TRAINING ON MOBILITY MANAGEMENT FOR COMPANIES

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9/10/2015
Structure of the training

1. General introduction (15’): the practice of company mobility management

2. Training, Part 1: COMPANY LEVEL
   sales arguments for company mobility management (30’)

  1️⃣ Introduction
  2️⃣ Brainstorming: motivations for enterprises to participate in a mobility management scheme?
  3️⃣ Discussion and prioritisation
  4️⃣ Exercise: sales conversation *(volunteers sought ;*)
  5️⃣ Some inspiring examples
3. Training, part 2: CITY/REGION LEVEL conditions for success and multiplication – support public authorities can give to enterprises (30’)

- Introduction
- Brainstorming: framework for multiplication of green commuter plans
- Discussion and prioritisation
- Exercise: advise for one case *(volunteers sought ;-)*)
- Some inspiring examples

4. What have we learnt? (15’)
Why do people choose a certain mode of transportation to go to work?

(Mostly) Not for the mode itself
But to enhance quality of life
Or the efficiency of their work

Changing modal choice is a question of understanding needs
The practice of Company Mobility Management

Why do companies NOT automatically choose sustainable modes?

Changing modal choice requires changing daily practice
The practice of Company Mobility Management

TRANSITION: from a car policy following demand…

“A parking spot for everyone”

…with cost reduction

to a mobility agenda

<table>
<thead>
<tr>
<th>Mobility</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce attraction of traffic</td>
<td>Reduce cost</td>
</tr>
<tr>
<td>Efficiency</td>
<td>(rent/purchase/construction car</td>
</tr>
<tr>
<td>Sustainable development</td>
<td>park)</td>
</tr>
<tr>
<td></td>
<td>Space for company activities</td>
</tr>
</tbody>
</table>
The practice of Company Mobility Management

A good beginning: agree on targets

10 Get reliable basic information: access situation and commuting data

10 Follow existing, good examples

10 Set qualitative and quantitative targets
   → Solutions to obvious problems
   → Secondary results that will motivate your partners
A good beginning: mobilise partners and support

- Public authority
- Service providers
- Employees
- Clients/visitors
- Deliverers

The Company

Supply

Demand
A good beginning: mobilise partners and support

Public authority
Service providers

Employees
Clients/visitors
Deliverers

Supply
Fleet management

Demand
General Management
Human Resources
Facility Management
Make a good mix of measures

Alternatives to car use

Reduce necessity to move
New ways of working

Promote carpooling, biking, walking, multimodal solutions

« Hard »: supply of transport & infrastructure
« Soft »: services, incentives, information

Measures « against » car use
The practice of Company Mobility Management

Start before you decide!

1. Don’t wait until all decisions have been taken
2. Launch pilots and evaluate them publically
3. Feed the partners and employees with information
4. Make the project visible
5. Keep the project alive
The practice of Company Mobility Management

Keep the wheel turning

Analysis
→ Action plan

Develop
Manage
Evaluate

Pilots
→ Realisations
Brainstorming: motivations for enterprises to participate in a mobility management scheme?
Exercise: sales conversation *(volunteers sought ;-)*)
Volvo Cars, Ghent, Belgium:

- Active assistance for finding a carpool partner: internal database
- Fiscal advantage for carpoolers registered under “collective transport”
- Reserved parking voor carpoolers

→ 25% carpoolers
Training, Part 1: COMPANY LEVEL

Colruyt supermarkets, Belgium

- Free home-work bike + accessories
- Good parking facilities for cyclists
- Bikes available at the station (train+bike)
- If distance + 7 km: electric bike
- Tax free cycling fee
- Participation “Bike to Work” campaign

Number of cyclists from 800 to 3000 in 5 years
‘Mobility months’

Intensive communication

Targets per site (saved km and CO2)

Mobility lottery

Focus on one of the sites

Test electric bikes and carpooling cars

Individual travel advise

Use of open offices

Uitgespaarde CO2 t.o.v. target 
april - juli

<table>
<thead>
<tr>
<th>Location</th>
<th>Saved CO2 compared to target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnhout</td>
<td>99%</td>
</tr>
<tr>
<td>St Niklaas</td>
<td>106%</td>
</tr>
<tr>
<td>Merelbeke</td>
<td>151%</td>
</tr>
<tr>
<td>Melle</td>
<td>144%</td>
</tr>
<tr>
<td>Mechelen</td>
<td>144%</td>
</tr>
<tr>
<td>Lokeren - D.C.</td>
<td>189%</td>
</tr>
<tr>
<td>Leuven</td>
<td>150%</td>
</tr>
<tr>
<td>Kortrijk</td>
<td>244%</td>
</tr>
<tr>
<td>Ieper</td>
<td>103%</td>
</tr>
<tr>
<td>Gent Boma</td>
<td>101%</td>
</tr>
<tr>
<td>Erembodegem</td>
<td>56%</td>
</tr>
<tr>
<td>Deurne</td>
<td>129%</td>
</tr>
<tr>
<td>Brugge</td>
<td>114%</td>
</tr>
<tr>
<td>Antwerpen Eik</td>
<td>212%</td>
</tr>
</tbody>
</table>

Mobility barometer site Melle
KPN wants to enable people to work freed from the constraints of time or place and so find a good work-life balance, while contributing to solving the issues of mobility and climate change.

→ Working independently from time and space constraints
→ Sound work-life-balance
→ Cost saving
→ Sustainability
Training, part 2: CITY/REGION LEVEL

- Introduction
- Brainstorming: conditions for success and multiplication – support public authorities can give to enterprises
- Discussion and prioritisation
- Exercise: advise for one case (volunteers sought ;-)
- Some inspiring examples
Training, part 2:
CITY/REGION LEVEL

Brainstorming: conditions for success and multiplication – support public authorities can give to enterprises

- Flexibility: don’t put people into a “box”
- Start with companies that have problem/green ambition
- Tax discount (if possible)
- Parking pricing
- Obligatory mobility plan
- Organising better PT
- (Free) carpooling platform
- Trade, raise consciousness
  Part of problem, part of solution
- PT discount on purchase season tickets
- Max. allowed no. of parking spaces
- Invest in bike share & cycling infrastructure
- Competition between companies
- Participate in EU Mobility Week
- Decrease no. of parking spaces on-street
- Award
- Information desks/displays
Flanders, Belgium: a multi-stages approach

Promotion of the approach
Foundation Traffic Studies
Chambers of Commerce
Unions

Training
Education
Networking

Assistance implementation

Provincial Mobility Points:
free analysis (‘mobiscan’) for companies
Flanders Region commuting fund:
subsidies for realisation of measures

Follow up Co-ordination

Het Pendelfonds
subsidieert duurzaam
woon-werkverkeer
Training, part 2: CITY/REGION LEVEL

‘Mobiscan’: a targeted and ‘light’ analysis of the mobility of employees and the access to the company

Mobility profile ↔ Accessibility profile

Survey?

Potentials/target groups for alternatives

“Mix of measures”
Brussels Region, Belgium: obligation company mobility plan

- employers with at least 100 employees have to submit and develop a mobility plan:
  - mobility analysis;
  - action plan;
  - implementation of compulsory measures: contact person, communication campaigns, access plan, promoting public transport, bike parking, purchase of cars based on the ‘ecoscore’, pollution peak action plan

Support by the Brussels region:
- Practical tools
- Trainings
- Seminars
- Assistance
Training, part 2: CITY/REGION LEVEL

General framework in Belgium:

10 Fiscal framework rewarding employees using sustainable transport modes and employers providing cycle infrastructure and bus transportation.

→ possibility to replace a company car by a ‘mobility budget’

10 Obligation for companies (+100) to participate in a mobility survey (every 3 years)

10 New mobility products for direct and combined transport: car sharing, shared bikes, bike points at the stations
Cities of Antwerp and Ghent, Belgium - dedicated actions:

1. **Company mobility plans** for local industrial areas and new developments.

2. Co-operation and communication with companies and public transport companies for reducing the consequences of road works.
What have you LEARNED?
A few resources

TDM Handbook (Canada)

http://www.vtpi.org/tdm/tdm12.htm
And also: EPOMM, Eltis…

Societal motivations

- Congestion
- Safety
- Environment
- Inclusion
Harmonising positions

Company policy

Access, recruitment

Efficiency of business travel

Parking

Mobility costs
Wellness of the employee

- Reduction of stress
- Safety
- Work comfort
- Access to work
Thank you!

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