



## Change of address leads to a new way of thinking for EY

### What have they achieved?

The parking management scheme succeeded in reallocating partner parking spaces in the new office location. This initiative was the first of its kind in the global EY business and has helped to shift perceptions around how senior employees commute into the CBD, as well as helping to address congestion in the CBD.

### Objective:

The office relocation from 680 George Street to The EY Centre at 200 George Street required EY staff to change their travel behaviour.

### Best practice:

As part of the move, EY recognised the need to change the company partner parking allocations to account for the significant decrease in parking capacity at the new location. The decision was made that partners would be given the option to opt-out of a parking spot all together, to request a parking spot nearer to home or on the outskirts of the CBD to encourage the use of public transport.

### How did they do it?

To help determine the best approach for the parking management scheme a travel survey was conducted with the Travel Choices team. The survey provided valuable information on how to best accommodate the parking needs with the reduced number of spaces.

During this time, EY also engaged with the Travel Choices program to support their staff through the office relocation. This involved providing communications material, access maps with walking routes from public transport, preferred driving routes to the new office and information on how to reach the new office from the airport by train.

### About the Company:

Industry:

**Professional Services**

Number of staff:

**3,000**

Location:

**200 George Street,  
Sydney NSW 2000**