Challenge 2

NAME: Proud to travel to campus, together

Short description:

The Brainport Region is home to the smartest companies of the Netherlands. Several leading large employers located in this region provided valuable and anonymized data on the postal code areas of where their employers reside. For the first time, it is possible on a larger scale to identify potential clusters of employees across companies (per campus location) to facilitate collective (private) transportation (CPT) solutions. We are interested in solutions that:

- Support us in measuring those variables that matter in determining the success of CPT services during the pilot (optimal travel time is one thing, but what more in relation to new ways of working, company cultures or employee characteristics).
- Provide these insights to a panel in an innovative way. This panel exists out of a selection of employers and civil servants responsible for a pilot on a specific corridor, who will use this data to continuously improve CPT service on demand during the pilot phase.
- Trigger employees to increase their use of CPT service during the pilot phase and motivate others from their company or cluster to join in.

1. Detailed description of the problem

The Brainport Region is home to the smartest companies of the Netherlands. Across the region, dedicated campus locations are located facilitating the complete cycle related to the manufacturing industry (ideation, research, design, testing, construction, marketing). To be the front runner on innovations, the business climate for all these types of industries should be optimized and interconnected (in the smartest way). In the next 20 years, the population of the region is expected to grow with around 40,000 people\(^1\) causing an exponential increase in mobility to and from these

\(^1\) Brainport Eindhoven MIRT-onderzoek naar verstedelijking en mobiliteit, bijlage 1 feitenrelaas (2020) / extensive research to urbanization and mobility in Brainport Region.
campus locations. Rethinking how the Brainport Region can further secure its leading innovative position without running into the physical boundaries of available space and infrastructures is a concern to all. Innovations leading to less trips made by car and a reduction of parking places needed at campus locations are high on the agenda. We need a structural behavioural change amongst employees, employers and local governments shape this transition.

**The challenge**

Several leading large employers located in the Brainport Region provided valuable and anonymized data on the postal code areas of where their employers reside. For the first time, it is possible on a larger scale to identify potential clusters of employees across companies (per campus location) to facilitate collective (private) transportation (CPT) solutions. The regional government plans to launch pilots in September to explore the potential for CPT services on multiple corridors, a variety of travel distances and in close collaboration with local governments and the large employers. Of course, the framework for this pilot needs to be as smart (or smarter) as the companies participating in the pilots. It should at least trigger national media attention and measures those variables related to a futureproof CPT journey. The framework support pilot leaders to continuously improve the CPT-service on-demand and the improvements made to the CPT-services make both employees and employers proud to be part of.

2. **What do we expect as the outcome of the solution?**

We are interested in solutions that:

- Support us in measuring those variables that matter in determining the success of CPT services during the pilot (optimal travel time is one thing, but what more in relation to new ways of working, company cultures or employee characteristics).
- Provide these insights to a panel in an innovative way. This panel exists out of a selection of employers and civil servants responsible for a pilot on a specific corridor, who will use this data to continuously improve CPT service on demand during the pilot phase.
- Trigger employees to increase their use of CPT service during the pilot phase and motivate others from their company or cluster to join in.

3. **What is the scope for changes to the current systems? (software, hardware, etc.)**

Successful solutions will be worked out further in close collaboration with the regional government and large employers triggered by the potential of the framework leading to active participation in the pilot phase. Teams are free to utilize any technologies of their choice.

4. **What data are participants allowed to use for the development of their solution?**

- Data on employees based on their place of residence and the campus location they work (most relevant data selections will be made available to participants)

5. **Evaluation process of the final solution**

Teams will be evaluated based on a final presentation on the 2/3 following outputs:
- The selection of variables to be used to determine the success of a (futureproof) CPT service and the methodology to measure them;
- The impact of the framework on how employees, employers and governments collaborate and interact during pilots to improve pilot conditions while it runs.
- The smartness in the systematics to grow the amount of participating employees and employers during the pilot phase

Sources:

- Brainport Eindhoven MIRT-onderzoek naar verstedelijking en mobiliteit, bijlage 1 feitenrelaas (2020) / extensive research to urbanization and mobility in Brainport Region.
- Kruispunt Brabant series by SmartwayZ (2021), triple-helix discussion with large employers on post-corona mobility in Eindhoven region (in Dutch, working on subtitles)