

European Platform on Mobility Management



# EPOMM

# MANAGING

# MOBILITY

# FOR A

# BETTER

# FUTURE



Modal split data from 400 cities



MaxEva evaluation tool



Training



Best practise and best policy transfer



National Focal Points



Robert Thaler President of EPOMM

Dear reader,

Mobility management is one of the most cost effective measures to bring mobility and transport more in line with the needs of sustainability. But still mobility management is often seen as just a local issue. We strongly need to widen up our views and recognize that (complementary to technology and infrastructure) mobility management is the additional key needed to really achieve sustainable transport also on national and European level. That's what EPOMM - The European Platform on Mobility Management – is aiming. EPOMM is the driving force to promote mobility management for sustainable mobility and transport and to make the link between cities, regions, national and European levels.

I would like to congratulate the partners involved in EPOMM-PLUS and acknowledge their achievements – only a part of which are described in this brochure. I want to particularly thank the European Commission for the financial support in the frame of the Intelligent Energy Europe programme.

Building up networks to promote mobility management in times of economical crisis is not easy, but within EPOMM-PLUS it was possible to organise over 60 national network meetings, dozens of trainings and three international conferences on mobility management. EPOMM stands for the continuation and even an extension of these networks and services.

With the EPOMM membership, a country can join the growing club of member states that promote mobility management as a cost effective tool to improve the environment and quality of life for our citizens and to make mobility and transport more sustainable.

So I encourage you to join EPOMM and make full use of the benefits that mobility management offers.



Karl-Heinz Posch Coordinator of EPOMM

Dear reader,

15,000 Euro is the annual cost for an EPOMM membership. That's about the cost of half a metre of motorway in Europe. For this sum, EPOMM provides a member country with a structured policy exchange programme, support for its national network, access to an unparalleled wealth of information, a training programme, a range of international exchange opportunities and an expanding multilingual city toolkit. This package of instruments and services was either improved or built up from scratch by the EPOMM-PLUS project from 2009 to 2012. I would like to thank Intelligent Energy Europe for supporting this project with 75% of the cost and to thank the EPOMM-Members for their financial contribution and the EPOMM Board for their critical, but enthusiastic support during the project.

I had the difficult task of leading the project EPOMM-PLUS through a period of a combined economical and financial crisis with severe budget cuts for public administrations. Unfortunately, this meant that investments into mobility management were severely cut and that many new memberships in EPOMM have been postponed.

I sincerely hope, that the mood is changing and that this brochure will motivate you to use EPOMM's services, to support mobility management and to convince national authorities to invest into a sustainable future.

## What is Mobility Management?



Effective Mobility Management (MM) changes travellers' mobility behaviour to be more sustainable. MM achieves this by managing the demand for car use in creative and smart ways. At the core of MM are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures can enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). MM is most effective, when policy fields cooperate.

Therefore MM aims to integrate those parts of urban planning and health policy that can influence mobility behaviour and supports the cooperation between regional entities. MM measures generally do not require large financial investments and can therefore be very cost effective.

To give an impression, what MM means in a city where MM is implemented:

- you would notice campaigns and promotion for walking, cycling and public transport;
- you could be offered personalised travel assistance to help you see where and how you might be able to reduce your car use;

- your employer might build cycle parking and pay your cycle repairs to encourage you to cycle and thus save on car parking costs and have more healthy employees;
- at home, you might have a carsharing service available instead of a large underground garage;
- at your children's school, there could be a mobility plan organising safe walking for the children's trip to school;
- building permits might be connected to requirements to minimise the mobility impact of the new development, for example through a mobility plan for employees, or by limiting the number of parking spaces provided.

Typically, MM measures function best in a bundle of measures, for example a marketing campaign on public transport is combined with new parking regulations.

The term **MOBILITY MANAGEMENT** was coined in Germany in 1991 as "Mobilitätsmanagement" and has spread throughout Europe and beyond. In many countries it is also known as smart travel plans, sustainable travel or as Transportation Demand Management (TDM).

### Sustainable Urban Mobility Plans, MM and EPOMM

The European Commission and Intelligent Energy Europe are promoting the spread and implementation of Sustainable Urban Mobility Plans (SUMP). There is a close relation between SUMP and MM: Just as SUMP, MM supports:

- a participatory approach;
- sustainability in urban transport to foster economic development, social equity and environmental quality;
- the integration of policy sectors;
- clear measurable objectives and clear evaluation plans;
- value for money

MM itself is an important component of a SUMP. Furthermore, there are clear demands towards EPOMM (especially from the new EU member states), to go beyond "purely" MM and to offer support for Sustainable Urban Mobility Planning.



EPOMM is meeting these demands and therefore fully supports the development and implementation of Sustainable Urban Mobility Plans. EPOMM-tools like TEMS and Max-Eva (see next page) can be used for SUMP as well as for MM.

#### A SUSTAINABLE URBAN MOBILITY PLAN

is a strategic plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due consideration of integration, participation and evaluation principles.

Do you know?

MM and land use planning in Freiburg-Vauban (Germany) led to a reduction of car ownership of **80%**.



# TEMS: The EPOMM Modal Split Tool



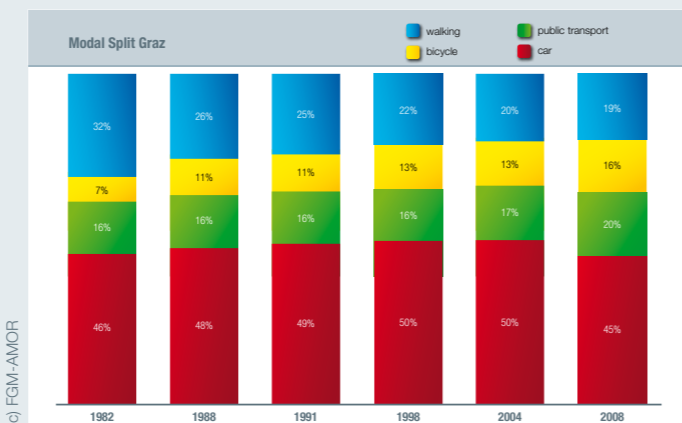
TEMS is an online modal split tool allowing access to modal split data from currently more than 350 cities across Europe. This is the first publicly accessible database that allows easy access to such data on a European-wide scale. EPOMM-PLUS and its partners have taken the initiative to collect initial city data, but ultimately, EPOMM prefers that each city takes responsibility for their modal split data and uploads and controls the data themselves.

Any user can easily upload city data, but these have to be cleared by EPOMM to get online. By going to [epomm.eu/tems](http://epomm.eu/tems), users can select a city from the map or compare a group of cities using the search options in the menu. City data can conveniently be downloaded as pdf. Where available, they include developments over time and details on the survey methodology. TEMS aims to show the modal split of all cities in Europe with more than 100.000 inhabitants. Smaller cities and non-European cities are allowed to use the service but not actively approached.

With TEMS, EPOMM aims to promote efforts and discussions to make modal split data and surveys more standardised. EPOMM hopes cities will use TEMS as benchmarking tool for their development and EPOMM aims to foster comparison and a positive competition between cities for more sustainability.



Clickable map on the website



Find all detailed databases on one website

# The National Focal Points of EPOMM

Each member country of EPOMM has a National Focal Point (NFP). It is the focal point for the national networks and the contact point for international exchange and communication for its country. A well functioning NFP builds and maintains a national network on MM and in this way can get the greatest benefit for its country. EPOMM assists the NFP in its work, for example by finding experts for their national meetings, by operating a supportive country page on its website or by organising policy transfers.

**A national network can carry out the following tasks:**

- organise national workshops, training and conferences
- send out a national e-newsletter (in several countries this is connected with EPOMMs' newsletter)
- develop and maintain a national website
- function as the network of the regional and local networks (as for example SWEPOMM in Sweden)
- translate EPOMM documents and services
- see to it, that interested persons in their country make the best use of EPOMM services (for example by organising policy transfers)

# MaxEva: Project evaluation made easy



MaxEva is an interactive web tool that guides users in the evaluation and collection of monitoring data of MM projects. MaxEva is not strictly limited to MM, it can also be used for other mobility projects. Once monitoring data have been entered, MaxEva automatically calculates the effects in terms of reduced mileage and reduced CO2-emissions. It provides a convenient, one-page online overview over the main data of the project. The data are downloadable, printable and can easily be compared.

MaxEva is the only such database on a European level, and is therefore also a powerful benchmarking tool. Projects can be compared per country, per city, by size, project type, effect. Over time, MaxEva will accumulate data from a large number of MM projects and can then offer reliable information on the efficiency of measures and services in a great variety of contexts.

In the near future, EPOMM plans to realise a direct connection with the ELTIS case study database. With MaxEva, EPOMM aims to establish a European standard for evaluation and benchmarking and to foster discussion on standardisation, transfer of good practise and value for money in MM.



(c) Clemens Nestroy

**To enhance exchange between the NFPs, EPOMM organises international NFP-workshops twice a year:**

- each workshop has a central topic, that is selected by the NFPs
- if needed, external topic experts are invited
- part of the workshop can be organised like a training session
- the central objective of the workshop is the maximisation of the added value for the NFPs
- each workshop is connected with one or several policy transfer sessions

Each NFP has a national representative that stays in regular contact with the central EPOMM coordination. In this way, EPOMM assures a good working relationships between EPOMM, as the European network, and the NFP, as the national network.

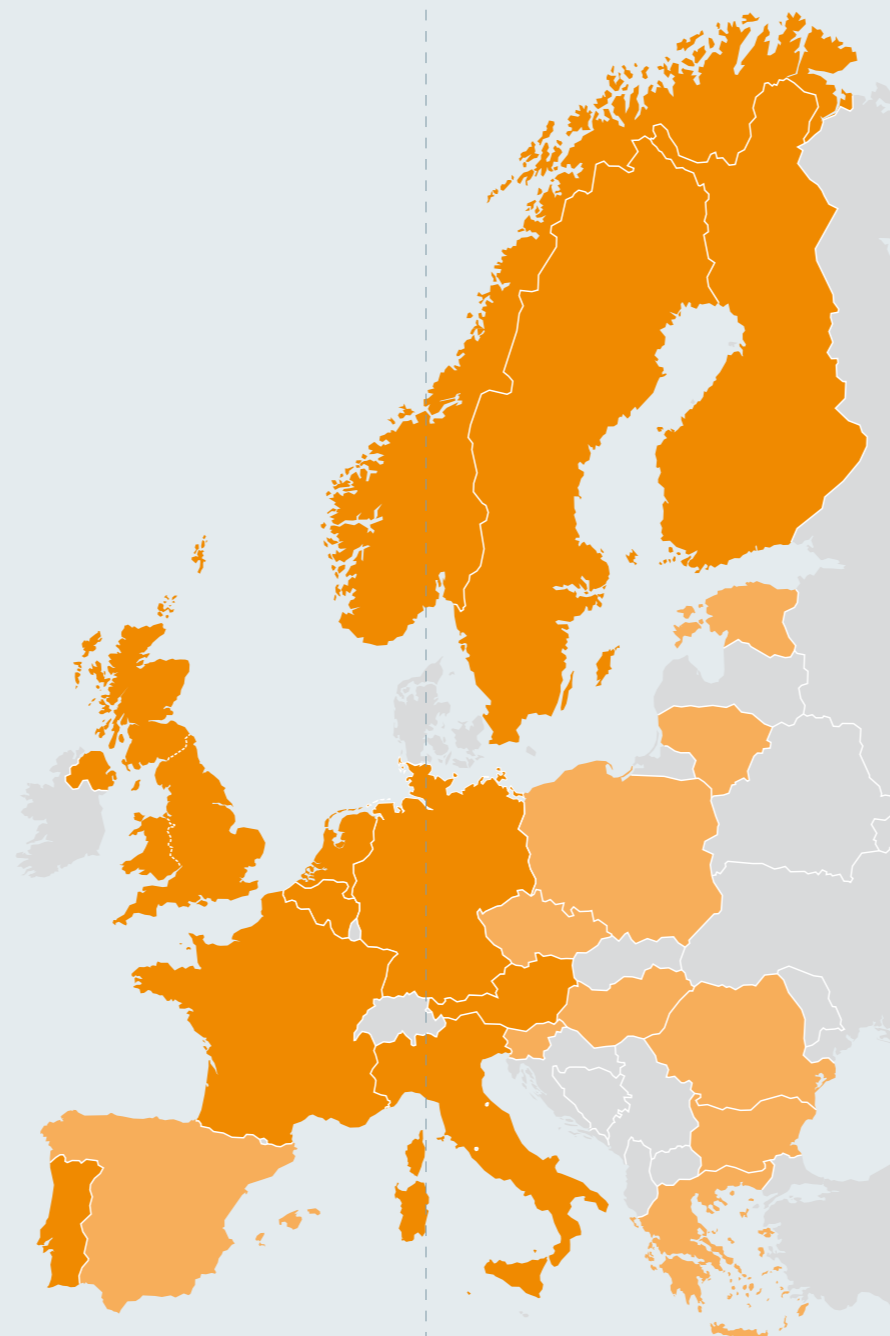
To find your national network, please have a look at the country section of the EPOMM website, or simply enter: [epomm.eu/countryname](http://epomm.eu/countryname)

Do you know?  
MM and clever cycling policy in Bolzano (Italy) increased cycling modal share **from 18 to 29%** within seven years.





	Karl-Heinz Posch EPOMM-PLUS Coordinator	EPOMM	It was a great honour to coordinate the REAL establishment of EPOMM in so many countries on both national and international level.
	Okariina Rauta	Finland	EPOMM showed that it is important to work together towards sustainable mobility an national and on European level.
	Jesper Johannson	Sweden	EPOMM has been a very important platform for Sweden concerning policy transfer, especially on mobility management during road construction and for mobility management and land use planning.
	Ioannis Politis	Greece	EPOMM-PLUS raised the awareness of Greek stakeholder on the concept of mobility management.
	Vilma Eri	Hungary	What I like about mobility management is its complexity: it wants to provide seamless access, comfort of journey, quality of life while respecting environment and sustainability.
	Mari Jüssi	Estonia	EPOMM-PLUS has enabled SEI-Tallinn to create new contacts and partnerships and to get mobility management principles on national and local policy documents and get better understanding about how mobility management can be taken further on national and local level.
	Patrick Hoenninger	Germany	The treasure of EPOMM-PLUS is to show the many feasible ways to "better mobility".
	Lorenzo Bertuccio	Italy	By car we enjoy the pleasure of arriving, EPOMM teaches us to experience the pleasure of travelling.
	Paul Curtis	UK	TEMS and MaxEva are proving to be popular and powerful tools making the case for investing in mobility management initiatives.
	Miguel Mateos	Spain	EPOMM-PLUS helped us keep track of mobility management evolution across Europe and provided useful tools to Spanish practitioners.
	Robert Stüssi	Portugal	The important thing is to communicate in an interactive dialogue which increases the potential of transferability and exploitation by many others. That's what EPOMM is all about!



■ EPOMM members states  
 ■ EPOMM-PLUS network initiators

	Austria	Willy Raimund	The modal split database, widespread and direct contact to our neighbouring countries are just a taster of the benefits of EPOMM-PLUS.
	Czech Republic	Radomira Jordova	The promotion of the concept of mobility management at the Ministerial level as well as the local level are the main benefit of EPOMM-PLUS.
	France	Muriel Mariotto	EPOMM-PLUS put mobility management back on the agenda at the national level and showed us how to use the EPOMM-tools and how to raise awareness.
	Slovenia	Barbara Roposa	The results of the transfer policy sessions, for example the traffic snake game for schools - now part of Slovenian national policy, have great prospects for the future, because children are the future.
	Lithuania	Kristina Gauce	EPOMM-PLUS is like a huge hub of knowledge: starting with national policies on SUMP and ending with particular site case evaluation in MaxEva.
	Bulgaria	Lucia Ilieva	Highway construction is a priority for the Bulgarian Government, and EPOMM-PLUS created a real highway to EU-experience in mobility management.
	Netherlands	Friso Metz	In order to discover the potential of mobility management we need international exchange. We learned from Sweden about MaxSumo and from Munich about marketing and exported our experience to many countries.
	Belgium	Patrick Auwerx	EPOMM-PLUS created a feeling of shared responsibility for mobility management in Belgium. BEPOMM, the Belgian Platform on Mobility Management was born and the network will grow!
	Romania	Magdalena Burlacu	EPOMM PLUS has been successful in engaging local governments and experts to re-think urban planning towards mobility. It was a positive experience and a learning process alongside professional partners.
	Norway	Bjørn Sandelien	EPOMM is helping to expand our knowledge on a wider spectrum of measures in transport policies like workplace mobility plans, car sharing, ridesharing, telecommuting and travel awareness campaigns.
	EUROCITIES	Melanie Leroy	Through the EPOMM-PLUS project, we have been able to develop, test and improve the policy transfer process which has now become a real success!

Do you know?  
 Car congestion costs in Europe are about **200 billion per year** – while MM projects have a benefit-cost ratio of **4:1 to 13:1**.



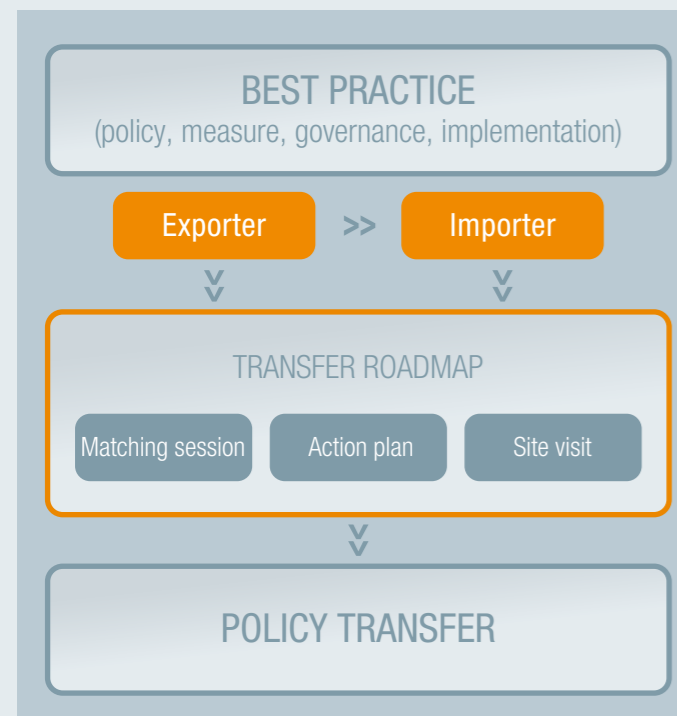
# EPOMMs Policy transfer: how does it work?



EPOMM has established a standardised policy and best practice transfer process. The process brings together representatives of cities, countries, projects or organisations to exchange details on measures and actions that have proven to be successful. The transfer process leads the exchange partners to build a transfer roadmap that leads to a successful transfer of the policy from the “exporting” partner to the “importing” partner.

EPOMM first helps to identify a theme and to find the right exchange partners: an exporting organisation that has the adequate knowhow about the selected policy, and an importing organisation that has the power and ability to implement such a new policy. Then a matching session is organised that brings together representatives from both importer and exporter.

- The matching session is a three-part process with:
1. a detailed presentation of the best practise
  2. structured discussions and exchanges based on checklists
  3. an action plan for implementation designed together by importer and exporter



## Example 1: Transfer from the Netherlands to Sweden

### Road construction and mobility management A tool to cope with congestion caused by disruptive road works

EPOMM initiated talks between the Netherlands and Sweden to discuss the Dutch success in managing the disruption caused by road construction and road maintenance. The application of mobility management led to a switch of drivers to alternative transport behaviour and thus lowered congestion and environmental impact. The transfer process resulted in the publication of National guidelines for mobility management during road construction by the Swedish Transport Administration. This success is currently leading to a further transfer from Sweden to Finland.

## Example 2: Transfer from Belgium to Slovenia

### Campaign in schools Mobility management for children

The Belgian mobility management campaign ‘Traffic Snake Game’ encourages children to travel to school using environmentally friendly transport means. It is very successful. Upon demand from the Slovenian Ministry of Environment, EPOMM organised a transfer process.



The campaign was successfully transferred to 5 Slovenian schools and the ‘Traffic Snake Game’ will now be incorporated into a Manual on Sustainable Mobility for Teachers to be distributed all over Slovenia.

For more examples and more details, see: [epomm.eu/policytransfer](http://epomm.eu/policytransfer)

# Training



One of the main aims of EPOMM is to spread the knowledge about mobility management, and one main way to do this is to provide training. However, EPOMM is not a training institute and has only limited means to provide training by itself. Therefore EPOMM mainly acts as a broker of training, which means that EPOMM helps training offered by others to find the right format and reach the right audience. To achieve this, EPOMM cooperates with EU-projects, with training institutes and of course with its NFPs.

### EPOMMs training topics

The training topics are not limited to MM, it is open for any topics closely related to MM and generally for sustainable urban mobility. The current list of topics offered is:

- Campaigns
- Carsharing
- Communication
- Evaluation
- IT applications
- Leisure traffic
- MM and Land Use
- MM for sites
- Parking
- Public Transport
- Walking and Cycling
- SUMP
- Street Design



### EPOMM trainers

EPOMM is building up a list of trainers that can be contracted for trainings in Europe. The list is on the website,



neatly arranged in alphabetic order, with contact details, qualification and trainings offered. Currently there are 25 trainers in the database, this number is swiftly growing.

### The EPOMM Training Quality label

With the Quality Label, EPOMM aims to ensure a minimum standard for trainings. Any training about MM or related to MM can ask for this label.

To get the label, the following is required:

- Provide basic data about the training
- Provide the learning objectives of the training
- Take part in a standardised evaluation of the training according to the rules and forms provided by EPOMM
- Use the EPOMM label in your training materials

The application form for the label can be downloaded from: [epomm.eu/training](http://epomm.eu/training)

Getting the label provides access to EPOMMs’ trainer and training database and makes it easy both to find and to market the training. EPOMM lists trainings on [epomm.eu/training](http://epomm.eu/training) in its Calendar, by training topic and by trainer name, and on request can market it via its e-update newsletter. EU-projects thus have the advantage of a very broad and professional dissemination.

Do you know?  
Helsinki has a **totally integrated MM policy** including all transport modes, sharing and citizen’s participation in planning.





## Networking opportunities

EPOMM is a network of national networks and its aim is to connect them with each other as well as with developments on European level. Therefore EPOMM offers a great number of networking opportunities:

- Each member country organises at least one yearly national meeting on mobility management
- Each spring, EPOMM organises European Conference on Mobility Management (ECOMM)
- Each autumn, EPOMM cooperates with a finalising EU-project to organise their final conference as an EPOMM network meeting

- Three times per year, the EPOMM board joins to discuss strategies for the further development of EPOMM and mobility management in Europe
- There are two international NFP-workshops per year for the EPOMM members

Most of these events include training and policy transfers and many are connected to EU-projects and EU-programmes. All these networking opportunities lead to cooperation, create many synergies and broaden the awareness about mobility management.

### ECOMM – EPOMMs yearly conference on Mobility Management

The European Conference on Mobility Management – ECOMM, was founded in 1997.

It has become *the* meeting place for mobility management practitioners from all over Europe. Presentations are selected by the International Programme Committee, whilst the programme is developed in cooperation with the host city and EPOMM.

EPOMM selects the host city amongst the applying cities from EPOMM member states. After selection, the ECOMM is organised by the host city in cooperation with EPOMM. EPOMM takes care that the ECOMM maintains its high quality and strives for its continuous further development.



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## EU-project legacy



EPOMM offers its services to EU-projects that are active in MM or related fields – so that they can be more effective and so that they can leave a lasting legacy. This has led to mutual cooperation between different EU-projects, between EU-projects and national platforms and directly between EU-projects and EPOMM. The conferences, tools and websites of EU-projects have reached a larger and more lasting audience. Some of the services EPOMM offers:

- Promotion through the EPOMM-e-update, that reaches over 30.000 subscribers. Used for example by COMMERCE, SEE-MMS, DELTA.
- Project training promotion via the EPOMM-website (calendar, country pages, training and trainer databases) and the NFPs. Currently ongoing by TRANSPORT LEARNING and ELTIS.
- Placing of national language materials on the country pages of EPOMM (done by dozens of projects)

### EPOMM Membership

EPOMM is an international non-profit organisation with currently 11 members. EPOMM only accepts ministries or nationally organised networks that are responsible for mobility management in their countries. EPOMM is the only such organisation working on a national level and thus acts as a link between the EU-level, the national level and the city level.

The steady growth of EPOMM proves that membership is attractive, as it offers many benefits:

- Excellent information access through the e-update newsletter, epomm.eu and the many networking activities
- National know-how buildup through international policy transfers, training and the organisation of a well connected national network
- Free or reduced fee access to the many networking opportunities of EPOMM, such as the workshops, the ECOMM and the EPOMM network meetings
- Influence on European policies through the regular EPOMM contacts with EU-institutions
- Better access to EU-projects and EU-programmes

New members get a special introductory welcome visit from EPOMM in order to organise optimum access to all the opportunities offered by EPOMM.

The membership obligations are:

- The yearly membership fee of 15.000 Euro per country
- Presence at the board meetings (1-3 times per year)
- Nomination of a National Focal Point (NFP)

For more details contact the EPOMM coordinator: [info@epomm.eu](mailto:info@epomm.eu)



(c) Clemens Nestroy



(c) Saada-Schneider

- Usage of the MaxEva evaluation tool (done in the projects BENEFIT and SEGMENT)
- Advertising and presenting the project at the ECOMM (done by dozens of projects)
- Organising a joint interactive final conference with EPOMM (2009 with MAX, 2010 with DELTA, 2011 with PIMMS TRANSFER) or a joint workshop with a national network meeting of an EPOMM-member (as for example ANEAS did with SWEPOMM).

At any time, there are 20-30 EU-projects active in MM. All of them end after a few years – many of their products are then lost. Every EU-project is invited to make use of the ample opportunities EPOMM offers. Every EU-programme financing these projects is invited to foster this cross-programme cooperation offered and to encourage its projects to use the services of EPOMM.

Do you know?

MM can reduce car parking in a company by **75% in one year** (showcase from Brussels)



## The success of EPOMM-PLUS

EPOMM-PLUS was a three year project from 2009-2012, supported by Intelligent Energy Europe in the framework of their STEER programme. EPOMM-PLUS' main aim was to strengthen and enhance EPOMM and with it mobility management as a tool to save energy in traffic and transport.

Has it achieved these goals?

- At the beginning of EPOMM-PLUS, EPOMM had 6 members, at the end it has grown to 11 members
- In many other countries, the idea of EPOMM-membership is on the agenda, and has only been postponed due to the severe austerity measures imposed by the financial and economic crisis at the time when EPOMM-PLUS as project came to an end.
- EPOMM-PLUS managed to establish national platforms and networks on mobility management in almost all countries in which it had partners.
- In many countries, EPOMM-PLUS managed to put mobility management on the national agenda and in some countries even to make it a part of national policy.
- With TEMS and MaxEva, EPOMM-PLUS has introduced European platforms for benchmarking and evaluation of mobility projects and the mobility policies of cities
- The development and European-wide establishment of the many tools and new networking opportunities described in this brochure, would not have been possible without EPOMM-PLUS

Without any doubt, it can thus be said that the impact of mobility management in Europe has increased. As almost all MM-projects tend to save energy, the aim of reduction of energy usage has also been achieved, although it is not possible to quantify, as most MM-projects are not evaluated and results are not (yet) centrally collected. However, EPOMM-PLUS has provided the tools to enable such quantification.

And: EPOMM-PLUS is not the end point of all these developments. Almost all things developed under EPOMM-PLUS will be carried on, as EPOMM is indeed THE platform to further support and develop mobility management both on national and European level.

**Thus EPOMM is looking forward to further "manage mobility for a better future"!**



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