

Promoting Sustainability through Mobility Management

Concepts, Belgian Experience

Bart Desmedt

General manager Traject



Origin of mobility management

The European version of “Transportation Demand Management” (TDM)

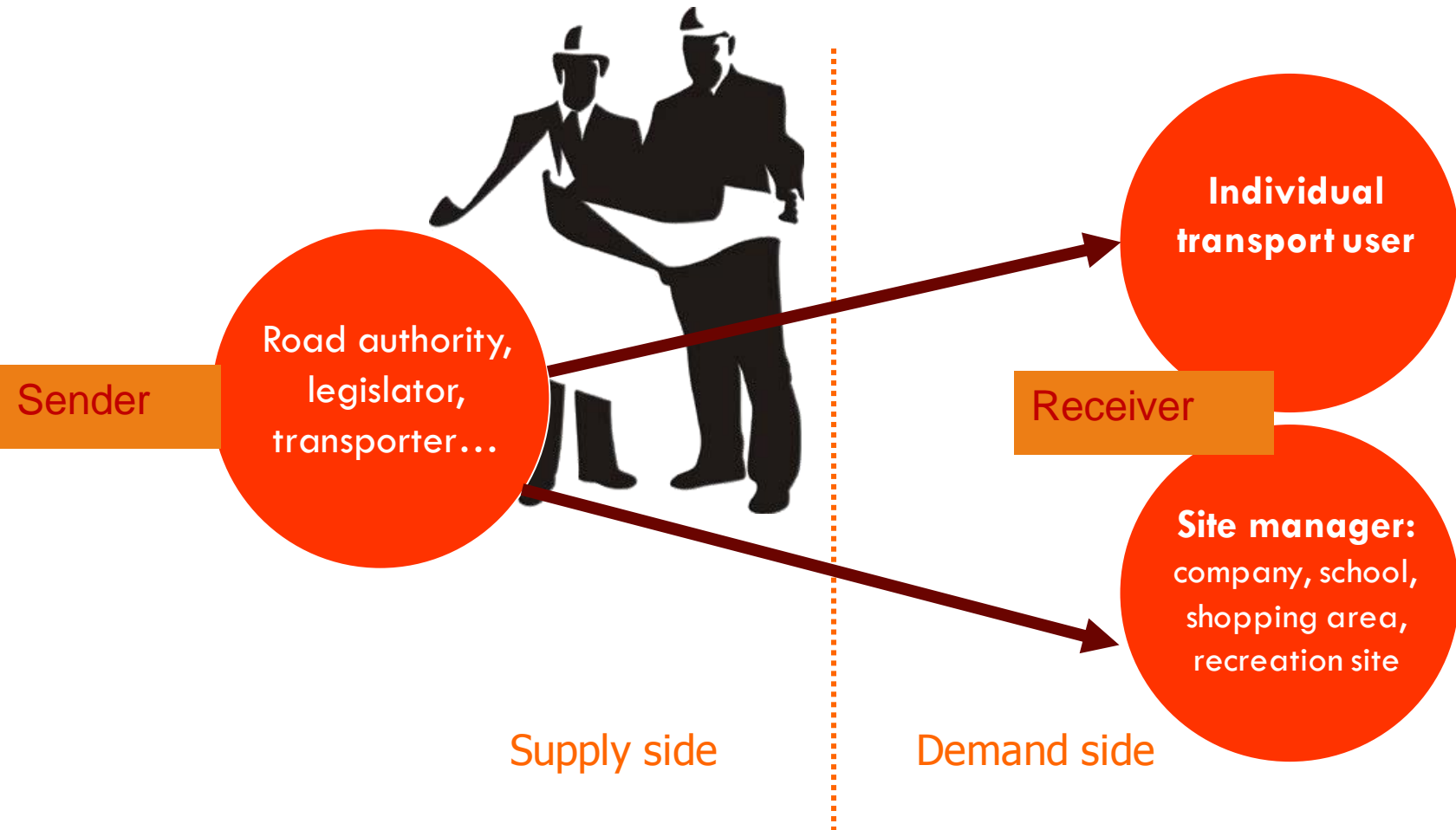
- ▶ Origin in the States in the 80ies
 - “Clean Air Act”: companies have obligation to implement measures for decreasing car use
 - company transportation plans
 - transport management associations (TMA)
 - supply solutions like car- and vanpooling, bus services, teleworking etc...
- ▶ Imported in Europe in 1991: program “transportation management” in Holland based on the US concept,
- ▶ Adopted in Belgium in 1992



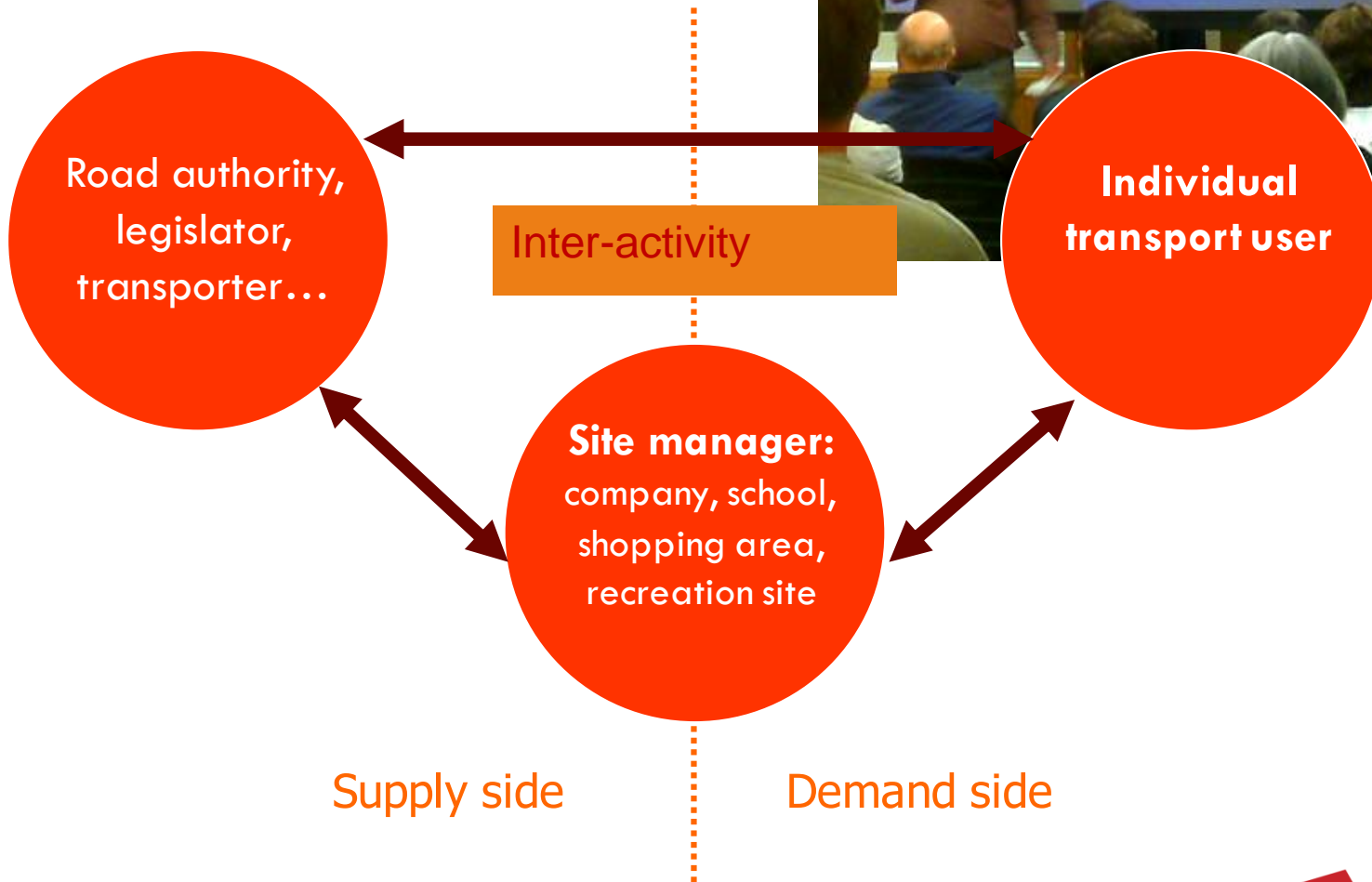
The essence of mobility management

- ▶ Integrating the demand side in transport planning
 - ▶ bottom up approach
 - inter-activity
 - ▶ work with target groups
 - tailor made solutions
- ▶ Soft measures to complete hard measures

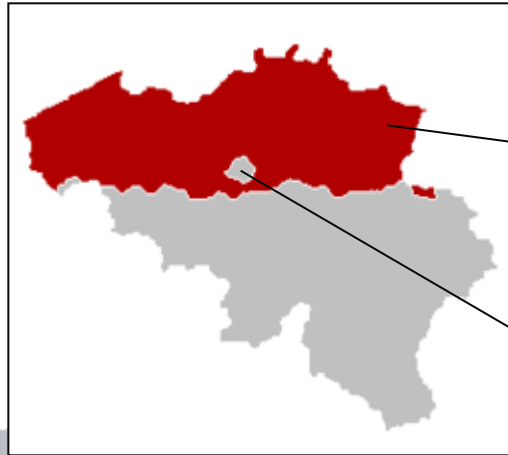
Before mobility management: the top-down approach



Mobility management

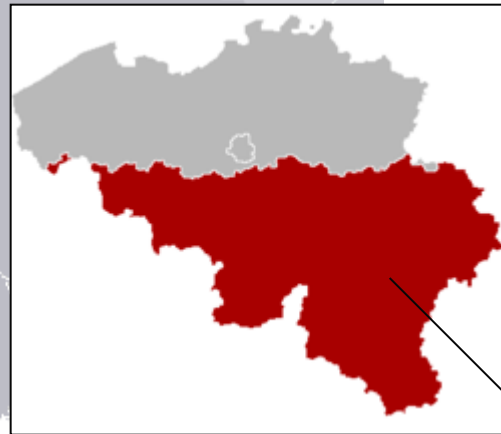


Belgium



Flanders
6 mill.

Brussels
1 mill.



Wallonia
4 mill.





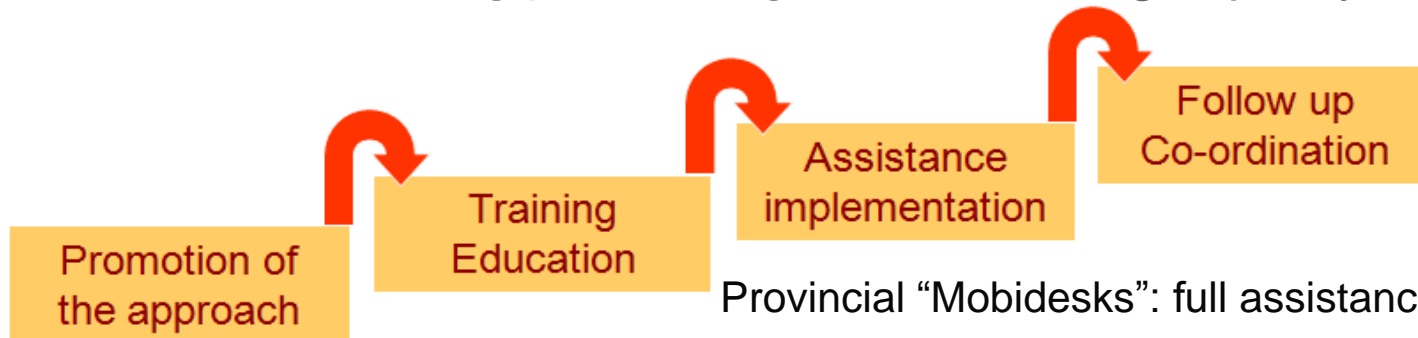
National framework for home-work traffic

- ▶ Obligation for companies > 100 employees to deliver mobility data every three years
- ▶ Since 1998: fiscal framework in favour of sustainable transport in home-work traffic
 - ▶ Cycling reimbursement (commuting or business trip): tax free up to €0,22/km)
 - ▶ Bike offered by the employer and investments in bicycle infrastructure: tax free for workers, 120% deductible for employer
 - ▶ Public transport reimbursement: 100% tax free
 - ▶ Fiscal bonuses for carpoolers and company bus users
 - ▶ CO2-dependant taxation of company cars



Regional home-work mobility policies

- ▶ Flanders “Commuting plan”: integrated multi-stages policy



Flemish Foundation for Traffic Studies
Including trainings for **workers unions**

Provincial “Mobidesks”: full assistance to companies

Flemish Region “Commuting fund”: up to 50% financing of transport solutions

focus on “access to work”

- ▶ Brussels:
 - ▶ compulsory commuter plan for companies over 100 employees
 - ▶ assistance to companies, follow up of plans

→ multiplication of continued mobility management initiatives



Specific actions on access to work

- ▶ 20% of households don't own a car
Specific problems with recently arrived people
- ▶ Training of people in search of work and employment workers
Orientation in the city / how to use public transport / reach working



- ▶ Specific transport facilities
 - ▶ Bus to Zeebrugge port
 - ▶ I-bus to Antwerp chemical industry
 - ▶ Max Mobiel (Ghent):
 - bicycles
 - shuttle services to Ghent Port



Case: “Bike to work” plan Colruyt supermarkets



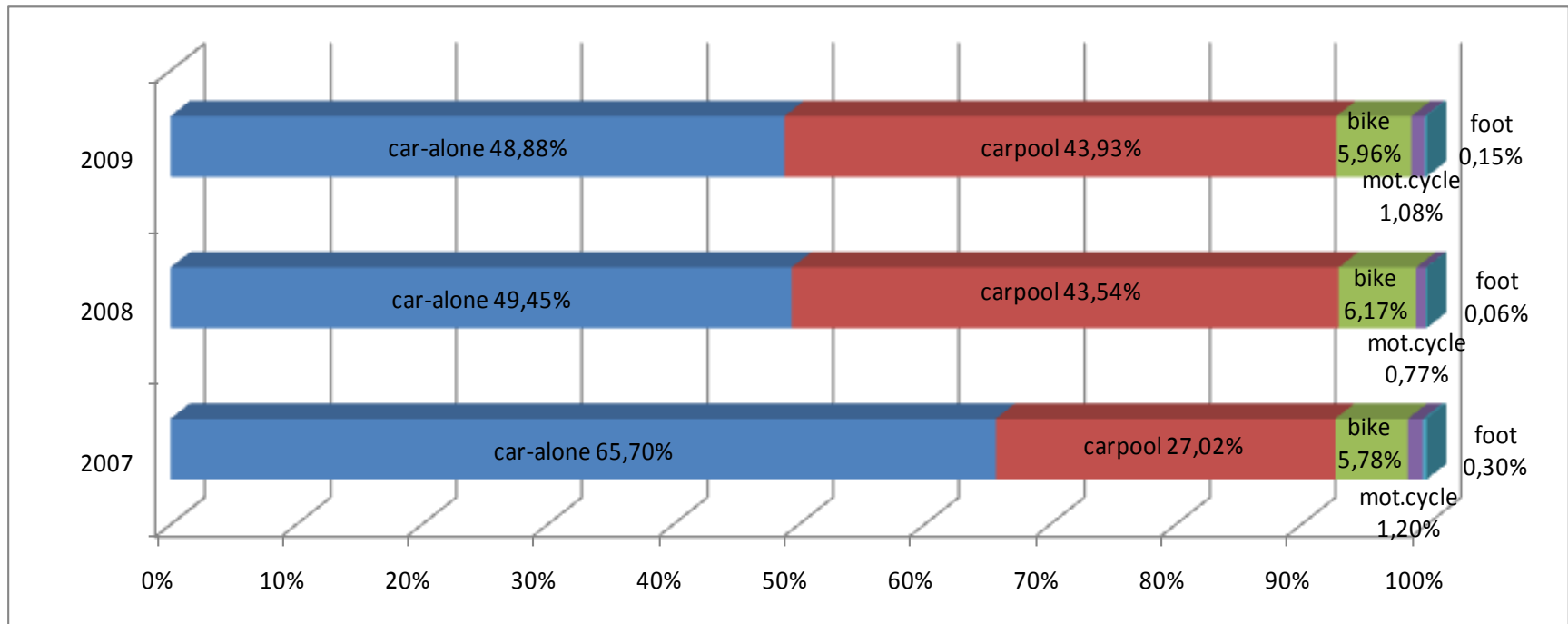
- ▶ free bicycles for home-work travel, combined with km fee for cyclists
 - ▶ in a broader sustainability commitment including also active carpool policy and reduction of freight emissions
- Bike use from 8 to 14% in modal split
- **Access to work** also for personnel without a car





Case: Nike logistics Europe

- ▶ Rural environment with no public transport (average 2000 emp.)
- ▶ Subsidized by commuter fund
- ▶ Intensive promotion of carpooling through reserved parking spaces, fiscal advantage, awareness campaigns: almost 50%



Extension of mobility management To other trip purposes

- ▶ Leisure trips (46% of all trips in Belgium)
 - ▶ congestion spreads outside peak hrs
 - ▶ destinations lose quality because of number of cars
 - ▶ mobility management decreases impact on the environment and the quality of leisure time



- ▶ Road/infrastructure works
 - ▶ An opportunity to promote alternatives
 - ▶ Avoid unnecessary detours by cars



Extension of mobility management To other trip purposes



- ▶ Integration in sustainable (urban) mobility plans
 - ▶ consultation and information/ working with companies, schools etc...
 - ▶ cycle and public transport infrastructure
 - ▶ parking management: from minimum to maximum requirements
- ▶ Flanders:
 - ▶ Mobility contracts between regional authority and municipalities
 - ▶ If the municipality makes a mobility plan according to certain standards of sustainability, it receives subsidizing by the region
 - ▶ One of the topics for which subsidies are possible is “working with target groups”

Thank you for your attention
Questions? traject@traject.be