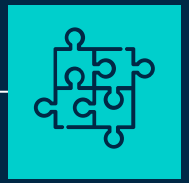
DATA ANALYSIS
QUALITATIVE

Group 2

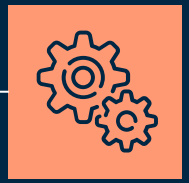
Mobility Behaviour of Employees at EUREF

CONTENTS



01

INTRODUCTION & METHODOLOGY



02

DATA COLLECTION & DATA INTERPRETATION

03

DATA ANALYSIS, CONCLUSION & RECOMMENDATIONS

INTRODUCTION & METHODOLOGY

01

ABOUT EUREF CAMPUS

EUREF Campus is a home for **150** different companies, startups, research institutes, and educational institutes working and researching on sustainable energy and sustainable mobility [1].

Currently, around **5,000 people** come to EUREF to work and study.

The campus is very conveniently located next to **Schöneberg** S-Bahn station, bus stop, and close to **Südkreuz** Regional - Long-distance station, making it easier for the employees working at EUREF to approach by S1, S2, S25, S26, S41, S42, S45, S46, M46, 248 from across the city and also through Südkreuz by regional (RE, RB etc.) and long-distance trains (ICE, IC etc.) [2].
Moreover, the campus is planned to park around 500 bicycles at lockable stands, and there are 191 shared car-charging bays on the campus (both on ground and underground) [3].

Employees also approach using bicycles, two-wheelers, shared micro-mobility etc.

Source: 1: euref.de, 2: Google Maps, 3: euref.de

INTRODUCTION TO RESEARCH METHODS

RESEARCH METHODS

Quantitative research methods are measuring and counting.

Qualitative research methods are interviewing and observing.

Quantitative data is analyzed using statistical analysis.

Qualitative data is analyzed by grouping the data into categories and themes.

RESEARCH QUESTION

What are the mobility behaviors of employees working at EUREF campus?
Why the choice of the selected mode of transport?

Factors for Mobility Choice

1. What are the Primary reasons why employees choose one mode of transportation over another?	2. What factors influence the modal choice of employees at EUREF campus?	3. What are the most common types of transportation used to reach EUREF campus?
Convenience (least walking)	Cost of commute	Metro train (S / U-Bahn)
Least time consuming	Time taken (or speed)	Bus, Tram
Shortest path of travel	Flexibility	Car (personal / company)
Economical	Safety	Ride Sharing
Environental	Regularity of service	Two-wheeler
Others	PT allowance	Taxi
	Job type or Age	Walk, Cycle, Micro-mobility

Source: 1: MobilityLab, 2: YourArticleLibrary, 3: Berlin.de

METHODOLOGY

- Reconnaissance Survey of EUREF Campus.
- Drafting the Research Question.
- Literature Review by understanding the types of Companies at EUREF.
- Drafting the Semi-structured Interview Guide for data collection.
- Clustering the companies.
- Inviting the assigned companies for interviewing.
- Data Collection by Interviewing employees coming to EUREF.
- Transcribing the interviews.
- Deductive and Inductive Coding in MAXQDA.
- Analyzing the results.
- Drafting the final Conclusion and Recommendations.

DATA COLLECTION & DATA INTERPRETATION

02

INTERVIEWED COMPANIES

ENERGY

GASAG
H2 Mobility
Schneider

ICT, MEDIA & CREATIVE BUSINESSES

Inno 2 Grid
IYUNO
Würth Elektronik

MOBILITY & LOGISTICS

DB Connect
Hubject
Ubitricity

SERVICE PROVISION

Arcadis
Hubject

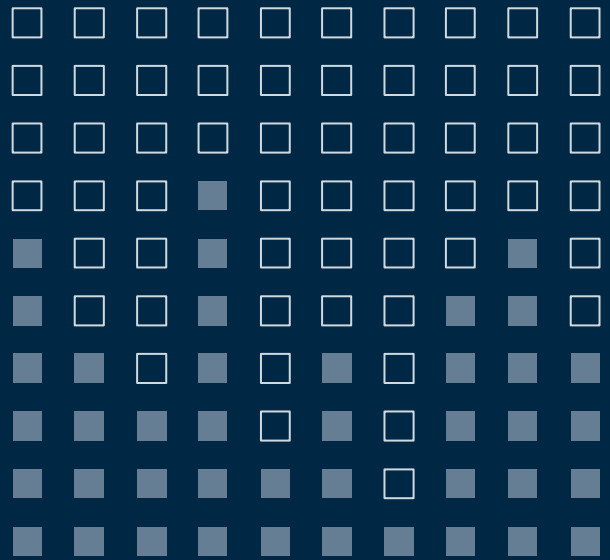
RESEARCH FACILITIES

Mobility 2 Grid
TU Berlin

STARTUPS / ACCELERATORS

Garamantis
Sunfire

TYPE OF CODING



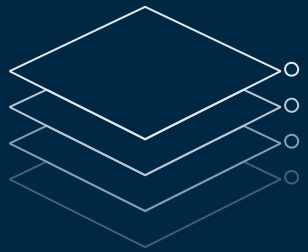
DEDUCTIVE CODES

Deductive Category Application – Concept Driven (Coding)

INDUCTIVE CODES

Inductive Category Development – Data Drive (Coding)

TYPE OF ANALYSIS



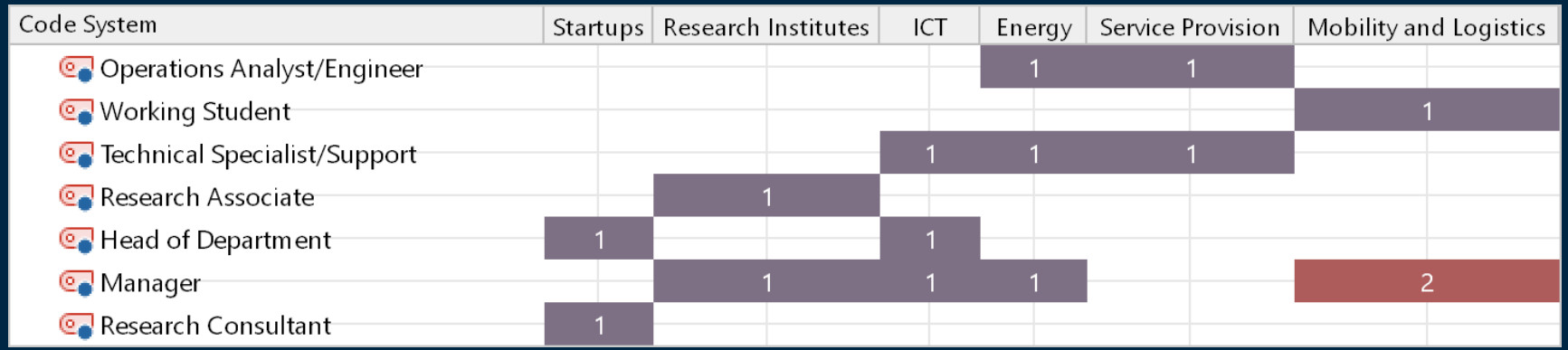
Code / Category Frequencies	In MAXQDA Analysis – Code Frequencies
Heatmap Analysis	In MAXQDA Visual Tools – Code Matrix Browser
Code Co-occurences of Sub-codes of Main Code	(relationship between sun-codes): in MAXQDA Visual Tools – Code Relationship Browser
Word Cloud	In MAXQDA Analysis – Visual Tools

DATA ANALYSIS, CONCLUSION & RECOMMENDATIONS

03

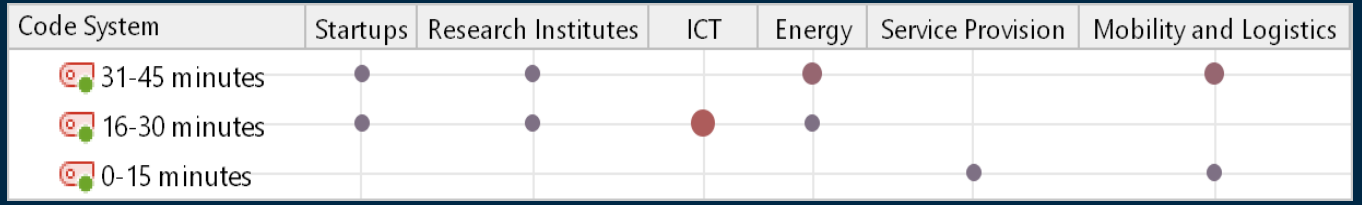
ANALYSIS IN MAXQDA

1. BACKGROUND OF RESPONDENTS

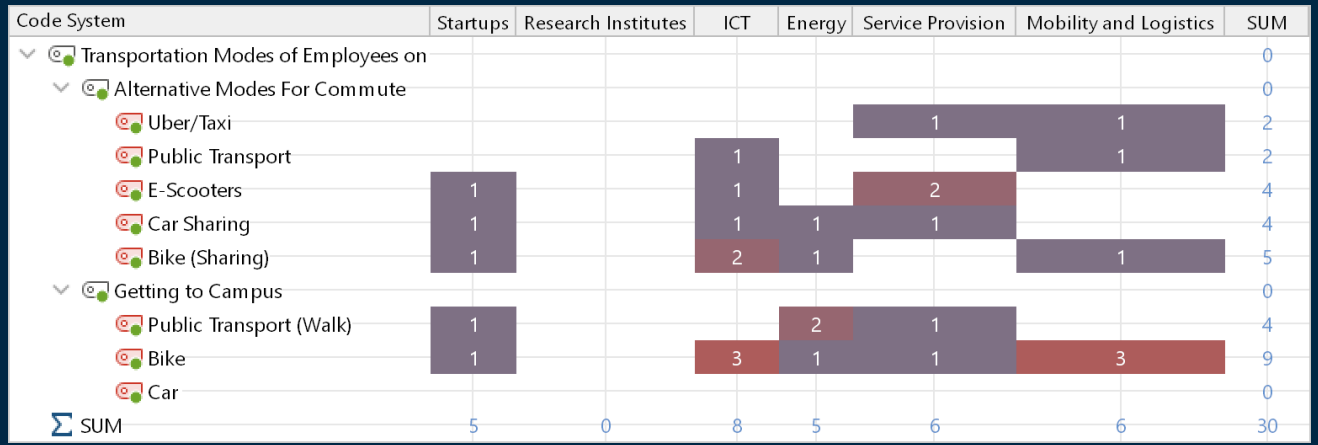


2. CHOICE OF TRANSPORTATION

AVERAGE COMMUTE TIME



TRANSPORTATION MODES



3. INCENTIVES FROM EMPLOYER

Code System	Startups	Research Institutes	ICT	Energy	Service Provision	Mobility and Logistics
Subsidised Bike Sharing	●					●
Subsidised Car Sharing			●			●
Company Car			●	●		
Subsidised Public Transport	●	●	●		●	●

33%

20%

CHANGE IN BEHAVIOUR

4. FACTORS INFLUENCING THE MODAL CHOICE

CAR

9%

PUBLIC TRANSPORT

36%

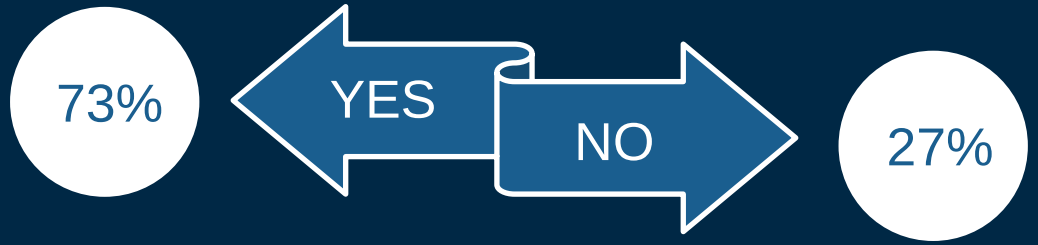
BICYCLE

55%

- Convenience
- Comfort
- Detours
- Service Regularity
- Suitability in Extreme Conditions

5. MOBILITY ATTITUDE

COMMUTE SATISFACTION

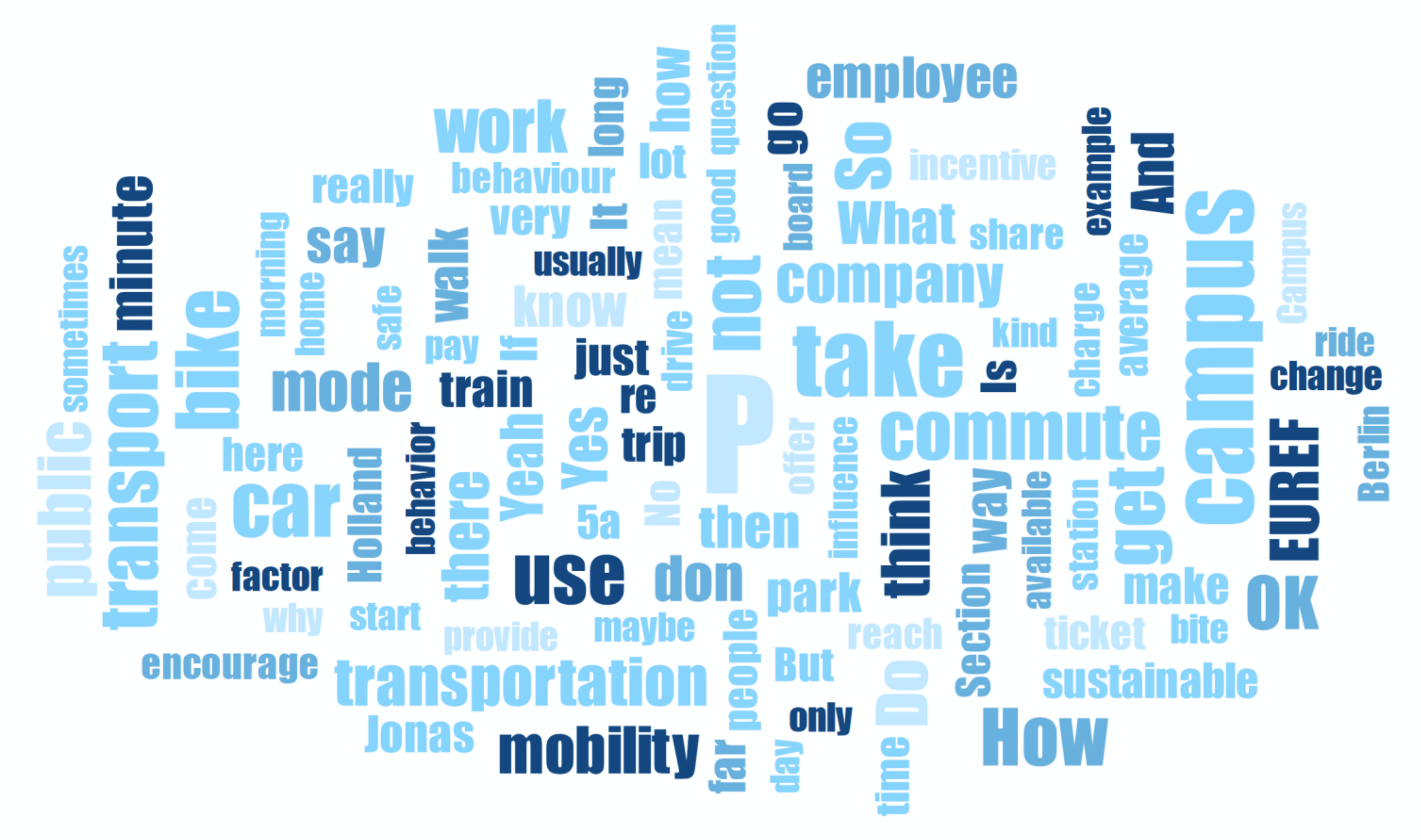


INFLUENCE OF SUSTAINABILITY

14:1

MOBILITY IMPROVEMENT SUGGESTIONS FOR EUREF BY THE EMPLOYEES

- Reduced Car Parking
- More Mobility Focused Incentives
- Mobility Hub
- More Covered Bicycle Parking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CONCLUSION

EMPLOYEES PREFER PUBLIC TRANSPORTATION AND BIKE MORE THAN OTHER MODES OF TRANSPORT

MAJORITY OF THE EMPLOYEES' DAILY COMMUTE IS SUSTAINABLE

EMPLOYEES DO EXPECT MORE MOBILITY INCENTIVES FROM THEIR EMPLOYERS

EMPLOYEES EXPECT EUREF TO ENCOURAGE EASE OF MOBILITY FOR EVERYONE COMING TO EUREF.

RECOMMENDATIONS

As the majority of employees use bicycle to commute to EUREF, the entrance street (Torgauer Straße) to be a bicycle lane (where bicycles have priority).
- Coble stone surface must go away.
- 30 Zone (not 10).

Wider and continuous footpaths on either side: at least 1.8m wide footpaths are required to ensure persons from either side cross each other without touching. The width is also ideal for a wheelchair user ensuring smoother accessibility.

Addition of a Jelbi mobilität station at the EUREF can organize micro-mobility and car sharing alternatives which a lot of employees have access to.

Do you have any questions?

THANK YOU

@sumo_tuberlin

GROUP 2:
Abhishek Arora
Ajinkya Gondkar
Chandrima Dipak Bandopadhyay