

«Mobility in companies» MIU

The mobility consulting services for companies of the city of Zurich

September, 29th, 2010
Mo.Ma.Biz study visit in Zurich



MIU: Strategic background and implementation

Strategic background

- City Council mobility strategy, 2001
- Partial strategy for Mobility Consulting, 2002
- City of Zurich communal transport plan, 2003
- Legislation goals 2006-2010
- Strategies for „Zurich in 2025“
- Canton of Zurich Agglomeration Programme
- Evaluation MIU 2008/2009

Implementation

- Pilot project within SwissEnergy 2003/04
- Integration of Canton Zurich 2005
- Introductory phase MIU 2006/07 (incl. Winterthur and glow)
- MIU operational phase 2008/09
- MIU 2010 et sqq. project lead by the Canton of Zurich

Company Mobility Management

company mobility

traffic of persons

traffic of goods

business traffic

supplier traffic

home to work traffic

production traffic

clients traffic

delivery traffic

disposal traffic

Factors of interest / motivation

Economy

Security

Health

Ecology

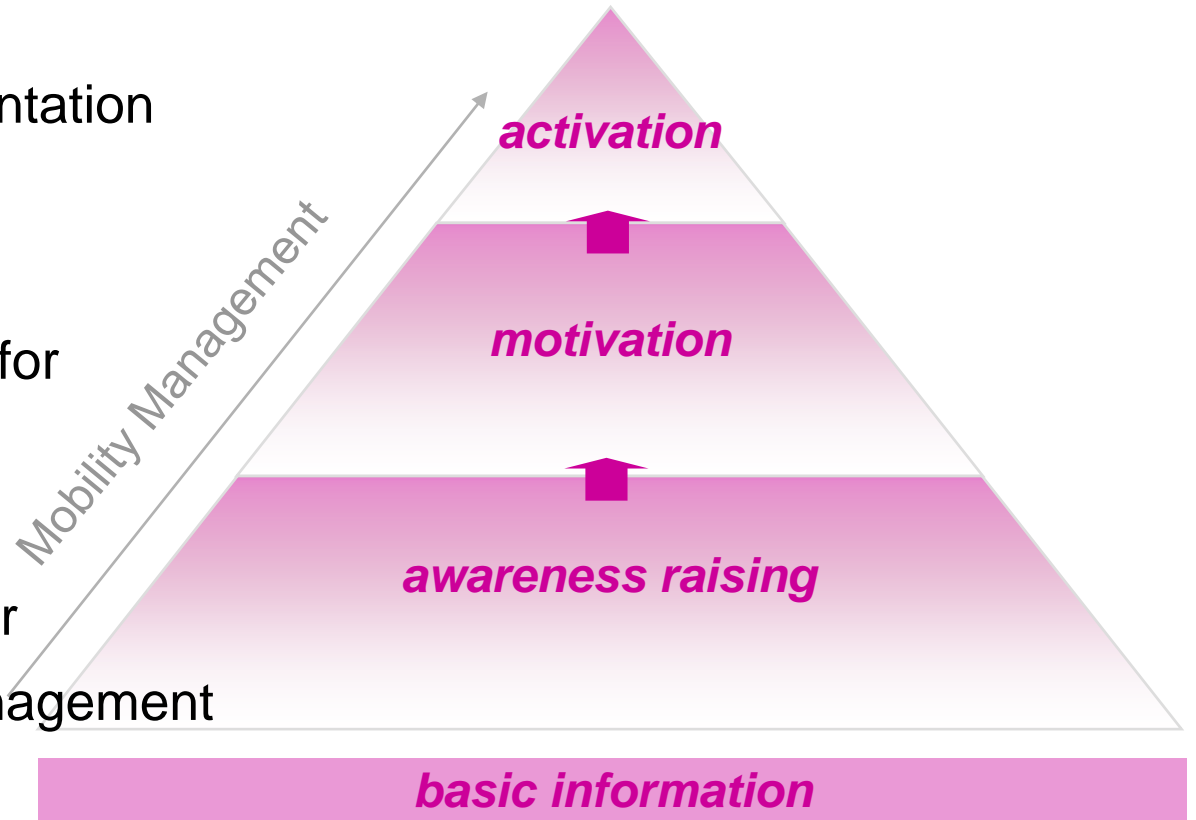
Social aspects

Image



Consulting procedure

- To assist the implementation of concrete measures
- To show the potential for optimisation
- To raise awareness for company Mobility Management

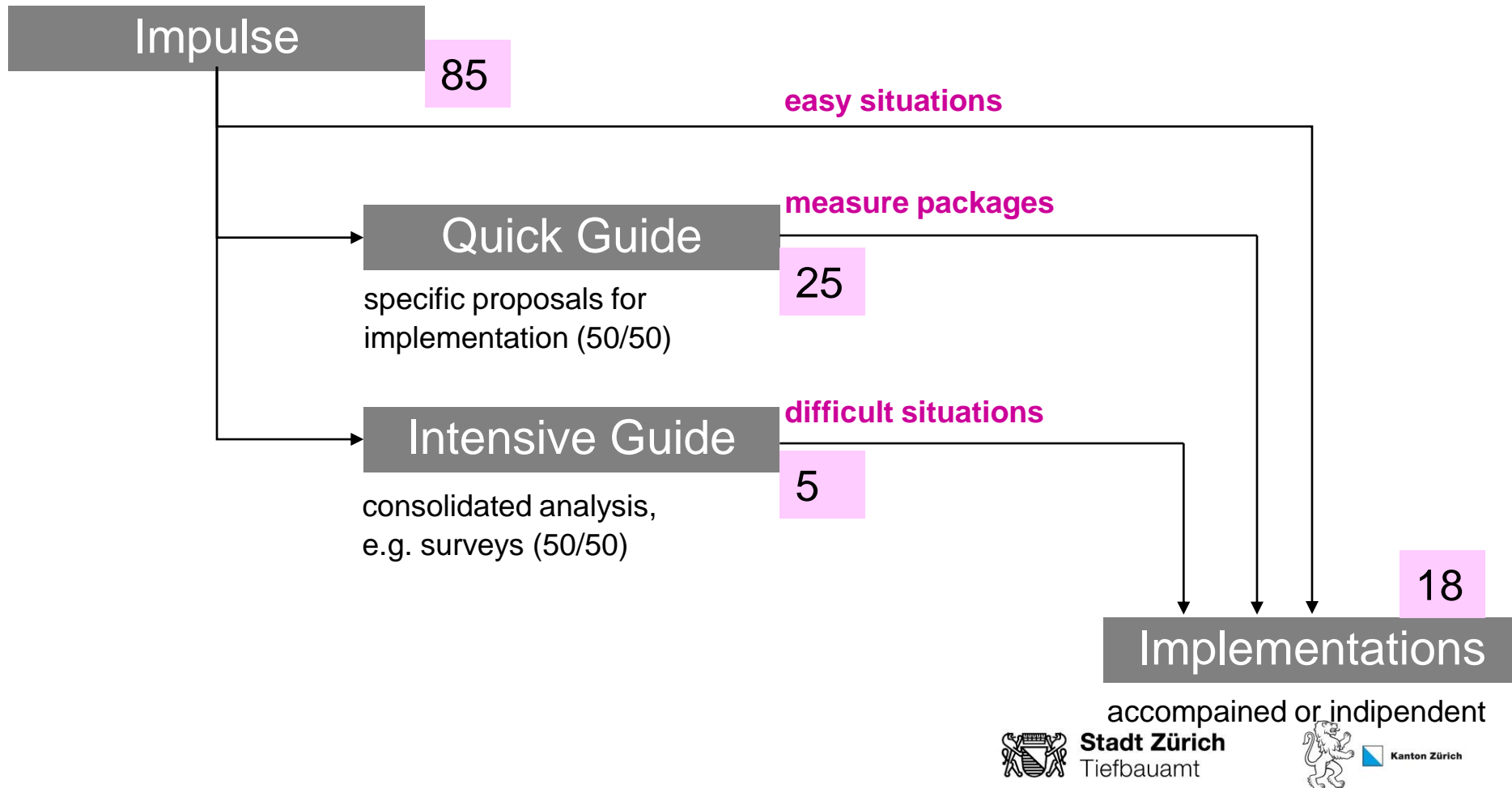


- To inform about possible strategies, benefits and products

Consulting services of the city

Strategies / Ideas
(free of charge)

realised between May 2006 - August 2009



Stadt Zürich
Tiefbauamt



Kanton Zürich

What can companies do?

Public transport

- **Bonus-Pass (Job-Ticket)**
- **SBB-Businessmanager**
- GA, ½-Tax, etc.

Mobility - Bonus

Auto

- **Eco-Driving**
- **parking management**
- **CarSharing**
- Fleet management
- energy efficient cars
- Bonus for ecological behaviour
- Bonus for not using company cars
- CarPooling
- etc.

Bicycle

- bike parking
- better access for cyclists
- showers
- box for clothes
- in-house bike repair service
- Campaigns awareness raising (for ex. www.biketowork.ch)
- Company bicycles

Varia

- **expenses regulation**
- video conference
- compensation CO₂, e.g. My climate
- Mobility lottery
- bike delivery services
- health management
- canteen within the company
- working hours

MIU - The business model

Service provider Partners

- VBZ (Zurich Transport Operator)
- ZVV (Zurich Transport Network)
- SBB (Swiss Federal Railways)
- Mobility Carsharing
- Ecodrive
- IG Velo (Swiss Bicycle Advocacy Association)
- Swiss Pedestrian Association

Marketing partners

- Trade associations
- Economic and locational promotion
- EnAW (Energy Agency for the Economy)
- Öbu (Swiss Association for Environmentally Conscious Management)

- Sponsorship
- Project management

Office for «Mobility in Companies»

- Advisory team

Target groups

- Incoming firms
- Resident firms with more than 50 employees
- Heavily attended facilities

Target market

- City of Zurich and municipalities in die Agglomeration of Zurich
- Medium term: Canton of Zurich

Experiences made so far

- Impulse is a good “entry” at the company
- pragmatic strategy focussed on implementation is appreciated
- consulting service by a “neutral entity” is important
- high effort for acquisition of companies
- “way of doing” of single advisor 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 cantonal area is important for consensus

Main objectives

- to create **an added value** for companies and employees
- to contribute to **energy saving objectives** of the city
- to discharge the **transport system** and the **environment**
- to contribute to the **economic promotion** of the city
- to contribute to the objective of the **agglomeration programme** of the Canton of Zurich