

STAFF MOBILITY HUBS AT THE DUBLIN LOCAL AUTHORITIES



CONTENTS

INTRODUCTION.....	3
OBJECTIVES.....	6
SCHEME OVERVIEW.....	7
OPERATIONS.....	9
USAGE.....	12
KEY CONSIDERATIONS.....	13

WHAT IS A STAFF MOBILITY HUB?

The Staff Mobility Hub (SMH) provides staff with access to sustainable transport options, such as electric cars (Ecars) and electric bikes (Ebikes). The hub is used for business travel during the working day and not currently used outside of working hours. The hub is an example of an initiative within the wider movement of Corporate Mobility as a Service (CMaaS) whereby organisations provide mobility solutions for staff travel.

“The mobility hub now has given me the freedom to be able to go to any part of the city...without having to drive into the city”

- dcc staff mobility hub user



Click on the YouTube logo to view an interview with staff mobility hub user

INTRODUCTION

The Dublin Local Authority (DLA) Staff Mobility Hub (SMH) initiative was selected as part of the Dept. of Transport Pathfinder programme. This document is a close-out report for the Dept. of Transport to inform practice elsewhere.

The SMH arose from Enterprise Ireland's Small Business Innovation Research (SBIR) process which encourages innovation in the public sector, working with companies to co-design solutions to address challenges. The process involved advertising a 'challenge' to attract market solutions, fund pilots and evaluate the solutions. In this case, the challenge was to provide solutions to deliver smarter workplace mobility

for council staff. See next page for an example of the marketing campaign to attract various solution providers.

The overall SBIR process was facilitated by Dublin City Council (DCC) with participation from two other Dublin councils at the time; Dun Laoghaire-Rathdown (DLR) and Fingal County Council (FCC).



DCC Launch



DLR Launch



FCC Launch

SMART MOBILITY HUB



SMART
DUBLIN



ENTERPRISE
IRELAND

SEEKING SMART, LOW COST SOLUTION...

CHALLENGE:
DELIVERING SMARTER
**WORKPLACE
MOBILITY
FOR STAFF,**
REDUCING EMISSIONS



**INTEGRATION OF
E-CARS, E-BIKES,
PUSH BIKES**



**NEW BUSINESS MODELS,
OPEN STANDARDS**

ABILITY TO REPLICATE IN OTHER LOCATIONS

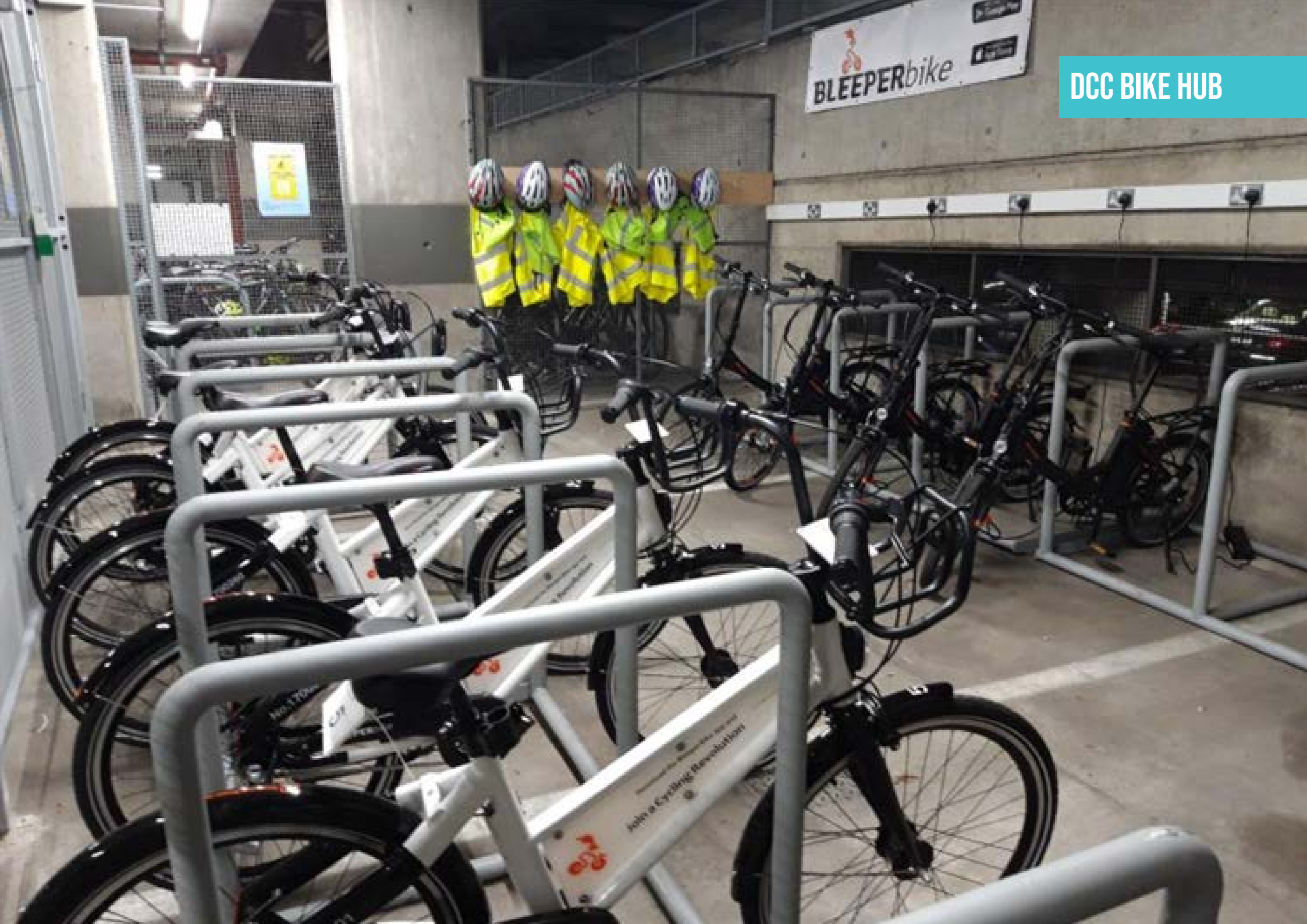
APPLY HERE: WWW.SMARTDUBLIN.IE

€200,000 IN FUNDING
AVAILABLE



BLEEPERbike

DCC BIKE HUB



OBJECTIVES

“I enjoy the convenience of being able to get around the county, knowing that I’m keeping [my] emissions down”

- DLR staff mobility hub user

For Staff

The hub provides multimodal travel options without having to use a personal car or bike.



For the DLAs

Supports environmental goals by reducing emissions associated with business travel

Potential cost savings via reduced infrastructure needs, such as parking spaces

SCHEME OVERVIEW



Current status of scheme	Active	Inactive	Active	Trial to be initiated
Number of Council Locations	Two	Two	Two	One
Timeframe	2019 - Now	2019 - 2022	2019 - Now	H2 2026
Mobility modes				
				
				
Fleet ownership model	Owned by Council	Lease	Lease	Lease
Booking app	Bespoke - developed by a third party	Bespoke - developed by a third party	Bespoke - developed by a third party	Third party
Reason for cessation of scheme	N/A - scheme still active	No internal Project Sponsor post-COVID	N/A - scheme is still active	N/A - scheme is yet to be launched



FCC HUBS



OPERATIONS

The following points give a general overview as to how the scheme is operated. It is worth noting that annual staff travel surveys informed the evolution of the scheme in each DLA.

Infrastructure

A dedicated space is provided at the Council location for the Ecars and Ebikes with associated charging facilities. A location with good visibility and footfall helps raise awareness amongst staff and drive the uptake of the scheme.

Administration

Staff profiles are set up and administered on the Booking App by a central point of contact.

Fleet Maintenance

The relevant fleet providers are responsible for maintenance of the Ecars or Ebikes (depending on the ownership model).

Training

Staff are trained to use the Ecars and Ebikes before being allowed book the mode. This training was a mix of 1:1 in-person, videos, FAQs, etc.



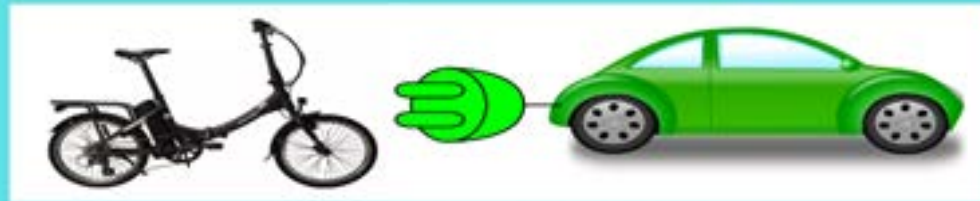
OPERATIONS

Campaigns

Internal campaigns (e.g. posters, webinars, emails) are issued to encourage staff to use the scheme (see DCC poster example). The modes themselves also serve as mobile advertisements of the scheme, with prominent branding on both cars and e-bikes.

SMART MOBILITY HUB

- **FED UP WITH DRIVING IN RUSH HOUR TRAFFIC?**
- **WISH YOU COULD LEAVE YOUR CAR AT HOME BUT YOU NEED TO USE IT FOR WORK?**
- **WHY DON'T YOU SIGN UP FOR THE FREE SMART MOBILITY HUB?**



LAUNCHING MAY 8 2019!

CIVIC OFFICES CAR PARK!

**INTEGRATION OF
E-CARS, E-BIKES,
PUSHBIKES**



**DELIVERING SMARTER
WORKPLACE
MOBILITY
FOR STAFF,
REDUCING EMISSIONS**

**SIGN UP NOW
INFO@SMARTDUBLIN.IE**

PLEASE NOTE THE BIKES, EBIKES AND ECARS CAN ONLY BE USED FOR WORK PURPOSES AND CANNOT BE TAKEN HOME OVERNIGHT.



OPERATIONS

Booking, using and returning the ecar or bike

“The EVs are great for us...because people can [just] jump on and get one...and they’re very happy with them.”

- DLR mobility hub administrator

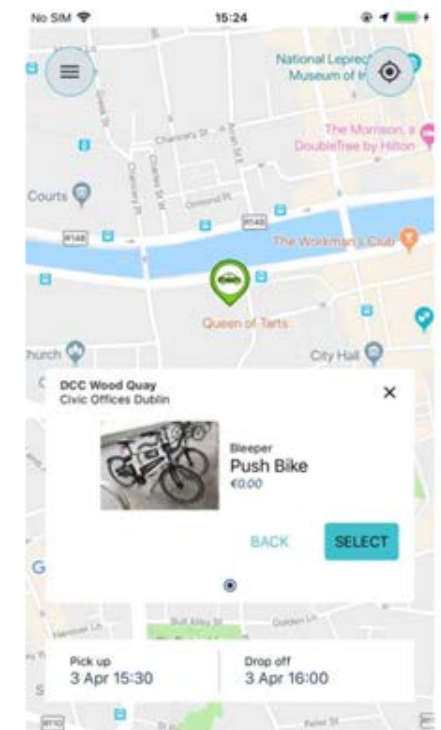
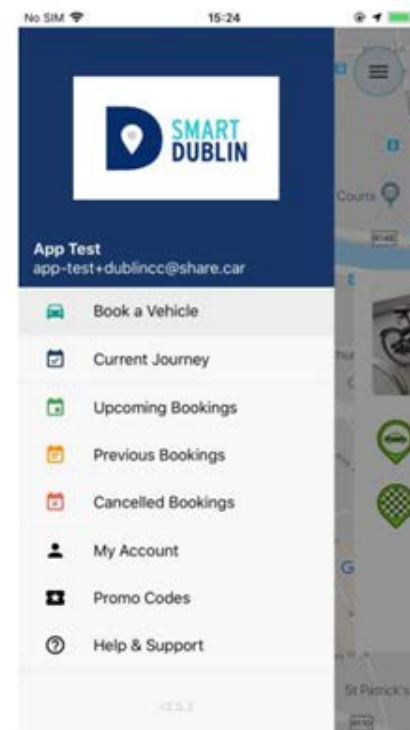
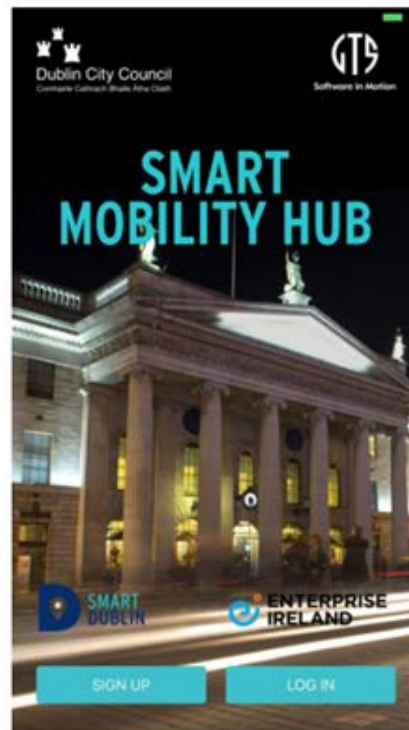
Booking App

Once setup and trained, staff can book a specific Ecar or Ebike for the time needed.

In FCC, the App is installed by default on the Staff phones. Block bookings can be a problem where a mode is booked for multiple days but not fully utilised during that time.

Return to Base

The Ecar or Ebike is returned to the location where the journey started.



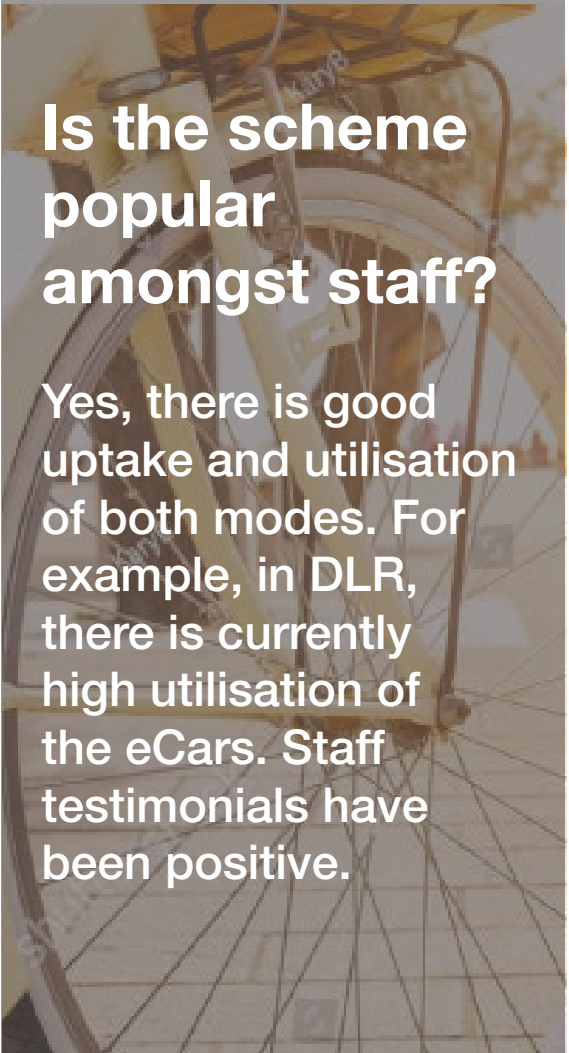
USAGE

The data captured was limited and varied across each DLA. In addition, COVID did interfere with attempts to analyse overall trends and patterns. Hence, the following points are broad observations based on where relevant data was available.



Who uses the scheme most and why?

The modes are used by staff who needed to visit external sites during the working day or to go to another Council location.



Is the scheme popular amongst staff?

Yes, there is good uptake and utilisation of both modes. For example, in DLR, there is currently high utilisation of the eCars. Staff testimonials have been positive.



What is the gender profile?

Early usage data at DCC indicated that more males used the scheme than females.



Which mode was most popular?

eCars are more used than ebikes

KEY CONSIDERATIONS

The following points arose at the DLAs but were not necessarily resolved mainly because the scheme ceased at DCC. They are key considerations when initiating a SMH for any organisation.

1. Service Model

Project Sponsor – within the Councils, it was not clear which Dept. should ‘own’ the scheme. It is crucial to identify the most appropriate Project Sponsor with an assumption that the service will continue beyond any pilot.

Administration – there was a high level of administration by internal staff to manage staff profiles, train staff on Ecars/Ebikes, run a marketing campaign, etc. Other organisations may prefer a turnkey solution whereby such administration is done by a service provider.

Multi-modal App – at DCC and FCC, there were challenges integrating the modes into one App. There may now be market solutions which do this integration seamlessly.

Data – as outlined above, the data captured by the DLA schemes was limited plus COVID was a factor. Consideration should be given to what metrics and analysis would be needed to make the scheme as effective as possible - this will inform the data to be captured. For example, data such as vehicle kilometres traveled (VKT), maintenance logs, Staff Gender and Age profile, etc. would offer insight.

2. The Grey Fleet

Staff may prefer to use their own car to claim attractive mileage rates. A reduction in mileage rates would make this option less attractive.

In addition, rates for Active Travel modes could be introduced like for commuting in other countries: [France, Italy, Belgium: Which European countries have the best cycle to work schemes?](#)

3. Staff Parking Entitlements

Staff may prefer to use their own car to avail themselves of a priority parking place (e.g. it was included in their employment contract). These arrangements could be revised.

4. Benefit in Kind (BIK)

Currently, if a staff member takes a shared car home, it may be considered as private use and subject to BIK. This means that the volume of bookings late in the day is low as the car must be returned to the Hub. Exceptions could be made for infrequent occurrences by staff.

KEY CONSIDERATIONS

5. Scope 3 Emission Reporting

The current reporting of Business Travel is a manual process. Consider ways to automate the process using data from the SMH scheme.

6. Complementary Mobility Hubs

Neighbouring organisations (e.g. in a Business Park) may wish to partner in the scheme. This introduces a shared cost model and increases the likelihood of higher utilisation of the mobility modes.

New public Mobility Hubs across Ireland provide another opportunity to provide shared mobility for staff. Staff discounts could be negotiated with the Operators, albeit the modes may not be ringfenced for staff.

7. Public Transport

Consideration should be given to ways to encourage staff to use Public Transport (e.g. they prefer not to use an Ecar or Ebike). For example, FCC are introducing shared 'Council Leap Cards' which can be picked up and dropped back by Staff if they choose to travel via Public Transport during the working day.



“It’s actually making a small contribution to saving the planet, which I wouldn’t be doing if I was driving my petrol-driven engine”

- dlr staff mobility hub user

