

MOBILITY MANAGEMENT TO PROMOTE SUSTAINABLE MOBILITY IN URBAN AREAS: LESSONS LEARNED FROM THE EUROPEAN PROJECT MOST “MOBILITY MANAGEMENT STRATEGIES FOR THE NEXT DECADES”

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1 THE MOST PROJECT – A BRIEF OVERVIEW¹

1.1 Aims and objectives

MOST stands for “Mobility Management Strategies for the Next Decades” and was a research and demonstration project funded by the European Commission, DG Energy and Transport (TREN), under the 5th Framework Programme. The project was operational between January 2000 and December 2002.

The project aimed to develop and to spread the concept of Mobility Management in several ways:

- Consolidating the know-how developed in previous national and EU-projects like MOMENTUM², MOSAIC³, INPHORMM⁴,
- Developing innovative Mobility Management strategies, especially in new fields,
- Initiating Mobility Management in Regions of Europe where it is not so well established,
- Developing and applying a European monitoring and evaluation strategy that enabled comparisons of all MOST research and demonstration sites and allowed to draw general conclusions,
- Analysing framework conditions to Mobility Management and, on this basis, formulating policy and implementation strategies and scenarios,
- Producing a framework and recommendations for the design and implementation of future Mobility Management applications,
- Spreading the concept of Mobility Management through sophisticated dissemination, training and exploitation strategies, and by using synergies with ECOMM (European Conference on Mobility Management) and EPOMM (European Platform on Mobility Management)⁵.

1.2 Conceptual framework and methodological background

Different strategies have developed, implemented, tested and measured at over thirty demonstration sites all over Europe (including a project in the region of Zug, Switzerland). The sites differed in the scope of their local projects and in their roles in MOST: demonstrators (large project), case studies (medium sized projects) and information providers (very small projects). The sites were grouped in 6 thematic fields:

- educational institutions (schools, universities),
- tourism (in rural areas or cities),
- health institutions (hospitals, centres for outpatients or disabled persons),
- site development (new or restructured sites like leisure or business parks),
- temporary sites / events (cultural and sports events, construction sites),

¹ see therefore : MOST, Final Report D9, 2003, <http://mo.st>

² MOMENTUM, Mobility Management for the Urban Environment, 4th Framework Programme, EC, 1996 - 1998

³ MOSAIC, Mobility Strategy Applications In the Community, 4th Framework Programme, EC, 1996 - 1998

⁴ INPHORMM, Information and Publicity Helping the Objective of Reducing Motorized Mobility, 4th Framework Programme, EC, 1996-1998

⁵ ECOMM is a yearly international conference on Mobility Management, which took place the first time in 1997 in Amsterdam. EPOMM is a international platform to promote Mobility Management. It was launched in 1999 by the EC, DG TREN and 7 member states.

- mobility centres and mobility consulting (for companies, cities or whole regions).

Different methodologies were used. The approach was twofold: For impact assessment data were collected to assess changes in mobility awareness and behaviour. Second point was the investigation of the process of implementation.

Compatibility was ensured by a developed Monitoring and Evaluation Toolkit, called the MOST MET, in order to have the possibility of comparability of results and to guide the demonstration sites with their monitoring and evaluation strategies. The impact assessment was conducted by monitoring five different categories of impact:

- changes with respect to knowledge of implemented Mobility Management services and instruments,
- changes with respect to usage of these services and instruments,
- changes with respect to acceptance and satisfaction with the implemented services and instruments,
- changes with respect to the mobility behaviour of individuals,
- changes on a broader system level (e.g. environmental impacts, reduction of congestion).

The implementation process was investigated by a total quality management tool, adapted during the MOST project. This helped to achieve an understanding of barriers and supportive factors for Mobility Management and helped to better interpret the results of the impact assessment. The tool served to investigate: leadership and project coordination, project design and strategy, human resources management, partnership and financial resources, processes and implementation.

1.3 Main results of the demonstration sites

The results in each thematic field can be summarised as follows :

Educational Institutions: Limburg (Belgium) and Surrey (United Kingdom) showed that promotion of cycling and walking services for school children works well, under the condition, that safety concerns of parents are taken into account (e.g. by organising walking or bike pools). Car free action days or week motivate pupils and parents in a playful way to reconsider their mobility behaviour (in Surrey, 30% changed their travel behaviour) and were very popular among parents (75% participation). During car free weeks in Limburg a doubling of amount of pupils using bicycles could be achieved. Long-term experiences showed a reduction in car usage between 6 and 16%, but sometimes reached up to 42%. In Barcelona (Spain), 50% of the university students appreciate the usage of the internet for mobility advice.

Tourism: Visitors can be motivated into using modes of transport other than the private car, when good advance information and coordination of modes for the leisure trips is provided (e.g. in Zug, Switzerland, where only around 20% of the visitors of the final event came by car). Malaga (Spain) and even the rather remote Sintra (Portugal) demonstrated that new public transport services for tourists work well: dedicated tourist bus lines (with improved facilities for intermodal change) attract rising numbers of customers (6000 tourist bus passengers monthly for a new bus line in Malaga, 10% increase in the usage of a shuttle bus in Sintra). Approaching tourists before they arrive in a city or town is extremely difficult. Consequently tourists must be provided with information by many different channels which requires the involvement of tourist offices and hotels. Specific smart cards for public transport hold a high potential (increase from 4'000 to 140'000 in usage within a year in Malaga).

Health Institutions: Discounted public transport passes for hospital employees in Sandwell (United Kingdom) helped to increase the share of public transport usage by 14%. Furthermore there was a huge potential for electric scooter usage (after a free test month, 38% of the users purchased a scooter). Navarra (Spain) and Sarajevo (Bosnia-Herzegovina) showed how barriers to transportation for disabled persons can be removed (e.g. through adaptation of 35% of the bus fleet in Navarra).

Site Development: New sites which attract visitors can manage to substitute car based trips by public transport or even by walking and cycling. At Karlstadt University (Sweden) cycle usage increased slightly from 41 to 43%. A business park in Malaga could report a reduction in car usage by 15% in home to work travel, with a heavy increase in the usage of the improved bus services (from 5'000 to 45'000 monthly bus passengers within 4 months). In Weissenburg (Germany), car free residential areas benefit from car sharing offers to the residents: only 9% of the residents used car sharing before they moved into the new site compared to 30% afterwards. 19% of the households gave up their car after moving, 90% of these are families with children.

Temporary Sites and Events: Temporary events can act to stimulate the introduction of long-lasting services. In Porto (Portugal) a growing proportion of the tourists seeking information at the tourism office also utilised the mobility advice offered (from 11 to 15% of those entering in the tourism office within 3 months). In Rome (Italy), three of the eight new pilgrims bus lines (originally only installed during the holy year 2000) were so well accepted that they are still in operation to serve regular tourists, inhabitants and commuters. Good promotion and a single ticket led to increase from 39'000 to

360'000 monthly passengers. In Leipzig (Germany), in-advance information and a mobility centre located directly on-site during construction work on tramlines, successfully helped to keep complaints of passengers at a normal level and to cope with information requests 3 times as high as usually. In Rotterdam (Netherlands), good coordination of public transport, shuttles, access restrictions and combined tickets reduced car usage by 38% on the day of the Rotterdam marathon with an increase in public transport usage of 60% compared to a normal day.

Mobility Centres and Consulting: Lund (Sweden) showed that comprehensive city-wide mobility management plans can create a sustainable mobility-friendly atmosphere. 9% of the inhabitants replaced car trips by more sustainable modes, resulting in a 1% reduction of car km per year compared to an increase of 1-2% in former years. The ten exemplary Health Bikers who decided not to use their cars, reduced the distances they travelled by car by 5'600 km within one year, and 56% continued biking after 12 months. A fitness test showed an improvement of 10% in condition. Rome (Italy) uses synergies to coordinate mobility services for a large number of companies. In Nottingham (United Kingdom), mobility services for a new target group, the unemployed, have been explored successfully. The satisfaction with the combined job and mobility consultancy was almost by 100% and 35% of the users indicated that taking public transport was the prerequisite for them to get to a job interview on time. Prague (Czech Republic) conceptualised the first mobility centre in an accession country (at that time) – based on the experiences of other mobility centres involved in MOST (Bologna, Wuppertal, Graz, Münster). These mobility centres reported an average of 30% for public knowledge of mobility centres and continuously rising customer numbers.

2 KEY FINDINGS AND RECOMMENDATIONS⁶

One important output of MOST was the elaboration of conclusions and recommendations for further Mobility Management projects on the base of the findings at the project sites. Those recommendations are referring to the planning, implementation and evaluation of Mobility Management services.

2.1 Starting Phase

Common sense, planning and good organisation are the base of every good Mobility Management project. MOST have shown that there are many issues to keep in mind when undertaking the various stages of the project. The initiation of a Mobility Management project is crucial and has a significant impact on its success.

Actors involvement

- One person or a group of persons must be identified as responsible of the project. The main role is to get the project started, to support it, and to guide and coordinate it throughout the various stages.
- The composition of the project team in order to have sufficient qualified staff during the whole project has to be taken into account during the initiation phase.
- Clear defined responsibilities within the project team and its constituents (as well as those of the partners and funding bodies less active on a day-to-day basis) will ensure that the project runs smoothly from the starting phase onwards.
- Partnership must be established with different stakeholders sharing a common purpose. Projects, where the support of stakeholders is not obtained in the starting phase can face serious problems.

Examples:

Sophisticated schemes for coordination between stakeholders have been elaborated by Leipzig and Rotterdam; they lay down, when to integrate whom for which tasks and, hence, provide clear guidance for anybody involved in the organisation of reconstruction of the tramlines in Leipzig or of the large-scale events in Rotterdam (European Championship, Marathon). By recruiting actors from all kind of partners, their competence for the assigned task was guaranteed.

Residents in the neighbourhood of the Rhodarium project in Bremen felt that their fear of increased traffic in the area was not sufficiently taken into account during the planning stage of the project. Some residents used their political influence to have the whole project reconsidered. Planned actions had to be postponed or replaced, a design of the plan – explicitly accounting the neighbours – had to be realised.

⁶ see therefore : MOST, Design,, implementation, monitoring and evaluation of future mobility management projects, D7, 2002, <http://mo.st> and MOST, Final report, D9, 2003, <http://mo.st>

Financial support

- The project team needs to have credibility in the form of recognised community support and/or political backing to obtain the support of funding agencies. The definition of a detailed or blueprint action plan might help gaining support and funding. A finding of MOST was that sites having a detailed action plan avoided problems of discontinuity due to personnel changes and gained financial commitment from key stakeholders more easily than those who didn't have a detailed action plan.
- Financial support might come from government bodies on different levels, public transport operators or the private sector (less frequently). Direct benefits in terms of image or cost savings should be considered as arguments when approaching the private sector asking financial support for Mobility Management projects. Especially at projects dealing with site-based Mobility Managements, private funding can be expected.

Example:

In Limburg, a bank and insurance company sponsored a Mobility Management project for schools. The financial support given for the production and printing of campaigning materials, seemed to be perceived as a benefit for the company in terms of PR and image.

Integration of policies

- The establishment of synergies with other local initiatives and policies directly or indirectly related to mobility can justify the start up of a Mobility Management project and help its implementation, as well as ensure its long-term viability. In this context it is essential to show a concrete link between Mobility Management and other issues of concern.
- The majority of the MOST project were not stand-alone projects but were well integrated into a wider strategy of the city or of a company. These sites demonstrated that objectives of Mobility Management were more achievable if they fit into a wider strategy with respect to issues such as sustainable urban development, tourism or environmental issues.

Examples:

All mobility management activities developed by the mobility centre in Lund fit into the overall LundaMaTs-sustainable transport plan of the city of Lund, with mobility management as one instrument of realising the plan. The overall aim of LundaMaTs is to reduce the 1990 CO₂ emission level by 5% by 2005, and by 20% by 2020.

At Sandwell General Hospital, transport is included as one of the strategies for change in the health improvement programme. Within this context, the hospital is not only interested in reducing congestion at the site but is also concerned about the environmental vehicle emissions. National health sector policy provides the supportive framework for this, as it requires hospitals to set up site travel plans for their employees.

The mobility management objectives of the actions in Sintra were closely linked with the aims of sustainable development due to the declaration of Sintra and its environment as a world heritage site. There is also a strong link with the tourism policy of the city.

Camden's Mobility Management services form an integral part of the council's Local Agenda 21 plan to promote sustainable development. The plan makes connection between housing, transport, waste, health, education and democracy. The Mobility Management projects primarily make connections between housing, transport and health.

Project definition

- The reasons, objectives and benefits of the project need to be clearly defined, otherwise overall justification of the project based on its level of success for the money spent will be very difficult.
- Successful MOST sites justified their project to funding bodies in a variety of ways. The fundamental reason for the project is always to address a tangible, well-defined problem related to mobility.
- Hence the first thing to do is to clearly define the problem that the Mobility Management project is trying to solve. This can be incorporated in a set of mission and vision statements. A vision states the organisation's / project's ideals. A mission statement is a short sentence that describes the basic function of the mobility management project in the society (in the city/region or at a site). It provides the basis for the definition of measurable objectives.

2.2 Implementation Phase

The implementation of a Mobility Management project is a two-steps process: *Planning* (base line studies and definition of objectives) followed by *Design* (of services and instruments, and the preparation of a Mobility Plan that integrates all aspects of both implementation steps and sets out what action is required to achieve the project aims).

Finally the implementation is achieved by following the Mobility Plan. In MOST the range of difficulties encountered by the sites during the execution of their projects is diverse, and the barriers can broadly be categorised as political, financial, social, economic and legislative.

Involvement of Stakeholders: Client and Users

Stakeholder are people, groups and or/institutions that have an interest in a specific Mobility Management project. They can broadly be subdivided into clients and users.

Clients

- Important clients are local and regional public transport (PT) providers. As many of the MOST sites dealt with the improvement of PT use by introducing new Mobility Management services, it was important to obtain during the planning phase all necessary information about the current public transport situation: existing services, missing links, use of the services, etc. Public transport providers played also an important role during planning and implementation as links to obtain information about the habits of “their” (public transport) users.

- A second important client to consider is the local and/or regional transportation administration. It has an important role as a supporter in all respects: logistics, information, defining the overall framework and transport situation. It also has far-reaching and direct involvement via manpower and financial input. In many of the MOST sites they have been a fully project partner involved from the initiation, the planning and design phase in city wide Mobility Management applications as well as site based applications.

- Site based Mobility Management, for instance related to a private company, needs the involvement of a third type of client: Selected departments of the specific company.

Example:

In the case of Leipzig the LVB (Leipziger Verkehrsbetriebe) took the lead in setting up Mobility Management activities. Three LVB-departments were involved in the planning and design stages of the actions that accompanied the reconstruction of the tramlines causing temporary interference with normal transportation and accessibility: departments of construction, transport planning and marketing. Consultation with the local shop keepers and residents were organised to see how the inconveniences caused by the public works could be minimised. To this purpose, a team of Mobility Management consultants was formed within LVB who received special training.

An example of interdepartmental cooperation is city’s administration of Navarra, where an Interdepartemental Committee including representatives from four departments has been established: health, transport and communications, social welfare and culture.

The Public Relations department of the Gebietskrankenkasse (GKK) has been supporting the Mobility Management team to present their ideas to individuals in the target group as well as to people within the city of Graz.

Users

- Involving the target group in the planning phase of the project is considered crucial for the success of the project. Although not always easy to obtain, user participation in the planning phase is the basis for promoting the planned activities, designing and adapting the services to the user needs, gaining interest or acceptance of the services implemented, gaining ownership of new initiatives or even starting off the active involvement of the user group.

- The MOST project identified a number of target groups which it wanted to direct its attention, namely students & pupils, staff & employees, tourist and visitors, disabled people, unemployed people and residents. These groups are characterised by either trip purpose, location, or socio-demographic characteristics. They all differ in the way they can play an active role in the planning and design phase of the Mobility Management process.

Examples:

In Rome, the success of the governmental initiative to enforce mobility plans for companies by law was not only based on attractive financial support and actual improvement of the accessibility of the companies by sustainable modes. Once employees of other (non participating) companies heard of their personal benefit of receiving reduced fares for public transport ticket in case their company participated, those employees started to push their employers to get active.

Athens assessed the likely acceptance of restricting the private car from the city centre during the Olympic Games. The city introduced two car free days in order to find out what residents thought of the scheme before its planned implementation during the games. A survey was carried out to test the views of the public about the car free event. Secondly, the local government within Athens carried out a set of interviews with local residents within the city to assess their reactions, in more detail, towards the car-free city centre proposal.

The Sarajevo example provides an alternative approach. Within the MOST project, the local government within Sarajevo have concentrated on providing mobility management services for physically disabled people. The city worked in partnership with various groups representing disabled people, transport providers, employers, business associations and non-governmental organisations. The partnership worked well in practise and the mobility needs of disabled people were clearly developed out and served as a base to develop tailor-made measures.

Analysis (Base Line Study)

- Analysis in form of a so-called Base Line Study is needed to target the project to locally important objectives, to address relevant user groups and stakeholders, to identify potential barriers and prevent negative side effects. If evaluation is planned, one part of the Base Line Study should help to collect “before” data in order to be identify changes when “after” data is available. The main issues to be addressed with a baseline study are:

- ⇒ *Mobility behaviour and the needs of target groups,*
- ⇒ *Accessibility of the site, city or region by different transport modes,*
- ⇒ *Existing mobility management services.*

Examples:

Malaga invested in a comprehensive analysis of the current situation during MOST. As a part of a broad study of transport infrastructure and mobility service needs in the region, a survey of 3500 tourists was organised to gain knowledge on the mobility behaviour and the needs of the tourists. This analysis served as a basis not only for Mobility Management measures but also for new infrastructure investments in the public transport system.

In the case of Surrey a written survey was used amongst the parents with children in the three schools involved. Parents were offered the opportunity to make their own suggestions for solutions to reduce their car dependency. These suggestions formed the basis for discussions in focus groups. In this way the parents were active involved in the planning and designing process.

In the bus rider project in Lund, the panel, consisting of 70 persons, had to fill in questionnaires before, during, shortly afterwards and one year after the test period. The usefulness of this panel survey was very high: A lot of information could be gained about the results, and leading directly to project improvements. The test persons were considered as a kind of ambassadors for the bus rider project.

Defining objectives

- Having undertaken a base line study, it should be possible to define project objectives, based on the defined project mission and vision statements. In MOST the objectives had to fit into at least one of the assessment levels, recommended for monitoring levels. Those where:

- ⇒ *Knowledge of Mobility Management services*
- ⇒ *Usage of Mobility Management services*
- ⇒ *Satisfaction with Mobility Management services*
- ⇒ *Acceptance of Travel Option*
- ⇒ *Experimental Individual Travel Behaviour*
- ⇒ *Satisfaction with Travel Option*
- ⇒ *Permanent Individual Travel Behaviour*
- ⇒ *System Impact level.*

- In order to be measurable for monitoring and evaluation it is recommended to set quantitative objectives.

Designing Mobility Management services

- The next step in the Mobility Management project development process is to decide on the services to be implemented in order to achieve the aims and objectives set. Services related to Mobility Management comprise: information and advice, consulting, organisation and coordination, transport related products & services, sales and reservations, awareness, motivation and education.
- It is important in this phase to explore the new developed services into existing Mobility Management activities or to explore the opportunities to combine them with more “hard” measures, like infrastructure investments in PT, provision of bike parking facilities, pricing or parking management measures. In this way soft Mobility Management services can achieve greater effectiveness.
- Consider also a mix of services covering different transport modes used in order to appeal to a broad audience (for example, include car sharing with car pooling as a safety net or back-up).

Examples:

An example of successful mix of mobility management services can be found at the GKK Graz, the Styrian Health Insurance Company, situated in the centre of Graz. The measures within the mobility plan focused both on the implementation of hard measures and on softer mobility management measure. A system of paid parking for the employees was introduced together with the construction of a new secure cycle parking facility with free access to the employees. An extensive awareness raising campaign and a transparent decision making process (so that everyone knew how the parking spaces were allocated and where the revenue would be spent) were crucial to gain the acceptance for the parking management scheme with the target group and with the company manager. The awareness raising action included (among others) personal mobility advice, events, PT information packages and free PT test tickets.

To provide a good mix of alternative choices was of spatial importance in Münster-Weissenburg where the objective was to develop mobility services for car free housing and to convince residents to participate in this project. Here, various new services were set up such as car sharing, bike parking facilities, and a time table information for PT.

PTA Malaga (a business park) used the results of staff questionnaires to convince public transport operators to improve their services. Two new bus lines serving the park were introduced and the time-table was modified to better meet the needs of employees at the business park. The number of public transport users increases from 5% before introducing the measures to 12% after implementation.

The mobility awareness projected targeted at families in Zug, undertaking weekend tourism activities in the Canton of Zug, was highly innovative. Round trips, which could be undertaken using sustainable modes of transport (train and bus to bicycle, foot and by boat), were identified. They were publicised at several Action Days during which mobility data was collected from the families via a competition for children. The publicity campaign for the round trips and Action Days was extensive, involving the distribution of information brochures, flyers, posters and by holding a press conference. More than 450 people participated in the Action Days, 700 people attended the final event, and 80% of the families undertook the round trips without using their cars.

2.3 Monitoring and Evaluation Phase

Evaluation is a part of the Mobility Management process and should be integrated. This to allow practitioners to gather valuable information on the performance and outcome of measures implemented. The audience for the monitoring and evaluation results are the users, local policy makers who supported the project, funding organisations that invested in the project (or future potential funding organisations), regulators who require Mobility Management plans or activities, peer project managers who want to compare themselves to other projects and to learn about the project and its effectiveness, researchers who want to document project efforts based on cross-cutting studies.

General Recommendations

- One critical finding from MOST is the need to integrate monitoring and evaluation in the early planning stages of a Mobility Management project or programme.

- In gauging progress of the project in comparison to specific objectives and the general goals of the project, evaluation can be used to modify and improve the project.
- If the objectives are quantifiable, evaluation tools can measure the specific progress of the Mobility Management effort against these tangible objectives.
- The evaluation of Mobility Management results in given area should consist of a combination of soft and hard findings. Soft results might include implementation experience, fulfilment of overall goals, levels of awareness, and user satisfaction with services provided. Hard results might include fulfilment of measurable objectives, travel behaviour change, and increases in the use of sustainable modes.
- Project monitoring involves both documentation of staff activities (hours of operation, staff hours, contacts made, etc.) and the monitoring of user responses.

Examples:

Many MOST sites did not implement before surveys, but relied on other travel surveys of the same group or performed a single “after” survey that asked about current travel behaviour and retrospective questions about previous (before) behaviours (as in the case of Sandwell). Given the nature of target populations, especially tourists, standard written or telephone surveys were impractical. Some sites used personal interviews or surveys. Some rather innovative techniques were used as well. In Zug, travellers making car free tours were rewarded for returning a form that included a retrospective travel question. At PTA Malaga, an e-mail database of all employees was used to conduct a before and after survey and achieved a very high response rate. Sandwell attached their survey to all employees monthly pay notices.

The Mobility Centres in Graz, Wuppertal and Münster have tracked knowledge of the centres and their services and usage of those services for many years. In Wuppertal, annual citizen survey have shown a steadily increasing knowledge base among residents.

Awareness of Mobility Management Instruments and Services

- Since one fairly consistent objective of many MOST sites was to raise awareness about sustainable modes of transport, some sites sought to gauge awareness via surveys.

Examples:

In Wuppertal, as a part of the city wide survey of all municipal services, awareness and usage of the MobiCentre has increased. In 1995, 25% of residents were aware of the MobiCentre and 48% of which used the services. In 2001, 40% of the residents knew about the centre and 57% of which used the services.

Usage of Services

- A primary monitoring activity involves the collection of data on the use of Mobility Management Services. Since the most popular service within MOST was information and advice, many sites tracked the number of inquiries received and the type of advice provided.

Examples:

In Münster, the Mobility Centre has tracked the proportion of information requests separately to that of providing advice, the latter being a more interactive and less passive function. They have shown that the proportion of the more active advice function has grown from 55% of all requests in 1998 to 67% in 2001.

Measuring Customer Satisfaction

- Given the customer-orientation of many Mobility Management services, it is important to know if the customers served are satisfied with the received services. Many MOST sites performed customer satisfaction surveys as a follow-up to the information, advice and other services provided.

Examples:

In Leipzig and Bologna, the mobility services were operated by the public transport company and one of their aims was to minimise complaints about services and advice provided. Tracking of complaints by both sites seems to result in a

positive outcome: e.g. during the reconstruction of the tram network, the PT provider in Leipzig was contacted 8 times as often without any increase in the amount of complaints.

Surveying Users and their mobility behaviour

• The collection of data on mobility behaviour is valuable to gauge the impact of the Mobility Management services on the use of sustainable modes: Did car drivers actually change their mode choice and switch to another more sustainable mode? The surveys can be conducted in many ways, including: telephone, mail-back, personal interviews, and e-mail.

Examples:

In Bremen, visitors to the botanical gardens were surveyed at the nearest tram stop and at the café within the park. In Zug a mail-back survey was used, giving the participants small incentives if they returned their car free itinerary document completed with answers to several travel behaviour questions.

Measuring physical impact on a system level

When many people will change their travel behaviour impact will be shown on a broader system level, e.g. regarding the whole city: congestion, fuel consumption, noise and pollution might be reduced. The ultimate impacts on environmental issues are most important to convince the broader public and politicians.

Examples:

For example, a proportional reduction in car use was estimated for Karlstad, PTA Malaga, Camden and Limburg in a range between 12-16%. On the basis of the data collected by PTA Malaga, a reduction of vehicle km of 10'800 km per day could be estimated for the entire business park (4000 employees). Lund saved 4'300 car km per health biker and year and an additional 2'800 km for each of the bus riders. In Camden, air quality, noise reduction and traffic flows (congestion) is monitored during the car free days. The results gave a indirect insight in the influence of such activities: even on a daily basis effects for air quality can be measured.

3 MOBILITY MANAGEMENT AN EFFECTIVE STRATEGY: PROMOSING EVIDENCE AND RESULTS

When looking at the large variety of results of MOST, evidence could be found on different levels. Sites managed to:

- Increase awareness
- Promote Mobility Management and its different options among decision makers, financing bodies
- Develop new mobility services
- Enhance the accessibility of certain destinations and, hence to increase opportunities for modal choice
- Increase the use of sustainable modes (or slow down / stop a negative trend)
- Reduce car use (or work against the continuous growth)
- Address traffic and air quality problems

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The MOST Project: Mobility Management Strategies for the Next Decades, see: <http://mo.st>