

# S3

## La gestió de la mobilitat als centres d'activitat. La col·laboració entre els sectors públic i privat

**La gestió de la mobilitat als centres d'activitat a Suïssa: el cas de Merck Serono, SA.**

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organitzadors:

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# FROM MOBILITY TO MOBILITY MANAGEMENT

THE CASE OF MERCK SERONO (GENEVA)

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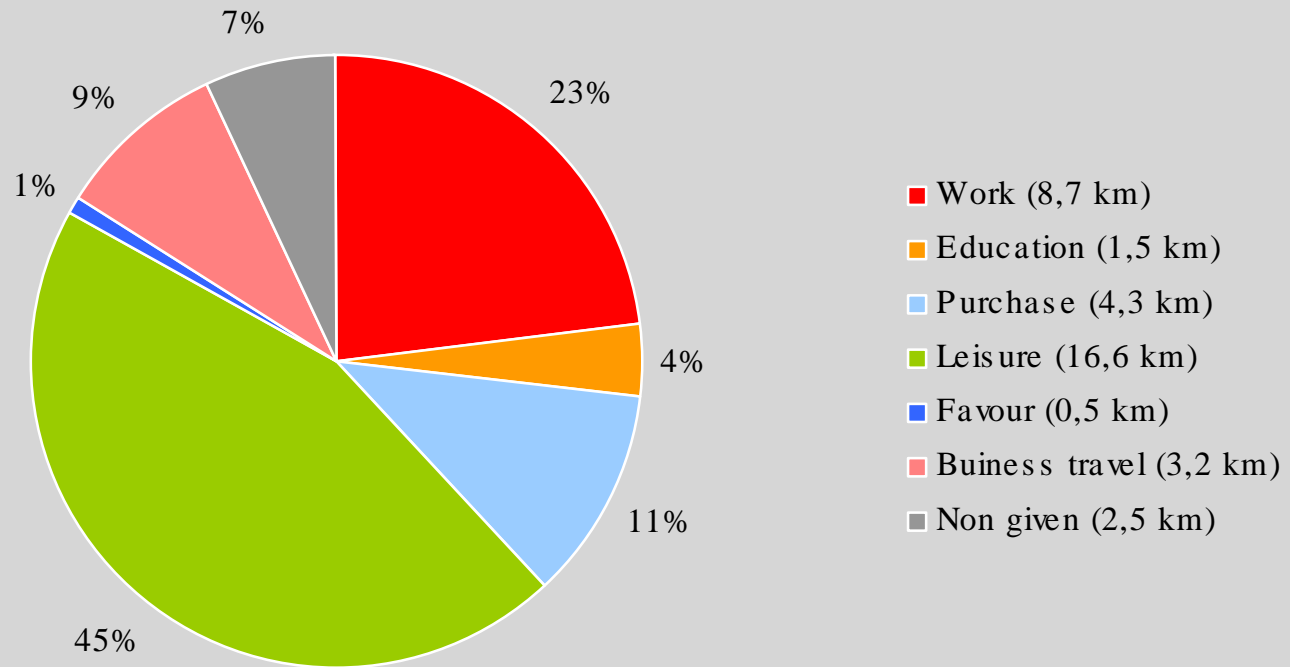
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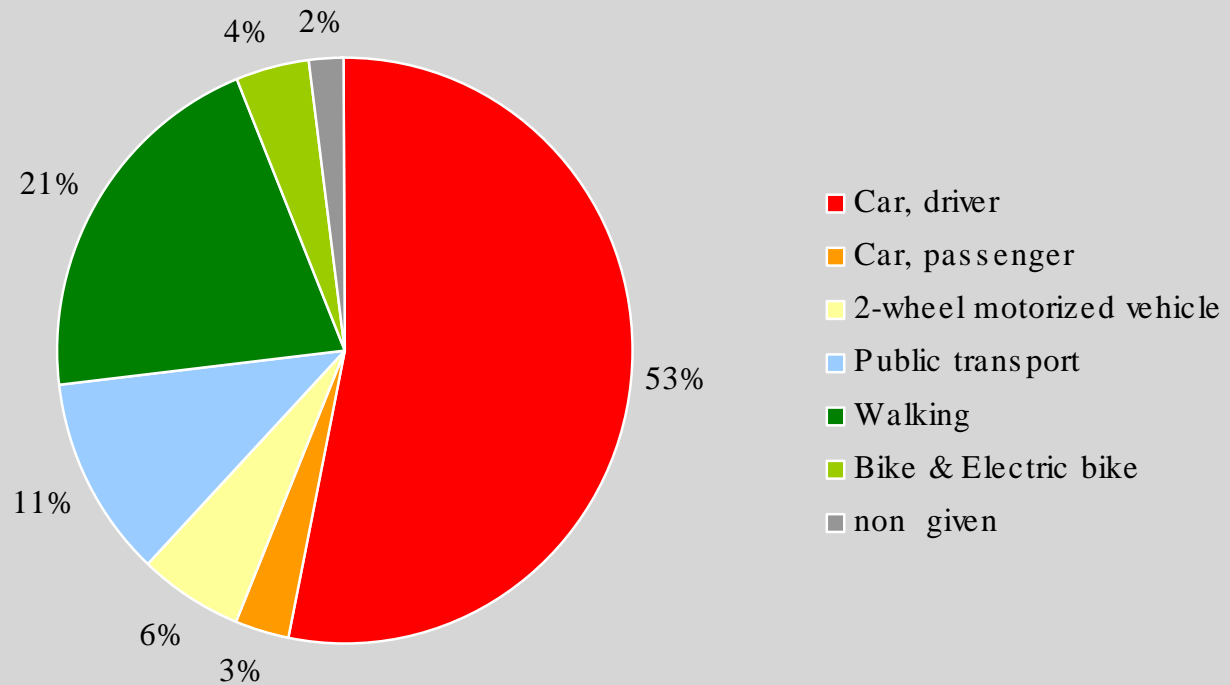
# Mobility in Switzerland

## Travelling Causes



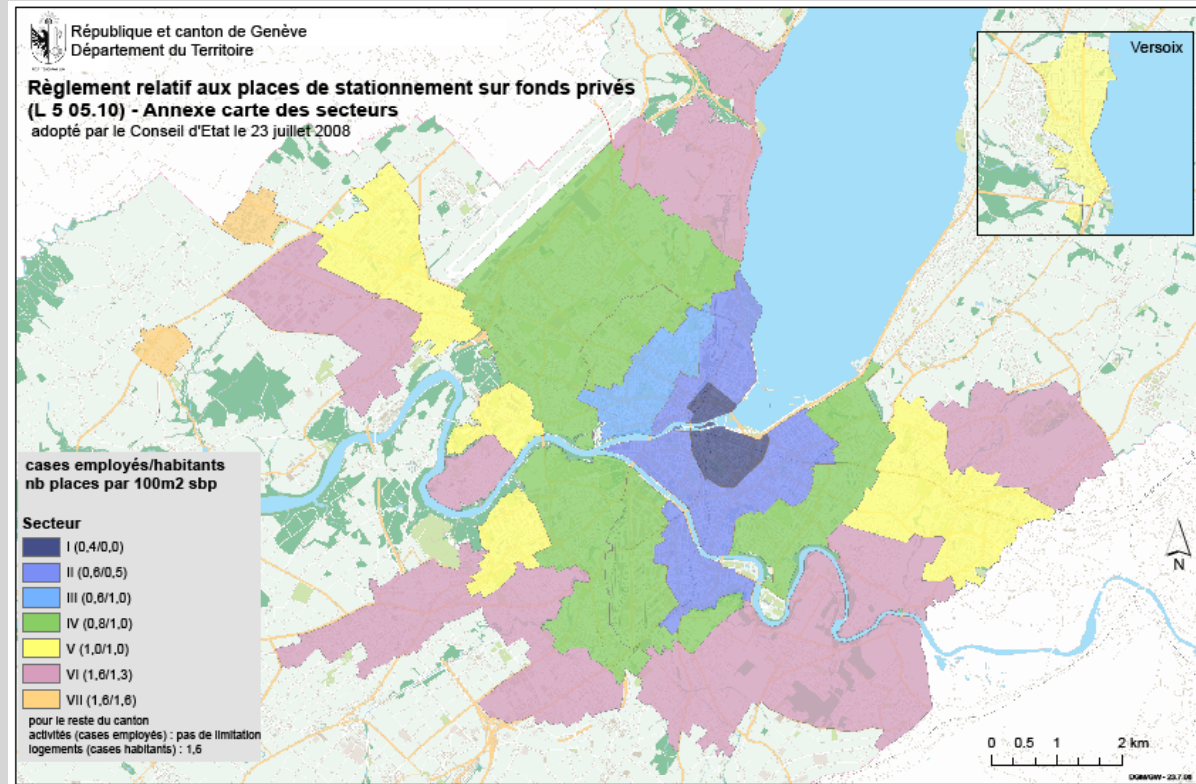
# Mobility in Switzerland

## Modal Split for Commuting to Work



# Parking Requirements in Geneva

Zone	Spaces per 100 sq. meter of GFA
I	0.4
II	0.6
III	0.6
IV	0.8
V	1
VI	1.6
VII	1.6



# Transportation Plan

## Why Do Companies Run a Transportation Plan?

- Relocation
- Building addition
- Sustainable development

# Transportation Plan

## A Transportation Plan :

- Promoting sustainable travel behaviour is an efficient way to address that issue by reducing the number of parking spaces while offering alternatives.
- Encouraging alternatives to single-occupancy car-use
- Taking staff needs into account
- Promoting equity
- Optimizing parking use and occupancy
- Changing staff travel behaviour

# THE CASE OF MERCK SERONO GENEVA (SWITZERLAND)

# Context

## Problem Areas

Decision to regroup three work locations into one

Reduction of the ratio of parking space per employee from 0,74 to 0,16 (1 parking space for 6 employees)

## Initial Objectives of the Transportation Plan

Minimize the negative effects caused by the lack of parking spaces

Persuade those concerned that the quality of transport can be maintained



# Objectives of the Transportation Plan

- Encouraging alternatives to single-occupancy car-use
- Taking staff needs into account
- Promoting equity
- Optimising the use of the car park
- Enabling employees to come to work in good conditions

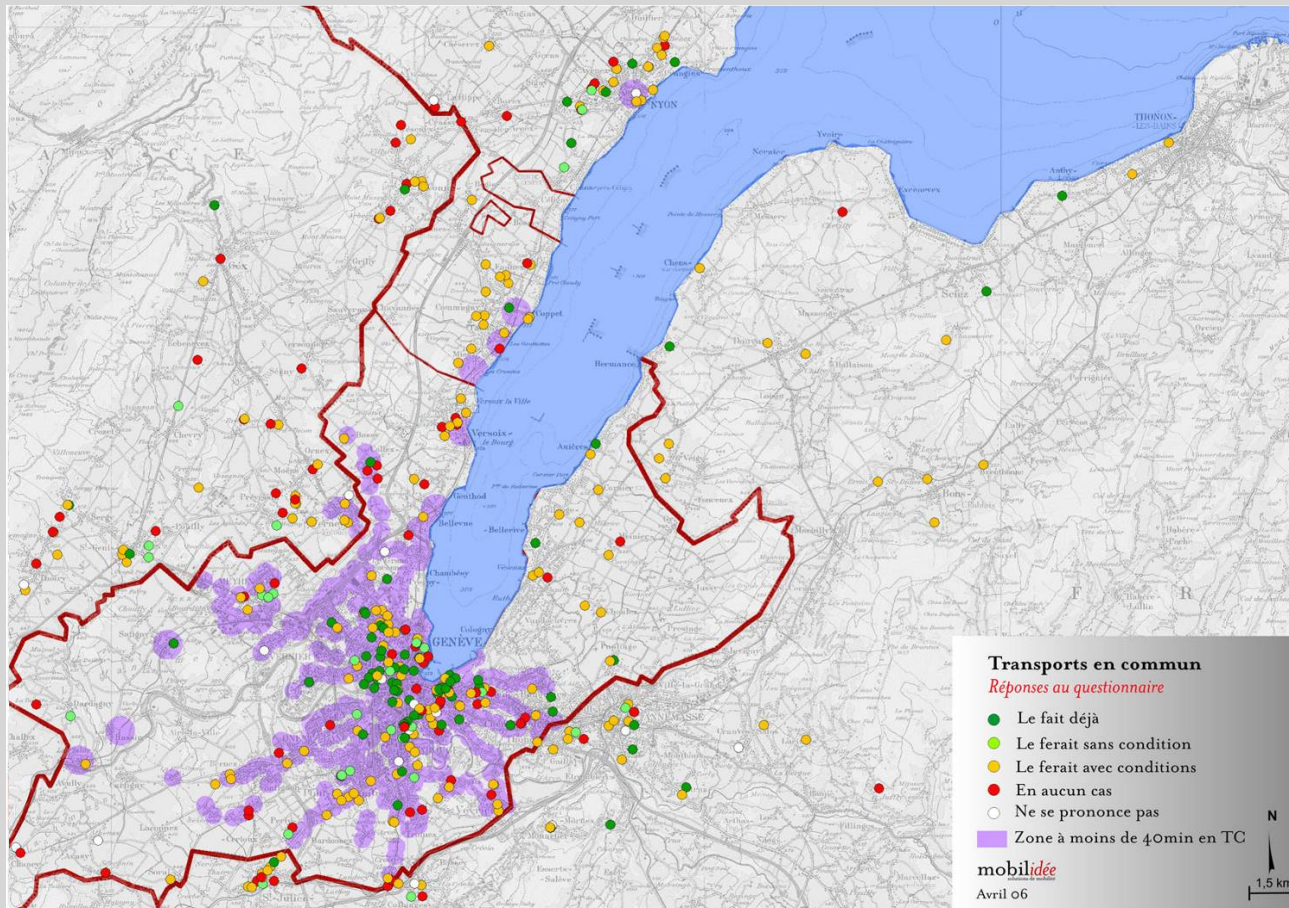


Transportation Plan

# Event History

- December 2005 : Information, geo-localization, online survey for all employees and the creation of two working groups
- March 2006 : Results of the geo-localization, the survey and cross-analysis

# Investigation Results



# Event History

- December 2005 : Information, geo-localization, online survey for all employees and the creation of two working groups
- March 2006 : Results of the geo-localization, the survey and cross analysis
- January 2007 : Implementation of the first measures

# The Measures

## Code of Practice Based on Eligibility

- Permanent reduced mobility
- Company car
- Parents with children in the company's nursery
- Carpooling members
- Dissimilarity between the travel time required by car and by combined transport  $> 1,5$  (Concerning employees with a travel time of more than 40 minutes using public transport)

# The Measures

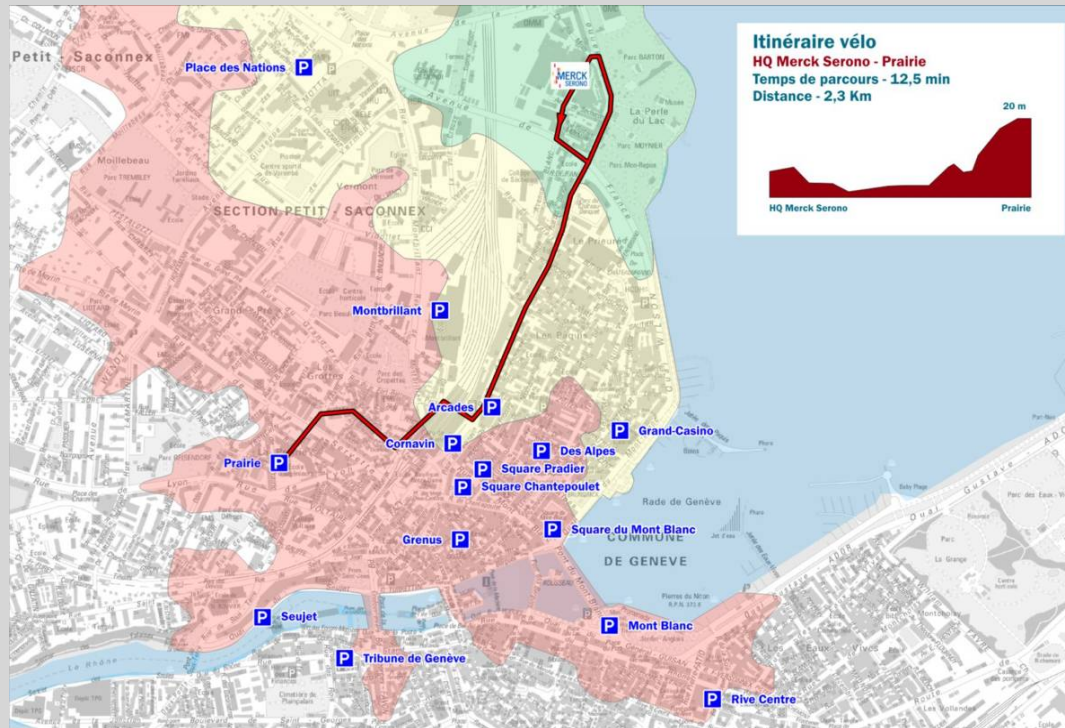
## Encouraged Measures

- Transport allowance depending on home location (up to 400 €/year)
- Option of purchasing local public transport tickets online + discount prices
- Quota of 35 admissions per year to the company car park
- Off-street, on-site parking spaces for bicycles + discount on electric bikes
- Online Information on how to get to Headquarters
- Networking options for the carpooling scheme

# Management

Specific IT Application :

Information on how to access the worksite



# Management

## Specific IT Application :

- Information on how to access the worksite
- Networking between employees willing to participate in the carpooling scheme
- Occasional parking bookings (on-line, confirmation by e-mail/text, or phone)
- Management of the transport allowances



# Event History

- December 2005 : Information, geo-localization, online survey for all employees and the creation of two working groups
- March 2006 : Results of the geo-localization, the survey and cross analysis
- January 2007 : Implementation of the first measures
- January 2008 : Monitoring by means of an online survey
- June 2008 : Implementation of news measures
- January 2009 : Monitoring by means of IT application

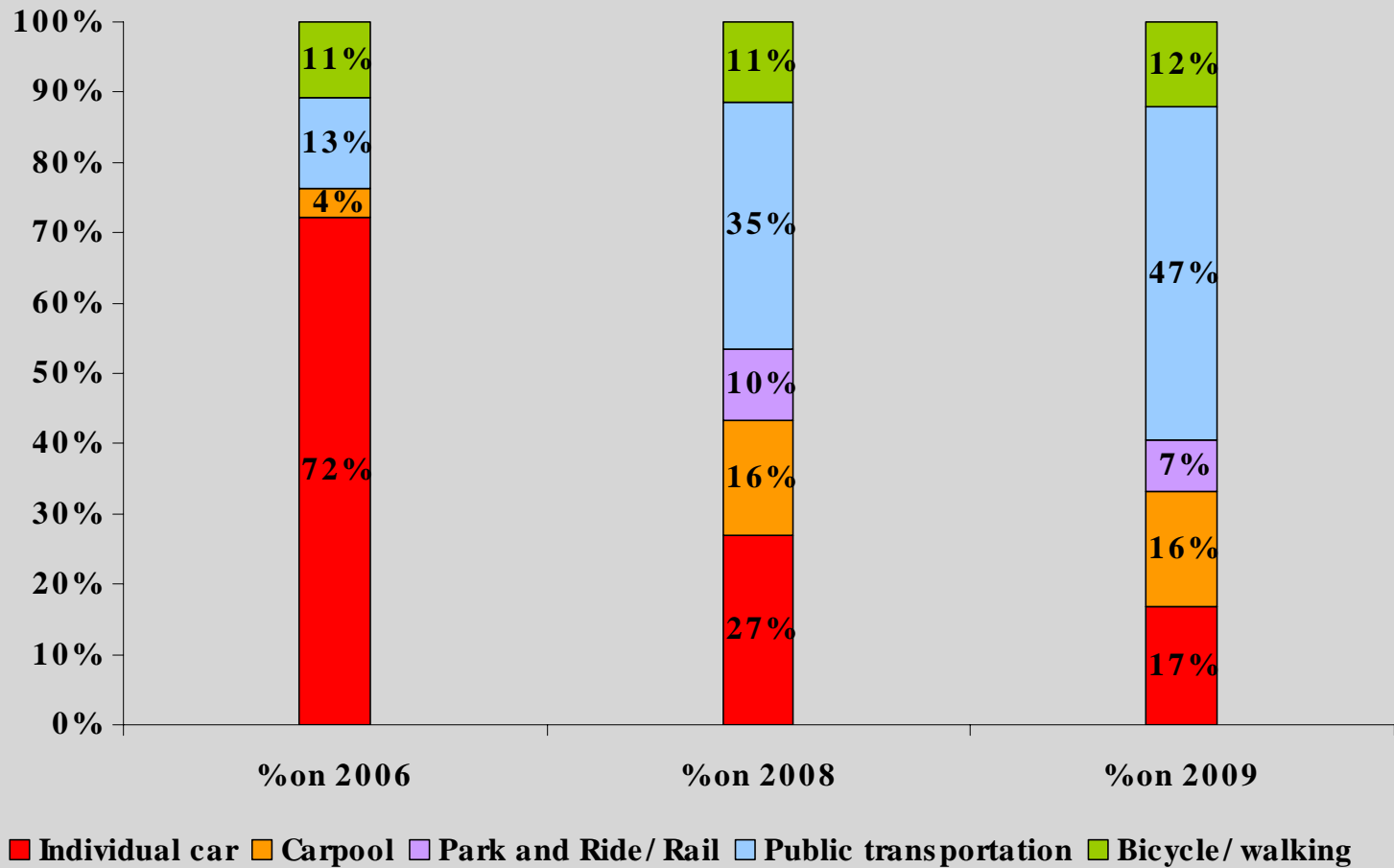
# Evaluation

## An Important Progress

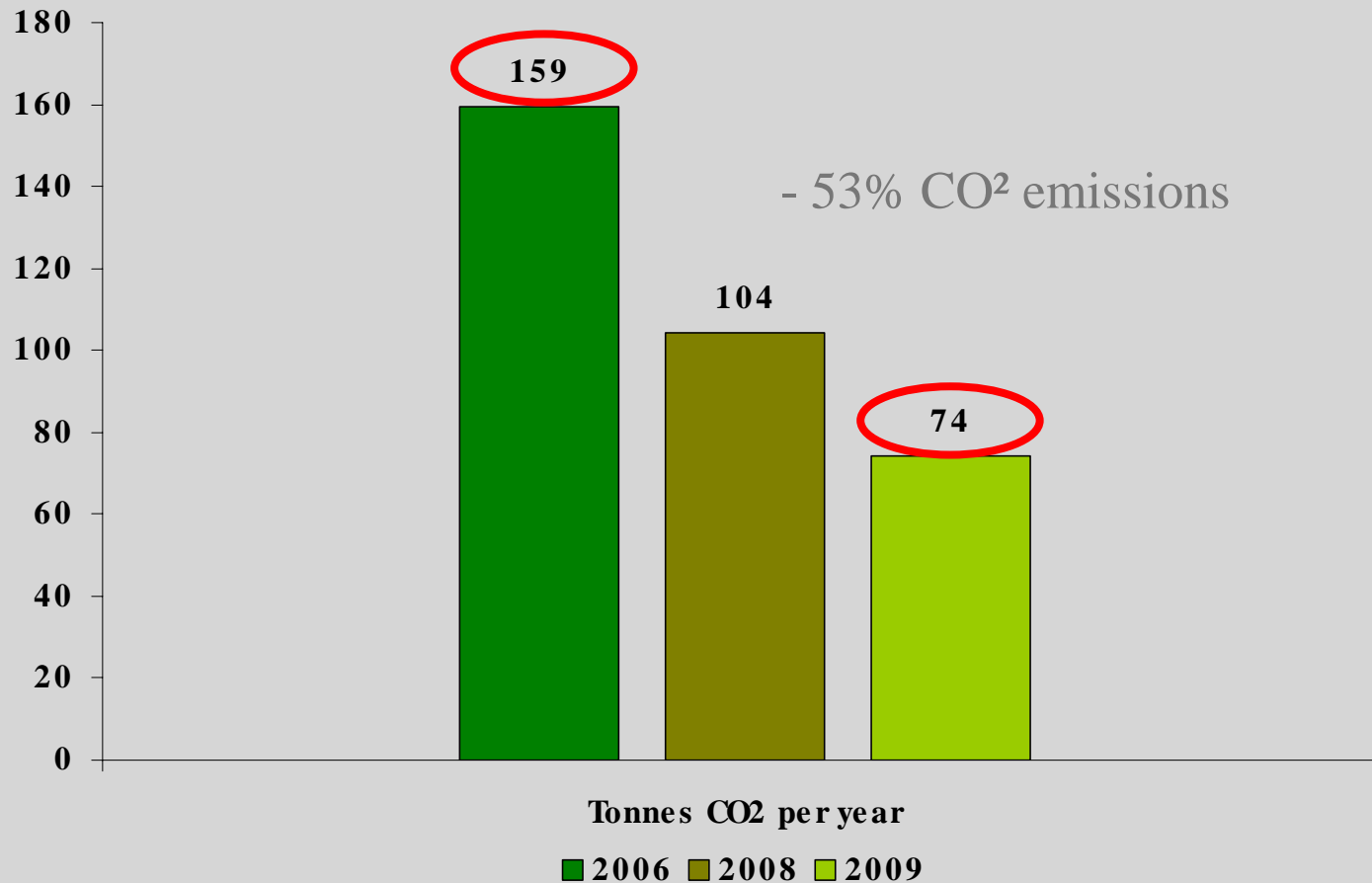
- + 12% of Carpooling
- + 7% Park and Ride
- + 34% Public transportation
- + 1% Bicycle / walking



# Evaluation



# Evaluation



**THANK YOU FOR YOUR TIME**