

TEMPLATE

Output factsheet: Strategies and actionplans

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development Agency Sinergija, Slovenia
Output number and title	O.T3.1: 13 mobility plans developed for 13 central Europe municipality's units to fostering CO2 reduction
Responsible partner (PP name and number)	PP4 - BME, Hungary
Project website	http://www.interreg-central.eu/Content.Node/MOVECIT.html
Delivery date	March 2018
Summary description of the strategy/action plan (developed and/or implemented)	

The aim of MOVECIT project is to increase the sharing of sustainable commuting modes. Budapest University of Technology and Economics undertakes the task to elaborate the Workplace Mobility Plan (WMP) of Rumbach Center site of BKK Centre for Budapest Transport (BKK), financed by the project.

The process had two phases. In the first phase, analyses were undertaken. During the planning, a Mobility Team was set up among workers. With the support of this team we carried out an analysis of the employees commuting habits and demands with online survey and personal meetings. The online survey had 265 responses, which is almost 22% of the staff. A great number of the respondents also gave free word suggestions on how to improve commuting. At the end of this process, we found that the employees of BKK already use sustainable commuting modes exemplarily: 85% using public transport, 5% cycling and 2% walking. The share of the sustainable modes is over 90%. These results are primarily due to the financial of public transport passes for the workers.

Almost half of the workers are commuting from the functional urban area. Therefore, we were especially concerned about them. The shares of sustainable modes amongst these commuters are still over 85%, which is even more beautiful in the light of the fact that the benefits of private vehicles are better at greater distances. This emphasizes the strength of financial incentives to public transport.

In the first phase we also examined the location and its facilities. The Rumbach Center site of BKK clearly contributes to the data above, as

- i. with its location, it is ideal for public transport users (three metro lines, two tram lines and several bus lines within just a few minutes' walk, and examining FUA, all the main railway stations and bus terminals are directly connected via fast metro lines), and
- ii. with its facilities, it is ideal for bikers (guarded bicycle storage, shower, changing room).

In the second phase, we discussed the results of analyses with the Mobility Team and collects opinions and ideas from other colleagues. To exploit further opportunities in improving the commuting, we developed measures with members of the Mobility Team. Since the current state of mode shares is satisfactory, the WMP mainly concentrates more activity by bike. It brings measures such as Simplification of bike-sharing for employees, which is a soft intervention, or as an infrastructure development a bicycle tool kit will be purchased, and later company owned bike park too. Some measures have a secondary goal beyond commuting sustainably: building a better work community. For example, establishing BKK Innovation Lab is such a measure. This is a group of workers who are opened to innovative and sustainable transportation. Those, who are currently using private cars are assumed to be top executives. They are entitled to use company owned cars, therefor a renewal of company owned car park can also help to reduce the company's CO2 emissions. For both private cars and bikes, e-chargers is planned to be built in the Rumbach Center.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Budapest is the capital and the largest city with 1.7 million inhabitants. Together with the agglomeration more than 2.5 million people live and travel in Budapest and around Budapest. The city is situated along the Danube. Budapest is the most important Hungarian road terminus; all the major highways and railways ends within the city limits. The city's importance in terms of traffic is very central because all major European roads and European railway lines lead to Budapest. Budapest is the economic and political center, being the largest metropolitan area in Central Eastern Europe. Budapest is the seventh largest city in the European Union. The city covers an area of 525 square kilometers and the city had a population density of 3,314 people per square kilometer, rendering it the most densely populated of all municipalities in Hungary.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The target group of the workplace mobility planning process was originally all BKK employees. During the process it turned out that focusing on one location is more appropriate and will provide better solutions in the WMP. As a measure, BKK is planning to transfer the experience of this project to other locations.

The main benefits of the planning process are the deep analysis of both the status of the mobility patterns and the provided services of the location. Their results have confirmed the efforts made so far towards sustainability by BKK.

Further expected benefits:

1. The planning process drew attention how good is the location and the provided incentives of the company.
2. Through the Mobility Team and the online survey relevant problems appeared and most of them were answered with a suitable measure.
3. Understanding and examining their own mobility gives a chance to look at it from a higher perspective and made modal shift choices possible.

The following impacts are expected:

1. Employees will be more conscious during commuting about their mode choices.
2. The planned measures will help spreading of public transport usage and cycling.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

BKK acts as a public transport authority, organizing and operating the public transport services. BKK is also responsible for the cycling infrastructure developments and bike-sharing system. These facts highlight that BKK is strongly committed to using sustainable modes of transportation. As a credible company, through their own mobility choices they will provide an example to other institutions.

Transferability of the workplace mobility planning process and the usage of the methodology is well applicable, although the measures are quite unique since the initial status and modal share is outstandingly good at BKK.

The most transferable measure is the creation of electric charging points, as it can be applied to any institution, which is located in the city center and has a garage.

One of the best ideas was the creation of the Innovation Lab, which maintains commitment for a long term among employees and the basic idea can be used at other institutions, which have a relatively high number of employees.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

As BKK has the best results on sustainable commuting modes amongst the involved institutions, BKK proudly stands as a good example for companies in and out of the region. Since other sites of the BKK have same mode shares, but different facilities, more WMP is planned to be developed based on recent experience.

The most important lesson is that the location of the workplace within the city, public transportation connections and availability of bike lanes helps a lot achieving high percentage of sustainable transportation mode usage. But financial incentives have the most enormous effect on mode choice.

From the perspective of transnational cooperation, the process has received some valuable inputs from other WMPs, especially when planning the measures.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T3.2.10: Workplace mobility plan for Centre for Budapest Transport