Mobility Management for Companies

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Municipality of Stuttgart / Germany
Stuttgart / Germany

- 600,000 inhabitants
- Centre of the metropolitan Region of Stuttgart with 2.7 million inhabitants
- Green city (40% under landscape protection)
- Leading location of automobile industry in Europe
- Project Coordinator and member of the CiViTAS Project 2MOVE2
Indicators for the need of action

• Daily congestion
• Evidence of the emissions of air pollutants according to car traffic
• Limited space because of the specific topographic situation (city centre is located in a basin)
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- Own segment of impact within traffic management and transport planning

Mobility Management

Transport-Planning

Traffic Management

People

Traffic

Infrastructure
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Mobility management in Stuttgart

- *It’s all about communication*
- Information
- Coordination
- Organisation

Our goal is:

to change in the medium–term
the relation between motorised individual transport and non-motorized transport in favour of environmental-friendly modes
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Measure of the CiViTAS 2MOVE2 Project in Stuttgart

- Development of an online/offline questionnaire for companies regarding mobility behaviour of employees
- Development of a concept for consultancy services
- Production of several print media
- Mobility conferences in the city hall
- Consultations with
  - planning associations
  - the department of urban planning
  - the public transport providers
  - car-sharing providers
  - chamber of commerce etc.
- Mobility network of actors
- Manual of mobility management
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Main characteristics

- Interviews with employees
- Promotion of public transport
- Reorganisation of parking lots
- Bicycle promotion
  - safe and sheltered parking facilities
- Promotion of car-sharing and car-pooling
- Introduction of internal bus lines
- Extension of the start of working hours
- Car fleet management

Large variety of measures find the fitting ones
Advantages for companies

- Reduction of parking lots (26,000 € / each)
- Improvement of a reachable location
- Promotion of employees’ health
- Motivation of employees
- Improved image - Not only producing the traffic problem, but be also part of the solution

Climate Friendly Company according to SCC-Standard
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Best practise

• Delivery of books by bicycle

Example: Osiander (book trader)
Key Indicators for success

- 1800 additional job tickets in 2014 in Stuttgart
- 122 companies introduced the job ticket
- Car-sharing as car fleet
- Integrated car-sharing parking lots for 520 planned apartment units
- 26% fuel saving after training courses in Stuttgart
- 3 partners for an online commuter carpooling portal: 220,000 users

companies are multipliers
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Requirements

• Public transport infrastructure
• Bicycle routes
• Bicycle parking facilities
• Car-sharing provider
• Pedestrian zones
• Online portal about commuter carpooling
• Mobility Information Centre
• Mobility Manager
Transferability

- No investment costs
- Manageable costs for personal staff and public relation
- No complex technology
- High potential in saving NO- and CO₂-emissions (5 - 20 %)
- It’s all about communication
- Ready to copy 😊
Thank you!

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