Measures in Mobility Management and their Effectiveness

Category	Measure	(Sub measure)	Possible effects	Applicability
Transport Management	Company measures for transport management		Ave. 5% less solo car use in companies; peaking up to about 20%	In the larger companies
	Promotion of transport management in companies		Parking and accessibility problems reduced; less solo car use (Gelderland) in active companies	Especially in congested urban areas
	Teleworking	Working at home	5% less commuter traffic	Especially for office jobs
		To avoid traffic queues	10% less commuter traffic during rush hours	
		Tele- & videoconferencing	20% less business traffic and a total of 3% less traffic	
	Car pooling and van pooling		Improved transport capacity of roads (10% less solo car use on car pool reversible lane A1/A6)	Especially in congested urban areas
	Adapt working patterns or visiting hours	General	Levelling off peaks (rush hours); less hinder to other traffic	Applicable anywhere
		Webcams on arterial roads	8%-11% of employees consult webcams, of whom 36%-40% adjust departure time (South-East Amsterdam)	At congestion sensitive spots
Bicycle	Encourage use of bicycle	General	1-20% less car journeys, depending on distance and obstinacy in car use; improved health	In cities, towns and villages and also at interchanges
		Guarded bicycle parks free of charge (comb. with parking bans for bicycles	11% of bicycle park users used to come By car (Apeldoorn); less problems with unruly parking; 10%-60% less bicycle theft	In city centres, shopping areas at PT stations, amusement parks and public venues
		Bicycle parking at PT stations (programme called 'Ruimte voor de Fiets')	Shift form guarded to unguarded parking and from car and bus to bicycle (comb. with unguarded parking) on first leg of route	PT station areas
Parking and Transferring	Parking policy	Paid parking	Accessibility increases, caused by Free space in street; fall in car use Of 15%-35% (Amsterdam 30%); More attractive living and working areas	In city centres
	P+R sites and transferiums	Destination transferiums	Improved accessibility of city centre without increasing car traffic in town	In PT station areas and on city peripheries

Category	Measure	(Sub measure)	Possible effects	Applicability
Public Transport	Price differentiation bus, tram and metro	Euro tickets	40% growth public transport use (Apeldoorn, every day); 18% growth public transport use (Zwolle, Saturdays only)	In principle applicable anywhere
	Jointly pay for transport	Possible creation of new service routes and/or higher frequencies	Improved site accessibility	Various situations
	Free public transport ticket during special events		PT use increased by 18% during major reconstruction works at A9 motorway; Number of cars per day fell by 3,700 (of 33,000 car users in South-East A'dam)	At road works and events and other peak occasions
Information and communication	Travel and parking information	Parking directions system	10% higher occupancy in car parks; less traffic looking for space (PRIS Utrecht)	Applicable anywhere
	Information and influencing behaviour		23% less car use for school runs (Geel and Mol, Belgium)	Applicable anywhere
	Mobility service Businesses	General	Employees' free choice for car/PT/bicycle teleworking	Applicable anywhere
		PT bike	15% users reject car use more often; user makes 4.5 extra train journeys	PT stations and interchanges
		Services for business Travel (Mobility Mixx NS business card)	Substantial fall in car use and substantial rise in train use for business travel; fall in car use in commuter traffic by 5 to 10%	Applicable anywhere
Miscellaneous	Car sharing		Relieves parking pressure; more selective car use by participants (13% to 33% less kilometres by car)	Especially in cities and recently in rural areas as well
	Public safety	Public safety in living and working environments	Public safety is prerequisite for use of bicycle and public transport	Applicable anywhere