

Best practices in Europe with regards to mobility in industrial districts

Executive summary



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I. Introduction

The study entitled “Best practices in Europe with regards to mobility in industrial areas” is part of Activity 2 of a mobility project in the industrial areas of Correggio (Reggio Emilia, Italy). This project is known by the abbreviation IMOSMID (Integrated MOdel for Sustainable Management of Mobility in Industrial Districts) and is financed by the European Union as part of the LIFE+ “Environment Policy and Governance 2009” scheme.

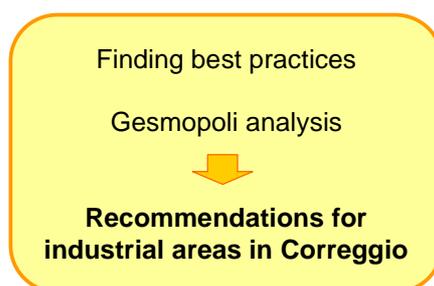
The compilation of this document has been entrusted to the Diputació de Barcelona (Barcelona Provincial Council) given its previous experience in coordinating the “Gesmopoli (Integrated management for mobility in industrial estates and areas) Project” which was carried out on different industrial areas in Catalonia between 2005 and 2008 within the framework of the LIFE+ “Environment Policy and Governance 2004” scheme.

II. Objectives of the study

The main objective of the study is to put together a collection of European best practices for promoting the use of more sustainable modes of transport for getting to work and applying them to the industrial estates of Correggio in the province of Reggio Emilia. In concrete, the objectives specific to this study are:

- identifying European best practices;
- analysing the Gesmopoli project and how it was implemented in the El Pla industrial area (Spain);
- establishing recommendations for the process of implementing a mobility plan and the corresponding follow-up indicators;
- identifying which best practices could be of use in the industrial areas of Correggio.

Figure 1. Objectives of the study



Source: prepared by the authors.

III. State of the art and European best practices

This chapter will present the state of the art with regards to mobility management in different European countries and highlight the best guides which have been drawn up in the last few years within the European framework.

Furthermore, it will include an analysis of the document “Best practices in Europe with regards to mobility in industrial areas”, in which 27 best practices were investigated in 10 different European countries. Additionally, the case of the El Pla industrial area, investigated as part of the Gesmopoli project, will be analysed.

1. The current situation regarding mobility management and best practices in different European countries

Austria: the federal government offers financing within the framework of environmental issues to manage mobility. It finances the “klima: aktiv” project which promotes sustainable mobility. The best practice analysed for Austria is the following:

- Suchard, Bludenz.

Belgium: every company employing more than 300 people is obliged to present an “energy balance” every 3 years. This balance is then used to form the basis for suggestions for improvement in mobility management. The best practices analysed were the following:

- KBC Bank, Brussels.
- Gant and Drongen I industrial areas.

- Brussels Airport.

Denmark: a guide and an IT tool have been developed by the Association of Danish Municipalities and financed by the Danish Environmental Agency. Their objective is to analyse mobility and movement in order to draw up plans for companies and municipalities. The best practices analysed were the following:

- creation of a mobility centre for companies.
- promotion of a car-pooling scheme at Odense University Hospital.

France: funding of part of the costs of public transportation by a transport tax paid by companies with more than 9 employees in areas with a mobility plan in force. This mobility plan is obligatory in municipalities with more than 100,000 inhabitants, and voluntary for smaller towns. The best practices analysed were the following:

- company movement plan of the *Institut Gustave Roussy*, Villejuif.
- company movement plan: *STMicroelectronics*, Grenoble.
- company movement plan: *France Télécom*, Lyon.

Germany: mobility plans are management and financed by the Federal Ministry for the Environment within the “Efficient Mobility” programme which is coordinated by the German Energy Agency. The best practices analysed were the following:

- Infineon Technologies, Dresden. Manufacture of semiconductors.
- Diakonie- und Sozialstation Hamburg, St. Pauli. Outpatient care centre.
- Hering Bau, Burbach. Construction company.
- Katharinen – Hospital Unna. Hospital in Unna.

Great Britain: sustainable mobility management financed by the Department for Transport in conjunction with the Highways Agency (which has the capacity to make decisions with regard to highways planning). The best practices analysed were the following:

- Addenbrooke’s Hospital. Cambridge University Hospitals.
- Pfizer Ltd., Sandwich.

Italy: Italy was the first country to oblige companies to establish mobility plans. Since 1998, companies with more than 300 employees in cities with more than 150,000 inhabitants have had to draw up such plans. The implementation of these plans has varied across the different Italian regions. The best practices analysed were the following:

- mobility management for the company *Azimut Yachts* – Avigliana, Piedmont.
- integrated mobility activities at the San Martino Hospital in Genoa.
- company mobility management in Rome.
- rental of electric minivans in Reggio Emilia.

Netherlands: mobility management comes under the strategic plans of the Dutch Ministry of Transport. These transportation plans currently have a budget of €4.5 million per annum. The ministry created both the EPOMM platform and ECOMM conferences. The best practices analysed were the following:

- business areas south of Amsterdam.
- improvements in access to the Doudse Poort business area in Gouda.

Spain: sustainable mobility plans for work places are financed from the Institute for Diversification and Saving of Energy (IDAE) which reports to the Ministry of Industry, Tourism and Trade. Catalonia's mobility law regulates the implementation of mobility plans in areas of economic activity. The best practices analysed were the following:

- Can Sant Joan industrial area, Barcelona.
- Pratenc industrial area. Shuttle bus PR4, Barcelona.
- shuttle buses in the industrial areas of Getafe.
- new “T” bus routes in Madrid.

Additionally, the **Gesmopoli** project was studied as a whole, and particularly the continued activities in the **EI Pla industrial area**. One particular feature to be highlighted of the EI Pla project is the hiring of a new Mobility Manager at the start of 2001 with the objective of driving the Mobility Programme and Round Table which had been set up as part of the Gesmopoli project.

Switzerland: promotion of sustainable mobility is managed as part of federal energy programmes. Working groups have been created across the country in association with companies. In Zurich, such a work group was created in conjunction with the Department of Civil Engineering. The best practices analysed were the following:

- company mobility management: *Swissmill*, Zurich.
- cycling to work in Switzerland.

2. Guide to drawing up and implementing mobility pacts in Gesmopoli

The Gesmopoli project laid great importance on reaching a consensus between the different participants with the objective of drawing up and signing a Mobility pact. According to the Gesmopoli project, the pact was defined as a consensus document with the main objective of preserving the rights for mobility of workers by achieving a series of commitments for taking action.

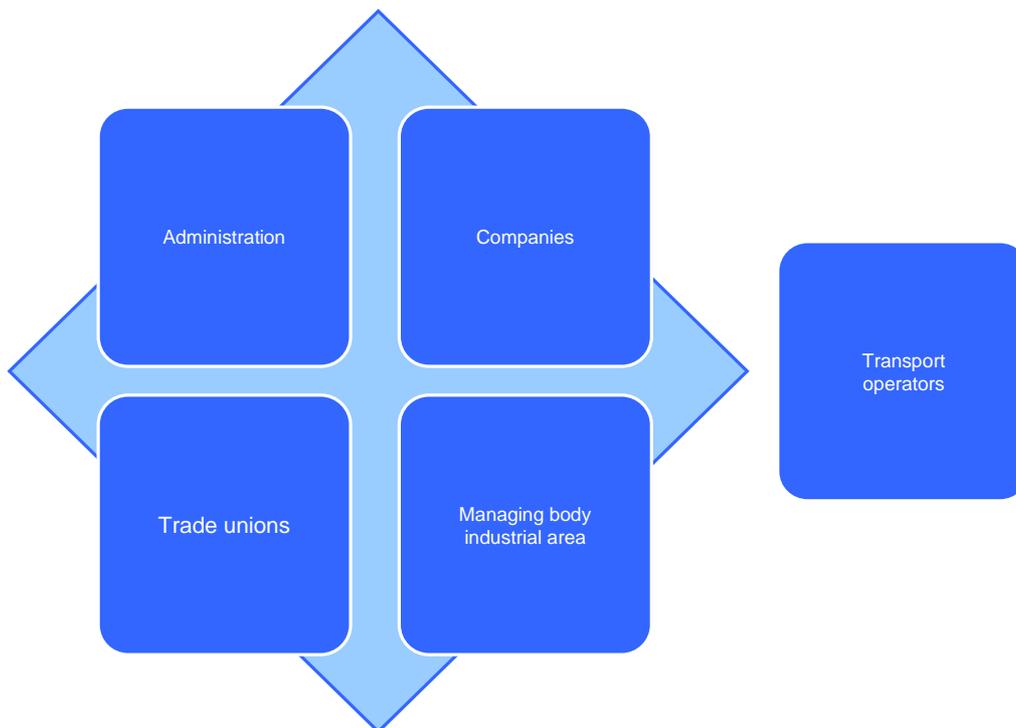
In order to facilitate the compilation of mobility pacts, Gesmopoli put together a “Guide to drawing up and implementing mobility pacts”.

As specified in the guide produced during the Gesmopoli project, the process of drawing up a Pact consists of 5 main points as detailed below:

1. Driving the Pact and the Round Table

It is important here to emphasise the importance that a promoter can have on the pact. This individual, who can be anyone involved from one or various industrial areas, must lay the foundations so that other participants can join and so create a Pact Round Table. In general, this Round Table should include representatives from social, public and economic fields.

Figure 2. Participants in the Mobility Round Table



Source: *Gesmopoli Project. Integrated management for mobility in industrial estates and areas. 2008*

2. Mobility analysis

The mobility analysis for the industrial area should aim towards supporting the Mobility Pact and identify both the strong and weak points in mobility for a particular industrial area. Based on this information, strategic objectives and suggestions for improvement can be made. In order to do so, a mobility plan for the industrial area should be arranged or carried out; alternatively a report with the most important details should be compiled.

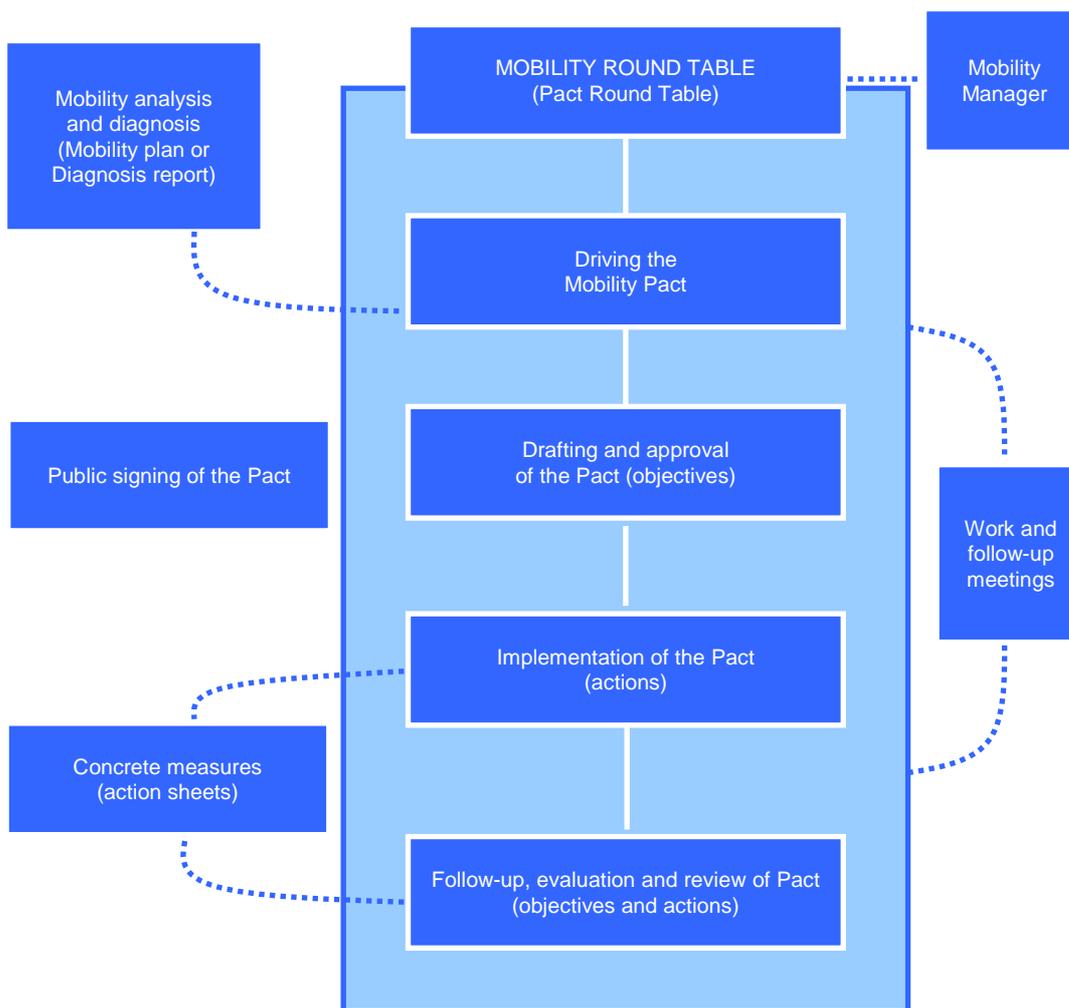
3. Drafting and approval of the Pact

According to the Gesmopoli guide, the Mobility Pact document should consist of a series of strategic objectives and a declaration of intentions which must then translate into concrete measures and actions. The Pact must be decided by consensus and approved by the Round Table.

4. Implementation of the Pact

As well as the strategic objectives approved by the round table, actions should be developed and prioritised which can either be taken from an existing Mobility Plan or created from the diagnosis report. The figure of manager and assessor is essential to the correct application of the Pact and the activities derived from it. To do so, a representative linked directly to the Mobility Round Table can be chosen to act as mobility manager. Without this figure it is extremely difficult to apply the measures chosen by consensus and follow up on them adequately.

Figure 3. Generic procedure for drawing up a Mobility Pact



Source: *Gesmopoli Project. Integrated management for mobility in industrial estates and areas. 2008*

5. Evaluation and review of the Pact

The Mobility Pact needs to be a living, flexible and adaptable process. This implies the need for following up on and evaluation any actions with the help of indicators. The Pact should help the Mobility Round Table come up with a process for reviewing and

improving it. This is why the figure of the mobility manager is so fundamental: there needs to be a representative monitoring the implementation of the pact and constantly evaluating the results.

3. The Application of MAX tools

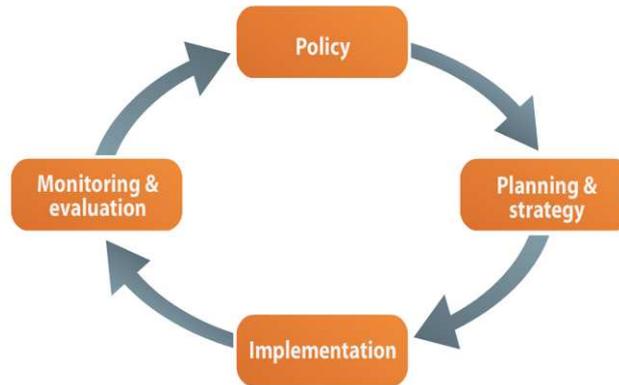
The MAX project ran from 2006 to 2009 and was the largest research project on Mobility Management within the EU's sixth framework programme. The MAX Consortium of 28 partners served to extend, standardise and improve Mobility Management - it did so in the fields of quality management, campaigns, evaluation, modelling and land use planning.

In these fields, MAX produced new research results (from investigations) and a whole array of tools. These tools will help the different managers make improvements in their projects and measures aimed at mobility management.

A unique aspect of MAX is that it is not one of the many projects that just finish when the funding runs out. On the contrary, it is one of the few projects that will continue its dissemination well beyond the end of the project. That is because much of the work in MAX was directly endorsed by the European Platform on Mobility Management (EPOMM) and continues to be supported by them – in order to provide truly Europe-wide growth, standardisation and dissemination of Mobility Management.

The MAX project represents activities within mobility management as a continuous circle in which (1) social needs should be established with the help of corresponding policy, (2) priorities and strategies should be set in order to plan a series of actions, (3) those actions should then be implemented and (4) the results should be evaluated and then used to form the basis of new needs and policies to start the process again. With the help of this circle, the quality of the activities can be monitored as well as the results obtained and improvements for future steps.

Figure 4. Max Tools Activities circle



Source: www.epomm.eu. MM-Tools.

For each step, MM-Tools proposes a specific, interactive IT tool to help make decisions regarding which activities to undertake or to evaluate the success of those activities.

During the planning phase, the *MaxExplorer* tool is used to select the most appropriate measures to be undertaken, and *MaxSumo* helps to order and structure those activities.

Figure 5. MaxExplorer interactive tool

Use MaxExplorer

What is the size of your main target group?

organisation: company
target: own employees
location: suburban area

The size of the target group can also be an important factor for selecting appropriate mobility management measures. Please select an option from the list.

Less than 50 employees
 50 to 99 employees
 100 to 499 employees
 More than 500 employees

Back Next

Use the 'Next' button when you have selected an option.

1 Organisation 2 Target 3 Location 4 Size 5 Recommended measures 6 Presentation 7 Multi-criteria assessment

"Interactive Guidance Tour" Page 4

Source: www.epomm.eu. MM-Tools.

The *MaxTag* tool is recommended for use in promotional campaigns.

Within the implementation section, *MaxLupo* is used to help integrate sustainable transport with land use planning, and the actions which are carried out are logged with the help of the *MaxEva* too.

In the monitoring phase, *MaxSumo* has been developed to help improve the evaluation of the measures, and once more *MaxEva* can be used to record the results.

Finally, *MaxQ* is recommended to help improve the implementation of measures aimed at furthering mobility management.

Figure 6. *MaxQ* quality management tool



Source: www.epomm.eu. MM-Tools.

As can be seen, these tools are planned as a guide to help the mobility manager implement proposals and then follow up on them.

IV. Drawing up mobility plans for industrial areas. Implementation in Correggio

The area under study in Correggio consists of several different industrial areas, the main ones being “Villaggio Industriale” (0.8 km²) and the “small business area” (1.1 km²), and a third area with other business activities (1.0 km²).

In total there are some 60 companies employing a total of between 1,500 and 2,500 employees; this gives an average of 25-40 workers per company.

The main industrial activities are the production of plastic materials and the mechanical industry (specifically pneumatics).

The detailed study, analysis and diagnosis of the areas under study will give concrete recommendations and actions which can be undertaken to help improve access to these areas with sustainable transport.

Furthermore, a series of general recommendations will be given as they are considered important for the implementation of the mobility plan for the industrial areas of Correggio.

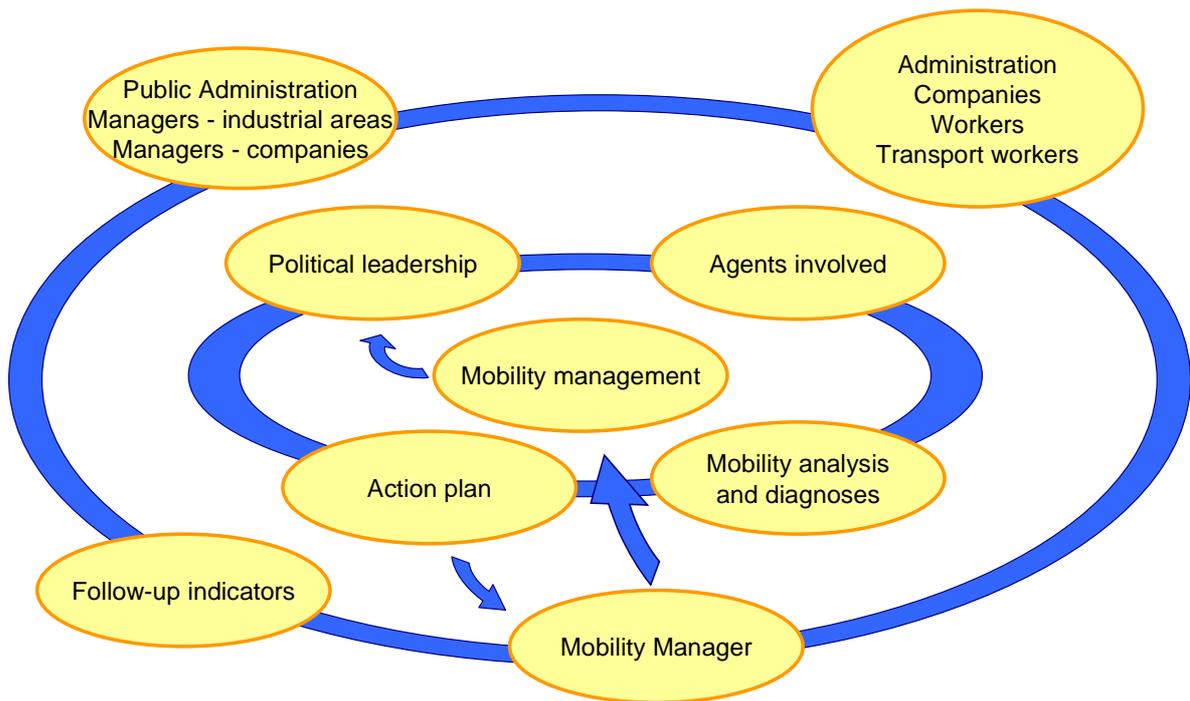
1. *Deployment methodology*

This section explains the working mechanisms for implementing a mobility plan in industrial areas. The deployment methodology has been taken from different sources and through study of the best practices studied as part of the project.

The implementation of the plan basically consists of 5 steps:

1. political support for the mobility plan;
2. analysis and diagnosis of the current mobility situation;
3. approval of the plan in order to establish a proposal for activities to be undertaken;
4. application of the measures proposed as part of the plan;
5. evaluation and review of the plan.

Figure 7. Mobility management diagram



Source: prepared by the authors.

1.1. Political support for the mobility plan

In order for a mobility plan to be successful in a particular industrial area, there must be political support and the willingness of local authorities to implement it.

For this reason one of the first functions of any plan is to explain to the most relevant participants the intention to carry out such a scheme and to seek their support.

The following is a list of these figures:

- local and regional administrative bodies;
- companies and employers' associations;
- workers and trade unions;
- industrial area management companies;
- public transport operators.

A Mobility Round Table should be set up in conjunction with these figures in order to follow up on how the mobility plan evolves.

One of the Round Table's first tasks is to establish a pact to determine the initial objectives of the plan and the time frame.

In this first step involving finding political support for the mobility plan, the **representation and coordination between the parties involved** is of the utmost importance.

First and foremost, it is vitally important that the coordination between the different public and private bodies involved in mobility in industrial areas is smooth.

In this sense the companies located in these industrial areas should participate actively and be adequately represented: in fact a spokesperson should be included to represent the managers or the majority of workers in the industrial areas. Without this cooperation from the companies themselves it is very difficult to ensure overall coherence with the adopted measures as those directly involved need to be able to adjust the proposals to suit their needs: a good example is knowing exactly how many parking spaces to reserve for employees who participate in car-pooling schemes.

In the same way, communication during the analysis, diagnosis and proposal stages with representatives of the main trade unions is vital. They are, after all, the ones who have a direct influence on the extent of involvement of the employees and can help make sure that the proposals are broadly accepted by the administrative bodies and companies.

On the other hand, it is assumed that different public bodies related to industrial areas will want to become involved in such activities; this includes local and regional administration, as well as public transport operators and others.

In order to ensure that all of the different parties involved continue with their involvement in the project, the public bodies need to prove that they are following a clear, coherent and manageable objective.

In this sense, those representing the different entities must have sufficient responsibilities and positions, or at least a certain level of influence: there is little point in having a great number of representatives from all sides if none of them have the authority to make the necessary decisions.

It is vital that all those involved work hard towards reaching commitments and agreements to ensure that the project enjoys continued success: for example improved bus stops must be controlled by the local police force to make sure that illegal parking blocking the buses' access is stopped.

This coordination and commitment between different bodies is very important from the start of drawing up the plan and during the phase of making proposals. All of the participants can then understand the problem, identify the extent to which they will have to become involved and understand why certain proposals are being made.

1.2. Analysis and diagnosis of the current situation

Once the Mobility Round Table has been formed and the calendar has been set, an analysis of the current situation regarding mobility in industrial areas can be started. This requires tasks such as:

- analysing the supply provided by the current mobility network;
- analysing the demand on the current mobility network;
- interviews with managers;
- surveys of employees;
- surveys of users of different modes of transport.

The recommended survey is the type recommended by the mobility management tool called Toolbox. This gathers important information on modes and purpose of transport, frequencies and possible reasons why employees who come to work in private vehicles do not use more sustainable modes of transport.

From this analysis, the main shortcomings in the current system can be established, thereby indicating how more sustainable forms of transport can be promoted and the potential and opportunity for change.

1.3. Approval of the plan in order to establish a proposal for activities to be undertaken

Once the current situation has been diagnosed in detail, the plan can come up with different proposals for activities to be carried out in order to promote more sustainable transport.

These proposals should be agreed upon by the Mobility Round Table in order to establish a pact in the calendar of activities and with regards to financing them.

How to **finance** the activities is one of the most important questions which should be taken into account right from the first moment of drawing up the plan.

The level of **financial implication** must take into account the capacity of each participant: the same level of effort cannot be expected from workers, companies, associations, operators and local and regional governments.

One of the principal reasons why those involved must have sufficiently high positions and the power to make economic decisions becomes clear when dealing with the financing of the project.

If the participants are technically qualified but do not have the authority to make economic decisions, it is much more difficult to come to a consensus across the board with regard to financing.

It should also be borne in mind that financing does not just involve money given toward the project, it also includes such things as man hours dedicated to the plan or materials supplied.

For this reason, financing is one of the fundamental branches of the plan and can make the difference between it being a success or a failure.

When talking about economic investment, one must bear in mind that companies are likely to be reticent about providing support as the investment will not have any direct benefit on them and they will see that withholding monetary support would not have an immediate negative effect either.

It is recommended that the first activities be ones that do not entail any economic cost to the companies (such as reserving car parking spaces, distributing information on public transport, etc.) or only symbolic amounts.

One example of this which often appears in mobility plans is the company subsidising part of the cost of public transport for its employees to get to work. However this activity can become very expensive in the long run and it is recommended that it is not considered until the final stages of the implementation of the plan.

With regards to the **proposals for activities**, before looking for technical proposals to solve the current issues in the industrial areas, the participants should draw up the mobility management proposals to guarantee commitment for all involved in applying them, as well as monitoring them and making any necessary changes as the process progresses. These management proposals are centred mainly on two pillars:

- creation or consolidation of the mobility round table and
- creation of the mobility agency or the figure of mobility manager.

These two proposals are fundamental for the success of the mobility plan.

The mobility round table serves to ensure the commitment of all the parties involved and to redirect the financing in case of any changes to the initial plans. This round table must follow up on the study (either with the help of a consultant or mobility manager) in order to evaluate the results, whether any proposals require additional support or, alternatively, remove any which are not having the desired effect.

Just as during the coordination and implementation of the plan, the round table must be made up of persons with sufficient decision-making authority or influence: only in this way can the decisions made during the meetings really be put into action.

On the other hand, bearing in mind that the mobility round table should only meet two to four times a year, there should be a person or group of people who manage the implementation of the plan on a day to day basis. This is what is known as the mobility manager or mobility agency.

The main tasks of the mobility manager are as follows:

- tasks of coordination and communication between the different participants;
- promotion of the mobility plan and commitment to its success;
- follow-up of activities which have been carried out as part of the plan;
- managing issues which arise during the day to day running of the plan;

- evaluation of the results obtained;
- proposals for correcting weak points;
- communication with the mobility round table in order to make decisions and apply them.

In order for the plan to be applied successfully, it is essential that there is a mobility manager and that this figure works efficiently. The mobility manager can either be a current employee of any of the participating companies or bodies, and can work either full or part-time on the mobility plan.

1.4. Application of the measures proposed as part of the plan

Once a consensus is reached on the measures to be applied, they should be implemented in accordance with the established procedure.

The technical proposals carried out as part of the plan will be directly taken from the information gathered during the analysis and diagnosis stages.

As a general rule, accessibility for all forms of transport should be taken into account:

- on foot (taking into account accessibility for persons with reduced mobility);
- by bicycle (comfortably and safely);
- by public transport (suitable routes and timetables for working hours);
- access by private vehicle should be reduced as far as possible, making use of car-pooling schemes and organised parking.

In summary, access to the industrial area by public transport should not discriminate against any sector of society and should ensure a certain level of safety, reliability and comfort.

Chapter IV section 3 gives a list of proposals for activities which gives an idea of the measures which can be undertaken.

Any modifications in any of the measures should only be made after reaching a consensus with the Mobility Round Table.

1.5. Evaluation and review of the plan

Once the activities have been completed, they should be evaluated and the responses and results obtained should be investigated.

Evaluation of the results obtained is fundamental in discovering whether the activities undertaken are fulfilling their function and whether the established objectives are being reached.

In this sense, the review of the plan should serve as a basis for making improvements in the activities and making them as efficient as possible.

The follow-up of the plan is a stage for evaluation of how it is being implemented and whether any improvements in efficiency can be made.

The role of the mobility manager or mobility agency is of vital importance when following up on the implementation of the activities.

If the activities and results are monitored well, valuable data can be obtained from them which can help fine tune the later stages of the process.

During the follow-up phase, changes in the planning and costs can be made. All of these modifications should be presented to the mobility round table so that agreements can be made at every step.

It should be mentioned that the plan can only be successfully monitored and followed up on if there is a mobility manager organising the day to day running of the plan and a mobility round table which supports the mobility manager and can make technical and, above all, economic decisions.

2. *Proposals for activities*

The following is a list of proposals which have arisen from different best practices in European projects. In this sense, the list should serve as the basis for mobility managers to see what a wide range of options are open to them. From this list, the mobility managers for the industrial areas of Correggio can adapt the proposals for activities to their own local needs.

The list of proposals is ordered according to the type of activity with regards to different modes of transport and to the type of activity in question. Therefore the lists has been

divided into the following sections: mobility management, transport in private vehicles, vehicle parking, public transport, mobility on foot and bicycle mobility.

Mobility management

- creation of a Mobility round table;
- creation of the figure of Mobility manager;
- in the case of studies on mobility in industrial areas, mobility plans should be investigated for companies located in those areas;
- reduction in the need for travelling to work with such schemes as “telecommuting” or intensive hours;
- process to adapt working shifts to public transportation timetables.

Transport in private vehicles:

- more efficient use of private vehicles when going to work;
- efficient fleets of company vehicles;
- courses on efficient driving;
- maintenance or improvements in vertical signposting;
- maintenance or improvements in horizontal signposting;
- improvements in road safety in general in the industrial area with particular attention to “black spots”;
- improvements in signposting directions for vehicles.

Promoting shared rides in cars (“car-pooling”):

- easier access for vehicles carrying more than one employee to work;
- car-pooling services to help coordinate drivers and passengers;
- incentives from the company to promote car-pooling (subsidies towards the cost of petrol, reserved parking spaces, etc.);

- distribution of information on car-pooling;
- marketing and promotion of car-pooling;
- van-pooling.

Vehicle parking:

- parking management by the company;
- regulation and control of parking on the street;
- subsidies for workers who do not use parking spaces.

Public transport:

- improvements in public transport for getting to work;
- improvements of the service offered by the operator;
- improvements in information for potential passengers;
- improvements in the commercial speed of bus services;
- improvements in the frequency of public transport;
- extended hours for public transport;
- introduction of shuttle buses;
- company transportation from the home to the workplace or shuttle buses to the main/nearest station;
- collective taxis;
- access to bicycles from public transport;
- park & ride schemes;
- improvements in facilities at bus stops;
- controlling illegal parking at bus stops;

- improvements in real-time information on bus times both at stops and within the company;
- sale of tickets within the company;
- financing part of the cost of the ticket by the company;
- assessment on the use of public transport;
- marketing and promotion of public transport;
- guaranteed journey home in case of emergencies using taxis or other alternatives.

Mobility on foot:

- working towards improved access on foot;
- improvements in road safety for pedestrians when coming to work and at stations and bus stops;
- controlling parking on pavements;
- elimination of plants encroaching on the pavement;
- adequate cleaning and maintenance of pavements around the industrial area;
- crossings for pedestrians on major roads;
- creation of accessible routes for people with reduced mobility;
- widening of pavements on the busiest routes or where the pavement is currently too narrow (at least between 1.5 and 2 metres of width is required).

Bicycle mobility:

- working towards improved access by bicycle;
- information on the infrastructure available to cyclists;
- improvements in the safety of cycle routes;
- specific signposting for cyclists;

- installation of lockers and showers for workers who cycle to work;
- access to bicycles from public transport;
- financing equipment for cyclists;
- a fleet of bicycles for the workers to get to work;
- free bicycle maintenance schemes;
- marketing and promotion of cycling;
- guaranteed journey home in case of emergencies using taxis or other alternatives;
- installation of racks where cyclists can park their cycles safely.

3. Follow-up indicators

From the studies carried out the following is a list of follow-up indicators which may be useful for monitoring and evaluation mobility plans in industrial areas.

Mobility management

- number of times the mobility round table meets per year;
- level of compliance with the plan;
- level of willingness to change amongst the workers;
- modal split evolution - real change;
- number of companies with over 300 employees which have drawn up a company movement plan;
- percentage of workers who are aware of the services provided by collective public transport operators;
- evolution in the emission of atmospheric contaminants and greenhouse gases;
- number of hours the team dedicates to mobility management;

- costs for the mobility system in the industrial area with regards to investment and maintenance;
- total volume and evolution in CO₂ emissions and other contaminants;
- times required to travel to work using different modes of transport with regards to the distance travelled to work;
- transportation costs for the workers.

Transport in private vehicles:

- percentage of workers who get to work by car (driver);
- percentage of workers who get to work by car (passenger);
- percentage of workers who get to work by motorcycle or moped (driver);
- percentage of workers who get to work by motorcycle or moped (passenger);
- percentage of workers who get to work by other motorised vehicles (vans, lorries, etc.);
- average occupation of private motorised vehicles entering the industrial area;
- evolution of rates of accidents in the industrial area;
- percentage of HGVs as compared to ADT;
- percentage of visible signs;
- percentage of routes with correct horizontal signposting.

Vehicle parking:

- number of current PRM spaces;
- number of parking spaces reserved for workers who car-pool;
- number of vehicles parked illegally;
- evolution in the number of vehicles parked on the pavement;
- number of vehicles parked at bus stops;

- number of HGVs parked on the roads.

Public transport:

- percentage of workers who get to work by public transport;
- percentage of use of the different modes of public transport;
- commercial speed of collective public transport services;
- number of users of new bus services/shifts;
- evolution of users per bus stop;
- percentage of bus stops showing correct information;
- percentage of accessible bus stops;
- percentage of sheltered bus stops;
- percentage of bus stops with access platform;
- percentage of bus stops with specific lighting;
- number of users of the new bus stops which have been installed.

Mobility on foot:

- percentage of workers who walk to work;
- reconditioned area (in m²) as a percentage of total area;
- number of points where mess or rubbish are found;
- number of places where plants encroach onto the pavement;
- percentage of accessible pedestrian crossings;
- evolution in the number of pavements with a usable width of 1.8 m or more;
- percentage of safe pedestrian connections on the busiest roads;
- percentage of accessible entrances to car parks;

- routes for blind pedestrians;
- percentage of pedestrian paths accessible from collective public transport stops.

Bicycle mobility:

- percentage of workers who get to work by bicycle;
- kilometres of separate cycle lanes;
- metres of cycling lanes signposted;
- number of bicycle rack places where bicycles can be left as part of the study;
- number of bicycles actually parked correctly in racks;
- number of promotional activities to further the use of the bicycle;
- number of lockers and showers.

As a final note on this chapter on mobility plans for industrial areas, it should be noted that these recommendations are specifically aimed at the industrial areas of Correggio. However it will be necessary to evaluate the specific local needs of the area based on the mobility analysis and subsequent diagnosis in order to adapt the proposals to fit.