



13.00 Lunch Break

14.00 Parallel Workshops

Workshop 1 | Improving Accessibility for Business Areas

City of Munich | Roland Hösl: The Munich Experiment with Mobility Management for Enterprises

LNO Offenbach | Hermann T. Stahl: Mobility Management Outside of Big cities or Training Scheme for Corporate Mobility Managers

City of Dresden | Gerhard Ritscher/Dr. Kerstin Burggraf: Inflation and Qimonda, Examples for a Good Cooperation Between City Government and Companies

Workshop 2 | Toolbox for Fostering Sustainable Commuting

SPT Glasgow : Pricing Challenges and Solutions for Flexible Transport Services
Stadtwerke Pirmasens : Modelling Peak Hour Public Transport Demand

CEPS Luxemburg | Patrick Bousch: GPS-Based Tracking and Mapping Mobility Patterns of Selected Target Groups

City of Dordrecht | Jacqueline Gommans: Regaining Attractiveness: Urban Regeneration Fostering Mobility Alternatives to Private Cars

16.00 Final discussion

Winfried Hermann, (tbc) Chairman of the Committee for Transport, Building and Urban Affairs
Michael Renshaw, Director GMPTe
Ruut Louwers, Programme Director Interreg IVB NWE

16.45 Official Launch of the ICMA | A Mobilife Solutions Web Platform

Farewell by GMPTe and traffiQ

The conference will be held in English and German (simultaneous translation).

Fostering Commuter Modal Switch | A Mobilife Mid-Term Conference, 16th March 2010, Frankfurt/Main, City Office, Room A 202 Kurt-Schumacher-Str. 10, 60311 Frankfurt

09.00 Welcome and Introduction

Welcome and Introduction by Dr. Hans-Jörg v. Berlepsch (CEO traffiQ) and Dr. Johannes Theissen. Day organisation

09.15 Official Opening: Mobility Management in Business Areas

Chair: Dr. Johannes Theissen

Land Hessen | Representative of the Ministry for Transport (tbc)

City of Frankfurt: Councillor Lutz Sikorski, Traffic Department

traffiQ Frankfurt: CEO Dr. Hans-Jörg v. Berlepsch
Frankfurt traffic committee: Chair Annette Rinn

10.00 Transnational Approaches for Shaping Future Mobilife

Chair: Dr. Johannes Theissen

JTS INTERREG IVB: Ruut Louwers, Programme Director Interreg IVB NWE: Clustering Transnational Mobility Partnerships

GMPTe Manchester | Stuart Murray, Lead Partner ICMA: Focussing European Competence – “A Mobilife Competence Hub”

University of Aberdeen | Prof. John D. Nelson: Modelling Costs and Prices of Demand Responsive Mobility Services

Conseil Regional du Pays de la Loire | Aurelie Ginguené : A Mobilife Technology Roadmap – IT Opportunities for future Challenges

LNO Offenbach | Anja Georgi: Be Mobile/ Stay Mobile - Implementing a transnational “Train the Trainer” Scheme

11.30 Mobility Management in Business Areas

Chair: Stuart Murray, GMPTe Manchester

Better Bankside London | Giles Semper: Mobility Management in Business Improvement Districts

Infraserve Frankfurt | Dr. Jan-Robert Schwark: Change of mobility modes in Industriepark Höchst

traffiQ Frankfurt | Dr. Johannes Theissen: Our program for industrial areas in the City of Frankfurt

City of Genk | Katleen Loos: Multi-Modal Accessibility Strategy for Industry Sites

Fostering Commuter Modal Switch |
A Mobilife Mid-Term Conference
16th March 2010, Frankfurt/Main,
City Office, Room A 202

- YES, I will participate in this
ICMA A Mobilife Mid-Term Conference:
 Workshop 1 Workshop 2

CONFERENCE REGISTRATION

Name _____

Organisation _____

Address _____

Telephone _____

Fax _____

E-mail _____

Lunch YES NO

If Yes, special dietary _____

Conference participation is free of charge.

Hotel accommodations have to be booked by participants themselves:

Conference Hotel:

Best Western Hotel Scala
Schäfergasse 31, 60313 Frankfurt
Telefon: +49 69 1381110/Telefax: +49 69 13811138
E-Mail: info@scala.bestwestern.de
Internet: www.scala.bestwestern.de

Rate rooms: € 85,00, comfort option € 95,00
Reservation code: ICMA-Meeting

Please send your registration form till 20th February 2010
to the following e-mail addresses:

To: Falina Roijen frojien@maecon.nl
Cc: Alice Wharton alice.wharton@gmppte.gov.uk
Cc: Johannes Bardong J.Bardong@traffiQ.de