

# Mobility Planning in Denmark

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**Mobility Management Seminar**  
**Helsinki, 26<sup>th</sup> Sept 2005**

# ”Mobility Management”

## Definition

Promoting alternatives to single-occupied cars  
(”influencing the travel before it starts”).

# Border conditions in Denmark

## Policy instruments

- Taxation
- Building regulations

# Border conditions in Denmark

## Taxation

- Business trips:* Mileage allowance is provided for car use, and - with a much smaller value - for bike use.
- Commuter trips:* Deduction on travel expenses does not depend on transport mode, but only starts from a minimum of 24 km per day.
- Fringe benefits:* Company cars have special tax benefits.
- Car sharing:* Car sharing can take place on a private basis without tax consequences.
- Public transport:* In Denmark an employer can pay for a season ticket without tax consequences for the employee, except that the employee then cannot claim the usual deduction for commuter trips.

# Border conditions in Denmark

## Building regulations

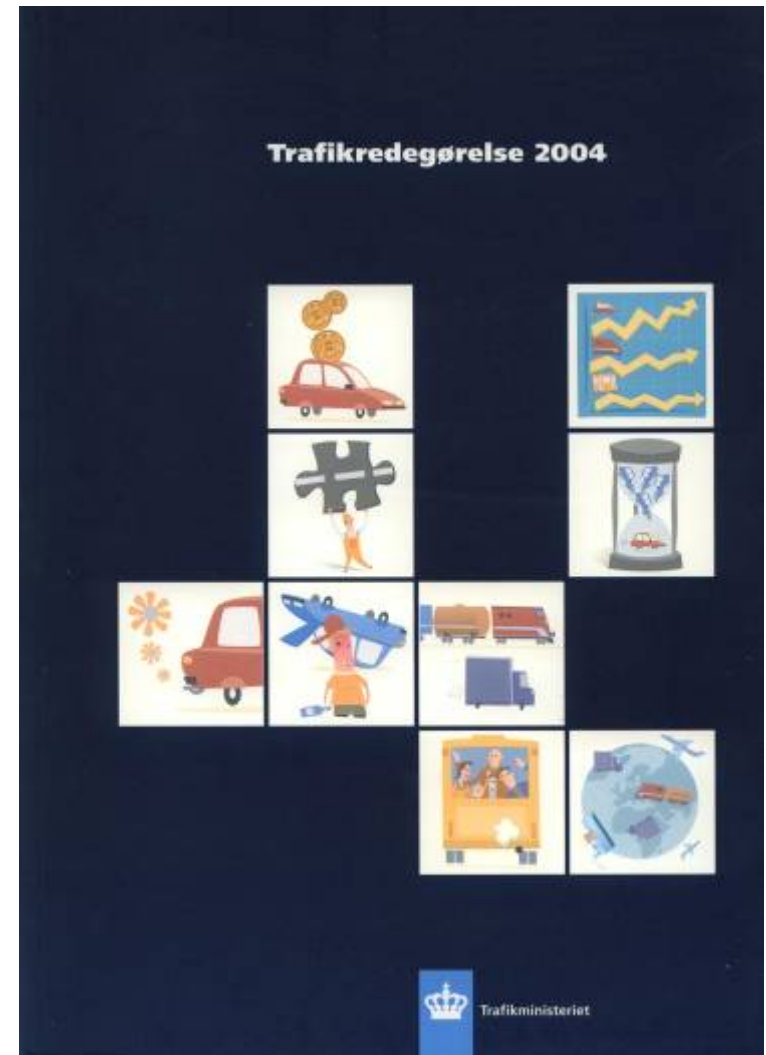
*Minimum car parking:* Usually a minimum number of parking spaces per square meter building is demanded.

*Maximum car parking:* In special cases (e.g. Ørestaden), a limit on the number of car parking spaces per square meter is set.

*Bicycle parking:* Bicycle parking is usually cared for, but practically no legal requirements exist in the area.

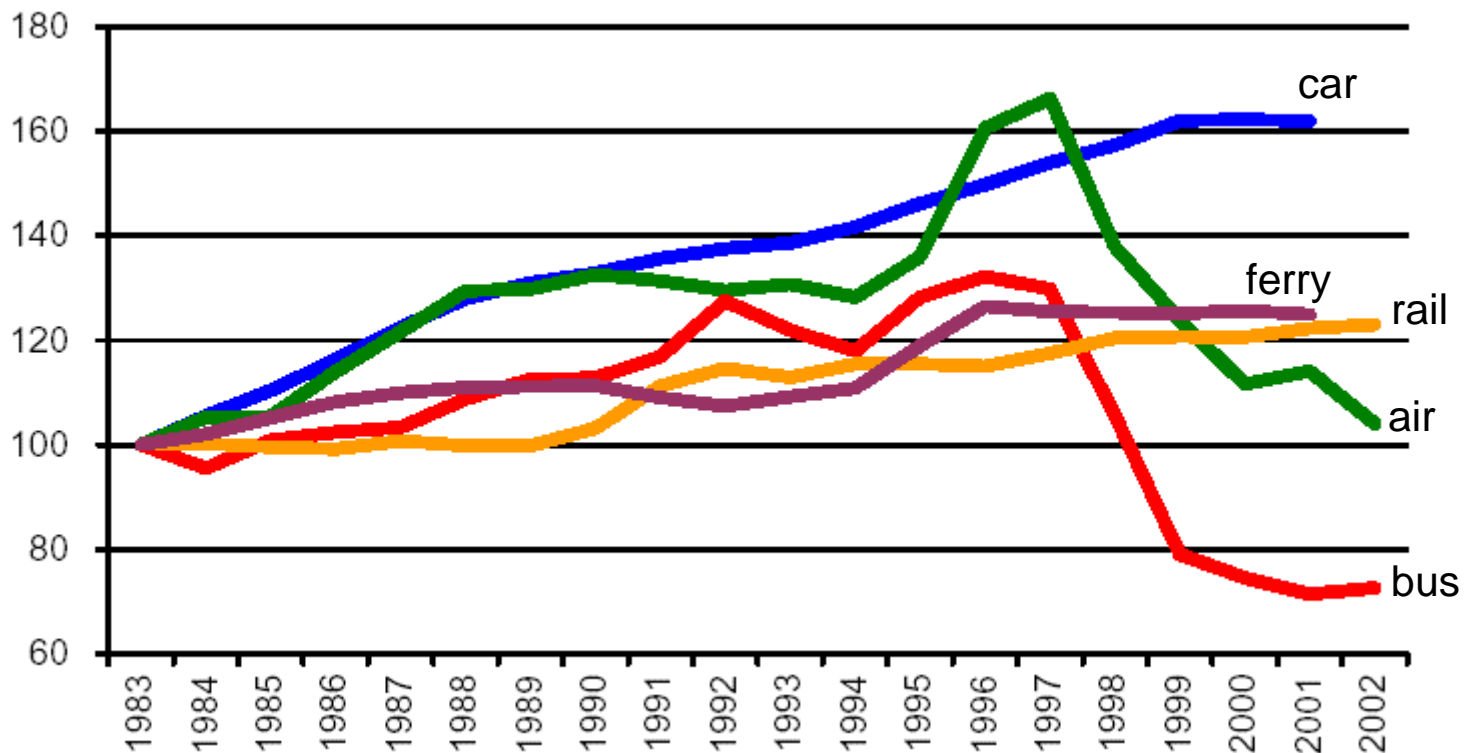
# Official Danish Policy

- Extension of infrastructure is done, where possible.
- The need for traffic management is however identified.



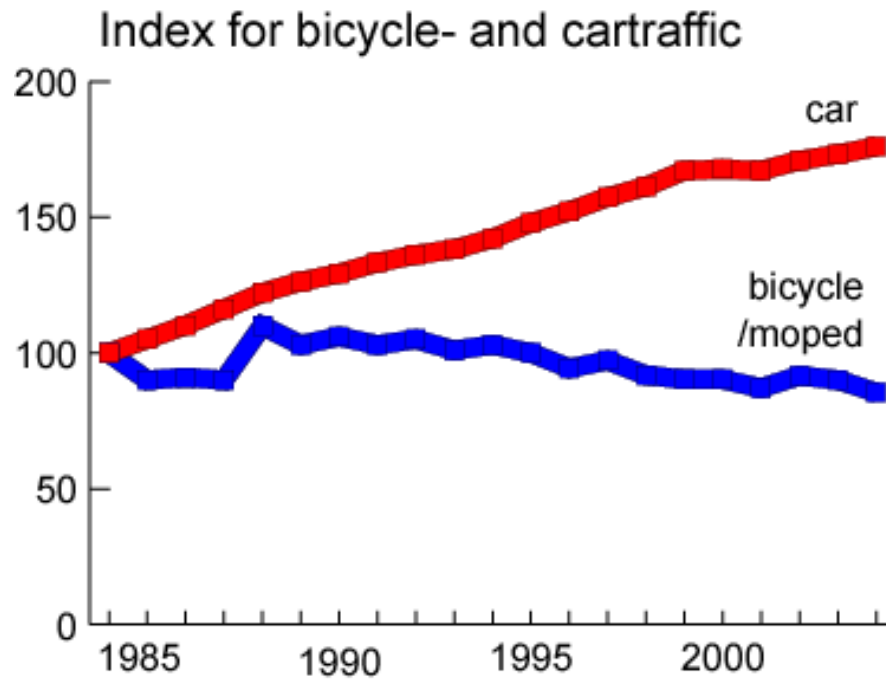
# Some challenges

## Development in the passenger transport

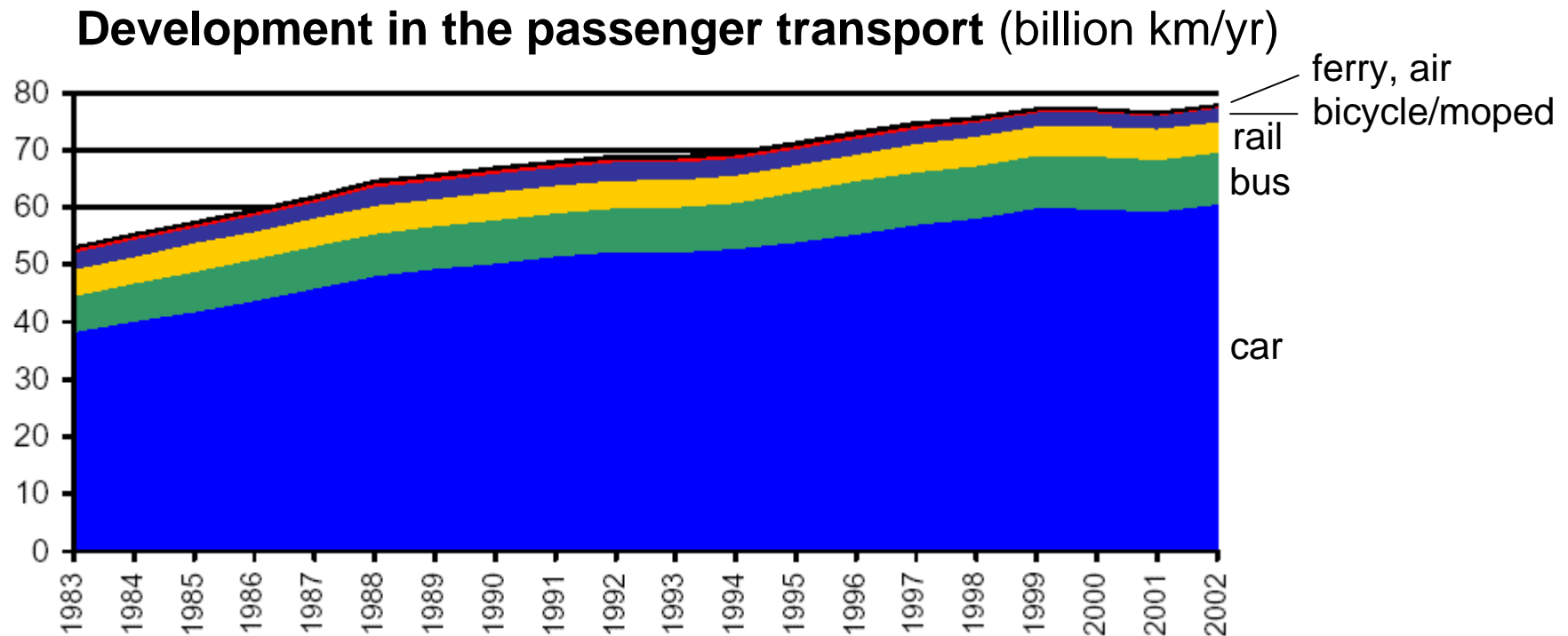


Source: Ministry of Transport, 2004

# Some challenges

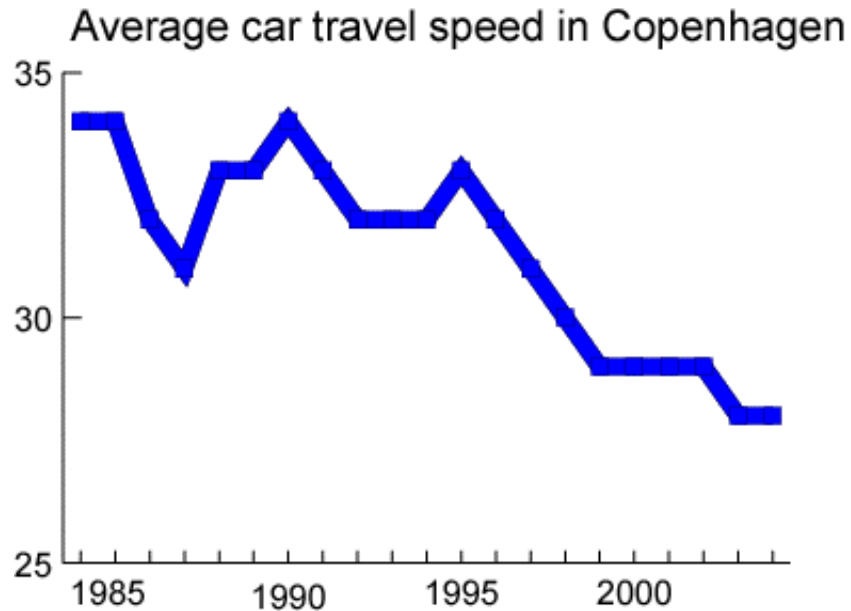


# Some challenges

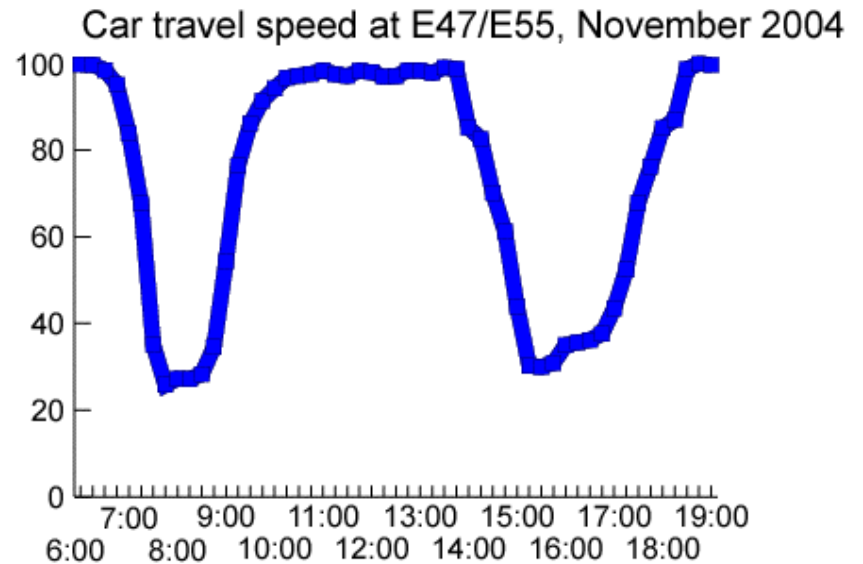


Source: Ministry of Transport, 2004

# Some challenges



Source: Municipality of Copenhagen, 2005

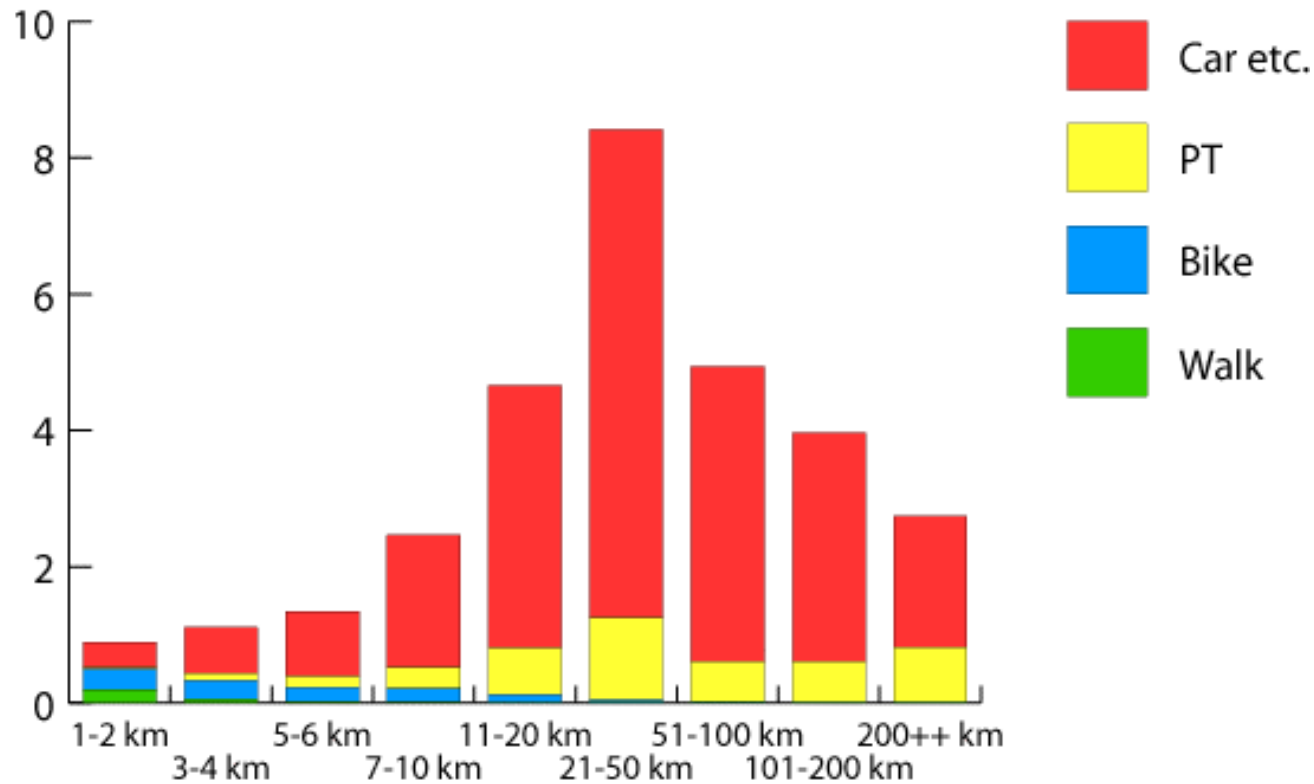


Source: Road Directorate, 2005

In general: Increasing congestion problems.

# Two approaches

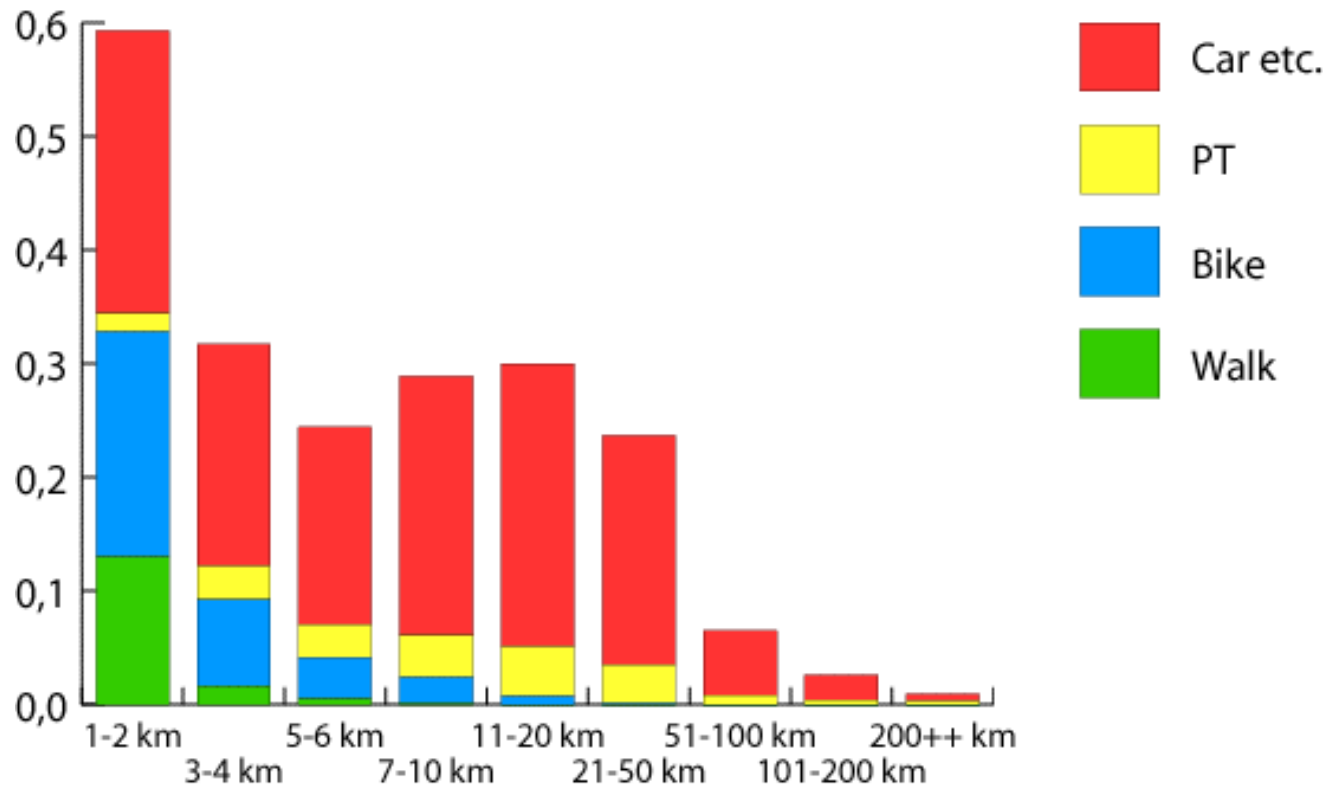
Passenger transport, km per person per day



Source: Statistics Denmark, figures from 2001

# Two approaches

Passenger transport, trips per person per day



Source: Statistics Denmark, figures from 2001

# What's on in Denmark?

## Danish Mobility Management activities

- Improvement of public transport services, marketing public transport (but: raising prices at the same time)
- Improvement of bicycle facilities, promotion of bicycle safety
- Campaigns for a more healthy and active lifestyle (though: transport is not generally in focus)
- Specific mobility management oriented activities.

# Some Danish examples

## Specific examples of Danish Mobility Management activities

- BikeBus'ters in Århus 1996
- Bicycle to work campaigns
- Experimental schemes on bicycle promotion as part of "Trafikpuljen", especially Odense as national cycling city
- Bicycle to school campaigns
- Mobility week pre-projects in the Greater Copenhagen area
- HUR pendlerkontor

# BikeBus'ters

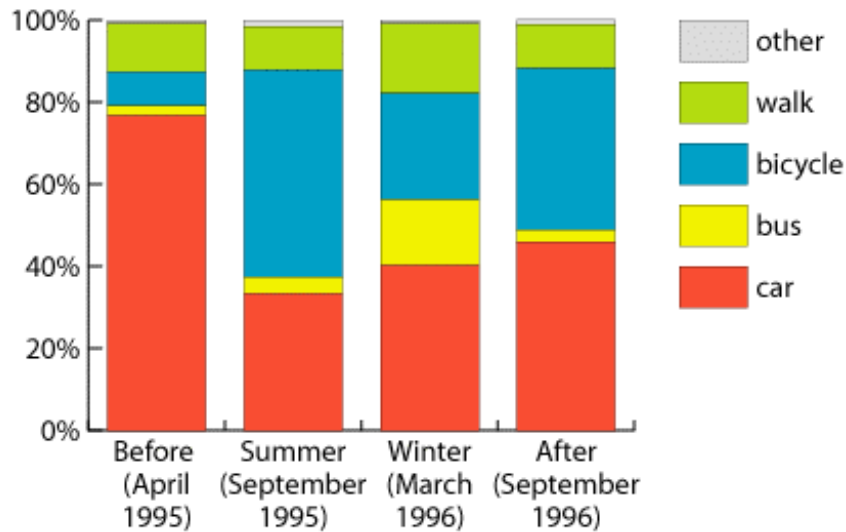
- 175 persons tried to cycle for one year
- 2-8 km home-work distance, former car users
- free bicycles, accessories and bus tickets
- manned secretariat
- health checks throughout the project
- transport behaviour investigated in depth
- total cost 385,000 Euro.



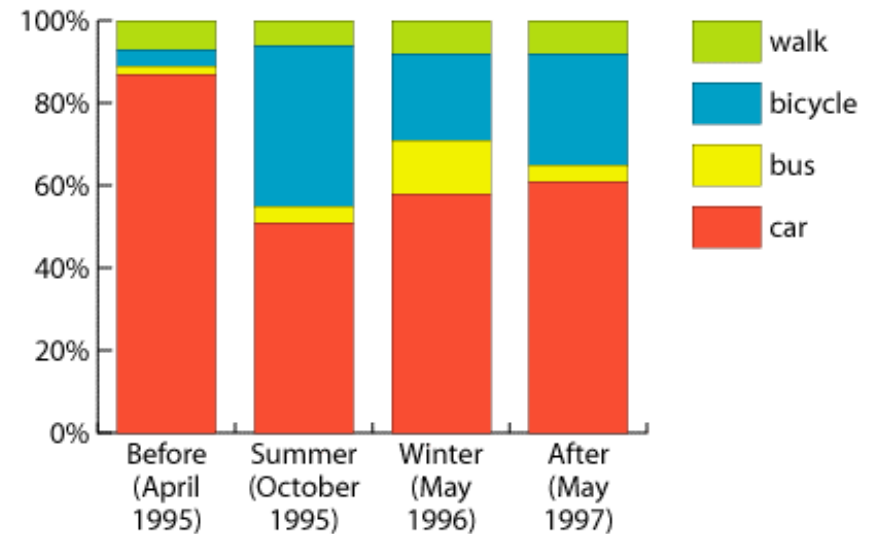
# BikeBus'ters



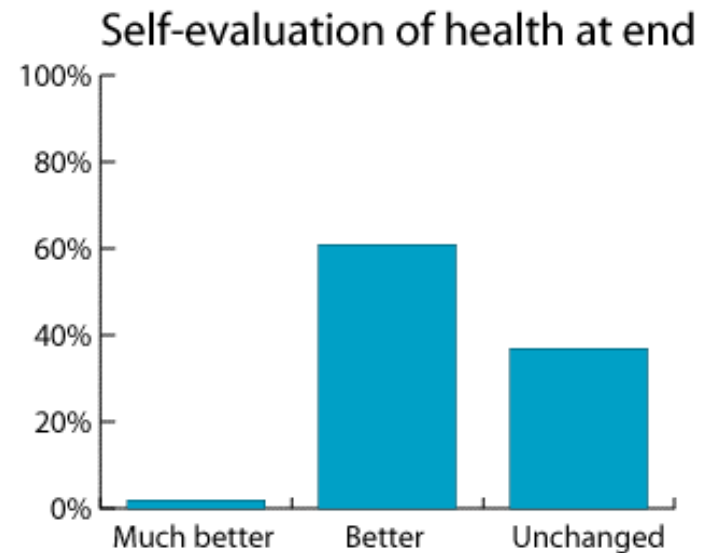
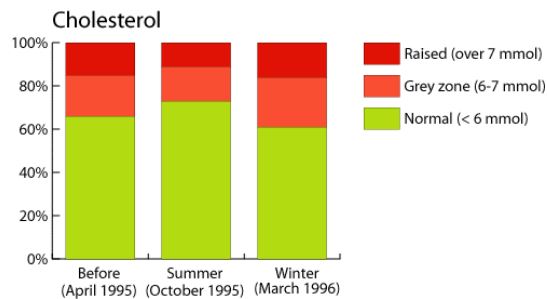
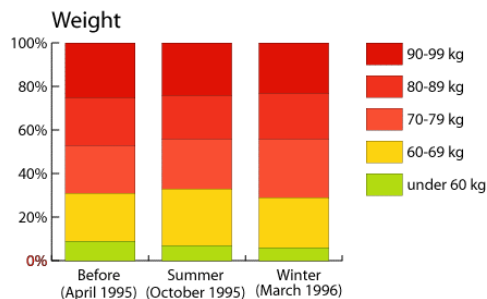
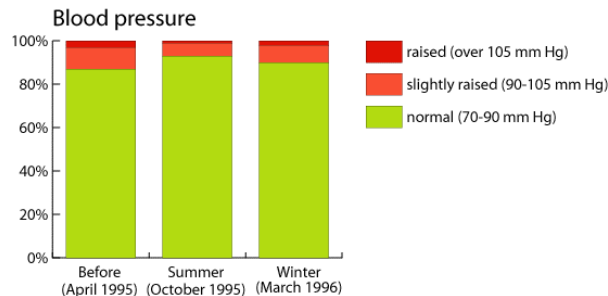
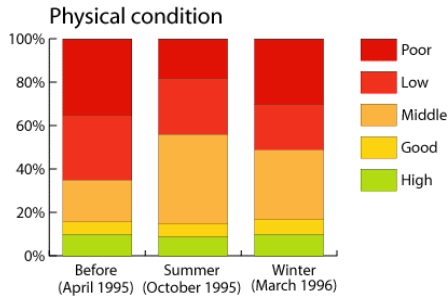
Trips distributed on transport means



Trips distributed on transport means



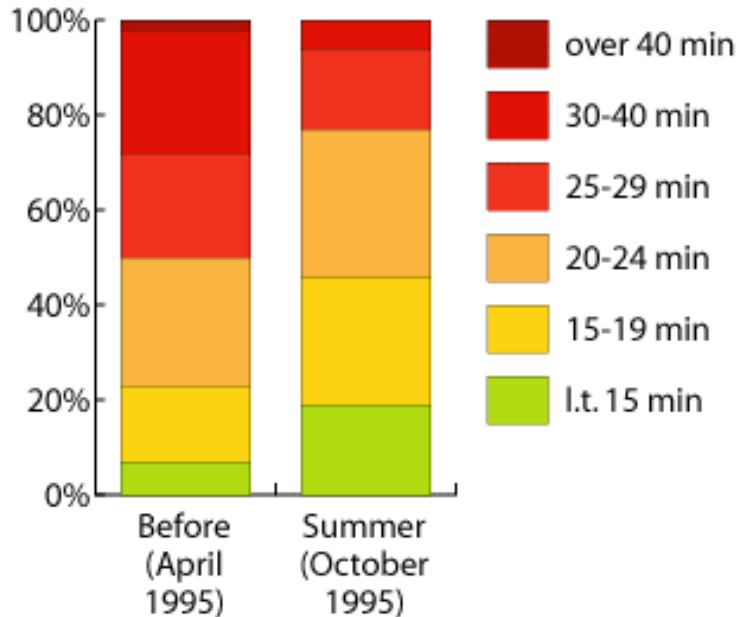
# BikeBus'ters



# BikeBus'ters



Expected versus experienced travel time to work by bike



## Conclusions from BikeBus'ters

- The bicycle is much faster than as it is perceived.
- Health is an important factor.
- A durable change in transport behaviour is possible.

# Bike to work campaign



- Held countrywide since 1998
- cost 3.5 Euro per person
- strong lottery element
- health, collegiality and fun are the main motivating factors
- 87,000 took part in 2005
- more info at [www.vcta.dk](http://www.vcta.dk).



# Odense - national cycling city



- Some physical improvements made
- several experiments and new ideas tried out
- focus on communication
- 20% increase in cycling
- 20% decrease in cycling accidents
- 3 million Euro spent 1999-2002
- more info at [www.cyclecity.dk](http://www.cyclecity.dk).



# Bike to school campaign



- Held countrywide since 2002
- participation is free
- strong lottery element
- catalogue of ideas provided for teachers
- 105,000 takes part in 2005
- more info at [www.abc-abc.dk](http://www.abc-abc.dk).



# Mobility week pre-projects

- Can we leave the car at home (2001) – families.
- Can we leave the car at home (2002) – employees.
- Training course in reduced car dependency (2003) – individuals.
- Car sharing (2004) – employees.



## Main conclusions:

- Most projects do work – people think differently, and behave differently as well.
- The reaction of the press is hard to predict.
- It is difficult to find people interested in doing a training course.

# HUR pendlerkontor

- Carried out 2002-2004, 200,000 Euro spent annually
- Travel plans for employers, with several activities:
  - surveys among employees
  - general travel information
  - individual travel information
  - car sharing matches
  - commuter bikes.
- 30-50% are interested in partly leaving their car (but nobody are interested in totally leaving it)
- 4,200 less car-kilometers per week as a result.

HUR  
Mobility Center  
- Travel Plan for your Company



HUR Greater Copenhagen Authority  
- developing the region

# General conclusions

- It is possible to achieve a behavioural change in several ways.
- Health, well-being, fun and lottery winning chances are the most important motivating factors.
- Environmental awareness does not have a big impact on individuals' transport behaviour.
- Care should be taken not to mention reduction of private automobile use.
- Danish activities are at the moment left to local authorities or private initiatives.



**Nordic Council of Ministers**

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