



TG Mobility Management

Online meeting about the CIVITAS Forum Conference Report

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Participants: Regina Luedert (Stuttgart), José María Díez (CIVINET Spain/Portugal), Linda Whyte (Umea), Sarah Martens (TG moderator)

Mobility Management presentations at the CIVITAS Forum Conference

The following presentations relate to the theme of mobility management:

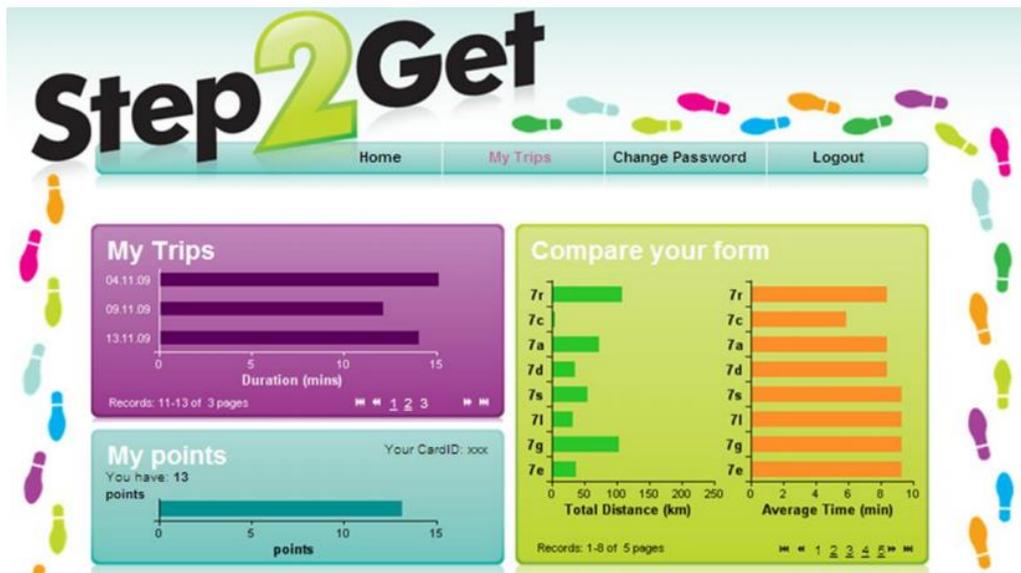
- Masterclass Design Behavioural Interventions:
 - Rick Lindeman (Netherlands Ministry of Infrastructure and the Environment): [In order to change travel behaviour, you must understand people](#)
 - Lidija Pavic-Rogotic (Zagreb): [Public transport safety information and workshops for the elderly](#)
 - Claudio Mantero (Funchal): [The Tourist Kit – Mobility Management in hotels](#)
- Karen Vancluysen (Polis): [CHAMP: Learning from leading cycling cities in Europe](#)
- Alessandro Meggiato (Reggio Emilia): [Toward a widespread cycling](#)
- Julien Allaire (L'Heureux Cyclage): [DIY bike workshops in France: sharing old bikes, tools and knowledge](#)
- Bernard Gyergyay (Rupprecht Consult): [The use of ICT to provide incentives to change habitual travel patterns](#) – “Would you accept a little incentive (i.e. bribe) to walk more?” (Pecha Kucha)
- Milli (Brno): [Propaganda](#) (Pecha Kucha)
- Michael Glotz Richter, City of Bremen: [Street space for citizens! \(how a city reclaims street space from parking\)](#) (Pecha Kucha)
- Tommaso Bonino, SRM Bologna: [Every pupil owns a season ticket in Bologna](#) (Pecha Kucha)
- Neil Taylor (ITP): [“Dude, where’s my bus”? Why open transport data matters to people](#)
- Björn Wickenberg (Malmö): [Integration of soft measures into the Bike’n’Ride concept](#)
- Regina Luedert (Stuttgart): [Mobility Management for companies](#)
- Michael Bosshammer (Aachen University): [Modal shift effects of mobility management measures at Aachen University](#)

Not that this list **does not include presentations on S.U.M.P.**, because this topic is discussed in the thematic group on integrated planning. The same goes for carpooling, car sharing and bike sharing, which is discussed in the TG on car-independent lifestyles.

We briefly discussed a few presentations:

- [Lidija Pavic-Rogotic \(Zagreb\)](#): the city of Zagreb ran a very successful programme to teach the elderly how to safely use public transport. It includes a funny [video](#) that shows a good and a bad example.
- [Bernard Gyergyay \(Rupprecht Consult\)](#): ICT is playing an increasingly important role in behaviour change projects. This pecha kucha presentation showed a scheme for schools where pupils got a card that they had to swipe over checkpoints that were

installed along the main walking routes to school (see photo). It also allowed students to view their statistics online and earn points. This approach fits in the gamification trend, where incentive schemes with challenges, points and awards are used to motivate people to change their behaviour.



At the forum conference there was a poster of the TG Mobility Management where people could write down the topics they would like to discuss. They wrote down the following:

- ➔ MM for companies
- ➔ Mobility education for scholars
- ➔ Evaluation of round-trip car-share in less motorised cities, such as in Eastern Europe
- ➔ Not only showing good practices but also problems. Then use “expert” cities to help.

Upcoming activities of the TG Mobility Management

Training at the ECOMM – 20-22 May in Utrecht

The TG Mobility Management will organise a training event about **MM for companies** at the ECOMM, either on the Wednesday morning, or as a part of the official ECOMM programme. Regina is willing to contribute to the training based on her Forum Conference presentation.

CIVITAS@Work

We will organise more face-to-face meetings at Forum Conferences and other events. The idea is to pick a sub-topic and review the measures that have already been conducted in CIVITAS on that subtopic, have a look at what current CIVITAS cities are doing with the subtopic and discuss ways to develop the subtopic further in the future.

- ➔ If you have an idea for an event where we could organise such a meeting, or a subtopic that we could discuss, let Sarah know.

Webinars / online meetings

Sarah is negotiating with Utrecht to have a webinar about marketing and segmentation and Utrecht’s SEGMENT campaign. Other suggestions for webinar topics and speakers are very welcome. We can also have short online meetings to discuss a certain question or problem or good example that you encountered.

We will also have a short meeting after the ECOMM to discuss interesting presentations.

CIVITAS Insights

The TG leaders will make several short publications that focus on a certain topic and discuss recent insights and related CIVITAS measures. Sarah is currently working on a publication on behaviour change, as the core issue of mobility management. The thematic group members will be the first to receive this document!