

**Title of the whole course: Public Transport and Freight Transport**

## **Mobility Management and Travel Awareness**

**Name of the Educational Test Site:**

**Budapest University of Technology and Economics,  
Department of Highway and Railway Engineering**

**Objective of the whole course:**

- To give an overview on the transportation system for the students
- To present the individual needs and motivations for mobility
- The students should learn methods, tools and measures to influence the modal choice of transport users
- The students should get impression (or practice) how measures affect on the transportation system
- The students should get to know the system of freight transport

**Content of the whole course:**

- Concept of public transport, role of PT in the urban transport
- Characteristics of public transport, financing
- Demand management in urban transport
- Tools for demand management, “hard policy” – “soft policy”  
PLUTO (Planning Urban Transport Options), Mobility Management
- Traditional freight transport on railways
- Multimodal freight transport

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

**Mobility Management:**

- MM in relation of traffic system management
- Concept of MM
- Common mobility management concept
- Important fields of implementation

**Travel Awareness:**

- Models of behavior
- Key elements of campaigns
- Potentials

**Excercises:**

- Software oriented measures
- Mobility plan for a company
- Mobility plan for a school

**Which PORTAL material was used?**

- Written material on Mobility Management and Travel Awareness
- The whole set of transparencies

<b>Separate / existing course</b>	Existing
<b>Optional / compulsory course</b>	Compulsory
<b>Name of the corresponding curricula</b>	Civil Engineering
<b>Participants' level</b>	Level 6, MSc graduate course
<b>Type of input</b>	Lecture / Interactive lesson
<b>Number of participants</b>	80
<b>Timing</b>	06/12/2002
<b>Exercises</b>	Working in groups, exercises No. 1,4,6
<b>Language</b>	Hungarian

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Website of institution and / or lecturer	<a href="http://www.uvt.bme.hu">http://www.uvt.bme.hu</a>
Language of lecturer	Hungarian, English
<b>Fields of expertise</b>	Public Transport: regulatory Framework Public Transport: Integrated Transport Chains Urban Traffic Management and Restraint Pricing Mobility Management and Travel Awareness