

pour comprendre le présent et construire un avenir durable

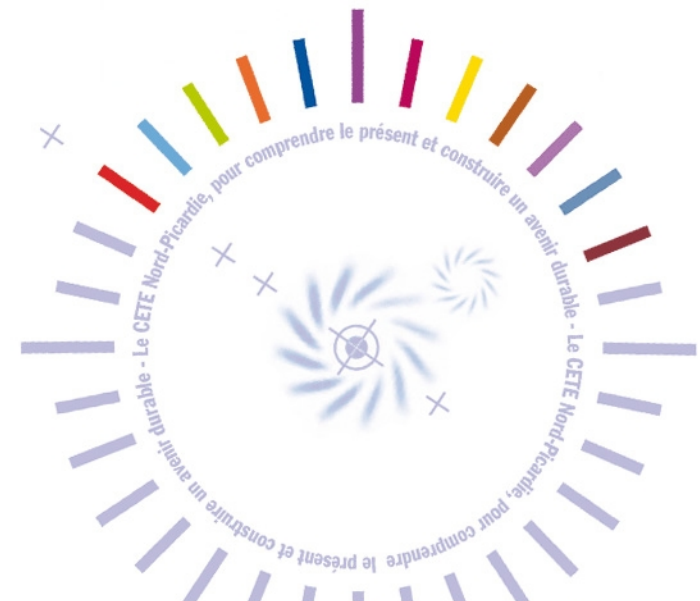
Evaluation of mobility plans in the Nord-Picardie area

5 public services – 3 cities

ECOMM 2009 – San Sebastian

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Plan

- Mobility plans in France
- The role of CETE NP in mobility plans
- Methodology of evaluation
- Main results



Mobility plans in France

● 2 national institutions :

- ADEME (Environment and Energy Management Agency)
 - Public agency under the supervision of the Ministries for Ecology, Energy, Sustainable Development and Territorial Planning (MEEDDAT) and for Higher Education and Research
 - Aims at protecting the environment and managing energy
- CERTU (Centre for the Study of Urban Planning, Transport and Public Facilities)
 - Part of the RST (Scientific and Technical Network) of MEEDATT

● Regional partners :

- CETE Nord Picardie (Technical Study and Engineering Centre)
 - Part of the RST
 - Activities cover the fields of territorial planning, environment, transports, constructions, road safety, infrastructures ...

Mobility plans in France

● ADEME

- Methodology and financing of mobility plans
- In 2005, national evaluation of mobility plans
 - 247 plans identified (50% in companies, 25% in public services and 25% in local authorities)
 - No standard, each plan is unique
 - Most actions are « light » : incitement to car-sharing, bicycle use, public transport
- 2009 : new evaluation in progress

● CERTU

- Methodology
- Mobility management leadership in the RST of Ministry for Ecology, Energy, Sustainable Development and Territorial Planning

Role of CETE Nord Picardie

● 2003 : CETE mobility plan

- Parking constraint (free car park turned into public gardens)
- Necessity to provide employees new transport solutions and to make them rethink their mobility patterns
- Diagnosis
 - For Home Base Work trips, car is mostly used (51% of employees)
 - High potential for urban public transports (8%) : CETE close to the 2 metro lines of Lille
- Actions
 - Communication and test actions (« mobility plan lunches » , conferences, ...)
 - 1/2 of urban public transport tickets paid by CETE
 - Construction of a bicycle park and 2 bikes purchased for professional trips
 - ...
- Evaluation
 - 2006, questionnaire to all employees, included new employees
 - 2008, questionnaire to employees recently arrived

Role of CETE Nord Picardie

- 2005-2009, 7 mobility plans (in public services) carried out by CETE NP
 - 2005 : DRDE Nord-Pas-de-Calais
 - 2006 : UCL, DRDE Picardie
 - 2007 : DDE Oise
 - 2008 : DDE Pas-de-Calais, DREAL Nord Pas de Calais
 - 2009 : DIR Nord

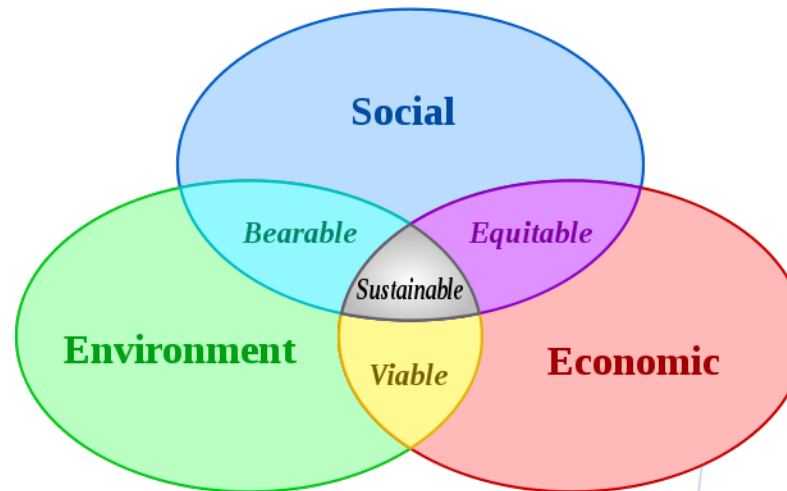
- 2009 : Simultaneous evaluation of 5 mobility plans
 - Financed by CERTU
 - First detailed global evaluation about impacts of mobility plans
 - Same methodology, 1100 employees in 5 different sites

Methodology of evaluation

Qualitative approach

- 40 sociological interviews to identify all possible effects of mobility plans, the trends that need to be confirmed by an enquiry
- Identification of effects that can be measured under the 3 aspects of sustainable development :

- Social
- Economic
- Environment



Methodology of evaluation

Quantitative approach

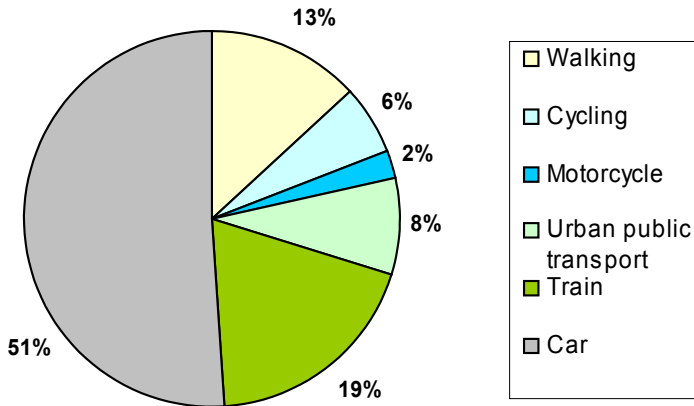
- An enquiry for all 1 100 employees in december 2008
- Questionnaire very detailed (15 minutes to complete it via internet)
 - Home based work trips
 - Changes of mode, home or work place
 - Professional trips
 - Road safety
 - New mobility services (car-sharing, ...)
 - Changes of mobility patterns, changes in the perception of modes of transport
- 700 responses, 65% response rate

CETE Nord Picardie (rue de Bruxelles)	74%
DDE du Nord (rue de Tournai)	68%
DRE du Nord (rue de Tournai)	64%
Arrondissement de Valenciennes	67%
ENTE Valenciennes	74%
DRDE Somme	54%

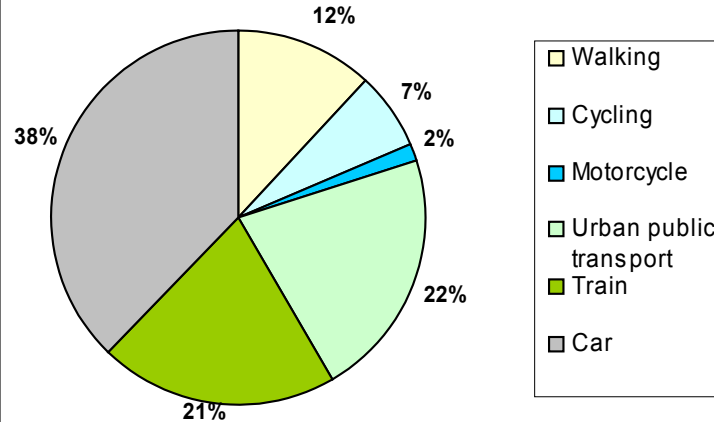


Main results : modal split CETE NP

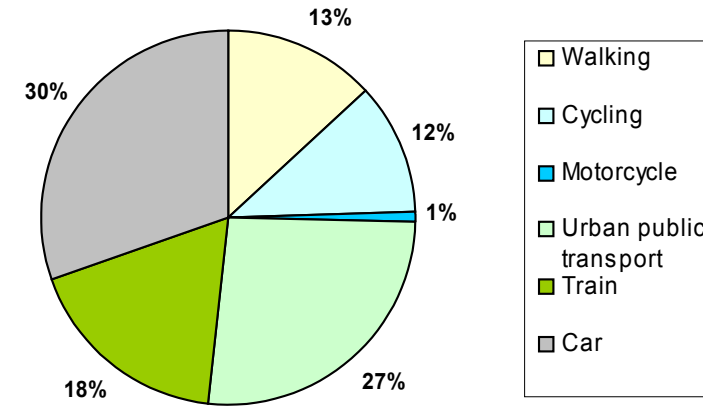
Modal Split - CETE Nord Picardie 2003



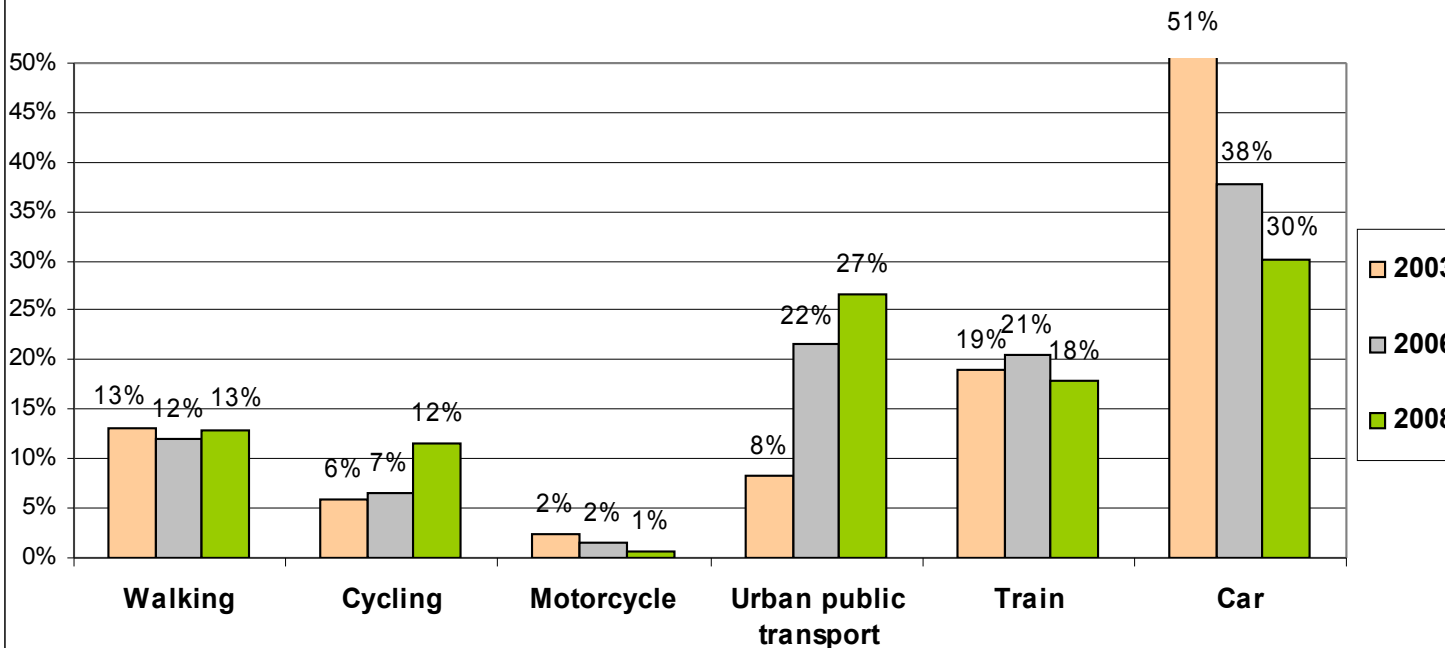
Modal Split - CETE Nord Picardie 2006



Modal Split - CETE Nord Picardie 2008



Evolution Modal Split - CETE Nord Picardie 2003 - 2008



Strong decrease of car modal share (from 51% in 2003 to 30% in 2008)

Strong increase of public transport share, mainly during the first 3 years (effect of the financial help)

Doubling of cycling share (12% in 2008 compared to 2% on average for the inhabitants of Lille)

Main results : modal split CETE NP

Actions of bicycle promotion

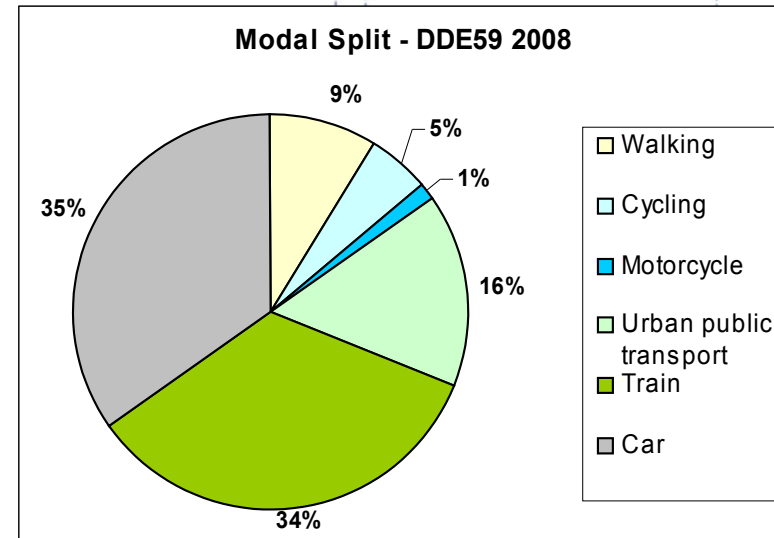
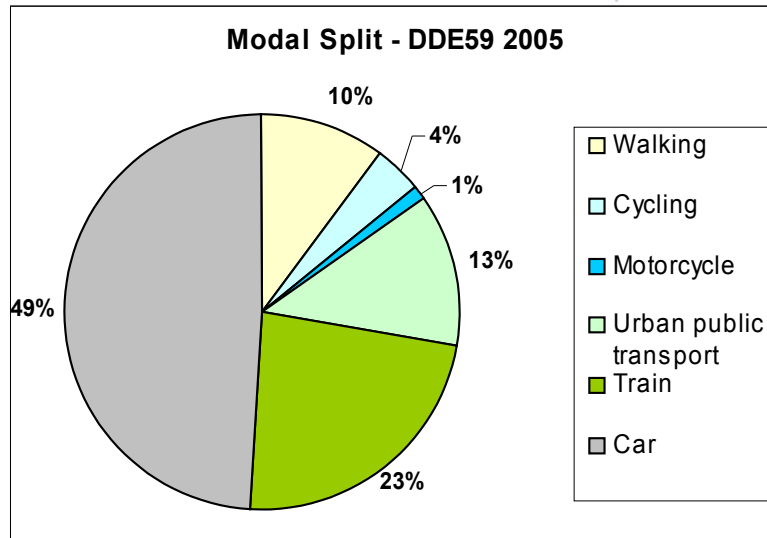
- Bicycle park
- « Bicycle lunch » : a cycle ride in the streets of Lille to learn how to ride safely in town



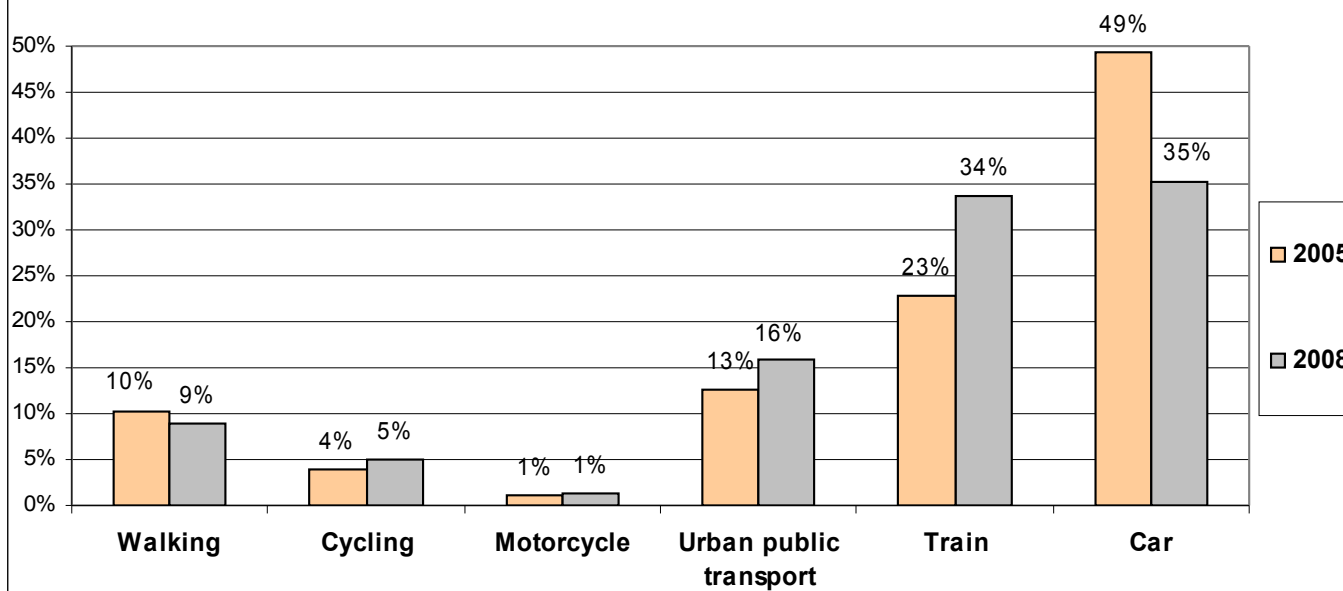
15 may 2009

ECOMM 2009 - Evaluation of mobility plans in Nord Picardie

Main results : modal split DDE Nord



Evolution Modal Split - DDE 59 2005 - 2008



Strong decrease of car modal share (from 49% in 2005 to 35% in 2008)

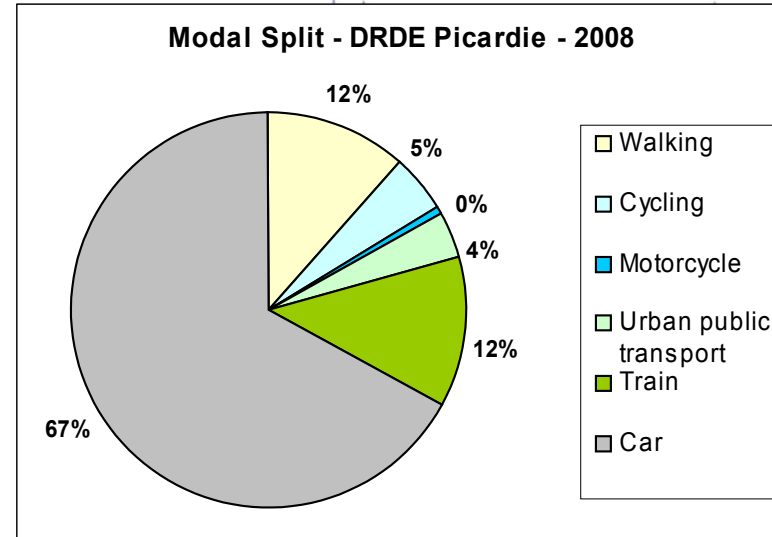
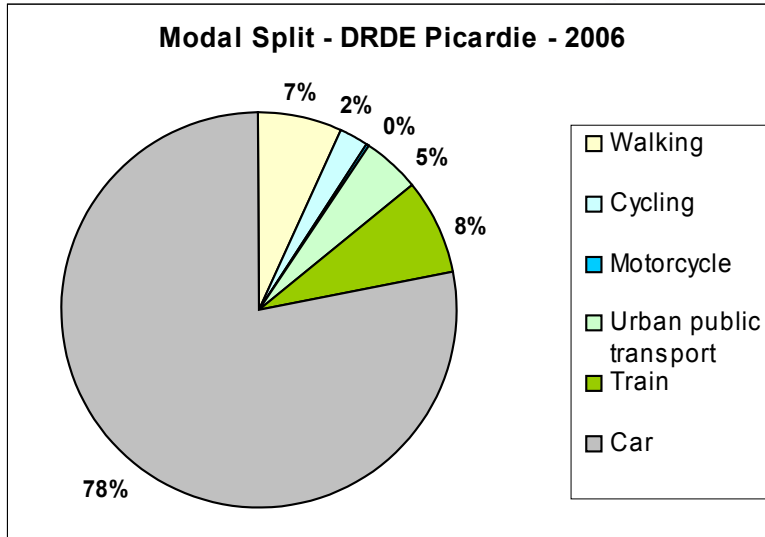
Strong increase of train share (financing of 1/2 of train tickets as well as urban transport tickets)

Main results : modal split DDE Nord

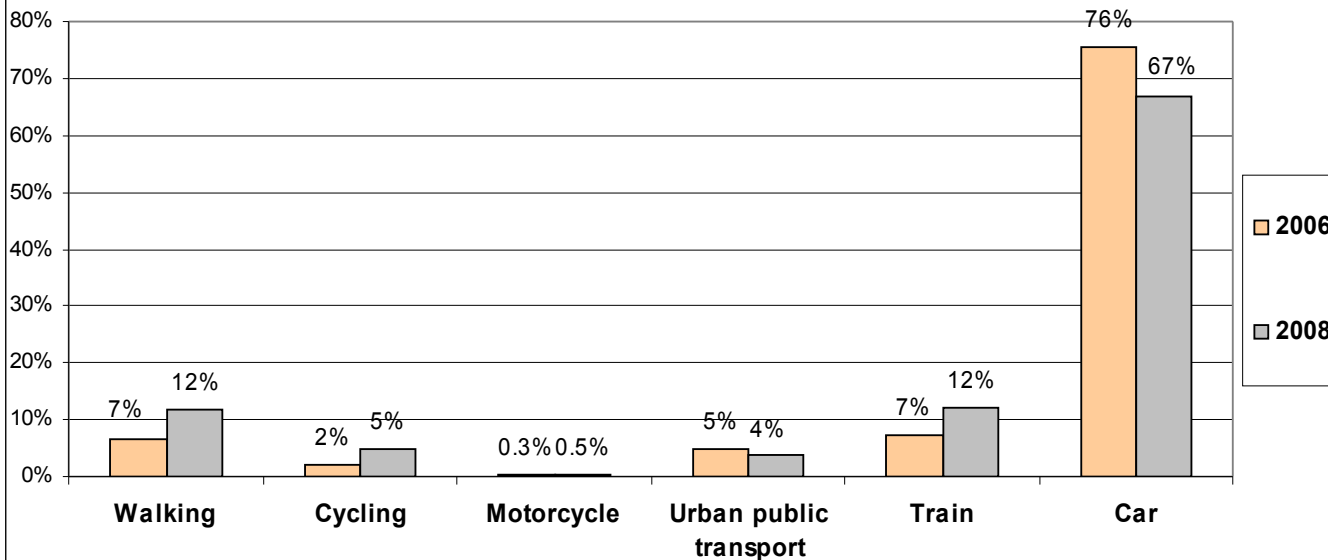
- No parking constraint (free car park)
- Very good public transport service
 - 5 minutes walk from the main train station of Lille and the two metro lines and two tramway lines
- The main result : intermodality car+train
 - Financial incentive
 - Growing traffic constraint in the Lille area
 - Growing cost of road transport



Main results : modal split DRDE Picardie



Evolution Modal Split - DRDE Picardie 2006 - 2008



Decrease of car modal share (from 76% in 2006 to 67% in 2008)

Increase of train (+5%) and walking (+5%) shares

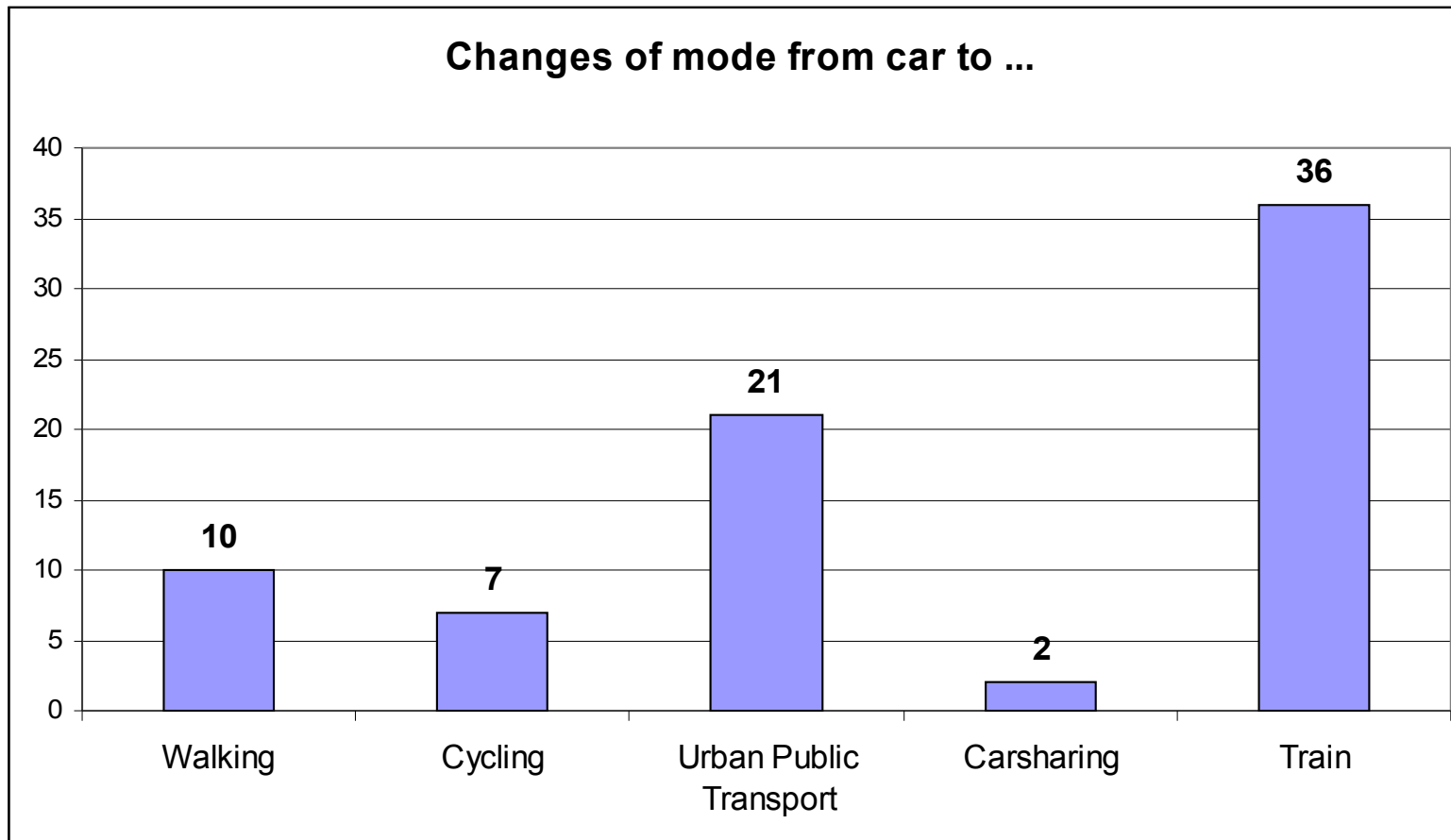
Main results : modal split DRDE Picardie

- Low parking constraint (lower than Lille), but increasing
- Good public transport service
 - 5 minutes walk from the main train station of Amiens
 - Bus supply improving



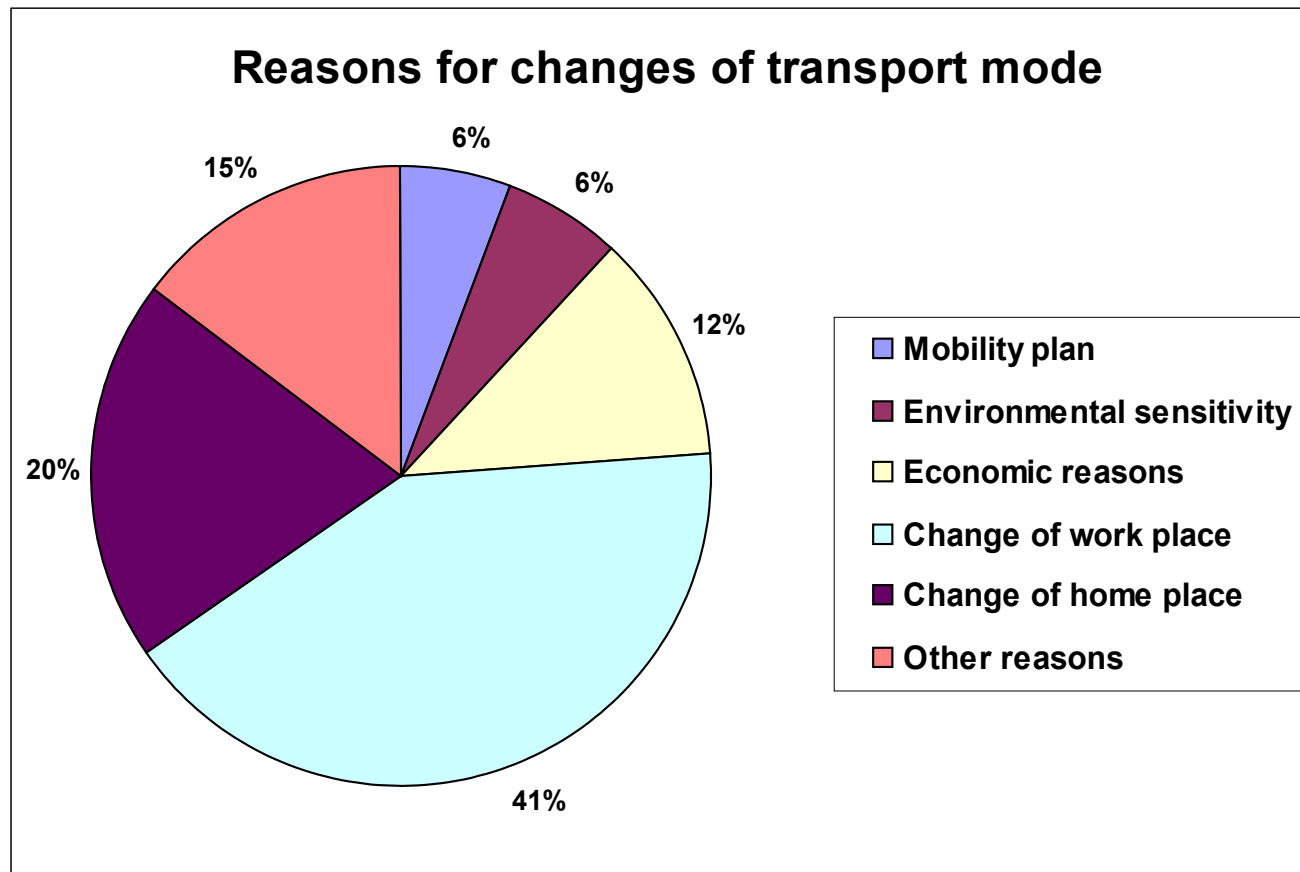
Main results : changes of transport mode

- 76 employees changed from car to other modes



Main results : changes of transport mode

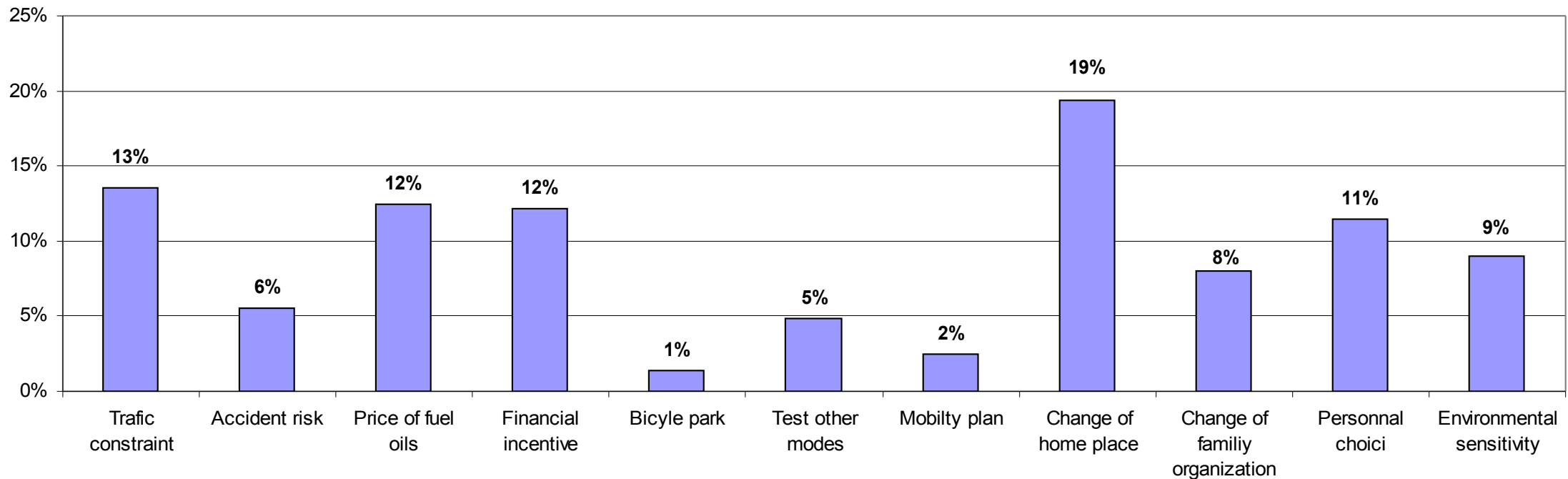
Reasons for changes of transport mode



Main results : changes of transport mode

Factors encouraging the change of transport mode

Factors encouraging the change of transport mode



Main results

- 20% of employees have moved in the past 3 years
 - 28% of them to get closer to the work place (25%) or to a public transport station (3%)

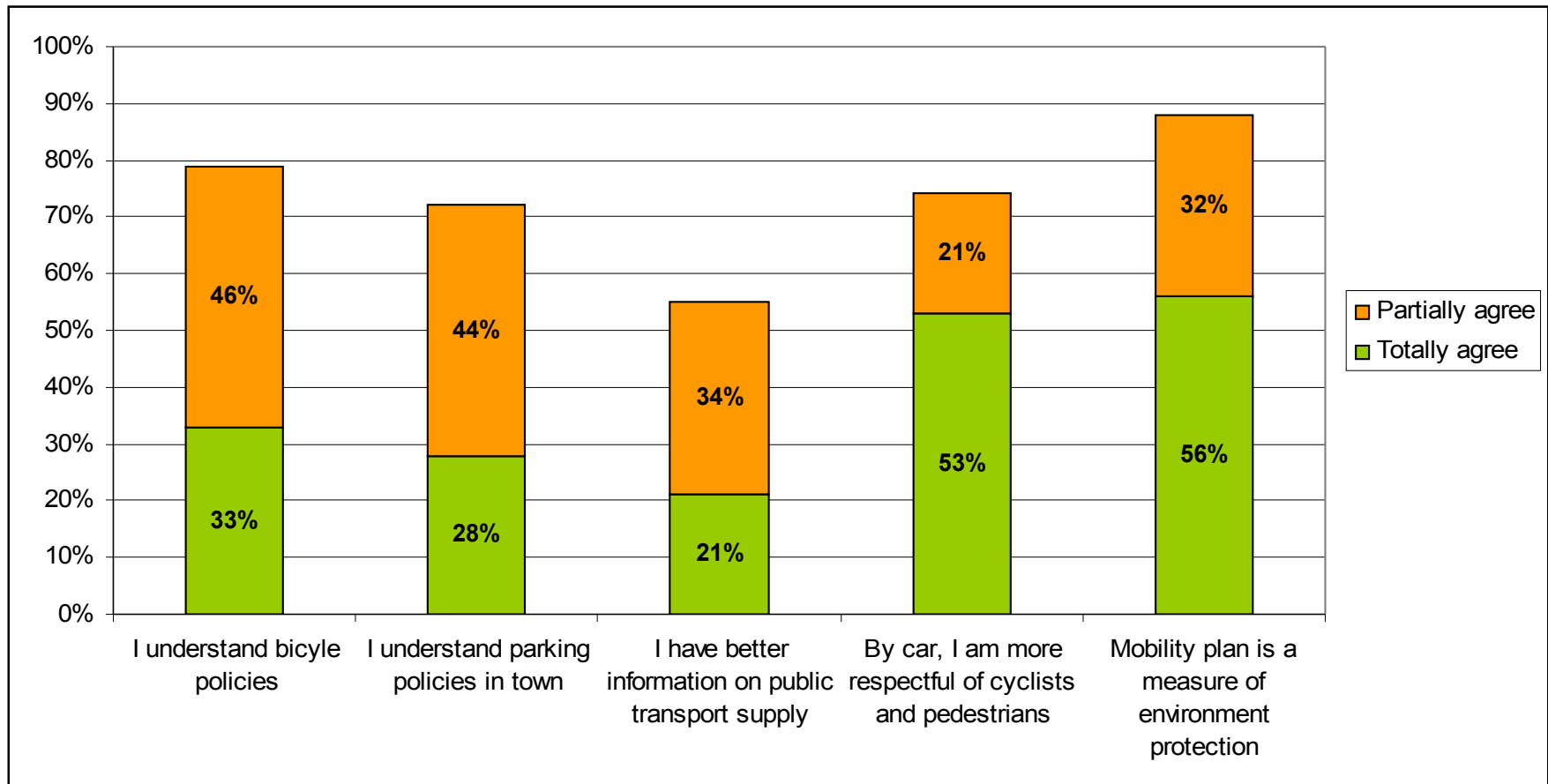
- 38% of employees have bought a car in the past 3 years
 - 42% of them were encouraged by the mobility plan to take environmental criteria into account

- Professional trips
 - 85% of employees make professional trips
 - 30% of them have changed their transport behaviour, they declare using more
 - Walking (33%)
 - Carsharing (24%)
 - Urban public transport (18%)
 - Train (19%)

Main results

Understanding of transport policies

- Share of employees who totally or partially agree with the following statements



Conclusion

- A large amount of information collected to understand the effects of mobility plans
- Common tools and common standards to make other evaluations of mobility plans
 - Possibility to compare the effects of different mobility plans according to :
 - the local particularities (transport supply, localisation....)
 - the way the plans have been implemented (involvement of the project manager, quality of the action plan...)
- The 3 dimensions of sustainable development
 - Good understanding of economic and environmental effects
 - Social dimension to be better taken into account in evaluation