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)
4. Commuting satisfaction

Commuting satisfaction

Staff in Walferdange Campus (2014)

- Very unsatisfied
- Unsatisfied
- Satisfied
- Very satisfied
4. Commuting satisfaction

Commuting satisfaction

<table>
<thead>
<tr>
<th>Staff in Walferdange - Old Campus (2014)</th>
<th>Staff in Belval (new campus) who moved from Walferdange</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unsatisfied</td>
<td>Very unsatisfied</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>Unsatisfied</td>
</tr>
<tr>
<td>Satisfied</td>
<td>Satisfied</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>Very satisfied</td>
</tr>
</tbody>
</table>

- Staff in Walferdange - Old Campus (2014):
  - Very unsatisfied: 9%
  - Unsatisfied: 28%
  - Satisfied: 44%
  - Very satisfied: 20%

- Staff in Belval (new campus) who moved from Walferdange:
  - Very unsatisfied: 16%
  - Unsatisfied: 36%
  - Satisfied: 37%
  - Very satisfied: 12%
4. Commuting satisfaction

<table>
<thead>
<tr>
<th>Category</th>
<th>Very unsatisfied</th>
<th>Unsatisfied</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff in Walferdange - Old Campus (2014)</td>
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<tr>
<td>Staff in Belval (new campus) who moved from Walferdange</td>
<td>16%</td>
<td>36%</td>
<td>37%</td>
<td>12%</td>
</tr>
<tr>
<td>Staff who always worked in Belval</td>
<td>9%</td>
<td>27%</td>
<td>54%</td>
<td>11%</td>
</tr>
</tbody>
</table>
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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