

Company/Commuter Mobility Management in The Netherlands

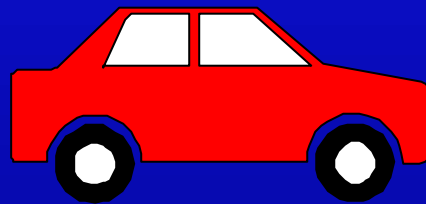


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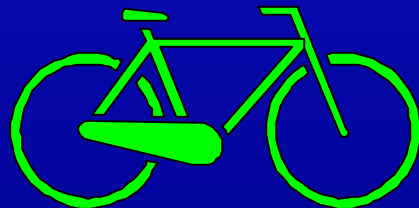
Netherlands - a few simple figures



16 million



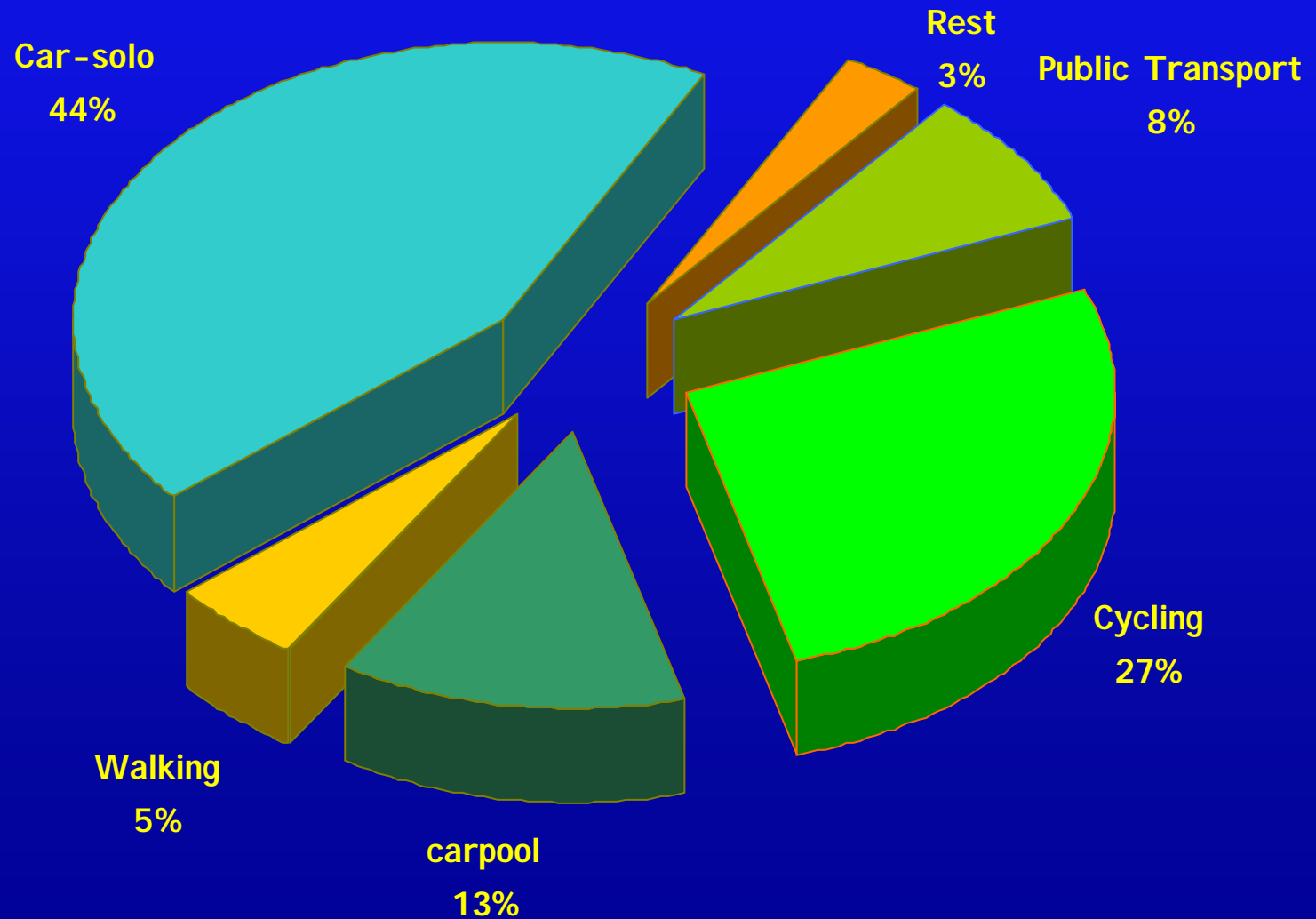
6 million



16 million

Transport modes

Commuting (persons)



Top 10 traffic jam



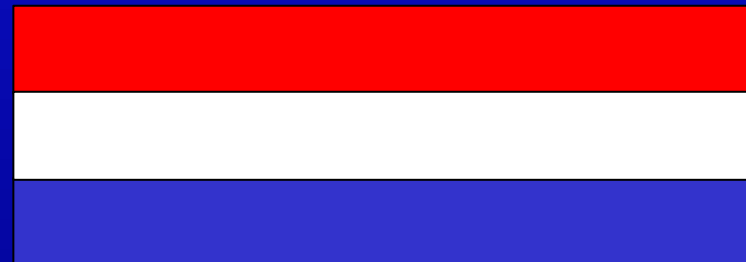
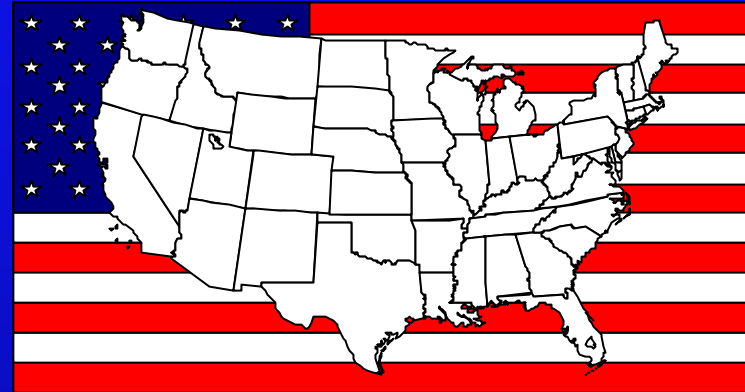
What is Company (commuter) Mobility Management

A general definition of mobility management:

'Improving mobility effectively through employers introducing measures to influence the business related movement of their staff/employees (and of goods) to reduce avoidable solo-use of the car.'

Origins of Company (commuter) Mobility Management

- (USA) Transportation Demand Management
- Origins USA
 - Oil Crisis 1973
 - Air Quality in cities
- Netherlands
 - Study trip USA 1989
 - White paper: SVV II



Policy history 1989-2001

1989 - 1993: Ambitious start

- White Paper: 2nd Transport Structure Plan
- Target: all 50+ companies in 1995
- Experiments at companies, business areas; toolbox, communication; alliances with key organisations

'94 - '96: Acceleration

- Congestion grows faster than expected
- McKinsey report: 'More utilization, less construction; CMM is 15 times cheaper than road construction'
- National and regional business meetings (roundtables)
- Political effect: more money for CMM, introduction of special commuter friendly tax benefits

1997 - 2001: Decentralisation

- Solve accessibility problems where they occur!
- More influence for regional and local governments, less national government
- CMM: also helps environmental protection and energy conservation
- Environmental management Act: licensing and enforcement criteria
- Energy conservation: multi-year agreements to include CMM

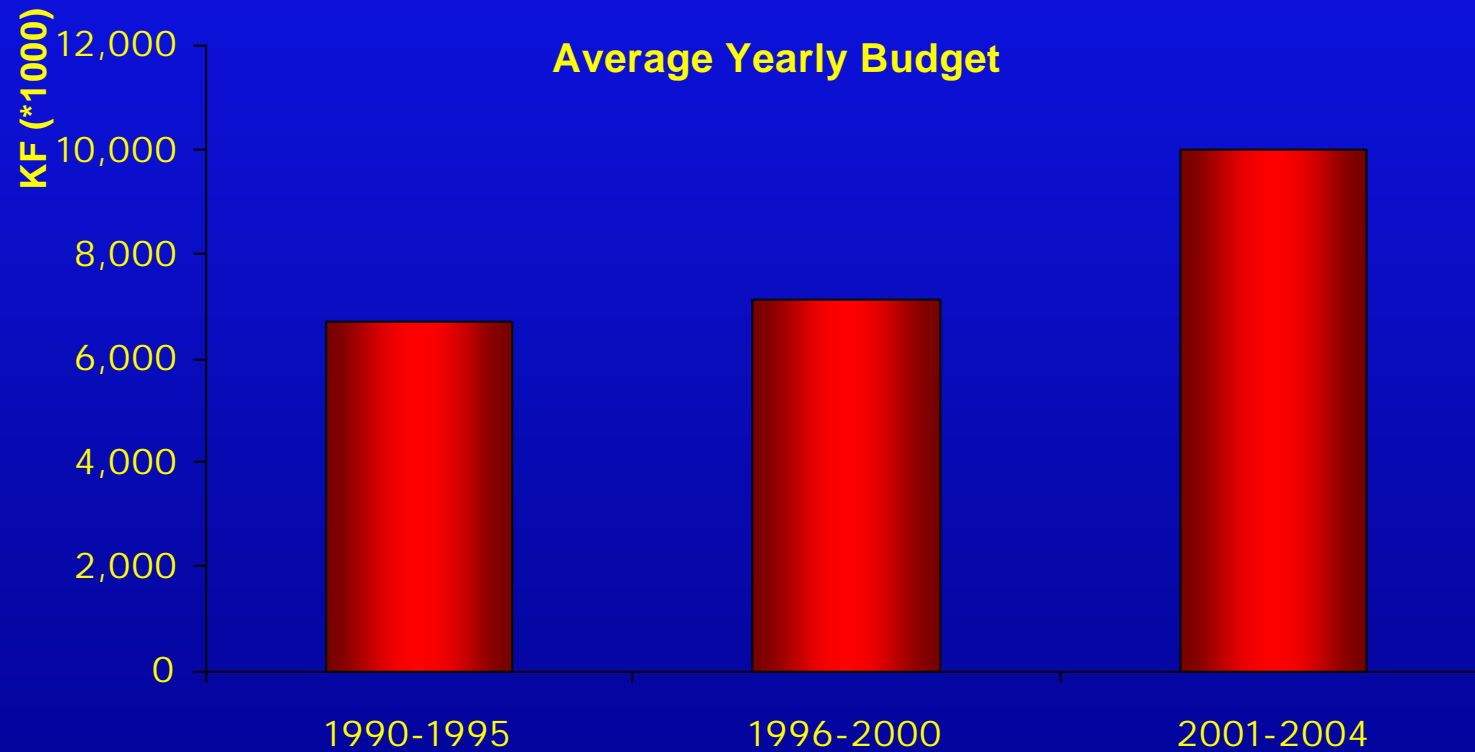
Present government measures on a national level

- Few national measures
- Focus on:
 - Tax-benefits travel allowance schemes for car-pooling, bicycle and public transport

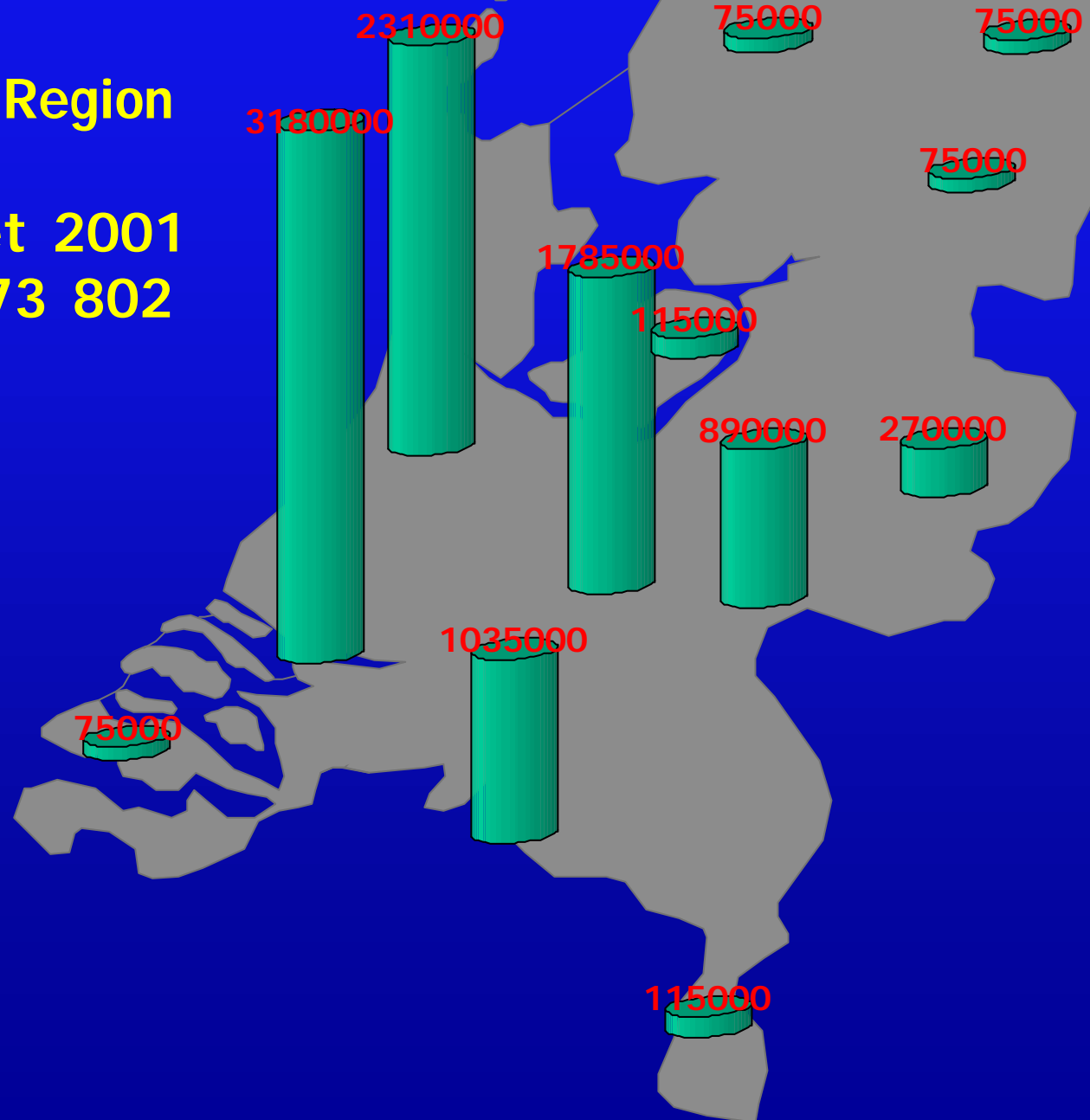
Government measures on a regional/ local level

- Current emphasis
- Focus on:
 - Financing regional/ local improvements for alternative modes (cycling, public transport)
 - location policy for business and facilities: limited standards for parking facilities
 - regional CMM-policy, facilitating regional promotion points (VCC)

National budget for Commuter Mobility Management



**Budget per Region
In DF.
Total budget 2001
EURO: 4 573 802**



Effects so far

- About 16.000 50+ companies:
 - 30% personally informed about CMM
 - 6% implemented CMM
 - realised car use reduction per company: 8%
 - 7% is preparing CMM-measures

Lessons

- We created the arguments for CMM
 - Better accessibility
 - Better and cheaper use of parking space
 - Green image
- But we ignored the counter arguments:
 - concept is not clear and time-consuming;
 - it only functions where all companies participate;
 - hard to find employees
 - not very popular (image)
 - hard to get CMM in collective labour contracts

Seeking co-operation with employers' organizations

- convincing about best working measures: leasing bicycles, contracts with rail/bus operators, premium on car-pooling agreement
- 20% of measures results in 80% of effects;
- accepting company conditions for self-imposed task (basis is congestion not environment, voluntary, only for congested districts, not too ambitious expectations, stimulation by financial incentives);
- creating minimum-packages of company-measures for business areas.

Package deals companies and local governments

- companies take care of successful implementation;
- local governments take care of (infrastructural) boundary conditions (public transport, cycle tracks etc)
- Basis is: accepting responsibilities and creating win-win situations through package deals.

Basic CMM-plans

- Simple effects prove to be effective;
- bicycle, carpooling, public transport;
- reduction: 6% - 8% car use;
- large Dutch employers organizations seem willing to accept the idea;
- possibility to make deals with local authorities

Future steps

If employers organizations accept CMM:

- develop promotion plans and materials
- inform local and regional governments to integrate CMM concept (basic package) in policies
- pilot projects newly developed business areas