



Successful Travel Awareness Campaigns
& Mobility Management Strategies



Project no.: **518368**

Project acronym: **MAX**

Project title: **Successful Travel Awareness Campaigns and Mobility Management Strategies**

Integrated Project

6.2 Sustainable Development

1.6.2 Sustainable Surface Transport Objective

3.1.1.1.3 Advancing Knowledge on innovative measures in urban transport

Title of Report:

Final plan for using and disseminating the knowledge



Period covered: 1.10.2006 – 31.10.2009
Start date of project: **1 Oct. 2006**

Date of preparation: **November 2009**
Duration: **37 months**

Version: **1.1**

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Verified by:

Status: **Draft, revised after review**

Dissemination level: **PU (public)**

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2008)

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Executive summary

General Facts on MAX

MAX ran from 2006 to 2009 and was the largest research project on Mobility Management (MM) within the EU's sixth framework programme. The MAX consortium, of 28 partners, served to extend, standardise and improve Mobility Management – it did so in the fields of quality management, campaigns, evaluation, modelling and land use planning. Much of the work was directly endorsed by the European Platform on Mobility Management (EPOMM) and continues to be supported by EPOMM – in order to provide truly Europe-wide expansion, standardisation and dissemination of Mobility Management.

The work has resulted in several products and services that can be downloaded via www.epomm.org.

For more information, please visit www.epomm.org or www.max-success.eu

Max Partners

Austrian Mobility Research, FGM-AMOR (project leader) – Austria

Mobiel 21 – Belgium

ILS Institut für Landes- und Stadtentwicklungsforschung gGmbH – Germany

Eric N. Schreffler, Transportation Consultant – USA

Equipo de Tecnicos en Transporte y Territorio, ETT – Spain

FIT Consulting – Italy

Lyle Bailie International Limited – United Kingdom

synergo – Switzerland

Timo Finke Consult Aachen – Germany

Traject – Belgium

Austrian Standards Institute – Austria

Trivector – Sweden

Universities

University of Piraeus Research Centre – Greece

University of Maribor, Faculty of Civil Engineering – Slovenia

Cracow University of Technology – Poland

Aristotle University of Thessaloniki – Greece

University of Lyon – CNRS-LET – France

Edinburgh Napier University – United Kingdom

University of Central Lancashire – United Kingdom

Otto-von-Guericke-University of Magdeburg – Germany

University of Giessen, Institute for applied and empirical social research – Germany

Vilnius Gedimas Technical University – Lithuania

Demonstrators

Almada Municipal Energy Agency, AGENEAL – Portugal

Almada Municipality – Portugal

Lazio Transport Company COTRAL – Italy

Kortrijk Municipality – Belgium

Tallinn Municipality – Estonia

Munich Municipality & MVG – Germany

London Borough of Hammersmith and Fulham & TfL – UK

Lund Municipality - Sweden

City of Sint-Truiden – Belgium

The contents of this report

This report is the “Final plan for using and disseminating the knowledge” and provides information on how the MAX-tools and research can be disseminated in the future, and how MAX partners plan to use the MAX-tools and support their further usage and dissemination.

To have a good background on the dissemination this report also provides an extensive overview in an introduction chapter describing the project, the tools, integration aspects including information on translation and naming of the tools.

A one page annex provides an overview where the MAX-tools, reports and other materials can be found.

1 Introduction

1.1 MAX: the project and its objectives

MAX (www.max-success.eu) ran from 2006 to 2009 and was a large and important multinational research project on Mobility Management (MM) and Travel Awareness (TA) in transport, funded by the EU 6th Framework Programme. MM and TA are both innovative ways to manage the demand for transport to help reduce congestion and local and global pollution. The key objectives of the project were as follows:

- To find out what works in behaviour change campaigns – and then how these lessons can be applied to transport.
- To develop a new theoretical model of travel behaviour change, and then integrate this with various tools to select, plan, predict the effects of and evaluate MM measures.
- To adapt quality management principles to MM, and then prepare a certification procedure for MM, to increase its status and credibility.
- To provide advice on and examples of better integration of mobility management with land use planning – as the planning process is a key “leverage” point to secure mobility management for new buildings, housing areas and other types of development.

MAX was different from previous framework research projects in this topic area in several ways:

- It looked at both travel awareness and mobility management together; they had been studied separately in previous projects.
- It focused less on demonstration projects and more on developing outputs that can be applied widely across the EU.
- It tried to pay particular attention to the context and needs of new member states (NMS) of the EU.

1.2 What is mobility management and why is it important?

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 MM are “soft” measures like information and communication, organising services and coordinating activities of different partners. “Soft” measures can enhance the effectiveness of “hard” measures within urban transport (e.g., new tram lines, new roads and new bike lanes). MM measures (in comparison to “hard” measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

For example, a programme of mobility management measures in Darlington, England, cost a total of €923,000 for the financial year 2006/07. Evaluation (using pre-post-sample-control-group techniques) found a reduction of 12.8 million car km across the target area in one year due to reductions in journey distances and shifts to walking and cycling (although not public transport). Assuming a vehicle operating cost to the individual of around €0.50 per km (petrol, insurance etc – based on UK Automobile Association figures) and an average external cost (pollution, accidents etc) of €0.12 per km, the total benefit was about €7,936,000, giving a rate of return of around 860% (or BCR of 8.6:1) in year one alone – and this figure excludes health benefits from the switch to active travel. In comparison, road and rail schemes will rarely yield such a BCR over a period of 30-60 years; 4:1 would be considered high (Darlington case study from DfT (2007); external costs from www.webtag.org.uk)

To give an impression of what MM means in practice: in a city where MM is implemented:

- you would notice campaigns and promotions for walking, cycling and public transport;
- you could be offered personalised travel assistance to help you see where and how you might be able to reduce your car use;

- your employer might pay your public transport tickets to encourage you not to drive to work;
- at home, you might have a car-sharing service available on the street outside your house,
- at your children's school, there could be a mobility plan organising safe walking for the children's trip to school,
- for leisure trips by public transport you would have the option of using the consulting services of the local mobility centre;
- building permits might be connected to certain requirements to minimise the mobility impact of the new development, for example the development of a mobility plan for employees, visitors, and goods transport around the building site or limiting the number of parking spaces provided.

These are the types of measure MAX intended to make easier to implement, and more common. Typically, MM measures are rarely isolated, instead they come as a bundle of measures, such as information campaigns combined with infrastructure, pricing policy or regulations.

1.3 Why should you be interested in MAX?

There are very good reasons to be interested in the results of MAX, whether as an expert concerned with results, or a practitioner concerned with managing transport in towns and cities in Europe. MAX is the product of experts in the field, but also of practitioners with many years' experience of implementing MM programmes and measures; this includes not only the project partners themselves, but also the experience of experts who have attended workshops and meetings to provide input to and feedback on the research and outputs as they developed. In addition, a significant number of MAX partners were involved in earlier framework research on MM, so the learning from these previous projects has been carried over into the new one. MAX has addressed research gaps that have not been addressed before, such as how to model the behaviour change dynamic; and, as the next section shows, MAX has also produced a large number of integrated tools making it easier for practitioners to implement high quality MM measures.

MAX and the MAX-tools are supported by EPOMM, the European Platform on Mobility Management.

1.4 What has MAX produced and how does it link together?

A key benefit of MAX is the tools that it has produced. These will be described in more detail in subsequent chapters but are briefly introduced here.

- **MaxExplorer is a web-based decision support guide.** It defines, describes and helps those preparing MM to choose the right measures to include in MM projects. (addressed in MAX-work package (WP B))
- **MaxQ provides a Quality Management Scheme for Mobility Management.** It describes the elements of the scheme, together with a user manual and code of practice, thus giving MM practitioners a common quality framework to follow in developing and implementing MM policies. (WP C)
- **MaxTag – Travel Awareness campaign guide,** which helps to design and implement better travel awareness campaigns informed by the results of earlier experience and research. It is available as a simple web tool and as a paper guidebook. (WP A.)
- **MaxLupo provides guidelines for integrating land use planning with sustainable transport planning and for integrating MM with the planning and building permit processes of a new development.** These guidelines are user-friendly tools that encourage planners to build MM into the land use planning process so that users of new buildings will find MM measures available there, from the day the development opens. (WP D)

- **MaxSumo is a detailed evaluation format.** It aims to standardise the evaluation of MM measures and programmes at the European level and should help in planning, monitoring and evaluating Mobility Management projects. (WP B)
- **MaxEva** is an interactive online database, into which users enter data on MM projects in the MaxSumo format – it thus complements MaxSumo. The more that MaxEva is used, the more results will be available in the benchmarking section, which allows practitioners to compare their results with others and use it in planning new MM projects. (WP B)
- **MaxSem – the Max Self-Regulation Model** is the new – integrated model of mobility related behaviour change, going beyond previous models used in MM by explaining how and why people move from one stage of behaviour change to another. (WP B)

There are many links between these different products: for example, MaxSumo and MaxEva could be applied to help achieve the requirements of the MaxQ, or to help monitor MM measures implemented as part of the land use planning process. Chapter Two of this report elaborates on these links in more detail.

1.5 Why MAX has produced tools

In many European countries Mobility Management is becoming an accepted approach for addressing different kinds of transport related questions such as congestion, modal shift and emissions. This means that the demand for structured ways of identifying, implementing and evaluating different kinds of mobility management measures is becoming more significant.

Furthermore, the use of common methods and routines will make comparisons between countries easier, and will also make introduction of mobility management easier in countries where the potential of mobility management is not widely known.

From the beginning of the MAX project, the demand for easy-to-use guidelines, checklists, web-based assistance etc. was recognised. During the course of the project, the different work packages have increasingly focused on producing easy-to-use tools. The result is that MAX has created 7 integrated tools for practitioners designed to make it easier to implement high quality MM measures.

1.6 The integration of the mobility management tools in MAX

As this report indicates, the MAX project covers a variety of mobility management issues, including:

- Innovative approaches in campaigning
- Behaviour change models
- Assessment tools
- Quality management for mobility management
- Integrating mobility management and planning

This means that MAX investigated many aspects of Mobility Management and developed tools for all parts of the Mobility Management process. A key challenge was organising these tools into a structure that makes them easy to use and effective. This is especially important because many of the MAX tools can be used in several different phases of the MM planning process. Therefore MAX decided to use the 4-stage structure of:

- Policy
- Planning and strategy

- Implementation
- Monitoring and evaluation

The MAX tools are presented using this structure, since it easily shows the practitioner where the specific MAX tools can be used in the process of implementing Mobility Management.

As shown on the screen-shot below, the MAX tools are presented on the Web portal of MM-tools on the EPOMM-website, using the 4 stage planning process as the organising structure.

The web portal contains all the different tools, presented in an easy to use way, see example below. There are four main choices: Policy, Planning & strategy, Implementation and Monitoring & evaluation. Clicking on the different choices will guide you to relevant tools.



Figure 1: Screenshot of the portal of the MM-tools part on the EPOMM-website in this screenshot, “Monitoring and Evaluation” is highlighted – leading to the tools MaxEva and MaxSumo. Clicking on one of the other three stages would bring up descriptions and links to tools appropriate for that stage.

1.7 Maintenance of the MAX web portal of mobility management tools

EU projects such as MAX normally produce a website as one important end product, but a common problem is that no one supports the website after the project ends. In MAX we are producing tools that we hope will be used by many people, for a long time. To meet this goal there needs to be a body to maintain the tools and website.

This has now been solved in that EPOMM, within the new EPOMM-PLUS project, will do this work. The MAX tools and additional material are included in the EPOMM website and maintained by EPOMM.

1.8 MAX – translations and MAX-names

The MAX consortium strongly supported translating MAX products and information into as many languages as possible. As MAX had a limited budget for translation, the MAX management team decided to expand available budget for translation as far as possible. The translations required extensive editing by the whole MAX-team and partly, for languages not covered by MAX, of partners of the EPOMM-PLUS team – as many specialist terms had to be defined in some languages for the first time.

The following translated MAX products are available on the EPOMM-website (all in the download part but also at appropriate other parts of the website).

	Czech	Dutch	Estonian	French	German	Greek	Hungarian	Italian	Lithuanian	Polish	Portuguese	Slovene	Spanish	Swedish
Definition of MM	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Max Final Brochure	x	x	x	x	x	x	x	x	x	x	x	x	x	x
MaxLupo		x		x	x					x	x		x	x
MaxQ		x		x	x					x	x		x	x
MaxSumo		x		x	x					x	x		x	x
MaxTag		x		x	x					x	x		x	x
Fact Sheet MaxEva	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxExplorer	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxLupo	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxQ	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxSem	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxSumo	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Fact Sheet MaxTag	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Table 1: Overview of translated documents

The translated documents form a very important basis for further dissemination of Mobility Management and the MAX products. Specific benefits include:

- In some countries, the MAX products represent the first time that Mobility Management has been defined in that language.

- Users will not be limited to the few persons that have a good command of English – the MAX tools will also be usable in national workshops and national trainings.
- The national networks for Mobility Management planned in EPOMM-PLUS will have working materials in their own language right from the start.
- The networking with other EU-projects planned in EPOMM-PLUS will be greatly eased as translated documents are already available.
- The branding approach used in the naming convention for MAX-developed tools (MaxTag, MaxLupo etc.) will greatly assist connections across themes and language barriers.
- Translations that could not be implemented (such as MaxEva, MaxExplorer) due to lack of resources within MAX, will in the future be easier since the terminology has been defined.

The consortium believes that this translation effort will remain one of the major achievements of MAX.

In the final part of the project, the team decided that all seven main tools should have an easily recognisable name, giving them a sort of MAX-family brand. This resulted in the names: MaxEva, MaxExplorer, MaxLupo, MaxQ, MaxSem, MaxSumo and MaxTag.

1.9 Project organisation

MAX worked in four content-related work packages, as follows:

- WP A New approaches and innovative campaigns in MM
- WP B Development of a new behaviour change model and a prospective assessment tool
- WP C Linking MM to Quality management - with the potential for MM certification
- WP D Integrating planning and MM

These four content related works packages were supplemented by the work packages 1 – 5, which have integrated the research efforts – for example, WP2 produced a comprehensive research plan (CRP) that set out the research objectives for the rest of the project. MAX started in October 2006, the State of the Art analyses were completed in April 2007 and the main research was carried out over the subsequent two years.

1.10 MAX research

MAX went through three research phases:



Figure 2: MAX project phases

In the preparation phase, the state of the art in each field was researched, and over 300 case studies and projects were analysed. The state of the art served as a basis for identifying the research gaps and for developing a research plan. An important result of the State of the Art survey was identifying the need for writing a common definition of Mobility Management and Mobility Management measures. Therefore the MAX project developed a common definition which was used throughout the project and has been adopted by the European Platform on Mobility Management (EPOMM).

In the **main phase** of MAX, in-depth investigations were carried out according to the research plan. All work packages organised task forces (subgroups) that researched specific topics in detail. For example in the work package covering campaigns there was one task force called ‘campaigning the campaign’ – investigating how to best “sell” a campaign to a decision maker. The management coordinated the work of the work packages to ensure that work products were integrated with other parts of MAX and that deadlines were met. The research formed the basis for developing the tools. These were tested in demonstrations. The results of this research are presented in a series of task force reports, demonstration reports and annexes to these reports (downloadable in the download centre (<http://www.epomm.org/index.phtml?ID1=2365&id=2365>) of EPOMM). These are useful for learning how the MAX tools and guidelines were developed.

In the **finalisation phase**, all the results were brought together and integrated into one final report for each content-related workpackage as well as in two overall final reports – one for general publication (the one you’re reading) and one for the Commission with all administrative details included.

1.11 Summary of MAX reports

As outlined in the previous section, MAX produced:

a series of reports:

- Comprehensive State of the Art Report – with the four annexes for each of the work packages A, B, C and D.
- Comprehensive Research Plan – it detailed the research plan for each of the four work packages, A, B, C and D and identifies the synergies between them. It also contains a common definition of Mobility Management that has now been translated into 14 languages.
- The final reports for the WPs A-D
- The final report you're reading

All reports are available in the download centre of EPOMM
(<http://www.epomm.org/index.phtml?ID1=2365&id=2365>)

2 Final plan for using and disseminating the knowledge

MAX had an extensive dissemination process and the team will continue the dissemination effort in the future. The previous dissemination work is described in the MAX Final Activity Report. This chapter describes the continuing efforts.

Take up by EPOMM and EPOMM-PLUS

The European Platform on Mobility Management – EPOMM and the Steer project EPOMM-PLUS have decided to take up the MAX-products and to use them as a central part of their work. This is reflected in their website, their support of the translations, the joint conference and their plans for the future.

EPOMM-PLUS has a budget of 2.1 Million Euro, 22 partners in 20 countries and started in June 2009 with a duration of three years. It is committed to expand MM-practise in Europe and to expand EPOMM towards a membership of over 20 members.

EPOMM consists (at the end of 2009) of 8 member states encompassing Austria, Germany (represented by Hessen), France, the Netherlands, Portugal, Spain, Sweden and the UK.

MM tools developed in MAX on the EPOMM website

The MM-tools developed by MAX will be maintained, updated and improved by EPOMM (and EPOMM-PLUS). WP6 of EPOMM-PLUS is directly responsible for collecting MM-project data for the MaxEva database. The tools can thus continuously be improved.

The MAX-website

The MAX-website will be maintained for the next two years and thus accessible for researchers until the end of 2011 – any reports can already now be accessed on the EPOMM-download centre.

Training materials, workshops and trainings

Every MAX-tool has a section for training presentations in which some training materials can already be found. This will be extended to ongoing university courses that were started at the end of the MAX-project. EPOMM-PLUS has its own training WP that aims to develop trainings, workshops and train the trainer courses for the MAX-tools. All training materials developed by MAX will also be available on the appropriate sections of the EPOMM-website.

Translations and national dissemination

The high number of translations made in the final phase of MAX has laid a good groundwork for further dissemination on a national level for many countries. EPOMM-PLUS has its own translation WP (4) in which it can conduct further translations of MAX-products as needed. New EPOMM-members can be offered a range of already translated products, but also special translation services when needed.

WP3 of EPOMM-PLUS is responsible for building national networks on mobility management and has already decided that spreading the usage of MAX-tools will be one of the key strategies they will use to start or improve national network development.

On the EPOMM-website, a country section is under construction, in which each country can find all MAX-tools and documents that are available in the country language.

Dissemination through European projects

WP2 of EPOMM-PLUS is responsible for the networking of EPOMM with European Projects. It is approaching 20 ongoing EU-projects (that often are in dire need but unaware of the tools developed in MAX). EPOMM-PLUS describes the MAX tools to these projects and works with the project team to determine how the MAX tools can be used effectively.

Additional dissemination platforms

There are several platforms in addition to the EPOMM-PLUS effort that while not focused exclusively on MM, could help disseminate the MAX research and tools. These include:

- **ELTIS** will place the link to the tools prominently on their website and disseminate information on the MAX-tools through their newsletters (input will come from EPOMM). Currently, a new tender procedure for the next 5 years of ELTIS are ongoing, some important MAX-partners are partners in bidding consortia.
- **allinx.eu** is the new discussion platform for Mobility Management, to which EPOMM is closely related. A MaxSumo user group has already been started, EPOMM plans to establish a MAX user group on allinx as soon as MAX has been finalised.
- **Eurocities** is WP leader in EPOMM-PLUS and as such is actively lobbying for some MAX-tools to become recommended or even obligatory in EU-funded MM-projects. It is also promoting the usage of MAX through their Mobility Forum
- Contacts have been made with several other platforms including **CIVITAS, POLIS, UITP or the Union of Baltic cities**, contacts have been made, but as MAX tools and research results have only been online for a week at the time of finalising this report, no concrete cooperation programmes have been concluded. But increasing cooperations is an aim of EPOMM and EPOMM-PLUS.

2.1 Commitment of MAX partners to use the MAX tools and support their further use

The MAX partners have reported how they will contribute to the dissemination and use of the MAX tools and research results as described in the following sections:

FGM-AMOR

FGM-AMOR will continue to work to extend the use of MAX tools in the following ways:

1. As a Mobility Management practitioner, FGM-AMOR will make use of MaxTag, MaxSumo, MaxEva and MaxLupo in its own projects. Therefore, it will also develop an internal training programme for its staff.
2. As project partner in a great number of EU-projects, FGM-AMOR will advise these projects to use the MAX tools.
3. As coordinator of both EPOMM and EPOMM-PLUS, FGM-AMOR will foster the spread and use of Max tools as described in the previous section.
4. FGM-AMOR will generally advise institutions it works with: schools, companies, cities, regional and national administrations, public transport companies and other cooperation partners to use the MAX tools.

Mobiel21:

Mobiel 21 plans to introduce MAX tools in the future in a number of ways:

5. First of all, as travel awareness campaign initiator, Mobiel 21 will make use of the MaxTag, MaxSumo and MaxSem within its own campaigns towards citizens and schools and other target groups; the aim is to fill MaxEva with these campaign results
6. Mobiel 21 will advise companies and cities to use MaxSumo in their mobility management activities. At the moment, Mobiel21 has contacts with one big company in Belgium active in the MM-field that is interested to introduce MaxSumo and use MaxEva.
7. Currently Mobiel 21 uses the MaxSumo evaluation framework in an EU-Steer project called Bambini; Mobiel 21 is work package leader of the WP on evaluation. All demonstrators are requested to use the MaxSumo framework.
8. For December 2009, Mobiel 21 and MAX partner Traject have planned a meeting with the Belgian Regional Transport Government where they will discuss the possible introduction of MaxSumo in specific Flemish subsidy programs for mobility management actions. They will also discuss the opportunity to organise training sessions towards mobility managers from cities and organisations.

ILS:

9. ILS has been involved in the development of mobility management schemes in Germany at the federal as well as at the regional and local level for many years. During the MAX project ILS often showed stakeholders in the field the benefits they will gain from using the MAX tools. Meanwhile there seems to be a higher awareness that using the MAX tools and especially MaxSumo and MaxEva will support the stakeholders in implementing mobility management measures more efficiently. ILS will continue to promote the MAX tools in Germany.
10. As partner in the EPOMM PLUS project ILS will focus their efforts on including the MAX tools and especially MaxSumo and MaxEva into the current Federal action programme "effizient mobil", which should become a precondition for funding the implementation of good mobility management concepts in Germany.
11. Furthermore, currently there are ongoing discussions to develop a Mobility Management Masterplan at the Federal level in Germany; ILS supports the development of such a Masterplan, and is also working on including all the MAX tools into this Masterplan (if this long-time perspective actually will be developed)
12. Additionally, ILS will set a link to the MAX tools at the EPOMM website on their mobility management platform www.mobilitaetsmanagement.nrw.de, the only website in Germany which promotes and informs about Mobility Management in a broad way.

TRIVECTOR:

13. Trivector is number one in Sweden in sustainable transport and Mobility Management, and introduced the concept of Mobility Management in Sweden, and later on also took the evaluation method from the former EU project MOST, MOST-MET, and convinced the national road administration to adopt it and use it. This resulted in an enhanced version called SUMO. (SUMO has up until now been used for evaluation in more than 100 mobility management projects in Sweden) SUMO was then brought back to the European community in the MAX project where it was further enhanced into MaxSumo. In this work Trivector played a major role. It is now natural for Trivector to take MaxSumo and promote and market it and use it. Trivector has already used the new version in several educations and also projects. MaxSumo is used and will be used instead of SUMO in Mobility Management projects in Sweden.
14. The database MaxEva, where the project management and the programming also was made by Trivector, will also be marketed by Trivector. Some years ago Trivector made the specification of a similar database for the national road administration in Sweden. This work made it possible to develop MaxEva in such a short period that was available in the MAX project. Now Trivector will be very glad to use this new MaxEva database, and will try to sell it to their customers.

15. The MaxSem tool has already been used by Trivector in some travel surveys, the quality management tool MaxQ in two commissions so far. Trivector has also already had discussions with customers on the use of MaxLupo.
16. Trivector is also part of several national and international research projects where the MAX-tools will be introduced.
17. All the Max tools have been presented by Trivector in a seminar in October 2009 to the national road administration. In November Trivector held a presentation on the SWEPOMM seminar, and there are to other seminars planned in December. In January 2010 the tools will be presented by Trivector at the biggest yearly national Swedish transport event, Transportforum.

ETT:

18. When working with cities, ETT will actively promote the usage of all the MAX-tools from the start of the project, and even at tender level as an extra benefit:
 - o ETT will ask these cities to use MaxSumo and MaxEva in the evaluation of the implemented measures
 - o For cities who are interested in deepening their knowledge in making campaigns and how to integrate MM in land use planning, ETT will give special training and advice based on MaxTag and MaxLupo.
 - o For advanced cities in Mobility Management, ETT will promote MaxQ as a way to take the MM-implementation to a higher quality-level.
19. ETT will also start using MaxSumo in their own projects.
20. ETT will also distribute MAX brochures through mass mailings and at events, presentations, etc.

Napier (NU)

21. NU has already started using MaxSEM and MaxSumo in projects such as the Scottish Smarter Choices Smarter Places project in Falkirk in Scotland and in a large Climate Challenge funded MM project with employers in Edinburgh. In other projects it will adopt the MaxSumo methodology and encourage others to do so.
22. NU plans to distribute MAX brochures to local authorities and transport consultancies via a mass mailing in 2010 as well as via events, presentations, etc, and through NU's own networks.
23. NU will continue to incorporate MAX into its teaching via, for example, its transport psychology and transport policy modules at both undergraduate and postgraduate level. Teaching material will also be made available to other transport teaching universities in the UK.
24. At the international level NU is adopting element of the MAX approach and findings in new MM projects such as the STEER project Active Access.
25. At training events NU will ensure that MAX outputs are highlighted wherever they are relevant.

UCLAN:

26. UCLAN will continue to incorporate MAX into UCLAN's teaching
27. UCLAN will include the MAX tools as suggestions in UCLAN's recommendations of project reports (for example where project results suggest measures to reduce car use)
28. UCLAN will circulate details of MAX tools among peers and practitioners through UCLAN's networks

TALLINN:

29. Since October 2008 Tallinn is participating in the CIVITAS MIMOSA project, and within this project 10 different measures are being implemented in Tallinn. One of those measures is specifically directed at the development of Mobility Management in Tallinn. Within this measure various MM activities, campaigns and events will be designed and implemented. MAX tools can be used while designing, implementing, monitoring and evaluating these MM activities in Tallinn.

30. Furthermore, TALLINN will contact Measure Leaders in the other MIMOSA partner cities that are in charge of implementing Mobility Management measures and forward them information about MAX tools.
31. In addition, TALLINN will inform the MIMOSA project Dissemination Managers (in partner cities) and Communication Group members of the possibilities of MAX tools and their availability at the EPOMM website.

ÖNORM:

32. ÖNORM will continue to raise awareness within their networks regarding the benefits of Mobility Management in general and also regarding the MAX-tools. (By implementing the CEN-workshop MOBIMA this process of awareness raising has already started, and the discussion within CEN resulted in the idea of establishing a new CEN-committee that shall deal with the topic of mobility.)

CNRS:

33. CNRS cooperates with CERTU (the French member of EPOMM) regarding the promotion of MAX results in France
34. CNRS will continue to promote MAX through master degree courses at the University (in transport and city planning diplomas)
35. CNRS will send the MAX brochure to other French universities dealing with transport
36. Dissertations in the fields of MM and city planning will be an opportunity to apply some results from MAX (one of such dissertations is already ongoing in cooperation with one of the main French consultancies specialised in soft modes measures)

UPCR:

37. UPCR is in the process of informing the newly created Ministry of Environment, Energy, and Climate Change on the usefulness of MAX tools

UMAG:

38. Depending on external administrative decisions regarding schedule, UMAG will integrate the results of the Mobility Management Project MAX within education concerning environmental and social psychology. The results of the project will be introduced as an effective tool to change mobility behaviour. Further use of the MAX project results through students in bachelor exams might be considered depending on students' amount of interest but UMAG will offer that specific topic nonetheless.

LyleBailie:

39. LyleBailie are currently tendering for two projects one for the Northern Ireland public Transport system and one for Travelwise (a UK government sustainable transport organisation). In both tenders LyleBailie have used and recommended MAX and the MAX Tools to be used particularly MaxSem, MaxSumo and MaxEva. LyleBailie believe that the knowledge of MAX and its excellent toolkit will give them the edge over their competitors.

Annex: List of the other main documents of MAX and where to find them

These are the main documents produced by the MAX consortium that are either useful tools or document the work in the MAX consortium

Max Brochure

The MAX brochure is an illustrated well-laid-out brochure that is available in 14 languages and can be downloaded and ordered via the MM-tools part of the EPOMM-website.

Final reports of WPA, WPB, WPC, WPD

The final reports of WPA, B, C, and D describe the work, objectives, results and conclusions of the WPs in detail – each report has about 100 pages and additionally several annexes. They are downloadable from the MAX-website.

Integrated final report from WP4

The so-called integrated final report of WP4 is similar to this final report, just a little more compact and without the section on dissemination. It can also be downloaded from the MAX-website. The reports are downloadable from the MAX-website.

State of the Art Reports of MAX

MAX had the WP1 – state of the art, which was the basis for the research of MAX. It contains a comprehensive state of the art report integrating 4 state of the art report annexes for the WPs A-D. The reports are downloadable from the MAX-website.

Comprehensive Research plans of MAX

MAX had the WP2 – comprehensive research plan, which worked out, based on the state of the art and the MAX work plan – the research plan of MAX. It contains a comprehensive research plan integrating 4 research plans as annexes for the WPs A-D. The reports are downloadable from the MAX-website.

All MAX-tools and additional documents

The seven MAX tools MaxExplorer, MaxQ, MaxTag, MaxSumo, MaxEva, MaxSem, MaxLupo and numerous additional documents such as demonstration reports, fact sheets, advice notes, and case studies are all available on the MM-tools section of the EPOMM-website.