


AF2.MS3: Development and determination of mobility strategy

Implementation effort: 

Costs: € € €

Acceptance: 

Description:

It is the aim of a mobility strategy is to achieve the biggest possible effect on the mobility behaviour of employees with the smallest possible financial, technical and organisational effort.

A mobility strategy includes all areas of mobility (walking, cycling, PT and car). The results of a survey regarding the transport-related framework conditions of the company, the working hours, mobility behaviour and transport offers form the basis for the development of an appropriate strategy.

Possible strategies might include:

- Increase in the share of cyclists
- Increase public transport use on a particular route
- Reduce the share of motorists
- Transform xy car parking spaces into xy green spaces
- ...



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Tips for implementation:

- Prepare inventor of means of transports employees use for their way to work, design simple questionnaire or download it from internet
- Elaborate strategy for action with the support of company management and work council

Save time and money by:

- Advance information / research on mobility management and regarding Best-Practice examples for companies