

HOW MOBILITY MANAGEMENT CAN BE ADOPTED MORE EFFECTIVELY IN REGIONAL TRANSPORT AND SUSTAINABILITY POLICY.



Mobility Management is an innovative demand-oriented approach to promote sustainable mobility. It is based on information, co-ordination and motivation and complements traditional (infrastructure orientated) transport planning to achieve a modal shift away from unsustainable vehicle use.



A UK government report states that 'high intensity' use of mobility management can lead to a 21% reduction in peak time urban traffic, compared to 5% 'low intensity'; and that €1 spent on 'soft measures' could bring €10 of benefits in reduced congestion alone. Added benefits are environmental (e.g. Air Quality, urban environments) and social (access to mobility among non-car-owners).



The PIMMS project involves eight EU cities. We will exchange information between ourselves and with our regional partners.

First we will undertake a benchmarking study of best practice. Where are the best examples in the different mobility management 'domains'? What are their Critical Success Factors?

Then we will undertake a structured programme of Study Tours and Staff Exchanges to see how these 'CSFs' can be transferred to our own activities.

At the end of the project we will each prepare a 'mobility management action plan'.

Throughout the project we will keep our local partners informed through conferences and our websites, and in October 2007 we will publish a final report and hold a conference in London.

For our programme to be a success it is essential to involve the key decision-makers in all the relevant organisations in our regions.

George Taylor,
Executive
Councillor
for the
Environment
London Borough
of Bromley



BROMLEY

Bromley is the largest borough in London in terms of area. It has a population of 300,000 and 146,600 cars and vans. Its main shopping centre receives 16m visitors per year

Mats Hellström,
County
Governor
The County
of Stockholm

"In Stockholm we are very keen to spread the knowledge about mobility management throughout our region. We know that many organisations within the region need to be involved, and we can all learn from the success of others. For us the benchmarking exercise means that we can understand how 'good' our practice is. And the focus on 'Critical Success Factors' means that we will be able to understand why an experience elsewhere has been successful - and therefore how we can apply it in our own region."



Susi Lopez
Engineer
Traffic
Department
Municipality
of Terrassa

"Terrassa has been one of the first cities in Spain to develop a Local Transport Plan (LTP). Nowadays, Terrassa is in the phase of applying the measures defined in the LTP. So our main interest in the project is to improve the knowledge of technical and political actors through different experiences and results concerning: Individualised travel marketing; road safety, road pricing and mobility & education. The challenge is to guarantee the success of implementing the LTP measures."



TERRASSA

Terrassa in Spain has a population of 200,000. The main problems are the increase in private car use with the residential areas in the north of the city and the industrial areas in the south where there is no public transport supply. There are no integrated infrastructures between the 2 inter-urban railways

"Bromley are delighted to be the lead partner for the project, both as a local authority and in our role as lead representative for a network of London boroughs, the London Access Group. London as a whole suffers from poor air quality, and workers here spend more time getting to work than anywhere else in Europe, so mobility management can play a key role in reducing congestion and improving quality of life. While at a regional level Transport for London provides a strategic context, more than 80% of the actions will be taken by the boroughs: PIMMS will give our colleagues in both Bromley and elsewhere in London the chance to think about how we can improve the services we offer. And we look forward to welcoming our PIMMS colleagues when they come to learn from us."

"I Stockholm är vi väldigt måna om att sprida kunskap om mobility management till alla i regionen. Vi vet att många organisationer och myndigheter inom regionen behöver samarbeta samt att vi kan lära mycket av andra. Arbetet med att ta fram goda exempel hjälper oss att se hur bra våra specifika projekt är och genom att ta fram kritiska framgångsfaktorer ser vi vad som gjorde att projekt i andra länder blev så lyckade. Denna kunskap är viktig för oss och kommer att hjälpa arbetet i vår region."

STOCKHOLM

The County of Stockholm in Sweden has a population of 1,900,000. Public transport is well developed with buses, underground, commuter train, regional train and trams. The main problems are congestion at peak hours and the need for higher capacity.

"Terrassa ha sido una de las primeras ciudades de España que ha elaborado un Plan de Movilidad Urbana (PMU). Actualmente Terrassa se encuentra en la fase de ejecución de las medidas definidas por el PMU. El principal interés de participar en el proyecto yace en la posibilidad de mejorar el conocimiento tanto técnico como político mediante las experiencias y los resultados obtenidos por otras ciudades. Los principales ámbitos temáticos son: marketing para los desplazamientos en los distintos modos de transporte, seguridad vial, mecanismos de fiscalidad (i.e peaje urbano) y movilidad y educación. El reto de Terrassa es garantizar el éxito en la implantación de las medidas definidas por el PMU."

"Terrassa ha sigut una de les primeres ciutats espanyoles que ha elaborat el seu Pla de Mobilitat Urbà (PMU). Actualment Terrassa es troba en la fase d'execució de les mesures definides pel PMU. L'interès principal de participar en aquest projecte rau en la possibilitat d'ampliar i millorar el coneixement, tant a nivell tècnic com polític, mitjançant l'aproximació a d'altres experiències i resultats obtinguts per altres ciutats. Els principals àmbits temàtics d'interès són: marketing en els desplaçaments dels diferents modes de transport, seguretat viària, mecanismes de fiscalitat (i.e peatge urbà) i mobilitat i educació."



PIMMS focuses on eight **mobility management domains**:

Clean vehicles: Increase the use of vehicles that emit no greenhouse gases.

Individualised travel marketing: Promotes the use of mobility management to individual households (this might include the provision of information about public transport services, car-sharing, bicycle training etc) and focuses on those users who initially express an interest in changing modes.

Mobility & education: Specifically related to schools and education establishments eg initiatives such as Safer Routes to School, School Travel Plans, Walking Buses, Cycle Training, 'kerbcraft' skills for children.

Policy & integration: The integrated policy and action by municipalities, integrated also with the policies of regional and national organisations in order to make the coordinated action usually necessary to achieve effective mobility management.

Road pricing: Specifically to act as a deterrent to car use (this includes the strategic use of related pricing mechanisms eg car-parking).

Road safety: This comprises hard measures (ie physical work) and soft measure (eg awareness campaigns, education & training).

Travel awareness: Promotes the use of mobility management to the wider community via public campaigns (e.g. promotional events).

Travel plans: A series of measures focussed on a site (this might include schools, places of employment, retail centres) that seeks to affect positive modal shift away from single occupancy car use.

**Dr. Johannes Theißen,
Area Manager Marketing
and Mobility Research,
traffiQ**

"Frankfurt is called the financial capital of Hesse, even the European Central Bank (ECB) is based here. Each day many commuters travel to Frankfurt and therefore, mobility management plays an important role for the city. traffiQ is a 100% subsidiary of the City of Frankfurt and manages public transport across the Frankfurt area. Good mobility management gives a chance to work out better solutions not only for public transport, but for traffic in general. traffiQ works together with other local authorities to improve mobility management in the region: A newly founded company focuses on effective coordination for public and individual transport. We believe that PIMMS offers us a chance to learn from other successful examples of good mobility management in other countries."



FRANKFURT

Frankfurt is the principal town in the Rhine-Main region of Germany. It has a population of 650,000 of whom 400,000 are daily commuters. Frankfurt's problems are in coping with the large numbers of commuters at peak hours, and in reducing car use (particularly "mom's taxi").

**Nikos Papadikis
Supervisor of Traffic
Planning Department
Municipality of Serres**

"Greeks love their cars!
People of Serres use them
even for small distances
(300m). And in a small town
like Serres it is not easy to



provide an effective and economic alternative. Of course in a small city like Serres (diameter about 2km) cycling and walking should be the most appropriate way of transport.

The excessive use of car causes parking problems, since there isn't enough space for parking inside the city centre, which attracts the most of the cars, reduction of traffic capacity due to illegal parking and a downgrading of city aesthetics.

So we want to improve our knowledge about Travel Plans, Road Safety and Mobility Education. Our challenge is to learn from the practices and the experiences of the big towns, and make them relevant to a small town and a car-based culture. We also need to change people attitude towards car use, to promote walking and cycling for regular movements, to promote traffic education so as to have "gentle" drivers and careful pedestrians who share equally the road network of the city."

SERRES

The small town of Serres in Greece has a population of about 56,000 inhabitants (according to the national census) but estimates are much higher. It is about 45km from the borders with Bulgaria and about 85km from Thessaloniki (the second biggest city in Greece). The biggest challenge facing Serres is how to change public attitudes.

"Frankfurt, Sitz der Europäischen Zentralbank (EZB), wird auch als die Finanzhauptstadt von Hessen bezeichnet. Der tägliche Pendlerverkehr in die Stadt ist hoch, weshalb das Mobilitätsmanagement eine wichtige Rolle für die Stadt einnimmt. traffiQ, eine 100%-ige Tochter der Stadt Frankfurt, nimmt die hoheitlichen Aufgaben auf dem Gebiet des Öffentlichen Personennahverkehrs für das Stadtgebiet wahr. Ein funktionierendes Mobilitätsmanagement gibt die Möglichkeit für Verbesserungen nicht nur auf dem Gebiet des Öffentlichen Personennahverkehrs, sondern für den gesamten Verkehr. traffiQ arbeitet auf diesem Gebiet mit anderen städtischen Ämtern und regionalen Partnern für eine Verbesserung des Mobilitätsmanagements in der Region zusammen: Eine neue Gesellschaft ist gegründet mit dem Arbeitsziel, eine effektive Koordination des Öffentlichen Personennahverkehrs und des motorisierten Individualverkehrs zu entwickeln. Wir glauben, dass PIMMS uns die Möglichkeit schafft, von anderen erfolgreichen Beispielen über gutes Mobilitätsmanagement in anderen Ländern lernen zu können."

"Οι Έλληνες αγαπούν το αυτοκίνητό τους! Οι δημότες των Σερρών χρησιμοποιούν το αυτοκίνητό τους ακόμη και για μικρομετακινήσεις των 300m. Σε μια μικρή πόλη σαν τις Σέρρες δεν είναι εύκολο να παρέχεις μία αποτελεσματική και οικονομική εναλλακτική. Βέβαια σε μια μικρή πόλη σαν τις Σέρρες με διάμετρο περίπου 2km το ποδήλατο και το περπάτημα θα έπρεπε να είναι ο πιο κατάλληλος τρόπος μετακίνησης.

Η υπέρμετρη χρήση των αυτοκινήτων δημιουργεί προβλήματα στάθμευσης, αφού δεν υπάρχουν πολλές θέσεις στάθμευσης στο κέντρο της πόλης το οποίο έλκει τις περισσότερες μετακινήσεις, μείωση της κυκλοφοριακής ικανότητας λόγω της παράνομης στάθμευσης και μια γενική ακαταστασία που επιφέρει υποβάθμιση της αισθητικής της πόλης.

Θέλουμε να βελτιώσουμε τις γνώσεις μας για το σχεδιασμό μετακινήσεων, την οδική ασφάλεια και την κυκλοφοριακή αγωγή. Η πρόκληση για εμάς είναι να μάθουμε από τις πρακτικές και τις εμπειρίες των μεγάλων πόλεων και να τις εφαρμόσουμε σε μια μικρή πόλη με μια κουλτούρα μετακίνησης βασισμένη στο αυτοκίνητο.

Επίσης χρειάζεται να αλλάξουμε τη νοοτροπία των πολιτών απέναντι στο αυτοκίνητο και τη χρήση του, να προωθήσουμε το περπάτημα και τη χρήση του ποδηλάτου για τακτικές μετακινήσεις, να προωθήσουμε την κυκλοφοριακή αγωγή έτσι ώστε να έχουμε «ευγενικούς» οδηγούς και προσεκτικούς πεζούς οι οποίοι θα μοιράζονται ισότιμα το οδικό δίκτυο της πόλης."

**Uberto
Di Remigio
Director of
European
Relations Unit
Province of
Treviso**

"The province of Treviso is in

charge of carrying out actions regarding road safety. Since 1998 the Road Safety Unit has developed new methodologies whose aim is to prove that crashes do not happen by chance, but are events that can be avoided through an adequate education. Our task consists in teaching youngsters the rules of road safety, enabling them to apply these rules to their everyday reality, when thoughtlessness, superficial evaluations, inexperience and recklessness lead, in a fraction of a second, to fatal crashes or tragic consequences for the rest of one's life.

The PIMMS project gives us the possibility to share this experience by schematizing our methodology, a brief guide which illustrates our work and the results we have achieved. This experience is part of a wider activity of study trips and staff exchanges, which will enable us to get in contact with different European realities that have developed different competencies."

"di attuare azioni in materia di sicurezza stradale. L'Ufficio Sicurezza Stradale ha sviluppato dal 1998 nuove metodologie il cui obiettivo è dimostrare che l'incidente non è una fatalità, ma un evento che può essere evitato con una adeguata educazione. Il nostro compito è quello di preparare i ragazzi ai principi della sicurezza stradale e metterli in grado anche di applicarli alla realtà quotidiana, quando leggerezza, valutazioni superficiali, inesperienza e incoscienza portano, in una frazione di secondo all'incidente mortale o a tragiche conseguenze per tutta la vita.

Il progetto PIMMS ci offre la possibilità di condividere tale esperienza tramite la schematizzazione della nostra metodologia, un breve manuale che illustra il nostro lavoro e i risultati che abbiamo raggiunto. Tale esperienza si inserisce nella più generale attività di viaggi studio e scambio di personale, che ci permetterà di venire a contatto con diverse realtà europee che hanno maturato diverse competenze."



Gerhard Rüschi
City Councillor of Graz

"Graz has a reputation for good Practice and projects in mobility management. The bicycle share is increasing by both awareness and infrastructure measures.



But we are not complacent: 70.000 daily commuters is a significant problem. We want to minimise it. Measures have to deal with the changing of attitudes and habits of the people. We also know that every new idea meets with opposition: so by involving our critics in some of the Study Tours and Staff Exchanges we hope to persuade them that mobility management is a real alternative to 'predict and provide'. The Staff Exchanges may be especially valuable: for key workers to spend a week with their peers in another EU municipality is a very valuable opportunity for us and all other partners".

GRAZ

Graz is the second largest city in Austria with a population of 226.244 (of whom approx. 30,000 students). The challenge is to significantly reduce the car use of the 70,000 daily commuters.

Catarina Head of Environmental Planning Department Municipality of Almada



"Almada is part of the Greater Lisbon area, located at the south bank of the river Tagus. With more than 8 million visitors per year, mainly visiting its 13 km beachfront, sustainable mobility management is a key issue in our policies. An effort has been made to involve different departments in the municipality itself as well as local actors and entities with an influence in mobility management. Our priorities are 'Policy & Integration' (especially: how to get everyone to encourage cycling and modal transfer to a tramway), 'Clean Vehicles' and 'Travel Awareness'. We know that there is good practice elsewhere in Europe: the PIMMS benchmarking exercise will help us to identify where to find successful examples that can be adopted in Almada."

ALMADA

The Portuguese municipality of Almada is situated south of Lisbon. It has a population of 160,000 and has 8 million visitors a year. Mobility Management aims of special interest are the integration of alternative vehicles in municipal fleets, bicycles and their integration in the urban environment and travel plans.

"Graz hat einen guten Ruf für Praktiken und Projekte im Mobilitäts-Management Bereich. Der Fahrradanteil ist durch zweierlei Maßnahmen im Steigen: Bewusstseinsbildung und Infrastruktur. Trotzdem sind wir nicht zufrieden: „70.000 tägliche Pendler stellen ein signifikantes Problem dar, das wir minimieren wollen“. Die Maßnahmen müssen sich mit der Änderung der Einstellung und der Gewohnheiten der Menschen befassen. Wir sind uns bewusst, dass jede neue Idee auf Widerspruch stößt: durch einige Studientouren und den Personalaustausch hoffen wir unserer Kritiker zu überzeugen, dass Mobilitäts-Management eine wirkliche Alternative für die Zukunft bietet. Der einwöchige Personalaustausch mit den Partnern der anderen EU Stadtverwaltungen kann eine besonders nützliche Möglichkeit für uns und alle Partner sein."

"Almada integra a Área Metropolitana de Lisboa, localizando-se na margem sul do Rio Tejo. O Concelho recebe mais de 8 milhões de pessoas por ano que, sobretudo, procuram os seus 13 Km de frente de praia. Num contexto como este, a procura por uma mobilidade sustentável é uma prioridade nas políticas municipais. A Autarquia tem vindo a empenhar-se neste processo, envolvendo vários Departamentos municipais assim como diferentes entidades com competências e trabalho no tema da Mobilidade. As prioridades da Autarquia nesta área Políticas & Integração (com destaque para a promoção da utilização da bicicleta, e as questões relacionadas com intermodalidade e utilização do novo Metro de superfície), Veículos Limpos e Sensibilização para a Mobilidade Sustentável. Existem experiências neste campo por toda a Europa: o projecto PIMMS será uma ótima forma de conhecer melhor esses casos de sucesso e tentar adoptar experiências similares em Almada."

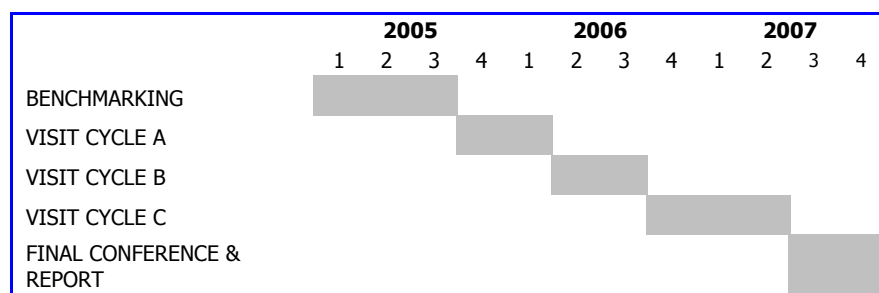
METHODOLOGY OF PIMMS

1. ESTABLISH a methodology for benchmarking the use of mobility management, using local sustainability indicators.
2. Use the methodology to BENCHMARK partner-region actions, and known best practice examples.
3. Use the benchmarking to (a) DEVISE A PROGRAMME of 'best-practice visits' between partners and, on a limited basis, to other EU regions (b) MEASURE THE OUTCOME of the project
4. Use the PROGRAMME OF VISITS to expose senior decision-makers to successful examples of mobility management (and a profound understanding of the related CSFs and their transferability).
5. Use the agreed methodology to (a) REPORT the outcomes of the visits, both in the project language and others where appropriate; (b) COMPARE the different CSFs to cross-fertilise between domains; (c) place these reports on the project and partners' WEBSITES
6. Use the learning to prepare mobility management ACTION PLANS with regional partners.
7. DISSEMINATE OUTCOMES (a) via 3 conferences in each region, targeted at other key decision-makers who can extend the use of mobility management in the region; (b) via an end-of-project report and conference.

PHOTOS

- Front Cover:
1. A trunk netline bus in central Stockholm
 2. Graz has 110km of cycle routes
 3. Almada's new tramway will soon be a reality.
- Inside Pages:
4. Frankfurt Underground station
 5. Bromley: celebrating 25 years of walking buses

The Structure and Timeline for PIMMS



Further information:
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www.pimms-eu.org

In each Visit Cycle each partner will undertake one STUDY TOUR (6 people visiting for 2 days) and one STAFF-EXCHANGE (2 staff visiting for 4 days).