

Mobility Management in Switzerland

Short overview about the State of the Art

Synergo Mobility - Politics - Space
Roberto De Tommasi
Grubenstrasse 12
Postfach 5284
CH-8045 Zürich
Tel.: +41-43 960 77 33
E-mail: detommasi@synergo.ch

Zürich, 20. April 2007

1 Transport Policy in Switzerland

The Swiss transport policy is guided by the overall objective of sustainability mobility. Backed by the constitution and a series of laws, the Federal Department of Environment, Transport, Energy and Communication (DETEC) understands by this objective that¹

- the mobility required is achieved in as environmentally sound a way as possible, and that, by internalising external costs, mobility does not increase in an unlimited way at the cost of the environment (ecological sustainability);
- mobility needs are satisfied in as economically efficient a way as possible and thus financial costs for the State remain justifiable (economic sustainability);
- that all sectors of the population and parts of the country have access to mobility (social sustainability).

The implementation of this policy requires action in various fields, such as transport policy in the narrower sense, land use policy, fiscal policy, environmental policy and energy policy.

In accordance with the federal system of Switzerland, political competencies in the different policy sectors are shared between the three existing state levels: National Government, Cantons and municipalities.

2 Consideration of Mobility Management on a national level

Although there is no direct legislation which enforces the set-up of Mobility Management on any kind of level (e.g. like in Italy) the importance of this strategy is considered on national level especially by the Swiss Federal Office of Energy (SFOE). A significant sign was given already in the early 90ies by implementing the so-called Action Programme Energy 2000 as a contribution to achieve the Kyoto targets. This programme was renewed in 2001 for a running period of 10 years under the title “SwissEnergy”².

The main strength of the programme aimed at promoting energy efficiency and the use of renewable energy lies in the close co-operation between the Federal Government, the Cantons and the municipalities, and numerous partners from trade and industry, environmental and consumer organisations, and public and private agencies.

In the 90ies the programme initiated and/or supported various initiatives related to MM like:

- Development of CarSharing (www.mobility.ch)
- Implementation of Eco-Drive – Courses (www.eco-drive.ch)
- various studies and pilot projects on a local level.

¹ DETEC Departmental Strategy, see <http://www.uvek.admin.ch/org/00619/index.html?lang=en>

² see <http://www.bfe.admin.ch/energie/00458/index.html?lang=en>

In the framework of the ongoing programme SwissEnergy sustains, initialise and/or works in the field of mobility together with numerous partners. Some examples³:

- auto-schweiz: in 2002, the Association of Swiss Automobile Importers concluded an agreement with the Federal Government that sets out to reduce the average consumption of new cars in Switzerland to 6.4 litres per 100 kilometres by 2008. As an aid for buyers, an energy label⁴ for motor cars has been a requirement since 1 January 2003 (www.energieetikette.ch).
- The EcoCar Agency⁵ was formed following the amalgamation of four organisations sharing the goal of increasing public awareness of energy-efficient and ecological technologies and vehicles in close co-operation with SwissEnergy. It was formed in 2005 and comprises various associations.
- Quality Alliance Eco-Drive® QAED⁶ embodies providers of Eco-Drive® courses, plus other organisations, federal authorities and road traffic associations. The shared goal is to promote the energy-efficient EcoDrive® driving method.
- In the middle of 2005, SwissEnergy launched a three-year campaign through its SwissEnergy for Municipalities programme aimed at promoting mobility management in companies⁷.
- The SwissEnergy for Municipalities programme⁸ is a labelling programme which awards municipalities who have implemented measures for the rational use of energy. Mobility and within MM measures are included. Municipalities are assisted in the implementation by a network of experts in the field of energy and mobility. Their assistance is partially paid by the overall programme. Labelled cities are audited every 3 years in order to measure the progress of implementation.
- With Veloland Schweiz, a national organisation promoting bike use in leisure traffic, Swiss Energy is realising its VelolandRegional project to join up the country's national and cantonal cycle routes⁹.

³ see: <http://www.bfe.admin.ch/energie/00576/index.html?lang=en>

⁴ see: <http://www.bfe.admin.ch/energieetikette/00886/index.html?lang=de>

⁵ see: <http://www.ecocar.ch/>

⁶ see: <http://www.eco-drive.ch/>

⁷ see: <http://www.energiestadt.ch/index.asp?LA=d1&PA=page.asp?DH=1>

⁸ see: <http://www.energiestadt.ch/page.asp?DH=100>

⁹ see: <http://www.cycling-in-switzerland.ch>

Beside the SwissEnergy programme the Federal Government supports initiatives in the field of mobility management through the implementation of the so-called “Dienstleistungszentrum für innovative Mobilität” (service centre for innovative mobility) (DZM). DZM is a joint venture between SFOE, the Federal Office for Spatial Development (ARE) and the Federal Office for the Environment (FOEN). DZM supports in a two-years programme the development of new and innovative mobility projects (not infrastructure based) and pays therefore up to 40% of the projects costs if the project fulfils certain criteria's.¹⁰ Mobility Management is included.

In the framework of the new agglomeration policy the Federal Government is prepared to sustain Cantons and tackled municipalities in order to help them to solve the existing traffic problems in this areas. But required co-financing of transport infrastructure in this areas is connected with conditions. Federal Government orders that agglomerations have to develop a so-called “agglomeration programme on transport and spatial development”¹¹ as a planning instrument of further transport and land-use policy. In this programme analysis of the current and future situation in transport has to be made, targets to achieve have to be defined and as consequence a programme with measures and their costs of implementation has to be planed. This by following criteria's given by the Federal Government. One of this criteria's is that strategies and measures of influencing demand for transport have to be considered. Actually a lot of municipalities within agglomerations organise themselves, coordinated by the respective Cantonal authorities in order to develop the requested agglomeration programme. Almost all since now submitted programmes are considering Mobility Management as a strategy, including also respective measures. Once the plans are adopted by the Federal Government agglomerations have to develop in a second stage the programme into a concrete implementation programme, where all the considered measures have to be defined in a very concrete way. This leads to the consequence that also in the field of Mobility Management a lot of agglomerations are now preparing concrete implementation programmes, where measures are concretely defined on the base of contents, costs and actors. After the implementation programme is politically decided by the respective local and cantonal authorities the Federal Government is prepared to co-finance transport infrastructure measures. That means that Federal Government does not co-finance Mobility Management but it requires its implementation as one condition to support transport infrastructure investments.

¹⁰ see <http://www.are.admin.ch/dienstleistungen/00908/index.html?lang=de>

¹¹ see: <http://www.are.admin.ch/themen/agglomeration/00626/index.html?lang=de>

3 Consideration of Mobility Management at the cantonal and regional level

Respecting the existing laws, ordinances, strategies given by the Federal Government in the field of spatial, transport, energy and environmental policies the Cantons have their own transport policy strategies. Only in a few of them Mobility Management is mentioned in an explicit way. Taking into consideration the already mentioned attitude of Federal Government in the transport policy of agglomerations the status of Mobility Management on the cantonal level will raise in the future.

A forerunner in this field is the Canton of Aargovia. Since years the Canton is sustaining regional and local initiatives in the field of Mobility Management on the one hand and developed a lot of information material and guidelines on the other. But since 2006 Mobility Management is officially included in the politically approved cantonal transport strategy¹².

The first consequence of this consideration is, that the Canton has installed a Mobility Management programme with following main activity fields:

- information and networking,
- initiate mobility management projects,
- include mobility management in planning processes,
- include mobility management in the cantonal administration.

For the execution of the programme the organisation *aargaumobil*¹³ was installed by the Canton. *aargaumobil* is operating since the beginning of 2007 for a two-years pilot period and is managed by two Swiss experts. The main topic is to provide services in the mentioned activity fields for the two main target groups: municipalities and companies within the Canton of Aargovia.

A quite similar programme within the Canton exists already in the region of Baden and it is called *badenmobil*.¹⁴ The programme is financially supported by the Canton and by the municipalities of the region. It is focussed in operating a mobility centre on the one hand and in providing in-depth support for companies on the other.

Similar initiatives on the Cantonal or regional level exist in the Canton of Appenzell Ausser rhoden¹⁵. The tendency is that in the coming years more Cantons will become active in this field.

¹² see: http://www.ag.ch/verkehr/de/pub/daten_und_fakten/downloads/mobilitaetaaargau.php

¹³ see: <http://www.aargaumobil.ch/>

¹⁴ see: <http://www.badenmobil.ch/>

¹⁵ see: <http://www.ar.ch/default.asp?TNR=747&TNR2=956&Inhalt=958>

4 Consideration of Mobility Management at the local level

On the local level the implementation of Mobility Management measures is spread out in various Swiss municipalities. E.g. the programme SwissEnergy for municipalities counts more than 130 municipalities with about 30% of the Swiss Population living in it. Almost all of them have implemented one or several mobility management measures.

While the implementation of single measures happens in a lot of municipalities only a few have developed concrete strategies which are politically adopted in the local transport policy. Exceptions are for example the city of Zurich and the city of Berne.

With its Mobility Strategy¹⁶ the city of Zurich has developed a blue print where the objectives and measures of the future transport are stated. The Mobility Strategy consists of 18 sub strategies. Mobility Management is considered very expressive in two of them: the sub strategy “Mobilitätsberatung”¹⁷ (Mobility consulting) and the sub strategy “Kombinierte Mobilität”¹⁸ (combined Mobility).

Especially the sub-strategy “Mobilitätsberatung” was the base for the implementation of new and dedicated mobility management measures. The focus was put on the improvement of transport information towards the population, consulting activities for businesses, awareness campaigns for target groups and mobility education in schools. Within the first three fields following measures are already implemented:

- www.mobil-in-zuerich.ch: Internet-Portal with information on all mobility issues.
- www.stadt-zuerich.ch/miu: Mobility Consulting service point for companies in the city.
- www.mobilitaetskultur.ch: Awareness raising campaigns with different focus on each year.

A further expression towards Mobility Management is that one subsection of the transport unit of the Civil Engineering Department of the city of Zurich is denominated “Mobilitätsmanagement”¹⁹ and has the same importance like the transport planning sub-section.

Since the beginning of 2006 the transport planning unit of the Civil Engineering Department of the city of Berne has a sub-unit dedicated on Mobility Consulting activities. The work profile is described in a concept, which leans very strong on the definition of Mobility Management defined by the MOMENTUM and MOSAIC project.²⁰ The activities are actually focussed on consulting services towards businesses.

¹⁶ see http://www.stadt-zuerich.ch/internet/mobil_in_zuerich/home/subnavig_6/velofahren.html

¹⁷ see http://www.stadt-zuerich.ch/internet/mobil_in_zuerich/home/subnavig_6/teilstrategie.html#0066

¹⁸ see http://www.stadt-zuerich.ch/internet/mobil_in_zuerich/home/subnavig_6/teilstrategie.html#0046

¹⁹ see

http://www.stadtzuerich.ch/internet/taz/home/ueber_uns/mobilitaet_planung_/org_mobilitaetsmanagement.html

²⁰ see <http://www.bern.ch/stadtverwaltung/tvs/vp>

5 Important Mobility Management aspects, fields and products – State of Swiss Development

Institutionalised position of Mobility Management

- Important issue in the SwissEnergy programme and the SwissEnergy for Municipalities programme and in the agglomeration transport policy strategy of the Federal Government
- Included in transport policy strategies of a few Cantons in Switzerland (e.g. Canton of Aargovia)
- Included as a stated element of transport policy only in a few Swiss Cities like Berne, Lucerne, Basel or Zurich
- Overall Mobility Management programmes are prepared actually in the Canton of Solothurn and in the agglomerations of Lucerne and Biel.

Mobility Centres

- In the broad sense of the definition of EPOMM this kind of services is existing till now only in a few cities: Biel, Thun and Baden.
- Never the less a lot of information and sales centres of public transport are also providing information and products in the field of bike use and especially CarSharing.

Mobility Management at companies

- Clearly the most growing activity field in the last years.
- Promoted nation-wide from the campaign launched by the SwissEnergy for municipality programme.
- Institutionalised as a service for businesses in the cities of Lucerne, Basel, Zurich, Geneva and Winterthur as in the region of Baden and in the Canton of Aargovia as a whole.
- Almost in every regional transport association (Verkehrsverbünde) Job-Ticket as product for companies is existing.
- Important condition for MM in companies is the applied parking policy especially for new settlements. National norms on parking standards (maximum and minimum number per type of use) are existing and often used in municipalities. In the bigger cities also deduction factors related to the quality of public transport accessibility are applied.
- New strategies in the parking policy towards new settlements are the application of so-called “access or trip contingent models”. This is done especially in the city of Zurich and in the Canton of Berne. New settlements where it is prospected that they will generate a lot of traffic (e.g. shopping centres, sport stadiums, etc.) have to fulfil the requirement to not exceed a certain amount of trips per year. The amount and the applied sanctions in case of not fulfilling the requirements are regulated in a contract between the municipality and the land-owner. The model is one condition of obtaining the building permit. The “access or trip contingent model” is a very good basic condition for the implementation of mobility management at companies.

- Another important legal framework condition is that each kind of new settlement with more than 300 parking spaces planned has in the framework of obtaining the building permit to submit an Environmental Impact Assessment (EIA) plan. The plan is examined by the local authorities which has the possibility to reduce the number of required parking spaces if they consider that the environmental impact (especially on air pollution and noise emission) is to high and accessibility of the settlement with alternative transport modes to the car is rather good. Also the EIA is a very good basic condition for the implementation of mobility management at companies.

Mobility Management at events

- Big events of national or at least over regional importance taking place mostly in the 5 biggest cities in Switzerland (Zurich, Basel, Berne, Geneva and Lausanne) are well organised in terms of transport accessibility. The Swiss Federal Railways and the local and regional transport companies are offering combined ticketing solutions (trip and entrance) and provide often also special trains (e.g. to concerts or important sports or cultural activities). Parking space restrictions and/or taxations are applied.
- Improvement should be made at medium sized events of local importance.

Mobility Management in leisure traffic

- Most important activity or product in this field is the Veloland Schweiz Initiative²¹. Veloland promotes nationwide cycling as a leisure activity with different marketing strategies: National cycling routes, associated hotels, information and communication. It is clear the flagship of mobility management in leisure traffic in Switzerland.
- Various activities with sport clubs²² and hiking associations²³ have been done.
- Still a wide open field for mobility management.

CarSharing

- Clearly the flag-ship of mobility management in Switzerland.
- Organised by Mobility CarSharing Switzerland²⁴
- Actually around 69'000 members (End of 2006), 1'850 cars at 1'000 stations in 400 municipalities.

Mobility consulting services for individuals

- www.mobilitaetsdurchblick.ch: New tool which is applied also by municipalities and businesses (like Mobility CarSharing Switzerland).
- <http://www.mobilsein-mobilbleiben.ch/>: Courses for the elderly people on mobility issues.

²¹ see: http://www.cycling-in-switzerland.ch/01_entrance/frameset_einstieg.html

²² see: <http://www.sportlichzumSport.ch/>

²³ see: <http://geo7.begasoft.ch/afp2/Aol.aspx?la=de>

²⁴ see: www.mobility.ch

Mobility management in schools

- Single projects have been done in the Canton of Solothurn²⁵, in the municipality of Herisau²⁶ and in the Canton of Ticino²⁷.

Mobility management in daily cycling

- 21 municipalities have installed so-called “Velostationen”²⁸, that means served protected bike parking at railway stations providing additional services.
- Bike and Ride is promoted by the Swiss Federal Railways in the way that at each renewed railway station is provided with high quality bike parkings²⁹.
- The use of electric bikes is promoted by the nation wide campaign New Ride³⁰.

Mobility management awareness campaigns

- 22. September, European Car Free Day: Managed by an NGO-Organisation but not very high participation rates of municipalities.³¹ Yearly big event is taking place in the city of Zurich³².
- Slow-Up: Car Free Day where leisure activities are done with bikes, by foot, etc. About 15 events in different Swiss regions per year.³³

Information platform on Mobility Management

- www.mobilservice.ch: Most important Internet platform for any kind of institutions working in the field of Mobility Management.

²⁵ see: http://www.synergo.ch/?_id=detail&_fu=3&_item=12&_lid=1

²⁶ see: http://www.synergo.ch/?_id=detail&_fu=3&_item=50&_lid=1

²⁷ see: <http://www.infovel.ch/interna.asp?idarticolo=13185>

²⁸ see: <http://www.velostation.ch/>

²⁹ see: <http://mct.sbb.ch/mct/en/reisemarkt/services/mobilitaet/bikeparking.htm>

³⁰ see: <http://www.newride.ch/>

³¹ see: <http://22september.ch/>

³² see: <http://www.stadt-zuerich.ch/internet/zmm/home.html>

³³ see: <http://www.slowup.ch/>