

Transport rationalization in Vodafone



E-COSMOS Workshop:

“Experiences on mobility in Madrid (metropolitan area)”.

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Introduction



VODAFONE's experience

- **Project Shuttle for interconnection between public transport and workplaces**

More information...

CC.OO. Central Environmental department
Vodafone Spain. Direction of Industrial Relations



Goals



Granting access to workplaces

**Rationalization of transport.
Promotion of public transport.**

**Reducing the use of private
vehicles**



Start of the project

- Initiative by CC.OO. Central Environmental department
- Study of mobility in industrial estates:

Alcobendas and S.S. de los Reyes

- Information meetings:
Trade union sections and work councils



Study (I)

- **Workplaces**

- Vodafone's HQs:
 - Industrial Estate La Moraleja.
 - Fuencarral (Castellana Norte)

- **Number of workers and profile**

- Initially 1,300 workers (around 2,700 by late 2010)
- 40% women, 60% men (45/55 in 2010)
- 60% higher education graduates
- Average age: 30 (currently 39)

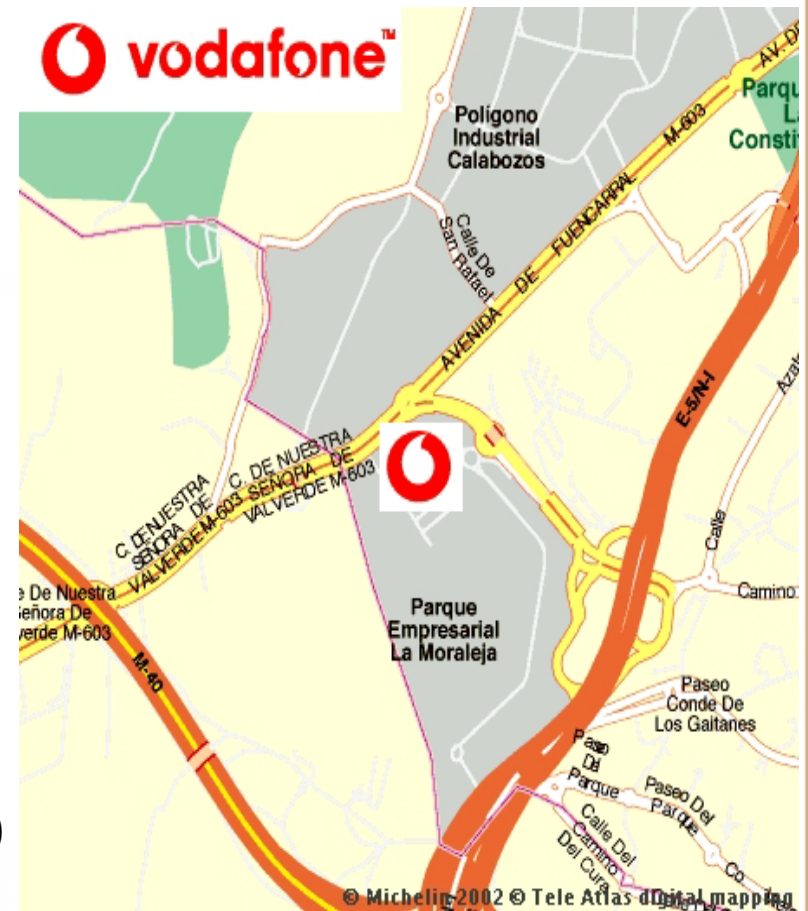
- **Working hours**

- Flexible working hours depending on the needs of different departments/shift work (07:40 – 10:00 / 16:00 – 19:30)



Study (II)

- **Access**
 - E-5 / N-I
 - M-40
 - M-603
 - M-607 (Colmenar Rd.)
- **Public Transport**
 - Suburban trains (3 lines)
 - Metro (L-10)
 - Buses (4 lines)
- **Parking**
 - Companies (mixed spaces, pool/reserved)
 - Public (Shopping Center and Federico Mompou area)



Study (III)

- **Generated Mobility**
 - **Origin of journeys**
 - 90% Madrid
 - 10% Madrid Region
 - **Means of transport used**
 - 80% Private vehicle
 - 20% Public transport
 - **Average distance**
 - 30 Km.
 - **Time used in journeys**
 - Rush hours → 45' / 1 hr. 15'
 - Off peak hours → 20' / 40'
- **Level of satisfaction**
 - **Low**



Action plan

- **Proposal for the rationalization of transport in Vodafone**
- **Partners involved**
 - City Council of Alcobendas
 - Madrid Transport Consortium
 - Institute for Energy Saving And Diversification(IDEA/ Government Agency)
 - Suburban railways (Spanish railways)
 - ALSA-ENATCAR (bus companies)
 - VODAFONE SPAIN



Phases

Phase 1

- Implementation of shuttle buses
- Connection with public transport

Phase 2

Car sharing promoted in 2008



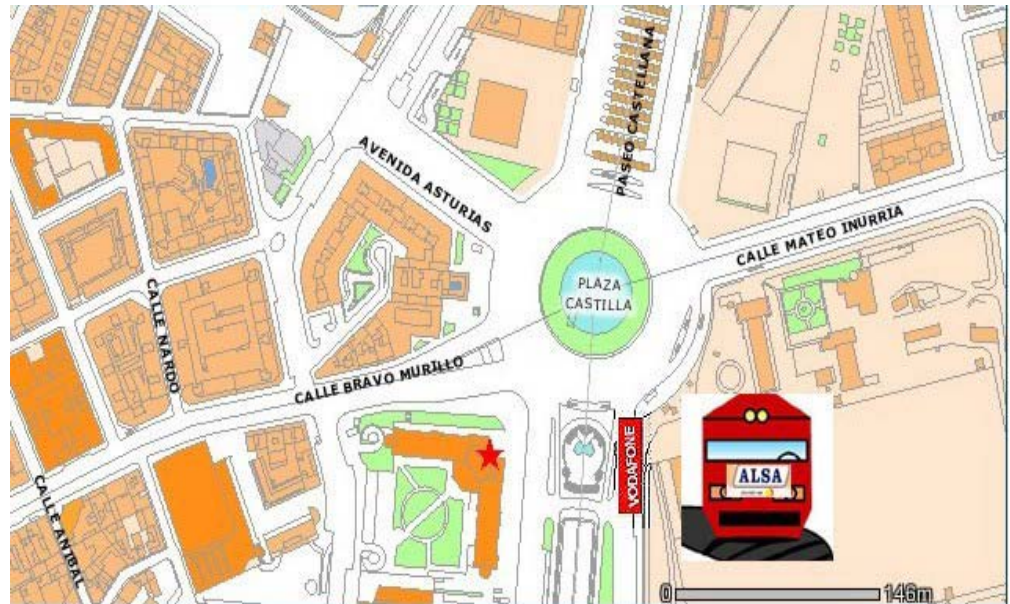
Expected benefits

- **VODAFONE**
 - Increase of productivity
 - Costs reduction
- **Occupational Health and Safety**
 - Reduction of commuting accidents
- **Environmental and social benefits**
 - Reduction of air and accoustic pollution
 - Reduction of traffic density
 - Optimization of energy consumption
- **Benefits for workers**
 - Improvement of life quality
(balance between work and private life)



Current services (I)

- Entry hours service between Castille square and Vodafone's central offices (downtown Madrid)
 - Rush hour (frequency 15')
 - occupation 90-100%
- Entry hours service between Fuencarral railway station and Vodafone's central offices
 - Rush hour (frequency 15')
 - occupation 90-100%



Current services (II)

- Exit hours service between Vodafone's central offices, Fuencarral railway station and Castille Square
 - Rush hour(frequency 30')
 - occupation 80-90%
- Service connecting Vodafone's central offices
 - 10 :00 -18:00 (frequency 30')
 - occupation 20-30%
- Continous service between Fuencarral railway station and Castellana Norte
 - (frequency 30') 7:30-19:55
 - occupation 50-70%



Current services (III)

- Entry hours service
between central offices,
Fuencarral railway station
and Castille Square
 - Rush hour (frequency 30')
 - occupation 70-100%
- Night service between CN-
Castille Square and Cibeles
(one single service at 00:05)
 - occupation 50%
- (canteen services were cancelled)



Background documents

- **Proposal for the rationalization of transport in VODAFONE**
 - CC.OO. Trade union section in Vodafone (Madrid)
- **Transport to workplaces**
Guide for union reps
 - Trade Union's central occupational Health and Safety and environmental department (CC.OO.)
- **Rationalization plans for workplaces**
IDEA
- **Companies involved in the service**
 - ALSA
 - TRAPSA
 - AUTOS ALCALA
 - ENATCAR (initial phase)



Phase II. Campaign to promote car sharing

"Bored on heavy traffic days?"



**¿Aburrido de las mañanas
con mucho tráfico?**

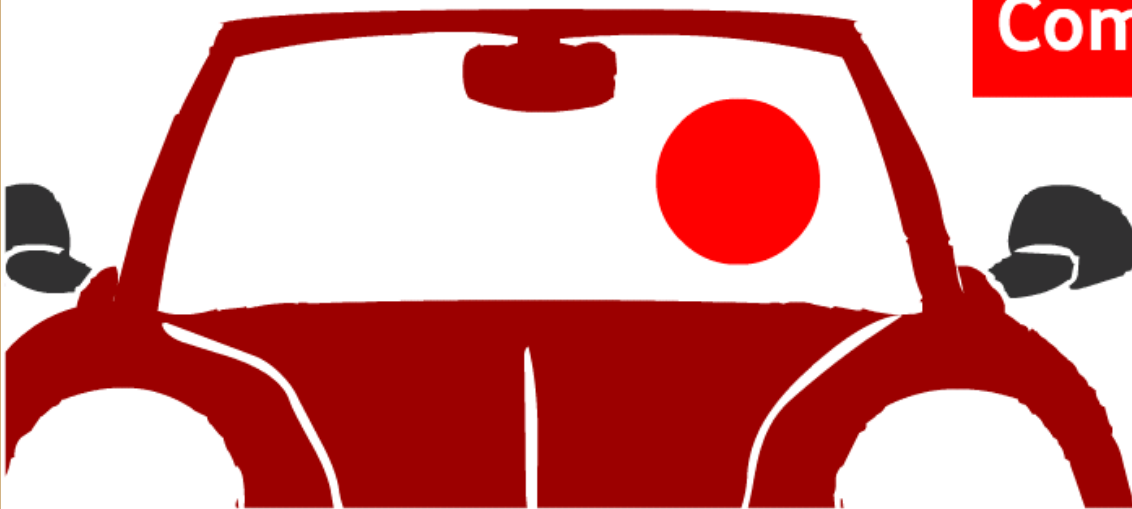
“We suggest something new...”



Te proponemos algo diferente...

“Share your car with fellow workers”

Comparte tu coche



Promotional poster with information on carsharing (online networks)

¿Buscas o compartes?

Encuéntralo en:

**Red Online/Tablon de Anuncios/Intercambios/
Compartir coche**

Conclusions



Thanks

