

March 2019

Policy brief: Mobility management

Mobility Management is a concept to promote sustainable transport and reduce single occupancy car use by changing travellers' attitudes and behaviour. At the core of mobility management are "soft" measures like awareness raising, information, communication and marketing campaigns.

*Such measures most often enhance the effectiveness of "hard" measures within urban transport, e.g. new tramlines, new roads or bike lanes and in comparison do not necessarily require large financial investments.*¹

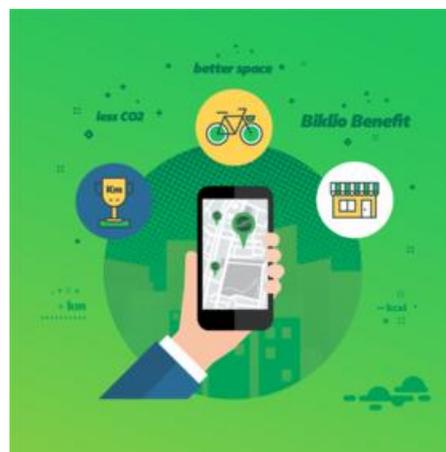


Photo credit: Biklio

The TRACE project² assessed the potential of movement tracking services to better plan and promote walking and cycling in cities, and developed tracking tools that boosted the take-up of walking and cycling measures.

The project targeted established measures to promote cycling and walking to work, to school, for shopping, or simply for leisure. More specifically, TRACE assessed the potential of ICT-based tracking services to optimise the planning and implementation of such measures and enhance their attractiveness and potential impact. Through this, it also sought to find out the potential gamification has to help change people's mobility habits.

Dedicated TRACE tracking-based tools for promoting behavioural change and supporting mobility planning were tested in eight pilot sites: Breda (the Netherlands), Agueda (Portugal), Southend-on-Sea Borough (the UK), Bologna (Italy), Esch (Luxembourg), Belgrade (Serbia), Plovdiv (Bulgaria), and the region of Flanders (Belgium).

They were evaluated in terms of impacts, success factors and benefits, whilst preparing for their full commercial exploitation.

Over the course of the project, TRACE developed a series of policy recommendations as part of their [TRACE Toolkit](#). These can be seen below.

¹ <https://ec.europa.eu/transport/sites/transport/files/2017-sustainable-urban-mobility-policy-context.pdf>

² <http://h2020-trace.eu/>

Policy recommendations

Improve and increase data collection for walking and cycling

The [TRACE review](#) of relevant literature and its surveys results shows that both public authorities and users have a high awareness of the potential of tracking data, although this data is rarely used in everyday planning processes, especially for walking.

As demonstrated by TRACE, **data is essential to understand travel behaviour and to make informed choices regarding urban and mobility planning. Greater emphasis should be placed on developing a strategy for conducting research into new indicators, methods and practices for data collection, and into modelling for walking and cycling.**

All levels of public authorities should collect appropriate data, combining tracking with more traditional methods, and coordinate their work using a multilevel approach. Transport consultancies and ICT developers should develop a clear understanding of new trends and technologies in order to be able to support the public sector in the transition towards better management of sustainable mobility objectives.

Incorporate data collection and analysis into Sustainable Urban Mobility Plan (SUMPs)

In addition to the general planning aspects, TRACE findings show that data plays a key role during all the planning phases of a SUMP, namely the setting of objectives; the preparation of a package of measures; the elaboration of the plan; and finally the monitoring processes, whose results in turn prompt further activity.

Data should be used to analyse the current mobility situation and develop alternative scenarios that might result from different policies and measures. In this sense, tracking information can be used by local policy-makers and planners as an evidence-based argument to assign the right priority to walking and cycling in the planning process.

TRACE has analysed the general SUMP Guidelines regarding data collection and analysis and their incorporation into the planning process. Based on this, it is suggested that European policy makers should take the opportunity to mention tracking and other technology-based systems as useful tools for planning in the upcoming revision of the European SUMP Guidelines.

Set and communicate the objectives

The story behind a tracking campaign should be clear: if there is a strong **awareness of the subject the campaign is tackling, it is more likely that the campaign will have an impact on travel behaviour.**

March 2019

Public interest in topics such as air quality, congestion and road safety can be used as leverage to obtain public support for the campaign. If the campaign engages with a burning issue, it will be more successful.

The campaign narrative is one of the factors crucial to its success and should convey a clear vision and long-term objectives in line with the planning framework in place.

The first step of a tracking project is making sure that participants use the trackers and the apps. A good communication strategy is therefore essential, as well as the utilisation of reliable and user-friendly tools and apps.

Encourage and steer stakeholder participation

TRACE organised and implemented 17 tracking campaigns in eight European cities/regions belonging to eight different countries. Although it is possible to provide some general recommendations, there is **no one-size-fits-all solution**, as each local environment has specific characteristics that must be considered in the planning stage.

Therefore, the set-up of local stakeholder cooperation and engagement mechanisms is strongly recommended to spread and reinforce the introduction of walking and cycling provisions at the local level.

Participation produces a sense of ownership over decisions. In turn, this creates a sense of responsibility that extends beyond politicians and planners to citizens and stakeholders.

As successfully done in TRACE with the focus groups, local authorities should listen to and insofar as possible seek to synthesise different (and sometimes conflicting) needs and views – both when developing a vision and implementing campaigns.

Tools and publications

In the document

- TRACE project toolkit, [link](#)
- Assessment of the potential and conditions for use in behaviour change initiatives, TRACE project, [link](#)

Further resources

- Biklio – Bike with Benefits (app), TRACE project, [link](#)
- Positive Drive (gamification tracking app), TRACE project and IJsberg Consultants, [link](#)
- TAToo - Tracking for planning tool, TRACE project, [link](#)
- Traffic Snake Game, Mobiel 21, [link](#)
- CIPTEC Crowdsourcing Platform, CIPTEC project, [link](#)
- Communication Toolbox, CIVITAS SUNRISE, [link](#)