



MOBILITY PLANS A GUIDE FOR COMPANIES AND INSTITUTIONS

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EDITORIAL

COMPLEMENTARY MODES OF TRANSPORT, COMPLEMENTARY ACTIONS FOR SUSTAINABLE MOBILITY

The Lake Geneva metropolis owes a share of its tremendous economic drive and enviable quality of life to its accessibility. Its excellent rail and road networks, and the presence of an international airport on its territory, guarantee the mobility of the people, information and goods essential for long-term competitiveness today.

Though leisure is becoming an increasingly significant aspect of travel requirements, commuting still represents over 50% of transport flows. In the face of increasing road congestion, the development of sustainable infrastructures by public authorities (train, public transport and bicycle connections) cannot alone meet employee needs. Companies therefore have a vital role to play in facilitating the movement of their staff.

Many firms have already discovered the advantages of setting up a mobility plan to improve employees' living and working conditions. Commuting to work does indeed have financial implications, whatever the mode of transport used, and it is above all a source of fatigue and even stress. Similarly, the management of business travel is also an important issue for companies.

This guide, developed jointly by our two cantons, aims simultaneously to:

- Provide methodological support to those companies wishing to establish a mobility plan,
- Highlight different companies' experiences within the Lake Geneva metropolis and so enable them to pool their knowledge on this subject,
- Support the development of a collaborative corporate mobility network.

This is therefore a guide for companies and institutions within the Lake Geneva metropolis.

We hope you'll enjoy reading it.



Nuria Gorrite
State Councillor of the Canton of Vaud, Head of Infrastructure and Human Resources



Luc Barthassat
State Councillor of the Republic and Canton of Geneva, Head of Environment, Transport and Agriculture

THE LAKE GENEVA METROPOLIS, A DYNAMIC REGION

The Cantons of Vaud and Geneva form a community of interest. In 2011, the Geneva and Vaud governments created the Lake Geneva Metropolis (*Métropole lémanique*) to promote their common concerns, especially with the Swiss Confederation. The two cantons are thus strengthening their cooperation and laying the groundwork for a metropolitan structure. The aim of both cantons is to ensure the region's economic competitiveness while maintaining a high quality of life.

Led by the two urban centres of Geneva and Lausanne, the two cantons have seen the number of jobs and inhabitants increase at a rate well above the national average over the last ten years, and together they form one of the most dynamic economic zones in Europe. There are now 1.2 million people living in the Lake Geneva Metropolis, representing almost 15% of the Swiss population. By 2030, if population growth remains stable, nearly 85,000 extra inhabitants are anticipated.

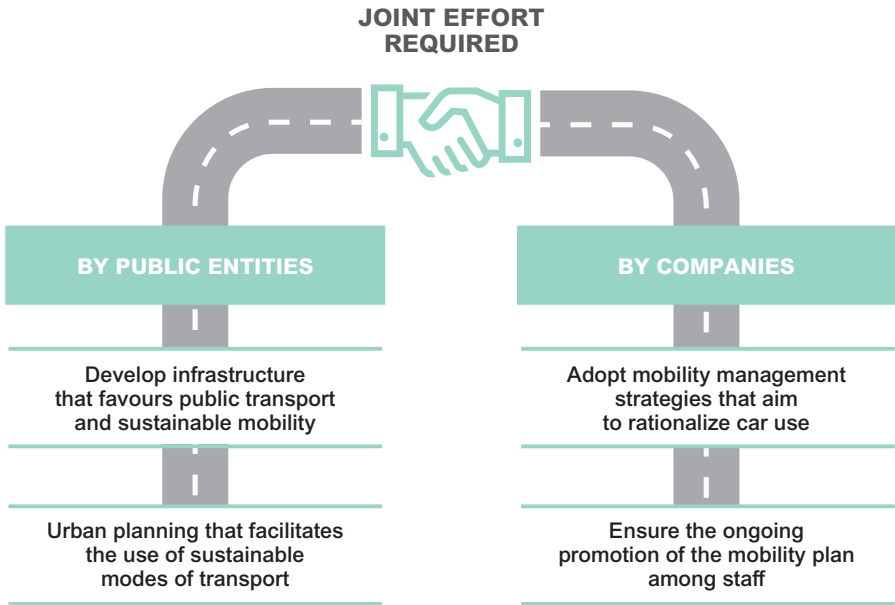
With daily journeys averaging around 84 minutes and 32 kilometres, the mobility patterns of its residents bring the Lake Geneva Metropolis into line with the average for Switzerland. Around 25% of journeys are work-related. Private motorized vehicles remain the principal means of transport for commuters (57% VD 39% GE), followed by public transport (30% VD 43% GE) and sustainable mobility (13% VD 19% GE).

Commuting leads to significant levels of cross-border exchanges within the Lake Geneva metropolis. In 2012, over 26,000 Vaud residents worked in the Canton of Geneva, while 8000 Geneva residents were employed in the Canton of Vaud.

This puts pressure on the transport infrastructure and generates challenges that are met by the Cantons of Geneva and Vaud through the development of well-targeted public policies.

THE NEED FOR COMPLEMENTARITY BETWEEN PUBLIC BODIES AND COMPANIES.

The development of infrastructure and transport services by public bodies is essential to create a wider range of travel solutions. Yet evidence shows that an accompanying framework is also required to encourage employees to choose the most efficient means of transport for their intended journey. Companies therefore have an important role to play in triggering changes in mobility practices by offering relevant incentives.



A COMPANY MOBILITY PLAN

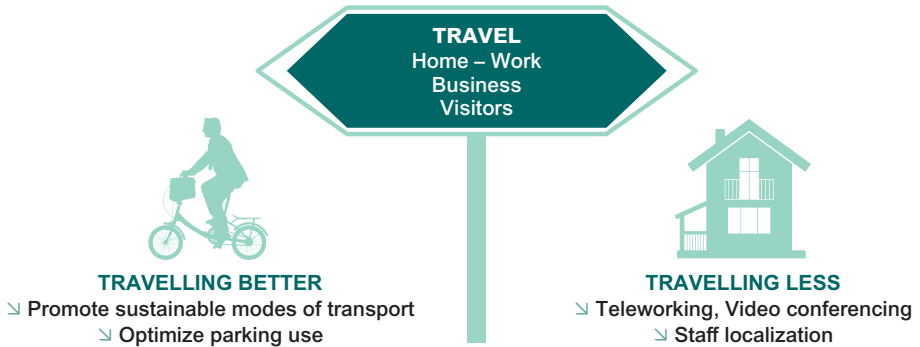
A DYNAMIC AND LONG-TERM
APPROACH TO ACCOMPANY
CHANGES IN TRAVEL BEHAVIOUR

A COMPANY MOBILITY PLAN

A COMPANY MOBILITY PLAN IS A DYNAMIC LONG-TERM STRATEGY WHOSE GOAL IS TO ACCOMPANY CHANGES IN COMMUTING HABITS.

The plan consists of a set of measures implemented by a company to facilitate employee travel and to address the problems caused by vehicular traffic and the shortage of car parks.

Company mobility concerns different types of travel on which it is possible to have an effect:



INTER-COMPANY MOBILITY PLAN

Shared mobility management between several companies located in the same geographical area, permitting collective action and the rationalization of resources and means.

Examples of measures to manage staff mobility:

- ↳ Regulate the preferred modes of transport to be used depending on type of travel and destination.
- ↳ Make available a fleet of vehicles, public transport season tickets, bicycles, etc. to deter employees from using their private vehicle.
- ↳ Promote video conferencing whenever possible.
- ↳ Organize and group appointments to prevent unnecessary journeys.

REASONS FOR LAUNCHING A COMPANY MOBILITY PLAN

PARKING MANAGEMENT

The company has insufficient car park spaces for its employees or wishes to optimize parking use.

COST REDUCTION

The company needs to cut costs, in particular the budget allocated for the renting and maintenance of parking spaces. The company wishes to optimize business travel costs for employees using their private car, or reduce expenses linked to service vehicles.

IMPROVING EMPLOYEE HEALTH AND QUALITY OF LIFE

The company wishes to improve the working conditions and the well-being of its employees and decrease travel-induced stress.

RAISING AWARENESS OF ENVIRONMENTAL ISSUES

The company is committed to an environmental management approach and wishes to rationalize the use of cars.

A carbon assessment or a quality policy with a view to certification is in progress to improve the company's image.

If a company has accessibility issues shared by neighbouring businesses, it might be appropriate to take collective action (Inter-Company Mobility Plan) to rationalize human and financial resources (joint survey, comprehensive diagnosis, etc.)

A fresh approach to work organization can help ensure the success of a mobility plan

The company can help by limiting journeys, allowing employees to travel at off-peak times through flexible working schedules, arranging business meetings outside rush hour peaks, or by promoting teleworking and video conferencing.

Facilities for new mobility practices

The presence of amenities at the workplace, such as a kitchen, cafeteria and creche, reduces the number of journeys made by employees and improves their comfort. The provision of facilities (lockers, changing rooms, showers) encourages the use of alternatives to the car and has major benefits for employee health and the environment.

GOOD PRACTICES

PROPOSED AVENUES FOR
THE DEVELOPMENT OF
A COMPANY MOBILITY PLAN

GOOD PRACTICE N°1

CONSIDERING ALL MODES OF TRANSPORT ON AN EQUAL FOOTING

PRINCIPLE: CONTRIBUTE TO TRAVELLING COSTS WHATEVER THE MEANS OF TRANSPORT USED.

Many companies offer their employees a parking space, usually free of charge or at a fraction of the actual cost and with no access conditions or time limit. This practice equates to granting motorists a subsidy, whereas in many cases and in parallel, users of other forms of transport receive no financial allowances or compensation in kind.

It is therefore good practice to contribute to the travelling costs, if possible equivalent (at least) to the cost of a parking space paid by the company, of all employees who do not request the use of parking facilities.

This may be in the form of a lump sum or be allocated according to actual expenditure, such as the purchase of a public transport season ticket.

ESTIMATED COST OF A PARKING SPACE

Per space	Average cost of construction (CHF)	Average running costs p.a. (CHF)	Average rent (CHF)
OPEN AIR	5,000 – 10,000	1,000 – 3,000 p.a.	100 – 400 per month
ABOVE-GROUND	20,000 – 30,000		
UNDERGROUND	40,000 – 60,000		

Source: Fondation des parkings

For example: a company rents parking spaces for its employees at a cost of 100 CHF/month per space. Of this, 60 CHF/month is paid by the employee. The company therefore grants motorists a subsidy of 40 CHF/month. An equivalent subsidy could thus be offered to employees using other modes of transport.

Examples → Geneva Airport (Testimony 2), Covance (Testimony 3), ZIPLO (Testimony 4) and ICRC (Testimony 5)

GOOD PRACTICE N°2

ADOPTING A DYNAMIC APPROACH TO MOBILITY MANAGEMENT

PRINCIPLE: TAKE INTO ACCOUNT STAFF TURNOVER AND LIFESTYLE CHANGES AND OFFER EMPLOYEES REGULAR ASSESSMENT OF THEIR MOBILITY CHOICES.

This good practice aims to motivate employees to periodically revise their mobility choices by encouraging them to request each year one of the mobility solutions offered by the company, such as a parking space, funding for a public transport season ticket or an Eco-Mobility bonus.

Yearly allocation of parking spaces means that changes to requirements due to the departure and arrival of employees, altered personal circumstances (moving house, children to care for, etc.) as well as in employees' professional lives (new missions, etc.) can all be taken into account.

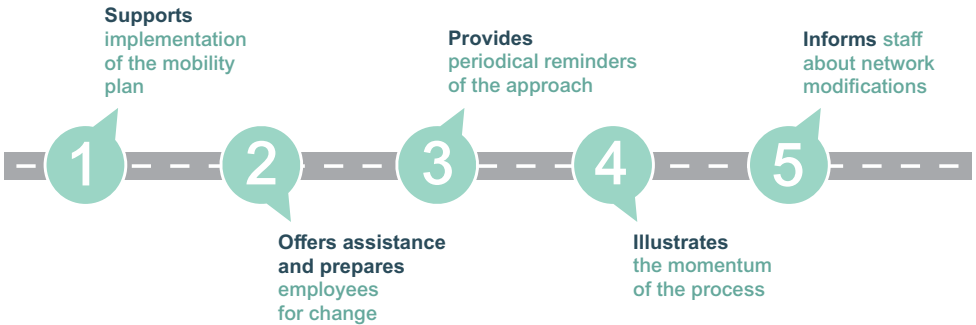
Examples → Covance (Testimony 3), ICRC (Testimony 5)

GOOD PRACTICE N°3

PROVIDING PRO-ACTIVE AND ONGOING COMMUNICATION

PRINCIPLE: INCREASE LONG-TERM AWARENESS TO LAY THE FOUNDATIONS FOR AND SUPPORT CHANGES IN MOBILITY PATTERNS.

Changing people's habits and behaviours takes time. Consequently, for a mobility plan that aims to encourage staff to commute by some means other than private cars, it is crucial to proceed in stages: raising awareness, suggesting possible alternatives, and then testing them in order then to envisage a shift to a different mode of transport. Communication is therefore a fundamental and cross-sectional element that:



Example → Ziplo (Testimony 4)

GOOD PRACTICE N°4

PROPOSING A COMPREHENSIVE AND COHERENT ACTION PLAN

PRINCIPLE: PUT FORWARD A COMPREHENSIVE PLAN OF ACTION THAT WILL LEAD TO AN EFFICIENT SHIFT IN MOBILITY PATTERNS THROUGH COHERENT MEASURES SUPPORTED BY KEY PLAYERS WITHIN THE COMPANY.

The success of a mobility plan is dependent on the introduction of the following inter-ventive measures:

- promotion of the use of sustainable modes of transport
- parking management
- communication
- a rolling action plan.

In addition, it is essential that:

- the project is subject to regular monitoring
- all stakeholders are involved
- sufficient human and financial resources are available for the measures adopted.

Examples → SIG (Testimony 1), ICRC (Testimony 5)

GOOD PRACTICE N°5

OPTIMIZING AND ORGANIZING RESOURCES

PRINCIPLE: ORGANIZE THE COMPANY'S RESOURCES (PARKING SPACES, COMPANY VEHICLES, ACCESS TO TRANSPORT INFRASTRUCTURE, ETC.) IN ORDER TO OPTIMIZE POTENTIAL AND GENERATE SAVINGS (CHF, CO₂, M², ETC.) FOR THE COMPANY.

IMPROVING PARKING MANAGEMENT

When there is a shortage of parking spaces, access to car park facilities can be attributed according to personal and/or professional criteria, with spaces being allocated to those most in need. In addition, occasional parking can be offered to those without permanent access to the car park to enable flexible mobility practices and optimize parking space usage.

CARSHARING

Carsharing (for example, Mobility Carsharing) and the pooling of existing company vehicles can cut business travel costs.

OPTIMIZING PROFESSIONAL MOBILITY

The provision of alternative means of transport (public transport season tickets, bicycles, company cars or carsharing) for business travel can reduce expense reimbursement for the use of private vehicles.

PROVISION OF AMENITIES

The installation of amenities (changing rooms, showers, bicycle storage) encourages the practice of sustainable mobility and not only provides major benefits for the environment but also for employee health.

Examples → SIG (Testimony 1), imad (Testimony 6)

STAGES IN THE IMPLEMENTATION OF A MOBILITY PLAN

A mobility plan is a dynamic and long-term process. It usually proceeds in the order shown in the diagram below. This may vary depending on the position and needs of each company:



Before analysis of the current situation is carried out, the objectives and means of implementation need to be defined, a steering committee set up and a communication plan developed.

ANALYSIS OF THE CURRENT SITUATION To evaluate the company's accessibility and conduct spatial analyses (to identify potential alternative means of transport depending on the employees' places of residence).

SURVEYS To determine the mobility patterns of all members of staff and their attitude to alternatives to the private car through completion of a questionnaire. To work with employee groups in parallel to gain a deeper understanding of the data obtained from the questionnaire.

DEVELOPMENT AND VALIDATION OF AN ACTION PLAN To map out, on the basis of the analytical results and surveys, an implementation strategy employing those measures deemed likely to succeed.

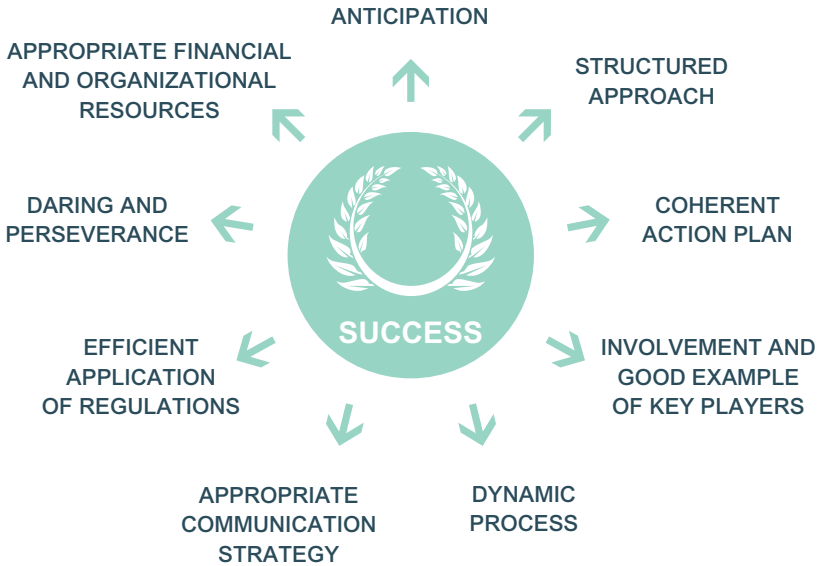
IMPLEMENTATION To put into practice the measures identified as relevant for addressing the mobility issues encountered.

EVALUATION AND MONITORING To periodically evaluate the measures implemented in order to reflect changes in infrastructure, staff and attitudes.

COST This is to be incorporated from the outset even though it depends on many variables: insourcing or outsourcing studies, the number of measures actually implemented, and internal resources.

FACTORS FOR SUCCESS

The companies that have been most successful in the management of company mobility have demonstrated all or some of the following factors:



Specific characteristics of inter-company mobility plans

- ↳ Pooling of services and resources
- ↳ Participatory and regular process
- ↳ Complementarity with an internal company mobility plan

EXAMPLES OF COMPANIES WHO HAVE ALREADY ADOPTED AN ACTIVE APPROACH TO MOBILITY MANAGEMENT

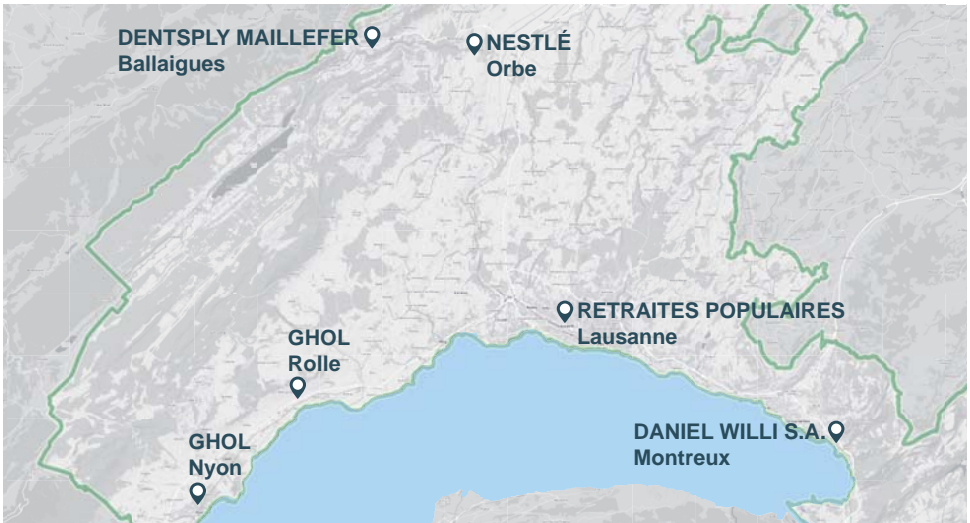
IN THE CANTON OF GENEVA

SIG (Services Industriels de Genève), Geneva Airport, Covance, ZIPLO (Plan-les-Quates industrial zone), ICRC, imad (Geneva Institute for Homecare Services).



IN THE CANTON OF VAUD

GHOL (Le groupement hospitalier de l'Ouest Lémanique), Nestlé Suisse SA in Orbe, Retraites Populaires, Daniel Willi S.A. and Dentsply Maillefer.



TESTIMONIES

COMPANY MOBILITY PLANS IN PRACTICE

TESTIMONY N°1

SIG (SERVICES INDUSTRIELS DE GENÈVE) WINNERS OF THE CTSO COMPANY ECOMOBILITY AWARD IN 2012

« To set a good example, SIG is implementing a mobility plan to reduce its environmental impact. The mobility plan means that each employee can take practical steps to promote sustainable development. »

C. Brunier, Director General of SIG

In 2006, SIG, an autonomous public service organization employing 1750 people working in 150 different trades, voluntarily launched a mobility management scheme to reduce the environmental impacts of travel linked to the company's activities. The mobility plan offers solutions for both business travel and commuting between home and the workplace.

Developed and monitored in line with ISO 14001 for an Environmental Management System, and with the occupational health and safety management system, the mobility plan includes a **variety of innovative measures** such as:

- **Car park management and pricing** reinvested as contributions to the cost of purchasing public transport season tickets.
- **Promoting carpooling or carsharing** for business travel.
- **Grants for the purchase of public transport season tickets** in return of the renunciation of the car.
- **Provision of covered and secure bike storage** equipped with solar-powered charging stations.
- **Management of vehicle fleet and goods transport** through gradual replacement of the current stock by electric and natural gas vehicles (28 electric cars, including 12 commercial vehicles, 77 natural gas cars and vans, 3 hybrid cars).



- ↘ Using the rail network for journeys outside the canton and for the transport of incineration residues.
- ↘ Provision of 7 electric bicycles for business-related journeys.
- ↘ Services for employees: creche, cafeterias, telecommuting, and video conferencing.
- ↘ Quarterly reporting on the improvement measures and their results.
- ↘ Intermediate storage of equipment and vehicles on decentralized sites.
- ↘ Following the ecomat^{ge} recommendations to reuse materials rather than disposing of them through landfill.

This pro-active mobility management approach has led to a reduction in employee car use to the equivalent of 800,000 km a year, and to a decrease in CO₂ emissions by the SIG fleet of nearly 25% between 2010 and 2014. Consequently, SIG was awarded the CTSO Company EcoMobility Award in 2012.

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TESTIMONY N°2

GENEVA AIRPORT

« The mobility plan has enabled us to limit the quantity of parking spaces required for employees, whose numbers are constantly increasing. This is absolutely vital if we are to be able to offer parking for our passengers and avoid congestion and pollution on access roads to the airport. »

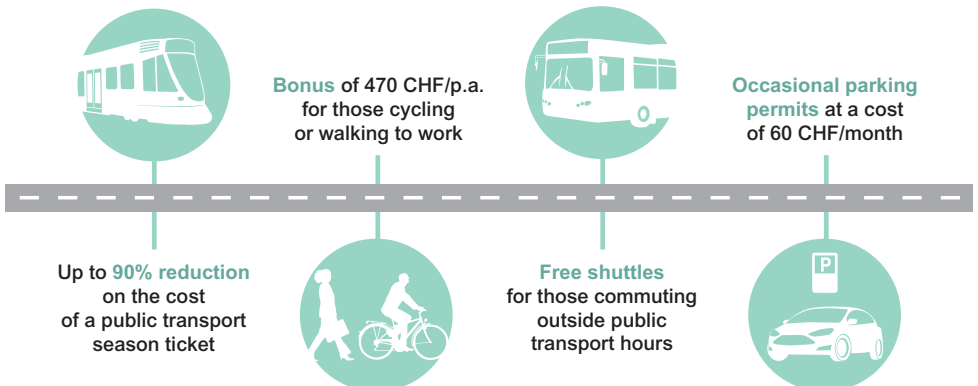
Philippe Quaglia, Environment Project Manager

Geneva Airport is an autonomous government agency with a total of nearly 900 staff.

The mobility plan, which came into force in 2004, unites several companies in the airport zone, representing some **10,000 employees**, and was launched as part of the renewal application for the airport's Swiss federal operating concession.

Its **prime objective** is for **45% of airport employees and passengers to be using sustainable means of transport by 2020**.

Geneva Airport, in addition to its pro-active approach to parking management, considers all modes of transport on an equal footing, offering travel assistance to all employees who do not have a permanent parking space:





In May 2009, the Geneva Airport mobility plan was awarded the **Prix Velo for bicycle-friendly companies by PRO VELO** (Swiss Bicycle Advocacy Association), and the **Pan-European Workplace Mobility Plan Award (PEWTA)**.

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TESTIMONY N°3

COVANCE

« A policy of mobility at Covance is first and foremost the intersection of two trends, one economic and operational: the car parks we use are not indefinitely extendable. The other concerns the well-being of our staff. We have observed increased demand for the establishment of “green” initiatives. It therefore reinforces our employees’ commitment and motivation. »

Jean-Marc Leroux, Director of Covance’s Geneva site

Laboratory Corporation of America® Holdings, listed on the S&P 500, is the world leader in diagnostic testing for health services, providing comprehensive clinical laboratory services through its LabCorp Diagnostics Division, and end-to-end support solutions for drug development through its Covance Drug Development Division. Covance has been involved in the development and commercialization of the 50 most important drugs.

The Covance laboratory in Meyrin employs over **600 people** and has been part of the inter-company mobility plan for the Meyrin industrial zone since 2013, which aims to guide businesses **towards multimodal sustainable mobility**. The goals are to reduce the number of cars, promote better use of parking spaces, and so improve the site’s accessibility in the medium and long term.



Through this scheme, employees have access to a **range of mobility services**: contacts for **carpooling**, ordering of **public transport season tickets, events**, etc.

Winner in 2013 and 2014 of the inter-company carpooling challenge for the industrial zones of Plan-les-Ouates and Meyrin, Covance, with 11% of its staff practising carsharing, has also adopted a dynamic approach to internal mobility management.

The company's employees accordingly benefit from an **IT system (FairPark®)** that permits the allocation of parking spaces annually and management of the services offered to employees (bonus for use of public transport, advantages for carsharers, communication).

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TESTIMONY N°4

ZIPLO

(ZONE INDUSTRIELLE DE PLAN-LES-OUATES)

« Piaget has reconsidered its mobility strategies.

Parking management, the promotion of alternatives to the private car and a portfolio of services offered by the Mobility Centre all help to reduce stress for employees who can no longer find parking spaces. »

Hervé Neuenschwander, Head of Human Resources, Piaget

The Plan-les-Ouates industrial zone (ZIPLO), comprising **300 companies** employing in total nearly **10,000 people**, has had to contend with accessibility, traffic and parking issues for many years. **A number of studies were carried out in 2007–2008** to assess the current situation. On the basis of these reports and the recommendations drawn from the findings, an inter-company mobility plan was established.

One of the first steps taken was to create a **Mobility Centre**. With a staff of 4 people, this centre provides **information, advice and services**. Its goal is to encourage people working in the industrial zone to use existing alternatives to the private car.

In order to achieve this objective, the Mobility Centre has a **whole range of communication materials** (flyers, z-cards, posters, newsletters, website) and proposes **concrete measures to make business travel and commuting more efficient**: matchmaking for carsharing (practised by 18% of the industrial zone's employees), shuttles, grouped orders for public transport season tickets, loan of electric bicycles, individual advice, and management of communal parking.



It also organizes regular **information sessions and events for companies or for the zone** as a whole (stands, presentations, bicycle trials, carsharing challenges, multimodal walks, etc.) to reach out to employees and increase their awareness of these issues.

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TESTIMONY N°5

ICRC (INTERNATIONAL COMMITTEE OF THE RED CROSS)

« The ICRC mobility plan has halved the number of cars on site and so made it possible to redevelop the resulting freed areas as social spaces for our employees. »

D. Duvillard, Deputy Director, Department of Financial Resources and Logistics

In 2007, the International Committee of the Red Cross launched a mobility management scheme for the **900 or so employees working at their headquarters** in Geneva to compensate for a reduction in the number of employee parking spaces available.

The mobility plan focuses on three main complementary lines of action:

- ↳ **Encouraging the use of alternative modes of transport to the car** (subsidy for public transport users, encouraging carsharing, electric bicycles)
- ↳ **Optimization of parking management** through annual attribution of spaces, access criteria, pricing and occasional parking
- ↳ **Communication** A dedicated website for these measures makes it possible to manage and provide information on all the services proposed within the mobility plan.



In 2010, analysis of the measures implemented was carried out, which demonstrated the **effectiveness of the action plan** through a 19% reduction in the use of private cars, and an increase in sustainable mobility of 6% for public transport, 5% for soft mobility and 7% for carsharing.

This modal shift in favour of sustainable modes of transport has led to an 11% reduction in CO₂ emissions linked to employee travel.

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TESTIMONY N°6

IMAD (GENEVA INSTITUTE FOR HOMECARE SERVICES)

« We often associate the car with the idea of comfort, but electric bicycles offer an alternative form of comfort: no problems with traffic congestion, parking spaces or parking tickets, and no perspiring when travelling round to visit clients. »

Marcel Mühlestein, Head of the Sustainable Mobility Division

An autonomous public body, imad has **2054 employees**. The institution offers care, assistance, social support and respite services to promote home care and help preserve individual autonomy, working in collaboration with carers and care network partners.

Over 90% of its employees travel to clients' homes to provide them with care and assistance. Before the mobility plan was launched in 2006, most of these professional journeys were made by private car.

The provision of **alternative means of transport for these journeys, together with the rationalization of routes**, has significantly reduced the kilometric allowances of employees using their private vehicle for professional purposes and generated funding to cover all the measures implemented.



Today, imad offers its staff:

- ↘ 100 Mobility Carsharing subscriptions
- ↘ 172 ordinary bicycles
- ↘ 268 electric bicycles
- ↘ 2 electric cargo cycles
- ↘ 13 electric quadricycles
- ↘ 11 electric cars (including 2 commercial vehicles)
- ↘ 1 electric 3-wheel scooter
- ↘ 35 hybrid cars
- ↘ 1 petrol driven commercial vehicle
- ↘ 1 small natural gas commercial vehicle

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TESTIMONY N°7

LE GROUPEMENT HOSPITALIER DE L'OUEST LÉMANIQUE (GHOL)

« The various measures introduced as part of our mobility plan have led to a 16% reduction in the use of private cars for commuting by our staff. »

Christophe Perret, President of the GHOL Mobility Commission

Le Groupement hospitalier de l'Ouest lémanique (GHOL) employs 856 people on its sites in Nyon and Rolle. Both locations have only a limited number of parking spaces available for staff (0.15 parking space/employee).

This issue, combined with the irregular working hours of hospital employees, prompted the GHOL to produce a corporate mobility plan in 2013.

A survey of staff mobility practices was carried out at the Nyon site and then in Rolle. These surveys led to the introduction of the following measures:

- **Subsidies for non-motorized travel for employees without access to the car park**
A contribution of approximately 175 francs per year towards the cost of a public transport season ticket and of 300 francs for the purchase of a bicycle. The CFF (Swiss Federal Railways) half-fare travelcard is also available for employees on request if they do not require use of the hospital car parks.
- **Travelling by bicycle** A bike-sharing station has been installed at the Nyon site to make it easy for employees to borrow a bicycle. Secure storage for employees' own bicycles has also been created, together with lockers, showers and cloakrooms.



↳ **Parking** The attribution of parking spaces has been regulated. Employees living within a 10km radius around the two sites no longer automatically receive a parking space. The distance factor may sometimes be qualified by the time taken to travel by public transport, with exceptions notably being made for parents who leave their children in the hospital creche. In addition, parking fees have been increased. Overnight and weekend parking is permitted and is free for employees.

A study carried out in 2014 showed that these various measures have **reduced the use of non-sustainable transport by 16%**, mainly in favour of public transport.

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TESTIMONY N°8

NESTLÉ SUISSE SA IN ORBE

« The mobility plan put into action at Nestlé's Orbe site provides benefits for all our staff, offers cost savings and promotes sustainable development. »

Thomas Suter, Administrator of the Nestlé Orbe site

Winner of the 2013 carsharing challenge in the large employer category (over 250 employees), the Orbe site of Nestlé Suisse SA has over 1500 staff. It was for environmental reasons that a mobility plan was launched in early 2009, based on the following four criteria:

- ↳ **Carsharing** The best located parking spaces are reserved for carsharers. In addition, the latter are provided with return guarantees in the event of unforeseen problems.
- ↳ **Encouraging the use of public transport** Employees who commute between home and work by public transport have 25% of the cost of their monthly 2nd class season ticket reimbursed. Plans are underway to improve transport services to the site.
- ↳ **Encouraging sustainable mobility** There are bike storage facilities for cyclists, together with electric bike chargers and a repair shop. Trials of electric bicycles are also organized.
- ↳ **Communication** Employees have been involved right from the start of the project, beginning with a survey. There are now regular updates on the various projects being carried out as part of the mobility plan, and on any regional developments (particularly with regard to public transport).



The introduction of these measures has led to a **reduction in vehicles parked on the site** of 40 vehicles/day, and to a **decrease in CO₂ emissions** of 400 tons p.a. In addition to the ecological benefits, this mobility plan underpins two other objectives concerned with **employee well-being**: conviviality and physical exercise.

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TESTIMONY N°9

RETRAITES POPULAIRES

« Due to its geographical position in the city centre and thanks to its mobility plan, Retraites Populaires has been able to take full advantage of all the sustainable mobility options for commuting to and from work. »

Perry Fleury, Head of Sustainable Development

A public institution founded in 1907, Retraites Populaires is the authority for life insurance and occupational pensions within the Canton of Vaud. It employs 360 people in Lausanne.

Its mobility plan, established in 2010, aims to reduce CO₂ emissions, find new mobility solutions, keep down travel costs and promote social and environmental responsibility within the company.

The range of measures developed since then is based on the principles of sustainable transport:

- ↳ **Mobility between home and work** Travel subsidies, bicycle storage, parking places reserved for carsharers, regular reviewing of car space attribution, provision of showers and lockers.
- ↳ **Professional mobility** Creation of a fleet of ecological vehicles, a CFF Business travel account, transferable CFF first class season tickets, Mobility carsharing subscriptions, provision of electric bicycles.
- ↳ **Communication** Creation of a mobility intranet section for the various services and benefits available, participation in mobility-related events (such as Bike to Work, Lausanne Bike Day).



Carsharing ranks fourth in the choice of transport after walking, cycling and public transport, and then comes the use of private cars.

Contact

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TESTIMONY N°10

DANIEL WILLI S.A.

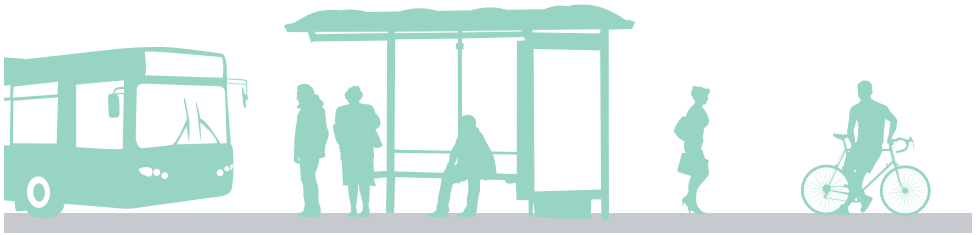
« Our mobility plan made us realise that the impact of commuting was much greater than that of business travel. Through a range of incentives, we've been able to halve the number of employees who come to work by car. »

Daniel Willi, Managing Director

Daniel Willi S.A., a civil engineering firm, employs 48 staff in three branches in Montreux, Renens and Bulle in the Canton of Vaud.

A **mobility study** conducted in 2004 by a student from the EPFL technical university in Lausanne showed that almost 80% of CO₂ emissions generated by the firm's activities were caused by journeys between home and work. In view of this, the company launched a mobility management plan in 2008, introducing a number of **additional measures**:

- **Improvements** The location of the company's offices close to a railway station permits more effective use of public transport. The creation of a cafeteria also reduces lunchtime travel.
- **Flexitime** Through a variable work schedule, employees can determine their own hours of work and journeys. The practice of teleworking is also possible within the constraints of the work to be performed.



- **Encouragement of sustainable transport** A contribution of up to 100 CHF towards the cost of a public transport season ticket is granted to employees who require one. When the use of public transport is not efficient, carsharing is encouraged.
- **Pro-active management of business travel** Particular attention is paid to the rational organization of appointments. To limit the use of private vehicles, the company covers the cost of travelling by public transport, and a Mobility carsharing subscription, a company car (energy efficiency class A) and a scooter are also available.

Contact

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TESTIMONY N°11

DENTSPLY MAILLEFER

« Dentsply Maillefer recognized the need for corporate social responsibility towards the community and the environment. It is our duty to shape the traffic flows generated by our activities. »

Gil Bolens, Head of Logistics

A company founded in 1889 and active in global solutions for endodontic treatments, Dentsply Maillefer **employs 880 people**.

Based in Ballaigues in Northern Vaud, the company is situated near a motorway exit and is not easily accessible by public transport. Only one Swiss PostBus is available, offering a limited number of daily services. This leads to extensive use of private cars and puts pressure on the available parking spaces.

In order to improve the accessibility of the site, Dentsply Maillefer has been the key partner in the **reopening of the Frasné-Pontarlier-Labergement-Vallorbe rail link** and has also set up working groups involving the SNCF (French national railway company), Mobilis (Canton of Vaud public transport) and PostBus to bring about changes in public transport schedules.

In parallel, the **company has adopted internal measures** to promote alternatives to the use of private cars:

Car sharing

- ↳ Reserved parking spaces and return guarantees for car sharers.
- ↳ Active participation in the Jura carsharing promotion project: matchmaking system with a website and call centre (answering enquiries, registration and matchmaking), communication plan (printed and electronic media and outreach activities), creation of park-and-ride car parks with spaces reserved for carsharers.



Public Transport

- Establishment of a subsidized private bus service from Pontarlier for shift workers.
- Subsidies for the use of local public transport.

Communication

- Internal communication in the form of flyers containing updates on the measures implemented.
- Intranet platform for public transport registration.

On average, 43 people use the company bus, 28 people benefit from the subsidy for local public transport and around 30 carsharing teams are in operation.

Contact

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TO FIND OUT MORE

- ↘ Direction Générale des Transports du canton de Genève
Canton of Geneva Directorate-General for Transport
<http://ge.ch/transports/publications/publications-de-la-dgt>
- ↘ Direction générale de la mobilité du canton de Vaud
Canton of Vaud Directorate-General for Mobility and roads
www.vd.ch/planmobilite
- ↘ Swiss Platform for Mobility Exchange and Information
www.mobilservice.ch
- ↘ European Platform on Mobility Management
www.epomm.eu

An French version of this guide is available in digital format at:
www.metropolemanique.ch/publications/
www.ge.ch/mobilite/publications/publications-de-la-dgt

ADVICE AND INFORMATION

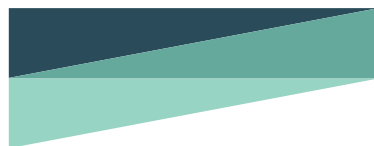
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