

**Summary:**

# **Mobility Management**

## **An effective strategy for reduced car use in cities?**

### **What is Mobility Management?**

Mobility Management (MM) has in the course of few years obtained a relatively widespread use and acceptance in cities in various countries. In Norway, however, the progress has been rather slow. As part of a research program financed by the Ministry of Transport and Communication, TØI was asked to make review of what sort of measures are associated with MM, how the work with MM has been organised and what results have been achieved.

The first European definition of MM was formulated by two EU research projects (MOMENTUM and MOSAIC):

“Mobility management is primarily a demand-oriented approach to passenger and freight transport that involves new partnerships and a set of tools to support and encourage change of attitude and behaviour towards sustainable modes of transport.”

The measures being used in MM-strategies are usually based on information and promotion. They also require new forms of coordination and organisation. MM addresses specific target groups or geographical areas. MM-activities in a city are often coordinated by a mobility centre. The development of travel plans for employers, for activities or geographical areas with significant transport demand, are important tools within MM.

MM is an alternative or a supplement to more restrictive measures on car use in cities. It can reduce the need for major investments in order to increase road capacity. The aim is to turn individuals and businesses into a higher awareness on transport needs and how these needs should be met. It is often possible to reduce the number of trips. Also, many trips can be done with more sustainable modes than car. If a car has to be used, it can be considered if it is possible to use more of its capacity. In some cases it is also possible to reduce trip length by choosing an alternative destination or source of delivery.

An important aspect of the work with MM, is to coordinate the work of several partners. Municipal authorities, public transport operators, employers, private or public organisations and interest groups are important participants in local MM-activities. National authorities can support the practical work financially, support research and provide for advice to local actors.

## **Mobility Management in other countries**

Based on a literature review, the report describes examples of MM-activities in some European countries and cities. The search has mainly been based on the different EU research projects and EPOMM (European Platform on Mobility Management), which is a forum established in order to spread interest for and knowledge about MM.

A major part of the research projects abroad is based on practical evidence in a number of cities. Thereby, it has been possible to test a large number of approaches in different settings. The report describes briefly some of the work being done in the cities of Bremen (Germany), Nottingham (England) and Camden (a borough in London). The choice of these cities was done in order to give an overview of alternative approaches. The cases also illustrate how local authorities can cooperate and promote measures aimed at their own and their employees' transport behaviour.

The transport situation and challenges in Norwegian cities may well be compared with the situation in Sweden. The report describes the widespread work with MM in Sweden. In more detail the report describes activities in the cities of Lund, Karlstad and Gothenburg. Lund has a very active mobility centre with long experience and many creative initiatives. Karlstad has focused on transport to the university and a new arena for sports. In Gothenburg, there is a general citywide effort with many partners. A more concentrated effort has been established parallel with large urban developments on the northern bank of the river Götaelv. For the last task it has been established a fairly large mobility centre.

## **Mobility Management in Norway**

So far, the term Mobility Management has not been widely applied in Norway. Neither have Norwegian cities been active partners in European projects. A survey among the larger cities in the country shows, however, that there are a number of persons in the administrations who are aware of the approaches being used in Europe. In all cities, it was described examples which can be classified as MM. These examples are to a large extent isolated efforts and not part of a clearly defined MM-strategy. None of the cities indicate that MM has been organised as a separate unit within the administration. Cooperation is generally established on an ad hoc basis.

## **Mobility Management and employers**

Norwegian employers have to a larger extent than the local authorities, worked with MM. Their efforts are not necessarily based on knowledge about MM, but have been developed through a process based on economic factors and an interest to qualify for ISO 14001 or registration in EMAS-system. Employers have to a certain extent realised that their support of car use in the course of work and for the journey to work is contributing to traffic congestion and environmental degradation.

Travel plans are an important element in MM. Cooperation between private employers and authorities might provide important knowledge and resources to the work. The report describes examples from some other countries and focuses on experiences from the USA and England. We recommend that authorities both on national and local level, should start MM-activities within their own organisations. A practical start could be to work with hospitals and universities, because these activities normally generate large traffic volumes.

## **Further work with Mobility Management in Norway**

The report recommends that national authorities in Norway initiate efforts to stimulate the development MM in Norway. Norwegian cities should to a larger extent be involved with MM-activities in Europe. The larger Norwegian cities should further consider establishing offices with MM as a special responsibility (mobility centres). At the national level several ministries that are affected, should combine resources and establish a national centre of competence for MM. This centre can promote further work with MM in Norway. This will include initiatives for the organisation of conferences and study tours, research and a program for documentation of effects and information on experiences from different Norwegian cities.

The report recommends that a special effort is being put into further cooperation among employers, their organisations and authorities. As part of this, further cooperation with the employees should be established in order to obtain changes in travel behaviour for example with respect to home-to-work trips.