

An overview of the Workplace Mobility Plans of the city of Saint-Quentin-en-Yvelines, France



M.Lemoine/Photothèque CASQY

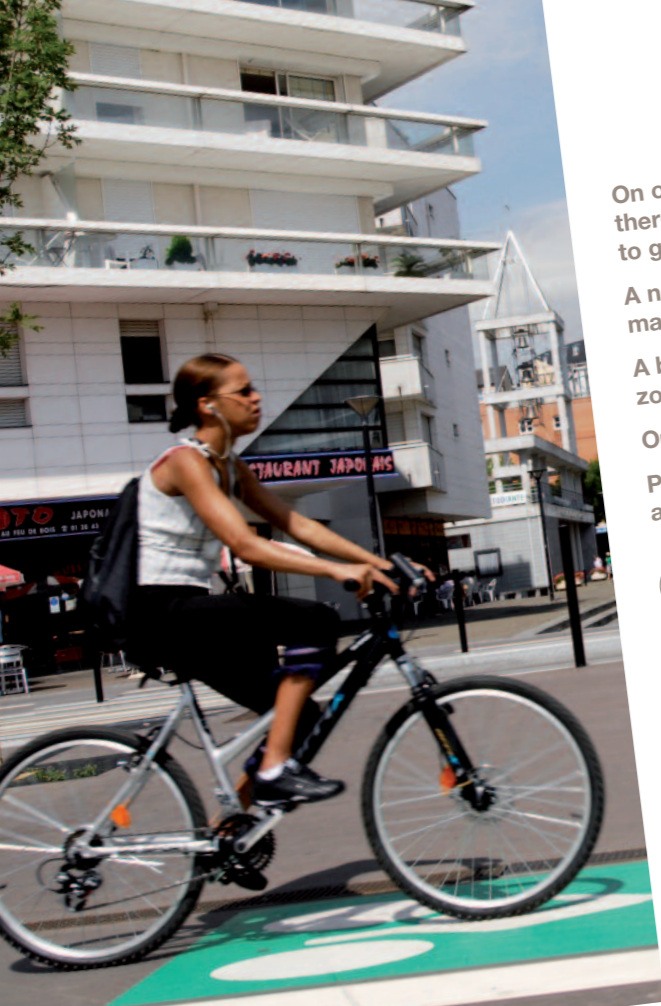
Presented by
CASQY and CCIV
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CASQY is the acronym for a group of 7 townships collectively known as the Communauté d'Agglomération de Saint-Quentin-en-Yvelines. CASQY has 147,000 residents and 105,000 jobs, making it the second-largest employment community in the greater Paris region.



CCIV is the acronym for our region's Chamber of Commerce and Industry, of Versailles Val d'Oise Yvelines, with 65,000 member companies.





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On one of our busiest public transportation routes, there is now less waiting at rush hour and it is much easier to get a seat, because the busses come along more frequently.

A new bus stop has been added along another route, making the walk shorter for the hundreds of people who now use it.

A brand new express bus now runs straight to one of our industrial zones from Paris and back, zipping people to and from their jobs.

Our city's carpooling website is being completely rethought and reworked.

Protected cycle ways are being created, and we're looking at building more bike racks, too.

Our Workplace Mobility Plan is just getting started... and we already have success stories to tell!



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Targeted zones

Each one of our three initial Workplace Mobility Plans (WMPs) targets a specific industrial zone, with the goal of reducing the pollution generated by vehicular traffic by making alternative transit options available to the 25,000 people who must go to and from the 29 companies whose offices are in these zones.

When we first started in 2008, we chose these three zones because the five largest traffic generators of our region had their worksites in them. These five companies – Bouygues Construction, EADS, Malakoff-Mederic, Thales, and Renault Technocentre – were required by French law to set up a Workplace Mobility Plan.

CASQY and CCIV worked with these enterprises to deploy a global approach built on a solid and step-by-step methodology. It all worked so smoothly that we decided to extend our partnership to allow other companies, both large and small, to benefit.



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Our challenge: Improve the accessibility of employment zones in a suburb made for cars

Our community, Saint-Quentin-en-Yvelines, is a planned 'new town' in the western suburbs of Paris, France. It was created in the 1960s during the heyday of the automobile.

One of our biggest challenges – and simultaneously the reason that our task is so very important – is that Saint-Quentin-en-Yvelines was designed for vehicles. It was not a community made for walking or public transportation; indeed, only 15% of our residents currently use public transportation!



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Important exchanges at our team meetings

Another explanation for our successful start: The dialogue made possible by the thematic meetings and workshops we have organized on communication, public transportation, infrastructure, active transport, carpooling, business travel, housing, and more.

CASQY and CCIV provide the structure and organisation for these workshops, and our participating companies enthusiastically exchange ideas, advice, experiences and lessons learnt. A real dialogue has been created – between our organisations and the enterprises of CASQY, and perhaps even more importantly, amongst the enterprises themselves!

Success made possible by a true partnership

Our project benefits from the very close collaborative effort between CASQY (the acronym for our group of 7 townships, collectively known as the Communauté d'Agglomération de Saint-Quentin-en-Yvelines) and CCIV (our region's Chamber of Commerce and Industry).

CCIV brings its experience in creating regional business-focused communities and networks as well as its cross-functional understanding of transit issues. CASQY brings its understanding of the specifics of the transportation and urban planning aspects of the project and its ability to intervene in public transportation networks and road infrastructures such as cycle ways, bus stops, crosswalks and the like.

Our partnership has allowed us to work quickly and efficiently and to successfully reach out to both small and large companies. The issues we are addressing are so important – the economic development of our region is put at risk by the employee transit problems businesses here face.

Our goals

Our plan has a number of concrete objectives, which were set during the summer of 2009 after our initial round of diagnostics and analysis.

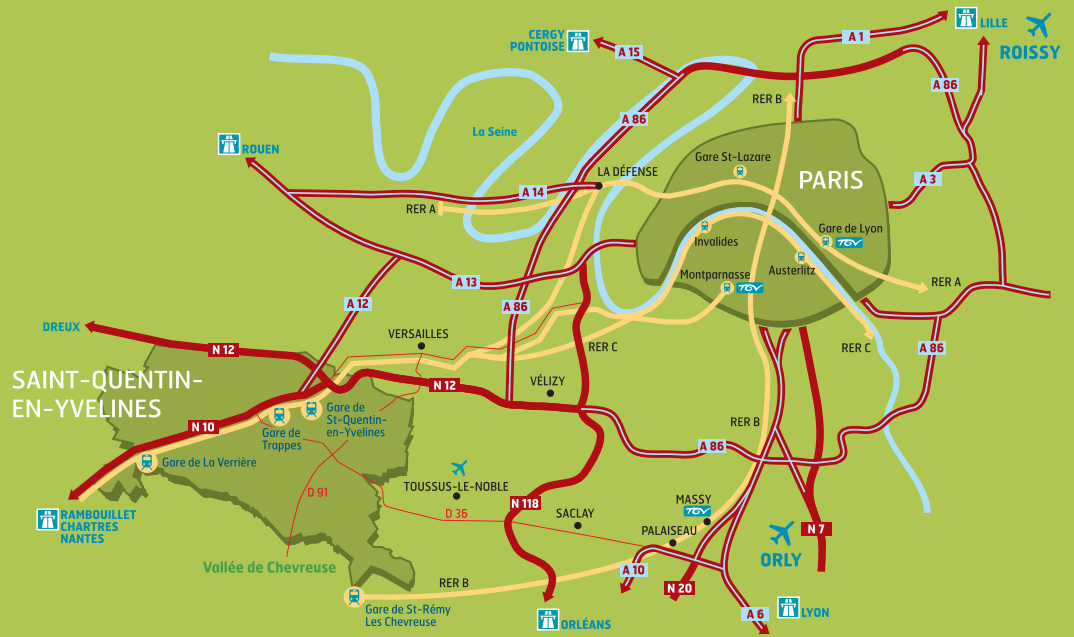
THESE GOALS INCLUDE:

- Improve the modal share of public transportation users from 14% to 18% by 2013
- Increase the modal share of bicycle users from 0.5% to 1.5% by 2013
- Increase the modal share of carpooling from 2% to 6% by 2013
- Maintain a dynamic rhythm to our WMP team meetings: 2 per year per WMP zone

The formal results from the first full year of our efforts are expected in September 2010, but as indicated above, we've already successfully reached important intermediary milestones on our way toward our goals.



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The Workplace Mobility Plans of the city of Saint-Quentin-en-Yvelines, France

Making it easier to get around during the workday.

Helping employees and visitors feel closer to their offices.

Creating a more appealing and efficient public transportation service.

Promoting 'active' transportation like walking and bicycling.

Promoting carpooling and car-sharing services.

Developing ways to share the means and the resources among companies



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