

# Mobility management in Zurich:

A new cooperation model among public authorities

City of Zurich,  
Civil Engineering Office  
6<sup>th</sup> May 2010



ECOMM 2010, Graz



## The Project «Mobility in Companies»

- Consulting on company-internal mobility management
- A project started by the City of Zurich in 2006
- Consulting of 85 companies
- 30 companies have implemented measures
- The Canton of Zurich, the City of Winterthur and the Glattal Region are offering the same service
- The project is a joint venture of the Federal Government, the Canton and the municipalities

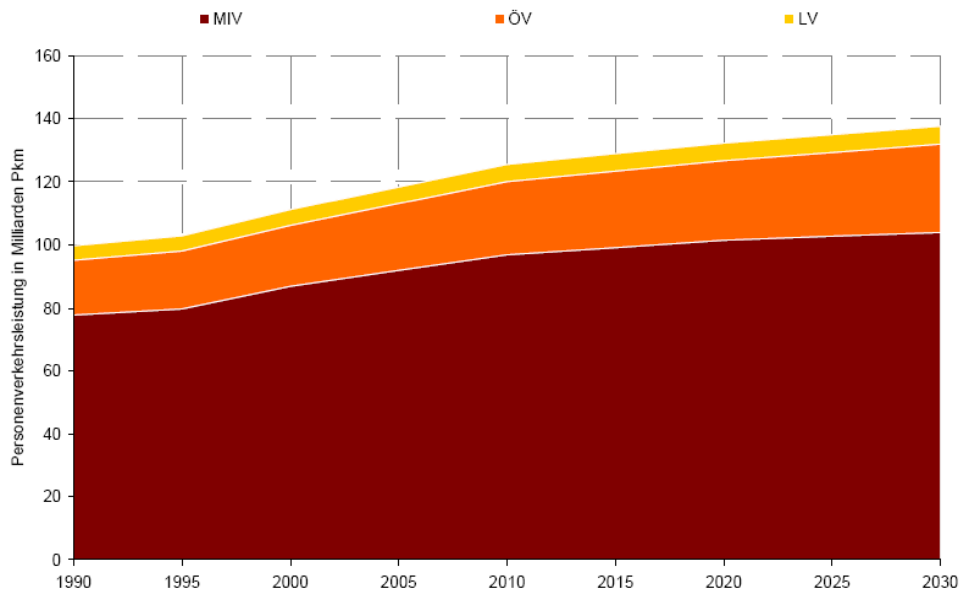
«*The best incentive project for years!*»  
Dr. H. Leibundgut, Director of Amstein + Walthert AG, Zürich

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

# Federal Government Level: Transport problems in urban agglomerations

Fed. Gov.
Canton
City

Abbildung 5: Personenverkehrsleistungsentwicklung nach Verkehrsmitteln 1990 bis 2030 (in Milliarden Pkm) im Basisszenario



# Federal Government Level: Agglomeration programme as the solution

Fed. Gov.
Canton
City

## ➔ Agglomeration Programme „Spatial planning, Transport and Environment“

- Co-financing of infrastructural projects dependent on integrated planning for Housing – Transport – Environment
- Demand-oriented measures as a condition for financing of infrastructure, e.g., mobility management measures

### „Federal Government Agglomeration Policy“ 2001

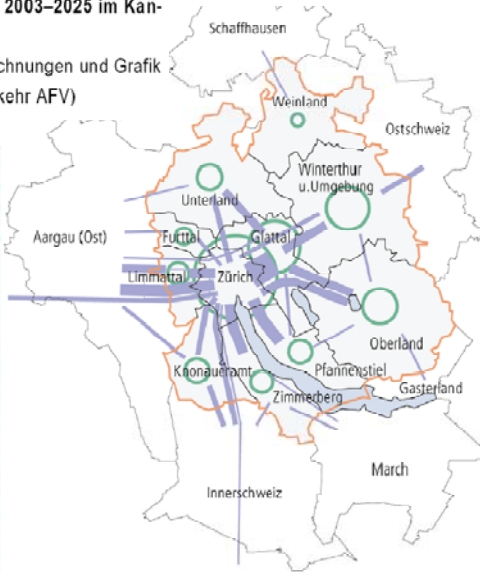
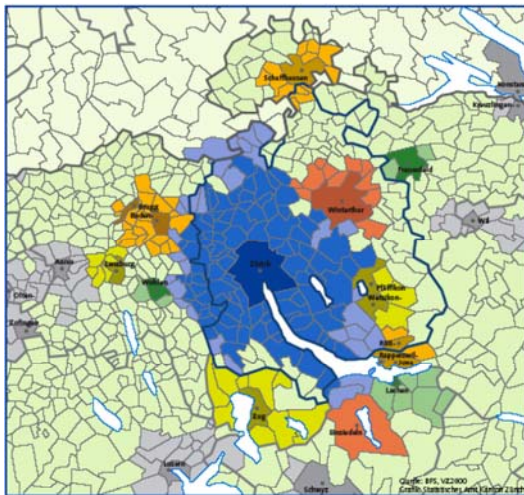
2004 Referendum on „Reorganization of Fiscal Equalization Schemes and the Assignment of Tasks and Competences to the Federal and Cantonal Levels“ (Constitutional basis)

### „Infrastructure Fund Act“ 2006

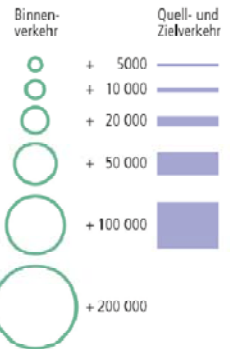
# Canton Level: Zurich is the largest urban agglomeration

- Fed. Gov.
- Canton
- City

**Trendprognose des Verkehrszuwachses 2003–2025 im Kanton Zürich**  
 (Quelle: Rechnungen und Grafik Amt für Verkehr AFV)

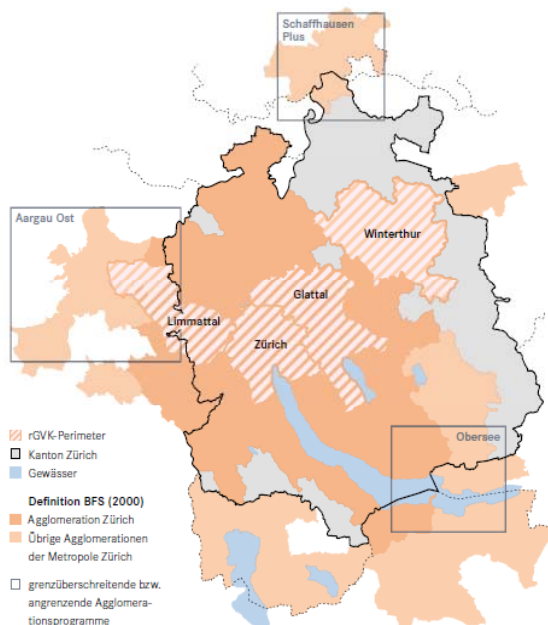


**Zuwachs Fahrten 2003 bis 2025 (MIV, ÖV, zu Fuss und Velo)**



# Canton Level: Agglomeration Programme in the Canton of Zurich

- Fed. Gov.
- Canton
- City



- The Canton implements
- The Canton creates the legal framework
- Regional global transport concepts as basis for the agglomeration programme

# City of Zurich Level: Strategic background and implementation of «Mobility in Companies»

## Strategic establishment

- City Council mobility strategy, 2001
- Partial strategy for Mobility Consulting, 2002
- City of Zürich communal transport plan, 2003
- Legislation goals 2006-2010
- Strategies for „Zurich in 2025“
- Canton of Zurich Agglomeration programme, 2007



## Implementation steps

- Pilot project 2003/04
- Integration of the Canton Zürich 2005
- Introductory phase 2006/07 (incl. Winterthur and Glattal)
- Operational phase 2008/09
- 2010 *et seq.*: Overall control to the Canton of Zurich

# City of Zurich Level: 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

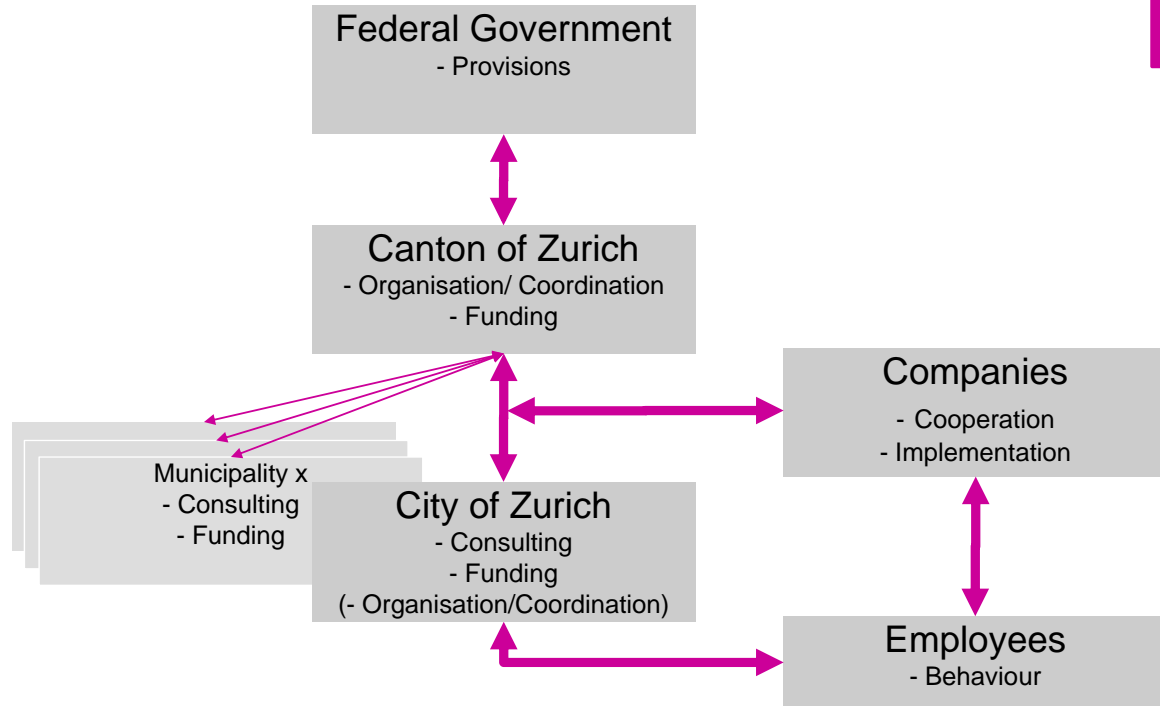
## Target groups

- 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

## Interactions between the 3 levels (joint venture)



Information on background and basics:

[www.stadt-zuerich.ch/mobilitaet](http://www.stadt-zuerich.ch/mobilitaet)

Information on mobility management projects:

[www.stadt-zuerich.ch/mobil-in-zuerich](http://www.stadt-zuerich.ch/mobil-in-zuerich)



Many thanks for your attention!