



Successful Travel Awareness Campaigns  
& Mobility Management Strategies



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Title of Report:

## **WP D Integrating Mobility Management and Land Use Planning**

### **User guide for a training course (D3)**

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## 1 Introduction

This training course was developed in the MAX – Successful Travel Awareness Campaigns and Mobility Management Strategies project as an output of its WP D which deals with Integrating Mobility Management (MM) and Land Use Planning (LUP). It was produced to enhance the usefulness of the *Guidelines for the integration of Mobility Management with Land Use Planning* and the other related WP D outputs.

The main purpose of this training course manual is to guide organisers through the process of the training course on the integration of MM into the LUP and the building permission process. A one-day training course should help to spread knowledge of the results of WP D and raise awareness about the reasons for, benefits and ways of integrating MM into LUP. It also helps disseminate the WP D outputs at the local and regional level and can be used to raise awareness about integration of MM into LUP among politicians and practitioners at higher governmental levels (e.g. national, European).

This training course is targeted mainly at public administrations at local and regional (or higher) levels, but can be also used for others such as local politicians and developers. It can also form a part of university courses for future transport, land use and environmental planners.

The training course can be performed at two levels – basic and advanced:

- The **basic** level should focus on the potential users in cities and countries where MM is not a very well known concept and where preconditions for the integration of MM with LUP are not very supportive – for example, in most of the New Member States (NMS). Its content is more general and dedicates more time to basic information such as an introduction to MM, necessary preconditions, site-based MM and other MM measures, but it provides fewer details on integration.
- The **advanced** level training course is dedicated to potential users from cities and countries where MM is a better known concept, one perhaps that is already in use, but that is not yet integrated with the LUP and/or building permission process. It contains less basic information on MM and focuses more on details of its successful integration based on a short version of the planning simulation workshop (see output D4) for a concrete site in the area where the training course happens.

The training course material contains:

- Reference material *Guidelines for the integration of Mobility Management with Land Use Planning*: The purpose of the guidelines is to give practical input on achieving a better integration of transport planning and LUP and how MM can be integrated with the LUP process.
- *User guide for planning simulation workshops: solutions for integrating Mobility Management into local planning (D4)*: The purpose of this document is to give guidance on how to organise and hold a planning simulation workshop and use the meeting as an opportunity to raise awareness about MM and discuss the possibilities of integrating MM into local land use planning and building permission processes.
- *Compendium of site based Mobility Management measures (D5)*: The compendium consists of a range of MM measures at the site level which can be implemented by the developers (or employers) of new developments.
- *Examples of contracts between public administration and developer (D6)*: These negotiation contracts are targeted at local administrations involved in the building permit process. The examples can be used by developers and municipalities as an input to defining their own contracts, tailored to the specific cases of new developments in which the administrations are actually involved.
- PowerPoint presentations:
  - *What is site-based Mobility Management? (D1)*: The presentation serves to explain the content of MM, its application at the site level and its benefits. The presentation includes some successful cases of site-based MM.
  - *How can Mobility Management be included in the planning and building permission process of a new development? (D2)*: As well as describing MM at the site-level, the presentation shows at what stage of the planning and building permit process and how the developer can be encouraged or required to consider MM measures.
  - *A good example of integration: Sihlcity, Zürich, Switzerland (D2a)*
- ASTUTE Best practise DVD

It is strongly recommended that the organisers of a training course read/watch these MAX WP D and other outputs before developing the agenda of any training course.

## 2 Preparing a course

### 2.1 Scope of an actual training course

The first step in the preparation of the training course is to define its scope - why and for whom to perform it. As presented above, the training course can be used at an operational level to enhance the integration of MM and LUP at the local and regional level, and/or at a more strategic level to improve preconditions or to raise awareness among politicians and practitioners in higher levels of government (e.g. national, European). It can also be used for the education of future planners on university courses. The scope of an actual training course influences the further steps in its preparation.

### 2.2 Selection and invitation of participants

According to the defined scope of the training course the target market should be defined and a list of possible participants compiled. The aim is to invite all relevant stakeholders who would be involved in the better integration of MM and LUP, related of course to the selected scope and level of the training course. For example, in a training course focused on local and regional levels of government, all the relevant departments of the city and/or regional administration that are involved in planning (e.g. town planning, transport planning, architectural control, business development), should be invited. They are often involved only in individual aspects of planning and building permission processes and their own functional integration is seldom in place; they tend to operate rather separately from one another. Participation by the transport suppliers like local public transport operator or car-sharing organisation can be also very helpful.

An invitation letter should briefly present the topic of the training course. For the advanced course, for example, it could include a description of the local demonstration site with its accessibility and mobility problems.

### 2.3 Selection of the local demonstration site

Depending on the scope, a suitable local demonstration site needs to be identified, at least for the more advanced level training course. Experience gained within the MAX project showed that an existing new development facilitates the discussion on many aspects of integrating MM into planning and helps to make new suggestions and solutions more tangible.

The demonstration site should meet certain preconditions to make it easier to understand and discuss integration of MM into building permission processes. For example, the demonstration site should be big enough to generate some noticeable traffic in the future (e.g. by employees or customers) and it should preferably be served by some public transport services (or such services should be planned). Otherwise, a discussion about information and promotion activities or rebated public transport tickets ('job-tickets') would be more difficult and MM might be rejected as unrealistic or inappropriate, just due to poor preconditions. Brown-field redevelopments or new developments within the cities' core areas are in most cases already integrated in the existing transport networks and therefore offer better preconditions for walking or cycling accessibility, for example, than do green field developments on the outskirts of town. This does not mean that such cases cannot be discussed, but the range and effectiveness of suitable measures will be different to those in a city centre. There, a walking map for visitors might be a good measure in contrast to a company-run shuttle service to the nearest train station, which is more likely to be a suggested measure for a green field development.

### 2.4 Distribution of detailed agenda and reference material to participants

After accepting the invitation the participants will receive the detailed agenda, a description of the local demonstration site and other reference material such as the MAX WP D Guidelines.

### 3 Procedure for the training course

Suggested structures of the agendas for a basic and an advanced training course are presented below. In reality the agenda can be very different and should be adapted according to its scope, level, duration and local context. As described before, the basic level training should dedicate more time to basic concepts and less to details of integration. The advanced level training course should, on the contrary, contain less basic information about MM and focus more on details of successful integration.

#### 3.1 Training course agenda – basic version

- 09:00 Welcome and introduction
- 09:15 Introduction:
- Presentation of a good practice site-based MM measure (ASTUTE short movie, e.g. Travel plan for the company Anton Paar in Graz, Austria)
  - What is Mobility Management: what does it aim for, what are typical measures, what is experience so far? (PowerPoint presentation D1, further information based on D5)
- 10:00 Discussion about the general acceptance of the concept of MM at the national and local level
- 10:30 Integration of MM with LUP:
- Presentation of a good practice example of the integration of MM into the building permission process (PowerPoint presentation D2a of Sihlcity, Zurich, Switzerland)
  - How to include MM in the planning and building permission process of a new development? (PowerPoint presentation D2)
- 11:10 Coffee break
- 11:30 Discussion about transferability to the local situation (possible questions to discuss)
- Which of the policies discussed in the previous session can be transferred to the local context – and how?
  - What are the framework conditions for integration?
  - What barriers are there to greater integration and how can these be overcome?
  - Who are the key stakeholders who need to be convinced?
- 12:45 – 13:45 Lunch break
- 13:45 Presentation of MAX WP D results - the contents of the outputs and how they can be used
- guidelines
  - tools / instruments
  - recommendations
- 14:30 Conclusions, discussion
- 15:00 End of training course

## 3.2 Training course agenda – advanced version

- 09:00 Welcome and introduction
- 09:15 Introduction:
- Presentation of a good practice site-based MM measure (ASTUTE short movie, e.g. Travel plan for the company Anton Paar in Graz, Austria)
  - What is Mobility Management: what does it aim for, what are typical measures, what is experience so far? (PowerPoint presentation D1, further information based on D5)
- 09:45 Discussion about the general acceptance of MM concept at the national and local level
- 10:00 Integration of the MM into LUP:
- Presentation of a good practice example of the integration of MM into the building permission process (PowerPoint presentation of Sihlcity, Zurich, Switzerland D2a)
  - How to include MM in the planning and building permission process of a new development? (PowerPoint presentation D2)
- 10:45 Coffee break
- 11:00 Planning simulation workshop (short version of D4)
- Introduction - what is the purpose of the planning simulation workshop
  - Presentation of the selected site and possible transport problems
  - Possible solutions to transport problems (improving accessibility, using MM...)
  - Introduction of a prototype (or example) travel plan as a feasible solution
- 11:45 Discussion about transferability to the local situation (possible questions to discuss)
- Which MM measures could be used at this site?
  - How to monitor the implementation and effectiveness of measures implemented?
  - What kind of agreement/arrangement is needed between the municipality and the developers to specify measures to be implemented, objectives, monitoring and other aspects of the process (see example contract (D6))?
- 12:45 – 13:45 Lunch break
- 13:45 Continuation of previous session
- 14:45 Presentation of MAX WP D results - the contents of the outputs and how they can be used
- guidelines
  - tools / instruments (D1 to D6)
  - recommendations (E1 to E4)
- 15:30 Conclusions, discussion
- 16:00 End of training course

## 4 Further information and contact details

The MAX *WPD Guidelines for the integration of Mobility Management with Land Use Planning* and further information, as well as other helpful tools for enhancing the use and integration of Mobility Management in various ways can be downloaded via [www.epomm.org](http://www.epomm.org) or [www.max-success.eu](http://www.max-success.eu).

If you need further assistance in organising a training course, a planning simulation workshop (D4) or for presentations on integrating Mobility Management and land use planning, please get in touch with any of the following:

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The MAX project ran from 2006 to 2009 and was the largest research project on Mobility Management within the EU's sixth framework programme. The MAX consortium, of 28 partners, served to extend, standardise and improve Mobility Management – it did so in the fields of quality management, campaigns, evaluation, modelling and land use planning.