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Dear reader,

on 30 September 2009 the European Commission adopted the [Action Plan on Urban Mobility](#), to be implemented between now and 2012. This Action Plan identifies 20 actions, centred around six themes, to support local, regional and national authorities in achieving their goals for sustainable urban mobility. In this e-update, we highlight some points of our official reaction and provide examples of how measures from the Action Plan are being already implemented.

## ATTENTION, award submission deadline extended



The deadline for the application for the Pan-European Workplace Mobility award (PEWTA) has been extended until 8 February. Find more information [here](#).

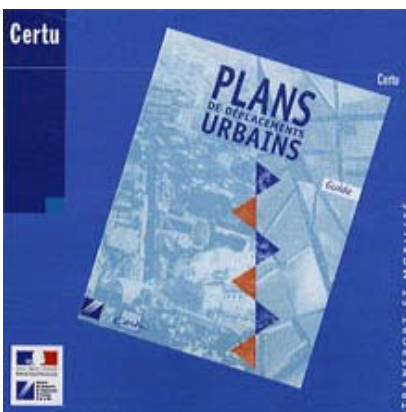
## EPOMM presents its reaction in Brussels



Neil Scales (right) with Marcel Rommerts at the reception

EPOMM organised a reception in the European Parliament hosted by Brian Simpson, MEP, chair of the Transport Committee in the European Parliament, with speeches from Magda Kopczynska - Head of Unit, Clean and Urban Transport DG TREN and from the EPOMM President Neil Scales. See a brief report on this [here](#). EPOMM welcomed the adoption of the Action Plan. EPOMM appreciates the non-compulsory character of measures, thus respecting the principle of subsidiarity. The Action Plan promotes integrated policies, which underlines the central role that mobility management should play in urban mobility policies.

## Action 1: Accelerating the take-up of sustainable urban transport plans (SUTPs)



EPOMM suggests the EU to define key indicators for comparative analyses of mobility policies, minimum quality targets and to provide financial incentives, trainings or foster twinning arrangements. EPOMM is willing to share its experience in the field of networking and the exchange of best practices with the European institutions.

*The PDUs (Plan de Déplacements Urbains) in France aim to strengthen coherence between urban development and transport policies. The local authorities responsible for formulating the PDU must adapt and identify the objectives of reduction the nuisances generated by automobile traffic within their own perimeter of competence, then define a number of actions capable of achieving them. These pre- SUTPs have become a well-established instrument for integrated local planning. It has widened the consideration of cross-sectoral transport implications and established consultation with stakeholders and citizens as common practice. Read [here](#) a detailed assessment on the PDU in this document from the French EPOMM-member CERTU.*

*Portugal also starts from the 'integration vision' for their future SUTP framework.*

## Action 3: Transport for healthy urban environments

EPOMM invites the European Commission to promote cycling and walking through its work on public health.



Foto: Michael Praschl

As part of an integrated mobility approach, there are many activities to encourage cycling in Austria: the klima:aktiv mobil programme in Austria offers incentives for greener transport. E-bikes are successfully promoted. Austrian cities take complementary measures. Vienna is tempting cyclists by offering them a eco-bonus of 70 € to buy a new bike, in exchange for their old one. Find out more at [www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)

## Actions 10-13: Greening urban transport



EPOMM emphasises the need to complement technical approaches with cultural-behavioural change approaches in order for measures to be effective.

A good example, addressed towards the elderly, is Gothenburg in Sweden: As in many European cities, Gothenburg tries to address needs of the elderly in public transport. Since early 2008, more than 65.000 senior citizens have obtained a free pass for municipal public transport out of peak periods. In this way the city integrates social inclusion and energy efficient mobility. Find out more at [www.aeneas-project.eu](http://www.aeneas-project.eu), a EU-project that specifically addresses the mobility needs of the elderly.

## Action 16 and 17: Upgrading data and statistics on urban mobility, setting up an urban mobility observatory



EPOMM would encourage the European Commission to make a more systematic and effective use of information already available within networks, platforms and projects. Good examples are already found at the EPOMM and ELTIS websites (see [case study database](#), [download centre](#) or [tools for practitioners](#)). CIVITAS is a well known network that show their efforts towards a more sustainable nearby future and has a large network of innovation. For the CIVITAS cities see [www.civitas.eu](http://www.civitas.eu).

All schools in Sutton have a "School Travel Plan" and more than 100 Sutton businesses have a Workplace Travel Plan. The £5 million campaign is the largest and most ambitious campaign of its kind undertaken in Europe. Consequently, they won one of the CIVITAS awards in 2009, see [here](#).

## Actions 19-20: Optimising urban mobility



EPOMM wants to encourage investments in alternative public transport and soft transport modes in cities. A solid cooperation between authorities and business is essential to develop a new mobility culture and behaviour.

A new innovative example for a business initiative In the Netherlands was the introduction of a personal Mobility Budget. This allows employers to offer their employees (that normally use the company car) more transportation choices (car pool, train, taxi, private car etc.). This proved to be quite successful in reducing the number of car trips. There was (and is) a triple benefit: For the employer it means cost control and administrative simplification. The employee gains time, general well-being, and can save on personal travel budget. Finally, the environment benefits from the positive modal shift and the economy in general from the reduction in congestion. EPOMM will organise the exchange of knowledge on the potential benefits of this tool to other countries.

Find out more at Mobility Mixx [here](#).

In conclusion, EPOMM appreciates the concrete step towards a more sustainable mobility represented by this Action Plan and underlines the need to respect the characteristics of each Member State in its implementation, the need for a strong partnership with experts and the importance of an efficient use of available resources.

For the text in detail please click [here](#).



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