



Summary of projects and results from topic
Mobility management and travel awareness

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Mobility Management and travel awareness

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1. INTRODUCTION AND METHODOLOGY

This report has been compiled by **Austrian Mobility Research** to summarise the conclusions of the activities undertaken on the key topic **Mobility Management and Travel Awareness** as part of Work Package 2 of the PORTAL project.

1.1 Methodology

In the review process after the finalisation of WP1 (survey of demand and supply) 15 relevant projects remained, the results of which should be analysed for a further use within PORTAL. The key topic expert of KT Mobility Management and Travel Awareness co-ordinated / co-ordinates or participated / participates in 12 of these projects. Therefore the availability of information as well as of materials was guaranteed.

For these projects where the KT expert wasn't involved, a direct contact with the partners involved was the most successful way to get information. A previous investigation via the internet has been completed (mainly via the Cordis-database but also the home pages of projects as far as they have been available).

Problems encountered

In general no bigger problems were encountered during this phase of the project. As the key topic expert for MM and TA was the partner in most of the projects the materials were easy to find.

Concerning IPR matters the survey showed that many pictures / photos can not be allocated to the owner. A deeper investigation and further negotiation with the owner would need too much effort. So the KT expert decided to re-produce new pictures / photos once the ETSI-professors / trainers gave their clear views on the matter (during the workshop in WP4).

Concerning written materials a clear citation of the source will be obligatory. In case some passages in the text will be used the project co-ordinator will be contacted directly concerning this use.

2. MOBILITY MANAGEMENT AND TRAVEL AWARENESS

2.1 Description of the key-topic Mobility Management and Travel Awareness

Mobility management and travel awareness activities are “Soft Policy” approaches. They can be used as independent activities but also together with “Hard Policies” like infrastructure investment. Here it can maximise the benefits of the investments.

Mobility Management

Mobility Management is primarily a demand-oriented approach to passenger and freight transport that involves new partnerships and a set of tools to support and encourage a change of attitude and behaviour towards sustainable modes of transport. These tools are usually based on information and organisation, coordination and require promotion.

The Mobility Management Concept includes a variety of roles and functions (Mobility Manager, Mobility Centre, Mobility Consultant, Mobility Office, Mobility Coordinator, Mobility Plan). And it contains the Mobility Management Services (Information and Advice, Consulting, Awareness and Education, Organisation and Co-ordination, Sales and Reservation, Transport related Products and Services).

Travel Awareness

Transport information and publicity campaigns can influence peoples' awareness, attitudes and travel behaviour - and encourage cycling, walking and the use of public transport. Examples of changes in the following fields are documented:

- Political change, Social and institutional change
- Increased Knowledge and Awareness
- Changes in Public Attitudes/Acceptance of the need for change
- Environmental/Health Improvement
- Changes in Individual Behaviour
- Using information, marketing and community education as part of an integrated transport plan can increase public awareness, influence public attitudes and enable people to change their travel behaviour.

The Key Topic Mobility Management and Travel Awareness can overlap in some cases with the following other key topics:

- Policy formulation and implementation strategies

- Integrated transport chains
- Urban traffic management and restraint.

The following projects have been analysed:

CAMPARIE:	Travel awareness decision support system
COSMOS:	Training action for mobility consultants in public transport companies
EDITION:	Learning CD-Rom for children
ELMO:	Legal frame for company mobility plans
ICARO:	Increasing of car occupancy
IMPACT:	Awareness action for individual life events
INPHORMM:	Key project on Travel Awareness
MOBILE :	Demonstration project on travel awareness
MOMENTUM / MOSAIC:	Key project on mobility management
MOST:	Ongoing research and demonstration Mobilitymanagement
PROSITrans	Demoproject on mobility management on site level
TAPESTRY:	Ongoing research and demonstration project in Travel Awareness
TOMY:	Computer based tool for mobility advisers
TOOLBOX:	Decision support system for companies to introduce mobility plans

2.2 Results of CAMPARIE

The Camparie project put its focus on Information Management and Promotion / Awareness Campaigns (IMPAC) in urban transport. Information Management and Promotion / Awareness Campaign (IMPAC) strategies in urban transport are designed to better implement campaigns for Information, Promotion or Awareness (IPA) relative to policy measures. The term IMPAC incorporates 2 basic components, namely (i) information management, and (ii) promotion / awareness campaigns.

Each IMPAC strategy involves, by definition, the management of information, in that it has to incorporate both information on the measure and its effects (which has to be objective, comprehensive, easily perceived and neutral) and promotional information (which is target-oriented, selective and formatted accordingly) in adequate strategies.

Results of Camparie

- The CAMPARIE project introduced MIRTO, a computer based tool that can help transport planners, decision-makers and transport operators to design and launch proper campaigns in the exercise of their tasks. MIRTO, which stands for Marketing & Information Referee for Transport Organisations, is a “live” tool that accumulates information and hence knowledge for its users. MIRTO contains a number of 100 examples with detailed descriptions of the topic, measure, used media, kind of distribution etc. and effects. MIRTO was developed according to the needs of media and transport professionals, who have been integrated in a Pan-European survey of professionals.
- Recommendations and guidelines on designing campaigns with or without MIRTO.

Materials:

- CD-Rom containing MIRTO, the software needs some tutorials for the use by outsiders.
- Final report; summarises the results and is interesting for users, but should be put in a better design, maybe together with the results of INPHORMM.
- Deliverables; the deliverables are too complex for unedited use by outsiders.
- Homepage ; the homepage existed until end of 2000 including a link for downloading MIRTO
- Guidelines edited as a brochure together with the INPHORMM project for the dissemination event.

What is missing is an improved version of MIRTO on the WEB without any access-restriction and a well-structured (short) guideline for the implementation of information management and public awareness campaigns in urban transport.

2.3 Results of COSMOS

The objective was to develop a training programme and a manual for the training of public transport employees. The target group of the project are the public transport employees working for information, public relations and marketing departments. They will become 'Mobility Consultants' that can cater for mobility needs of the public in an energy friendly way.

Experts: One of the leading employees of the Wuppertaler Stadtwerke, Mr Peter Hoffmann is an expert for this project. He is mainly in charge of the transformation of the Wuppertaler Stadtwerke from a simple “passenger carrier organisation” into a “service oriented mobility provider” (e.g. integration of car sharing into the array of products of the pt company).

An expert for mobility consultancy training and mobility management in companies is Robert Pressl from Austrian Mobility Research AMOR.

Results of the project

COSMOS was a training programme directed to low and mid level employees of public transport companies. Therefore the programmes contents were mainly focused on basic information and on practical approaches (including checklists etc) rather than on new research findings and results.

Materials

Deliverables: Interim and Final Report

Manual for Mobility consultants (in German and Dutch). These manuals contain among others chapters like

- basic knowledge of mobility related to the regional framework conditions
- basic knowledge of communication
- mobility management for schools
- mobility management for companies.

These materials are too low level for the use at leading educational institutions and are also sometimes out of date.

2.4 Results of EDITION

The objectives are based on the premise that Mobility education aims to improve the environmental consciousness of children and to make them aware that too much car usage is responsible for problems with air pollution and other negative effects on the environment. The main aims of traffic and mobility education in schools are:

- to encourage the choice for environmentally suitable transport modes;
- to improve insight on the impacts on the environment of mobility demand, in general, and the modal choice, in particular;
- to improve the understanding of the environmental consequences of transport;
- to change the actual behaviour concerning modal choice;
- to extend the notion of traffic safety.

In the initial phase of the project, the various approaches to traffic education as well as general educational and didactic methods had to be agreed on by the different partners. Therefore, the structure of the CD-ROM (game, rules of the game, information, evaluation, etc.) and the details of the game itself had to be worked out. This included setting up the rules of the game in general and in detail, devising the exact order of the game, agreeing on a reward system with plus points, and assigning a certain value to the various means of transport.

A traffic network was devised and options to switch tasks within the game Potential obstructions (congestion, weather conditions) were built in and a high score was agreed on.

Results of the project

This project has generated valuable educational material, attractive for children from 10 to 15 years, innovative with multidisciplinary aspects and many interactive games and questions in the field of traffic, mobility, environment safety and health. Actions in the game seem to be real and so the whole game can have an enormous influence on the personal decisions of the children as, for instance, the choice of the right means of transportation. A CD-ROM has been produced in consultation with road safety staff.

The need to ensure that the questions reflect Europe-wide issues, which could be translated into three languages without loss of meaning or confusion has been clearly shown by its contents. The CD-ROM is accompanied by a text for teachers to explain the rationale of the project and the content of the CD. An on-line information site on the Internet is planned as a wide-ranging information source and as a platform for the users of the CD-ROM.

Materials

Besides the CD-ROM there are no further materials available.

The main target groups for this CD-Rom are students in the age of 10 – 15 and their teachers. For the use in PORTAL this project ' is not that important except a course / module/ sequence on mobility management for schools should be implemented

2.5 Results of ELMO

The objectives of ELMO are to investigate how far company mobility plans are applied in the European countries. The objective was to point out legal hindrances and supporting conditions for mobility management in companies.

Results of the project:

As far as policy measures are concerned, there is a general opinion that legislation for the implementation of transport plans in companies might be useful in a near future but not right now. One of the conclusions of this study is that, in a general way, administrations, public or private, do not yet feel responsible for the traffic that they, directly or indirectly, generate. Therefore, before creating legislation, it is necessary to keep on with, or reinforce, the dissemination of concepts like mobility management.

At the EU-level there are starting points to incorporate MM within some of the Sectoral Policies of the Community – Traffic, Social Policy, Public Health, Environmental Policy. Environmental Policy particularly offers the possibility to

integrate MM in programmes like ECCP (European Climate Change Programme), EMAS (Environmental Management and Audit Scheme) and ISO 14 000.

There is also a connection between one of the Basic Freedoms – Realisation of the Internal Market and MM. Company MM may improve the equality of changes in the economic sector through the unimpeded and quick delivery of goods as companies are more easily accessible if there is less congestion in the companies' surroundings.

Some of European Countries like Italy, France, Belgium and the Netherlands have already implemented legal aspects influencing MM, and now it is also important that the other EU Countries can put this theme as a central issue, too.

Fiscal measures and subsidies are also important. Taxes and incentives should be favourable towards green transports modes, public transport, alternative fuels, bicycling and walking.

The fields of law influencing company MM are first and foremost economic law and tax law. Secondly, spatial and building regulations have great influence. Other relevant areas are labour legislation, parts of private law and insurance law.

Experts

Marien BAKKER from Nederlandse onderneming voor energie en milieu bv – NOVEM.

ELMO did not have any demonstration sites, so there are no study visits.

The **leading educational institute** involved is the Universidad Politecnica de Madrid, Departamento de Transportes, Spain

Materials

The final report is the only deliverable which is worth mentioning . It contains:

- State of the Art of Mobility Management for companies in European Countries
- Mobility Plans for Companies - Supporting and Hindering (Legal) Frame Conditions
- Conclusions and Summary of the Policy Measures Suggested in the Study
- Description of the mobility plans and Suggestions given in the questionnaires

For higher educational institutions only very few findings are useful.

2.6 Results of ICARO

The objectives of the ICARO project were an investigation of the possibilities for the increase of car occupancy through innovative measures and technical instruments.

This was done in a combination of both research and especially demonstrations. The field demonstrations achieved a high degree of acknowledgement through accompanying information and awareness campaigns. The best results in terms of public awareness were achieved by visible measures combined with specifically targeted information.

Results of the project

The demonstrators showed that a successful implementation of a general matching centre focusing on a centre or working places requires a critical mass of people interested in carpooling. A satisfactory matching service requires an estimated database of about 500 to 800 persons interested in car pooling as a minimum. An accompanying awareness campaign focusing on a specific Target Group (e.g. employees of one company or a group of neighbouring companies) might lead to a lower figure.

Due to the commuter traffic's characteristics and the chances for companies to support car pooling it showed that work places are an ideal focus for a successful promotion of car pooling. There are a number of possibilities for companies to support car pooling (e.g. matching service within the company, promotion campaigns, adjusting to the working schedule, reserved parking facilities for car-poolers at the companies' site , financial benefits).

One of the most successful approaches for an increase of car occupancy that can be set up by the municipality is the provision of a separate lane for buses and HOVs (high occupancy vehicles). Depending on its type, implementing an HOV lane leads to an increase in average vehicle occupancy. HOV lanes, replacing a general-purpose lane, lead to better results since they reduce road capacity for the single occupancy vehicle while at the same time strongly improving the situation for HOVs.

Nevertheless, neither matching systems and HOV-lanes nor other measures that were implemented during the ICARO project influenced car occupancy rates significantly. But still, a high level of knowledge and awareness of the approaches could be reached during the projects lifetime, via publicity campaigns focused at the Target Groups

For a successful implementation of a car pooling scheme a well developed strategy comprising the following steps is recommended:

- Market analysis
- Raising institutional awareness
- Setting up a car-pooling programme and plan
- Implementation of car-pooling measures
- Public awareness and information campaign
- Installation of a permanent marketing procedure as part of a comprehensive mobility management programme

Experts and educational Institutions:

Gerd Sammer, Universitaet fuer Bodenkultur, Institut fuer Verkehrswesen-coordinated the project and was in charge of a demonstration site. Dave Gilson, Leeds University, Department of Highways and Transportation and Andres Monzon,

Universidad Politecnica de Madrid, Departamento de Transportes were in charge for HOV-demosites. For a **study visit** Leeds would be interesting.

Materials

- Final Report of Icaro
- CD-rom with all papers of interest
- Video on car-pooling
- Brochure on car occupancy increasing measures
- Implementation guidelines for increasing car occupancy
- Evaluation and recommendations of Icaro
- Institutional, Legal, Financial, Cultural and Legal Framework
- Best practice (on measures to increase car-pooling)

For use in high level educational institutions in particular the guidelines for increasing car occupancy are very important.

2.7 Results of IMPACT

For special target groups (new-comers in cities, new-comers in companies and families) information packages for energy efficient mobility have been developed. The objective was to help to change the behavioural habits.

Results of the project

Due to the fact that IMPACT was a demonstration project within the SAVE programme there are not too many results such as research findings available which could be integrated into the curricula of leading educational institutions.

It was strategically correct to fill the information gap about energy-efficient modes of transport, at a time in which people are the most prepared to make changes in their behavioural habits. That time is when there is an objective change in living conditions.

A successful situation was when one moves to a new house or a new job. The birth of a child was a too big change in the life situation of a family to change the behavioural habits (use of energy efficient modes of transport instead of the car). Even when the situation was not that suitable to change mobility behaviour the approach of several contacts within one period which has been implemented by the French demonstration is very well worth giving as an example.

Materials

- Deliverables: Interim and Final Report
- Information Packages: Not anymore available
- Awareness Brochure for the Graz – Package. Nice and valuable to use some contents.

2.8 Results of INPHORMM

The main objective of the INPHORMM project was to investigate how transport information and publicity campaigns can influence people's awareness, attitudes and travel behaviour – and encourage cycling, walking and public transport usage.

The first stage was a review of the types of organisations involved in producing transport information or running publicity/marketing campaigns that aim at encouraging people to reduce their car use or use more sustainable modes. The review included over 150 European organisations that provided information on more than 120 campaigns and programmes.

In the second part about 30 case studies were identified and examined in more depth. They comprised projects, campaigns and programmes from some of the INPHORMM partners and other organisations. According to their approach, their main target group or target setting they were grouped into the following categories:

- General awareness campaigns - multi-modal
- General awareness campaigns - single mode (cycling, walking, public transport or car-sharing)
- Campaigns and programmes targeting certain sites (workplace and schools)
- Campaigns and programmes targeting key groups and individuals
- Transport Information programmes
- Examples from health and environmental campaigns

In order to illustrate various campaign types a set of 'model' campaigns was developed. Three broad types that describe the aims of the campaign, the strategy to follow, the implementation process and the market research and evaluation needed were identified:

- Public awareness campaigns
- Campaigns to targeted groups and settings
- Individualised Campaigns.
- Based on these types guidelines for different types of organisations were developed for:
 - Local authorities and administrations
 - Public transport operators
 - Institutions and sites

- Environmental, cycling and walking groups.
- Results

An increasing number of organisations and agencies are developing campaigns and programmes to promote alternatives to the car or marketing their policies to reduce car use. Many organisations use a combination of environmental, economic, health promotion and accident prevention aims to underpin their campaigns and programmes. Other strategies are improving public relations and creating a better corporate image, preparing the public for traffic restraint measures or explaining the introduction of new legislation or measures to encourage a reduction in car use.

Monitoring and evaluation of information and publicity/marketing campaigns comes in the very beginning. The majority of organisations does not yet monitor or even evaluate the impact of their programmes in terms of their effects on travel behaviour. The criteria for success that are used depend on the organisations' original aims. Changing travel behaviour is mostly seen as a long-term goal. Nevertheless, some examples from campaigns that have been evaluated show that information and marketing campaigns and awareness programmes can lead to changes in peoples' attitudes and travel behaviour favouring sustainable modes. The review and the case studies provide examples of the following changes:

- Political change
- Social and institutional change
- Increased Knowledge and Awareness
- Changes in Public Attitudes/Acceptance of the need for change
- Environmental/Health Improvement
- Changes in Individual Behaviour

Based on the results of monitoring and evaluation found in the review, some general conclusions have been drawn. They have been used to develop a general model to understand travel behaviour change and to provide good practice guidelines.

Using information, marketing and community education as part of an integrated transport plan can increase public awareness, influence public attitudes and enable people to change their travel behaviour.

Changing cultural norms like people's attitude and travel behaviour is a long-term process. Changes can be seen in targeted sectors e.g. schools, businesses, discrete local communities and households. New ideas for travel are often not accepted immediately through simple promotion. The introduction of new services, facilities or modes (such as car-pooling or park and ride) require a dialogue with individuals and communities that help to understand the perceived costs and benefits of changes to the new service/mode.

Experts and educational Institutions:

Peter Jones from the University of Westminster and Werner Brog who is the managing director of Socialdata are the relevant experts in this field. Mr. Brog has a lot of practical experience and is acts himself a good example for awareness.

Materials

There are two important materials:

- Final Report- Promoting sustainable transport - principles and practice. It can be used as an extensive textbook for campaigns in the field of sustainable transport campaigns
- The Resource Pack for Sustainable Transport. The Resource Pack for Sustainable Transport is a complete set of the INPHORMM reports produced in an easy-to-read style and format. It contains four guides within a folder: An Introductory Guide (with sections aimed at different types of organisations); A Review of Current Practice, A Model for Changing Travel Attitudes and Behaviour and 'Ideas for Campaign Plans - Developing a Communications Strategy'.

2.9 Results of MOBILE

Within the *Life* project the European Union supported the MOBILE project which aims at putting a stop to the continuous increase in car traffic and enforcing more environmentally-friendly and user-oriented forms of transport in the city of Linz. By combining planning measures – organisational as well as awareness-raising measures – and motivation measures it was possible to develop 6 modules for different areas of life. The main objective was to include as many people as possible in all campaigns and trial offers. Another main focus of the project was to promote cycle traffic

The different module were:

- Test actions to promote shopping by bicycle
- Space for cyclists - the cycle concept of the city was evaluated and adapted to the users' needs with the result of a catalogue of priorities
- From the traffic-oriented child to children-oriented traffic – a week of mobility management actions in a school
- Cycle training for children in the real traffic situation
- Environmentally sound mobility through car-sharing
- Environmentally sound mobility through information on public transport

In Mobile no new research results have been generated.

Experts

In charge for Mobile was Ms Gudrun Uranitsch from the Institut für Verkehrspädagogik.

To save money or time the video (see materials) is sufficient. A **study visit** to Linz is not that important.

No **leading educational institutions** were involved.

Materials

All the materials are very well done but do' not meet the target when required to be used as teaching materials for leading educational institutions.

- Brochure in German and English which described the project with many photos, which is very impressive.
- Project Video: available in English and German. The video demonstrates very clearly the actions within MOBILE.
- A study visit is not necessary.

2.10 Results of MOMENTUM / MOSAIC

Mobility management develops concepts, strategies and actions that safeguard a given transport need for individuals, institutions and companies through the efficient use of available transport facilities or through strategies for avoidance of trips, promoting a sustainable development. The strategies can include information on available public transport, arranging of new collective transport, co-ordination of goods transport, co-ordination of car pooling and communication strategies.

The most important projects for Mobility Management are the MOSAIC and MOMENTUM projects.

Objectives

The general objective was the provision of a clear understanding of Mobility Management strategies and their implementation that in turn should lead to their successful introduction and have an impact upon travel behaviour and modal split throughout the European Union.

Based on the experience made in the state of the art survey (concepts strategies and tools), integrated concepts for Mobility Management strategies and for Mobility Centres were set up, addressing all kinds of traffic (including free-time and leisure traffic).

In pilot demonstrations the Mobility Management strategies and tools were applied in a number of Mobility Centres that are commuter trip based, centre based or based on "other trips".

Recommendations and guidelines set up in the project were adapted by national informants in order to test the transferability of the Mobility Management strategies.

Results of the project

The concept for Mobility Management showed various elements that could be helpful for the introduction of Mobility Management within a city or region. The concept included a variety of roles and functions of the Mobility Management Concept

(Mobility Manager, Mobility Centre, Mobility Consultant, Mobility Office, Mobility Coordinator, Mobility Plan). Additionally, the Mobility Management Services were grouped (Information and Advice, Consulting, Awareness and Education, Organisation and Co-ordination, Sales and Reservation, Transport related Products and Services) and explained.

Two levels have been distinguished - the urban/regional level and the site level. On an **urban/regional level** Mobility Management focuses on the provision of services for the general public in the city or region, for specific Target Groups (e.g. site owners/operators, employers, young people, disabled, newcomers, etc.) or for specific trip purposes. Promoters could be e.g. local/regional authorities, transport providers or interest groups. At the **site level** Mobility Management includes a range of measures involving the supply of alternative modes of transport. The Target Groups are the site users (employees, visitors, customers, etc.). Promoters could be site owners/operators, site users or unions of site users.

The MOMENTUM demonstration projects have proved to be extremely successful in not only being able to achieve their initial aims and objectives but have also succeeded in establishing Mobility Management, though in varying degrees, as a new and established strategy and tool in transport planning in Europe.

- Organisational level of mobility management practises. Creations of partnerships, the involvement of new players, the setting up of strategic alliances is of crucial value for successfulness of mobility management projects in practise.
- Operational level of mobility management practises. Follow a step by step approach, concentrate on already existing features and build it out
- Need for networking. Exchange of knowledge, experiences, new and innovative ideas and concepts is very advantageous to a project.
- Differentiate the guidelines or recommendations according to countries. The stage of development, the attitude of people, the framework conditions in the field of mobility management is differing per country,. Therefore the intended scope of a project should be differentiated carefully.
- Focus on the positive aspects. Although mobility management is often a matter of trial and error, try to stress the advantages and positive impacts of mobility management. Do not try to pass negative (too much pushing) measures as the public often regards them as paternalistic.
- Mobility management works with people. Mobility management is not only served by a rational approach, since mobility has many emotional aspects. Mobility management works with (the behaviour of) people and does need as such a multidisciplinary approach including a psychological side.

Study Visits

Within MOMENTUM/MOSAIC Mobility Centers were set up in Wuppertal, Graz and Münster and they are good possibilities to learn from successful demonstration sites. In Wuppertal there is additionally the possibility to get in contact with a public transport company which defines itself as Mobility Service Company. This means

special services like car sharing and employment of mobility consultants. In Media Business Park, Babelsberg/ Potsdam a MM concept for a conglomerate of more than 100 audio-visual companies on one site is running.

Materials

- Inventory report: giving an overview of mobility management strategies, concepts and tools in this Union
- Final report: presenting the results of the Momentum project, giving recommendations for the further implementation of mobility management in Europe
- Maxibrochures: on the possibilities for mobility centres in cities, in public transport companies and in other companies, aimed at a broad public
- handbook on mobility centres and mobility management, aimed at professional users
- CD-Rom: Mobility Management the European Approach

The listed materials are usable for derivation of teaching contents. Especially the handbook on mobility centres and mobility management contains graphs and tables for usage in education.

2.11 Results of MOST

MOST is a research and demonstration project funded by the European Commission, DG Energy and Transport (TREN), under the 5th Framework Programme. MOST is designed to further develop the concept of mobility management and expand the current scope of experience. It extends mobility management to new subject areas and new regions where it is currently less known. It aims to deepen the understanding of factors influencing success and failure through better evaluation and will show ways to integrate mobility management into general transport policy on all levels. MOST builds a bridge between the practical demonstrations and the theoretical approach. The demonstrations for MM are realised in the subject areas:

- educational institutions, tourism, health institutions, site development, temporary sites, mobility centres and consulting.
- More info on <http://mo.st>

Leading educational institutions

The University of Westminster, UK and ISB-RWTH (Institut für Stadtbauwesen und Stadtverkehr, Rheinisch-Westfälische Technische Hochschule Aachen), D are involved as researchers. The Universities of Barcelona, ES and Karlstad, SE are involved as demonstration sites.

Experts

The following experts could be invited to give presentations:

- Müller., Guido (ILS Dortmund, Germany: MM, mobility centres and consulting quality in MM)
- Posch, Karl-Heinz (FGM-AMOR, Austria: MM, mobility centres)
- Wilhelm, Astrid (FGM-AMOR, Austria: MM, mobility behaviour/psychology, temporary sites)
- Jones, Peter (University of Westminster, UK: MM, health institutions)
- Finke, Timo or Witte, Andreas (ISB-RWTH Aachen, Germany: MM, evaluation, site development)
- Schreffler, Eric (ESTC San Diego, USA: MM, evaluation)
- Haider, Mohammed (Nottingham, UK: MM implementation city-wide, mobility consulting)

Results and Materials

Combined Report on Monitoring, Evaluation and State of the Art (D3, already available on web site). This report contains an overview on relevant MM related preceding projects of MOST and a table with supportive material available elsewhere. It provides information about Monitoring and Evaluation in the USA. In addition it summarises the first results of MOST partners experiences in MM

Implementation Toolkit (already available on web site, part of D3): The objectives of the Implementation Toolkit are to establish a sound and homogenous basis for the implementation of Mobility Management Measures and Services within MOST. It is meant to offer a decent guidance through the implementation phase, especially for those inexperienced in Mobility Management. It helps to identify practical factors for successful implementation. In this sense it might also be useful for MM related projects outside MOST.

Monitoring and Evaluation Toolkit (first version already available on web site, part of D3, final version at the end 2001): This Toolkit is meant as a working aid and as guidance for a Monitoring and Evaluation Strategy for demonstration partners. By this toolkit, the partners provide data, that they monitor in order to assess the success (or failure) of their projects. For other projects, the Toolkit provides many hints as to what has to be regarded when setting up a plan for implementing MM and for evaluating it.

Preliminary Results of the Application of the Monitoring and Evaluation Toolkit will be included in the mid-term project report, available in July 2001. A final version will only be ready in June 2002.

Recommendations on MM frameworks for the design and the implementation of MM schemes are only planned for end 2002.

2.12 Results of PROSITrans

The aim of the PROSITrans project was to develop products and services increasing the use of the sustainable transport modes (public transport, other forms of collective transport, bicycle, walking) in irregular transport flows. The project aims to apply the techniques of transportation demand management to 'mobility markets' other than home-work or home-school traffic. These other 'mobility markets', business, shopping, 'personal care' and leisure traffic, have become increasingly important the last years. The project contains the following demonstrations: Alternative transport to the main shopping area of the City of Ghent; A transportation plan for business trips (Holland); Reducing commuter and patient trips to an outpatient clinic center in Graz (Austria) ; Reducing commuter, visitor and service trips to a university hospital in Brussels; Promotion of collective transport to the Bologna football stadium; Promotion of collective transport for young people via the Internet (Essen).

Experts

Experts are Bart Desmedt from Traject cv in Belgium who was the co-ordinator of the project and in charge of the demonstration “shopping area in Ghent”; Robert Pressl from Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR was in charge for the outpatient clinic center in Graz, Roberto de Tommasi from Synergo (in co-operation with the Ökoinstitut Alto Adige) was in charge for the football stadium in Bologna and Guido Müller from Institut für Landes- und Stadtentwicklungsforschung des Landes Nordrhein-Westfalen ILS was in charge of the Internet-page for young people.

No **leading educational institutions** were involved.

Results of the project

Due to the fact that PROSITrans was a demonstration project within the SAVE programme there are not many results available such as research findings which could fit for an integration into the curricula of leading educational institutions.

The results of the single demonstration parts have been summarised for potential followers. The main factors were “keys to success and problems”, “transferability”, and “effectiveness”.

Materials

- Brochure: short overview of the different demonstrations
- Deliverables: interim report and final report
- Website on the Essen part – not available any more

The materials available give a short overview on the objectives and the demonstrations but are not very useful for studies (especially not for higher educational institutions).

2.13 Results of TAPESTRY

TAPESTRY aims to increase knowledge and understanding of effective communication programmes or campaigns, which support sustainable transport policies and encourage sustainable travel behaviour in Europe.

- TAPESTRY begins by examining the results of previous research, including the EU funded INPHORMM and CAMPARIE projects, and gathering examples of best practice in the area of travel awareness campaigns. Based on the results of this review, guidelines will then be drafted and applied in the development and implementation of some 15 case studies.
- An assessment and a cross site comparison of the results of each case study will be carried out to measure their impacts and to attempt to identify which sort of communication techniques work best.

Each case study belongs to a “cluster”. This is a group of case studies that share common objectives. The three clusters are:

- **Intermodal:** Campaigns, which aim to reduce car, use and promote all other forms of transport such as public transport, walking and cycling.
- **Mode-repositioning:** Campaigns aiming to promote or change the image of public transport
- **Health and Environment:** Campaigns linked to fitness or health aims, or wider environmental issues, such as air quality.

The use of communication tools to support sustainable transport measures is an innovative and expanding area. Therefore, an important element of the project will be the development of new and effective ways to measure the success of awareness campaigns. In addition, TAPESTRY will aim to assess how communication tools can best be integrated into wider transport plans.

Results of the project

Ongoing since 2000. Results are expected.

Experts and Educational institutions:

Experts are Peter Jones ,University of Westminster, Transport Studies Group and Panos PAPAIOANNOU, Aristotle University of Thessaloniki, Department of Civil Engineering, Transport & Organisation Section

Materials

There are no materials available within PORTAL WP2 finalisation but may come available in the phase of course and material design. The webpage www.eu-tapestry.org will be available in the autumn of 2001.

- Deliverable 2 - State of the Art Review (month 6(mid of 2001) - updated month 34)
- Deliverable 3 - Assessment Framework (month 8 & 32)

2.14 Results of TOMY

The target of the TOMY (Toolbox for Mobility Consulting) project was to design and to implement a toolbox which helps the mobility consultants to improve their efficiency by allowing them to present the requested information and services to customers outside of the consulting-office. This will allow them to actively get in contact with clients instead of passively waiting in the office for them. The mobility consultant can inform people immediately at any place they work.

The design and implementation of the toolbox will allow mobility consultants to advise people in the field of energy efficient mobility. This is a portable information unit with software in the field of energy efficient mobility, a connection to a mobility information server and presentation material.

Results of the project

In the course of the project TOMY (Toolbox for Mobility Consulting), both WSW / MobiCenter in Wuppertal and the Mobil Zentral / FGM-AMOR in Graz were able to successfully demonstrate the use of the consulting kit (toolbox for mobility consulting) with notebooks in client consulting. More than 1000 individual consultations and several thousands of visits to the Internet version prove the technological feasibility.

The project also showed that an active approach to the clients is very much appreciated and rewarded with increased attention.

Particular **target groups** turned out to be schoolchildren (in connection with school activities) and older persons in various waiting situations.

Technologically supported mobility consulting meets with a high level of **acceptance** both with clients and consultants. The mobility consulting offered met the demands and expectations of 92% of the consultees, while all problems/questions could be solved in 92% to 95% of cases.

An essential result of the TOMY project is the fact that the **qualification** and motivation of the consultants is a key element for successful consultation.

There were no educational institutes involved in carrying out of this work. As **study sites** Wuppertal and Graz can be mentioned.

Materials

- One output is the toolkit of consultant software
- The final report containing (Definition of the Requirements, Investigation and Evaluation of the Hard- and Software, Evaluation of pilot usage)
- For higher educational usage the material is only marginally useful.

2.15 Results of TOOLBOX

The TOOLBOX is a search facility helping companies to develop their own mobility plan, and to successfully promote the use of public transport, collective company transport, car-pooling, walking and cycling in home-work traffic. The Toolbox is either a stand-alone CD-Rom and also a web-site. It is available in English, French, German, Italian and Dutch , free of charge.

Experts

Experts are Bart Desmedt from Traject cv in Belgium who was the co-ordinator of the project; Robert Pressl from Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR, Roberto de Tommasi from Synergo, Jonathan Brown from Leeds City Council and Kai Lorenz from VIA – Beratende Ingenieure.

No **leading educational institutions** were involved.

Study visit sites for mobility management in companies (different companies in different European countries) can be found in the CD-Rom or web-site.

Results of the project

The Toolbox was a project within the SAVE II program. Therefore it was very user-orientated. The target groups are the companies and people in charge of MM within companies.

The results of the Toolbox are:

- A collection on famous examples. Well known companies and their success story in implementing mobility management measures.
- A quick solution catalogue: A selection of some of the most common difficulties with company mobility. The user can choose which one is his and get a quick solution

- A measure list: Complete list of measures to help companies with their mobility management to tackle their problems
- A decision support system: This Programme helps to select the most appropriate measures for a company and if necessary to organise a company mobility survey.

Materials:

The materials of Toolbox are practice-oriented. They are like a guidebook and collection for MM measures for companies.

- CD-Rom and web-site: Very helpful if the lecture is on MM measures for companies. Not too academic. No research findings.
- Interim and Final Report: In comparison with the CD-Rom and the web-site the reports are not so recommended.

3. RECOMMENDATIONS for NEW MODULES

Connection to leading educational institutions:

The contents of mobility management and travel awareness are very practise-oriented. Many measures and actions are much more on the emotional level than on the cognitive one. For the effects of (expensive) hardware measures they are very important to increase the impacts. Therefore they should be adopted as course modules by leading educational institutions.

This take up can be implemented at different levels:

- modules / sessions can be integrated as a part in basic lectures for general transport planning strategies and conceptual planning
- modules / sessions can be integrated into special lectures which aim to provide measures for traffic generators
- modules / sessions can be integrated as a support for hardware measure planning and implementation
- modules / sessions can be integrated as a preparation for policy formulation and political marketing
- modules / sessions can be integrated as an instrument of public consultation and participation
- modules / sessions can be integrated as a marketing approach for planning to make people sensitive to user needs in different transport systems
- modules / sessions can be integrated in form of concrete tools for MM for companies, MM for schools, MM to increase the number of car passengers etc.

In general the key topic Mobility Management and Travel Awareness is well-suited for practical exercises.

4. FINAL CONCLUSIONS

Final conclusion on key topic

The use of so called “soft measures” which include mobility management but also travel awareness activities are not that common until now. But they provide many advantages:

- very good cost – benefit – relations
- they are easily reversible
- they are an optimal support of hardware measures

MM and TA is a quite young field. The first projects have been completed within 4th Framework Programme. In the 5th Framework Programme new projects have been started. It is a very dynamic topic with a lot of new developments.

A survey on the existing materials showed that there are a lot of nice and useable products but which will have to be modified for their use in leading educational institutions. Many of the materials are only available in a small edition and very often IPR-related problems appear. Therefore, and because of the wide variety of materials it will be necessary to concentrate on crucial messages during the workshops together with the ETSIs.

Final conclusions on study visit sites:

Wuppertal in Germany and Graz in Austria are well worth visiting if the interest is the setting up of a mobility centre. In both locations a well operating mobility centre can be visited. In comparison to other similar institutions these centres not only provide information via telephone but also have mobility consultants who work directly and active as external mobility consultants (in companies, in schools etc). Additionally the TOMY unit (toolbox for mobility consulting) is used by the mobility consultants in Wuppertal. In Graz an additional interesting content of mobility management for schools can be visited. The cycle training for children in the real traffic situations which has been described as a part of the MOBILE project can be watched here.

Final conclusions on experts:

There are some key experts for the general key topic and some with special know-how who can be mentioned.

A general expert for the key topic on university level is Peter Jones from University of Westminster. Werner Brög from Socialdata and Panos Papaioanou from Aristotle University of Thessaloniki are the specialists for travel awareness.

Experts with implementation knowhow in the field of mobility management are Peter Vansenant from the City of Ghent in Belgium, Martin Bütikofer from the Kanton Zug in Switzerland, Peter Hoffmann from the PT-company in Wuppertal, Germany and from the consultants side Bart Desmedt from Traject cv in Ghent, Belgium,

Roberto de Tommasi from Synergo in Zürich, Switzerland and Guido Müller from IIS in Dortmund, Germany. From the University level Andreas Witte and Timo Finke from RWTH Aachen, Germany are experts in mobility management.

Last but not least Austrian Mobility Research AMOR has a complete expert team for mobility management (research, consultancy and training). The experts are Karl Reiter, Robert Pressl, Astrid Wilhelm and Karl Heinz Posch.