

"The Mobility Manager's Resources"

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The S.T.R.E.E.T. Toolbox

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Tab 2.2 – The Mobility Manager’s duties

Hard tasks	Soft tasks
These are <i>not</i> typical tasks of a mobility manager	These are typical tasks of a mobility manager
<ul style="list-style-type: none"> · Infrastructure planning and maintenance · Management of transport services <ul style="list-style-type: none"> · Management of operative personnel · Financial balance 	<ul style="list-style-type: none"> · Analysis of needs · Coordination of existing services and infrastructures <ul style="list-style-type: none"> · Involvement of local authorities, providers, stakeholders · Creation of new “products” · Communicating opportunities to users · Raising awareness

2.4 – The Mobility Manager’s Resources

What resources are deployed for the Mobility Management activity? As it can be seen from Fig. 2.2, the Mobility Manager is considered as a key link between the policy level and the managerial level: from a terminological point of view, a distinction can be made according to the territorial scale in which the Mobility Manager operates.

He will be called either “**Mobility Consultant**” if he operates at regional and or urban level, developing strategies to raise awareness on alternative mobility solutions (especially car-free) or “**Mobility Coordinator**” if he operates on a specific site, supporting target groups and ensuring continuous exchanges between the organisation where he works and the local authorities. Both draw up a “**Mobility Plan**” that is a structural and strategic plan with the aim of identifying in a long-term perspective problems, strategies, actions, goals and monitoring indicators (according to relevant scales, e.g. Sustainable Urban Mobility Plans).

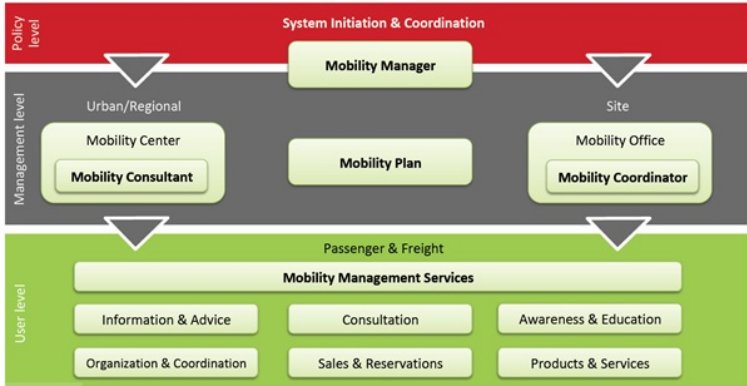


Fig. 2.2 – Overview on Mobility Management (Source: author's reworking from EPOMM)

The Mobility Manager operates mainly on transport demand management, working in particular on daily movements and behaviour of people with regards to modal choices: he promotes people and goods mobility taking into consideration economic, social and environmental requirements. The specific tasks of the Mobility Manager are:

- increasing the quality and attractiveness of public transport while reducing car use
- introducing strategies and solutions in the field of mobility taking into consideration economic, social and environmental requirements
- promoting green and sustainable transport of people (cycling, carpooling, ...) and goods (e.g. by train)
- implementing structural and strategic mobility plans at different levels (local/municipal, provincial, regional) and in different contexts (public, private)
- promoting sustainable behaviours related to mobility, supporting people habits' change in this field
- promoting intermodal choices in goods and passengers

transport as well as home-to-work travels

According to Euromobility (2007), *“to be a good mobility manager skills in communication, marketing, planning are needed as well as knowledge of logistics techniques”*.

Communication and interpersonal skills (see Chap. 5) are needed to implement an effective interaction with users as regards their mobility and transports habits. **Marketing skills** are needed as the final aim is to change voluntary behaviours enhancing alternative modalities. Finally, **planning skills** and **logistics knowledge** are needed to analyse a defined context and getting useful data in order to plan mobility solutions and strategies targeted on specific needs and expectations of a territory.

2.5 – Training and Education courses to develop Mobility Manager’s skills

The following scheme (Fig. 2.3) shows a comparison among the four Countries involved in the S.T.R.E.E.T. project from the point of view of Higher Education / Universities and the Vocational Education and Training (VET) courses about the themes of Transport and Mobility.