

Cornerstone of Mobility – The Mobility Strategy of the City of Zurich, Switzerland



The transport policy of the City of Zurich is characterised by permanence, pragmatism and interconnectedness. According to the priority of sustainable development that has been set in the mobility strategy 2001, existing and future mobility demand must be compatible with the city and the environment.

Background & Objectives

For decades the City of Zurich has aimed to achieve a wide diversification of mobility. This is based on the reduction of motorised private transport (MPT) and the promotion of public transport (PT) and of eco-friendly, active mobility. In 2011, the people's initiative to promote PT, walking and cycling in Zurich has further emphasised this policy, with new targets for the modal split until 2022.

In addition, the mobility strategy determined by the city council in 2001 aims for an integrated approach taking into account the mutual relationships between different means of transport, urban development aspects and the design of public space. Only a sensible combination of all means of transport with their different strengths and optimal fields of application will be able to cover future mobility demand in a way that is compatible with the city and the environment.

Implementation

The implementation of the mobility strategy will include 19 partial strategies. Principles for the implementation are as follows:

- Mobility planning orientated to offer rather than demand;
- Consideration of capacity of passenger transport;
- More coexistence rather than separation of transport;
- Consistent coordination of settlement and mobility development;
- Creation of a city of short trips;
- Mobility management as a supplement for infrastructure planning;
- Optimisation of the handling of the entire transport system;
- Promotion of a comprehensive interconnection of different means of transport within the entire city.

Examples of measures

- A major element within the area of transport infrastructure is the continual expansion of the PT system. The local tram and bus network complements the sub-urban railway system of Zurich.

- PT prioritisation is an important part of transport management. The aim is to have "zero waiting time" for public transport in 250 of a total 380 traffic lights.

- Ramp metering for MPT mainly occurs at peripheral traffic nodes. At peak hours the number of cars allowed to enter depends on the capacity of subsequent traffic nodes within the city.

- Among other things, the urban parking management considers the quality of PT coverage of specific locations. The number of available parking spaces within the inner city has been limited to the number available in 1990.

- Mobility management also includes various offers and campaigns that are complementary to the measures already mentioned, such as multi modal information, mobility consulting for businesses and

schools, and area dependent mobility management.

Conclusions

The quality of life in the City of Zurich is one of the highest world-wide. Much of this success can be attributed to the excellent transport system. The achievements made thus far in city-compatible mobility are reflected by the high percentage of PT (34%) and the high percentage of pedestrian and bicycle traffic (30%) within the urban area.

Read more: www.stadt-zuerich.ch/mobilitaet

PatenTicket: Peer-to-Peer Marketing of Public Transport to Older People in Cologne, Germany



In 2008, 117 older public transport season ticket holders in Cologne received a free 3-month ticket to give to a friend or relative who was a non-frequent PT user. The season ticket holders received training from the PT operator and then for 3 months showed their chosen peer the benefits of public transport and supported them with information and advice as they travelled together, developing new transportation habits.

Background & Objectives

The PatenTicket concept evolved from a German research project which dealt with leisure time mobility of older people in rural, urban and suburban regions in Germany. The results showed that there is a need to promote public transport among older people, but also to familiarise them with it.

The aim of the PatenTicket project is to support older people to be active, independent and permanent clients of public transport. Since it is difficult to reach this target group by standard marketing campaigns, PatenTicket uses a peer-to-peer approach. Individual pairs travel together, enjoying each other's company as they learn about public transport, in order to support the development new transport habits.

The PatenTicket approach involves two target groups. The first is the "godparents," who are public transport pass holders aged 60+. The second target group, the "godchildren," includes those aged 60+ who do not possess a season ticket. While the project design saw no upper age limit, the idea was to reach younger and more active senior citizens.

Implementation

In order to change transportation habits, new routines need to be developed, but this can be a challenge when the target group is senior citizens. A key area for achieving behavioural change was communication. Specific consideration was given to the channels of communication employed, the tone of communication, materials provided, the use of designated contact people, and the language used. Setting up the programme:

The campaign was announced in smaller local newspapers popular among older people. The 'godparents' were contacted via standard mail and telephone. An easy-to-read leaflet with simple and clear language was created to avoid information overload. Dedicated contact people were assigned to the project. These people were present at information sessions, their photos appeared on the information leaflet, and participants were given their phone numbers and e-mail addresses. This was invaluable in establishing trust and confidence. Information sessions for potential 'godparents' also helped to establish trust and demonstrate the legitimacy of the project. Terms such as "older people" and "senior citizens" were avoided in all communication. The project team agreed at the beginning that the trial would automatically end after three months and that the 'godchildren' would not be contacted and encouraged to buy a season ticket., to avoid any suspicion that people may have of being taken advantage of.

The project cost and evaluation was funded by the Federal Ministry of Transport, Building and Urban Development and supported by the TUV Rheinland Consulting GmbH. Project management and evaluations were provided by urbane konzepte GmbH and the Technical University of Dortmund. The funding covered also the cost of 117 three-month 'Aktiv60Tickets' for the project. The main cost for the Cologne Transport Company was the coordination and provision of dedicated contact people whom the participants could turn to throughout the project.

'Godparents' were recruited from a random sample of approximately 800 Aktiv60Ticket holderst. 117

participated. The 'godparents', in turn, recruited their 'godchildren' personally.

Programme steps:

1. develop the general approach, information material and a cover letter (3-4 months)
2. contact, select and train godparents (3-4 months)
3. run the trial (3 months: spring and early summer are most suitable)
4. collect feedback and carry out evaluation (3 months)

Conclusions

Standardised questionnaires for all and qualitative telephone interviews carried out with part of the the 'godchildren' and the godparents at the end of the 3 months indicated that they were motivated to participate for the following reasons:

- to test out PT travel for free
- to see if a year or month ticket was worth it
- to see how mobile one could be without a car
- to enjoy the convenience of a "ticket in the pocket"
- to enjoy the pleasure of travelling with a friend
- to get to know the city better.

30% of 'godchildren' purchased an Aktiv60Ticket after their 3-month experience. It is also interesting to note that 74% of 'godparents' and 72% of 'godchildren' were female.

Success factors for the PatenTicket include:

- An attractive offer: The Aktiv60Ticket was seen as attractive by its existing holders. Older people highlighted the convenience rather than economic savings. For example, they were proud that the conditions of the ticket allowed them to take extra people on their ticket for free.
- Peer-to-peer approach: Trust is built in by friends mentoring friends. Older passengers know what their peers need and can advise them best.
- The social aspect: Participants were inspired by the project to plan leisure activities together; some even set up regular get-togethers with other PatenTicket pairs.
- Trial period: the three-month trial period gave participants time to familiarise themselves with public transport before committing to it.
- Appropriate communication: Communication was low-tech (letters and phone calls) and personal (face-to-face meetings and a dedicated contact person).
- Off-peak travellers: From the perspective of the provider, older people are an ideal target group. They often travel off-peak, contributing to more balanced use of vehicle capacity.

The concept behind the PatenTicket was developed independent of any specific location and so should be applicable in other contexts with reasonable public transport networks. Cologne's public transport operator, KVB AG, agreed to pilot the project in 2008. Based on its success, a follow-up project has been set for spring 2011 together with the KVB AG and the RVK GmbH, focusing on seniors living in the outskirts of Cologne and suburbs with relatively good public transport access

In cooperation with:



Provision of local travel information, Cloughjordan, Tipperary, Ireland



For the first time in Cloughjordan, all public transport timetables were in one 'information' document. This was circulated to households and distributed at key locations to show and promote alternatives to travel by private car.

Background & Objectives

Previously, the amount and quality of transport information available to residents of Cloughjordan was quite poor. In order to obtain information people had to search for it in different locations and from different sources. None of it however was available in a single document or from a single source. The intention was also to assist the local rural transport service to develop and implement a new operational plan to continue its delivery of the National Rural Transport Programme.

The objectives were;

- To work with the existing and future inhabitants to ensure that they can live and work without having to own a car, whilst guaranteeing their mobility
- To promote a range of sustainable mobility services, which will offer the opportunity to influence inhabitants to reduce their use of energy through sustainable transport use.

Implementation

Identification of all local mobility services, covering local bus and train scheduled services, local private bus hire and taxis, local cycle shop and the local CarSharing offer.

Production of local travel information leaflet and poster incorporating the above information. Distribution of the poster to key local shops and centres.

Production of a leaflet on calculating car costs. An existing British document was adapted to reflect the relevant content, costs and currency applicable in Ireland. This involved checking national government and motoring organisation websites and documents, redesigning the leaflet and inputting the new information as appropriate.

Development of an electronic cost and carbon calculator. Mendes staff devised a spreadsheet containing information on costs of motoring, public transport fares and carbon emissions, which was then linked to the Mendes website.

Contribution to the preparation of an Operational Plan for the local rural transport organisation in North Tipperary.

Partners involved:

Mendes Limited, Tipperary Institute, North Tipperary LEADER Partnership

Results

Following the distribution of the transport information to local residents, changes in general modal share and school trip modal choices were as follows;

Modal shift

- Car ownership decreased by 2.5%;
- Bicycle ownership increased by 7.3%;
- The number of passenger trips per month on local bus services increased by 6.5% between September 2008 and June 2010.

Travel to school:

- Car: 29.4% in 2008, 18% in 2010;
- Bus: 29.4% in 2008, 10% in 2010;
- Walking: 26.5% in 2002, 36% in 2010;
- Cycling: 11.8% in 2008, 36% in 2010.

Conclusions

Key factors for success and replication elsewhere

Ensuring that the information compiled and distributed is accurate, current, sufficient and attractive enough to provide potential users with the choices to encourage them to consider changing to more sustainable modes. It is important that plans are devised in conjunction with the key stakeholders, meet the needs and wishes of existing and potential users, meet the aims and objectives of both the organisations implementing them and the policy makers, who have devised the programmes being addressed.

Best ways to be disseminated

Directly to existing and potential users by way of publicly available information, be it printed or online media.

Transferability issues

There are unlikely to be any transferability issues regarding the take up of the processes and products for other rural communities, but transferability to urban areas might be a problem. Another issue might be the availability of actual services and information about them.