

EXECUTIVE SUMMARY OF
DELIVERABLE 3
COMBINED REPORT OF
WORKPACKAGE 1 "CONCEPTUAL FRAMEWORK"
AND
WORKPACKAGE 3 "MONITORING AND EVALUATION"

CONTRACT NO. 1999-RD.11129

MOST

MOBILITY MANAGEMENT STRATEGIES FOR THE NEXT DECADES

PROJECT CO-ORDINATOR:

FGM-AMOR Forschungsgesellschaft Mobilität, Austrian Mobility Research

MANAGEMENT COMMITTEE:

CH2MHILL (E)

ILS Institut für Landes- und Stadtentwicklungsforschung (D)

Langzaam Verkeer (B)

NEA Transport Research and Training (NL)

RWTH-ISB Institut für Stadtbauwesen und Stadtverkehr (D)

University of Westminster (UK)



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Introduction

The first chapter of the Deliverable 3 of the MOST-consortium provides a **State of the Art of Mobility Management** that tries to gather information and recommendations of former projects in the field of Mobility Management and other respective activities. The State of the Art shall be the basis of the further work in MOST.

Chapter two comprises the **Starting Conditions of the Cluster Partners**. Seeing that the starting conditions of 27 Cluster Partners, classified in six different Clusters (Education, Tourism, Health, Site development, Temporary Sites, Mobility Centres), will never be identical, it was decided between the Workpackages 1 and 3 to set up a joint questionnaire. The aims, pursued by this questionnaire, are the following:

- the inventory of starting conditions of Cluster Partners
- the evaluation of the basic conditions at the site
- the registration of previous experiences and of the comprehension of Mobility Management of individual Cluster Partners
- the integration in comprehensive approaches for sustainable transport
- the provision of a uniformly structured base of information in order to make the horizontal Workpackages more concrete
- the estimation of possibilities for the Workpackage monitoring and evaluation

Based on the findings of the questionnaire the Implementation Framework (chapter three) was set up. The objectives of the **Implementation Toolkit** are to establish a sound and homogenous basis for the implementation of Mobility Management Measures and Services within MOST. It is meant to offer the Cluster Partners a decent guidance through the implementation phase, esp. for those inexperienced in Mobility Management, as well as a consistent approach for all demonstrating partners. It helps to identify practical factors for a successful implementation.

In chapter 4 an **Inventory of Monitoring and Evaluation Methods** offers an insight into methods used for monitoring and evaluation methods in Mobility Management, Travel Demand Management and other disciplines. Based on the knowledge gathered while going through the various methods the **Monitoring and Evaluation Toolkit** was set up. This Toolkit is meant as a working aid and a guidance to a comprehensive and individual, but still comparable, Monitoring and Evaluation Strategy for each Cluster Partner. The Partners are required to fill in the Monitoring and Evaluation Checklist and send the proposals for their surveys and interviews to the Cluster Leaders for approval. Also the monitoring and evaluation results shall be given to the Cluster Leaders who will forward them to WP 3 for cross-site and cross-cluster comparison.

At the end of this document four appendices provide further material that was produced in the work progress of Workpackages 1 and 3:

Appendix A: Questionnaire for WP 1 and 3

Appendix B: Implementation Toolkit

Appendix C: State of the Practice: Mobility Management - Monitoring and Evaluation in the United States

Appendix D: Monitoring and Evaluation Toolkit
