

Candidature for holding the 15th European Conference on Mobility Management (ECOMM) in Toulouse in 2011

ECOMM 2011 in TOULOUSE



Herewith, Tisséo-SMTC, the Public Transport Authority of the Greater Toulouse presents its candidature to hold in Toulouse the 15th European Conference on Mobility Management (ECOMM 2011).

Tisséo-SMTC is supported in its candidature by the *Greater Toulouse*, the *Municipality of Toulouse*, the *Greater South-Est of Toulouse (SICOVAL)*, the *French Environment and Energy Management Agency (ADEME)*, the *Regional Environment Agency of Midi-Pyrénées (ARPE)*, the *Chamber of Commerce and Industry of Toulouse (CCI)*, the *French Grouping of the Authorities in charge of Transport (GART)* and the CERTU (the EPOMM French National Focal Point) which would provide Tisséo-SMTC with a technical assistance for the organisation of the conference.

In annex of the present candidature, you will find the letters of support from our partners mentioned above.

Hereunder, the Tisséo's application is built as following:

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//1// The Toulouse and Tisséo's actions on Mobility Management

■ Description of the Toulouse Public Transport network

The Public Transport network of Toulouse is composed by:

METRO

- 2 lines of metro (12.5 and 15 km) opened in 1993 (line A) and in 2007 (line B) using the Siemens VAL System. In 2008, 89 millions of tickets have been validated. 8 Parks-and-Ride are operational (7000 parking places) ;

BUS

- 70 bus lines are operational with a fleet of 540 buses (diesel et gas). 17 millions of kilometres have been run in 2008 and 38 millions of tickets have been validated.
- 12 lines of Transport on Demand (TAD) are currently running in the Toulouse area;

TRAMWAY

- 1 line de tramway (18 km) is foreseen by the end 2010 (ALSTOM CITADIS System) ;

AIRPORT SHUTTLE

- 1 line operates between the Toulouse-Blagnac airport and the railway station Toulouse-Matabiau (accessibility of the buses for disable persons).

MOBIBUS

- 19 minibus are especially equipped,
- Tisséo offers a service on demand for disabled people.

CAR-SHARING

- Launching in March 2009 of the carsharing service by Mobilib' in Toulouse. Tisséo is a Mobilib' partner ;
- 11 carsharing vehicules are available in Toulouse.

VELOSTATION

- The Tisséo fleet is composed by 50 rental bicycles located in the Mobility Agency of Labège (« humanised » *velostation*); 120 citybikes and 100 folding bicycles are available in the Mobility House in front of the railway station (Toulouse Matabiau);
- The Toulouse fleet (managed by the Municipality of Toulouse) VélôToulouse accounts 2 400 bicycles shared out on 253 automated stations ;
- Those 2 systems are complementary.

Urban Mobility Plan

- Under review since September 2008.

■ Presentation of the global urban mobility policy of Toulouse and its prospects

The Grenelle on Environment, the SRU Law (Law on Solidarity and Urban Renewal), the expectations from the political powers and the society invited us to develop clean Public Transports and all that could promote sustainable mobility. That is the responsibility of Tisséo and of all the public administrations committed in urban transports.

First key action in the field of urban mobility launched by the new Municipality of Toulouse in June-July 2008, the Mobility Meetings (*Assises de la Mobilité*) have constituted a very interesting debate for the inhabitants of Toulouse wishing to express their ideas and concerns on urban mobility. Alongside the Municipality, Tisséo, as the Public Transport Authority of the Greater Toulouse, played a crucial role on the animation of those mobility forums.

Following the local elections in March 2008, Stéphane COPPEY, a green representative from the socialist-green-communist electoral coalition became the new President of the Public Transport Authority of the Greater Toulouse, Tisséo-SMTC. His action on behalf of Tisséo is in line with a strong political commitment aiming at an important modal shift from the personal car to the public transports and soft modes.

A redefinition work on the guidelines of the global urban mobility policy responding to the inhabitants, political representatives, and association's demands has been carried out. To do so, several tools have been used, notably the Urban Mobility Plan (PDU : *Plan de Déplacements Urbain*).

The Urban Mobility Plan of the Greater Toulouse is under review. Tisséo is managing this in-depth process in collaboration with the Toulouse local administrations and stakeholders involved in urban mobility. The review of the Urban Mobility Plan falls within the scope of the National Law on the Air and the Rational Usage of Energy, the SRU Law, "for the equal rights and opportunities, the participation of disable persons to citizenship" Law and on the prospects of the Grenelle Environment Law.

The main objectives of the review are as following:

- **To control the car traffic** in the context of an important increase of urbanisation. In terms of modal split, the aims for 2020 are as following: personal car = 70%; public transport = 23% and bicycle = 7%. The City of Toulouse has committed to reach a modal share of 15% for bicycle in 2015;
- **To control the mechanized mobility for a better coherence between Urbanism and Transports ;**
- **To develop the usage of Public Transports** in a intermodality way;
- **To develop sustainable mobility modes, notably cycling and walking ;**
- **To settle and exploit the main road network of the Toulouse area;**
- **To support parking management by a global policy** as one of the tool of modal shift mainly in favour of Public Transport;
- **To safe mobility ;**
- **To support carsharing and carpooling ;**
- **To encourage the companies and public administrations to implement Commuter Plans;**
- **To encourage freight and good deliveries;**
- **To support pricing;**
- **To implement Accessibility Schemes of transport networks, road network and the redesign of public spaces.**

Among those objectives, several match with the MM ambitions as defined through the EPOMM works, notably the MAX project.

■ **Tisséo's commitments in terms of MM**

On Personalised Travel Assistance (*Conseil en Mobilité*), **Multimodal Information, companies' assistance for implementing their Commuter Plans** (*Plan de Déplacements d'Entreprise*), **Car-pooling, Cycling services, Carsharing, Pricing policy**, Tisséo is committed and continue to develop new forms of motility based on the *Ecomobility* concept.

Furthermore, the ARPE (*Regional Environment Agency of Midi-Pyrénées*) and the ADEME (*French Environment and Energy Management Agency*) are also committed in **School Ecomobility**.

The Mobility Agency and the Personalised Travel Assistance

Within the **Mobility Agency of Labège**, the Personalised Travel Assistance offers to travellers, alternatives to personal car use by taking into consideration the reason of their travels and also their budget. The Mobility Agency takes on the classical role of a commercial agency (selling of tickets, information, circulation of PT network maps...) and also the mission of MM through the **Personalised Travel Assistant**. The Mobility Agency also proposes a CyclingStation (**Vélostation**) for the rent of bicycle, advice for finding safe cycling itineraries, proposes free safekeeping in a safety place and a monthly maintenance service for

the equipments. A car-pooling service is also offered in order to optimise the use of individual car. Following the evolution of a service implemented previously, a dedicated Website for the Toulouse car-poolers is under finalisation. This Website aims at facilitating and making more flexible the use of this car-pooling service. Finally, every Tuesday, from noon to 2 p.m., the Mobility Agency offers animations and workshops dealing with several Ecomobility themes: those meetings are named « The Mobility Tuesdays ».

Thanks to the success of the Mobility Agency of Labège and the willing of the President of Tisséo, the opening of **7 new Mobility Agencies** is foreseen by the end of 2010.

Launched at the occasion of the European Mobility Week in September 2009, the **Mobile Agency** (a mobile bus) is already running through the Toulouse Area roads in order to provide to the audience and to specific target groups as children, activities linked to the **Personalised Travel Assistance**.



Technical support for Commuter Plan implementation process

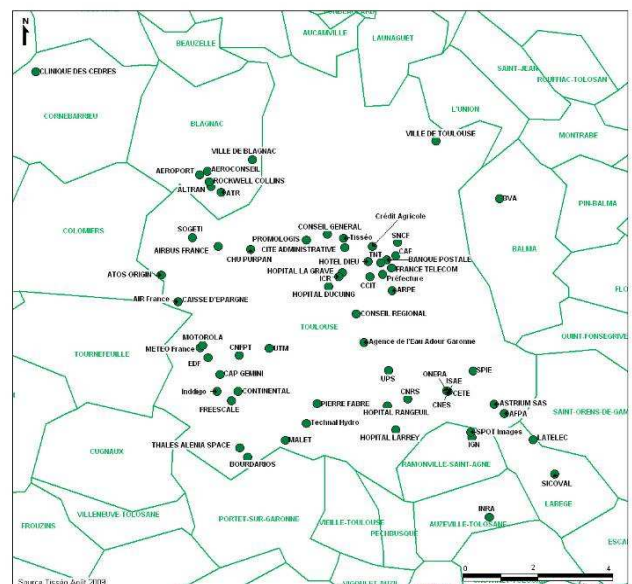
The employees of the Ecomobility Department of Tisséo visit the companies in order to carry out awareness actions dealing with Commuter Plans and more specifically, they animate information stands and stands dedicated to the car-pooling service registration. Two Personalised Travel Assistants and a Research analyst in Mobility are in charge of the Technical support for Commuter Plan implementation process for companies. Currently, 20 companies work with Tisséo under Agreement what represent 60 000 employees. In total, more than 60 Commuter Plan have been launched in the Greater Toulouse. ADEME and ARPE collaborate actively in the Commuter Plan implementation process realised by Tisséo with Toulouse companies, notably by a technical and financial support.

The Personalised Travel Assistants (PTA) present the implementation process to the companies, provide them with a technical assistance for the elaboration of the requirements and for the selection of the research consultancy, analyse the implementation of the action plan and help for the evaluation of the Commuter Plan. For this purpose, a grant is allocated to the companies for the preliminary study and the implementation of the Commuter Plan. This grant is about 25% of the cost of the study until 4 500€. Considering the specific context of the company, the PTAs propose specific actions and dedicated animations in order to inform the employees of the transport offer in general (PT, TER, car-pooling, carsharing, bicycle) and promote intermodality (train+bicycle, PT+bicycle, ...).

The projects for 2010 are as following: adopt a development strategy for large-mobility areas by visiting door-to-door companies by business park and proposing Commuter plans inter-companies.



PDE engagés dans le PTU entre 2001 et 2009



In order to build those new mobilities, Tisséo has strengthened its teams of Personalised Travel Assistants in Companies (**Conseillers Mobilité en Entreprises (CME)**) in relation with the companies having launched a Commuter Plan implementation process.

Finally, a Commuter Plan kit has been realised (and will be re-edited). It is a pedagogic kit addressed to companies, containing general information on the context of transport in the Greater Toulouse, exemplary actions led by several Toulouse organisations and the methodology proposed by Tisséo (diagnostic-actions-Commuter Plan life).

School Ecomobility

The School Ecomobility actions aim at organising travels between home and school encouraging the use of soft modes (walking, cycling). It is the occasion to make all the concerned stakeholders play a role in a project in which schoolchildren are the main beneficiaries: parents, children, local representatives, social centres, environmental friendly learning associations...

Key stakeholders on mobility at the city level and also at the regional level like ADEME and ARPE, in collaboration with associative partners (Groupement régional pour l'animation et l'initiation à la nature – GRAINE – association « Bleue comme une orange »...) encourage, accompany and develop School Ecomobility Initiatives.



The following active measures can be mentioned :

- The **School Travel Plan** is a national measure accompanied by ADEME ;
- The **MOBI'dule Initiative** : it is a regional network federating the School Ecomobility Initiatives in Midi-Pyrénées supported by ADEME;
- The awareness Kit « **Walking or cycling to school, it is possible, useful and fun!** » has been jointly realised by ARPE and ADEME.



The Multimodal Information

The innovative solution realised by Toulouse in terms of developing Multimodal Information deals with cooperation between the main stakeholders involved in the public transport field and/or inter-urban roads. This partnership has been concretised via the creation of an integrated system of mobility management. Supported by PREDIM (Plateforme de Recherche et de Développement de l'Information Multimodale), a MultiModal Information Management Center (Centrale d'Information MultiModale) based on the integration of traffic and PT operators information is under construction.

The MultiModal Information Management Center will be operational by mid-2010.

Pricing and fare policy

The elaboration of the Pricing & Fare Policy Master Plan highlighted the necessity to carry out several in-depths studies and experimentations. Following this, 3 main priorities were identified in 2008:

- Defining “social” fares and short-term accessibility,
- Attracting new customers, studies and experimentations of new products,
- Increase the customers’ loyalty, new products experimentations.

In addition, a few key actions were carried out in order to define the framework of an integrated fare policy (combined fares). Some important works with the Region of Midi-Pyrénées and with the Council of Haute-

Garonne permitted to define the first combined fare products which have seen the light in September 2009. Tisséo has also experimented several solutions in the frame of the CIVITAS MOBILIS project (anonymous card, monthly subscriptions for companies called "Activéo", new payment methods...).

At the operational level, the following fares are among the most outstanding achievements:

- For children (4-15 years old) :
 - 10 journeys tickets for only 6,7€,
 - Monthly subscription for 22€.
- For families and little groups: launching of the TRIBU ticket.

It is important to highlight that the majority of those actions have been carried out and/or are still carried out in the frame of European projects like CIVITAS MOBILIS and SUMOBIS (INTERREG IVB – Espace SUDOE).

//2// Main theme and Subtopics to be highlighted for ECOMM 2011

MM has to be considered as a transport demand oriented approach. This approach which presupposes a strong involvement of all the key mobility stakeholders aims to encourage a behavioural shift towards a more sustainable mobility attitude. The improvement of the various mobility management tools now permits a better understanding of the transport demand oriented approach and requires an even more important coordination of all the mobility stakeholders.

Tisséo would like to highlight during the ECOMM 2011 conference a topic that should deeply address: **"The Personalised Travel Assistance: an active mobility management approach for a shift of the current transport demand"**.

The SRU (Solidarity and Urban Renewing) law of 2000 introduced the necessity for all big cities above 100.000 inhabitants to implement a mobility advice service for all important traffic generators such as big companies, schools, health services... The introduction by the SRU law of this new legal obligation permitted to highlight the necessity for a professionalisation of the mobility advice concept.

Indeed, the Personalised Travel Assistance concept is not dissociable from the **Personalised Travel Assistant**. The Personalised Travel Assistant plays a crucial role in the implementation of a sustainable mobility policy through his different everyday tasks: being a Personalised Travel Assistance for companies, participating to awareness raising initiatives, moderating discussions dealing with the consideration of sustainable transport modes (such as the "Mardi de la Mobilité" in Toulouse) and providing advices to people in order to plan their trip in a more sustainable way. He is also a professional able to address complex mobility policies in their multimodal and interdisciplinary aspects by taking into account the specificities of the territories where he intervenes. The social dimension is also addressed by mobility advisors and will be enhanced by Tisséo through the creation of "Proximity Personalised Travel Assistant" who will deal with the mobility conditions of unemployed people in sensitive urban areas.

As indicated previously, Tisséo took the commitment to increase the role of the Personalised Travel Assistant in its wider policy of planning and financing the public transport network and would like to share with others its experiences in the field of multimodal information, realization of Commuter Plans and mobility planning through the recent development of the new sustainable Urban Mobility Plan (PDU).

In addition, it is certain that the expertise of the different European cities of the EPOMM platform will undeniably be an excellent opportunity to ensure an enthralling 15th edition of the ECOMM conference.

This proposed topic is obviously subject to further discussions with the EPOMM platform.

//3// Toulouse, at the heart of Europe

At the heart of the Midi region, Toulouse has always occupied an important place in the South-West of France. This 2000-year-old history shows itself in an architecture of brick and tiles that is typical of the cities, villages and farms of the Midi-Pyrenees region. Reflections of the golden light on the brick of Toulouse have earned it the name of the 'Ville Rose.' This very special colouring confers an atmosphere on the city that is at once gentle and warm.

Fifth French urban area (800 000 inhabitants) and located 150km away from the Mediterranean Sea, 250 km from the Atlantic Ocean and only 100km from the Pyrenees mountains, Toulouse is ideally located and attracts each year a lot of new inhabitants (+15 000).

Since the beginning of the 20th century, the name of Toulouse has become closely linked to the development of its aeronautic and spatial activities. At the heart of the south-western part of Europe, Toulouse is an important communication centre where we find more than 110 000 students, 3 major universities, 14 engineering schools and several important cultural equipments such as the Centre des Congrès Pierre Baudis, the Médiathèque José Cabanis, the Zenith (main concert hall), the Cité de l'Espace entertainment theme park...

Birthplace of the Airbus Company, Toulouse is today an important science and technology oriented city gathering numerous high tech, computing and spatial industries and a lot of research institutes as well.

At once both modern and proud of the legacy of its past, open and radiant, everybody is bound to be seduced by the incomparable "Toulousain" lifestyle, coupled with the wealth of its cultural heritage.

How to reach Toulouse?

The city of Toulouse is served by an international airport having daily regular flights to all major European cities. A shuttle bus service (every 20 minutes) permits to reach the city centre in 15 minutes. It is also possible to reach Toulouse by train. Located right in the inner city centre, the Matabiau train station faces the famous Canal du Midi (UNESCO classified site). Finally, Toulouse is also located at the heart of the southern Europe highways network and confers to its position an easy accessible situation.

//4// The foreseen partnership

The candidature of Tisséo for the organisation of ECOMM 2011 would not be possible without a strong partnership, involving key Toulouse stakeholders committed in MM.

To that purpose, the public administrations quoted afterwards support the candidature of Toulouse and committed to participate to the event:

- The Municipality of Toulouse;
- The Greater Toulouse ;
- The Greater South-Est of Toulouse (SICOVAL);
- The French Environment and Energy Management Agency (ADEME) ;



- The Regional Environment Agency of Midi-Pyrénées (ARPE);
- The Chamber of Commerce and Industry of Toulouse (CCI Toulouse);
- The French Grouping of the Authorities in charge of Transport (GART);
- The CERTU, National Focus Point for EPOMM.

A public-private partnership is also scheduled. This partnership should be realised with companies involved in MM but also with association committed as well.

The CERTU, as the National Focus Point of the EPOMM platform will support Tisséo in the frame of a technical and logistical assistance in order to facilitate the organisation of the event.

If the present candidature is accepted, a working group composed by the partners mentioned above should be shaped in order to create a real synergy for the organisation of such an event.

Besides, considering the experiences and technical know-how of the partners in the MM field, several presentations explaining the main outcomes obtained in this field should be realised for the Conference.

//5// The draft budget

A first draft budget is presented hereunder:

ESTIMATED REVENUES		ESTIMATED EXPENDITURES	
Registration Fees (on the basis of 400 participants)		Venue (on the basis of the Congress Centre)	
Sponsors (private)		Planning of the Exhibition + Sign posts + Hostesses	
Financial Participation of Tisséo		Interpreters	
Toulouse Partners		Organisation of the conference (communication agency)	
Support of EPOMM		Animators/ Speakers	
		Catering and gala dinner	
		Printed material	
		Human ressources	
		Travel and Subsistance	
TOTAL		TOTAL	

The financial participation of Tisséo is estimated at €60 000. The fiancancial participation of the partners has not been precisely estimated. If the candidature is accepted, this first draft of the budget will be re-worked in collaboration with the organisations providing Tisséo with their support. The support of EPOMM is estimated at €20 000.

//6// ECOMM 2011 in the Congress Centre Pierre BAUDIS

ECOMM 2011 should be organised in the Congress Centre Pierre BAUDIS.



In fact, close to the city centre of Toulouse, in the Compans Caffarelli district, this modern meeting place located at the heart of a lush green environment will hold the Conference. The modularity of the spaces permits to welcome in very good conditions between 50 to 1 200 people over more than 3 000 sq.

The Airport Shuttle serves the Congress Centre Pierre BAUDIS which is reachable by the line B of the Metro, several bus lines, by many VélôToulouse stations and is located at 10 minutes by feet of the city centre.

//7// The Tisséo's experiences in European projects and in organising events

Since more than 10 years, Tisséo is strongly involved either as coordinator or partner in European demonstration projects dealing with public transport and urban mobility.

Tisséo has participated within FP4 to the projects ANTARES, MOBISERVICE, QUARTET, CENTAUR, in the frame of the FP5 to the project PRISCILLA and mostly to the CIVITAS MOBILIS project (2005-2009) as coordinator, and CIVITAS CATALIST, both from FP6. In the frame of the INTERREG III-B, Tisséo has been partner of the IDEA-STCC project and within INTERREG IV-B, Tisséo coordinates the SUMOBIS project. In the frame of the demonstration project CIVITAS MOBILIS, Toulouse has led during 4 years, 21 technical measures among which several were directly linked to MM (Mobility Agency, Commuter Plans, Multimodal Information, and Individualised Marketing).

The capitalised experience underlines the know-how of Tisséo at the national and European level.

Besides, according to its willing to promote the exchange of good practices in the field of urban mobility, Tisséo is member of several national, European and international networks composed of local administrations involved in urban mobility, which are active in this field as AGIR, GART, UTP, POLIS, CIVITAS and UITP.

Tisséo has been chairing for 2 years the POLIS network (from 2006 to 2008). This Presidency has represented an important decision-making leverage and has put Tisséo in the heart of urban mobility European debates.

Thanks to its involvement, Tisséo committed in the organisation of several events, in collaboration with local and institutional partners. The GART Congress in 2006, the POLIS Annual Conference in March 2007, the CIVITAS II Final Conference in January 2009, the AGIR's days in June 2009, to only quote those events, have been the occasion to put the emphasis on the main achievements obtained by Toulouse during the European projects mentioned above.

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Information on the organisation

The organisation of ECOMM 2011 would be coordinated by Tisséo in collaboration with the partners mentioned previously and a communication agency specialised in events would be selected for a logistical support. A coordination team would be created at this occasion.

//9// For more information

For more information, do not hesitate to browse through our partner's websites:

www.tisseo.fr
www.grandtoulouse.org
www.toulouse.fr
www.sicoval.fr
www.ademe.fr/midi-pyrenees/
www.arpe-mip.com
www.cci.fr/Groups/toulouse/HomePage
www.gart.org
www.certu.fr