



## Application for the URBACT III Good Practice Call

# The Mobility Management Programme 'Munich - Gscheid Mobil'

## PROJECT SUMMARY

Based on a decision by the city council, the City of Munich has been operating a mobility management programme called “Munich – Gscheid Mobil” since 2006. It aims at supporting citizens, guests and businesses in their individual mobility planning. The focus is on the promotion of environmentally friendly transport and the reduction of car traffic (and thus CO<sub>2</sub> emissions) within the city. Of crucial importance is the consistent integration of “Gscheid Mobil” into transportation and urban planning concepts taking into account new forms of residential development with reduced parking spaces and a new mobility culture.

“Gscheid” is a Bavarian-Austrian term for “quality” but at the same time for “intelligence”. In combination with the terms “Munich” and “mobil” (= mobile) and the stamp as a symbol of value the following messages should be communicated:

- Munich's environmental alliance is attractive and of high quality.
- An intelligent mobility planning offers many advantages.
- The City guarantees credibility and quality.
- All information and services are from one source and coordinated.

In the past ten years, many different projects addressing different target groups have been launched under the “Gscheid Mobil” umbrella brand. People in a situation of upheaval (birth of a baby, move to another city, retirement) are more open to changes – this is the starting point of “Gscheid Mobil”. Its powerful message is that Munich has got a sound mobility service and that using it brings individual benefits. “Gscheid Mobil” projects are always multimodal (offering different modes of transport) and go far beyond pure information: they include consultation, motivation and education. To achieve acceptance the mobility offer is communicated ideologically neutral, from an objective point of view, nicely presented and useful in everyday life. The following “Gscheid Mobil” projects have been launched so far:

### For children and young people

The mobility management accompanies children and youth from the daycare centre until they are old enough to obtain a driving licence. For this purpose, the City of Munich developed the concept of a “biography of mobility” which contains projects for the age groups 3-6 (“Bambini”), 6-10 (e.g. “walking bus”) and 10-16 (e.g. “school rally”).

### For new citizens

Every new citizen (Munich records around 85,000 per year) receives a folder containing information material on mobility and transport as well as on leisure activities and culture in Munich. Further information such as a cycling map, public transport timetables or test tickets can be ordered individually, free of charge and easily via post or internet. As half of the new citizens are foreign nationals, experience has shown that a folder in German only is not expedient. Since 2016 the folder is thus offered with a summary in English, French, Italian, Spanish and Polish language. The project (a cooperation between the city and the transport companies) aims at providing an extraordinary service that makes new citizens feel well informed, integrated and welcome in their new city, Munich. It is about orientation in the new

environment and familiarization with the different mobility options – both prerequisites of arriving and feeling comfortable.

#### For businesses

Businesses are trained to establish their own mobility management. The aim is to optimize the locational mobility processes of an enterprise. The project is implemented in the classical steps: survey, analysis, development of measures, implementation and evaluation. It is run by the city's department for business development (not by the transport companies) which facilitates the access to the companies considerably.

Beside these permanent offers, new approaches for further target groups are constantly tested. Most are successful but so far lacking a long-term funding.

#### For families

To avoid that young families reflexively buy their own cars when expecting a baby (around 18,000 are born in Munich each year), the project "Go!Family – en route with a baby" addresses parents-to-be prior to birth and offers them to test different mobility options such as bicycle trailers, cargo bikes or electric bikes, carsharing, special family tickets for public transport and many more.

#### For migrants

In their compulsory integration courses at Munich's educational institutions migrants learn German language and culture by means of specifically designed teaching materials covering the topic of sustainable mobility.

#### For refugees

The pilot project "My bike – My Munich" specifically addresses refugees women and youth and comprises cycling courses, joint excursions, training to become a cycling teacher as well as a bicycle repair workshop.

#### For seniors

Mobility consultancy for 65- to 75-year-olds has been tested on 10,000 households – with promising results!

For further information on the different projects (videos, flyers, etc.) kindly see the link list in the support pack.

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