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Context and Purpose

Mobility Management is the management and rationalization of mobility habits in order to reduce the use of individual private means of transport and improve the organization of transport demand.

Italian legislation (the “Ronchi Decree”) has made it mandatory for companies with more than 300 employees to appoint a Mobility Manager to reduce their employees’ car dependency. The exact Mobility Management actions were left up to companies and Public Administrations. Therefore, before the start of CIVITAS MIMOSA, the Municipality of Bologna set up a Mobility Management office for its urban area as required by law. An integrated approach was necessary in order to make more effective the work of such office and increase the obtainable results.

As part of this Measure the Municipality of Bologna carried out fund raising and management activities to coordinate and introduce many Mobility Management initiatives, with the aim of increasing the stakeholders involvement.

The undertaken MM activities can be summarised as follows:

- **renewing agreements with public transport and railway companies to guarantee benefits and incentives for Mobility Management practices (2009-end of the Measure),**

- **assistance for companies involved in Mobility Management (2008-2011):** improving the on-line applications procedure for monthly or annual discounted travel passes, updating the Municipality website and tools for online home-to-work questionnaires,
- **involving new companies in Mobility Management agreements and actions (2008-end of the Measure),** with particular reference to those with fewer than 300 employees which were located in Bologna's historic centre or more relevant areas. These companies, such as those located in the city's exhibition district, could benefit from an 'area mobility manager',
- **awareness and training activities on Mobility Management issues (2008-end of the Measure):** targeted communication activities were carried out during European Mobility weeks 2009-2010-2011-2012. Training was arranged for new Company Mobility Managers in order to make their work easier, and conferences were held on Mobility Management topics at local, national and international level.

Above all, the Mobility Managers Measure aimed to reduce car usage and encourage other means of transport for home-to-work commutes.

Mimosa funding covered the tools and personnel needed to plan and develop Mobility Management actions between 2008 and 2012. The initiatives shifted employees' travelling habits to public transport thanks to the availability of discounts on their subscriptions. In addition, the Municipality of Bologna's Mobility Management actions also targeted companies with fewer than 300 employees which were located in the historic centre or more relevant areas, considering that the majority of companies in Bologna are not large-scale and have fewer workers than the threshold set out in Italian law. Positive effects were seen in terms of pollution emissions and increased use of public transport instead of private vehicles. Widespread participation in Mobility Management actions helps spread awareness of good/sustainable mobility and change mobility habits.

Over the last years, the Municipality of Bologna has been strongly committed in a strategy to reduce the negative effects of traffic: these are, first and foremost, traffic congestion, air pollution and road accidents, actually longstanding problems in many Italian cities and throughout the Po area in particular. The Urban Traffic Master Plan, enacted by the Municipality of Bologna in June 2007, has well designed the strategy of the city: beside a long-term plan for a new infrastructure framework for collective Public Transport, the Plan foresees to immediately introduce corrective elements in order to improve mobility in the city, as well as the air and environment and, in short, the overall quality of life.

Summary Contents

Within the context above explained, MIMOSA Measure 4.1, dedicated to Mobility

Management practice, was implemented carrying on the following set of actions:

Action 1) promoting new agreements between stakeholders and transport companies (ongoing since 2009):

- At the beginning of 2009 agreements were renewed with ATC and Trenitalia for 2010-2012 discounts on train and bus season tickets, as part of mobility management actions. In order to obtain these incentives, companies must have:
 - appointed a mobility manager and introduced him/her to the Municipality of Bologna;
 - presented home-to-work movement plans for approval by the Municipality;
 - signed the Mobility Management Agreement with the Municipality of Bologna.
- In 2010 the agreement between the Municipality of Bologna, ATC (Bologna's local public transport company) and Trenitalia (national railway company) was renewed, guaranteeing benefits and incentives for employees of companies involved in Mobility Management practice.
- Following guidelines agreed with companies and after widespread research on MM activities, the Municipality of Bologna designed and produced a project to develop further mobility management actions and other forms of alternative mobility. This project received approval from the Italian Ministry of the Environment with respect to the MM actions only. It was funded outside the MIMOSA budget:
 - 366,000 Euros (within 3 years) to establish agreements with companies interested in providing their employees with PT discounts: in the first year, 95,229 Euros was given to 10 companies which won the public bid as a contribution towards purchasing discounted PT season tickets for their employees.
 - 99,000 Euros for other mobility management actions designed by the various companies: of the total, 96,810 Euros was assigned to 8 companies which won the public bid to develop mobility management projects, specifically related to cycling and online MM systems. These projects will have to be completed within the next few years.
- In June 2010 Bologna City Council launched an innovative employee Cycling Scheme. Dedicated bike racks and free electric charging points were made available for council employees. A discount on electric cycles for council employees was also negotiated with a cycle supplier involved in social issues.
- In May 2011 the Municipality published a public notice for pedal-assisted bicycle fleet management addressed to Municipality employees.
- In 2011 the Municipality of Bologna held a meeting with Mobility Managers

employed by local companies and public bodies. The focus of the meeting was to update Mobility Managers on mobility management activities and services available in the city, and to proceed with the project financed and approved by the Italian Ministry of the Environment in 2010. The meeting was attended by Mobility Managers on behalf of more than 30 companies.

Action 2) assistance for companies involved in MM practices (2008-2011):

- The Municipality of Bologna's Area Mobility Manager office carried out technical activities to support and supervise the work of company Mobility Managers (2009);
- The on-line procedure which Municipality of Bologna employees use to purchase monthly or annual discounted travel passes was improved (2010). The procedure was also made available to other companies using Mobility Management policies;
- The improved, updated website and software was made available to companies free of charge (2011). These tools were used by companies to manage data on workers' movements and provide online home-to-work questionnaires, but they were used also by Municipality technicians to monitor the evolution of the scenario.

Action 3) Involving new companies in mobility management agreements and actions (2008-end of the Measure):

- A project was introduced in 2009 (the "Area Fiera" project) to promote Mobility Management practices and favour co-operation between companies involved in a specific area of Bologna (the exhibition district). The project was headed by the Emilia Romagna Region under the Municipality's supervision, and several big and small companies were involved. The MIMOSA project helped fund the personnel costs for the "Area Fiera" Project.
- In 2011 the Municipality of Bologna signed an agreement with Emilia-Romagna Region as part of the "Area Fiera" project. The Emilia-Romagna Region was given 56,000 Euros (funded outside Mimososa) to manage the project.
- In 2011 the Municipality of Bologna organized a meeting with Mobility Managers. The aim was to update the local scenario on Mobility Management in Bologna and launch the procedure for companies wishing to apply for new funding. A meeting was also held by the Emilia Romagna Region to present the first steps in its mobility management project for Bologna's "Area Fiera" district.

Action 4) Awareness and training activities on Mobility management issues (from 2008 to end of the Measure)

- As part of European Mobility Weeks 2009-2010-2011-2012, several initiatives

were designed to improve home-to-work movements (mainly for cyclists) and increase employees' environmental awareness. The latter included an information service helping people to choose the best home-school or home-work route by bicycle; a two-day initiative for employees of Bologna City Council and the Emilia Romagna Region who cycle to work, with repair workshops for commuters' bicycles.

- Information and promotions regarding Mobility Management practice were posted on the Municipality website; marketing material (i.e.: leaflets and panels) was also produced. The Mobility Managers mailing list was used to periodically provide news and information on solutions and opportunities for sustainable mobility and mobility management.
- In 2010 the city of Bologna organised and hosted the 10th National Conference on Mobility Management, in cooperation with Euromobility, the National Association for Mobility Management and the Emilia-Romagna Region. The conference was supported by the Italian Ministry of the Environment.
- Specific meetings were organised with the new companies which completed a Home-to-Work Movement Plan. During these meetings the new companies and others were given information and adequate training on how to formulate the Plan, along with suggestions on good mobility management practices (2010).
- In 2011 the Emilia-Romagna Region (RER) organized an international conference, "Mobility Management. From European projects to regional actions" for professionals in the field and local and regional politicians. In his speech, RER's Urban Mobility and LTP director focused on "MI Nuovo Elettrico", the electric mobility project linked to MIMOSA, and Mobility Management measures taken in the exhibition district. This event was attended by 60 professionals.
- At the end of March 2012 a meeting was held for Mobility Managers in order to plan the "Giretto d'Italia" event ("Little Tour of Italy") in association with FIAB and Legambiente (associations active in cycling and sustainability promotion). The event was a competition for companies with Mobility Managers; 12 companies took part and the winner was the Bologna District (May 2012).
- On the 20th of September 2012, during the European Mobility Week in Bologna, a seminar entitled "The contribution of Mobility Management to sustainable mobility: the commitment of local Administrations and Unipol Group for the qualification of the Fiera District Area" was organised by Bologna Administration in cooperation with Emilia-Romagna Region and UNIPOL (insurance company).

Functional Use

The purpose of the present Deliverable is to give an overview of the efforts undertaken by the Municipality of Bologna (Mobility Department) in mobility management activities, in collaboration with other local Mimosa partners.

The approach adopted by the Administration has been to fund raise in order to cover costs related to the tools and the personnel needed to plan and develop Mobility Management actions between 2008 and 2012. The initiatives shifted employees' travelling habits to public transport thanks to the availability of discounts on their subscriptions. In addition, the Municipality of Bologna's Mobility Management actions also targeted companies with fewer than 300 employees which were located in the historic centre or more relevant areas, considering that the majority of companies in Bologna are not large-scale and have fewer workers than the threshold set out in Italian law. Positive effects were seen in terms of pollution emissions and increased use of public transport instead of private vehicles. Widespread participation in Mobility Management actions helps spread awareness of good/sustainable mobility and change mobility habits. Several actions have been put into practice to promote and favour the participation and cooperation of citizens, companies and other stakeholders in order to raise awareness on sustainable and more environmental friendly transport options amongst the citizens and in particular:

- **High coverage of communication events related to MM practice**, particularly during European Mobility Weeks. These activities were designed to promote a culture and philosophy of Mobility Management, above all to overcome impending cultural circumstances and life style patterns.
- **Assistance to companies currently and potentially involved in Mobility Management practices** - technical help and information was given to support companies in their Mobility Management tasks through different kinds of communication tools (e.g. mailing lists, telephone direct consultations). This activity was 'customized' to suit the requirements of each company, enabling companies to benefit from all available incentives (e.g. access to public funds to give employees Public Transport discounts).

Such a strategy is described in the present document and main actions adopted by Administration have been presented.

Lessons learned

The slogan of CIVITAS MIMOSA project ("Learn how to move better, to live in better cities") emphasises that all the subjects involved in urban mobility have to work together in order to face the negative effects caused by urban traffic (firstly air and noise pollution, traffic congestion and road accidents) and to design and practice a new strategy for a change in mentality regarding mobility in the cities.

The experiences collected through the implementation of measure 4.1 BOL, showed that this topic should become a priority in the agenda of the Administration and people themselves and it is up to the cities and public institutions to put into the field the maximum effort in order to inform, promote and facilitate the participation of citizens, companies, institutions and all concerned in mobility management practices.

As with many of the MIMOSA Measures, Bologna Administration learned that cultural resistance to mobility habits change was the main barrier to MM practices adoption. All the undertaken actions were a good opportunity to benefit from objective incentives in terms of fleet renewal opportunities and benefits for employees. The Municipality of Bologna's strategy was to invest in communication and supporting actions in order to attract and involve as many companies as possible.

Attachment

None

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