

# Contracting a mobility manager

2011

 **University**  
University of Balearic Islands  
**Country**  
Spain

**Location**   
Peri-urban

**Size**   
10,000-20,000

**Mobility Organizational Structure**   
*Office for Environmental; Mobility management unit*

## Summary

Creation of the figure of the Mobility Agent as part of the European Benefit project.

## Aims

- Promotion of the use of public transport.
- Promotion of the sharing of private vehicles.
- Promotion of sustainable means of transport.
- Energy savings.
- Reduction of pollution.

## Stakeholders

- Majorca Transport Authority.
- Parc Bit.

## Background

Not available.



## Contracting a mobility manager 2011



### Description

The Mobility Agent figure was created to rotate physical presence between the different buildings within the scope of action and provide a booth to attend the public. They also provided continuous support for launching campaigns; the management and control of distributing promotional material, the control of selection, operation and follow-up of sample groups. Besides, the Mobility Manager was in charge of carrying out informative visits, interviewing 60 participants (students and/or workers), attending Open Day Workshops, organising the exhibition for the Photography Competition and the creation and maintenance of the Facebook profile. All these actions were aimed at the target population of about 15,000 members of student groups, lecturers and investigators along with administrative and service staff of the University of the Balearic Islands as well as the neighboring 'Parc Bit' technology park.

This practice began in February 2011, and ended in September 2011 due to a lack of funding.



### Indicators

- Reduction of private vehicle usage.
- Inversion of the downward trend in the private vehicle occupation rate.
- Increases in public transport (EMT bus + metro).
- Savings in CO2 and SO2 emissions.



### Results

In comparison to the numbers registered in 2009, the results of the program in 2011 were:

- Reduction of private vehicles (entries 5.2%, exits 6.0%).
- Inversion of the downward trend in the private vehicle occupation rate.
- Public transport (EMT bus + metro): Increase of 19% in entries and 30.7% in exits.
- Savings in CO2 and SO2 emissions: 4%.



### Expense

8,000 euros + VAT.



### Financing

European BENEFIT Project.



### Findings

- Knowledge of the problems of transport and their solutions by the community.
- Awareness of the need to change the transport model.
- Community participation in the program.



### Pictures



Fig. 1. Poster used to promote the photography competition

 Pictures



Fig. 2. Poster used to promote the program

 Links

<http://ousis.uib.cat/>

 Contact person

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