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English version

Code of practice for implementing quality in mobility management in small and medium sized cities

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Foreword

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties on 2009-09-04, the constitution of which was supported by CEN following the public call for participation made in July 2007.

The list of the individuals and organizations which supported the technical consensus represented by the CEN Workshop Agreement is provided below. These organizations were drawn from the following economic sectors: universities and consultancies:

- Austrian Standards Institute Development (Austria);
- Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR gemeinnützige Gesellschaft m.b.H. (Austria);
- Mobiel 21 vzw (Belgium);
- Traject sa (Belgium);
- Trivector Traffic AB (Sweden);
- University of Piraeus Research Centre (Greece).

The formal process followed by the Workshop in the development of the CEN Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of the CEN Workshop Agreement or possible conflict with standards or legislation. This CEN Workshop Agreement can in no way be held as being an official standard developed by CEN and its members.

The final review/endorsement round for this CWA was started on 2009-08-13 and was successfully closed on 2009-09-04. The final text of this CWA was submitted to CEN for publication on 2009-09-23.

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Comments or suggestions from the users of the CEN Workshop Agreement are welcome and should be addressed to the CEN Management Centre.

Introduction

Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. At the core of Mobility Management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). Mobility management measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

Mobility management is primarily a demand oriented approach to transport. Its aim is to support and encourage a change of attitude and behaviour to reduce single car use and to strengthen sustainable modes of transport. Cooperation between public and private institutions enable solutions which fulfil public as well as individual objectives in mobility and transport. The tools of mobility management are based on information, communication, organisation, coordination and require promotion.

The present CWA was prepared by CEN Workshop 37 "Quality Management in Mobility Management for smaller and medium sized cities - MOBIMA" the secretariat of which is held by ON. It was developed through close collaboration with experts from the MAX project "Successful Travel Awareness Campaigns and Mobility Management Strategies", supported by the European Union's Sixth Framework Programme. Work in this project was organized in four work packages.

The overall result of MAX are different tools aimed at practitioners who want to initiate mobility management or who want to improve their current practice. These different tools are connected with the quality management system which is described in this document and provide guidance for introducing quality into mobility management.

The quality management system described in this document, its implementation and continuous application were developed in MAX/WP C. The present CWA is based on research consisting of the following steps:

1. A clear (re)definition of the concept of mobility management and a categorisation of mobility management measures;
2. Setting up a prototype QM-system;
3. Assessment of this prototype by use of a questionnaire survey among mobility managers of 47 European cities, spread all over Europe;
4. A focus group discussion with five mobility management experts and two practitioners;
5. And finally, a demonstration of the quality management system in the city of Kortrijk, a Belgian medium sized city in the Dutch speaking region of Flanders.

All research steps undertaken refined the initial prototype towards the quality management system described in this CWA. In MAX/WP C and CEN Workshop 37 "MOBIMA" experts from universities, consultancies, public authorities and standardization bodies contributed to the work. The present CWA has received the support of representatives of these sectors.

1 Scope

This document provides a code of practice for defining, implementing and continually improving quality in mobility management in small and medium sized cities. Small and medium sized cities are cities with 20,000 to 200,000 inhabitants.

However, the same QM-scheme could be implemented by any city or municipality investing in mobility management irrespective of its size. The QMSMM presented could also aid private entities, agencies or companies – in this document called organisations – in defining a Mobility Management Policy.

The quality management scheme presented can be used as the basis for a self-declaration based on an internal auditing procedure or as the basis for certification by a competent third party.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN ISO 19011, *Guidelines for quality and/or environmental management systems auditing (ISO 19011:2002)*

3 Terms and definitions

For the purpose of this document the following terms and definitions apply.

3.1 mobility management (MM)
concept to promote sustainable transport and to manage the demand for car use by changing traveller's attitudes and behaviour

At the core of mobility management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g. new tram lines, new roads and new bike lanes). Mobility management measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

To give an impression what this means in practice:

In a city where MM is implemented:

- one would notice campaigns and promotions for walking, cycling and public transport;
- one could be offered personalised travel assistance to provide information where and how one might be able to reduce car use;
- an employer might pay for public transport tickets to encourage not driving to work;
- at home, one might have a car sharing service available nearby;
- at schools, there could be mobility plans organising safe walking for the children's trip to school;
- for leisure trips by public transport one would have the option of using the consulting services of the local mobility centre;