600 FEWER CARS PER DAY AND HAPPIER EMPLOYEES

Results from step-by-step work with a Mobility Plan at Linköping University Hospital

Pernilla Hyllenius Mattisson, Trivector
Annelie Frick, Östergötland County Council

- 13000 employees in whole County Council
- 3 hospitals, public transport
- 6000 employees at the University Hospital
- Climate neutral organisation 2020
PARKING PROBLEMS!
MORE PARKING SPACES?
NO, INSTEAD A MOBILITY PLAN

Aim
Baseline
Targets
Measures
M&E

2011: Mobility Plan for Linköping University Hospital
2012: Mobility Plan for County Council Östergötland
2016: Mobility Plan 2020 for County Council Östergötland
RESULTS

FIRST STEP 2013-2017

Encouraging measures and better conditions for sustainable travel

STEP 1
- Reduced car traffic by 17 %
- Reduced demand for 300 parking spaces
- Increased use of bike by 28 %
- Improved health
- Reduced climate impact
RESULTS

SECOND STEP SEPT 2017
Parking fees, 50 E/month

STEP 2
- Reduced car traffic by another 17%
- Reduced demand for another 300 parking spaces

STEP 1 & 2 TOGETHER
- Reduced car traffic by > 30%
- Reduced demand for 600 parking spaces
AWARENESS AND ATTITUDE

20-80 %
are aware of the different implemented measures

88 %
are positive to County Council as an employer engaging in the employees’ commuting
MM IS NOW BUSINESS AS USUAL

Continued work with:

• Encouraging measures
• Better conditions for sustainable travel

New parts:

- Inclusion of business trips in the work
- Web meetings
# COST EFFECTIVE

 Costs: **120.000 Euro/year**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Staff</td>
<td>72000</td>
</tr>
<tr>
<td>Campaign material etc</td>
<td>30000</td>
</tr>
<tr>
<td>Bike parkings</td>
<td>10000</td>
</tr>
<tr>
<td>Consultants</td>
<td>8000</td>
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</tbody>
</table>

 Benefits: **440.000 Euro/year**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better health</td>
<td>27000</td>
</tr>
<tr>
<td>Fewer parking spaces</td>
<td>17000</td>
</tr>
</tbody>
</table>

**1:3,5**
OUR MOST IMPORTANT TIPS

- Acceptance at the management level
- Responsible person
- Carrots and sticks
THANK YOU!
ANY QUESTIONS?

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