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A hospital generates large flows of traffic, patients, visitors and staff. Sometimes even hospital accessibility is affected, but this is of vital importance for ambulances. When many varying stakeholders work together accessibility problems can be solved and the impact of traffic reduced.

Over the last few years a lot of mobility management measures were developed for the specific context of hospitals. Measures included parking management, mobility plans, traffic-management, information and access restriction during peak hours.

Unfortunately, evaluation is uncommon in most cases, so the success of the measures put in place are often hard to prove.

In this e-update an overview is given on what is happening in the specific context of Mobility Management and hospitals.

OPTIMUM² project



The project OPTIMUM² (*Optimal Planning Through Implementation of Mobility Management²*) was a European project that primarily aimed to improve the accessibility of busy locations in urban areas. Within OPTIMUM², 10 Mobility Management sites in the UK and in the Netherlands were developed, of which 5 were hospitals. The outcomes of the 10 OPTIMUM² projects can be found in the OPTIMUM² Cookbook. It shows successes and failures to learn from. A video with the results and the experiences of the project is also available.

Two cases in France



One of the first models of a mobility plan in France was put in place for the benefit of the *Hospital l'Institut Gustave Roussy à Villejuif* in the Parisian region in 2000 (IGR mobility plan). Because of the space constraints and the bad accessibility a mobility plan was set up. The main measures put in place were a shuttle service to the public transport network. Other measures included car park management, a dedicated space for car-poolers and information on sustainable transport means.

In the City of Lyon, the future approach is to include all the different locations. The hospital's mobility plan will cover about 20.000 employees! The global plan will be launched in 2009, while diagnostics, analysis and measures have already been put in place for some clusters. These are the reduced price for PT subscription (thanks to an agreement with the transport authority), PT services adaptations, bicycle lots, car-parking separated between staff and visitors and car-pooling between the different clusters for professional trips. The future challenge will involve the coordination of the measures between the different sites.

The Addenbrooke's case in the United Kingdom



Take action for a sustainable future
 Cambridge University Hospitals



Cambridge University Hospitals (known locally as Addenbrooke's hospital) is a good example of a successful hospital travel plan. At the start of the Travel plan, they improved existing structures and provided more undercover cycle racks. They also provide an interest free loan for the purchase of bikes for staff. The following things are planned for 2009:

- a guided bus way linking the hospital to various Park and Rides and the railway station,
- the salary sacrifice scheme for cycle purchase
- a club car is available on site for personal use by staff and the local community

The Think Green Campaign is promoting and working with staff to ensure that fewer people drive to work in single occupancy cars. A very successful walk to work event encouraged over 600 people to take part and either walk or cycle to work in summer 2008.

FREE MediLink bus service



Accessibility to the City Hospital and Queens Medical Centre (QMC) was poor for many areas of Nottingham. MediLink is a free bus service which connects the Nottingham City Hospital and the (QMC). The service frequency was increased from 30 minutes to 10 minutes in 2007. It was also linked with main-line radial bus routes and the tram which further improved access. The two key lessons to be learned were:

- Initial hard work and persistence can yield excellent results and
- A mixed approach to funding (capital from different sources) can enable project initiation.

To find a case study of this project click [here](#).

AMBUBIKE in Utrecht



For several years, the emergency services of [London](#) and [Toronto](#) have installed a bicycle unit. Now also Utrecht has a real ambulance-service on wheels called 'the Ambubike', organised by the Foundation for Regional Ambulances Supply (RAVU). The cycling-ambulance was set up in August 2008 because accessibility of the town centre became a problem. Nowadays, every Saturday cycling-nurses provide urgent help for victims. The nurses are much faster at the site than a motorized ambulance. The equipment of the cycle-ambulance is equal to those from a motorized ambulance. The only thing they cannot do is transport victims.

Mobility Management in hospitals within klima:aktiv mobil



Within several hospitals and clinical centres in Austria MM measures were implemented. A variety of measures serves one goal of overriding importance: reduction of green house gas emissions.

In the Landeskrankenhaus Baden und Mödling a comprehensive package of MM measures has been implemented: Cycling (racks, billboards, information for employees, new bikes at a reduced rate, E-bicycle, service coupon), public transport (regional timetables/itineraries for employees, information regarding regional public transport [network](#): "City Bus Action Day") and cars (Eco-Driving flyer, CNG vehicle for business trips).

In the University Clinical Centre in Graz, patients and visitors were targeted with the following MM measures: procurement of electric vehicles (fuelled with solar power from the in-house photovoltaic solar power plant), fleet conversion of diesel vehicles to six bio diesel cars, construction of a subterranean logistic tunnel, optimised touring and routing of business trips and deliveries, general public transport ticket for free if you hand in your parking licence, cyclist's breakfast, tram tickets for patients.

In several other hospitals all over Austria, Mobility Management measures are being negotiated and will be implemented in 2009 (Vöcklabruck, Federation of Viennese Hospitals, Federation of Styrian Hospitals etc.).

Initiatives in the Netherlands



The province Gelderland has worked a lot on mobility or accessibility during the last years. All these examples have been put together on a [website about accessibility for hospitals](#). This website is a data bank, providing information that inspires and supports hospitals, local and regional authorities and other parties in a structured manner in their pursuit of improved accessibility.

A number of hospitals in the province Gelderland uses the travel awareness campaign [Trappers](#) to encourage to use of bicycles. Users get a 'tag' on their bike. This indicates if the staff member comes by bike. Bikers earn points named 'Trappers' which they can use in a [webshop](#). Trappers constitutes often only one part of the measures to improve the health of the staff and to lower the sickness absence.

The hospital [Bronovo](#) in The Hague has invented an interesting measure in 2007 as a reaction to major parking problems. Starting points were: visitors must always have the possibility to park their car close to the hospital and employees will be encouraged to leave their car at home and to choose an alternative transport mode. The policy starts with paid parking for employees and financial rewards for employees that don't drive by car to work. More information can be found [here](#) (only in Dutch).

Price Mobile Company 2008 for a hospital (Belgium)



In 2008 the hospital St. Vincentius in Antwerp reaches 765 employees and 1500 visitors by introducing sustainable mobility actions. Due to an acute parking problem several actions were organized e.g. free offer of public transport by the employer, free offer of a 'folding bike', bicycle compensation from the first kilometer driven... This project excels by: great stakeholder involvement, tailored measures and good short term results. With this project they were nominated for the Flemish Price Mobile Company.

ECOMM 2009 in Donostia-San Sebastian



The Call for Papers for this years' European Conference On Mobility Management focusing on cost/benefit and evaluation of Mobility Management is closed. 140 papers have been evaluated by the International Program Committee (IPC) and about 60 have been selected. They are now grouped into workshops and into the programme, expected to go online beginning of March. It is still possible to pre-register to receive all news to the programme first of all! Find more information to this topic under www.ecomm2009.eu

COMMERCE Newsletter

The second newsletter of the COMMERCE project, in which EPOMM is partners, is available in English, French, Lithuanian, Romanian and Bulgarian and can be downloaded [here](#).





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