

10th National Conference on Mobility Management - Report

Bologna (Italy), 26th February 2010

Last 26th of February, the city of Bologna hosted the 10th National Conference on Mobility Management, organized by Euromobility, National Association on Mobility Manager, in cooperation with the Municipality of Bologna and the Emilia Romagna Region, under the auspices of the Italian Ministry of the Environment.

The Conference had a great success either in terms of participants (around 170 people attended the conference) or in terms of the important matters that were presented and outlined. The audience was very qualified and it was made up of Area and Corporate Mobility Managers, Professionals and Technicians of the mobility field, Managers of mobility companies and representatives of local and regional councils.



The concept of sustainable mobility management is continuously changing and consequently also the figure of the mobility manager. In this context, the conference represented an important opportunity to know the most interesting European projects on Mobility Management and an occasion of comparison and exchange of experience at a national and international level.

The conference gained an international relevance thanks to the contribution of some important European projects, such as CiviTas, Epomm Plus and the program Intelligent Energy Europe.

The European relief of the conference appears clearly from the following specific interventions: Ms Anne Houtman, Director of Internal Market and Sustainability, Directorate General for Energy and Transport, European Commission, who illustrated the Urban Sustainable Mobility Action Plan; the intervention of Mr. Karl Posch, Coordinator of the Project EPOMM-PLUS and MAX, who spoke about the European networks of mobility management: MAX, EPOMM and EPOMM_PLUS; the intervention of Fabio Cartolano, Municipality of Bologna, regarding the CiviTas Mimosa Project.

During the conference, took place also the awards ceremony of the competition "Thoughts and pedals", organized in cooperation with the Italian Federation of Cyclists; the price was addressed to people of the world of entertainment, culture and journalism who dedicated special attention to the bicycle. The price of this edition was assigned to Bruno Pizzul, one of the most important Italian football speakers who is very famous for his unconditional use of the bicycle.



A strong cooperation with the European project CIVITAS MIMOSA (**M**aking **I**nnovation in **M**obility and **S**ustainable **A**ctions), that is led by the Municipality of Bologna, was evident also from the material that was distributed to the participants within the conference kit, that included also a brochure illustrating the CIVITAS MIMOSA Project (realized by INTERACTIONS in collaboration with other partners in MIMOSA) and some gadgets for the bicycle personalized with the logo of the project CIVITAS MIMOSA (realized by the Municipality of Bologna). Furthermore, CIVITAS banners were exposed at the conference venue (please note the attached pictures) and the CIVITAS Initiative Quarterly Newsletter MOVE (issues #1 and #2) was distributed: such dissemination materials were produced and provided by ICLEI to promote the CIVITAS Network at local level.



The Conference represented also the occasion for Municipality of Bologna and Emilia Romagna Region to provide information and distribute other dissemination and information materials aimed to promote sustainable mobility (with specific attention to bike sharing and other bicycle services and opportunities in the city) and for private companies to present products related to mobility management strategy.



Please find attached the program of the conference and abstracts of the interventions (session on "New frontier for Mobility Management").

Annex files of the report are:

- folder of presentations in PDF
- folder of photos

PROGRAM OF THE CONFERENCE:

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PROGRAM

9.00 Welcome

9.30 Introduction

Arcangelo Merella – President of Euromobility
Cleto Carlini - Director of Mobility Sector, City Quality Department, Municipality of Bologna
Paolo Ferrecchi - D.G. Infrastructural Networks ,Logistics and Mobility Systems Emilia Romagna

10.00 *New frontiers in mobility management*

Chairman Lorenzo Bertuccio – Scientific Director of Euromobility

The Urban Sustainable Mobility Action Plan into details

Anne Houtman – Director of Internal Market and Sustainability , Directorate General for Energy and Transport, European Commission

Reducing the demand of transport: the next challenge

Raimondo Orsini – Foundation for the Sustainable Development

The networks of mobility management: MAX, EPOMM, EPOMM-PLUS

Karl-Heinz Posch – Coordinator of the Projects EPOMM-PLUS e MAX

The CIVITAS Mimoso Project

Fabio Cartolano – Municipality of Bologna

Mobility management activities promoted by Emilia Romagna

Fabio Formentin – Responsible for Urban Mobility and Public Transport Services and Emilia Romagna Region mobility manager

ATC Bologna: initiatives and projects for mobility management

Mirco Armandi – Director of ATC Research & Development Department, Bologna Public Transport Company



With the Patronage of: AICC, ANCMA, FIAB,
Italian Federation of Cyclists

11.30 Awards Ceremony

For the 2010 edition the price will be assigned to
Bruno Pizzul

The award is addressed to people of the world of
entertainment, culture and journalism that
have dedicated special attention to the bicycle
Coordinator **Riccardo Canesi** – Euromobility

12.00 Round Table: Green Economy and Sustainable Mobility

Chairman : Cleto Carlini - Director of Mobility Sector, City Quality Department, Municipality of Bologna

Speakers:

Anne Houtman - Director of Internal Market and Sustainability , Directorate General for Energy and Transport, European Commission

Roberto Della Seta – 13th Environment Commission of the Italian Republic Senate

Arcangelo Merella – President of Euromobility

Enrico Mingardi – Chairman of ANCI Sustainable Mobility Committee

Paolo Ferrecchi – D.G. Infrastructural Networks ,Logistics and Mobility Systems Emilia Romagna

Edoardo Croci – IEFE – Institute of Economics, Energy and Environment Policy, Bocconi University

Francesco Sutti - President of ATC, Bologna Public Transport Company

13.30 Lunch

15.00: Workshop “Criticality and management solutions for bike sharing in Italy”

RESERVED to the managers of the bike sharing service with electronic system and to the members of Bike Sharing Cities Club - CCBS

17.00 Conclusions



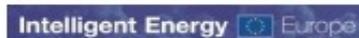
The 10^a National Conference on Mobility Management is Impatto Zero®

Euromobility compensated the CO2 emissions associated with the realization of the event with the creation of 1.016 square meters of new forest in Madagascar

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ABSTRACTS¹ OF THE INTERVENTIONS (session on “New frontier for Mobility Management”):



“The Urban Sustainable Mobility Action Plan into details” Anne Houtman – Director of Internal Market and Sustainability, Directorate General for Energy and Transport, European Commission

An efficient transport system is crucial for the economic and social life of the European Union.

It is the basis for competition, development, economy and social cohesion. An efficient European transport system has to provide all citizens and companies with the access to mobility. At the same time, the negative impacts of transport on climate and environment have to be reduced. Safety and congestion traffic-caused problems, air pollution and energy consumption have a negative impact on the European economy and citizens' well-being. About 40% of the CO₂ emissions and 70% of other pollutants caused by transport are due to urban traffic, while 9 out of 10 European citizens consider that the traffic situation in their living area should be improved. An integrated approach towards a more sustainable transport system in Europe is needed and it must include urban transport.

Through the Action Plan for Urban Mobility, presented in September 2009, the EU Commission will help European cities to find the right answers to the new challenges. The European Commission will make it easier to co-operate with the stakeholders on questions linked up to urban transport and on experience and best practices exchanges. The Action Plan presents a coherent framework for the initiatives within the urban transport sector foreseen up to 2012 and includes 20 concrete actions in 6 thematic areas which are relevant for the European cities and regions, the citizens and Europe itself as a whole. The European Commission will keep on working in tight contact with the most relevant stakeholders and in 2012 will carry out a survey on the implemented activities and will explore the prospects for further initiatives.

¹ Please note the abstracts have been realised in collaboration between Municipality of Bologna and Emilia Romagna Region taking into account speeches and presentations showed by speakers.

“Reducing the demand of transport: the next challenge” Raimondo Orsini - Foundation for Sustainable Development

Orsini has shown several graphs which focus on the negative situation of the transport sector in terms of transport demand increase and subsequent traffic-caused pollution increase. In particular, with reference to the period from 2000 to 2005, he has pointed out an increase of the transport-caused emissions around 1,4% every year. He has also shown the trend towards an increase of the transport demand from 1990 to 2030 both from the passengers side and from the freights transport one. The low-cost air transport number of passengers too is expected to increasingly raise. Orsini has added that the technological renewal seems not to enough compensate the raising transport demand. He has suggested some solutions to this problem such as, for instance, to encourage the modal shift from car and air transport to railways.

“The networks of mobility management: MAX, EPOMM, EPOMM-PLUS” Karl-Heinz Posch (FGM AMOR) - Coordinator of the Projects MAX and EPOMM-PLUS

Posch has informed that the purpose of EPOMM project are to promote and further develop Mobility management in Europe, to support active information exchange and learning on Mobility management between European countries. The main tools to achieve such objectives are the creation of a specific website containing the most updated and most in depth information on MM, a monthly e-update with the most up-to-date info on specific MM topics, the yearly European conference on Mobility Management (ECOMM), the National Focal Points, national networks, etc.. The basic idea and aim of Epomm-Plus is to establish EPOMM as the authority and the networking instrument for the promotion of mobility management thorough the EU. According to Posch, the expected outputs are: spread of training and workshops in all EPOMM countries, yearly reports on MM, establishment and improvement of national networks to disseminate European best practice on a national level, direct transfer of policies between countries and co-operation between European Projects. Finally Posch has presented MAX project and explained that it aims at extending, standardising and improving Mobility Management.

“The CIVITAS MIMOSA Project” Fabio Cartolano – Municipality of Bologna

Engineer Fabio Cartolano has presented Civitas Initiative from its origin describing its main goals (promotion and implementation of actions for efficient, clean and sustainable urban transport modes; implementation of integrated packages of political and technological measures to build up a critical mass; creation of new markets for innovation). He has also informed that Civitas network is made up of 171 members, is open to all cities that want to share information, experiences and sustainable mobility projects and that, from 2002 up to today, it has issued three calls for project proposals to be financed.

After this, Engineer Cartolano has made a more detailed presentation of MIMOSA project “Making Innovation in Mobility and Sustainable Actions”, which is co-ordinated by Bologna Municipality. The cities that are partners in MIMOSA are Funchal, Tallin,

Gdnask and Utrecht together with 17 other non-town partners. Among other measures, this project promotes the experimentation of a low impact bus fleet, ecological incentives to foster vehicle fuel shift to natural gas and LPG, development of the park&ride facilities, improvement of road pricing policies, innovative technologies for street parking payment, etc...

With reference to communication and dissemination tasks Cartolano has pointed out that the project foresees promotion and information activities, involvement of citizens and territorial entities in the planning process of the urban mobility strategies, communication and dissemination campaigns on the ongoing actions.

**“Mobility management activities promoted by Emilia Romagna”
Fabio Formentin - Director of the Urban mobility and Local Public Transport Unit and Emilia-Romagna Region Mobility Manager**

Engineer Formentin has started from the description of the technical-administrative structure of Emilia-Romagna Region and the tools for planning and implementing mobility management policies. In particular he has focussed on the Air Quality Agreements (the 8th Agreement is the most recent) which allow Emilia-Romagna Region and Local Authorities to share several strategies and measures against environmental pollution, such as, for instance, the incentives allocated to promote vehicle fuel shift to natural gas and LPG.

He has also cited some data referring to the bus fleet renewal (such as, for instance, the decrease of the average age and the procurement of cleaner vehicles) and to the funds that Emilia-Romagna Region yearly allocates to Local Public Transport companies to sustain the service (compared to year 2000 this funds have increased 19%). Then Engineer Formentin has brought updated information on the implementation of STIMER-MI MUOVO (STIMER-I AM MOBILE) project (that is the new regional integrated bus-train fare system). Namely he has described the project main goals (transparency, easiness and simplification of the LPT access and use, passenger fidelization, higher correspondence of the fare system to the service offer through more flexible and efficient measures) and its potential outputs (better knowledge of the travel data which is necessary to plan and schedule the LPT services, demand promotion, improvement of the service quality control). He has also informed on the technological appliances already deployed in the Modena, Ravenna, Bologna and Ferrara LPT basins, both for railways and bus services, which will be extended to the whole region within this year. He has also pointed out that in 2009 Emilia-Romagna Region has allocated 2 million euros for the procurement of about 1000 bicycles and stands for the bike sharing public service, and that on the 29th January 2010 the ER Region has signed an Agreement with the 12 main regional municipalities. The integrated bike sharing system “Mi nuovo in bici” (I am mobile by bike), will allow passengers, who own “Mi Nuovo” integrated tickets and passes, to make use of the most ecological vehicle, that is the bike, through the bike sharing public service: it will be possible to hire a bike from the nearest bike stand and to give it back at another stand near the final destination at the end of the trip.

Engineer Formentin has also illustrated some measures linked up to the mobility management strategy: implementation of tele-working, LPT promotion, intra-regional transport services, car pooling and car sharing promotion, finally facilities, vehicles and services dedicated to cyclists. Regional employees can obtain LPT passes at reduced prices, a really successful measure: last year 2,262 regional employees (out of about 3,000) have bought LPT annual passes.

“ATC Bologna: initiatives and projects for mobility management”

**Mirco Armandi – Director of ATC Research & Development Department,
Bologna Public Transport Company**

Mirco Armandi has reported that ATC (Bologna and Ferrara LPT company) has signed two framework agreements with Bologna Municipality and the Province of Bologna which set up the implementation rules of the mobility management measures in favour of local authorities and local companies employees. The agreements foresee reduced costs of LPT annual passes and car sharing service for the employees of the companies which have adopted and implemented mobility management policies. In short, companies have to formally appoint the company mobility manager, present the home-work trip plan to be approved by the Area (provincial or municipal) Mobility Manager, sign an agreement with the Area Mobility Manager, sign an agreement with ATC. The number of the annual LPT passes sold is raising year by year, starting from the 604 passes sold before 2004 up to the 8,515 sold in 2008.

As far as the car sharing service is concerned, about 350 subscribers out of the total number of 1,100 users (considering the area of Bologna) depend on the mobility management framework agreement.

Within MIMOSA project ATC is carrying out a comparative research on technologies already at disposal for the development of low impact vehicles and, successively, for the creation of a small urban bus fleet. Besides this, car sharing service is going to be improved through both the increase of the vehicle fleet and the hire locations. Communication and awareness activities on the integrated fare system STIMER and on the use of the new LPT ticketing system are foreseen as well.

Finally Armandi has given full details of the BENEFIT project co-financed by the European Union, whose main object is to implement awareness, promotion and information activities in order to increase LPT passengers. This project involves the cities of Bologna, Graz, Sofia, Majorca Palm, Brno, Maribor, Bistrita and Ziljna.