

IDF_07: To incentivize the use of Public Transport for commuters

Description of the measure and main outcomes expected

This measure aims at incentivizing the use of Public Transport for commuters, by facilitating the management of the FMD¹ (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 i.e. 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 MaaS application developed by Instant System will be provided and configured to identify private companies for the attribution of FMD to their employee with a complete back-office tool for the HR department of each company.

Preparation of the measure

Case description

Versailles Grand Parc, located in the western suburbs of Paris, faces significant challenges related to commuting. These challenges are multifaceted, including:

Traffic Congestion: The area experiences heavy traffic, especially during peak hours, leading to prolonged commute times. A lots of companies also don't have enough park places for their number of employees.

Environmental Concerns: High levels of car usage contribute to environmental pollution, impacting air quality and contributing to the region's carbon footprint.

Economic Impacts: Congestion and long commute times have economic repercussions, reducing productivity and increasing stress levels among workers. It also impacts the working conditions and thus employees retention. 38% of employees having more than 30-min commuting time tend to seek for a new employer.

Given these challenges, there is a pressing need to encourage the use of public transport and other sustainable commuting options, in order to reduce congestion, improve the quality of life of employees and citizens, reduce environmental impacts, reduce employees' turnover and improve their efficiency.

The Forfait Mobilités Durables (Sustainable Mobility Package) is a French government initiative aimed at encouraging sustainable commuting practices. It offers financial incentives to employees who choose eco-friendly commuting options. Employers can distribute until 800€ tax-free "mobility credits" for sustainable mobility expenses.

The Forfait Mobilités Durables can be used as an incentive both towards employees and employers.

For employees, the forfait can be used to subsidize the costs of bicycles, electric scooters, carpooling, and public transport subscriptions, making these options more financially attractive. Financial incentives

¹ (Le Forfait Mobilités Durables (FMD), 2024)



can be a powerful motivator for changing commuting habits. By reducing the financial burden of sustainable commuting, more employees might opt for these greener options.

As regards employers, promoting the forfait mobilités durables aligns with corporate social responsibility (CSR) goals. Companies can demonstrate their commitment to sustainability and the well-being of their employees by reporting concrete deployed actions.

Emy – MaaS solution for companies

Instant System has developed a new MaaS product, designed for companies. The Emy app allows employers to easily deploy incentivization strategies (FMD, mobility credits to replace company vehicle, etc.) towards employees to use PT and sustainable modes, according to their mobility policy. Regarding the implementation of FMD, the solution highly facilitates human resources (HR) management cost, by providing a virtual payment card which can be used for sustainable mobility, like luncheon voucher payment cards.

In terms of functionalities, the solution includes:

- a mobile application for employees to address their needs in terms of daily mobility for commuting purpose, providing multimodal travel information (public transport, bike sharing, e-scooters, ride hailing, taxis, parking lots), linked to a mobility credit wallet paid by their company, and the possibility to declare FMD expenses and IKV (Indemnités Kilométriques Vélo) for reimbursement. See [Figure 1](#).
- a virtual credit card facilitating the distribution of the mobility credits by the employer to the employee. See [Figure 3](#).
- a back office for the employer to manage the allocation of the FMD to the employees and to monitor mobility expenses. See [Figure 2](#).

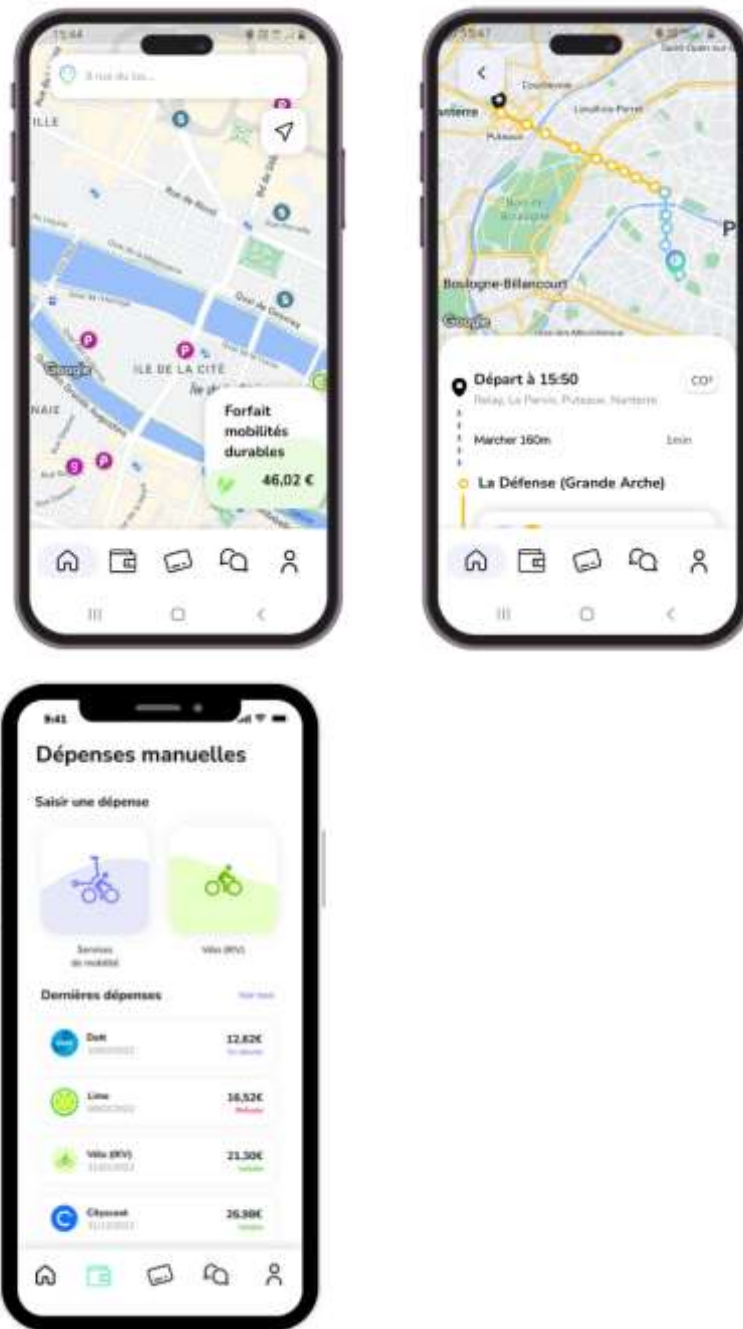


Figure 1: Home (left), journey planner (middle) and sustainable mobility expenses declaration (right)



Figure 2: Back office – Mobility credits management tool

Instant System's objective is to refine the product with new essential functionalities:

the connection of the virtual credit card with the google wallet and the apple wallet, to facilitate the use of the FMD thanks to contactless payment.

back office developments, to allow the company to configure the attribution of the mobility credits with its own mobility policy, and for data analysis for CSR.

integration of a new mobility service provider, i.e.. TIER shared mobility services which are running in Versailles Grand Parc since 2023.

These developments will enhance the product both for the employers (client) and the employees (end-user). For employers, it will allow them to restrict the use of the mobility credits to specific transport modes, and to create specific rules, making Emy a dedicated tool to implement their own mobility policy. For employees, it will considerably facilitate the use of the granted sustainable mobility credits, which they will be able to spend just as another credit card in their wallet, to buy e.g. their PT passes, or a shared mobility service.

This measure foresees the identification and selection of pilot companies in the sector of Versailles Grand Parc to experiment the solution and evaluate its impacts at the scale of the municipality on its commuting challenges.

First Achievements

The business development department of Versailles Grand Parc organizes regular Mobility Plan sessions with companies in the different sectors of the locality. To promote the business MaaS solution to the companies of the locality, they invited Instant System to present the demo to the invited companies to two of these meetings:

On 30 January 2024, with companies and public organisations of the sector of Satory: Nexter KDNS, Arquus, IEED Vedecom, Université Gustave Eiffel, the Army, Volvo.

On 6 February 2024, with companies and public organisations of the sector of Buc/Les Loges-en-Josas: General Electris Medical Systems, 3D Plus, ESAT, B.E. Green, Air Liquide, Afmaé, Safran.

In total, 15 companies were approached. A next Mobility Plan meeting with businesses of the sector of Velizy is planned, and one to one meetings will be arranged as well in a next phase.

In terms of technical developments, the connection of the virtual credit card with the google wallet and the apple wallet was achieved.

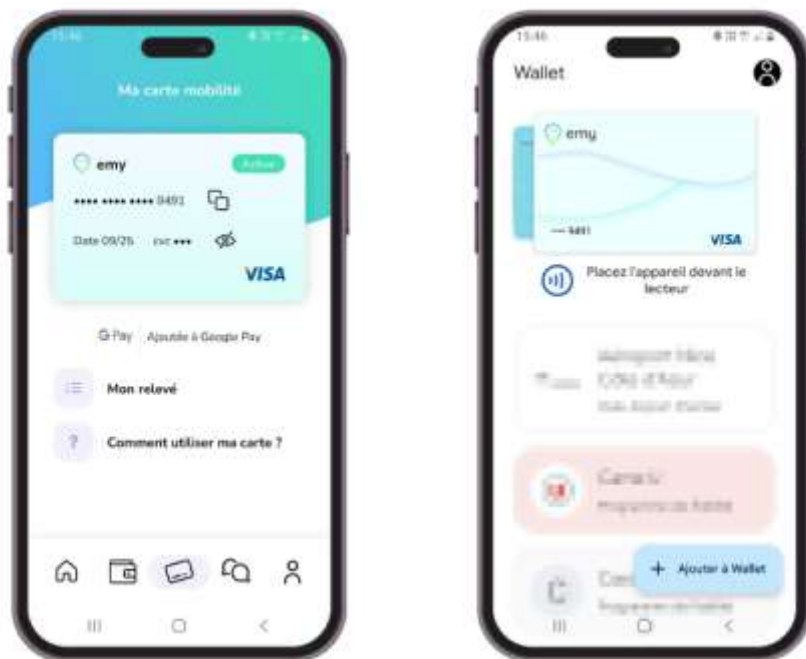


Figure 3: Emy Virtual credit card in-app (left) and in the Google Wallet (right)

The back office developments are ongoing – the employer's back office with the possibility to configure the FMD distribution according to the mobility policy is already available.

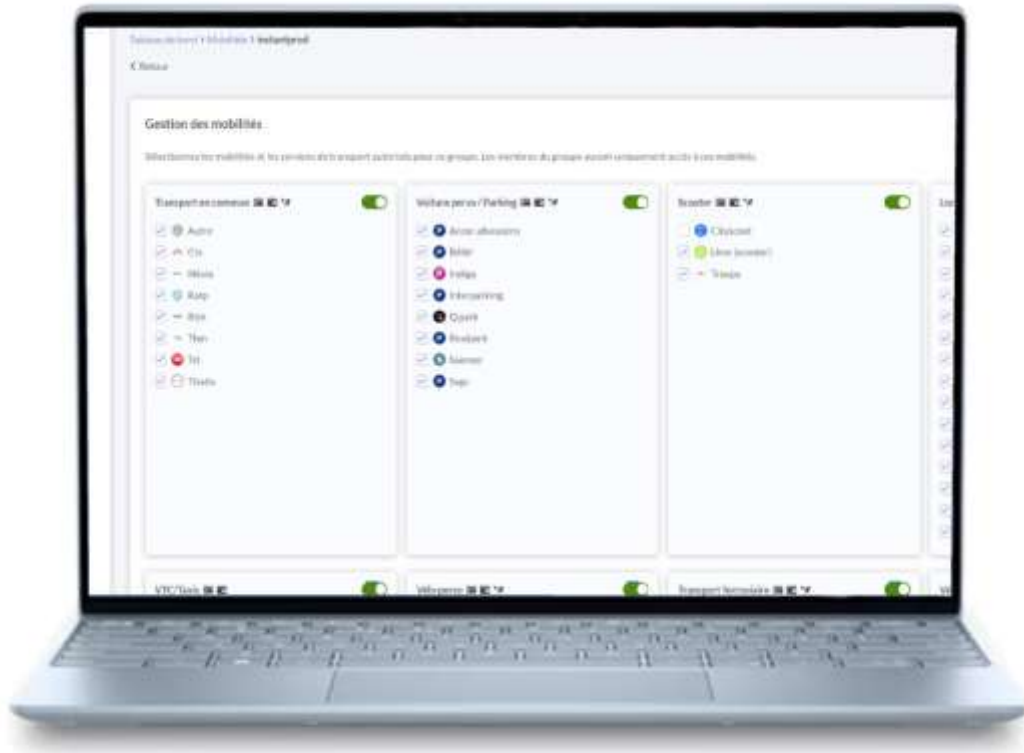


Figure 4: Back Office – Mobility policy settings

Challenges & Mitigations

The main challenge identified for this measure is the lack of knowledge of the employers for the FMD mechanism. To date the law LOM² makes it mandatory to address this question in the annual discussion with staff representatives organizations, so we plan to mitigate it by informing companies about this obligation, especially during the VGP Mobility Plan meetings with businesses.

Next steps towards implementation

In terms of technological refinements of the solution, the next steps are:

- the integration in the back office of a data analysis feature for businesses to assess environmental KPIs related to commuting for CSR reporting. This need has been expressed in several demo-meetings.

- the integration of the MSP TIER (linked with measure IDF_04).

Regarding the pilot testing, after having reached an agreement with a company, we will proceed to the development of the digital service with the configuration of the solution (configuration of mobility policy, configuration of employees' interface, generation of payment cards, creation of administrators' access to back office). A training session will be organized for the HR service/ Mobility managers administrating the solution. The pilot testing will run until the end of the UPPER project, and support will be provided all along for adjustments of the solution according to the feedbacks.

² (La Loi d'Orientation des Mobilités (LOM), 2024)