



Mobility Management for companies



Facts & Figures

Organization

The 2019 framework law on mobility followed a national debate on new mobility trends, namely the “Assises nationales de la mobilité”

Type of initiative

Strategic policies

Target Group

Companies with at least 50 employees and employers

Duration

The LOM was passed in December 2019 and its provisions went into effect during the 1st half of 2020.



© CEREMA

Description of the Initiative

Company mobility plans :

- All companies and administrations with more than 50 employees on a same site must negotiate with employee representatives to improve their employees' mobility, especially concerning home-to-work mobility.
- If there isn't any agreement on these measures, the above-mentioned employers must draw up a company mobility plan, which will be forwarded to the local authority responsible for mobility policies (intermunicipality or region).

Financial contribution for employees' sustainable mobility:

The LOM created a new financial incentive for employees, the «forfait mobilité durable» (which can be translated as «sustainable mobility package»). Whereas non mandatory, when implemented by a company it must concern all of its employees that meet its conditions. The FMD is a financial support that aims to cover all or part of the employee's mobility expenses to work as long as they do so by environmental means, such as:

- Cycling (electric or mechanical) ;

- Carpooling (passenger or driver) ;
- Public transporting (but only for other expenses than the employer's compulsory payment of 50% of a PT subscription*) ;
- Rental of motorcycles with electric motorization and/or assistance ;
- Car-sharing of low-emission vehicles.
- The amount of the FMD is decided by the employer, but only the amount paid up to € 500 per year is tax-free.

* Since 2010, it is mandatory for all employers to reimburse half of the cost of public transport subscriptions taken out by their employees for travelling to and from work.

Implementation

FMD: came into effect in May 2020. Other measures were implemented mainly during the first semester of 2020.

Lessons learned

The initial results of the FMD are encouraging. FMD is becoming a main tool to bring about mobility behavioral change among



Mobility Management for companies



© CEREMA



© CEREMA

employees, even though this cannot be the only way to achieve it.

Regarding company mobility plans, there could have been some question about their durability as an effective tool, following the new rules on social negotiations on employee mobility. However, CMP are still useful to go beyond the sole home-work mobility issues : e.g. business travelling, supplier mobility, accessibility for users/customers... Moreover, CMP makes it possible to involve other companies, especially small and medium-sized companies, in particular through joint mobility plans.

Impact

There is still no evaluation on company mobility plans since the reforms brought by

the LOM. However, a previous evaluation in 2019, concluded that only 8% of companies had then properly complied with the mobility plan obligation rules.

Regarding the FMD, a first assessment was made in early spring 2021 (more than 1200 responses) : about 30% of the respondent companies validated the implementation of the FMD. Their distribution was quite well balanced, with employers located in both - cities and in more rural areas.

For companies with less than 250 employees, the average grant reached 452€; for those with more than 250 employees, the amount was lesser, with 214 € on average.

93% of these companies did open it to at least cycling, 53% to carpooling, 45% to public transport, 41% to self-service vehi-

cles and 31% to car sharing. Only 16.6% of the companies had opened the FMD to all eligible sustainable modes.

Among the employer's expectations, there is a need of more explanations on this tool and its operation.