

Dear reader,

In the last e-update information could be found on mobility management for companies. The National Focus Points in France, UK, Sweden, The Netherlands and Spain have spent some time discussing a related topic in November, namely, mobility management for administrations. As any employer they must consider the most efficient actions to influence the mobility behaviour of their staff. Next to that, administrations should set an example to other companies and organisations. On [EPOMM](#) you can read what mobility management includes for administrations.

In this e-Update we provide you with some examples of recent developments, research or striking initiatives. On the [EPOMM website](#) you can find regularly updated case studies and interesting examples on mobility management for companies and administrations.

We would appreciate [feedback](#) on the e-update and the website; also feel free to forward it to other persons so they have the possibility to [subscribe](#). If you do not want to receive the e-update any more, please [unsubscribe](#).

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The situation in Spain



In Spain there is no regulation regarding Mobility Management for Administrations. Like in any other work place, MM management measures are only taken at their own initiative.

In the framework of the European Project [SUNRISE](#), the city of [Terrassa](#), has developed a flexible transport service based on advanced car-pooling service for Terrassa's City Council staff. More details on Terrassa's car-pooling scheme can be found [here](#). After the project completion, the initiative was expanded to serve, first other large companies located in the city, and finally the whole city population by means of a car-pooling service open to all citizens (<http://www.compartir.org/terrassa>).

The situation in the Netherlands



The City of Alkmaar was an early adaptor of 'Mobility Mixx', now a daughter company of a large car lease company. Mobility Mixx provides services for business trips. Users get personal travel advice which compares car and public transport (time and costs). With the mobility card they can make use of public transport, taxi, OV-fiets, parking facilities near railway stations and pool cars. When all pool cars are in use, rental cars are put in place. With Mobility Mixx employees have a personal freedom to make use of the most fitting travel options. Moreover, one important reason to travel to work by car disappears: (incidental) business trips. The results for the City of Alkmaar: in business trips the number of car trips decrease with 23% (train: + 127%). The trips made by car are made in clean pool cars. The use of public transport and biking to work increased, so less parking space is required.

Experiences of the city of Alkmaar on <http://www.mobilitymixx.nl>

The situation in the UK

works perks



Nottingham City Council is in the same position as many local authorities. It is competing against neighbouring councils for staff and has to attract and keep workers in a market brimming with major firms. The council has responded by developing a benefits package and promoting attractive flexible working options. In October 2005, Nottingham launched its new benefits package, 'Works Perks'. The scheme offered staff many benefits previously unheralded in the public sector. Tax-free initiatives are paid for out of the employee's salary before they are taxed. Staff could get:

- childcare vouchers
- cycles for travelling to work
- home computers

Nottingham City Council were aware that they needed to keep their benefits scheme alive. With marketing partners P&MM, they developed another tax-free benefit: 'Greentravel2work', which offers employees savings on bus travel to work. Further, the Employee Citycard can be used for greentravel2work bus travel on Nottingham City Transport. In addition it allows staff to obtain discounts on products from over 90 different firms. Works Perks also offers traditional flexible working options. Many employees consider this to be of real help for their work-life balance.

Based on: <http://www.idea.gov.uk>

Works Perks-flyer: <http://www.nottinghamcity.gov.uk/workspersksflyer.pdf>

More information on Green Travel 2 work: <http://www.nottinghamcity.gov.uk>

The situation in Austria

**Mobilitätsmanagement
in der öffentlichen Verwaltung**
WIN-WIN für VERWALTUNG und UMWELT
Sprit sparen + CO₂ sparen + Gewinn für Verwaltung und Umwelt!



There is no legal obligation to implement MM plans for administrations. The main supportive programme for MM in Austria is klima:aktiv mobil. It is an Austrian initiative for climate protection, launched by the Ministry of Agriculture and Forestry, Environment and Water Management.

It has several programmes:

- action programmes: tailor-made information and counselling programmes in the field mobility management for schools, companies, leisure and tourism, eco-driving, municipalities, developers and also for MM in public administrations
- awareness raising campaigns: for cycling, public transport and eco-driving
- support programmes

The programme for public administrations offers the following:

- free expert consulting
- financial support in the field of commuting, business trips, car fleets and logistics
- training courses

Public administrations and utilities in six Austrian "Länder" (provinces) are already implementing mobility management successfully.

A general problem is that, MM measures "only" focussing on employees (their commuting and business trips) seem to bring relatively low CO₂ emissions reduction figures. This changes as soon as the vehicle fleet of an administration is concerned (fuel switch and/or more energy efficient vehicles). In public administrations it usually takes longer than in private enterprises until MM measures are tackled/implemented (due to more complicated decision finding processes)

But MM in public administrations is nonetheless important for its "role model function"

Link to the programme: www.klimaaktivmobil.at (in German language only)

The situation in France



In France, a regional French agency based in Paris, ARENE has set up a guide on recommendations on implementing a mobility plan for administrations with many examples and case studies. It puts a very clear description of the French legal context and promotes the objectives at stake and the good results that can be reached. The on-line guide will be available soon.

Talked about...



"Mobility management at the destination (the last urban mile) for long distance travellers is one of the priority challenges to increase intermodality."

LINK Working Group Meeting on 'Last Urban Mile', Utrecht, the Netherlands 26 November 2007. LINK, the European Forum on Intermodal Passenger Travel will be focusing more on this issue the coming years.

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