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MobiMart – a pilot test on sustainable mobility credit system in Bologna

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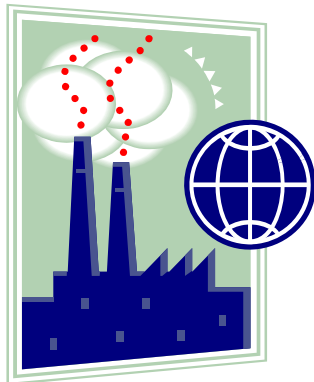


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Introduction

- Incentives works quite well in many areas of live
- Example: *miles and more* systems / train bonus
- Emission trading mechanism

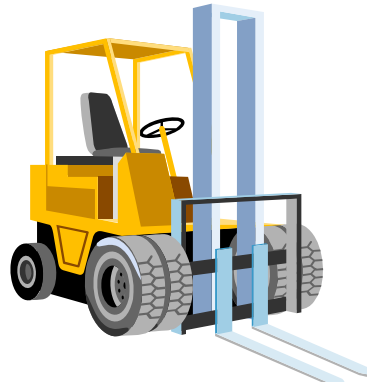
Business A:



Can reduce x emissions
for 100 Euro

Can reduce 2*x
emissions for 200 Euro

Business B:



Can reduce x emissions
for 150 Euro

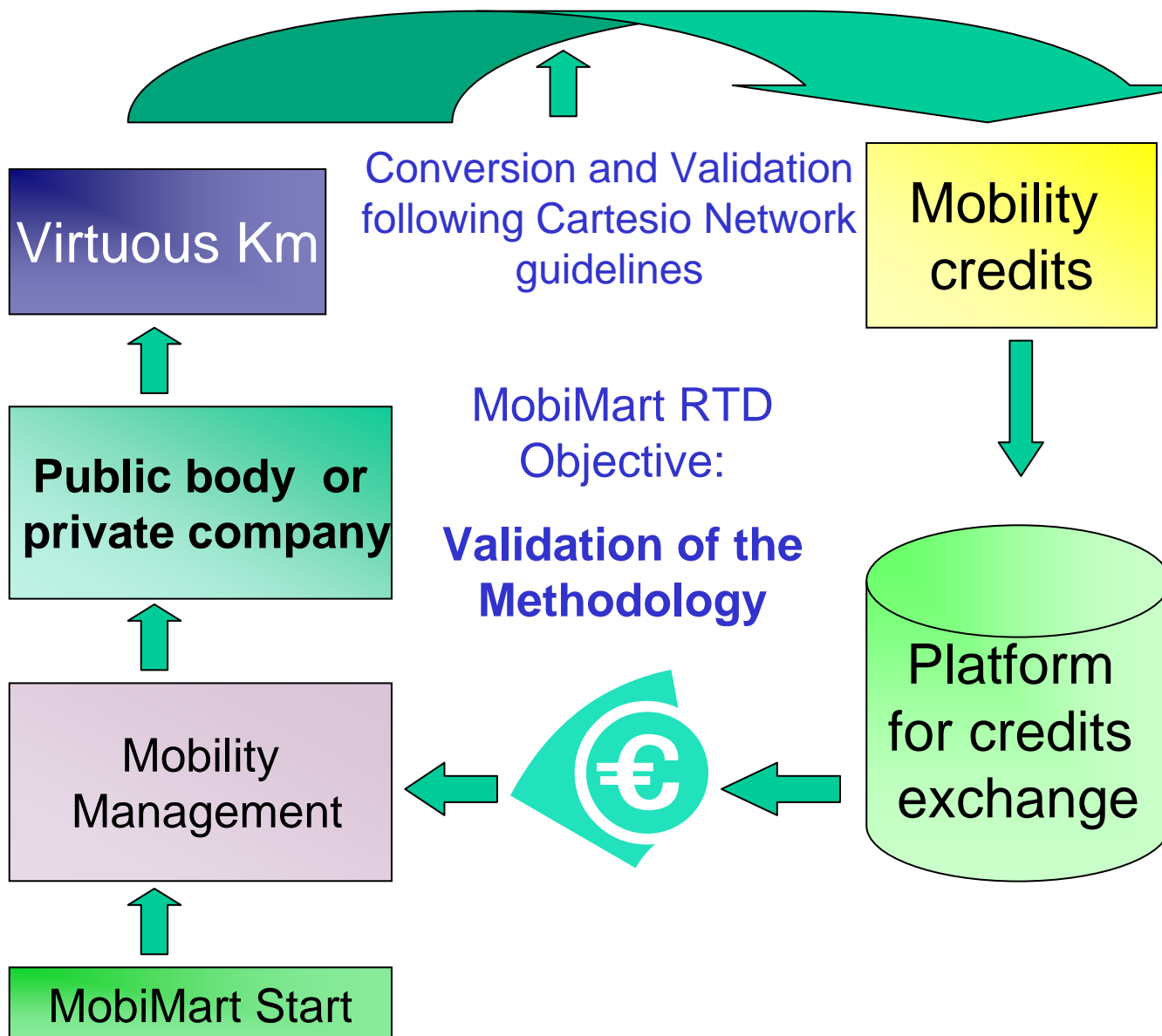
Can pay business A to
reduce x emissions for
100 Euro



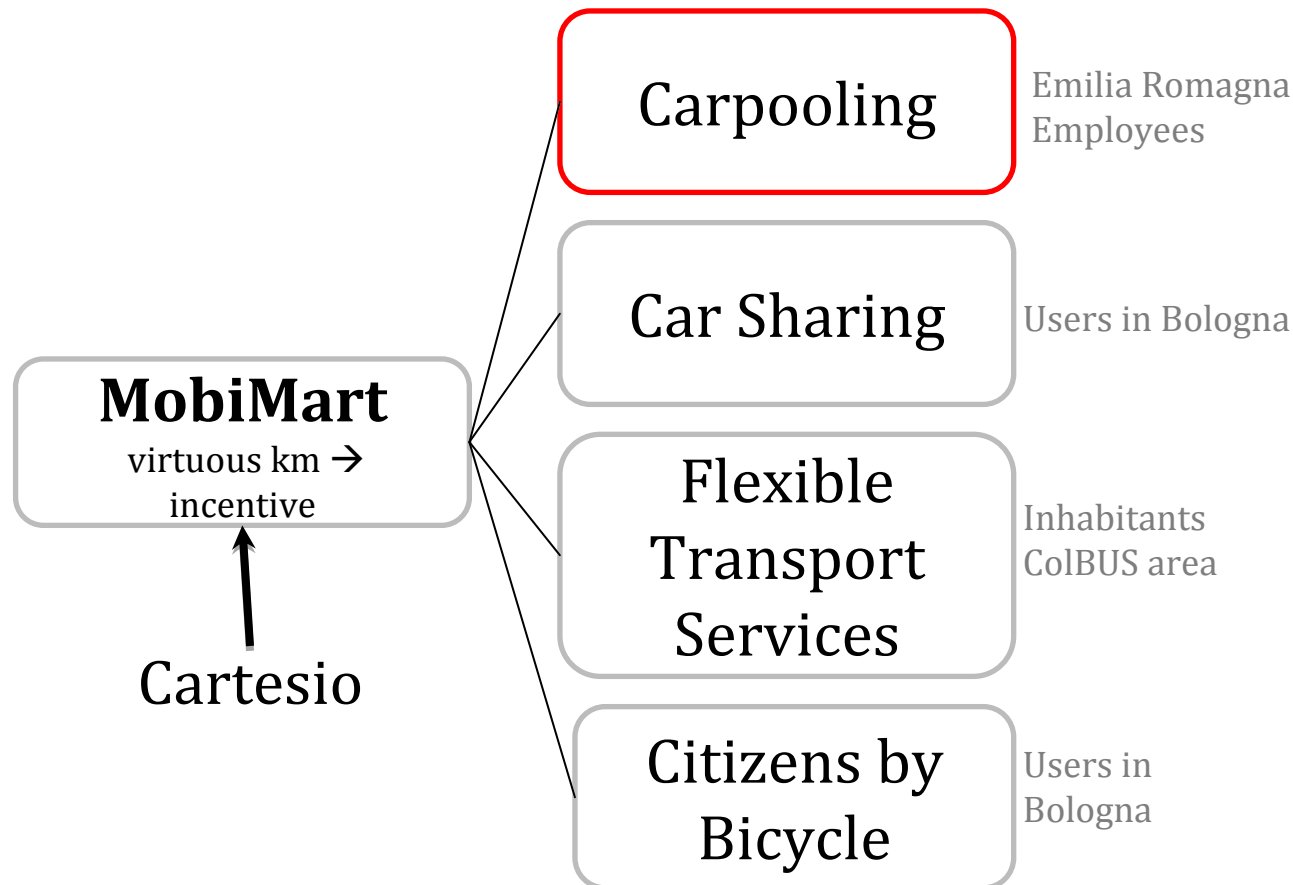
Introduction

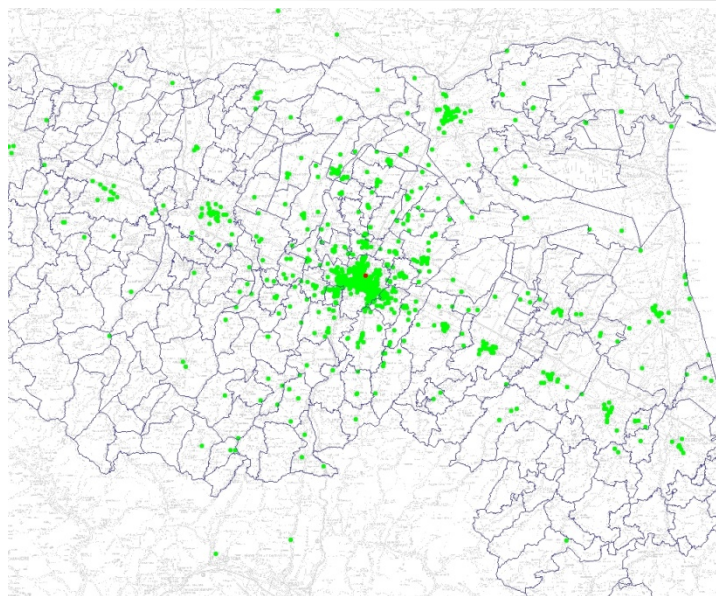
- Main idea of MobiMart: apply this mechanism to sustainable travel behaviour on the level of public bodies, companies or individuals
- MobiMart = **M**obility credit **M**arket
- Not yet been tested in practise
- Main questions:
 1. How to calculate the virtuous km for the mobility credits
 2. How to design incentives in an effective and attractive way.





MobiMart: Pilot Activities





Over 800 among
Regione Emilia-
Romagna employees
contacted

35 volunteers
recruited



21 potential users
in 7 crews - 14 in
waiting list

3 crews started the
pilot

Equipaggio
4

Legenda

g = guidatore
p = passeggero
e = entrambi i ruoli

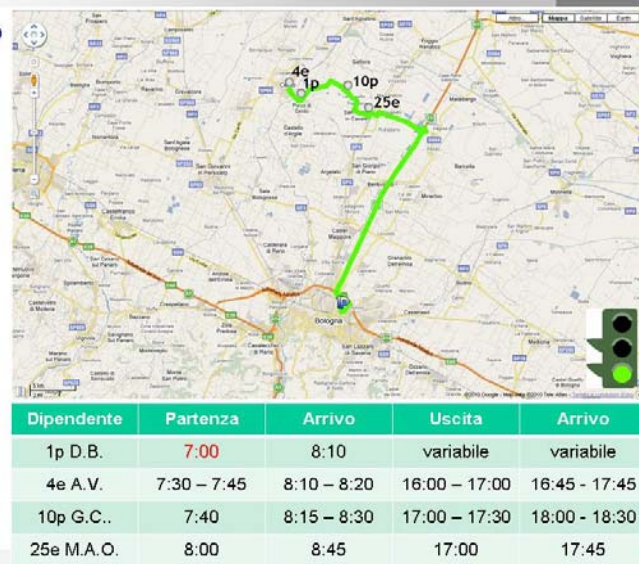


2 -1.350 €

3 -1.800 €

4 -2.020 €

Valori per poster calcolati
su 180 giorni di test
Pedaggi esclusi





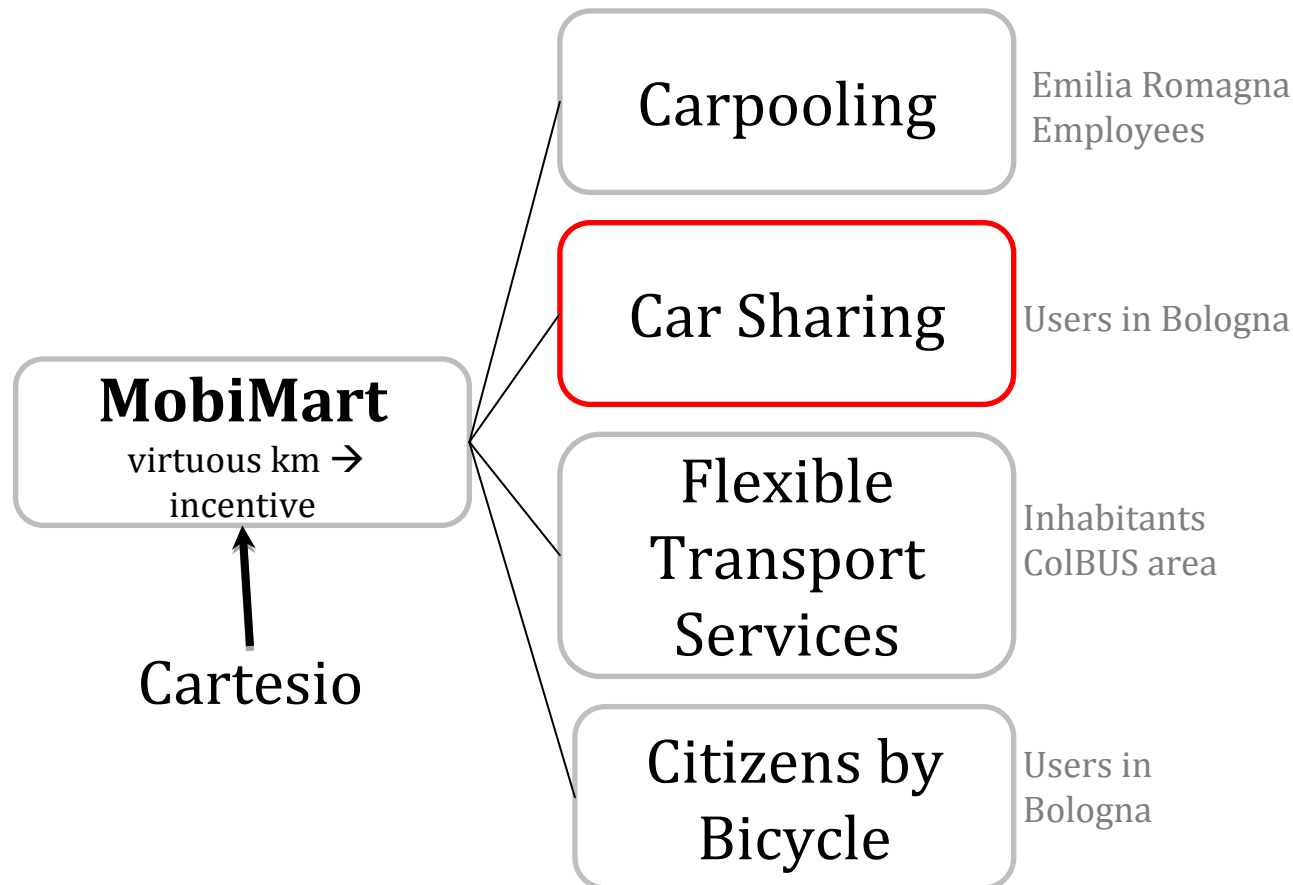
azregolo® data logger
collects data on cars, drivers,
passengers, mileages.
Data is sent to a server.



MobiMart Car pooling **smart card**

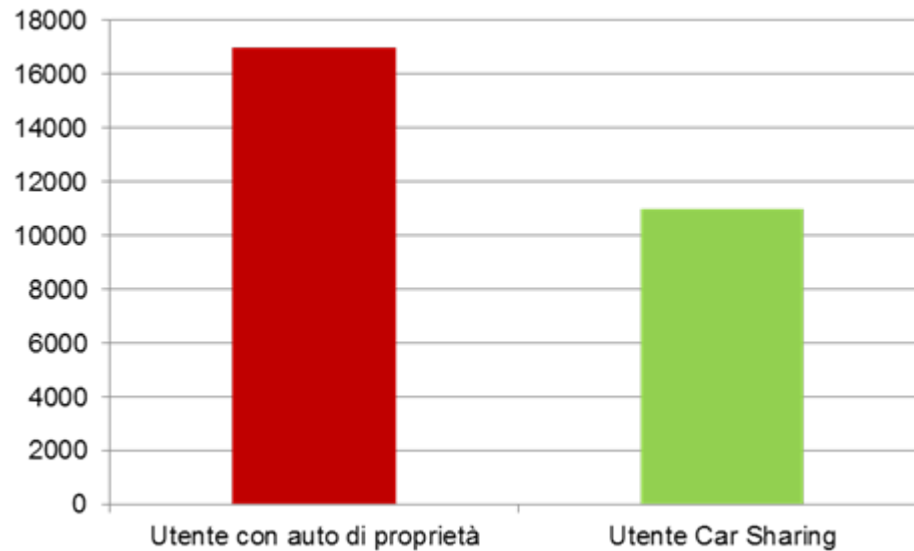


MobiMart: Pilot Activities



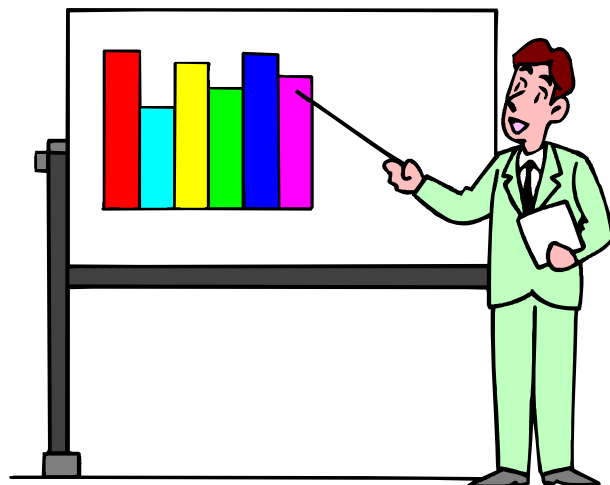
Car Sharing

- User with car ownership = approx. 17,000 km / year by car
- Car Sharing user = approx. 11,000 km / year by car



Car Sharing

- The average CO2 emission factor for car sharing vehicles is equivalent to 86,4% of that taken for the car park of the urban area of Bologna.
- The methodology chosen by MobiMart to reduce CO2 quotas through Car Sharing service is to encourage an increase in the number of members

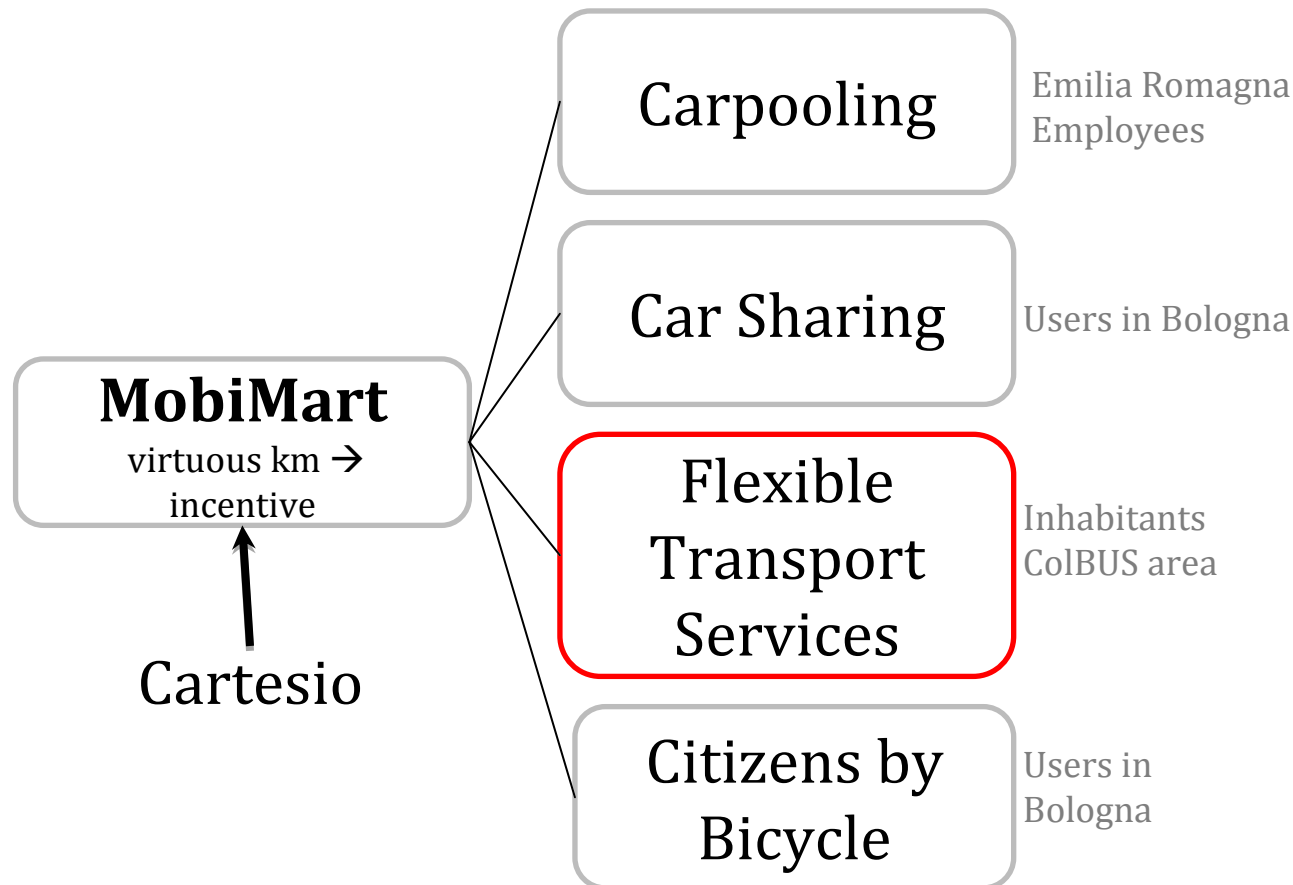


$$E_p = \sum_{i=1}^n (N_i \times P \times FE_{ai})$$

**Bring a
Friend!!**



MobiMart: Pilot Activities



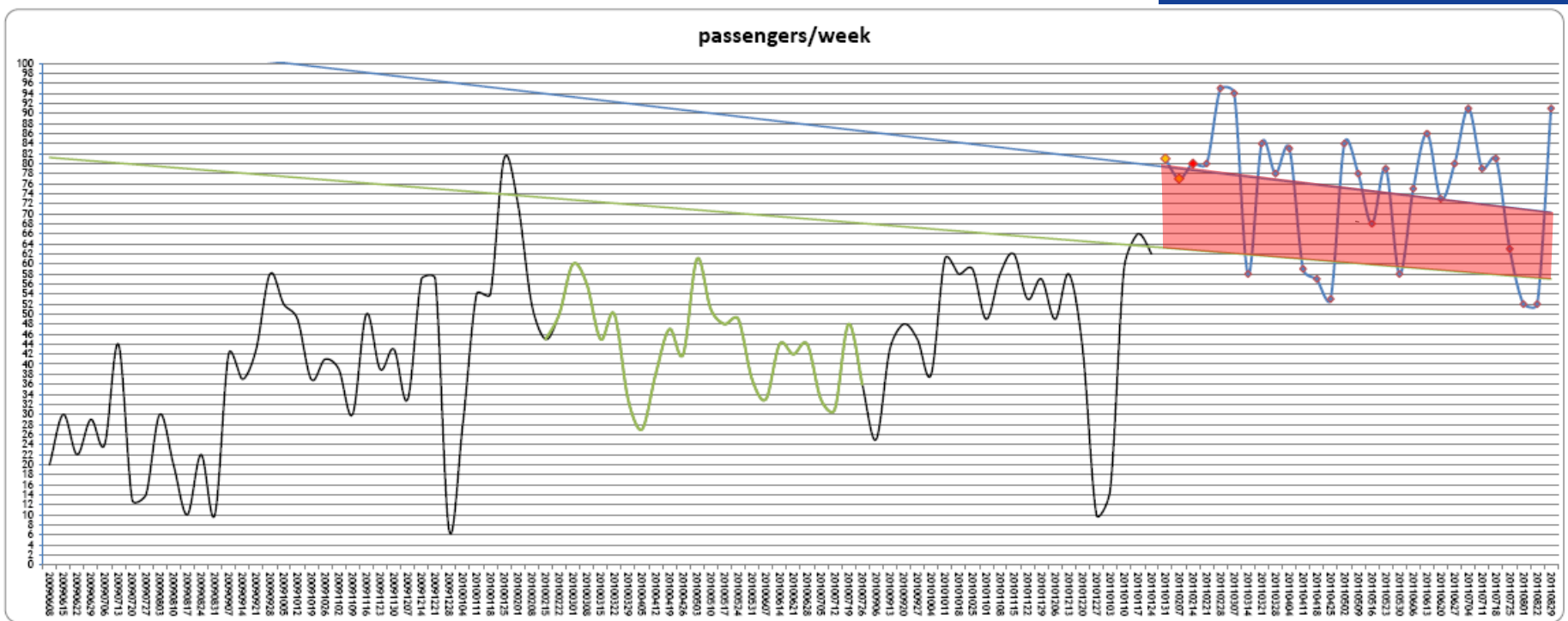
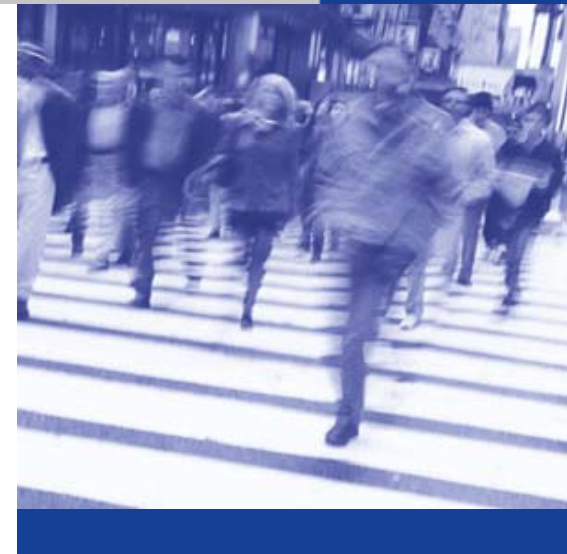
Flexible Transport Services

- *colBUS – La navetta del Borgo* is an experimental service of urban PT line delivered in a neighbourhood district in Bologna
- “*Fall in love with colBUS – La navetta del Borgo!*” was the title of the pilot initiative
- During the Valentine’s week, (14th-19th February 2011), *colBUS – La navetta del Borgo* was available for free

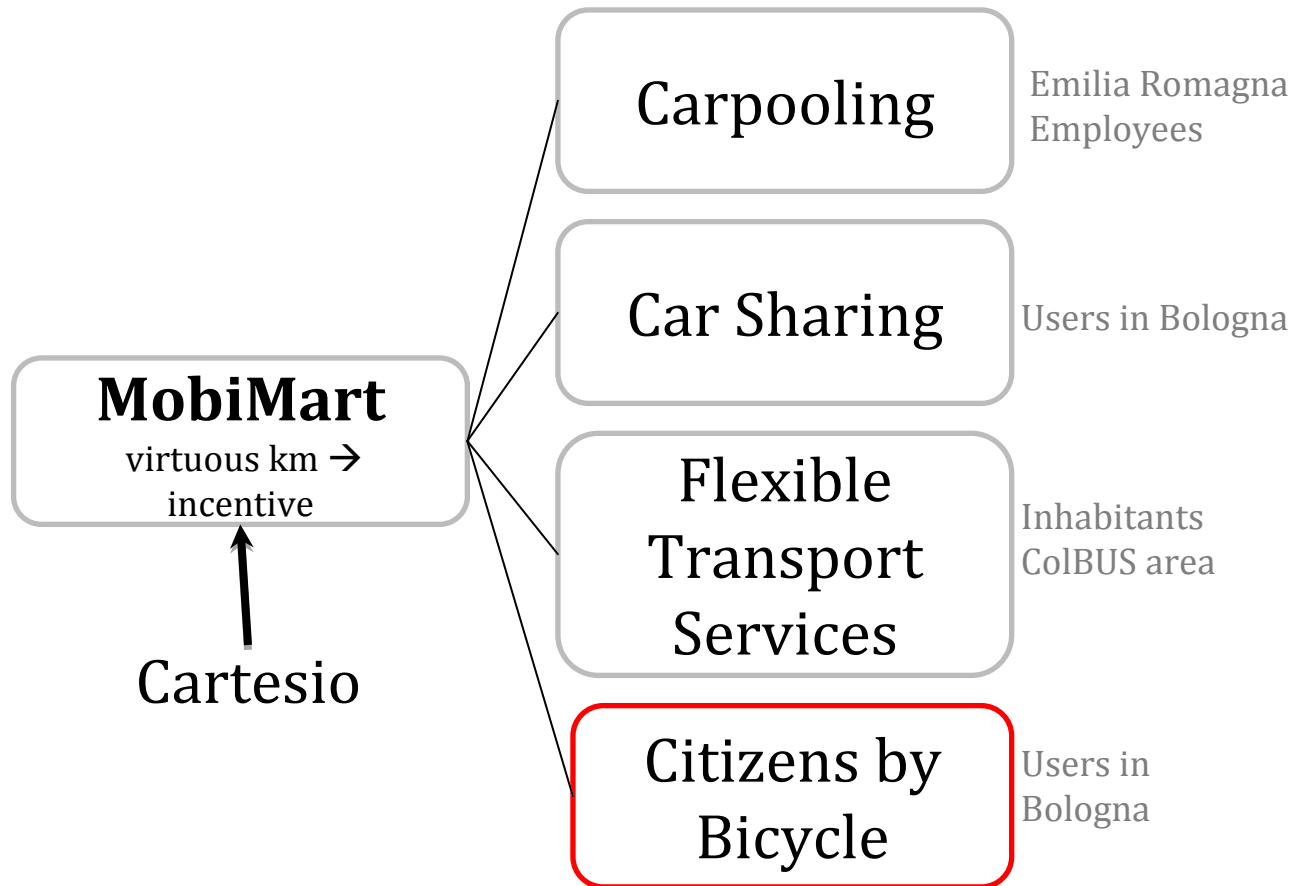


Flexible Transport Services

Passenger numbers per week on *co/BUS* and result of the pilot action



MobiMart: Pilot Activities



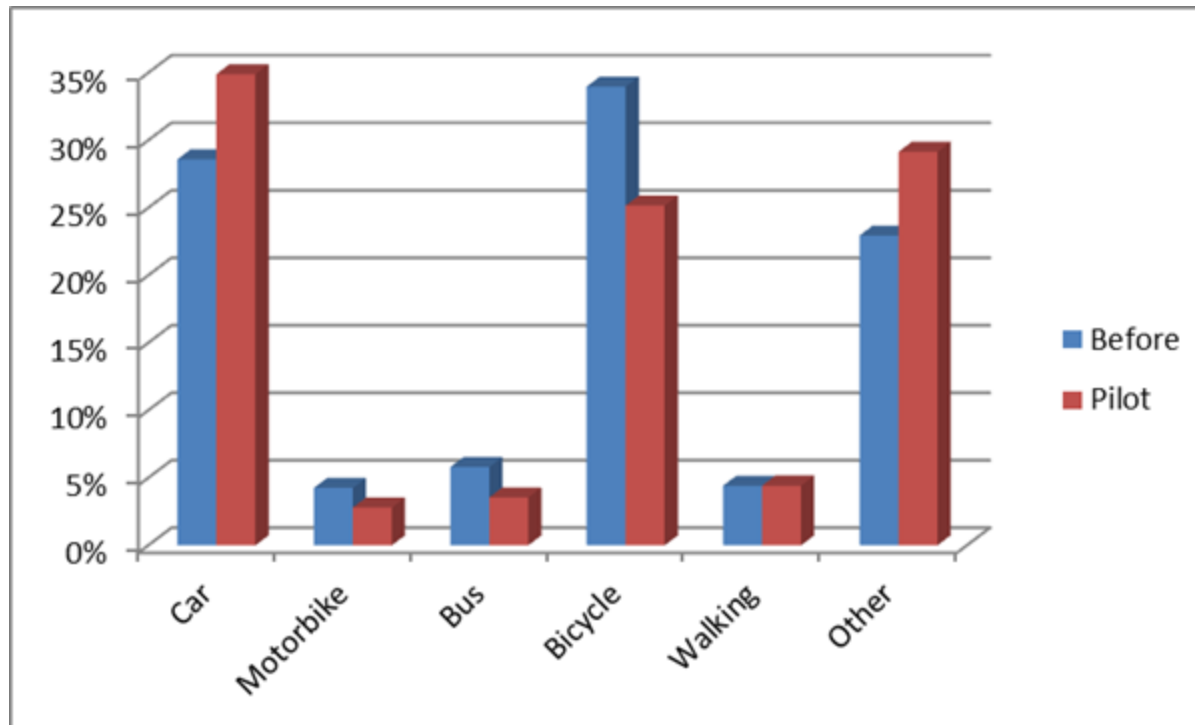
MobiMart: Citizens by bicycle

- **First phase:** Declare your average weekly overall mileage splitting into different transport modes.
 - **Second phase:** Track your trips by filling a daily form or using GPS / Smartphone and take the challenge to increase your cycling mileage.
- Awards were assigned to most virtuous and raffled among participants

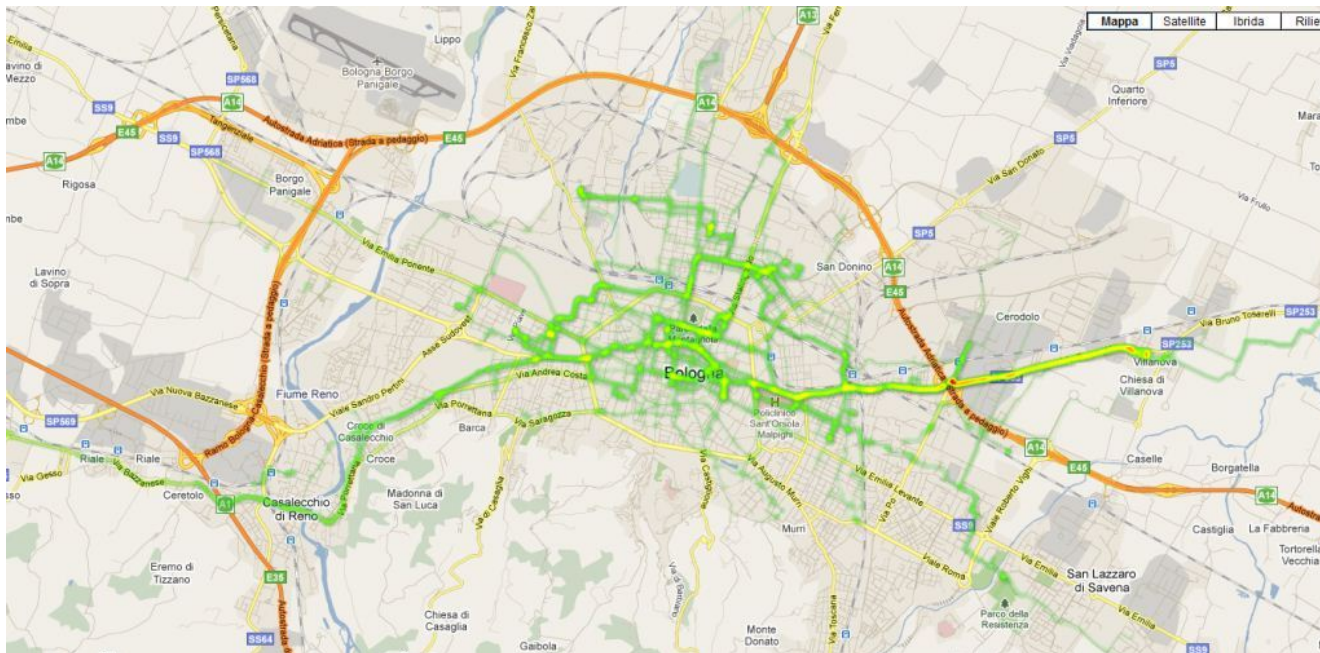


MobiMart: Citizens by bicycle

Modal split of participants to the pilot (N=55).



MobiMart: Citizens by bicycle



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Lessons learnt

- **Communication** is the first key factor
- Pilot site and local partners choices need a prior **feasibility study** to avoid failures
- **Complexity** of the problem itself and constant changes in mobility matters could be primary barriers
- **Evaluation** is a core activity that gives the base to implementation and demonstration allowing successful management
- **Quality of data** collected is often lower than expected – estimation data different from actual data
- **Will it be successful? Transferable?**



Thank you!



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