



GRENOBLE ALPES  
MÉTROPOLE

# Mobility agency

Created in 2012, the mobility agency **Métromobilité** is a public service of the **Joint Public Transport Association (Mobility Organising Authority of the Grenoble Alpes Métropole region)** and the **Grenoble Métropole**. Since 2013, it has been concentrating on promotional missions and leadership, aimed at encouraging the use of alternative modes of transport.

## A MOBILITY AGENCY FOR PROMOTIONAL AND LEADERSHIP EVENTS

The Métropole benefits from financial support from the City of Tomorrow investment for the future program (IFP) for realising its mobility agency project which includes innovative services offered in a "mobility kiosk", inter-modal traveller information in real time, and personalised marketing encouraging the use of alternative modes of transport.

In July 2013, it chose to distinguish the two mobility agency missions, with SEMITAG on the one hand (the TAG network operator), which was entrusted with fare sales and multi-modal information for travellers at the counters and, on the other, the Métromobilité mobility agency focusing on promotional and leadership activities. The new Public Service Delegation (PSD, *Délégation de service public*), however, has led to the transformation of the TAG agencies into mobility agencies, using the "Métromobilité" brand.

## KEY DATA

- > **99%** of the region served by one transport solution
- > **87 MILLION** journeys each year
- > **18** park-and-rides
- > **113** CitéLib stations
- > **+ 7,000** Métrovélos
- > **1 SINGLE** pricing system for the whole region

Métromobilité carries out the following missions:

- communications activities
- events: currently around 140 events are carried out per year to make the public more aware of the urban district (companies, educational establishments, the general public);
- "mobility challenge" actions and "Educational Establishment Commute Planning" (EECP, *Plans de déplacements d'établissements scolaires*);
- maintenance and development of the website and traveller information app.

## MANY ESSENTIAL PARTNERS

Métromobilité is a public service operated and managed by Grenoble Alpes Métropole/Joint Public Transport Association and employing regional officials, who, for its proper functioning, must be in permanent collaboration with many partners: SEMITAG, Vélogik (the Métrovélo service operator), the Isère Département, the Auvergne-Rhône-Alpes Region, Citiz (local car-sharing operator), the Public Transport Users Association (PTUA, *Association des Usagers des Transports en commun*) for the urban district, the other AOTs ...



## DIRECT

“ The close coupling between development and mobility issues results in the simultaneous development of the Métropole's Urban Commuter Plan (UCP, *Plan de déplacement urbain*) and Local Intercommunal Urban Plan (LIUP, *Plan local d'urbanisme intercommunal*), from the same sector. The strategy has two complementary strands: 1- give citizens their voice and approach the issue first through usage; 2- develop large-scale inter-regional cooperation by working on the large "Sud Isère" mobility basin. The EcoCity laboratory provides essential insights into these two themes.”

**Jean-Michel Evin,**  
Associate Director General (ADG) for regional cohesion, Grenoble Alpes Métropole

## TOWARDS A NEW PROFESSION: THE MOBILITY ADVISOR

A mobility advisor is someone who must simplify the complexity around the large number of services and how they complement each other. They deliver individual or collective advice on mobility based on the most complete multi-modal information possible.

The Grenoble agency employs an agency manager and three mobility advisors.

## THE GRENOBLE ALPES MÉTROPOLE ECOCITY: A MULTI-CENTRE INNOVATION LABORATORY

The Grenoble EcoCity initially developed its urban strategy around the North West polarity, with the Presqu'île and GIANT development projects, the latter being a world campus for research and innovation. Part of the EcoCity approach is to predicate a fourfold multi-centre strategy: towards a post-carbon region, continuity and peacefulness, nature, integration and union.

The EcoCity, therefore, intensifies its activity by covering all innovation domains while paying special attention to the innovations already in use, those that relate to quality of life and social ties, and giving multi-centredness its full meaning by serving a balanced regional organisation. In this way, the EcoCity is proposing consolidation of the Presqu'île demonstrator region (energy, new uses for buildings, living labs, etc.), the emergence of new model districts in the city, which is smart, durable and resilient. This activity also enables giving added value to exemplary and efficient "metropolitan villages", and the integration of transversal actions, structuring the sustainable development strategy at the level of the metropolis (energy retrofit, new forms of mobility, home support services...).



## KEY FIGURES

- > 49 municipalities
- > 450,000 inhabitants
- > 541 KM<sup>2</sup> of surface area
- > €31.4M of support from the Investment for the Future Program (IFP)



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