

Mobility management...

...in early planning processes and its impact on energy efficiency in the transport sector

Presentation overview

- About Mobility management
- The programme "Sustainable municipality"
- The network "Possibilities with mobility management in the planning process"
- Experiences from the network:
 - Flexible parking norms
 - Mobility management in Eskilstuna
 - Green parking purchases in Umeå
- Conclusions

Mobility management

- Soft measures to impact the travel before it has started.



Mobility management

Principles from MaxLupo:

1. Locating and planning urban exploitations and their impacts on sustainability
2. Clear criteria for environmental impact assessments
3. Functional and organizational implementation
4. Mobility management counselling towards contractors
5. Mobility management plans as demands or a prerequisite for negotiations in the planning process
6. Promoting car-free residential areas or residential areas with low car-use
7. Flexible parking norms
8. Municipal purchases of parking spaces
9. A maximum number of parking spaces
10. A ceiling on visiting car-traffic in visit-intensive areas

Sustainable municipality

- Programme held by Swedish Energy Agency 2003-2014
- Cooperation between local and government levels and network building
- Two focus areas: urban planning and industrial policy.
- "Possibilities with mobility management in the planning process" was one of five project areas in the urban planning network runned between 2011-2014.



"Possibilities with mobility management in the planning process"

The aim for the 12 participated municipalities:

- Test at least one of the principles and recommendations through an own case.
- Develop the principles.
- Disseminate the results.



Flexibel parking norms

- "Normal" parking norm in Sweden, 1 parking space per apartment.
- Several of the municipalities wanted to use parking areas for bike lanes or garage för bikes for exempel.
- Flexible parking norms was therefore indentified as an important aspect.



Two examples

Umeå

120 000 inhabitants



Stockholm

Eskilstuna

100 000 inhabitants



Mobility mangement in Eskilstuna

Measure	Possible influence on parking norm
Contract regarding car pool for tenants	Up to -20%
Distance to car parking from entrance >400 meters	Up to -25%
Distance to car parking from entrance >200 meters	Up to -10%
Distance to important public transport node <200 meters	Up to -15%
Improved bicycle facilities	Up to -15%
A green travel plan as part of building permitt	Up to -15%
Communal parking structure	Up to -10%
Parking open to public a part of the day	-5%
Distance to car parking no longer than to bicycle parking	X % dependant on location

Green parking purchases in Umeå

- An offer to property owners: if they assume greater responsibility for changing travel behavior among employees, fewer personnel parking spaces will need to be constructed.



Conclusions



- Results put together in the report "Possibilities with mobility management in the planning process"...
- ...but too soon to see any long-term effects yet.

Conclusions

Approximated
2 400 less
parking spaces
will be built.

Mobility
management measures
in a travel plan with
a clear definition of
goals, responsibility
and financing is a
great tool!

Combine reduced
parking space with
measures that for
walking, cycling
and public
transport.

Knowledge is
needed, both among
politicians, public
officials, property
owners and
employers.

Local preconditions matter
for what type of
arrangements that can be
implemented and what
kind of effect it will be.

Through public/private
partnerships between
municipalities, contractors
and property owners it has
been possible to combine
informational measures
with direct changes to the
built physical environment.

Show the private
partners the profits that
can be made by
supporting sustainable
transports.

Thank you for your attention
(and for cycling)!



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Issues to discuss

1. Have you experiences of implementing any mobility management measures in your country? Your reflections?
2. What do you think is necessary in order for mobility management to be implemented at larger scales ?
3. How can the results of mobility management be evaluated?