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Mobility Management included in the new Sofia municipality parking concept

A draft of a „Concept for parking zones and parking control“ has been published by the Municipality of Sofia in May aiming to trigger extensive public discussions on capital transport issues. For the first time in this document the term MM (Mobility Management) has been included. At the core of the new concept are proposals made by the councillor Mr R.Toshev and CSDCS (Club Sustainable Development of Civil Society) to end the free parking in the city and to create three parking zones, as well as park-and-ride facilities around the final metro-stations.

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LSF in Bistrita, Romania

The fifth Local Stakeholder Forum (LSF) took place in Bistrita, Romania, in January 2010, at the National College Andrei Muresanu (NCAM). 57 participants attended the event, out of which were 52 high-school students, from the final grade. Mrs. Camelia Tabara, principal at NCAM, being inspired by the International LSF in Palma de Mallorca, organized a voluntary activity for promoting the local public transport. In October last year, the students, who agreed to take part marched on the main streets of Bistrita, wore special T-shirts and promoted the use of public transport. The same students had the opportunity to learn more about the benefits of using public transport.

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Towards better public transport service in Maribor

A first step was made to improve the public bus service in Maribor (the second biggest city in Slovenia). A draft version of a new decree on organization and operations of public transport service for public call and concession contract was prepared and discussed within a BENEFIT Local Stakeholder Forum. An important part of the decree is that the Energy Agency of Podravje (EnergaP) is mentioned as sustainable mobility centre with an important role as specific sustainable mobility standard provider and as sustainable service controller in cooperation with the municipality.

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Mobility plans for employees in Maribor's target area Cona Tezno

EnergaP's (Energy Agency of Podravje) main project activities in the past were oriented towards the target area – Cona Tezno research. On the basis of travel survey results and data collected with questionnaires among employees of the company ZPIZ the preparation of specific individual mobility plans started. A mobility plan of an employee contains specific information about how can they reach work by using public transport or other forms of clean transport or where to enter, change and get out of the bus and also how long the journey takes, etc. Calculation about how much money one can save and how much carbon dioxide emissions one can reduce by using public transport will also be part of the plan. Mobility plans will encourage employees to decide whether they can replace the car with the bus.

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Another Local Stakeholder Forum (LSF) meeting in Brno

Another LSF took place in April in Brno. The participants have agreed on the technical questions. During the summer first info-boards at the universities and the hospital will be installed. It has been agreed to place public transport information in the University magazines used by students – newcomers. They will receive them at the beginning of the school year in September. It is planned to place an info-point on university premises as an info-point for several days. It should be used by new students to obtain the information about public transport in Brno and southern Moravia.

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Co-operation with the regional university hospital

Discussions with the regional university hospital representatives lead to the agreement of several measures for better information on public transport and an increase of the usage of this sustainable transport mode. Several measures were prepared: installing of two big info-boards for better visitor information, improving and regular updating of the travel information on the hospital's web pages, regular articles in the hospital's magazine for employees. KORDIS hopes that this systematic approach will increase the rate of public transport usage by hospital employees and visitors.

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Public transport followers in Bistrita, Romania

After the Local Stakeholder Forum held in Bistrita in January 2010 at the National College Andrei Muresanu (NCAM), the students and even some teachers were so excited about the idea, that they started their own project with aims like a survey among NCAM students (there are 1700) on how they arrive at NCAM, finding solutions to travel to NCAM using public transport and from anywhere in Bistrita and also monitoring the service offered. In mid April, they started street actions: marches with distribution of folders or leaflets and promotion of the use of public transport. They even have a slogan "Be cool, be green use PT!". The students also collaborate with the local public transport operator (TRANSMIXT SA).

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Organization of a raffle at the university and open doors day

In January 2010 a mobility survey was carried out among the administrative staff of the university. In order to get as much answers as possible, it was agreed to provide respondents with an incentive. This consisted in the participation of a raffle, which was held in March. The prize consisted in a set of devices, information about mobility options and a free public transport ticket. On the other hand, all involved local partners participated in the launching of the first mobility stand during the university's open doors event, held at the university campus in April 2010. Three mobility officers were contracted, who delivered specific information mobility packages. The aim was to inform potential new students about the attractiveness of public transport, as well as to explain individual possibilities of each student to get to the campus by alternative means of transport, depending on the origin of these students.

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Promoting multimodality: adapting bike use in the metro and TV spot production

Since May metro users can take bicycles into the metro. As a previous step, an important investment has been made in order to adapt the metro carriages to transport bicycles. More concretely, each metro convoy has been adapted to carry 24 bicycles. This action will enhance multimodality by enabling the combined use of public transport and bicycles, and hence promote a more sustainable transport on the island. Moreover, a TV spot in the university campus was produced. It aimed to promote public transport and bicycle use among university students and workers. The spot shows students using public bicycles, the metro and the university circular bus.

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Public transport tickets via mobile phones

The public transport provider of Žilina – DPMŽ has implemented a new service for passengers. Since February, DPMŽ in Žilina offers its users the chance to buy public transport tickets by sending a text message (SMS) from their mobile phones. The purchase of a ticket is very simple. In return, passengers receive a single ticket that is valid for one hour from the moment of purchase. The return SMS includes the validity time and the confirmation code number. Since the start of this service about 7000 tickets have been sold. The use of the mobile phone tickets has expanded and the trend is still positive.

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New design of the webpage

In the last months the public transport provider DPMŽ was in the process of redesigning the style of their website, so it is easier for users to find the necessary information. The website serves the public since May 2010. An innovative approach was required to update web portal's original state and to provide service delivery improvements. The site usability has improved: all online content has been expanded. The average daily visit rate is about 1800. There is also a new section for RSS feed. The readers can subscribe to timely updates from the web site. The newly designed site assists citizens in planning commute routes within the city. The web site is visited also by users from abroad.

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New fare and ticketing system for local transport

The application of the new fare and electronic ticketing system started in Bologna in January 2010. The service area is divided into fare zones and the fare calculation is based on the number of zones crossed during the trip. The ticketing system uses a contact less smart card for season tickets and magnetic tickets. The smart card is unique for the entire regional transport system (bus and train) of the Emilia Romagna Region and allows interoperability of the different transport modes. BENEFIT prepares information material on the new ticketing system opportunities and rules, in order to develop awareness actions specifically addressed to schools and companies.

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National conference on Mobility Management

The 10th national conference on Mobility Management took place in Bologna on 26th February 2010. The conference participants were mobility managers, mobility experts, transport company managers and representatives of regional and local authorities. Main conference themes were the presentation of sustainable mobility best practices implemented at national level and the presentation of the most interesting Mobility Management European projects. ATC participated as speaker and presented BENEFIT and local initiatives for Mobility Management.

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Promotion of public transport during city events

In order to promote public transport among citizens, ATC takes the opportunities provided by special events in the city. In this context ATC participated with the opening event of the Academic Year of the University of Bologna and sponsored an info-desk to the Alma Fest. It was a good opportunity to reach new students of the University with information on public transport and sustainable modes (bus service, bike sharing, car sharing).

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Sales of season tickets through new channels

With the main aim to facilitate the purchase of season tickets for users and to promote public transport through new channels, ATC agreed with the commercial partner Leclerc to organize a sale point for public transport annual season ticket at the iper-market.

Customers book and pay the tickets at the iper-market and receive a gift voucher for their shopping; the season tickets are delivered at home directly.

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