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## **MobiMart – a pilot test on sustainable mobility credit system in Bologna**

Dora RAMAZZOTTI<sup>1</sup> & Katrin DZIEKAN<sup>2</sup>

<sup>1</sup> SRM - Reti e Mobilità, Bologna (IT)

<sup>2</sup> Berlin Institute of Technology, Integrated Transport Planning, Berlin (DE)

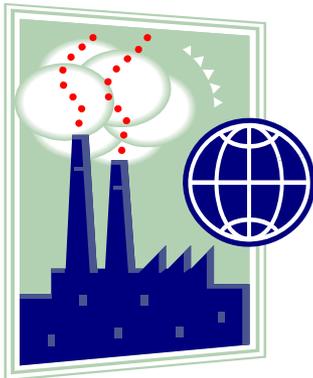


THE CIVITAS INITIATIVE  
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## Introduction

- Incentives works quite well in many areas of live
- Example: *miles and more* systems / train bonus
- Emission trading mechanism

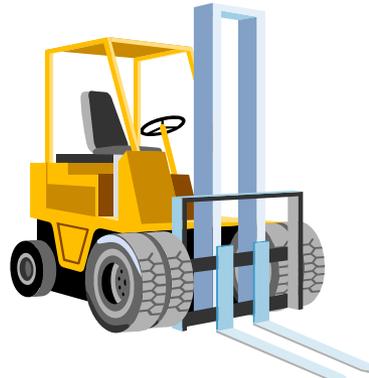
### Business A:



Can reduce x emissions  
for 100 Euro

Can reduce 2\*x  
emissions for 200 Euro

### Business B:



Can reduce x emissions  
for 150 Euro

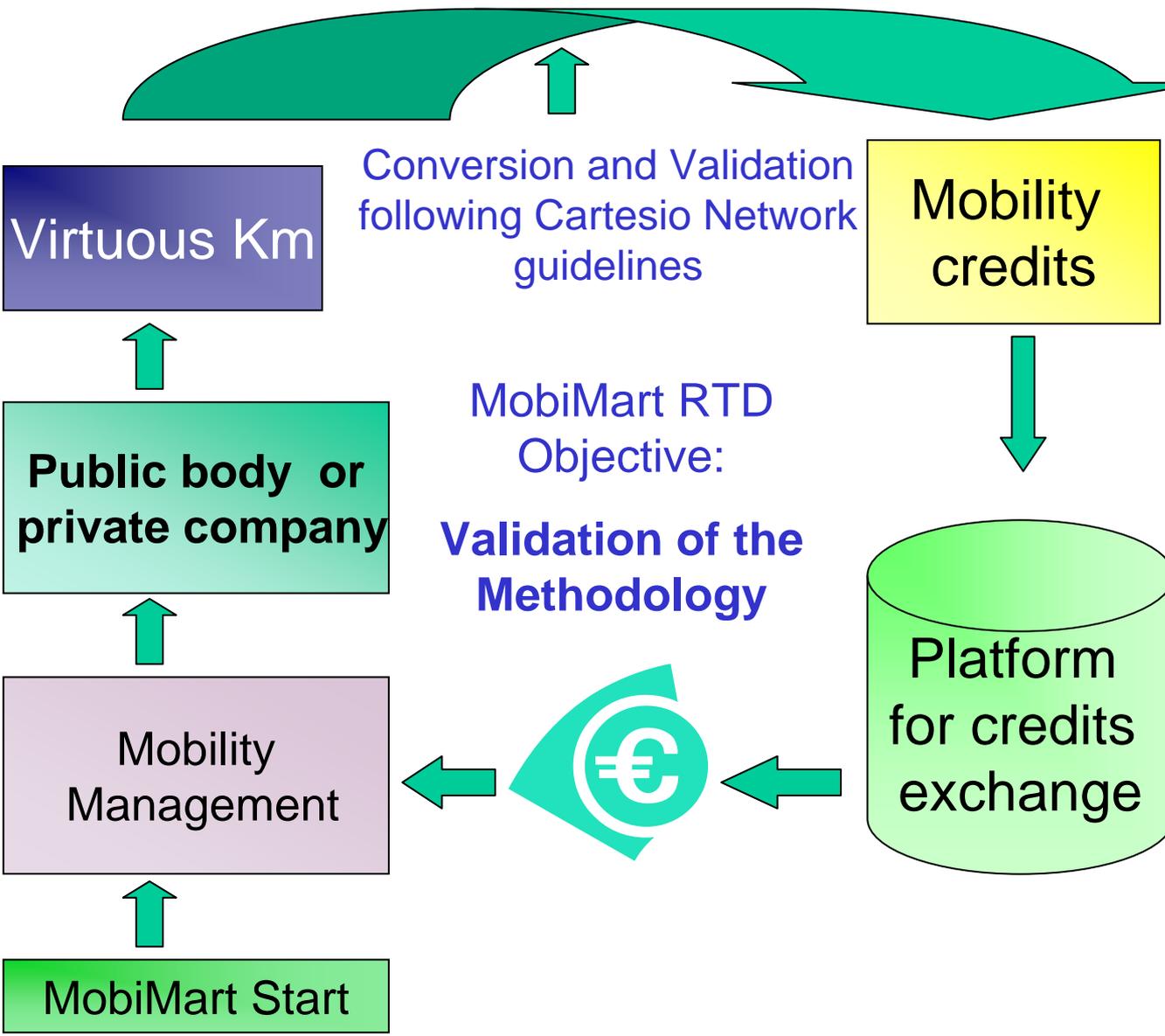
Can pay business A to  
reduce x emissions for  
100 Euro



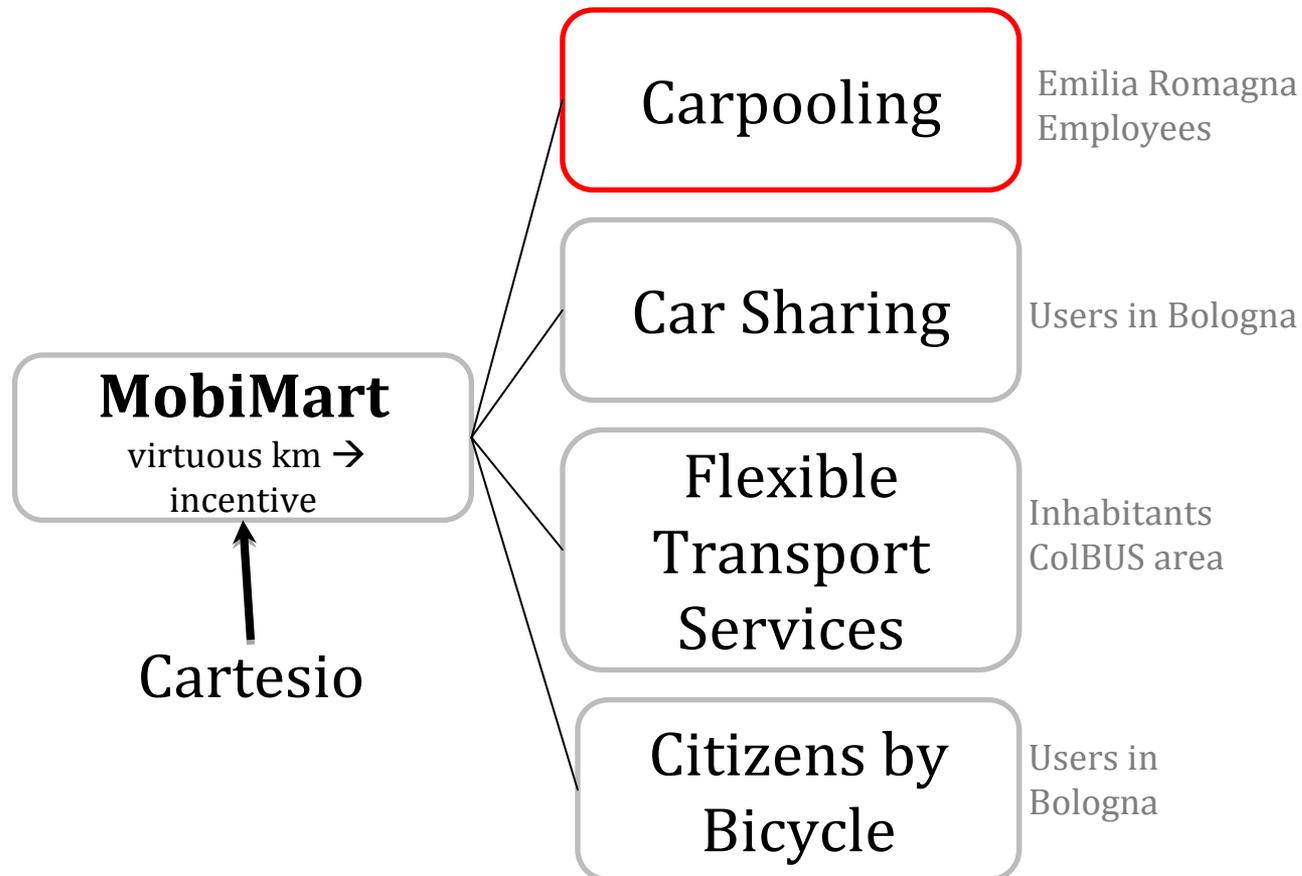
## Introduction

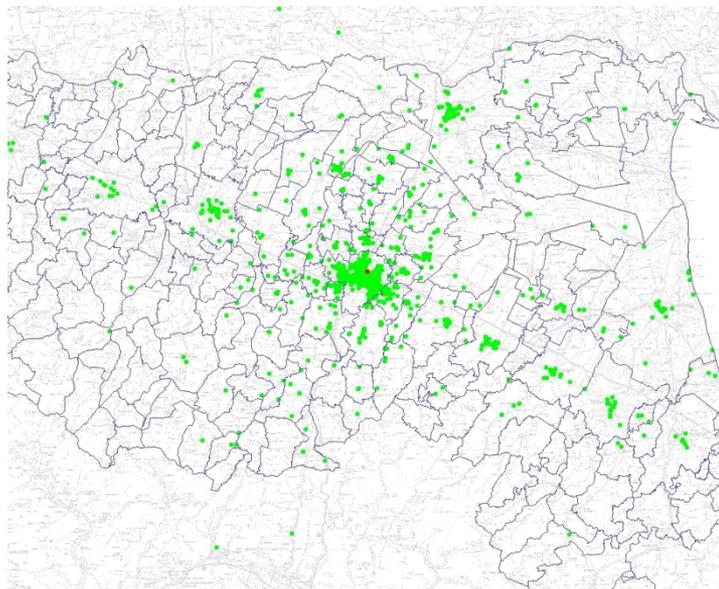
- Main idea of MobiMart: apply this mechanism to sustainable travel behaviour on the level of public bodies, companies or individuals
- MobiMart = **Mobility credit Market**
- Not yet been tested in practise
- Main questions:
  1. How to calculate the virtuous km for the mobility credits
  2. How to design incentives in an effective and attractive way.





## MobiMart: Pilot Activities





Over 800 among Regione Emilia-Romagna employees contacted

35 volunteers recruited



21 potential users in 7 crews - 14 in waiting list

3 crews started the pilot

Equipaggio 4

Legenda

- g = guidatore
- p = passeggero
- e = entrambi i ruoli

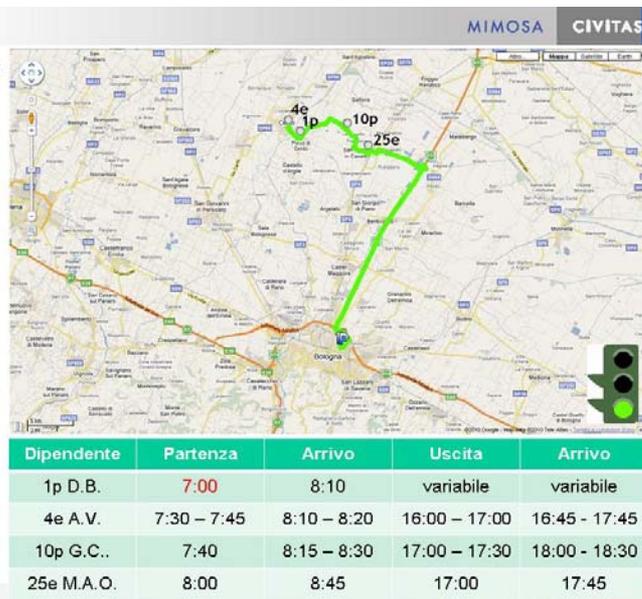


2 -1.350 €

3 -1.800 €

4 -2.020 €

Valore per postare calcolato su 180 giorni di test  
Pedaggi esclusi





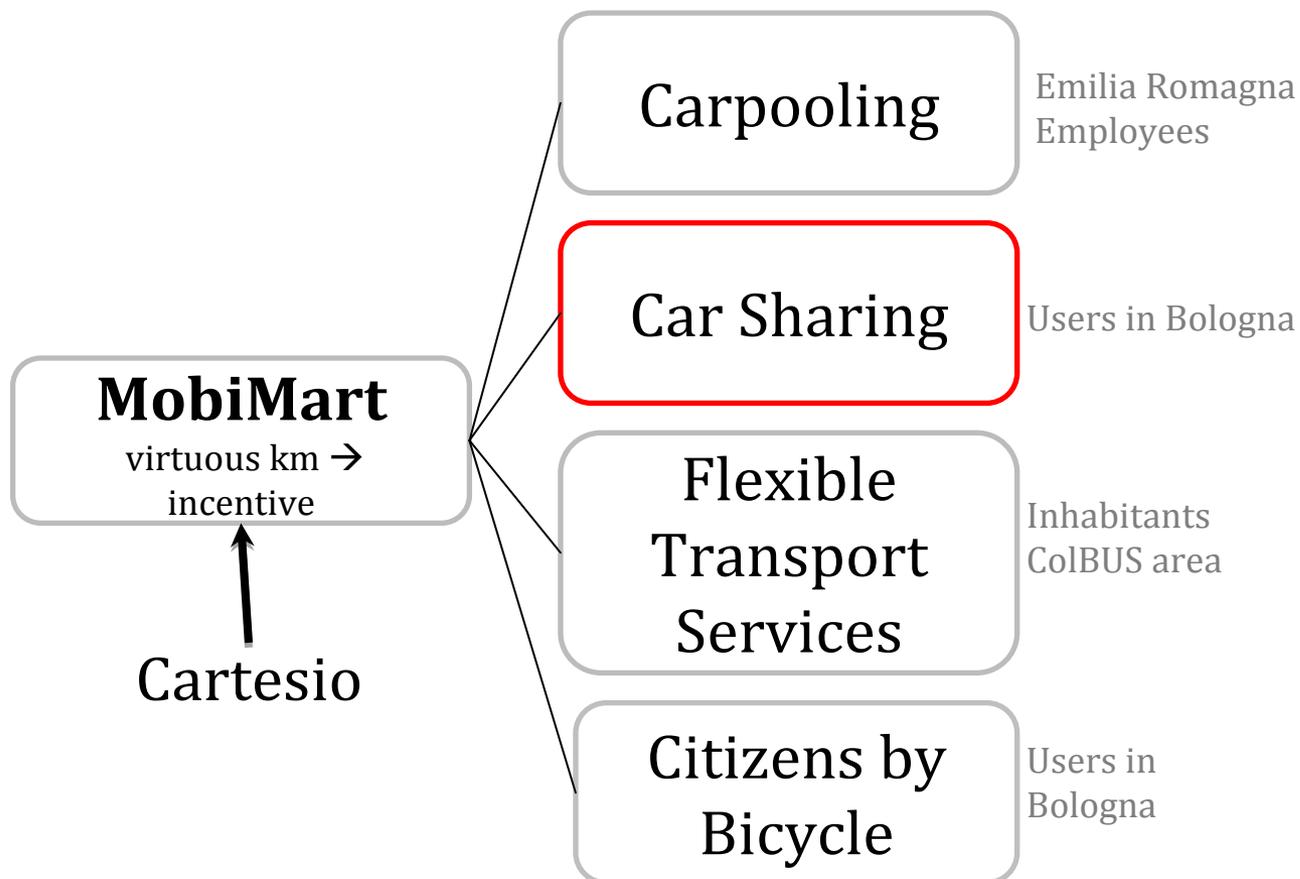
**azregolo® data logger**  
collects data on cars, drivers,  
passengers, mileages.  
Data is sent to a server.



## MobiMart Car pooling **smart card**

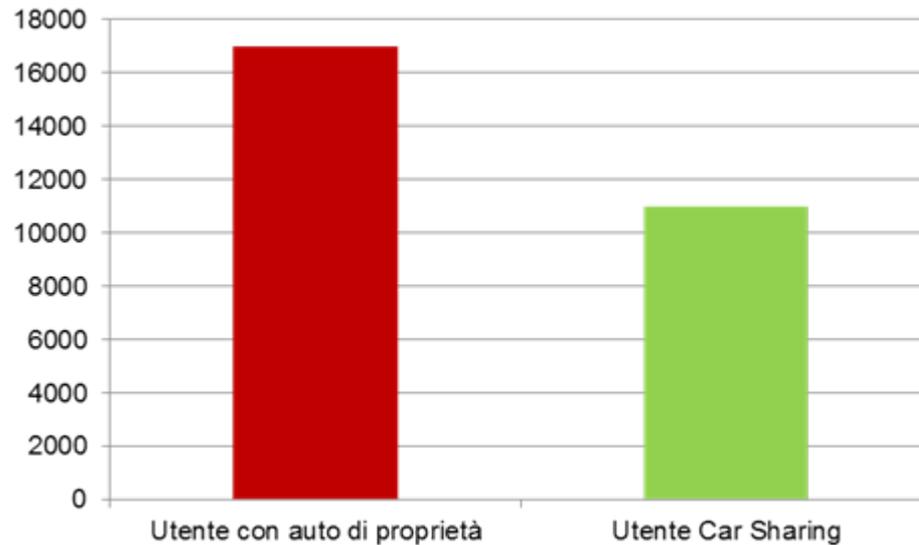


## MobiMart: Pilot Activities



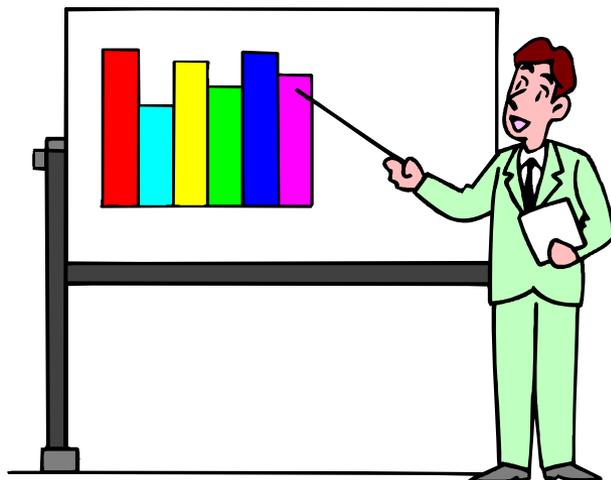
## Car Sharing

- User with car ownership = approx. 17,000 km / year by car
- Car Sharing user = approx. 11,000 km / year by car



## Car Sharing

- The average CO2 emission factor for car sharing vehicles is equivalent to 86,4% of that taken for the car park of the urban area of Bologna.
- The methodology chosen by MobiMart to reduce CO2 quotas through Car Sharing service is to encourage an increase in the number of members

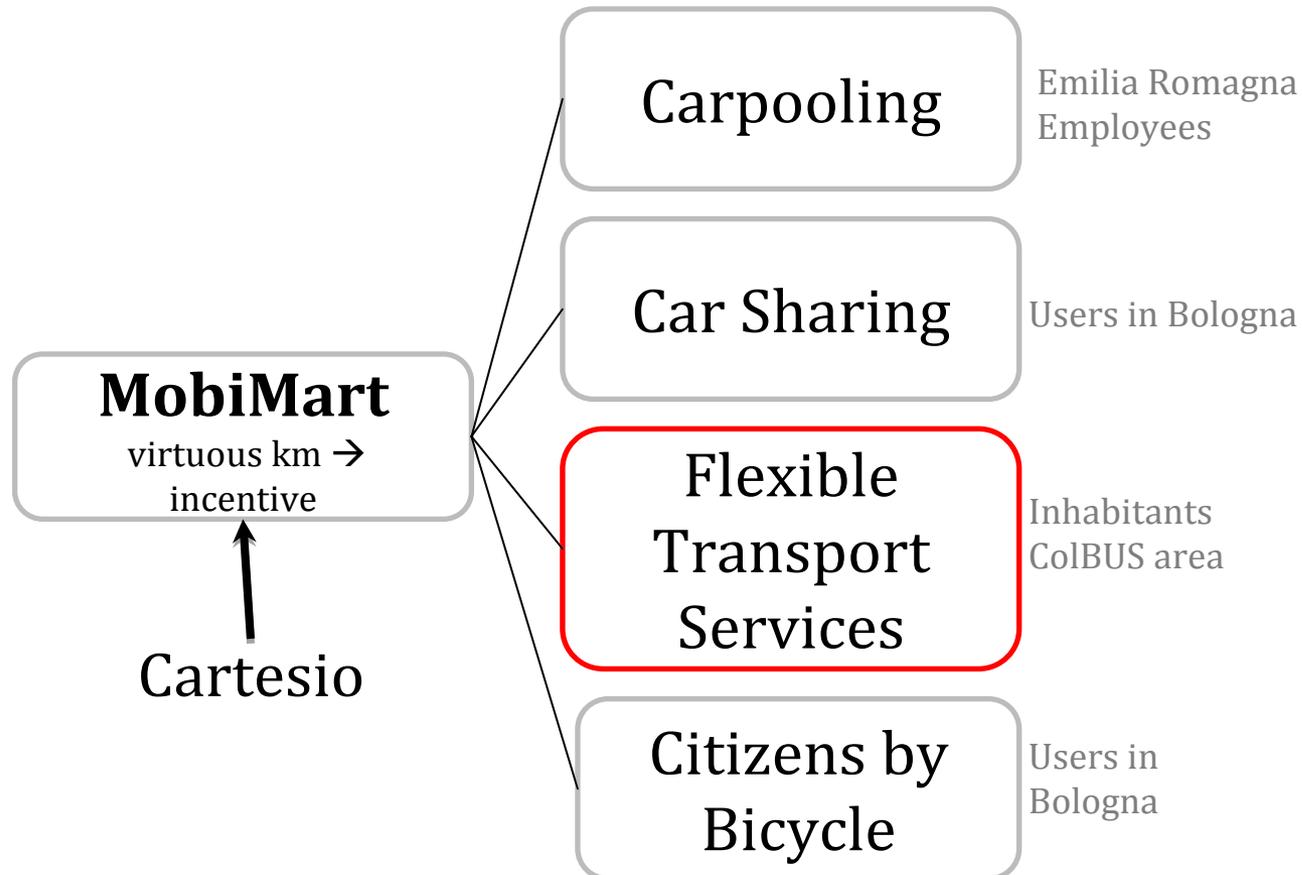


$$E_p = \sum_{i=1}^n (N_i \times P \times FE_{ai})$$

**Bring a  
Friend!!**



## MobiMart: Pilot Activities



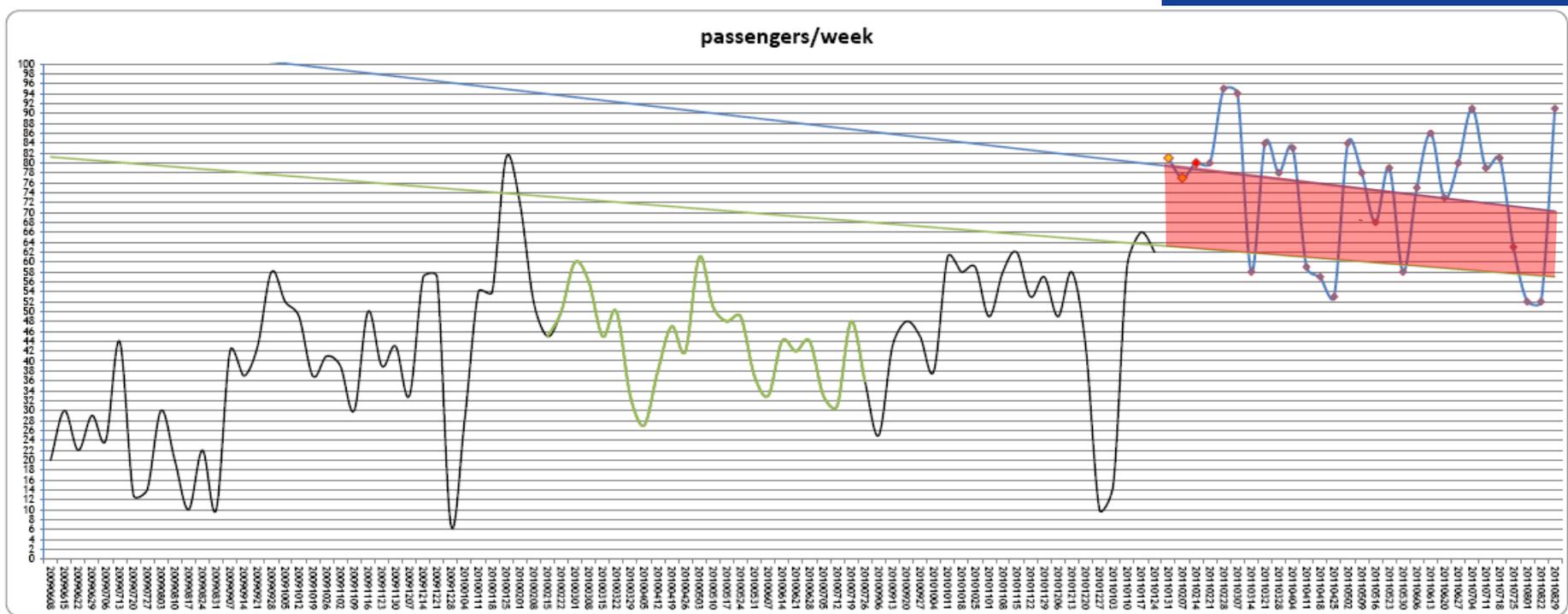
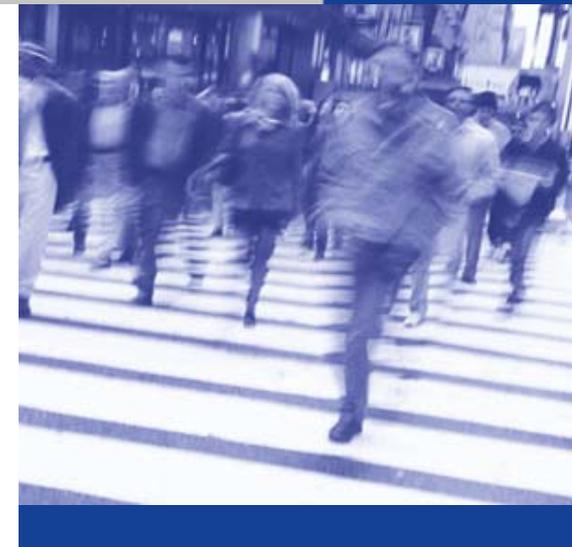
## Flexible Transport Services

- *colBUS – La navetta del Borgo* is an experimental service of urban PT line delivered in a neighbourhood district in Bologna
- “*Fall in love with colBUS – La navetta del Borgo!*” was the title of the pilot initiative
- During the Valentine’s week, (14<sup>th</sup>-19<sup>th</sup> February 2011), *colBUS – La navetta del Borgo* was available for free

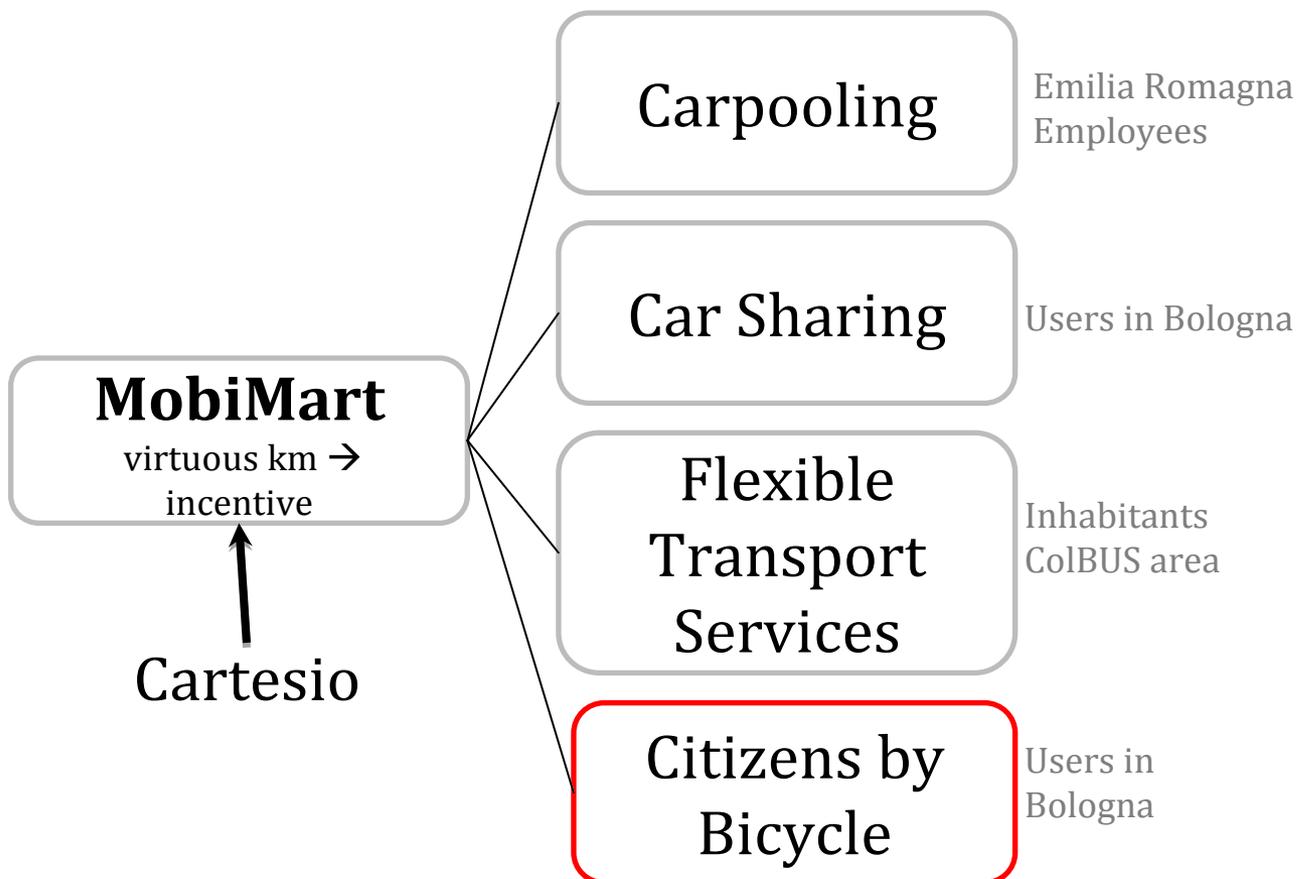


# Flexible Transport Services

Passenger numbers per week on *coIBUS* and result of the pilot action



## MobiMart: Pilot Activities



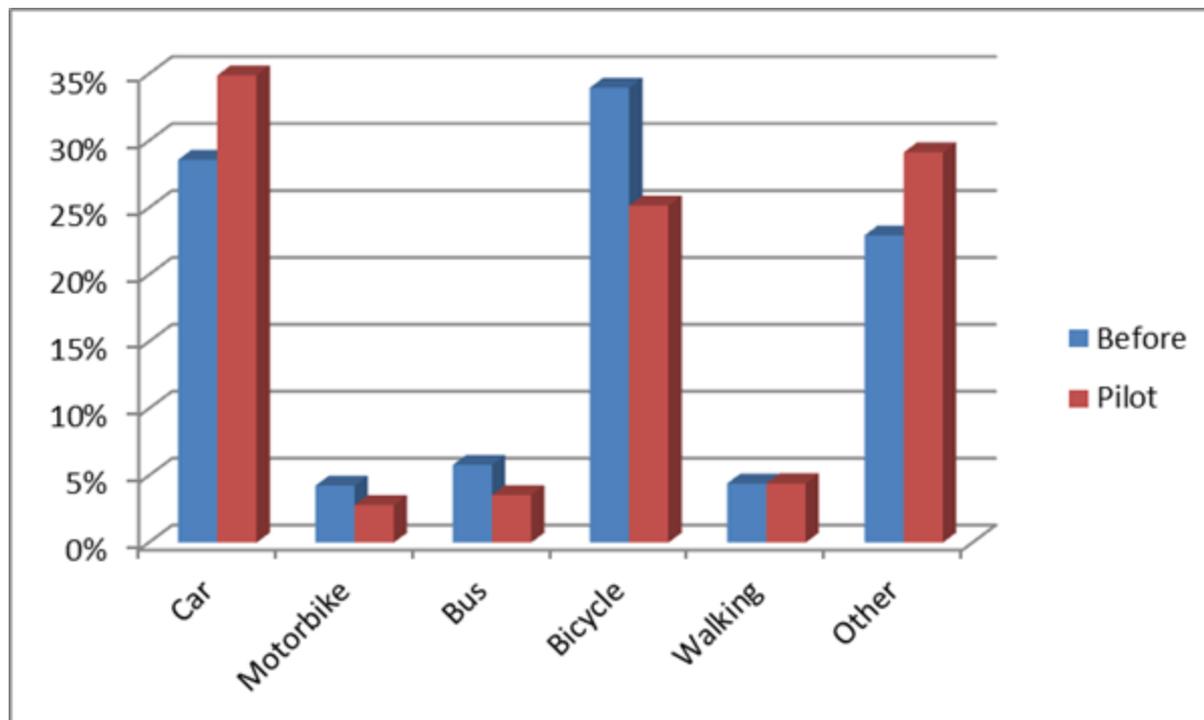
## MobiMart: Citizens by bicycle

- **First phase:** Declare your average weekly overall mileage splitting into different transport modes.
  - **Second phase:** Track your trips by filling a daily form or using GPS / Smartphone and take the challenge to increase your cycling mileage.
- Awards were assigned to most virtuous and raffled among participants

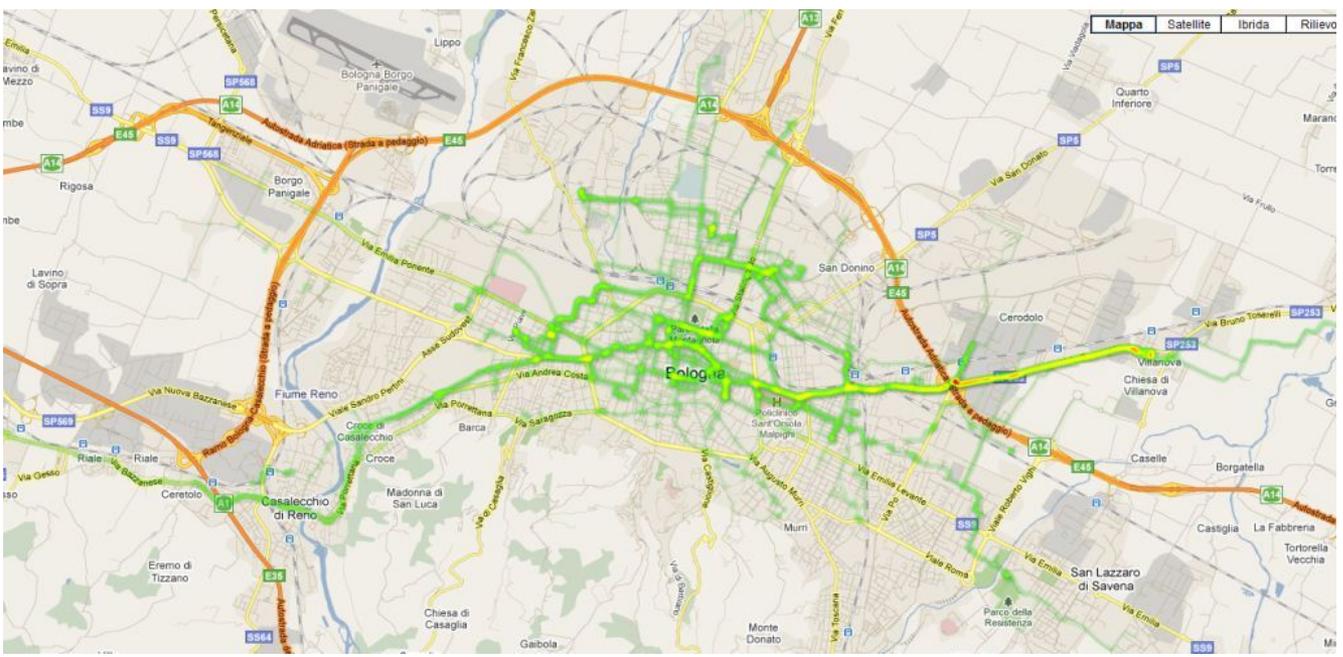


## MobiMart: Citizens by bicycle

Modal split of participants to the pilot (N=55).



# MobiMart: Citizens by bicycle



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## Lessons learnt

- **Communication** is the first key factor
- Pilot site and local partners choices need a prior **feasibility study** to avoid failures
- **Complexity** of the problem itself and constant changes in mobility matters could be primary barriers
- **Evaluation** is a core activity that gives the base to implementation and demonstration allowing successful management
- **Quality of data** collected is often lower than expected – estimation data different from actual data
- **Will it be successful? Transferable?**



# Thank you!



Dora RAMAZZOTTI  
SRM – Reti e Mobilità  
[dora.ramazzotti@srm Bologna.it](mailto:dora.ramazzotti@srm Bologna.it)

Katrin DZIEKAN  
Technische Universität Berlin  
[katrin.dziekan@tu-berlin.de](mailto:katrin.dziekan@tu-berlin.de)

