



CASE STUDY

Mobility plan for the Bizkaia Building

Summary: Eight public companies have moved to a new building (Bizkaia Building) in the centre of Bilbao since January. One of the companies is EVE, participant in the Move study. EVE has involved all these companies on a common Mobility Plan for the building. A Mobility Table was established with the participation of all the companies. After making a diagnosis of the situation, an action plan was defined. The action plan was designed through three different and interconnected levels: definition of objectives, strategic lines and projects. Working groups were created to propose the actions. Different projects have been carried out: awareness campaign through workshops, mobility information on the web, economic driving training, free public transport tickets, monitoring of the company mobility (kms travelled by means of transport), daily common mail service between the Building and the Basque Government. The projects will be monitored on an annual basis. Eight different companies and around 300 employees are involved in the Plan.

Target Audience				Actions			
	Children		Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people		Cycling		Car Pooling
	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
	Adults	X	Other (Public companies)		Flexible mobility services		Eco Driving
	Old Age Pensioners				Travel Awareness Event(s)		Walking
	Decision makers			X	Mobility management		Other
	Local and regional authorities				Public Passenger Transport		

Implementation Process

Fill out this step by step process of implementation for your project:

1. Establishing Mobility Table
2. Diagnosis
3. Establishing Working Groups
4. Definition of objectives and strategic lines and projects
5. Carrying out projects: Awareness campaign, web information, Training on economic driving, Distribution of free public transport tickets, daily common mail service between the Building and the Basque Government
6. Annual monitoring
7. Revision of the plan and definition of new actions on a cyclic process.

Barriers, Pitfalls or Unexpected Successes

The diagnosis showed that the use of public transport is very high in Bilbao. Still, there is margin for improvement, although time is required to establish the new mobility culture, to avoid trips if not essential, to share cars or to take into account mobility in everyday decisions.

Due to different types of constraints, some actions of the Plan, such as installing a parking place for bicycles in the Building, are taking time to be implemented.

The level of awareness and implication of the different companies participating in the Project has not been the same. It has not been easy to involve the Management of some companies in the project, so the timing has not been the same for all of them.

Impact of the Results of the Project

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| <p><i>1 The Management of all the 8 companies in the building has been involved in the project through a Mobility Table, achieving a common vision about mobility.</i></p> <p><i>2 All EVE employees have received awareness information on mobility improvement and 90% of EVE employees have been trained on economic driving.</i></p> <p><i>3 Information on public transport is provided to the visitors to the Building</i></p> <p><i>4 Mobility is now taken into consideration when defining the venue for workshops and congresses.</i></p> |
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