



Smart Alliance for Sustainable Mobility project

Zoom- in 1: Employers in action
– co-designing mobility solutions
results and remarks

Project led by the city of Szeged

URBAN
MOBILITY



Smart Alliance for Sustainable Mobility project

This zoom-in is devoted to the **partnership of SASMob** and to present their commitment to mobility planning. The engagement of employers towards sustainable mobility and through this, towards the well-being of their workforce is a key element of the project's solution. This is the basis to build behavioural change among employers to work together on employee mobility solutions and build up a responsive mobility system in Szeged.

Commuting choices are based on personal choices; still, when aggregated, there are considerable differences within these choices based on different workplaces. SASMob used the same methodology for all employer partners, mobility surveys were conducted during the summer of 2018, while employer based mobility plans were prepared during the autumn of 2018. This planning process brought interesting insights into the everyday life of companies, which is summarised in the following 7 infographic slides¹, each devoted to one of the employer partners in the SASMob partnership. The partnership of SASMob project is composed from companies from diverse background with different work culture, HR problems and thus solutions are also different. With the use of the infographics, it is easy to compare these differences. For example, at one company, people use public transport because of financial considerations and would love to go around by car, while at others, it is not the money but the comfort that is more important, and employees would be more willing to change to bike.

The participatory planning process brought up key messages towards urban mobility planning, such as **speed being the major decisive factor on commuting choices and an ever-growing trend towards individual mobility solutions**. It is also important to note that **abundance of car parking availability at workplaces is the highest single contributing factor on modal split**, which highlights the importance of restricting “push” measures. The process also highlighted the hidden fact that there is still **a strong unmet desire to use own car for commuting**, which could further undermine public transport service usage and utilization. Through these mobility surveys, one can glimpse into the future of mobility in Szeged.

For the companies working together towards sustainable mobility in the partnership also means learning from each other. They take over ideas, learn how to implement actions (such as organising bike repair weeks or to participate in Cycle to Work campaigns.) and get inspired by forerunner employers. To have fellow companies, join them in public events and, be able to discuss possible solutions with each other, gives strength to these companies and this co-operation is the backbone of the SASMob Alliance.

¹ The infographics are a simplified version of the surveys and mobility plans for easier understanding and are based on the personal view of the UIA Expert

The Smart Alliance for Sustainable Mobility in Szeged engages not only employers, but also mobility service providers to respond to the expressed needs, who also could get insights for their part of the work from the mobility planning process:

- Speed will be less of a factor if the time spent while commuting is not regarded as “lost time”, but as time for chatting (within car sharing) or for exercising (cycling and walking).
- The full spectrum of daily mobility needs of the employees should be taken into consideration; introduction of school bus services or home delivery services at supermarkets might have just as high an impact on commuting choices as many workplace-based developments.
- Since commuting times are relatively low, a clear advantage of a middle-sized city, walking could also be promoted as a commuting option – visualising how much distance can be covered within a 10-minute walk is a proven solution to change the perception of distances within cities.





SASMOB EXPERIENCE

is a crucial step towards Szeged becoming a truly Smart City

Public transport supply



Nearest public transport stop



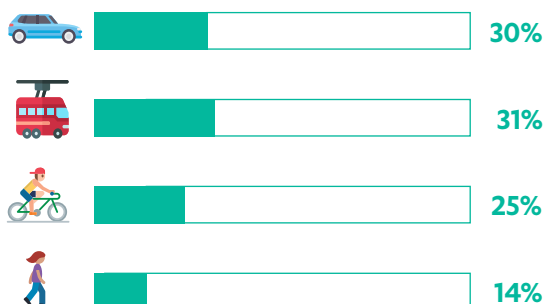
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(multiple options)

Parking availability

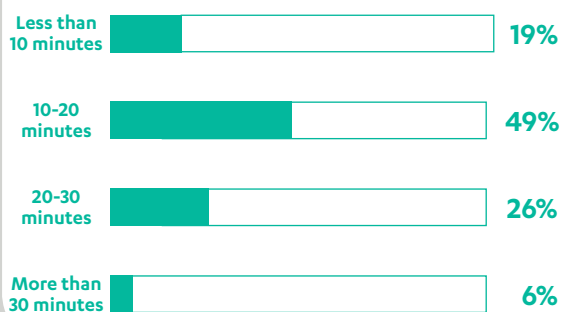


Limited, parking fee

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- QUICKEST
- NO OTHER OPTION AVAILABLE



- QUICKEST
- MOST COMFORTABLE



- I NEED EXERCISE
- QUICKEST



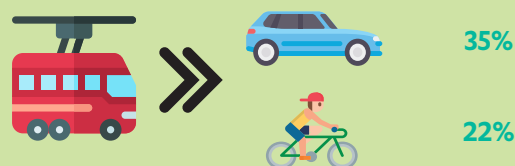
- MOST COMFORTABLE
- QUICKEST



I DRIVE BECAUSE...

- NEED THE CAR FOR AFTER WORK ACTIVITY 34%
- MORE RELIABLE 24%
- LONG COMMUTING DISTANCE, 14%
- NO PUBLIC TRANSPORT OPTION

I WOULD CHANGE FROM... TO...



WE WANT...



- 71% TELECAR WITH DEDICATED PARKING
- COVERED, SECURE BIKE RACKS
- BETTER BIKE LANES

MOBILITY PLAN



- HIGH QUALITY, HIGHER CAPACITY COVERED BIKE RACKS
- REALTIME PT TIMETABLE ON INTRANET
- FREE BIKE RENTAL FOR EMPLOYEES
- TELECAR WITH RESERVED PARKING LOTS
- BEHAVIOUR CHANGE CAMPAIGNS

THE CLINICS RECEIVED MANY COMPLAINS ABOUT THE PARKING SITUATION BEFORE, it was high time to give a systemic resonse. SASMob experience

Public transport supply



Nearest public transport stop



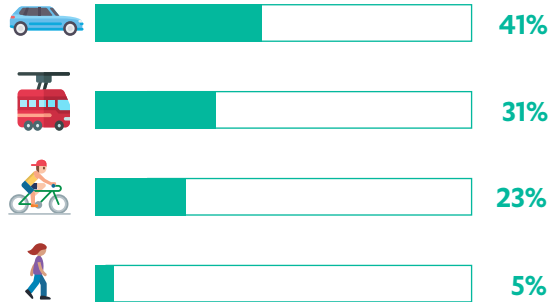
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Parking availability

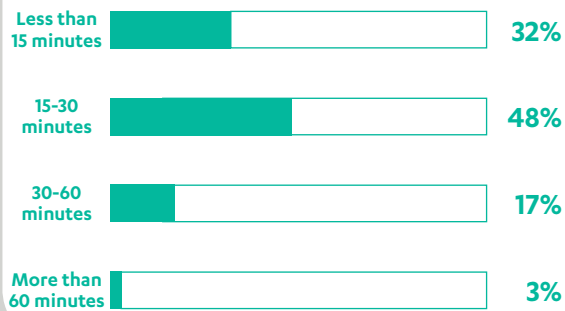


Limited, parking fee

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- QUICKEST



- QUICK
- MOST COMFORTABLE



- QUICK
- CHEAP



- I NEED EXERCISE



I DRIVE BECAUSE...

- QUICKER THAN PUBLIC TRANSPORT 29%
- NEED THE CAR FOR AFTER WORK ACTIVITY 30%
- MORE COMFORTABLE 11%
- LONG COMMUTING DISTANCE 9%

I WOULD CHANGE FROM... TO...



46%

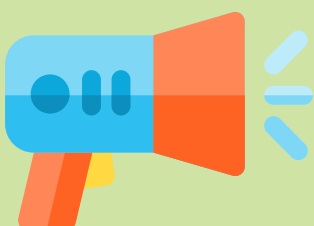


60%



16%

WE WANT...



- 98% COVERED, SECURE BIKE RACKS
- 90% SHOWER, CHANGING ROOM
- 66% BIKE REPAIRMENT FOR DISCOUNT PRICE
- 90% IMPROVED BUS LINES AND BETTER TIMETABLE

MOBILITY PLAN



FOR BIKERS:

- AGREEMENT WITH BIKE SERVICE OPERATORS
- INFORMATION PROVISION FOR BIKERS ON INTRANET
- ESTABLISH BIKERS' FB GROUP
- PARKING FEE EARMARKED FOR BIKE INFRASTRUCTURE
- BIKE RACK

PUBLIC TRANSPORT:

- PLACE BASED INFORMATION ON PT FOR CAMPUS
- PT TICKET VENDOR AT CAMPUS
- REVISION OF PARKING FEE REGULATIONS AND AGREEMENTS FOR OFF-CAMPUS PARKING OPTIONS
- MOBILITY CAMPAIGNS AT HEALTH DAY AND CYCLE TO WORK CAMPAIGNS



IT IS THE EXAMPLE OF CO-WORKERS WHICH CAN MAKE THE HIGHEST IMPACT.

To change daily commuting habits together we need local Influencers.

Public transport supply



Nearest public transport stop



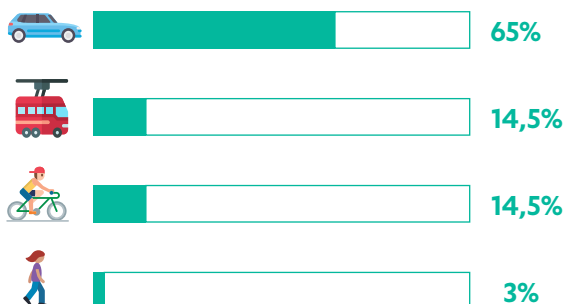
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Parking availability

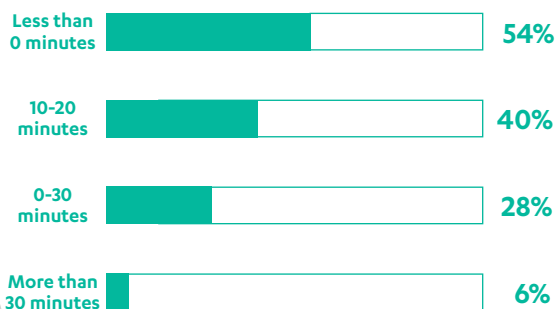


Unlimited, free

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- MOST COMFORTABLE
- NO OTHER OPTION



- QUICKEST



- I NEED EXERCISE
- MOST COMFORTABLE



- I NEED EXERCISE



I DRIVE BECAUSE...

- NEED THE CAR FOR AFTER WORK ACTIVITY 62%
- TAKE THE CHILDREN TO SCHOOL 24%
- NEED THE CAR DURING WORKING HOURS 14%

I WOULD CHANGE FROM... TO...



WE WANT...



- 92% TELEWORK
- 92% BIKE RACKS
- 80% PT SEASON TICKET SUPPORT
- 76% CHANGING ROOMS, SHOWER
- SCHOOLBUS
- BETTER QUALITY BIKE LANES
- DIRECT PT SERVICE

MOBILITY PLAN



- COVERED BIKE RACKS
- RENTABLE COMPANY BIKES
- FREE BIKE REPAIR SERVICE
- INFO PACK ON WALKING AND BIKE INFRASTRUCTURE
- CYCLE TO WORK CAMPAIGN
- BIKERS' BREAKFAST AND OTHER CAMPAIGNS



SUSTAINABLE MOBILITY IS PART OF OUR CSR POLICY.

Besides listening to our employees raises their commitment towards our company.

Public transport supply



Nearest public transport stop



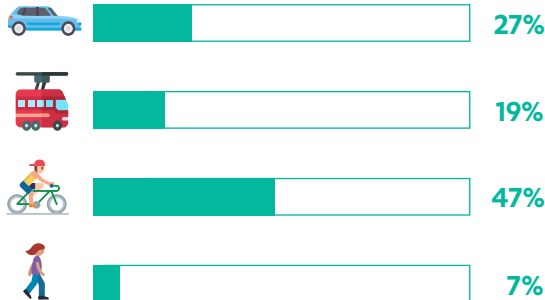
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(multiple options)

Parking availability

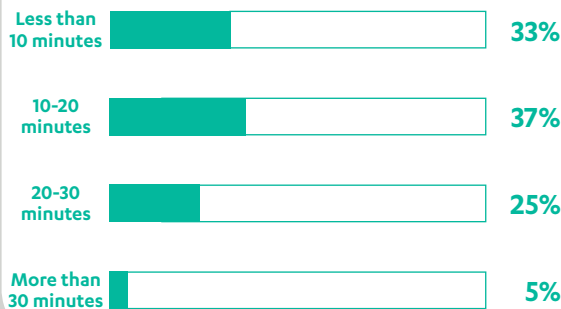


Unlimited, free

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- QUICKEST
- CHEAPEST



- MOST COMFORTABLE
- QUICKEST



- I NEED EXERCISE
- QUICKEST



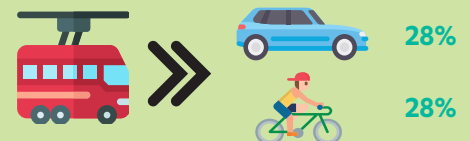
- MOST COMFORTABLE
- QUICKEST



I DRIVE BECAUSE...

- NEED THE CAR FOR AFTER WORK ACTIVITY 26%
- NO PT OPTION 21%
- TAKE THE CHILDREN TO SCHOOL 19%
- MORE RELIABLE 12%

I WOULD CHANGE FROM... TO...



WE WANT...



- FREE BIKE SERVICE
- EASY ACCESS FROM BIKE PARKING LOT TO BUILDING
- COVERED, CLOSED BIKE RACKS
- FREE ACCESSORIES FOR BIKERS
- FREE PT TICKETS FOR BAD WEATHER CONDITIONS

MOBILITY PLAN



- COVERED, CLOSED, LIGHTED, MASSIVE, CCTV-MONITORED BIKE RACKS
- 10 COMPANY BIKES
- ANNUAL FREE REPAIR WORKSHOP
- BIKE LANES AND PAVEMENTS TO APPROACH THE BUILDING
- MARKETING AND ADVERTISEMENT FOR HEALTHY LIVING
- EMERGENCY PT TICKETS FOR BIKERS FOR BAD WEATHER CONDITIONS
- BEHAVIOUR CHANGE ACTIVITIES, CAMPAIGNS



SASMOB GIVES OPPORTUNITY TO FURTHER PROTECT THE ENVIRONMENT,
which is also the core business of our company.

Public transport supply



Nearest public transport stop



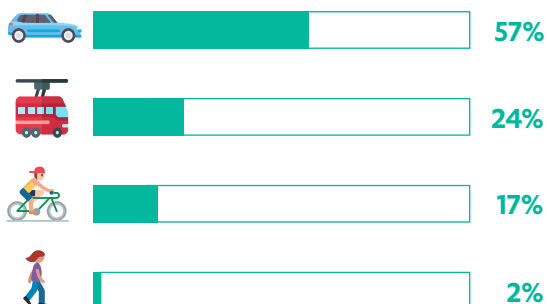
600 meters

Parking availability

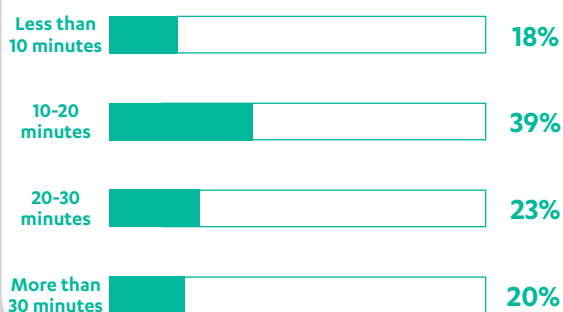


Unlimited, free

MODAL SPLIT



COMMUTING TIME SPLIT



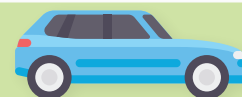
WHY I USE...



• QUICKEST



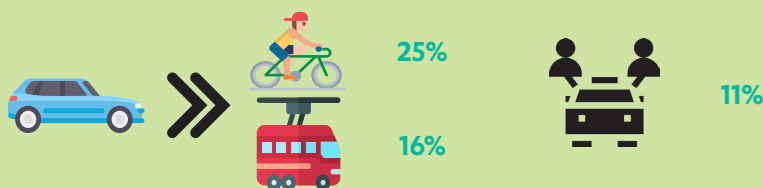
- I NEED EXERCISE
- NO OTHER OPTION
- CHEAPEST



I DRIVE BECAUSE...

- NEED THE CAR FOR AFTER WORK ACTIVITY 45%
- COMMUTING DISTANCE IS TOO LONG FOR CYCLING/WALKING 28%

I WOULD CHANGE FROM... TO...



WE WANT...



- 92% FINANCIAL SUPPORT FOR SEASON TICKETS
- 77% COMMUTER BUS SERVICE
- 78 % COMPANY CAR FLEET

MOBILITY PLAN



- COVERED, SECURE BIKE PARKING FACILITIES AT DIFFERENT LOCATIONS
- 1 DAY EXTRA PAID LEAVE FOR BIKERS
- BICYCLE FLEET
- RELOCATING TRAM STOP
- CAR SHARING APP
- CYCLE TO WORK AND OTHER CAMPAIGNS
- FINANCIAL SUPPORT FOR LOCAL SEASON TICKETS



TAKING CARE OF COMMUTING OPTIONS FOR EMPLOYEES is a crucial part of employee satisfaction.

Public transport supply



Nearest public transport stop



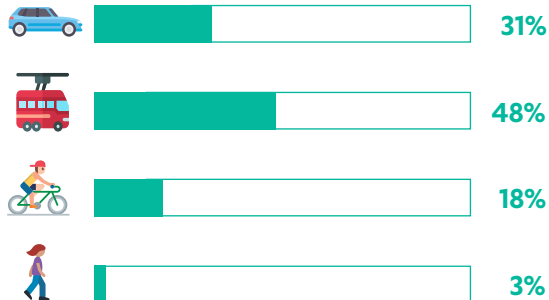
<50 meters

Parking availability

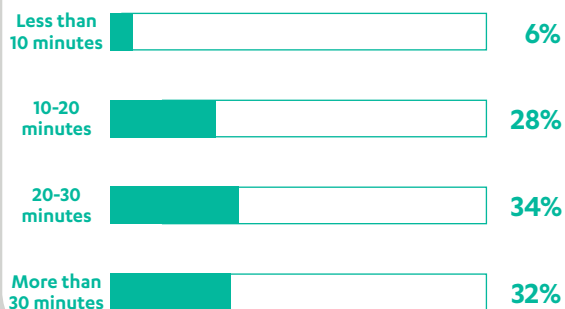


Moderately limited, free

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- NO OTHER OPTION



- QUICKEST



- CHEAPEST



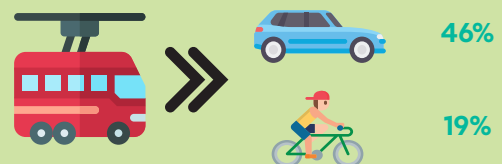
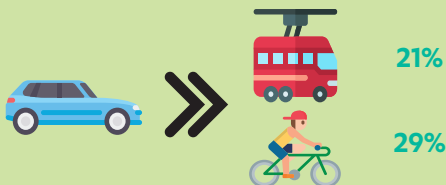
- I NEED EXERCISE



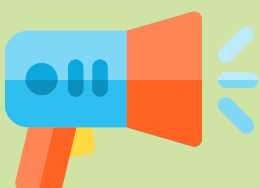
I DRIVE BECAUSE...

- QUICKER THAN PT 39%
- NEED THE CAR FOR AFTER WORK ACTIVITY 24%
- NO PT OPTION 24%

I WOULD CHANGE FROM... TO...



WE WANT...



- 88% FINANCIAL SUPPORT TO PT SEASON TICKET
- 83% MORE COMFORTABLE, SECURE AND SAFE BIKE PARKING OPTIONS
- 81% PT TIMETABLE OPTIMALISATION
- OWN PT LINE SERVICE

MOBILITY PLAN



- CAR SHARING APP
- CREATION OF MINI BIKE REPAIR WORKSTATION
- CYCLE TO WORK AND OTHER CAMPAIGNS
- TIMETABLE OPTIMISATION CAMPAIGN



WE CANNOT KEEP OUR WORKFORCE AT OUR COMPANY FOR EVER,
but we want them to feel good as long as they work with us.

Public transport supply



Nearest public transport stop



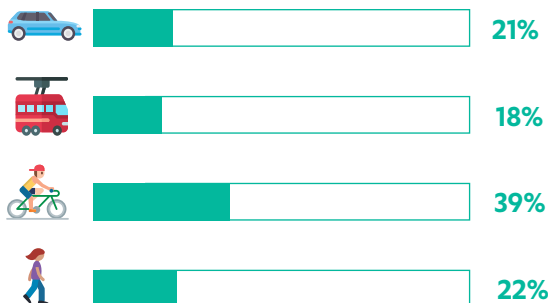
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(multiple options)

Parking availability

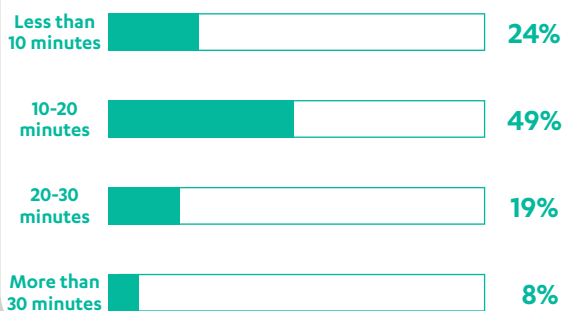


Restricted, parking fee

MODAL SPLIT



COMMUTING TIME SPLIT



WHY I USE...



- MOST COMFORTABLE



- QUICKEST
- MOST COMFORTABLE



- I NEED EXERCISE
- CHEAPEST
- QUICKEST



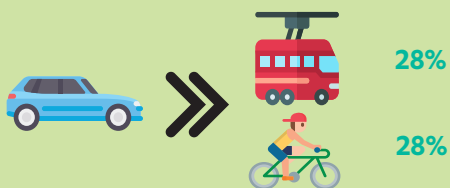
- QUICKEST
- MOST COMFORTABLE
- CHEAPEST



I DRIVE BECAUSE...

- MORE RELIABLE 22%
- TAKE THE CHILDREN TO SCHOOL 22%
- NEED THE CAR FOR AFTER WORK ACTIVITY 20%
- NO PT OPTION 8%

I WOULD CHANGE FROM... TO...



WE WANT...



- 73% HOME OFFICE
- 75% OFFICE POOL BIKES
- 98% ENLARGEMENT OF BIKE PARKING SPACE

MOBILITY PLAN



- ENLARGEMENT OF BIKE PARKING FACILITIES
- FREE OFFICE BIKE FLEET
- CREATION OF MINI BIKE REPAIR WORKSTATION
- FREE PT TICKETS FOR BAD WEATHER CONDITIONS FOR BIKERS
- FREE PT SEASON TICKET TO WITHDRAW PARKING PERMITS
- FREE PARKING PLACES FOR CAR-SHARING
- CAMPAIGNS FOR SUSTAINABLE MOBILITY