STAKEHOLDERS' INPUT ON IT PILOT ACTION

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Content

1. Summary

The meeting with the stakeholders has been organised in coincidence with MobyDixit, the National Conference on Mobility Management and Sustainable Mobility. During the conference, a wide variety of topics was presented and discussed: services and products for sustainable mobility and mobility management, best practices of mobility management and a roundtable on two themes: school mobility and incentives for mobility. The additional session during the second day opened with a confrontation on what had been shown during the conference, followed by a brief presentation of the MOVECIT project, during which the Municipality described the actions taken from the start of the project and what was to come in the next steps. Lastly, the presentation of "MObility", the interactive mobility management platform which will help Mobility Managers in Modena with their activities, was held.

The main goal of the meeting was to disseminate the presented topics to local authorities and stakeholders, in order to broaden their knowledge and put them in the position to choose and put in place selected measures in the fields of sustainable mobility and mobility management. Further, the goal was to present the mobility management platform to MOVECIT project stakeholders, in order to get their feedback and inputs before the launch of the platform among Modena Municipality employees. The presented topics were very well received and discussed between the participants, who asked for details and clarifications related to the applicability in their specific situations.

2. Date and place

2.1. Meeting / workshop / event No. 1

The meeting with the stakeholders was held on 12th October 2018 in Modena, at the Fondazione Marco Biagi, within the framework of the National Conference on Mobility Management and Sustainable Mobility, MobyDixit.

2.2. Meeting / workshop / event No. 2

3 stakeholder involvement workshops about MOVECIT project and SUMP.

3. Number and types of participants/target groups

3.1. Meeting / workshop / event No. 1

21 participants attended the training, including stakeholders, local authorities, politicians and technicians.

3.2. Meeting / workshop / event No. 2

30 participants attended the training, including stakeholders and technicians.

4. Topics tackled and links to deliverables, outputs

4.1. Meeting / workshop / event No. 1

The main topic of the meeting was the presentation of MOVECIT Project and of the Workplace Mobility Plan for the City of Modena employees and its measures.

After a brief description of pilot action (sensor), technicians presented also "MObility", the interactive mobility management platform that we develop in the frame of MOVECIT tool: this web platform will help Mobility Managers in Modena with their activities. Such platform implementation is one of the actions included in the WMP elaborated in the MOVECIT project.

The main stakeholders' interest was focused on digital platform, as innovative tool; the pilot action was not active yet, so we hadn't any data recorded to show.

In these conditions stakeholder gave their input more about platform than about sensors.

One interesting input we received from the stakeholders, was the recommendation of making the platform the more flexible as possible. Nowadays, people have very different schedule every day, due to the nature of office-job: employees have different timetables every day, sometimes they work from home or they work from different seats depending from the day. Furthermore, people have other leisure activities planned, or errands to do. For this reason, the instruments used by a mobility Manager should take this into consideration and propose mobility solutions that can adapt to this wide flexibility.

Another important consideration that came from the stakeholders, was that for mobility management solutions such as Mobility platform, one very important issue is continuity: it is very likely that right after the launch employees start to use the platform, sign up and maybe even promote that to other colleagues. Bu what makes that instrument effective is the communication campaign that the mobility manager asked even after a few months from the launch. It is important that these kinds of instruments get used with continuity, that the drop off percentage do not rise too much, and that people can find interesting to use it even after the first trials.

4.2. Meeting / workshop / event No. 2

Workshops with local stakeholder to discuss about Workplace Mobility Plan and SUMP were focused on different themes (walking and cycling – public transport – mobility management) in order to identify objectives, strategies and actions to increase the sustainability of urban mobility.

During the meeting, municipality and stakeholder discussed about mobility issues and strategies in the frame of MOVECIT project and SUMP: which policies could be more efficient, how the policies applied in the main city could influence the FUA habits, what is the best way to communicate the new approach.

5. Expected effects and follow up

The goal of the meeting was to present MObility, the interactive mobility management platform which will help Mobility Managers in Modena with their activities. It has been developed in the framework of the MOVECIT Project – as one of the actions of the Workplace Mobility Plan - and will be free to use for companies and local authorities in the Municipality of Modena. It will, in fact, include the possibility to carpool between employees of different companies, and will be operated under the general supervision of the Mobility Manager of the Municipality of Modena. This feature and, overall, the whole platform was very well received, and it is expected that they will be used by other companies and local authorities.

The Municipality and the stakeholder started in these years an interesting discussion process about mobility issues: this kind of dialog between the involved parts was very appreciated by all because it can meets "physically" people with different ideas/needs and stimulate the comparison of different solutions in order to select the most useful one and its feasibility. Both WMP and SUMP are set up as "dynamic tools" and they need continuous monitoring and analysis process, so stakeholder involvement will go on also in the next years.

6. Annexes

6.1. Invitation and Agenda

6.1.1. Meeting / workshop / event No. 1

Agenda of the meeting 1:

- MOVECIT project aims and progress
- The Workplace Mobility Plan for the Municipality of Modena employees (brief recap)
- MOmobility: the new interactive mobility management platform for Municipality of Modena employees
- How does it work?

Invitations has been sent by mail from the Mobility Manager to all stakeholders.

6.1.2. Meeting / workshop / event No. 2

Agenda of the meeting no.2

- walking and cycling
- public transport
- mobility management

6.2. List of participants

6.2.1. Meeting / workshop / event No. 1

Annex

6.2.2. Meeting / workshop / event No. 2

Annex

6.3. Pictures

6.3.1. Meeting / workshop / event No. 1

6.3.2. Meeting / workshop / event No. 2

6.4. Media coverage

6.4.1. Meeting / workshop / event No. 1

N/A

6.4.2. Meeting / workshop / event No. 2

N/A

6.5. Web-links

6.5.1. Meeting / workshop / event No. 1

N/A

6.5.2. Meeting / workshop / event No. 2

N/A