How to influence mobility demand?

France            The Netherlands           Flanders                    Austria              United Kingdom           Sweden                       Italy

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Table of Contents

H O W  T O  I N F L U E N C E  M O B I L I T Y  D E M A N D  ?

How to do it right with EPOMM
How to get in touch with EPOMM
Mobility in the Region and Across Borders
Local Government
EUROM M•M•M and AM•M•M Raising
The Helpline in Action, Almost My Last Day
Annual Awareness Raising Weeks in Flanders
How to Measure and Influence Mobility Demand?
Incentives... But How to Reduce the Need to Travel
The Importance of a Strong Partnership in Mobility Management
Strategies: How to Manage Employee Commute Trips
Strategies for a Less Car-Dependent Living
How to Maintain Mobility Management
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EPOMM’s National and Regional Focal Points
DEAR EPOMM-READER,

this is the second newsletter of the European Platform On Mobility Management, shortly EPOMM. In this issue you find a lot of information on what has been happening in Europe around mobility management during the last months. We present you the highlights and main conclusions of the European Conference On Mobility Management (ECOMM) which took place in Bregenz (Austria). You find interesting guidelines and recommendations that came out of the first EPOMM workshop, dealing with awareness raising, an increasingly important mobility management service. Sonja Forward from the Swedish Road and Transport Institute stresses the importance of understanding the target group’s needs and motivations in setting up a campaign. With the international Car Free Day we show you an example of a European-wide campaign on sustainable mobility. The annual awareness weeks in Flanders (Belgium) illustrate how such an international initiative is ideally incorporated in local and long-term awareness raising initiatives.

The first EPOMM policy seminar provides you with useful examples on how to integrate mobility management services in local transport policies. The borough of Camden (UK) and the cities of Edinburgh (UK) and Strasbourg (FR) provide interesting, practical and innovative concepts with regard to mobility plans, car free housing and car sharing. The city of Genoa (IT) and the city of Larissa (GR) show how respectively the national legal framework and a strong partnership may favour the implementation of mobility management on the local level.

Finally, we are very happy to introduce the 7 national or regional focal points in the EPOMM member states, which are now becoming fully operational. They link EPOMM with the different local networks of possible actors or users in the field of mobility management.

If you want more information on EPOMM or the topics covered in this newsletter, please do not hesitate to contact your focal point or the EPOMM secretariat.

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(cf. page 12).
MAJOR FINDINGS OF ECOMM 2000

In May the 4th European Conference on Mobility Management took place in Bregenz (Austria). The central focus was ‘mobility management at regional and cross-border level’. During the closing session 10 important conclusions were formulated on this topic. They can serve as useful input for putting mobility management into practice in a regional and cross-border context.

1. Mobility Management: a challenge
The way mobility is handled within and by a region is decisive for its regional development. Mobility management is an innovative, holistic concept focusing on the optimisation of the entire system. To obtain this, it is important to adopt certain principles which lend themselves to the (mobility) needs of the region and aim at sustainable social development. Future-oriented mobility services can only be effective if transport operators and traffic focal points, such as companies, shops, events etc. co-operate. By involving the (especially political) decision makers, mobility management projects can obtain broader political and public support. The results are motivating: more quality of life and a more efficient use of resources.

2. New tasks for the regions
National boundaries are losing their separating effects. This trend is likely to continue with the implementation of the European Spatial Development Perspective. Yet, administrative borders are a considerable barrier for the development of mobility services. Platforms of transnational co-operation such as the International Lake Constance Conference, EPOMM or INTERREG point the way. Common information and ticketing systems are the first examples of such a transnational co-operation. The growing regionalisation in transport planning and policy creates new responsibilities for the regions, implementing mobility management services on a regional level by integrating global issues to a greater extent.

3. Attractive mobility across borders
Transnational transport services can be optimised through a range of measures such as harmonised timetables and tariffs, a common chip card for the different car sharing organisations, mobility marketing, information systems and door-to-door luggage transport. Nowadays, European-wide car usage is guaranteed - so why should it not be possible to organise and use alternatives to the car in a similar way?

4. Awareness and marketing as a basis
Products of mobility management need to be marketed and communicated in a professional way. Good media relations are primordial in this respect. In addition, appealing communication concepts need to be created. Mobility management should operate on all levels in order to achieve genuine success. Alongside large-scale initiatives such as the European Car Free Day, smaller more locally based campaigns should be conducted. What counts is the creative promotion of the different variants of mobility accompanied by good awareness-raising measures- only then will we be able to convince people and influence their mobility behaviour.

5. Tourism and mobility are inseparable
Mobility management has a broad field of application in the promotion of alternative ways of travelling to, from and within a tourist destination. It can enrich and upgrade tourist areas. Even before starting their journey, tourists need to receive information about local mobility services so that their individual mobility demands can be fully met. This includes bicycle rental, car sharing, transport and luggage transfer, on-call collective taxis, mobility services supporting hiking tours, etc. The aim is to link tourist services and mobility offers in an intelligent way and to close missing links in the transport chain.

6. Leisure time and events
Leisure travel currently exhibits the highest growth rates. For large-scale events and popular destinations intelligent measures can provide a comfortable journey without making it necessary to invest in additional transport infrastructure. Successful examples are: all-inclusive offers (ship cruises including dinner and attendance at the Bregenz Festival), temporary mobility offices during large-scale events (at EXPO 2000), or the adaptation and promotion of venue-connecting transport services such as public transport lines, cycle and walking paths.
ECOmm 2001 IN ROME

The 5th European Conference on Mobility Management will take place in Rome on 7-8 February 2001. The Italian Association of Cities for Sustainable Mobility and Transport Issues is responsible for the organisation with the support from the Italian Ministry for Environment and the Municipality of Rome. The aim of ECOMM 2001 is to identify and critically examine relevant experiences, best strategies and instruments to improve the effectiveness of mobility management. The idea is to assess which approaches are likely to determine the success of mobility management schemes.

The main topics that will be addressed are:

1. overview of procedures in legislation, regulatory framework, taxation, pricing policies and fiscal aspects currently adopted in different countries;
2. integration of mobility management concepts in urban, land use, environmental and transport planning, health and road safety, communication activities and the role of local authorities in promoting these actions;
3. the role of communication to involve people in developing a new culture of sustainable mobility;
4. ECOMM as a means of pushing forward European legislation.

For more information contact the Association of Italian Cities for Sustainable Mobility and Transport Issues, Mr. Alberto Santel, santel@atm.torino.it
On ECOMM 2000 the first EPOMM workshop took place, dealing with awareness raising. Which psychological factors influence the success of a campaign? What is happening on the international Car Free Day? How to raise awareness on a local and regional level? These were some of the questions that were addressed. Here you find some interesting recommendations and examples that resulted from the workshop.

**PREREQUISITES FOR SUCCESS**

Today’s mobility problems make it necessary to promote sustainable transport. Therefore many campaigns have already been set up aiming to encourage people to travel in a more sustainable way. However, not all of these campaigns turn out to be successful. Sonja Forward of the Swedish Road and Transport Research Institute looked into the psychological factors which can influence the success of a campaign.

EPOMM: What do you have to take into account if you want a message to be successful?

**Forward:** „Today the amount of information is overwhelming. Most of it is simply ignored, having no real impact. Hence we need to make the message interesting enough. For a message to be successful, 4 criteria have to be fulfilled. First, if you want people to change, they have to become dissatisfied with their current behaviour. They have to realise that their own behaviour is part of the problem and that change is needed both for themselves and others. Therefore the message should challenge preconceived ideas. Second, the message needs to be understandable, which requires that the target group has to be well researched. Third, it has to be trustworthy and convincing. Finally, the content has to be attractive: the new behaviour you plead for has to be more appealing than the old one.”

**EPOMM:** So the basic aim is to make people disapprove of their own behaviour? Easier said than done!

**Forward:** „That’s right. Different campaigns have tried to link extensive car use with e.g. environmental and health damage. It is assumed that a person who is afraid can be persuaded easier. The result is that some drivers have grown aware of these threats but still haven’t changed their behaviour. The explanation can be that they don’t feel that they have an alternative. A conflict will then occur between what the person does and his attitudes towards the same behaviour. But in order to alleviate this, he can try to deny or rationalise the problem. Information about the use of motorised forms of transport is not always consistent, so if the person wants to, it is no problem to find something which supports his behaviour, making him feel less guilty.”

**EPOMM:** Do you know of any attitudes which might be responsible for not reacting to a sustainable mobility campaign as expected?

**Forward:** „Research has shown that car and non-car drivers value a number of travel factors differently. Drivers value time and comfort significantly higher, whereas non-drivers value health, environment and cost higher. Still, this does not necessarily mean that car drivers care less about the environment or their health. Both groups want to help to improve the environment and they all are concerned with buying ecological products and services.”

**EPOMM:** How do you link these findings to the failure of some campaigns establishing the link between transport and environment and health issues?

**Forward:** „The problem with the drivers is not that they underestimate environment and health problems, what they underestimate is how much their own driving contributes to these problems. The reason for the failure of some campaigns might well be that drivers already see themselves as being concerned about both issues and so miss the main point of the message.”

**EPOMM:** Can a different presentation of the message avoid such misconceptions?

**Forward:** „Yes, the 4 criteria I mentioned are essential. You should also be aware that changes in behaviour are not brought about in one day. A great deal of effort is needed to make one aware of the problems and the role he plays. The inconsistency between one’s own needs (comfort and time) and the more general or public ones (environment) also needs to be highlighted. The benefits of using the car from the car user’s perspective are here and now, whereas the others are more far reaching. This will then, hopefully, create a social dilemma which makes them feel dissatisfied, resulting in a desire to change. If this change is carried out, the initial period will be very critical. It is therefore important that the new alternatives are more attractive than the old ones and that they meet expectations. From the car driver’s perspective this principally means comfort and convenience. If this is ignored, the risk is high that the person who has been persuaded to change will return to his old habits. Much effort will be required to make that same person want to change again!”

For more information, contact Sonja Forward, sonja.forward@vti.se

**Sonja Forward**

Swedish Road and Transport Research Institute
Each year on the same date, 22 September, the European cities taking part in the Car Free Day reserve an area for pedestrians, bicycles, ‘clean vehicles’ and, in particular, public transport. The main objectives of this day are to increase public awareness of the pollution caused by thoughtless use of cars in towns and to reaffirm the place of pedestrians, cyclists and public urban transport. This day also offers the opportunity to local authorities to test new transport measures. The second edition of the European Car Free Day has just taken place, again on 22 September. Around 650 local authorities from 20 European countries subscribed to the initiative (information available on 30 August).

**Awareness Raising as one of the Key Elements**

Experiences from Italy and France show that this day has a positive effect on the environment, in terms of noise and air quality. But the most important effect is the awareness raising process triggered by the day, showing the advantages of sustainable transport modes by putting them into practice. In the ideal case this leads to modal switches from the car to more environmentally friendly modes of transport.

The European Car Free Day brings about an awareness effect among both participating and non-participating municipalities. The former are strengthened in their activities and receive national and international attention. The latter are stimulated to implement similar measures or to participate in the Car Free Day in the future. Demonstration projects and innovative actions presented on the European Car Free Day will be brought closer to realisation and implementation.

**Wanted: A Strong Partnership**

The success of such an initiative on a European scale needs the mobilisation of as many countries and towns as possible and also requires the development of homogeneous tools. In addition to these two conditions one must certainly emphasize the importance of a strong partnership, organised on at least three different levels:

- European level: within the political and financial support of the European Commission, a LIFE project team was set up in order to ensure the European coherence. It contributes to the national initiatives by providing methodological guidelines, communication tools, advice etc.
- National level: in each member state national partners (ministries and / or environmental agencies) play a key role and guarantee the consistency of the political message. This ensures the definition of a common methodology, the organisation of communication nationwide and the dissemination to all partner towns of technical and communication tools developed in liaison with the European project partners.
- Local level: each town or urban area that takes part organises its car free day, involving as many citizens as possible, but also the social and economic local players such as shopkeepers, companies, associations, schools, etc. The success of the European Car Free Day largely depends on the involvement of the different stakeholders. Therefore a key factor in the success of the event is the consultation process with local actors. The objective is to fully favour common debate on the necessary changes in behaviour in terms of mobility and the use of cars.

It is clear that awareness raising actions such as the Car Free Day should not be counterproductive and cause irritation among citizens and other local actors involved. What they want is to invite people to try soft modes of transport in a more ‘mobility-friendly city’ and hopefully change their transport patterns towards these sustainable modes.

For more information on the European Car Free Day: [www.22september.org](http://www.22september.org) or contact Car Free Cities: tel +32 25520874/75 fax +32 25520889 cfc@eurocities.be
In 1995 the KOMIMO consortium decided to set up two annual awareness raising weeks in Flanders. KOMIMO is a combination of professional transport consultancies and action groups representing pedestrians, cyclists and public transport users. Each year in May the Week of the Soft Road User takes place, whereas in September the Week of Public Transport is organised. Gert Zuallaert, one of the organisers of the campaigns, informs us on their concept and methodology.

EPOMM: Why the annual repetition of the campaign weeks?

Zuallaert: „The mobility problem is still growing every day and therefore asks permanent attention. The target groups need this continuity as well. Every Week is at the same time different though, focusing on a specific theme, e.g. intermodality, the price of mobility, health, etc. What links the different weeks is the aim to stimulate a different travel culture among the public at large and to point out people’s responsibility for their own travel behaviour.”

EPOMM: So the general public is your target group?

Zuallaert: „We have a number of actions for the general public, but we also set up initiatives for specific target groups with different travel behaviour and needs. The different target groups relate to home-school, home-work, home-shop and recreational traffic. We also want to reach the political level by putting innovative themes on the agenda. This is done through round table conferences taking place in the Flemish Parliament.”

EPOMM: This sounds very ambitious.

Zuallaert: „We don’t do everything ourselves. KOMIMO organises a number of initiatives and activities but at the same time it invites others to take initiatives on the local level: schools, companies, local authorities, ... are asked to join the Weeks and become partners. This way a broad mobility movement can be set up.”

EPOMM: Could you name some of the initiatives that are being set up?

Zuallaert: „For the general public you have the bicycle happening in Antwerp, taking place during the Week of the Soft Road User. Over 30.000 cyclists are the boss on the road and can cycle also in parts were they’re usually not allowed. A similar large-scale event takes place during the Week of Public Transport, called the Train Tram Bus Day. Between 50.000 and 60.000 people travel by public transport at reduced fees on that day. This year the Week of Public Transport also liaised with the International Car Free Day. On a smaller scale cities organise things for the general public, e.g. a few families travel without a car for one week and their experiences are communicated through the media. Thus they both serve as good examples to the public and as a signal towards public transport companies and authorities on shortcomings in the sustainable transport supply.”

EPOMM: What about actions for specific target groups?

Zuallaert: „For home-school traffic you have a campaign towards companies to include accessibility information by public transport in their corporate communication, there is a bicycle marathon along bicycle friendly companies, and so on. To promote sustainable home-school traffic car free school days and accompanying initiatives such as free bus passes, accessibility plans, bicycle pooling are introduced in schools. An example of the activities for recreational traffic is the promotion of the accessibility of events and sites by public transport. For shopping traffic we have set up a campaign with shop owners. For each purchase you make by bike, the shop owner gives you a sticker for a saving card. With a full card you can win nice bicycle accessories. In one city 120 shops were involved!”

EPOMM: These are really a lot of activities. How do you co-ordinate all this?

Zuallaert: „It has indeed become a lot and therefore it is now important to get one line in this multitude of activities. Evaluation is also very complex with such large-scale and multi-perspective campaigns. Therefore we are joining the European project TAPESTRY as a major demonstration. A long-term and comprehensive evaluation will take place and implementation guidelines will be formulated.”

For more information, contact KOMIMO, e-mail: bab@taxistop.be

More information on TAPESTRY in the NEWS section.
The first EPOMM policy seminar took place in Bremen, on the conference Reinventing mobility. The seminar wanted to show how mobility management strategies and services can be integrated in local transport planning. Examples from Strasbourg, with its green commuter plans, Camden, with innovative concepts such as car free housing, and Edinburgh, with its car sharing club, show how this can be done. They also illustrate how important it is to create mutual links between different policy domains, e.g. transport and land use planning. The mobility management initiatives in Genoa and Larissa then, show how respectively legislation and strong partnerships may favour the implementation of mobility management. On the following pages you find the highlights of the initiatives that were presented.

EDINBURGH: HOW TO REDUCE THE NEED TO TRAVEL

Edinburgh has set up some mobility management projects aimed at reducing air pollution and the need to travel. Within Edinburgh’s car sharing scheme a ‘City Car Club’ has been launched in partnership with Budget Car and Van Rental. It is set up to reduce people’s needs to own cars, by promoting less car-dependent lifestyles. Residents who join the club get access to a fleet of pool cars which can be booked at short notice 24 hours a day. The cars will be parked at reserved parking spaces in the neighbourhood and the keys kept in a safe nearby.

Like in Camden, the city has also developed a Car Free Housing Area just outside the city centre. As part of the planning consent there will be no provision for motorised vehicles on the estate, and only 12 parking spaces will be provided on a perimeter road which will be itself designed for shared use by vehicles, pedestrians and cyclists.

The city council stipulates that all major land use developments in the city that are likely to generate large amounts of car based commuting, need to be accompanied by Green Commuter Plans. The legally binding agreements cover a 5-year period from the opening of the development. Greenways consist of strictly enforced bus lanes (also accessible for taxis and cyclists) and associated bus priority measures on key radial corridors leading into Edinburgh City Centre. The Greenways scheme is intended to improve the quality and attractiveness of bus travel in the City, to shorten the duration of bus journeys and improve service reliability, and to reduce the amount of car travel in the city.

For more information, contact Mr Mark Lazarowicz, mark.lazarowicz@edinburgh.gov.uk

THE IMPORTANCE OF A STRONG PARTNERSHIP IN MOBILITY MANAGEMENT

The city of Larissa in Greece is in the process of developing the Transportation Management Association of Greater Larissa, T.M.A.L. This is a non-profit partnership of the public and private sector, dedicated to reducing traffic congestion and improving mobility in and around the city, by providing a variety of services.

As research showed that Larissa’s urban transport systems were no longer sufficient to meet the growing number of suburban commuters, the T.M.A.L. decided to lead a coalition to recommend service improvements to the Larissa bus system. The Association is currently also pushing the central government to realise a light rail network. In addition to that, the TMAL is lobbying for a legislation that will recognise the negative impacts of a transport system primarily geared towards the car.

With the support of the TMAL, the town is developing a municipal assistance program which will include recommendations for transport enhancements, bike facilities, park and ride, G.I.S. mapping services, municipal trip reduction development, parking ordinances and electric vehicles. This example of the city of Larissa clearly shows the possibilities and advantages of a close partnership between the private-public sector in the development and implementation of mobility management initiatives.

For more information, contact Mrs Assimina Aivaliotou, progr@larissa-dimos.gr
STRASBOURG:
HOW TO MANAGE EMPLOYEE COMMUTER TRIPS

The mobility policy in Strasbourg is characterised by a positive discrimination in favour of all travel modes other than the private car. One of the aspects of this policy concerns the home-work journey. Inspired by its Urban Travel Plans (PDU Plan de Déplacements Urbains), in which private companies and public institutions are recommended to manage the home-work trips of their employees, the city of Strasbourg has just launched an innovative project named G.E.O.D.E.S (Management and organisation of the home to work trips of employees). Within the frame of this project Strasbourg is the first French local authority aiming to:
- establish a mobility plan for its civil servants;
- assist and advise other employers (public and private) with the development and implementation of their mobility plan;
- set up a methodology which can be used in other French cities.

Measures for the two main target groups, the civil servants and the companies, consist of the promotion of carpooling and the establishment of an organised carpool service within the administration or company, the further development of combined transport initiatives with or without carpooling, particular services in the field of collective transport (e.g. financial subventions), the development of a pool of bicycles for work-home or business travel, and the development of a pool of service cars for the civil servants and employees.

Looking at the first results, the city of Strasbourg is optimistic as a (still) growing number of companies participate in the project and turn to them for guidance in the realisation of their mobility plan.

For more information, contact Jean Yves Bach, jybach@cus-strasbourg.net

TAKING STEPS FOR A GREENER CAMDEN:
STRATEGIES FOR A LESS CAR-DEPENDENT LIVING

In November 1997, Camden adopted a new Green Transport Strategy to tackle the dangers of more traffic on the roads and fumes in the atmosphere. The strategy will improve the quality of life of everyone living, working and studying in the borough. The initiatives outlined here are all part of this strategy.

CAR FREE HOUSING
Camden encourages the achievement of new housing developments with reduced car provision. Car free housing is secured via a legal planning agreement and clearly states that there will be no parking on the site and no residents’ parking permit issued (except for disabled motorists). There are three criteria for a site to be designated as car free. The location of the site must be easily accessible by public transport, close to a range of amenities, including shops and leisure activities, and within a controlled parking zone. The target within the Green Transport Strategy is that 25 % of all new housing south of Euston Road will be car free.

GREEN TRAVEL INITIATIVES
A Green Travel Plan is a package of measures that encourages people to use their cars less for commuting and other work related trips. This plan is being introduced in stages over three years to reduce car use by around 30 %. Camden is promoting the use of green travel plans by work places, schools and other organisations. Elements of a green travel plan can include: a travel co-ordinator, targets (usually 30 % reduction in commuting and work related vehicle trips over a 3 year period), staff travel surveys (find out how staff gets to work now), interest free season ticket/travel card, improved public transport information, cycle allowances/loans/insurance, workplace cycle facilities etc.

A Green Travel Network has been established where Camden, in partnership with London Transport, is working with local employers and organisations to encourage the development of green travel plans. Camden Direct is the new travel and information centre based at Camden Town Hall, offering a wealth of council and travel information and selling travel and entertainment tickets to the staff and the public.

CLEAR ZONES
Camden has declared a clear zone region in the south of the borough. Within this region measures will be introduced to encourage low pollution areas for living - including car free housing - and to improve the quality of life. Objectives are:
- the creation of a low emission area and the achievement of European and British air quality standards;
- traffic free areas and generally reduced traffic levels;
- improved access through the promotion of walking, cycling and public transport;
- car free lifestyles.

For more information visit the Camden website: www.camden.gov.uk/green
ITALIAN LAW FAVOURING MOBILITY MANAGEMENT

Legislation can be a big help for the introduction and implementation of mobility management services. In 1998 the Italian Ministry of Environment passed the national decree on ‘mobility in urban areas’. The goal of this decree is to:
· reduce the number of cars;
· introduce new mobility services;
· promote mobility management by making the development of a mobility plan by a company mobility manager compulsory for public and private companies with more than 300/800 employees;
· establish mobility offices in the cities for the co-ordination of the company transport plans and the management of social marketing actions.

The decree is part of an integrated policy to react to the deterioration of the mobility problems and to influence the demand for mobility. Today about 4000 public and private bodies are involved in mobility management measures as a consequence of this decree. At the beginning of this year the Ministry of Environment financed the establishment of mobility centres in 8 large cities and launched several pilot projects on car reducing measures. The 14 largest cities also decided to set up a network for their actions on mobility management, resulting in the Association of ‘Italian Cities on Sustainable Mobility and Transport Issues’.

An addition to the decree is being discussed to extend it to schools, universities and hospitals. Additional funds will also be necessary for the cities to be able to implement the mobility management projects that have been proposed by the local companies. The city of Genoa for example, has identified 22 companies within its area with more than 300 employees, together 33060 people. The city predicts that the pollution caused by traffic will be reduced by 10 % and that the decreased use of private individual transport will lower the mobility volume with 5 %. Actions that are being taken are the organisation of alternative services (car-pooling, car-sharing, public transport), the facilitation of intermodal transport, the planning of timetables aiming to limit traffic congestion etc.

For more information contact Mr Vito M. Contursi
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WWW.EPOMMMWEB.ORG

Since it was launched online, the EPOMM website has continuously developed in order to give readers the most up-to-date information on mobility management at the European level. Among other things, the site offers you an overview of EPOMM and its aims. A clear definition of mobility management, its users and the instruments through which it works, are examples of what can be found in the special section ‘The World of Mobility Management’. In addition, information can be found on current activities on mobility management in Europe: conferences or initiatives taking place in other European countries, case studies or demonstrator projects being developed abroad, or training courses on mobility management being organised. In order to keep the site alive, however, we need your help. Let us know about the events you organise, the (case) studies or other initiatives on mobility management you are involved in and the mobility management courses you are developing in your country. The site is equipped with a database where your information is stored and then published online. This system allows you to make your initiatives known within Europe, and at the same time enables EPOMM to achieve its basic aim, namely the promotion of mobility management throughout Europe.
The EU Fifth Framework project TAPESTRY is about to start. TAPESTRY stands for Travel Awareness Publicity and Education Supporting a Sustainable Transport Strategy in Europe and will last for three years. It aims to increase the knowledge of effective communication strategies supporting a sustainable mobility policy. The project wants to reach this goal by applying expertise and best practice from the communication field to demonstration sites on international, national, regional or local level. Projects throughout Europe show an enormous interest in using communication instruments for the promotion of sustainable transport, but there is a lack of knowledge on what to do best in which circumstances, and a lack of education and support of the transport professional for the development of skills in this area. TAPESTRY wants to fill this gap. The demonstrations develop and evaluate awareness raising, communication and publicity measures for different target groups and in different contexts. The campaigns will be evaluated according to their effectiveness with regard to cost-benefit, socio-economic influence and their contribution to sustainable travel patterns on the longer term. Relations between national and local programmes and the transferability of results to other sites receive special attention. If you want to receive more information on this project, please contact the project manager at Transport and Travel Research, Jim Bradley TTR_Nottingham@compuserve.com

EPOMM-news will keep you informed as well in the future.

The second EPOMM workshop took place on 29 September in Lisbon, Portugal in cooperation with Amerlis. The aim was to clarify and promote the concept of MM in Portugal and to facilitate the development of specific MM initiatives in this country. Special attention was paid to MM services in tourist areas, to the elaboration of mobility plans and to the development of mobility centres. More news on interesting outcomes of this workshop will follow in the next EPOMM newsletter.

Second EPOMM Workshop in Lisbon

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Smart Campaigning

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Second EPOMM Workshop in Lisbon

7th World Congress on Intelligent Transport Systems

From 6-9 November 2000, the 7th World Congress on intelligent transport systems (ITS) takes place in Turin, Italy. It carries the theme ‘From Vision to Reality’, dealing with new achievements in the field of ITS. It is supported by a coherent exhibition showing new developments in ITS by leading companies. A number of plenary sessions, EC special sessions, executive and showcase sessions are offered. The plenary sessions deal with public-private partnerships in ITS. The EC Special Sessions handle with EC policy priorities with regard to ITS. The executive sessions discuss themes such as ITS deployment in cities, mobile internet for ITS services etc. The aim of the showcase sessions is to demonstrate that ITS is no longer confined to R&D and that it is on the move towards implementation. For more information contact: Centro Congressi Internazionale tel: +39 011 24469 fax: +39 011 2446900 cci@fileita.it

UITP Conference on Leisure and Commercial Centres

On 14-15 November the International Association of Public Transport (UITP) organises an international conference on ‘Leisure and commercial centres - how best serve them with public transport?’ in Düsseldorf, Germany. The conference focuses on the growing tendency of out-of-town-areas for leisure and shopping. Developing public transport services to and from these centres is seen as an opportunity for operators and a necessity in terms of effectively managing urban mobility. For more information: www.uitp.com events@uitp.com

From Research to Education

In June, the EU project PORTAL, in full ‘Promotion of Results in Transport Research and Learning’, started. The main aim of PORTAL is to integrate EU research results on traffic and mobility in training modules of leading educational institutions throughout Europe by developing course material. The target group is situated on two levels:

· institutions which will integrate the developed material into their own courses: universities, colleges, commercial training centres, train the trainer departments from transport companies and authorities;

· individual users who need ready to use material: students, policy makers, officials, mobility managers, researchers, planners, engineers, psychologists, operators, teachers etc. Mobility management is one of the topics that will be screened in the project.

For more information on PORTAL you can contact the project manager at FGM-AMOR, Robert Pressl, pressl@fgm-amor.at

The MOST leaflet with basic information about the EU-mobility management project, its objectives, demonstrator projects and a general work description is now available. Shortly, also the first newsletter of MOST will be published. It will report on MOST’s first experiences in selected demonstrations and case studies that are being developed within the scope of the project. If you would like to receive the MOST leaflet or newsletter, please send a message to karen.vancluysen@langzaamverkeer.be

Mobility Management Strategies for the Next Decades

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EPOMM’S NATIONAL AND REGIONAL FOCAL POINTS

AUSTRIA

The Federal Ministry for Transport, Innovation and Technology will temporarily act as the Austrian Focal Point. A comprehensive national network will be developed which will take over the tasks of the NFP in a later stage. At the end of the 1980s the Federal Ministry made an ‘Overall Transport Concept’ with 10 major objectives, of which some were indirectly related to Mobility Management (e.g. avoiding unnecessary traffic, intermodal cooperation). The Ministry’s commitment towards Mobility Management also became clear during the annual European Conference on Mobility Management that was hosted and organized by Austria this year.

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FLANDERS

Since its creation in 1982 Langzaam Verkeer has researched and supported innovative transport programmes and projects. The multidisciplinary staff works in 3 departments: research and policy advice, planning and design, and communication and education. As the EPOMM regional focal point, LV can use its experience in Mobility Management activities from national and international research and demonstration projects, Mobility Management training courses for various target groups and supporting activities in the field of the ‘mobility covenants’.

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FRANCE

‘U is a service under the aegis of the French Ministry of Transport. CERTU is the leader of research studies on mobility management and also follows the evolution of the French mobility plans through analysis and comparison of the 80 plans in French cities. The institute is also strongly involved in the monitoring of the surveys of the car free day campaign and is a partner in the EU-project MOST on mobility management. Its newsletter ‘Transflash’ deals with mobility, travel awareness and transport.

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ITALY

The Association of Italian Cities for Sustainable Mobility and the Development of Transporta was formally constituted on 27 April 2000 as a non-profit organisation in order to promote the interests of local authorities in dealing with other government levels and to support the exchange of experience among all parties interested in developing transportation services and creating informational services for coherent transportation development. Currently 14 Italian cities have joined the network. The Association will act as the EPOMM Italian focal point.

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SWEDEN

The Swedish National Road Administration (SNRA) is the national authority assigned the overall sectorial responsibility for the entire road transport system. The SNRA is also responsible for the exercise of public authority within the road transport sector and for the planning, construction, operation and maintenance of the state roads. On the website www.vv.se you can read about the activities that have been accomplished during 1999 (annual report).

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THE NETHERLANDS

The Association Vervoermanagement Nederland was founded in 1997. Its main goals are to facilitate all MM activities in the Netherlands, e.g. through carrying out a national database, a two-monthly magazine, an annual conference and a library. The Association provides its members with a national network and aims to lobby with the relevant political and social persons and organisations to put MM higher on the agenda. Members consist of employee transport co-ordinators, local, regional and governmental authorities, consulting agents, transport product suppliers and students.

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United Kingdom

Metro, the West Yorkshire Passenger Transport Executive, leads a partnership of 17 local authorities across the Yorkshire and Humber Region. This forms part of the National Travel Wise Association (NTWA) which has 110 member Authorities in the UK. The NTWA will work in partnership with other agencies and networks to develop the UK EPOMM initiative. This multi-sector, multi-agency approach is designed to deliver practical alternatives to single occupancy car use. The aim is to heighten awareness of sustainable modes and to highlight the negative impacts of car use.

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