

## Abby Hone

Abby Hone is Principal Transport Planner for Walking & Cycling at Brighton & Hove City Council. Abby joined the City Council as Walking & Cycling officer in early 2006 when Brighton & Hove achieved Cycling Demonstration Town (CDT) status. Since 2008 Abby has managed the Cycling Town (CT) project and associated promotional measures for sustainable travel.

In addition to managing the CT programme Abby was actively involved in cycling related elements of major projects including the multi-award winning New Road and Brighton & Hove's Street Design Guidance cited by Living Streets as a best practice example. Abby's work was instrumental in Brighton & Hove City Council's most recent achievement of being named England's Transport Local Authority of the Year 2010/11.

Abby co-ordinated the cycling elements of a successful £2.5 million CiViTAS programme providing grant funding for innovative sustainable transport solutions and continues to oversee the trial of new cycle priority measures in Brighton & Hove. These include interactive cycle counters, testing cycle theft reduction techniques and new social marketing approaches to promote active travel. Personalised Travel Planning has been a core part of a coherent package of measures to encourage real travel choice in Brighton & Hove.

In her presentation, Abby will give a history of Personalised Travel Planning methods employed in Brighton & Hove and share challenges and successes of interventions to date, including how new social media and marketing has been used to reach both a wider and diverse audience.

## Bianca Kaczor

Bianca Kaczor studied urban planning and is now working for the City of Munich, Department for Public Order as an expert in Mobility Management. Her main responsibilities are to design and implement projects and campaigns for younger groups i.e. children and teenagers.

She has developed the concept of a mobility biography - meaning that children are addressed at different ages with appropriate messages. Bianca is currently working on two European projects - SEGMENT and BAMBINI.

In her presentation she will give an overview on the working progress of the SEGMENT project including the results of our workshop on campaigns based on market segmentation which took place last week at our meeting in Almada.

## Karen Vancluysen (moderator)

Karen Vancluysen is Research Director at POLIS, a leading European network of cities and regions focusing on urban transport innovation. Karen oversees the European projects that the network is involved in. Prior to joining POLIS in 2004, she was Policy & Project Officer and then Network Manager at ACCESS-EUROCITIES for a New Mobility Culture. From 1998-2001 she worked as project manager at Langzaam Verkeer. She has been involved in many EU transport and urban mobility projects since 1998. Karen has Master degrees in Germanic Philology, Literary Science and Cultural Studies and followed additional training on transport and mobility issues.

## **Melanie Leroy**

Melanie Leroy holds two Master Degrees: one in European Policies and one in Sustainable Urban Development, for which she wrote a thesis on car-sharing and public bike schemes as tools of sustainable mobility in Brussels. She has been working for EUROCITIES, the network of major European cities since 2007. Before joining EUROCITIES, Melanie worked in a Danish public affairs consultancy as project assistant, where she was in charge of preparing the contribution to strategic environmental assessment of the European Regional Development Funds (ERDF) and the ex-ante assessment report of the ERDF for French regional authorities.

She joined EUROCITIES as assistant in the policy department, providing support to the policy team mainly in the fields of environment, economic development and mobility. She was also in charge of the coordination of a political working group on climate change and energy.

Since 2009, she is project officer for mobility management and as such she has been involved in several European projects: within the COMMERCE project, she was responsible for organising the Pan-European Workplace Travel Plan awards (PETWA); within EPOMM-PLUS she is leader of the work package on policy and legislation and is in charge of analysing mobility management over Europe, of building transfers for matching countries and of advocacy work towards the European institutions. She is also working on the SEGMENT project dealing with market segmentation to persuade people to change their travel behaviour and is involved in the work of dissemination.

Melanie has developed a strong experience of implementing and coordinating EC-funded projects that bring together local and European interests. Her areas of expertise are mainly focused on sustainable urban development and urban mobility with a focus on travel plans.

## **Michael Carreno**

Michael Carreno is a Senior Research Fellow at the Transport Research Institute (TRI), Edinburgh Napier University. He has a PhD in Psychology and has 9 years of transport research experience in a wide range of local, national and EU-projects. In the recently completed EU funded research project MAX-SUCCESS that aimed to enhance the effectiveness of mobility management & travel awareness campaigns, Michael was involved in the development of a new behavioural changemodel (MaxSEM) and theoretical-based evaluation resource (MaxSUMO), and has since used these new tools in a number of real-life campaigns.

## **Pernilla Hyllenius**

Pernilla Hyllenius is a consultant at Trivector Traffic AB in Sweden. She has thorough experience from consulting and research projects for both the private and the public sector. Her expert fields are sustainable transport systems, measure programmes, environmental effects of transport systems and evaluation of effects.

She is currently working in a variety of projects such as company mobility plans, travel surveys, estimation and evaluation of environmental effects of measures on transport systems, and evaluation methods and tools.

She has been responsible for Trivector Traffic's participation in the EU-projects MOST, MAX and ISEMOA. She has been one of the authors of SUMO, a tool for monitoring and evaluating mobility projects, and she was main responsible for the tools MaxSumo and MaxEva in the MAX project.

Currently, she is responsible for holding training courses in SUMO. Moreover, she also coaches others in the use of the tool and uses it in several evaluations for clients.