

Mobility Management in Zurich

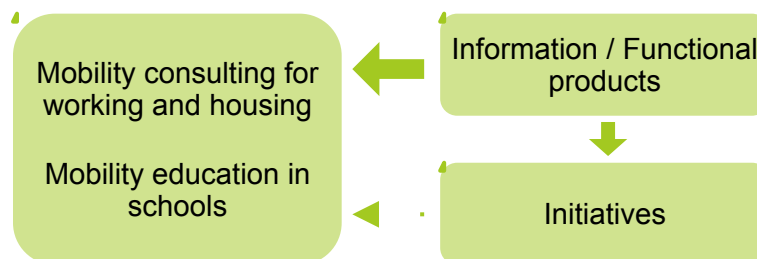


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Stadtverkehr
2025 Zürich
macht vorwärts

Fields of action - Overview



Mobility Consulting

Mobility consulting for working and housing

Companies

Trade

Admini-
stration

Housing
Areas



MIU Mobility consulting for companies



- For Companies with more than 75 employees
- Informations on one platform, neutral and comprehensive
- The project was started by the City of Zurich in 2003
- Since 2005 the Canton of Zurich is project partner, having the project lead since 2010
- Joint venture of Federal Government, Canton and municipalities
- In addition to Zurich another 10 municipality offer the same service (see www.miu.zh.ch)
- Service and Marketing partners

«The best incentive project for years!»
Dr. H. Leibundgut, Director of Amstein + Walthert AG, Zürich

«A real win-win situation for all those involved!»
Anina Spescha, Project Coordinator, Fielmann AG

MIU organisation model

Service partners

- VBZ
- ZVV
- SBB
- Mobility Carsharing
- Ecodrive
- IG Velo
- Swiss Pedestrian Ass.

Sponsorship
Project Management

Agency «MIU»
Advisory team

Target groups

- existing companies
- incoming companies
- companies involved in planning processes
- facilities with high volumes of traffic

Marketing partners

- Öko-Kompass (Energy consulting service of the city)
- business and economic development divisions of the Canton and the City
- others

Market area

- city
- municipalities within Zurich's agglomeration area

Main objectives

- To create **awareness** and to **facilitate** the entry in the theme of company based Mobility Management
- To **show potentials** of transport optimisation
- To **assist** the implementation of new concrete measures
- To **generate added value** for owners and employees
- To **discharge** the transport system and the environment
- To **contribute** to the economic development and the energy saving goals of the City and to the goals of the agglomeration programme of the Canton

Two modules to optimize mobility

«Impulse»

- Free of charge for companies
- Determine the company situation, initial ideas for solutions, Information-portfolio

Simple questions

«Consulting plus»

- Costs: 50%/50%
- Implementation proposals
- Detailed mobility analysis, e.g. employee polls
- Additional consulting or specific implementation support on demand

Implementation

- Implementation of proposals



Factors of interest / What do we analyse?

- **Economy** Optimisation of mobility costs (parking space, travelling costs, infrastructure.)
- **Health** movement, health promotion
- **Ecology** contribution to environmental goals, possibilities of integration in environmental management systems
- **Social Aspect** fair distribution of incentives, raise employee's satisfaction
- **Image** towards employees and municipality
- **Security** reduce the risk of accidents within the transport system



What can companies do?

Public transport

Information

Mobility Incentive (ZVV-BonusPass)

Business trips (Business-Manager,
Annual public transport pass)

Car

Flexible car use (CarSharing)

Parking management

Eco-Driving

Fleet management

Bicycle

Infrastructure (bike parking)

Company bicycles

Awareness raising activities

Organisation

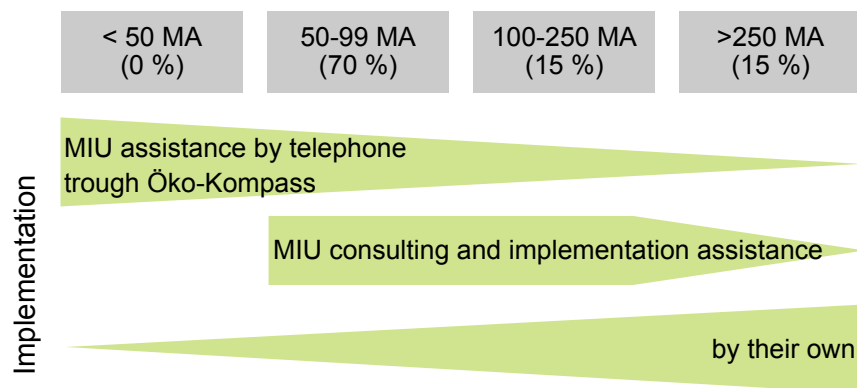
Communication

Expenses regulation

Flexible working (e.g. Home Office)

(coloured: Mostly implemented measures)

Applied market strategy within the City



Communication channels



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Results so far: A success story

- No. of «Start-discussions» MIU since 2006 (Status end 2014):
 City of Zurich: 200
 all municipalities: 275
- No. of «Consulting plus» since 2006 (Status end 2014):
 City of Zurich : 32
 all municipalities : 44
- No. of implemented proposals through MIU consulting (Status end 2014):
 City of Zurich : 105



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Experiences made so far

- Free of charge module “Impulse” is a good “entry” at the company
- Pragmatic strategy focussed on implementation is appreciated
- Consulting service by a “neutral entity” is important
- High amount of effort needed for acquisition of companies
- Engagement of contact person within the company is decisive
- Fast successes in companies with 150 to 300 employees is feasible
- Decision making process in big companies needs time
- “Suffering factor” influences time and decision planning
- Extension to the whole agglomeration area is important for consensus

„Big players“ exchange forum

- Task derived from programme «Stadtverkehr 2025»
(Communication with important target groups)
 - Interest raised from contacts within MIU
 - Exchange with around 20 companies once a year
- Information about the programme «Stadtverkehr 2025»
- Information and exchange to ongoing projects
- Networking, sharing experiences
- New ideas, requests to the administration, starting new projects (if needed)

Mobility education for scholars



Sensitize «tomorrow's mobile people» with active education

Mobility days or weeks with manifold activities for school classes

- Topical modules for teachers use in class work
- Excursions organised from and with external partners
- Informations: www.stadt-zuerich.ch/mobilitaet-erleben

road works inspection



bicycle servicing



handicapped mobility



city hike



Topical modules (1/2)

• Planning Cracks

scholars analyse their home to school and leisure paths. Insecure places in the street net are catalogued (plan and photos) and possible solutions discussed with experts.



• Behaviour Gurus

scholars make surveys on mobility behaviour by asking people on the street



• Counting Champions

scholars are counting the traffic on streets and learn to interpret the results



Topical modules (2/2)

- **Promotion Freaks**

Scholars are analyzing transport commercials and produce their own mobility commercial



- **City hike**

in groups scholars have to visit five given sites in the city and answer questions; they learn how to plan the route with public transport in order to be as first back in the classroom



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Information products

City map for pedestrians, cyclists, public transport users

- MAP
- Mini MAP



Interactive route planner for cyclists and pedestrians

- Website
- «ZüriPlan» a free Mobile App

stadt-zuerich.ch/routenplaner



Zurich on foot City walks

- 16 quarters
- 3 topics

stadt-zuerich.ch/stadverkehr2025



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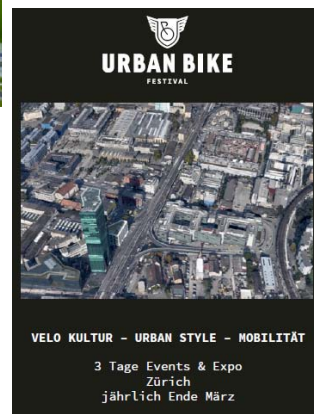
Functional products

- Bike-sharing system; Implementation planned in 2016
- Bicycle pumping stations; 37 stations all over the city



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Events



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Car Sharing: Mobility



Private Clients: 20 400
 Increase since 2005: 43%
 Number of cars in Zurich: 447
 Clients of «Mobility CarSharing»: 5,2% of population

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Budget



Cabrio



Economy



Combi



Transport

Zurich advances!
 Mobility Management is a part of it

»» **Stadtverkehr**
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Thanks for your attention !



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