

Comments and recommendations on the forthcoming Green Paper on Urban Transport EPOMM, 30 May 2007

EPOMM, the European Platform on Mobility Management welcomes the forthcoming European Commission Green Paper on urban transport and believes that sustainable mobility is a prerequisite for achieving a better quality of life in all cities across Europe. EPOMM is convinced that a new approach is needed in order to achieve the ultimate goal of building a competitive Europe while fighting climate change, enhancing energy efficiency and coping with demographic change.

EPOMM encourages the European Commission to support Mobility Management as the management of demand through a combination of incentives and disincentives in order to optimise the utilisation of transport capacity towards the creation of sustainable cities.

1. Urban Transport - the problem

Nowadays, the majority of transport planning in Europe is delivered mainly through two approaches:

- Reactive: demand already exists and supply is subsequently delivered. This methodology is often the result of poor policy integration between land uses planning and transport.
- Predictive: The predictive methodology works on the market basis of supplying transport to meet the predicted demands of future demographic scenarios.

These two methodologies are based on economic growth principles but are fundamentally flawed in modern Europe. A shortage of space coupled with a rise of transport demand linked with economic growth as well as global environmental concerns mean that this way out of congestion is no longer an option, especially if we consider that supply always acts as an incentive to demand.

A new comprehensive response to these challenges is needed to meet the change in emphasis toward sustainability.

2. Sustainable Urban Mobility - the comprehensive solution

The new approach resulted from these considerations and engenders a genuine integration of policy: between transport modes, between different disciplines (i.e. land use, transport, finances), and between different levels: on site, local, regional and national.

It is therefore essential that any modern city develops a transport strategy that is clearly linked to the land use policy and has a focus not only on service and infrastructure provision but on genuine demand management through mobility management strategies.

- **What is Mobility Management and why encourage the European Commission to foster this approach?**

Mobility Management is the organisation of smart and sustainable travel and transport. Mobility Management offers a toolbox of instruments and measures that use a combination of both restrictive and incentive-based policies aimed at influencing individuals' transport choices with the key aims of:

- reducing the need to travel
- changing the times that journeys are made
- changing destinations of journeys
- changing the mode used for the journey

Increasing the cost of travelling by a specific mode can influence the individual choice. Road pricing, congestion charging, low emission zones and parking charges are some examples of fiscal disincentives to car use that cities are already applying across Europe. High Occupancy Vehicle lanes, those lanes where only cars with 2 or more people can travel, work well in the USA and incentives more efficient use of the existing road capacity.

MM contains a portfolio of policies much less well known and implemented across Europe which seek to influence individual choice through incentives, education and smart organisation. These policies, while often led by transport teams, seek to share responsibility for the transport solution with the individuals, the businesses they work for, the schools they attend and the communities they live in. The underlying theory being that if an individual makes the choice (as opposed to being forced because of cost) then that behaviour is more sustainable over time.

The key programmes in this area are School Travel Plans, Work Place Travel Plans, Event Travel Plans (e.g. Netherlands-Belgium Euro 2000, London Olympics 2012), Residential Travel Plans and Travel Awareness. These programmes create a demand for other innovative solutions such as home delivery, car sharing and flexible working.

They also work well in combination with other MM-fields: multimodal travel (car-PT, Bike-PT), multimodal information systems (such as mobility centres), carpooling, vanpooling, P+R, E-work, E-school, E-meeting, ICT facilities, parking policies etc.

- **What can be achieved**

Results obviously vary from place to place, however, there is significant evidence that these solutions can cut demand for car transport by over 10% across urban areas and by 30 à 50% on specific sites (e.g. inner cities) - thus making cities more attractive and competitive.

- **How it can be mainstream**

Although MM is fairly successful at many specific sites and also as a part of national policy in a few countries (such as the UK, the Netherlands and Sweden), it is not very common in the EU. There is a great deal of scope for developing complementary activities at national and European level. The European Platform on Mobility Management (EPOMM) exists as a platform working as an interactive combination of "top-down" and "bottom up" policy making, in this way also achieving a matching of local, regional and national policies. It plays a role in:

- Dissemination (best practises, experiments, pilots, private sector profitable products and services)
- Transfer of knowledge (especially cost-benefit of MM)
- Policy development support

It achieves this as a network:

- As network for all Mobility Management projects across Europe it offers privileged access to best practise both in terms of information sharing and implementation;
- Given the fact that EPOMM works mainly at national level through the various Ministries a transfer of knowledge between the different levels of governance is granted;
- EPOMM can achieve this through bi- or multilateral transfer workshops, in which the experts from the countries where best practices already have been implemented to "second comers countries";
- As network-hub, EPOMM is ideally conceived to formulate researches and standardisation in this field (i.e. monitoring and evaluation)

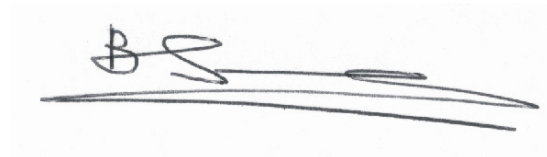
EPOMM is an international partnership aiming to promote and further develop the use of Mobility Management as a mainstream policy measure in Europe and to fine-tune the implementation of these policies in the Member States of the EU and other countries in Europe. EPOMM provides a forum for all those interested in Mobility Management: representatives from EU member governments, local and regional authorities, researchers, major employers, transport operators and other stakeholders.

EPOMM recommends the European Commission to consider this platform as a tool:

- To develop Mobility Management in its full potential through the network of local authorities and Member States;
- To integrate transport, land use and fiscal policies on a local, regional and national level;
- To support the European-wide dissemination and implementation of policies;
- To develop a European agenda for MM research and standardisation

The European Commission Green Paper on Urban Transport will be the initial institutionalisation of Mobility Management policy into an EU policy context. EPOMM looks forward to developing its work together with the European Commission and to further contribute into the 2008 Action Plan on sustainable mobility.

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