



# Parma's Mobility Manager Network

## Best practice takeaway

The Decree of Italy's Ministry of the Environment dated 27.03.1998 and 26-05-2021 stipulates that companies with at least **100 employees** for municipalities with more than **50,000 inhabitants** are required to identify a company **Mobility Manager (MM)** and adopt the home-to-work travel plan (**PSCL or Piano degli Spostamenti Casa-Lavoro**) for their employees.

The obligation to appoint the MM starts with the decree in 1998. The Municipality of Parma have had the figure of MM since 2002 and have always required companies to prepare the PSCL since then.

PSCLs analyse employees' mobility habits by applying a standard questionnaire, in which companies collect data about mobility preferences, thus gaining a better understanding of the barriers and incentives to reduce car-dependency while promoting more sustainable modes of transportation. PSCLs are drawn up with the help of a "Mobility Platform" software, which is managed by "SCRAT srl". The rights to the platform are acquired by the Municipality on a yearly basis, thus enabling free access to the companies, while SCRAT provides support in the use of the IT tool through four training meetings during the year. The platform contributes to the uniformity of language and facilitates data aggregation.

### Tasks of Area Mobility Manager

- Coordinate activities of company mobility managers.
- Assist companies in drafting the Home-to-Work Travel Plan (PCSL)
- Coordinate activities between the municipality and the company in the approval phase of the agreement.

### Tasks of Company Mobility Manager

- Optimise employee travel to reduce the use of private cars.
- Acting on the demand for mobility and not on the supply of transport
- Facilitating/improving employee travel.
- Plan definition, implementation, and reporting.
- Assessment and data processing.
- Finding and managing funds internally or externally.

### Mobility Manager Network

A designated **Area Mobility Manager (AMM)** focuses on studying user behaviour and transport demand at an aggregate level, coordinating the work of **Company Mobility Managers (CMM)** and **School Mobility Managers (SMM)**, while supporting them in the preparation and adoption of PSCLs. The AMM is also part of the working group involved in drafting the city's Urban Sustainable Mobility Plan. Angela Chiari was appointed Parma's AMM in 2012. Since then, the network increased from 12 to 39 companies.

### Company Mobility Manager

They are responsible for data processing, assessing, and preparing PSCLs in response to the mobility needs of companies' employees. They pursue funding for the implementation of mobility actions and act as liaison with external stakeholders, including the AMM and other CMMs. They must possess strong communication skills and an excellent knowledge of the company's organisational ecosystem. CMMs can be external consultants, general/plant managers, or a representative from Human Resources.



# RESULTS

At the beginning of the programme there were 12 companies but today there are **39**, accounting for a total of **75,000 workers** and university students. Together they represent about **38%** of the population of Parma.

As of 2022, **25 companies have drafted a PSCL**, with new guidelines provided by the Interministerial Decree of 12-05-2021.

The companies and institutions that take part of the initiative include large private corporations, utility companies, municipal agencies, medium sized enterprises, and important educational institutions.

To support the implementation of PSCLs, companies sign Mobility Management agreements with the Municipality of Parma. The agreements provide a series of measures to incentivize and reward sustainable modes of transportation. The incentives include **direct payments for biking** as part of the Bike to Work programme and **discounted tariffs** for public transport (bus and train), Parma's Cycling Hub or **Cicletteria** (offering storage, repair and rental services) and bike and car sharing programmes. The Municipality can also invest in infrastructure, for example, building bike racks or electric charging stations or expanding existing bike lanes.



**“The mobility manager is a key figure in the implementation of mobility management initiatives whose activity is aimed at promoting sustainable forms of mobility, from an environmental, economic, and social point of view, and the consequent change in users' attitudes and habits”.** - Angela Chiari, Parma Mobility Manager.



Meeting with Mobility Managers during study visit of Merida in Parma (June 2022).

## Lessons Learned & Recommendations

- 1** The regulatory framework must enable the provision of incentives.
- 2** Data aggregation and management of mobility data requires uniformity and standardization. Standard surveys and software greatly contribute to this process.
- 3** Greater resources are needed to promote behavioural changes and provide bigger incentives in the form of subsidies in the use of car sharing, biking to work or public transportation.
- 4** Strong collaboration between Municipality, companies, and educational institutions is required.
- 5** Changing habits also require removing barriers, communication, and better infrastructure.
- 6** Large companies and educational institutions account for a large proportion of trips. CMMs and SMMs, are very important because they can intervene on a substantial portion of the population, to reduce the use of private cars in the systematic home-work and home-school trips that occur during peak daily traffic hours.