

Smart mobility policy Rotterdam Erasmus Medical Center

The Erasmus Medical Center (EMC) is currently developing some new facilities and buildings to enable the hospital to grow at their current location. It is the biggest university medical center of the Netherlands with over 10.000 jobs on this location. This new developments will be at the expense of the already cramped parking facility. The Erasmus MC has therefore decided to champion a smart mobility policy for commuting traffic, which puts the patient at the centre and the employees will be offered the choice between a car scheme or an individual travel budget.

Objectives

The main goal is patients, visitors and personnel being able to access the hospital without any problems and to reduce the car use among the employees.

Description

The main measures are:

In the car scheme a differentiated tariff setting for parking, depending on time, day and commuting distance of the employee was integrated. The parking expensed are be accounted for on a monthly basis together with the employee's salary.

In the individual travel budget the employees receive a certain budget to make arrangements (walking, cycling, public transport et cetera) for their home to work travel themselves

The hospital has set out a number of measures to make it more attractive for employees to leave at home and to use alternative modes of transport.

Impact & outcomes

The structural car usage by employees has been reduced from 45% to around 25%. By further stimulating the alternative modes and by increasing the parking rates the car commuter ratio among the employees can be reduced even further.

Barriers / constraints and how they have been overcome (max. 15 lines for short explanation incl. recommendations for followers)

Translation of the Dutch document Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag (CROW).

Good Practise



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