The Grenoble Chamber of Commerce and Industry activities in Mobility Management counselling and awareness-raising actions

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The Grenoble Chamber of Commerce and Industry activities

Its territory

24,600 companies (1,350 > 20 employees)
representing 168,000 salaried employments,
44% of which in the industrial & Public Works sectors

Represents

➔ expectations of companies in dealings with local & national authorities
➔ regarding the quality of their environment
➔ and their daily life

➢ Traffic in the Grenoble area: Rocade nord
➢ A51: Grenoble – Sisteron motorway
➢ Framework for commercial development
➢ Program for company relocation: PDE
➢ Goods transport in town
➢ Sustainable development (water, air, waste)
➢ 4th tram line
➢ Minatec, Minalogic…
A partnership with local and departmental authorities: what for?

Logic of interface: dialogue Public/Private
Economic arguments to convince company …

- **Employees productivity**
  - Punctuality, respect the schedules
  - Risk of trip / health of the employees
  - Congestions, traffic problems
  - To stimulate collaboration / company culture

- **Economy**
  - Expenses raised for the company cars / private bus
  - High expenses of car park
  - Congestions of the roads for the deliveries

- **Quality of service**
  - Lack of visitors or customers parking spaces

... but also

- **Staff recruitment problems**
  - Women employees: more displacements related to the family life
  - Equal treatment in the company

- **The company wants to adopt a sustainable development policy**
  - Participation in the quality of life on the territory

**to support equity**
**the environment**
Methodologic book in a binder called PDE PRO®

- **Part 1**  A methodologic guide to support Mobility plan project manager in the company
- **Part 2**  The major questions
- **Part 3**  Some practical sheets to help on the first thought
  - pre diagnosis : multimodal mobility diagnosis of the site
  - decision help
- **Part 4**  A cederom
Coordination of the various actors:
- to transfer information to the authorities of transport.
- to coordinate meetings of work local enterprises/collectivities [study of the needs, potential of users, modification of clockings...]

Facilitate experimentation:
- gather all information on the various services of existing displacements
- Support the activities of the engineering and design departments and specialized consultants

Mutualise the experiences among the various heads of project MM:
By the platform of Ecobiz exchange
Mobilization of the CCI
Program PDE PRO

Tools for exchanges of national range

- A first national demonstration on the subject: The national crossroads of the mobility management
  
  www.carrefour-deplacements.com

- A community of exchange on mobility management
  Ecobiz Mobility displacements :
  http://www.grenobleecobiz.biz/ccig/mobacc.nsf
Results after 4 years

- 1300 sensitized companies
- 150 met and advised companies
- 120 mobility plan

Active mobility plan
60 companies (> 35,000 employees)
example: Bull, Schneider, ST MICRO, Tyco healthcare, Euromaster, Kelkoo
Plan de déplacements entreprise

Observatoire des PDE
dans l'agglomération grenobloise en 2007
51 firms*
33,592 employees
22% of employees working in the Metropolitan area

* On the basis of 102 firms which have a PDE

All in all, the 51 companies which launched a Mobility Plan process were audited:

- 40 firms have already a PDE
- 11 firms are performing their diagnosis
Firms’ profiles

Good representation of industries in the metropolitan area
Size of firms with a Mobility Plan

Small and Medium enterprises predominantly represented

Very small companies (less than 10 employees) are absent. However, the Mobility Plan is useful and applicable, whatever the size.
Why firms get involved in the PDE program

Environment: internal lever for the development of PDE

Social dimension: PDE for the well-being of employees

37% of companies have implemented an environmental management system.
• PDE are relatively young: 50% are operational for the last 2 years

• Average deadlines for achieving: 11 months, but 6 months for 60%
• Methodology used by companies includes 5 Important parts

• Mobility Plans interest and mobilize employees: 2 / 3 of employees answer to the inner survey
Various actions setting-up by companies

- 4 actions implemented in more than 69% of cases
- Strong progress of car-sharing during 2 years of activity in the metropolitan area
Impacts of PDE on moving

- Cars used by one person decreasing 15 points for commuter travels

- Report to cycling: + 5 points

- Report to public transports: + 4 points
Encouraging results

• 15 points less for car used by one person on a sample of 51 companies: a sizeable impact on the car flows.

• The environmental reason is the first cause to create a Mobility Plan, followed by social reasons: these companies have entered the era of sustainable development.

• The companies are part of an eco-citizen program, but also make each employees accountable of sustainable actions.
Distribution of the 51 firms investigated