

# A good environment for mobility boosts employee satisfaction

With a mobility concept, you lay the foundation for the increased use of public and non-motorised transport by commuters. This reduces both your mobility costs and your company's environmental footprint.

## Action

An analysis of commuter behaviour and your company's mobility environment serves as the basis for making decisions regarding employee-friendly mobility that saves resources.

## Benefits

Employees who travel to work using public transport, on their bikes or by foot reduce the number of parking spaces your company needs. Commuting by train also results in much greater productivity than driving a car.

## What to do

### Step 1: Preparation

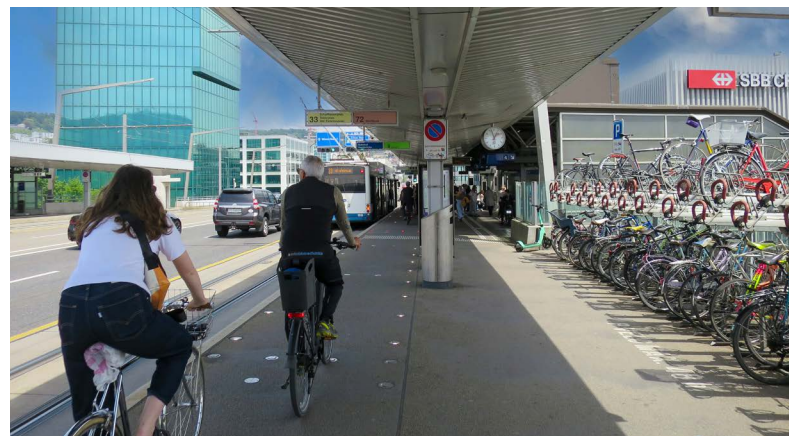
- What aspects of the analysis are you able and willing to take care of yourself, and what do you need support with?
- If necessary, you can engage a mobility consultant to help with step 2 and/or the implementation.

### Step 2: Analyses

- Analyse your company's mobility environment.
- Carry out a commuter route analysis by surveying your employees (see page 2).
- Have the consultant draw up a mobility concept that includes a list of measures, or come up with suitable measures yourself.

### Step 3: Implementation

- Implement the mobility measures that are suited to your company.



## Costs and workload

- You will need two to four person days of internal capacity for the analyses.
- You may also need to pay for external mobility consultancy services, which can cost anything from CHF 2000 to CHF 10'000 depending on the size of your company and the services you need.

## Please note

While a mobility concept is an important thing to have, it doesn't do much by itself. It's only when the measures recommended as part of the mobility concept to improve the use of public and non-motorised transport are implemented that the proportion of motorised personal transport, and the company's environmental footprint (CO<sub>2</sub> emissions) and mobility costs, will fall.

# Additional explanations

## Where can I find a consultant?

The website of [Mobility Management Suisse \(MMS\)](#) provides a list of specialist consultants.

## Analysis of the mobility environment

Evaluate the quality of the public transport, vehicle sharing and non-motorised transport facilities in the area where your company is based. Important factors include

- The nearest public transport stops
- The number and frequency of public transport lines
- Hours of operation
- Non-motorised transport facilities (PubliBike, electric scooter sharing, etc.).

## Employee survey

Conducting a survey of your employees is essential in order to ensure that any mobility measures are suited to your company. You find out how your employees commute and for how long, what means of transport they use, what requirements they have, and what action is urgently required.

In companies with up to 20 employees, this can be done using a printed questionnaire that you evaluate manually. Bigger companies are better off using an online tool for the survey. You can find various solutions for this on the internet. Some are free, and while others require payment, these usually offer more possibilities for evaluating the data.

SwissEnergy offers a model questionnaire that can easily be tailored to your requirements.

**Model questionnaire**  
Employee mobility behaviour



## Mobility concept with list of measures

The employee survey serves as the basis for analysing commuter journeys, which gives you an exact overview of travel times and emissions. Together with the evaluation of the mobility environment, this can be used to develop concrete measures aimed at improving your employees' commutes that are tailored to your company. These could include

- Promoting carpooling
- Bike sharing facilities between the station and the place of work
- Shuttle buses during peak times for locations with poor public transport connections
- A dedicated night taxi service for shift workers and employees working late
- Flexible working arrangements to allow employees to avoid peak times
- Incentives for employees to use public transport (taster passes, discounted passes, etc.)
- Working with the transport network to offer additional discounts (e.g. Jobtickets)

The mobility concept should describe every measure in detail, including

- A definition of the goals (concrete, measurable)
- The implementation and incorporation into the mobility environment
- The potential available (benefit to employees, reduction of mobility costs and emissions, etc.)
- The initial expense and recurring costs
- The time required for implementation

Waste no time getting started with the first measures in order to signal your commitment to environmentally conscious mobility.

## Additional information

- [Mobility management in companies, SwissEnergy](#)
- [Mobility Management Suisse \(MMS\)](#)