



Policy recommendations ADICCT

Assessing and Developing Initiatives of Companies to
control and reduce Commuter Traffic

Thomas Vanoutrive (University of Antwerp)

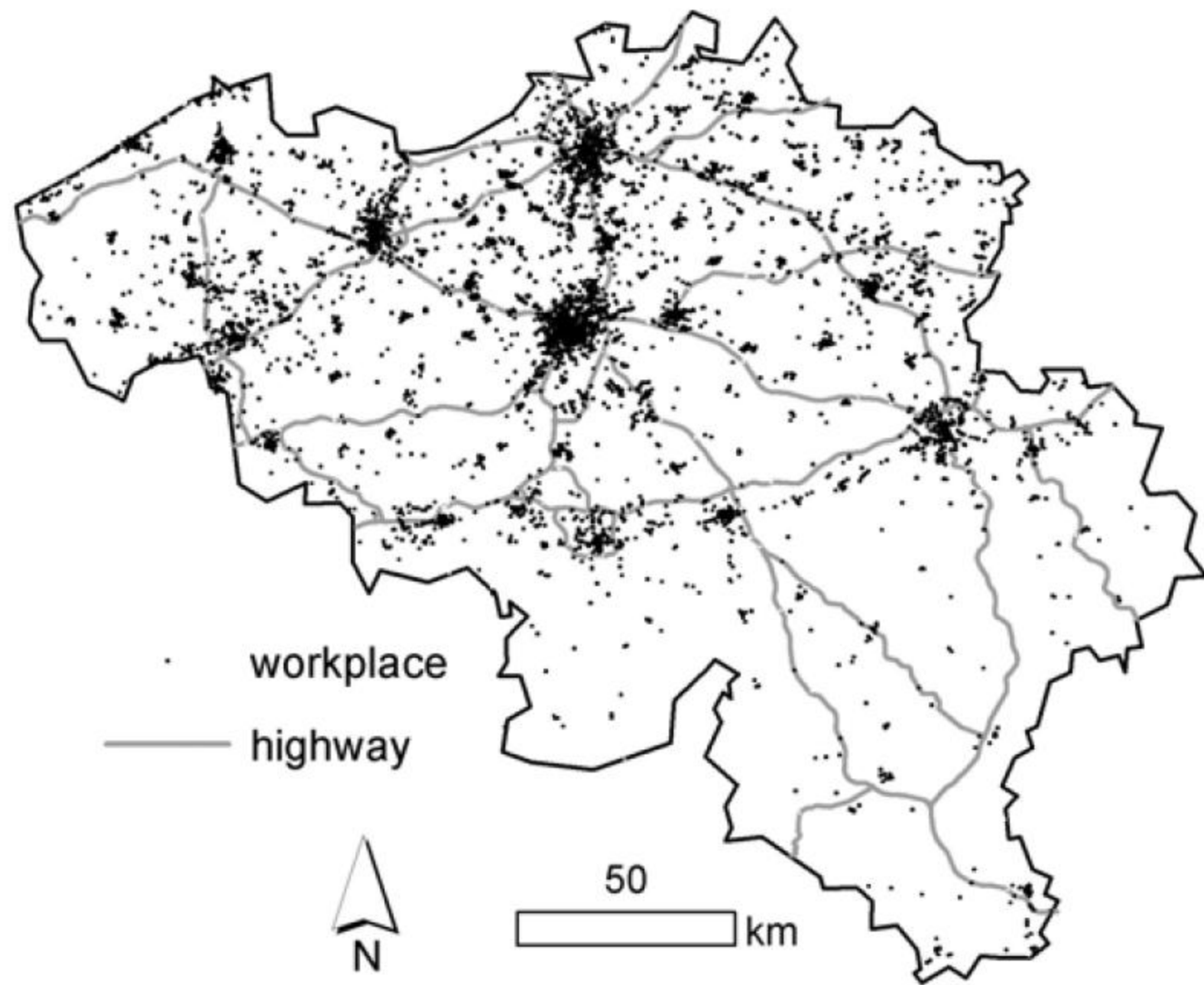


POLICY RECOMMENDATIONS

- A) Belgian home-to-work-travel survey
- B) policies that encourage employers to invest in mobility management

Policy recommendations: HTWT survey





Policy recommendations: HTWT survey

- A transport professional from New-Zeeland wrote:
- *‘I am fascinated by the HTWT survey as it opens up possibilities for monitoring the effectiveness of workplace travel plans (as we call them here) and changes in modal split over time in a statistically robust manner.’*

Policy recommendations: HTWT survey

- RECOMMENDATIONS:

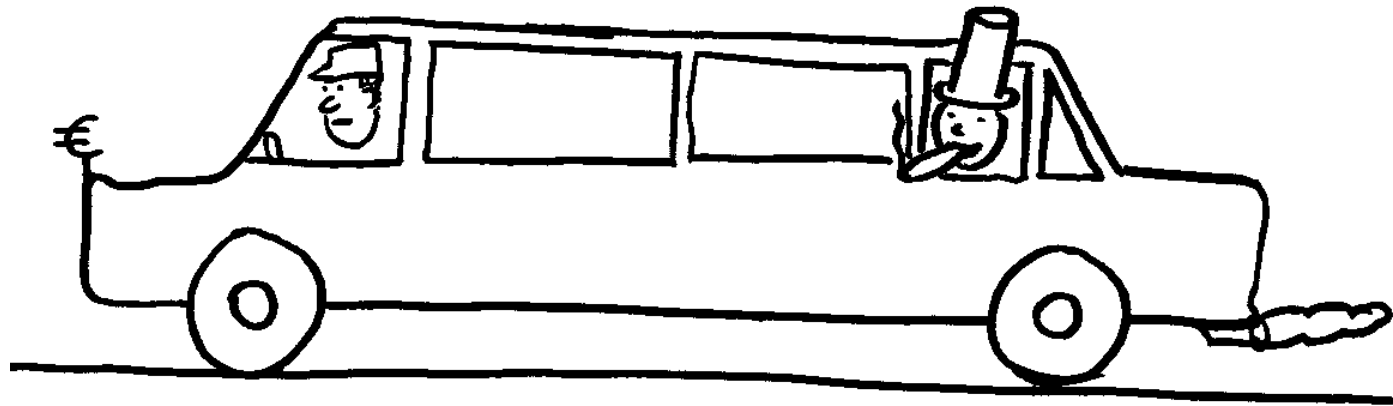
Don't cancel the HTWT survey

Policy recommendations: HTWT survey

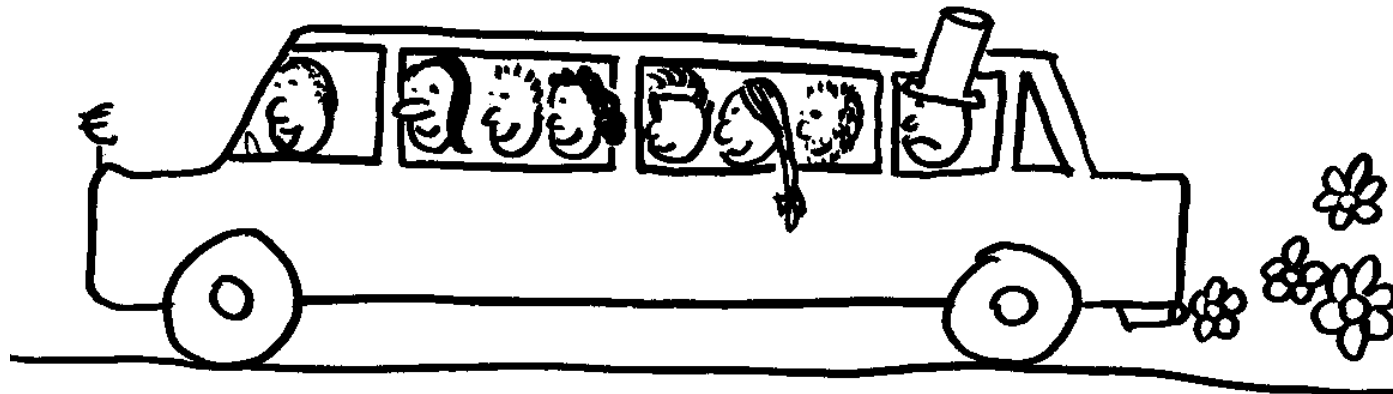
- Recommendations:
 - Information on commuting distance and place of residence of employees is lacking
 - Some complex definitions (carpoolen, telewerk,...)
 - Only information on main transport mode
 - No information on company cars
 - No data on SMEs

Policy recommendations: promotion of mobility management

MANAGEMENT MOBILITY



MOBILITY MANAGEMENT



Policy recommendations: promotion of mobility management

- Governments use employers to influence travel behaviour of employees
 - 5 ways:
 - Mandatory travel plans
 - Town & country planning
 - Taxation
 - Information, communication, promotion, subsidies
 - Social dialogue
- Some companies invest even without government incentives

Policy recommendations: promotion of mobility management

- Mandatory travel plans
 - Brussels Region (+ examples in the USA,...)
 - Advantage: all (large) employers involved
 - disadvantage: follow-up, administrative control

Policy recommendations: promotion of mobility management

- Town & country planning
 - b.v. MOBER (Mobility Impact Assessment, Flanders region); Planning Policy Guidance Note 13, Town and Country Planning Act Section 106, Section 278 (UK)
 - Land use planning (location of economic activities) and permitting (parking standards, bicycle parking,...)
 - Strong link between mobility and spatial planning
 - Link developer-user: what after some years?
 - (local) governments does not want to frighten employers (competition between governments)
 - e.g. in UK: government can force developer to pay bus service during X years

Policy recommendations: promotion of mobility management

- Taxation

everybody pays taxes (small as well as large companies, households)

- Positive and negative incentives
- Financial instruments are often effective
- Complex, no coherence: tax benefits for bicycle mileage allowance, transport organised by employer, as well as for company cars

Table 3.6: Direct fiscal losses and its determinants, 18 EU member states. 2008

Country	Imputation rate	Marginal tax rate	Company car sales as percentage of GDP, 2008	Loss, share of GDP (%)	Loss, in billion €
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Netherlands	25%	52%	1,3%	0,2%	1.5
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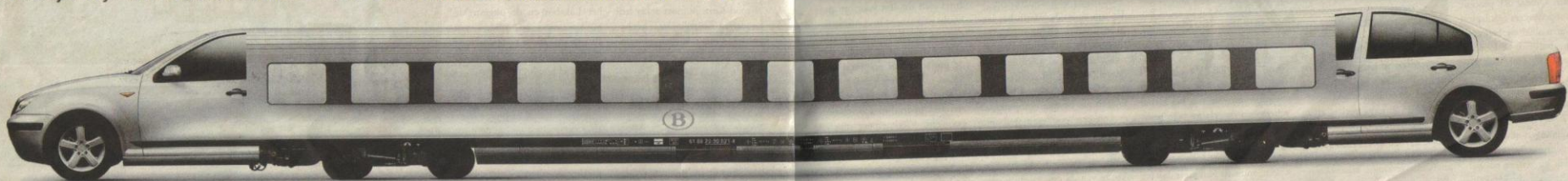
Belgium	n.a.	68%	2,0%	1,2%	4.1
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Policy recommendations: promotion of mobility management

- Taxation
 - Strong focus on financial aspects; mobility is of secondary importance
 - Electric vehicles?
 - Parking: benefit in kind?
 - Grey areas, e.g. 'mobility budget'

Een bedrijfswagen en de trein, een slimme combinatie. **Railease, de ideale mobiliteitsoplossing!**



Een bedrijfswagen is ontegensprekelijk zeer praktisch. Maar deze bedrijfswagen combineren met de trein creëert pas echt de ideale situatie.

Een afspraak dicht bij het station? Neem de trein en vermijdt op die manier de files. Dit betekent concreet dat u tijd wint door aan boord rustig te kunnen verder werken, of gewoonweg even de stress van u kan afgooien door een pauze voor uzelf te nemen. En dit allemaal terwijl u zich op een ecologisch verantwoorde manier verplaatst.

Railease is een unieke formule die u toelaat bedrijfswagen en trein in alle vrijheid te combineren.
Kies zelf hoe u zich verplaatst, wanneer u het wilt.

Voor meer info, contacteer ons via
convention-on-line@nmbs.be

Eén van onze Key Account Managers helpt u
draag met een concreet voorstel op maat van
uw onderneming... En met ongetwijfeld niets
dan voordelen voor u!



Policy recommendations: promotion of mobility management

- Information, communication, promotion, subsidies



Policy recommendations: promotion of mobility management

- subsidies



Als uw werknemers
de file beu zijn ...

maak dan werk van duurzaam
woon-werkverkeer.

Voorzie bv. in fietsenstallingen en
douches of leg een pendeldienst
in naar het openbaar vervoer.
Het Pendelfonds helpt u daarbij:
bedrijven en lokale overheden die
met de privésector samenwerken
kunnen een subsidie aanvragen.

Meer informatie



Policy recommendations: promotion of mobility management

- Business Mobility Awards

Meeting

**Bereikbare bedrijventerreinen:
menu van het huis of à la carte?**

Donderdag 10 december 2009

Met uitreiking van de
Business Mobility Awards 2009
door Hilde Crevits, Vlaams minister van
Mobiliteit en Openbare Werken

Vlaams netwerk van ondernemingen

se Stichting VERKEERSKUNDE

Policy recommendations: promotion of mobility management

- Promotion

‘the ridesharing publication for Southern California, Crossroads, in March 1997 recommended that, at Easter, employers should “give each employee a plastic egg with instructions to decorate it in a rideshare theme. Put all the entries on display and award prizes for the most ‘egg’cellent work of art.’

Shoup (1997) *Transport Policy*, Vol. 4, No. 4, pp. 201-216

Policy recommendations: promotion of mobility management

- Information, communication, promotion, subsidies
 - E.g. Commuting fund (Pendelfonds, region of Flanders)
 - Information: always necessary
 - Subsidies: reward employers which make real efforts
 - Subsidies reach limited number of commuters:
innovative projects have to inspire other employers (via communication, innovative examples)

Policy recommendations: promotion of mobility management

- Leading by example

Obama met de trein naar het werk

WASHINGTON -

Toekomstig president Barack Obama, zijn vrouw Michelle en toekomstig vice-president Joe Biden en zijn vrouw Jill wuiven van op het achterbalkon van de trein naar de fans. De vierdaagse feestelijkheden rond de ambtsaanvaarding begonnen zaterdag met een historische treinrit van Philadelphia naar Washington. Met de rit kopieerde Obama het historische traject van Abraham Lincoln naar de hoofdstad bij diens inauguratie in 1861.



Policy recommendations: promotion of mobility management

- Social Dialogue



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- Social Dialogue

- Cycling allowances, reimbursement public transport season tickets,...: part of collective labour agreements
- Labour agreements at national, sector and company levels => # employees involved differs
- Don't mention parking
- Mobility is not the main concern of negotiators
- Social partners must be involved anyway

Policy recommendations: promotion of mobility management

- Mandatory travel plans
- Town and country planning (permits and land use plans)
- Taxation
- Information, communication, promotion, subsidies
- Social Dialogue

- Why not a list of mandatory measures?
 - Cycling fee
 - Parking cash-out
 - Preferential parking for carpooling employees
 - Bicycle racks/sheds
 - ...
- Allow that some employers or regions add measures to the list

