



PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2008

To be presented at ECOMM, London, 4-6 June 2008
<http://ecomm2008.eu/>

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| OBJECTIVES | <p>ECOMM and COMMERCE 'Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions' are working in partnership to deliver the Pan-European Workplace Mobility Plan Award. The Award was created to reward public authorities' activities for reducing CO2 emission levels in their urban area. While various policy actions can be undertaken in order to achieve a significant reduction in CO2 levels, this award will concentrate on public authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO2 emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the benefits that such plans can generate.</p> |
| BACKGROUND | <p>COMMERCE is a European project funded by the Intelligent Energy Europe programme. It aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans. COMMERCE is in partnership with ECOMM.</p> |
| CRITERIA | <p>Candidate dossiers will be evaluated by an international panel of experts based on:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emissions levels in its urban area (policy strategy); 2. the comprehensiveness of the action plan for reducing CO₂ emissions levels; 3. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 4. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 5. the measurable impacts of workplace mobility plans in terms of CO₂ reduction objectives. |



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| REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS | <p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form (preferably in English). In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of businesses implementing a workplace mobility plan in the urban area, 3. a list of support actions undertaken by the public authority to encourage the uptake of workplace mobility plan, 4. a monitoring report highlighting the impacts of the implementation of workplace mobility plans (if available). <p>Please note that this is voluntary.</p> |
| DEADLINE FOR SUBMISSIONS | <p>Send your application</p> <p>to <i>EUROCITIES</i> 1, square de Meeûs, BE – 1000 Brussels Ms. Valérie Bénard, Tel: +32 2 552 08 66, Fax: +32 2 552 08 89 valerie.benard@eurocities.eu</p> <p>Deadline 25 April 2008</p> |
| AWARD CEREMONY | <p>The presentation of this Award will take place at an official award ceremony in London during the European Conference on Mobility Management on 4-6 June 2008. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites. In addition, the winner will have the opportunity to enjoy a study tour to a best practice site in Europe.</p> |
| FURTHER INFORMATION | <p>For further information, please contact:</p> <p><i>Ms. Valérie Bénard, Tel: +32 2 552 08 66</i> valerie.benard@eurocities.eu</p> <p><i>Mr. Paul Curtis, Tel: +44 (0) 20 8461 7641</i> Paul.Curtis@bromley.gov.uk</p> |

APPLICATION FORM

PRIZE FOR LOCAL AND REGIONAL INITIATIVES TO REDUCE TRANSPORT CO₂ EMISSIONS VIA WORKPLACE MOBILITY PLANNING

Please send your entry to EUROCITIES:

1, square de Meeûs, BE – 1000 Brussels
valerie.benard@eurocities.eu

This call closes on 25 April 2008.

DETAILS OF APPLICANT

| | |
|-----------------------------|--|
| Local or Regional Authority | GRENOBLE ALPES METROPOLE CHAMBER OF COMMERCE AND INDUSTRY OF GRENOBLE |
| Country | FRANCE |
| ADDRESS: | |
| Street / Post box | Grenoble Alpes Métropole : Le Forum – 3, rue Malakoff Chambre de Commerce et d'Industrie de Grenoble : 1, place André Malraux – BP 297 |
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| Website | http://www.la-metro.org www.grenoble.cci.fr | |
| Key data on the authority's jurisdiction | | Municipality or region: AGGLOMERATION GRENOBLOISE |
| | | Size of jurisdiction: 300 km ² |
| | | Population: 397 000 inhabitants |
| | | Other useful information: 26 communes 60 000 students 187 000 jobs 15 000 businesses |

Please provide an overview of how your local/regional authority is promoting workplace mobility planning in its urban area. Include information on relevant policies, strategies, awareness-raising campaigns and timeframe.

Grenoble Region, centre of the Isère Department, constitutes the second development axis of Rhône-Alpes thanks to an innovative environment, a highly qualified population and an exceptional natural scenery. The Region evolves in an increasingly competitive international universe, and then must preserve and develop its assets.

The Grenoble 'Agglomération' follows an approach based on partnerships, that is integrated in the workplace travel plan policies that need to be set up in its territory. Recently (2 July 2007), Grenoble adopted its third workplace travel plan (PDU) that covers the period 2007-2012. This document (annex 21 in the file) sets ambitious objectives for the Grenoble 'Agglomération' in terms of urban travels (extracts of PDU 2007-2012 – pages 102-104):

- Improve accessibility to urban functions for all through good public transport services and soft modes.
- Favour and ensure good traffic management : this is a key asset for economical expansion. The increase of urban road traffic constitutes a heavy burden for the dynamism and profitability of businesses. The congestion of access roads limited by mountains; difficulties to park; constraints for deliveries, for access to customers-suppliers-employees, generate loss of productivity for the local economy.
- Improve the quality of urban life and protect the environment (noise, air quality, greenhouse gaz emissions, protection of urban space)
- Reduce car traffic in favour of alternative transport modes (public transport, cycling, walking, car-sharing and other new innovations).

In addition, climate change is one of the biggest policy in Grenoble and the 'agglomération' has been the first in France to adopt a 'local climate plan'. This local climate plan (annex 1 in the file) gathers local authorities, public associations, social bankers, energy suppliers, universities, associations and businesses. Grenoble Alpes Métropole received the European Energy Award in 2007 (label) that rewards local authorities for their ambitious energy and climate change policies (annex 3 of the file).

Grenoble Alpes Métropole wishes to sign the covenant of mayors for the fight against climate change. (annex 4 of the file).

The PDU 2007-2012 proposes an action plan that covers all transport modes:

- Implement mobility actions (launch of mobility management centre, of councils on mobility, share of information on all transport modes, development and promotion of car-sharing and car-pooling, integration of land use and transport policies)
- Develop public transport network (train, tramways, urban and inter-urban buses) and intermodality
- Promotion and development of soft modes (walking, cycling)
- Organisation of car traffic and road space reallocation in order to improve road safety car-pooling, integration of land use and transport policies)
- Integration of land use and transport policies

In close partnership with the Chamber of Commerce and Industry, the 'Metro', SMTC (trade union of public transport), the General Council of Isère, SEMITAG (association in charge of public transport in urban areas) and another association of users ADTC; Grenoble 'Agglomeration' started an ambitious policy for the promotion of workplace travel plans in businesses. (PDE). In order to promote these WTP, several actions were launched.

Grenoble's innovative approach :

One of the main principles of this approach is to use the appropriate governmental stakeholder for each action, in close collaboration with public and private stakeholders. This share of responsibilities between governmental actors, complemented with a common working method is very innovative.

Innovation also lies in:

- the fact that they do not target only big or very big businesses. Small businesses should also have a role to play. One out of two businesses that implement WTP is a small and has less than 250 employees.
- the fact that they target all activity sectors and not only the big industrial sectors that only represent 25% of WTP. The sectors of services and commerce are also included in the plan.
- the fact that all communication tools are freely usable for all businesses. These tools are also adapted to the interest of small businesses.

The Chamber of Commerce and Industry (CCI) is responsible for promoting WTP towards businesses. Since 2004, within the framework of PDE-PRO, the Chamber of Commerce and Industry, in close collaboration with local actors, supports businesses in the implementation of their own WTP. The CCI of Grenoble was the first CCI in France to promote WTP.

A series of measures have been put in place by the CCI of Grenoble in order to promote WTP towards businesses:

- Internet space ECOBIZ: this allows users to exchange views on commuting journeys, to ask questions to experts, to benefit from an online car-sharing scheme, to view press articles on thematic subjects (annex 2 of the file).
- businesses can use the mapping tools of CCI
- factsheets are accessible online (annex 5 of the file)

- conferences, workshops and meetings are regularly organized and are open to businesses.
- several activities are organized for businesses to participate. During the bicycle day and the European Mobility Week, businesses are invited to participate to commuter challenges. A stand is placed and several communication tools are distributed. (annex 6 of the file)
- information campaigns are elaborated to raise awareness on the benefits of WTP (annex 7 of the file)
- Permanent contact point for enquiries

Annex 8 of the file presents the observatory WTP of Grenoble in 2007 and is a summary of all actions undertaken by CCI to promote WTP in Grenoble since 2004 and towards 120 businesses. This dossier was presented during a press conference in November 2007 in front of many businesses.

Tools and elements available to CCI:

- methodological tool that enables to realize pre-studies in businesses as well as to follow their process step by step. This methodological tool is divided into two sections: one for businesses and the other for CCI and the local authorities. This allows to spread our expertise at national level.
- personalised IT system for mobility managers that allows to follow the global process and to extract data on the basis of defined criteria.
- method PDE-PRO is a protected brand and patent with a logo and professional graphism (annex 18 of the file)

The enquiry done for the observatory WTP 2007 did praise the efficiency of the PDE-PRO method:

- good repartition of responsibilities between the local authority as the authority that organizes transport the CCI of Grenoble that is capable of raising awareness of businesses about WTP in an efficient way
- conception of relevant tools that are operational, practical and pedagogical
- support and concrete help given to the businesses

This success can be noted in terms of numbers of WTP set up in 4 years, in terms of quality of the measures implemented by the businesses. This encouraged other CCI in France to get engaged in the PDE-PRO method and WTP promotion. A procedure to disseminate the PDE-PRO method at national level was decided recently. This procedure bases itself on:

- methodological tools around the theme: how to put in place a WTP policy together with businesses
- processes of competence transfer for elected representatives and technicians through two training seminars
- free use of all communication tools
- development of a network of correspondents PDE-PRO in France that could use the internet platform Ecobiz as well as the organization of national seminars

In addition, PDE-PRO is disseminated via trainings for WTP project managers of local authorities organized each year by 'l'Ecole de Formation Continue des Ponts et Chaussées' in Paris.

In 2005, the first national meeting on WTP was organised by CCI of Grenoble, ADEME, CERTU and local stakeholders : Le Conseil Général de l'Isère, Grenoble Alpes Métropole and SMTC. This was the perfect opportunity to exchange ideas and best practices organized in the territory, in France and in neighborhood countries. The various tools elaborated by CCI Grenoble were also presented to the 500 participants.

In parallel to the actions of CCI Grenoble, the SEMITAG, association in charge of the public transport network, also participates to the awareness raising actions on WTP towards businesses and supports them throughout the whole process in order to limit the use of individual car-use.

In order to do this, SEMITAG also developed specific tools such as :

- promotional tools for WTP and announcement of services proposed by SEMITAG (annex 9)
- yearly award on mobility within the framework of a press conference that enables a good communication on WTP to businesses (press file – annex 10)
- mailing to businesses or organisation of information meetings
- documents on the various WTP on the SEMITAG website www.semitag.com. A tool in order to analyse the responses to questionnaires on personal travel plans of employees and their needs is also available
- creation on the SEMITAG website of a member area reserved to members of the club for businesses with WTP
- technical and technological support
- communication support
- financial solutions (annual subscriptions for businesses, ...)
- regular awareness-raising campaigns at the beginning of the year (in the local newspapers and specialized press, radio)

Annex 11 presents a summary of actions undertaken by SEMITAG as regards WTP during the period July 2002->December 2005.

Grenoble Alpes Métropole implements awareness-raising actions for WTP and the promotion of bicycle towards businesses. It gives a technical assistance as regards bicycle trainings to businesses and administrations that wish to engage or are already engaged in a WTP approach. In 2007, 15 businesses and administrations benefited of support.

For example, a specific action was held towards public administrations of the sector called 'polygone administratif' in order to launch the third tramway line in 2006 (annex 12)

Within the framework of article 24 of the law on air and rational use of energy, and in relation to administrative travel plan (PDA) set up by communes, Grenoble Alpes Métropole supports the acquisition of clean vehicles. The 'Metro' supports the acquisition of municipal vehicles with GNV fuel or electric vehicles (maximum support of 1000-2000€) and the acquisition of bicycles for municipal services (maximum support 200€ per bicycle and 500€ per electric bicycle)

Grenoble Alpes Métropole technically and financially supports the annual organization of the commuter challenge 'bike to work' together with the association of users ADTC. This event exists since 2004 and is organized in the framework of the 'Bike party' organized by the Metro. It is targeted at businesses and administrations in Grenoble and aims at encouraging employees to come to work by bike.

The company St Microelectronics launched in 2000 a very ambitious WTP for its employees and is keen to share its experience with other companies in its agglomeration in terms of WTP (annex 13).

All these examples show how successful the promotion of WTP is in Grenoble and how greatly depends on the involvement of all actors in the agglomeration: public, private and associations.

Please include information on your specific CO₂ reduction targets and their link with national-level targets.

The objectives set for reducing CO₂ emissions have been fixed by Grenoble Agglomeration in several planning documents (page 3 of the climate plan – annex 1). These are:

- For 2010 : stabilise greenhouse gas emissions at the level of 1990
- For 2020 : reduce energy consumption by 20%
- For 2050 : divide by 4 the greenhouse gaz emissions, i.e. an average reduction of 3% per year

The WTP 2007-2012 translates these general objectives into an objective of stabilization of greenhouse gas emissions linked to transport in the territory until 2012. These local objectives are coherent with the objectives set by France in terms of reduction of CO₂ emissions, ie:

- stabilization before 2012 of greenhouse gas emissions at the level of 1990 (objectif of Kyoto Protocol)
- reduction of greenhouse gas emissions by 3% per year in order to reach the target of division by 4 of emissions before 2050

The activities in terms of WTP target primarily businesses and can be extended to public administrations and associations. Employees are a key concern.

As we try to modify travel behaviours, the principal objective of the WTP approach is to reduce the individual car use for commuting to work but also for professional travels that generate CO₂. Within a WTP approach, the business and its employees are encouraged to consider other transport modes, to reduce professional travels and to favour soft modes (bicycle, public transport, car-sharing).

The reduction of CO₂ emissions constitutes the end result of all measures implemented by companies, and aimed at reducing commuting travels and changing behaviours :

- transfer of commuting travels towards alternative modes to cars
- reduction or deletion of company cars
- limit travels during lunch or for personal use
- limit and optimize travels in order to reduce accidents
- favour the use of communication channels that do not require traveling (video or phone) conference

Besides the objectives linked to CO₂ reduction and the protection of the environment (noise and pollution reduction due to traffic), Grenoble Agglomeration and the businesses aim at promoting further the WTP approach:

- reduction of congestion and increase of accessibility (and thus a better economical attract)
- valorisation of the company image so that it is seen as socially-responsible
- financial economies (limit expenses linked to travels and car-parks costs)
- improvement of productivity and punctuality
- reduction of accidents in workplaces (together with expenses linked to these)
- improvement of social links between employees
- reduction of stress and tiredness linked to car travels
- take into account the distance between home and work due to the increase of costs for properties
- flexitime for women with children or in general for parents with young children

These advantages, if considered as a whole by businesses, can convince to launch a WTP approach.

Please list all awareness-raising specific methods used to promote workplace mobility plan towards businesses and employees. Please give examples.

The different communication channels used in order to promote WTP have already been described above but are listed once again below.

| | |
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| Information leaflets or Newsletters | <ol style="list-style-type: none"> 1. Awareness-raising tool to convince businesses of benefits of WTP, has been elaborated by CCI together with stands and exhibitions 2. Promotional materials for WTP and offer of support from SEMITAG 3. WTP Observatory in Grenoble Agglomeration in 2007 4. Newsletters of SEMITAG |
| Individual marketing | <ol style="list-style-type: none"> 1. Mailings of SEMITAG towards businesses 2. Mailings of CCI towards businesses (local info, demonstrations, news, press articles ...) |
| Competitions | <ol style="list-style-type: none"> 1. Commuter challenge for all businesses during the 'Bike to Work' initiative since 2004 (Annex 16) 2. « Trophies for mobility » (annuel) of SEMITAG 3. « Winner of CCI PRO 2006 » awarded to the PDE PRO programme, best product in its category 'Development of territories' within the French consular chamber (Annex 22) |
| Seminars and information events | <ol style="list-style-type: none"> 1. 1er national meeting point « Travel Management » organised by CCI in 2005 with participants from all over France and 10% European participants (Annex 19) 2. National WTP Report 2005 written by ADEME 3. Invitations to the Workshops Ecobiz « Mobility and Journeys» of CCI 4. Roundtable organised by ADTC on WTP within the framework of the Bike Event in 2005 5. Award for commuter challenge 'Bike to Work' 6. Conference on new mobility organised annually |
| Website | <p>CCI of Grenoble's website</p> <ul style="list-style-type: none"> - Active Ecobiz website: http://www.grenoble-ecobiz.biz/ (Annex 17) - thematical online forum « Mobility and Journeys » : http://www.grenoble-ecobiz.biz/ccig/communaute.nsf , - car-sharing section http://www.covoiturage.grenoble-ecobiz.biz/. <p>SEMITAG website www.semitag.com, with avec espace réservé aux membres du Club Entreprises :</p> <ul style="list-style-type: none"> — http://www.semitag.com/index.php?id=14 — http://www.semitag.com/index.php?id=215 — http://www.semitag.com/index.php?id=128 — http://www.semitag.com/index.php?id=134 |
| Others (please specify) | <ol style="list-style-type: none"> 1. Presentation of CCI at ECOMM 2006 (Annex 20), 2. Awareness-raising campaigns at the beginning of the year given by SEMITAG (in local press and specialised press, in radio and at bus stops) 3. Press articles on WTP (Annex 14). |

Please describe monitoring exercises and techniques used to evaluate your actions for promoting workplace mobility plans. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

A serie of tools has been developed in order to be able to permanently follow the work of local businesses as regards WTP. These tools are described below:

This year, promotion of WTP approaches is done through :

- an observatory for WTP in Grenoble Agglomeration, done by CCI (Annex 8). This observatory is based on a questionnaire sent to businesses (102 businesses for 2007), accounting for 22% of employees in the agglomeration,
- a report presented at a press conference and the 'trophies for mobility' were awarded by SEMITAG .

Support of this communication strategy for WTP for the period July 2002 -> December 2005 was given by SEMITAG to Grenoble Alpes Métropole in 2006 (Annex 11).

Monitoring tools were set up by the CCI of Grenoble and serve to regularly evaluate the advancement of the project with a precise baseline analysis developed specifically for monitoring the programme.:

- CCI has the IT system PDE PRO that monitor and support the work of businesses. This system is updated every day and constitutes a database that allows to evaluate actions and quantify the number of businesses and employees involved in the action. In addition, PDE PRO is a good tool for managing the file 'businesses' because it enables a classification of information according to several criteria.
- CCI also manages a file 'Outlook addresses' of all contacts in businesses. This enables a mass-mailings to representatives of businesses on local, national or international news on journeys, strikes, events, legal or regulatory frameworks.
- Results of the CCI are monitored not only according to the number of businesses and employees that are touched by the awareness-raising campaign on travel behaviours but also according to a calculation on modal split.

Within the framework of agreements with partners, the CCI needs to report monthly on :

- ___ businesses met,
- ___ analysis made,
- ___ existing WTP,
- ___ meetings and demonstrations organised

In addition, SEMITAG does :

- a commercial follow-up on a monthly basis of each employee that subscribe a yearly subscription to public transport within the framework of a WTP,
- monthly information to employers on the increase of subscriptions taken by their employees
- a support to internal steering committees held by businesses that enables a regular monitoring of their WTP. SEMITAG can participate to steering committees in order to inform and advice the businesses
- marketing surveys are set by SEMITAG for employees that subscribe to a WTP subscription, in order to identify the modal shift from individual car use to public transport. These surveys also enable to measure the employees' satisfaction and to analyse the transport habits during the last twelve months.

Globally, the monitoring indicators for WTP focus on:

- The number of businesses that set up a WTP approach
- The profile of businesses that set up a WTP: activity sector, size of business
- The number of employees that are concerned
- The reasons why the business decided to set up a WTP
- The length and methodology to set up the WTP
- The type of actions engaged by businesses in their WTP
- The percentage of reduction of the individual car use for commuting journeys
- The modal split (bike, public transport, walking, car-sharing) for commuting to work
- The number of subscribers to the public transport network within the framework of WTP
- The number of car parks provided by the businesses

Problems encountered:

Within the framework of the promotional activities for WTP, a series of issues require an in-depth reflection to find the appropriate solutions: i.e.

- sub-urban areas with no or few public transport lines
- recurrent habits of employees that then have difficulties to change behaviour or to forget about their personal comfort
- availability of business managers that have other priorities
- internal organisation, flexitime, night work or team work
- geographical localisation of employees (they might live far away or be spread greatly across the area)

The WTP approach can be adapted to all situations. **It is useful to note that the WTP study, on a case by case basis with the tool PDE PRO, enables to plan the difficulties from the start and to propose appropriate measures adapted to each business.**

Joint Action :

The CCI also set up WTP inter-businesses at the level of activity or employment zones. This approach implies a different approach while raising awareness. The CCI talks to groups of businesses, associations of business managers, and tries to get the support of local collectivities. A WTP approach relies on the possibility to propose to employees alternative modes of transport that are fast, efficient and cheap, as well as on a series of services enabling to avoid the journey. In an urban area, a series of services exists and allows to find the appropriate solution for a particular journey. In the rural area, the travel habits are different and the WTP approach relies on one or two alternative solutions. It is fundamental to target local actors that have a sufficient knowledge of the area and that can then more easily talk to businesses. A collaborative work and partnership enable to promote WTP in rural areas where the car is used a lot.

For example:

- ___ common parking for one activity zone
- ___ appropriate time schedule to facilitate car-sharing or car-pooling
- ___ appropriate time schedule for public transport (adapted to working hours of employees)
- ___ company bikes for employees with maintenance services on site
- ___ service of maintenance (Example Inovallée Annex 15)

Communication activities are crucial and constitute the principal action to undertake because the success of a project depends greatly on the prior dissemination of information.

Please rank the following actions for which businesses are most likely to receive support (financial or in-kind) from your city/region. (1: most likely to receive support – 6: least likely to receive support)

| | |
|--|---|
| Consult and develop a baseline analysis | 3 |
| Create workplace mobility plan | 6 |
| Set targets and measures | 2 |
| Promote the workplace mobility plan | 1 |
| Implement the workplace mobility plan | 4 |
| Monitor the impacts of workplace mobility plan | 5 |

Les entreprises can benefit from various financial support :

- support from ADEME of 50 % and limited to 75 000 € for various actions to help the decision-making process (baseline analysis, ...)
- support from ADEME of 20-30 % and limited to 300 000 € for businesses of more than 300 employees, and for an investment within the framework of a WTP
- reduction of taxes of businesses of 25 to 87 % for accidents at work, given by CRAM (caisse régionale d'assurance maladie) if a WTP exists
- reduction given by SEMITAG for monthly subscriptions to public transport network for employees of businesses that set up a WTP

Please tell us how many businesses have adopted a workplace mobility plan during the current programme.

Two types of indicators have been developed in order to evaluate the number of businesses concerned by WTP in the Grenoble territory :

1. Number of businesses that benefited from the awareness-raising campaign and that then can decide to create a WTP
2. Number of businesses that adopted a WTP with the implementation of actions and measures that lies in a concrete strategy for promoting alternative modes of transport.

We count 135 businesses or administrations that have set up a WTP since 2004.

Please describe the benefits achieved in terms of CO₂ emissions and modal shift through the coordination and promotion of workplace mobility plans towards businesses.

On the basis of surveys done in the Grenoble Agglomeration, the evaluation of the modal split obtained thanks to WTP approaches in businesses, enables to announce a reduction of car use of 15% for commuting to work since 2004, ie:

- 500 new persons left their individual cars completely during 2004 in favour of alternative modes,
- 1500 persons (ie. 1000 additional compared to 2004) left their individual cars completely during 2005 in favour of alternative modes,
- 2500 persons (ie. 1000 additional compared to 2005) left their individual cars completely during 2006 in favour of alternative modes,
- 3500 persons (ie. 1000 additional compared to 2006) left their individual cars completely during 2007 in favour of alternative modes,

In total 8000 persons (500 + 1500 + 2500 + 3500) left their individual cars during a full year, since 2004.

These numbers can be translated into a modal shift towards other transport modes :

- 35 % additional bike trips
 - 20 % additional trips by tram,
 - 7 % additional trips by bus,
 - 15 % in favour of train,
 - 15 % in favour of walking,
 - 8 % for car-sharing.
-
- 2 800 persons used their bikes during a whole year instead of their cars
 - 1 600 persons used the tram during a whole year instead of their cars
 - 560 persons used the bus during a whole year instead of their cars
 - 1 200 persons used the train during a whole year instead of their cars
 - 1 200 persons walked during a whole year instead of using their cars
 - 640 persons used carsharing during a whole year instead of their cars

These results can be translated in **reduction of CO₂ emissions of 9 116 tonnes since 2004**, on the basis of the following calculation:

___ CO₂ saved (no individual car use : 8 000 x 6 km (average length of car journey in Grenoble region) x 2 (return) x 100 (ratio given by ADEME corresponding to the quantity in kg of CO₂ emitted during a year per km driven by car) = 9 600 tonnes of CO₂,

___ CO₂ emitted by bikes = 0 tonnes of CO₂,

___ CO₂ emitted by tramway= 1 600 x 6 km x 2 x 7 (ratio given by ADEME corresponding to the quantity in kg of CO₂ emitted during a year per km driven by tramway) = 134 tonnes of CO₂,

___CO2 emitted by buses : 560 x 6 km x 2 x 20 (ratio given by ADEME corresponding to the quantity in kg of CO2 emitted during a year per km driven by bus) = 134 tonnes of CO2,
___CO2 emitted by train : 1 200 x 6 km x 2 x 15 (ratio given by ADEME corresponding to the quantity in kg of CO2 emitted during a year per km driven by train)= 216 tonnes of CO2,
___CO2 emitted by walking : 0 tonnes of CO2,
___CO2 emitted by car-sharing : 0 tonnes de CO2.

Please provide evidence of the effectiveness and value for money of the workplace mobility plan programme and measures. Give an estimation of the total budget invested.

The budget allocated by Grenoble Alpes Métropole and its partners in favour of the development of WTP is around **300 000 € per year**.

As already mentioned above, the benefits of implementing WTP for businesses, employees or public authorities are not only calculated in terms of CO2 emissions. The WTP approach also enables:

- a reduction of congestion and better accessibility (and then a better economical attract). The company Eurovia and SDH : a baseline analysis of the area as regards accessibility convinced them to modify their locations.
- better company image. ST Microélectronics launched a communication campaign and included the concept of eco-responsibility
- economies of scale (limit expenses linked to travels and car-parks), the internal WTP of CCI in Grenoble enabled to reduce significantly the costs of travels through the promotion of car-pooling. A number of companies reduced or erased their car-parks.
- improvement of productivity and on-time deliveries
- reduction of accidents in workplaces (together with expenses linked to these) through the implementation of Precautionary plan against road accidents, which was elaborated within the framework of the WTP approach in many companies that manage employees travelling a lot.
- improvement of social links between employees, the car-pooling enabled this
- reduction of stress and tiredness linked to car travels
- different means for being fit thanks to walking and cycling. The companies Opsys, CSTB or Sun Microsystems and St Microélectronics employ many bikers that have adopted this transport means for commuting to work.

Please give an estimate of the percentage of voluntary / mandatory workplace mobility plans set.

Companies do not have a legal obligation to implement a WTP. This is a voluntary approach that aims at managing sustainably the commuting travels to work. Only public administrations need to implement a WTP since 22 December 2006. These represent 10 companies out of 135 entities that adopted a WTP. We can then consider that:

- 125 companies adopted a WTP on a voluntary basis (93%)
- 10 companies adopted a WTP on a obligatory basis (7 %)

Within the framework of its WTP observatory 2007 of Grenoble Agglomeration, the CCI identified the reasons that encouraged companies to implement a WTP. These are:

1/ For 51% of companies surveyed, the protection of the environment constitutes a key objective to enter a WTP approach. More and more companies want to work towards sustainable development. This is translated by the fact that they want to reduce car use, to favour the promotion of soft modes in order to combat climate change and contribute to a better air quality. Companies are looking for ways to reduce their ecological footprint and to improve their image in this aspect. This number do not reflect the national average that was of 8% in 2004. This is explained by the specific conditions of the Grenoble area. Indeed, in Grenoble more than anywhere else, environmental awareness is justified by:

- the central role of companies for environmental protection
- a great media attention on the impacts of transport on the environment
- a great implication of local actors (Metro/CCI) in the environment challenge
- the expertise in high-tech, a group of people that are aware of the problematic
- a geographical situation and a quality of life that needs to be preserved
- a valley in Y form where three principal access roads meet and are easily congested and polluted during peak hours

2/ For a third of companies, the improvement of work conditions and the social dimension of the company are key factors for engaging in a WTP approach (limit accidents on the way to work and stress, improve quality of life of employees, recognition of benefits through the payment of the subscriptions to the public transport network...)

3/ For 18% of companies, the implementation of a WTP is seen as necessary to tackle parking problems and the lack of car-parks. The reduction of areas allocated to parking is a necessity in order to cope with the development of the company's activities and with the recruitment of employees.

4/ The economical reason comes in 4th position for 15% of companies. The WTP is then put in place for economical reasons (reduction of costs linked to accidents in the workplace, to parkings, reduction of shuttle ...)

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2008 !
Please do not forget to complete the certification form.