

„European Energy Efficiency Directives – Tools and Recommendations for Regions and Cities“

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How to move a car driver without gasoline

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SustraMM

Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour.



Mobility management principals

- Improvement of accessibility to sustainable transport modes for everyone.
- Efficient utilisation of current transport systems.
- Influence mobility behaviour in order to increase the popularity of sustainable transport modes.
- Increase accessibility while decreasing traffic volume
- Multimodal mobility, the usage of various transport modes for different purposes of travel and the combination of several transport modes for one trip.

Bicycle competition for workplaces

(Mobility behaviour is not only rational, but subjective and even contains an emotional component)

- Companies, commuting, leisure, business trips.
- Goal: replacing "unneeded" car driving trips by cycling + increasing bicycle modal share
- Teams compete in 6 weeks
- Winners
- 50% increased cycling
- People tired of competitions
- 900 participants in 2010, 1100 in 2011, 800 2012



Information and facts

(Improvement of accessibility to sustainable transport modes)



1 m² bicycle parking =
15 Euro shopping

1 m² car parking =
1 Euro shopping



Shop owners
want's more
parking space
for cars.

Test commuters

(Mobility behaviour is not only rational, but subjective and even contains an emotional component)



- Habitual car drivers promise to only ride with public transport.
- Free public transport card for buses and trains during one month.
- One year after the test period, 38 % of the participants still mostly travelled to work with public transport.
- The costs amounts to about 250 €/participant.

Main outcome of SustraMM

Mobility Management measures may have a **high benefit-cost ratio** and is an **efficient tool** for reaching the EU goals for energy efficiency and greenhouse gases.

Reports free to download:

"Guidelines and recommendations on mobility management in rural areas and small cities"

"Mobility Management in the SustraMM regions"

"Commuter traffic - effects on region's prosperity"

"Cost and benefits of cycling"

"Advantages and disadvantages of free public transport services"

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