

[MaxSumo - planning and evaluating mobility management](#)



Mobility management 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 such as information and communication, organising services and co-ordinating activities. Soft measures complement 'hard' measures such as new infrastructure or additional public transport vehicles.

As the benefits of mobility management projects are sometimes less evident than other kinds of project, it is important to demonstrate their impact and value. The MaxSumo project has developed a clear methodology for how to plan, carry out and evaluate a mobility project before it begins, so that a process is set for the duration of the project. The methodology makes it possible to measure the progress of a project at an early stage and take corrective action if necessary.

See below to download the guide.

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