

### Newsletter 2 - August 2014

## Welcome to the second EMAH Newsletter!

After the railway and road surveys and the presentation of their results at the first EMAH Workshop (see Newsletter 1), the activities in the field of corporate mobility management were intensified in the past weeks and months.



**Dead-end street public transport?!**

The research results were presented in the second EMAH Workshop on 18 June 2014 in Eisenstadt. A multitude of transport experts, representatives from administration and transport companies as well as the EMAH project team attended the event.

The calculated CO<sub>2</sub> reduction potentials were discussed as well as the planned project activities towards eco-mobility. That much can be revealed already at the beginning: "Public transport good, car bad" was the key message of the results. This is where EMAH wants to come into play and achieve positive effects.

More on the surveys at the EMAH co-operation partners, on the possibilities for eco-mobility, on the second EMAH Workshop, on steps in the right direction that you can also take, and on the question whether there is life after the car can be found in this second EMAH Newsletter.

We hope you enjoy our Newsletter!

The EMAH project team

The staff surveys at the EMAH co-operation partners were finalised, the on-the-spot analysis concerning the transport situation was carried out, and the managers in charge of transport were interviewed.

The participating companies and universities are: Unger Steel, Seehotel Rust, ENERCON, Spa Lutzmannsburg, Designer Outlet Parndorf, Vienna University of Economics and Business, UNIMAS, VELUX, and the University Győr. Thank you very much for your active participation!



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## Thomas Macoun means...

Many management decisions that are taken in companies have a direct impact on mobility decisions and transport in general. For example, the location selection, the building design, the offer of parking places, the working hours, teleworking, the internal logistics, the delivery transport, and the car pooling organisation can be mentioned.

Sites of companies are mostly selected on the basis of internal criteria such as cheap land, the accessibility by car or the location in the region. The connections of the sites with environmentally friendly means of transportation (public transport, bicycles, by foot) play a negligible role. Many industrial enterprises have even no railway connection.

The frequently raised argument that commuting is a private affair of the individual employee is often used by companies in order to get rid of the responsibility and to pass it on, be it to the staff or also to the respective community or land.

The surveys at the EMAH co-operation partners unveiled the type of sector (e.g. tourism versus manufacturing industry), the size of the company, and also the general transport situation of the companies as the most relevant parameters.

Small enterprises see few opportunities for themselves to support their employees with regard to their commuting. This is even valid for companies that have a strong customer orientation.

Medium-sized and large companies have politically arguable (also at the community level) more possibilities to improve the accessibility of the location. Furthermore, internal organisational measures are increasingly set so as to enable the staff to cover their commuting routes in a cost efficient and time saving manner and also environmentally friendly.

The cross-border perspective in the framework of the EMAH project shows another aspect: namely the effects of the earning capacity and the purchasing power, respectively, on the modal split of the travel to work.



**Eco-mobility at the EMAH co-operation partners: light and shade**

Moreover, there seem to be cross-border differences in the choice of transportation means that are apparently caused by the general access to cars. In this regard, car pooling is more often used on the Hungarian side than on the Austrian one, also under similar framework conditions.

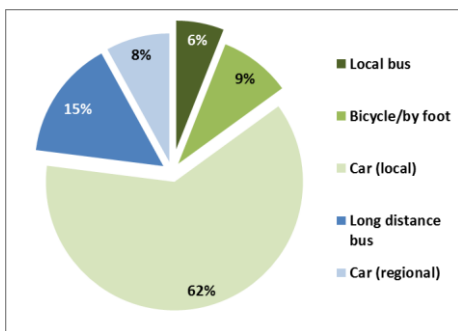
Thus, Austria can copy something from its eastern neighbour Hungary.

**Thomas Macoun is a professor at the Institute of Transportation of the Vienna University of Technology, Research Center of Transport Planning and Traffic Engineering, and member of the EMAH project team.**

# The surveys of KTI in Hungary

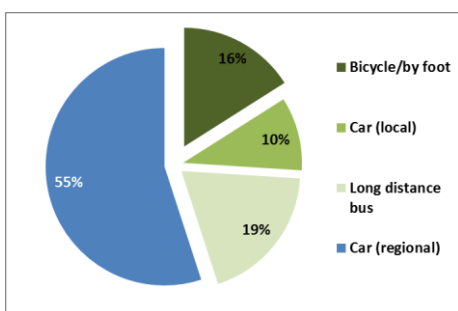
On the Hungarian side, KTI carried out surveys in the framework of corporate mobility management at two companies and one university: UNIMAS, VELUX, and the University of Győr.

UNIMAS in Sopron employs 130 people and has an advantageous location along a bicycle road that crosses the city from east to west. Right next to the entrance gate, a bus stop is situated. Nevertheless, the employees who are mainly local residents only insufficiently use the bicycle or public transport for commuting.



**Modal split of UNIMAS: Less cars than in Austria, nevertheless improvable**

VELUX in Fertőszentmiklós and Fertőd has ca. 1,000 employees and can be easily reached by bicycle or local bus. The railway line nearby has great potential, but can currently offer no real advantages because of the unfavourable timetable. In addition, the living locations of many employees are widespread in the surroundings of Fertőd. They could be better served by a demand-responsive shuttle bus or a car pooling service.



**Modal Split of VELUX: more eco-mobility than in Austria, still space of manoeuvre**

The Széchenyi István University in Győr has ca. 11,000 students. There is a free city bus service between the railway station and the university running through the city centre.

Furthermore, an extensive bicycle road network with plenty of storage capacity (most of them are covered) in front of the buildings serves the students.

Slightly more than 100 students participated in an online survey. It turned out that three quarters of the students live in Győr, most of them in dormitories or in apartments and only 25% of these students have a permanent address in Győr.



„There is no bus“ (Quotation from the survey) Here is one... (On the picture left: Endréné Trepper, KTI)

In most cases, the students can reach the university in less than 20 minutes. Ca. 75% commute by foot, by bicycle or by local bus. According to the answers of the online survey, the weather conditions have a high impact on the choice of transport modes. So in line with the season, the use of the bicycle should be supported by providing covered bike parking, opportunities to take a shower, and winter road maintenance.

“Based on the outcome of the surveys, KTI is going to provide recommendations to the co-operation partners in order to promote eco-mobility and will try to implement them thereafter”, said Álmos Virág of KTI about the EMAH activities in Hungary.

Detailed information on the results of the mobility surveys can be found on the EMAH web site under:

[www.wu.ac.at/ruw/emah/news](http://www.wu.ac.at/ruw/emah/news)

# All eco-mobile ways lead to the WU Campus

Since summer 2013, the Vienna University of Economics and Business (WU) is located at the new WU Campus in the second district of Vienna between the Vienna Trade Fair and Prater. The EMAH project team took this opportunity to analyse mobility aspects concerning this new location. All WU students were invited to participate in an online survey on transport.

All in all 1,525 students took part in the survey. The mobility behaviour on the way to WU, the choice of transportation means, the incurring costs, the satisfaction with the accessibility of the new WU site, and potential suggestions for improvement were inquired.



**Sustainability is a key issue at WU**

Stefanie Peer, member of the EMAH project team at WU, initiated the survey. “As for 839 students who already studied at the old WU, we could carry out a comparison between the old site and the new WU Campus. Since we also inquired the place of residence, we can deduce from the collected data whether and why the commuting behaviour has changed after the relocation”, explained Peer.

The modal split of the students has shifted a bit towards public transport and bicycle. 92% of the interviewees stated that they commute regularly by public transport to the new WU (at the old WU 89%), the bicycle is used by 15% (formerly 13%).

In summer time, a higher bicycle proportion can be traced, in winter an accordingly lower one. Without change, 13% use the car, while one third of the interviewees have general access to a car.

“61% are satisfied or very satisfied with the way they commute to the new WU. 72% stated this as regards the old WU location. This is inter alia related to the fact that the interviewed students had to change 0.8 times on the way to the old site, whereas they have to do this now 1.2 times on the way to the new WU Campus”, said Stefanie Peer further.



**City-Bikes can also be used on the way to WU**

The students see a multitude of possibilities for improvement. A higher number and frequency of buses are claimed as well as regional trains to the station Praterstern. Departure time monitors installed directly at the Campus are suggested. The current bicycle infrastructure could also be improved. Some students criticise the relatively high parking costs at the WU garage. But Peer in this regard: “Maintaining high parking rates is preferable in order to create no effect towards individual transport”.

The EMAH project team has now entered into a continuous dialogue with the WU management in order to further promote eco-mobility at WU.

# Second EMAH Workshop in Eisenstadt

In the second EMAH Workshop on 18 June 2014 in Eisenstadt, the results of the surveys at the EMAH co-operation partners were presented. Numerous transport experts from the Austro-Hungarian border region participated in this event. The staff surveys, the on-the-spot analysis, and the interviews with the transport responsables were subjects of debate. Furthermore, Bettina Pöllinger of Herry Consult gave a presentation on funding opportunities for eco-mobility.

As expected, the car is the most important transportation means on the way to work at the participating Austrian companies. 93.05% of interviewees stated that they go by car to work. Car pooling (4.97%) and the bicycle (1.32%) follow with a big distance. Public transport (0.33%) and commuting by foot (0.33%) play almost no role.

A bigger part thereof could switch to car pooling (18.25%), followed by the bicycle (13.50%). Public transport ranks far behind with only 3.28%. The results definitely show that a potential for more environmentally friendly transport modes than the car exists, could be used, and should not be underestimated.



**Presentation of the potentials for eco-mobility  
(On the picture: Michael Soder, WU Vienna)**



**Active participation in the 2<sup>nd</sup> EMAH Workshop**

The EMAH project team calculated the potentials for eco-mobility. The results are based on the subjective self-assessment of the 93.05% employees that use the car on their daily way to work. With regard to the question on utilisation possibilities for different transportation means other than the car, it turned out that about one third of the car drivers could use a more environmentally friendly transportation means on the way to work.

Moreover, the EMAH surveys refer to the problematic situation of public transport in rural areas. Only a minority of interviewees indicated public transport as a potential utilisation possibility on the whole way to work.

“In total, our analysis unveils big potentials for eco-mobility. Less CO<sub>2</sub> could be produced, energy could be saved, and costs could be reduced. Only with cycling, the participating companies from Burgenland could save 29.82 tons CO<sub>2</sub> per year“, stated Michael Soder of WU Vienna in the EMAH Workshop.

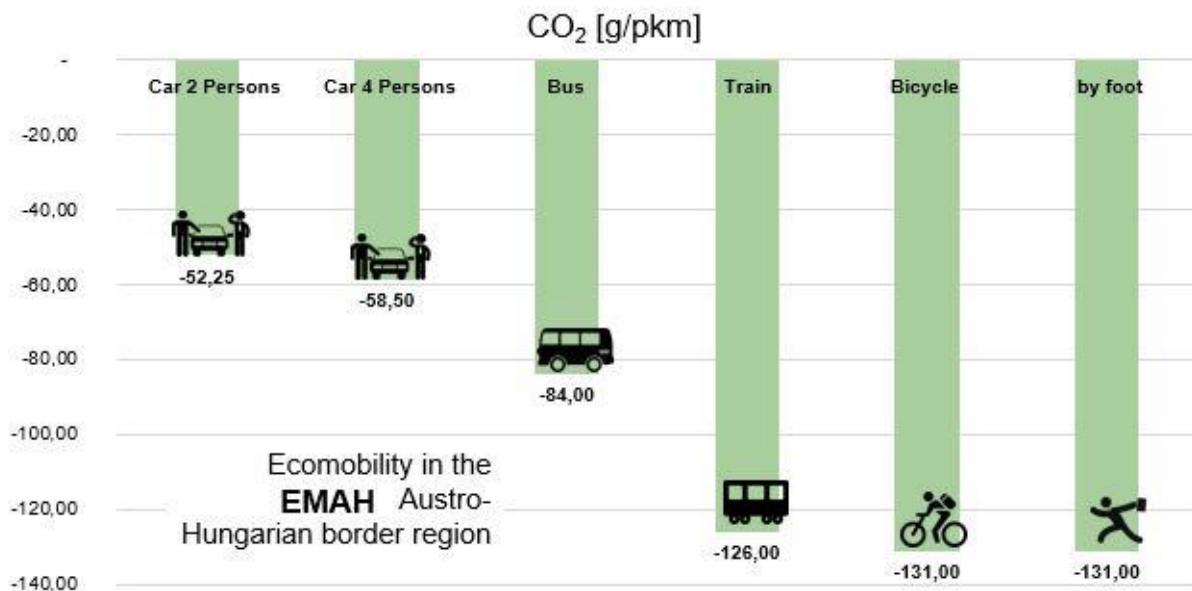
“If more persons used car pooling this would result in a potential of 38.76 tons CO<sub>2</sub> per year. Applied in the whole Burgenland, there are big possibilities for future-orientated mobility and environmental protection“, concluded Michael Soder.

# Facts and figures: how eco-mobile are you?

You can also set measures against CO<sub>2</sub> emissions and at the same time save energy and reduce your personal expenses - go for eco-mobility!

In the graph, the actual values of the Austrian Environment Agency on CO<sub>2</sub> reduction possibilities by transportation means are listed. All values are to be regarded in relation to a car with only one person.

In this context, it is a bit different as far as public transport is concerned. It follows cycling and walking in the ranking of CO<sub>2</sub> reduction potentials. With an average reduction of CO<sub>2</sub> emissions of 105 g/pkm and an average commuting distance of 60 kilometres per day, the change from car to public transport leads to a yearly CO<sub>2</sub> reduction of 1.4 tons.



**CO<sub>2</sub> reductions in gramms per person kilometre by transportation means, source: Environment Agency Austria, January 2014**

On top of the CO<sub>2</sub> reduction ranking, you can clearly find cycling and walking. Both transportation modes are not only beneficial for well-being, but also save most CO<sub>2</sub> with 131 g/pkm.

For one person that commutes 10 kilometres per day to and from work, the change to bicycle means accordingly about half a ton of yearly CO<sub>2</sub> reduction. But it is also clear that cycling and walking are limited due to their reachable ranges.

Car pooling also offers a big potential for CO<sub>2</sub> reductions. Even though there are in comparison lower reduction possibilities per person kilometre, there is a bigger leverage due to the normally longer distances.

## More information on EMAH

### EMAH web site:

[www.wu.ac.at/ruw/emah](http://www.wu.ac.at/ruw/emah)

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