

EPOMM

European Platform On Mobility Management

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MOBILITY MANAGEMENT & LAND USE

ECOMM 2001

Highlights in Rome

LUNDBY

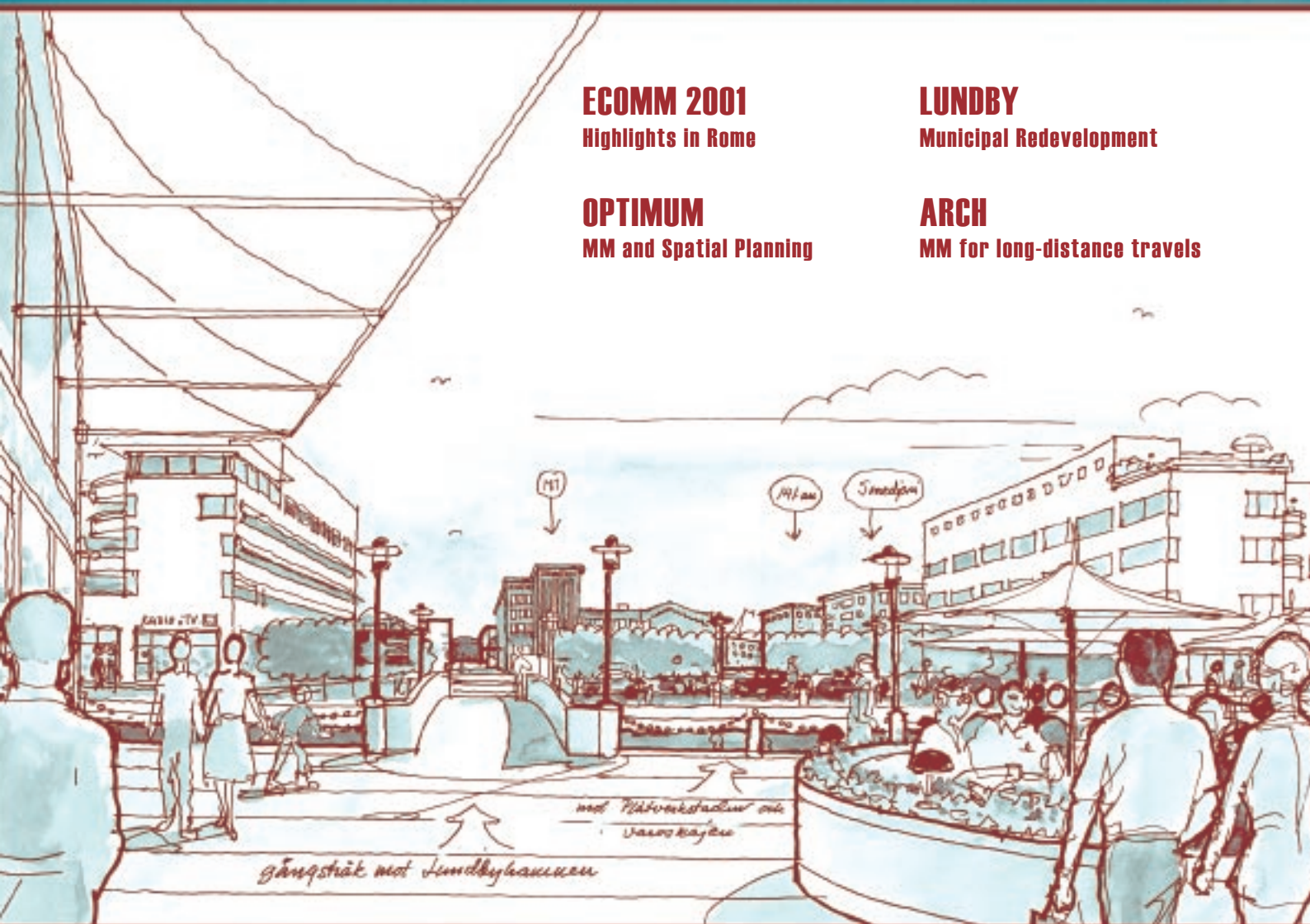
Municipal Redevelopment

OPTIMUM

MM and Spatial Planning

ARCH

MM for long-distance travels



France



The Netherlands



Flanders



Austria



United Kingdom



Sweden



Italy

DEAR EPOMM-READER,

In recent years the link between mobility (management) and land use planning has received increasing attention. Experts and decision makers in both fields have come to realise that the effectivity of measures to promote sustainable transport significantly increases when they are integrated with spatial policies. Examples throughout Europe show that both disciplines strengthen each other and create a synergy effect. The large number of participants at EPOMM's third workshop in Brussels proved that this theme is indeed high on the agenda of many spatial planners and transport professionals. On page 8 you

find the highlights of this workshop. Many concrete projects in Europe try to optimise this link through very innovative approaches. The Swedish Lundby site in Göteborg, for example, combines the redevelopment of a former shipbuilding area with the introduction of future-oriented sustainable transport solutions. The Austrian carfree housing initiative in Floridsdorf shows that being carfree can equal being carefree, and the French urban mobility plans also pay a great deal of attention to the integration of spatial and mobility issues. The European project OPTIMUM then, is developing practical instruments to better

integrate MM in the spatial planning process. Project leader Johan Leferink puts forward the OPTIMUM approach on page 4.

To come to a fruitful integration of both disciplines, partnerships are an important prerequisite. In fact, partnerships are crucial in any MM initiative. If you have good examples of how co-operation can determine the success of MM projects, do not hesitate to send in your abstract for the next ECOMM, taking place in May 2002 in Belgium (page 10). Enjoy the reading!

The EPOMM-consortium

HIGHLIGHTS OF ECOMM 2001

In February the 5th European Conference on Mobility Management took place in Rome. Starting point was the crucial question which methods and techniques enhance successful MM. EPOMM presents you the most important conclusions and points of attention. For more information on the presentations, please contact the EPOMM secretariat, info@epomm.org

OPTIMAL LEGAL AND REGULATORY FRAMEWORK FOR MM?

AMOR (Austria) presented an overview of existing legal and regulatory frameworks in different European countries to see which type of MM measures are implemented by which policy level and what role local authorities can play. The extent to which the federal policy level interferes in local MM differs greatly: the UK has a very strong central government, the Scandinavian countries and Switzerland have extensive local autonomy. Most countries apply a so-called soft national legislation, with guidelines from the central to the local authorities and a direct link between following these guidelines and financing implementation. Thus, the federal government can keep an eye on the quality of the developed initiatives. Such regulation can however become suffocating, if hindered by bureaucratic aspects. A good balance has to be found between stimulation and control in the regulation of MM.



the public at large. Jos Zuallaert (Belgium) stated that public involvement, or rather active partnerships in mobility, guarantee increased support for a new mobility policy on the longer term. Classic campaign models or public partnerships in infrastructure projects no longer suffice, those who are responsible for mobility should also take responsibility. The role of the government then consists of giving legal, financial and procedure incentives.

interaction mechanism between the transport company, companies/shops and the customer: this pass grants reduction to customers, e.g. in shops. The shops can compensate this loss with free publicity via the marketing channels of the transport company, which in turn benefits from a significant increase of customers.

In Italy the mobility managers of companies have formed a network called Euromobility in order to further stimulate and promote MM. AMOR from Austria stressed the potential of the unions in introducing and establishing MM in companies. The best results are obtained when MM services for companies are initiated by representatives of the employees. This way all important actors are involved in the process, creating the best long-term opportunities for MM.

SUSTAINABLE MOBILITY CAMPAIGNS

Campaigns and marketing play an important role in MM. An Italian journalist emphasised the role of the media, which so far report on traffic and mobility in a too traditional way. He pleaded for a pact with the media in order to integrate MM into a cultural discourse for

PUBLIC-PRIVATE PARTNERSHIPS

Efficient partnerships on different levels between the public and private sector are a topic of the moment in different domains of today's society. The public transport company of the Swiss city of Zug was looking for co-operation with external partners such as companies, shops and recreation centres. This resulted in the successful Zuger Pass Plus initiative, an

QUALITY ASSURANCE

The development of international standards will guarantee the quality of MM on the longer term and will facilitate the decision making process. This is one of the main issues the European project MOST (Mobility Management Strategies for the next decades) is dealing with. This project is developing a toolkit which aims to facilitate the management and evaluation of MM projects.



NEW TARGET GROUPS

The educational community is definitely becoming a partner in the local mobility policy. The UK has set up a MM programme with schools. The British Ministry of Transport supports the initiatives with manuals and guidelines (www.detr.gov.uk). Organisations such as Sustrans (www.sustrans.org) and

Travelwise (www.travelwise.org.uk) promote the programme on the local level. Next to traffic safety and sustainable transport modes, this project also focuses on health issues. Austria started a project on 'women and cycling'. Austrian figures show that 73 % of the cars on the road are driven by men, 27 % by women.

Still, women make on average 9.8 travels a day, men only 3.5. This means that women are very mobile, but much less by means of the car. Therefore Cosima Pilz asked for more specific female-oriented arguments in favour of MM and cycling, based on dedicated marketing research.



HOME-WORK TRAFFIC

The legal framework for company mobility plans to address single car occupancy in home-work traffic was also looked at. Bart Desmedt (Traject) presented the Belgian context of company mobility plans, the ongoing political discussions on whether to make their implementation compulsory, and the recent federal developments to make a minimal information flow on mobility data obligatory for companies. This information contains an overview of the employees' modal split, and information on the mobility measures being implemented by the company. The authorities in their turn

commit themselves to fully use this information to improve the public transport supply and to take the necessary steps to meet the companies' needs.

Carla Gentili (FIT-Consulting) outlined the Italian legal framework (cf. also p. 9) with the 1998 Ronchi decree. Each year company mobility managers have to present a mobility plan to the local authority for approval. The authority commits itself to coach and inform the mobility managers on all possible MM measures. Gentili identified the following shortages: there is a need for financial compensation to companies who introduce

MM, and there is no punishment for bad or non compliance of the Ronchi decree. Nevertheless, the change in Italian company culture is obvious: companies show more interest in the mobility problem. The bridge function of the local authority between the companies and the public transport operators receives positive reactions. Stephen Potter (UK) looked into the financial and legal incentives for employees and employers, aiming to favour sustainable transport modes. He compared the situation in different European countries and evaluated the effectiveness of the measures.



OPTIMUM: OPTIMAL INTEGRATION



Johan Leferink

OPTIMUM is an Interreg IIc project for the North West Metropolitan Area (NWMA) involving nine partners from the UK, Luxembourg, Belgium and the Netherlands. This project aims at countering the negative effects of the growth of car use by introducing mobility management in the planning process at an early stage. As the project is currently coming to an end, EPOMM talked to Johan Leferink from the Province of Gelderland (NL), the lead partner of OPTIMUM.

EPOMM: Why is it important to create synergy between mobility management and spatial planning?

Leferink: OPTIMUM participants feel that integration of mobility management in land use planning contributes to a spatial planning where traffic circulation, traffic safety, reduction of environmental harm and optimisation of spatial quality is thoroughly considered and optimally fitted.

EPOMM: Did OPTIMUM come up with concrete recommendations to improve a better synergy between mobility management and land use planning?

Leferink: The objective of the first pilot project was to develop concrete recommendations for integrating mobility management in spatial planning. As this integration still cannot be taken for granted and is not yet daily practice, OPTIMUM participants searched for ways to successfully promote this issue via regional authorities. This resulted in some conclusions and recommendations for regional authorities on their role and the instruments they can use for a better integration of mobility management and land use planning.

EPOMM: Can these instruments (cfr. picture) be used separately?

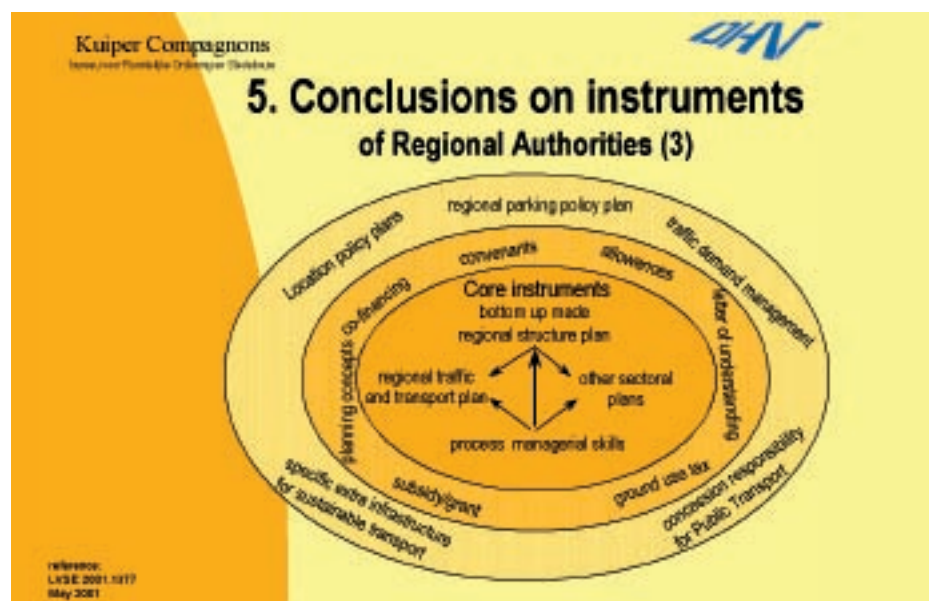
Leferink: The clusters of instruments cannot be used separately, they are complementary. But there is a prioritisation of instruments in the clusters. The core instruments involve process management skills in order to facilitate a bottom up process defining a regional structure plan, which is also the umbrella for the regional traffic and transport plan and other sectoral plans (e.g. water management plans, environmental protection plans). Financial and process management instruments in the second circle can support the regional planning process(es). Here the instruments refer to some examples of practical policy measures, which are the actual elaboration of the regional structure plan. Regional authorities should focus on the core instruments. These should be (made) available when a regional authority wants to play a successful role as a regional planning director. The other instruments - in the third circle - are more supportive.

of case study material from the UK and Benelux transport planning context, from which to draw conclusions as how to secure private sector contributions to sustainable transport services and infrastructure in new development.

EPOMM: Did OPTIMUM also include an evaluation of these case studies?

Leferink: The last pilot evaluated the best techniques in mobility management for different locations. Using the results of the case study investigations, a list of recommendations on the most appropriate measures to support sustainable transport at various types of locations was drawn up. The final output is a toolkit, which suggests a rating for the effectiveness of mobility management measures for each classification.

EPOMM: What can we expect of OPTIMUM in the near future?



EPOMM: Besides this crucial first pilot project, targeting on synergy, OPTIMUM included three other pilots.

Leferink: That is the case. The second pilot established the current „state of the art“ in accessibility modelling and lead to the development of guidelines to incorporate accessibility and mobility data into the spatial planning process. Currently, no available guidelines are known to the study group. However, a variety of different models and specialist software exist to assist in accessibility planning. The third pilot, public/private partnerships, represents a wide range

Leferink: The OPTIMUM project will end with a mini seminar in Brussels in October 2001. At that time all the documents dealing with OPTIMUM will be found on the website, including downloadable reports of the inventory and the four pilot projects.

The province of Gelderland will try to implement the recommendations. Therefore they want to use the knowledge and experience from OPTIMUM and bring it to life in several business area's around Europe. One of the main questions will be if the successful mobility management measures from OPTIMUM can be used in other NWMA areas.

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THE LUNDBY VISION - MM IN GÖTEBORG



Lisa Sundell
Officer at the Göteborg Traffic
& Public Transport Authority,
Project Manager of the Lundby
Vision project

For 130 years, shipbuilding was extremely important to the economy of Göteborg. In the 60s, the city was one of the world's largest shipbuilding centres. This industry was discontinued in the 70s however, abandoning a 5 km strip along the banks of the Göta River. This strip of embankments and industrial buildings, including the surrounding area called Lundby, is now undergoing municipal redevelopment. The area will soon accommodate some 50,000 people with an even spread of housing, educational facilities and work space. Furthermore, the IT Centre of Western Sweden will be set up here. A new city is being developed in the heart of Göteborg. The Lundby Vision project then, was set up to develop and test sustainable traffic and transport solutions in this future-oriented and extensive area. The project was launched in spring 2000, and a year later a number of projects from the initial wish list have come some way in their development.

Public Transport

If Lundby is to become the 'good town', traffic volumes must be reduced, meaning less private and more public transport. A new public transport system for the area will be operational in Autumn 2002. The Lundby plan includes a main bus line, i.e. a bus line with the same capacity as a tram, departing every 5 minutes at peak hours. The ferry service across the river introduced a faster shuttle last April, and this will be replaced by a special, environmentally adapted 'green' shuttle in 2002.

Green Travel Card

The use of private cars for personal and work transport within the city is common. As a result, the percentage of people using public transport is low. Persuading residents to leave their cars by making public transport more attractive is essential. One way is a new type of Smart Card - a Green Travel Card - that is not only valid on local trams and buses, but also offers benefits when travelling by alternatively fuelled taxis, airport buses and intercity trains, becoming member of a carpool or when hiring an alternatively fuelled car or removal van. A fully functional card might be ready in 2003 or 2004.

Ride-matching Service

A new Internet based ride-matching service is under development, intended for large companies or industrial or business areas where many companies share a service. A prototype will be tested in various parts of the city during 2001.

Bicycle Pools

Cycling is an excellent way of getting around - Göteborg has 380 km of cycle tracks. As a complement to public transport, plans are being made for bicycle pools in co-operation with larger companies in the Lundby area. These

will be located at the ferry shuttle embarkation points and be available for employees of the participating companies.

Eco Vehicles

The Traffic & Public Transport Authority has a demonstration pool of alternatively fuelled vehicles (Eco vehicles). The aim is to allow companies and municipal organisations to try out these vehicles in their regular activities. Companies in Lundby are constantly provided with information and the latest news about eco vehicles available on the local market. This is to encourage company officers to consider including eco vehicles in company environmental plans.

Car Sharing

The first commercial car sharing initiative in Lundby is open to both businesses and residents. Employees may use the cars in the daytime, while residents may also use them in evenings and at weekends. Vehicles are booked through the Internet, and communication between the car and the booking centre takes place via the mobile telephone network. The process is based on a normal commercial footing, without subsidies.

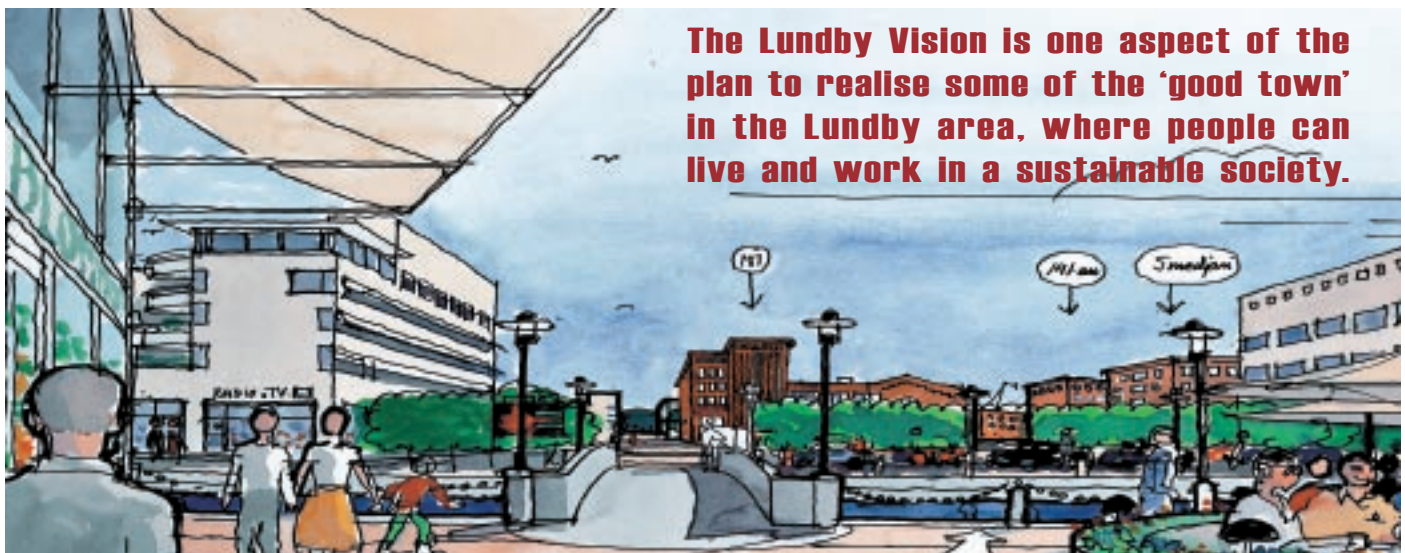
Goods Distribution

Many new buildings, enterprises and businesses will make Lundby a dense area and traditional goods distribution difficult. New ways of ordering, delivering and collecting goods have to be developed. A Green Zone for goods distribution and other solutions are currently being discussed, including special adapted vehicles, reloading terminals and other technical arrangements involving modern IT. Pilot projects will start this year.

For more information, please contact

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CARFREE AND CAREFREE

Have you ever thought about living without your own car? Some inhabitants of the city of Vienna did, and decided to live in the first Austrian car free housing area in Floridsdorf. All tenants commit themselves, by signing a



contract, to abstain from car ownership as long as they rent the flat. The apartments, which were finalised in 2000, offer lots of space. An ordinary housing area needs to have as many parking places as there are flats. In Floridsdorf, the percentage of parking places is only one tenth. The remaining parking places are used by a Car-Sharing Organisation, of which residents can become a member at

special conditions. The space and money that is gained by less parking area is spent on other things: a wide range of leisure facilities, such as a sauna on the roof, a public laundry, a fitness centre, special rooms for children, youngsters, adults, are integrated in the housing area. An integration of those features with the site itself, makes a carfree life relaxing and comfortable. Moreover, residents have the right to co-decide, creating the opportunity to influence their own living place.

The surroundings are perfectly adapted to the needs of the residents. A recreation area with tennis courts and a sports field is opposite the housing project and improves living conditions. A day-care centre for children is being built next door and there is already a supermarket, a bank, a drugstore and everything you need in daily life.

The building itself is a low energy house. Water is heated with solar energy, supported by long-distance heating and alternative energy if necessary. A recuperator uses wastewater for heating the water or, in hot summer periods, for cooling the flats.

The distance to the city centre is 9 km, which seems far, but there is a rapid connection to the city centre via tram and metro.

Aim of the project is to establish a cost-effective housing area with hardly any traffic. Positive side effects are healthier residents and a safer, saner and thus more liveable environment.

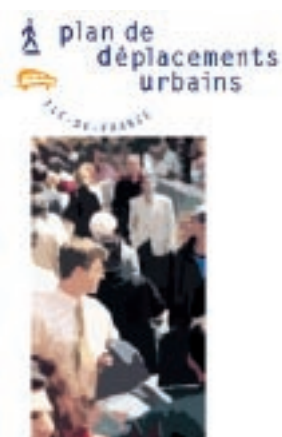


The carfree housing project is very successful. It not only met expectations, but surpassed them. It will be a showcase for future carfree housing areas in Austria.

Contact person: Susanne Reppé, e-mail: neueheimat.gewog@aon.at

PROGRESS OF THE FRENCH URBAN MOBILITY PLANS

Twenty seven first generation French Urban Mobility Plans (UMP) have been analysed by an urban mobility plan monitoring committee. The link between mobility (management) and land use planning is at the core of the UMP approach. Transport organisation authorities of French conurbations of over 100,000 inhabitants are obliged to draw up such an urban mobility plan. It defines the principles of organising the transport of persons and goods, traffic and parking policy in the urban area.



All the UMPs deal with controlling urban development in harmony with mobility policy. The link between urbanism and mobility is mainly dealt with through three topics: public transport with right of way as a lever for remodelling urban space, the UMP as a tool for urban requalification and renewal, and the UMP for strengthening urban centrality and diversity.

Actions proposed by the UMPs in this field include on the one hand recommendations for drawing up town planning documents: control of outer urban development, favouring the location of dwellings, businesses and public facilities in sectors well served by public transport, and the concentration of urbanisation around transport routes. On the other hand, they deal with urban composition around transport infrastructures (public transport and roads), sharing of roads and the quality of public spaces, and urban diversity.

Perspectives

The first generation of UMPs instils a new culture of mobility that goes beyond sectorial frameworks for the development of the road and public transport network.

Consultation, at the core of the UMP approach, has already borne fruit and must be continued so that implementation can take place in a coherent way.



The success of the UMP approach depends on maintaining continuity in public action and rigorous monitoring. The examples of Grenoble, Nantes, Strasbourg and Dijon clearly show that efforts only bring results after 10 to 15 years of constant work. Therefore, work should begin on the second generation of UMPs to strengthen mobility still further by linking short-term, medium and long-term actions, in particular by controlling urban and outer-urban development.

For further information contact French NFP, [Maxime Jean, mjean@certu.fr](mailto:Maxime.Jean@mjean@certu.fr)

PARK MANAGEMENT: OPPORTUNITIES FOR MM

Park management is a hot topic in the Netherlands. Anno 2001, hardly any industrial estate is being developed without the simultaneous introduction of park management. Under the authority of the different businesses and companies on the estate, a private service provider takes care of the maintenance and management of the area, comprising, for example, waste disposal, security and signposting. And also company mobility management is part of the package! Basically park management consists of everything that is necessary to enable the optimal use of an industrial park. This means you have to start making inventories even before construction takes place. Otherwise you might be confronted with infrastructure problems in a later phase.

Park management offers new opportunities to MM for companies. First, it can be implemented in companies immediately after they have moved to the estate, as a kind of new start.

This turns out to be productive, but of course it has to be communicated well before the actual moving takes place. A second opportunity lies in the fact that park management is obligatory for companies who want to settle on the estate.



This makes MM very explicit. A total package of services is presented to the newcomers. An important advantage is that the companies who are already there, have gathered in a park management organisation, which facilitates support. Especially on the long term, the possibilities for MM in the context of park management are promising. The collective aspect is important in this respect. Individual companies often do not want to go into MM. When you approach things in a collective way however, things can be co-ordinated much better, e.g. for example for the implementation of cycle paths to stimulate employees to take the bicycle, or for the collective purchase of bicycles for employees. A transport solution for several companies simply means shared and thus lower costs. And that's an important opportunity for MM. More information: Dutch NFP, bureau@vmnl.nl

RAIL, BUS & FERRY INSTEAD OF SHORT-DISTANCE FLIGHTS

Air transport is among the most energy consuming and polluting means of transport. No fuel taxes are levied and air tickets are exempt from VAT, giving air travel competitive advantages compared to other means of transport. The European project ARCH (DG TREN's SAVE-programme) aims to promote alternatives to short distance flights through organisational measures. Consensus is growing that some form of action is necessary to install fair competition with other transport modes, such as rail, bus and ferry.

There are large opportunities to introduce MM for this type of trips. Both transport operators and travel agencies can play a major role in improving the chain approach and the selling process. ARCH looked at ways to optimise the current transport supply with existing infrastructure, to compete with air travel, focusing on improved organisation, information, marketing and sales channels. The ARCH project consisted of the following phases:

- phase 1: an overview of the current air, rail and bus market, as well as current marketing practices and innovative tools for promotion and sales;
- phase 2: demonstrations in 6 countries;
- phase 3: evaluation of the demonstrations and recommendations;
- phase 4: dissemination of results. The findings of the project were presented on the seminar „Sustainable Alternatives to Air Transport“ on September 21, 2001.



REMARKABLE RESULTS

The most remarkable results come from the demonstrations. The Belgian demonstration, for instance, focussed on the role of travel agents. The project team could convince AIRSTOP, the market leader for last minute air tickets, to start selling train tickets. The existing ticket information system has been extended in order

to offer a fully integrated information system on rail and air ticket offers. According to the wishes of their target group (mainly budget leisure travellers) the available offers are sorted to price, with very often the rail ticket on top, as the most interesting ticket. Spain focussed on intermodal transport offers:

a significant price cut (25%) on the train ticket Madrid-Sevilla is offered if purchased in combination with a long distance air ticket. The demonstration has been a considerable success: up to 900 combined tickets are sold per month. For more information: <http://arch.fgm-amor.at>



LAND USE PLANNING AND MOBILITY MANAGEMENT

In March EPOMM's third workshop took place in Brussels. It offered an insight into the most successful policies and instruments to better integrate MM and spatial planning, and was organised together with the Flemish Regional Focal Point. The large number of participants (160) showed that this theme is high on the agenda of many spatial planners and transport professionals. A number of Flemish and international speakers shared their experiences, provided the audience with best practice examples and presented relevant research findings.

Theoretical Framework

Professor Van Wee of the Utrecht University presented a theoretical framework for examining the influence of land use planning on mobility. He concluded that the spatial structures could influence the number of km, in total, per transport mode and per travel motive. These influencing factors relate to the number of activities, choice of transport mode, travel distance and the extent to which you have chain travels. Spatial design influences mobility, especially through the position of sites in relation to infrastructure networks, building densities, the degree of functional mixture and other factors of importance for the spatial structure, Van Wee stated. The EC stimulates research on the link between mobility and land use planning. Carlo Sessa from Italy highlighted the results of

6. making public transport attractive as an isolated policy usually is counterproductive. When comparing spatial planning and transport policies, you see that the latter are much more direct and efficient in striving for sustainable transport. Accompanying and supporting spatial planning measures

between public and private partners is crucial in this respect. Therefore Carlo Sessa concluded with summing up the points of attention when creating public-private partnerships. But how do you finally come to the development of an integrated local and regional policy? The local traffic performance instrument,



however, are essential on the long term for the creation of less car-dependent cities, Sessa concluded.

Rob Soeters from the Netherlands gave an overview of the European project OPTIMUM, developing practical instruments to better integrate MM in the spatial planning process. You find more information on this project on page 4.

presented by Albert Jansen of the Dutch NOVEM, aims to be of help. Starting point is that you have to create such spatial conditions that the optimal (most sustainable) transport mode also causes the least travel impedance. The LTP instrument can be used as policy instrument, as design strategy and as calculation instrument.

The Flemish context

The final round table discussion showed how two Flemish cities and a Belgian company try to integrate mobility and spatial planning. Peter Vansevenant of the city of Ghent presented some large-scale development projects, e.g. in the economic and cultural sector. He pleaded for the enforcement of mobility effects reports with special attention for steering and framework measures, emphasised the need for supporting actions of other authorities and the importance of giving the good example yourself.

Nele Raets gave an overview of how the city of Geel aims for an integrated approach through the local mobility plan, with emphasis on the reduction of traffic pressure, safeguarding of parking pressure and reinforcement of the residential area. The interesting story of Chris Bovin from bank and insurance company KBC, showed how a private partner can play a significant role in striving for a more sustainable mobility. The Flemish examples resulted in a concluding fruitful discussion with the audience.

Presentations can be downloaded from the EPOMM-website www.epomm.org.



the European project TRANSLAND and the objectives of the follow-up project TRANSPUS. Points of attention for a successful integrated policy are:

1. make car use less attractive
2. avoid spatial diffusion
3. concentration and a policy of mixed use do not suffice
4. pay attention to large-scale retail and recreation facilities
5. restriction of car use in city centres does not need to be negative for the city's economy

Practical applications

Next to this more theoretical context, there was room for the question on how such an integrated approach can be put into practice. The Scottish architect Hackland presented an innovative carfree and social housing project in Edinburgh, while Guido Müller from Germany introduced the concept of the 'mobile home'. With a mobile home a beneficial public transport season ticket is automatically part of the price of a new house. The co-operation

ROME'S ACTIVITIES ON MOBILITY MANAGEMENT



The 1998 Italian decree on Sustainable Mobility in urban areas mandated the creation of mobility manager networks for organisations with more than 300 employ-



ees or 800 freelancers. Each employer must identify a mobility manager responsible for co-ordinating the efforts in reducing systematic work trips through the development of a site-specific mobility plan. In Rome, the implementation of this newly regulated MM scheme is facilitated by STA, the city's Mobility Agency, which plays an intermediary role between employers and the city administration; the MM office at STA is in charge of co-ordination, consultation and support of local activities.

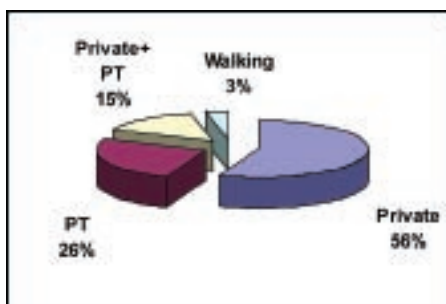


fig.1: home-work trips

STA collected detailed information on companies involved in the MM scheme through questionnaires focusing on origin, destination, travel time, transport mode, etc. Today 246 companies have been contacted; 198 companies have already appointed a mobility manager, 27 are soon going to do so and only 21 did not reply. The aim is to identify possible improvements to collective transport supply, such as modification of bus lines, company bus services and car pooling, to

reduce the number of private vehicles. Additionally, a complete and updated database of employees' systematic home-work trip habits has been developed [fig.1].



78 questionnaires (23% return rate) have been analysed so far for a total number of about 104,000 employees. The resulting picture shows that 56% of the employees uses private vehicles for home-work trip, 26% public transport, and 15% park & ride, while only 3% walks. Employees' transport preferences were identified as well: 59% uses the private car as drivers (only 6% as passengers), 26% uses urban buses, 18% underground, 9% uses two wheels.



Important information regards the estimation of employees' total travel time and average distance. 18% of the surveyed employees needs less than 15 minutes to reach the working

place, 31% needs between 16 and 30 min., 19% needs up to 45 min. and 17% between 46 min. and one hour. 18 % covers an average distance within 2 to 5



km, 23% 6 to 10 km, 15% between 11 to 15 km and 31% need to cover a distance exceeding 15 km [fig.2].

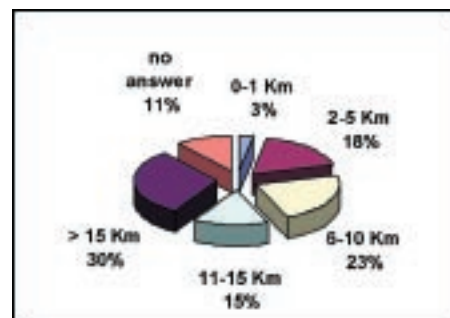


fig.2: Average daily distances

The city of Rome is also stimulating sustainable mobility solutions such as car sharing, car pooling and electric vehicles. It actively promotes the diffusion of electric scooters via:

- a renting service of 400 electric scooters in two park&ride lots (equipped with 400 recharging points) close to the city's inner centre;
- economic incentives reducing purchase costs of new electric scooters by approximately 50%;
- the creation of charging infrastructure on public and private properties in identified key areas of the city. 12 recharging stations are being implemented in public squares in 2001.

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EPOMM POLICY SEMINAR

The second EPOMM policy seminar ‘Mobility management: a broad concept towards mobility solutions - Cities as engines of innovative initiatives’ took place end of August in Stockholm (Sweden) in co-operation with the Swedish National Road Administration.

In the past years mobility management has been a subject of increasing attention throughout Sweden, though the concept was still difficult to define. The seminar was organised in order to promote mobility management all over Sweden and facilitate the definition of the concept through concrete examples implemented by cities. The

whole range of possible mobility management initiatives was covered by Swedish as well as European cities that took part.



Practical examples were offered by Lund with their mobility centre, Karlstad with awareness raising campaigns and Gothen-

burg with the concept of traveller support. The experiences of other European cities were also shared: the role of the mobility manager in Parma, the green commuter plans in Nottingham and car-sharing as an alternative to car ownership in Bremen.

The 60 participants consisted of representatives from ministries, municipalities and organisations dealing with mobility management in Sweden. The seminar also attracted participants from other parts of Europe.

You can find all these presentations on the epomm website (under events) or order them by e-mail: s.gaggi@eurocities.be

ECOMM 2002

RESPONSIBLE MOBILITY - ACTIVE PARTNERSHIPS

The 6th European Conference on Mobility Management (ECOMM) will take place from 15-17 May 2002 in the city of Gent in Belgium. Under the supervision of EPOMM, ECOMM has grown into a well-established and highly regarded series of annual conferences. Former ECOMM's took place in Amsterdam (the Netherlands), Nottingham (UK), Münster (Germany), Bregenz (Austria) and Rome (Italy, cf. page 2-3).



OBJECTIVES OF THE CONFERENCE

For about a decade mobility management has been implemented on national, regional, urban and site level in several European states. Reflections on the experiences during this decade have made clear that social and organisational aspects



demand and supply side. This is a key to success in the field of mobility management. The economic and educational community and the public transport sector have already demonstrated their ability to act as responsible partners. New partnerships with the leisure, shopping, tourist and health sector, the freight and logistics sector, housing developers, and the public at large, can add potent force to achieving a significant change in travel behaviour. Other sectors can also be of interest for ECOMM 2002 if they show interesting aspects in view of a broad diffusion of best practice.

management will be shared with the attendants. First of all, the conference will identify key perspectives, strategies and the social and economic framework of the different concerned actors. Secondly, the conference will examine techniques and tools for effective mobility management partnerships.

THE SETTING OF THE CONFERENCE

The choice for the Flemish city of Gent as a location for ECOMM 2002 is no coincidence. The inner city has a car free zone of 35 ha, the largest in Belgium. A large area has also been categorised as zone 30. Thus, the centre breathes an atmosphere of pleasant mobility for all soft transport modes. Gent is one of the leading cities in Flanders in working on and promoting innovative sustainable mobility solutions.

CALL FOR PAPERS

ECOMM 2002 has already launched its call for papers. On www.epomm.org you find more information about the topics you can submit papers on. Deadline for sending in abstracts is 31 October 2001.

MORE INFORMATION

On www.epomm.org you find more information on ECOMM 2002, as well as a preregistration form and a submission form for abstracts. For more details, you can also contact Langaam Verkeer, ecommm@langzaamverkeer.be



of MM are crucial. Ecomm 2002 will explore best strategies and practices to come to effective partnerships and complementary interaction between the

The central theme 'Responsible mobility - Active partnerships' will be explored on various levels and a wide range of best strategies and best practices in mobility

NEWS

EUROPEAN PARTNERSHIPS FOR MOBILITY MANAGEMENT

The National TravelWise Association (NTWA) annual conference takes place on 27 and 28 September 2001 in Leeds, England. NTWA supports strategies to implement soft measures in favour of sustainable multi-modal transport and the reduction of car use and the need to travel. The event also reports on the results of the Interreg Target project. The central theme is 'European partnerships for Mobility Management'. The Target project explored the effectiveness of mobility management measures as an essential component of sustainable special development and urban and rural transport systems, with particular reference to the North Sea context.

A cd-rom of the conference will be available (price: £50.00 + vat), containing the detailed work of the Target project, the conference presentations, minutes and outcomes of the conference seminars and workshops, delegate list and contacts.

These details will also be available on www.eu-target.net.

Contact person: Marian Read, National TravelWise Association, tel: +44(0) 113 251 7366, e-mail: marian.read@wypte.gov.uk

EVALUATION OF FIVE CAR FREE CITIES EXPERIENCES

The Joint Research Centre of the European Commission, IPTS (Institute for Prospective Technological Studies) in Seville, has recently published a report commissioned by DG Environment entitled 'Monitoring Progress towards Sustainable Urban Mobility: Evaluation of Five Car Free Cities Experiences'. The cities studied are Strasbourg, Bremen, Barcelona, Nottingham and Turin. The aim was to propose an analytical framework to evaluate progress towards sustainability in urban mobility planning and management and to test it with selected case studies. The report can be downloaded from: <ftp://ftp.jrc.es/pub/EURdoc/eur19748en.pdf>.

1ST ANNUAL ENERGY AND TRANSPORT SUMMIT BARCELONA

The EC's Directorate General for Transport and Energy will hold its first annual conference at the World Trade Centre in Barcelona on 18-19 October 2001. This conference will mainly focus on safety and security. The main aim is to promote the effective use of results from European research and technology programmes, hand in hand with the presentation of the most recent legislative and regulatory initiatives in the fields of

transport and energy safety and security issues. The conference also wants to provide an open forum for discussion, and appropriate means for displaying national programmes, approaches and results in these fields of activity.

More information:

http://europa.eu.int/comm/dgs/energy_transport/index_en.html or Andrew.stimpson@cec.eu.int

MARKETING IN PUBLIC TRANSPORT

This conference (29-31 October in Barcelona), organised by the International Association of Public Transport (UITP), is the first in relation to marketing in Public Transport. The objective is to offer a comprehensive insight into marketing strategies and operations to preserve existing customers and attract new clients. The Conference will show a variety of successful approaches and instruments developed by companies and authorities from all over the world. The aim is to foster and facilitate exchange of experience between transport professionals and marketers. The Conference is thus directed not only to public transport operators and organising authorities, but also to marketing and communication professionals.



More information: www.uitp.com

MOBILITY MANAGEMENT CENTRE IN THE EUROPEAN PARLIAMENT

The first public meeting to launch the idea of creating a Mobility Management centre at the premises of the European Parliament- Gare de Luxembourg will be held on 18 October 2001. The Mobility Management Centre will provide information to help people improve their local mobility, open for both European Parliament personnel and citizens of Brussels.

The centre will aim to promote sustainable mobility by providing information on door to door transport connections; sell urban and regional transport tickets; provide support for pedestrians, disabled people and cyclists; receive complaints from commuters in Brussels and efficiently forward them to the responsible authorities.

For further information:

pbeeckmans@europarl.eu.int

AN EMPLOYER'S GUIDE TO MOBILITY MANAGEMENT PLANS

The Mobility Management guide 'The Route to Sustainable Commuting, An Employer's Guide to Mobility Management Plans' was produced by the 'Way to Go' project, supported by the SAVE II European programme.

The 'Way to Go' project is led by the Dublin Transportation Office, in collaboration with the Irish Energy Centre and Killeesh Metropolitan Council, on a pilot scheme involving both public and private sector organisations. The participating organisations applied a variety of measures in order to encourage and enable employees to consider alternative means of commuting to and from work, other than the private car.

For a copy or further information:

info@irish-energy.ie

DUTCH CONGRES MOBILITY MANAGEMENT

The central theme of this annual conference, which will take place on 22-23 November in The Hague, is 'Across borders'. This implies the integration of mobility management with other policy fields, such as energy, environment, traffic safety, and travel management; the increase of co-operation between the government and other organisations at all levels, and finally international developments. A part of the conference will be held in English.



For more information, please contact NEA (e-mail: asc@nea.nl or website: www.nea.nl) or Vervoermanagement Nederland (e-mail: bureau@vmnl.nl or website: www.vmnl.nl).

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