

EPOMM-PLUS

European Mobility Management Monitor (EU MMM)

Melanie Leroy, Project Officer, EUROCITIES
ECOMM, Graz, 6th May 2010

ECOMM Workshop

- EPOMM-PLUS project
- The EU MMM
 - structure of the MMM
 - results
 - key conclusions
- Interactive exchanges

EPOMM & EPOMM-PLUS :

▶ EPOMM

European Platform on Mobility Management: Ministries responsible for MM in their countries



Network

▶ EPOMM-PLUS

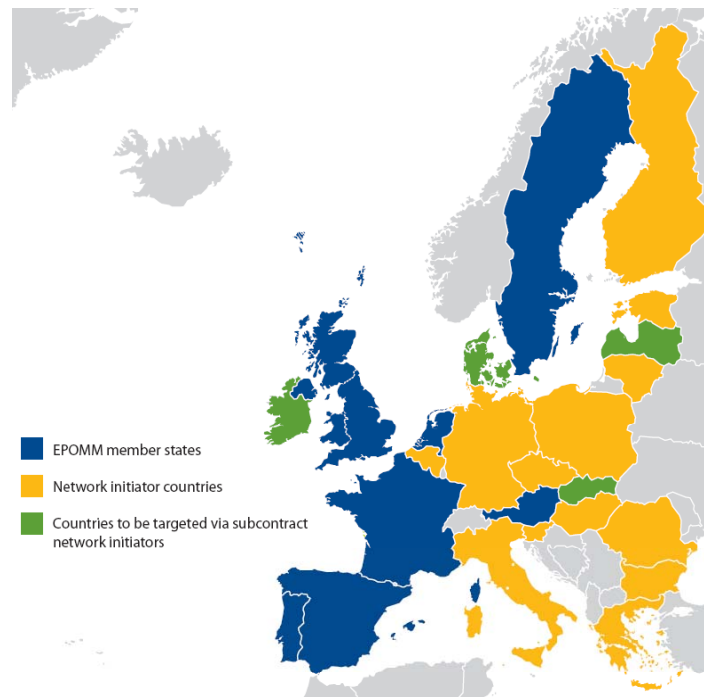


Project

EPOMM-PLUS project:

- project leader: EPOMM
- 3 years project (June 2009 - June 2012)
- 22 partners from 21 countries

EPOMM-PLUS Partners



Melanie Leroy, Project Officer, ECOMM, Graz, 6th May 2010

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EPOMM-PLUS objectives

- **Enlarge EPOMM membership** by the end of the project (currently 8 members)
- **Institutionalise MM** with establishment of **national networks** (similar to ACT-Travelwise in the UK)
- **Transfer** good practice between countries; from EU-projects to national levels
- **Implement MM** by initiating a large number of Mobility Management projects

Melanie Leroy, Project Officer, ECOMM, Graz, 6th May 2010

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EPOMM-PLUS tools

- ▶ Multilingual website
- ▶ E-news and translations
- ▶ Network events (ECOMM)
- ▶ Online community site
- ▶ Contacts and databases
- ▶ Trainings (for beginners and advanced practitioners)
- ▶ Workshops in different formats

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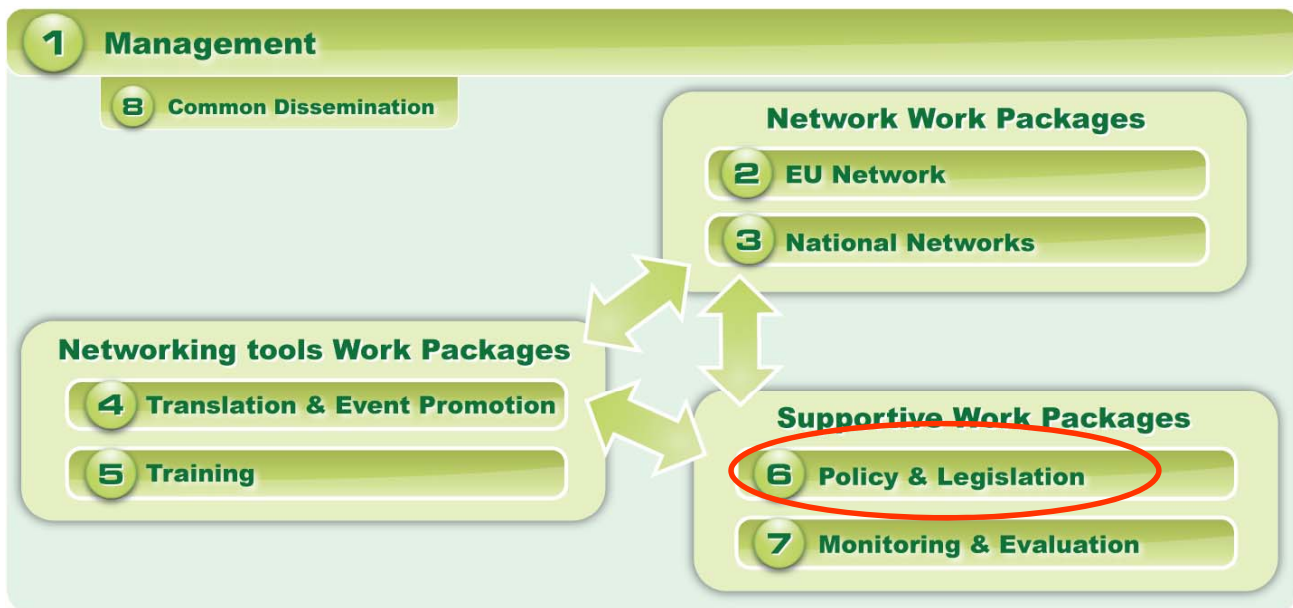



EPOMM-PLUS has contacts with many other European projects

Melanie Leroy, Project Officer, ECOMM, Graz, 6th May 2010

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Work packages



Work Package 6

3 key tasks:

- Mobility Management Monitors (MMM) & European MMM
- Transfer Roadmaps = next step
- Awareness raising activities

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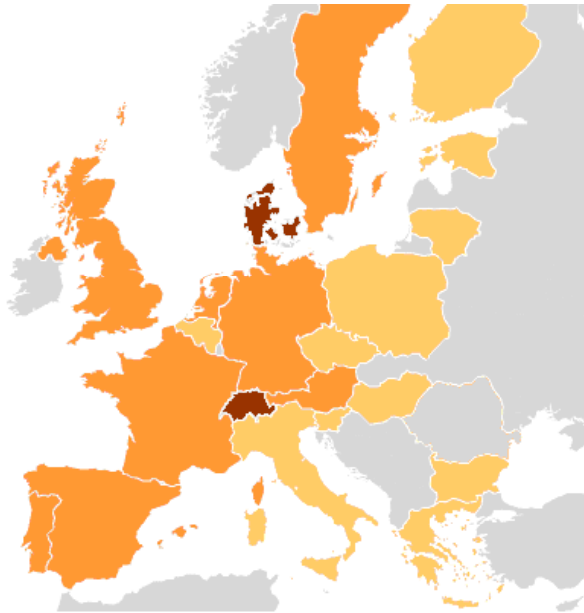
EU MMM & MMMs




EU MMM: Comparative analysis of national MMMs and attempt to give some conclusions.

MMM: Template sent in September 2009 to each project partner with key questions on MM.

Update foreseen in September 2010 and in September 2011.

Which country reported with the MMM?



	EPOMM member
	EPOMM-PLUS partner
	Subcontractant country in 2009

Where to find the MMMs?



EPOMM Website

Country page

- information

- contacts

- documents



MMM

EU MMM structure

- Common **vision** of MM? (terminology, channels of development and history)
- **Governance** of transport and mobility (MM at national, regional and local levels, strategy for implementation, link with land use planning)
- **Measures** of MM (key themes)

A common vision of MM?

1- unclear understanding	Bulgaria, Estonia, Poland, Portugal
2- restrictive view	Italy, France, Denmark, Finland
3- broader view	Flanders, Sweden
4- different communication	Czech Republic, Hungary, Lithuania, UK
5- as a means to achieve policy objectives	Austria, Germany, Greece, The Netherlands, Slovenia, Spain, Switzerland

- ▶ Restrictive: focus on Mobility Manager, issue for experts
- ▶ Broader: objective of liveable cities, MM as planning tool
- ▶ Different communication: smarter travel / sustainable transport
- ▶ As means towards policy objectives: health, road safety, accessibility, energy efficiency or climate change

How countries arrived there?

3 channels of development:

▶ political programmes or plans:

Energy	Austria, Germany, Poland, Switzerland
Transport & Mobility	Belgium, Bulgaria, Denmark, Estonia, Hungary, Lithuania, The Netherlands, Poland, Portugal, Slovenia, Spain,
Climate & Environment	Belgium, France, Estonia, Finland, Hungary, Italy, Poland, UK
Sustainable development	Belgium, Lithuania
Operational programme	Slovenia, Bulgaria

▶ projects

▶ targeted measures of MM

Roots of MM: No. 1 in Germany

- Development of the collective taxi (evening, night and periphery)
- Need for information and reservations service as well as complex cooperations
- First Mobility Centre in Hameln 1991
- New term born : “Mobilitätsmanagement”

Roots of MM: No. 2 in The Netherlands

- Trend of fast growing congestion leads to massive accessibility problems
- American example: TDM Transport Demand Management
- 1989: Second Transport Structure Plan as task for companies
- Development of the Dutch Transport Management network
- Extension from Transport Management to Mobility Management

Roots of MM: No. 3: Europe

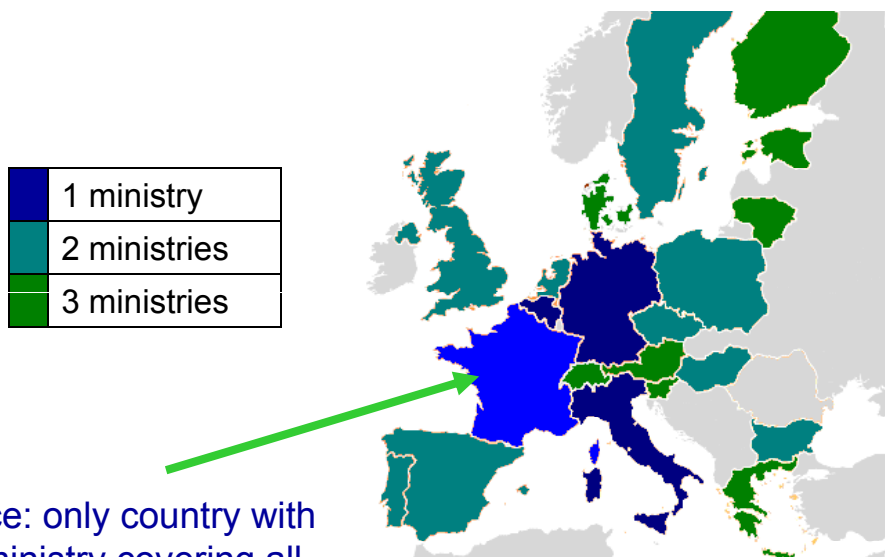
- 4th framework research programme
- MOMENTUM Mobility Management in the Urban Environment
- MOSAIC Mobility Strategy Applications In the Community
- Integration of many European Key players into process
(England, Belgium, Austria, Italy, Switzerland)
- Common definition of Mobility Management
- First ECOMM – European Conference on Mobility Management in Amsterdam (1997)

Governance

Who do I call if I want to discuss Mobility Management?

- ▶ Horizontal split among several ministries
- ▶ Vertical split among levels of governance: national, regional, local

How many ministries involved in MM issues?



France: only country with one ministry covering all sustainable issues

Governance (regional)

Which power at the regional level?

- Limited regional powers: Bulgaria, Estonia, Hungary, Portugal or Slovenia (often non-elected entities)
- Regions as consensus builders: Sweden and Finland (+ Greece)
- Strong regional powers :
 - *planning*: Austria, Belgium, Czech Republic, Spain
 - *financing*: Austria, UK
 - *monitoring*: Belgium (Wallonia)

Governance (local)

Which financial support towards local level?

- Local level without financial support (Bulgaria, Estonia, Finland, Lithuania)
- Local level with financial support (most countries)
- Local level as tax-raiser (France, Italy & Sweden with congestion charge in Milan or Stockholm, UK with Nottingham Workplace Parking Levy)

Stakeholders

Key role of:

- Private sector: ex. car-sharing companies (Switzerland)
- Public transport providers (Germany)
- Research Institutes (Slovenia)
- **Networks / Knowledge infrastructures: Key role for EPOMM-PLUS**

well established networks	Austria, The Netherlands, UK
newly born networks	Sweden, Finland, Italy, Portugal,
networks-to-be	Belgium, France, Germany, Denmark, Switzerland
networks to build up	Bulgaria, Czech Republic, Estonia, Greece, Hungary, Lithuania, Poland, Slovenia, Spain

Strategies for implementation of MM

- **Regulation:** can be more or less linked to MM and more or less binding
- **Taxation:** reimbursement of public transport tickets, tax regulation to limit company cars, tax regulation to encourage carpooling and teleworking, subsidies for buying bikes
- **Promotion:** large number of campaigns mainly focusing on public transport, cycling, walking defining key target groups (children, young, elderly)

Barriers

- tax break for cars-commuters
- company cars (Germany and Belgium)
- legislation preventing from “soft” investments in Sweden, or in Germany where municipalities can get funding from the federal government only to invest in infrastructure for roads and public transport
- Lack of long-term vision
- Use of funding (too often towards wrong infrastructures)
- obligation to have parking slots when building new constructions (Austria, Estonia, France, Bulgaria, Germany)

Some keys on governance

- ▶ MM is a “game” involving many actors
- ▶ Actors do not have the same tools but there are common strategies
- ▶ “Subsidiary” is fine but higher support is also needed
- ▶ Barriers to overcome remain strong, even in leading countries
- ▶ Eastern countries are behind... but there are some good examples, several promising starts and real potential for change

MM & land use planning

Why

- to study long-term development
- planning activities => to give choice to new developments for transport and to combine modes of transport
- building permission process => to encourage new developments to integrate MM measures since the early start

Max project : in depth analysis (10 countries)

MM & land use planning

How

- Few countries with strong link between MM and LUP : Sweden with 4-step principle and in The Netherlands with 7-step principle, but also Denmark, Switzerland
- Some countries partly considering LUP: Estonia, Finland, France, Germany, Spain
- Still work to do: Bulgaria, Estonia, Greece, Hungary
 - ▶ Key issue to reflect on for planners, architects, urbanists, politicians

MM measures: categories

- information measures (mobility centre, technologies, marketing)
- promotional measures (campaigns, promotion)
- organisation and coordination measures (carpooling, carsharing)
- education and training measures
- site-based measures (mobility plans, school mobility plans)
- telecommunication and flexible time organisation
- supportive/integrative actions (parking management, taxes, congestion charges)

MM measures: more and more good practices

Measure	Well advanced in
Mobility plans (administrations and companies)	Austria, Belgium (Flanders and Brussels Region), France, Germany, Italy, Netherlands, UK
Mobility centre	Austria, Czech Republic (Prague), Germany, The Netherlands, Portugal (Porto), Flanders (Provincial Contact points)
MM and schools	Austria, Belgium, Estonia, Czech Republic, Italy, UK, Sweden
Carsharing & carsharing	Austria, Belgium, Germany, (Italy), Netherlands, (Spain), Switzerland, UK
MM for events	Austria, Czech Republic, Italy, Portugal, Estonia, Switzerland, UK
Awareness campaigns	Austria, Czech Republic, Hungary, Italy, Slovenia, Spain, Sweden, Flanders, Brussels, UK

MM measures: what next?

- Innovative measures: Mobility budget in Netherlands, IT tools for MM (Estonia, Finland)
 - ▶ encourage them & pay attention
- Campaigns: core of MM so:
 - ▶ build on success (European Mobility Week),
 - ▶ use experience (MaxTag: Travel Awareness Campaign Guide)
- Exchange of best practices:
 - ▶ European Urban Mobility Observatory is on track

... and for the Mobility Management Monitors? ... and for EPOMM? What next?



Contact & information

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- Interactive exchanges = NOW