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 "Possibilites with mobility managment in the planning process"
- Experinces from the network:
 - Flexibel parking norms
 - Mobility mangement in Eskilstuna
 - Green parking purchases in Umeå
- Conclusions

Mobility mangement

• Soft measuers 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 caruse
- 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 goverment levels and network building
- Two focus areas: urban planning and industrial policy.
- "Possibilites with mobility managment 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:

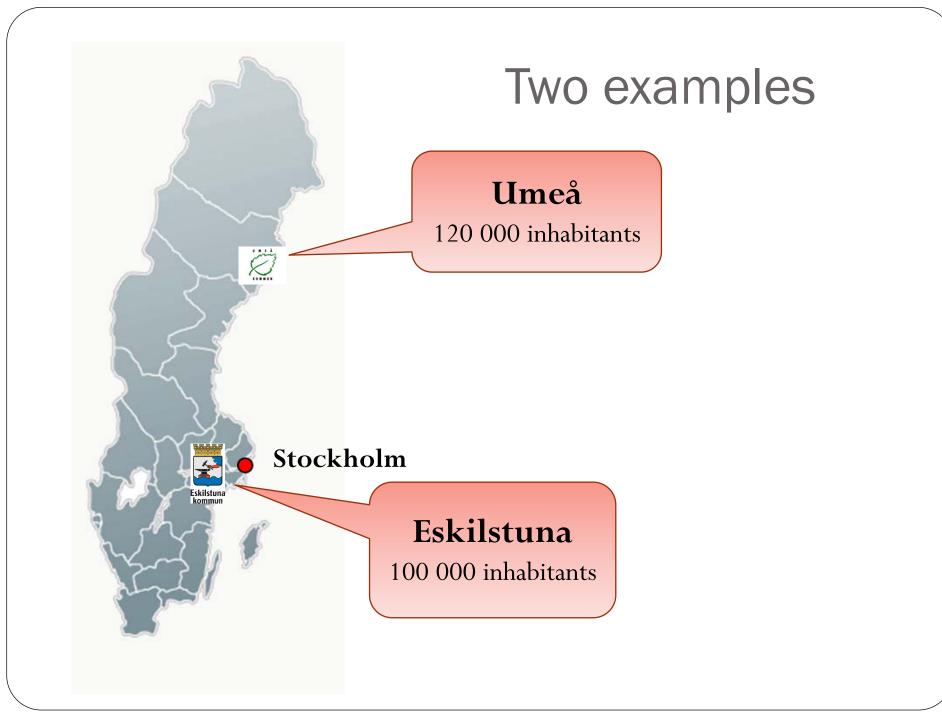
- Test at least one of the principles and recommendations through an own case.
- Develope the principles.
- Disseminate the results.



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 exampel.
- Flexible parking norms was therefore indentified as an important aspect.





Mobility mangement in Eskilstuna

	Possible influence
Measure	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	X % dependant on
bicycle parking	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 "Possibilites with mobility management in the planning process"...
- ...but to soon to see any longterm effects yet.

Conclusions

Mobility managmentmesures in a travel plan with a clear definition of gools, responsibility and financing is a great tool!

Local preconditions matter for what type of arrangements that can be implemented and what kind of effect it will be. Approximated 2 400 less parking spaces will be built.

Combine reduced parking space with mesaures that for walking, cyckling and public transport.

> 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.

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

> 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

- 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?