*Measure title:* **Mobility Centre**

*City:* **Potenza** *Project:* **SMILE** *Measure number:* **11.6**

# A Introduction

The implementation of soft measures involved all the local partners (Regione, Comune, CTP, ARPA and MEET), until the reorganisation of the local partnership (Regione, Potenza, ARPA and Co.Tr.A.B.) in a second phase. The general aim of this measure was to promote sustainable mobility in Potenza through the realisation of different and strictly correlated tasks:

1. The Mobility Centre main function consists in informing people who live and/or work in Potenza about local mobility. The Centre proposes, organises and manages sustainable mobility related activities, in order to focus public opinion towards environmental problems. Moreover, the Mobility Centre coordinates the implementation of mobility management tasks (creation of Mobility Offices, realisation of Home to Work Mobility Plans, dissemination actions) especially to address the modal choice in favour of using public transport.

2. Following the creation of the Mobility Centre, four Mobility Offices have been opened in the main organisations/firms within the municipal territory of Potenza. The main task of local Mobility Managers is the rationalisation of employee behaviour and use of resources with the aim of producing new travel patterns. These plans will have lower (individual and global) costs, thus allowing people to obtain more advantages and benefits.

3. Mobility Plans are concerned with commuting trips between home and work. Within the plans, information and comparisons are provided about different alternatives available, in terms of journey times, monetary costs and environmental impact. Incentives and/or measures supporting sustainable behaviour have been adopted and new services (car pooling, in-company buses) have been organised and/or variations have been brought to existing services (lines deviations in local public transport, creation of new bus stops) according to declared requirements.

4. Finally, for the success of the SMILE project in Potenza, the population has been involved in demonstration activities through an awareness and education campaign. This operated during the entire development of the SMILE project and was able to produce a feedback action in collecting users' opinions. Suggestions on different implementation aspects and practical results of the project were also collected. Starting from the second year of the project life, conferences, workshops and events have been organised (at least one for each year) to involve the public in the sustainable themes and actions foreseen within SMILE framework.

## A1 Objectives

A Mobility Centre (involving all local partners) has been created and is aimed at coordinating the implementation of mobility management measures. For that, support has been provided to the public, but also to municipal offices, university, hospital, administration office of transport companies and at least 2 main firms in the Potenza area. The Mobility Centre creates publicity for the initiative at the local level. The Mobility Centre is also responsible for training activities for these Mobility Offices and their managers.

The measure objectives are:

- **Objective 1**: Provide information to people about sustainable transport alternatives and, informing people about local mobility;
- **Objective 2**: Provide support and coordination to mobility offices;
- **Objective 3**: Provide information to employees about sustainable transport alternative;
- **Objective 4**: Evaluate the effects produced by the implementation of Home to Work Mobility Plans; and
- **Objective 5**: Organise/coordinate conferences, workshops and events in the field of sustainable mobility.

## A2 Description

The population targeted for this measure can be divided in to three groups

– **Citizens:** the Mobility Centre, as an information point and coordinator of awareness and education actions, is represented by all citizens: those who already use public transport and can take advantage from information and support and those who use individual transportation and should be informed about sustainable transport and environmental problems.

– **Officers in charge of the management of mobility issues in firms/organisations.** Promotion and creation of Mobility Offices, dissemination of sustainable transport objectives and scheduling of the best sustainable solutions of home-to-work trips.

– **Employees of firms/organisations and local traffic generators/attractors.** They will benefit from the implementation of Mobility Management policies under both an economic point of view and environmental impacts.

**Mobility Centre (task 1)**

PUBLIC SERVICES:

1. **Information to the public**. This included information on public transport, parking, events (such as a road closure for works and/or diversion of lines) car pooling and new DRT systems (Demand Responsive Transport). The Centre is opened to the public during working hours.
2. **A consulting service** This was added to the duties of the Mobility Centre later on during the project. This provides support for people in order to compare different alternatives, and for firms and organisations to organise Mobility Plans for employees and customers.

OTHER FUNCTIONS:

Apart from user services, the main function of the Mobility Centre is the monitoring and evaluation of:

- Knowledge Levels (users awareness about MM services);
- Usage Levels (percentage and frequency of MM services usage);
- Acceptance Levels (services approval and percentage of users following MC suggestions); and

- System Impact Levels (vehicle flows, acoustic and atmospheric pollution, commercial speeds).

In addition, the Centre is also in charge of promoting the creation of Mobility Offices within schools, the hospital and the main firms, as well as advertising events, activities and services implemented in the project framework.

RESOURCES:

The Mobility Centre is temporarily located in the Transport Department office. During the project a different location, with good accessibility and visibility, will be identified. This will be the new site of the Mobility Centre. It is located in a strategic position close to the main access into town from the highway, to one of the escalators leading to the town centre, to the mainline railway and urban railway station. It will offer the services already provided by the actual office (information point, management of public transport, traffic monitoring centre, road safety office). Moreover it will be:

- the meeting point of people involved in mobility processes;
- the head office of Municipality of Potenza's Transport Department;
- the Municipal Police seat;
- the ITS Coordination Centre;
- the Taxi and dial-a-ride service call centre; and
- the new terminal of the town (meeting point of escalators, bus lines, taxi, train).

**Mobility Offices (task 2)**

Mobility Offices have been situated within major traffic generators/attractors and have been managed by a local Mobility Manager. The office, according to the level of acceptance of project guidelines, has the following tasks:

- to communicate with the Mobility Centre, for common decisions about activities/services to be implemented;
- to inform users about different mobility alternatives available;
- to distribute surveys forms and to collect them; and
- to manage, with the Mobility Centre, the implementation of the local Mobility Plan

**Home to work mobility plans (task 3)**

The Mobility Plans are concerned with commuting trips and business travel between different sites.

Within the plans, information and comparisons are provided about different alternatives available, in terms of journey times and monetary costs, in addition to the environmental impact. Incentives and/or measures supporting sustainable behaviour are adopted and new services (car pooling) have been organised and/or variations have been brought to existing according to declared requirements. Plans have been and will be produced in tight collaboration between the local Mobility Office (indicating requirements, availability and aims of the organisation/firm) and the Mobility Centre (providing necessary experience to define/change measures and services).

**Awareness and education actions (task 4)**

At least one conference a year (for three years) will be organised on sustainable mobility themes, with adequate publicity assured by means of local and regional media. Project partners, public authorities (both at local and regional level) and delegates from firms and/or organisations mostly involved in the activities of Mobility Management will participate at the conferences.

During the project life, different sites will be selected every year. Firms, schools, and other organisations, where workshops have been held will aim at increasing awareness amongst employees and students about sustainable travel and informing them about new initiatives and opportunities.
Starting from the second year of the project, two annual events will be organised, involving all the general public and introducing topics such as recovering space from traffic and parked cars.

# B Measure implementation

## B1 Innovative aspects

**Innovative Aspects**:

- New conceptual approach
- Targeting specific user groups
- New organisational arrangements or relationships

The innovative aspects of the measure are:

- **New conceptual approach, locally** – The Mobility Centre is the first of its kind in the city. The realisation of the Mobility Offices allows a single company/organisation to inform employees about sustainable mobility themes and help them to change travel behaviour through the implementation of local Mobility Plans.
- **Targeting specific user groups, regionally** - The implementation of Home to Work Mobility Plans provides a great help in pushing modal shift towards sustainable transport mode and by stressing benefits for employees (lower journey costs and times, less stress, possibility of economical benefits),companies (better accessibility, better company image, lower costs related to parking services and transport reimbursements) and society (lower atmospheric pollution, more safety, lower traffic congestion) by informing people.
- **New organisational arrangements or relationships, regionally** - This measure involves inclusive awareness and education actions that span across many sectors of the community.

## B2 Situation before CIVITAS

This type of activity has not previously been developed in this area.

## B3 Actual implementation of the measure

The measure was implemented in the following stages:

**Stage 1: Mobility Managers** *(from 06/ 2006 - until the end of the project)* – The Municipality of Potenza, through a political act, appointed a Mobility Manager (MM) and issued all relevant actors of the biggest companies in the city to participate in the initiatives and appoint their own MM. The public or private companies whi have appointed their MM have been the following: Università degli Studi di Basilicata, Ospedale San Carlo, INPS.

**Stage 2: Organisational Mobility Offices** *(from 06/2006 - until the end of the project)* – Mobility Managers and representatives of companies involved started to launch the Mobility Managers initiatives within selected organisations – generally the larger employers in the city. Technical Mobility Managers Boards, training of Mobility Managers and Mobility Managers private meetings have been held. The Mobility Offices started to work and they focused on discussions about sustainable mobility of the urban system (through agreements with surrounding Municipalities and with the Provincial administration). Meanwhile, the Transport Department, under the supervision of the area Mobility Manager, started to offer the services of a Mobility Centre.

**Stage 3: New Mobility Centre** *(from 11/2007 - until the end of the project)* – A building for the new Mobility Centre has been identified in a strategic position close to the main access to the town from the highway, to one of the escalators leading to the town centre, to the mainline railway and urban railway station. Building of the permanent site for the Mobility Centre was initiated in the latter part of this period.

**Stage 4: Awareness campaigns** *(from 2006 – to 05/2008)* –Information campaigns on the use of local public transport and informing citizens on sustainable mobility issue have been held. In the following section there are some examples of information campaigns on sustainable mobility that involved adult citizens and pupils at grammar schools.

***Neighbourhood Representatives Meetings - 15th march 2007:*** The main theme was on the new local public transport schedule by local administration. By planning this new schedule, the local administration hoped to reach the maximum integration between all the mobility systems in Potenza (elevators, escalators, local surface railway and buses) and to introduce non-conventional mobility systems such as DRT. Neighbourhood representatives agreed with the new schedule, especially with the need to rationalise the public transport system.

| Discussion at a Neighbourhood Committee Meeting | New Public Transport Schedule |
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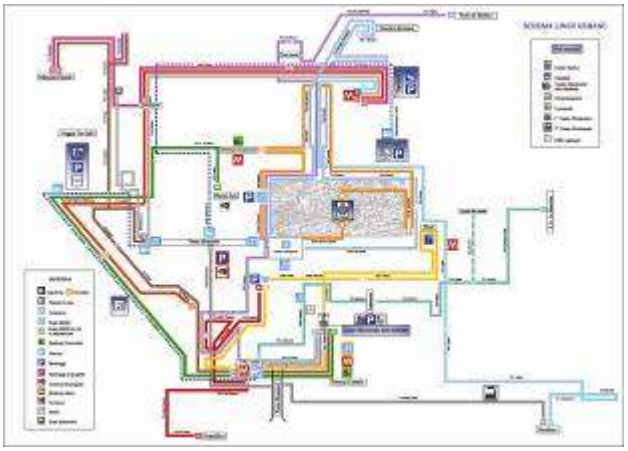
|  |  |

***Town to boys, 23th-28th May 2008***: The SMILE project was included in the event TOWN TO BOYS. This event, scheduled as formative route involved all the different degrees of schools, by proposing different activities on sustainable mobility. The SMILE stand suggested normative references and indications for companies, local authorities and citizens in order to start actions in sustainable mobility. Moreover it was distributed as a 10 point list for sustainable mobility.

1. think in an ecological way
2. walk in the city

3. use the car less and do not travel in peak hours
4. use public transport;
5. travel in the city by using public transport: elevators, escalators, local railway and buses
6. learn to car pool: share the car with work and school colleagues
7. keep your car working efficiently by checking it periodically
8. keep a regular gait in order to reduce the pollution emissions
9. buy cars with low environmental impacts
10. share these fundamental tips with family and friends.

During the exhibition there were some labs for the V class of the Terzo Circolo di Via Verdi that converted their suggestions into comics on how to travel sustainably


***Move with a SMILE***: the aim of this event was to highlight the SMILE project in a school

Pupils moved in the city by using all forms of public transports: elevators, escalators, local railway and buses.Pupils wrote some short stories and rhymes on sustainable mobility and these are published on the school website.

(http://www.potenzaterzo.it/forum/forum.asp?FORUM_ID=119)

**Stage 5: Surveys and Mobility Plans** *(from 2005 – until the end of the project)* –. During the project two surveys were carried out in order to gather useful data on Mobility Management initiatives (and to car pooling, M 9.3, service implementation). The first was aimed at collecting needs and opinions of the biggest employers about their home-to-work trips. The second one focused on customer satisfaction with local public transport. Data analysis and reports have been delivered to the Mobility Managers of each company involved in the finalisation of their own home-to-work mobility plans.

## B4 Deviations from the original plan

The deviations from the original plan comprised of:

- **Additional scope of for implementation** – Additional companies have asked to join the implementation as extra demonstration sites were required before the evaluation surveys
- **Delay due to changes in project consortium** – The partner originally responsible for this measure left the consortium and was replaced during 2007

## B5 Inter-relationships with other measures

There is an element of joint evaluation with measure 9.3 (Car Pooling) through the use of common evaluation surveys.

# C Evaluation – methodology and results

## C1 Measurement methodology

### C1.1 Impacts and Indicators

Table of Indicators.

| NO. | INDICATOR | DESCRIPTION | DATA /UNITS |
|---|---|---|---|
| 1 | Operating revenues | Revenues per pkm | Euros/pkm, quantitative, derived or measurement |
| 2 | Operating costs | Costs per pkm | Euros |
| 9 | CO emissions | CO per vkm | g/vkm, quantitative, derived |
| 10 | NOx emissions | NOx per vkm | g/vkm, quantitative, derived |
| 11 | Small particulate matter | $PM_{10}$ | g/vkm |
| 13 | Awareness level | Level of information about local public transport | % |
| 14 | Acceptance level | Interviews' attitude in using local public transport | % |
| 27 | Average modal split-vehicles | Percentage of people for each mode | % |

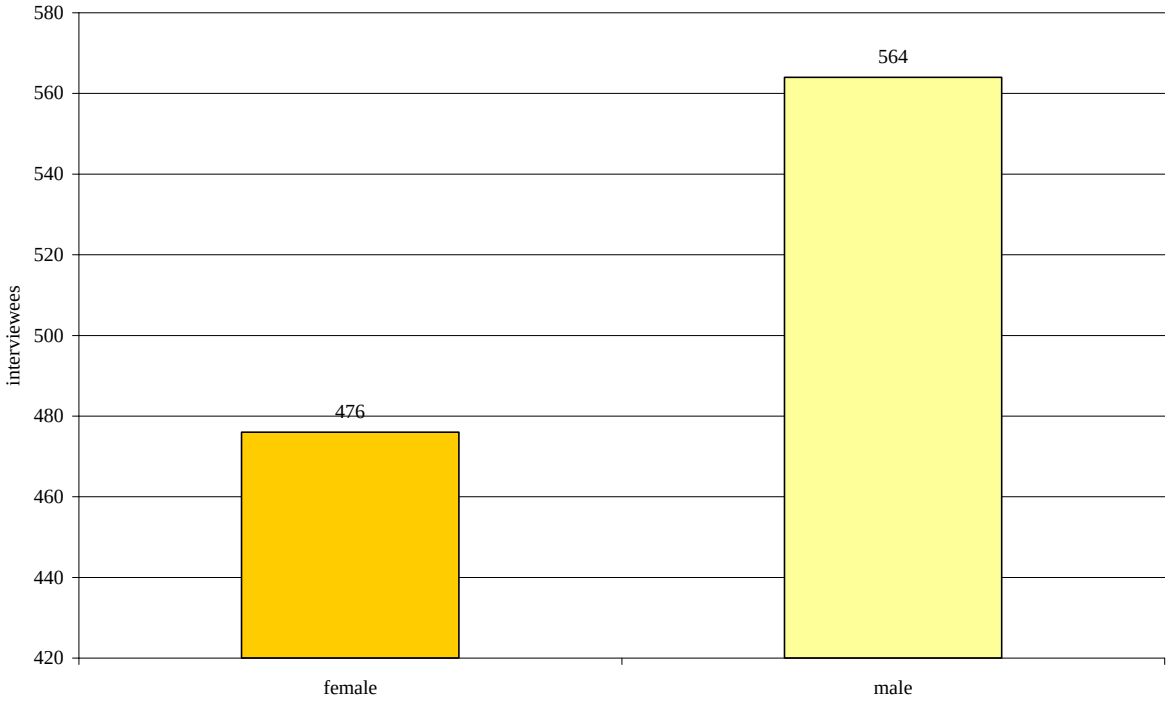
Detailed description of the indicator methodologies:

- **Indicator 2** (*Operating costs*) – It shows the change in costs incurred by car owners as a result of the measure. The amounts have been calculated on the basis of used car ACI standard costs, i.e. € 0.3357 per km.
- **Indicators 9, 10, 11** (*CO emissions, NOx emissions, Small particulate matter*) CO, NOx and small particulate matter ($PM_{10}$) has been measured for each bus. The indicators have been quantified using COPERT IV.
- **Indicator 13 (*Awareness level)*** – measures the level of information about local public transport. It has been expressed in percentages with respect to the following judgement levels: insufficient, sufficient, good, excellent.
- **Indicator 14 (*Acceptance level)* –** It measures the interviewee's acceptance in using local public transport to travel to work.

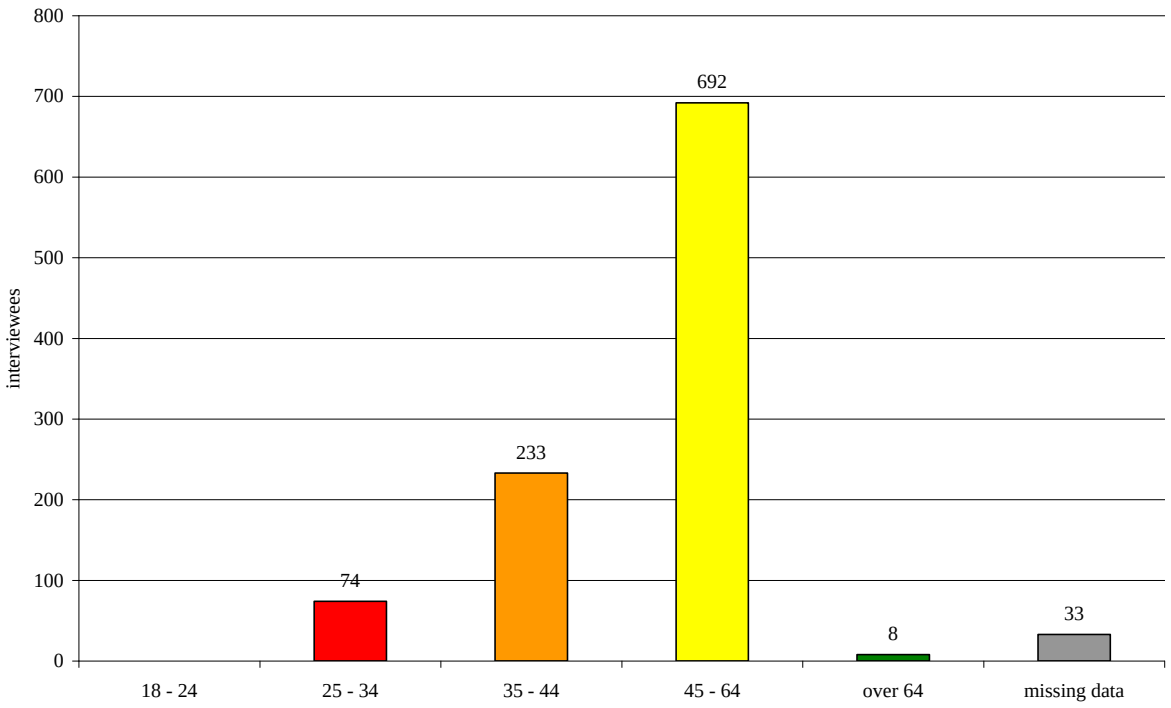
- **Indicator 27 (*Average modal split-vehicles)* –** It shows the percentage of people who stated they used each mode of transportation.

## C1.2 Establishing a baseline

During the SMILE project, a survey on home-to-work trips was conducted in some of public and private organisations within the city of Potenza. The distribution of a specific questionnaire (nearly 2000) occurred in the following organizations: Comune di Potenza, Provincia di Potenza, Regione Basilicata, local University (Università degli Studi della Basilicata) and INPS. Some of the organisations (Comune di Potenza, Provincia di Potenza, Regione Basilicata, University) are obliged, in compliance with the Italian national 'Ronchi Decree', to appoint a Mobility Managers. Others (e.g. INPS) due to their location in the historical centre.
Among the 2000 questionnaires, 1213 have been correctly completed was entered into a database. 1040 of them (the ones regarding Comune di Potenza, Provincia di Potenza, Regione Basilicata, Università degli Studi della Basilicata) were analysed. 54% were male; the age distribution was 66% between 45 and 64 and 22 % between 35 and 44 years.



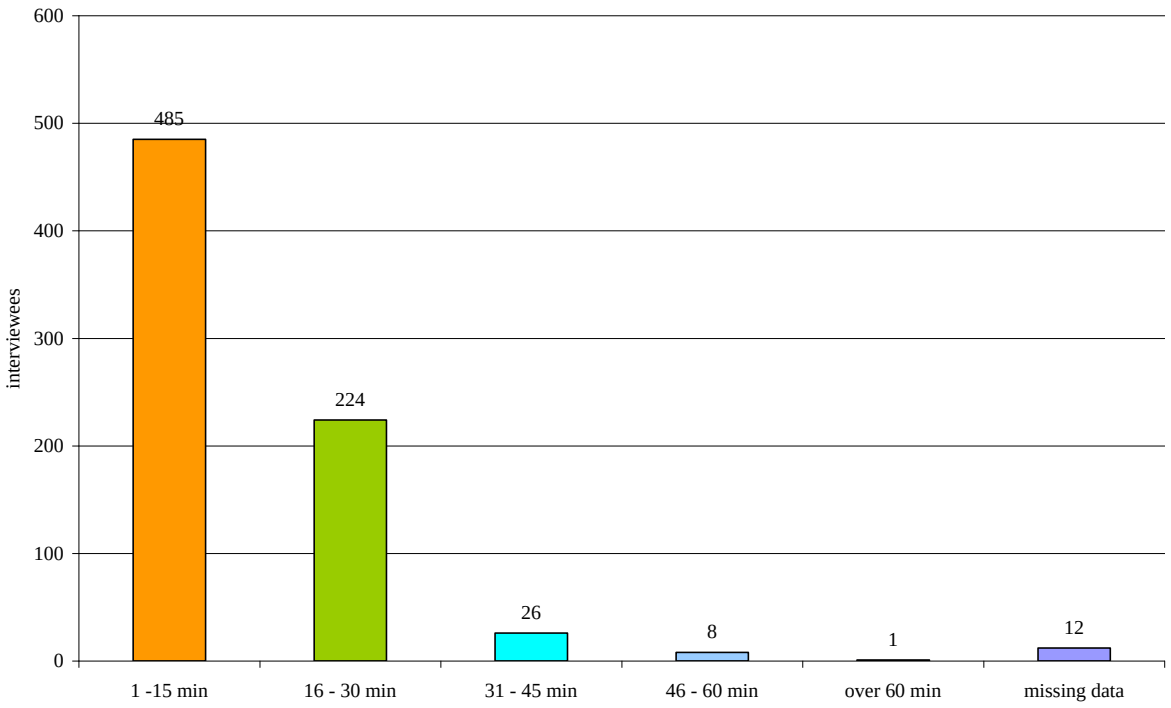

*General information about interviewees, sex*




*General information about interviewees, age*

In order to build the correct scenario and then proceed to the evaluation of the implementation, it was necessary to analyse in this first stage, the behaviour of the respondents living in the City of Potenza (50% of the sample). 64% of respondents take less than 15 minutes to reach their workplace and 93% take less than half an hour to get there.

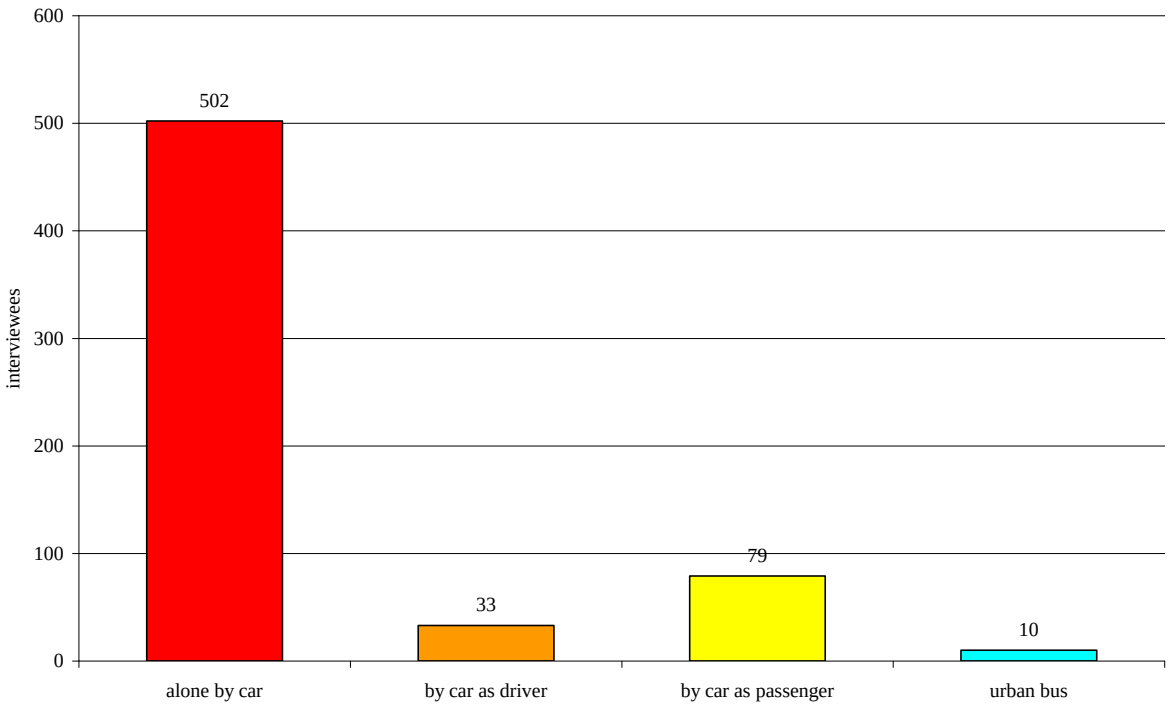
| Time | n. of answers | % |
|---|---|---|
| 1 -15 min | 485 | 64 |
| 16 - 30 min | 224 | 30 |
| 31 - 45 min | 26 | 3 |
| 46 - 60 min | 8 | 1 |
| over 60 min | 1 | 0 |
| missing data | 12 | 2 |




*Time of home-to-work trips*

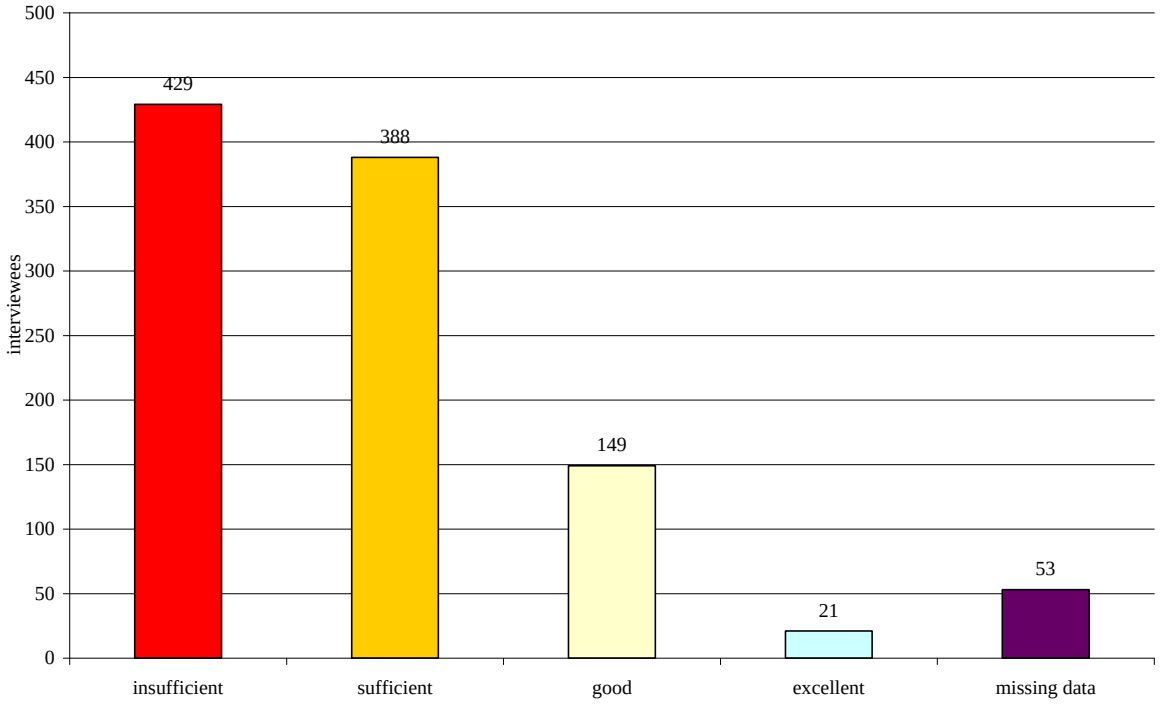
Among people using only one mode of transport to get to work, 95% use the private car of which: 78% do so alone, 5% as a driver with other people, and 12% as passenger. Only 2% used the bus. This data leads to an estimate of the average vehicle occupancy of 1.15 people per car.

| **most frequently used mean (only one mode)** | **no. of answers** | **%** |
|---|---|---|
| alone by car | 502 | 77% |
| by car as driver | 33 | 5% |
| by car as passenger | 79 | 12% |
| alone by motorcycle | 8 | 1% |
| urban bus | 10 | 2% |
| extra-urban bus | 1 | 0.2% |
| missing data | 13 | 2% |




*Present modal distribution*

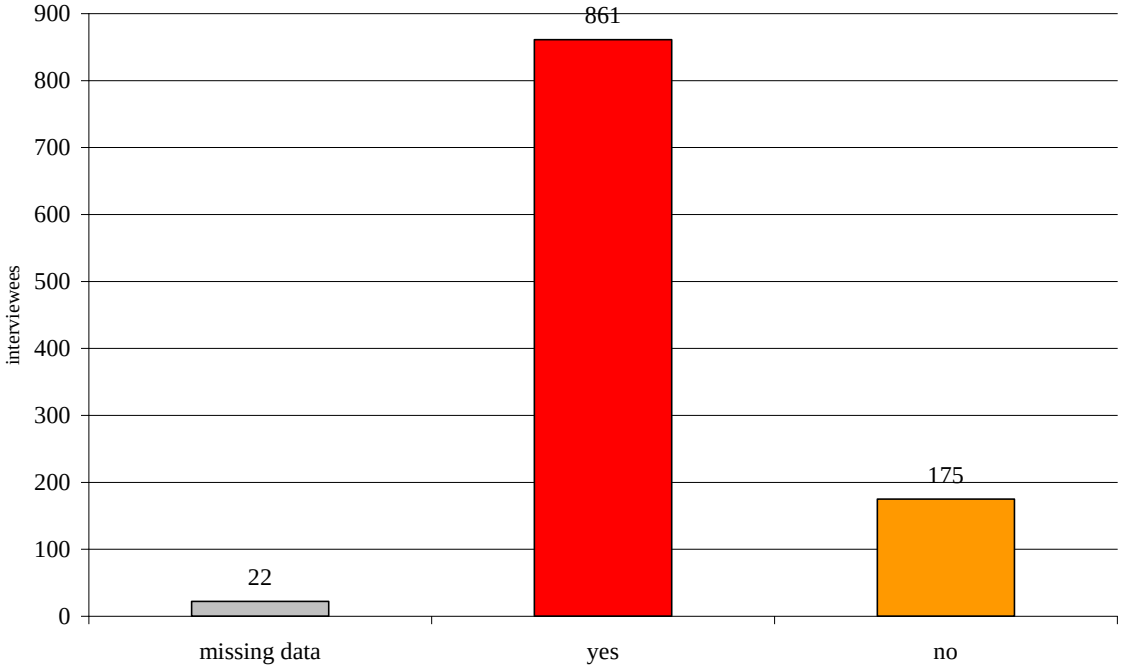
People's opinion about public transport availability is particularly critical to the future development of this issue: 41% of people consider that they are insufficiently informed. The judgment is positive for 53% of people of which: 37% declared themselves to be sufficiently informed, 14% received a good level of information, while 2% believed they had an excellent level of information.




*Judgement on public transport*

81% of people answered that they would consider reaching their workplace using public transport; whereas only 16% answered that under no circumstances would they use public transport. Among

those who answered that they would consider a modal change, 33% will agree to change only if the duration of travel was the same than their current trip. 34% will change transport mode only if public transport services matches their working hours. This leaves 33% open to the change with no explicitly stated barrier.




*Availability to go to workplace with public vehicles*

## C1.3 Building the business-as-usual scenario

The measure consists of personal and corporate actions leading to changes in awareness, attitude and behaviour and policies aimed at getting increasing sustainable mobility within the town of Potenza. The results of the measure cannot be estimated in the short term. Without SMILE and the associated change in policy, there is unlikely to be any significant change in behaviour because there is no foreseeable direct impetus for change. Therefore it is not appropriate to consider a business as usual scenario.

# C2 Measure results

The evaluation has been carried out through a comparison between the present situation and people's desires. In particular, data collected through the distribution of the questionnaire previously described have been used. The interviewees are employees of the biggest public organisations in the town and indicators measure all features related to systematic home-to-work trips.

The results are presented under sub headings corresponding to the areas used for indicators – economy, energy, environment, society and transport.

## C2.1 Economy

**Indicator 2** ***Operating costs***

The number of people using car to travel to work place is 614. The average distances covered are:

- 7.5 km and the average time employed is included in the interval 1-15 minutes;
- 17 km and the average time employed is included in the interval 16-30 minutes.

In percentage terms, 64% of interviewees take up to 15 minutes to get to the workplace, while 30% take between 16 and 30 minutes to get to workplace. Therefore, 394 people covered a total distance (return journey included) of 15 km, whilst 182 travel an average round trip of 34 km.

In the future scenario presented in this research it has been hypothesised that public transport vehicles will be used by 33% of the interviewees who answered that they would consider using public transport to go to work (see section C 1.2). They represent 27% (equal to 165 people) of all people initially using the private car. Among them, 65% would be travelling in EURO 3 standard vehicles, 34% in EURO 4 standard vehicles and 1% in CNG vehicles. The car costs are equal to € 0,3357 per km according to the Italian national standard (Italian Automobile Club) statistics.

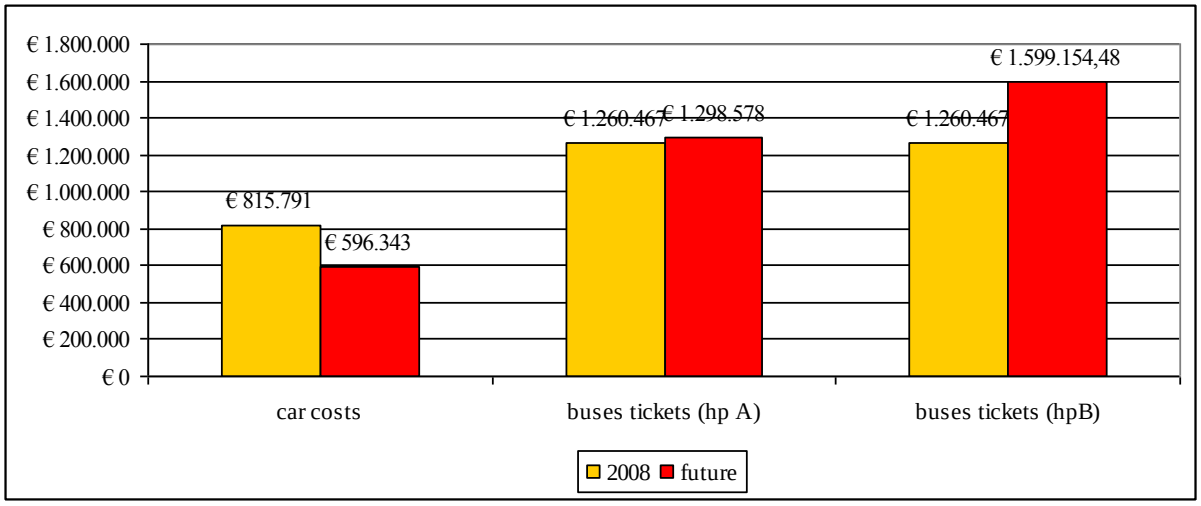
At present, total daily passenger km travelled are equal to **12,094**. Assuming a basis of 231 working days **2,794,638** km is covered in a year. If the 30% of people identified above will all change to use public transport to get to work, then the annual distance covered in passenger km will fall to **2,042,8805**.

Bus tickets sold during 2008 totalled about 252,000, with a total encashment of €1,260,467. If 27% of the sample uses public transport to reach the work (hypothesis A) there will be an increase of the tickets sold to € 38.111 (for a total amount of € 1298.578). It forms the hypothesis that the mobility management team will be able to change the habits of the wider population, with an increase of public transport users (hypothesis B). In this case the increase from the tickets sold will be € 338.687 (for a total amount of € 1,599.154).

In the following table and charts, data about the present situation and the future scenario are compared, acknowledging that the average occupancy is 1.15 people per car.

| | |
|---|---|
| yearly passenger km in 2008 | 2.794.638 |
| yearly car km in 2008 | 2.430.120 |
| car costs in 2008 | € 815.791 |
| future yearly passenger km | 2.042.880 |
| future yearly car km | 1.776.418 |
| future car costs | € 596.343 |
| **economic savings** | **€ 219.448** |

| | |
|---|---|
| buses tickets sold during the 2008 | € 1.260.467 |
| buses tickets sold (hypothesis A) | € 1.298.578 |
| buses tickets sold (hypothesis B) | € 1.599.154 |




## C2.2 Energy & C2.3 Environment

**Indicators 9, 10, 11** ***HC emissions, CO emissions, NOx emissions, Small particulate matter***

*Please refer to data presented in C2.1 Economy*.

The car fleet of Potenza is composed of 41% diesel fuelled cars and 56% with petrol fuelled cars (data was acquired by ACI, Italian Automobile Club).

In order to calculate emissions, it has been assumed that 41% of annual vehicle km (equal to **2,430,120**) are covered by diesel fuelled cars (being **1,010,394 km**) and 56% by petrol fuelled cars (**1,395,471 km).**

As a result of the survey, it has been estimated that 27% of all people are receptive to use public transport to get to work. Therefore for the future scenario, it has been assumed that 165 people will use public transport, of which 65% will travel on EURO 3 standard vehicles, 30% on EURO 4 standard vehicles and 5% on CNG vehicles. The composition of the car fleet derives from the renovation of the fleet, which has started. The total daily km covered on buses will be **3,250** and in a year (taking into account 231 working days) a total of **750.657** will be covered. In order to calculate emissions, it has been assumed that the 65% of total yearly km is covered by EURO 3 standard buses (nearly **487.927** km), 30% by EURO 4 standard vehicles (nearly **225.197** km), 5% by CNG vehicles (**37.553** km).

For the calculation of energy and emissions, the COPERT IV model has been used for two scenarios: one solely focusing on car emissions on work trips and the other including bus emissions. The results are summarised in the following tables:

Car emissions only

| | Before | After | Difference | % difference |
|---|---|---|---|---|
| CO T/yr | 3.64 | 2.66 | -0.98 | -30% |
| NOx T/yr | 0.54 | 0.40 | -0.15 | -30% |
| HC T/yr | 0.12 | 0.09 | -0.03 | -30% |
| PM10 T/yr | 0.04 | 0.03 | -0.01 | -30% |
| $CO_2$ T/yr | 420.5 | 307.4 | -113.1 | -30% |
| Energy MJ/yr | 6158 | 4501 | -1657 | -30% |

The reductions in car emissions are proportional to the reduction in car kilometres travelled.

Car and bus emissions scenario

| | Before | After | Difference | % difference |
|---|---|---|---|---|
| CO T/yr | 4.53 | 3.55 | -0.98 | -22% |
| NOx T/yr | 4.92 | 4.78 | -0.15 | -3% |
| HC T/yr | 0.31 | 0.28 | -0.03 | -10% |
| PM10 T/yr | 0.11 | 0.10 | -0.01 | -9% |
| $CO_2$ T/yr | 992.1 | 879.0 | -113.1 | -11% |
| Energy MJ/yr | 14607 | 12950 | -1657 | -11% |

The reduction in the overall car and bus emissions scenario is somewhat artificial as the energy use and emissions should not be solely attributed to people changing transport mode for work trips. This is effectively what this scenario is doing, meaning that the percentage reductions are somewhat diluted in this scenario.

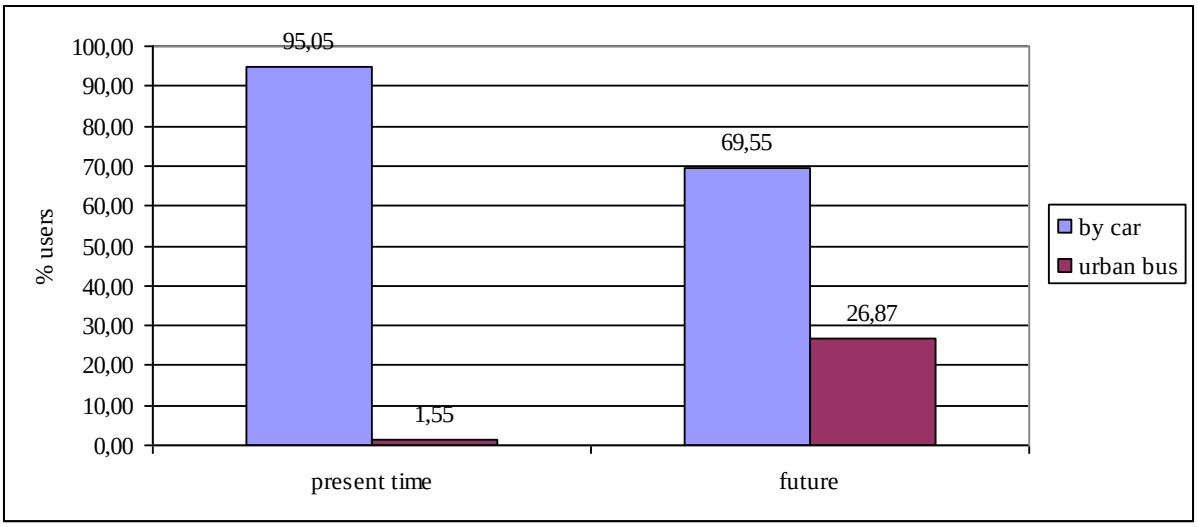
## C2.4 Transport

**Indicator 27 *Average modal split-vehicles***

Among people using only one transport mode to get to workplace, 95% used the private car in the before survey and only 2% used the bus.

In the future scenario presented in this research it has been hypothesised that public transport will be used by 33% of the interviewees who declared to be receptive to using public transport to go to work (see section C 1.2). They represent the 27% (equal to 165 people) of people actually using the private car.

The change in modal distribution will be as follows, if this is achieved over time time:




*Future modal distribution*

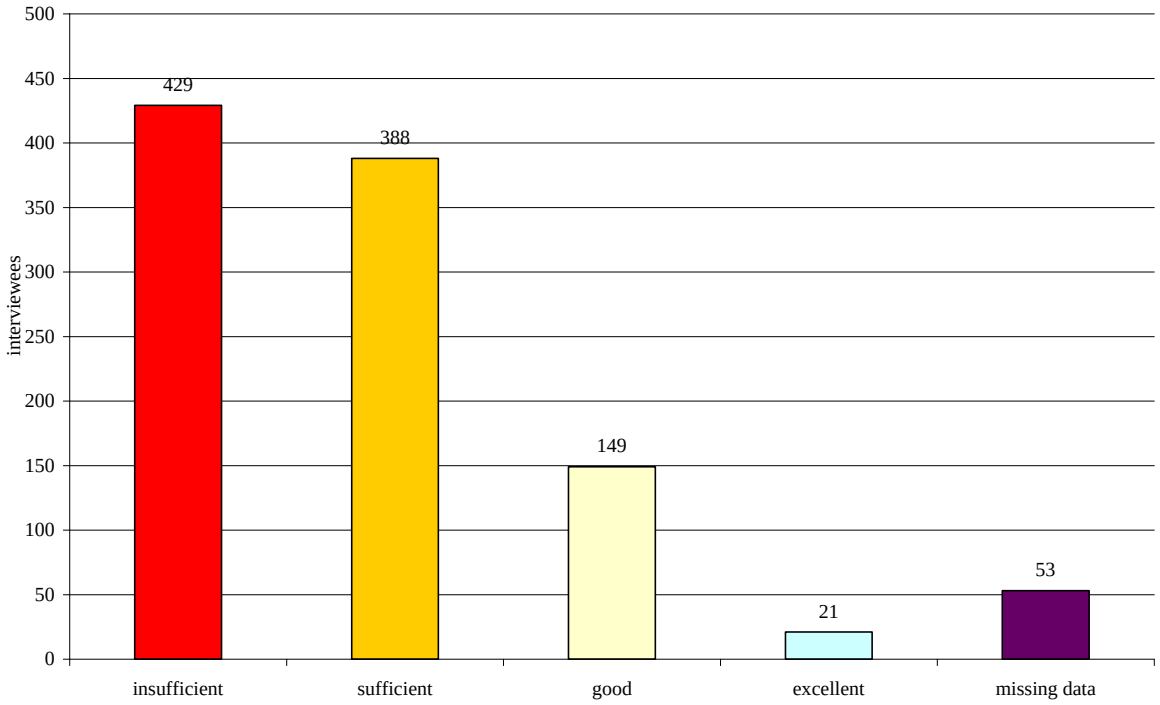
## C2.5 Society

**Indicator 13 *Awareness level***

As stated previously, in the before survey 41% of respondents stated that they were insufficiently informed about public transport. Judgment was positive for 53% of people of which: 37% declared themselves to be sufficiently informed, 14% received a good level of information, while 2% believed they had an excellent level of information.

One of the most important Mobility Management actions implemented has been an information campaign on public transport. During SMILE, two innovations occurred in the public transport system: the introduction of a light surface railway and the opening of new mechanized systems. These new elements, supported by the information campaign, increased

the public's awareness and satisfaction of public transport. No survey aimed at quantifying the level of information on public transport, has been carried out to date. Different kinds of public participation events, for example the neighbourhood committees showed an improvement in awareness and information but it is not quantified at present. The Municipality of Potenza plans to the launch a survey in the near future to help identify the best solutions for public transport and increase users' satisfaction levels.

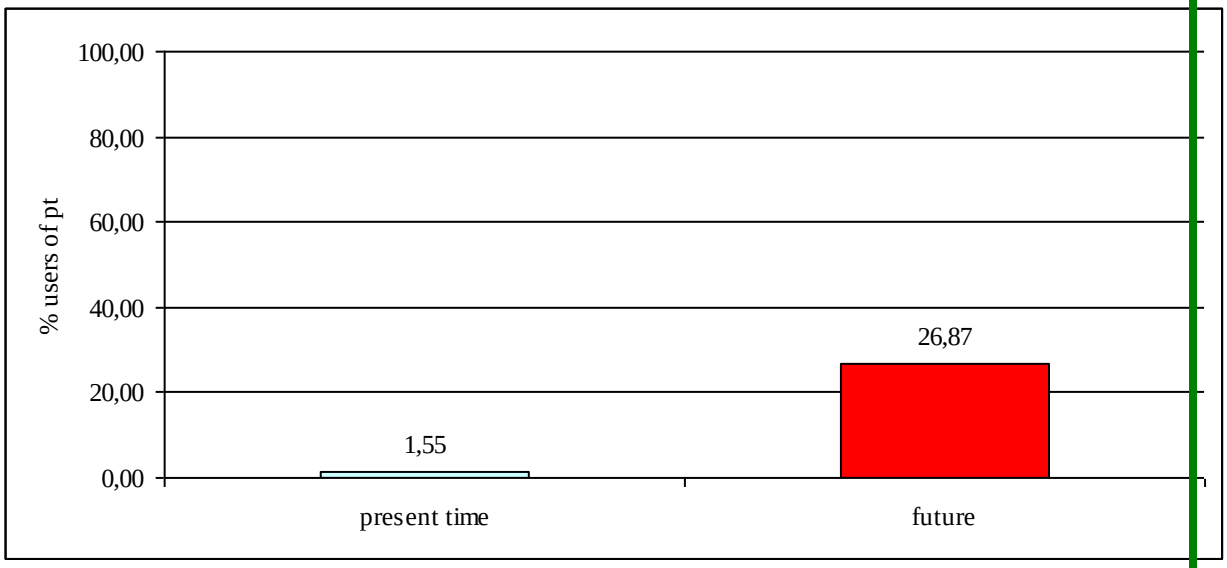



*Judgement on public transport*

**Indicator 14 *Acceptance level***

This measures the acceptance of people who use local public transport to go to work. Mobility Management policies will be constantly focusing on improving performances and information on local public transport in order to establish those people who will really use public transport in the future.

We can reasonably hypothesise that the element granting good results in the short run, is transport efficiency improvement in terms of bus timetable and frequency. In the last months a new Public Transport Schedule has been approved and it has been planned specifically with the new Mobility Offices in order to decrease use of private car. Therefore as previously mentioned 2% of interviewees use public transport and we can hypothesise that in a short period 30% (equal to the 33%, seen section C 1.2) of the sample will use the bus to go to the workplace.




*Availability to go to workplace with public vehicles*

## C3 Achievement of quantifiable targets

| No. | Target | Rating |
|---|---|---|
| 1 | *SAVINGS in Operating costs* | (*)# |
| 2 | *REDUCTION of HC emissions* | (*)# |
| 3 | *REDUCTION of CO emissions* | (*)# |
| 4 | *REDUCTION of NOx emissions* | (*)# |
| 5 | *REDUCTION of Small particulate matter* | (*)# |
| **NA = Not Assessed 0 = Not achieved<br>* = Substantially achieved (> 50%) **= Achieved in full ***= Exceeded** | | |

# All the impacts shown in the table are hypothetical at this stage as they are calculated using optimistic estimates regarding the impacts of the Mobility Centre on travel behaviour if it is successful.

No quantifiable targets were set for this measure, which makes it impossible to say if the objectives have been met.

## C4 Up-scaling of results

The policies related to Mobility Management are part of a long term strategy and the effects of which will probably take a significant time to come to fruition. Considering upscaling beyond this is difficult, although there is potential to expand the mobility management contacts to other major employers in the future.

## C5 Appraisal of evaluation approach

The communication support elements have been implemented on time. The physical implementation of the new Mobility Management Offices, filling the Mobility Manager post and the new bus schedules were implemented late into the project. This means that impact estimation of the workplace travel plans has not been possible within the project timescale. The data gathered from the before surveys was useful and good enough to estimate the possible results of activities, Mobility Management policies and the potential for modal shift on a medium to long term basis. This represents what appears to be a very optimistic scenario given the low starting point for use of public transport in Potenza. Experience from other situations suggests that although survey respondents may indicate that they are open to change; in practice for many people this change may not be forthcoming without significant effort by a Mobility Manager.

## C6 Summary of evaluation results

The key results are as follows:

- **Key result 1** – establishment of the Mobility Centre in its permanent location
- **Key result 2** – mature understanding of potential availability of people in using public transport (whereas the service is improved)
- **Key result 3** – understanding of potential benefits of actions in terms of: economy, environment, transport, society

# D Lessons learned

## D1 Barriers and drivers

### D1.1 Barriers

- **Barrier 1** – The measure has been launched and implemented in conjunction with the beginning of a new season for urban mobility. Attention focused on many management actions and infrastructure interventions aimed at improving the present system. Thus, at the beginning of the SMILE project, the launch of the measure in the complex new Mobility Strategic Project presented a strong barrier as an element of distraction.
- **Barrier 2** – In the first stages of the project all relevant actors (politicians, technicians, companies) did not pay sufficient attention to the measure.

### D1.2 Drivers

- **Driver 1** – Barrier 1 became through the SMILE project period, a strong driver since the increasing knowledge on specific city mobility needs moved the attention towards soft management actions.
- **Driver 2** – Barrier 2 became through the SMILE project period, a strong driver since all key actors involved, especially those in key positions, have been strongly committed in the activities and devoted to their underlying principles.

## D2 Participation of stakeholders

- **Stakeholder 1 - Citizens.** The Mobility Centre being an Information Point and the coordination place of awareness and education actions, is directed to all citizens.
- **Stakeholder 2 – Companies officers.** the promotion and creation of Mobility Offices, dissemination of sustainable transport, schedule of the best sustainable solutions of home-to-work trips.
- **Stakeholder 3 – Employees** of the firms/organisations and main local traffic generators/attractors where the Mobility Offices were situated represent another important stakeholder. They benefited from the implementation of Mobility Management policies both from an economic point of view and in terms of environmental impacts.
- **Stakeholder 4 – Local and regional politicians and authorities**. They represent the key actors of the measure since they're in charge of all strategic decisions. They showed, during the project years, a strong increase of sensitivity towards problems related to mobility.

## D3 Recommendations

- **Recommendation 1 -** involvement of all stakeholders, both those directly involved in transport and those who can influence all policies related to transport.
- **Recommendation 2 –**Mobility Management gives the opportunity of rationalising all policies related to urban structure (land use planning).
- **Recommendation 3** – Importance of coordination between the political representatives and technical officers of all public/private companies involved.
- **Recommendation 4** – Importance of awareness campaigns to change habits related to transport in the town.

## D4 Future activities relating to the measure

The launch of Mobility Management actions, widely urged at national level by the Transport Ministry since 1998, aimed at modifying urban transport. In Potenza, capital city in of the region, many offices are located. Employees contribute to the increase of vehicular fluxes on the urban road network.

The concentration of the tertiary sector (public and private) companies could help in influencing, through prudent mobility management actions, big shares of transport demand and addressing them towards sustainable modes. This is possible despite the limited significance of data gathered (and/or statistically significant detectable data) and it will have a stronger impact on the wider system of actions that will be implemented by the Municipality of Potenza.

The Mobility Managers Board offered many suggestions and contributed to the new design of city mobility, amplifying the effects and results of CIVITAS measures implemented in the city. The Municipality expressed the intention to continue the implementation of actions and strategies, always taking into account that the two themes (mobility management and public transport offer) are strictly connected. For example, the experimentation phase of the new Public Transport Scheduler for urban buses will take into account the Mobility Managers suggestions and, if necessary, timetables and routes will be modified according to demand.

A stronger involvement of stakeholders in the vision definition of the Strategic Plan of the town and the hinterland has been planned, together with the enlargement of Mobility

Managers Board. The Municipality of Potenza and the Basilicata Region intend to build a stronger partnership dealing with such themes and issues. The experience gained can show everybody that better mobility demand governance is possible and that this experience can be precious to other subjects and actors.

The synergy with other reorganisation politics and the enhancement of public transport offers will allow Mobility Managers actions to expand, offering at the same time new levers to a more efficient and effective concerted action among companies. It is useful to the definition of Home-to-Work plans aimed at minimising the use of private car or, looking also at car pooling and optimising it in terms of capacity rate.

Therefore, the positive experience encourages an ambitious challenge: in a national context where the government guidelines on Mobility Management have been adopted with great delay, the town of Potenza will call more and more interlocutors (hinterland municipalities first, to share the urban system sustainable mobility design) in the short, medium and long period to contribute to the design of the town and hinterland mobility governance.