



Travel Plans

Mobility Management for Cycling

Benefits of cycling for companies

There are many reasons for companies to encourage their employees to cycle to work. Cycling to work has positive effects on health and fitness; it increases productivity at work; and it reduces the workplace absence due to illness. Cycling can reduce lateness and stress experiences in commuter traffic. Companies where a large number of employees cycle to work can, in addition, reduce their costs for renting or providing car parking spaces on the company premises. Cycling traffic is also a success factor for achieving the companies' very own environmental objectives.

These positive effects are gaining more and more importance also for the public image of companies. As an environmentally friendly, healthy and flexible means of transport, the bicycle can be part of a corporate culture that is geared towards sustainability and modernity. In order to realise such a corporate culture, it has proven very helpful to integrate all the individual cycling-promotion measures of a company into a company travel plan as part of a mobility management framework for cycling.

Mobility management at national level

Mobility management was first developed in the US in the 1970s and 1980s, and since the 1990s also in Europe, in response to the many negative side effects of private motorised traffic. In practice, mobility

management not only aims at optimising the private use of motor vehicles through car sharing, for example, but also at shifting from motorised private transport to cycling and public transport. Mobility management strategies can be pursued at regional or municipal level, but also at the level of an individual company; it often includes a combination of various strategies for action, such as information and consulting measures as well as image campaigns, but also infrastructural measures.

In many countries, these initiatives are now supported by national funding programmes. In the UK, the government is funding the introduction of travel plans at municipal level and requires new developments with an office space of more than 2,500 square metres to have

Cover images: Employees use cycling for their trip to work. © riese und müller GmbH (left), Planungsverband Ballungsraum Frankfurt/Rhein-Main (right)

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travel plans. The travel plan should serve as a framework for companies to formulate overall objectives and, on that basis, develop individual measures. These measures should be integrated into the transport development plans of the individual cities/towns and municipalities. In Italy and Belgium companies are also officially required to develop a travel plan if the number of employees rises above a certain threshold. In France municipalities are required to integrate the mobility management of local companies into their transport development plans.

In Germany and Austria the government provides support mainly through information and consulting measures.



Travel plan implementation scheme in a UK hospital.
Source: NHS. Graphics: Difu

Support provided by external experts can be especially helpful to smaller companies. This kind of support is provided by the project 'effizient mobil' ('efficiently mobile') of the German Energy Agency (Deutsche Energie-Agentur, dena) and the Austrian climate protection initiative 'klima:aktiv'. As part of the project, the experts in the field render free consulting services to interested companies and municipal institutions. Apart from analysing the status quo in the companies, the services also include calculating the potential carbon emission savings, developing a mobility concept tailored for the individual company as well as providing support in the areas of public relations and marketing the measures so far carried out. In Austria, more than 500 companies and public administrative bodies participated in the initiative 'klima:aktiv'.

Both projects also aimed at connecting the relevant stakeholders in the region: local and regional administrative bodies, representatives from public institutions and from companies, as well as promoting the exchange of best practices. This promising approach is supported at European level, for example, through the online platform www.EPOMM.eu as well as the European Conference on Mobility Management (ECOMM).

Travel plans: mobility management in companies

Mobility management can be described as a continuous process that must be adjusted to the context of the individual company in a flexible way. First of all it is necessary to define the process and the responsibilities within the company and to organise the collaboration between the different stakeholders from the company (management, individual responsible for mobility management, works council, etc.) and the external stakeholders (municipality, public transport companies, cycling associations, etc.).

This provides a framework for the person in charge of mobility management, i.e. the 'mobility manager' to develop, coordinate and implement the company travel plan. Furthermore, for many companies it is advisable to set up a working group dealing with the topic of mobility. While devoting less time to issues pertaining to mobility management, the members of this working group will, however, provide assistance to the mobility manager in the areas of planning and consulting. In addition,

Sources

Information about mobility management in companies and municipalities from the German Energy Agency (Deutsche Energie-Agentur, dena) [German] (www.effizient-mobil.de)

Homepage of the Austrian climate protection initiative 'klima:aktiv' including information in English about the issue of mobility (www.klimaaktiv.at/article/archive/29637/)
English website of the project 'bike+business' in the Rhine-Main metropolitan region in Germany (www.bikeandbusiness.de/index_en.htm)

tion, the employees can get involved and form interest groups, such as a cycling group.

The next step is then to analyse the existing situation including all travel activity to and from the company. Based on this analysis, the potential for modal shift can be identified, followed by the determination of objectives, individual measures and evaluation criteria, which are the major components of the company mobility plan. Subsequently, the strategies for action can be specified for individual aspects (such as visitor traffic or the company's vehicle fleet). As a preliminary result, the mobility plan should be made publicly available as an internal company document.

Measures to promote cycling

Organising campaigns and providing information

The main task of the mobility manager is to hold consultations with employees on different options regarding the choice of transport mode and transport fees. Employees can first be encouraged to cycle by offering them recommended cycle routes and safety advice. Some companies go even a step further. The university of applied sciences FH JOANNEUM in the city of Graz in Austria regularly organises mobility days offering numerous services to employees and students, including a buffet for cyclists, cycle coding, mobility information, fitness tests, and a contest. The administration of the district of Düren in North Rhine-Westphalia holds cycling action days and invites not only employees but also citizens from the region.

In addition, the media can be used to provide information about the different EcoMobility options and encourage a discussion about them. For its offices near the German city of Frankfurt am Main, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), for example, has set up a so-called 'Bikerweb' as part of its intranet, where employees can access and exchange information about cycling. A regular 'Biker-Newsletter', a special mailing list, information leaflets and an info screen in the entrance area complete the offer.

Infrastructure measures

The provision of adequate cycle-parking/storage facilities at the workplace is essential in order encourage people to use a bicycle for their trip to work. Sufficient parking spaces should be available in adequate locations. The administration of the district of Düren pro-



Drying cabinets for cyclists' gear in a hospital in Schleswig-Holstein in Germany.

© Kirsten Kock, VCD Schleswig-Holstein

vides parking spaces in its underground car park and also partly covered spaces next to the entrance of its buildings. In addition, lockers should be available to store cycling equipment, such as lights and helmets. The GIZ near the city of Frankfurt and the district administration of Düren near the city of Cologne also provide charging stations for Pedelecs, which are an interesting option in commuter traffic. Employees that cycle to work should be able to change their clothes and, if necessary, take a shower before starting work (changing rooms, drying cabinets, shower facilities). In order for cyclists to have easy access to the company premises, specific bicycle gates and turnstiles can be provided at the entrance. On large business premises, adequately designed roads and outside facilities can make cycling easier.

Service

Maintenance and repair services (tyre pumps, puncture-repair kits, tools) allow employees to fix minor problems while still at work. The University Medical Center Hamburg-Eppendorf in the city of Hamburg houses a bi-



Bicycle turnstile at the entrance of the company.

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Online platform of the EPOMM project (European Platform on Mobility Management) providing best practices, tools and comprehensive information on mobility management.
(www.epomm.eu)

Toolbox for the implementation of mobility management in companies; part of the SAVE II Programme of the European Union
(www.mobilitymanagement.be)

cycle repair shop that is run by an external bicycle retailer. The shop's opening hours allow for the employees to bring in their bikes for fixing, if needed, just before starting work and pick up their fixed bikes after work. Some companies provide a pool of company bicycles that can be used by employees for business purposes, such as external appointments, tours for visitors, as well as trips on the company premises and in some cases even for private activities. The chemical company BASF, for example, has a fleet of 13,000 company bicycles at its headquarters in the city of Ludwigshafen. Also, the electrically assisted Pedelects have great potential to be used as company bicycles. They ensure smooth riding also on longer trips and in difficult terrain. Many municipalities already use these electric bikes, often in collaboration with the local electricity supplier or local public transport company.



Parking facilities in the basement of BASF building.
© Kirsten Kock, VCD Schleswig-Holstein

Financial support

In order to encourage employees to shift to cycling, companies can provide financial support to purchase bicycles and cycle equipment or bicycle repairs. The University Medical Center Hamburg-Eppendorf, for example, grants its employees an annual allowance of EUR 30 for any bicycle repairs that might be necessary. The retailer operating the centre's repair shop gives an additional allowance of EUR 20. Furthermore, certain bicycle models are offered at a discount for employees.

Bonuses for employees who cycle to work, either in the form of a mileage allowance or bad weather pay, can be financed using a contributory system where, for exam-

ple, employees driving to work pay a parking fee. Financial incentives for employees further depend on the design of the national tax systems. Incentives that are especially attractive to employees include an adequate commuting allowance for all means of transport (e.g. in Belgium), and a low tax on company bicycles and their use (e.g. in Netherlands). An employer will in particular appreciate if the tax burden imposed on mobility management expenditures is kept as low as possible (as for example in the UK).

Cooperation with external stakeholders

The cooperation among the representatives from the individual companies and the relevant municipal and regional stakeholders in the areas of planning, administration, and transport is especially important. Only through such a cooperation can efforts succeed to link the company premises to the public transport and cycling networks, to provide public cycle-parking/storage facilities, and set up bike rental stations near the company. This is an approach that has been used by the regional chapter of the German Cyclists' Federation (ADFC Hesse) and the municipal planning association since 2002, when the project 'bike+business' was launched in the Frankfurt am Main metropolitan region in Germany. The project explicitly focuses on the dialogue with the municipalities about road infrastructure. The Frankfurt region compares the ecological footprint of several local companies. As a result of this cooperation, the region, together with a health insurance company, participate in the 'Cycling to Work' campaign, and designed a cycle route planner for the Land Hesse.

Conclusion

Given the increasing significance of employee health and 'sustainability' for the corporate image, interest in mobility management approaches has soared rapidly in recent years. Examples from Germany and Europe show that a variety of different measures can contribute to altering the mobility behaviour of employees in favour of cycling. In most cases, the success of these measures is, in part, dependent on the effective collaboration between the companies and the regional and municipal stakeholders.



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More information on cycling and orientation can be found in CyE I-11 Signposting to Establish Cycle Routes — In Germany, regulations determine standards for coherent and visible direction signing as well as consistency in signing of destinations.

"Cycling Expertise" is available online:
www.nrvp.de/en/transferstelle

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