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Brno, 14. - 15.11.2016



Train the trainer workshop on developing and using the tools



Katja Karba, Development agency Sinergija

AGENDA

09:15	Greetings and agenda presentation
09:25	WPT2: Presentation of the Integrated smart mobility toolkit for mobility plan's development & monitoring for municipalities unit and the questionnaire (D.T2.1.1)
10:00	WPT2: Group session on the questionnaire
10:30	Coffee break
10:45	WPT2: Working session on evaluation and monitoring plan
11:45	WPT 2: Share experience - cross-fertilization on mobility plan for institutions
12:30	Lunch break
13:30	WPT2: Mobility Software Product Designing: <u>KICK OFF</u>
13:40	<u>FIRST CHAPTER - WHAT IS THIS ABOUT?</u>
14:40	Coffee and more ...
15:00	<u>SECOND CHAPTER - WHAT DO WE NEED?</u>
16:00	More coffee and more ...
16:20	<u>THIRD CHAPTER - WHAT ARE THE NEXT STEPS?</u>
17:30	End of the day 1
18:00	Visit brewery
19:00	Dinner at the brewery



AIM OF THE WORKSHOP

Train the trainer workshop on developing and using the tools (D.T2.4.1)

- Jointly develop the tool / methodology / questionnaire / software etc.;
- to equip the partners for the individual work at their countries;



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Brno, 14th November 2016



Integrated smart mobility toolkit for mobility plan's development



Simona Sváčková, Petr Šmíd, Environmental Partnership Foundation

Objectives
and
Outputs

Mobility planning
process in brief

Integrated smart
mobility toolkit

Usefull
on-line tools

Questionnaire



Setting up the transferable methodology and evaluation & monitoring tool for mobility plan

Objectives:

- to elaborate MoveCit methodology & evaluation, monitoring tools for continual improvement of MP for smaller and bigger municipalities
- enabling all PPs and stakeholders to fully understand MoveCit tools
- enabling all PPs to successfully implement and evaluate the MoveCit tool in different municipalities' units.

Outputs:

- O.T2.1: Integrated smart mobility **toolkit** for mobility plan's development&monitoring for municipalities unit
- O.T2.2: Seven trainings on low carbon mobility planning for municipalities in functional urban areas



MOBILITY PLANNING (PILOT ACTION)

4 stages of the Process - Where does the toolkit help?

Preparation stage

- set up the working group and preliminary goals

Analytical stage

- mobility behaviour survey
- analysis of the data

Proposal stage

- definition of the goals
- action plan (KPIs)

Monitoring and Evaluation stage

- monitoring surveys
- evaluation of KPIs
- updating of the Action Plan



Draft !!!

Designed for MS Excel 2010

Contents:

- Questionnaire for the Mobility Behaviour Survey
- Overview of usefull on-line mobility tools
- Overview of usefull on-line documents on relevant mobility issues
- List of measures to solve mobility problems of the workplace
- Best practices



USEFULL ON LINE TOOLS

Mobility projects, on-line documents

	A	B	C	D	E	F	G	H	I	J
1		_home								
2										
3			Mobility Manager by MOVESION							
4			Mobility Manager provides a detailed picture of mobility habits of workers, their needs and their ability to switch to other and more sustainable mobility solutions.							
5			http://www.movesion.com/en/software-mobilitymanager/							
6										
7			Self Assessment Tool							
8			The Tool is a questionnaire about the SUMP development process and its content, structured along the first 9 steps of the SUMP Guidelines. It enables planning authorities to measure their progress towards a genuine Sustainable Urban Mobility Plan.							
9			https://www.mobility-academy.eu/mod/page/view.php?id=936							
10										
11			Measure Option Generator							
12			The Option Generator allows users to create a list of ranked policy instruments based on individual search criteria.							
13			http://www.konsult.leeds.ac.uk/mog/							
14										
15			MaxEva							
16			MaxEva is an interactive web tool that guides you in the evaluation and collection of more data of mobility management projects. MaxEva automatically calculates the effects in terms of reduced mileage and reduced carbon dioxide.							
17			http://www.epomm.eu/maxeva/index.php?id=1							
18										
19			FromSto4							
20			Mobility game from the Netherlands. The aim of the game is to encourage employees to							

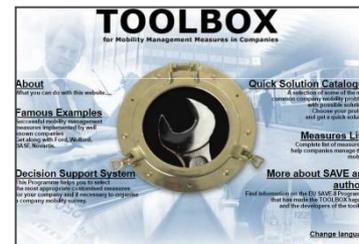
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1		_home													
2															
3			SUMP Kits												
4			Participation												
5															
6			Participation Active engagement of citizens and stakeholders in the development of Sustainable Urban Mobility Plans												
7			<i>Actively engaging citizens and stakeholders in the development of Sustainable Urban Mobility Plans</i>												
8			Institutional Cooperation												
9															
10			Institutional cooperation Working jointly with institutional partners in the context of Sustainable Urban Mobility Plans												
11			<i>Working jointly with institutional partners in the context of Sustainable Urban Mobility Plans</i>												
12			Measure selection												
13															
14			Measure selection Selecting the most effective packages of measures for Sustainable Urban Mobility Plans												
15			<i>Selecting the most effective packages of measures for Sustainable Urban Mobility Plans</i>												
16			Monitoring and evaluation												
17															
18			Monitoring and evaluation Assessing the impact of measures and evaluating mobility planning processes												
19			<i>Assessing the impact of measures and evaluating mobility planning processes</i>												
20			Company travel plans												
21															
22			Standards for developing												



Database of measures to solve the mobility problems

Based on Toolbox for Mobility Management Measures in Companies

	A	B	C	D	E	F
1						
2		Car-pooling				
3			Lobby for better facilities for car-poolers			
4			Car-pooling matching service			
5			Company incentives for car-poolers			
6			Distributing information on car-pooling			
7			Marketing and promotion for car-pooling			
8						
9		Cycling and walking				
10			Arrival facilities for cyclists and pedestrians			
11			Free maintenance of bicycles			
12			Financing of cycling, bicycles or cycling equipment			
13			Information on cycling			
14			Marketing & promotion of cycling			
15						
16		Public transport				
17			Lobby for a better quality of public transport			
18			Sale of public transport tickets within the company			
19			Company subsidised public transport season tickets			
20			Advice on the use of public transport			
21			Marketing and promotion for public transport			
22						
23		Energy efficient car use				
24			Energy efficient company cars			
25			Eco-driving course, energy efficient car use			
26						
27		Parking management				
28			Parking management			
29						
30						
31						



Promote carpooling
Company incentives for car-poolers

[TOOLBOX HOME](#) | [About](#) | [Decision Support System](#) | [Famous Examples](#) | [Quick Solution Catalogue](#) | [Measures List](#)

Description	Opportunities/barriers	Steps - FAQ	Examples
<p>Possible incentives for car-poolers are:</p> <ul style="list-style-type: none"> reserved parking spaces for car-poolers. In order to increase the advantage, the spaces should be located near the entrances of the company or (if parking is charged) charges for parking extra financial support for car-poolers: for example a cost reimbursement for the home-work trip consider car-pool teams when organising work: change of working shifts and hours etc. 			

Will be gradually filled

- Already existing
- MoveCit Pilot projects



Rounds of questions

Respondent's mobility behaviour

- From where does the respondent commute (town, street...)
- Respondent's working schedule (arrival, leave)
- Most important criteria for choosing the mode of transportation
- Respondent's typical (primary) mode of transportation
(with which the respondent spends the longest time)
car (driver) --- car (passenger) --- moped/motorbike --- bicycle --- walking
public transport --- other --- multiple
- How often does the respondent use specific modes of transp.
(the primary one and possible other modes ever used)
frequency of using a specific mode (car, bicycle ...etc)
1 to 2 days a week --- 3 to 5 days a week --- several times a month --- never
- How long does each section of typical journey take
to work/from work *(door to door)*



QUESTIONNAIRE

Rounds of questions

Traffic

- Where does the respondent usually park
- How long does typically take finding a vacant parking space
- How often does respondent arrive in work with delay due to traffic

Motivation to change

- Is there a willingness to change the mobility behaviour?
more frequent commuting by bike --- PT --- carpooling
- What would encourage respondent to commute more often by bike, PT, carpooling?

Business trips

- How often and what transport mode

Personal data

- Gender, age



QUESTIONNAIRE

Outputs ... to be developed

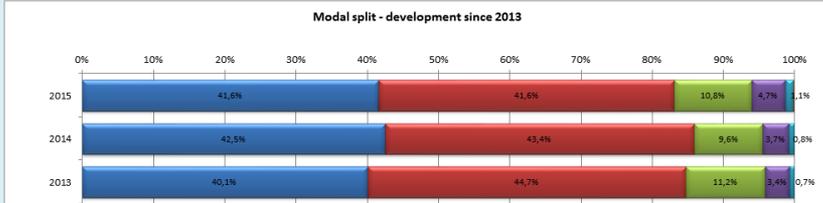
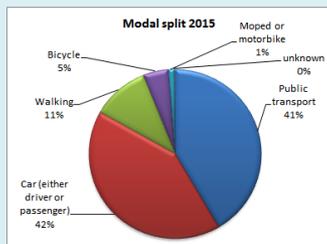
Tables, charts

MODAL SPLIT

[MODAL SPLIT - GENERAL OVERVIEW](#)
[MODAL SPLIT - DEVELOPMENT SINCE 2013](#)
[MODAL SPLIT BY MUNICIPALITIES](#)
[MODAL SPLIT BY BRNO CITY DISTRICTS](#)
[MUNICIPALITIES FROM WHICH MOST EMPLOYEES COMMUTE](#)
[CITY DISTRICTS FROM WHICH MOST EMPLOYEES COMMUTE](#)
[MODAL SPLIT BY DISTANCE FROM TPB](#)

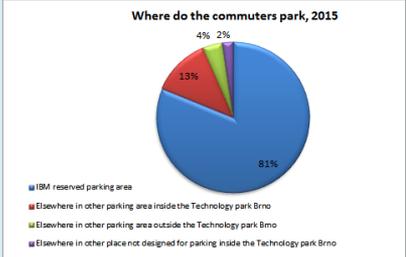
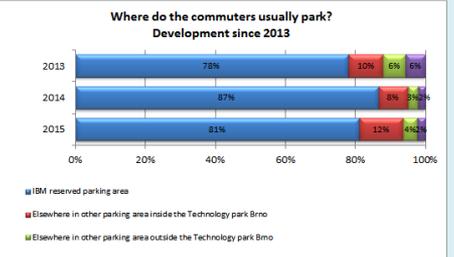
MODAL SPLIT - GENERAL OVERVIEW

Primary mode of transportation	2015	2014	2013	2015	2014	2013
Public transport	519	499	454	41.6%	42.5%	40.1%
Car (either driver or passenger)	519	509	506	41.6%	43.4%	44.7%
Walking	135	113	127	10.8%	9.6%	11.2%
Bicycle	59	43	38	4.7%	3.7%	3.4%
Moped or motorbike	14	9	8	1.1%	0.8%	0.7%
unknown	2	0	0	0.2%	0.0%	0.0%
total	1248	1173	1133			



WHERE DO THE COMMUTERS USUALLY PARK

Where do you usually park?	2015	2014	2013	2015	2014	2013
IBM reserved parking area	433	449	354	81%	87%	78%
Elsewhere in other parking area inside the Technology park Brno	66	43	45	12%	8%	10%
Elsewhere in other parking area outside the Technology park Brno	22	15	29	4%	3%	6%
Elsewhere in other place not designed for parking inside the Technology park Brno	12	11	26	2%	2%	8%
total commuters by car or motorbike	533	518	454			



MUNICIPALITIES AND CITY DISTRICTS FROM WHICH MOST EMPLOYEES COMMUTE

Municipalities (excl. City of Brno) from which most employees commute	2015
Rosice	20
Kuřim	17
Blansko	15
Tiřnov	11
Ivančice	7
Rajhrad	6
Vyřkov	6
Břeclav	5
Slavkov u Brna	5
Moravský Krumlov	5
Židlochovice	5
Adamov	5
Popůvky	5

Municipalities (excl. City of Brno) from which most employees commute

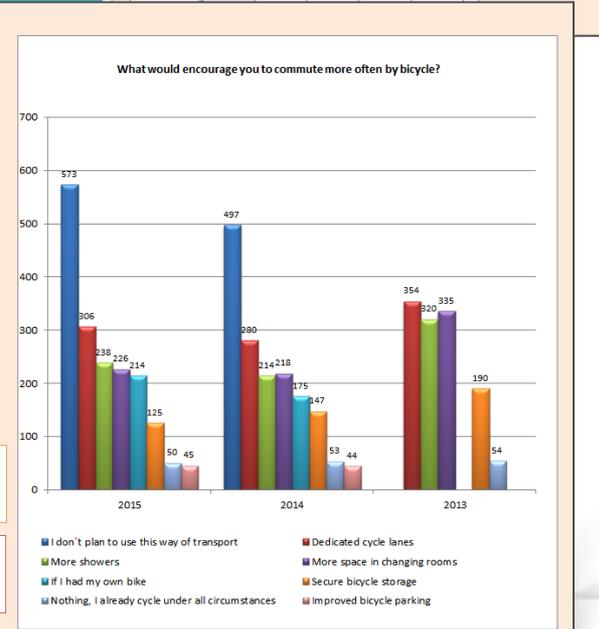
PRIMARY transport mode

Bicycle Car (either driver or passenger)
 Moped or motorbike Public transportation
 Walking

ENCOURAGEMENT TO COMMUTING BY BICYCLE MORE OFTEN

What would encourage you to commute more often by bicycle?	2015	2014	2013
I don't plan to use this way of transport	573	497	354
Dedicated cycle lanes	306	280	320
More showers	238	214	320
More space in changing rooms	226	218	335
If I had my own bike	214	175	190
Secure bicycle storage	125	147	190
Nothing, I already cycle under all circumstances	50	53	54
Improved bicycle parking	45	44	54

Which measures would encourage you to commute more often by bicycle?	2015	2014
Dedicated cycle lanes	45%	41%
More showers	35%	32%
More space in changing rooms	33%	32%
If I had my own bike	32%	26%
Secure bicycle storage	19%	22%
Nothing, I already cycle under all circumstances	7%	8%
Improved bicycle parking	7%	7%
Employees that consider - under circumstances - commuting by bicycle more often	675	676



Thank you for your attention !



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D.T2.2.1: QUESTIONNAIRE

- Plenary session and present again the questionnaire (10 min);
- Give feedback (40 min);
- moderator;
- wrap up (10 min);



D.T2.2.1: QUESTIONNAIRE

Inspiration questions for Group session on questionnaire:

- Pros and Cons (what to include?);
- What is our **objective**? What is the **nature and scope of questionnaire**?
- Who** do we want to involve?
- What is the **level of involvement** to achieve?
- Any missing questions?



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Brno, 14th November 2016



Monitoring and Evaluation plan + KPIs



Simona Sváčková, Environmental Partnership Foundation

D.T2.2.1: MONITORING AND EVALUATION PLAN + KPIs

Draft !!!

- describes the way the project objectives will be evaluated by setting indicators and targets
- fulfilment of the objectives
 - Awareness raising
 - Change of travel behaviour
 - Lowering CO2 emissions

CONTENT:

- Pilot action description
- Data collection
- KPIs
- Annex 1 - Questionnaire for employees of the municipalities
- Annex 2 - Template on the Report on the Pilot Actions in CE Regions



D.T2.2.1: MONITORING AND EVALUATION PLAN + KPIs

Pilot Action

Preparation stage

- set up the working group and preliminary goals

Analytical stage

- mobility behaviour survey
- analysis of the data

Proposal stage

- definition of the goals
- action plan (KPIs)

Monitoring and Evaluation stage

- monitoring surveys
- evaluation of KPIs
- updating of the Action Plan



TERM	ACTIVITY	OUTPUT
November 2016	First meeting	minutes
November 2016	Workshop with partners	set of KPI indicators
November 2016 - February 2017	Preparation of the questionnaire for the staff travel survey	questionnaire - a draft
February 2017	Working group set-up and meeting, comments and editing of the questionnaire for the staff travel survey, preparations of informative campaign	questionnaire - final version
April 2017	Start of the information campaign among employees, staff travel survey	raw data
May - August 2017	Evaluation of the survey data , processing of the report about the initial travel behaviour of the employees, proposal of action plan	D.T3.1.1.: 1st transnational report on 13 two-pillars modal split on before measurement
September 2017	Working group meeting, approval of the action plan	confirmation of the action plan, definition of the target values of the indicators
October - November 2017	Finalization of the mobility plan	completion of the mobility plan draft
April 2018	Staff travel survey	initial monitoring research
April - May 2018	Evaluation of the new survey data, update of action plan	D.T3.1.2: 2nd transnational report on 13 two pillars modal split on during measurement
May 2018	Working group meeting, approval of the updated action plan	Action plan
May 2018 - April 2019	Gradual implementation of the measures proposed by action plan	Measures implementation
April - May 2019	Staff travel survey , evaluation of the survey data, processing of the report about the travel behaviour of the employees.	D.T3.1.3: 3rd transnational report on 13 two pillars modal split on after measurement

Data collection - Quantitative

Questionnaire research

- already discussed

Web application

- to gather information about its users' everyday commuting to work
- gamification => motivation of employees for their change of behaviour
- Financial
- Ecological
- Medical
- Competitive



Data collection - Qualitative

Series of interviews with individual employees

- to gain insight into the dynamics of motivation to change one's behaviour or alter one's needs

Interviews / work meetings with the municipal authorities'

- Insight on benefits from the measures
- Possibility of implementation of other measures
- Complications / Needs / ...



D.T2.2.1: MONITORING AND EVALUATION PLAN + KPIs

- Presentation of draft plan (15 min);
- Split into the two thematic groups depends on three specific objectives (5 min) (2. specific objective is divided); 2 moderators;
 - Simona (blue and green)
 - Katja (red and yellow)
- Feedback on indicators provided on the 3 stick notes (30 min), flip chart. EACH ATTENDEE PROVIDES AT LEAST 3 ADDITIONAL OR SIMILAR INDICATORS (KPIs for EVALUATION)
- wrap up (10 min);



For inspiration (from Kick off):

To decrease CO2 by 20 % (third specific objectives):

- Base time - what kind of car do the staff own (combi, van...), age of car ... => modal split emissions.
- Monitoring group??
- include emissions of public transport
- list of successful solutions - of people and institutions
- reduction till the end of the project + tool for others to do so => to be achieved during the sustainability period
- focus on 800t - clarify with JS
- day 2 day calculator => chosen employees => specific target group
- 20 % / 800 t
 - > How many km is it? => 6 000 000 km not driven; 800 000 = 200 t
 - > How many people is it?
 - > How much 1 city should change?
 - > XLS to register rides.
 - > Every PP collects number of employees of town halls & PP4 will collect of as part of WP1



D.T2.2.1: MONITORING AND EVALUATION PLAN + KPIs

3rd specific objectives from AF:

Decreasing CO₂ emission for up to 20% per year among municipalities' staff by implementation of mobility plans and by changing transport mode to more sustainable transport.

Calculation foresees the estimation in case of involving 7 municipalities as project partners. The assumption provides 137g CO₂/car, average distance to workplace of 6 kilometres, 220 working days, and 220 staff of small and 2100 staff of medium sized municipalities. The final reduction is estimated for 800 t CO₂ per year which is 20 % of all CO₂ production of municipalities' staff. For the small cities that's not much but they are frontrunner. In Austria it was realized for over 10 years that it is hard to compare the different actions in all fields of CO₂ reduction. However, soft measures (smart and motivated choices for commuters) will be the basis for mobility plan's implementation, adopting MP by city council will be the hard measure.



D.T2.2.1: MONITORING AND EVALUATION PLAN + KPIs

OBJECTIVES		KPI	TARGET
To raise the awareness of municipalities' employees of the impact of their mobility behaviour and to motivate and achieve changes in behaviour.	Awareness of municipalities' employees of the impact of their mobility behaviour.	?	?
	Motivation of the employees.		
	Change in travel behaviour of the employees		
Introducing mobility plans as a strategic document of the city in the daily work agenda and pass it through the city council to gain a wide acceptance.	Mobility plans accepted as a strategic document of the municipality.		
	Significance of the MP in a daily agenda of the municipality.		
Decreasing CO2 emission for up to 20% per year among municipalities' staff by implementation of mobility plans and by changing transport mode to more sustainable transport.	Decreasing CO2 emission for up to 20% per year among municipalities' staff.		
	Changing transport mode of the employees to more sustainable transport in commuting (home to work).		
	Changing transport mode of the employees to more sustainable transport in business trips.		



SHARING EXPERIENCES

Jerome Simpson, The Regional Environmental Center for Central and Eastern Europe: Workplace travel plan;

Elke Sumper, Klimabündnis Österreich: Institutional mobility plan for municipalities;



BREWERY and DINNER

The meeting point:

- 17:30 - NAP (EPF), Údolní 33
- 17:55 - Starobrno brewery, Hlinky 160/12

- 19:00 - Dinner at Starobrno brewery, Mendlovo nám. 20 (right next to the brewery)





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