MOBILITY MANAGEMENT FOR COMPANIES

MM TOOLBOX
How to act as a company

OUTLOOK ON 2020
New Dutch policy plan

LEGISLATION
Changes in France and Italy

TARGET
Co-operation across borders

France  The Netherlands  Flanders  Austria  United Kingdom  Sweden  Italy
DEAR EPOMM-READER,

ECOMM 2001 in Rome seemed a good occasion to us for offering you the third newsletter of the European Platform on Mobility Management. A lot has been happening again in the European world of mobility management since the second issue came out in Autumn. Companies, their employers and employees remain one of the most important target groups of mobility management. The toolbox for mobility management in companies, which has just been developed, is a practical instrument enabling a company to address mobility problems related to its site, through the implementation of MM measures. But a supportive legislation is also important in this respect, and therefore the European project ELMO has formulated a number of policy recommendations on European mobility legislation favouring company mobility plans. You can also read about the motion that was submitted by the Italian mobility managers in order to make some amendments to the Italian mobility management decree. The new National Traffic and Transport Plan 2001-2020 that has been published by the Dutch government, as well as the French law on urban solidarity and renewal which has just come into force, also pay a lot of attention to MM for companies.

Next to all this, you will also find a number of other concrete MM examples from Austria, Flanders, Sweden and the UK, as well as MM news from all over Europe. If you would like to have more information on EPOMM or one of the topics covered in this newsletter, please do not hesitate to contact your focal point or the EPOMM secretariat. All contact details are included on page 8.

Enjoy the reading!

The EPOMM-consortium

ECOMM 2001 IN ROME

The 5th European Conference on Mobility Management in Rome on 7-8 February 2001 is focusing on the evaluation of policies and projects to manage mobility demand in urban and metropolitan areas. ECOMM 2001 is also paying particular attention to the legislative and regulatory issues governing mobility management in action.

The essential aim of ECOMM 2001 is to put forward a proposal for urban mobility in European towns and metropolitan areas, which takes into consideration demand control policies, changes in the supply of mobility and policies which promote the use of cleaner vehicles and alternative fuels. In our next newsletter we will present to you the highlights of the conference.

ECOMM 2002

The Region of Flanders in Belgium has been selected to host ECOMM in 2002. The main theme will be ‘responsible mobility’. You will soon find more information on www.epommweb.org

Contact person: Flemish Ministry, Mr Lieven Raes, lieven.raes@lin.vlaanderen.be

ECOMM 2003

Is your country, region or city interested in hosting ECOMM 2003?

On the EPOMM website you find all information on how to apply: www.epommweb.org

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EUROPEAN LEGISLATION ON MOBILITY PLANS FOR COMPANIES

On urban and suburban roads, congestion is mainly caused by journeys from work to home and vice-versa, as can be easily observed in rush hours. Therefore, the efforts to reduce the number of cars on the road should be directed to the source of the problem: the close co-operation between employers and employees should play an active role in seeking a sustainable solution. One way to reduce the number of vehicles on the road is to stimulate companies to implement mobility plans for their employees, promoting sustainable mobility schemes to their staff. On 26 January the EU project ELMO presented its policy recommendations on European mobility legislation favouring company mobility plans, on a workshop in Brussels. ELMO has analysed existing mobility legislation in Europe and mobility plans already implemented in European companies, and has evaluated their strengths and weaknesses. The project formulates effective actions that the European Commission can undertake to make member state governments stimulate companies to conduct effective mobility management measures. ELMO addresses MM in companies located inside or outside urban areas and focuses on the importance of implementing company mobility plans for employees, e.g. to stimulate these employees to make more use of green transport modes. It also suggests ways and incentives to implement effective mobility plans. ELMO’s final aim is to reduce the energy consumption in the transport sector of which road transport has the largest share and to favour a greater cohesion between the member states in the field of energy efficient policies.

For further information please contact: AGEN - Agência para a Energia, João Paulo Calau, PCalau@ccce.pt

TOOLBOX FOR MOBILITY MANAGEMENT IN COMPANIES

The concept of the company mobility plan has become widespread in Europe. A number of well-known companies are implementing a mobility plan and many others are considering the introduction of it. A common problem however, is that many companies do not have the required expertise to develop such a plan or do not know where to turn to for such advice. For them the interactive toolbox for mobility management has been designed. It is an integrated decision making instrument guiding a company through the process of developing a mobility plan by providing a complete range of mobility management examples and solutions. Essentially, the toolbox is a search facility, so that the user can easily find advice on selected mobility management measures. The toolbox can be used in different ways. The measures database quickly provides further information on how to introduce particular types of measures, including illustrations and examples. The quick solution catalogue contains a selection of common mobility problems which companies are facing today. For quick help, a few solutions have been identified that can be easily implemented in each case. Of course, a few isolated actions never change the whole situation. If you are experiencing more than one problem and need more customised advice, you can use the Decision Support System. It takes you through the process of carrying out an employee travel survey and identifying what are the most appropriate options. You receive advice which is adapted to the particular circumstances of your company and the tool also estimates what the costs and benefits would be for the company in this particular situation. The toolbox will be available for free on www.mobilitymanagement.be from April 1st 2001 and on CD-rom.

It has been developed with the support of the SAVE programme of the European Commission.

For more information, please contact the project co-ordinator at Traject, Mr Bart Desmedt, bd@traject.be
In October 2000 the Dutch Minister of Transport, Public Works and Water Management launched the National Traffic and Transport Plan 2001-2020 (NTTP). It reflects the ‘policy intentions’ of the Dutch government for the next 20 years. Barbara Swart, mobility management policy maker at the Ministry’s Directorate-General for Passenger Transport, informs us on the content of this Plan and the importance of mobility management in it.

EPOMM: What is the key message of this National Traffic and Transport Plan?

SWART: The general policy of the NTTP is ‘mobility is allowed, as long as the negative effects on accessibility and environment are kept within bounds’. Starting point is that the government respects people’s choices, although they have to take their responsibility when accessibility and environment are at risk. In this respect, the Dutch government changed the policy of modal shift, which was the essence of the previous Traffic and Transport Plan.

EPOMM: How do you plan to realise this ambitious NTTP?

SWART: We can distinguish three major measures: intensification of better use of existing infrastructure, limited implementation of new infrastructure to address real bottlenecks, and introduction of different pricing instruments (road pricing, toll roads, kilometre tax). Besides this, two important chapters in the Plan deal with public transport and mobility management. They are both essential for creating a traffic and transport system that meets mobility needs without causing negative effects like congestion and environmental pollution.

EPOMM: The concept of MM in this Plan is very broad, how do you define it and who is responsible for the implementation?

SWART: We use mobility management as a general term for policy measures in the field of sustainable mobility, such as spatial planning, location policy, parking policy, MM for companies, car sharing, interchanges, teleworking, carpooling, public transport, bicycle policy and chain mobility for goods and persons. Regional and local authorities are responsible for developing their own MM package and are obliged to integrate it into their traffic and transport policy. This way, we want to make sure that the NTTP will not just be a national plan. The government supports the local level through national and international know-how and experience, occasional subsidies, legislation and integration of MM in national traffic and transport package deals. Moreover, we try to establish the link between economic development, environment, land use planning and transport. Through this allocation of tasks, we expect to make MM more effective.

EPOMM: It is clear that the idea of ‘shared responsibility’ is essential in this NTTP.

SWART: Partnerships between authorities and the private sector are very important. Both have the responsibility to contribute to the solution of the traffic and transport problems. The private sector can for example develop innovative modes of transport, finance a part of the infrastructure or introduce MM in companies.

EPOMM: The NTTP stresses the importance of information exchange on MM initiatives. What other strategies are set out to come to an effective MM policy?

SWART: The NTTP specifies three key strategies in the field of MM. We find it essential to gather information from innovative projects, research and international contacts (bilateral and through EPOMM). Second, we make administrative agreements, e.g. in certain cases the national authority decides to invest in infrastructure measures only if mobility management is applied. And finally, we consider monitoring and evaluation to be very important.

EPOMM: MM for companies plays an important role. Which dimensions do you distinguish?

SWART: We put forward a triple approach. First, decentralisation, i.e. more local and regional cooperation between authorities and companies. The plan foresees the provision of better services (information, advice and support) by the regional mobility advisory centres to employers who really choose to introduce MM. Second, new impulses are given to companies with respect to spatial planning, environmental care and energy saving. Third, teleworking and other forms of flexible working will be stimulated.

EPOMM: You’ll know what to do in the next 20 years!

For more information contact: Barbara Swart, barbara.swart@dgp.minvenw.nl
Or visit the website: www.minvenw.nl/nvvp/
SUCCESSFUL EPOMM WORKSHOP IN LISBON

The second EPOMM workshop, which took place in Lisbon, was a real success. The aim of the workshop was to clarify and promote the concept of MM in Portugal because it is still relatively unknown there. Presentations focused on MM services and aspects which can be particularly interesting and useful for the Portuguese context. Porto will be European cultural capital in 2001 and aims to set up a mobility centre, the Loja da Mobilidade. Camden’s experiences with its travel and information centre, as well as the Mobil Zentral in the Austrian Graz, set a good example. The city of Nottingham presented its experiences with mobility and parking management at the city hospital. Similar services are being set up in the Portuguese Sintra. And of course tourism plays an important role in Portugal. And tourists generate mobility. This fairly new target group within the field of mobility management is being explored within the European project MOST, so their experiences were presented, as well as the activities and initiatives of the Network of European Tourism for Sustainable Mobility. All presentations can be downloaded at www.epommweb.org. Also check out the website for other EPOMM workshops taking place in the future.

NEW FRENCH LAW ON URBAN SOLIDARITY AND RENEWAL

In November the French law on air quality and rational energy use was supplemented by a new law on urban solidarity and renewal. The air quality law of 1996 stated that all urban areas with over 100,000 inhabitants should anticipate, measure and reduce air pollution and save energy. The means for achieving this were:
- air quality monitoring based on several levels of alert;
- the urban mobility plan (plans de déplacements urbains (PDU)).

The PDU sets out the principles governing the organisation of people and goods transport, traffic flow and parking policies in an urban area. It has to comply with local land-use plans and the legislation related to air quality. The new law which has just come into force clearly states that the mobility plans must be encouraged by the urban public authorities for the public and private sectors. The law requires the urban public transport authority responsible for managing the PDU in each urban area with over 100,000 inhabitants, to set up a mobility advice service for companies and all institutions that generate large quantities of trips (universities, hospitals, etc.). This can be an important incentive for introducing MM services in companies.

For more information, contact CERTU, Maxime JEAN, Maxime.jean@equipement.gouv.fr

TRAVEL AWARENESS GROUPS FOR ENVIRONMENTAL TRANSPORT

National borders should not be a barrier for co-operation. The European TARGET project puts this starting point of the EC INTERREG programme into practice through the common approach of mobility problems in the English Yorkshire and Humber Region, the German Free Hanseatic City of Bremen and the Swedish Göteborg. TARGET provides for a new and regionally co-ordinated approach to encouraging multi-modal transport in 3 states within the Interreg North Sea Region. The project is designed to trial actions across a wide range of subject areas: flexible working, school travel and green travel plans, cycling and walking, pollution reduction, MM and shopping and leisure. Some elements are being consistently applied across the partner states whilst different approaches are being used in order to compare results. Key outcomes at present include:
- new technology and application methods to detect and enforce actions to reduce gross polluting vehicles;
- best practice in working with businesses using travel plans;
- a sound business case for a co-ordinated approach to travel awareness and MM in schools by working with parents;
- a virtual MM centre and various info point developments;
- measures to encourage cycling and walking;
- strong international parallels in funding and political difficulties surrounding development of leisure facilities;
- a large scale trial in teleworking with different approaches, types of job and management regimes.

For more information have a look at the project website www.eu-target.net
MM ON THE MOVE IN ITALY

The Italian mobility managers association ‘Euromobility’ and the Associazione Città Metropolitane submitted a motion to various Italian institutions focusing on guidelines for MM growth. They note that of the more than 3,000 parties who should have applied the 1998 decree on sustainable mobility in urban areas (companies appointing a mobility manager), only 300 have done so. Still, practical experiences indicate that MM is an important strategy for handling sustainable mobility in large urban settings. Therefore the mobility managers plan to publicise these experiences and thus demonstrate the utility for companies. They also insist that local authorities should provide more funding to reinforce area mobility managers and integrate their positions with the traffic department, and to help the concept of mobility take root in the public opinion. But also the intervention of higher policy levels is required to stimulate the implementation of MM. The mobility managers have asked the government to approve measures that will give tax breaks to companies’ MM efforts following approval of their home-to-work mobility plans and allocate more resources to the development of mobility plans, the reduction in energy consumption and the improvement of road safety. Moreover they insist on a number of amendments to the decree of 1998 relating to the extension of the scope of MM to industrial and commercial zones and/or to event locations, to schools, the funding of the organisation of transport services in the context of a company mobility plan, and the establishment of permanent training activities for mobility managers.

For more information, have a look at www.euromobility.org

INTEGRATION ON THE LABOUR MARKET

The Flemish organisation for employment and professional education VDAB plans to set up MM for its training centres (T&O’s). The VDAB has 64 T&O’s offering a range of education programs for the unemployed. The T&O’s are often located on sites that are less accessible by public transport. As a result, many trainees come by car and some of the centres are facing real parking problems. The VDAB now wants to make use of MM, not only to solve the short term mobility problems, but also for long term socio-economic and environmental reasons. As the customers are unemployed and the purchase or use of a private car is less evident for them, they would benefit more than others from sustainable and less costly transport modes like public transport, cycling, carpooling etc. The most important advantage would be that the centres become accessible to people who cannot reach them now. This way MM contributes to the VDAB’s core objective: give access to the labour market. Some of the centres already offer free bus transport, scooters and bicycles to unemployed people who agree to follow training. All centres cover the public transport costs of their customers. Finally, MM could also help to increase the acceptance of a more sustainable mobility, among staff members and customers, once they are integrated in the labour market. To sum up, 3 target groups can be distinguished: the unemployed who could have followed a training but haven’t done so far, unemployed people who already follow a training, and staff members. All of them will be intensively screened. The project will result in an action plan containing measures for all the training centres (incentives and promotion), and specific measures to increase the accessibility of the different centres (selected on the basis of an accessibility analysis).

For more information, please contact Traject, Bart Desmedt, bd@traject.be

AUSTRIAN FEDERAL RAILWAYS GO SKIING

Since its first introduction in 1996, the combination of travel and fun for winter tourists has been a success. Therefore, the Austrian railways (ÖBB) again offer the ‘Wedelweiss benefits’. The Wedelweiss ticket covers a journey to a skiing destination by train, and at the same time includes a 3 or 6-day skiing pass. Customers are guaranteed a free pick-up service at the station to their hotel. In addition, the ÖBB co-operates with Rail Tours Austria to provide package tours to those who don’t even want to take care of hotel booking. For easier baggage handling, special products are offered exclusively for Wedelweiss customers. And with the possibility of special door-to-door baggage transport or the rental of sports equipment at the destination, tourists can also leave these concerns to the ÖBB. Additional savings for ‘frequent travellers’, who already have the Vorteilscard (yearly pass giving a 50% reduction on each ticket) account for their loyalty. It might also be a stimulus for new customers to buy this Vorteilscard and become a regular customer. All the important information is distributed at Austrian stations and some travel agencies.

For more information, please contact Mobilzentral, service@mobilzentral.at
NEWS

NEXT EPOMM WORKSHOP

After the successful EPOMM workshop in Lisbon, EPOMM is preparing a next workshop to take place in Flanders on 9 March 2001. It will deal with the link between mobility management and land use planning. The workshop is primarily directed towards the Flemish transport specialists and will give the floor to both local and international speakers experienced in the field.

For more information, please contact Car Free Cities, Silvia Gaggi, s.gaggi@eurocities.be

TOURISM WITHOUT TRAFFIC

How can visitors to leisure attractions and the countryside be persuaded to travel without a car?
And how can households who don’t own a car have access to the full range of leisure opportunities?
The environmental organisation Transport 2000 is coming up with plenty of answers through its ‘Tourism without Traffic programme’. After working with Transport 2000, Harewood House in Leeds has launched a visitor travel plan: a raft of measures - such as cycle parking and discounts for bus users - to make the historic house more accessible to car-free visitors. The Target project is also a partner in Harewood travel plan. A second demonstration project initiated by Transport 2000 has led to an area-wide plan for sustainable travel for tourism in the eastern Sussex Downs. This is now being developed by a partnership that includes tourism organisations, public transport operators, conservation agencies and the local authority. A good practice guide on encouraging car-free access to tourist areas will be out this year.

For more information contact Carey Newson: carey@transport2000.demon.co.uk

DUTCH IN FAVOUR OF DECENTRALISATION MM

The first annual Dutch conference on MM for companies attracted about 300 people. Main theme was the decentralisation of MM for companies, a relatively new but hot item in the Netherlands saying there should be more local and regional cooperation between authorities and companies. Closely related to this is the concept of shared responsibility between public authorities and companies: companies seem more and more willing to search for and invest in sustainable transport measures, in close cooperation with local authorities. On the other hand, when the government invests in infrastructure, it can expect companies to apply MM measures. A number of practical cases were highlighted, such as the new approach on home to work traffic in the province of Brabant, where they set up a taxi system with small buses on a company site. The covenant - agreement between authorities, companies and other partners involved - as a means to tackle the problems on a company site was presented as well. The issue of ‘value pricing’ was illustrated by a US example, the HOT - High Occupancy Toll - lanes, referring to the idea that every autosolist who pays can have access to a carpool lane. Other interesting topics and best practice in the field of teleworking, success and failure factors of MM, employee benefits, communication, fiscal measures and cost effectiveness instruments were discussed.

For more information, contact the Dutch NFP: Vervoermanagement Nederland, Hans De Vreede, bureau@vmnl.nl

FIRST 100 MOBILITY GRADUATES IN WALLONIA

Four Belgian French speaking universities jointly signed the certificates for the first 100 graduates of the Centre Interuniversitaire en Etude de la Mobilité-CIEM (Interuniversity Centre for Research on Mobility). The foundation for the creation of this Interuniversity Centre was laid 10 years ago, at the Cabinet of the Walloon Minister for Transport at that time, as they realised that traffic problems could no longer be solved by engineers and economists only. The course takes one year, but can be spread over two years, and is targeted towards engineers, economists, architects and geographers. More information at CIEM, cdelepie@ulb.ac.be

FOURTH ACT UK CONFERENCE

On 20 February the 4th ACT UK Conference is taking place in London under the theme Travel Plans: Moving Forward. Topics include the take-up and effectiveness of travel plans, the effect of changes in personal taxations, parking management, etc.
For more information, please have a look at www.act-uk.com

WEBSITE UK NATIONAL FOCAL POINT

Initial work on the UK EPOMM website www.travelwise.org.uk is now completed. As the name suggests, this will also be the site for the National Travelwise Association in the UK. It offers comprehensive coverage across most of the UK regions with Travelwise contacts in local authorities across the country. Links to other key agencies in the MM field are also included. Key information from this site and from the partner agencies will continue to be posted to the main EPOMM website which has a prominent link from the UK site.
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NATIONAL / REGIONAL FOCAL POINTS

Austria
The temporary function of the Austrian Ministry as an NFP has been passed on to AMOR (Austrian Mobility Research, Graz) in co-operation with E.V.A. (Energy Saving Agency, Vienna). The aim is to develop a network of Mobility Management in Austria, carefully taking into account the specific local and regional activities and key actors. In a pilot phase, the most suited organisational form and approaches to gain actively involved partners will be defined and realised, in order to prepare for the vision of a continuation of EPOMM after June 2002.
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United Kingdom
Kevin Scobell is moving to Cambridgeshire County Council in February to become European Projects Manager. He will be able to increase his time input (up to 50%) to EPOMM. This will allow more time to develop the links with the UK Government’s Are You Doing Your Bit campaign as well other UK agencies such as ACT, Don’t Choke Britain, Going for Green, LA21 and Transport 2000.
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