

Mobility Labelling Tool

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MoMa.BIZ

FINAL CONFERENCE

4 February 2013

Birmingham, United Kingdom

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The Mobility Labelling Tool is...

An online **diagnostic self-assessment tool** developed within the MoMa.BIZ project for qualitative and quantitative evaluation of the transport accessibility and mobility options in a business and industrial zone.

It assists transport and mobility managers in BIZ, or individual companies.

- ❖ 52 indicators
- ❖ 9 categories, or Boxes
- ❖ Total-based Mobility Class
- ❖ 10 Classes of Mobility Excellence
- ❖ Correspondent to the Actions in the Boxed Solution Guidebook



How does the Mobility Labelling Tool work?

- Visit **<http://moma.biz>**
- Go to Mobility Labelling web-page
- Check the indicators relevant to your BIZ or company
- When completed, a Mobility Class from G to A+++ will appear

- When completing the tool for the first time, the results are baseline
- Each time you re-do the tool, it could be considered Progress Monitoring

NOTE: In the cases, when you do not have access to the Internet, you can use the Excel-file tool



Box Essentials ...

Each Box within the Mobility Label...

- ❖ has its own specific, recognisable symbol
- ❖ scores from G to A shown through the background colour
- ❖ is reflected in the Boxed Solutions Guidebook through explanation of its operational mechanisms
- ❖ can perform better through implementation of Actions and Ideas
- ❖ reflects the contribution of a single company or a BIZ to the local social and environmental conditions





A BIZ Mobility Label

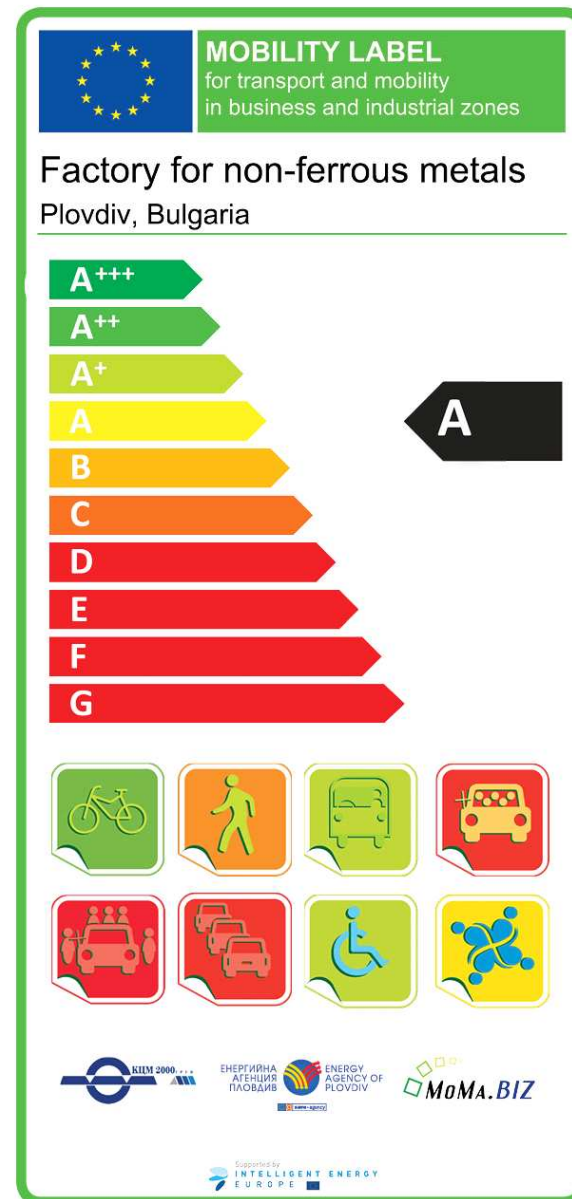
contains:

- ❖ BIZ/ company name
- ❖ Its location
- ❖ The Class Scale
- ❖ 8 Boxes representing the mobility state
- ❖ Any other BIZ information

The Label message is simple:

GREEN IS GOOD

*The greener your label looks,
the greener your BIZ is*



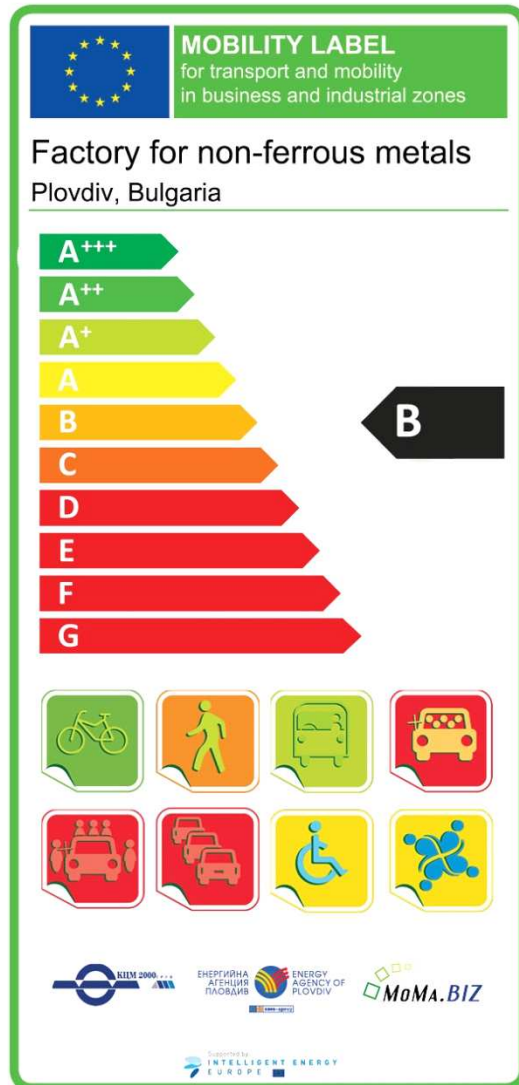


Why use the Mobility Labelling Tool?

- ✓ Realistic and reliable
- ✓ Easy to use
- ✓ Sets baselines and monitors progress
- ✓ Works (perfectly) well for companies and/or BIZ
- ✓ Differentiates the contribution of each entity of a BIZ
- ✓ Compares previous results, or between BIZ
- ✓ Provides information for all types of transport
- ✓ Paired with the Boxed Solutions inspires **greener change**



Just another shining example ...



Background:

- Well-developed internal pedestrian and cycling infrastructure
- Established BIZ Collective transport, schedules and stops
- Transport policies for workers

Related problems:

- Low quality of the BIZ collective transport service
- Lack of carpooling culture
- Inadequate parking space
- Inflexible working hours
- Lack of Sustainable Mobility Culture

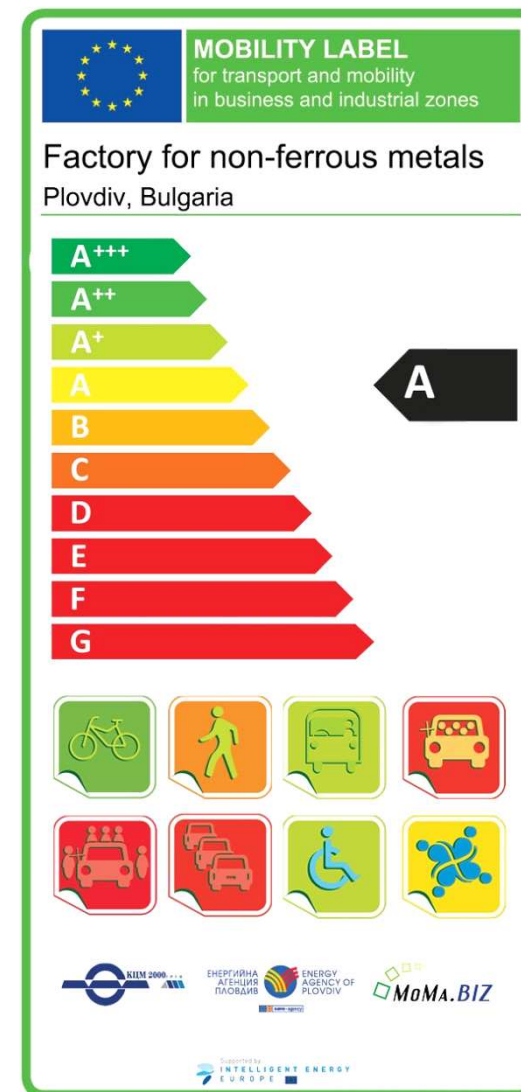


Solutions Realised, Measures Implemented

- Guaranteed ride back home established
- Revision of the Collective transport tendering criteria
- An internet platform for carpooling platform suggested
- Participation in the Mobility Week and the Green Energy Days
- Sustainable mobility articles issued in the BIZ Newsletter
- Study on vanpooling possibilities
- A common MoMa.BIZ brochure
- Leaflets on the benefits of green alternatives (PT, Carpooling)
- Cargo bikes tested in the BIZ
- Parking management map and time schedules updated

Foreseen :

- Transport Air Quality Profile of the BIZ
- InfoDay and Award Ceremony to be conducted



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THANK YOU FOR YOUR ATTENTION!

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