

Mobility Management



Traffic lights biker by Andreas Gessi

Definitions

Mobility Management is an innovative demand-oriented approach to passenger and freight transport. It involves building partnerships and using a set of "tools" to support and encourage a change of attitude and behaviour among transport users towards using sustainable modes of transport. Mobility Management requires information, organisation, co-ordination and effective marketing and promotion. It complements traditional traffic system management and (infrastructure orientated) transport planning to achieve a modal shift away from unsustainable vehicle use.

Context and Policies

Mobility Management aims at changing behaviour. Mobility management is emerging internationally as an effective method for reducing car use, traffic congestion, pollution and greenhouse gas emissions as well as improving health and safety, urban development and social equity.

Mobility Management is particularly appropriate in developing country cities, because of its low costs and multiple benefits.

Traditionally, Mobility Management focussed on changing travel behaviour at a very localised level.

- Because of its demand-orientated approach, Mobility Management considers alternative transport modes (public transport, collective transport, car-pooling, cycling, walking, etc.) as "products" that have to be marketed.
- It works with specific "clients" or "client groups", defined according to trip nature and purpose (home-school, home-work, shopping, leisure traffic), and the "traffic generators" or the sites or activities that attract the traffic (city centres, companies, schools, tourist attractions, events, shopping centres, residential areas, etc.).

- Because each "site" is different, Mobility Management generally works with site- specific mobility plans.

Increasingly, Mobility Management is now being seen as a new way of managing urban transport as a whole - pulling together traditional mobility management approaches with public transport improvements and traffic management measures (including congestion charging and traffic calming). The main aims of mobility management can be summarised as follows:

- to encourage a change of attitude and behaviour towards greater use of sustainable transport modes (public transport, collective transport, walking and cycling);
- to improve accessibility for all by improving the conditions for sustainable travel modes;
- to satisfy mobility needs by using existing transport infrastructure and land use in a more efficient and integrated way;
- to reduce traffic growth by limiting the number, length and need for motorised vehicle trips;
- to improve interchange between transport modes and facilitate the interconnection of existing transport networks; and
- to improve the social attractiveness and increase the economic efficiency of the entire transport system.

Issues

- Mobility Management aims at changing behaviour but such change is often associated with restrictions and sacrifices as well as being criticized for placing unfair restrictions on car use.
- Good marketing is therefore necessary to convey a positive message, emphasising the advantages and benefits of using sustainable modes.
- The relation between mobility and urban structure is interdependent. While cities generate the transportation systems they require to develop, mobility demands and transport system responses shape urban form.
- Instead of improving mobility, many urban transport systems are denying access to increased economic benefits, greater social interactions, and higher qualities of life for many citizens of the developed world and for most citizens of the developing world.s.

Actions

Traditionally, Mobility Management focussed on changing behaviour. Increasingly, Mobility Management is now being seen as a new way of managing urban transport as a whole - pulling together traditional mobility management measures with public transport improvements and traffic management measures (including congestion charging and traffic calming). Hence, mobility management actions can only really be effective within the context of the whole urban transport system for any given city.

A well-planned mobility management plan rations road and parking space more efficiently, and improves travel options, ultimately making everybody better off overall, including people who shift to alternative modes and those who continue to drive.

Many cities in Europe are developing mobility management measures - in some cases these are comprehensive in nature; in others, they are isolated examples. The European Union, in particular, has sponsored many important projects designed to identify policy measures that can promote mobility management, including:

- MOST (Mobility Management Strategies for the Next Decades);
- PIMMS (Partner Initiatives for the development of Mobility Management Services);
- SMILE (Sustainable Mobility Initiatives for Local Environment); and
- TAPESTRY (Travel Awareness, Publicity and Education supporting a Sustainable Transport Strategy in Europe).

In order to facilitate coordination, the EU has established the **European Platform on Mobility Management**.

The European Commission announced the adoption of a Green Paper on Urban Mobility in September 2007 and The European Parliament adopted a Resolution on the Green Paper on 9 July 2008. The Green Paper addresses the main challenges related to urban mobility by 5 themes:

1. Free-flowing towns and cities;
2. Greener towns and cities;
3. Smarter urban transport;
4. Accessible urban transport, and
5. Safe and secure urban transport.

In addition, the Green Paper looks at means in order to help the creation of a new culture for urban mobility, including knowledge development and data collection, and addresses the issue of financing. An Action Plan (adopted by the European Commission on September 30, 2009) proposes short- and medium-term practical actions to be launched progressively until 2012, addressing specific issues related to urban mobility in an integrated way.

Key Documents

- **Mobility 2001: world mobility at the end of the twentieth century and its sustainability**, 2001, The World Business Council for Sustainable Development (WBCSD), (Switzerland).
- **Mobility 2030: Meeting the challenges to sustainability**, 2004, The World Business Council for Sustainable Development (WBCSD), (Switzerland).
- **Mobility Management: Sustainable Transport: A Sourcebook for Policy-makers in Developing Cities (Module 2b)**, 2003, Todd Litman, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, Eschborn, (Germany).
- **Mobility Management Performance in Partner Regions and in the EU**, 2006, London Borough of Bromley for PIMMS (Partner Initiatives for the development of Mobility Management Services), (UK).
- **Mobility Management: Transport & Mobility Training for Energy Agencies and Local Actors**, 2006, Sara Van Dyck (Mobi21) and Ilse Vleugels (Mobi21), e-Atomium, (EU).
- **Mobility Management User Manual**, 1999, MOMENTUM / MOSAIC partners (EU).
- **Safeguarding Mobility - Transforming Transportation**, 2005, Commission 4 Urban Mobility Management, Metropolis (Germany).
- **Smarter Choices - Changing the Way We Travel**, 2004, Sally Cairns, Lynn Sloman, Carey Newson, Jillian Anable, Alistair Kirkbride and Phil Goodwin, Department for Transport (UK).

- [Towards a new culture for urban mobility \(Green Paper\)](#), 2007, European Commission, Brussels (EU).
- [Towards a new culture for urban mobility: Action Plan](#), 2009, European Commission, Brussels (EU)
- [Towards a new culture for urban mobility, Staff Working Document, \(Green Paper\)](#), 2007, European Commission, Brussels (EU)

Key Presentations

- [Sustainable Urban Mobility in Europe: Key Ingredients for Success](#), 2008, Peter Midgley, Global Transport Knowledge Partnership (gTKP), (UK)

Useful Links

- [2009 Annual Urban Mobility Report](#) (Texas Transportation Institute, USA).
- [EPOMM: European Platform on Mobility Management](#) (Belgium).
- [European Mobility Week](#) (Belgium).
- [Mobility: A city in motion! A traffic-simulation game](#) (Germany).
- [PIMMS: Partner Initiatives for the development of Mobility Management Services](#) (UK)
- [The City Fix: Exploring Sustainable Solutions To The Problems of Urban Mobility](#) (USA).
- [Toolbox for Mobility Management Measures in Companies](#) (Belgium).