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Item 5 (d) of the provisional agenda

**Preparation of the Fifth High-Level Meeting on Transport, Health and
Environment: draft declaration and its annexes****Executive summary of the study on mobility management****Note by the secretariat***Summary*

A study setting out good practices in managed mobility has been prepared under the umbrella of the Transport, Health and Environment Pan-European Programme (THE PEP). The present document provides an executive summary of the study.

I. Mobility management

1. Mobility management is the promotion of sustainable transport and the management of the demand for car use by influencing travellers' attitudes and behaviour.¹ This approach has been increasingly gaining attention as a part of efforts to improve urban transport and urban environment quality as a whole. The appeal of mobility management as an approach for dealing with mobility issues lies in the numerous potential benefits it can generate, including (but not limited to):

- (a) Less congestion, resulting in a reduction in air pollution and in time wasted in traffic, as well as less stress;
- (b) A greater variety of transport solutions, resulting in better accessibility;

¹ European Platform on Mobility Management.



- (c) More efficient use of existing transport infrastructure, resulting in less public spending on unnecessary infrastructure;
- (d) More efficient land-use management;
- (e) Cost savings for local authorities, private companies and individuals;
- (f) Healthier life styles and less stress, thanks to more active modes of transport.

II. Study on mobility management

2. Mobility management practices are the focus of the study in an effort to offer concrete examples of implemented measures and a better understanding of their impact on urban transport and its negative externalities, including carbon dioxide emissions and traffic congestion.

3. The study was developed following a case-study approach focusing on eight areas of analysis:

- (a) Home to work mobility;
- (b) Home to school mobility;
- (c) Major events;
- (d) Sustainable urban logistics;
- (e) Parking management;
- (f) Sustainable Urban Mobility Plans;
- (g) Demand responsive transport;
- (h) Communication and information.

4. Where possible, national coordinated efforts have been included and reviewed. The collection of case studies was based on a desktop study and interviews with key actors, with the aim of including examples from a variety of countries. As a result, the study includes a total of 22 good practices from 17 different countries that set out the positive and potentially significant impacts that mobility management programmes can have:

- (a) Reduction by 26 per cent of single occupancy car trips in the case of home to work mobility;
- (b) Children identifying the benefits of travelling on foot and cycling in the urban environment thanks to dedicated walk- and bike-to-school programmes;
- (c) More than 50 per cent of people travelling to major events using sustainable modes of transport;
- (d) Reduction of carbon dioxide emissions by 17 tonnes, nitrogen oxides by 35 kg and inhalable particulate matter (PM₁₀) by 2 kg per year for sustainable urban deliveries;
- (e) Reduction in car use (33 per cent of the total trips) for reaching multifunctional developments thanks to parking management measures and land-use planning;
- (f) Reduction by 17 per cent of cars entering the city centre in the case of Sustainable Urban Mobility Plans;
- (g) Cost-efficient demand responsive transport for sparsely populated areas;
- (h) Positive, long-term impact on the mobility behaviour of citizens thanks to communication and information.

III. Main findings

A. Land-use planning and mobility management

5. It is important that Governments integrate land-use planning with transport and introduce elements of mobility management from the planning phase.

Relevant good practices

- Parking management at Sihlcity (Zurich, Switzerland)
- Strasbourg Sustainable Urban Mobility Plan – a highly integrated plan (Strasbourg, France).

B. Home to work mobility

6. Mobility management should become standard practice for individual companies as well as for entire business and industrial parks. It is therefore important that national regulations ensure that the mobility manager figure becomes the norm for companies, and that local administrations provide assistance in the development and implementation of home – work mobility plans.

Relevant good practices

- Green Way – Infineon’s Mobility Management Programme (Villach, Austria)²
- Mobility Jackpot (or Lottery) at Seewer AG (Burgdorf, Switzerland)
- Ropka tööstusrajoon a Public – Private Partnership for Mobility Management (Tartu, Estonia)
- Mobility management at the Andalusia Technology Park (Malaga, Spain)
- Factory for Non-ferrous Metals– Mobility Green Label (Plovdiv, Bulgaria)
- Mobility management at a science and innovation park – Skolkovo Foundation (Moscow).

C. Home to school mobility

7. Schools should be invited to appoint a mobility team that commits the school to engaging in mobility management, increasing student autonomy in terms of mobility and reducing congestion around schools.

8. This is also important for university campuses, where mobility management practices can increase accessibility and reduce the need for parking spaces.

Relevant good practices

- A comprehensive approach to mobility management for home to school trips (Reggio Emilia, Italy)
- A successful school travel plan (West Midlands, United Kingdom of Great Britain and North Ireland)
- Mobility management at campuses – the case of Camosun College (Victoria, Canada).

² Mention of commercial companies and products does not imply endorsement by the United Nations or its Member States.

D. Major events

9. Mobility management should be an integral part of the organization of major events, guaranteeing accessibility with a variety of transport modes other than the car and raising awareness among participants of their transport options.

Relevant good practices

- Mobility management for the 2017 U2 and Coldplay concerts in Brussels
- Travel demand management at the London 2012 Olympic Games.

E. Sustainable urban logistics

10. There are significant advantages to be obtained through sustainable urban logistics, for example, reductions in urban traffic, pollution and noise. Therefore, local administrations should seek solutions suitable for their characteristics, and logistics companies should be incentivized to develop innovative technologies and methods for greener last-mile deliveries.

Relevant good practices

- The Beer Boat – waterborne last-mile deliveries in Utrecht (Utrecht, Netherlands)
- Cityporto of Padua – a successful urban distribution service (Padua, Italy)
- Cubicycles for last-mile inner-city delivery (Frankfurt, Germany, and Utrecht, Netherlands).

F. Parking management

11. Parking management is a significant leverage for sustainable mobility and can greatly influence car use for urban trips. It is therefore important that national and local Governments, as well as private companies, integrate it with mobility management elements.

Relevant good practices

- Parking management at Sihlcity (Zurich, Switzerland)
- INFICON AG – parking management at the workplace (Balzers, Liechtenstein).

G. Sustainable Urban Mobility Plans

12. Sustainable Urban Mobility Plans are a planning instrument for providing sustainable mobility and reducing car use in urban areas. There are three key aspects for their development and successful implementation:

- (a) National Governments should assist local administrations through guidelines and technical support;
- (b) Sustainable Urban Mobility Plans should address different policy areas and sectors and foresee the active participation of citizens and other stakeholders;
- (c) Sustainable Urban Mobility Plans should be updated to reflect emerging transport innovations.

Relevant good practices

- Kruševac, the first Serbian city with a Sustainable Urban Mobility Plan (Kruševac, Serbia)

- Strasbourg Sustainable Urban Mobility Plan – a highly-integrated plan (Strasbourg, France)
- Seattle’s Mobility Playbook (Seattle, United States of America).

H. Demand responsive transport

13. Demand responsive transport can prove to be an effective and efficient alternative to conventional public transport for sparsely populated areas, reducing car dependency.

Relevant good practices

- PubliCar – the Swiss demand responsive transport scheme (Switzerland);
- Innovative transport in rural areas – the case of the village bus (Kolsillre, Sweden).

I. Communication and information

14. Communication and information activities are valuable both as an integral part of mobility management measures and as stand-alone initiatives, which should still be integrated into transportation and urban planning. It is, however, important that the communication methods and information used be tailored to take into account different target groups.

Relevant good practices

Munich – Gscheid Mobil (Munich, Germany).
