

Company (commuter) Mobility Management in the Netherlands

Novem, Netherlands

Summary

Company (commuter) mobility management (CMM) is about: '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.'

Since 1989, of the about 16.000 companies in the Netherlands with 50 employees or more, 30% were personally informed about CMM. 6% implemented CMM. The realised car use reduction per company was 8%. The most effective measures prove to be simple measures such as leasing bicycles, contracts with rail/bus operators, and a premium on car-pooling agreements.

A new approach will be to create minimum-packages of company-measures for business areas. Companies and local governments conclude package deals, accepting their respective responsibilities and creating win-win situations through package deals.

End-user area	Target Audience	Technical
<input type="checkbox"/> New buildings	<input type="checkbox"/> Citizens	<input type="checkbox"/> Energy efficiency
<input type="checkbox"/> Refurbishment of buildings	<input type="checkbox"/> Households	<input type="checkbox"/> Heating
<input checked="" type="checkbox"/> Transport and mobility	<input type="checkbox"/> Property owners	<input type="checkbox"/> Cooling
<input type="checkbox"/> Financial instruments	<input type="checkbox"/> Schools and universities	<input type="checkbox"/> Appliances
<input type="checkbox"/> Industry	<input type="checkbox"/> Decision makers	<input type="checkbox"/> Lighting
<input type="checkbox"/> Legal initiatives (municipal regulations, directives, etc)	<input checked="" type="checkbox"/> Local and regional authorities	<input type="checkbox"/> CHP
<input type="checkbox"/> Planning issues	<input checked="" type="checkbox"/> Transport companies	<input type="checkbox"/> District Heating
<input type="checkbox"/> Sustainable communities	<input type="checkbox"/> Utilities	<input type="checkbox"/> Solar energy
<input checked="" type="checkbox"/> User behaviour	<input type="checkbox"/> ESCOs	<input type="checkbox"/> Biomass
<input type="checkbox"/> Education	<input type="checkbox"/> Architects and engineers	<input type="checkbox"/> Wind
<input type="checkbox"/> Other	<input type="checkbox"/> Financial institutions	<input type="checkbox"/> Geothermal
	<input type="checkbox"/> Other	<input type="checkbox"/> Hydro power
		<input checked="" type="checkbox"/> Other

Context

CMM found inspiration from Transportation Demand Management in the USA. It was introduced in the White Paper: 2nd Transport Structure Plan in 1989. CMM was accelerated in the '94 - '96 period because congestion grew faster than expected. A report by McKinsey said that the country needed: 'More utilization, less construction' and that 'CMM is 15 times cheaper than road construction'. National and regional business meetings (roundtables) were held. The political effect was that more money was allocated to for CMM, and the introduction of special commuter friendly tax benefits.

Objectives

The policy started with high ambitions. The target was to have implemented CMM in all companies with 50 employees or more in 1995.

Process

A general definition of company (commuter) mobility management (CMM) is: '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.'

CMM was introduced in the White Paper: 2nd Transport Structure Plan in 1989. Experiments were initiated at companies and in business areas, and plans were made to develop a toolbox and communication means and for alliances with key organisations. CMM was accelerated in the '94 - '96 period because congestion grew faster than expected. A report by McKinsey said that the country needed: 'More utilization, less construction' and that 'CMM is 15 times cheaper than road construction'. National and regional business meetings (roundtables) were held. The political effect was that more money was allocated to for CMM, and the introduction of special commuter friendly tax benefits. But the actual result by 1995 was that only 14% of companies had set up a CMM plan.

1997-2001 saw the decentralisation policy being applied to CMM as well. The dictum was to solve accessibility problems where they occur. The idea was: more influence for regional and local governments, less national government. To 'sell' CMM, it was argued that it not only contributes to accessibility but also to environmental protection and energy conservation. Under the Environmental management Act, whether a company had CMM measures in place became a criterion for their licensing and enforcement.

At present there are few government measures at the national level; these focus on tax-benefits travel allowance schemes for car-pooling, bicycle and public transport. The emphasis is on government measures at local and regional level. These focus especially on the financing of regional/ local improvements for alternative modes (cycling, public transport), and location policy for business and facilities: limited standards for parking facilities, regional CMM-policy, facilitating regional promotion points for CMM ('VCC').

Financial resources and partners

The annual budget for CMM has gradually risen from € 3 million in 1990 to € 4.5 million in 2002.

Results

Of the about 16.000 companies in the Netherlands with 50 employees or more:

- 30% were personally informed about CMM;
- 6% implemented CMM;
- the realised car use reduction per company was 8%;
- another 7% of the companies is preparing CMM measures.

The most effective measures prove to be simple measures such as leasing bicycles, contracts with rail/bus operators, and a premium on car-pooling agreements. These have the potential to effect a 6%-8% reduction of car use.

Around 30% of commuting in the Netherlands is by bike or on foot (data related to distances are not available.) The effect of improvements in public transport on car use is not as substantial as hoped

for. Nationwide car use is still four times higher than use of public transport and improvements in public transport have not significantly reduced individual travelling times.

Lessons learned and repeatability

The last 10+ years saw the creation of the arguments in favour of CMM:

- better accessibility,
- better and cheaper use of parking space, and
- a green image for the company.

However the counter arguments brought forward by the companies were largely ignored:

- the CMM concept is not clear and time-consuming;
- it only functions where all companies participate;
- it is hard to find employees who want to participate;
- the measures are not very popular (image);
- it is hard to get CMM included in collective labour contracts.

Therefore co-operation is now sought with employers' organizations. The job is to convince them of the best working measures: leasing bicycles, contracts with rail/bus operators, and premium on car-pooling agreements. The 20/80 rule applies here: implementing 20% of the range of possible measures results in 80% of possible effects. The lesson learnt is to accept company conditions for the voluntary task. Accept that companies are interested in congestion not environment, that they act on a voluntary basis, that CMM is only for congested districts, that expectations should not be too ambitious, and stimulation by financial incentives.

The new approach will be to create minimum-packages of company-measures for business areas. Companies and local governments conclude package deals, accepting their respective responsibilities and creating win-win situations through package deals. Companies take care of successful implementation and

local governments take care of (infrastructural) boundary conditions (public transport, cycleways, etc)

As simple measures prove to be the most effective, they are central to the basis packages. Large Dutch employers organizations seem willing to accept the idea; making deals with local authorities also seems possible. If employers organizations accept CMM, the next steps are to develop promotion plans and materials, to inform local and regional governments to integrate CMM concept (basic package) in policies; and to pilot projects newly developed business areas.

Contact for more information:

Organisation / Agency:	Novem
Main contact:	Henk van Elburg
Address:	PO Box 8242; 3503 Utrecht (NL)
Tel:	+31 30 23 93672
E-mail:	h.van.elburg@novem.nl
Web Site:	www.novem.nl