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Observatoire
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de la Mobilité
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A mobility travel plan for your company

An opportunity to rethink mobility

Today, we cannot pass by the consequences of the use of a car: congestion, noise, pollution, social and environmental impacts. It isn't only a global problem, it's what we experiment every day.

A lot of traffic is generated by companies, by employees' commute and visitors. As one of the principal economic actor, they should take their responsibilities. They are also involved in stress linked to travel, parking saturation and car costs.

To find solutions, one way for companies is to implement a mobility travel plan. It's a strategy for companies to manage employees' mobility and reduce their transport impacts. A range of incentive or disincentive measures could be implemented, as promoting public transports, bicycling or walking.

Introduction of OUM



The OUM (observatoire universitaire de la mobilité) reports to the Geography Department and to the Applied Economic Laboratory of the University of Geneva, and has the mission to participate to the comprehension of the mobility phenomena

in our community, as well as to develop concrete answers to which the University is keen to contribute.

The areas of expertise of the OUM are the set up of diagnostics in the transportation field, the evaluation of public policy as regards to transport, implementation of surveys and interviews, as well as socio-economic appraisals, and statistical processing of different natures.

The setting up of a mobility plan for a firm is an area in which the OUM has already showed its ability in finding concrete ideas in terms of mobility to several other important companies.



Mobility management: anticipating parking problems

The OUM has been charged by an American company, moving on the A-One business Center in Rolle to offer advice and suggest solutions in terms of mobility on their new site.

This company has planned to merge on the site A-One Business Center in Rolle many of their business units spread today in the eastern suburbs of Lausanne. The move to Rolle, where the company will have limited vacant parking places for a growing number of employees, has been the opportunity to initiate a thought on the management of mobility matters and anticipation problems of parking saturation. Today, every employee can benefit from a free parking place at work and most of the employees use the car for their trips to work.

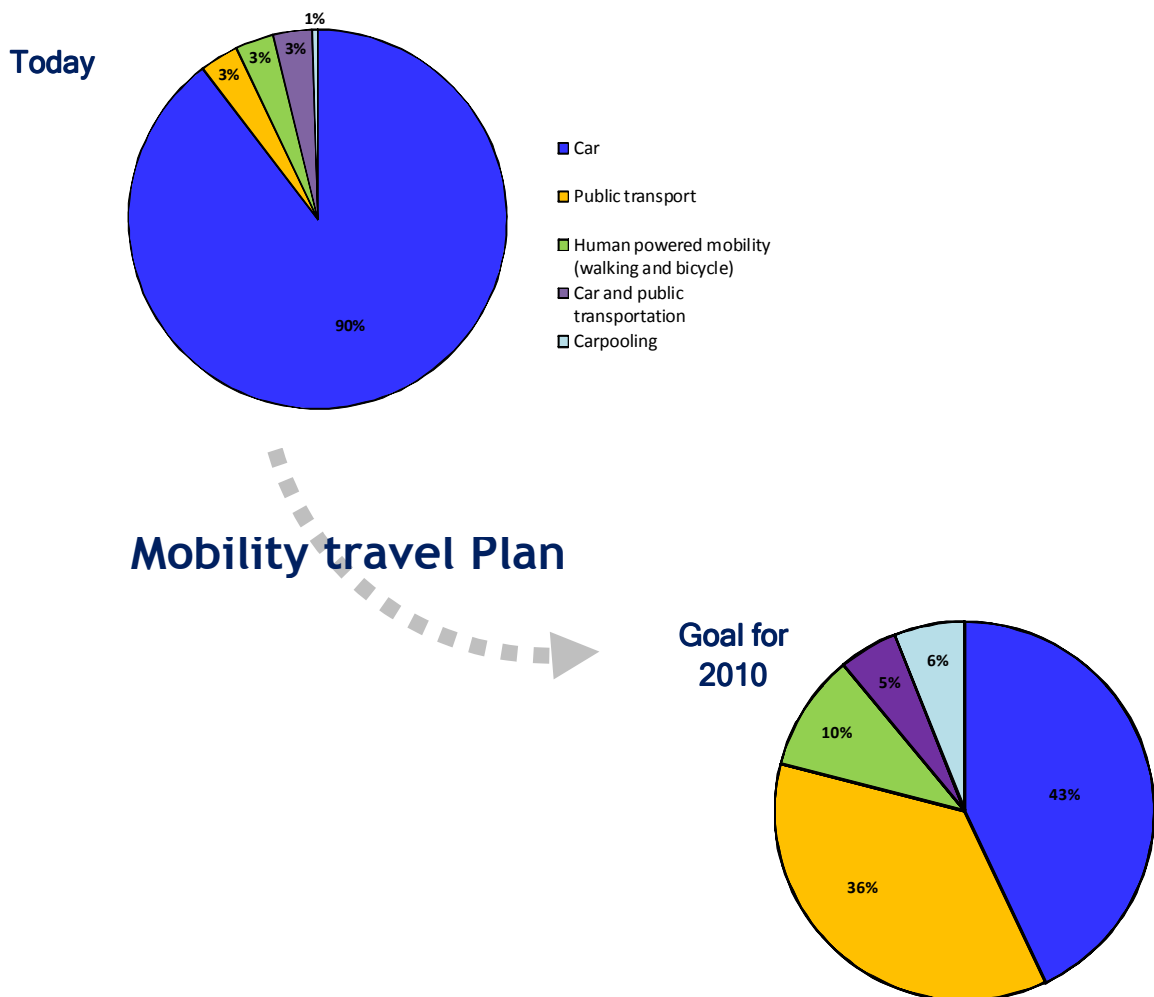
Parking situation in October 2008 and at the end of 2010 on Rolle Campus

	Today	Oct. 2008	End 2010
Number of employees	230	320	442
Number of parking places	-	232	232
Difference employees-parking places	0	88	210
Parking places for 100 employees	100	73	52
Percentage of employees without a parking place (in %)	0	27	48

The company needs to make sure that all staff can have **good access to work**, from the day the company moves to Rolle Campus and during the following years.

The design and implementation of a company travel plan will allow to reach that goal.

Usual means of transportation for trips to work in the case of company X, % of employees



What is a company travel plan ?

A company travel plan is a strategy for managing the travel generated by an organization, with the aim of reducing its environmental impact.

Travel plans typically combine measures to support walking, cycling, public transport and car sharing. These are reinforced with promotion and incentives and by the management of workplace parking. Travel plans also include action to reduce the need to travel, such as telecommuting. They can focus on both commuters and business travel.



(English Department for Transport, The Essential Guide to Travel Planning)

A company travel plan consists of providing a range of measures favoring the use of modes of transport alternative to driving a car alone, for both work and business trips.

(Canton de Vaud/Canton de Genève, Guide pratique de la gestion de la mobilité dans les entreprises, 2004).

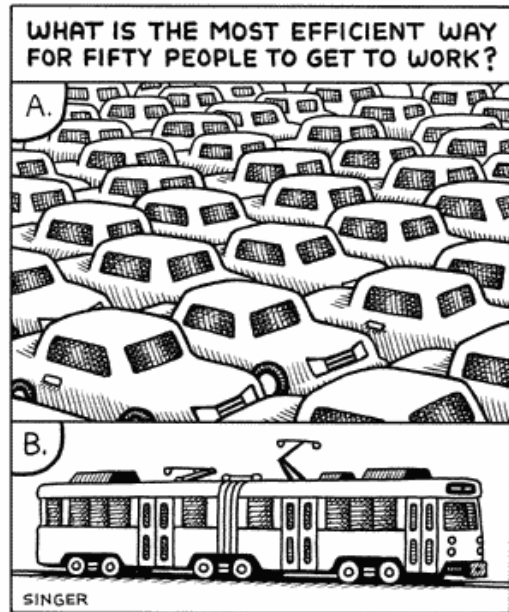
The benefits of a travel plan...

For a company

- Solve problems caused by demand for parking, avoid parking chaos and potential conflicts within staff
 - Save money on the cost of providing and maintaining car spaces
 - Release land under car parks for more productive use
 - Reduce the costs of running a fleet
 - Solve problems caused by traffic congestion on and around the company's site
 - Improve staff health and reduce absenteeism
 - Assist with recruitment and retention by making staff journeys to work easier and cheaper
 - Improve staff punctuality by reducing congestion delays and supporting more reliable means of transport
 - Improve the environmental performance of the company (ISO 14001)

For the staff

- Improve equal opportunities by shifting from travel perks based on seniority to incentives for sustainable travel available to all staff including those without access to a car
- Assure parking for those with most need to access a vehicle
- Help provide less stressful options for travel to work
- Give opportunities to build healthy exercise into daily life
- Reduce journey-times to work
- Promote a different way of using the time spent traveling to work (reading, e-mails, exercise, etc.)
- Reduce the stress caused by travelling by car or looking for a parking space
- Promote safer transport modes
- Reduce the cost of travel to work, or avert the need to buy a car



For the community

- Reduce air and noise pollution at the local and regional scale
- Reduce road congestion and infrastructure costs
- Contribute to greenhouse effect reduction
- Limit the use of unrennewable resources
- Promote public health and limit health costs (more physical activity and less pollution)

Some key conditions for success

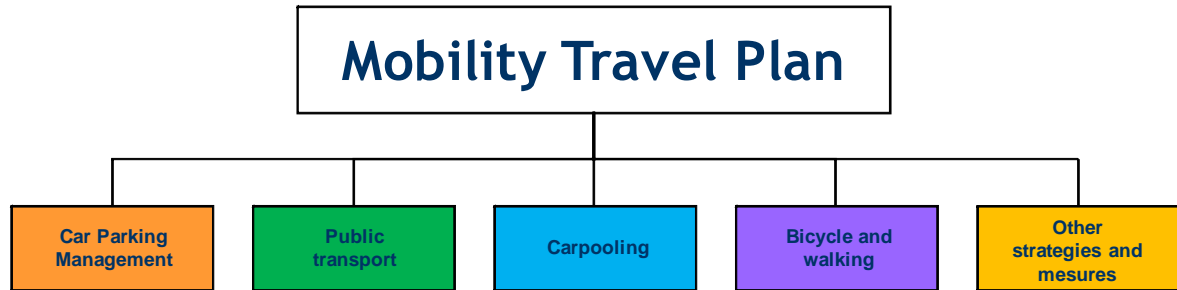
A travel plan must be adapted to the specificities of a company (e.g. working hours) and to its context (location, accessibility). Its measures take into account the needs, desires and habits of the employees, but balances them against the problem to be solved.

To be accepted, a travel plan must be based on clear, transparent rules, favouring an equal treatment of all the employees of a company.

“The plan must be seen to be fair, across all levels of seniority and across the gamut of personal circumstances” (English Department for Transport, The Essential Guide to Travel Planning)

The solutions...

The organization of a mobility plan for a company consists of thoughts and proposals on all existing possibilities to reduce the use of individual car and thereby parking place requests.



Parking management

- Charging for parking
- Delivering parking permits, based on different criteria, like personal mobility difficulties, lack of good public transportation, etc.
- Parking zone reserved for car sharing
- Cash-out incentives not to drive to work

“Cash-out parking provides employees with the option of receiving cash or other advantages instead of driving to work and using employer-provided "free" parking”



Public Transport

- Better information and marketing
- Organize a test of the existing public transport
- Discounts on season tickets
- Subsidies to buy season tickets, cash-out schemes
- Improving service
- Company bus

Car sharing

- Preferential parking for car sharers
- Parking permits for car sharers
- Guaranteed ride home in case of emergency
- Cash-out schemes for car sharers



Cycling/walking :

- Secure and sheltered cycle parking
- Improvement of facilities for walking and cycling
- Incentives to walk or cycle
- Maintenance service for bicycles

Other strategies :

- Reduction of the number of company cars
- Increasing homeworking (teleworking)
- Developing onsite services (shopping)



The benefits of a travel plan for your company

A mobility travel plan will bring many benefits for your company:

- **A better accessibility to work** : the plan will provide quality and attractive transport alternatives and will permit to manage the transport and parking demand. The plan will be based on solutions both efficient and acceptable by staff;
- **Management of parking resource**: parking, like any other limited resource, must not be wasted. Staff without decent alternative to the car must be able to find a parking place. Parking availability can be a key element for recruitment of staff without good alternative to the car;
- **Promote harmony in the company** : the plan must be based on transparent and fair rules, in order to be accepted. The plan will allow to avoid tensions on the parking issue (parking research, allocation of parking places).

Key moments: removal or new settlement

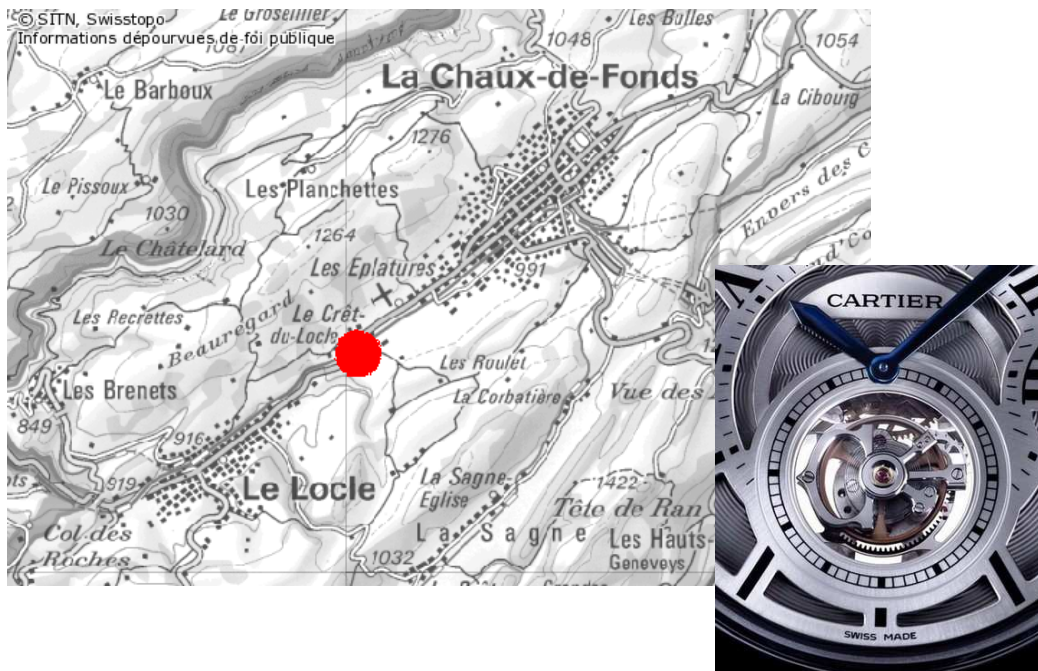
The removal or the new settlement of a company is a key moment to implement a mobility plan and change travel behaviours :

- Current staff don't have any habits for trips to the new site and must develop new travel strategies (choice of mode of transport, leaving time, route choice);
- New staff will not have any travel habits for work trips to work.
- ▶ Travel habits are generally difficult to change.

The example of the company travel plan of Cartier Le Locle

The context

- 2001: Cartier centralizes its activities in the region, on the site of Crêt-du-Locle, between Le Locle and La Chaux-de-Fonds
- A vast industrial zone specialized in clock making and micromechanics
- Proximity with France and many specialized workers crossing the border everyday
- Accessibility: mainly by car (route cantonale), train, bus



The problem

- Rapid growth of the company: 498 employees in 2001, nearly 1000 in 2008
- The parking (530 places on site + 33 distant from site) cannot meet the demand, which generates different problems:
- Vehicles parked on public space
- Anarchic parking on the company's site

- Car places taken by the production staff arriving earlier on site, frustration among the administrative staff
- Some parking passes giving access to a “First class” parking, but more passes than parking places and no transparent rules to decide the beneficiaries
- No possibility of extending the parking (restrictive planning policy by the local authorities)
- In a broader context, regular protests in neighbouring villages by locals worried by the commuter traffic for the safety of their children

Therefore, the Direction of Cartier decides to implement a company travel plan in order to manage the parking demand, limit the number of cars travelling to the site and to offer alternative transport solutions to the employees

The main measures of the travel plan of Cartier



The travel plan of Cartier is based mainly on incentive measures. Its philosophy is that the company finances the mode of transport considered the most appropriate, taking into account the existing alternatives to the car for each employee. Employees remain free to come by car and park on site.

But if this approach is not enough to solve the parking problem, the company has warned that restrictive measures would have to be implemented instead.

The main measures of the travel plan are:

- No financial transport allowance for staff with company bus or decent public transport, but distribution of public transport season tickets
- Less generous calculation of the financial allowances: today CHF 20.- per 10km and per month, maximum CHF 120.- per month
- 55 parking places reserved for car sharing (most convenient parking places on site). Regular controls of access by a security guard



- Only senior staff receive a personal parking place, but they have to pay a fee of CHF 30.- per month, contributing to finance the plan
- Building of a parking for bicycles and distribution of vouchers (CHF 50.-) to users of bicycles and electric bicycles

The results

- Today, the parking is full, but the demand has been reduced
- No more overspill parking or parking congestion
- Parking for car sharers : very high demand, strong response. Car sharers feel rewarded for their effort. The reserved area had to be enlarged
- The plan raised awareness of the impacts of mobility among staff

Reference

Cartier travel plan was established by geograph François Rebetz (email : francois.rebetz@gmail.com) in 2007-2008 and overseen by Prof. Pini.

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