

New Mobility Policy for Employees

2012/13

 **University**
Erasmus University Rotterdam
Country
The Netherlands

Location 

Size 
20,000-30,000

Mobility Organizational Structure 
Mobility Team

Summary

In 2013 the Erasmus University Rotterdam (EUR) introduced a new mobility policy for employees to promote the use of alternative modes of transport.

Aims

The main aim of the policy is to reduce the weighting on car usage shown in the modal split for employees and students. Additionally, the EUR wants to improve its CO2 footprint.

Stakeholders

- Management of the University (Board, Human Resources and Facilities Management).
- Employees' Union.

Background

In 2011 the EUR decided to stimulate sustainability in all its activities, including transport. The EUR aimed to become one of the most sustainable universities in the Netherlands.



Description

Starting in 2012 a new mobility policy for employees was introduced aiming at reducing the use of the car to commute to and from the University and at stimulating the use of alternative transport modes. Several measures were introduced, the most important being:

- The introduction of paid parking for all employees.
- Full subsidy for travelling by public transport.
- Partial subsidy for purchasing an electrical bike and/or scooter.

Paid Parking

Prior to 2013 all employees and a large part of students could park for free at the campus of the EUR. Since January 2013 no students are entitled to get a parking card and, accordingly, if they park their car at the University campus they must pay the regular parking fee that applies to visitors (€1.70 per hour with a maximum of €10.00 per day). Since June 2013 employees must also pay to park their car at the campus. The fee has been introduced gradually between 2013 and 2015:

- In 2013 the fee was €1.00 per day.
- In 2014 the fee was €1.75 per day.

- Since January 2015 employees must pay €2.50 per day.

Public Transport

Since 2012 employees can choose to trade their normal home-work travel allowance (€0.19 per km – a national standard) for a full reimbursement of the monthly or yearly public transport travel card.

E-bikes and E-scooter

Employees can apply for a subsidy of a maximum of €500 for purchasing an electrical bike or scooter.

The process to draw-up and implement the policy took more than a year; during this period the EUR set up an ad-hoc Steering Committee for Mobility made up of representatives from the University Board; the Human Resources and Facilities Management departments and of scientific experts. The Steering Committee met regularly (at least once every two months) and had regular meetings with the students and employees' unions as well.



Indicators

Two main indicators have been used to measure the effectiveness of this policy:

- Modal split of employees and students.
- Reduction in CO2 emissions generated by employees' car commuting.

Results

The main results in the period 2012 (baseline) and 2016 were:

- The percentage of employees travelling by car decreased from 36% to approx. 31%.
- The total number of km driven by employees to work decreased by 7,7%; an estimated 42,4 tons of CO2 has been saved.
- Both use of public transport and bike increased.

Expense

It's difficult to provide an overview of the exact financial expenses because the process included different departments.

Yet we can say that the policy generated a clear economic benefit for the University. Indeed, thanks to this policy the EUR could reduce the demand for parking and, accordingly, it could reduce the need to build additional parking capacity while, at the same time, enlarging the total building surface. In other words, new buildings have been built without having to add extra parking capacity. This allowed the EUR to save several million euros. Instead of building an additional parking garage the campus now has an extra green area (see pictures below).

Financing

The whole project has been entirely financed by the EUR (see box Expense).

The income generated by paid parking has partially compensated the extra costs for the subsidy of the public transport.

The financial subsidy for purchasing e-bikes and e-scooters was provided by the Municipality of Rotterdam.

Findings

- Having a clear objective and aim for your policy.
- Involving all decision makers and stakeholders within your organization.
- Monitoring and evaluating the policy (a priori and during the implementation).

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 Pictures

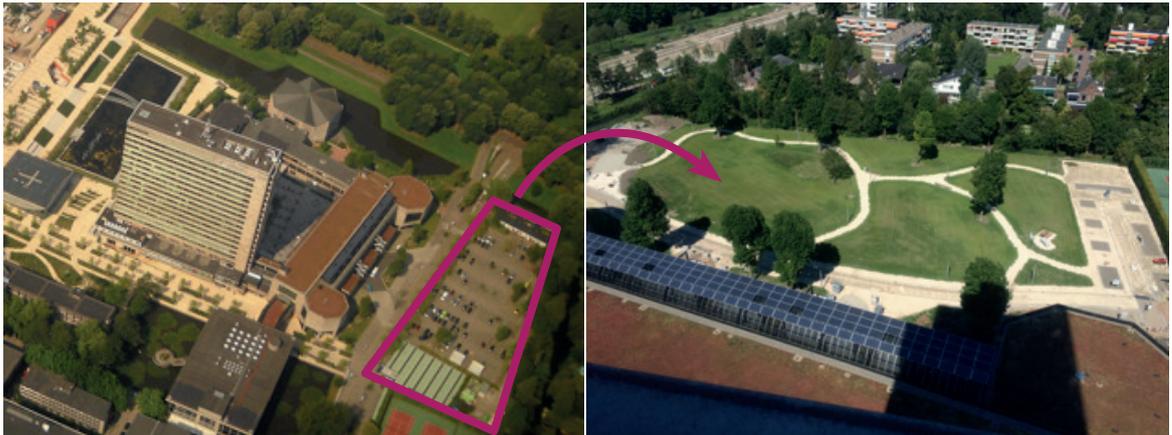


Fig 1. Before the policy

Fig 2. After the policy

 Links

<https://www.eur.nl/english/mobility/>

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