

Proposed approach for developing a European Strategy on Mobility Management as a contribution to the European Green Deal by EPOMM

Mobility in Europe is at a crossroads and transformation actions towards clean sustainable mobility are urgently needed for achieving our ambitious EU climate and energy objectives and long term strategic visions. As part of a new green deal for Europe we clearly need a comprehensive and holistic approach on mobility and transport, which smartly integrates mobility management, clean vehicles and fuels, active mobility, transport safety and multimodality. This objective was also clearly stated in the Graz Declaration of the EU Informal Meeting of Environment and Transport Ministers in Graz in 2018 during the Austrian Council Presidency.

The Graz Declaration “Starting a new era: clean, safe and affordable mobility for Europe” highlights the important role of mobility management, which allows Member States as well as cities and municipalities to develop and implement a broad range of measures to achieve the set goals. The great advantage of mobility management is that it provides for the possibility to develop tailored strategies and measures to change travel behaviour, promoting active and shared mobility, public transport and reducing the need for travel.

EPOMM welcomes the five key elements for a European Strategy on Mobility Management as stated in the Graz Declaration:

- Strengthening the efficient and smart management of mobility needs to ensure inclusive access to mobility and efficient use of infrastructure and transport systems.
- Making the best possible use of the potential of new transport technologies and zero-emission vehicles by combining them with climate-friendly mobility services and logistics.
- Embedding digitisation and mobility, smartly, cost-efficiently and inclusively, as service approaches, and incorporating automated vehicles into the mobility system, while ensuring transparent data-sharing practices and the incorporation of the user's perspective.
- Identification of intelligent incentives and development of support programmes aimed at multimodal, clean, safe and inclusive mobility management and planning for cities, regions, companies, tourism, schools and youth.
- Supporting awareness-raising, sustainable mobility planning and land-use policies to counteract urban sprawl, and providing incentives for modal shift and environment- and climate-friendly connectivity and accessibility in cities and regions.

Furthermore EPOMM would highlight two additional elements also to be taken into account:

1. Supporting inclusive mobility measures (such as specific services, training, reduced fares, individual support in particular for low income households and disabled as well as vulnerable groups like children and the elderly).
2. Supporting, sustainable mobility planning and land-use policies to counteract urban sprawl, and providing incentives for modal shift and environment- and climate-friendly connectivity and accessibility in cities and regions.

EPOMM underlines the importance of enhancing European support to Member States for the development of national mobility management strategies and programmes as well as of facilitating the development of sustainable regional and urban plans for mobility management and mobility planning as it is highlighted in the Graz Declaration.

EPOMM particularly supports the Graz Declaration in its request for integrating mobility management into current and future European funding and financing instruments as key elements of the Green Deal of the new European Commission.

Benefits of Mobility Management

A European strategy on mobility management can effectively underpin the European Union's greenhouse gas reduction targets and therefore also support the attainment of national targets. Mobility management is a very flexible tool that can be implemented in many circumstances on all levels of government as well as by private actors. It aims at changing travel behaviour and ranges from holistic strategies to individual measures. Liveable cities, avoidance of congestion, new travel behaviour (multimodal travel, sharing), public-private partnerships, climate protection and mobility management for specific target groups or regions, e.g. companies or schools, top-down or bottom-up are just some of the keywords when looking at the variety of mobility management approaches.

Union-level implementation through a European strategy on mobility management can help to provide and facilitate the development of national strategies on mobility management and will support implementation of respective measures on national and local levels.

Mobility management measures can in many cases be implemented in short timeframes, especially compared to transport infrastructure measures and planification, which are more long-term oriented. Climate change and its consequences command that effective measures be taken and implemented both in short and in long-term.

Mobility management, due to its broad concept, has close links to several policy areas, such as land use and transport planning, and can contribute to their effective development. The use of integrated approaches to transport planning, mobility management and land use planning can support building better neighbourhoods with accessible and sustainable transport options.

Private sector companies and public authorities are essential stakeholders in implementing mobility management measures. Therefore, a mobility management policy should build upon a strong involvement of and partnerships with all relevant actors. By providing and promoting tailor-made mobility management solutions, such as mobility plans e.g. for companies, regions and schools, these actors are enabled to contribute to the reduction of emissions, to the increase of transport efficiency and to support the achievement of other related environmental, economical and social objectives. This will be beneficial for the actors themselves and will also help Member States and the Union to find acceptance and active partners for the measures needed to achieve the ambitious climate objectives.

Supporting the broad implementation of mobility management on Union level, in particular by means of developing a European Strategy for Mobility Management, is an important stepping stone within a new European Green Deal towards sustainable and smart mobility in Europe.

Building upon EPOMM Member States experiences



The experience of EPOMM Members with regard to mobility management clearly show that it is a particularly effective tool to reduce the negative externalities of the transport sector. One of its major strengths lies in its comprehensive approach, taking into account all relevant actors and modes of transport.

The key elements and benefits of a successful strategy on mobility management together with relevant examples from EPOMM Member's experience are listed below. A detailed summary of best practice examples and lessons learned in the EPOMM Member States can be found in the EPOMM Mobility Management Strategy Book¹.

Key element 1: Strengthening the efficient and smart management of mobility needs

- will make the transport system more efficient by providing tailored transport and mobility solutions exactly where they are needed.
- can reduce transport demand and thus reduce emissions of air pollutants, greenhouse gases and noise.
- can significantly reduce the mobility costs for citizens and companies.

Examples

- klimaaktiv mobil - the National Action Programme for Mobility Management² provides financial support to Austrian businesses, fleet operators, and property developers as well as towns and cities, municipalities and regions, and relevant actors in tourism, school and youth initiatives. The programme promotes an environmentally friendly mobility transition towards electric mobility, cycling, intelligent mobility management and innovative mobility services. The portfolio of klimaaktiv mobil includes the financial support programme, consulting and awareness-raising programmes, partnerships as well as training and certification initiatives. The programme has supported 16,000 climate-friendly mobility projects and has generated annual savings of 450,000 tonnes of CO₂.
- In France, companies and public administrations must support 50 % of their employees' commuting subscriptions for public transport and bike-sharing systems. Companies can also bear the costs of commuting by bike, carpooling and car sharing.
- The efficient and smart management of mobility needs can complement the Portuguese Programme for the Reduction of Public Transport Fares (PART), initiated in 2019. The PART is being used as a strong incentive to promote the use of public transport, as Portugal remains one of the countries with the highest use of individual transport (88,5% of total inland transport in passenger-km, in 2017, according to Eurostat).

Key element 2: Making the best possible use of the potential of new transport technologies and zero-emission vehicles

- will support the Unions leading role in the decarbonisation of the transport sector.

• 1 http://www.epomm.eu/docs/EPOMM_strategy_book.pdf

² <https://www.klimaaktiv.at/english/mobility/Mobility.html>

- will reduce transport-related environment and health costs.
- provides a strong business case for SMEs as well as for larger companies across the Union.

Examples

- The E-Mobility Campaign (E-Road, E-Rail, E-Mobility Management, E-Logistics) is a public-private-partnership between the Austrian Federal Ministry of Sustainability and Tourism, the Austrian Federal Ministry of Transport, Innovation and Technology and the Austrian vehicle importers. Within the frame of the klimaaktiv mobil programme, it supports the purchase of E-vehicles and E-Mobility Management measures, the construction of charging infrastructure and mobility management for private households, companies, associations and municipalities. A total amount of 93 Million Euros was allocated to the campaign for the years 2019 and 2020.
- In France, from now on public local authorities in charge of transports can integrate into their policies every type of transport systems, including shared mobility services like car sharing, car pooling or bike-sharing. In addition, public local authorities can create and reserve new lanes for carpooling.
- The deployment of new transport technologies and zero-emission vehicles is an important part of the transport decarbonisation path that Portugal will have to follow in order to achieve the national carbon neutrality goal set for 2050.

Key element 3: Embedding digitisation and mobility and incorporating automated vehicles into the mobility system

- will allow to manage the supply of mobility services efficiently and effectively.
- will provide the basis to expand the available knowledge about all elements of the mobility system and facilitate the role of regulators, in each Member State, to make mobility safer, cleaner and more inclusive

Examples

- In 2016, the German Federal Ministry of Transport and Digital Infrastructure initiated a four-year programme: “mFund”. This programme provides 200 million Euros for research and development projects for digital, data-based innovations and ideas for Mobility 4.0. Funding and support is provided for the development of digital business ideas that are based on mobility, spatial and weather data. Digital business ideas in the field of mobility are for example new navigation services, innovative sharing platforms and intelligent journey planning.

Key elements 4 and 5: Incentives and support to mobility management and planning

- are needed to further expand the geographic coverage of the existing instruments.
- constitute cost-effective measures to reduce the negative impacts of mobility.

- can pull mobility management out of the local niche and push it as a mainstream policy approach.
- can help to support inclusivity measures to provide mobility options for all

Examples

- klimaaktiv mobil, as Austrian national programme accessible for cities, regions and private actors applies a partnership approach and provides tailored incentives for motivating the actors relevant for transport and mobility. Klimaaktiv mobil is a very successful example for national level incentives and support and can be used as role model for similar programmes. With klimaaktiv mobil the Austrian cities, regions and companies will receive 122 million Euro financial support for implementing mobility management, active mobility and E-mobility. The programme has stimulated investment of overall 816 million Euros and thereby created 7,000 green jobs.
- In France, there is a 50 % reduced fare nationwide for people with low-income using local public transportation. In addition, a strong focus is put on supporting cycling within the next few years: a National Plan with 350 million Euro budget, will improve cycling amenities and cyclists safety, increase bike parkings especially in train stations and develop a “cycling culture” amongst young people. This Plan aims to triple cycling modal share amongst daily mobility, from 2.7% (2008 figure) to 9% (in 2024) nationwide.
- Since 2002, the Federal Ministry of Transport and Digital Infrastructure in Germany has released two National Cycling Plans (NCP) and the third edition is under development. The NCP is the strategic policy document of the Federal Government for cycling and sets out guiding policy principles for the promotion of cycling. A non-capital budget item totalling 5 million Euros is available for implementing the NCP. As of 2019, an additional capital budget item, totalling 20 million Euros, is to be used to promote urban model projects. The NCP uses nine action areas including planning and developing a cycling strategy, electric mobility, communication and linkages with other means of transport. So far, more than 230 projects were funded. In addition, the Federal Government has been supporting companies in introducing mobility management since 2017. Currently, 24 projects are funded with around 4.5 million Euros.
- In Portugal, as the decentralized transport authorities are rethinking the public transport networks and tendering its services, mobility management and planning needs to be fostered, at the regional level, or to deal with specific themes like the impacts of tourism.

Building on success of existing EU Strategies

Up to now, the EU has strongly supported mobility infrastructure and mobility services supply, financially and through European programmes such as H2020, Interreg, TEN-T or IEE. In the last decade, additional emphasis was put on mobility planning with strong European support for the improvement of Sustainable Urban Mobility Plans (SUMP) focusing on cities.

With a European Strategy on Mobility Management, success of other initiatives, primarily the SUMP, can be complemented. Both SUMP and mobility management seek to increase the use of sustainable modes of transport while mobility management measures are generally included in SUMP.

SUMP are predominantly developed for large urban areas with a population of 100,000 people and more. Where SUMP are applied, they can have a direct relevance for a large part of the population, such as in France, where 133 SUMP cover 55% of the population. According to PBL Netherlands Environmental Assessment Agency³, 41% of all Europeans live in cities (defined as urban areas with a population of 50,000), 31% live in towns and suburban areas and 28% live in rural areas.

These figures clearly show the added value of a European Strategy on mobility management. A large part of the European population living outside the urban centres of the Union would not be covered by SUMP, therefore a comprehensive strategy for mobility management would support implementing sustainable transportation on a significantly broader basis.

Today, strong EU policies dedicated to the intelligent management of mobility demand and the provision of clean and inclusive mobility choices for the users, the so-called mobility management, are needed to achieve the environmental, climate, health and efficiency objectives for mobility and transport highlighted in the new European Green Deal. These EU policies also have to provide support to Member States initiatives to promote mobility management in particular in cities and regions, in companies, for transport operators and land developers, in schools and in education facilities. By broad implementation of mobility management citizens and actors affected by and relevant for the transformation towards clean and green mobility and transport can be supported in transforming their mobility behaviour in a climate friendly manner while aiming at achieving net zero emissions.

Conclusions

The Graz Declaration highlights the importance as well as the potential benefits of mobility management and recommends the inclusion of mobility management in the portfolio of actions on Union and Member States level to achieve clean, safe, accessible and affordable mobility. The experience of EPOMM supports these conclusions.

The Graz Declaration also recommends the promotion of European cooperation with platforms and partnerships such as the European Platform for Mobility Management (EPOMM). EPOMM and its Members are ready to intensify this European cooperation in particular with the new European Commission bringing in the good practice experience of EPOMM Member States in mobility management, supporting the development of a European strategy for mobility management thus contributing to the new strategy for sustainable and smart mobility within the Green Deal.

EPOMM welcomes the initiative for a European Green Deal by the new European Commission. In particular, EPOMM welcomes the prospective elaboration of a comprehensive strategy for sustainable and smart mobility.

³ <https://www.pbl.nl/sites/default/files/cms/publicaties/PBL-2016-Cities-in-Europe-2469.pdf>

EPOMM strongly recommends to also include the effective approach of mobility management in such a new comprehensive strategy on green and clean transport and mobility.

EPOMM is ready to actively contribute to this strategy and to support the Commission in its efforts to effectively and efficiently green the transport sector.

