Dipl.-Ing. Conny Louen, (ISB, RWTH Aachen)
Co-authors: Reyhaneh Farrokhhikiavi (ISB, RWTH Aachen), Mechtild Stiewe (ILS, Dortmund), Doris Bäumer (ILS, Dortmund)

The effects of mobility management for companies in the course of the German Mobility Management Action Programme "effizient.mobil"

REAL CORP
14th May 2012
Content of the presentation

- Background and objectives of the programme

- Estimation of possible reduction of staff car mileage and CO₂
  - Methods
  - Results
General information about the programme

- Background: until 2009 no national initiative to foster mobility management on a larger scale
- Motive: Action Programme first attempt to encourage MM networking and MM activities systematically
- Financing: funded by the Federal Ministry of the Environment (BMU)
- Performance: performed by the German Energy Agency (dena)
- Runtime: present runtime: 01/2009-12/2010
- Target groups: main target groups are municipalities and companies/institutions
- Objective: Special focus on possible CO₂-reduction
Summe ergänzen?
louen; 25.02.2011
Initial Consultation

- Initial consultation for more than 100 companies and municipalities
- Consulting done by qualified consulters
- Standardised approach for initial consultation (category companies):
  
  - analysis of location characteristics
  - employees mobility behaviour
  - analysis of home to work distances
  - development of a location specific concept

- determination of mobility management for companies
- emphasis mobility of employees
- aim: CO₂ saving
Data Base

Profile of the Companies

- accessibility for PT/ NMT
- infrastructure for bikes/ pedestrians
- situation of stationary traffic
- activities of the company

Employee Survey

- travel behaviour of employees
- availability of transport modes
- personal situation in relation to the different transport modes

Dispersion of places of residence

- Distance between residence and workplace
Choice of transport mode for work-related trips

Distance between residence/place of work

Data of employees

Questionnaire

Calculation

Questionnaire

Characteristics for companies

Car-traffic volume

Car-traffic performance

(analysis)

Questionnaire

Characteristics for company

PT potential

e.g. PT accessibility

NMT potential

e.g. proportion of trips < 5 km

carpool potential

e.g. conditions

Concept

Planned measures

Basic conditions for PT

e.g.

- PT accessibility
- spation position of location
- working time
- barriers to use PT

Basic conditions for NMT

e.g.

- Proportion of trips < 5 km
- Infrastructure for cycling
- reasons for choice of transport mode

Basic conditions for MPT

e.g.

- conditions of parking
- driver’s-license
- car-availability
- reasons for choice of transport mode

Analysis

Matrices of effect

Estimation

Car-traffic volume

Car-traffic performance

(estimated)

Conduction

CO₂ Reduction
The Evaluated Locations

**employees**

- 26 companies > 1000 employees
- 21 companies 500-1000 employees
- 33 companies 100-500 employees
- 5 companies < 100 employees

**business sector**

- mixed sector
  - 16 companies
- public institutions
  - 36 companies
- service
  - 20 companies
- commerce
- manufacturing

**place of location**

- 6 companies rural
- 27 companies periphery
- 49 companies intra-urban

*Conny Louen (ISB)*

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REAL CORP, Schwechat, 14th to 16th May 2012
Accessability for mode of transport

### Location rating

**[n=85 companies]**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
<th>No statement possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT</td>
<td>64%</td>
<td>27%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>NMT</td>
<td>35%</td>
<td>48%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

### Location rating

**[n=85 companies]**

<table>
<thead>
<tr>
<th>Restriction</th>
<th>Good</th>
<th>Moderate</th>
<th>Poor</th>
<th>No statement possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPT</td>
<td>47%</td>
<td>21%</td>
<td>18%</td>
<td>14%</td>
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</tbody>
</table>
Theoretical Potential

The theoretical potential for mobility management in 85 companies is illustrated in the bar chart. The potential is categorized as follows:

- **Daily Car Users**: >53,000 persons (63%)
- **Theoretical Potential (Daily)**: 33% (17,000 persons)
- **Weekly Car Users**: 6,750 persons (13%)
- **Theoretical Potential (Weekly)**: 5,750 persons

Additionally, the chart notes:

- **NMT Potential**: 6%
- **PT Potential**: 19%
- **Additional PT Potential**: 6%
- **Carpool Potential**: 6%

The effects of mobility management for companies in the course of the German Mobility Management Action Programme "effizient.mobil" are highlighted. The programme "effizient.mobil" for companies in the course of the German Mobility Management Action Programme is illustrated.
Utilization of the theoretical Potential

At an average 26% of the theoretical potentials can be obtained.

At an average 119 daily and 17 weekly car-users of each location can be shifted.
CO₂ Saving

At an average 0.19 t/a CO₂-saving for each employee

At an average about 248 t/a CO₂-saving per location

Total CO₂ saving at 95 companies: about 23,000 t/a
Perspective

• So far only little knowledge about the effects of mobility management measures

• Classification of the measures only roughly

• Standardized survey tools and the comparison of the situation before and after provide a chance for
  • a comparable evaluation
  • the development of the method
  • an update of the tool for assessment
Thank you for your attention!

Contact:
Conny Louen
RWTH Aachen University
ISB - Institute of Urban and Transport Planning
Fon: 0049-241-80 25 201
Fax: 0049-241-80 22 247
e-mail: louen@isb.rwth-aachen.de