

## Ropka tööstusrajoon a Public – Private Partnership for Mobility Management (Tartu, Estonia)

Creating a culture of sustainable mobility in a medium-sized town

*Cooperation between the city government and private companies has been the key element to raise awareness and have a positive influence on mobility behaviour.*

**Industrial zone:** Tartu Ropka tööstusrajoon

**Location of the event:** Tartu

**Country:** Estonia

**Implementation body:** City of Tartu

**Level of implementation:** site specific

**Topic:** home-work mobility

**Target group(s):** employees and visitors of the industrial zone

**Stakeholders involved:**

- Tartu city administration and planners
- Transport experts
- Public transport operator
- Representatives of the companies located at the industrial zone
- Non-governmental organizations



### INTRODUCTION

The industrial zone of Ropka tööstusrajoon is situated 5 km away from the centre of Tartu. It hosts more than 450 small and medium-sized enterprises and commercial activities, drawing in about 3,300 employees daily. In addition, every day it receives around 6,500 visitors.

The presence of a high number of small and medium-sized enterprises and commercial activities, with differing work schedules, that do not perceive a clear economic or marketing benefit from implementing mobility measures created a significant barrier. Coupled with the lack of a management body responsible for the accessibility of the industrial area, meant that there was a lack of spontaneous interest in mobility management. In response to that the Municipality of Tartu, with the support of the European Union project MoMa.BIZ<sup>7</sup> and in collaboration with the representatives of the companies, developed and implemented a mobility plan for Ropka tööstusrajoon.

### OBJECTIVES

- Improve the sustainable mobility options to and from Ropka tööstusrajoon.
- Reduce the number of employees going to work by car and, thus, decrease the environmental impact of home-work mobility.
- Promote a Public-Private Partnership approach for the creation and implementation of a realistic and commonly-agreed mobility plan.

<sup>7</sup> MoMa.BIZ – Mobility Management for Business and Industrial Zones, <http://moma.biz/>.

## MEASURES IMPLEMENTED

Background work:

- Creation of a local mobility group – the group involved local stakeholders such as non- governmental organizations, transport experts, local administration, representatives of the companies, etc. Its aim was to analyse the mobility situation of the industrial area and develop a mobility plan.
- Audit of the walking and cycling conditions between the town and Ropka tööstusrajoon.
- Desktop research on flexible transport good practices.
- Organization of training sessions on mobility management for the creation of a culture on sustainable mobility among local stakeholders.

Planning and implementation of mobility management measures:

- Development of a mobility plan for Ropka tööstusrajoon that focused on three areas:
  - Improvement of public transport
  - Improvement of cycling and walking conditions
  - Awareness raising campaigns and activities for the promotion of sustainable modes of transport
- Implementation of the mobility plan:
  - Public transport: improvement of the timetables and comfort of public transport, as well as dissemination of information on the lines connecting the industrial area with the city
  - Feasibility study on flexible transport
  - Cycling and walking: safer infrastructure for cyclists and pedestrians, installation of bicycle stands
  - Awareness raising campaigns: collaboration with non-governmental organizations, local and state authorities, preparation and dissemination of an accessibility map for sustainable modes of transport, organization of a mobility competition among the employees of the industrial area
  - Distribution of mobility information packages to new employees in the zone: promotion of a sustainable mobility mentality by supplying the new employees who are unfamiliar with the local transport offer with information on alternative modes of transport.

## RESULTS

- Better accessibility of the industrial area in particular with sustainable transport modes.
- Raised awareness among employees over the different transport modes available for reaching the industrial area and modal shift in favour of sustainable modes of transport.
- Creation of a sustainable mobility culture among the local stakeholders, i.e. local authorities, companies, local planners, engineers, transport specialists, architects and so on.

## SUCCESS FACTORS

- Local mobility group – this public-private partnership was central to the creation of a commonly- agreed mobility plan.
- Creation of a realistic mobility plan that had the support of local stakeholders.
- Participation in a European project on mobility management that allowed for the exchange of know-how and expertise on mobility management.

## BARRIERS AND OBSTACLES

- High number of small and medium-sized enterprises and commercial activities present at the industrial area.
- Lack of sustainable mobility culture among local stakeholders.