

Workplace relocation, travel behaviour and commuting satisfaction



Outline of the presentation

1. Motivations
2. Theoretical elements
3. Case study
4. Commuting satisfaction evolutions
5. Policy recommendations
6. Conclusions

1. Motivations

- Workplace relocations are associated with a modification of the commuting trip
- Commuting satisfaction = indicator for possible behavioral adaptation
- What is the commuting satisfaction of the “Movers” compared to the “Newly recruited” ?
- Can a workplace relocation be used to reach a more sustainable mobility ?

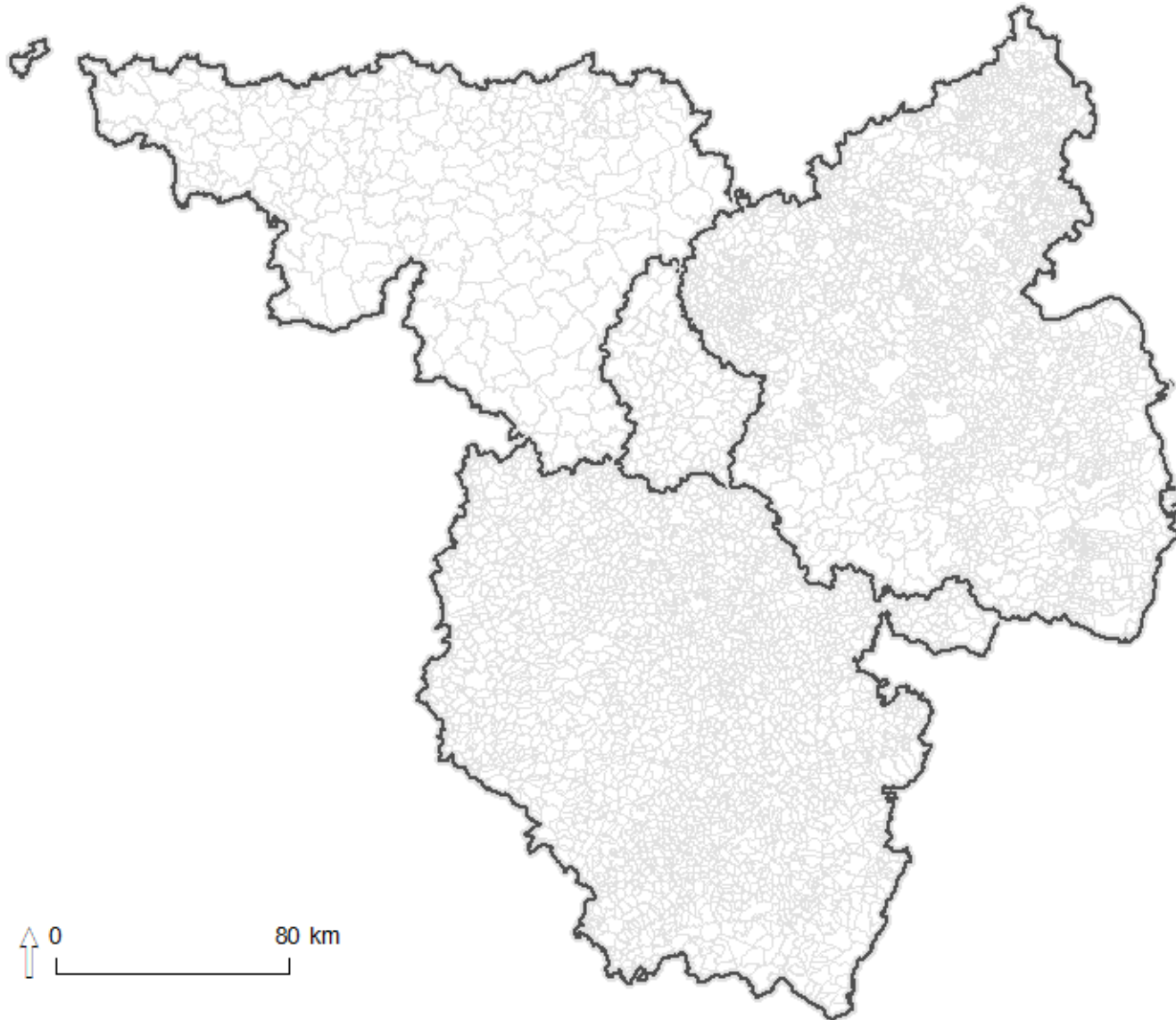
2. Theoretical elements

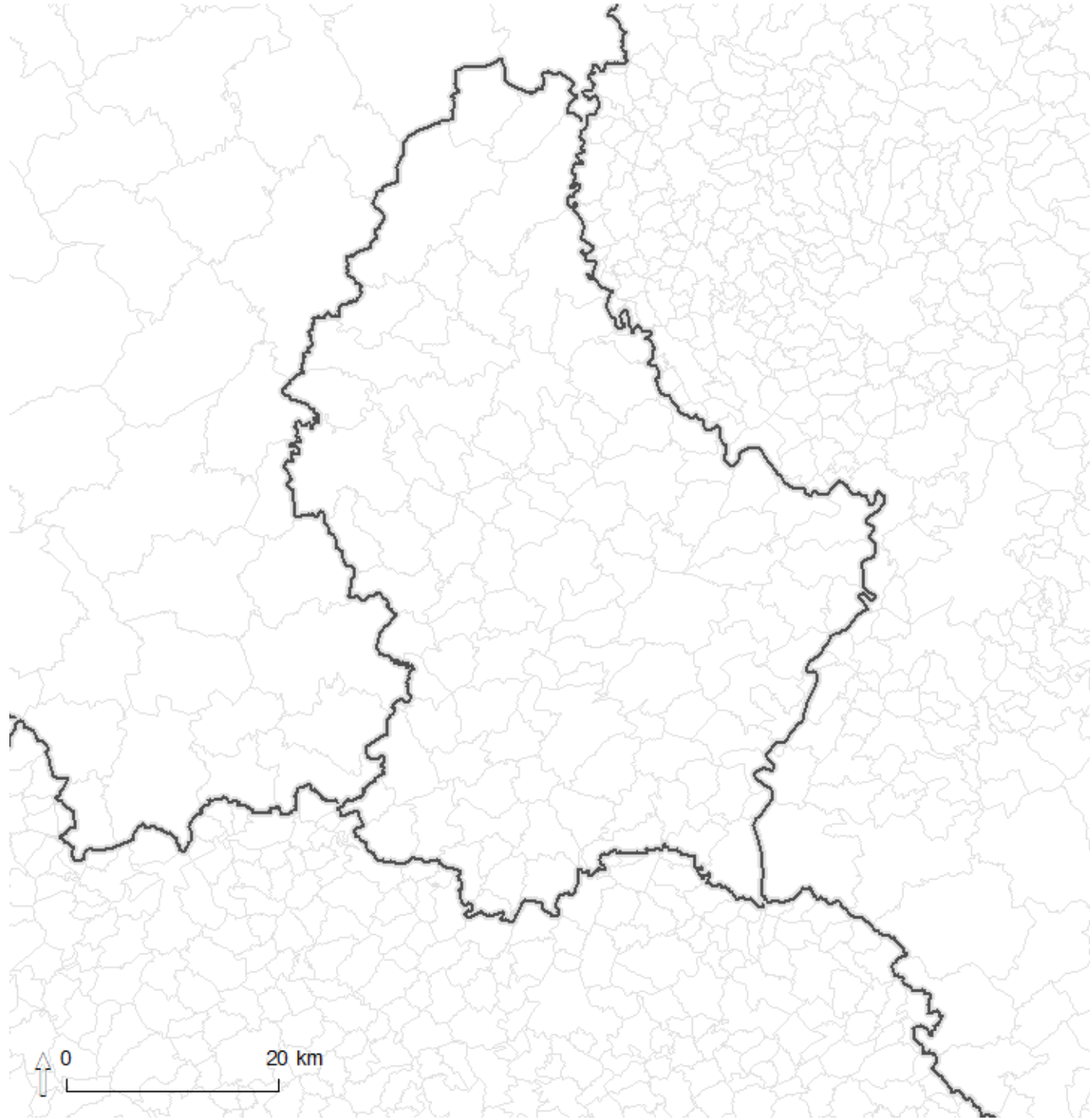
- How workplace relocation impact commuting modal split:
(Aarhus, 2000)
 - Public transport accessibility
 - Road accessibility
 - Parking accessibility
 - Share of employees with a short distance to work

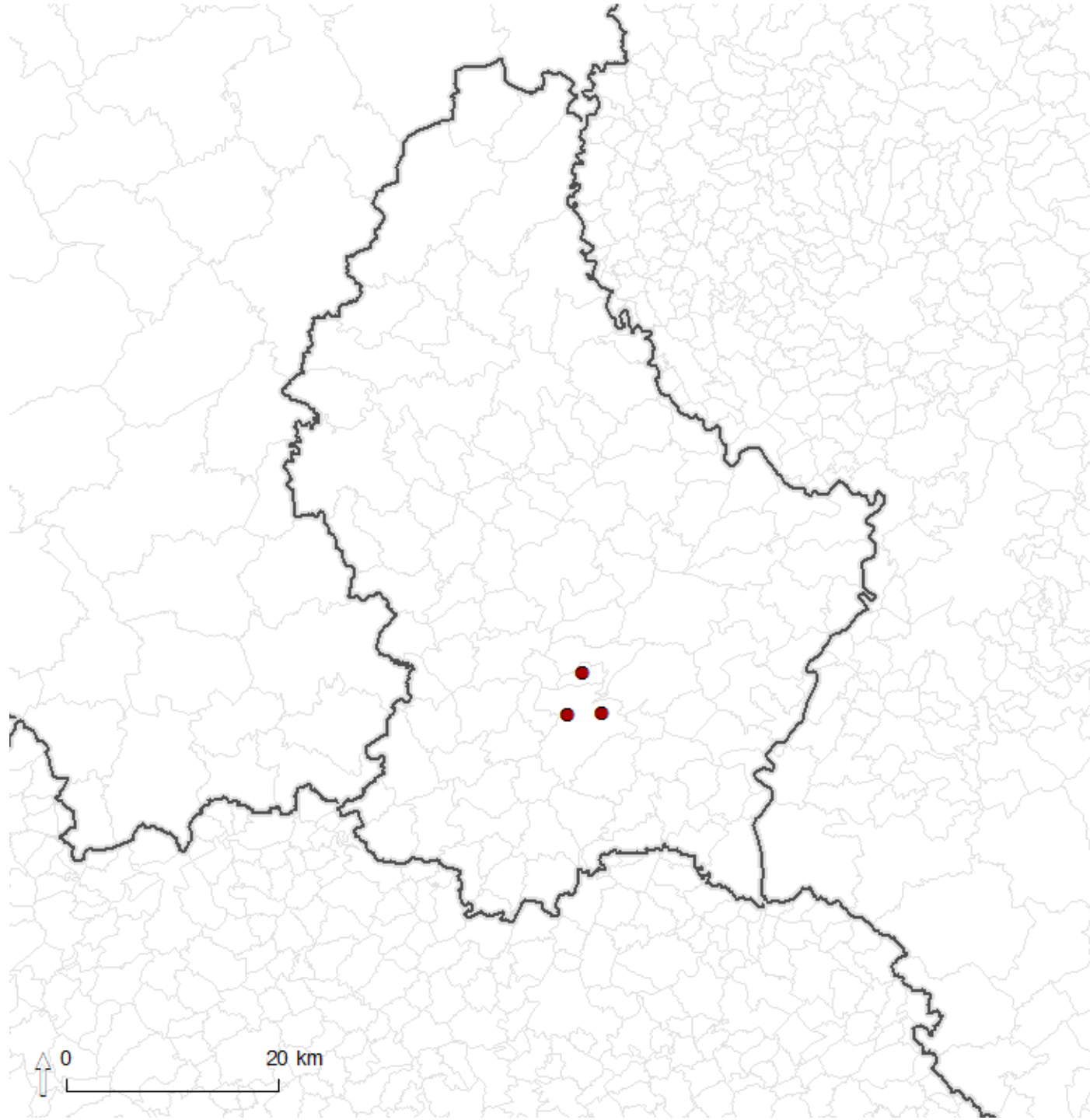
- Workplace relocations affect the commuting trip
 - More car use (Bell, 1991, Cervero & Wu, 1998, Aarhus, 200, etc)
 - BUT strong mode choice inertia (Vale, 2013, etc)
 - Unclear effect on commuting distance & time

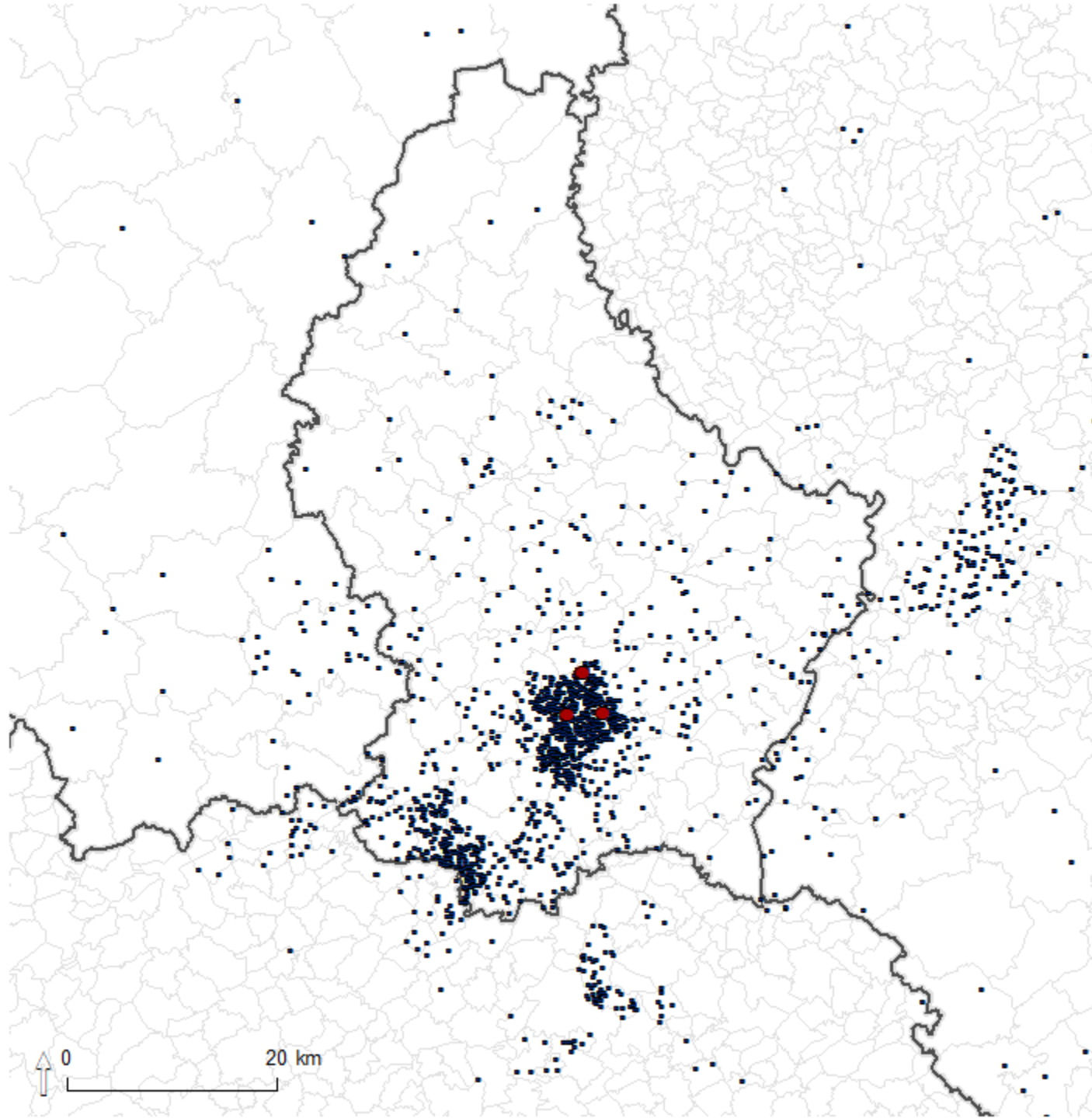
- Travel satisfaction determinants can be classified into:
(St-Louis et al. (2014))
 - External factors to the decision makers (or mode-specific attributes)
 - Internal factors to the decision makers (or non-mode specific factors)

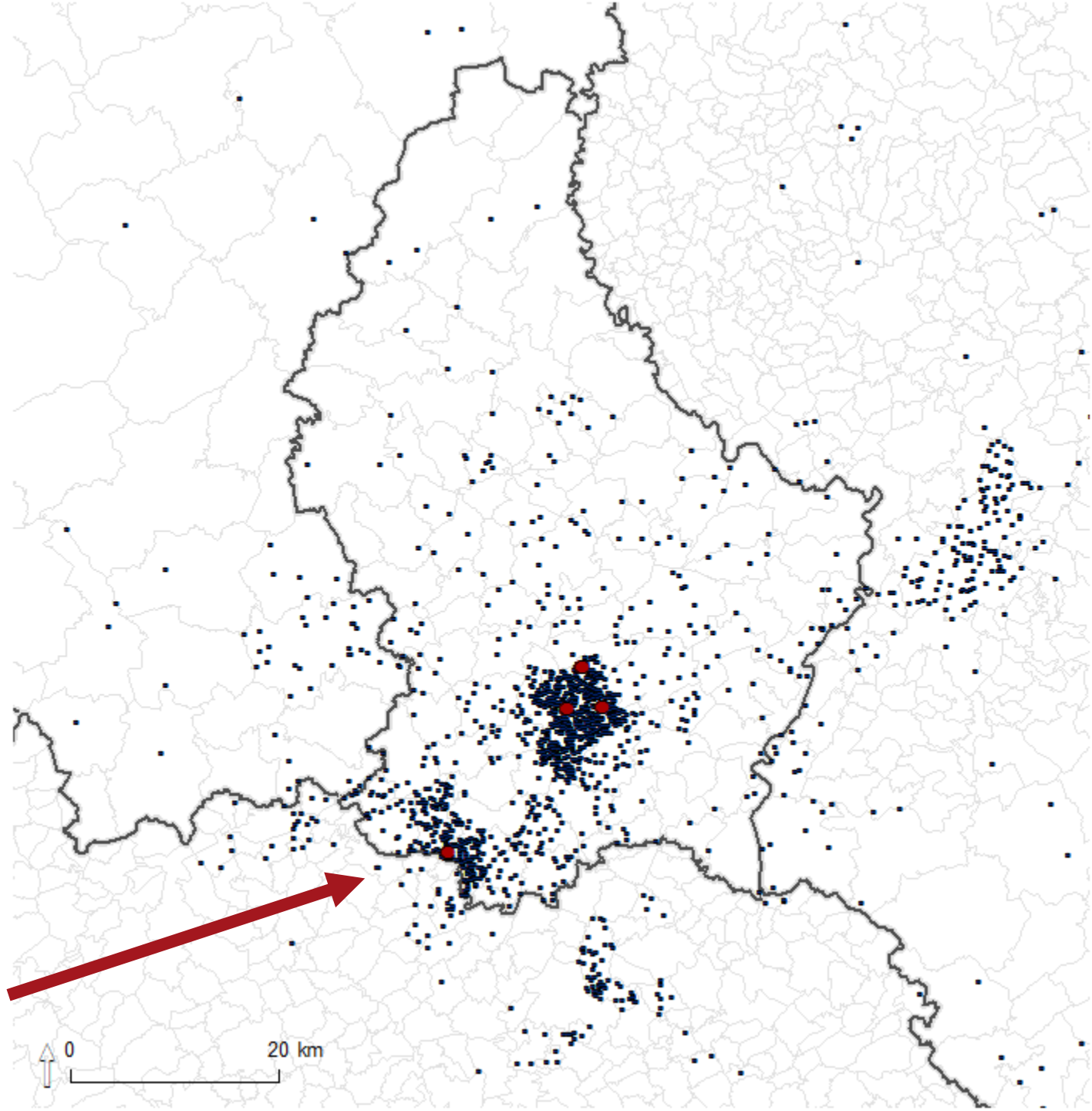
3. Case Study









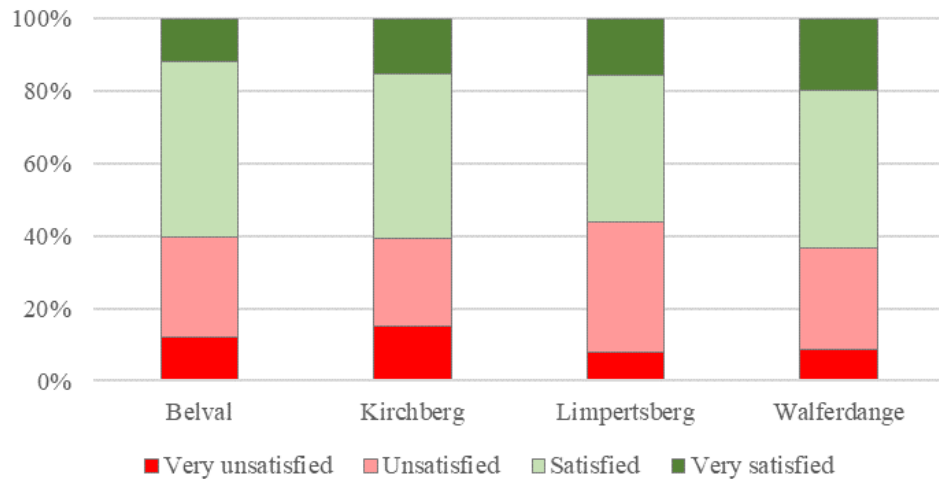


4. Commuting satisfaction (2014 data)

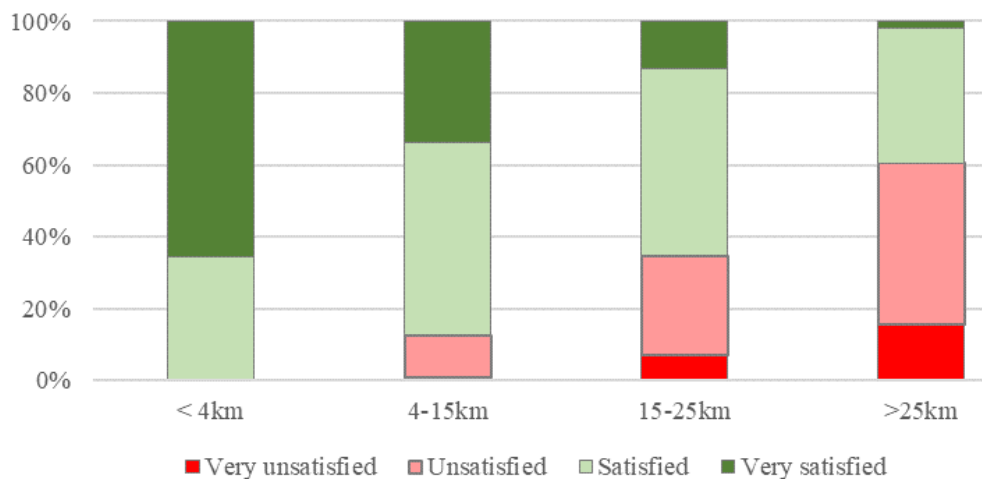
Satisfaction level by modes



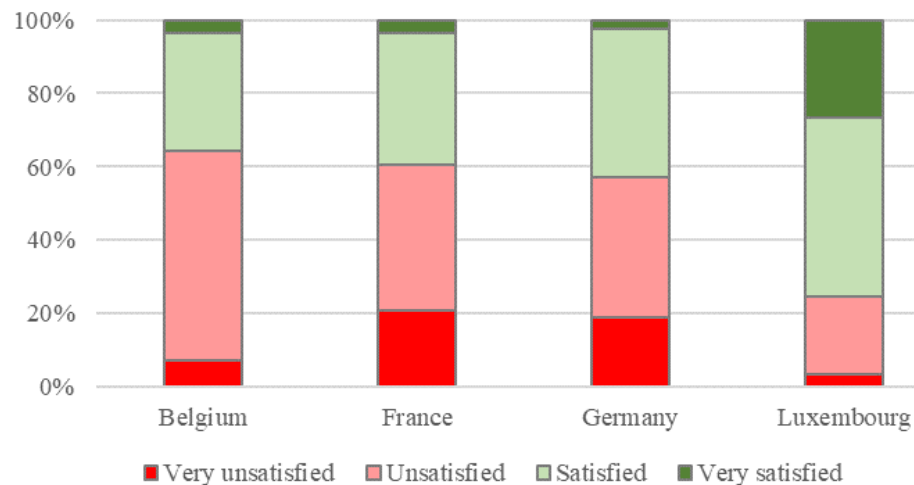
Satisfaction level by workplace location



Satisfaction level by commuting distance classes

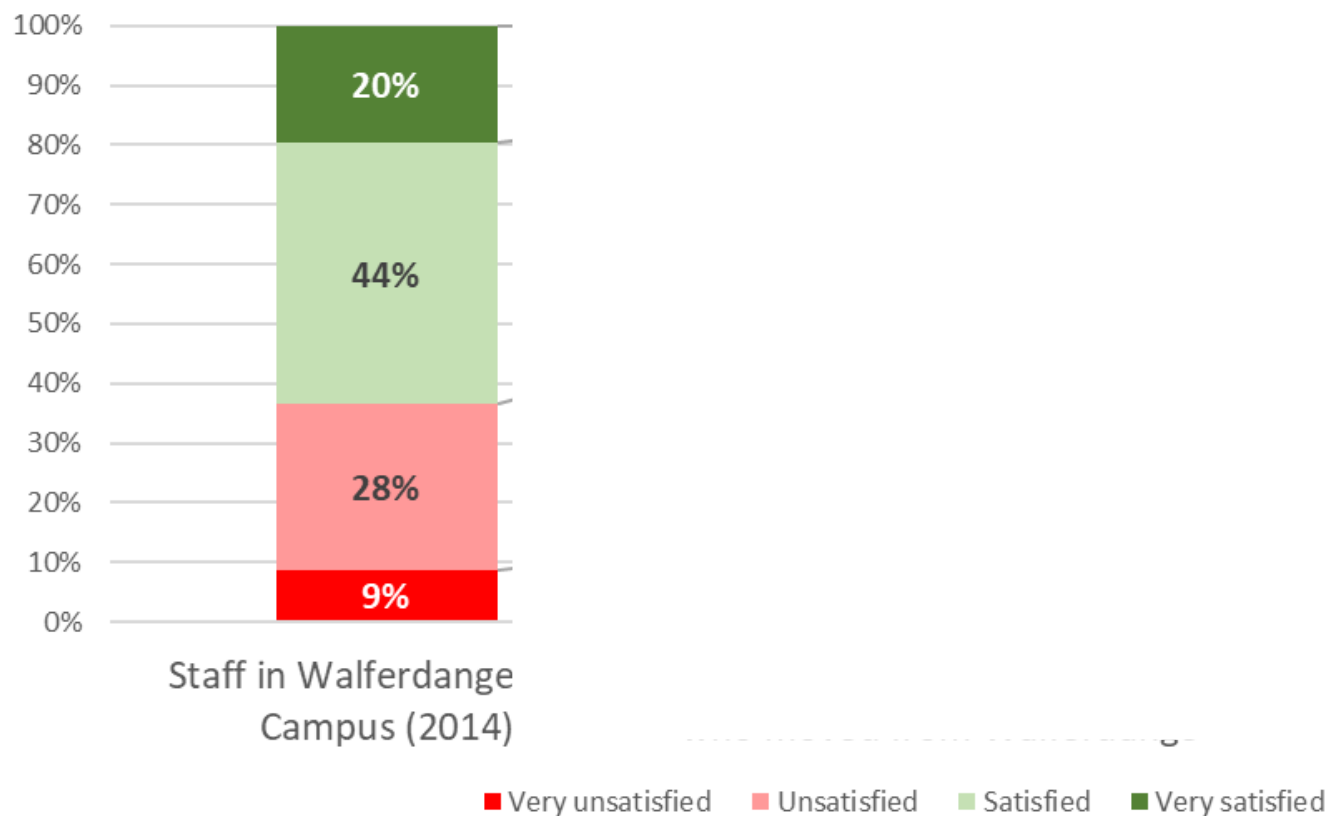


Satisfaction level by country of residence



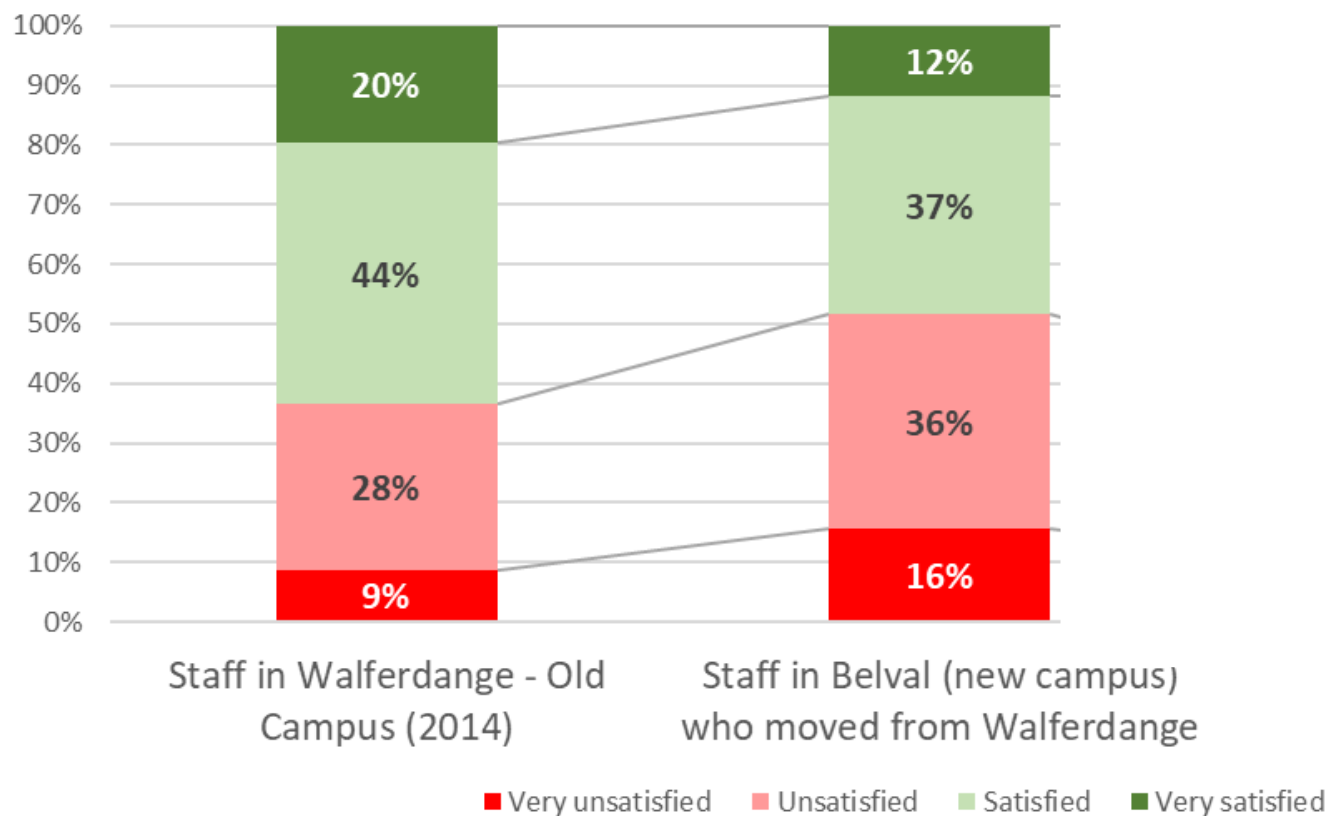
4. Commuting satisfaction

Commuting satisfaction



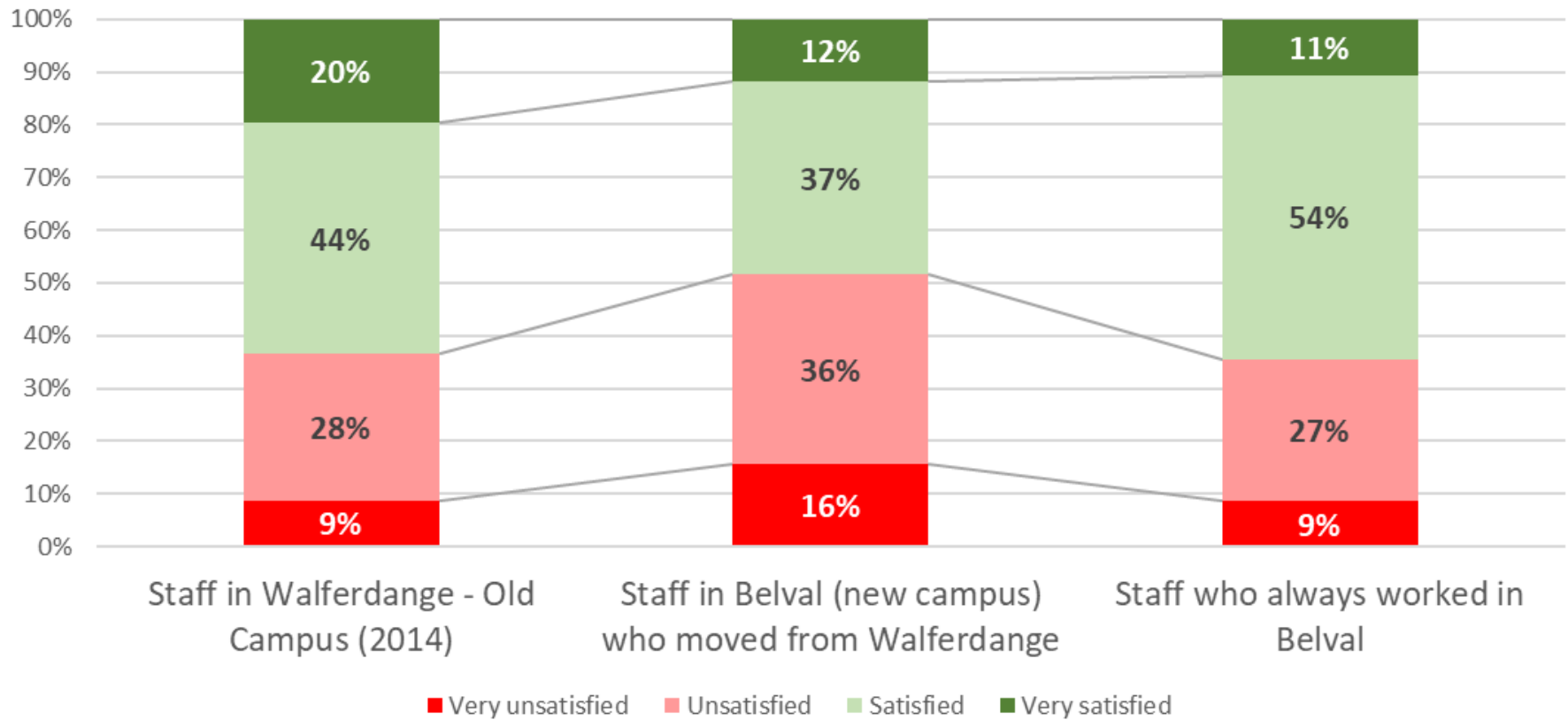
4. Commuting satisfaction

Commuting satisfaction

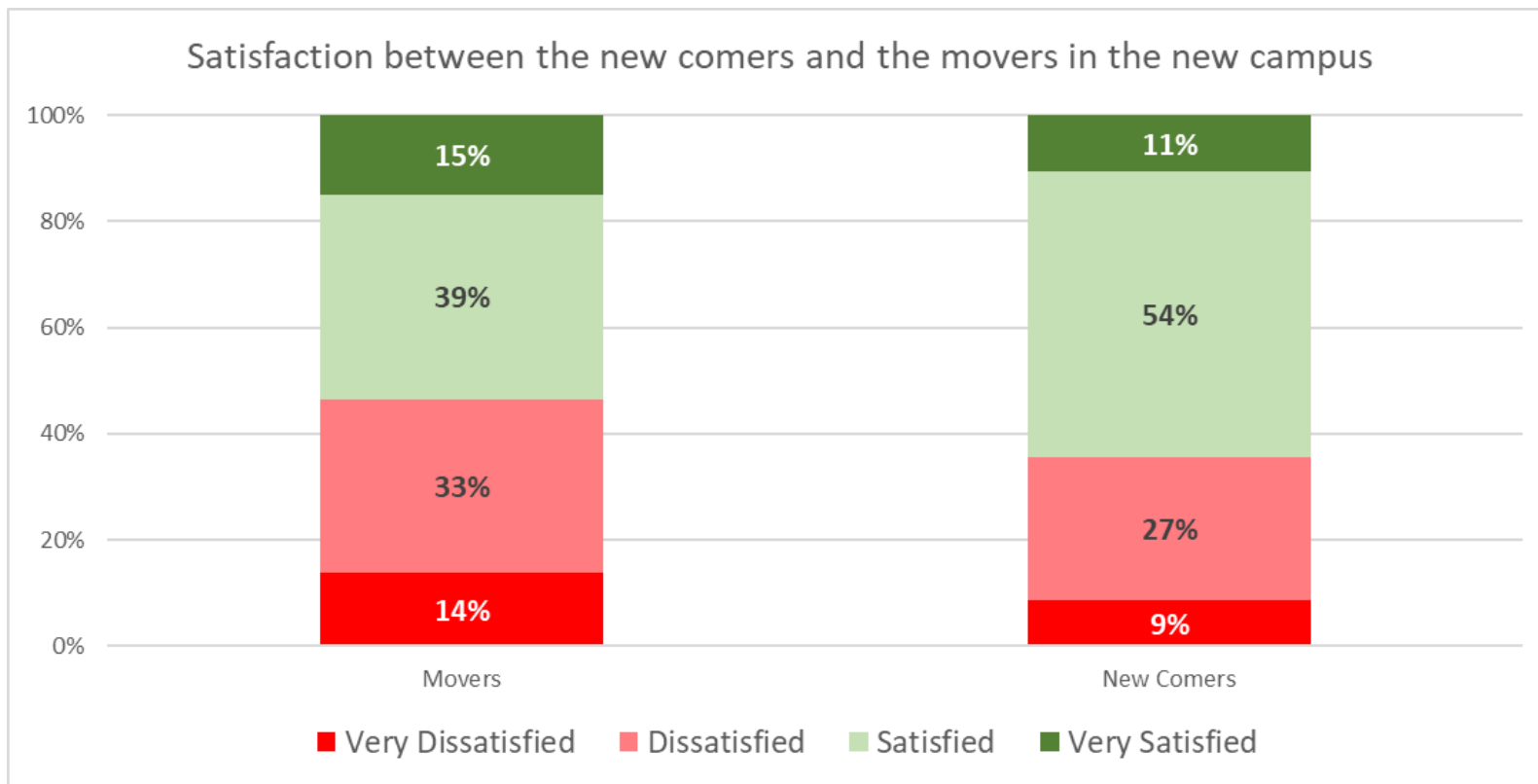


4. Commuting satisfaction

Commuting satisfaction



4. Commuting satisfaction



- Satisfaction is higher for people who started to work on the new campus
- Workplace relocation affects commuting satisfaction

5. Policy Recommendations

- Carefully select the new location
- Monitor the commuting satisfaction

Are you globally satisfied by your daily work commute?

- Anticipate the move / workplace relocation
 - Communication
 - Measures

6. Conclusions

- Workplace relocation is a disruption in a stable activity travel behaviour.
- Workplace relocation will affect everyone → Complains !
- Window of opportunity, perfect timing to implement additional measures

Thank you !

Questions ?

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