

Ensuring workforce mobility in megacities

Enhancing workforce mobility is crucial – for companies as well as for megacities



How to ensure a high degree of transportation security while at the same time optimizing the travel time for the workforce?

The focus of the poster that was presented at the Cities for Mobility World Congress is set on the enhancement of workforce mobility in modern cities and the challenges to find a balanced solution for all stakeholders. The objective is to create an ideal transportation system for companies, workforce and (mega) cities.

The article itself is structured into three parts explaining the challenges, outlining the approach of MBtech Consulting GmbH (MBtech) and pointing out specific benefits for each stakeholder.

Challenges

Knowing about the interdependency between (mega) cities, companies and workforce, it is crucial to have a stable and reliable framework to attract companies that offer business opportunities and jobs for citizens.

Today, the challenges related to a balanced transportation system are various. In a world of increasing density in fast growing cities there are definitely specific company-related key issues such as how to ensure a high degree of transportation security while at the same time optimizing the travel time for the workforce.

The need to have an appropriate and well accepted pricing system is a further requirement. Users of transportation means do not accept that they have to choose between either spending a lot of time for commuting at a reasonable price or to pay much more for the sake of less travel time. Interestingly, companies have actively adapted this issue and increasingly offer a "pick-up and drop-off service" as an instrument in the competition to attract experienced and skilled workforce.

Finally, increasing environmental standards ask for smart solutions and a good collaboration among the different stakeholders.

Approach

The objective of MBtech is to find a smart balance of different concepts to finally receive a sustainable "profit" for all stakeholders with regard to workforce mobility.

Based on a transportation project for a highly reputed international key player in the field of consumer goods that ran for more than one year in Asian cities and

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included megacities like Shanghai, Jakarta or Bangkok, MBtech learned that companies operating in or close to a mega city are facing lots of difficulties due to the complexity related to the above mentioned challenges.

In these cases, companies not only have to take into account the existing infrastructure but also the different means of transportation as well as the diverse transport requirements of the workforce.

As a result MBtech combines different concepts to deal with this situation. Analyzing a company's need to guarantee that its workforce arrives on time at work and in a safely manner asks for a good balance of concepts that for example include answers to the following questions:

- Which means of transportation are available?
- What different kinds of mobility solutions are possible?
- Are the evaluated solutions and means of transportation innovative and future oriented?
- What combination of means of transportation insures an acceptable commuting time?
- What kind of investment is necessary and fundable?
- How do the needs of the stakeholders look like?
- Who takes over what kind of responsibility?
- etc.

In addition to these issues relating to the improvement of the system itself, socially driven influences must not be neglected. Attitudes and demands of regional and local businesses as well as the relationship between (mega) cities, city councils, companies and the workforce have to be taken into account when setting up a transportation system.

Performance Outcome

By balancing the described concepts MBtech is convinced to improve the performance of the entire system which ensures a "profit" to all stakeholders.

There are three main areas to benefit from an integrated concept.

On the one hand, a coordinated traffic system supports meeting the environmental regulations and therefore further enhances the attractiveness of a mega city as a place to live and make business in.

Besides that, there is an increase in competitive advantage for the local economy due to a reduction of travel cost for its workforce and the possibility to appeal and attract a wider range of potential workforce.

Finally, the workforce itself benefits from less commuting time and an enhancement of security.

In summary it can be said that the set up of a modern transportation system is highly complex and requires a sophisticated balance of different concepts as well as the buy-in of all involved parties.

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