

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 share of sustainable modes in workplace commuting. Budapest University of Technology and Economics carried out the following Workplace Mobility Plan (WMP) for City Hall of Békéscsaba. Békéscsaba is one of the most committed cities towards cycling, by this the City Hall is highly interested in sustainable transportation.

The very first step of planning WMP was a survey, which was responded by almost 60 workers. By this we can examine current patterns and demand of commuting to the City Hall. The sustainable mode shares are better for the City Hall than for the entire city, although the share of bikers is just half of the city's value. It shows a strong direction for the planning. Every fourth worker is coming from the functional urban area. The share of the cycling amongst commuters is almost zero despite the good cycling infrastructure. This fact turned our attention to end-point infrastructures.

As a second step, all four sites of the City Hall were examined, although these buildings are close to each other. It means, the accessibility of these buildings is quite the same. As a result, it was determined, that cycling and pedestrian accessibility of the locations are excellent with an extent cycling infrastructure and pedestrian zone. They also have a good accessibility with private cars, although parking lots are close to their capacities. Bike storages are well equipped and fit to the current demand. Although, if share of cycling increases (reaches the city level), the storage space will need to be expanded.

A wide-scale forum was held to discuss every opinion about commuting: every department were represented in this stakeholder meeting. Sharing experience, identifying problems and discussing possibly solutions brought the uplifting feeling amongst co-worker, that planning WMP is a process that is focusing on them and not on their clients. During the planning process, a Mobility Team was formed by colleagues from City Hall who represented the executive level, the strategy department and the facility management. They engaged and involved to the planning process.

For further spread of sustainable commuting mode amongst the workers of the City Hall, six measures were proposed in agreement with the Mobility Team. Majority of that is connected to cycling, which is a strategic point for the City of Békéscsaba. Infrastructure development is needed at the end-points: currently there is no chance to take a shower or change clothes. Two of the buildings has one-one capable space for this development, and the intent is to turn it into cloakroom and shower with closable storage. Electro mobility is another point which is planned to be developed: electric car and electric bike charging point will be carried out, which helps commuting from more distant villages around the city, which trips were until now only possible to realize with cars. A company owned bike park will be purchased to service the workplace-based trips for those, who are not commuting by bike. This is also a testing opportunity for workers who are currently hesitating on purchasing an own bike. This measure will explicitly be beneficial for commuters from functional urban areas, as currently they are most likely to use cars. Having a high-quality infrastructure and available tools could be a good incentive to shift to sustainable transportation modes.

Two of the measures are planned to decrease private car usage, one with a raising awareness campaign and the other is with developed parking management. Over time handling parking problems would be still necessary. However, based on WMP a parking management plan will be more focused on sustainability.

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

The Békéscsaba micro-region can be found in Békés county in the southeast part of the country near the Romanian border. Among the cities belonging to the micro-region Békéscsaba is a county seat too while the other towns are smaller. Comparing to the other micro regions of the country the Békéscsaba micro-region overall can be considered a developed one.

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

The target groups were the employees of the City Hall of Békéscsaba.

The followings are the benefits of the planning process:

1. The planning process gives an overview of the current services provided by the institution.
2. The complex approach considered all relevant modes of mobility.
3. The employee forum and the survey gave a feedback to the decision makers on the demand of the workers.

The following impacts are expected:

1. In accordance to the mobility plans of the city, more attention is paid to cycling.
2. Missing end-point infrastructures will be developed to help extend the cycling season.

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

Since Békéscsaba is a city where the hardest traffic jam only gives one or two additional minutes to in-vehicle time, therefore sustainable modes will go along with the idea of maintaining health and mental fitness. The city's infrastructure and geographic conditions are ideal for cycling, so the planned measures focused on how everyone can insert cycling on the daily activity chain. The process and planned measures will have an effect beyond the project period and hopefully will have a long-term change in travel behavior of the employees.

Sustainability also means that the planned measures will not impose an unreasonable burden on the budget and subsequent maintenance can be solved.

Transferability of the process and solutions are easy, as in this size many cities are in Hungary and beyond coping with similar problems. Especially the electric charging point development and the parking system management could be easily transferred, as the first measure has little space requirement, but has a huge potential, while the second measure has a real effect on modal change.

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

The following lessons were learned during the process:

1. The workplace mobility plan should build on existing plans and visions of the city. The City Hall should act as a flag carrier in the implementation of the above-mentioned vision.
2. Involvement is essential, both for employees and for decision makers. By these involvements workplace mobility plan will reflect to real demand and stay realistic in the implementation at the same time.
3. Cooperating with other mobility related projects (e.g. building e-chargers) can bring better results due to synergy, thus the developments around the institute will be complex.

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.T3.2.11: Workplace mobility plan for City Hall of Békéscsaba