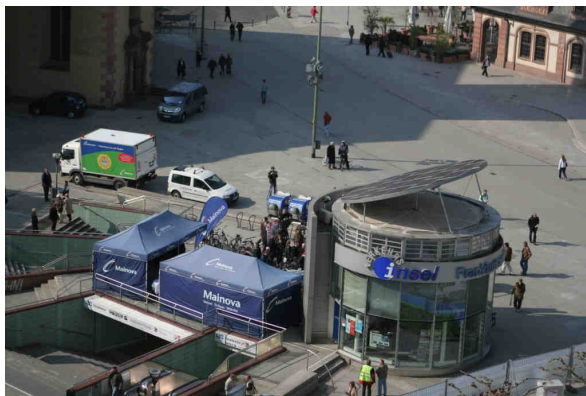


**Candidature for holding the 16<sup>th</sup> European Conference on Mobility Management (ECOMM) in Frankfurt (Main) in 2012, 16<sup>th</sup> – 18<sup>th</sup> of May**



# FRANKFURT 2012



**Frankfurt – Germanys No. 1 Solar City**

STADT  FRANKFURT AM MAIN

**traffiQ**  
Frankfurt am Main



## 16<sup>th</sup> European Conference on Mobility Management

Dear Members of the EPOMM General Assembly,



As the Lord Mayor of the City of Frankfurt am Main, I would like to extend my most cordial invitation to the European Platform on Mobility Management (EPOMM) to hold the European Conference on Mobility Management 2012 here with us in Frankfurt.

Located at the heart of Germany, Frankfurt is the main hub of traffic communications with one of the largest airports on the European continent, situated only 12 minutes away from the city center by train. Known as the "Gateway to Europe", Frankfurt is an ideal destination for international congresses requiring the highest standards.

Frankfurt provides you with ample opportunities for carrying out your annual meeting and social programs, offering many modern conference facilities, in particular the multi-functional congress facilities of Messe Frankfurt. The superb selection of hotel accommodation available in Frankfurt Rhine-Main makes the region the perfect business and tourist destination. Over 90,000 hotel beds are available within the Frankfurt Rhine-Main region, 35,000 of them in downtown Frankfurt at hotels of all categories, easily accessible by all means of transportation.

Frankfurt Rhine-Main also offers a great variety of special event venues, each providing an excellent backdrop for every type of event, from small-scale trade conferences to major international congresses.

Frankfurt Rhine-Main is not only a business destination. It is a region bound together by romantic rivers, vast forests, beautiful vineyards and a unique cultural landscape in which visitors will find plenty opportunities for rest and relaxation as well as amusement and activity. Your delegates will find countless cultural highlights, interesting sightseeing attractions, superb shopping opportunities as well as traditional taverns, inns, restaurants and trendy theme-bars.

I would like to emphasize that it would be a great honour for the city of Frankfurt am Main to host your European Congress on Mobility Management 2012, and that I am looking forward to welcoming you to our city.

Yours faithfully,







The City of Frankfurt am Main announces its candidature to hold the 16th European Conference on Mobility Management. Frankfurt is supported in this candidature by the

- State of Hessen, Ministry of Economics, Transport and State Development (also representing Germany as EPOMM-Member).
- the City-Councillors for Transport, Economics, Environment and Health
- The Integrated Traffic Management GmbH (ivm) Rhine-Main



### **Frankfurt am Main – the congress destination on the River Main**

More than 60,000 conferences and congresses are held in Frankfurt every year, nearly a quarter of which are internationally oriented. Not surprising, really, with Frankfurt offering its guests such a variety of congress venues and fringe programme opportunities. Frankfurt has a wide range of modern conference facilities to choose from, headed by the multifunctional congress facilities of Messe Frankfurt, the city's famous fair and exhibition centre. The Main metropolis also features an excellent selection of unusual event venues, a rich cultural life and scenic surroundings. The greater Frankfurt Rhein-Main



region has plenty of fringe programme possibilities on offer as well. How about a theatrical showing of Swan Lake? Or do you prefer experimental dance theatre? Philharmonic sounds or hard rock, perhaps?

What about art extraordinaire at the Städel Museum or international variety theatre in the backstreets of Frankfurt? Or how about team-building and outdoor activities? One thing is certain, the cultural diversity of Frankfurt Rhein-Main has something for every taste. Four major opera houses, 15 theatres and over 100 museums combine to offer your event participants entertainment of the highest order.

Frankfurt's hotel industry is extensive, with more than 35,000 hotel beds (June 2010) available in accommodation establishments of every category – over 90,000 hotel beds are available within Frankfurt Rhein-Main region. Better still, they are located throughout the entire city and its environs while being easily accessible by all means of transport.

More than 7,000 hotel rooms are available within a one-mile radius of the Congress Center Messe Frankfurt. More than 1,300 hotel rooms in 16 brand new hotels of different categories are planned in the next few years. The hotel industry is incredibly diverse, featuring luxury and first-class establishments, state-of-the-art design hotels and everything in between. The superb range of hotel accommodation available in Frankfurt Rhein-Main makes the region the perfect business and tourist destination.



About 260 hotels in Frankfurt am Main and the surrounding are linked to the Frankfurt Tourist+Congress Board's central room reservation system. The Frankfurt Convention Bureau, which is part of the Frankfurt Tourist+Congress Board, is happy to arrange your overnight accommodation according to your individual needs – especially for the 16<sup>th</sup> European Conference on Mobility Management 2012.

(Photos: Tourist and Congress Board Frankfurt am Main)



## **In the following we will propose the programme:**

### **Central theme and main topics**

The EPOMM task force on Mobility Management has set out several main issues<sup>1</sup> to be tackled. We mentioned that in the MAX-project and at the ECOMM 2009 were dealt with the issue of the cost benefit and evaluation of MM. The City of Frankfurt, the federal state of Hessen and the Federal Republic of Germany are engaged in the most of the Task Force`s fields. The City of Frankfurt proposes a whole range of fields to focus on, listed in the following themes:

**1. Effectiveness of MM:** Presentation of international **good practice examples for a modal shift to environmental friendly traffic modes.**

**2. Better incorporation of MM into transport policies and budgets**  
Incorporation of MM into transport policies and budgets is a central policy of the conservative-green city government to reduce the modal share of single car driving. The city government is well aware that this also means giving Mobility Management a central point in the overall transport policies and budgets. This results in a range of MM measures being implemented and even more measures to be implemented in the coming years. Frankfurt plans to be a masterpiece for the incorporation of MM into transport policies. This topic also touches the following one (see 3.).



On the national level the promotion of MM is a key policy activity of the Federal Ministry of Environment, which has launched a Federal programme on MM – “effizient mobil” - as part of the implementation of the National Strategy on Climate Protection as well as the National Strategy on Sustainable Development. The “effizient mobil” programme is targeting the relevant actors (enterprises and public administrations, cities, municipalities and regions, schools and youth, tourism and leisure etc) in transport offering technical consulting, financial support schemes for enterprises and financing awareness raising campaigns financed by the Federal Ministry of Environment. The main target of “effizient mobil” is to initiate and support concepts and implementations of MM measures in local areas. The Rhine-Main Region is one of the 15 areas in Germany in this programme to promote local MM activities and to develop a MM network.

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<sup>1</sup> The Task Force, constituted by EPOMM in 2007, presented the following main issues at the ECOMM 2008 in London:

1. Better incorporation of MM into transport policies
2. Usefulness and effectiveness of MM
3. MM in tourism and leisure
4. Impact of MM measures in combination with conventional traffic measures
5. Marketing MM within/ to non-transport organisations
6. New target groups for MM



### **3. Impact of MM measures in combination with conventional traffic measures**

Frankfurt is introducing a range of new traffic measures: extension of parking regulation, new cycling infrastructure, bike & ride, biking against one-way-streets and improved public space, only to name a few of them. Mobility management – good communication and marketing – should be an integral part of this. In this way it is possible to strongly increase the impact of these measures. The first example for this new policy is the intense use of the European Mobility Week (EMW) as tool to increase awareness on new mobility solutions.

### **4. MM in urban leisure travel**

Everyday leisure trips (e.g. to the cinema, to restaurants, to the fitness center etc.) and weekly outings as well as leisure travel by visiting tourists are coming up. Frankfurt actively addresses those people with Mobility Management measures, offering for example excellent mobility advice in the first mobility centre of Germany (opened in 1997). A “Welcoming Centre” especially for tourists arriving by plane will be implemented in the airport to inform tourists about the different modes of mobility. This Centre also contributes to the following point.

### **5. MM in tourism**

For the federal state of Hessen, mobility management in tourism is also important. On the national level, “effizient mobil” has an own programme focussing on MM measures for climate friendly mobility in leisure and tourism.

### **6. New target groups for MM: immigrants and aging population**

Frankfurt has a large immigrant population (more than 28% of inhabitants) as well as an aging population – and needs to focus on these two target groups.

### **7. Changing ingrained values towards child friendly mobility and settlements**

Car culture has pervaded many aspects of childrens’ life: the usual car drive before birth, the safety chair for babies, childrens’ toys, childrens’ books, the drive to school, traffic safety education in schools, etc. etc. It leads to a socialisation of many children to take the car mode for granted, and the other modes as the unusual. How can MM address this phenomenon and avoid that these attitudes become ingrained, hard to change values? traffiQ Frankfurt started in 2009 co-financed by EU ERDF-Found campaigns for promoting and supporting walking and cycling to school.

### **8. Active travel as a positive lifestyle**

Recently walking and cycling are more and more called “active travel modes”. How can we boost this theme of MM to become more attractive, or better a lifestyle issue? With its “National Cycling Plan 2002-2012 -

Ride your bike! - Measures to Promote Cycling in Germany” the Federal Ministry of Transport, Building and Housing nationwide supports initiatives to promote cycling in everyday life nationwide. The Federal Government is emphasising its political and creative commitment to promoting cycling as part of sustainable transport development. In cooperation with Planungsverband (the regional planning authority) and ADFC the State of Hessen has launched a special award for cycling to work called “bike + business”.

## **9. Telematics and MM**

Frankfurt and the Rhine-Main-Region are pioneers in this field, using the most advanced technologies in its traffic light network, establishing an internet-based multi-modal-real-time route-planner, using floating car data to gauge the traffic situation. It is time to re-establish the connection between traffic management and mobility management

## **10. MM and the growing city and the growing metropolitan area**

Although in general the population in most countries in Europe is shrinking, there is a trend in many cities in Europe to grow again. The phenomenon is even stronger when looking at metropolitan areas. Frankfurt-Rhine Main is one of the growing regions in Germany. We propose to take a special look at what this growth phenomenon means for cities and how to cope with it. How can cities become more attractive, but also more efficient in their mobility? This is an issue that directly touches upon the issue of connecting new citizens and new housing with Mobility Management – both within the city and within metropolitan areas.

## **11. MM and Shared Space**

Frankfurt already has many well designed public spaces. However, there is room for improvement and reurbanization. Recently, efforts are going into the experimental design “Shared space”, as first implemented in the Netherlands. Frankfurt and the Rhine-Main-Region aim to become an important node in the European Shared Space network, we propose Shared Space as a subtopic in the ECOMM with big relevance for the future. The project “Nahmobilität” in the City of Frankfurt was founded by the Federal Ministry of Transport, Building and Housing and is part of the reurbanization work in our cities.

## **12. Promotion of the use of Electric Vehicles (EV)**

Frankfurt/Rhine-Main is one of the model regions for promoting the use of EVs. There are a lot of activities planned for the next years. traffiQ has build a charging station for EVs in the rear of the mobility centre, charged by solar energy from panels at the roof of the mobility centre. Mainova and ABG – both companies owned by the City of Frankfurt – founded a new company called ABGnova to develop a concept for installing more than 50 charging stations all over the city. The first EVs, cars and scooters, are working in Frankfurt. traffiQ and LNO Offenbach plan to substitute the diesel busses on Busline 103 (Frankfurt, Bornheim –

Offenbach) by full electric busses. In the EU-founded project EVUE (Electric Vehicles in Urban Europe) the City of Frankfurt will implement and promote a campaign for the private use of all kind of electric vehicles. This compares with the activities of ABGnova and other companies to build up a system of public charging stations over the city.



Mr. Bernd Utesch (CEO of ABGnova) and Mr. Ansgar Roese (Frankfurt Economic Development Agency) presenting "Frankfurtemobil" (Photo: traffiQ)

This range of topics is of course too long to represent a focus. Frankfurt decided to set two or three main themes, e.g. Electric Vehicles for reduced CO<sub>2</sub> emissions. In cooperation with EPOMM we would like to choose the main themes and the subtopics.

The Federal Programme on MM ("effizient mobil"), launched by the Ministry of Environment and the German Energy Agency (dena), to promote the implementation of MM in enterprises is the core part of Germany's activities in the field of MM. All main actors (companies, public administrations, towns, municipalities and regions, schools and youth, leisure and tourism, real estate developers, media and the broad public) have been approached by appropriate programmes with the main target of reducing GHG (green house gas) emissions from transport.

The structure, the contents and the results of this program is of considerable interest for other European countries and will be part of ECOMM 2012 in Frankfurt (successes, lessons learned etc). All partners, the City of Frankfurt, the Rhine-Main-Region and the State of Hessen are implementing projects in the field of cycling and are partners of the "effizient mobil" programme.

Therefore the Ministry will act as a supporter for the candidature of the City of Frankfurt to host ECOMM 2012.



## First draft of the budget

### Revenue estimate

<b>1</b>	Delegates fee (calculation basis 500 delegates)	120.000,00 €
<b>2</b>	Sponsors	61.000,00 €
<b>3</b>	Support by the City of Frankfurt	80.000,00 €
<b>4</b>	Support by traffiQ	80.000,00 €
<b>5</b>	Contribution of exhibitors	42.000,00 €
<b>6</b>	EPOMM	10.000,00 €
<b>7</b>	Contribution Frankfurt Convention Bureau	10.000,00 €
<b>8</b>	PT tickets sponsored by VGF/RMV	15.000,00 €
	<b>Sum</b>	<b>418.000,00 €</b>

### Expenditure estimate

<b>1</b>	Venue (rental fee)	60.000,00 € + VAT
<b>2</b>	Technical equipment	60.000,00 € + VAT
<b>3</b>	Personnel, signage, etc.	35.000,00 € + VAT
<b>4</b>	Interpreters	15.000,00 €
<b>5</b>	Equipment	5.000,00 €
<b>6</b>	Daily Catering (coffee breaks, lunch)	92.000,00 € + VAT
<b>7</b>	Gala-Dinner	30.000,00 €
<b>8</b>	Conference Organisation	10.000,00 €
<b>9</b>	First Day reception and press conference	7.000,00 €
<b>10</b>	Personnel support	15.000,00 €
<b>11</b>	Keynote speakers	10.000,00 €
<b>12</b>	Printed materials	5.000,00 €
<b>13</b>	Decoration and Flags	5.000,00 €
<b>14</b>	Site visits etc.	10.000,00 €
<b>15</b>	PT tickets for all participants	15.000,00 €
<b>16</b>	Extra Services EPOMM (Website, Call etc.)	20.000,00 €
<b>17</b>	Preparation costs (incl. presentation in Toulouse 2011)	20.000,00 €
<b>18</b>	Extraordinary	4.000,00 €
	<b>Sum</b>	<b>418.000,00 €</b>

Each of the hosting organisations agreed to support the ECOMM with money in case if revenue from other sources is not high enough. It is estimated, that EPOMM will support the ECOMM substantially for higher membership (10.000 for keynote speakers and supporting services of the EPOMM consortium).

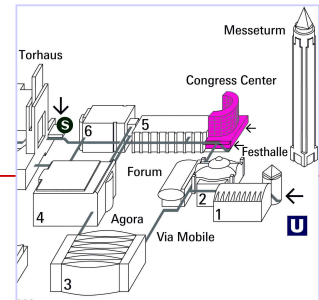
## Description of the venue

The conference and events will take place at Congress Center of Messe Frankfurt.

congressfrankfurt

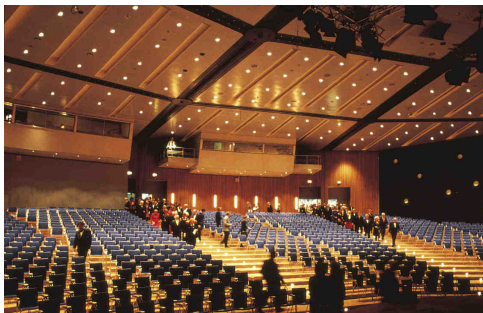
16th European Conference on Mobility Management  
Frankfurt, 17 – 18 May 2012

## The Congress Center - Flexibility meets comfort



The **Congress Center** is a purpose-built congress venue. It is located in the same building as the Maritim Hotel Frankfurt.

Behind the striking architecture of the glass façade is its heart, the **Harmonie Hall**, four additional divisible conference rooms, two daylight, luxurious foyers, several smaller offices and a VIP lounge.



We suggest that you use the **Harmonie Hall** for the plenary sessions with 500 people in theatre or classroom style.

The conference rooms **Conclusio**, **Spektrum**, **Fantasie** and **Illusion** can all be divided and are at your disposal for the parallel workshops.



On the mezzanine level C1 there are several **offices** for your staff and speakers as well as a VIP lounge.

## **In the heart of Europe:**

To find a more central location is impossible. The fairgrounds of Messe Frankfurt are located in only 10 minutes walking distance from Frankfurt central train station and only 15 minutes driving distance from Frankfurt airport.

### **From the Central Train Station (Hauptbahnhof)**

It is only one kilometre from the station to the Congress Center. Follow the Düsseldorfer Straße, crossing the Platz der Republik on to the Friedrich-Ebert Anlage. Walk past the Messeturm towards the Ludwig-Erhard Anlage directly in front of the Congress Center and Maritim Hotel. The U4 takes you in only a few minutes from the Hauptbahnhof to the stop Festhalle/Messe. You can also take the tram 16 from the Hauptbahnhof to the stop Ludwig-Erhard-Anlage (only 4 stops).

Frankfurt is well connected by train to all European capitals. Especially for attendees from neighbouring countries, the train is an attractive environmental friendly way of travelling to the venue. High-Speed trains are connecting Frankfurt with Amsterdam, Brussels, Paris, Marseille, Lyon, Zurich and Vienna.

Frankfurt has one of the largest airports in Europe and is a central hub for flights between the continents. The airport is connected to the international network by at least daily flights to all countries and all major airports in the world.

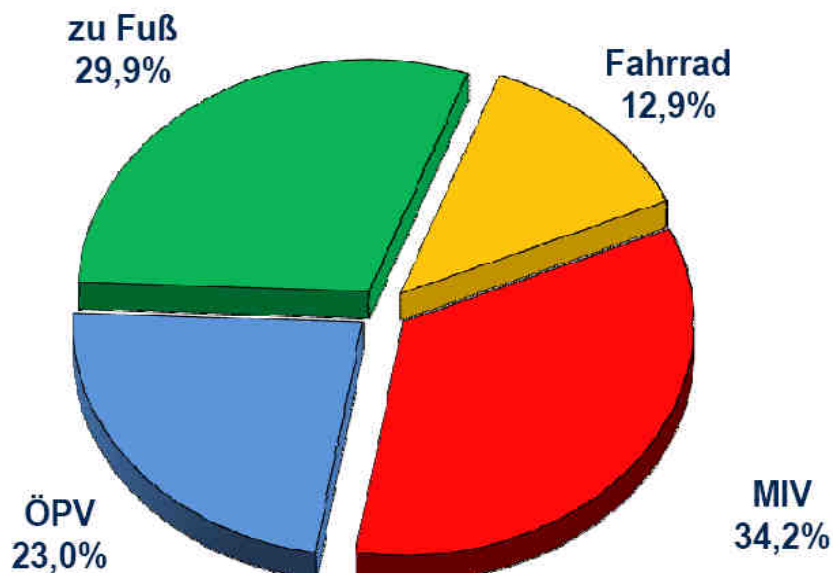
## Specific Information of the City of Frankfurt and the Rhine-Main-Region:

### Facts and figures:

	Rhine-Main-Region	City of Frankfurt
	452 towns	
Area	13,379 square km	248,3 square km
Inhabitants	5,300,000	685,000
Distances	East – West 150 Km	East – West 23.4 Km
Employees	2,500,000	610,800
GDP	172 billion	46.8 billion
Companies	323,000	44,258

### Mobility in the City of Frankfurt:

Gesamtverkehr der Wohnbevölkerung  
(alle Wege)



**Abb.: Only Inhabitants on Monday – Friday (source: MiD 2008)**

(green = by foot; yellow = bicycle; blue = Public Transport; red = by car)



**Road motor vehicles**

Total:	335,571
Passenger cars per 1000 inhabitants:	546

**Public transport passengers**

Underground lines	114,000,000
Tramlines	49,100,000
Buslines	52,500,000
Commuter trains (inner Frankfurt)	36,000,000
Total:	<b><u>252,100,000</u></b>

**Frankfurt airport (2009)**

Passengers:	50,937,897
Freight (in tons):	1,837,054

**Frankfurt as a centre of European projects:**

The City of Frankfurt is member in some European Networks, e.g. in Eurocities, Civitas Initiative and POLIS. Some departments and city-owned companies are engaged in some European projects. traffiQ worked in SAVE and PIMMS (INTERREG IIIC) and is actually partner in the following projects:

- ICMA amobilife (INTERREG IVB),
- PIMMS TRANSFER (INTERREG IVC),
- EVUE (Urbact II) and
- PIMMS CAPITAL (INTERREG IVC).
- Pending proposals are INVOLVE (INTERREG IVC, Lead Partner), Cycle (IEE) and CIVITAS CATALIST (IEE).

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The „Paulskirche“, the birthplace of the German democracy in 1848



The Frankfurt Skyline by night – right the Cathedral from 1260, place of the elections and coronations of the German emperors