

European Conference on Mobility Management 2002:

Suggested recommendations for the future

The central role of MM within the 'decoupling economic growth and transport growth' discourse

The OECD Environmentally Sustainable Transport Programme (EST) boosts the debate on the decoupling of economic growth and transport growth. It basically says that the aggregated transport needs and the aggregated transport mode choices should be realised in different ways. The scenarios are built on both supply and demand strategies. A substantial part of these scenarios depend on a culture shift in concepts of governance on the demand side. Fair pricing on the one hand, coupled with 'responsible mobility by partnership networks with impact on the demand side' on the other hand. This is where the next generation of MM initiatives can play a key role. Promising and best strategies and practices, as identified at ECOMM, might become common strategy and practice within the EST programme.

Suggested recommendation 1:

Carry out a detailed investigation of the potential relationship between EST and MM

The changing face of mobility governance: sharing responsibilities in an interactive and decentralised mobility policy context

As noted in section 2: 'it is clear that mobility management would gain a lot from strong and responsible partnerships that are actively engaged in promoting and implementing local, regional and national sustainable transport policies. As sustainable transport policy is moving towards multi-modal and inter-modal targets, its processes inevitably become multi-sectoral and multi-actor in nature'. Recognising this key shift and expansion in the nature of Mobility Management and the importance in this of wide ranging partnerships, provides a key to the wider application of MM in European cities and regions.

Suggested recommendation 2:

Form comprehensive and sensitive partnerships, in recognition of the broadening role of MM and the changing face of mobility governance

Cross the borders between policy fields

The need for wide-ranging partnerships arises not only in relation to the effective delivery of sustainable transport policies, but also in relation to potential synergies between different policy fields. For example, some of the objectives of the transport policy analysts are shared by policy makers in the health or education sectors.

As a consequence, there is beginning to be an interest in developing wider local and regional sustainable policy processes, that include integrating MM into every policy sector (land use, economic development, transport, education, environment, health, etc.). Key groups to engage include:

- Educational community
- The leisure, tourist and shopping sector
- The economic community
- The freight and logistics sector
- The health sector

Suggested recommendation 3:

MM should be much more closely linked with initiatives in non- transport policy fields

Develop new niches for MM within transport/land use planning

Within the traditional domain of the transport planner, there are several opportunities to extend the MM philosophy. ECOMM 2002 has identified four key new targets:

- **Target 1: trip chaining mobility**
- **Target 2 : Freight and service movement**
- **Target 3: Land use, housing and site development**
- **Target 4: Temporary works**

Suggested recommendation 4:

MM should be extended to other areas within the traditional competence of the transportation planner

MM networks built on Quality Partnerships

In section 2 of this paper we identified several partnership domains in mobility management and listed conditions for effective partnerships. This identified a number of areas requiring further attention, including

- **Defining quality standards**
- **Identifying leadership qualities and champions**
- **Devising operational platforms**
- **The role of the facilitator or manager**
- **Strategic and operational plan**
- **European Conference on Mobility Management, 15 - 17 May 2002, Gent 13**
- **Indicators**
- **Project management**
- **Budgeting**
- **Monitoring effects**
- **Progress report**
- **Benchmarking**

Suggested recommendation 5:

Further investigation is needed of how to inject quality into MM partnership networks

European Platform on Mobility Management (EPOMM) EPOMM 1999 - 2002

has been established as a European forum with regional members to promote, develop and implement MM in the EU member states. Its basic tasks are to develop a EU MM network and to exchange information.

EPOMM in the future

Possible update of its mission:

- **Strategic alliances with (new) partnership networks**
- **Operational alliances with (new) partnership networks**
- **Organisational improvement, benchmarking and monitoring of MM progress**
- **Dissemination of best strategies and practices**
- **Possible update of its deployment strategy**
- **Active role of EPOMM in national and regional forums / focal points**
- **Role of ECOMM as the annual or bi-annual EU platform on the MM discourse and as the EU informative platform on MM**

Suggested recommendation 6:

EPOMM 2002: update of mission and deployment strategy

Is there a need to update the definition of mobility management?

As noted in section one, most professionals now subscribe to the common EU definition of mobility management, as coined in the Momentum and Mosaic projects in 1999: "MM 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. These tools are usually based on information, communication, organisation, coordination and require promotion.

The objectives of Mobility Management should include:

- **encouraging greater use of sustainable transport modes**
- **improving sustainable accessibility for all people and organisations**
- **increasing the efficiency of use of transport and land use infrastructure**
- **reducing traffic (growth) by limiting the number, length and need of motorised vehicle trips**

Based on the experiences reported in ECOMM 2002, we suggest that it is now appropriate to update this common EU definition of MM, in the following way:

Suggested recommendation 7:

Redefine the definition of Mobility Management, based on ECOMM 2002 (1)

"MM is primarily a demand oriented approach to influencing passenger and freight movement, that involves active partnerships to support and encourage a change of attitude and behaviour towards sustainable modes of transport. MM tools are wide ranging and usually require the active cooperation and coordination of partners, based on information, communication, and organisational initiatives, and require promotion."

Is there a reason to go even further?

During recent debate on MM in Flanders, there has been a drive to push the MM definition beyond its current terms of reference. MM is becoming a reference for bridging the demand European Conference on Mobility Management, 15 - 17 May 2002, Gent 14 and the supply sides, keeping both sides connected within a sustainable development context. This is true of many of the interesting cases presented during this conference, which seem to take for granted the concept of MM as a 'bridge' (e.g. Flanders' mobility covenant practice, Zürich, Ettlingen, Dresden's intermobil project) MM is beginning to take up an intermediary role, to facilitate an interactive cooperation between the demand side ('partnership domains' as identified by the conference) and the supply side (land use and infrastructure) within a changing planning context. Does this make any difference for the definition of MM? Let's debate this in the closing session of the conference!

Suggested recommendation 8:

Update the definition of Mobility Management, beyond its actual terms of reference (2)

One possibility might be to say:

"MM facilitates the interaction between the demand side ('partnership domains' as identified by the conference) and the supply side, in a cooperative sustainable policy and planning process. MM facilitates effective coordination of partners and makes use of appropriate managerial, communicative and promotional tools."