



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

The PIMMS project involves eight EU cities, 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

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

Next is a structured programme of Study Tours and Staff Exchanges to see how these Critical Success Factors 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 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.

Study Tours and Staff Exchanges are at the heart of PIMMS. In the first phase of the project we assembled a database of good practice [see Newsletter 1], and partners 'benchmarked' their organisations' performance against this. The programme of visits is planned against this knowledge. Each partner has its own aspirations to improve its mobility management performance, and therefore arranges an appropriate visit to an example 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.

There are three 'Visit Cycles' during the life of PIMMS, and at the end of each Cycle, each partner holds a regional conference to report on what it – and the other PIMMS partners – have learned. This newsletter reports on Visit Cycle A.



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

CLEAN VEHICLES: TO INCREASE THE USE OF VEHICLES THAT EMIT NO GREENHOUSE GASES.

Visit by Serres (Greece) to Graz (Austria) January 2006

The aims of the visit were to look at the use of biodiesel in municipal vehicles, to consider the cost implications and to find out about the problems and benefits.

The successful implementation of biodiesel use has involved co-operation between all stakeholders (households, municipality, and university), EC funding, strong and convincing political strategies and the raising of public awareness.

The visit included Presentations on EU- Programmes and International Cooperation in the City of Graz; on the municipality's strategy for mobility management and clean vehicles; on the reduction of emissions when using biodiesel as a fuel; on the use of biodiesel for municipal buses; on the company BDI and building up tailor-made and turn-key Multi- Feedstock Biodiesel plants.

There were also guided tours of GVB , municipal transport service in Graz; of 878 TAXI GROUP in Graz; of the biodiesel SEEG PLANT, at Mureck.



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.

Visit by Stockholm (Sweden) to Bromley (UK) December 2005

The aims of the visit were to look at solutions for regional cooperation and coordination, to discover why the National Travel Wise Association (NTA) is so successful and to make contacts.

TRAVELWISE

The programme for the visit comprised meetings with: London Association of Local Authorities; NTA North West Group; NTA Executive Board; the head of Traffic Safety Department in Bromley.

The work of the NTA is integral to the Sustainable Travel and Transport project.

The keys to success are having the "right" people in place and finding a very good name which is given a strong branding.

Visit by Stockholm (Sweden) to Frankfurt (Germany) December 2005

Stockholm wished to look at Frankfurt's approach to regional cooperation and at the success of their IVM.

The programme comprised presentations on: the organisation of IVM; traffic system data in Frankfurt; mobility management plan of the Frankfurt region; two mobility management projects; the planning for the transport system and safety during the Football World Cup matches in Frankfurt 2006.

It was clear that success depends on the support of politicians and senior executives.

IVM demonstrates that creating an organisation offers significant advantages if you aim for long term strategic developments.

Adding to the regular work force with staff from other relevant regional institutions on a part time or project basis was also an essential success factor.

TRAVEL MARKETING: TO PROMOTE 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.

**Visit by
Frankfurt (Germany)
to Graz (Austria)
November 2005**

The aims of the visit were to learn about Graz's use of clean vehicles, individualised travel marketing, mobility & education and policy & integration.

The programme comprised presentations on the biodiesel bus fleet of Grazer Verkehrsbetriebe; familiarization with the organisational structure of the mobility centre in Graz (Mobil Zentral) with integrated lost property office & Internet-based time-table information; exchange of experiences on sale of student commuter tickets;

There were also presentations about the STVG (Steiermark Public Transport Association) marketing activities by means of practical examples (Herzi-Line, Simalsala-Bim); on the expansion of the ÖPNV network; on the cooperation between the City and District with the projects RBL, P & R, (parking space management).

There was a visit to the Austrian mobility research organization FGM-AMOR with an exchange of experiences regarding school and business consultation by means of EU projects;



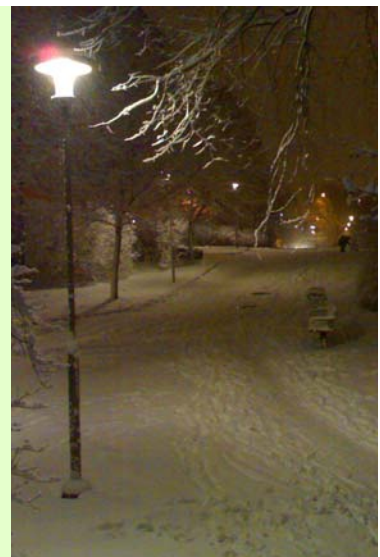
MOBILITY & EDUCATION: SPECIFICALLY RELATED TO SCHOOLS AND EDUCATION ESTABLISHMENTS EG INITIATIVES SUCH AS SAFER ROUTES TO SCHOOL, SCHOOL TRAVEL PLANS, WALKING BUSES, CYCLE TRAINING, 'KERBCRAFT' SKILLS FOR CHILDREN.

**Visit by
Bromley (UK) to
Stockholm (Sweden)
December 2005**

The aims of the visit were to learn about Stockholm's school travel plans/safer routes to school, the critical success factors, the methodology for curriculum integration and to compare walking bus initiatives.

The programme comprised: sustainable travels and transport in the region; Stockholm mobility; traffic safety work with teachers; school safeways; children's needs within the transport system.

Although similar practices are in place in both cities, of particular interest were the use of "storyline" as a method of getting MM into the curriculum and Stockholm's approach to the walking bus which is much less prescriptive with parents having "ownership" of the scheme.



TRAVEL PLANS: A SERIES OF MEASURES FOCUSED 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.

**Visit by
Bromley (UK),
Graz (Austria) and
Frankfurt (Germany)
to
Terrassa (Spain)
January 2006**



The aims of the visits were to learn about workplace travel plans, critical success factors in the implementation of schemes, traffic management mobility management techniques,

The programme comprised: Mobility Master Plan of Terrassa; the Sunrise Project (advanced carpooling); the Agata Project (travel plan in an industrial park); Public Transport Management; safe accessibility to schools; a walking tour in the city centre.

It was noted that there is heavy emphasis on site-specific mobility work e.g. poor public transport access to an industrial estate. Implementation of a scheme (including design & consultation) can be achieved in 6 months as there is far less bureaucracy than, for instance, in the UK.

A high percentage (70%) of people both live and work in Terrassa – this is a great advantage for the municipality when implementing new initiatives related to the reduction of private car use. The city has developed a GIS scheme to monitor freight movements to minimise impact on city centre. Based on a European project AGATA, a mobility portal has been developed for the workers of an industrial park situated in the southern part of the city which provides information about their existing transport alternatives. At the same time, a bus shuttle service has been implemented in the area.

A web based car pooling (sharing) service provided through the EC-funded 'Sunrise' project was piloted on council staff.

Of particular interest were: the financing of public transport by private sector companies in the city's new developments; the Park & Ride schemes; the road pricing of Green Zones, (although a similar scheme would be impossible in Graz due to legal reasons.)

ROAD PRICING: TO REDUCE THE NEGATIVE IMPACTS OF CONGESTION (THIS INCLUDES THE STRATEGIC USE OF RELATED PRICING MECHANISMS EG CAR-PARKING).

**Visit by
Graz (Austria) to
Stockholm (Sweden)
January 2006**

The city of Graz has an interest in Road Pricing with the aims of reducing traffic volumes on its most congested roads, reducing emissions and improving the quality of life and to raise funds for the improvement and expansion of public transport.

The programme for the visit included: congestion charging in action; Sustainable Travel & Transport and Stockholm's Park & Ride scheme.

Stockholm has made a substantial financial investment in the implementation of congestion charging including the expansion of public transport.

The objectives of the visit were to see how the pilot project on congestion charging is working; how to reduce traffic volume on congested roads, increase traffic speed and to reduce emissions; to raise funds for the improvement and expansion of public transport.



ROAD SAFETY: THIS COMPRISES HARD MEASURES (IE PHYSICAL WORK) AND SOFT MEASURES (EG AWARENESS CAMPAIGNS, EDUCATION & TRAINING). EMPLOYMENT, RETAIL CENTRES) THAT SEEK TO AFFECT POSITIVE MODAL SHIFT AWAY FROM SINGLE OCCUPANCY CAR USE.

**Visit by
Terrassa (Spain) to
Graz (Austria)
November 2005**

Terrassa wanted to look at Graz's approach to road safety through travel plans, urban planning, public transport, noise reduction and travel awareness.

800 km of the Graz's street are 30km zones due to a change in Austrian law. The large number of intersections controlled by traffic lights also contributes to better road safety, especially for pedestrians.

There are imaginative incentives for companies to promote sustainable mobility e.g. employees pay for parking at work, and that money is invested in public transport tickets for other employees; carpooling cars have the best parking spaces; free bus tickets for workers going for medical checks.

The expansion of the city of Graz is done in corridors where sustainable transport is possible (public transport or bikes).

The number of users of Graz public transport is much higher than in Terrassa. The keys could be: parking policy, more public transport service, safe bike parking in stations, bus priority, an information centre about different operators and a good urban planning policy

Graz uses many strategies to reduce the noise in the street e.g. subsidies for doubleglazing for houses on main roads, acoustic barriers, no traffic of trucks at night and the use of sonoredutor asphalt.

To raise travel awareness, Graz has developed a "Car Free day" in order to change the schoolchildren's journeys to a sustainable modes.



ROAD SAFETY, CLEAN VEHICLES, ROAD PRICING, MOBILITY & EDUCATION, TRAVEL PLANS

Visit by Terrassa (Spain) to Stockholm (Sweden) January 2006

Terrassa's visit to Stockholm covered 5 Mobility Management domains: road safety, clean vehicles, road pricing, mobility & education and travel plans.

There were presentations on: the region and the city; parking policy and the construction and operation of parking facilities; Project BEST (www.best-europe.org) focusing on clean vehicles; the implementation of the congestion charge in the city; mobility policy in Stockholm: (bicycle, urban planning, carpooling); travel plans and mobility & education

80% of Stockholm's secondary road network has a 30km/h speed limit. They have a fleet of clean vehicles (Ethanol 300 buses + 30 stations and Biogas 150 buses + 12 stations). By 2030, they expect to have 100% clean buses. The implementation of measures such as no congestion charge and free parking for clean vehicles has led to an increase in sales of private clean vehicles.

Stockholm has a pilot project for congestion charging to access the city centre (18 control points). The tariffs vary during the daytime hours and some vehicles (such as Eco vehicles, taxis, ambulances) do not have to pay. This measure is also complemented by improvements in public transportation such as: 20 new bus lines, 20 improved lines and 12 new Park&Ride (from a total of 35).

Defined, detailed guidelines for the implementation of school travel plans are key to their success. For businesses, there are signed cooperation agreements to encourage car sharing and use of public transport. (Currently 30 companies involving 3.500 employees).

