Climate Change: From Desk to Road
CEDR Call 2015 Climate Change
Final Conference | Utrecht
November 2018

Mobility Management and Driver Behaviour Research
MoDBeaR Project
Research Findings
Project Team

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Conférence Européenne des Directeurs des Routes
Conference of European Directors of Roads
1. What do National Road Authorities (NRA) of CEDR Member States mean by Mobility Management?

2. Do they distinguish Mobility Management from Traffic Management?

3. Which are the Policies and Mobility Management Measures currently in place?

4. How effective are the present policies and Mobility Management Measures?
Scope of the Study

- CEDR Members
- MoDBeaR Study (CEDR members that completed the questionnaire)
- Joined CEDR after Study
“...to understand the current CEDR policies in place across the CEDR NRAs with respect to mobility management and methods utilised to influence travel behavior in both the context of the reduction of GHG emissions and to sustain accessibility during severe weather events.”

- **Mobility Management**: Influence behaviour
- **Traffic Management**: Improve (road) network performance
- **Reduction of GHG emissions**
- **Sustain overall accessibility**
- **Sustain accessibility after planned/unplanned events**
Most CEDR members have an established definition and understanding of Mobility Management and Traffic Management.

Key focus of **Mobility Management**:  
- sustainable travel, environment, influence travel behavior and transport demand

Key Focus of **Traffic Management**:  
- effective transport network, managing traffic flows, road events

- Short-term and long-term
- Nationwide and localised
• In many cases, the **Mobility Management** policy does not sit within the mandate of the NRAs.

• In very few cases, CEDR members have a policy dedicated to Mobility Management
  – Mobility Management is rather covered by wider national policies.
  – Mobility Management is often translated into regional and local policies.

• For **Traffic Management**, most CEDR members have mature processes and documents developed.
In most cases, the NRAs are not in charge of **Mobility Management**.

– The NRA objectives do not relate to Mobility Management principles.
– However, NRAs would have partial involvement and participate in Mobility Management projects with shared objectives and benefits.

When dealing with road events, the NRAs sometimes turn to **Mobility Management**.

NRAs have a key role in **Traffic Management** for both planned and unplanned road events.
Measures and Media Channels

- **Mobility Management Measures**
  - Most used are ITS (apps), promotion and awareness campaigns, and provision of intermodal transport information and alternative mobility offers
  - Evaluation of Mobility Management Measures is deemed difficult
  - 10/13 NRAs evaluate their Mobility Management measures

- **Traffic Management Measures**
  - Most used are infrastructural and technological changes
  - Most efficient measure is providing Road User Information via a mix of media channels (websites, social media, VMS)
  - 11/13 NRAs evaluate their Traffic Management measures
Challenges

• Challenges for the implementation of **Mobility Management** measures:
  – Conflict of interest (8 out of 13 CEDR members)
  – Funding (6/13)
  – Lack of structure, coordination and mandate (5/13)
  – Lack of Knowledge and Expertise (5/13)

• Challenges for the implementation of **Traffic Management** measures:
  – Funding and Time (9/13)
  – Conflict of interest/priority (6/13)
  – Political issues (6/13)
NRAs normally do not fund **Mobility Management**.

Funding of Mobility Management is usually a mix of
- national budget,
- local budgets,
- EU budget.

NRAs normally fund their **Traffic Management** via
- national budget,
- EU funds,
- toll revenues/fuel tax,
- designated investment programmes.
Stakeholders

• Key stakeholders in **Mobility Management**:
  – Local and regional authorities,
  – Transport operators,
  – Private companies,
  – National bodies.

• 5 CEDR members cooperate with bodies from non-transport related industries such as the health sector, navigation and mapping, environment, energy, etc.

• Low level of cooperation with transport operators
Maturity Level of Mobility Management within CEDR Members

- **Low**
  (non-existent, ad-hoc projects only)

- **Medium**
  (being developed, regular projects)

- **High**
  (policies & implementation in place)

*MoDBeaR Project: work-in-progress results*
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SUMMARY | Tactical Approach

Objective: Sustainable Mobility

Sustainable Modes
- Public Transport
- Cycling
- Walking

Mobility Management

Objective: Efficient Transport and Transport Network

Road Transport
- Private Motorised Transport
- Other Road Network Users

Traffic Management
- For Planned and Unplanned Events
- For Everyday Conditions and Operations
Objective: Sustainable Mobility and Improved Accessibility

Sustainable Mobility

Public Transport
Cycling
Walking
Private motorised transport
Other road network users

MM Coordination Program
- Raising MM Awareness
- Sharing of MM Knowledge and Best Practice
- Managing the national network of experts
- Organising the European Mobility Week

Smart Mobility Toolkit
- Route Choice
- Travel Mode Choice
- Travel Time Choice
- Destination Choice
- Travel/No Travel Choice

Four Step Principle
1. Measures that affect transport needs and choice of transport mode
2. Measures leading to more efficient utilisation of existing road network
3. Minor road improvements
4. Major investments

Advanced Approach
Recommended Approach!
Objective: Sustainable Mobility and Improved Accessibility

Sustainable Mobility

Public Transport

Governance
- Build knowledge and expertise
- Define and align objectives
- Define roles and responsibilities
- Define measures, tools and funding mechanisms

Measures
- Define measures and tools
- Define the process of selection of measures
- Establish monitoring and evaluation processes, KPIs

Funding
- Define possible funding mechanisms and synergies
- Establish funding framework
- Establish monitoring and evaluation processes

Cycling

Walking

Private motorised transport

Other road network users

Stakeholders
- Define stakeholders
- European level - planning
- National level – cross sector cooperation
- Regional and local level - implementation

Advanced Approach
Recommended Approach!
Thank you!

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