

Zurich's big employers' forum Catch the big players as partners!



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Stadt Zürich

**Stadtverkehr
2025** Zürich
macht vorwärts

City-compatible mobility: different expectations



Sihlstrasse today



Sihlstrasse in the future

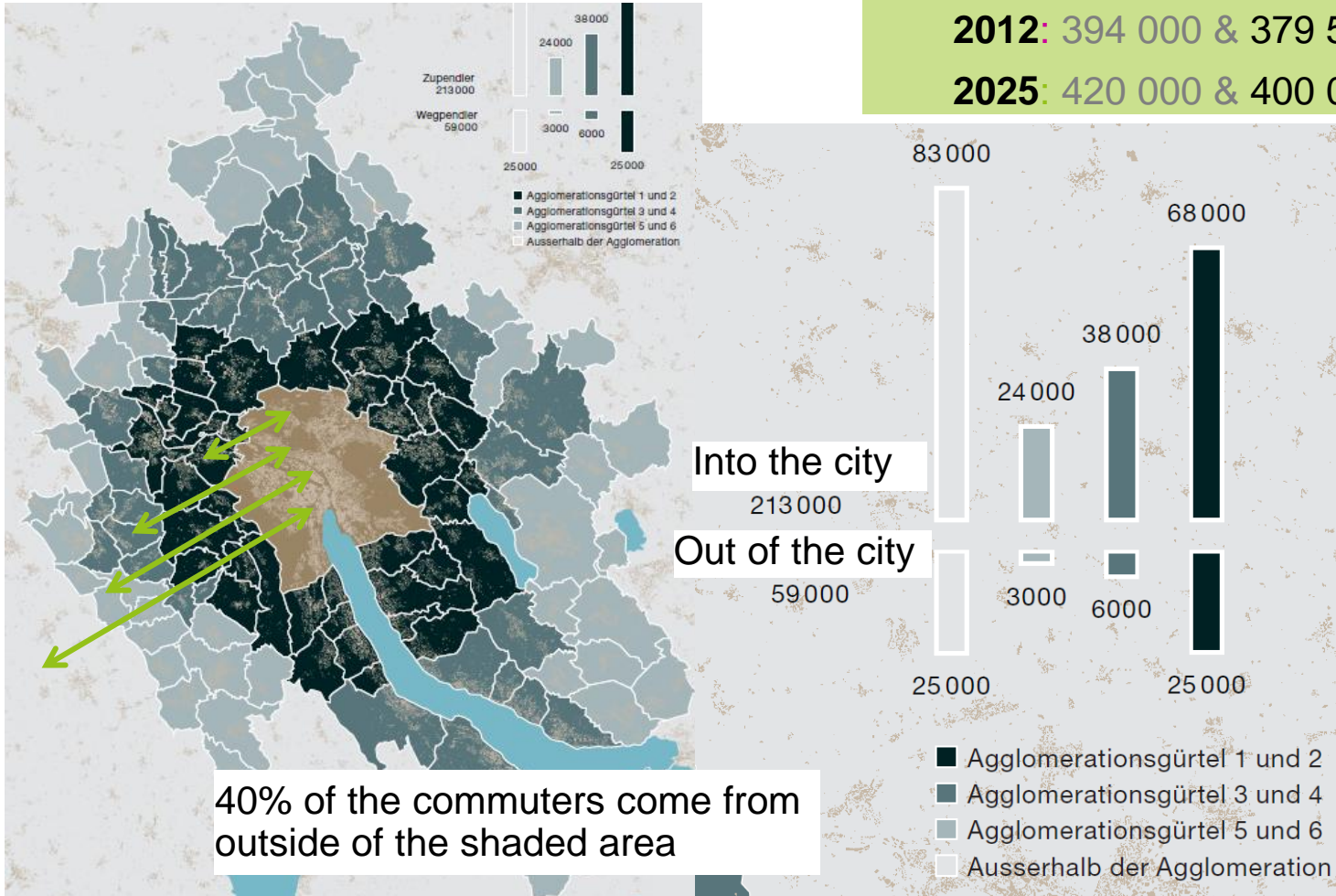
City-compatible mobility: growing challenge

Higher Density:

inhabitants & employees

2012: 394 000 & 379 500

2025: 420 000 & 400 000



City compatible mobility: Tight Urban Space



100m²

20m²

10m²

8m²

7m²

2m²



Efficient mobility solutions means more PT, bicycle and walking

Our answer: Urban traffic programme «Stadtverkehr 2025»



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Goals of «Stadtverkehr 2025»



increase the modal split of PT, pedestrian and bicycle traffic by 10%



increase the quality of public spaces



protect residents from the negative impacts of traffic



improve the availability and attractiveness of PT, pedestrian and bicycle traffic



implement the goals of the «2,000 Watt Society» in the mobility area



no increase in the capacity of motorized private transport

Measures of Stadtverkehr 2025: Continuation of planned activities and Plan of Action



Parking area planning and management



Mobility consulting and education



City centre traffic concept and upgrading of urban areas in neighbourhood centres



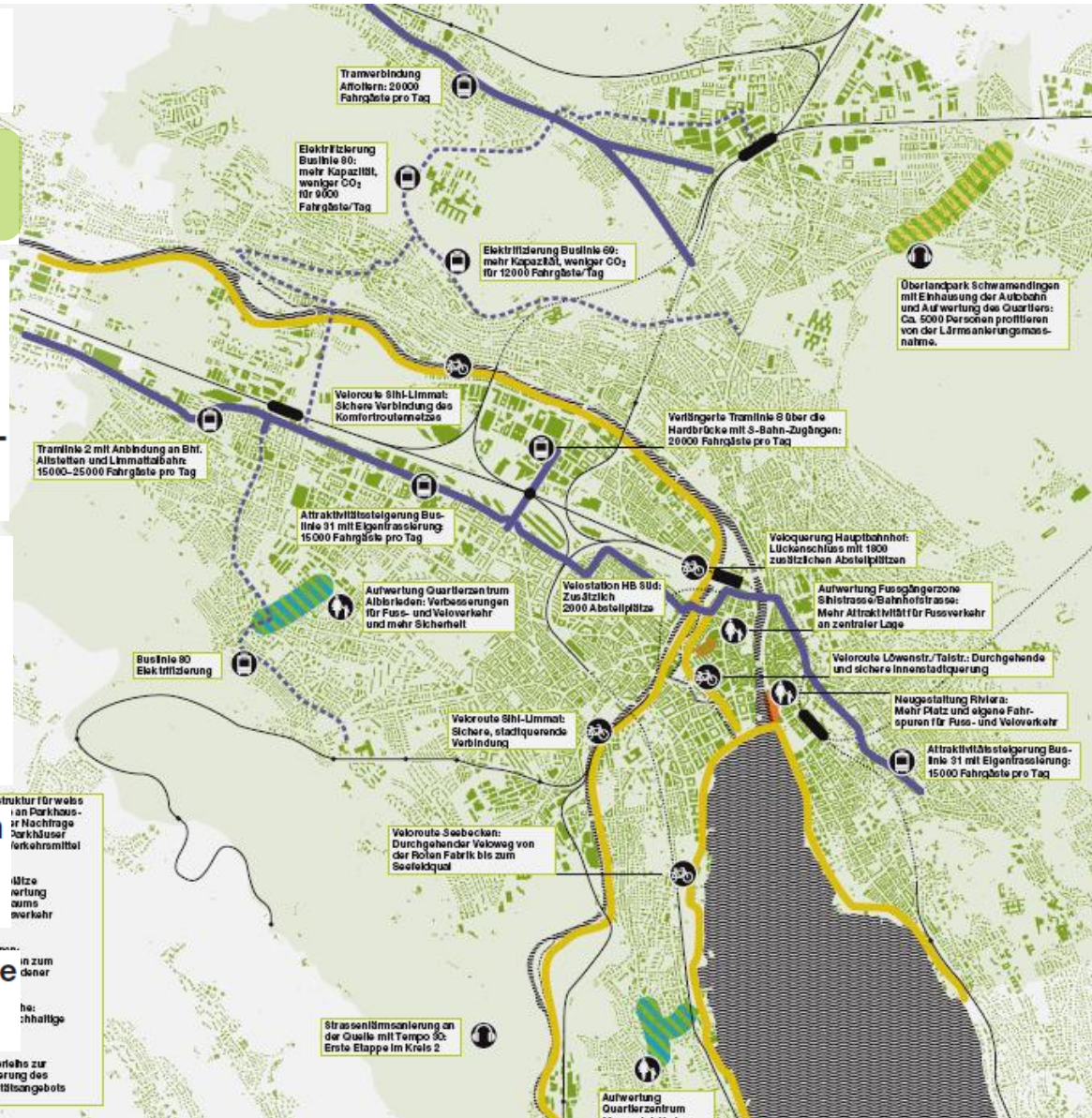
VBZ (Zurich Public Transport) network development strategy and trolley bus strategy



Bicycle Master Plan



Reducing street noise



Mobility consulting programme for companies «MIU Mobilität im Unternehmen»

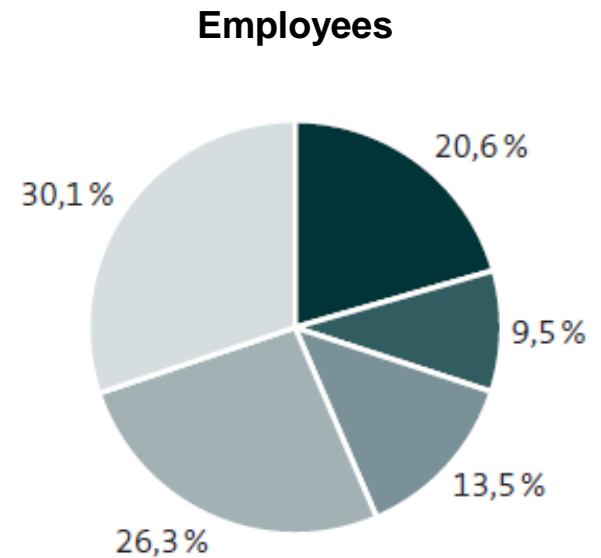
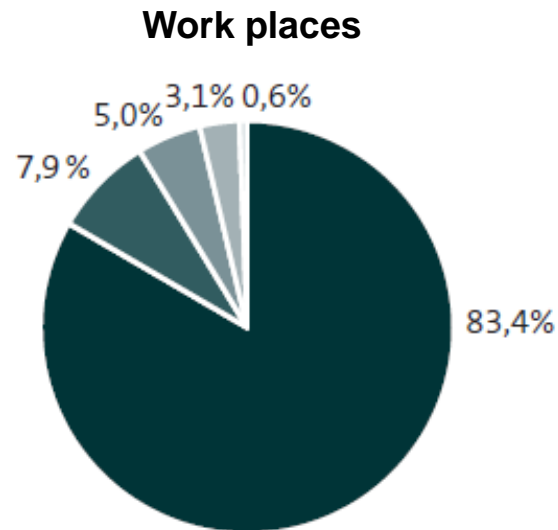
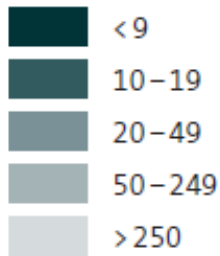
- established since 2006
- 200 companies consulted (small to medium-sized companies)
Covering about 80'000 employees
- 30% of new measures implemented as a consequence
- big companies (> 500 employees) are not covered



but big companies are important players

Work places and employees based on size of company (number of employees), 2008

Number of employees



Source: Betriebszählung 2008

Catch the big players as partners! Why?

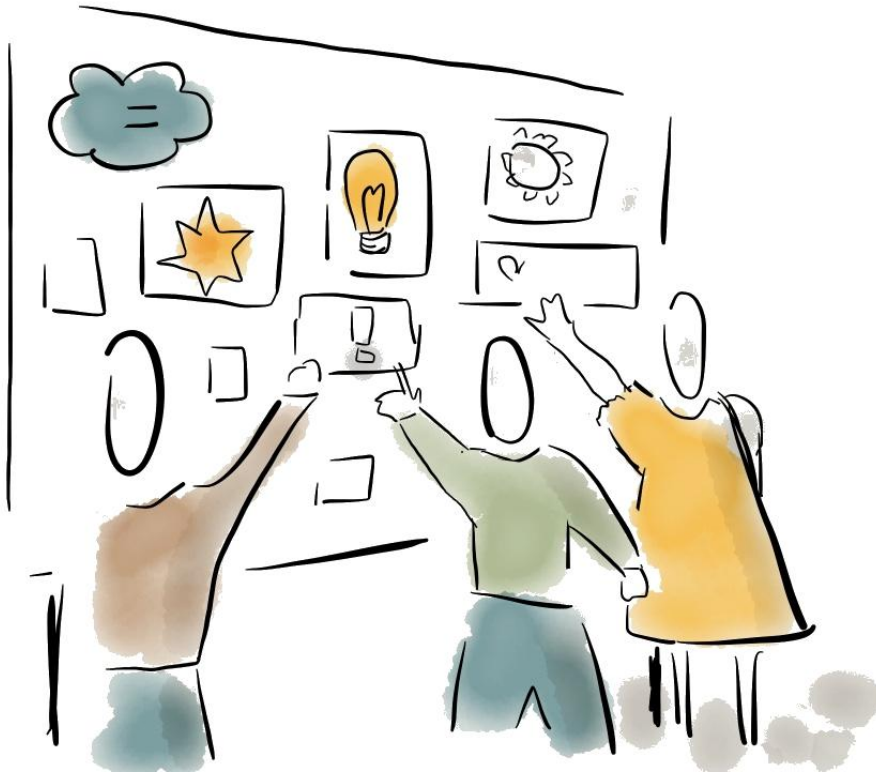


Big employers' forum

Who is participating?



First big employers' forum 8th November 2012 / Requests from employers



direct cooperation greatly appreciated

First big employers' forum 8th November 2012 / Requests from employers



improve situation for cyclists in the city

First big employers' forum 8th November 2012 / Requests from employers



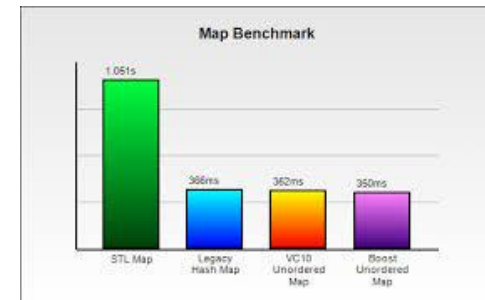
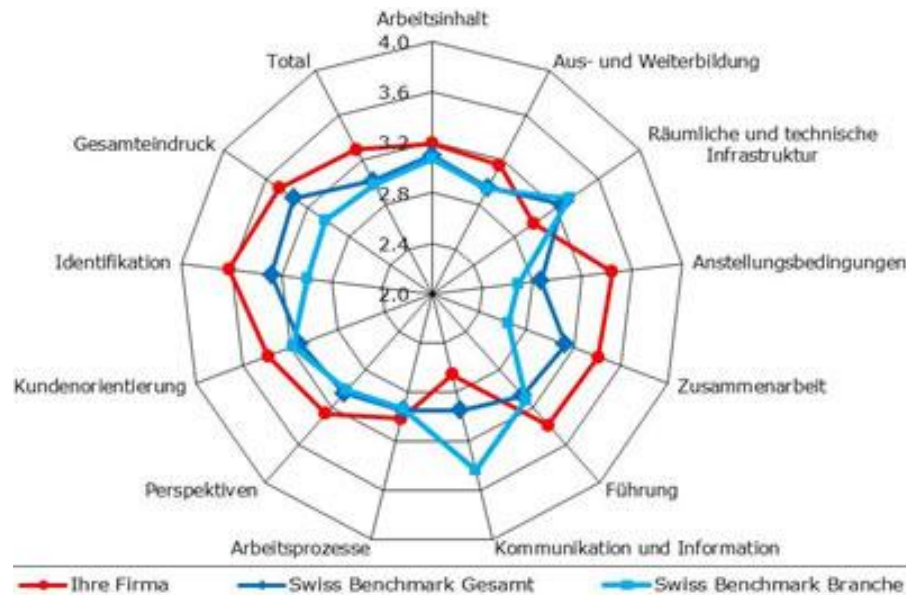
Beatenplatz, 2004



Beatenplatz, 2006

**improve quality of recreation in districts outside
the city centres**

First big employers' forum 8th November 2012 / Requests from employers



benchmark tool for company mobility management

First big employers' forum 8th November 2012 / Requests from employers

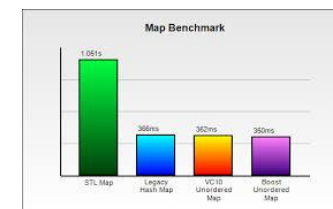


**opportunity to participate in marketing campaign on
mobility behaviour**

Second big employers' forum 4th September 2013 / Results

- employers' forum is a definitive component in the programme «Stadtverkehr 2025»
- request on bicycle improvement included in actual planning programmes
- first idea on mobility campaign appreciated
- first idea on benchmark tool appreciated

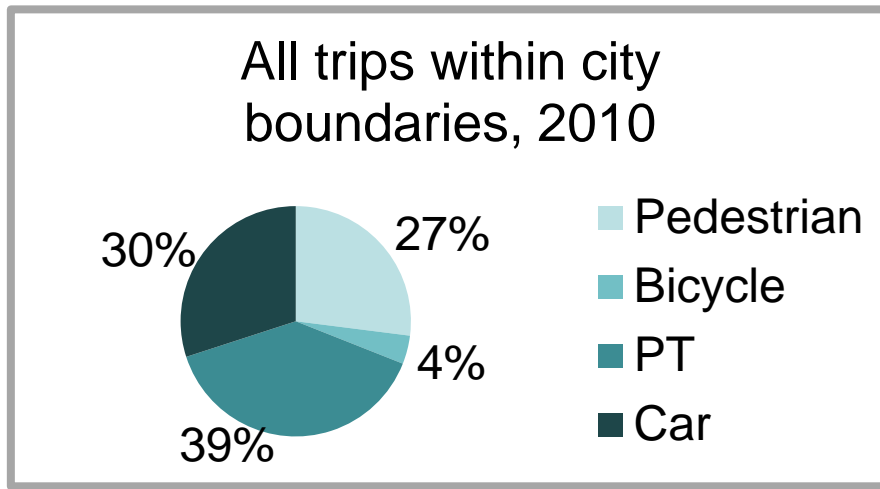
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«Benchmark tool»

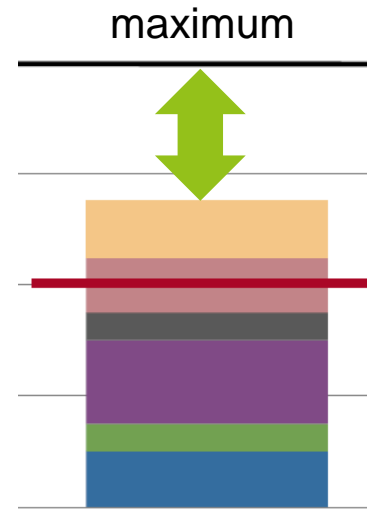
Starting situation

- restrictive parking policy
- very high level of PT (city and agglomeration)
- heavily charged infrastructure (MPT and PT)
- Many big companies are already active in Mobility Management

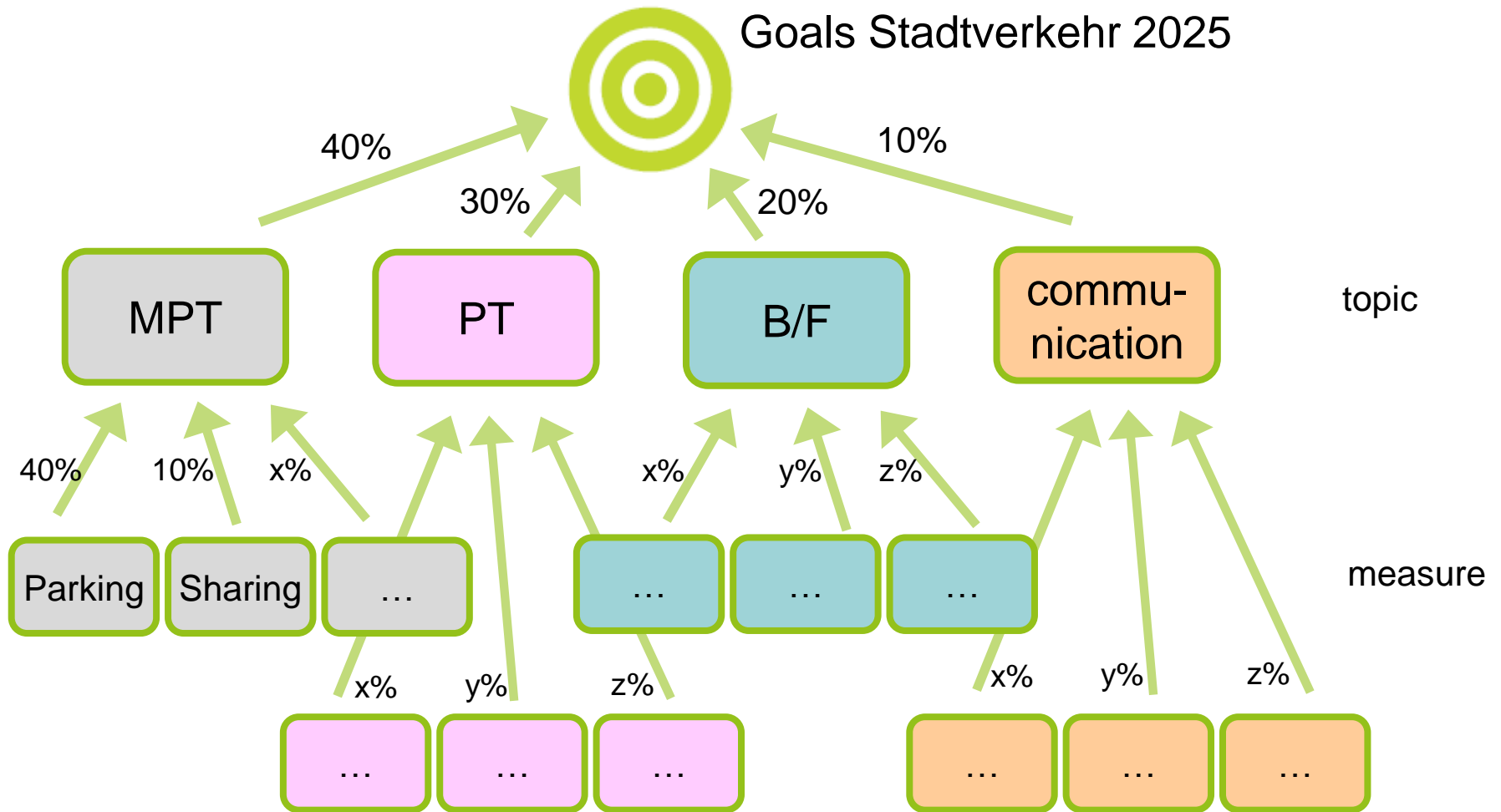


«Benchmark tool» goals

- recognition which measures have already been implemented
- highlighting potential for further measures
- comparison with other companies and between sites
- Highlighting forerunner companies

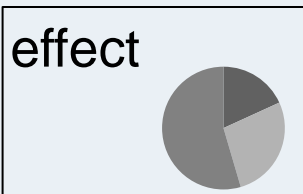
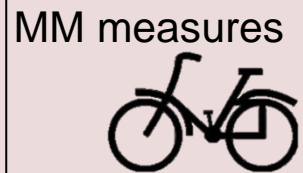


«Benchmark tool» questionnaire



«Benchmark tool» tool structure

Module 1
company survey



Pilot 2014

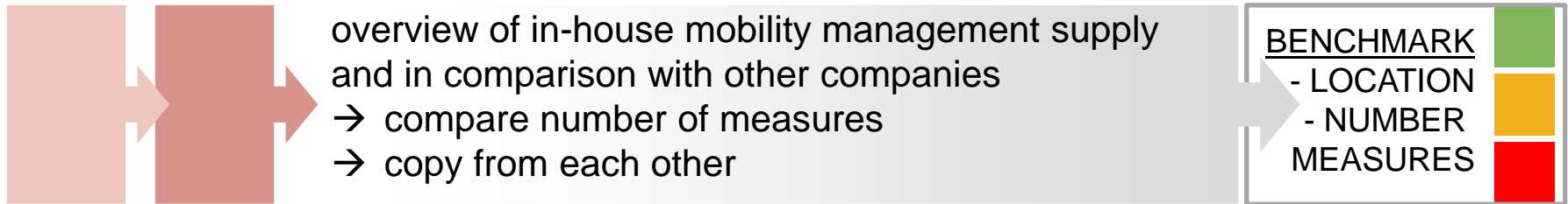
- 6 companies (partly with more than one location)
- 2 administrations

Module 2
employee survey

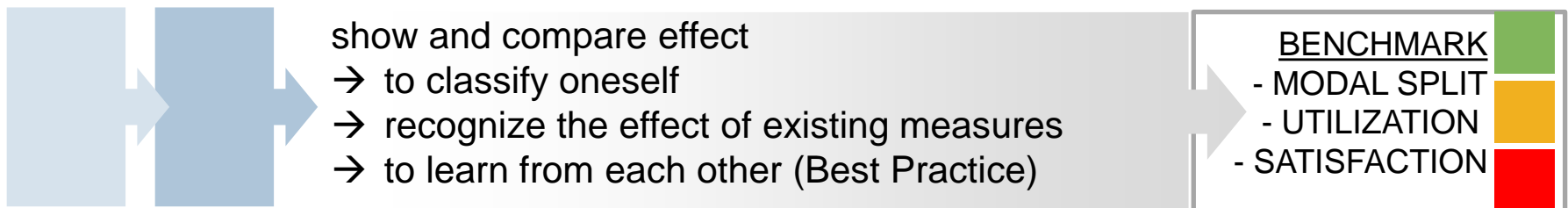
Start 2015

«Benchmark tool» planned results

Module 1: company survey



Module 2: employee survey



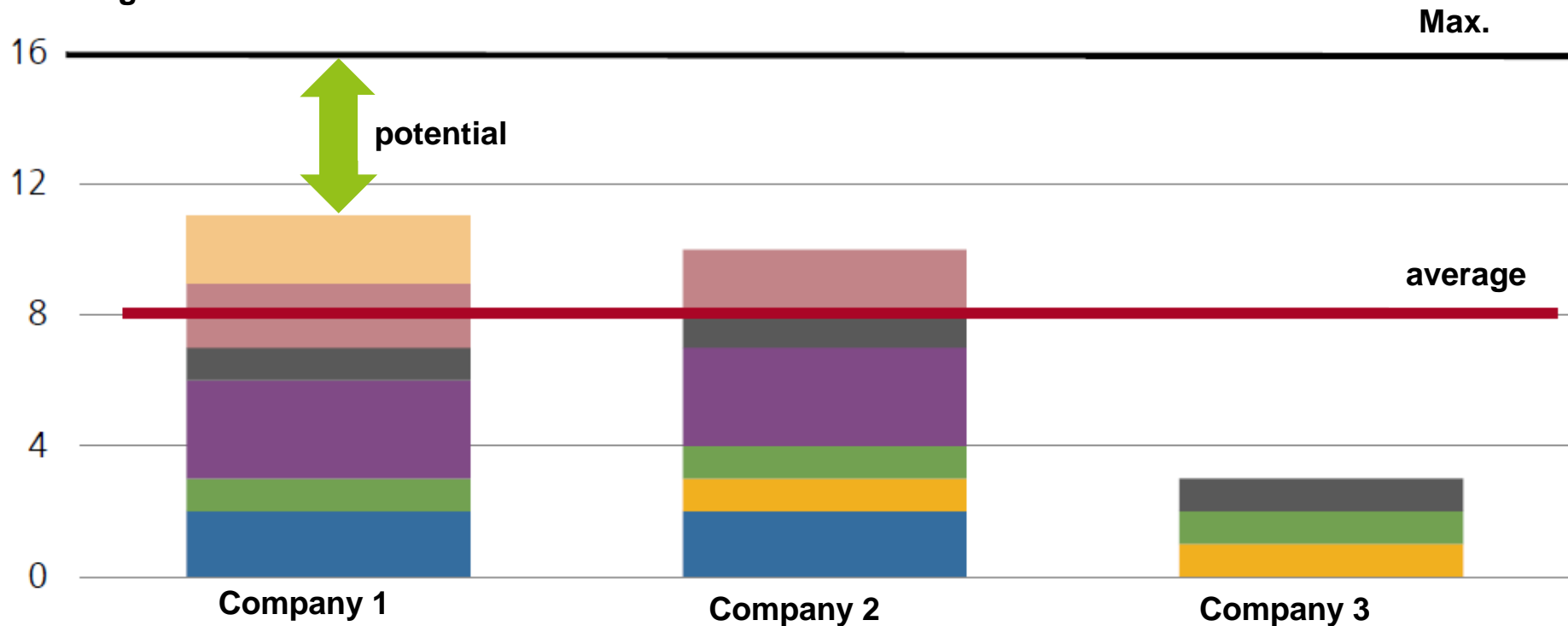
«Benchmark tool» first results with pilot companies

Measures motorized private transport, commuting traffic

Number of measures: 10

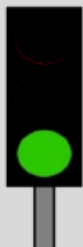
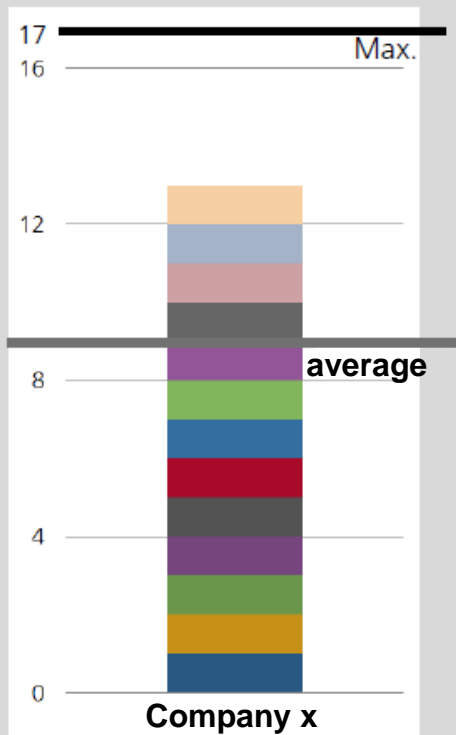
Maximum (weighted measures): 16

Average: 8

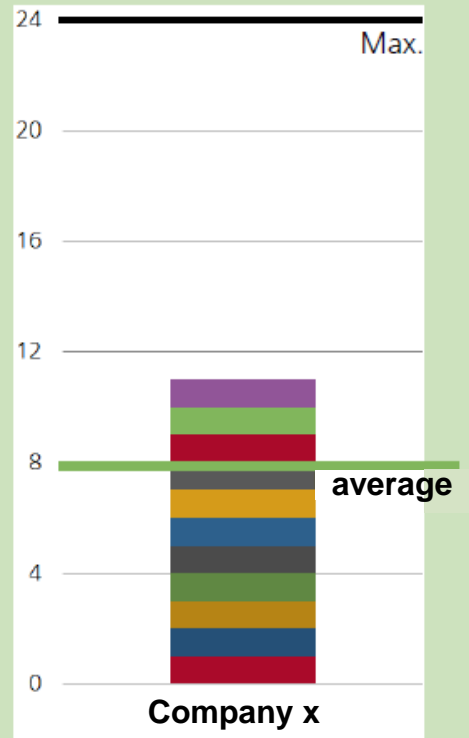


«Benchmark tool» first results with pilot companies

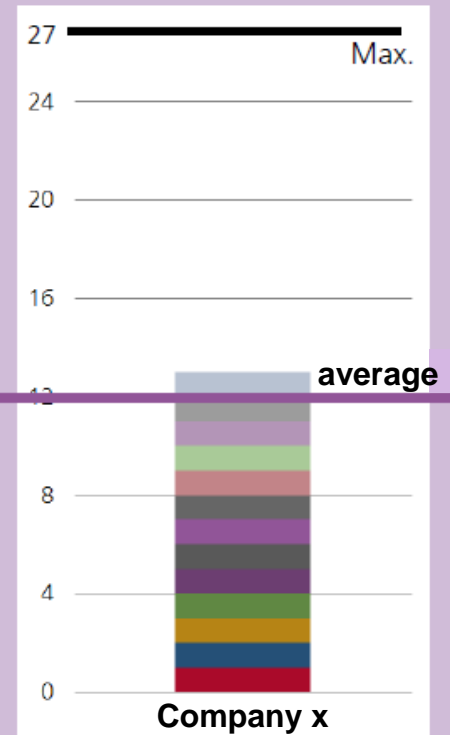
Motorized private
transport



PT



pedestrian and
bicycle traffic



Big employers' forum

A win-win situation!

- big players as partners are helping to achieve the goals of «Stadtverkehr 2025»
- big companies distinguish their potential and are encouraged to optimize Mobility Management
- big companies are forerunners for other companies in the city



Zürich advances!
joined in the boat by the big employers

»»» Stadtverkehr 2025 Zürich macht vorwärts

Thanks for your attention !

