TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development Agency Sinergija, Slovenia
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Responsible partner (PP name and number)	PP4 BME, Hungary
Project website	http://www.interreg-central.eu/Content.Node/MOVECIT.html
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Summary description of the strategy/action plan (developed and/or implemented)

The aim of MOVECIT project is to increase share of sustainable modes in workplace commuting. Budapest University of Technology and Economics (carried out the following Workplace Mobility Plan (WMP) for BME Faculty of Transportation Engineering and Vehicle Engineering (BME KJK).

Planning the WMP, the first step was to examine the commuting habits and demands of the workers. For this, an online survey was sent out, and 57 responses arrived from the 210 workers. Whereas most of the workers are more interested in mobility and transportation, filling the survey was still able to raise awareness of mobility habits. Because of the survey, we identified that modal share of bike is better than the urban average, although, car and public transport shares are worse. Partly with raising consciousness, partly with developing infrastructure, the share of sustainable modes can be improved.

Less than the half of the respondents came from the functional urban area. The share of the bikers, who commutes between 10 and 20 km a day is 10%. This is a satisfactory number, and a good example of the trends which show the extended commuting distances by bike. For them, new cloak rooms and showers are suggested to be developed. Since the university's work schedules are very flexible, car-pooling is not a good solution for the majority.

A detailed site visit was held to examine the quality and suitability of the facilities. Although there is a theoretical opportunity for showering, the current solution is inappropriate for the demand and no one uses it one a daily basis. However, the bike storages are reported to be easy to use.

With the participation of dedicated employees of BME KJK, the Mobility Team was established during planning the workplace mobility. The mobility team will have the deputy economic dean, the building manager responsible for the chancellery and volunteer colleagues.

For further spread of sustainable transport modes during commuting, we propose some measures. Developing a sustainable mobility planner with comparing benefits of different transportation modes helps the employees choosing the most suitable alternative. Another option is purchasing electric rollers. Having electric rollers helps commuters from the functional urban areas, as the employees may use these tools to take them home and come to work. Using this sustainable transportation mode would lower CO2 emission. Four other measures will help cycling, for example with bike-sharing passes, a better executed shower development and lobbying for a better and safer cycling network around campus. A long-term development is also planned: shuttle bus services in and around campus with self-driving vehicles. This idea on the one hand requires a lot of innovation and has a lot of barriers. On the other hand, reflects well to a main problem of the campus: the public transport stops are relatively far away from the buildings. This provides an explanation, why the current number of car users is relatively high. Another long-term aim is to develop ideas for parking management, such as time-based tickets, reservation systems and incentives for specific user groups. Thus, introducing some parking management policies and new fleets of sustainable transportation modes would decrease the number of car users and support the aims of CO2 reduction and healthy lifestyle.

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 direct target groups were the employees of the Faculty of Transportation and Vehicle Engineering at Budapest University of Technology and Economics. Indirectly the mobility planning process brings benefits and impacts for employees of other faculties and students of the institution.

The followings are the expected benefits:

1. The planning process is also a raising awareness campaign by itself.
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 our 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 intensive spread of public transport usage and cycling.
3. Generation of students, who are the future mobility experts, will be more familiar with sustainable commuting modes through the authentic example of their educators.

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

During the workplace mobility planning process, two aspects of sustainability were considered.

One is the sustainability of the mobility: All suggestions are towards a sustainable urban mobility with a priority of cycling and public transport usage. This means that the planned measures will have an effect beyond the project period and hopefully will have a long-term change in travel behavior of the employees.

The other side is the financial sustainability: The planned measures are on the one hand realistic to implement, on the other hand it is quite easy to maintain the measures from the financial perspective, as they usually do not put too much burden to the institutions.

Since BME is struggling with such problems, which are same for many institutes located in densely populated downtown areas, transferability of the solutions and processes is mainly focused on institutions located in metropolitan areas.

Promoting participation in cycle challenge is easily transferable for any other institution, while the extension of bike-sharing passes is such a measure, which can be applied in bigger cities with relevant infrastructure.

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

Some lessons are learned during WMP planning process.

1. Involvement of the colleagues is essential. Both the online survey, which gives mostly statistical data and both the personal interviews and forum conversations are essential towards an anticipated WMP.
2. Institutional barriers should be considered at the beginning and a good scope of plan should be chosen. A lower-level involvement provides better outreach to the employees and more effective planning process, whereas the higher-level involvement gives better financial opportunities and has longer term potentials.
3. Composition of mobility team is good, when the team is containing decision makers, facility management representatives and enthusiastic volunteers.

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.T3.2.9: Workplace mobility plan for Budapest University of Technology and Economics