



**CiViTAS**  
Cleaner and better transport in cities

# Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

## MOBILITY MANAGEMENT

### The power of planning

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 so-called soft measures such as information, communication, organisation of services and coordination of activities of different partners.

Such measures are typically used to enhance the effectiveness of so-called hard measures such as investments in tram lines, roads and cycling infrastructure. Mobility management measures normally cost less than hard measures and may have very good benefit-cost ratios.

In the field of mobility management, CIVITAS cities worked on public participation; mobility marketing/awareness raising; and mobility planning. This highlight offers insights on the last of these subcategories.

Mobility planning includes the development of sustainable urban mobility plan (SUMPs) and efforts to establish travel plans for large events or for sites that generate traffic, such as businesses, events, schools and public buildings.

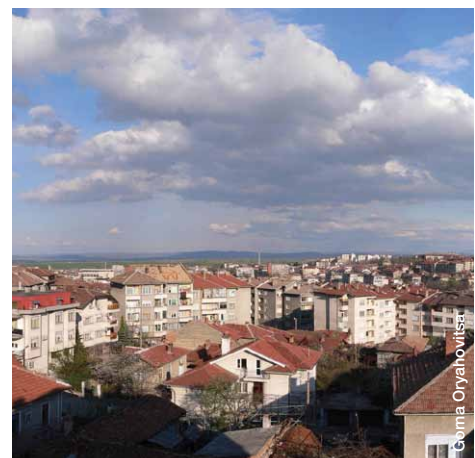
**Because of the significant impact that mobility planning can have on the modal split within a city, the CIVITAS Initiative has realised 46 measures on mobility planning and awareness raising in 31 different cities since 2002. This highlight features some of the most successful and eye-catching among these to inspire other EU cities.**



### Integrated planning

Integration of measures is at the heart of the CIVITAS Initiative. Ideally, a comprehensive strategy is drawn up in the form of a sustainable urban mobility plan (SUMP), integrating all policy fields affected by traffic. In **Gorna Oryahovitsa**, Bulgaria, road traffic was steadily increasing to the detriment of the environment and residents' quality of life. In response, the city developed its Integrated Concept for Sustainable Transport Development for 2010-2020 along with an action plan for the ensuing two years. This measure provided the basis for the implementation of other measures and further sustainable development. Municipal staff were trained to manage the implementation of the plan.

Other inspiring cities are Bristol (United Kingdom); Coimbra (Portugal); Genova (Italy); La Rochelle and Lille (France); Ljubljana (Slovenia); Monza (Italy); Norwich (United Kingdom); Pecs (Hungary); Perugia (Italy); Usti nad Labem (Czech Republic) and Venice (Italy).





## Company travel plans

Several cities supported the development of travel plans to change the travel behaviour of their commuters. In Italy national law makes it mandatory for companies with more than 300 employees to get a mobility manager. In **Rome**, Italy, 180 mobility managers were appointed for all companies. Home-to-work plans were drawn up for 5,000 people and several information days for mobility managers were organised. In **Ghent**, Belgium, mobility plans for companies were once produced on an ad hoc basis with little effort made to organise common alternatives. Ghent aimed to change this by coordinating company mobility. The plans fostered a modal shift of 5.9 percent towards more sustainable transport.

Other inspiring cities are Aalborg (Denmark); Bologna and Brescia (Italy); Odense (Denmark); Funchal (Portugal); Nantes (France); Toulouse (France); and Zagreb (Croatia).

## Travel plans for events

Next to an extensive mobility management scheme for companies and schools, the city of **Graz**, Austria, introduced mobility management for events such as concerts, football matches and exhibitions. Pre-trip information was recognised as vital to achieve a more sustainable modal share. Measures included the introduction of an integrated public transport and event ticket, as well as web-based information and access maps.



## School travel plans

The cities of **Preston** and **Brighton & Hove**, United Kingdom; **Monza**, Italy; **Ghent**, Belgium; and **Donostia-San Sebastian**, Spain, all developed school travel plans to encourage pupils and parents to opt for sustainable modes, while the city of **Krakow**, Poland, made a specific plan for their technical university. In 2003, a study found that the majority of students in **La Rochelle**, France, would be ready to change their mobility behaviour in the interest of environmental protection. As part of the resulting student travel plan, a new moderately priced transport smart card gave students unlimited access to buses, the local bike-sharing scheme, shuttle boats and park and ride facilities.

Other inspiring cities are Genova (Italy); Graz (Austria), Iasi (Romania); Rotterdam and Utrecht (Netherlands).

Learn more at [www.civitas.eu/mobility-management/planning](http://www.civitas.eu/mobility-management/planning)

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