

CIVITAS

Sustainable and smart mobility for all

2030



TOPIC GUIDE-INTEGRATING MOBILITY MANAGEMENT FOR PUBLIC AND PRIVATE ORGANISATIONS INTO SUMPS

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- This document provides guidance on mobility management for public and private organisations in the context of Sustainable Urban Mobility Planning (SUMP) and its implementation process to achieve a shift in favour of more sustainable modes of transport.
- Mobility management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour, in particular at the level of companies, organisations and institutions
- At the core of mobility management are 'soft' awareness-raising measures, such as information, communication, marketing and behavioural change campaigns. These measures do not necessarily require large financial investments and can provide cities with good value for money

Core part structure

- Mobility management for urban developments
- Mobility management for public administrations
- Mobility management for companies
- Mobility management for the education sector
- Mobility management for the leisure and tourism sector



Mobility management for urban developments

- **Propose a clear and long-term vision**
- **Integrate mobility management with land-use planning**
- **Ensure a strong horizontal cooperation within the city administration, working with several relevant departments, such as planning, buildings, environment, etc.**
- **Ensure a public-private cooperation as wide as it can be (also estate developers, construction companies, etc.)**
- **Set up mobility centres for citizens' support**

Mobility management for public administrations

- Ensure the role model function of public administrations
- Investigate the mobility needs of the employees
- Create incentives for a shift away from individual car use
- Test new mobility management policies
- Conduct awareness campaigns and rewarding schemes
- Nominate mobility managers
- Develop a travel plan



Mobility management for companies

- Develop an action plan and set targets based on employees' needs
- Implement corporate mobility management strategies
- Involve employees and ensure support from companies' management
- Educate employees about the impacts of mobility management and propose games and rewards approaches
- Promote and communicate about mobility management strategies



Mobility management for the education sector

- **Analyse mobility patterns of pupils/students/parents/teachers for travelling to schools/universities**
- **Develop a school/university travel plan**
- **Improve public transport routes for schools and universities**
- **Redesign public spaces to increase road safety around schools**
- **Carry out training, awareness and behavioural change activities within schools and universities, e.g. road safety training sessions and workshops with parents' associations**



Mobility management for the tourism and recreation sector

- Understand the specific tourist and recreation visitors' needs
- Identify strategies enhancing local attractions coordinated with visitors interests and combined with sustainable behaviour
- Coordinate with the private sector
- Develop new rules, including tourism and recreation mobility management plans, but also regulations to limit access by car, oriented to sustainable mobility and with a local-specific
- Include the mobility management component into tourism and recreation offers and communicate about it
- Educate the sector's staff to successfully apply the mobility management offer
- Make more use of information systems at the service of mobility management for tourism and recreation

