



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

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

PIMMS focuses on 8 mobility management domains:

- clean vehicles
- travel marketing
- mobility & education
- policy & integration
- road pricing
- road safety
- travel awareness
- travel plans

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

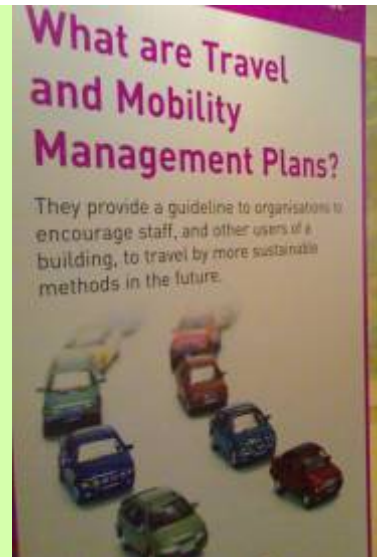
Throughout the project we keep our local partners informed through conferences and our websites, and in October 2007 we will publish a final report and hold a conference in London.

The aim of PIMMS is to explore whether good practice in mobility management can be transferred from one place to another.

Each partner has its own aspirations to improve its mobility management performance, and therefore arranges appropriate visits to examples of success. An agenda is carefully prepared so that the visitor's key decision-makers (politicians administrators or technicians, as appropriate) have the chance to understand why their 'host' has succeeded and how this success can be replicated back home.

In the first phase of the project we assembled a database of good practice, and partners 'benchmarked' their organisations' performance against this.

This newsletter summarises this work.



The objective of PIMMS is to achieve change by empowering regional decision-makers to extend the use of mobility management.

The benchmarking work comprised two elements:
a database of good practice and a 'partners self benchmarking' exercise

A full report of this work is available for download from www.pimms-eu.org

DATABASE OF GOOD PRACTICE

This can be found online at www.pimms-eu-stadium.org

Partners were asked to contribute at least 25 entries:
in fact we did more!

Domain	N°
Travel Awareness	81
Mobility and Education	30
Policy and Integration	28
Road Safety	24
Travel Plans	21
Clean Vehicles	19
Individualised Travel Marketing	6
Road Pricing	2
Total	211

For each entry the database holds information about

- * location
- * mobility management domain
- * description
- * objectives
- * overall success
- * success in changing travel behaviour
- * Critical Success Factors

The database can be interrogated according to any combination of these criteria.

The report offers a detailed analysis of a sample of the entries, and draws a number of conclusions. In particular it focuses on the Critical Success Factors, and how these might be used in other regions and for other domains.

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In particular it focuses on the Critical Success Factors, and concludes that these are subtle, and not easy to summarise, because they are so often interlinked.

In brief they include the following:

- 1) National and Local political leadership
- 2) Engaging Stakeholders
- 3) Engaging the Public:
 - * Political
 - * Economic
- 4) Marketing
 - * Innovative
 - * Attractive
 - * Joint-marketing
 - * The media
- 5) Benchmarking/Evidence
- 6) Accessibility
- 7) Technical leadership
- 8) "Climate"
 - * Physical
 - * Political
 - * Economic

PARTNERS 'SELF BENCHMARKING'

The work was undertaken during a meeting of the PIMMS partners. Each partner worked with two others to arrive at a considered conclusion as to its organisation's performance in respect each of the eight mobility management domains.

Partners used the following 'scoring system':

- 1 Not part of my organisation's strategy
 - 2 We have made proposals, but no actions so far
 - 3 We have started but it's not complete [<25%]
 - 4 We have made significant progress [<75%]
 - 5 We have achieved our target [100%]
 - 6 By European standards we know we are good
- Overall the PIMMS partners self-assessed themselves as being at a score of 3.5, ie started and on the way to significant progress.

In terms of the domains, they felt they were significantly best at Road Safety and Mobility & Education, and significantly worst at Policy & Integration, Individualised Travel Marketing, and Travel Awareness. The good-performing domains are perhaps explained because they are relatively well-established actions.

Domain	Av Score
Road Safety	4.38
Mobility & Education	4.06
Clean Vehicles	3.63
Average	3.51
Road Pricing	3.38
Travel Plans	3.38
Policy & Integration	3.25
Individualised Travel Marketing	3.13
Travel Awareness	2.88

Each partner also explained their reasoning for their self-score: these can be seen in the full report.

