

Plenary session ECOMM 2003

Mobility Management in Sweden – creating a sustainable development

Christer Ljungberg, Trivector Traffic
Åldermansgatan 13
S- 227 64 LUND
SWEDEN

Christer Ljungberg is the CEO of Trivector Traffic and one of the persons that introduced MM in Sweden. He works a lot with questions concerning sustainable development, mobility management and the city versus the traffic. He is a member of The Swedish Urban Environment Council and chairman of Sustainable Business Hub.

Tel: +4646-386502
Mobile: +4670-5980804
Fax: +4646-386525

Email: christer.ljungberg@trivector.se

Sweden late to introduce Mobility Management

Mobility management were rather lately introduced in Sweden. In the mid nineties the concept was unknown to most planners in the country. There were some reports starting to talk about a new concept trying to influence transport demand. In Karlstad the Transport Advisory Service, some kind of pre-stadium for MM, were introduced in 1996. But at the whole very little was done, and very few have heard about the expression mobility management.

In 1997 Sweden's most extensive plan for a sustainable transport system was introduced: LundaMaTs – the plan for a sustainable transport system in Lund. The medieval town of Lund, with 100.000 inhabitants, have a long tradition of dealing with traffic in the city. Already in 1968 a four lane motorway through the city centre was stopped, in 1972 the through traffic were stopped, and in the mid eighties a vast program of pedestrian streets were realized. Lund is also the bicycle town of Sweden, with the highest modal share for bikes.

The 300 pages plan of LundaMaTs consisted of a problem detection study, the setting of targets and an action plan with 120 measures, in 6 reform areas, whereof Mobility Management was one.

Swedish Mobility Centres are mostly project offices

LundaMaTs got governmental funds, and 1999 the Mobility Centre were started, along with several projects to improve the infrastructure for bicycles and public transport. The Mobility centre of Lund and the whole LundaMaTs project were very much noticed all over Sweden.

The Mobility Centre in Lund, as most of the Swedish mobility centres are more of project offices than a traditional mobility office. This is among other things due to the fact that in Sweden tasks like public transport information etc are already very well taken care of since long ago. The mobility offices are running lots of mobility management projects, mostly strong connected to the sustainability task.

In November 2000 the first national conference on MM were held in Lund. More than 150 people from all over Sweden participated. The speakers list held both national and international speakers from EPOMM and the EU.

Discussion of name and definition

The Swedish National Road Administration SNRA begun to show interest in the concept of MM, and a long discussion on name and definition started. SNRA were appointed as national focal point in EPOMM, and one person got responsibility for MM. Trivector formed an everyday definition saying: *Mobility Management is soft measures to influence transport before it started.*

The concept of Mobility Management was widely spread on many conferences and seminars during 1998-2002. To some extent this development were triggered by the partaking in MOST for Lund and Karlstad, but LundaMaTs also played a crucial role.

More and more of Swedish cities started to work with Mobility Management. Until now Mobility Centres have been started in some 10 Swedish cities. And the concept is today widely spread in man cities, regions and national organisation.

In 2001 the first Swedish education in Mobility Management started. The courses are run by Trivector and today there are three different courses: Strategies for Mobility Management, Mobility Management in practice and newly started one Environmental Management Systems and Transport. Until now, after 5 rounds of courses people from some 60 different organisations have attended. This autumn a new course called Mobility Management in Public Transport will be held.

Mobility Management has found its way into policy

In 2001 the SNRA launched its concept the "Four step principle". This means that when investigating the need for new road capacity there

should always be a four step process. This principle says that in the first step you should investigate the possibilities of measures to influence the transport demand and mode choice, i.e. Mobility Management. In the second step measures to get a better use of existing infrastructure should be tested, for example Mobility Management and ITS. The third step means limited rebuilding, and first in the fourth step totally new infrastructure should be considered.

Naturally this new principle is a revolution, and the implementation is rather difficult and has been slow. But in fact it is there, and the SNRA should be working after it, to follow the decision from the general director.

In 1999 to 2001 the Mobility Management found its way into different policies at governmental level. In bills for “Climate protection”, “Environmental targets” and lately in the governmental bill for “Infrastructure” mobility management are discussed. In the Infrastructure bill from late 2001 the SNRA is given the commission to present a program on how to work with “Sustainable travel”, including MM. This program is launched during 2003 and will probably result in even more and better understanding of the mobility management concept, in- and outside the SNRA.

Right now a process is going on, driven by SNRA and the Swedish Association of Local Authorities, to create a new handbook for the planning of traffic in towns. It is called TRAST, meaning Traffic for an attractive city. Even in this handbook Mobility Management and the four step principle will have an essential role.

Mobility Management – a key to sustainable development

In Sweden Mobility Management is preferably seen as a way to create a sustainable transport system. The concept of MM is today widely spread in the Swedish community, regional and national administration. More and more Mobility Centres are opened, and the concept also finds its way into more and more companies and other organisations.

Today the next step are taken in the Swedish Mobility Management development. Now Mobility Management finds its way into the planning of the society like town and city planning. In Gothenburg Sweden’s newest Mobility Centre is opened in Lundby, a newly redeveloped section of the city. The Centre will be there already from the beginning and help companies and inhabitants to make their travel and transport more sustainable. In Lund Mobility Management are used when planning the advanced new trunk route bus lane the Lund Link, and when building a new living area, where car sharing are introduced already from the

beginning. More and more Mobility Management seems to be an effective tool to change the focus of traffic planning from mobility to accessibility.

Another speciality in many of the Swedish Mobility Management projects is the rather well organized monitoring and evaluation. Much has been learned from projects like MOST, but also the work of SNRA has triggered this. There are processes going on to build a national benchmarking system for all kinds of Mobility Management measures.

To conclude we were slow starters but today it is my opinion that Sweden has advanced to a head position using Mobility Management to create decoupling between growth and transport development.

Lund 23: rd of April 2003

Christer Ljungberg