Workplace Travel Planning, Best European Practices

Switzerland, Zurich
Federal government programme:  
´Mobility Management in Companies´

• In the period of 2009-2012 €800,000 funding available for municipalities
• €4,000 start-up subsidy per municipality; every municipality may decide what kind of programme to run; the municipality is obliged to report the results to the Federal Government
• The municipality receives another €4,000 subsidy per employer where mobility management has been integrated in the management system of the employer
• From 2005 until 2010 in total about 200 employers have been involved in a mobility management programme in more than 40 municipalities
• On the website of Energiedstadt more information can be found (in German) about the concept, the functional specifications, the report with results of the campaign 2005 – 2008 and the tool for analysis and evaluation
Canton and City of Zurich: Project: ‘Mobility in Companies’

• Main reason to start the programme:
  • Continuous rising of congestion problems in the Canton of Zurich
  • Demand oriented measures as a condition for co-financing of infrastructure from the Federal Government

• Already in 2003 the City of Zurich had a pilot project on WTP consulting

• In 2007 the Canton of Zurich integrated WTP consulting in the agglomeration programme: joint venture of the Federal Government, the Canton of Zurich and the service offering municipalities in the canton: Zurich, Limmattal, Winterthur and the Glattal Region

• In 2010 overall control was handed from the different municipalities to the Canton of Zurich, although the City of Zurich helps with the lead management
Three levels

Interactions between the 3 levels (joint venture)

Federal Government
- Provisions

Canton of Zurich
- Organisation/Coordination
- Funding

City of Zurich
- Consulting
- Funding
(- Organisation/Coordination)

Municipality x
- Consulting
- Funding

Companies
- Cooperation
- Implementation

Employees
- Behaviour
Annual Subsidies

• City of Zurich:
  • €12,000 for overhead (reporting, marketing and administration)
  • €24,000 for consultancy

• Canton of Zurich:
  • €28,000 for marketing
  • €28,000 for acquisition of new partners (such as communities and regions), reporting, meetings etc.

• Federal government:
  • €4,000 for consultancy per employer (where mobility management has been integrated in the management system)
The Business Model

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)

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

Target market
- City of Zurich and municipalities in the Agglomeration of Zurich
- Medium term: Canton of Zurich

Sponsorship
- Project management

Office for «Mobility in Companies»
- Advisory team

Fed. Gov
Canton
City
Service providing partners

• Service providing partners
  • Zurich Transport Operator (VBZ)
  • Zurich Transport Network (ZVV)
  • Swiss Federal Railways (SBB)
  • Mobility Carsharing
  • Ecodrive (who provide courses on economic car driving)
  • Swiss Bicycle Advocacy Association (IG Velo)
  • Swiss Pedestrian Association

• If a company is interested in a product or service than the consultant provides contact details; from that point the company and service provider are dealing together
Marketing partners

• Who are they:
  • Trade associations
  • Economic and location promotion agencies
  • Energy Agency for the Economy (EnAW)
  • Swiss Association for Environmentally Conscious Management (Öbu)

• Their roles:
  • Provide Contact data of target groups
  • Seminars
  • Networking
Consultants

- The Mobility In Companies – programme in Zurich is run by 4 external consultants
- The consultants were recruited through a tender
- As they were already experts, they were given only some guidelines
- They are in charge of acquisition, consultation and support
- They work in total approximately 800 hours per year for the programme
- Each municipality is responsible for the finance and organisation of the consulting services; mostly the 4 consultants of Zurich are hired too by the other municipalities
The programme

- Start-up meeting
- Quick Guide
- Intensive Guide
- Implementation
Costs and subsidies of the different parts of the programme

• The start-up-meeting is free of charge for the employer; for the City of Zurich the costs per start-up-meeting are €760

• For further service modules employers pay a contribution of 50% towards the consulting fee:
  • Total consulting fee for quick guide: €1,440
  • Total consulting fee for intensive guide: between €720 and €1,920
  • Total consulting fee for integration programme: between €720 and €1,920

• For the integration programme a (specialised) consultancy firm may be hired

• There are no subsidies available for the measures themselves (such as bike facilities, public transportation or campaigns)
The programme: start-up meeting

• Acquisition letters are sent out by the municipality or contacts are gained on network events
• Consultants call the employers one week later and try to book a start-up meeting
• The experts draw up a rough assessment of the company's mobility situation and provide initial ideas for possible improvement
• Free of charge and with no obligation

(see 2 documents (in German): ‘MIU_Acquisition letter_German’, ‘MIU_Report of Start-up-meeting_Microsoft’)

• If the employer desires so, the start-up meeting is followed by an in-depth review of the situation: a quick guide and/or an intensive guide
The programme: Quick Guide / Intensive Guide

- **Quick Guide:**
  - Overview of the main measures and their estimated impact and costs
  - Typically a postal code analyses and a site assessment take place in this phase
  - See document ‘MIU_Quick-Guide_Fielmann_German’

- **Intensive guide**
  - Recommendations of optimisation after detailed analyses and evaluations have been conducted, mainly by online employee surveys (the online version is in German; see document ‘MIU_Employees survey_English’ for an English version)
  - Reports are not made because the consulting is very individual

- No precise standards are made for the quick and intensive guide; contents vary depending on the employer’s needs
Programme: Integration programme

- Support during the organisation and implementation of measures
- Made-to-measure services are available
- A private consultancy office can be called in if consultation expenses reach a certain level or if the customer desires so. This ensures that the state-subsidised office does not compete with private companies on the marketplace

- Main purpose of the programme: not to draw up an extensive, elaborate mobility plan, but rather to implement individual measures as soon as possible; the spectrum of measures will be extended on the basis of initial measures up to the integration of mobility management in the management system
- Follow-up: the employers are called approximately every half year by the consultants to discuss about possible additional measures
- Quantifiable monitoring not done on an employers-level
Measures

- Job public transport tickets: ZVV-Bonuspass
  - Approximately the company pays 1/3 and the employee pays 2/3
  - Also combined deals with Mobility CarSharing
- Mobility Bonus: Employees with “green behaviour” can earn checks or money
- Shuttle services provided by the public transport agency, sometimes co-financed by the company
- Awareness campaigns, action days, competitions, placards etc.
- Personal travel advise, parking space management, flexible / adjusted working hours policy, carpooling, Eco-drive, vehicle fleet management, improvement of bicycle facilities (parking spaces, site access, company bicycles, showers, changing rooms, repair services, etc.)
Performance review of the programme 2006-2010

Demand
- 107 start-up discussions
- 28 Quick Guides
- 2 Intensive Guides
- 3 Integration Programs
- 30 companies will/have implemented measures

Quality
- The service is rated very high and appreciated very much
- The consultations are neutral and firsthand
- Quick overview on the possibilities of acting options
- Strong focus is set on the implementation of the dialogues’ results

Effectiveness
- No adequate instrument available to draw reliable conclusions
Implemented measures at companies
Personal Transportation advise for inhabitants: Mobility Advisory Service Switzerland

- Free personal transportation advice in terms of costs, time, health, environment, safety, and comfort
- E.g. for households who are planning to move ("should we keep our 2nd car or not?")
- Can be obtained from:
  - The municipality
  - Mobility car sharing Switzerland
  - Online Check-Up
- By request inhabitant can also receive personalised suggestions for optimizing ones transportation behaviour
- Example: next slide
Example of personal transportation advise

<table>
<thead>
<tr>
<th></th>
<th>Current situation</th>
<th>Personal transportation Proposition 1</th>
<th>Personal transportation Proposition 2</th>
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</thead>
<tbody>
<tr>
<td><strong>Vehicles</strong></td>
<td>1 medium-sized car</td>
<td>1 small car</td>
<td>2 CarSharing memberships</td>
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<tr>
<td></td>
<td>1 small car</td>
<td>1 moto 125ccm</td>
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<tr>
<td><strong>Tickets of public transportation</strong></td>
<td>1 Half-Fare Card</td>
<td>2 Half-Fare Cards</td>
<td>2 Half-Fare Cards</td>
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<td></td>
<td></td>
<td>1 City-Travelcard</td>
<td>2 City-Travelcards</td>
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<td><strong>Bikes</strong></td>
<td>2 bikes</td>
<td>2 bikes</td>
<td>2 bikes</td>
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<td></td>
<td></td>
<td></td>
<td>1 electric bike</td>
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<tr>
<td><strong>On the road per week</strong></td>
<td>28 hours</td>
<td>19 hours</td>
<td>19 hours</td>
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<tr>
<td><strong>Transportation costs per month</strong></td>
<td>1'550.– CHF</td>
<td>1'050.– CHF</td>
<td>650.– CHF</td>
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<td><strong>Environmental points</strong></td>
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<td><strong>Comfort points</strong></td>
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<td><strong>Safety points</strong></td>
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<td><strong>Health points</strong></td>
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</tbody>
</table>

Profiles of personal transportation
(Indicated in kilometres per person)

- on foot
- Bike / electric bike
- Car
- Motorbike / scooter
- CarSharing
- Bus
- PostBus
- Train

The more points you make, the more the criterion is judged positively.
Mobility Advisory Service Switzerland, supported by

- EnergieSchweiz für Gemeinden (Swiss Energy program for municipalities)
- UVEK (National programme for innovative mobility)
- Bundesamt für Gesundheit, Aktionsplan Umwelt & Gesundheit (the Federal Office of Public Health (National Environment and Health Action Plan))
- Different cantons and municipalities

- Management of the project: Interface Policy studies Research Consulting
Mobility Advisory Service Switzerland, results

- In 2010 10,000 people visited the website
- In 2010 1,200 people got a consultation by the online-check
- Around 1/3 had the intention to change behaviour
Lisää tietoa
www.motiva.fi