



Active Travel &  
Health WG

# Influencing Employee's Mobility Behavior

*Cycling Cities III - Getting more  
people to cycle*

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# Towards sustainable & healthy commuting







# COVID19: Momentum for Behavioural change

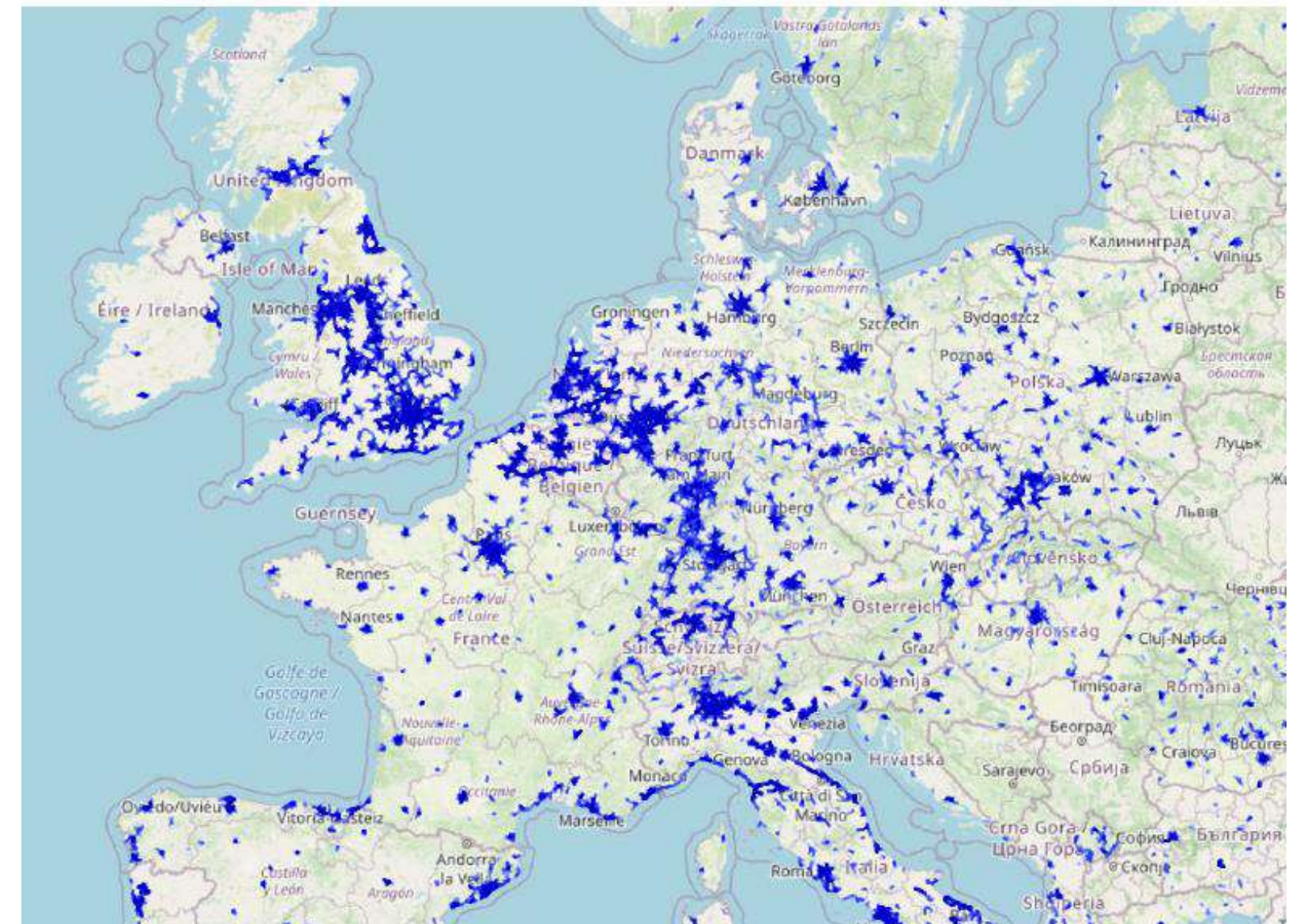






# Cycling Commuters' Needs

- Aspects related to **infrastructure**
  - safe and high-quality **routes on commuter corridors**
  - Users need safe **bicycle parking** near public transport and workplaces
  - **facilities** at work, such as showers, lockers, etc.
- Aspect related to **vehicles** themselves, e.g. the potential of e-bikes & pedal-assist, greater distances can be covered more quickly.
- **Soft measures** e.g. mobility expert advice, promotions and information, cycle to work schemes...



European map of potential cycle highways  
(Interreg CHIPS project)



# Zuid-Limburg Bereikbaar: the Employer Approach

- regional tool for influencing employees' mobility behavior as a way of enhancing involvement and participation in a direct way on personal travel.
- people are offered advice and choices on their own mobility
- raises the awareness among employees and offers them new mobility opportunities.
- This approach is part of the regional SUMP to stimulate the mobility, cycling and public transport.



Zuid-Limburg Bereikbaar

# Zuid-Limburg Bereikbaar: the Employer Approach

The Employer Approach, steps:

- Introductory interview
- Mobility Scan
- Tailored mobility products
- Annual impact assessment





# Zuid-Limburg Bereikbaar: the Employer Approach

Focus on the benefits:

- Improving the vitality and health of employees: reduce possible absenteeism of employees
- Reducing the need for parking spaces
- Possible CO2 reduction



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# The Employer Approach: products

	Products
Encouraging the use of bicycles	Discover the e-bike
	Discover the cargo-bike
Promotion of public transport	Free trial of bus and/or train transport
	Free trial of bus and/or train + folding bike for the last mile
	Free trial of bus and/or train + free P+R for employees who live further away from a station.
Tailor made solutions	Flexible working scan
	Working from home scan
	Vitality scan
	...

***‘A trial period free of charge can be the prelude to structural changes to travel habits’***

Zuid-Limburg Bereikbaar





# The Employer Approach: results & transferability

- 60% of the reached employees participated in the pilot deals
- 15% of visited employees changed at least one day a week their travel behaviour in a more sustainable way (more public transport and cycling)
- The number of drivers who regularly leave their cars for commuting increased by 32% between 2014 and 2015

*This has been found thanks to the impact assessment conducted among 6,000 employees from 30 companies. Further data is provided by Maastricht Bereikbaar that monitors the km travelled in peak hours.*



# The impact of COVID in rel. to commuting

- Raised **awareness** around cycling as a suitable transport option
- Potential for **behavior change**
- Proven benefits of having a **SUMP**: fast-tracking planned measure
- Need for **infrastructure improvement**: network approach, cycle highways
- Impact in **worklife**: teleworking, flexible working schedules
- Impact in **public transport**





# Alternatives to car-dependent commuting

## Some recent examples (COVID-related)

### Mobility options:

- Promote Walking and cycling to work
- Promote the use of e-bikes (Cycling Industries Europe)
- Promote Public transport
- Promote Car-sharing & carpooling
- The potential of MaaS -> **Antwerp**
  - The Smart Ways to Antwerp (SWtA) programme has been helping 119 companies to develop their own smart and sustainable mobility policies.

### Related to workplaces & work policies:

- Flexible working schedules -> **Milan**
  - Milan's recent approach to have "new timetables" for administration workers in order to minimise congestion in peak hours
- Teleworking policies
- Reallocation of working places -> **Paris, Milan**
  - Milan is going to experiment public co-working spaces to keep the staff of the public administration closer to their homes, to reduce congestion





# Towards sustainable & healthy commuting







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# **Thank you!**

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