

This summary of the ECOMM Conference 2003 was produced by participants from Trivector Traffic in Lund, Sweden. (The summary can also be found on www.mobilitymanagement.se where other information about mobility management can be found, for instance M3 – the Mobility Management Meter.)

ECOMM, May 21-23, 2003 in Karlstad, Sweden – an overview

This year's ECOMM – European Conference on Mobility Management – took place in Karlstad, Sweden, on May 21-23. The conference started on May 21 with excursions in five different cities: Stockholm (Hammarby sjöstad), Gothenburg (Vision Lundby), Lund (LundaMaTs, Lund's sustainable transport system), Oslo (commuter planning in Grorudsdalen) and Karlstad (environmentally friendly travel plan).

The excursions were followed by two days of conference in Karlstad with about 300 participants from 16 countries in Europe and the United States. The theme of the conference was "Managing transport demand to attain sustainable development and economic effectiveness - why and how?".

The first day started off with a Swedish perspective on MM – with focus on Sweden's attitude towards traffic, environment and growth – by Claes Roxbergh from the Committee on Transport and Communications, the Swedish Parliament. Ingemar Skogö described the Swedish National Road Administration's application of the "four step principle", and Christer Ljungberg from Trivector gave an overview of how we work with MM in Sweden.

The plenary session continued with Marcel Rommerts from DG Energy and Transport at the European Commission, who talked about EU:s view on MM. Astrid Wilhelm, FGM-Amor in Austria, informed the audience about some of the conclusions of the EU-project MOST which was finalized at the shift of 2002/2003.

During the rest of the conference the participants took part in workshops with different themes. Below you will find some conclusions on the workshops.

1a. Traffic, environment and growth

Three interesting speeches focused on decoupling, with the aim to create growth without negatively affecting the environment.

Oliver Roider and Roman Klementsitz from Vienna, Austria, reported on how the expansion of Metroline U3 has yielded new and increased travelling, reductions in car traffic and growth around the stations.

Göran Rosenberg from the Swedish Road Haulage Association in Sweden described the large investments that have been made in their new environmental policy for the trucking industry. Issues of interest are fuel types, ecodriving, logistics efficiency etc. He ended his speech by adding that the haulage industry will not manage to switch to sustainable transports on its own; cooperation with many different actors is necessary.

The last speech of the session dealt with congestion charging in London and Oslo. Oslo is preparing to switch to a new way of charging, which varies more than the current charging policy. The newly introduced congestion charging in London is already a success. Reduced traffic and increased accessibility are some of the results so far.

1b. Monitoring and evaluation

Vincent Meeschaert from Trajet in Belgium talked about the importance of investing time in company support and discussions with employees to achieve a more active work with the so called Green Commuter Plans in Belgium.

Per Echeverri from Karlstad University in Sweden showed a new method to increase knowledge about how disabled people experience public transport. A camera man on the bus asked the passengers to "tell him what they were thinking", which provided invaluable information on how our transport system works.

Pernilla Hyllenius from Trivector in Sweden pinpointed an issue that most people ask for – effects of MM, with focus on the evaluations that have been performed in Lund. The inhabitants estimate that they have reduced their car travelling by about 1 %, which is now confirmed by recent traffic counts in Lund.

1c. Interaction between land use and transport planning

The first of three speeches about town and country planning was held by Claudia Nobis, German Aerospace Center in Germany, who talked about how different targets in the planning process can be coordinated with MM-measures. They have for instance worked with increasing the number of car-free households. Two different types of projects were presented, either by introducing residential areas free of parking, i.e. cars are allowed to enter the area but have to park outside, or not allowing any cars in the area at all.

Tomas Svensson from the Swedish National Road and Transport Research Institute (VTI) talked about different ways of analysing costs and benefits. There is a balance between an individual's benefit of having access to a car and the public's benefit of having a liveable urban environment. Sometimes these benefits coincide if the individual car-owner also lives in the city. However, the estimation of benefits and costs depends on different factors, such as age, income etc.

The last speech was held by María Eugenia Lopez Lambas, ETSICCP, Transport Department in Spain, about how to carry out MM-measures by physical measures. One example is the Spanish N-III-corridor, a metroline between Madrid and Valencia.

1d. Public transport

Can public transport become more attractive to children by learning from McDonald's marketing strategy? Cosima Pilz from AMOR in Austria gave an introduction to the project "Clever Kids Travel by Public Transport", where the information about public transport was presented in a funnier and more playful way, more adapted to children.

Information material was produced in cooperation with a group of teachers and students. The material was then distributed to 50 schools in Graz where it gained a strong positive response.

Thomas Kahn from Socialdata in Germany talked about how advanced statistical analysis methods can measure customer satisfaction in public transport. He stressed the importance of taking both existing and potential customers into account.

Jean Grebert from Renault in France talked about an innovative and interesting project in northern France: MM in rural areas. The project will start in the beginning of 2004 and contain measures such as car-sharing, carpooling, improved public transport etc. Collaborators in the project is the public transport association KEOLIS, Renault and local authorities.

1e. Differences in cities/regions and rural areas

Mobility Management can be used differently depending on if you work in a city, a region or in the countryside. Werner Gronau from the University of Paderborn in Germany reported on successful projects in the German countryside and in smaller cities. One interesting project is carried out in Lemgo, a city of 40,000 inhabitants with a very good existing public transport system. Investments are made in influencing companies to further increase public transport use.

Green Tonnage is a new and smart way to sell green transports. Maria Dalmalm from DHL in Sweden talked about how the company sells fossil free transports in the same way as a private person can buy green electricity for his household. In reality the customer buys a certain amount of green ton kilometres, which are then realized somewhere in the company's transportation network. In other words, DHL sells reduced emissions. Some authorities and environmentally conscious companies are already willing to pay for this service.

Borlänge in Sweden has recently started its mobility management work. One goal is to integrate it into the normal activities of the municipality instead of running separate projects. This requires a highly developed cooperation between different actors.

1f. Effective partnership

In the first of three speeches Stuart M. Andersson from the Association for Commuter Transportation talked about how the need for managing transports has increased in the United States. The aim has not primarily been environmental, but rather focused on reducing stress, increasing efficiency in the transport system and making transports more profitable. This has been realized by TMA:s (Transportation Management Associations), who are initiated by the private sector. TMA:s often function on a regional level by reducing travel costs in a specific area or route.

Robert Boot from the Ministry of Transport in the Netherlands discussed the added value of mobility to the company performance.

Mark Webb from the United Kingdom finished the session by talking about the Cambridgeshire Travel for Work Partnerships. Since the project started in 1997 the number of partners who support the project have increased from six to ten. This is a result of successful MM-inspired subprojects which have been carried out within the partnership framework.

1g. The traveller

Switzerland has great experience in working with MM and tourist traffic. There are successful projects concerning cycling (Veloland) as well as in public transport (RailAway). Within the MOST project the city of Zug has developed special routes by bicycle.

In Harz in Germany work has been done to integrate MM with other services for the visitor. They have for instance performed target group analyses to be able to provide each target group with the right information and service. An old railway, the Rubeland Railway, has been altered and is today an event. Another project has been to develop an advanced Internet service.

In Germany many small railway stations have shut down and become unattended when travelling has diminished. Agentur Bahnhof Berlin is now trying to start up other activities which can be combined with information and ticket purchasing in these stations. Several successful projects were described.

1h. Marketing 1

Three interesting examples show how new marketing methods can affect people to use more sustainable transport modes.

In Gothenburg different individual marketing studies in residential areas show that you get a higher effect if marketing includes both bicycle, public transport and carpooling instead of just focusing on public transport, said Caroline Almgren from Västtrafik.

Päivi Elmkvist from the Mobility Centre in Lund, Sweden, talked about similar marketing schemes of sustainable transports in the project SMART Road User. The results are positive, and several of the contacted households have shown interest in one or more of the offers they received.

In Odense, Denmark, the city has actively worked in different ways to promote bicycle as a trendy alternative to the car. According to Marianne Weinreich, Cognita, the results have been positive.

2a. MM in the planning process

Lisa Sundell from the Traffic and Public Transport Authority in Gothenburg described the project Vision Lundby – a long-term project with MM-solutions for better environment, accessibility and safety in the area Lundby. The project has been implemented early on in the planning process to create synergy effects between physical and soft measures.

Marien G. Bakker from NOVEM in the Netherlands talked about the two year old air quality decree, which forces Dutch municipalities to measure and estimate air pollution. If the municipality has problems regarding the air quality it must find solutions to reduce the problem before 2010.

Jessica ter Schure from Trivector showed that you can use GIS (Geographic Information Systems) to introduce MM in the planning process. For instance, the use of GIS to analyse accessibility by bike and public transport is in itself an MM-activity, since it helps planners in an early stage to promote these transport modes. Furthermore, GIS creates clear maps and figures which would not be presentable to politicians and decision-makers otherwise.

2b. New partnerships

You-move.nrw is a campaign performed in NorthWestPhalia aimed at younger people. A contest was arranged where they wanted suggestions on green transport solutions, ideas and projects. 97 suggestions were collected and 19 winners were chosen. A large number of young people were engaged in this campaign for sustainable transports.

Kalmar municipality in Sweden has in cooperation with the Swedish National Road Administration worked with a broad spectrum of mobility management activities and infrastructure projects. A large number of actors have been engaged in the projects, which also include traffic safety issues.

An interesting project on MM-work in connection with renewal of old industrial areas was presented by Henk van de Hoef from the Netherlands. Several different measures were presented and the importance of integrating MM in the planning process during the different stages of development was stressed.

2c. Incentives for implementation of MM

Sarah Wixey from University of Westminster introduced the session with an exposition of experiences from cities that have introduced road charging or other car traffic reducing schemes, e.g. Singapore, Oslo and San Diego. In all presented cities the discussions before the introduction were very lively, and the negative response large, but after the introduction the public response has calmed down.

Jo Baker from Transport and Travel Research in the UK continued on the same theme and informed on some of the results from the cities. In Singapore, which has had road charging since 1975, car traffic has been heavily reduced. In Oslo, car traffic has been reduced with 5-7 % since the introduction.

Thomas Krag from Denmark talked about an interesting project in Copenhagen. Companies were enticed to join a campaign, which aimed at getting employees to manage without car during two weeks. Car usage during the campaign dropped about 20 %. The results will be followed up in June 2003.

2d. Carpooling and car-sharing

The Swedish Carpooling Service ("Samåkningstjänst") is an Internet based service that facilitates carpooling between employees in companies and organisations. Successful installations have been made in several large companies. A project demonstration could be found in the exhibition hall of the conference.

SunFleet is a Swedish car-sharing actor, which supplies their clients with environmental friendly cars. SunFleet is mainly focused on companies, but once a company has started its car-sharing activity the employees can sign up and use the cars in off-duty hours – without consequences such as tax imposed on fringe benefits.

Bremen has successfully worked with MM during many years. Among other things they are running a successful and well-known car-sharing project within the MOSES-project. They also have a campaign about the combination of public transport passes and car-sharing. This pass provides the owner with just about everything needed for travelling, and is known as the "egg-laying wool-milk-sow" of travelling.

2e. Marketing 2

Walter Bien, traffiQ Frankfurt, talked about the experiences from the Mobility Centre in Frankfurt, Germany. He introduced the speech by claiming that the choice of transport mode is to most people not a conscious choice, but rather made by tradition and habit. It is therefore important to inform the public about the alternatives to owning a private car and hence helping people making a more conscious choice. Frankfurt's Mobility Centre, which is run by the local public transport association, fulfils this goal. The centre does not only supply information on public transport, but also on car-sharing and bike+ride.

Jillian Anable from the University of Surrey in the United Kingdom talked about her research on travel habits by having focus group meetings and questionnaires at some of the largest tourist attractions in the UK. The analysis resulted in a categorisation of the visitors in different "transport groups" with reference to attitudes, motives and needs. The results can be used to adapt traffic information to the different groups.

Alan Lewis, TTR, England, gave an insight into the results of the EU-project TAPESTRY. The project consisted of an inventory and evaluation of public transport campaigns. In Dublin, for instance, the public transport association yielded an improved image of public transport, less damage and an increased travelling by actively communicating with youths in school and by arranging a design contest.

2f. Benchmarking

Benchmarking is since long applied in many different sectors, however not often within the transport sector.

During this workshop the audience received an insight into how to work with benchmarking within public transport in Sweden and on Ireland, by Torbjörn Eriksson, TEM in Sweden, and John Porter, Interaction, Ireland.

Tim Asperges from Langzaam Verkeer in Belgium talked about the EU-project BYPAD which aims at benchmarking different cities and their work to improve bicycle traffic.

Eric Schreffler, ESTC, USA, illustrated the need for evaluation of both effects and costs of different MM-measures. By having better knowledge about the cost per replaced car trip, or replaced kilometre by car, better possibilities to find cost efficient solutions are provided – if measured.

2g. The MOST experience

MOST is an EU project which has been carried out during 2000-2002. The results show that MM can be applied among many different target groups, but also that the work has to be adjusted to the local conditions. Monitoring and evaluation of both the process and the effects is one of the success factors.

The evaluation has been performed according to the MOST-MET (MOST Monitoring and Evaluation Toolkit), which is based on an evaluation in several steps, including knowledge, usage, acceptance, individual behaviour (measured as a change in choice of transport mode) and the effects on car traffic and environment etc.

The good and striking news is that all of the 30 participants in MOST will continue working with MM.

The results from the project were highlighted by Astrid Wilhelm from AMOR, Austria and Timo Finke from Aachen University, Germany.

Guido Muller from ILS, Germany, and Sarah Wixey from University of Westminster, UK, ended the session by telling the audience how to improve the prerequisites for MM, from experiences in MOST. An important result of MOST is the development of the P.A.I.R. scheme, a scheme with four different factors that have been identified as success factors when implementing MM; Policy, Actors and Structures, Integration and Resources.

Examples of critical conditions in different countries are:

- "The White Paper" from 1998 in Great Britain has among other things lead to the production of a large number of Travel Plans,
- The "Four Step Principle" by the Swedish National Road Administration
- New legislation in France which implies that all cities with more than 100,000 inhabitants must implement a mobility plan, and
- Altered Dutch taxation rules. The incentives to cycle and travel by public transport to work has increased, at the same time as tax deductions for car commuting in trips longer than 10 km have degenerated.

Congestion charging schemes in London – the first results

The congestion charging in London has already proven to give results by reducing car traffic, increasing speeds, reducing delays in public transport etc. The first evaluation of the charging scheme will be presented in June 2003. Nick Fairholme from Congestion Charging Division, City of London, gave at ECOMM in Karlstad some "insider information" about the results that have been obtained so far.

London, with 7 million inhabitants and 1 million people commuting in to the city, has since a few months back congestion charging in the inner regions of the city. The area extends over 22 square kilometres. Before the charging scheme was introduced the average car speed in the area was 15 km/h, and about half of the driving time was spent in car lines. One should then be aware of the fact that 85 % of all people commuting in to central London already travelled by public transport. The charges are part of a more extensive traffic strategy, containing both parking strategies and improved public transport.

At all entrances to the area cameras photograph the cars passing in to the area and their number plates. The fee per day is £5 between 7.00 and 18.30. Since congestion problems in London are about the same during the entire day the more common time differentiated zone charging was not necessary. The car driver can choose from paying by mail, phone, internet and in some stores and at petrol stations. If the car driver does not pay by midnight on the day of entry her/she is charged with a fee of £80.

Some preliminary results can be presented:

- 20 % traffic reduction into the zone,
- 16 % traffic reduction within the zone,
- no significant change in traffic outside the zone,
- speed within the zone has increased with 10-15 %,
- public transport travelling has increased with 14 % during peak hours,
- the average bus speed within the zone has increased from 10 to 12 km/h, i.e. with 20 %.

More information on the congestion charging, the extension of the zone etc can be found on the website [Transport for London](#).

Next year: Lyon

ECOMM 2004 will take place in Lyon, France, on May 5-7. The theme will be "Transition strategies for sustainable mobility in an urban area – Review and prospects based on European experiences. Contact person is [Corinne Tourasse](#). More information is posted on [EPOMM:s website](#).

At the keyboard:

Pernilla Hyllenius, Lena Fredriksson, Jessica ter Schure, Karin Modig, Christer Ljungberg – all from Trivector Traffic AB.