



Photo: www.sxc.hu

Dear reader,

In this fifth e-update produced together with the [MAX-project](#), we look at the work on the integration of mobility management with land use planning (LUP). MAX has done some ground-breaking research in this field and developed a set of tools, the main one being [MaxLupo](#), now available on the EPOMM-website.

You might notice that the EPOMM-website is changing – because of several factors:

- MAX is coming to an end this month and is putting all of its newly developed tools on the new section "[MM-tools](#)" (still under construction) on the EPOMM-website.
- Navigation has been improved, information has been updated
- EPOMM, together with [AXU](#), has launched the new European networking platform [allinx](#), to which the internal discussion platform from the [COMMERCE-project](#) was migrated. Allinx is a brand new and unique site specially made for professionals working in the field of mobility management. We would like to invite you to become a member of allinx.
- The new round of PEWTA-awards has been launched - please have a look [here](#)

But now back to our main theme:

Early integration of MM in land use planning reduces future transport problems



Company bikes for Bayer Leverkusen
(Photo: Thomas Max Müller - pixelio.de)

Such an integration is a good idea because it helps to reduce congestion and pollution caused by motorised traffic at new developments; provides access to developments for all, regardless of whether or not they have a car; and because it works: new hospitals in Cambridge and Edinburgh, in the UK, were subject to MM as part of the building permission process and now only 40-50% of their staff drive on their own to work. Without MM, this figure would be closer to 90%. This means less traffic, less congestion, healthier staff and fewer CO2 emissions.

The MAX project has been working on the integration both in the plan-making process and in the site-related building permission process.

Early in the planning process, when land use plans are made, local authorities can ensure that new development will be sited in locations where a choice of modes is available. This is an important prerequisite to achieve success with Mobility Management.

MM and its measures often focus on specific sites – an office, shopping centre or stadium, for example. When a new site is being planned or an existing one expanded or changed, this usually requires a building permission, involving negotiations between the site developer and public authorities. Such negotiations can be used to secure both MM measures for the site before it opens and for when it is in use:

- parking management;
- infrastructure for cycling, walking and public transport;
- new bus services;
- or advertising and promotion to encourage site users to take alternative modes.

This also ensures that site users have a choice of modes to reach the site from the first day that it opens.

This is important, as site users have to consider and decide how to get to the site and what mode to take, when they go for the first time. This is the moment when they are most open to try new alternatives. After that, they start to establish a habit and it is much more difficult to



taking the mobility need of the future users
into account (Photo: captain-eo1 -
pixelio.de)

change this habit later on.

Analysis: integration still quite uncommon – differing levels in Europe



A development site in Cracow, Poland with traffic estimates (source Cracow University of Technology)

The work began with a review of the current literature regarding LUP and MM presented in the [State of the Art Report](#). It concludes that there is currently little knowledge on how MM and LUP can be integrated and in particular how this can be achieved in practice.

MAX partners reviewed the LUP systems of 10 European countries. In this [Analysis](#) they looked at the extent to which sustainable transport is an objective of the land use planning, and the existing opportunities for integration of MM. Three groups of countries were identified: those with almost no integration, those with integration at a policy level (especially at higher levels of government) and some ad-hoc integration on the ground, and those with more consistent integration in both policy and practice. This latter situation was seen to be a product of more political will for the integration at various levels of government, plus the creation and/or identification of various tools to assist integration. Nonetheless, ways in which greater integration of MM with LUP could be brought about were seen to exist in most of the states whose planning systems were reviewed.

Successful planning simulation workshops



Presentation of the development site at German planning simulation workshop (Photo Simon Grottoff, ILS)

Five planning simulation workshops were conducted in Germany, Lithuania, Poland, Slovenia and Spain – and turned out to be so successful, that these workshops were developed into a new tool.

If you are planning a new or redeveloped area and want to use the planning process in new and innovative ways, such a planning simulation workshop could be for you. It's an ideal way to experiment with novel ideas such as lower parking standards and location of parking spaces, higher energy and insulation standards, integrating MM in planning processes, different patterns of green space, special design specifications for higher densities, or sustainable transport access to the new development. The workshop brings together the professionals involved in planning - architects, planners, urban designers, landscape architects, developers, environmental and transport planners and more - to look at the development from new angles and to discuss new ideas in a structured yet informal way.

Interested? Find all information on the planning simulation workshops [here](#).

Further Outputs

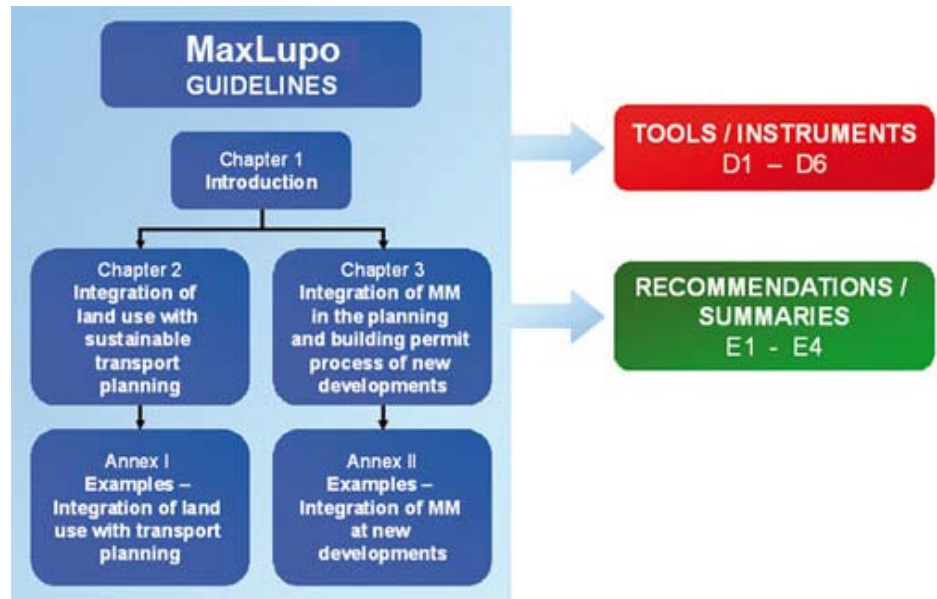


Photo: Paul Georg Meister - pixelio.de

In the past three years, MAX Workpackage D has thus produced a whole set of guidelines, tools and recommendations – all downloadable [here](#) on the EPOMM website. These also include:

- The Guidelines, called [MaxLupo](#), they are the core product. MaxLupo provides profound information about both the plan making and the building permission process, illustrated with existing policies and good practice examples – including an annex with 38 case studies.
- A [compendium of site based measures](#): that provides a handy overview over all MM-measures that are applicable at sites.
- [Recommendations and summaries](#): with information compressed into short 1- or 2-page fact sheets.
- [Training and presentations](#): A user guide for a training course along with several powerpoint presentations

For details on reports and research methodology, see the [WP-D part](#) of the MAX-Website.



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