

Managing mobility for a better future



Improving mobility management: what does it take?
Urban Mobility Days 2020

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Mobility Management – a definition

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.

Lessons learned

- Mobility management strategy goals can be achieved in many ways (e.g., legislation, funding, planning instruments)
- Holistic approach in changing travel behaviour and facilitating actors
- Implementation of measures is cost-effective and support the use of infrastructure and mobility services
- Partnerships and co-operations between the national, regional or city level and business
- Long-term and consistent approaches and funding are important
- Effective tool to provide sustainable transportation in all areas: urban, suburban and rural



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