



PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: NO.2 EMPLOYERS

To be presented at ECOMM, Graz, 5-7 May 2010



OBJECTIVES	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO2 emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks).</p> <p>PEWTA-Employers concentrates on companies or local authority organisations which have delivered a successful workplace mobility plan (travel plan) for their own staff (minimum: 100 employees).</p>
WHY APPLY?	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an expenses paid trip to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of 1000 Euros to allow the winner to further develop their mobility plan measures.</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> 1. the commitment of the organisation for reducing the number of single occupancy car trips amongst its staff. 2. the strategic approach adopted: measures, communication, evaluation; 3. results: the impact on modal shift 4. innovation and originality
REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to all organisations (public and private sector). All applicants should submit a completed application in English. In addition, applicants are invited to submit a copy of their action plan on workplace mobility planning.</p>

DEADLINE FOR SUBMISSIONS	<p>Send your application to:</p> <p>EUROCITIES 1, square de Meeûs, BE – 1000 Brussels Ms. Melanie Leroy, Tel: +32 2 552 08 81 melanie.leroy@eurocities.eu</p> <p>Deadline: 25 January 2009</p>
BACKGROUND	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE.</p> <p>EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p>COMMERCE is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE 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.</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in Graz during the European Conference on Mobility Management on 5 May 2010. 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.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p>Mr. Melanie Leroy, Tel: +32 (0) 2 552 08 81 melanie.leroy@eurocities.org</p> <p>Mr. Paul Curtis, Tel: +44 (0) 20 7934 9536 Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2010, see www.ecomm2010.eu For more on EPOMM and ECOMM, see: www.epomm.org For more on COMMERCE, see www.commerce-eu.org</p>

APPLICATION FORM

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: PEWTA-EMPLOYERS

Please send your entry to EUROCITIES:

1, square de Meeûs, BE – 1000 Brussels
melanie.leroy@eurocities.eu

This call closes on 25 January 2010

DETAILS OF APPLICANT

Organisation Name	Mater Misericordiae University Hospital (MMUH) and Children's University Hospital (CUH).
Organisation type and size	Large Public Hospitals Mater Misericordiae University Hospital (MMUH) No. of Employees: 3000 Type: an acute, public, voluntary, teaching hospital and a tertiary referral centre. Up to 560 outpatients and 560 inpatients are cared for daily, with 830 visitors attending the hospital on a daily basis. Children's University Hospital (CUH) No. of Employees: 1000 Type: Approximately 500 metres southeast of MMUH, is one of Ireland's major paediatric hospitals. Up to 195 outpatients and 165 inpatients are cared for daily, and approximately 400 visitors are estimated to visit the hospital daily.
Country	Ireland
ADDRESS:	
Street	Eccles Street
Postal Code, City	Dublin 7
CONTACT PERSON:	
Name	Barry McKenna
Telephone	+353 1 8032607



Fax	+353-1-8032196
Email	Travelways@mater.ie
Website	Project website : www.travelways.ie Hospital websites : www.mater.ie www.mater.ie/travellingtothehospital/ www.cuh.ie

0. Overview

Please provide a brief overview of your workplace mobility plan, how many years has it been in operation, is there an action plan, what are the modal share targets?

What are your organisation's motivations/reasons for setting up a mobility plan (max 150 words).

Motivation: Re-development on the site of the existing car parks that serve staff, patients and visitors required a mobility plan to be put in place that addressed the traffic and parking impact in and around the hospital area.

As the hospitals are located in an inner city location parking and planning constraints led the hospitals to take a strategic approach to reduce the number of single-occupant vehicles accessing the site.

Action Plan: On an annual basis a Mobility Management Implementation Plan is drawn up outlining the schemes, initiatives, marketing plans etc and the timescale for there implementation

Commencement: In 2005 an on site Commuter Centre was established to manage the implementation of the mobility plan. A full-time manager and co-ordinator develop travel initiatives, communicate objectives to staff, management and the general public and monitor progress against targets.

When it started in 2005, this was the first full-service mobility plan with a high-profile Commuter Centre in Ireland. The lack of local peer-reference or case studies created educational barriers for both staff and management in understanding and accepting mobility management. This is a key point to emphasize in terms of the hospital's commitment, courage and persistence.

Target: Reduce single occupant cars accessing the sites by 23% by 2009 – survey in '09 to assess progress postponed due to development works, decant to off site car park and revised parking charges being introduced.

For figures please see modal share targets below

1. COMMITMENTS

Please indicate the level of investment made to deliver the mobility plan on an annual basis, and describe how the mobility plan is anchored in the overall strategy of the organisation

<p>Is there a mobility plan co-ordinator</p>	<p>Yes. There is a Commuter Centre Manager responsible for the implementation of the Mobility Plan in both hospitals assisted by a Commuter Centre Co-ordinator. These report in to General Services Manager of the Mater Hospital via quarterly reports, annual reports and regular face to face meetings.</p>
<p>Is there an operational steering group or working group</p>	<p>Yes. Management, staff and the planners for the development (www.mchd.ie) engage at a strategic level through the Mobility Management Steering Committee. The Mobility Management Committee represents the formal mechanism where by views from the various stakeholders are discussed and a consensus reached on how best to implement the Mobility Management Plan</p> <p>Initially the Mobility Management Committee met every 2 weeks. However now that the plan is well integrated in the organisation, meetings are only called as required.</p>
<p>What level (if any) of senior management/Human Resources involvement exists in the travel plan</p>	<ul style="list-style-type: none"> • The Mobility Management Committee is chaired by the CEO of the Mater Hospital. • A number of other senior managers from various departments are also represented on the Committee including General Services Manager Human Resources, Finance, Medical Consultants, Nursing, and Staff Representatives.
<p>What level (if any) of cooperation exists with local/regional government and consultancies.</p>	<ul style="list-style-type: none"> • This is a public sector example of Mobility Management implementation and is being observed and supported by relevant external bodies at a local and regional level. Several agencies and press have contacted or visited the site. • Progress on the plan is reported formally to Dublin City Council under a planning condition for the development. • In 2008, the project has officially joined a new national programme for travel plans for workplaces developed www.smartertravel.ie. This leverages the programmes support tools such as communications materials, media exposure, journey planning tools etc • In 2004 Vipre were contracted to provide consultancy and mobility management services for the existing hospitals. Following the establishment of the Commuter Centre, Vipre has continued to provide support and expertise to the Commuter Centre on an ongoing basis.



2. OBJECTIVES

Please provide us with figures relating to the objectives of your travel plan.

Objectives as per Mobility Management Plan

- To implement a sustainable transport strategy for the hospitals.
- To optimize use of existing and planned future public transport infrastructure
- To reduce car dependency
- To increase accessibility by promoting a variety of alternative modes of transport such as public transport, cycling and walking
- Create awareness of alternative modes of transportation available
- To maximize the public transportation potential by providing links between public transport facilities and the new hospital campus
- To set and work towards achievable modal split targets
- Improve alternative transportation modes.

Figures for modal split

Mode	Staff Targets				Patients/Visitors		
	2002 Existing		Construction period		2002 Existing	Construction period	
	Mater Hospital	The Children's Hospital	2004 –2006	2006 -2009		2004 –2006	2006 -2009
Travel by car	56%	61%	49%	46%	53%	44%	40%
DART/Train/ Future Luas & Metro	2%	3%	5%	6%	2%	6%	8%
Bus	12%	17%	18%	20%	23%	26%	28%
Taxi	0%	1%	1%	1%	9%	9%	8%
Bicycle	3%	2%	3%	3%	0%	1%	1%
Walk	18%	9%	15%	15%	8%	8%	9%
Combination car/public transport	8%	5%	8%	8%	0%	1%	1%
Other	1% *	2%*	1% *	1%*	5%**	5%*	5%**

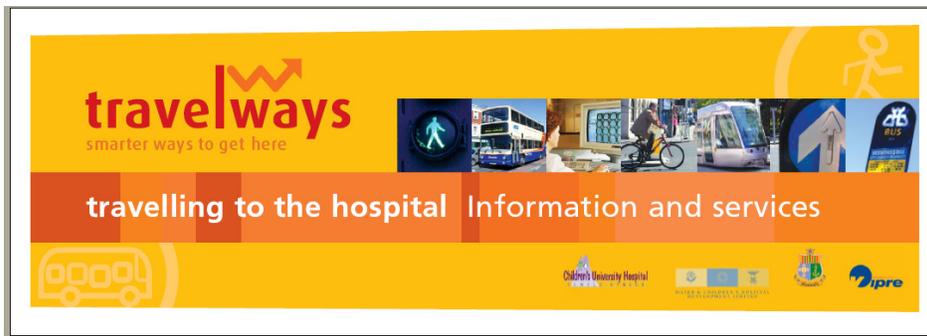
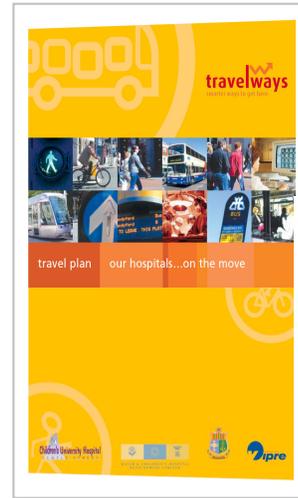
(Note: 2009 was initial projected completion of development but development was delayed, development agenda changed in 2006 and thus decisions around progressing mobility management actions got delayed)

3. MEASURES

Please describe the measures implemented in your organisation in the framework of your mobility plan. (max 150 words).

Start-up Measures:

- Steering committee
- Funding contributions from both institutions
- Internal brand 'Travelways' created
- Commuter Centre set up in area of high footfall as a one-stop-shop for the plan's activities and services
- Development of virtual Commuter Centre www.travelways.ie
- 5000 copies of brochure distributed to staff and stakeholders.



Strategic measures:

- Information on the Mobility Plan and services integrated into staff induction programmes to reduce driving at the outset by new recruits.
- Parking policy intervention and change.
- Expansion and ongoing promotion of tax-deductible Commuter Tickets scheme
- Guaranteed parking onsite for drivers who car-share.
- Significant increase in cycle parking infrastructure.
- Dedicated carshare website www.hospitaljourneyshare.com

Welcome! Please [login](#) or [sign up](#)

HospitalJourneyShare.com

Home Why Share? About Us? Register FAQ Safety tips Cost Calc Links

Save money Save stress Save CO2 Improve health

Welcome to Ireland's first hospital journey share network bringing efficiencies to travel and access to and from participating Irish hospitals.

This website allows you contact other users making the **same journey** at the **same time** using the **same mode**. Whether you wish to travel by car, taxi, walk or cycle, you can share your journey with another hospital user.

- [Mater Misericordiae University Hospital](#)
- [Children's University Hospital](#)

More hospitals will be added soon!

Registration is secure and free. You may join a restricted-access group for an individual hospital and/or join an open group usable by the general public. Your contact info is only viewable within the group in which you have registered and you can decide what contact information is to be made visible to other members.

New Users - Register
All New users start by clicking [here](#).

Members - Sign In

Email:

Password:

[Send me my password](#)

Live Stats

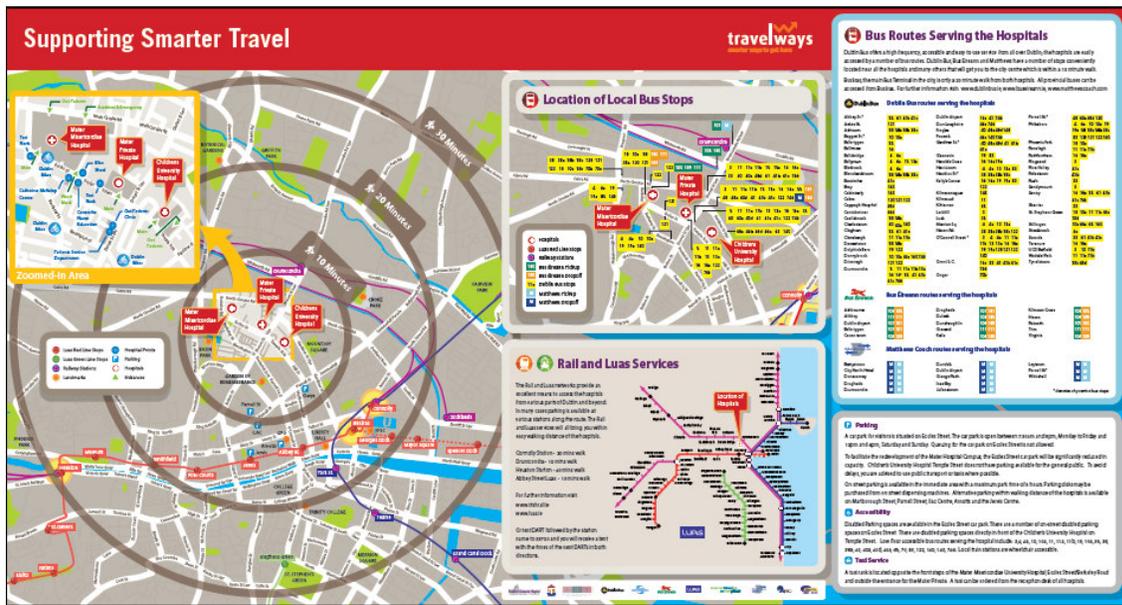
The latest registered journey is:
From : Ipswich, Suffolk
To : Ipswich Hospital, Ipswich

There are 124 members registered with hospitaljourneyshare.com.



Operational Measures:

- Bike buddy scheme
- Mater Campus Cycling Club
- Pool-bikes scheme for staff
- Staff Pedometer Challenge
- Personalised travel planning
- Marketing/events
- Implementation and promotion of Cycle to Work Scheme
- Commuting information on all correspondence to patients and visitors.
- Bike to Work Week
- Lobbying internally and externally
- Design and delivery of pocket, poster, web format transport and access maps
- Liaise with Health Promotion Officer
- Provision of commuting information in all staff contracts.



4. COMMUNICATION

Please describe how you have communicated the travel plan to staff, visitors, external partners. (max 100 words).

STRATEGIC:

- 5000x distribution of travel plan brochure
- Drop in Commuter Centre office 9am-5pm 5 days a week
- Mail to all heads of Departments and inclusion on departmental meeting agendas
- Staff inductions
- Mobility Management Committee
- Staff Partnership Committee
- Internet sites <http://www.mater.ie/travellingtothehospital/> , www.travelways.ie and www.hospitaljourneyshare.com
- Pocket, poster and web based format transport and access map.

ONGOING

- Information points around the hospitals
- Monthly intranet notices
- Group email

5. EVALUATION

Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

How frequent are staff travel surveys, what was the % response rate? Has a site audit been carried out ? (max 150 words)

Indicators

- Modal Split
- Parking overhead/space reduction
- Cycling numbers
- Patronage of tax deductible Public Transport Tickets
- Participation in events/promotions
- Commuter Centre user satisfaction rating

Travel Surveys/ Site Audit/ Parking Surveys

- Survey Sept 2002 (pre-Commuter Centre) (sample 1152 employees, 602 visitors)
- Survey Sept 2006 18 months after Commuter Centre set up (sample 929 employees)
- Repeat survey planned Sept 2010
- Comprehensive site audit 2002
- Parking survey 2006 (621 respondents)
- Ongoing snap-shot surveys by Commuter Centre
- Cycling Audits

Problems encountered:

- Strong driving culture initially also in senior management (cultural barrier)
- Lack of peer case study (educational barrier)
- Complex working environment/ shift hours (organisational barrier)
- Shifting development agenda (planning and development barriers)
- Parking - emotive issue for staff

Lessons Learnt

- Need to popularise/ explain the MMP in simple terms –concept unknown
- Address staff travel first
- Needs funding until self-funding
- Application of push & pull / carrot & stick approach key to model shift.
- Importance of fiscal incentives

6. RESULTS:

Please provide figures relating to modal shift achieved amongst staff, of all transport modes (max 100 words).

- September 2006 - 16% reduction in car use by staff, one year ahead of target.
- 2008: 50 off-site commercial parking spaces released. A further 50 to be release in 2010 owing to a further reduction in demand for parking.
- 2008 10% on-site parking spaces allocated for car-sharing.
- In 2008, patronage of commuter ticket increased 500% since Jan 2005

- Cycling increased 74% 2007 to 2009.

AWARDS

Winner of The Irish Times Living Dublin Award 2007, also taking first place in the Business in the Community Category

<http://www.dublinchamber.ie/Uploads/Newsletter%20feb07.pdf>
[ation&Page=2](#)

Better Place to Work Award 2008, special merit award from the Health Service Executive.

<http://www.hseachievementawards.ie/area.php?action=view&area=1&cat=36&id=83>

Short-listed for Customer Service Award for innovation in the delivery of customer service through the Travelways Commuter Centre.

Voted top case study on the Eltis website: http://www.eltis.org/study_vote_result.phtml

Green Awards 2009, short listed for the Green Transport Award 2009. Results to be announced on the 11th of March.

Staff Survey:

Satisfaction with commuter centre – 82% rated it excellent or good
 44% have used the commuter centre
 97% awareness

7. COSTS & COST BENEFITS

Please provide figures on costs/cost benefits

Taxsaver Tickets

The number of staff subscribing to the tax deductible public transport scheme has increased significantly. Staff save up to 51% on the cost of monthly and annual tickets. The hospitals in turn save 10.75% on the cost of each ticket. Hospitals savings in:

2007 - €32,935

2008 - €45,062

2009 - €64,744

The Cycle to Work Scheme

Staff can avail of savings similar to the Taxsaver ticket scheme under the government sponsored Cycle to Work Scheme. The hospital in turn recouped 10.75% on the purchase of the bikes saving **€15,000 in 2009**

Access map

The development of a site specific access map in a pocket, poster and web format. Travelways secured the bulk of the funding from external sources resulting in a net savings of **€11,000** for the hospitals.

Cycling infrastructure

With cycling numbers in the hospitals increasing by 76% since '06 it was inevitable that new infrastructure would be necessary to cater for the increasing volume of cyclists. Funding secured from the Department of Transport for the construction of additional bike parking facilities resulting in a net saving of **€50,000** for the hospitals.

Reduction in demand for parking

The reduction in the demand for expensive off site commercial car parking has realised significant cost savings, in 2008 50 off-site parking spaces released saving **€128,000** per annum. In 2010 a further 50 off site parking spaces are to be released realising a further saving of **€128,000** per annum.



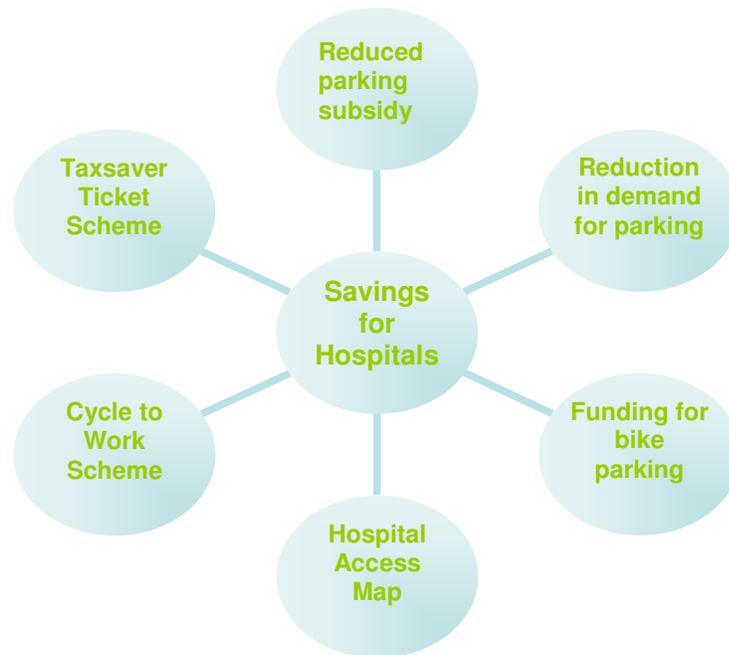
Parking policy intervention and change

The implementation of a revised parking policy and significantly increased parking charges has reduced the parking subsidy for staff from **€800,000** in 2008 to **€300,000** in 2009. The parking subsidy will be eliminated in 2010.

(Note: Subsidy arose as a result of decant to off site commercial car parks to facilitate developments works. The hospitals have adopted the policy that the cost of parking should reflect the cost of providing it)

Staff turnover

Staff turnover can be costly, by providing the Commuter Centre the hospitals can ensure the retention and attraction of the highest quality medical professionals, who can be assured that their commute will not be affected by ongoing developments. A major concern amongst hospital management prior to the commencement of development works.



8. INNOVATION

Please describe what you feel is particularly innovative in your approach to mobility plans. (max 50 words)

- The hospitals have pioneered the implementation of Mobility Management and now provides a template for other hospitals to follow suite.
- Creation of drop-in one-stop-shop on travel via Commuter Centre concept
- Strong branding
- Leverage of external media to bolster internal engagement – raised interest, credibility and pride among employees/management from outside-in
- Implementation of simple yet practical and innovative measures designed to induce behavioural change.
- Strong focus on the fiscal benefits of Mobility Management

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2010!

Please do not forget to complete the certification form.





Pan European
Workplace Mobility Plan
Award 2010

CERTIFICATION FORM

Name of organisation:	Mater Misericordiae University Hospital / Children's University Hospital
Country:	Ireland
Name of contact person responsible for the award submission:	Barry McKenna
Contact person Telephone n°:	+353 1 8032607
Contact person Email address:	Travelways@mater.ie

Dear Sir/Madam,

On behalf of the Mater Misericordiae University Hospital hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2010 is an accurate reflection of the work that is being undertaken by Travelways / Vipre Ireland Ltd

Yours sincerely,

Name of signatory: Martin Hughes

Title of signatory: General Services Manager – Mater Misericordiae University Hospital

(Signature not required)

