Workplace Travel Planning, Best European Practices

France, Iles de France
Région Ile de France, before 2007

- Greater Paris region: 11.2m inhabitants, 0.9m companies and 5.5m jobs
- Before 2007:
  - WTP supported by French Energy and Environment Agency (ADEME/ARENE);
  - More than 250 requests for support, answers on demand
  - Emergence of area-based WTPs as a useful tool: Eurodisney, IGR (Hospital) and Pleyel (business area)
  - No coordinated approach, no regional approach, a lack of visibility
Four steps to sustained regional WTP implementation

1. Gather key stakeholders that share common regional objectives

2. Define regional strategy that encourages companies to develop network or business WTP’s

3. Develop Regional WTP advice network to transfer knowhow from public to private bodies

4. Develop focal point to access WTP information
Step 1a: Gather key stakeholders that share common regional objectives: Boosts for a new strategy

- Regulatory Framework became more supportive:
  - The revision of Regional Master Transport Strategy
  - More restrictive legislation introduced regarding air pollution: Climate Plan & Air Protection Plan: WTP became mandatory for large companies
- Region Iles de France joins the European COMMERCE project as a leader partner along with Great London
  - An ambitious programme of actions: guides, seminars, local forums, communication and training
  - Objectives set within a specific timeframe: 3 years
  - A COMMERCE good practice guide (see separate file) on implementation of high quality WTPs was translated in France and branded as Pro’Mobilité guide

Mobilisation of Major Greater Paris stakeholders
Step 1b: Gather key stakeholders that share common regional objectives: Steering group formalised

- Stakeholders with common interest to decrease carbon emission (new legislation) signed partnership agreement:
  - Région Ile de France
  - ARENE: Regional agency for environment and new energies
  - ADEME French environment and energy management agency
  - STIF: Regional public transport agency
  - Regional and local chambers of Commerce
  - CERTU: Centre for the study of urban planning, transport and public facilities
  - IAU-IdF: Institute for urban planning and development of Ile-de-France
  - DRIRE: State administration in charge of energy and environmental policies in Ile de France
  - CRAMIF: state agency for social policies and health care, also dealing with road safety
Step 2a: Define regional strategy that encourages companies to develop network or business WTPs

- Commitment of regional stakeholders allowed a widespread and joined implication to meet and deliver common objectives
- Creation of communication brand to gather all WTP activities and give more coverage:

![PRO'MOBILITE](image)

- **Strategy**: because of the large scale of the regional territory, it was decided to focus on business areas / network travel plans to prevent that subsidies would be spread out too thinly
Step 2b: Define regional strategy that encourages companies to develop network or business WTP’s: Creation of network of WTP Advisors

- Due to a lack of means to deal with 900,000 companies and 5m employees, there was a strong need to transfer know-how, tools and expertise on the development of local networks to territorial structures at a local level, while keeping alive the regional dynamic
- The challenge was to reveal a need for WTP advisors and convince relevant parties to invest in this new function
- As the job ‘WTP advisor’ is not very common yet, a 3 year funding programme (€230,000) has been set up to finance 60% of the salary of WTP advisors that can develop travel plans, conduct evaluation and educate business staff
- In this way chambers of commerce, business associations, large businesses and local public authorities are stimulated to experiment in hiring WTP advisors
Step 2c: Define regional strategy that encourages companies to develop network or business WTP’s: Subsidies

- Iles de France total budget for WTP in 2010 was about €120,000 and will be between €200,000 and €300,000 in 2011
- This is used for three purposes:
  1. Network travel plan surveys (initial diagnosis): 50% of the total costs may be funded by Iles de France or by ADEME, with a maximum fund of €37,500 per network
  2. Implementation of network travel plans: 40% of the total costs may be funded by Iles de France, with a maximum fund of €80,000; ADEME may help with the implementation of 1 measure of the action plan by offering staff-time
  3. Creation of WTP advisors jobs: Iles de France and ADEME may finance both 30% (meaning in total 60%) of the salary costs of a WTP advisor during the first 3 years
- ADEME may contribute 50% of the costs when it concerns a WTP for 1 employer in stead of a network
Step 2d: Define regional strategy that encourages companies to develop network or business WTP’s: 

**Training programme**

- In order to spread the knowledge to local partners it is hoped to start in 2011 with a training for WTP advisors
- 3 modules:
  1. In general about WTP
  2. How to implement a WTP in a company
  3. How to deliver an area based scheme
- Contents are based on COMMERCE
- Professional trainers will give the trainings
- Pro Mobilité partners are responsible for improving and updating the content of the training if necessary
Step 3: Develop Regional WTP advice network to transfer knowhow from public to private bodies: Club Mobilité Capitale

- More than 120 WTP’s (covering 280,000 employees), 320 individuals and 170 organisations involved in this network for project holders
- Every 2 Months a workshop
  - About different themes every time: urban cycling, business travel, changing behaviour etc.
  - To share experiences and ideas and learn from others
- Annual seminars (attendance in 2009 and 2010: resp. 120 and 150 people)
  - 44% private companies
  - 27% local authorities
  - 19% public operators
  - 9% government services
  - 2% business park managers
Step 4: Develop focal point to access WTP information: Website Pro Mobilité

- Enables companies / politicians / chambers of commerce and local authorities to find more easily information about WTP’s:
  - Links to guides, networks
  - Partners, technical and financial help
  - WTP best practices, events
  - Share ideas
- Launched in 2009; 1,300 hits in first month
- In order to make the commitment of all stakeholders official, a partnership agreement was signed by each partner organisation:
  - It presents the goal of the website
  - It defines the rules between technical partners and editorial staff when it concerns hosting and maintaining
Pro Mobilité website sections

- **The Dynamic**: What is it?; About us; What for?; Actions

- **WTP**: What is a WTP?; What for? What to find in a WTP?; Travelplan for business park

- **How to succeed in your WTP**: Step by step; Regional helps (subsidies and network)

- **WTP & Europe**: Mobility Management in Europe; European projects

- **Mobility advise**: At stake; What is it?; Why to promote WTP?; Counsellors: new jobs; Mobility advice regional network
Mobility Management providers

- The mobility management service providers and consultancy agencies are given the opportunity to market their products or services on the website of Pro Mobilité
- In this way interested employers have a clear overview of the different suppliers and consultants
Future perspective: self-sustaining after public funding ends; working groups are managed by companies

- Companies have voted on priority future working group themes
- 3 working groups are directly managed by approximately 10 companies’ representatives:
  1. **Returns on investment / Cost Benefit Analysis** (outcomes so far: a guide with 11 case studies of good practise and management recommendations concerning the methodology on making a business case about topics such as shuttle buses, public transportation, carpooling, teleworking etc.)
  2. **Utilisation of taxation and law regulations** (until now it has been difficult to get participation of political representatives, although in the coming months meetings are planned with relevant decision makers)
  3. **Citizenship approach** (a guide has been delivered for WTP project managers approaching citizens with MM measures and how to convince partners)
Monitoring

• Possibly each partner will have to pay an annual fee to contribute to the conception and exploitation of a regional tool for monitoring and evaluation

• Iles de France is discussing with iTRACE about implementing their software for monitoring purposes
Lessons learned

• Importance of partnership between private parties and public bodies
• One should not only use corporate responsibility as an argument to start with WTP; the social impacts and financial (cost saving) impacts should also be focussed on in the persuasion to get businesses involved in WTP
• The legal and regulatory framework (for instance a mandatory WTP for big companies) can be used very effectively
Summary/future: 8 steps to a new regional WTP Programme (1)

1. Set up a network of WTP advisors who are trained in how to sell travel plans to businesses; establish financing for these new jobs, deliver training sessions dedicated to mobility advice and WTP in Île de France

2. Evolution in the companies network:
   1. Development of local and territorial workshops managed by the WTP advisors, to pursue the operational sharing of experience between the companies and encourage peer to peer dialogue
   2. Focus the regional meetings on strategic issues inviting all company representatives

3. Develop an evaluation system, for 2 objectives:
   1. At a regional and national scale: to be able to make comparisons with other regions at the national level and to evaluate the effectiveness of regional strategy, and to adapt if necessary
   2. At an individual scale, for every WTP to help companies evaluate and improve their own WTP; use the COMMERCE standards to assist the step by step process
Summary/future: 8 steps to a new regional WTP Programme (1)

4. Promote the development of working groups led by the companies themselves
5. Organise the training system for WTP and for mobility advisors, at a regional and national level: articulate and integrate existing training courses
6. Organise an integrated mobility management policy at the regional level, gathering WTP’s, school travel plans, mobility advice, mobility centres (similar to that of London)
7. Secure these objectives with the evolution of the legal framework: for example in Paris, the second step of the Air Climate Plan will increase the number of mandatory WTP’s
8. Events and communication: organise seminars, forums, training for decision makers; use the website as a focal point for all of these tools: www.promobilite.fr
Lisää tietoa
www.motiva.fi