"The Mobility Manager's Resources"

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