



PUBLIC TRANSPORT



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MoMa.BIZ website: <http://moma.biz>

Image source: www.eltis.org

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BOX 3 - PUBLIC TRANSPORT


The best alternative to private car usage is the public transport. Usually, it is cheaper, covers great distance and has convenient schedules.

There are many reasons why public transport may be a better option to the private car for getting to work:

- It is a more relaxing way of travelling. While on the bus, subway or train commuters can spend their time reading, working or even napping instead of stressing out in front of the steering wheel.
- If the commute is long there could even be an agreement between the employee and the employer to build that time into the workday/ flexibility in working.
- It is cheaper than the private car and employees could save a considerable amount of money in a year.
- It gives the opportunity to socialise and make new friends.
- It is healthier as it has been found that people that use public transport walk more than people travelling by car.
- It is better for the environment as it helps cut down CO2 emissions.

Even the companies benefit when their employees travel to work by public transport as:

- The number of accidents on home-work trips is smaller than when they travel by car.
- The need of parking space at the company's premises is reduced.

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- There is less traffic congestion in the vicinity of the company during peak hours.

In addition, a good public transport service can aid staff retention in companies.

Whether the employees will use public transportation or not depends mainly on the quality of the service, its reliability and on whether it meets their needs. Considering the significant benefits of the use of public transportation it is advisable that BIZ companies invest in this mode of transport in order to improve it, make it a valid alternative to the private car for the home-work trip and promote it among their employees.

The use of public transport decreases the need for parking space and congestion in the peak hours. Sometimes, it provides better access to certain areas in the city - for example, at controlled traffic areas. It is also a much safer mode of transport than driving in peak hours. The public transport options are also suitable for multi-modality – it will be possible for people to combine this with bicycles or walking.

The Public Transport Box provides a series of mobility actions to be considered with the aim to inspire and help business and industrial zones as well as individual companies plan and implement actions related to public transport for their employees and visitors. Each mobility action contains a list of key factors for success and possible barriers in the implementation of

the action. The Box also contains a list of useful resources and tools available online that can provide further support and guidance.

Therefore, if you wish to implement mobility actions related to public transport in a BIZ then:

- Look through the different possible actions;
- Select the most suitable ones for your circumstances;
- Discuss with the local authority responsible for the existing public transport any possible improvements or changes in the service;
- Consult the local/regional/national authority as often they offer incentives for the use of public transport (e.g. co-financing of annual public transport tickets for employees in Italy);
- Implement the actions and promote them.



3.1 - BIZ Accessible by Public Transport

Action description:

The BIZ is well connected to the nearby residential areas by public transport.

Is the BIZ accessible by public transport? How frequent is that service? Does it really meet the needs of the home-work trip of your employees? These are questions that require a clear answer. Understanding the existing public transport service will help you understand how it can be improved and made more attractive to employees.

A close collaboration with the local authorities and public transport operators will greatly assist this action as well as many of the following ones.

Key factors for success:

- Good understanding of the current situation of existing services, e.g. frequency, routes.
- Good understanding of the transport needs of employees.
- Collaboration with the local authorities and public transport operators.

Possible barriers:

- Great variance among the needs of the employees due to flexibility in working hours, geographical dispersion of residence, etc.
- No public transport service available or of very poor quality.
- Difficulty in establishing a collaboration with the local authorities and public

transport operators.

Good practice:

- In Vorarlberg (Austria), some companies wanted to co-ordinate their company bus system. They found a solution together with public authorities, public transport companies and school bus operators. This solution was - the integration of all these separate bus systems into the regular public transport service (Landbus Vorarlberg - Region Vorderland).¹
- Studies in Belgium show car drivers will consider switching to public transport only if the total trip time is not more than 1.5 times the car time.¹



3.2 - Public Transport Information

Action description:

The BIZ provides up-to-date information on the existing public transport service to its employees, i.e. timetable, route maps, etc.

Information on the existing public transport service is crucial. It has been observed that often employees do not use public transport because they are not aware of the time-tables and the travel routes served.

Therefore, the BIZ companies should ensure that the employees are aware of the public transport serving the BIZ. This can be done in many different ways:

- Provide all employees with the time-tables and route maps of existing public transport.
- Include information on time-tables and routes at the company's intranet or on notice boards (for employees that do not have access to computers).
- Public transport stops located inside or near the BIZ have clear and up-to-date information on time-tables and routes.

A close collaboration with the public transport operator will greatly facilitate this action.

Keep in mind that information activities are often the easiest and less expensive to implement.

Key factors for success:

- Concise and adequate information presented.
- Good partnership with the local transport operator.
- Good partnership with the local public authorities.

Possible barriers:

- Local authorities and/ or local transport operators might not be eager to cooperate.
- Employees are not attracted to the public transport services.

Good practice:

- BP (Sunbury on Thames, UK) provided an all-in-one public transport information leaflet for staff and visitors. The leaflet was really successful.³
- At Addenbrooke's NHS Trust (Cambridge, UK) the bus timetable has been made available through pay packets, reception desks, the on-site travel bureau and an 'Access to Addenbrooke's' web page.³
- Azimut based in Avigliana (Italy) disseminated public transport timetables to its employees together with the payment slips.⁴
- The Municipality of Tartu has prepared and disseminated maps with the existing modes of transport for reaching the industrial zone of the town. The maps have been made available to the companies and employees of the industrial zone.⁵

3.3 - Public Transport ticket Co-financing (Incl. Trains)

Action description:

The BIZ co-finances public transport tickets (bus, train, tram, metro, etc) for their employees

As public transport is the major and most reliable means of transport in urban areas, it is a good idea to promote it among employees. This can be done through incentives to the employees using public transport, for example the co-financing of a percentage of the total cost of travel cards/tickets or providing travel cards/ tickets for a certain period.

Such an incentive may convince employees that use their private car for home-work trips to switch to public transport, especially when the cost of fossil fuels is high.

Key factors for success:

- Convenient public transport services and network.
- Attractive services provided by the public transport operators.
- Potential partnership between the BIZ companies and the PT-operator for discounts.
- Lobbying together with the public transport operator for improving the transport scheme in/ around the BIZ.

Possible barriers:

- Unattractive transport service.
- Unattractive tariffs for tickets and travel cards.
- Low frequency.
- Service not flexible enough to meet the needs of the employees.

Good practice:

- Government Office of the West Midlands(GOWM): Centro offered a 50% discount scheme on travel passes in exchange for GOWM staff surrendering their car parking space.²
- The Factory for non-ferrous metals near Plovdiv (Bulgaria) has organised collective transport for its employees, because they come in three different shifts from the nearby residential areas. Employees using it also have 75% of their travel cards financed by the company.⁵



3.4 - Public Transport Facilities

Action description:

Presence of bus stops close or even inside the BIZ, with shelters, sitting structures, selling of bus tickets etc.


Having a bus stop close or even inside the BIZ is an important factor that determines whether the employees will travel to work by public transport or car. It is more likely that employees will use public transport when the distance between the bus stop and the place of work is small and safe to walk. Therefore, consider the following questions:

- Where are the closest bus stops to the BIZ located?
- How far away are they?
- Is the route from the bus stop to the BIZ safe to walk?

It is useful to establish a close collaboration with the local authority and the public transport operator as they will most likely be interested in an extension of the existing service to the BIZ, the placement of a bus stop near or inside the BIZ and therefore finance the action, whether in full or in part.

It is advisable that the BIZ companies invest in improving the route from/to the work place and public transport routes, signage e, lightening, etc. even if it might require considerable resources.

A further action that can attract employees to use public transport and which



requires only a minimum interaction with the local authority and public transport operator is in maintaining the bus stops ensuring they are clean, with bins, shelters for protection from the weather conditions and sitting structures.

Making it possible for employees to buy public transport tickets at the BIZ or its bus stops is also a very important action that simplifies the use of public transport.

Key factors for success:

- Sufficient demand to make the measures feasible.
- Good relationship with public authorities and/or transport operator.
- Appealing new look.
- Up-to-date information.
- Good relationship with the local authorities and/or local transport operators.

Possible barriers:

- Investment required
- Local authorities and/ or local transport operators might not be eager to cooperate
- Low number of interested employees

Good practice:

- In Hasselt (Belgium), within the company mobility plan of Philips, the Flemish public transport company De Lijn and the municipality of Hasselt

- made considerable improvements to nearby bus stops.¹
- In Ford Genk (Belgium), as part of its company mobility plan, conducted a survey among the customers of its bus service to identify quality problems during the time spent on the vehicles.¹
- In the Netherlands, the railway company provides big companies with ticket printing machines which are used to sell tickets on the spot.¹
- At Egg (Derby, UK), in liaison with the council, two new bus stops and shelters have been installed close to site entrances.³
- The Factory for non-ferrous metals near Plovdiv (Bulgaria) provides facilities for the BIZ collective transport – each destination has its own bus stop and schedule. They ease the employees and visitors to the BIZ as they direct them when travelling between the nearby cities.⁵



3.5 - Lobby for Better Public Transport

Action description:

The BIZ companies have a clear idea of the transport needs of their employees and promote public transport policies that help meet these needs.


The BIZ companies should have a clear idea of the transport needs of their employees and should lobby the local authorities and public transport operators in order to offer a public transport service that meets them in the best possible way.

A BIZ may lobby for additional routes, better vehicles and/or fast connections. As a result, the BIZ may apply to the local transport authority responsible for a new service or improvement of the current one, or increase the frequency and speed of public transport vehicles. Not only employees, clients and visitors will benefit, but also local citizens.

It is clear that the bigger the BIZ and the more people it employs, the higher the possibility to obtain changes in the existing public transport service.

Key factors for success:

- Close collaboration with the local transport authorities or transport operators.
- Clear idea of the transport needs of the employees.
- The economic importance of the BIZ.
- Awareness-raising and promotional campaign on public transport services.


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- Improvement of the quality and image of public transport .
 - Information on the website of the BIZ and the intranet of the companies .
 - Possibility to co-finance improvements in the existing public transport service.

Possible barriers:

- Lack of interest on behalf of the local transport authorities or transport operators.
- The BIZ is small and therefore of low importance in the local community.
- No demand among employees is demonstrated during negotiations.

Good practice:

- In Brussels (Belgium), within the company mobility plan for Brussels Airport, the companies lobbied the Flemish public transport company De Lijn for a new bus service connecting the different areas of the airport to nearby villages and two important railway stations. Bus service was implemented, thanks to co-financing from De Lijn and airport businesses. In the beginning, the success was limited but after one year the service became economically viable. ¹
- In the province of Limburg (Denmark), a mobility centre lobbied for the provision of high-quality bus service with limited stops on the Avenue Ceramique in Maastricht, where there is a concentration of large offices. ¹
- The Municipality of Ponferrada in collaboration with local Mobility Office and the MoMa.BIZ project organized the "Flexitaxi", a new kind of flexible transport, for the employees of the industrial park Bierzo. "Flexitaxi" is an on-line tool that allows workers to share a taxi to and from the industrial zone. The service is available only to registered users in possession of the



“Flexitaxi” card, provided by the Mobility Office, and to groups of 2 or more users sharing the journey. The cost of the service is 1,20 € or 1,70 € per user, depending on the distance covered.⁵

- Improvement of the accessibility of the NOKIA plant at Bochum (Germany) by better rail connections was achieved through a Public-Private Partnership. More specifically, the improvements were co-financed by the Verkehrsverbund (Transport Association), Deutsche Bahn (German Railways) and Nokia, and included:¹
 1. Modernisation of the rail vehicle fleet.
 2. Extension of the rail network, thus providing direct connections to the plant.
 3. Faster journey times.
 4. Introduction of weekend services.
 5. More frequent services at peak times.
 6. Improvements at stops/railway stations.
- The Factory for non-ferrous metals near Plovdiv (Bulgaria) has a strict code for the quality of the public transport services which is integrated in the tendering documents.⁵

3.6 - Safe BIZ on-site Infrastructure

Action description:

The BIZ area is safe for pedestrians as employees using public transport need to walk within the BIZ in order to reach their workplace

It is important to keep in mind that employees using public transport are also pedestrians and walk for the final part of their home-work trip (from bus stop to actual workplace). It is, therefore, necessary that the on-site road infrastructures are safe for pedestrians and if necessary improvements are carried out, i.e. pavements, safe pedestrian crossings, etc. This measure is suitable mainly for BIZ located outside urban areas or that are characterised by intensive traffic.

Key factors for success:

- Setting up high quality infrastructural facilities.
- Promotion campaign on corporate social image and a campaign on road safety.

Possible barriers:

- Significant investment needed.
- Local authorities do not agree with the change in the design.

Good practice:

- At Nottingham City Hospital (UK), improvements to public transport have

gone hand in hand with a site walking strategy, including speed restrictions, traffic calming and safe crossings.³

3.7 - BIZ Shuttle Bus

Action description: The BIZ facilitates a shuttle bus service for the employees.

When the public transport service is nonexistent or does not meet the needs of the employees the BIZ companies could offer an alternative solution by organising and offering a shuttle bus service that collects the employees from fixed collection points and brings them to their work place.

Such a service could also be complementary to the existing public transport one, covering areas not served by public transport.

In order to organise such a service it is necessary to have a clear knowledge of the home-work trips carried out by employees and determine their willingness to switch to collective transport. The points of collection are then organised according to the residence of the employees and could be:

- Town centres;
- Public transport stations (train stations);
- Residential areas home of a considerable number of employees.



The shuttle bus can be organised in collaboration with a bus company.

The investment required by such a service could be limited by requesting a financial contribution of the employees using the service, similar the public transport tickets/travel cards.

Key factors for success:

- Sufficient home clusters.
- Sufficient number of commuters.
- Regions with economic issues.
- Bad public transport network.
- Promotion of the service among employees.

Possible barriers:

- Financial resources needed.
- Insufficient clusters of employees in residential areas.
- Distances are great.
- Distances can be easily covered on foot or by bike.
- Flexible working hours.

Good practice:

- In Regensburg (Germany), the BMW car factory had to decide if they would build new car parks and widen the access road to solve their congestion problems, or whether they could find other solutions. They decided to introduce a company bus service for the employees. ¹

- In Zug (Switzerland), Shell established a bus shuttle (operated by the public transport company) which is provided solely for its employees. At peak hours the shuttle-bus connects the company with the railway station in Zug. ¹
- In Brussels (Belgium), the Christian Workers Movement provides two kinds of connections with the nearby train station: a peak hour shuttle service and reserved bicycles at the station. Employees have to opt for one of these solutions, but they can have a different choice in winter (bus) and summer (bicycle). ¹
- In the UK, Stockley Park Consortium Ltd. underwrote the cost of bus services by 80 000 Euro/year and has recently funded the introduction of new buses on one travel route to encourage their use. ¹
- The Factory for non-ferrous metals near Plovdiv (Bulgaria) has organised collective transport for its employees at certain hours of the day according to their three shifts. If an employee is delayed or has an emergency, then a taxi company is contracted to provide a guaranteed ride home. ⁵



3.8 - Vanpooling

Action description: The BIZ offers standard vanpooling - BIZ van or rental van.

Quite often, BIZ companies in small and medium-sized cities have employees living closer together and with the same work schedule. However, they are undertaking their home-work trip by themselves with their private vehicles. BIZ companies may wish to introduce a van (minibus, at least 7 seats), it may encourage more employees in using it. Some companies may hire or buy a van and have one of their employees drive it. This works well in areas where employees are on lower incomes or to satisfy the demand in areas with poor transport.

Key factors for success:

- Sufficient home clusters.
- Well-developed flexible transport services.
- Proper distance.
- Sufficient number of commuters.
- Regions with economic issues.

Possible barriers:

- Financial resources needed.
- Insufficient home clusters.
- Distances are great and it is inconvenient and time-consuming to collect

commuters.

- The BIZ can be accessed easily on foot or by bike.
- Flexible working hours, making it difficult to form vanpool groups.

Good practice:

- As part of an internal reorganisation, a Belgian company organised vanpooling for groups of employees that were transferred to another work location.¹
- Each year a research for employees who would like to vanpool is conducted at the Factory for non-ferrous metals near Plovdiv (Bulgaria).⁵



USEFUL RESOURCES AND TOOLS

ELTIS <http://www.eltis.org/>

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. Its site includes a “Case Studies” section which presents successful examples of sustainable mobility, including walking.

UK DEPARTMENT FOR TRANSPORT

<http://webarchive.nationalarchives.gov.uk/20110130183933/http://www.dft.gov.uk/pgr/sustainable/walking/>

A collection of documents for the promotion of walking and influencing travel behaviour through training, education, marketing and promotion.

TOOLBOX <http://www.mobilitymanagement.be/english/measures/meas6.htm>

This is a search facility to help companies develop their own mobility plan, and to help them promote effectively the use of public transport, collective company transport, car-pooling, walking and cycling for home-work journeys.

The tool is available in five languages: English, German, Italian, French and Dutch

WAYS2WORK <http://ways2work.bitc.org.uk/>

ways2work is a business led, business informed initiative to increase efficiency through better ways of working and travelling. It provides practical guidance in promoting sustainable travel and reduced travel in companies as a strategic part of a business improvement programme.

ACT TRAVELWISE <http://www.acttravelwise.org/plan>

This is a UK based network working to promote sustainable travel. Its website contains useful information on MPs.

REFERENCES

This is a UK based network working to promote sustainable travel. Its website contains useful information on MPs.

¹TOOLBOX for Mobility Management in Companies
<http://www.mobilitymanagement.be/english/index.htm>

²Department for Transport (UK), 2006. "A travel plan resource pack for employers".

³Department for Transport (UK), 2002. "Making Travel Plans Work: lessons from UK case studies".

⁴MobilityManagement.info - Il Riferimento Italiano per il Mobility Management
<http://www.mobilitymanagement.info/>

⁵Mobility Management for Business and Industrial Zones (MoMa.BIZ)
<http://moma.biz>





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