

Measure title : Parking management at the University Hospital
City, Country: Freiburg im Breisgau, Germany

Year(s): Consulting the problem since the early 1990ies, Introduction of parking fees in 2001

A1 Objectives

- (I) Ongoing imbalance of parking space supply and demand has become an increasing problem for the hospital, the nearby residential area and the City
- (II) The staff council of the hospital recognised the situation as a problem for employees and initiated a “transport-environment programme”.

A2 Description of the CS

The University Hospital of Freiburg is one of the largest employers in the region and its sites, which treat approximately 60.000 patients per annum, generate enormous traffic. Given its location in the heart of the city, scarce parking facilities caused a push for the implementation of a parking management and a mobility concept for employees.

The hospital is located next to a residential area, so space is scarce, but accessibility by public transport as well as by bike is good. The increasingly problematic situation put the introduction of parking management at the heart of the mobility concept, which was initiated by the staff council and which is driven by a working group with together with the administration.

The following activities were taken on Parking Management:

- Initiative for an environmental transport program by the Staff Council of the hospital
- Survey : A survey - before the parking management was implemented and one of the first actions - revealed a modal split with 38% of journeys taken by car, 24% by public transport, 31% by bike, and 5% on foot (early 1990ties)
- Ongoing process of converting parking spaces into space for new hospital buildings: The 8000 employees had access to around 1700 parking places on site; this figure was gradually reduced due to the expansion of hospital buildings.
- Introduction of parking fees: The main activity was the introduction of a parking fee which all car-users have to pay (employees, patients, visitors). 30% of the fees are used to subsidise the job-ticket (1/5 discount).
- Parking restriction: The adjacent area (neighbourhood) was almost entirely restricted to resident parking
- Survey in 2002: A survey after the introduction of the parking management amongst employees revealed a modal split with 22 % of journeys taken by (own) car, 14% by public transport, 16% by bike, and 3% on foot (2002). The remaining 37% use a combination of various means of transportation
- Establishment of a working group for the whole project.

These attendant activities were taken before or at the same time:

- Improved accessibility by public transport: Public transport services have been improved over time; most important was a new stop of the commuter rail-line next to the site (instead of changing at central station, which made trips 20 min. longer)
- Cycling concept: Improving cycling facilities and organising cycling days => Concept for bicycle parking, new parking facilities with weather protection and creation of a bicycle brochure; implementation of changing rooms and showers
- Establishment of an environment-friendly-traffic-program in the “internal” public relations.
- Overall mobility information: Mobility information when hiring new personal by the staff council
- Coordination: Individual working time models and flexible working hours; coordination with public transport timetables

B Costs and where the money came from

Implementation

There was no external financial support for plans or measures. The financing of measures were taken by the hospital. Details about the costs and the number of ticket machines are being asked

The new station at the University Hospital was just like the bicycle concept was funded by the budget of the hospital: In 1997 about DM 70,000 (today about 35.000 Euros) were invested in the cycling concept. More than DM 1 Mio. (today about 500.000 Euros) have already been invested in the station from the construction budget of the hospital.

There is a budget, where measures can be implemented with, by the construction administration for the internal AG environment and transport. The amount in 2006 was about 20,000 Euros. The provided money in that year was used e.g. for the optimization and the construction of new bicycle parking facilities.

Fees for Parking

For patients/visitors the parking fee is 0.50 Euro per 30 Minutes. There are several parking lots available; at one location (Elsässerstraße) special long term rates on a weekly basis exist. Long term patients have to contact the hospital authorities.

For employees the parking fee was 0.50 Euro per day until 2011. From June 2013 the parking fee is 1 Euro per day, because 1 Mio. Euros were spent to build new parking decks (now 425 instead of the previous 252 parking spaces). The number of parking spaces at another location parking (Breisacher Straße) were reduced by 142 in favor of a new hospital building.

C Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
<p>(I) Ongoing imbalance of parking space supply and demand has become an increasing problem for the hospital, the nearby residential area and the City</p> <p>(II) The staff council of the hospital recognised the situation as a problem for employees and initiated a “transport-environment programme”.</p>	<ul style="list-style-type: none"> The accessibility of the hospital for all employees without their (own) car 	<ul style="list-style-type: none"> Comparing numbers of available parking spaces (before and after) survey amongst employees 	<ul style="list-style-type: none"> the number of parking spaces has been decreased by 300 at the hospital 400 employees switched to other modes of transport and don't use their car any more to commute.

D Implementation process

D1. Stages

The CS was implemented, as follows, in the following stages:

Stage 1: 1990: A political discussion in the summer of 1990 about air pollution and increase in ozone levels due to the increase of the MIV => internal discussion of the topic “environmentally friendly way to work” => Initiative for an environmental transport program of the University Hospital in 1990 through the initiative of the Staff Council of the hospital

Stage 2: 1992: Opening of a nearby new train station

Stage 3: 1994: The steering group “Environment” was founded at the University Hospital. In this group all environmental issues of the hospital are worked on and new approaches for environmental issues (including transportation) were discussed.

Stage 4: 2001: Introduction of parking fees, escorted by a system of incentives not to come to work by car

Stage 5: 2002: A survey amongst employees revealed a modal split with 22 % of journeys taken by (own) car, 14% by public transport, 16% by bike, and 3% on foot (2002). The remaining 37% use a combination of various means of transportation

D2 Barriers

Barrier 1 – There was great resistance to the implementation of parking management on the part of car drivers (employees), as parking spaces were removed on the grounds of the University Hospital from the employees to the benefit of patients and visitors parking.

Overcome: System of incentives provided by the hospital to move employees to use environmentally friendly means of transportation – instead of their car - and the anchoring of the mobility management in the “operating agreement agenda”.

The incentives are: Employees who are notify in a written form at the hospital office that they refrain from using the parking lot can choose between three options (service agreement Universitätsklinikum Freiburg):

1. **Bonus Policy:** The bonus scheme covers those who come by bike or walk to work. Depending on the distance of the residence they will get an annual salary bonus for their environmentally friendly behavior: € 50 in fare zone A, 55 € in fare zone B, 60 € in fare zone C or beyond.
2. **Regional monthly pass for public transport:** It is offered as a subsidized ticket from the University Hospital Regio-monthly ticket for € 33.50 (instead of € 41.50). It is transferable, which means it can be used privately by two adults with up to four children.
3. **Annual Regio-Card:** The employees get a subsidy from the employer for the annual card of the Freiburg Transport Association for about 80 €. The annual amount can be paid by the employees in two rates of € 157.50. The transferable regional annual pass can be purchased for € 335 instead of € 415.

D3 Drivers

Two **main drivers** can be identified:

Driver 1 – The high imbalance of parking space supply and demand has become an increasing problem for the hospital, the nearby residential area and the municipality, so a solution has to be found, not only by the hospital, but for the municipality as well.

Driver 2 – The Staff Council of the hospital was very innovative in the 1990ies years and preparing the hospital for the upcoming years with an “Initiative for an environmental transport program”.

The description was based on the report

http://www.mobilitaetsmanagement.nrw.de/cms1/download/fops_bmm_fallstudien.pdf

http://www.effizientmobil.de/fileadmin/user_upload/effizient_mobil/Download/Wettbewerb/MOB_EB_MobManagement_Freiburg_geaen.pdf

<http://www.badische-zeitung.de/freiburg/uniklinik-mitarbeiter-muessen-doppelte-parkgebuehren-zahlen--72416365.html>

http://eltis.org/index.php?id=13&lang1=en&study_id=3377%20%2830.4.2014%29