

Positive results of Travel Plans Experiences from Switzerland

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| Part 2 | Travel plans |
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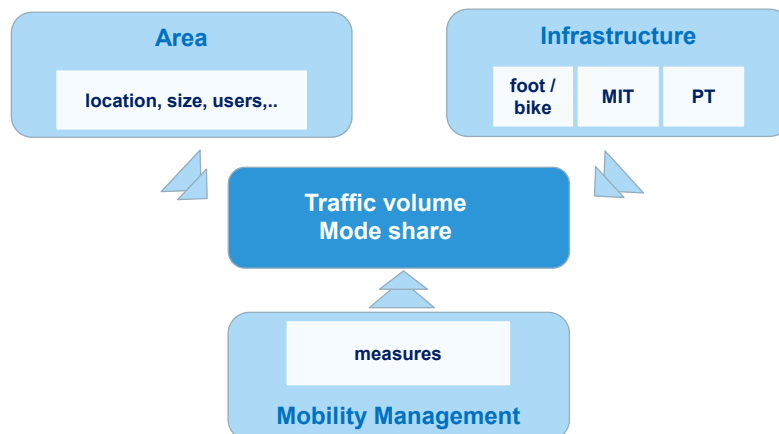
Part 1 Introduction

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Drivers



Mobility Management ?

To **manage**...

- trips generated by the activities of a site....
- in a sustainable and efficient way

With **site-owners** and **tenants**....

- as main actors

In **co-operation**....

- with mobility service providers
- with the public authority

Framework conditions

Connect **land use planning** with **transport policy/planning**

- define “zones of development” (big “traffic generators”)
- steer development along public transport axes

Establish a **parking policy** on **public ground**....

- to prevent long term parking

Establish a **parking policy** on **private ground**

- set standards of minimum and maximum parking spots
- allow exceptions with certain conditions

Public administration: regional and local level

Parking policy on private ground – parking regulation of Zurich

Normal requirement

| | <i>1 parking per m² GFS</i> | <i>share of parking amount for visitors, clients, etc.</i> |
|--------------------------------------|--|--|
| housing | 120 | 10% |
| business | | |
| first 500 m ² GFS | 120 | 25% to 50% |
| after first 500 m ² GFS | 210 | 25% to 50% |
| retail | | |
| first 2'000 m ² GFS | 100 | 75% |
| after first 2'000 m ² GFS | 160 | 75% |
| restaurants, cafés, bars | 40 | 75% |
| special utilisations | according to practice, defined by building authority | |

Parking policy on private ground – parking regulation of Zurich

reduction factors (requirement by law)

| Area | amount on the normal requirement according accessibility quality with PT | |
|---|---|---------|
| | minimum | maximum |
| A (old town) | 10% | 10% |
| B (city centre) | 25% | 45% |
| C (areas close to the city centre and central areas within Oerlikon, Altstetten and Höngg) | 40% | 70% |
| D (Stettbach, Wollishofen, Seebach, etc.) | 60% | 95% |
| D (other areas) | 70% | 115% |

Parking policy on private ground – parking regulation of Zurich

Minimal requirement: bike parking

| | <i>1 bike parking per m² GFS</i> | <i>share of parking amount for visitors, clients, etc.</i> |
|--------------------------|--|--|
| housing | 40 | 10% |
| business | 300 | 50% |
| retail | 300 | 50% |
| restaurants, cafés, bars | per 10 seats | 75% |
| special utilisations | according to practice, defined by building authority | |

Parking policy on private ground – parking regulation of Zurich

Exceptions

“Car reduced” utilisations

- allowance to build less parking spots required by law
- applicable only for inhabitants and employees

Conditions

- provide a travel plan as part of the requirement for construction (building permit)

If the **travel plan doesn't work**, public authority **can oblige the developer**

- to construct the missing parking spots
- to rent the missing parking spots within an area of 300 m
- to pay a compensation fee

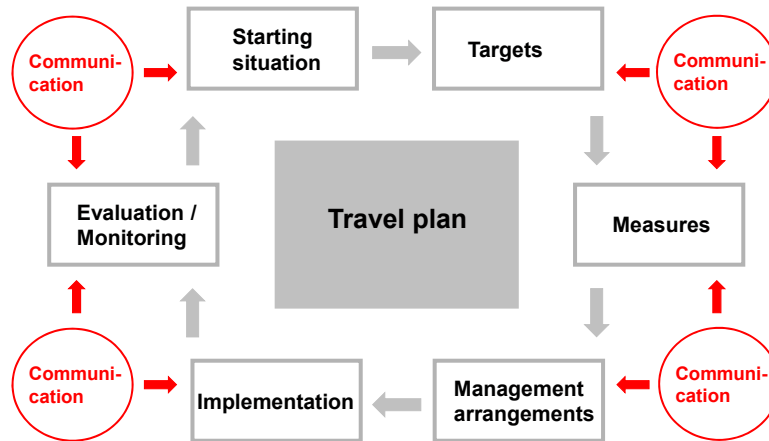
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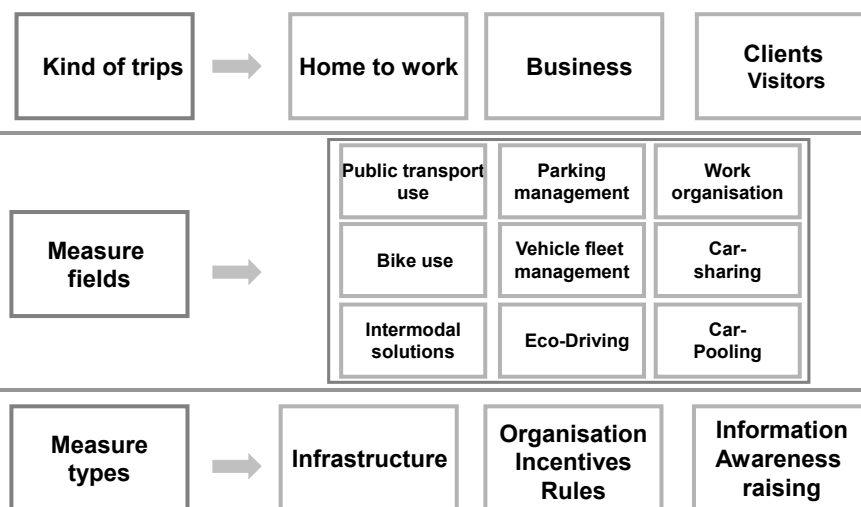
Motivation and benefits for site-owners and developers

- reduced **parking offer** (demand exceeds offer)
- fulfill **planning conditions** set by public authorities
- reduce **costs**
- fulfill **environmental targets** (environmental management system)
- enhance **corporate social responsibility** (health, image)
- provide **high quality of accessibility** for all type of users and modes

Steps and content of a travel plan



Classification of measures



Measures: Parking management

- parking permits
- parking fees
- include “reasonability” to change modes
- travel time with public transport as criteria



Measures: Public transport use

- stop near entrance
- additional public transport connection or working bus
- Job-Ticket
- favourise public transport use in travel expence regulations

| Rail Check | | |
|---|--|--|
| <small>Entloosbar an Ihrem Bahnhof bis zum A faire valoir auprès de votre gare jusqu'au Da far valere alla Sua stazione fino al</small> | 31.12.2012 | <small>Wert: Valeur: Valore:</small> Max. 800.- |
| Mustermann AG Bahnhofstrasse 1 8021 Zürich Telefon 051 222 00 00 | Gültig zur Anrechnung an einen der folgenden Artikel im Wert von max. CHF 800.00 <input type="checkbox"/> General-Abonnement <input type="checkbox"/> Strecken-Abonnement <input type="checkbox"/> Halbtax-Abonnement <input type="checkbox"/> Verbund-Abonnement Der Railcheck ist <u>persönlich</u> . Allfällige Restbeträge werden nicht ausbezahlt. | |
| <small>Pay / Serie</small> 0901 123 456 | <small>Beleg / fiche / giustificativo</small> 001-999 | CHF Max. 800.- |

Measures: Bike use

- bike parking near entrance
- high quality bike parking
- showers
- bike fleet
- awareness raising actions



Measures: Carsharing

- in car reduced housing areas
- as alternative to company cars
- as alternative of private car use in business trips



Quelle: Mobility Genossenschaft

Measures: Working organisation

- video conferencing
- work at home
- work anywhere



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Example: VP-Bank Vaduz, Liechtenstein

- international Bank Institute
- two locations in Vaduz with 570 employees
- place of domicile of employees: Liechtenstein, Swiss and Austrian border region
- rather well developed regional bus system
- but high rate of car commuters



Example: VP-Bank Vaduz, starting situation

- company expansion
- not enough car parking spots
- unsatisfied employees
- disregard of security rules
- contribution to the environment



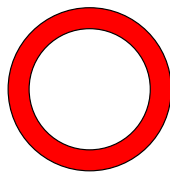
Example: VP-Bank Vaduz, objectives

- Searching for 100 employees changing mode of transport for home to to work trip
- From car use to public transport, bike or by foot

Example: VP-Bank Vaduz, strategy

Changing behaviour trough

prohibitions



or incentives?



Example: VP-Bank Vaduz, incentive model

Use of parking space at
the site = fees



Non-use of parking space
= financial contribution

- public transport pass
- Bonus model



Example: VP-Bank Vaduz, reasonability to take public transport



\leq or $>$ 25 minutes travel time for home to work trip
by public transport

(travel time = door to door, partial trips by foot included)

Example: VP-Bank Vaduz, Liechtenstein, steering impact

employee receive
financial incentive

employee pays
parking fee



steering impact



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Example: VP-Bank Vaduz

Parking fees



| type of parking | <= 25 Min. PT | >25 Min. PT | |
|---|------------------|----------------|----------|
| parking permit (not assigned parking) | € 660.-- | € 330.-- | per year |
| parking permit for disabled persons (assigned parking) | € 330.-- | € 330.-- | per year |
| parking permit (assigned parking) | € 820.-- | € 600.-- | per year |
| parking permit motorcycles and scooters | € 330.-- | € 170.-- | per year |
| day parking | € 3.-- | € 3.-- | per day |

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Example: VP-Bank Vaduz

Bonus model / PT reimbursement



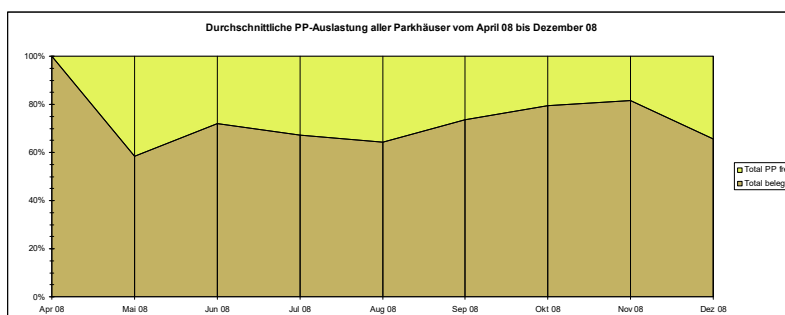
| amount of day parking per year | Bonus in % | Bonus in € | |
|------------------------------------|---------------|---------------|--------------------|
| <= 20 | 100% | 800.-- | per year |
| > 20 and <= 50 | 50% | 400.-- | per year |
| > 50 and <= 100 | 20% | 160.-- | per year |
| | | | |
| reimbursement per year for PT pass | in % | in € | |
| regional PT pass Liechtenstein | 100% | max. 110.-- | by showing receipt |
| PT pass outside Liechtenstein | 100% | max. 700.-- | by showing receipt |

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Example: VP-Bank Vaduz, results

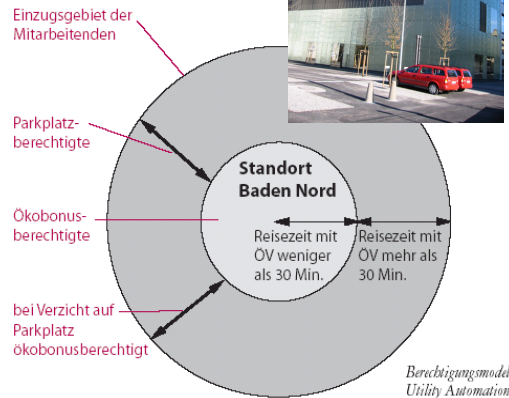
before: permanent overcrowded parking

after: 25% in average free parking



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- Railcheck 500 €/year
- parking allowance 70 €/month
day card 7 €/day
- > 30 min. per trip with PT
right to have parking allowance
- Mobility CarSharing
- travel information on web



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- 80% commuting with PT or bike
- 160 parking spots for 850 employees
- lower parking costs for company
- New services: benefits for everyone
- employees are sensitized



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Key Points – factors of success

- back up from management
- company culture
- mix of measures
- simplicity
- motivated project team
- basic attitude in favour of environmental issues
- good communication
- high problem pressure

Thank you for your attention!