

PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2008

To be presented at ECOMM, London, 4-6 June 2008

<http://ecomm2008.eu/>

OBJECTIVES	<p>ECOMM and COMMERCE 'Creating Optimal Mobility Measures to Enable Reduced Commuter Emissions' are working in partnership to deliver the Pan-European Workplace Mobility Plan Award. The Award was created to reward public authorities' activities for reducing CO2 emission levels in their urban area. While various policy actions can be undertaken in order to achieve a significant reduction in CO2 levels, this award will concentrate on public authorities' efforts to facilitate the implementation of workplace mobility plans. The award aims to demonstrate the essential role that local and regional authorities can play in reducing CO2 emissions from transport through the implementation of workplace mobility plans as well as to raise awareness of the benefits that such plans can generate.</p>
BACKGROUND	<p>COMMERCE is a European project funded by the Intelligent Energy Europe programme. It aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans. COMMERCE is in partnership with ECOMM.</p>
CRITERIA	<p>Candidate dossiers will be evaluated by an international panel of experts based on:</p> <ol style="list-style-type: none"> 1. the commitment of the public authority for reducing CO₂ emissions levels in its urban area (policy strategy); 2. the comprehensiveness of the action plan for reducing CO₂ emissions levels; 3. the inclusion of workplace mobility planning as an important measure within the action plan (objectives, measures and targets); 4. the strategic approach adopted for communicating and promoting workplace mobility planning in the urban area; 5. the measurable impacts of workplace mobility plans in terms of CO₂ reduction objectives.

REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS	<p>The award is open to local and regional authorities. All applicants should submit a complete and detailed application form (preferably in English). In addition, applicants are invited to submit:</p> <ol style="list-style-type: none"> 1. a copy of the action plan on coordination of efforts and promotion of workplace mobility planning, 2. a list of businesses implementing a workplace mobility plan in the urban area, 3. a list of support actions undertaken by the public authority to encourage the uptake of workplace mobility plan, 4. a monitoring report highlighting the impacts of the implementation of workplace mobility plans (if available). <p>Please note that this is voluntary.</p>
DEADLINE FOR SUBMISSIONS	<p>Send your application</p> <p>to <i>EUROCITIES</i> 1, square de Meeûs, BE – 1000 Brussels Ms. Valérie Bénard, Tel: +32 2 552 08 66, Fax: +32 2 552 08 89 valerie.benard@eurocities.eu</p> <p>Deadline 4 April 2008</p>
AWARD CEREMONY	<p>The presentation of this Award will take place at an official award ceremony in London during the European Conference on Mobility Management on 4-6 June 2008. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites. In addition, the winner will have the opportunity to enjoy a study tour to a best practice site in Europe.</p>
FURTHER INFORMATION	<p>For further information, please contact:</p> <p><i>Ms. Valérie Bénard, Tel: +32 2 552 08 66</i> valerie.benard@eurocities.eu</p> <p><i>Mr. Paul Curtis, Tel: +44 (0) 20 8461 7641</i> Paul.Curtis@bromley.gov.uk</p>

APPLICATION FORM

PRIZE FOR LOCAL AND REGIONAL INITIATIVES TO REDUCE TRANSPORT CO₂ EMISSIONS VIA WORKPLACE MOBILITY PLANNING

Please send your entry to **EUROCITIES:**

1, square de Meeûs, BE – 1000 Brussels
valerie.benard@eurocities.eu

This call closes on 4 April 2008.

DETAILS OF APPLICANT

Local or Regional Authority	City of Zurich	
Country	Switzerland	
ADDRESS:		
Street / Post box	Werdmühleplatz 3	
Postal Code, City	8021 Zurich	
CONTACT PERSON:		
Name	Annette SPOERRI	
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Fax	+41 44 412 27 22	
Email	annette.spoerri@zuerich.ch	
Website	www.stadt-zuerich.ch/tiefbauamt	
Key data on the authority's jurisdiction		Municipality or region: Canton of Zurich
		Size of jurisdiction:
		Population: 360'000
		Other useful information:

Please provide an overview of how your local/regional authority is promoting workplace mobility planning in its urban area. Include information on relevant policies, strategies, awareness-raising campaigns and timeframe.

The Competence Centre for Corporate Mobility: Targets and Target Audience

The city of Zurich and the traffic authority for the canton of Zurich have operated the Competence Centre for Corporate Mobility since May 2006. Its objective is to sensitise and activate the generators of large volumes of traffic (corporations, facilities with heavy public traffic, educational facilities, event organisers, etc.) for optimisation potential with regard to mobility issues. As many as possible of the 650 companies in the city of Zurich with 50 or more staff (equal to 180,000 employees of around 330,000 working in the city) practice mobility management and integrate the concept in their management system. After a successful, two-year introduction phase 2006/07 the Competence Centre for Corporate Mobility is currently expanding to other larger communities in the canton of Zurich.

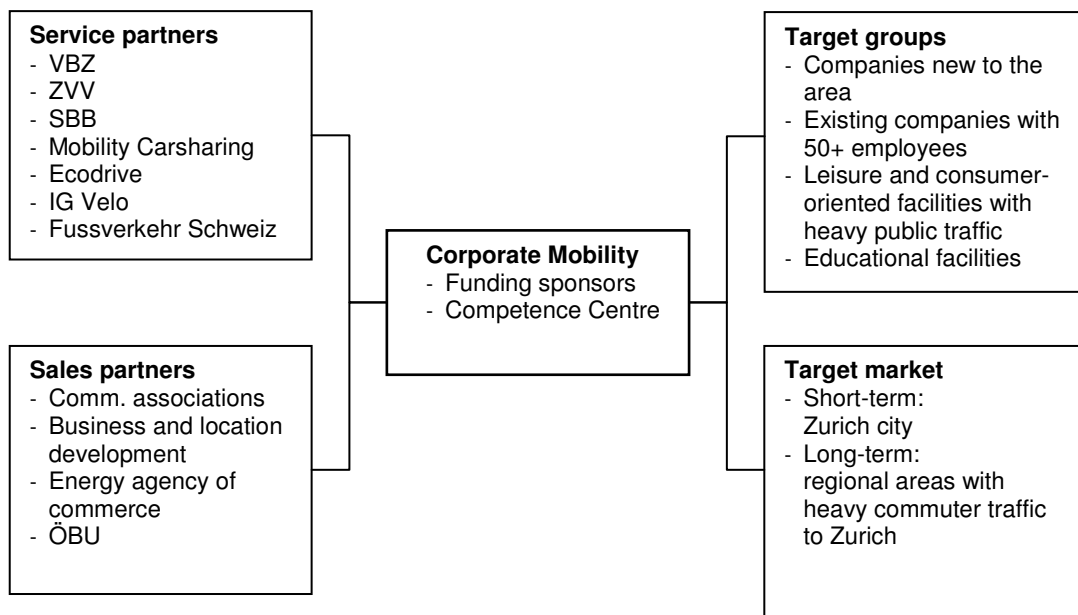
Strategic background, initial position

The Competence Centre for Corporate Mobility is founded on the city council's mobility strategy, adopted in May 2001; the partial strategy of mobility consulting is aimed at promoting corporate mobility management. A licentiate dissertation written at the University of Berne's faculty of economics and social sciences revealed the potential corporate demand for mobility consulting in the spring of 2003. The city participated in the pilot project Energy Switzerland during 2003/04, advising six pilot corporations in Zurich. May 2004: The city council appoints the Civil Engineering Authority to push ahead with the project. A cooperation agreement with the cantonal Traffic Authority was undersigned in August 2005. Corporate mobility advice is a component of the collective regional traffic concepts within the framework of the cantonal agglomeration program. Mobility consulting is anchored in the communal spatial plan for traffic. The city council has incorporated the further development of the service in its legislative objectives and its long-term strategy 2025. Zurich is also bearer of the Energy city Gold Label.

Business model for Corporate Mobility

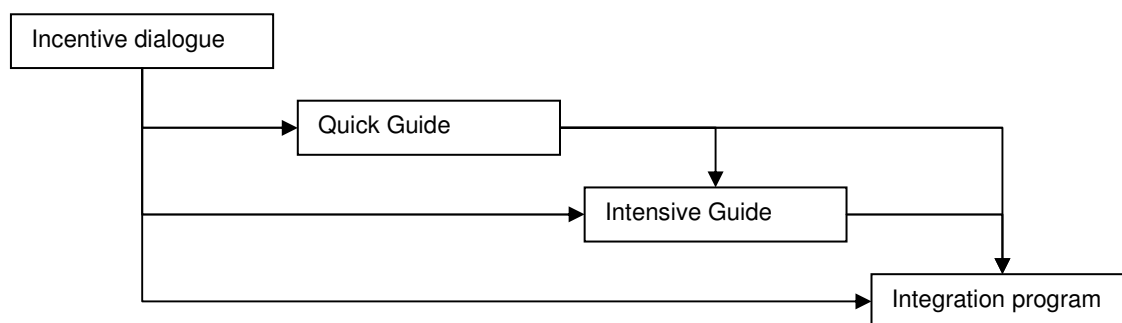
The city and canton of Zurich are the main sponsors of the Competence Centre for *Corporate Mobility*. They act towards customers as the providers of the service. Three private mobility specialists with a working mandate make up the Competence Centre. They accompany new and existing companies in the city of Zurich, as well as consumer and leisure facilities with intensive public traffic, to draw up and introduce future-proof mobility concepts (starting advice). The Competence Centre cooperates with traffic services and providers of mobility products such as VBZ, ZVV, SBB, Mobility Carsharing, Eco-Drive, IG Velo, Fussverkehr Schweiz, etc. It forms a network together with other partners such as trade associations; the energy agency of commerce, EnAW; the association for ecologically aware corporate management ÖBU; etc.

The main objective is not to draw up an extensive, elaborate mobility plan, but rather to implement individual measures as soon as possible (pragmatic approach; 20:80 rule). The spectrum of measures will be extended on the basis of initial measures up to the integration of mobility management in the management system.



Service provided by the centre

The centre's service modules are utilisable in accordance with the customer's specific requirements. They are pragmatic and oriented towards implementation:



- *Incentive dialogue*: interested companies can enter into an incentive dialogue as a first step - free of charge and with no obligation. The experts draw up a rough assessment of the company's mobility situation and provide initial ideas for possible improvement.
- *Quick Guide*: This is followed, if so desired, by an in-depth review of the situation and the provision of a Quick Guide with the main measures and their impact.
- *Intensive Guide*: The centre then either draws up or organises detailed analyses and evaluations and recommends options for optimisation.
- *Integration program*: The integration program provides the companies with support during the organisation and implementation of measures.

The incentive dialogue is free of charge. Companies then pay a contribution of 50% towards the consulting fee for further service modules, equal to between 900 and 2,400 Swiss francs per module. Made-to-measure services are also available. A private engineering office can be called in if consultation expenses reach a certain level or if the customer so desires. This ensures that the state-subsidised centre does not compete with private companies on the marketplace.

The measures implemented within the framework of mobility consulting include:

- Public transport: job tickets, mobility bonus, adjusted working times, shuttle services, personal time-tables, etc.
- Motorised personal travel: parking space management, business car-sharing, carpooling, Eco-Drive, vehicle fleet management, etc.
- Non-motorized traffic: optimised bicycle parking spaces and access to the place of work, improved pedestrian connections to public transport stations, company bicycles, showers, changing rooms, repair services, bicycle bonus, etc.
- Information/awareness training: mobility consulting for employees, action days, events, competitions, placards, etc.

Benefit and innovation

The benefit and innovation of the Competence Centre for *Corporate Mobility* is manifested in various ways for the various players:

For the corporate target group:

- The customer has one point of contact for all issues relating to corporate mobility.
- The city does not only impose conditions on companies (e. g. parking space restrictions), but also offers support to assist with compliance.
- The Competence Centre for *Corporate Mobility* is not an instrument of mobility service providers, but is rather multimodal and therefore neutral (with regard to the form of transport).
- The Competence Centre guarantees quality assurance with regard to the offerings of partner service providers.
- Customers are provided with a platform for exchanging experience on all subjects of corporate mobility management.
- Customers are able to access the benefits of corporate mobility management.

For the collective good:

- The competence centre supports sustainable traffic handling for the general benefit of society.
- Large traffic generators are motivated to adopt responsibility for designing sustainable mobility.
- *Corporate Mobility* contributes towards increasing Zurich's attractiveness as a business location.

Communication

The Competence Centre for Corporate Mobility not only advises companies but is also responsible for most of the communication work (see question below) and acquisition.

Extending services to other communities

Having successfully introduced corporate mobility to the city, the canton and city of Zurich began connecting other communities to the project in July 2007, enabling corporations in other areas to benefit from the services offered by MIU. The canton is financing the associated, mutually usable basic services such as mobility cocktails and newsletter during 2008 and 2009. Twenty larger communities were invited in a first step (totalling around 470 companies with more than 75 employees). Two communities have agreed to attend, and eight others are currently investigating options of attending within the framework of their supracommunal association.

Time plan

Implementation of the competence centre for corporate mobility comprises the following phases:

Phases		Period	Activities
Preliminary phase		03-04	Pilot project with six companies in Zurich city
		Jul/Aug 05	Development of a detailed work plan and specifications for the office (preliminary project)
		Sep/Nov 05	Public call for tender for the office mandate, securing political support
		until Dec 05	Mandate decision, decree
Introduction phase	Start-up	as of Feb 06	Start of business year for Corporate Mobility
		Feb – Apr 06	Development of services and standardised resources
	Operation	as of May 06	Start of services
		by Jan 08	Operations with the objective of consolidating the centre's position
		Jul/Aug 07	Evaluation and determination of the course after the introduction phase; begin to acquire further larger communities
Expansion phase		as of Feb 08 until end 09	Normal operations in Zurich city Further communities in the entire canton join as Corporate Mobility affiliates

Please include information on your specific CO₂ reduction targets and their link with national-level targets.

Switzerland has undertaken within the framework of the Kyoto Protocol to reduce greenhouse gas emissions to 8 per cent below the level of 1990 by the year 2010. Parliament passed the CO₂ Act to this end in 2000. This law requires CO₂ emissions to be reduced by 10 per cent in comparison to 1990 by the year 2010. The CO₂ Act will expire at the end of 2012 and require revising. The federal council has decided to then follow the EU and reduce greenhouse gas emissions by 20 per cent by the year 2020 and by 50 per cent by the year 2050.

The federal CO₂ goals were adopted by the city of Zurich in its Energy Master Plan in 2002. In the revised master plan, which will be passed in the spring of 2008, the city of Zurich has defined a goal of reducing CO₂ emissions by at least 15 per cent between 2005 and 2020.

There are no quantitative goals with regard to CO₂ as far as the competence centre for corporate mobility is concerned. Its quantitative goals apply to the number of advised companies and the number of companies implementing measures (cp. question on performance review).

Please list all awareness-raising specific methods used to promote workplace mobility plan towards businesses and employees. Please give examples.

Communication

Broad, intensive communication across the board with a focus on raising awareness in companies is a specific characteristic of Corporate Mobility. Communication measures are aimed at:

- Raising awareness among large traffic generators
- Acquiring companies willing to accept advice
- Providing best practice examples, know-how, tools, etc.
- Networking between companies, organisations and experts in mobility management

Basic messages of communication:

- Economic benefit
- Ecological benefit
- Social benefit
- Image benefit

Communication measures include:

Media work	Media conference with the city council at start-up; media information with interim results and success reports one to two times per year.
Information brochure	Four-page image brochure ("sales pamphlet") with an invitation message from the city council, service modules, statements from sponsors in best practice companies, contact details, etc. Sent to 650 larger companies (>50 employees) at the start of Corporate Mobility and handed out at other opportunities
Mobility cocktails	Event held twice per year for all companies and with the following objectives: to provide information on the services offered by Corporate Mobility; to provide a platform for best practice examples; to network companies with one another; to generate incentive discussions. Locality: an interesting location offering an attractive supporting program in connection with mobility. Activities: presentations, inspections/events, cocktails.
Newsletter	One to two newsletters per year, sent to all 650 companies. Content: best practice examples, opportunities to take action, news, Corporate Mobility services.
Contacting by telephone, individual marketing	Important activity in connection with associations. Personal contact to companies by telephone.
Mailing from the city's chief engineer	Dispatch of motivational letters to all 650 companies with an invitation to make use of Corporate Mobility services.
Website	Platform for the most important information on Corporate Mobility, its services, events, best practice examples.

Please describe monitoring exercises and techniques used to evaluate your actions for promoting workplace mobility plans. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

Performance review

Important components of performance review:

- *A) Demand for services:* frequency of use, customer profile, etc. This data is recorded every quarter in the controlling reports drawn up by the competence centre.
- *B) Quality of the offer:* determination of customer satisfaction by means of online surveys (first held in October 2007)
- *C) Effectiveness:* implemented or agreed measures, impact with regard to traffic and energy.

A) Demand for services:

During the two-year introduction phase the success of the centre was measured against the following operative goals, among other things. These were as follows:

Number of initial dialogues	60
Number of Quick Guides	29
Number of Intensive Guides	10
Number of Integration Programs	13

B) Quality of the offer:

The online survey was aimed at a target group of 60 companies who had made use of one of the service modules. Questions included:

- How are existing services rated?
- Where do companies see the greatest benefit?
- How could services be supplemented and improved?
- What impact has the consultation had in the company?

C) Effectiveness

The data will be collected during a performance review of the national Energy Switzerland program in the summer of 2008.

Experience gained from performance review

Collecting data on the demand for services and the quality of the offer is relatively simple. However, it is not yet possible to quantify the effectiveness of measures. Little to no initial quantitative data is available for measuring success due to the competence centre's pragmatic approach to implementing measures as soon as possible without first analysing current conditions. Corporate Mobility therefore depends on estimates from company representatives or rough extrapolation. These are often inaccurate and coloured by the reporting person's attitude. It is due to these facts that only initial tendencies and summarised views are available after the first two years of operation. The data will be substantiated in a subsequent step.

Please rank the following actions for which businesses are most likely to receive support (financial or in-kind) from your city/region. (1: most likely to receive support – 6: least likely to receive support)

Consult and develop a baseline analysis	6
Create workplace mobility plan	1
Set targets and measures	2
Promote the workplace mobility plan	4
Implement the workplace mobility plan	3
Monitor the impacts of workplace mobility plan	5

Please tell us how many businesses have adopted a workplace mobility plan during the current programme.

One of the competence centre's specialities is to implement measures pragmatically and as fast as possible whilst expanding the spectrum of measures. The introduction of extensive mobility plans seldom meets the requirements of any given company. This is reflected by the fact that virtually no use was made of the Intensive Guide consulting module (detailed analysis).

The following consultation services were provided during the first two years:

Number of initial dialogues	58 (10% of all 650 companies contacted)
Number of Quick Guides	18 (30% of initial discussions resulted in a Quick Guide)
Number of Intensive Guides	1
Number of Integration Programs	3
Implementing companies	15

The following is a list of measures implemented by the 15 companies:

	<i>No. of companies</i>	<i>in %</i>
Parking space management	10	67%
Mobility bonus	3	20%
Job Ticket	11	73%
Web Business Travel Manager	3	20%
Car Sharing	7	47%
GA for apprentices	1	7%
Eco-Drive driving courses	8	53%
Cycling activities	4	27%
Expenses directive	1	7%
Fitness measures	1	7%

Please describe the benefits achieved in terms of CO₂ emissions and modal shift through the coordination and promotion of workplace mobility plans towards businesses.

A survey of the impact of implemented measures is planned for summer 2008. Evaluated data is available from the pilot project carried out in Zurich in 2003/2004. Data was provided by 3 of 6 companies (commuter traffic):

	Reduction [PW km/a]	Reduction [t CO ₂ /a]
Company 1	17,600	2,4
Company 2	4,730,000	609
Company 3	55,000	2.8

Please provide evidence of the effectiveness and value for money of the workplace mobility plan programme and measures. Give an estimation of the total budget invested.

The external costs of the two-year introduction phase amount to CHF 250,000. The companies contributed around CHF 22,000 towards consultations. The net costs therefore amount to approximately CHF 230,000. The internal costs incurred by public administration were not established. CHF 230,000 was spent on contacting 650 companies (raising awareness, networking), of which 58 received an initial consultation and 22 made use of further services. If one considers only the 15 companies who implemented measures, the cost of their consultation to the public authorities (excluding acquisition and public relations) is CHF 35,000 or an average of CHF 2,300 per company (including controlling costs).

Please give an estimate of the percentage of voluntary / mandatory workplace mobility plans set.

All companies implemented their measures voluntarily.

Thank you for participating in the Pan-European Workplace Mobility Plan Award 2008 !
Please do not forget to complete the certification form.



CERTIFICATION FORM

Name of local authority:	City of Zurich
Country:	Switzerland
Name of contact person responsible for the award submission:	Annette SPOERRI
Contact person Telephone n°:	+41 44 412 27 92
Contact person Email address:	annette.spoerri@zuerich.ch

Dear Sir/Madam,

On behalf of the City of Zurich I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2008 is an accurate reflection of the work that is being undertaken by the City of Zurich.

Yours sincerely,

Name of signatory: Annette Spoerri
Title of signatory: Project Manager