

# **Comparative dynamics of mobility services**

*How mobility management is developing in  
industrialised countries and emerging countries*

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***“Mobility management is a general term for strategies that result in more efficient use of transportation resources, as opposed to increasing transportation system supply by expanding roads, parking facilities and other motor vehicle related facilities”,  
Todd Litman, 2004, GTZ GmbH***

# A paradigm shift

- A new paradigm shift since the 90': mobility is not about moving vehicles but about moving people
- Impacts : emphasize shouldn't be put only in expending transport infrastructures – often too costly – but in promoting efficient solutions to improve the level of mobility – often cheap to develop and to operate

# A geographical convergence

- Industrialized countries (IC) and emerging countries (EC) are at a crossroad today that makes mobility management a convergence point
  - IC: infrastructures down / EC: infrastructures up
  - IC: low mobility growth / EC: high mobility growth
  - IC: ICTs up / ICTs up

=> *More comparable situations*

- For industrialized countries, mobility management means making the best use of existing transportation systems ; for the emerging countries, it means finding solutions for limiting higher – and unsustainable – investments for more infrastructures

=> *Different starting point but same objective*

*Can this be a solution for IC?*



# *Can this work in EC?*



# A need for innovation

- Innovation becomes a core concern : how can we think beyond traditional models (public transport model / car system)? How can we think out of the box?
- Interrelated processes of innovation : the convergence pushes IC and EC to look at each other (source of inspiration).
  - For IC, EC are interesting labs for promoting diversity (innovation behind informality and chaos)
  - For EC, IC are interesting labs for organizing diversity (innovation in management and control)

# The example of the car system (as we know it...)

- Regarding the car system, the paradigm shift means optimizing the number of people benefiting from the car system while decreasing the number of cars and car related facilities
    - For IC, it means minimizing individual car dependence
    - For EC, it means avoiding individual car dependence
  - The goal is not so much to reduce automobility but to transform automobility
    - Indeed, the car in some situations has an advantage on other modes that improve the level of mobility
    - But the individual use of cars has too many negative effects on society
- => From an individual based automobility to a collectively organized automobility: sharing the cars

# Comparative issue on sharing cars: social acceptance

- Social acceptance is a big issue when wanting to go from an individual based automobility to a collectivity based automobility
  - Reformulating relations to the car
  - Reformulating relations to others
- Sharing a vehicle has not the same level of social acceptance in emerging countries and in developed countries
  - How can IC learn from EC?
  - How can EC learn from themselves?

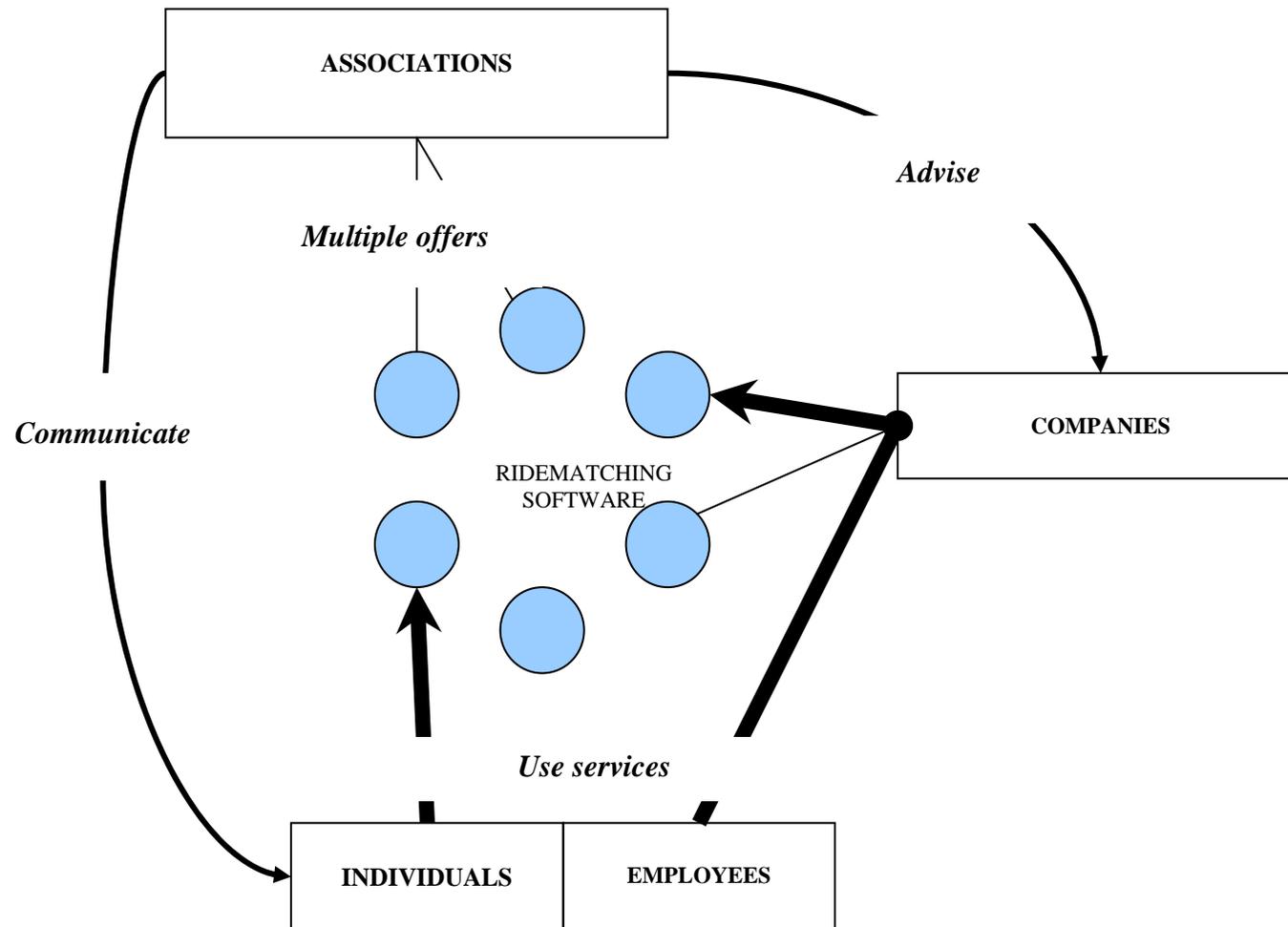
# Comparative issue on sharing cars: transport governance

- From a political perspective, innovative solutions for sharing cars face both the resistance of traditional systems and the slow reactions and weak support of public policies
  - Either the systems are difficult to adapt (car insurance, for instance)
  - Either the solutions are found illegal (taxi service from private individuals, for instance)
  - Either the solutions, because they are little integrated in an overall metropolitan mobility system, have little impact
- Example of carpooling programs

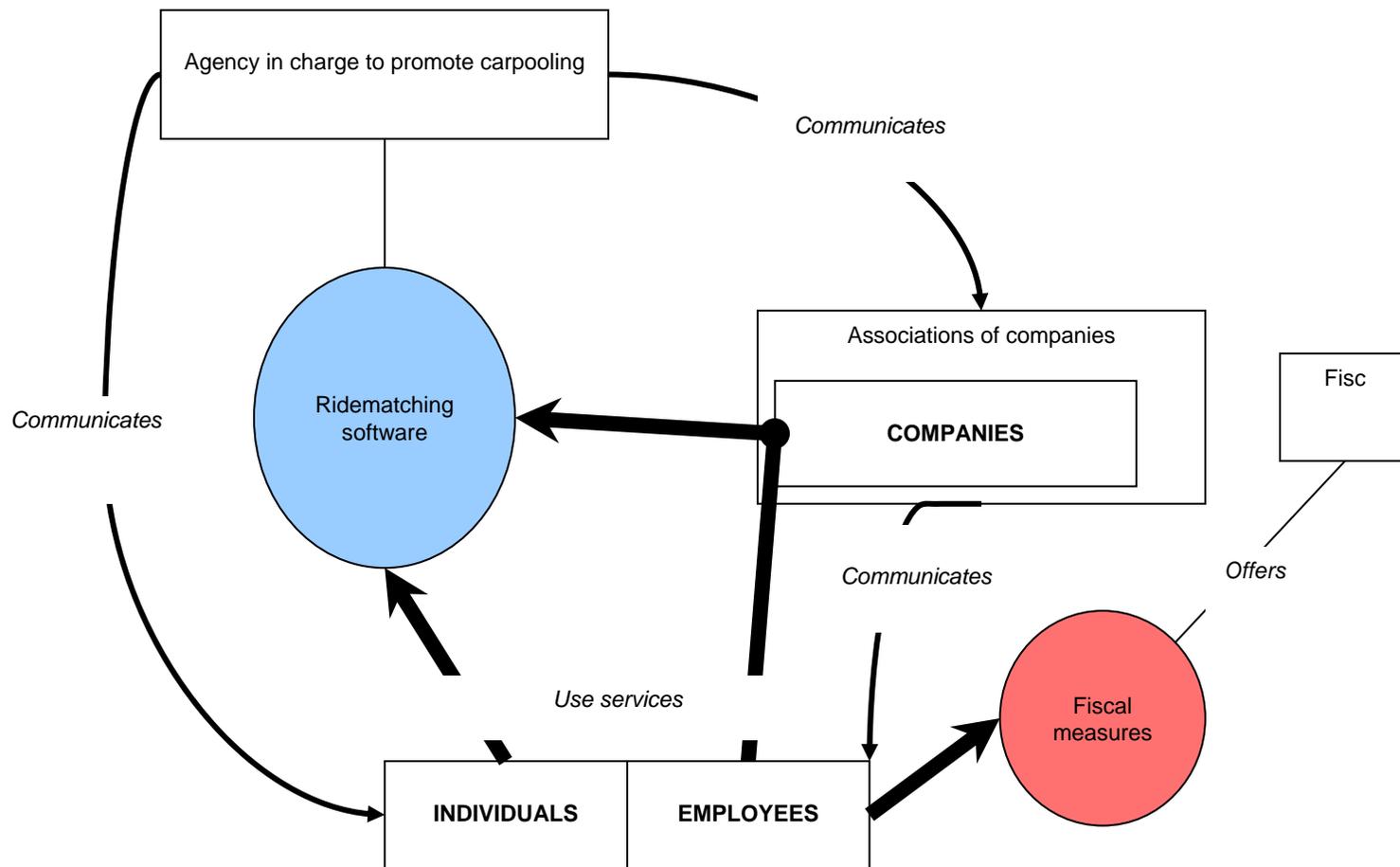
# Differentiated carpooling systems

- Based on a comparative study of European and American cities (PREDIT/ADEME)
- How carpooling programs are integrated in metropolitan transportation systems?
- 3 types:

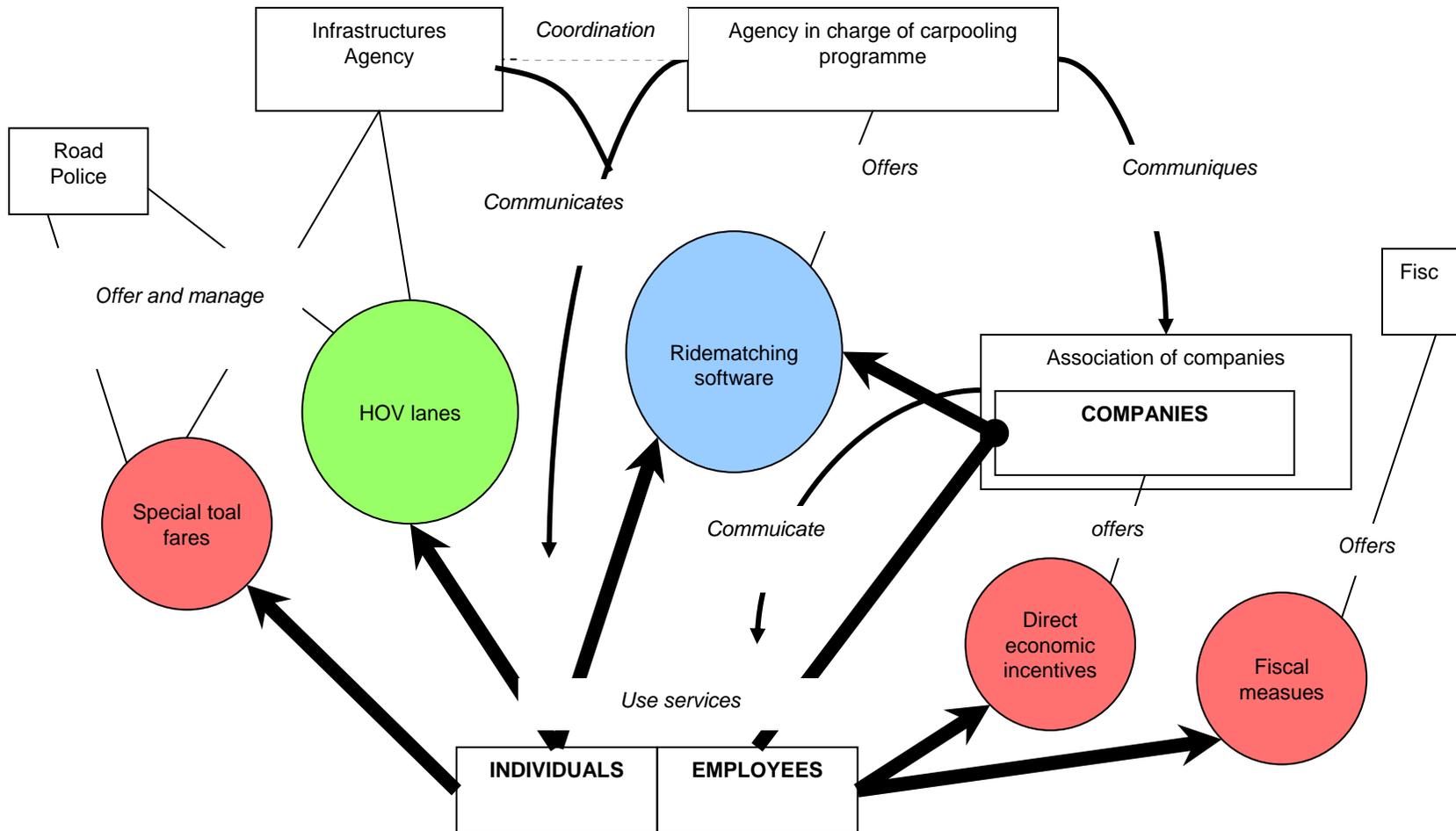
# Type 1: little integration



# Type 2: some integration



# Type 3: optimum integration



# Conclusion

- Mobility management is a new and exiting concept both for developed countries and emerging countries
- To work, this concept requires that the society is open to innovation and that the different stakeholders are very open-minded and willing to change
- However, most of the times, we have to face a high degree of resistance of existing systems
- Therefore, the most important question could be: how to create the right environment for innovation and innovation acceptance?