

Objectives of the measure

- **At measure level:**

The aim of this measure is to incentivise the use of public transport and green mobilities for commuters:

- Promoting the usage of PT and micro-mobilities by allowing employers to provide FMD (mobility credits) to their employees.
- Facilitating the use of micro-mobilities and other green mobility modes by providing a “one-stop-shop” MaaS app for mobility payments and journey planner from home to the workplace.

- **Contributing to city level objectives of:**

- Allowing companies to reward mobility credits to their employees.
- Providing workers other alternatives to personal vehicles for commuting.
- Reducing carbon footprints by reducing the usage of personal vehicles.

Description of the measure

- **Situation before:**

Ile de France Region has very frequent traffic congestions, especially due to the use of car to go and come back from the workplace. In suburban areas like Versailles Grand Parc, the PT network is not as well interlinked as in the Metropole area of Paris, which explains the major use of cars by commuters.

Since 2020 the French legal framework has enabled employers to grant FMD (*forfait de mobilité durable* – mobility credits) to their employees in order to encourage the use of sustainable mobilities for home-workplace trips, thanks to tax breaks.

Instant System developed a B2B application to facilitate the distribution of FMD to employees by employers, enabling the use of green mobility and micro-mobility transport modes from home to the workplace.

- **General description:**

This measure aims at facilitating the management of FMD (mobility credits) as a mean of payment for PT, micro-mobility services and other green transport modes (e.g. personal bicycle with the possibility to report IKV ie. cycling mileage allowance). This will allow private companies, located in the territory of Versailles Grand Parc to provide employees with FMD to be used as a mean of payment of sustainable mobility modes (public transport + active modes). This will encourage the use of those modes and promote a healthier lifestyle in the region.

The B2B application will be provided and configured to identified private companies for the attribution of FMD to their employee with a complete back-office tool for the HR department of each company.

- **Sub-measures description:**

- **IDF_07_01:** Promoting the usage of PT and micro-mobilities by allowing employers to provide FMD (mobility credits) to their employees.
- **IDF_07_02:** Facilitating the use of micro-mobilities and other green mobility modes by providing a one-stop-shop MaaS app for mobility payments and journey planner from home to the workplace.

- **Measure outputs:**

This measure will deliver:

- The possibility for end-users to pay their trips using FMD (mobility credits) thanks to the payment system within the B2B MaaS app.
- Key Performance Indicator on the usage of FMD as a mean of payment for PT and micro-mobility.
- The integration of a micro-mobility provider settled in Versailles Grand Parc in the B2B MaaS app (linked to IDF_04 – depending on the success of measure IDF_04 providing that an agreement is signed with Ile de France Mobilité). Such integration would enable the search, booking and payment directly from the app. Without this integration, the users will still be able to pay micro-mobility services with the FMD thanks to the app payment system.

- **Supporting activities:**

Identification of private companies with needs for tools to facilitate the distribution of mobility credits and which will foster the use of green mobility to their employees.

- **Interaction with other city measures: UPPER and non-UPPER measures**

This measure is related to other IDF city measures aimed at integrating the evaluation of micro-mobility to reduce the impact of carbon footprints in the first and last miles of trips:

IDF_04: Added-value services in multimodal nodes to integrate active modes with PT [PULL]

Target groups and/or geographical impact areas

- **Target groups:**

- Private companies located in Versailles Grand Parc
- Employees of private companies located in Versailles Grand Parc

- **Geographic impact area:**

- Versailles Grand Parc
- Border connections of VGP with Le Grand Paris metropole.

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Versailles Grand Parc** to identify private companies with needs for FMD (mobility credit) management system and green mobility policy
- **Instant System** to provide the B2B app to private companies and integrate the micro-mobility provider (cf. IDF_04)
- **Private companies** that aim to provide FMD to their employees
- **Micro-mobility service providers** to be integrated in the MaaS app (cf. IDF_04)
- **Ile de France Mobilité** to enable the integration of MaaS features in their existing application (cf. IDF_04)
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U-tools support

The implementation of this measure will not be supported by IT tool from the UPPER toolkit.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **TES_06:** Social optimum-based traffic management to reduce PT travel times and increase user satisfaction [PUSH]
- **LEU_03:** Use of social traffic management for personal travel advice to individual users [PULL]

Process of implementation of the measure

| Stages | Description | Intermediate milestones |
|-----------------------|---|--|
| Design | Integration of a micro-mobility service provider (linked with IDF_04) | <ul style="list-style-type: none"> - technical specifications - micro-mobility feature available in the B2B MaaS app |
| Preparation | Meeting with private companies to define the requirements of the FMD (mobility credits) system. | <ul style="list-style-type: none"> - Agreements with participating companies - Functional and technical requirements of the FDM payment system |
| Implementation | Configuration and provision of the B2B MaaS app | <ul style="list-style-type: none"> - Delivery of access codes - Distribution of FMD credits |

Sub-measures and preliminary indicators

| Measure | Sub-measures | Impact indicators |
|---------------|------------------|---|
| IDF_07 | IDF_07_01 | <ul style="list-style-type: none"> - Number of user accounts of the FMD (mobility credits) MaaS app. - Number of employees receiving credits - Number of partnering private companies |
| IDF_07 | IDF_07_02 | <ul style="list-style-type: none"> - Number of reported IKV (cycling mileage allowance) - Increase in the use of green mobilities by commuters - Number of employees spending FMD credits - Number of green mobility purchase |