

RTD Fact Sheet Template

SCENARIO ANALYSIS OF CURRENT STATE AND FUTURE PLAN FOR MANAGERS INVOLVEMENT RTD FACT SHEET	
Reference Measure	BOL 4.1 Mobility Managers
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Context and Purpose

Since 1998, the Italian national law (Ronchi Decree) has made it mandatory for medium-large companies (from 300 employees onwards) to provide themselves with a Mobility Manager to reduce employees' car dependency. Mobility management (MM) regards the management and the rationalization of habitual mobility in order to reduce use of individual private means – especially those of high environmental impact – with improved organization of transport demand. Within measure 4.1 the Bologna Municipality intends to carry out several activities in order to promote the Mobility Manager function and to make his/her work easier. The RTD activity consisted in a scenario analysis concerning different mobility manager policies foreseen, interventions realized, agreements signed in order to have a current pattern of the events and of the possible barriers encountered, governmental and regional funds availability, on which basis making further informed decisions.

Description of RTD Activity

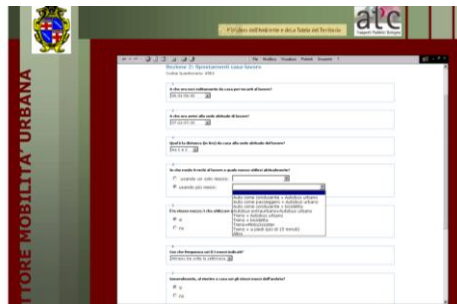
The RTD activity consisted in a research of the state of the art of the Mobility management implementation in Bologna. Bologna Municipality promotes the realization of solutions aimed at organize, manage and rationalize private transport demand, with particular reference to home to work movements, also in order to make the conditions to benefit from financial funds. Below an overview of the solutions provided so far in the City:

- the **Webmobility program**¹ that allows the mobility manager to collect on-lines questionnaires and to create the reports for the realization of the home to work movements plans². The aim of the project is to promote the PT use for home to work movements considering the small percentage of workers using PT. The questionnaires analysis shown how against a good LPT supply there is a small part of employees using those services mainly due to a cultural resistance to change the habits and lifestyles (in Italy, car is still perceived as a status symbol, the more comfortable, fast and easy mode of transport). One of the most important tasks of the Mobility Management is to spread and disseminate the alternatives' advantages in order to overtake this cultural barrier.

¹ Project of the Municipality of Bologna and ATC S.p.A., financed from the Ministry of Environment, in order to promote the home to work movements plans.

² This is a free use only aimed at the home to work movements plan, after receiving two passwords: the first for employees, in order to fill in the questionnaires, the second one for the company mobility manager, in order to produce reports.

webmobility



- **agreements between stakeholders and transport companies**, in order to enlarge the set of opportunities available to workers available to change their transport behaviour towards a more sustainable one. On the September 2006, 3 years agreements between the City of Bologna - ATC -Trenitalia have been signed. These agreements guarantee a discount on the annual transport pass price for workers employed in companies having a Mobility agreement with the City of Bologna;
- agreement for the yearly subscription “**Mi Nuovo**” (that allows to use the railways service for a defined path and the bus in Bologna, or Imola or Ferrara) and for new bus tickets **EcoTicket** and **EcoDays** for bikers and car users in particular situations;
- testing of the **Zone Mobility manager** function (to add to the existing company mobility managers) in order to enlarge the number of companies interested on mobility management policies with particular reference to critical zones for the car traffic intensity or for a limited public transport supply, with a large number of employees, also evaluating the possibility to introduce non scheduled PT services;
- meetings in Bologna territory in order to obtain information on how organize and optimize home to work movements granting different exigencies and possible requests (e.g. meetings with trade associations and other citizens associations);
- ATC (PT operator) network strengthening and review;
- PT subscriptions booking on line within MM company agreements;
- On line system (developed with Bologna Provincial Administration) for car pooling organization within provincial territory.

Outputs and Results

Home to work movements represent a relevant part of the total city movements and contribute to determine traffic during peak hours. Since the introduction of the first agreement the number of employees (of companies with mobility managers agreements) that made a PT subscriptions increased from 6.600 in 2006 to 8800 at the beginning of 2009. The main opportunities provided by the Municipality are:

- financial contributions to PT use available for companies with home to work plans and MM agreements approved by Bologna Municipality for a total amount of a € 366.000,00 (years 2010-2012). The contributions permit to reduce tickets (ATC and FER, the regional railways operator) within the agreements signed with the operators.
- financial contributions for sustainable mobility new projects (total amount of € 99.000,00) available for companies with home to work plans and MM agreements approved by Bologna Municipality, with reference to bicycle mobility, car pooling, car sharing,

The cultural resistance to change represents the main barrier to overtake in order to rationalize habitual mobility. The recommendations that will be used in long term strategy are to follow two lines of action: i) where car is replaceable (perceived and/or by the existence of a valid alternative)

the strategy will be to disseminate objective benefits of alternative modes of transport (with meetings, informative campaigns, for example); ii) where car is not replaceable (because there is not the possibility to use PT, or other means of transport, or when the driver is not persuadable) the strategy will be to find/disseminate clean transport solutions (e.g. car pooling, clean vehicles).

Resulting Decision-making

The research conducted by Bologna Municipality represented the base for a project elaborated by the Municipality of Bologna (for a total amount of 2.362.500 Euros) in order to develop further mobility management's actions and other forms of alternative mobility (outside MIMOSA). The project received approval by the Italian Ministry of the Environment. Future plans to implement for managers involvement are:

- maintain the actual companies level of involvement;
- funds raising in order to obtain new incentives;
- new companies recruitment to involve in Mobility Managers policies.

Lessons Learnt

Promote the Mobility managers policies needs lots of efforts by the municipality, and stronger orientations than the National low prescriptions. In particular, National Law states that Mobility managers agreements must be signed only by companies with more than 300 employees. Considering the good results obtained where the Mobility Management policies are adopted (in terms of PT subscriptions and use of sustainable modes of transport) the municipality strategy was to involve companies that are smaller than the parameters indicated in the law: promoting areas' agreement (grouping together companies located in the same area); allowing facilities also to small companies..

Cost-effectiveness

The RTD analysis was necessary in order to find the main lines of action for Mobility Management strategy to be followed by the Municipality, considering firstly different territorial exigencies. The measure activity will be directed towards these two lines of action. .

Dissemination and Exploitation

The RTD activity was a specific study of Mobility management topics. However, data coming from mobility management questionnaires (for home to work plans) could be utilized also for future project addressed to public transport, interchange parks and to modal integration models development.