



NSAI
Standards

Standard Recommendation
S.R. CWA 16030:2009

Code of practice for implementing quality in mobility management in small and medium sized cities

S.R. CWA 16030:2009

Incorporating amendments/corrigenda issued since publication:

<i>This document replaces:</i>	<i>This document is based on:</i> CWA 16030:2009	<i>Published:</i>
This document was published under the authority of the NSAI and comes into effect on: 10 November, 2009		ICS number: 03.120.10 03.220.20
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Údarás um Chaighdeáin Náisiúnta na hÉireann		

CEN

CWA 16030

WORKSHOP

October 2009

AGREEMENT

ICS 03.120.10; 03.220.20

English version

Code of practice for implementing quality in mobility management in small and medium sized cities

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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Contents

Page

Foreword.....	4
Introduction	5
1 Scope	6
2 Normative references	6
3 Terms and definitions	6
4 Quality management for mobility management in small and medium sized cities	8
4.1 Introduction	8
4.2 Quality management scheme for mobility management.....	8
4.3 Phasing in the process to quality improvement: The ladder of development	10
4.4 Component 1 – Mobility Management Policy	11
4.4.1 General.....	11
4.4.2 Element 1: User and society needs	12
4.4.3 Element 2: Mobility management policy on paper	12
4.4.4 Element 3: Leadership	14
4.5 Component 2 – Strategy	14
4.5.1 General.....	14
4.5.2 Element 4: Mobility management programme.....	15
4.5.3 Element 5: Partnerships.....	15
4.5.4 Element 6: Human resources	15
4.5.5 Element 7: Budget	16
4.6 Component 3 – Implementation	16
4.6.1 Element 8: Different categories of MM-measures	16
4.6.2 Element 9: MM-supportive measures	18
4.7 Component 4 – Monitoring and evaluation.....	19
4.7.1 Element 10: User and society results	19
4.7.2 Element 11: Stakeholder feed-back	20
4.7.3 Element 12: Management review	21
5 QMSMM assessment procedures	21
5.1 Introduction	21
5.2 Internal assessment	21
5.2.1 Self assessment.....	21
5.2.2 Small internal audit.....	22
5.2.3 Internal audit	22
5.3 External audit	23
5.4 Certification and benchmarking.....	24
6 More details about the audit procedures	24
6.1 Use of questionnaire and rating mechanism in the audit procedures.....	24
6.2 Audit reporting format.....	25
6.3 Qualification of external auditors.....	25
Annex A (informative) Definition and categorisation of individual mobility management measures	26
A.1 Introduction	26
A.2 Information measures	26
A.2.1 Mobility Centre	26
A.2.2 Mobility Consultant.....	26
A.3 Promotional measures	26
<u>Personalised Travel Assistance (PTA)</u>	26
A.4 Organisation and coordination measures	26
A.4.1 Car Pooling.....	26

A.4.2	Car sharing	27
A.4.3	Van Pooling	27
A.5	Site-based measures	27
A.5.1	Mobility Plan	27
A.5.2	Car parking management	28
A.5.3	School mobility plans	29
Annex B	(informative) Short QMSMM questionnaire for self-assessment	30
Annex C	(informative) Extended version of QMSMM questionnaire	34
C.1	Introduction	34
C.2	Ladder of development	34
C.3	Component 1: Mobility management Policy	35
C.3.1	Element 1: User and society needs	35
C.3.2	Element 2: Policy on paper	36
C.3.3	Element 3: Leadership	37
C.4	Component 2: Mobility management strategy	38
C.4.1	Element 4. MM-programme	38
C.4.2	Element 5: Human resource management	39
C.4.3	Element 6: Partnerships	40
C.4.4	Element 7: Budget	41
C.5	Component 3: Mobility management Implementation	42
C.5.1	Element 8: Categories of MM-measures	42
C.5.2	Element 9: MM-supportive measures	43
C.6	Component 4: Monitoring and evaluation	44
C.6.1	Element 10: User and society results	44
C.6.2	Element 11: Stakeholder feed-back	45
C.6.3	Element 12: Management review	46
Annex D	(informative) Step-by-step guide for conducting the small internal audits	47
Annex E	(informative) Step-by-step guide for conducting internal audits	49
Bibliography	52

Foreword

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties on 2009-09-04, the constitution of which was supported by CEN following the public call for participation made in July 2007.

The list of the individuals and organizations which supported the technical consensus represented by the CEN Workshop Agreement is provided below. These organizations were drawn from the following economic sectors: universities and consultancies:

- Austrian Standards Institute Development (Austria);
- Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR gemeinnützige Gesellschaft m.b.H. (Austria);
- Mobiel 21 vzw (Belgium);
- Traject sa (Belgium);
- Trivector Traffic AB (Sweden);
- University of Piraeus Research Centre (Greece).

The formal process followed by the Workshop in the development of the CEN Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of the CEN Workshop Agreement or possible conflict with standards or legislation. This CEN Workshop Agreement can in no way be held as being an official standard developed by CEN and its members.

The final review/endorsement round for this CWA was started on 2009-08-13 and was successfully closed on 2009-09-04. The final text of this CWA was submitted to CEN for publication on 2009-09-23.

This CEN Workshop Agreement is publicly available as a reference document from the National Members of CEN: AENOR, AFNOR, ASRO, BSI, COSMT, DIN, DS, ELOT, IBN/BIN, IPQ, MSZT, NEN, NSAI, NSF, ON, SEE, SIS, SFS, SNV, STRI, SUTN, UNI.

Comments or suggestions from the users of the CEN Workshop Agreement are welcome and should be addressed to the CEN Management Centre.

Introduction

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

Mobility management is primarily a demand oriented approach to transport. Its aim is to support and encourage a change of attitude and behaviour to reduce single car use and to strengthen sustainable modes of transport. Cooperation between public and private institutions enable solutions which fulfil public as well as individual objectives in mobility and transport. The tools of mobility management are based on information, communication, organisation, coordination and require promotion.

The present CWA was prepared by CEN Workshop 37 "Quality Management in Mobility Management for smaller and medium sized cities - MOBIMA" the secretariat of which is held by ON. It was developed through close collaboration with experts from the MAX project "Successful Travel Awareness Campaigns and Mobility Management Strategies", supported by the European Union's Sixth Framework Programme. Work in this project was organized in four work packages.

The overall result of MAX are different tools aimed at practitioners who want to initiate mobility management or who want to improve their current practice. These different tools are connected with the quality management system which is described in this document and provide guidance for introducing quality into mobility management.

The quality management system described in this document, its implementation and continuous application were developed in MAX/WP C. The present CWA is based on research consisting of the following steps:

1. A clear (re)definition of the concept of mobility management and a categorisation of mobility management measures;
2. Setting up a prototype QM-system;
3. Assessment of this prototype by use of a questionnaire survey among mobility managers of 47 European cities, spread all over Europe;
4. A focus group discussion with five mobility management experts and two practitioners;
5. And finally, a demonstration of the quality management system in the city of Kortrijk, a Belgian medium sized city in the Dutch speaking region of Flanders.

All research steps undertaken refined the initial prototype towards the quality management system described in this CWA. In MAX/WP C and CEN Workshop 37 "MOBIMA" experts from universities, consultancies, public authorities and standardization bodies contributed to the work. The present CWA has received the support of representatives of these sectors.

1 Scope

This document provides a code of practice for defining, implementing and continually improving quality in mobility management in small and medium sized cities. Small and medium sized cities are cities with 20,000 to 200,000 inhabitants.

However, the same QM-scheme could be implemented by any city or municipality investing in mobility management irrespective of its size. The QMSMM presented could also aid private entities, agencies or companies – in this document called organisations – in defining a Mobility Management Policy.

The quality management scheme presented can be used as the basis for a self-declaration based on an internal auditing procedure or as the basis for certification by a competent third party.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN ISO 19011, *Guidelines for quality and/or environmental management systems auditing (ISO 19011:2002)*

3 Terms and definitions

For the purpose of this document the following terms and definitions apply.

3.1 mobility management (MM)
concept to promote sustainable transport and to manage the demand for car use by changing traveller's attitudes and behaviour

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

To give an impression what this means in practice:

In a city where MM is implemented:

- one would notice campaigns and promotions for walking, cycling and public transport;
- one could be offered personalised travel assistance to provide information where and how one might be able to reduce car use;
- an employer might pay for public transport tickets to encourage not driving to work;
- at home, one might have a car sharing service available nearby;
- at schools, there could be mobility plans organising safe walking for the children's trip to school;
- for leisure trips by public transport one would have the option of using the consulting services of the local mobility centre;

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