

Qualitative Data Analysis



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Agenda

Part 1: Introduction to EUREF campus

Part 2: Methodology

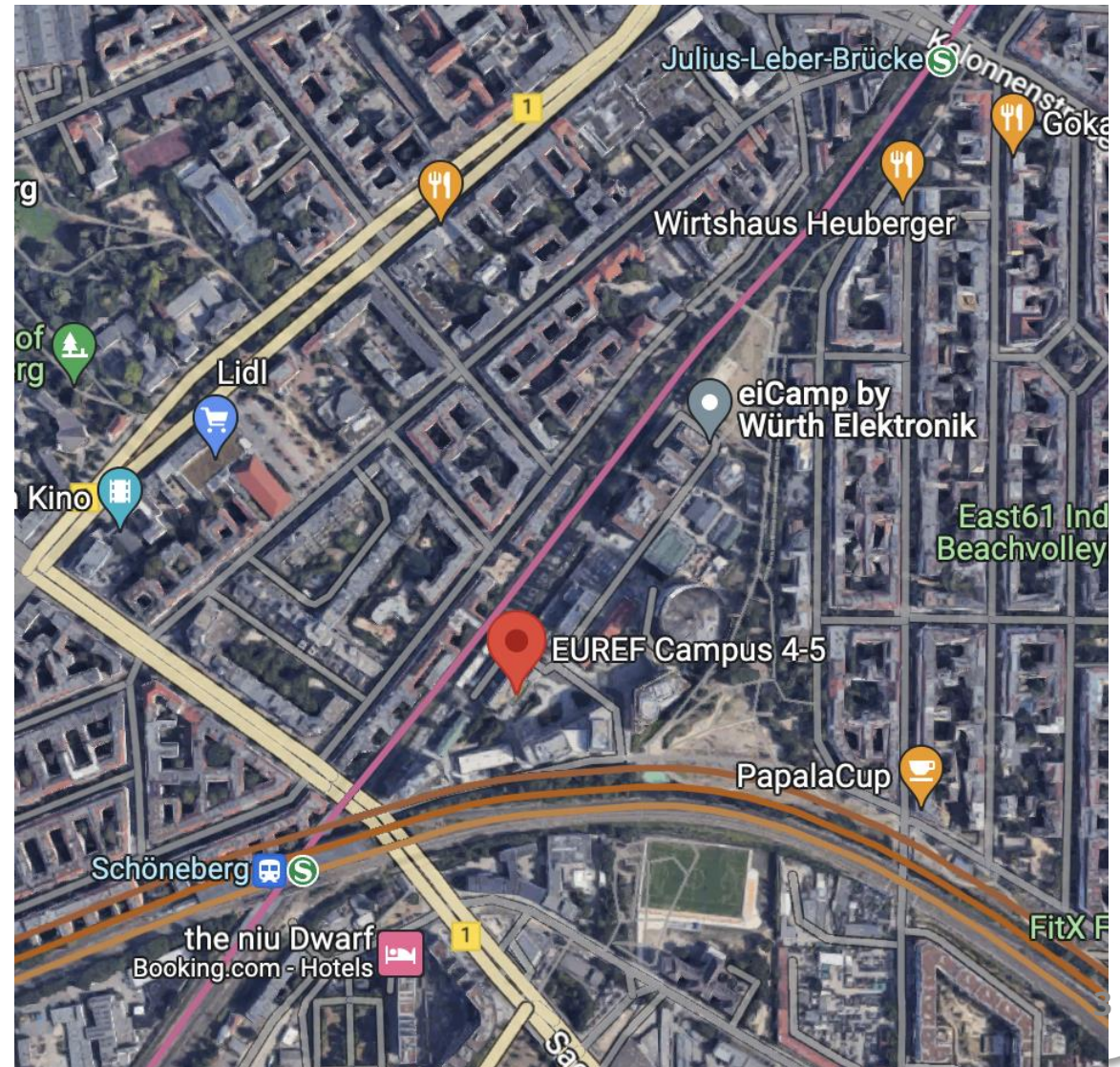
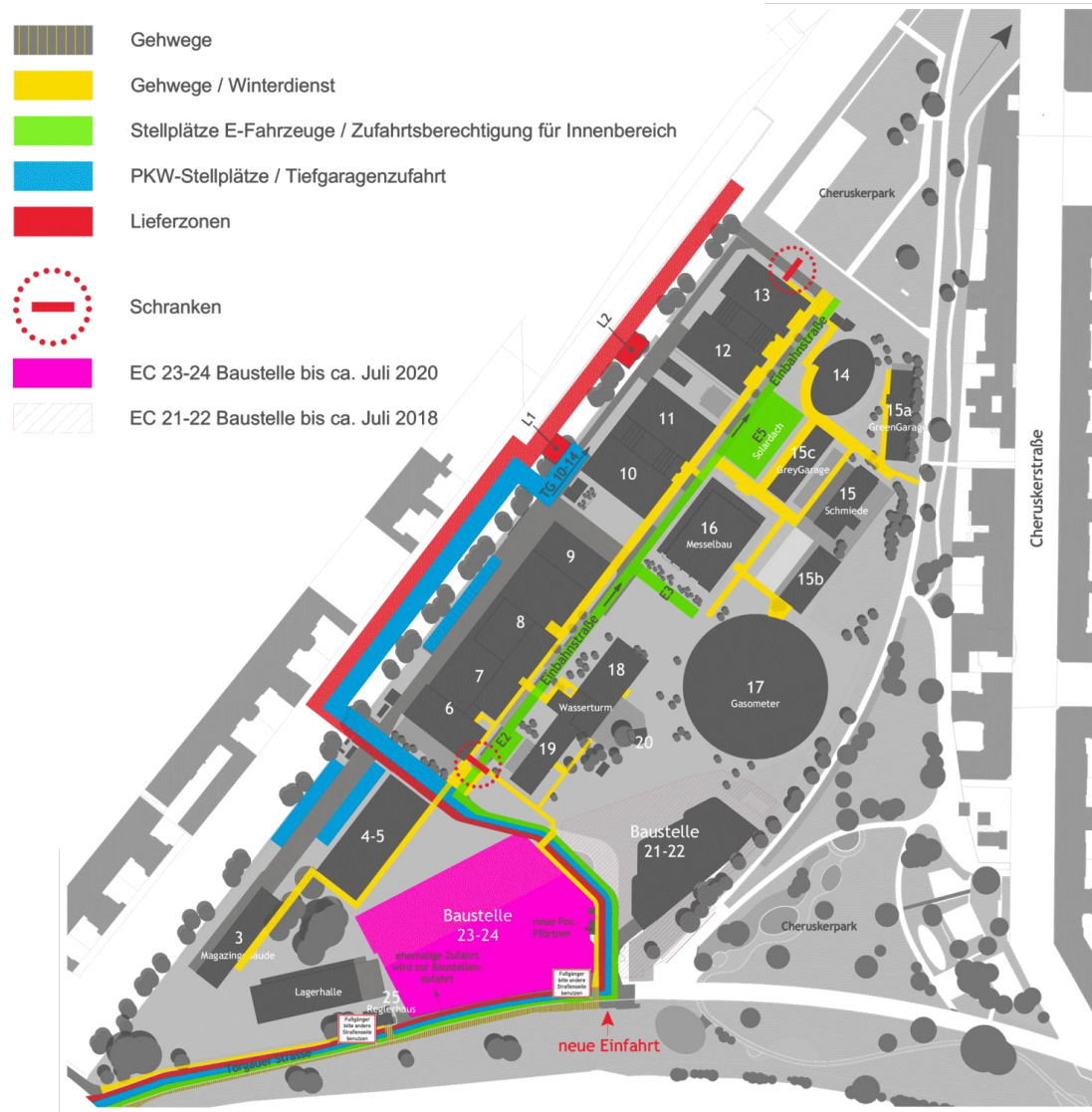
Part 3: Results

Part 4: Recommendations

Part 5: Discussion + Questions



About the EUREF Campus



Research Question

What are the mobility behaviors of employees on EUREF Campus and why is this their selected mode of transport?

Why Qualitative data analysis?



Sub-Research Questions

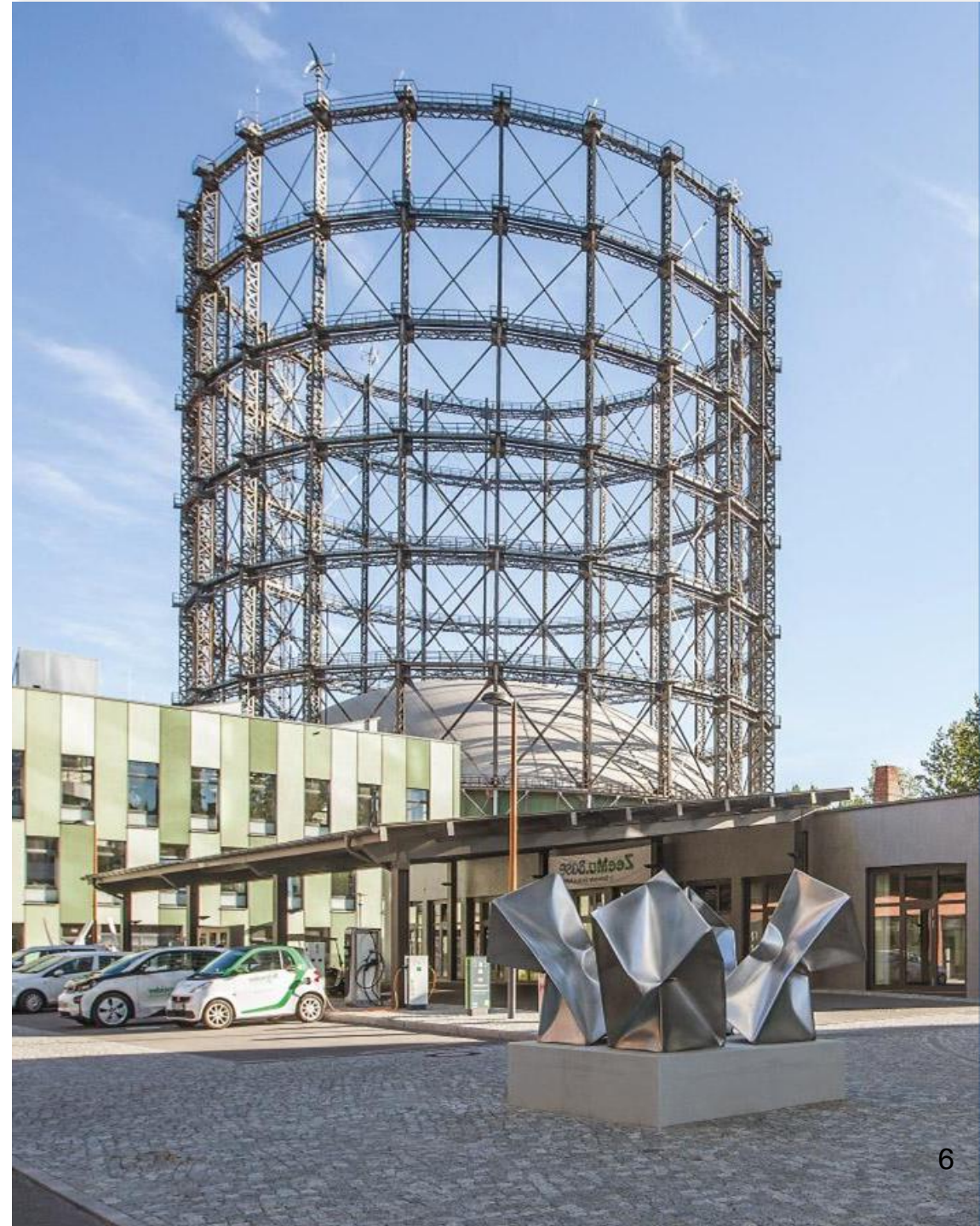
What are the types of transportation modes that employees use to reach EUREF Campus?

What factors influence the modal choice of employees on EUREF Campus?

What would make your commute to EUREF Campus better?

Methodology

- Information gathering via campus tour
- Specific questions to address the three sub research questions
- 15 Interviews conducted across 6 clusters (energy, mobility & logistics, ICT, service provision, research, start-ups)
- MAXQDA: software for Qualitative Data Analysis



Benefits

Organise

Several types of data (PDF, text, tables, images, audio)
Literature reviews
Transcripts

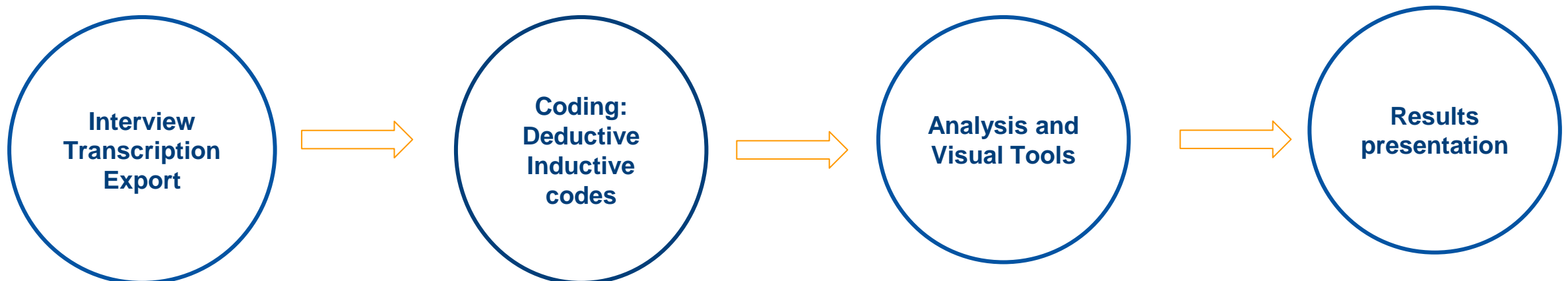
Analyse

Categorise and link
Summarise and annotate
Visualise
Discovering combinations and relationships

Present

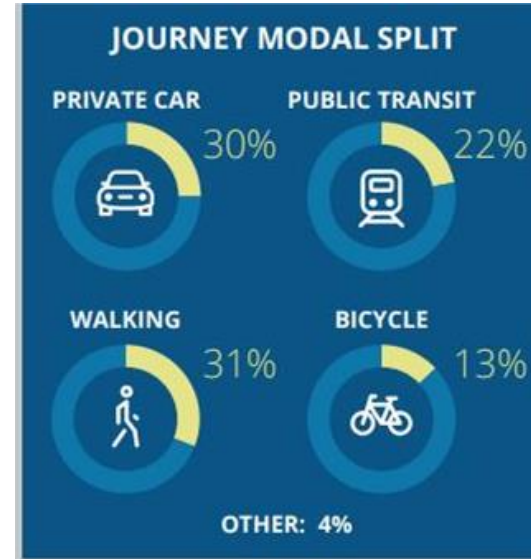
Exporting data
Visualisations
Automatic reports
Transparency on results

Methodology used for the study

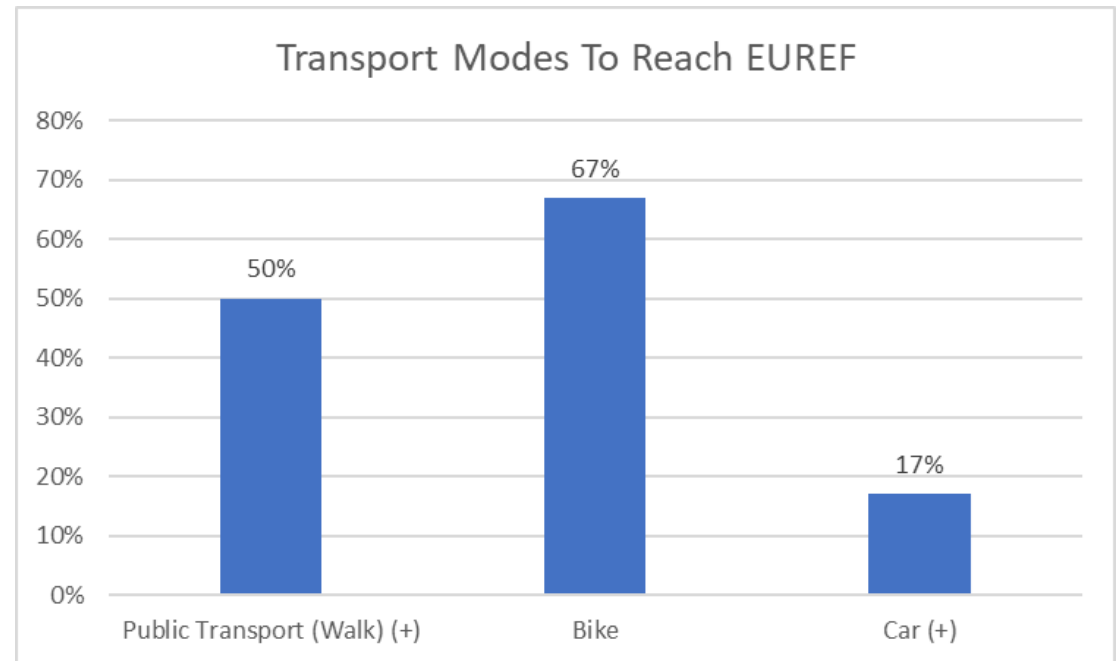


Results: Modal Split

- Majority of the interviewees commute by bike and public transport to EUREF Campus.
- The use of public transportation & active transport is significantly higher than Berlin's average.
- Sustainability plays a strong role in choosing the transport mode.
- Daily commute of employees has reduced due to COVID-19 and flexibility to work from home.



Source: Deloitte City Mobility Index



Graph: Based on 15 interviewees.

Results: Factors influencing mobility behavior

Code System	Startu...	Resea...	ICT	Energy	Servi...	Mobili...	SUM
Factors influencing The Modal Choices							0
Incentives From The Company							0
Subsidised Bike Sharing	■					■	2
Subsidised Car Sharing			■			■	2
Company Car			■	■			2
Subsidised Public Transport	■	■	■		■	■	5
Subsidised Car Sharing							0
Σ SUM	2	1	3	1	1	3	11

- Subsidized public transport is the most commonly-offered type of incentive, often offered as the base, with additional benefits on top
- Bike sharing and car sharing add flexibility to the morning and afternoon commutes, mostly supporting on days with bad weather.
- Flexibility especially people with children because they need to pickup or bring their children to the KITA.

Code System	Startups	Research Institutes	ICT	Energy	Service Provision	Mobility and Logistics	SUM
Factors influencing The Modal Choices							0
Transportation Allowance Influence On Mobili							0
Yes	■	■			■		3
Induced Modal Shift					■		1
Flexibility	■	■	■			■	4
Σ SUM	2	2	1	0	2	1	8

Results: What could EUREF do to encourage more sustainable mobility behavior?

Asked Question: Did the benefits offered by your company influence your mobility behaviour ?



“it's a very good think and I think it also influences how people travel”



“Instead of their car, maybe they would take the public transportation because majority of the cost is actually covered by the company”



“Yeah, if they for example I mean at the moment I'm using public transport, but if for example I was using my private car and they would offer public transport ticket of course definitely. I would take it. “

Results: What could EUREF do to encourage more sustainable mobility behavior?



“They should provide for their employees the opportunity to have bike sharing or to have the bike leasing. Also, bike sharing for free or at least like bike leasing is quite nice because there are some options like also tax options for the companies to reinvest the money that they can save for participating in bike leasing and to giving something like a bonus. “



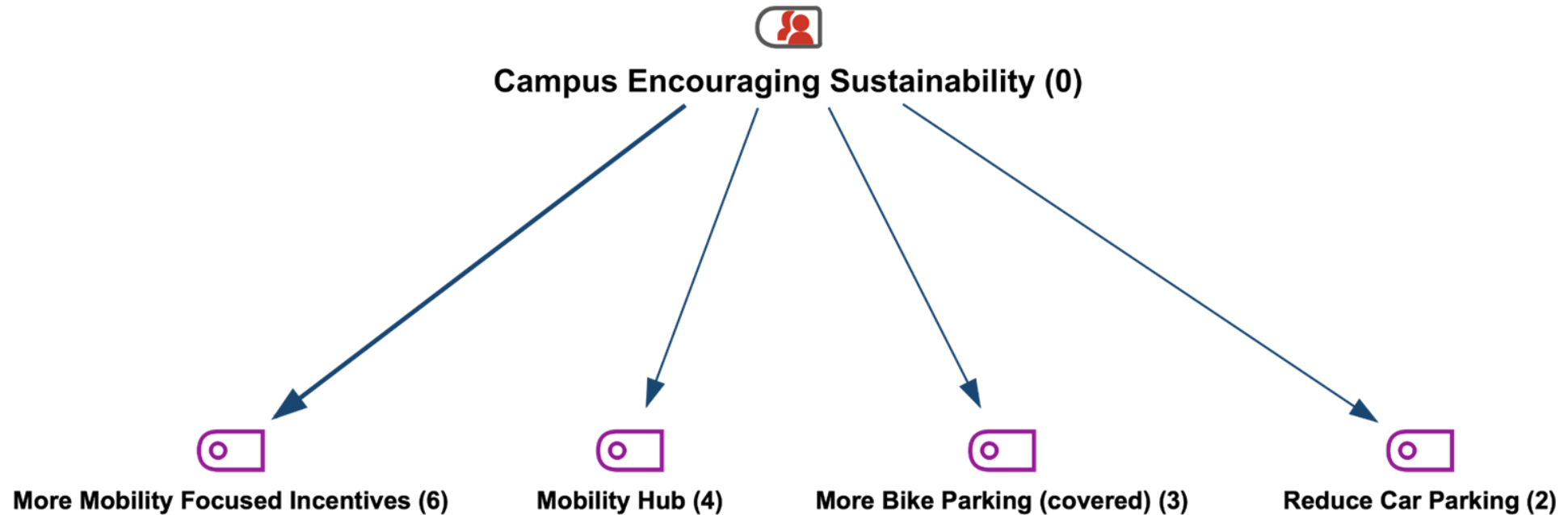
“It should not be limited just to offering only like public transportations, or like BVG tickets or monthly tickets, but I think employees should also have like a choice or different kinds of categories and transport benefits.”



“Creating a a mobility hub, which is a term that's being used in Germany now for places that contain various micro mobility offerings, and maybe if you know the JELBI stations in Berlin”

Results: What could EUREF do to encourage more sustainable mobility behavior?

Campus Encouraging Sustainable Mobility



Results: What could EUREF do to encourage more sustainable mobility behavior?

Asked Question: Do you commute directly to and from work ? Or do you make detours during your trip ?



“Because of I have to visit customer, I not only go directly to the office on the way I have appointments on the way back, it's always detours”



“Yeah, sometimes I do. I do sometimes grocery shopping on the way. Or yeah, I do some errands that I have to do during the day so when I have to switch the train in between if there is any let's say supermarket or pharmacy around and I need to, for example, buy some medication or groceries.”



“Sometimes I make a detour, sometimes it's if the weather is particularly nice during the summer season. For instance, 1 beautiful detour is going just a little bit eastwards and then going up the Gleisdreieck park for instance, which is very close to the campus. Which is lovely. And then you know you just go up to Potsdamer Platz and then through the Tiergarten.”

Insights from Employees

- Offerings should not be limited to public transportation, but should also include options such as bikes, e-bikes, or e-cars.
- Providing a choice of transport benefits, including bike sharing, is important.
- Companies should offer bike sharing or leasing to their employees.
- Mobility hubs, containing various micro-mobility offerings, should be created.



Recommendation 1: Expanded mobility benefits across EUREF companies

- **Expand and Diversify Mobility Packages**
 - Most companies offer discounts or free tickets for public transport, but the level of benefit ranges drastically
 - Expanded plan would encourage multimodality and allow employees to have increased flexibility for their commute
- **Immediately-implementable actions**
 - Create an “audit” of all incentives offered by companies on campus to share best practices and ideas within the community
 - Offer mobility budget (value of BVG ticket).
 - Expand partnerships with relevant local companies like Dance, Swapfiets etc.



Recommendation 2: Creation of a Mobility Hub

- **Mobility Hub on Campus e.g Jelbi**
 - Only **Share-Now** is allowed to park.
 - Free-floating scooters & bikes do not have a dedicated place to park.
 - Access to multi-modal mobility on the doorstep.
- **Short-Term Plan**
 - Dedicated parking for scooters & bikes.
 - Jelbi station for vehicles & micro mobility.
- **Long-Term Plan**
 - Integrate all transportation modals into the EUREF mobility package.
 - Build necessary infrastructure to park bikes



Thank You



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