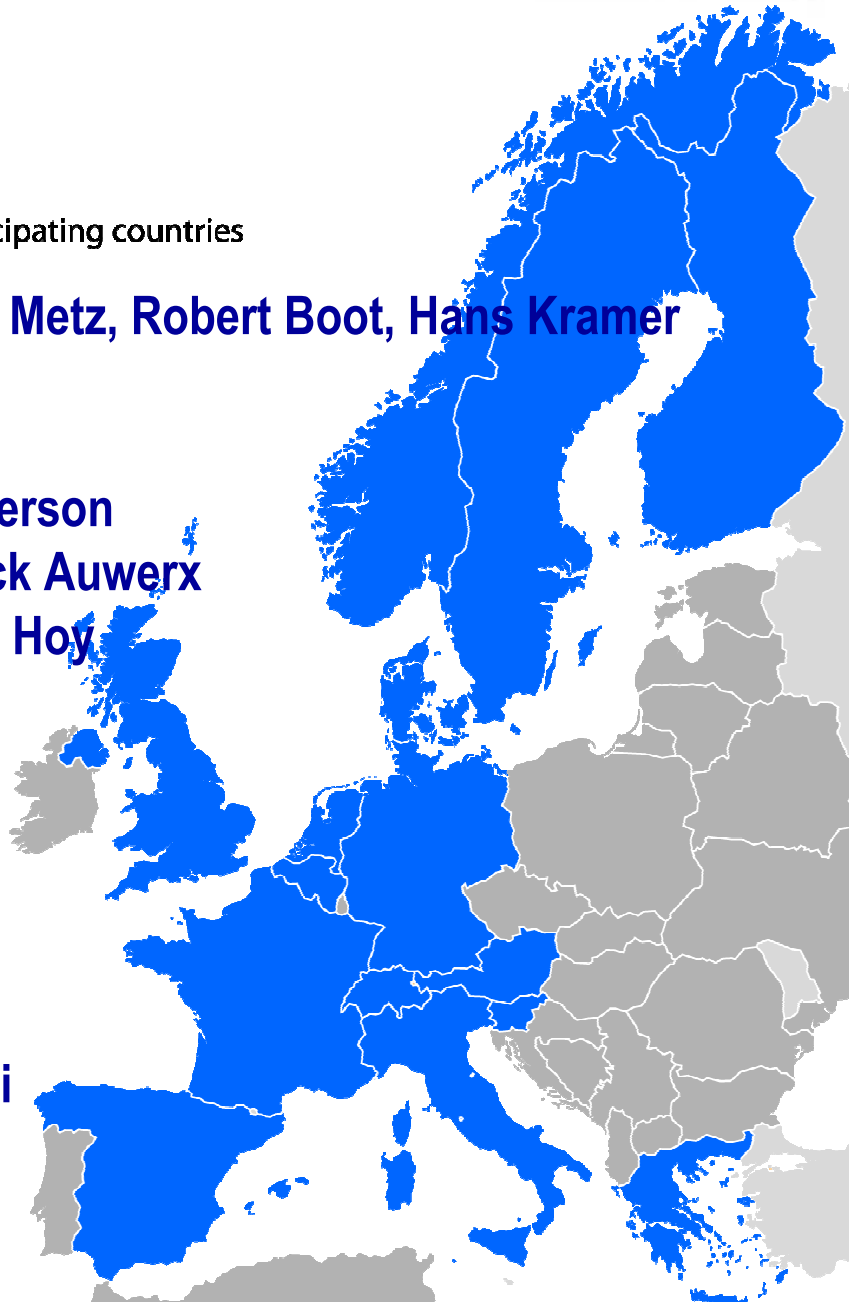
Germany, Italy, Netherlands,  
Spain, UK

 participating countries



## Rapporteurs

<b>Austria (EPOMM):</b>	<b>Willy Raimund</b>
<b>France (EPOMM-member):</b>	<b>Muriel Mariotto</b> <small>participating countries</small>
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<b>Switzerland:</b>	<b>Roberto De Tommasi</b>



# Austria

 austria



## **Austria – MM core country**

**Ministry of Environment is the main driver on a national level through the klima:aktiv mobil programme: it has also become the EPOMM member for Austria**

**Many pioneer activities: Mobility centre, carsharing, mobility consultancy courses**

**Through FGM-AMOR, Austria has a high participation rate in EU-projects on MM (e.g. CIVITAS, ELTIS, MAX, TRENDY TRAVEL, ADD HOME, CONNECT)**

**Klima:aktiv mobil: MM for municipalities, administrations, schools, companies, in land use with quantitative targets in CO2 reduction**

**As of yet no national MM network, no knowledge centre, no national or regional policy**

**Carsharing fairly successful, since 2008 in joint venture with Mobility (Switzerland)**

**Biggest test for effective MM now at the European Football Championships**

**Unique successful example: Autofasten – car fasting, applied in the whole country**



# Netherlands

 netherlands



## **Netherlands – MM core country, EPOMM member**

**Sustainable transport has always been a high priority – planning standards are very well developed, public transport is a very integrated system**

**National, regional and local policy support**

**An MM pioneer for work place mobility plans, meanwhile often an integral and obligatory part of land use planning and building permission**

**National knowledge network KPVV (financed by transport ministry), private mobility management network VM2**

**MM in the public private approach: corporate responsibility and enforcement through committal agreements**

**Many regional and local initiatives and offices such as Rotterdam Region VCC, Province Gelderland VCC Oost, Business Park Gouda, Hospitals Gelre Arnhem**

**Greenwheels as very successful meanwhile international carsharing company**

**A motor of innovation: Mobility Mixx, financial incentives for non-peak-driving, MM plus road maintenance**

# Germany

 germany



## **Germany – MM runner-up country**

**Titled a broadening bottom-up approach: many local and regional activities, but as of yet a fragmented policy – not yet a MM policy on federal level**

**This is the country of Mobility Centres, there are over 60: Intermodal information and integrated fare systems are common**

**Fragmented but largest carsharing scene in Europe (over 100.000 members in 260 cities), foreign takeovers**

**Large carpooling initiatives (Pendlernetz, MiFaz) – easy to get rides between cities**

**MM incorporated into Spatial Planning: Dortmund, Aachen, Rhine-Main region**

**Tourism: new field, many promising examples**

# Belgium

 belgium



## **Flanders and Belgium – MM runner up country**

**Scattered competences – state, language regions, but Flemish region active, but no structural MM approach – more emphasis on road safety**

**More promotion on commuting by train – more combination of cycling and railway through cycle supporting facilities at stations and on trains**

**Special situation in PT: one operator in all Flanders, cities deprived of direct control**

**Flanders pays 20% of PT ticket if employer pays 80%**

**Flanders has set up commuter plan: share of home-work travel to decrease from 70 to 60% until 2010**

**Innovations: “Mobility Covenants” – Municipalities can negotiate regional plans, new funding scheme for municipalities for MM in schools, mobility centres in several cities**

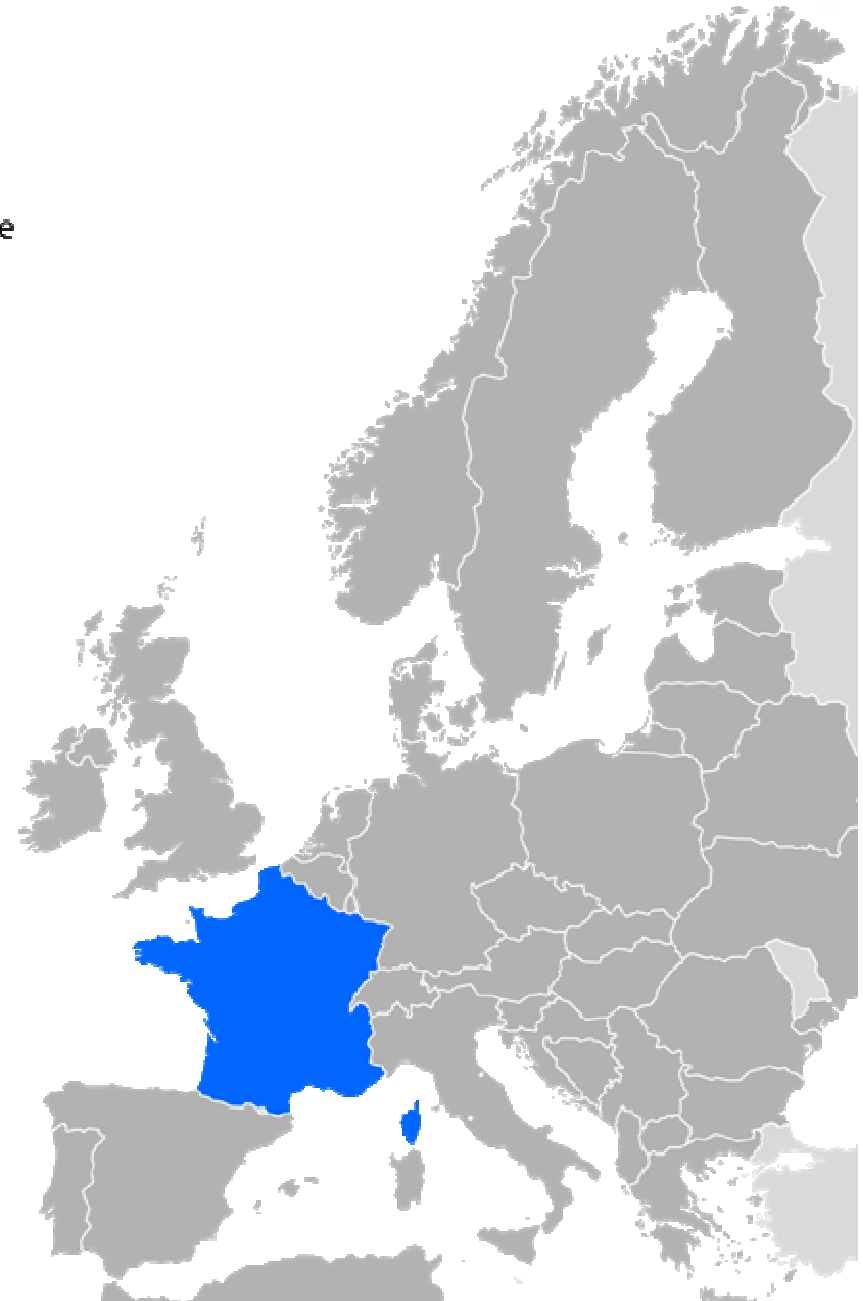
**MM for events usual**

**Cycle sharing in Brussels to be expanded at VeloCity 2009**

**Carsharing: Cambio now an international player**

# France

 france



## **France – MM runner-up country**

**CERTU as member of EPOMM for France**

**Strong fragmentation of competences: national, regional, departemental, metropolitan areas, municipal led to low realisation of MM projects**

**Many cities have become a driver for transformation: Velib in Paris, Bus rapid transit, many new trams, mini-metros (VAL) – also MM in a few cities such as Grenoble**

**MM institutionalised through obligatory sustainable transport plans (PDU – plans de déplacements urbaines) for cities over 100,000 inhabitants**

**Contains obligation to provide facilities and support for companies to set up work place mobility plans**

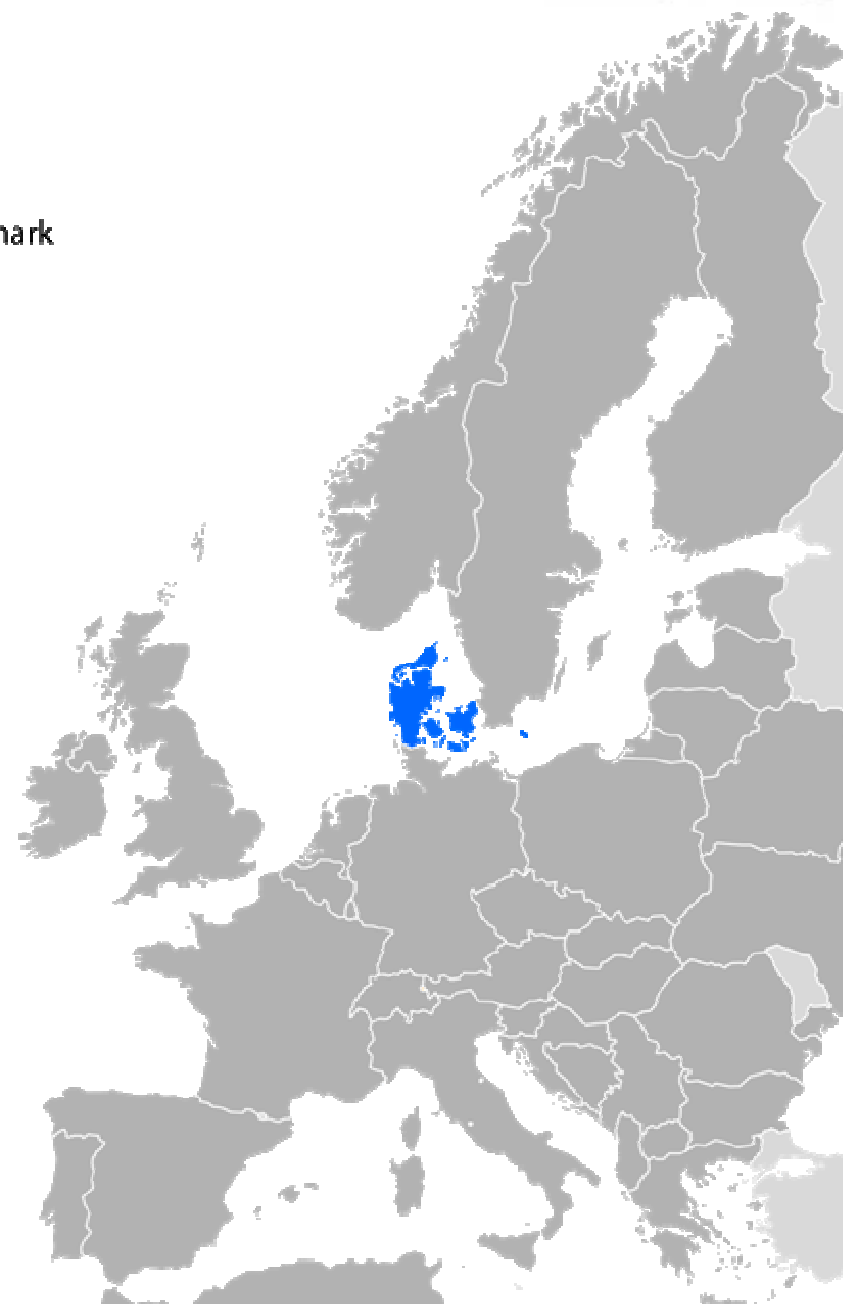
**There was a national conference on MM in 2005 in Grenoble, with 500 attendees**

**National “Grenelle” on mobility policy, reorganisation of mobility policy, website and with information and databases are in development since two year**



# Denmark

 denmark



## **Denmark – MM runner-up country**

**1990's, beginning 2000's: rather active national MM policy, supporting many local pilot projects, having the “national cycle city”**

**Today less support, more for ITS – e.g. imminent introduction of national smart “TRAVEL CARD” for all public transport in DK**

**Copenhagen is the “city of cyclist”, with green waves for cycles, city bike system, cycling is integral part of traffic planning**

**CarSharing is on the rise, about 4000 users, 190 cars**

**Odense was the national cycle city, and increased cycling by 20% mainly through campaigning and improving cycling infrastructure. It also has carpooling, in planning gives priority to walking and cycling, does PT promotion**

**Successful national campaign: bike to work (85.000 participants)**

**Sustainable mobility Øresund region (DK en S)**

# Spain

 spain



## **Spain – runner-up country**

**Since 2007 EPOMM member, 2009 San Sebastian Host of the ECOMM, Madrid holds 2nd national conference on MM in 2008**

**MM-scene is quickly developing**

**Many pilot projects on the local level through EU-projects**

**Initiation of a network of networks of sustainable cities, several courses, conferences and seminars on MM, high participation in the European Mobility Week (226 in 2005)**

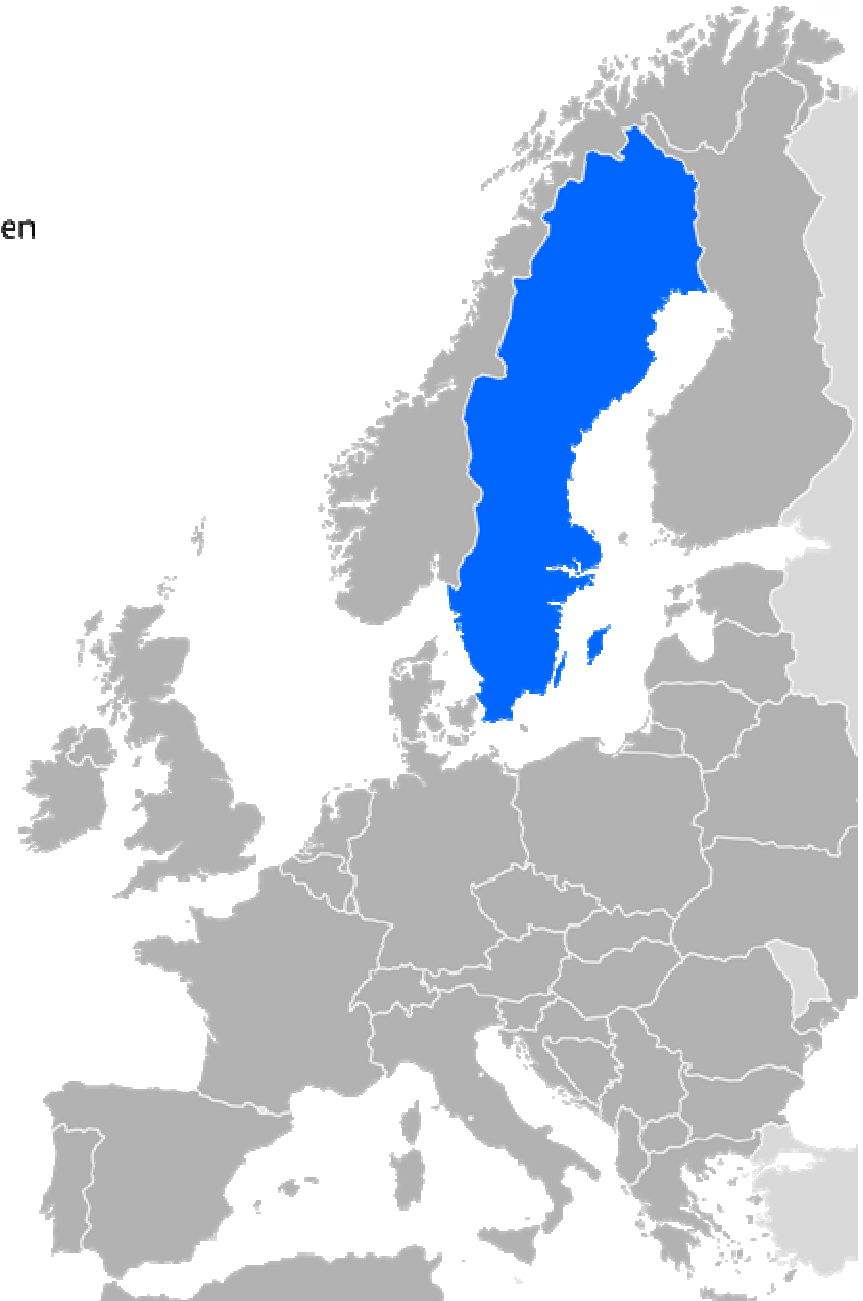
**San Sebastian: integrated transport and urban planning reviving cycling**

**Carsharing in Catalonia**

**Bikesharing in Barcelona**

# Sweden

 sweden



## **Sweden – MM core country**

**Strong support from the National Road Administration: “sustainable travel” programme, usage of the 4 step principle, obligatory use of SUMO evaluation for financed MM projects, EPOMM membership**

**Best evaluation system in Europe: SUMO and SARA**

**Definition: MM is soft measures to influence travel before it starts**

**Lund: integrated MM policy LundaMaTs**

**Stockholm: congestion charging**

**Gothenburg: Mobility Centre Lundby**

**Malmö: Redevelop Western Harbours, MM successful**

**Main activity on local level, MM established in 50 cities**

# Switzerland

 switzerland



## **Switzerland – MM core country**

**No direct national policy, but many supporting legislation and initiatives**

**Labelling programme for energy efficient cities including mobility and MM**

**Veloland Schweiz to support national cycling marketing and a national cycling network**

**The largest, most profitable and probably best CarSharing system in the world: Mobility Carsharing Switzerland (over 50,000 participants)**

**Canton Aargovia: Aargaomobil, integrated MM policy**

**Zurich: integrated total transport policy, (PT and MM)**

**Fahrtenmodell in Zürich and Bern: companies have to show how many trips they generate and how they limit their impact**

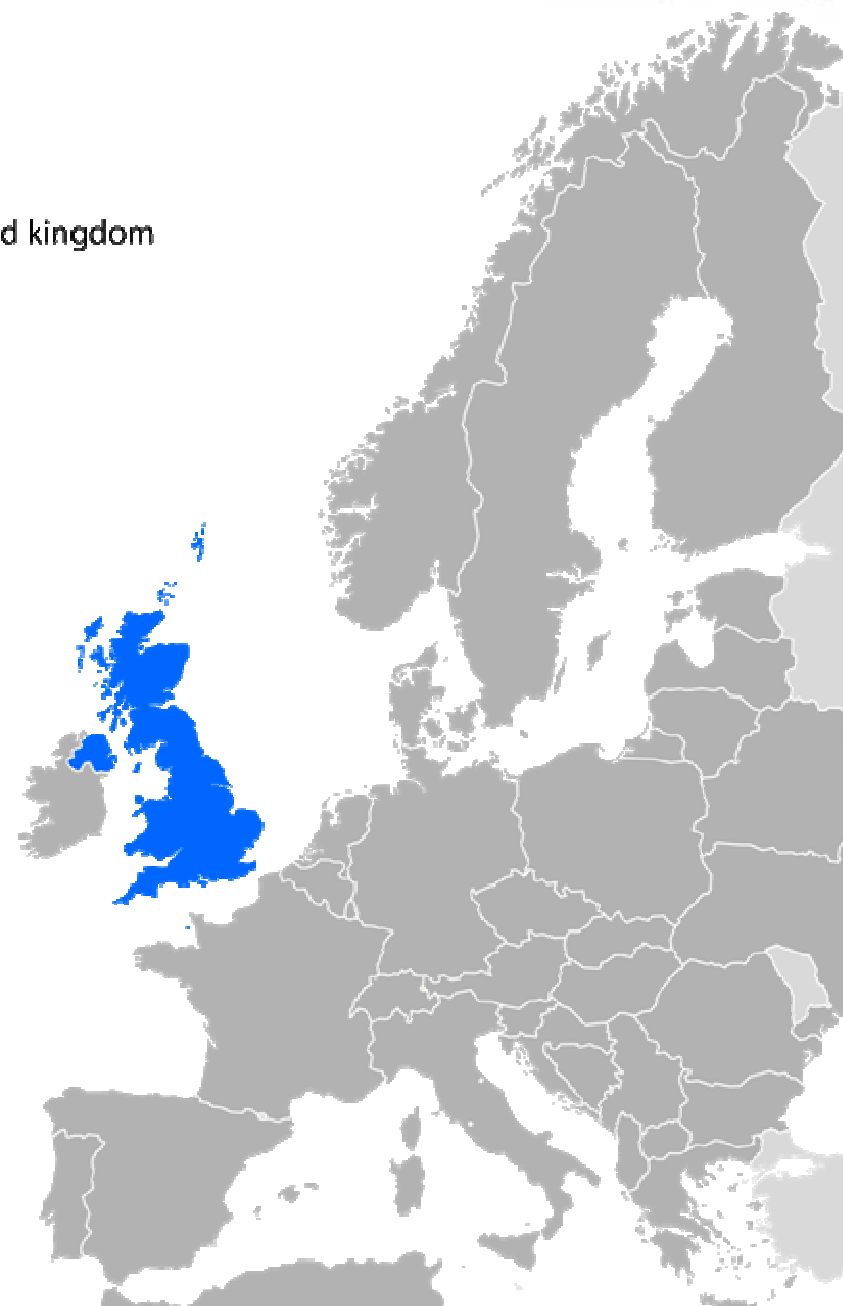
**MM for events well established**

**Knowledge network well established by several NGOs**



# United Kingdom

 united kingdom



## **UK – MM core country**

**Britain is probably the most advanced and has developed a robust and consistent national MM policy**

**MM is known as “soft” transport policy measures – not as mobility management**

**Very high activity in travel plans for schools and workplaces – supported by one-off grants up to 15.000 Euros. Aim: travel plan at every school by 2010 (London: 2009)**

**National road agencies are concerned about trip generations and therefore support travel plans**

**National Health Service issues guidance on travel plans for hospitals**

**Three “sustainable travel demonstration towns” (1 Million Euro funding for 7 years)**

**Networks TravelWise – 160 local authorities and ACT, Association for Commuter Transport – have merged. Additionally, there is a B2B-network**

**Working group for national evaluation and standardisation of the impact of MM**

# Italy

 italy



## **Italy – MM runner-up country**

**In 1998 a decree stated that companies over 300 employees should install a mobility manager and a mobility plan**

**Since then 53 provinces have become active and installed a mobility manager, and over 700 companies in these provinces have installed a mobility manager**

**Surveys abound, implementation still rather rare**

**Italy is very active in EU-programmes**

**Many islands of success: Roma, Ferrara, Bologna, Parma, Milano**

**Several carsharing and bikesharing projects**

**Continuous government changes make re-accession to EPOMM difficult**

## Slovenia – MM-hopeful

■ slovenia

**In general MM at a very early stage**

**Some elements, connected with EU-projects  
like CIVITAS and MAX**

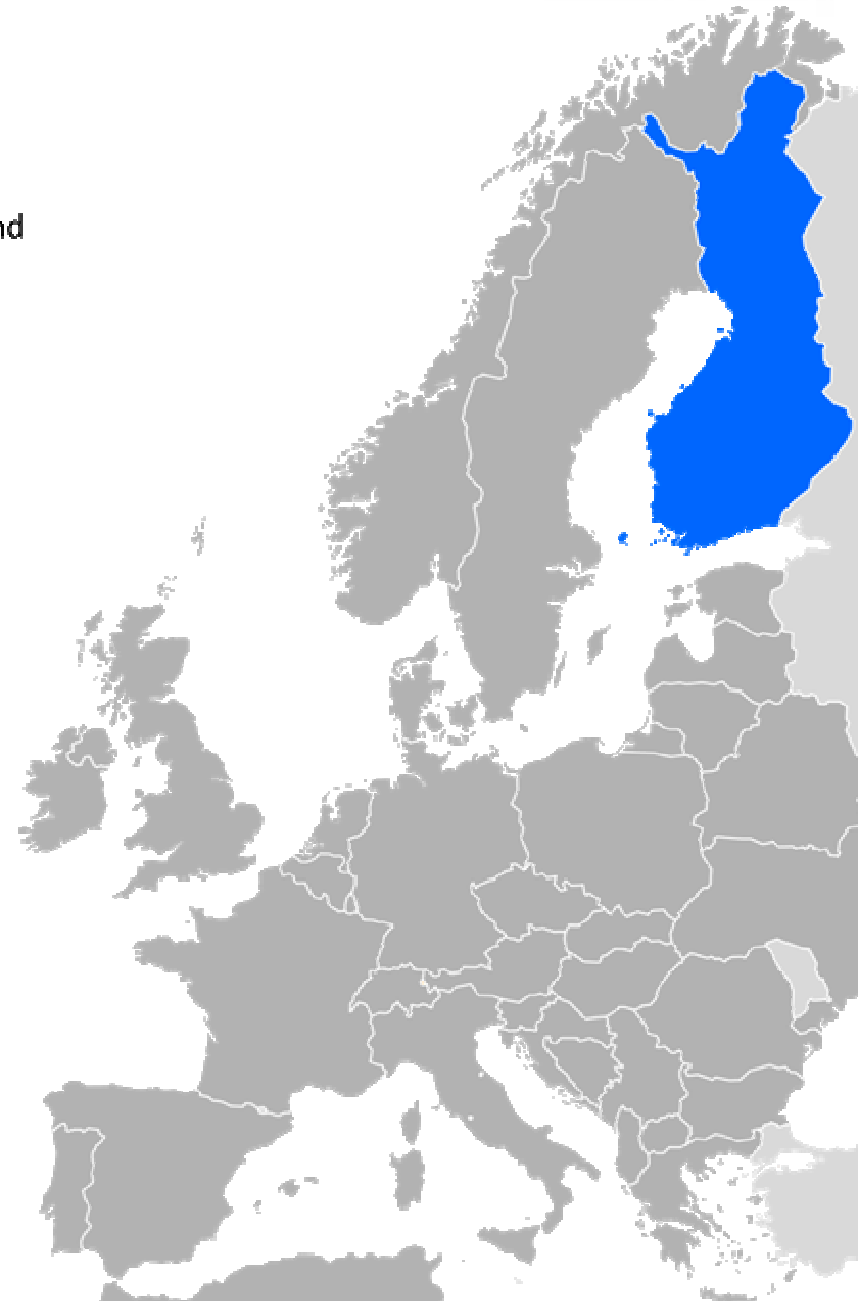
**Some awareness campaigns like Mobility week**

**Some PT-integration and PT-information-  
integration on national and local level**



# Finland

 finland



## **Finland – MM hopeful**

**In Mobility Management study, especially on mobility centre ready in April:  
recommended action soon: EPOMM membership is under consideration**

**Mainly campaigns for cycling, ecodriving, public transport – participation at European  
Mobility Week and Car Free Day**

**The main agglomerations are all investigating the possibilities for MM and some have  
made action plans**

**Report contains detailed listings of possible actors**

# Greece

 greece





## **Greece – MM hopeful**

**Strong representation in EU-projects (PIMMS, TREATISE, TAPESTRY, GUIDEMAPS, CAMPARIE, ICARO and in MAX: at last EPOMM membership is under consideration**

**Olympics were a good exercise in MM – demand management through information and communication, car-free try-outs, media management - unfortunately not much is left from it**

**Very fragmented governmental system – also in the agglomerations**

**Theoretically, there are many plans and the basic ideas are known in the academia**

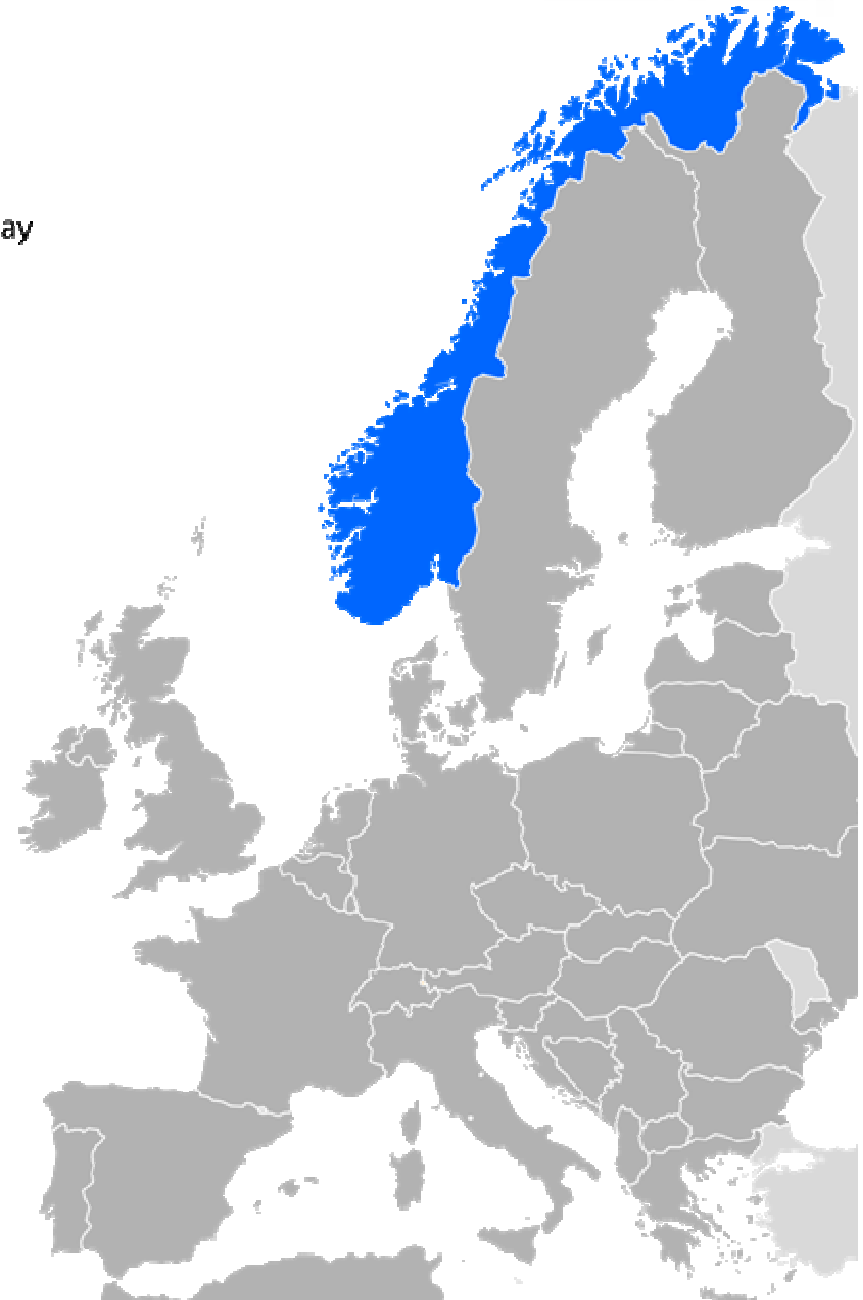
**Focus on very large infrastructure projects (harbour tunnel and metro in Thessaloniki, metro in Athens) and on technology**

**Many awareness campaigns, mostly in TV, focus on PT-use and road safety**

**The two main agglomerations might get active with their mobility agencies**

# Norway

 norway



## **Norway – MM runner-up country**

**MM as such not widely known, however a lot of ongoing initiatives under other headings: physical activity promotion, planning guidelines, climate policy**

**Norway is considering EPOMM membership**

**Innovation: pooling of transport planning resources of municipalities**

**Many (rather isolated) initiatives MM at schools, MM at companies, MM for administrations, carbon-neutral festival, carsharing, congestion charging**

**Plans to install sort of a knowledge centre: Transnova**

**Very good report – good basis to build upon**

## **So: what will we do with it?**

**What do you think?**

**Put it on the EPOMM website**

**Follow up on some examples, put people and links in the database – accessible through e-update**

**Use these as leads for EPOMM membership and as a basis for future national networks**

**Use these leads to make connections between projects**

**Again ask for updates**

## EPOMM Member states 2000

■ EPOMM member states





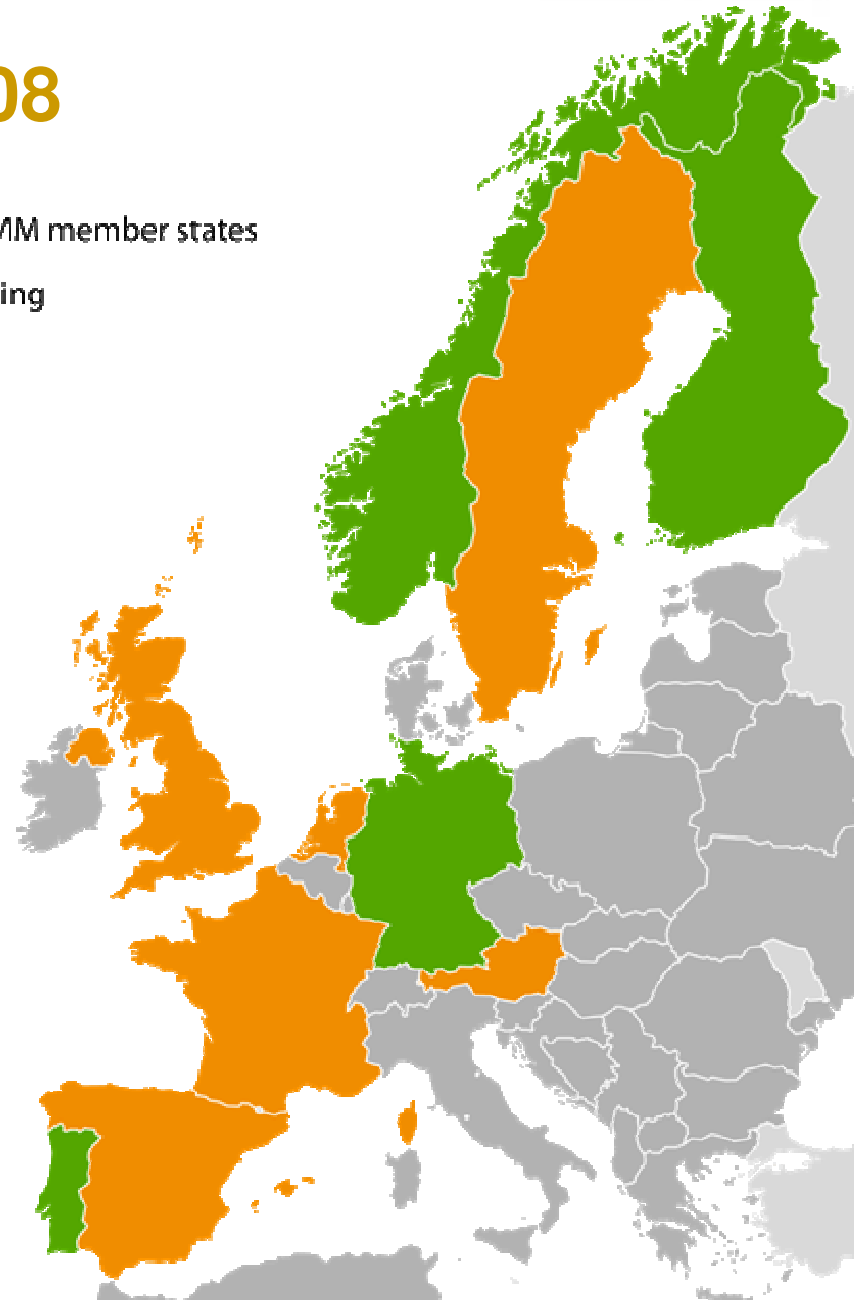
## EPOMM Member states Feb 2006

■ EPOMM member states



## EPOMM Member states 2008

-  EPOMM member states
-  Pending



**This time: no policy comparisons... because  
The TASK FORCE MOBILITY MANAGEMENT took over**

**Installed by the EPOMM Board**

<b>Members:</b>	<b>Austria</b>	<b>Karl-Heinz Posch (chairman)</b>
	<b>France</b>	<b>Bruno Faivre d'Arcier</b>
	<b>Germany</b>	<b>Herbert Kemming</b>
	<b>Slovenia</b>	<b>Marjan Lep</b>
	<b>Spain</b>	<b>Pedro Puig Pey</b>
	<b>Sweden</b>	<b>Christer Ljungberg</b>
	<b>Switzerland</b>	<b>Roberto De Tommasi</b>
	<b>The Netherlands</b>	<b>Wim Van Tilburg</b>
	<b>United Kingdom</b>	<b>Tom Rye</b>

**MAX/EPOMM Task Force – because MAX is partly cofinancing it**

**Start in December 07, finalisation after feedback from ECOMM and EPOMM-board**



## **Task Force MM what for?**

- **Analyse the gaps and ensuing urgent questions in MM**
- **Formulate the basis for a Research Agenda in MM**
- **Formulate urgent policy questions: why MM is still mostly a niche product**
- **Target group: national governments, European Commission, DG TREN, DG Research**

## The Task Force selected six foremost topics to investigate

1. Better incorporation of MM into transport policies
2. Usefulness and effectiveness of MM
3. MM in tourism and leisure
4. Impact of MM measures in combination with conventional traffic measures
5. Marketing MM within/to non-transport organisations
6. New target groups for MM

For each topic we progressed from

state of the art => main gaps => research questions => research methods

## **The most important findings 1**

**There is hardly any well accessible knowledge on what is successful in MM, why it is successful, and how it can be “sold” to decision makers**

**There are many trainings, but it is not known whether these really help**

**Evaluation and standardisation of MM is in fact just one giant gap – in spite of very numerous efforts**

**It is not known how public transport operators can be motivated to become full service mobility providers**

**There is no central knowledge on the status of MM and leisure/tourism - success/failure factors, legal frameworks, implementation levels etc.**

**The connection of conventional measures (infrastructure, regulation) and MM is not well understood – but it could be a very good starting point for countries that have almost no MM**

## **The most important findings 2**

**There is no central knowledge on the awareness, concerns and ways to motivate non transport organisations to take up MM**

**(developers, employers, trade unions, chambers of commerce etc.)**

**New target groups for MM are for example elderly, immigrants – very little work has been done on these issues so far**

## Conclusions

**We need the critical success factors for a good start of MM**

**We need the critical success factors for a good cooperation**

**We need the critical success factors for good results**

**We need a coordinating body for MM**

**to communicate results and recommendations**

**as intelligence centre for the EU to pick up new issues from cities, regions and countries**

## **Tasks for an efficient European Observatory on Urban Mobility:**

**Collection of standardised data**

**Providing easy access to these data**

**Dissemination of standard monitoring and evaluation tools**

**Careful monitoring of modal split changes – marking not only best practise, but also best practise in change (example cycling)**

**Offering “Beacon” status to cities that have achieved outstanding results in certain fields (e.g. Karlsruhe with the tram-train, Odense with cycling, Freiburg with modal split change)**

**Offering “navigation” support to find the right information**

**Offering logistical support to organise excursions, transfer workshops – access to local on site experts,**

**Possibly offering “welcome packages” for new city councillors in the field of transport**

## **What is done about this all**

**The paper awaits your comments, and will then be “well” communicated to the intended target group: national governments, DG TREN and DG RESEARCH**

**MAX is working on a European-wide standardised evaluation and data collection – MAXUMO and MAXARA – assisted by EPOMM**

**This could be the core of European Observatory on Urban Transport – with a MM management section**

**Still EPOMM is underfunded (90.000 per year)**

**We’re submitting EPOMM PLUS after EPOMM RELOAD failed...**

**We try to pick up other networks: OPTIMUM, BYPAD...**

**What are your ideas?**



[www.epomm.org](http://www.epomm.org)