

STATE OF THE ART PAPER ON MOBILITY MANAGEMENT IN ITALY

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Abstract

Mobility management can be considered an interdisciplinary approach for tackling mobility-related issues right across the board. In fact it not only has a bearing on technical and structural interventions, but also cognitive and behavioural work. It often promotes actions geared towards developing and examining the culture of sustainable mobility.

The analysis conducted has confirmed the constant growth in mobility management activities, both in terms of the number of mobility manager appointments and in terms of the number and quality of activities carried out. These increasingly involve those areas of Italy that have proven most difficult to involve in the past, and which have hampered the introduction of these activities.

Since its introduction in Italy, mobility management has expanded not just in numeric terms of diffusion, but also in qualitative terms. It has broadened its horizons, which are closely linked to the drafting and implementation of Movement Plans, moving towards a more communicative, educational and informative outlook.

Of the 24 cities with a population greater than 150,000, the observations conducted found that 23 of the cities have undertaken mobility management activities; nonetheless, not all the areas were active. Some cities opted for establishing provincial offices as opposed to the traditional structure of the area office, whilst in the areas of the Municipalities of Milan, Parma and Rome, the organisations and management of the area mobility manager's office have been entrusted to external agencies: AMA in Milan, Infomobility in Parma and ATAC in Rome.

Overall, 608 nominated company mobility managers were identified in the areas involved. In total, 195 Movement Plans have been drafted, although only 109 have been implemented, 39 of which in sections; the Home-School

Movement Plans and those for destinations receiving high volumes of traffic are, however, still quite rare. Nonetheless, it is useful to note that works involving destinations receiving high volumes of traffic usually involve measures aimed at both employees and users, which are set out in conjunction with the local public transportation company.

There are 12 Movement Plans for destinations receiving high volumes of traffic, of which only 5 have been implemented; whilst of the 11 Home-School Movement Plans that have been drafted, only one has been implemented, thereby confirming that environmental education projects are the instruments used for tackling sustainable mobility issues.

1. Introduction

Mobility is a subject that cannot be summed up in just one disciplinary field, as it involves and has a direct and profound effect on various spheres of urban life. We must necessarily weigh up its effects on health, the natural environment, air quality, historical and artistic heritage and social interaction, even though debate often focuses on identifying technical and administrative operations as a means of finding immediate solutions to the traffic problems that hold our cities in a stranglehold.

We often hear the entirely modern concept of “a right to mobility” being repeated. This should guarantee all people the possibility to move around freely and at speed. Yet often those making the statement fail to focus enough on just how to exercise both this right and the right to live in a qualitative habitat. Tackling this problem does not just mean finding restrictive solutions, but implementing policies that aim to help those involved in making informed choices and evaluating the various possible routes and methods for getting around. This means creating dialogue between the various disciplines with an end to attaining the end goal of social and environmental wellbeing in urban areas.

Mobility management can be considered an interdisciplinary approach for tackling mobility-related issues right across the board. In fact it not only has a bearing on technical and structural interventions, but also on cognitive and

behavioural work. It often promotes actions geared towards developing and examining the culture of sustainable mobility.

Since its introduction in Italy, mobility management has expanded not just in numeric terms of diffusion, but also in qualitative terms. Over the course of almost 10 years of its application, mobility management in Italy has gradually come out from behind company walls (this being the place where the first Ronchi decree issued in 1998 had originally placed it), to involve a larger and more varied range of users.

Thus we have seen that, from an approach which is closely linked to the drafting and implementation of Movement Plans, which often involved technical interventions on the mobility offered, it has broadened its horizons towards a more communicative, educational and informative outlook. This is clearly illustrated by the fact that the sphere of competence of the area mobility management offices includes a series of initiatives for stimulating users to exercise their right to mobility in a virtuous manner, in addition to providing technical support for company mobility managers. To this end, initiatives geared towards giving information on alternatives, risks and the acquisition of social responsibility for the effects had by the movement choices we make are increasingly being promoted.

Moreover, it has been noted that the means by which mobility management is organised have gradually been adapting to the situation in Italy. So from a structure involving an area office, generally at municipal level, that would manage and integrate the work of the company mobility managers¹, there has been a change to a more flexible organisation spread throughout the area involved. In Italy today, mobility management has not only become widespread in the few large companies present in Italy with the requisites outlined by the ministerial decree, but also in companies that are far smaller, both on an individual and consortium level².

¹ The Ministerial Decree of 27/03/1998 made it obligatory to nominate a company head of mobility in all those organisations with over 300 employees in one single unit, or more than 800 employees spread across a number of local units

² An example of a consortium's establishment of a mobility manager is that of the industrial area of Prato (see 2nd APAT Report "Quality of the Urban Environment", pp.148-149).

Moreover, the presence in the hinterland of large cities with many small municipalities, residents of which live chiefly in the city, underscores the need to extend the area offices from a municipal level to a provincial level. This has resulted in two new types of area office: in addition to the office of the area mobility manager at municipal level, a number of offices have also been established at a provincial level, the sphere of competence of which includes either just the municipalities belonging to the province of the municipal capital³ or the entire province itself⁴.

Four new area offices have been opened in Italy since 2005: the Municipality of Perugia, the Municipality of Pozzuoli (in the province of Naples), the Municipality of Terni and the Province of Bergamo⁵. Moreover, these were found in areas that are setting up means for officially introducing these activities within their respective administrative areas in the short term. Other areas previously surveyed have, on the other hand, abandoned activities (e.g. the Municipality of Cagliari) or they have not implemented the activity (e.g. the Municipality of Livorno). The most interesting increase is in areas located in the south of Italy which, after a slow and difficult start, are now implementing sustainable mobility activities.

Tab. 1

Area Mobility Manager					
	Area	Prov.		Area	Prov.
1	Municipality of Aosta	AO	30	Municipality of Parma	PR
2	Municipality of Asti	AT	31	Municipality of Perugia	PG
3	Municipality of Bari	BA	32	Municipality of Pesaro	PS
4	Municipality of Bologna	BO	33	Municipality of Pisa	PI
5	Municipality of Bolzano	BZ	34	Municipality of Pistoia	PT
6	Municipality of Brescia	BS	35	Municipality of Pozzuoli	NA
7	Municipality of Catania	CT	36	Municipality of Prato	PO
8	Municipality of Chieti	CH	37	Municipality of Reggio Calabria	RC
9	Municipality of Cremona	CR	38	Municipality of Reggio Emilia	RE

³ Those falling within this category are the Province of Bologna, Milan and Piana Fiorentina, (see 2nd APAT Report “Quality of the Urban Environment”, pp. 148)

⁴ Those falling within this category are the Province of Rimini and Venice (see 2nd APAT Report “Quality of the Urban Environment”, pp. 148).

⁵ The organisation of the Province of Bergamo involves close collaboration with the Municipality whose mobility manager, whilst not actually in possession of an official area office, manages and coordinates mobility management activities carried out within the area of competence.

10	Municipality of Cuneo	CN	39	Municipality of Rome	RM
11	Municipality of Cusano Milanino (Northern Province of Milan)	MI	40	Municipality of Salerno	SA
12	Municipality of Fano	PS	41	Municipality of San Donato Milanese	MI
13	Municipality of Ferrara	FE	42	Municipality of Syracuse	SR
14	Municipality of Firenze	FI	43	Municipality of Taranto	TA
15	Municipality of Foggia	FG	44	Municipality of Terni	TR
16	Municipality of Genoa	GE	45	Municipality of Torino	TO
17	Municipality of Grosseto	GR	46	Municipality of Trento	TN
18	Municipality of Grugliasco	TO	47	Municipality of Trieste	TS
19	Municipality of Imola	BO	48	Municipality of Udine	UD
20	Municipality of Livorno	LI	49	Municipality of Vercelli	VC
21	Municipality of Mantua	MN	50	Municipality of Verona	VR
22	Municipality of Messina	ME	51	Municipality of Vimercate	MI
23	Municipality of Milan	MI	52	Province of Bergamo	BG
24	Municipality of Modena	MO	53	Province of Bologna	BO
25	Municipality of Monza	MI	54	Province of Milan	MI
26	Municipality of Naples	NA	55	Province of Rimini	RN
27	Municipality of Novara	NO	56	Province of Venice	VE
28	Municipality of Padua	PD	57	Piana Fiorentina	FI
29	Municipality of Palermo	PA			

With regards to the appointment of company mobility managers, there has been an increase in appointments owing to both the internal increase in appointments in certain areas compared to last year's figures, and to the presence of company mobility managers in certain areas which still have to render the area office official. Moreover, within the Province of Bergamo area, the official establishment of which dates back to December 2005, 20 company mobility managers have been identified, of which 14 are in companies/organisations with the requisites indicated in the Ministerial Decree of 27/03/1998.

Since 2005, the number of appointed company mobility managers identified by the survey has gone from 632 to 711. In some areas which have set about implementing mobility management since its introduction in Italy, a very high

percentage of companies nominated mobility managers, with some cities even reaching 100% (Tab.2)

Tab. 2

<i>Municipality</i>	<i>No. of MM Appointed</i>	<i>No. Companies with the criteria indicated in Ministerial Decree of 27/03/1998</i>	<i>Municipality</i>	<i>No. of MM Appointed</i>	<i>No. Companies with the criteria indicated in Ministerial Decree of 27/03/1998</i>
Aosta	1	Nd	Parma	23	23
Bari	2	53	Perugia	1	Nd
Bologna	37	42	Pisa	6	Nd
Bolzano	21	Nd	Prato	1	Nd
Brescia	10	15	Reggio Emilia	9	10
Catania	1	Nd	Rome	187	187
Cusano Milanino	1	Nd	Salerno	1	Nd
Cuneo	1	Nd	San Donato Milanese	11	12
Ferrara	2	2	Senigallia	1	Nd
Florence	27	57	Syracuse	1	Nd
Foggia	6	10	Terni	1	Nd
Genoa	25	33	Turin	41	70
Grugliasco	3	2	Treviso	1	Nd
Imola	2	Nd	Trieste	9	15
Livorno	3	Nd	Vercelli	1	4
Mantua	14	Nd	Verona	19	30
Milan	78	150	<i>Province</i>		
Modena	9	14	Bergamo	20	42
Monza	4	7	Bologna	5	>10
Naples	9	100	Rimini	2	Nd
Novara	1	Nd	Venice	37	70
Padua	13	25	Milan	43	168
Palermo	23	55	Total	713	1196

2. Mobility Management in the 24 cities involved

2.1 Method

The analysis of the mobility management activities carried out in the 24 Italian cities with inhabitants numbering in excess of 150,000 was carried out with the direct involvement of the area mobility managers. The same questionnaire was used as for gathering information needed to draft the 2nd APAT Report "Quality of the Urban Environment".

The objective of the survey was to verify and update the information already acquired, to find out more about the activities carried out in the sector and gain an understanding of any changes since the introduction of Mobility Management in Italy with the decree of 27/03/1998.

Changes were made to the last section of the questionnaire used in previous editions of the Report. This section was dedicated to examining the activities carried out to support sustainable mobility for which the appointment of mobility managers is not essential, which lie outside of the actual Movement Plans themselves.

Last of all, as an in-depth addition to the information gathered with the questionnaires, a further analysis of websites dedicated to Mobility Management, set up by the area offices, was made.

2.2 Characteristics of Mobility Management Activities

Of the 24 cities with inhabitants numbering in excess of 150,000, not all answered the questionnaire⁶, but supplementary figures were taken from data published in "Mobility Management in Italy" by Euromobility (2003) and the 2nd Report (2005).

The assessment made revealed that 23 cities carried out mobility management activities, whilst the Municipality of Cagliari no longer had the relevant Management figures.

Not all the areas were active; indeed the survey revealed that, in spite of the introduction of these regulations, some cities experienced difficulties in implementing it where the reference office is missing. These include the Municipality of Livorno (which has never officially nominated an area mobility

⁶ The questionnaire was not returned by the areas of Turin, Modena, Prato, Reggio Calabria, Palermo, Messina, Catania and Foggia.

manager, and which has currently suspended activity) and the Municipality of Taranto (whose Environmental Management has been appointed to support the area mobility management).

In addition to the traditional structure of the area office, some cities opted to establish offices at a provincial level; nonetheless, whilst Venice has adopted a provincial office managing both the area of the municipal capital and the area of the municipalities belonging to the provincial authorities, in Milan and Bologna the mobility management has been structured into two offices: one at municipal level and the other at provincial level, coordinating the overlapping municipalities in the city belt around the provincial capitals.

Last of all, in the Municipalities of Milan, Parma and Rome the organisation and management of the area mobility manager's office has been entrusted to external agencies: AMA in Milan, Infomobility in Parma and ATAC in Rome.

The survey, which confirms the results that emerged in previous APAT Reports on the "Quality of the Urban Environment", highlighted the fact that the mobility management structure has been introduced over varying timescales. This makes it possible to underscore both the fact that the offices most recently established are chiefly located in the South of Italy, and that there is a generational turnover of area mobility managers in cities where the regulations were introduced in the immediate aftermath of the ministerial decrees⁷.

⁷ See. Tab. 4

From the data collected, it noted that the figure of area mobility manager was generally linked to that of head of company mobility within the relevant organisation; however the roles were divided in the cities where the area office was placed in control

Tab. 3

of external agencies as well as in the Municipalities of Padua, Bari and Palermo, and in the Province of Bologna⁸.

Overall, in the areas involved 608 company mobility managers were appointed. If we compare the number of appointees to the number of companies with the requisites for nominating an internal mobility manager, we can see there is an appointment percentage that often exceeds 50%; nonetheless, in order to interpret this figure correctly it is necessary to bear in mind that often even companies with less than 300 employees in

<i>Municipality</i>	<i>No. of MM Appointed</i>	<i>No. Companies with the criteria indicated in Ministerial Decree of 27/03/1998</i>	<i>% nominated</i>
Bari	2	53	3.7
Bologna	37	42	88.0
Brescia	10	15	66.6
Catania	1	na	na
Florence	27	57	47.3
Foggia	6	10	6.0
Genoa	25	33	75.7
Livorno	3	na	na
Milan	78	150	52.0
Modena	9	14	64.2
Naples	9	100	9.0
Padua	13	25	52.0
Palermo	23	55	41.8
Parma	23	23	100.0
Prato	1	na	na
Rome	187	187	100.0
Torino	41	70	58.5
Trieste	9	15	60.0
Verona	19	30	63.3
<i>Province</i>			
Bologna	5	(over 10 companies were identified within the area)	na
Venice	37	70	52.8
Milan	43	168	25.5

one single site or 800 over a number of local sites have nominated a head of

⁸ *ibidem*

company mobility internally (an example here is the Municipality of Milan, where 47 of the 78 companies that appointed a mobility manager did not meet the minimum requisites outlined in the ministerial decree of 27/03/1998).

Tab. 4

<i>The offices of the area mobility manager in the 24 cities involved</i>							
	<i>Year area MM established</i>	<i>Year of appointment of Area MM</i>	<i>Role played by the Area MM</i>	<i>No. and types of companies with the criteria indicated in MD 27/03/1998</i>		<i>No. and type of companies that have appointed an MM</i>	
Turin*	1999	2005	n/a	n/a		41	8 public 33 private 0 mixed
Milan	2001	No formal appointment has been made	Area MM	150	13 public 132 private 5 mixed	78 ⁹	6 public 68 private 4 mixed
Brescia	2002	2002	Area MM and Company MM	15	4 public 8 private 3 mixed	31	2 public 5 private 3 mixed
Verona	n/a	n/a	Area MM and Company MM	30	7 public 17 private 6 mixed	19	3 public 11 private 5 mixed
Venice	2002	2005	Area MM and Company MM	70		37	5 public 25 private 7 mixed
Padua	2001	2001	Area MM	25	9 public 15 private 1 mixed	13	6 public 7 private 0 mixed
Trieste**	2004	2004	Area MM and Company MM	15	6 public 6 private 3 mixed	9	4 public 3 private 2 mixed
Genoa*	1999	1999	Area MM	33	16 public	25	12 public

⁹ 47 out of the 78 companies with an appointed mobility manager have less than 300 employees.

*			and Company MM		13 private		12 private
					4 mixed		1 mixed
Parma	2003	2004	Area MM and Company MM	23	9 public	23	9 public
					11 private		11 private
					3 mixed		3 mixed
Modena *	1999	n/a	n/a	n/a	9	5 public	
						4 private	
						0 mixed	
Bologn a (munici pality)	2000	2002	Area MM and Company MM	42		37	
Bologn a (provin ce)	2004	2004	Area MM	More than 10	5	0 public	
						5 private	
						0 mixed	
Florenc e**	1999	2001	Area MM and Company MM	57	24 public	27	16 public
					33 private		11 private
					0 mixed		0 mixed
Prato	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Livorno	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Rome	1999	2003	Area MM	18 7	85 public	18 7	85 public
					62 private		62 private
					40 mixed		40 mixed
Naples	2002	2005	Area MM and Company MM	100	9		3 public
							2 private
							4 mixed
Foggia *	2000	2000	n/a	n/a	6		5 public
							1 private
							0 mixed
Bari	2005	2005	Area MM	53	4 public	2	0 public
					47 private		2 private
					2 mixed		0 mixed
Taranto	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Reggio Calabria	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Palermo**	2000	2000	Area MM	55	35 public	23	15 public
					20 private		8 private
					0 mixed		0 mixed

Messina	n/a	n/a	n/a	n/a	n/a	n/a
Catania	n/a	n/a	n/a	n/a	n/a	n/a

* Figures from 2003

** Figures from 2005

Note: the cities that handed back the completed questionnaire are indicated in orange; those where activities are suspended are in yellow whilst the cities that have confirmed the figures of the 2005 survey are shown in blue.

2.3 Movement Plans that have been set out and implemented

Not all the areas involved have set out Movement Plans; this is often due to the fact that the mobility managers have only recently been nominated, not to mention the difficulty in obtaining funds for financing this kind of activity. In fact it was noted that most of the Plans were set out and implemented in the cities whose area offices had managed to hold bids through which public funds were placed at the disposal of companies. This also reveals the lack of faith that companies have in investing in sustainable mobility.

Overall, 195 Movement Plans have been set out in the areas involved; however only 109 of these have been implemented, of which 39 in sections.

The Home-Work Movement Plans are those that the mobility managers focus on most, because daily movement towards the work place is what most causes traffic peaks.

The interventions that featured most frequently in the Plans drafted include the promotion of LPT (Local Public Transport), car pooling and bicycles, often by rendering cycle paths safer. However some Areas have promoted the diffusion of electric vehicles in their Movement Plans, introducing purchase incentives and creating free recharge points for vehicles, as well as encouraging the use of fuels with a low environmental impact and giving incentives for converting cars to gaseous fuels.

Home-School Movement Plans and those for destinations receiving high volumes of traffic are still quite unusual. However, it is useful to note that the interventions aimed at schools and other destinations receiving high volumes of traffic such as hospitals and shopping centres are not always organised by drafting actual Movement Plans.

Interventions involving destinations that receive high volumes of traffic usually involve measures taken in accordance with the local public transportation company (such as the organisation of dedicated lines or shuttle services), and investing in measures that restrict parking times, so that employees and users are both involved.

Overall, it was noted that the areas involved have set out 12 Movement Plans for destinations receiving high volumes of traffic, of which only 5 have been implemented.

Of the 11 Home-School Movement Plans set out, only one has been implemented. This confirms that environmental education projects, on the other hand, continue to be the tools most used for encouraging and educating people about using transport that provides an alternative to private, non-environmental vehicles. These aim to raise awareness amongst young people about the effects certain types of conduct have on the environment, as well as on health and social lives. Examples of these include the Mobilita-ti Project promoted by the Municipality of Parma, which has developed training models on various subjects linked to sustainable mobility with the involvement of various schools.

Tab. 5

Home-Work Movement Plans								
	HW MP	No. of Plans drafted	No. of Plans implemented	Resources	No. of Plans financed with public resources	Type of public resources used	Interventions mainly adopted in the Plans	Evaluation of results obtained by Plans
Turin *	Yes	10	0	public	2	State funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling; - promotion of LPT 	n/a
Milan	Yes	17 ¹⁰	9	mixed	5	municipal, provincial and state funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling; - promotion of LPT 	average
Brescia	Yes	6	6 in sections	mixed	5	Regional funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling - encouraging use of alternative fuels with low environmental impact 	average
Verona	Yes	11	11 in sections	-	-	-	-	-
Venice	Yes	11	7 in sections	mixed	7 partially	Municipal, provincial and state funds	<ul style="list-style-type: none"> - promotion of LPT; - encouraging use of alternative fuels with low environmental impact 	good

¹⁰ In addition, 4 HWMPs are being drafted at present.

							- promotion and experimentation in car sharing with low impact vehicles for work-related and home-work movements of employees at reduced rates	
Padua	Yes	8	1	public	1	Municipal funds	- promotion of LPT; - encouraging use of alternative fuels with low environmental impact	very good
Trieste**	No	-	-	-	-	-	-	-
Genoa**	Yes	9	6	mixed	6	State funds	- promotion of LPT; - parking time interventions; - changes to company internal organisation	good

Parm a	yes	57 (including different premises of one single organisation)	23	public, private and mixed	57	State funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling; - promotion of LPT; - introduction of company transport; - interventions on parking times; - interventions on movement for business ; - encouraging use of methane gas vehicles 	very good
Modena	-	-	-	-	-	-	-	-
Bologna (Municipality)	yes	19 ¹¹	11 ¹²	mixed	11	State funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling; - promotion of LPT; - introduction of company transport; - interventions on parking times; - encouraging use of alternative fuels with low environmental impact 	good

¹¹ In implementing the “Extraordinary Plan for Air Quality and Sustainable Mobility in Bologna”, which involved the use of ministerial funds left over from the “Project to develop mobility management in the city of Bologna” with the objective of increasing the number of corporate HWMPs, thereby making it possible to extend the positive results obtained with the initiatives promoted in the Deliberation of the President of the Provincial Government (D.D.P.G.) 153162/2003; with D.D.P.G.N. no.75099/06 the sum of €22,643.69 was made over for purchasing discounted travel cards for LPT in line with the similar methods used for the previous funding. 3 HWMPs were presented, which are currently being evaluated by the A.C., involving 5,361 employees.

¹² Overall, the plans have involved 31,000 employees in the Bologna area.

Bologna (province)	yes	5	4 in sections	public	5	Provincial funds	<ul style="list-style-type: none"> - promotion of bicycle use; - promotion of car pooling; - introduction of company transport; 	Too early to value
Florence**	yes	11	11 in sections	mixed	11	Municipal, provincial, regional and state funds	<ul style="list-style-type: none"> - promotion of bicycle use, - promotion of LPT, - encouraging use of electrical vehicles 	good
Prato	-	-	-	-	-	-	-	-
Livorno	-	-	-	-	-	-	-	-
Rome	yes	25	17	mixed	17	Municipal and state funds	<ul style="list-style-type: none"> - promotion of car pooling; - introduction of company transport; - encouraging use of electrical vehicles 	good
Naples	yes	4	3	public	3	Municipal and state funds	<ul style="list-style-type: none"> - promotion of car pooling, - promotion of LPT, - encouraging use of alternative fuels with low environmental impact, - encouraging use of electrical vehicles 	good
Foggia	no	-	-	-	-	-	--	-
Bari	no							
Taranto	-	-	-	-	-	-	--	-
Reggio Calabria	-	-	-	-	-	-	--	-

ria								
Paler mo**	yes	2	0	n/a	n/a	n/a	- promotion of car pooling; - promotion of LPT.	poor
Messi na	-	-	-	-	-	-	--	-
Catan ia	-	-	-	-	-	-	--	-

* Figures for 2003

** Figures for 2005

Note: the cities that handed back the completed questionnaire are indicated in orange; those where activities are suspended are in yellow whilst the cities that have confirmed the figures of the 2005 survey are shown in blue.

Tab. 6

Home-School Movement Plans								
	HW MP	No. of Plan s draft ed	No. of Plans imple ment ed	Resou rces	No. of Plans financ ed with public resou rces	Type of public resourc es used	Interventions mainly adopted in the Plans	Valua tion of result s obtai ned by Plans
Turin *	yes	5	0	public	5	Municipal and state funds	n/a	n/a
Milan	yes	1 ¹³	0	public	1	Municipal and state funds	NR	Too early to valuat e
Bresci a	no	-	-	-	-	-	-	-
Veron a	no	-	-	-	-	-	-	-
Venic e	no	-	-	-	-	-	-	-
Padua	yes	1	1	public	1	Municipal and provincia l funds	- Organization of school transport	Very good
Triest e**	no	-	-	-	-	-	-	-

¹³ The HSMP comprises all the schools within the Municipal area of Milan

Genoa**	no	-	-	-	-	-	-	-
Parm a	no	-	-	-	-	-	-	-
Modena	-	-	-	-	-	-	-	-
Bologna	no	-	-	-	-	-	-	-
Prov. Bologna	no	-	-	-	-	-	-	-
Florence	no	-	-	-	-	-	-	-
Prato	-	-	-	-	-	-	-	-
Livorno	-	-	-	-	-	-	-	-
Rome	yes	3	0					
Naples	no	-	-	-	-	-	-	-
Foggia*	yes	1	0	public	1	Municipal funds	- Promotion of LPT	n/a
Bari	no							
Taranto								
Reggio Calabria								
Palermo**	no	-	-	-	-	-	-	-
Messina								
Catania								

* Figures for 2003

** Figures for 2005

Note: the cities that handed back the completed questionnaire are indicated in orange; those where activities are suspended are in yellow whilst the cities that have confirmed the figures of the 2005 survey are shown in blue.

Tab. 7

Movement Plans for Destinations with High Traffic Volumes								
	MPs per Destination	No. of Plans drafted	No. of Plans implemented	Resources	No. of Plans financed with public	Type of public resources used	Interventions mainly adopted in the Plans	Valuation of results obtained

					resources			ed by Plans
Turin*	yes	3	0	private	0	-	- Promotion of bicycle use; - Promotion of LPT	n/a
Milan	no	-	-	-	-	-	-	-
Brescia	no	-	-	-	-	-	-	-
Verona	no	-	-	-	-	-	-	-
Venice	yes	1	0	mixed	1	Municipal and state funds	- Interventions on parking time	Too early to value
Padua	yes	3	2	public	2	Regional funds	- promotion of LPT; - creation of a new LPT line	good
Trieste**	no	-	-	-	-	-	-	-
Genoa**	no	-	-	-	-	-	-	-
Parma	no							
Modena	-	-	-	-	-	-	-	-
Bologna	no ¹⁴							
Prov. Bologna	yes	1	0	public	1	Provincial funds	- introduction of dedicated shuttle service	Too early to value
Florence	no	-	-	-	-	-	-	-
Prato								
Livorno								
Rome	yes	3	3	mixed		Municipal and state funds	- promotion of LPT; - introduction of company shuttle services	good
Naples	no	-	-	-	-	-	-	-

¹⁴ Currently being concluded. In collaboration with the DAPT of the Engineering Faculty of Bologna University, API, CNA, the Roveri Consortium and Assoindustria, a study into home-work mobility within the Roveri industrial area (around 7,000 employees) has got underway. The size of the area makes it of great importance for the entire town, which features a high concentration of companies located there.

Foggia *	yes	1	0	public	0	Municipal funds	- promotion of LPT	n/a
Bari	no	-	-	-	-	-	-	
Taranto	-	-	-	-	-	-	-	
Reggio Calabria	-	-	-	-	-	-	-	
Palermo **	no	-	-	-	-	-	-	-
Messina								
Catania								

* Figures for 2003

** Figures for 2005

Note: the cities that handed back the completed questionnaire are indicated in orange; those where activities are suspended are in yellow whilst the cities that have confirmed the figures of the 2005 survey are shown in blue.

2.4 THE STRATEGIES USED TO RAISE AWARENESS, INFORM AND PROVIDE ALTERNATIVES FOR THE POPULATION

As outlined previously, mobility management is an approach which, through endeavouring to find solutions that support sustainable mobility, aims to promote a culture of environmentally friendly mobility. So whilst they have not actually set out any Movement Plans, the area offices often promote initiatives that are of use for educating, informing and raising the awareness of users.

This is done by organising various communication and education activities that help the population to adopt a more responsible and aware attitude towards private vehicles, with an end to highlighting their benefits and negative impacts on the environment, health and socialisation.

Generally speaking, recourse is most often made to printed materials for handing out on particular occasions as a means of reaching the greatest possible number of people. In addition, websites are set up; not only do these promote mobility management and the instruments that are of use for company managers for implementing their activities, but they can also provide information on issues linked to sustainable mobility.

Particular attention is aimed at communication within schools, as highlighted before.

Table 8 sums up the main awareness raising activities implemented by the area mobility manager offices of the cities involved, divided up according to the type of user and the communication instruments generally used.

Tab.8

Activities geared towards sustainable mobility		
Milan	Awareness-raising activities aimed at the population	- Implementation of communication activities and information snippets in the press regarding discounts on public transport annual travel cards for employees whose companies have mobility managers

	<p>Awareness-raising activities aimed at employees</p>	<ul style="list-style-type: none"> - Communication of sustainable mobility initiatives: car sharing, the DREAMS project (a technologically advanced platform for the organisation and integrated management of innovative collective transport in town, etc.); - Drafting of the document "guidelines for creating a Home-Work Movement Plan" to support company mobility managers; - Updating company mobility managers concerning new proposals or any regulatory modifications involving sustainable mobility; - Geo-referencing of company premises to identify synergic solutions with regard to the mobility of all employees; - Implementation of communication activities and information snippets in the press regarding discounts on public transport annual travel cards for employees whose companies have mobility managers
	<p>Awareness-raising activities aimed at students</p>	<ul style="list-style-type: none"> - Communication of sustainable mobility initiatives: car sharing, the DREAMS project (a technologically advanced platform for the organisation and integrated management of innovative collective transports in town, etc.);
	<p>Awareness-raising activities aimed at other users</p>	<ul style="list-style-type: none"> - Participation as speakers in conventions and conferences: VIIth National Convention of Local Police Forces (Rimini, September 2004), 60th and 61st Traffic and Circulation Conference (Riva del Garda, 2004 and 2005); - Participation in competitions: IInd training course for mobility managers in 4 modules organised by Assolombarda (Milan, October 2005)
	<p>Communication instruments used</p>	<p>Newsletter, websites, mass media</p>
<p>Brescia</p>	<p>Awareness-raising activities aimed at the population</p>	<ul style="list-style-type: none"> - Promotion of the use of bicycles through events and exhibitions in the main squares. - Incentives for purchasing electric vehicles with municipal funds. Agreements with vendors of assisted-peddalling bicycles and electric scooters to encourage purchases with a voucher for trading in old mopeds. - Extension of the number of methane gas refill stations (since 1968 there had only been 1 in town, which then became 4 between 2004 and 2006)

	Awareness-raising activities aimed at employees	Promotion of the use of bicycles through events and exhibitions
	Communication instruments used	Newsletters, notice boards, websites, mass media
Verona	Awareness-raising activities aimed at the population	A week of conferences was organised, entitled "Verona: towards a sustainable city" from 20 to 28 March 2006. This attempted to raise awareness in the population through subjects such as public transport, cycle paths, Home-Work and Home-School Movement Plans.
	Awareness-raising activities aimed at other types of user	The following were organised aimed at companies: - A training course for company mobility managers (2003); - Meetings and conventions to raise awareness in companies with an end to activating HWMPs; - Activities got underway to draft a HWMP for the Municipality of Verona and other companies with an end to obtaining an area Plan
	Communication instruments used	Website, mass media, conventions and conferences.
Venice	Awareness-raising activities aimed at the population	- Organisation of seminars and conventions - Organisation of the exhibition "Alternative Vehicles & Fuels for sustainable mobility" - Promotion of incentives for conversion of vehicles to LPG and methane
	Awareness-raising activities aimed at employees	- Predisposal of software to organise car pooling networks
	Communication instruments used	Notice boards, website, mass media and computerised newsletters
Padua	Awareness-raising activities aimed at the population	- Creation of an information leaflet for the population as a whole and companies on the environmental emergency plan entitled "Our air quality", Questionnaire on mobility entitled "Let's improve the city together" aimed at the population of Padua and the Municipalities of the city belt to collect qualitative and quantitative data on conduct and different means of transport
	Awareness-raising activities aimed at students	- Involvement of secondary students to nominate a reference point student for home-school mobility (school mobility manger)

	Communication instruments used	Newsletters, posters, website, mass media, consultations for mobility and workshops
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Trieste**	Awareness-raising activities	A permanent workgroup has been set up to coordinate company mobility which makes it possible to coordinate and link together the initiatives and projects of all the mobility managers in the area. Within this framework, decisions are taken concerning the initiatives needed to improve accessibility and the fruition of the areas involved by the companies that have mobility managers. A questionnaire made it possible to examine mobility in detail as well as the needs of different companies.
Genoa**	Awareness-raising activities	<ul style="list-style-type: none"> - Creation of a website; - Distribution of the three-monthly newsletter on the office's activities and those of the area's companies to encourage good habits; - Consolidation of the Area MM as a reference point for companies to solve problems linked to employee mobility; - Support of car sharing to encourage the service both on an individual level and as a company car through agreements and discounts.
Bologna (municipality)	Awareness-raising activities aimed at the population	<ul style="list-style-type: none"> - Creation, in collaboration with ATC, of ECO travel tickets: ECOTICKET (ticket for 40 trips in 20 days at 24 Euro with a 90 day validity; also aimed at providing an alternative during winter months to those who usually use bicycles or scooters to go to work or school, and to provide an alternative in periods when traffic is limited to those who usually use cars to go to work) and ECODAYS (daily ticket for 11 days at 1.80€ per day; a non-personal ticket that gives unlimited travel on LPT for 11 days, providing those that always travel by car to use LPT at a low cost). - Promotion of car sharing; - Promotion of eco-incentives to encourage conversion of cars to LPG and methane; - Participation in the European Mobility Week 2005

	Awareness-raising activities aimed at other users	- WEBMobility project: the web-mobility site has been implemented, within which a section has been created to fill out the on-line questionnaire for the drafting of the HWMP.
	Communication instruments used	Newsletter, website
Bologna (province)	Awareness-raising activities aimed at the population	<ul style="list-style-type: none"> - Promotion of the conversion of cars to methane by offering financial incentives; the Provincial authorities have put up funding for 300,000 €. - Extension to 6 municipalities of the Province for the Car Sharing service active in the municipal capital. - Financing along with the Emilia Romagna Region of infrastructural interventions to speed up Public Transport and improve the accessibility of the railway stops
	Communication instruments used	Newsletter, website, distribution of fliers in the Public Relations Offices of the Municipalities involved in the promoted initiatives, direct contact with companies.
Florence**	Awareness-raising activities	Leaflets and informative posters have been made, along with meetings with mobility managers and public meetings
Rome	Awareness-raising activities aimed at the population	<ul style="list-style-type: none"> - Discounted annual subscriptions for employees of companies with a mobility manager; - Free distribution of cards to recharge electric scooters; - Promotion and relaunch of the car pooling initiative; - Promotion and activation of an experimental experience of the car sharing service in Municipality II of Rome
	Awareness-raising activities aimed at employees	<p>From 2000 to 2005:</p> <ul style="list-style-type: none"> - Subscriptions to Metrebus at discounted rates; - Establishment of company shuttle buses aimed at encouraging people not to use private vehicles; - Promotion of car pooling
	Awareness-raising activities aimed at students	<ul style="list-style-type: none"> - Promotion of a study into student mobility conducted by the La Sapienza University; - Promotion of the use of electric scooters

	Communication instruments used	Website, mass media, organisation of conferences and events
Naples	Awareness-raising activities aimed at the population	<ul style="list-style-type: none"> - "Bollino Blu" (Blue Sticker) campaign for the annual obligatory check on exhaust fumes of vehicles over four years old; - "Due Ruote Pulite" (Clean Two Wheels) campaign to raise awareness about correct use of two-wheeled vehicles, and the need to carry out periodic maintenance of mopeds and motorcycles. The extension of the annual obligatory check on exhaust fumes for two-wheel vehicles is currently being defined. - Participation in the national ICBI campaign to encourage car owners to change their cars to LPG or methane - Ecological Sundays to raise awareness of the population at large by closing the entire city to traffic
	Awareness-raising activities aimed at other users	<ul style="list-style-type: none"> - ECORENT Project for long-term rental of electric vehicles, aimed at public and private companies; - Experimentation of diesel emulsified with water by one of the main local public transport companies.
	Communication instruments used	Infopoint, posters, website and mass media
* Figures from 2003 ** Figures from 2005		