

Dear reader,

Keeping customers and users and providing a high level of services are major goals of any organisation and quality is the driving force towards developing efficient and effective services. The MAX project has developed a quality management approach as a powerful tool to improve Mobility Management in general, but especially for cities. It helps to provide services in an organised and consistent manner and to continuously improve them based on user satisfaction and desires. The Quality Management System for Mobility Management (QMSMM) focuses on developing, monitoring, assessing and improving both the overall Mobility Management policy and separate Mobility Management measures.

They way towards the QMSMM



Campaign-in-Kortrijk, Belgium

The QMSMM was inspired by existing quality management systems like [ISO](#), [EFQM](#), [BYPAD](#), [Total Quality Management \(TQM\)](#), [Eco-Management and Audit Scheme \(EMAS\)](#), the [Deeming Cycle](#) and [CAE](#).

Extensive research with practitioners in 47 cities, with focus groups and by prototype tests in demonstration cities led to the following main results:

- A quality management system is deemed important by most cities
- Many cities already have some sort of quality management system in place
- 90% of the cities think the QMSMM system would be useful or very useful to improve all the steps of their mobility management process

The Quality Management Circle

The QMSMM scheme is a process that focuses on developing, monitoring, assessing and improving both the overall Mobility Management policy and separate Mobility Management measures. It involves four steps (policy, strategy, implementation and monitoring & evaluation) and twelve sub steps, which are structured in a quality circle:

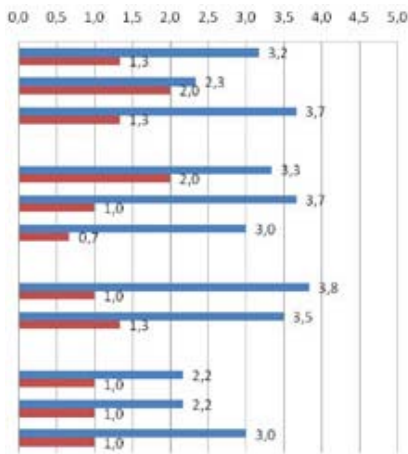
The city's policy defines the overall vision of a city or an organisation on how it will promote sustainable transport. Within the framework of the overall Mobility Management policy a Mobility Management strategy is developed, which includes the Mobility Management programme to be implemented, along with necessary partnerships, budget issues, and internal organisation and resources. The implementation of measures with a sound implementation plan is the next step in the circle, and this can be accompanied with supportive measures. Finally, a good evaluation plan contributes to the overall quality of your Mobility Management.



[Click here to view the interactive quality circle](#)

Phasing in quality improvement - the ladder of development

Quality improvement leads cities through a series of development phases. Each phase has a number of typical qualities:



[Click to enlarge](#)

- Development phase 1: Ad hoc MM activities with the emphasis on solving problems, there is short term planning only.
- Development phase 2: Needs and priorities are known; there is a common vision about the MM-policy domain but the main emphasis remains on individual projects; there are no integrated programs; there is no guarantee on continual support.
- Development phase 3: binding written agreements are set up among partners; there is a systematic oriented approach focused on renewal and improvement; leaders and assistants are engaged to a high degree.
- Development phase 4: a systematic analysis and evaluation is in place; quality indicators which serve as policy instruments are being used; innovations are frequent.
- Development phase 5: There is an external frame of reference with “best practices”; external cooperation is present on all relevant working domains; the city gains recognition as trendsetter

In order to adopt the QMSMM, a city administration or department must take an active role. They must be prepared to examine and assess their current practices regarding each criteria and then determine how changes could start or improve their Mobility Management. The analysis is done through a combination of document analysis, personal interviews and collective discussions with the Mobility Management team and with the main stakeholders. The resulting assessment forms the basis for further improvement.

The MAX project developed this as an audit procedure to support the implementation of the QMSMM. It grades each element of the quality circle according to the development ladder AND provides guidance to make further improvements. In this way the city can see on what level it is, which parts need improvement, monitor progress and also compare with other cities.

QMSMM tools



European Committee for Standardisation

Currently, the following tools are being finalised and will be available in September 2009 on the EPOMM website:

- An interactive quality circle
- Quality Management Manual with checklists and details on implementation
- “Code of Practice on normative guidelines on practical aspects related to the implementation of the QMSMM” - this is within the framework of the European Committee for Standardisation CEN
- Audit procedure to support the implementation of the QMSMM

See also the [presentations from the ECOMM 2009 on the QMSMM](#).

DELTA project: Mobility solutions for cities and regions affected from seasonal traffic peaks



EPOMM cooperates with the DELTA project, co-funded by the 7th framework programme. It addresses the problems and needs associated with passenger transport systems that are faced with high and steep seasonal demand. The project will define and promote intelligent mobility strategies, practices guidelines and policies enabling the optimum management of seasonal traffic in regions with proven problems. It is planned that Delta will use and adapt some of the MAX tools developed.

If you are an affected city or region and want to benefit from the advantages like know-how and experience exchange with other regions, contact DELTA on www.delta-project.eu.

You can download their latest newsletter [here](#).

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