

Paper

Workshop 1e

Mobility Management in Borlänge

- changing work methods

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There have been discussions for some time in the Borlänge area concerning work methods for starting work within the Mobility Management (MM) sphere. Preliminary studies, inquiries and action plans have been produced by Stiftelsen teknikdalen ('the Technical Valley Foundation'). Now, in 2002, the work has finally started at a local level. But how will this work be done and what effects will it have? At first the idea was to start a mobility office – but Stiftelsen teknikdalen changed its mind, and the work will now be done in line with different principles. In Stiftelsen teknikdalen, which is leading the project, a number of players are involved, including the municipality, Vägverket (the Swedish National Road Administration), Banverket (the National Rail Administration), the college, Dalatrafik (Dalarna local traffic administration), etc.

Previously, the Mobility Management idea was very much based on an actual marketing office being built, with a number of people who would administer questions within the MM field. Today, there is no such office. Instead a project manager has been employed with the role of integrating the planned MM measures directly into the ordinary activities of the municipality and other players as much as possible, as well as providing information. Examples of some of the involved players are Borlänge Energi (the municipality), which is responsible for walking and cycling, Dalatrafik, responsible for public transport, and other transport generating and informative units such as the Tourist Office and the consumer inform or the office for sustainable environment, agenda 21 (the municipality), etc. The college has an important role to support the work with research so has also the National Road Administration financing a large share of the work.

The new work method aims to increase cooperation with players and customers/passengers/travellers more than was previously the case (mobility office). It is together with the existing players, who jointly supply and facilitate journeys which can be undertaken by other means than alone by car, that the implementation of MM stands or falls.

The aim of the Mobility Management work in Borlänge, in the long term, is to:

- reduce the number of dead and injured in accordance with the Zero Vision in Framtidsdalen ('the Valley of the Future')
- reduce CO₂ emissions in Borlänge

- increase accessibility for children, the elderly and the disabled in Borlänge through strengthened footpath, cycle and public transport networks
- double the proportion of public transport use in Framtidsdalen between 1999 and 2005
- reduce the need for the number of parking places/employees in Framtidsdalen
- improve the functional sector coordination
- increase the satisfaction of customers, i.e. the end users of travel and transport services in Framtidsdalen

The project manager has a very important function to ensure success - to spread and implement MM through cooperation. This work will build on contacts, acceptance, problem orientation, coordination based on common interests, a scaling up of existing projects and inspiration for new ideas and solutions.

In this first face contacts with customers is hugely significant for rooting the work at the right level. The aim is to analyse their demands in more detail, using tools such as qualitative and quantitative surveys. Old surveys have been supplemented and new ones have been ordered in the form of a customer satisfaction index, idea competitions, test travellers and travel experience surveys. These investigations involves all actors mentioned earlier.

The following result has for example been seen:

- ¹Borlänge has a very low share of public transport only 3-6% use public transport.
- Most people complains on the public transport
- Already 50% of all the kids trips are made by car.
- Not even women or retired use public transport in the same amount as in the rest of Sweden.

Borlänge is a car dependent city. Improving the contacts with all actors is essential in many ways, there is plenty to win. Contacts and plans focusing on measures must therefore be created together with the actors responsible for improving walking and cycling, public transport, and other transports. The existing players and their focus and goals takes into account and discussions is held on what we can jointly improve and bring about.

In the long term, the success of implementation depends to a large extent on the participation of the players concerned, and their commitment and responsibility over a long period.

In this process the results from customer satisfaction investigations are used. In many cases, it is a question of already completed, planned or ongoing projects being updated and complemented by various Mobility Management measures. The Mobility Management idea is worked into the existing organisations and structures. The project receives an impetus and is run by established players who have both a mandate and the opportunity to change. The actors let their employers work with MM-issues inside the organisation and we turn the focus towards alternative transports.

the focus is 2002/03:

- Improved contacts with the customers and improved contacts with the actors – creating plans for measures and employing project leaders.
- Improved infrastructure – creating plans for walking, biking and public transport.

¹ RVU 2002 Resvaneundersökning i Borlänge Socialdata Uppsala.

- Improved information canals - creating plans for information at the tourist office, the consumer information and the office for sustainable environment, agenda 21.
- Improved work with increasing behaviour change – increasing the contacts and work with all companiers and households in the region.

To be able to carry this out, it is necessary to have a project manager with an overall view who can be a catalyst, motivate, see possibilities and support the work on a global level, but who do not themselves run all the various partial projects. As a support, this project manager has an overview action plan that clearly points out the main areas in which the work will move. The action plan forms an excellent starting point in discussions and surveys, and the option exists to make revisions during the course of the work.

The Mobility Management projects that do not suit some players are reviewed once again, and in those cases when it is deemed necessary, the initial stage is run by the MM project manager. It is also possible to put the projects on ice, mainly when they do not seem to be relevant for players or customers.

In terms of experience, good studies and planning have proved not to be enough. Reality, i.e. the players who do the work and the customers who use the services, can stop the work if they are not part of it or cannot express their opinion on, use and even run certain projects. Participation in the work and common benefit are important driving forces for success. It is also a case of documenting customer needs and the will of players, and to base the work on these.

This applies to decentralising and running the projects locally and, in this manner, getting the Mobility Management idea into all projects, thus creating a consolidated unit of measures and activities that move towards the MM goal. The overall goal and aim is always the same – i.e. to increase the number of alternatives to travelling alone in a car to and from various activities and to create sustainable transport for the future.