

Title of the whole course: Mobility management and Travel Awareness

Mobility Management and Travel Awareness

Name of the Educational Test Site:

FGM-AMOR: Forschungsgesellschaft Mobilität - Austrian Mobility Research

Objective of the whole course:

- The students should learn about Mobility Management and Travel Awareness and their relationship to infrastructural planning
- The students should learn to consult and to coach traffic generators [don't what this means or to whom you are referring?]
- The students should be able to brief agencies for target group related mobility campaigns
- The students should be able to improve mobility products and services
- The students should have a basic understanding of the analysis and monitoring of customer demands.

Content of the whole course:

- General overview of Mobility Management and Travel Awareness
- Common Mobility Concepts and Instruments
- Mobility Services for Target Groups / and the important fields of implementation
- Models of Behaviour
- Preparing green commuter plans
- Designing campaigns
- Exercises and Discussions

Which parts of PORTAL (project results) were taken up?

Mobility Management:

- The Common Mobility Concept and Instruments from MOMENTUM / MOSAIC
- The Scheme for a Mobility Plan from COSMOS
- The Mobility Services for Target Groups / and the important fields of implementation from MOMENTUM / MOSAIC and MOST
- The collection on best practice and on measures of TOOLBOX

Travel Awareness:

- The Theory of planned behaviour from INPHORMM / ADONIS
- The Process of Change from INPHORMM
- The Seven Steps of Change from TAPESTRY
- The campaigns targeting times of change in peoples lives from IMPACT

Exercises:

- Designing Mobility Plans for Companies
- Designing Campaigns based upon the Tapestry Approach
- Designing Campaigns targeting times of change in peoples lives

Which PORTAL material was used?

- Audio CD on Mobility Management and Travel Awareness
- The whole PORTAL set of transparencies
- The CD-ROM of TOOLBOX

Separate / existing course	Separate
Optional / compulsory course	Optional
Name of the corresponding curricula	--
Participants' level	Professionals
Type of input	Lecture, interactive lessons and discussions
Number of participants	8
Timing	3.3. – 7.3. and 31. 3 – 9. 4. 2003
Exercises	Many (see above)
Language	German

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Languages of lecturer	German, English
Fields of expertise	Mobility Management and Travel Awareness