

Showcase

Implementation of the CHUMS measures in Toulouse, FR

Introduction

Since 2008, Tisséo-SMTC, the Public Transport Authority, is managing a local carpooling service covering the Toulouse urban area level and beyond. Even if the number of carpoolers is constantly increasing since then, Toulouse sees the CHUMS project has a great opportunity to attract new users to the Tisséo service, put them in contact and keep them using it. Toulouse wishes to experiment fresh ideas that have worked in other cities and countries in the frame of carpooling.

Background

Tisséo-SMTC has an extensive experience in the field of Ecomobility services, running a carpooling service as well as promoting and accompanying companies and administrations to develop carpooling usage by their employees (organization of events, personalized mobility plans with a geo-localization system).

The CHUMS demonstration sites in Toulouse are the “TOP” Business Park in South West Toulouse comprising of 17 companies with around 12 000 employees (5 500 public and 6 500 private) and the “Héliopole” Business Park in North Eastern Toulouse with 10 organizations that have about 2.100 employees (300 public and 1 800 private).

In March 2015, before the CHUMS actions were implemented, Héliopole had 61 registered carpoolers and Top had 504 (total: 565). In the framework of the CHUMS project, Tisséo wishes to go further by implementing carpool weeks, mobility jackpots lotteries and personalized travel plans in order to increase the number of carpoolers registered.

Implemented actions

Carpool week

This action took place from Monday, 30 March to Friday, 3 April. The Carpool week communication campaign was centred on the “Drive collective” slogan and was intended to underline the involvement of Tisséo in imaging a public transport more practical and focusing on users. A communication kit comprising of different format posters, leaflets, guides, totems, roll-ups, internet banners and pop-ups was produced for each of the business areas. In general they were well received and supported and explained the actions. A speed-dating session to create matches between employees was organized at Héliopole before the carpool week and an animation/ stand during lunch time in front of one of the canteens was held at TOP, during the carpool week.



Mobility Jackpot Lottery

The back office was changed to be used for other lotteries that could be requested by companies and also to be adapted for the needs of the project. The 1st Draw was held on the 7th of April and involved 93 eligible participants: 18 from Heliopole and 75 from TOP.

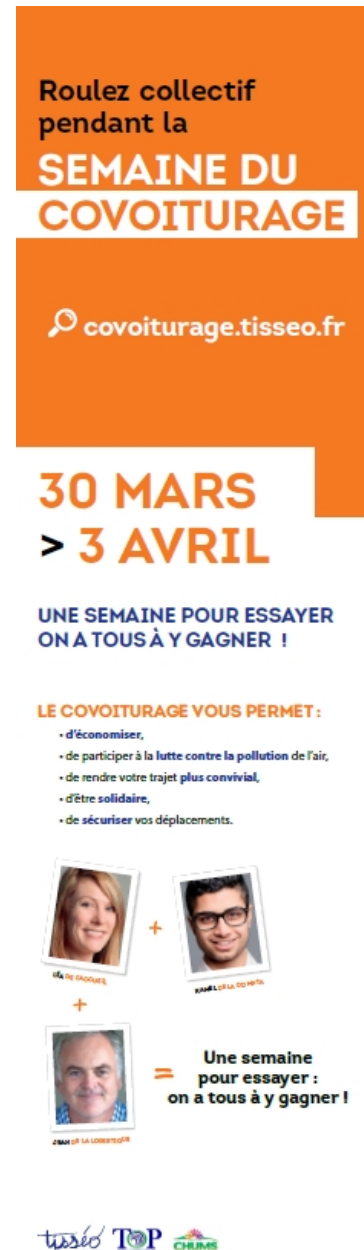
- The 1st winner was from TOP and received an iPad.
- The 2nd draw was held on the 5th of May and involved 168 eligible participants: 7 from Heliopole and 161 from Top. The 2nd winner was from Heliopole and received a Smart Box.
- The 3rd draw was held on the 2nd of June and involved 159 eligible participants: 7 from Heliopole and 152 from Top. The 3rd winner was from Top and received a Smart Box.
- The 4th draw was held on the 3rd July and involved 162 eligible participants: 6 from Heliopole and 156 from Top. The 4th winner was from Heliopole and received a Smart Box.
- The next draw will be held in September 2015 and an iPad will be offered.

Personalized travel plans

Tisséo Mobility advisors started informing companies about PTP since September 2014. An online questionnaire has been created in February 2015 to be circulated to employees to gather their contact details and to evaluate their interest to participate to PTP. The employees that accepted to be interviewed received a small mug as a give-away. These actions lead to attract around 58 employees potentially interested in a PTP but for the moment only 7 have accepted to participate. The main reasons for this low involvement level were: too many efforts were requested from companies/employees in a short period, the companies preferred to focus on the «event» part of measures and some companies communication policy (emailing/intranet) can limit the possibility to communicate with employees.

Evaluation actions

Tisséo-SMTC started presenting the evaluation questionnaire and process (3 cycles of evaluation) since January/February to companies. Ever since the beginning of the evaluation the companies gave negative feed-back regarding the process. They complained about the length of the questionnaire, about the fact that their employees are overwhelmed by questionnaires on different topics. There is also a technical aspect that prohibits the employees to respond to the questionnaires – there is a privacy concern and the internal communication policy defines limits on the input that each employee can give each month to external companies. Even if TML proposed several alternatives to relieve companies/employees until now, no evaluation questionnaire has been filled in.



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30 MARS > 3 AVRIL

UNE SEMAINE POUR ESSAYER ON A TOUS À Y GAGNER !

LE COVOITURAGE VOUS PERMET :

- d'économiser,
- de participer à la lutte contre la pollution de l'air,
- de rendre votre trajet plus convivial,
- d'être solidaire,
- de sécuriser vos déplacements.

 +  +  = Une semaine pour essayer : on a tous à y gagner !

tisséo TOP CHUMS

Results

Early June, following the 3rd draw, the number of registered carpoolers grew from 61 to 75 for Heliopole (+18.6%) and from 504 to 562 (+10.3%) for Top.

Early July, the total number of registered carpoolers was 4010.

Early July, 15 Personalized Travel Plans questionnaires had been filled in by Tisséo-SMTC in Toulouse. The target of 1000 questionnaires to complete by Tisséo-SMTC in Toulouse was reduced to 200.



The main results after implementing the carpool week, the mobility jackpots lotteries and the personalized travel plans are:

- Conclusive period (end of March – Early April) for the carpool week
- Stimulating rewards (iPad, Smart Box)
- Convincing communication strategy and material aimed at project managers in companies and administrations (numerous actions)
- Personalized travel plans valued and perceived as very useful by employees interviewed
- Word of mouth helped to recruit employees for Personalized travel plans

Lessons learned

- Set achievable goals. These goals should be realistic, in the number of companies/employees targeted.
- Invest in communication. A well designed campaign, tailored to the specific needs and conditions of companies and their employees can make the difference. Be aware of the investment effort, in both financial and human resource
- Maintain communication with companies and cater to their needs. These type of initiatives require the commitment of companies and in obtaining this support you need to know their needs and constraints, adapt the communication tools and messages to fit the specific conditions and come up with innovative ways to get them involved: events/animations/communication/activities etc.
- Develop a well-balanced implementation plan. During the implementation some actions may overlap and this will result in less engagement from employees (ex. lack of response to the evaluation questionnaire)
- Use incentives. The Mobility Jackpot Lottery is a proven way to attract and retain new carpoolers. Also consider freebies for achieving a higher level of involvement (fill in questionnaires/participate in PTP)
- Time to fill Personalized Travel plans questionnaires much underestimated
- Overwhelming tasks asked to mobility/carpooling project managers in companies and administrations
- Lack of appropriation of the communication support to develop it internally by project managers in companies and administrations