

Interreg
CENTRAL EUROPE



MOVECIT

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

 Brno (Czech Republic) 14th/15th November

Train the Trainer Workshop

 Climate Alliance Austria (Elke Sumper)



Climate Alliance
Austria

Specification

= planning instrument for introduction of Mobility Management in companies, schools, administrations and other traffic generating places.

- Analysis of the existing situation
- Aims
- Measures

Important elements:

Motivation	Timescales
Participation	Responsibilities (internal, external)
Communication	Course of implementation
Evaluation	



FIELDS OF IMPACT

Fields of impact of municipalities and other bodies in the Transport sector

Countries, Federation, EU Economy

Financial structures
and true-cost pricing

Legal conditions

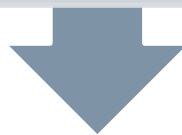
Spatial planning

Higher-ranking road
infrastructure

National and regional
public transport
offer

Promotion and
awareness rising

Technological
development,
vehicle offer



Cities and municipalities

Local spatial
planning,
settlement
development

Road
infrastructure

Measures for
pedestrians and
cyclists

Public
transportation

Transport system,
parking space
regulations

Claims and fees

Role model effect
and procurement

Organisation,
information and
awareness rising



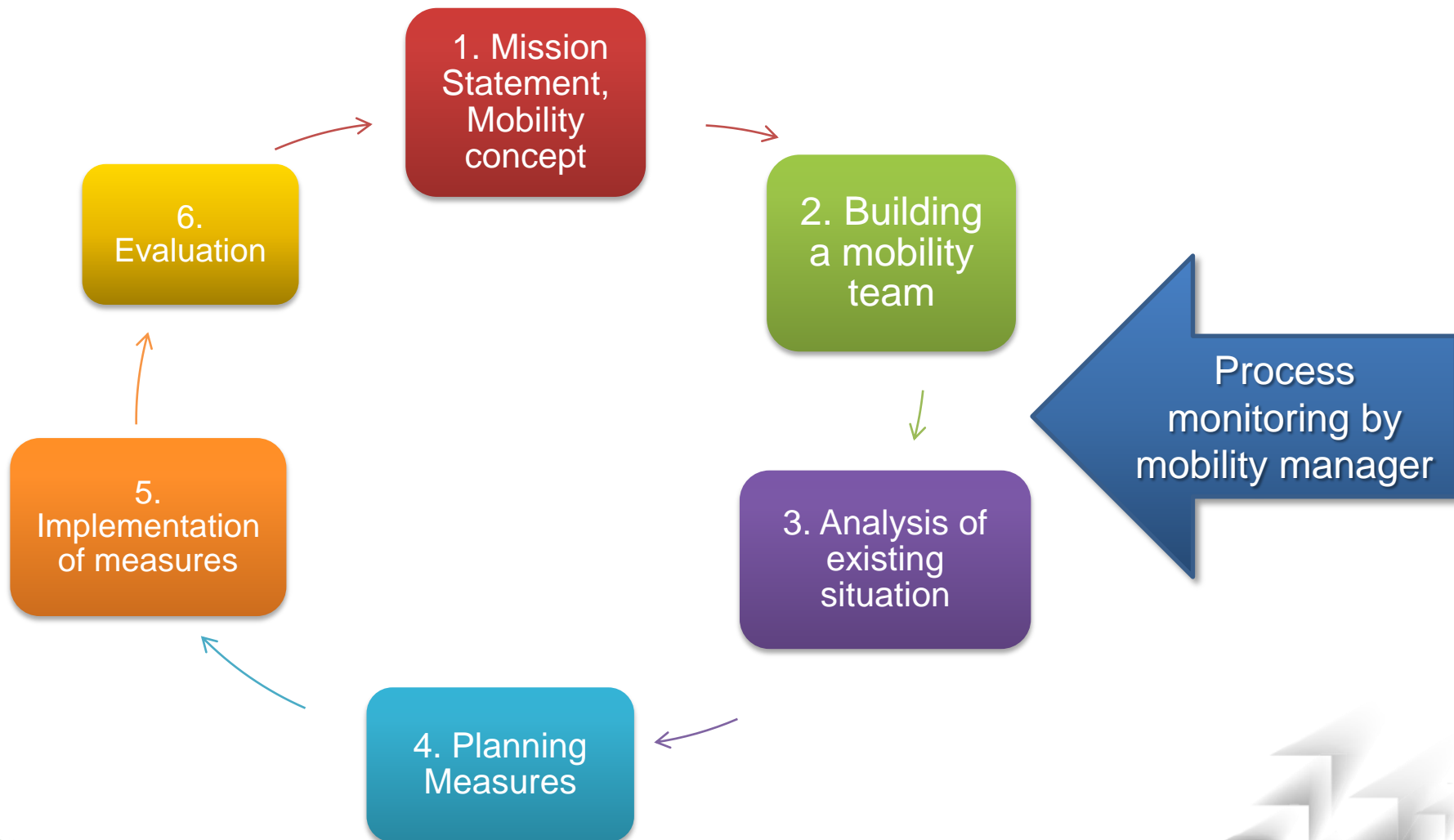
Citizens, entrepreneurs



Site selection and modal choice



STAGES OF THE MOBILITY PLAN



- Anchoring sustainable mobility in the municipality`s Mission Statement and in its self image!
- Joint agreement on aims and implementation steps
- Embedding in programmes and plans:
 - in political strategies, documents and papers
 - E.g. transport development plans, mobility masterplans, mobility strategies and etc.
- Consequent involvement of citizens
- Cooperation with neighbour municipalities



Definition of final targets:

- Long term implementation of sustainable mobility
- Specific local measures
- Involve as many stakeholders as possible
- CO² reduction



Evaluation and support



Installing a Mobility Counsellor, Mobility Coordinator or/and a Mobility center

Further important stakeholders:

- Politicians (mayor etc.)
- Heads of departments
- Officials, Employees (e.g. works council)
- Transport association
- ...

Aims:

- Creating responsibilities!
- Commitment!
- Role Models!



ANALYSIS OF EXISTING SITUATION

Mobility survey:

- Actual Mobility behaviour - modal choice
- Individual needs and wishes
- Personal and technical requirements for sustainable modal choice
- Suggestions of improvement

On-site inspection:

- Traffic situation/conditions
- Infrastructure

Research:

- Legal framework
- Grants and supports
- Experiences with projects in this area



Important for the development of measures fostering sustainable mobility behaviour:

- Low-threshold access:
 - Measures need to be integrated into the daily routine easily
 - Measures and mobility offers need to be well prepared
- Developing a catalogue of measures:
 - ✓ Information and awareness raising
 - ✓ Measures fostering walking
 - ✓ Measures fostering cycling
 - ✓ Measures fostering public transport
 - ✓ Regulation of car use in the municipality
 - ✓ Fostering car pooling and sharing
 - ✓ Fostering e-mobility with 100% renewable energy



PLANNING MEASURES

- Distribution of tasks - somebody who is responsible!
- Defining timescales for completing tasks!
- Representatives of the municipality act as role models!



- Implementation according to the catalogue of measures
- Accompanying all measures with public relations work
 - Service area on municipal homepage
 - local newspaper etc.
- Process is being observed and evaluated - especially the mobility team has the possibility to control and suggest corrections in the process
- Sustainable implementation:
 - What will happen after the pilot actions?
 - How to maintain changed mobility behaviour?
 - Future measures?



- Change of mobility behaviour
- CO2 reduction/ savings
- Sustainable, long-term implementation:
 - What will happen after the pilot actions?
 - How to maintain changed mobility behaviour?
 - Future measures?





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