Sustainable mobility in rural areas: a challenge for workers

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Social issues

• Driving licence = work permit
• Mobility: rural / urban
• Mobility of women / men
• Mobility of youth / elderly
• Mobility of valid persons / persons with reduced mobility
• Cost of mobility not chosen (transport = 2nd or 3rd budget item for households, after housing)

Mobility is a source of inequality
Economic, social, environmental, and cultural issues

Travel less or travel better?

Less polluting cars, better performing public transport, streamlined travel chains, compatible work organization, accessibility to workplaces ..

A dialogue around sustainable mobility ...
The mobility unit

• To inform / raise awareness of workers and their representatives on the issues
• To train workers' representatives in order to improve social dialogue on sustainable mobility
• To encourage initiatives by providing technical support
• Since 2002

Supported by the Walloon Region
Awareness raising - Information - Training
Starting point

Chart 150: modal shares (main mode) for "home-to-work" travel

Source for charts and data:
28% of Belgians over 18 do not have a driving licence
Rural areas: the example of mobility plans on business parks

- Territorial development that separates functions (work, housing, leisure, shopping, schools, ..)
- Gradual shift of business parks along highways
- Little or not served by public transport
- Need for a car

Increasingly difficult recruitment:
Access to employment almost impossible for students, temporary workers .. in these areas of activity
Pooling efforts

Mobility plan of an area of activity: PMZA

- Difficulty of access and/or congestion
- Planned extensions
- Motivated associations of municipalities
• Support committee for the area: social partners, Walloon government, association of municipalities, public transport companies, business association, ..

• Accessibility study (of the area) and mobility study (of the workers)
Methodology

- Centralize  information gathering
- Analyse diagnosis of mobility
- Propose definition of an action plan
- Get approval consultation & decision-making process
- Implement implementation of actions
- Communicate information & awareness raising
- Follow-up evaluation (indicators!)
Example: Nivelles-Sud

- Launching a shuttle to the station: encouraging public transport
- Promoting carpooling, “carpoolplaza” database
- Promoting two-wheelers
Partnership

FGTB-CSC-UWE-public transport, walloon region, association municipalities, “taxistop”, bicycle associations,..

Awareness raising: mobility week

Claims: workers involvement, adaptation timetables, accessibility sheets, free access carpooling database, consultation within companies

Continuous assessment: meeting with users,..
The role of trade union organisations (mobility units)

- Relay towards the concerned workers / trade unions of the area
- Link between the experiences of different mobility plans (time saving!!)
- Single contact for other players (design offices, Region, ..)
- Development of awareness raising tools
- Supporting change: information meetings in companies, trade union trainings ..
- Continuous assessment of the adequacy of the measures to the needs
The obstacles

• The culture of “everything for the car”
• The severe lack of alternatives, particularly the supply of public services
• Work schedules
• Costs and who pays for them
• Company cars
The assets

- Financial support of the Region
- Sharing costs and efforts
- An offer for temporary workers, job seekers, trainees
Many measures are inexpensive ..

- Accessibility sheet
- Information / awareness raising measures (itinerary, cost of the car ..)
- Organizational measures (carpooling, work schedules, meeting locations, ..)
- Financial incentives (third-party payer, bike allowance ..)
What to take out of this?

- Public authorities recognize the role of social partners in raising awareness
- Home-to-work travel is structuring
- Promoting sustainable mobility tends to reduce social, economic and environmental inequalities
- The levers of change are still weak, the obstacles enormous
- Success factors: Involvement and mobilization at senior management level, motivated and well-informed mobility coordinator, “Carrot and stick” approach, limited parking, starting without delay, seizing opportunities, not re-inventing the wheel
Thank you for your attention!