



# Mobility Management

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# The definition of Mobility Management according to EPOMM:

*“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 change of attitude towards sustainable modes of transport. These tools are usually based on information, communication, organisation, co-ordination and require promotion.”*



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# Mobility Management

is about different ways to rende more efficient use of transport and infrastructure. *The purpose is to influence the travel or transport before it has started.*

is an addition; a mode to strenghten and rende more efficient new or already existing technical sollutions. That MM sometimes can eliminate the need of new infrastructure is a bonus not a rule.

can be seen as the software (knowledge-, attitude- and behaviour influence) that can lead to a better use of the hardware (Physical measure)



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# Mobility Management

Collaboration is necessary

Demands the collaboration between at least three competences: traffic, environment, information

The process is an important part of the work. Due to the working model where different persons and groups are involved, will the work itself start new processes that leads to further effects



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# To think about...

- What does Mobility Management mean to you?
- What are you doing with MM today?
- What are you not doing?
- Who is responsible?
- Which are the five most important parts in the field of Mobility Management to reach a sustainable travel mode?
- The symptom is an effect of the problem. Where do you put the focus – on the source of the problem or on the symptom?



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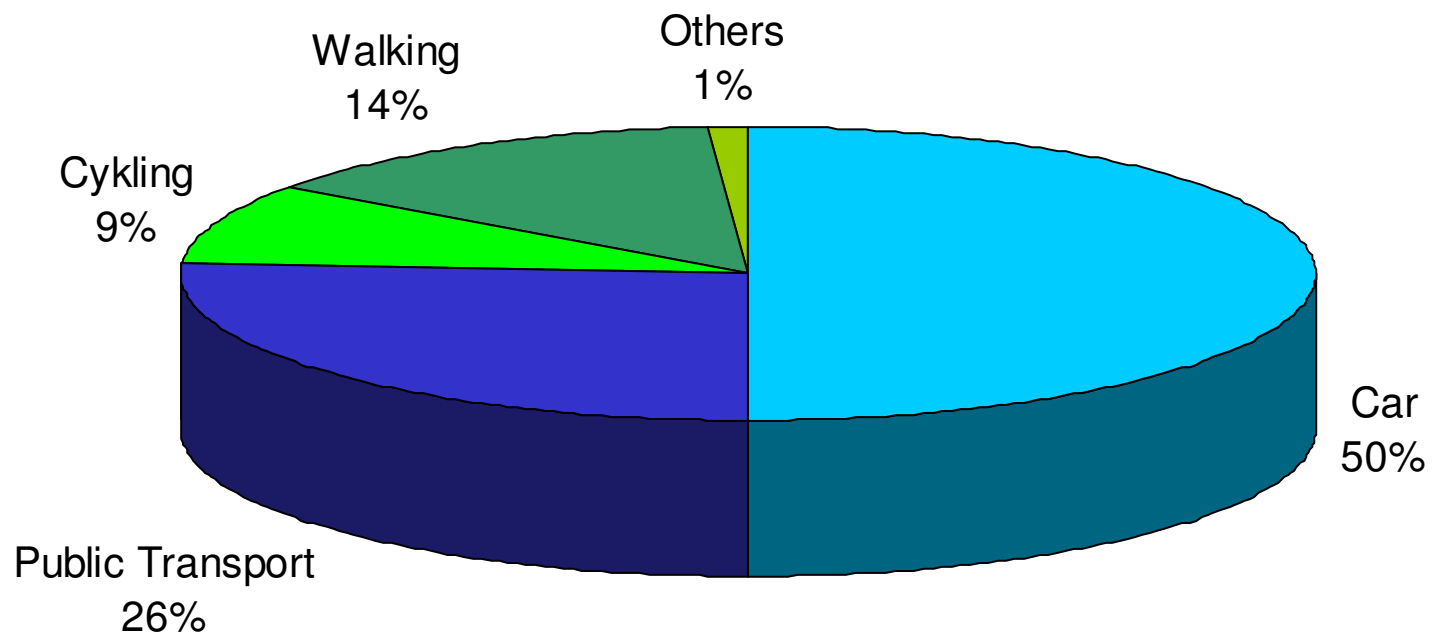
# The Göteborg Example – from Environmental Zone to Mobility Management



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# How do we travel in Göteborg? (RVU 2006)



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# Car trips

- 50 % of them are shorter than 5 Km



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# Potential

- 1100 trips per person and year to influence



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# Mobility Management in Göteborg?



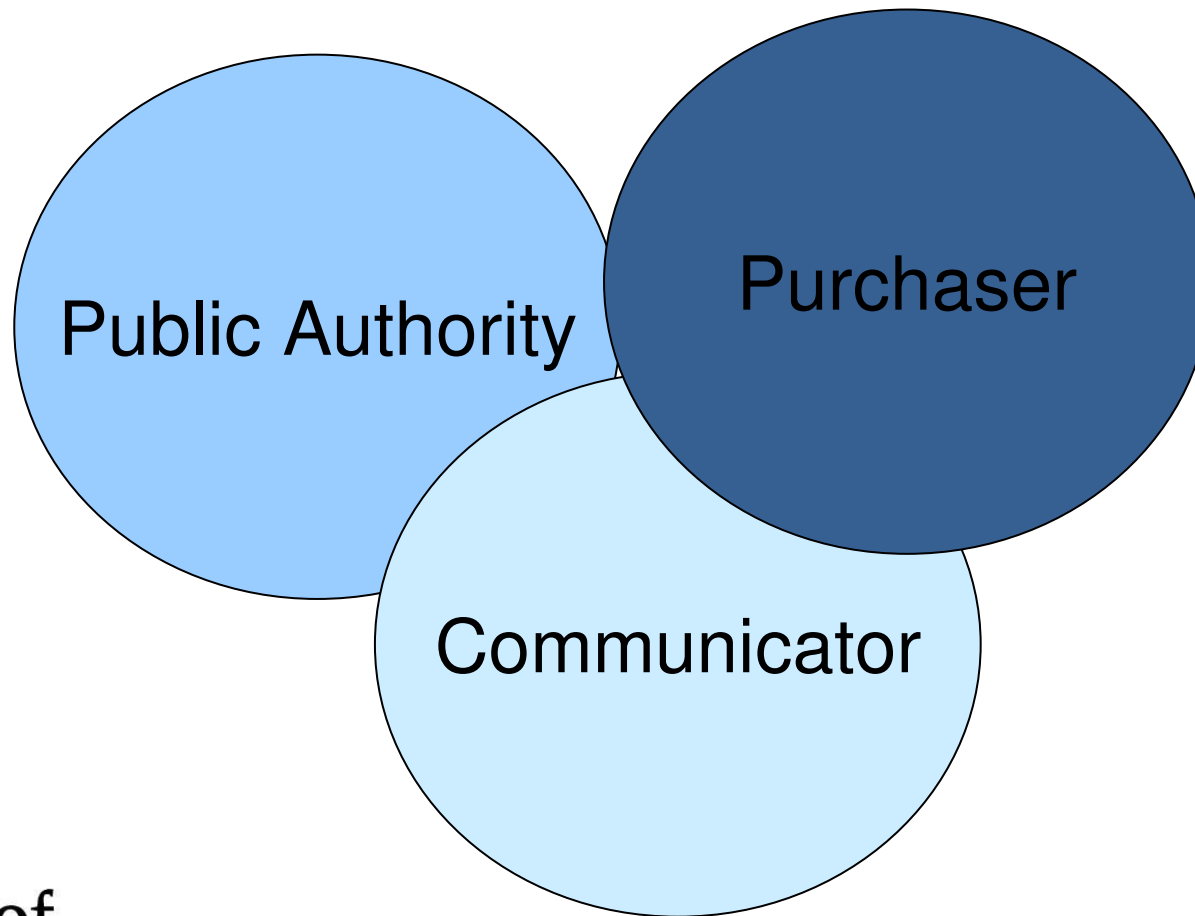
- Efficient, safe and sustainable mobility
- Increasing walking, bicycling and public transport
- Trying out new methods, collecting knowledge
- Sharing of experience



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# ROLES TO PLAY

TO REACH OUR GOAL

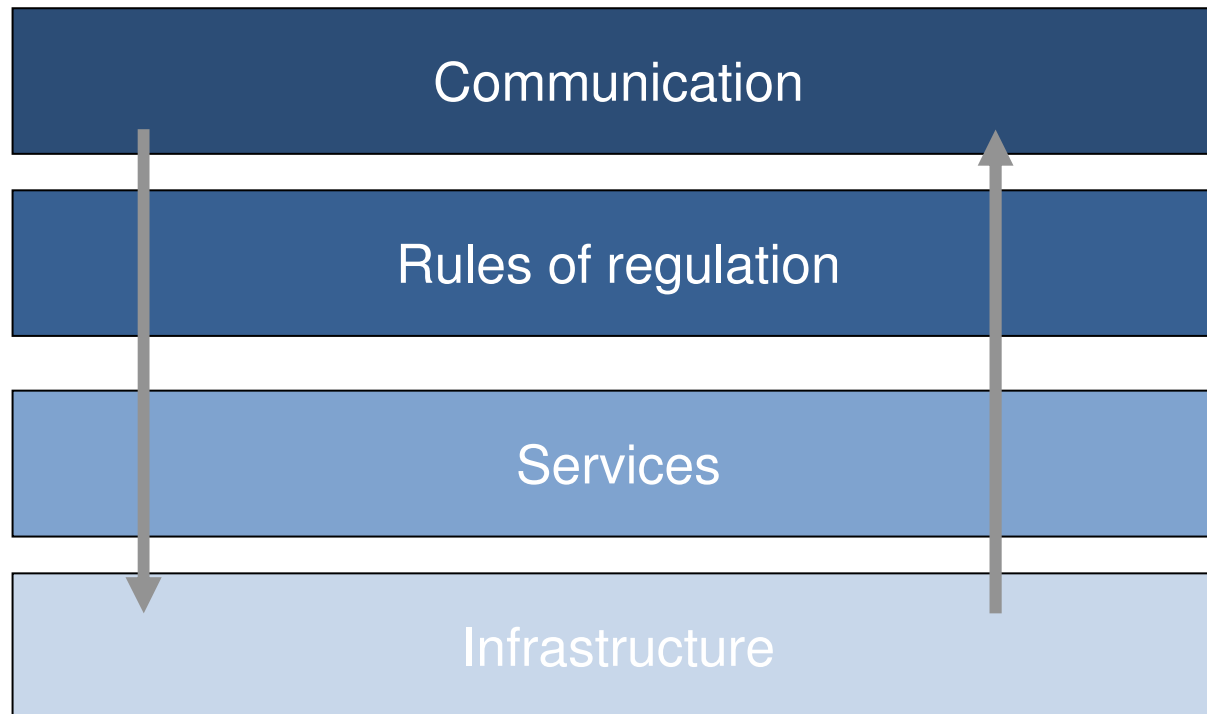


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# THE TOOLS

## TO REACH THE GOAL



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Car Sharing

Bike Sharing

Public Transport

# Multimodal Travel Pattern

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# Workplaces

- Meetings with Managers
- Web travel survey at > 40 Workplaces, 20 000 persons
- Transport Information to Employees
- Lunch Meetings
- Network of Companies & Public Workplaces



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# Private Individuals

- Mobility Centre
- Individualised marketing of 130 000 households
- Mobility newspaper
- Mobility Coaching
- Bike week
- European Mobility Week



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# Children & Youth

- School material for all ages (6-19 years old)
- Training for teachers
- Walking & Cycling to School Campaign
- Young Rider – Safe Moped Campaign
- Don't Drink & Drive Campaign



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# Inner City Freight Distribution

- Local network with stakeholders from the whole freight distribution chain
- Pilot with incentives for increased load factor in inner city distribution
- Consolidation scheme for University campus area
- Freight flow study for the Göteborg area



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# Cycling gaining status



Arkitekt: Dissing & Weaiting AS



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# Car-sharing gaining status



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# Public Transport gaining status



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Thank You!

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- What are you not doing?
- Who has the responsibility?
- Which are the five most important parts in the field of Mobility Management to reach a sustainable travel mode?

