Promoting Sustainability through Mobility Management

Concepts, Belgian Experience

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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

Supply side

Road authority, legislator, transporter...

Demand side

Individual transport user

Site manager: company, school, shopping area, recreation site

Sender

Receiver

Sender

Receiver
Mobility management

Supply side

Road authority, legislator, transporter...

Site manager: company, school, shopping area, recreation site

Inter-activity

Demand side

Individual transport user
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
  - Promotion of the approach
  - Training Education
  - Assistance implementation
  - Follow up Co-ordination

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 destinations

► 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%

<table>
<thead>
<tr>
<th>Year</th>
<th>Car-alone</th>
<th>Carpool</th>
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<tbody>
<tr>
<td>2007</td>
<td>65.70%</td>
<td>27.02%</td>
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<tr>
<td>2008</td>
<td>49.45%</td>
<td>43.54%</td>
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<tr>
<td>2009</td>
<td>48.88%</td>
<td>43.93%</td>
</tr>
</tbody>
</table>

- Transportation modes: car, carpool, bike, mot. cycle, foot
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