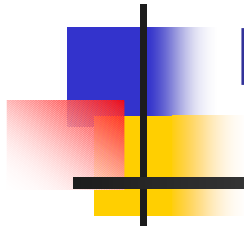
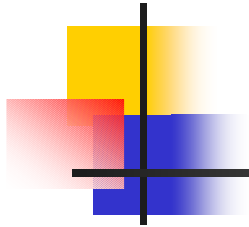


City of Geneva Transportation package and promotion of mobility plans for business





Mobility : issues

1

**Promotion
with companies**

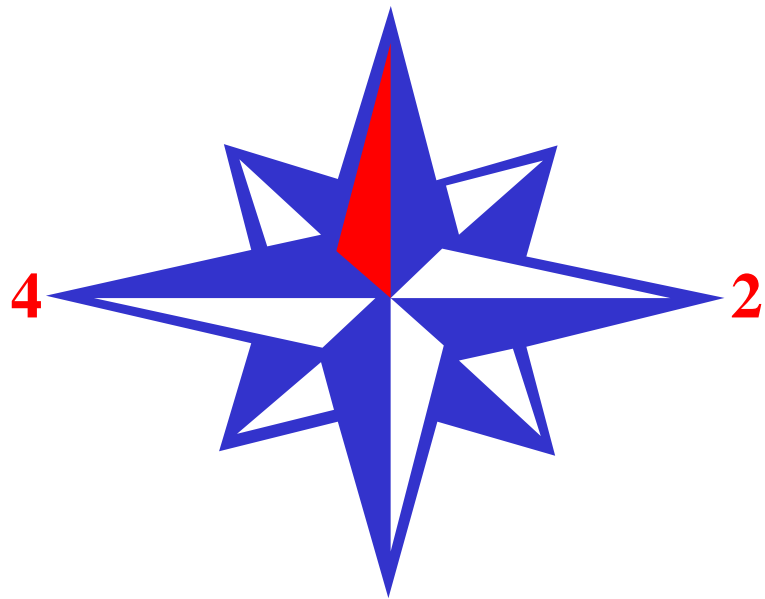
4

2

The mobility plan

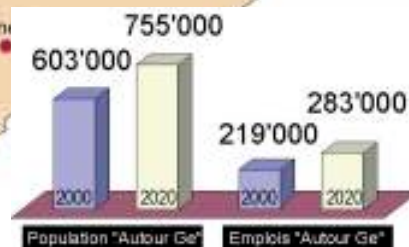
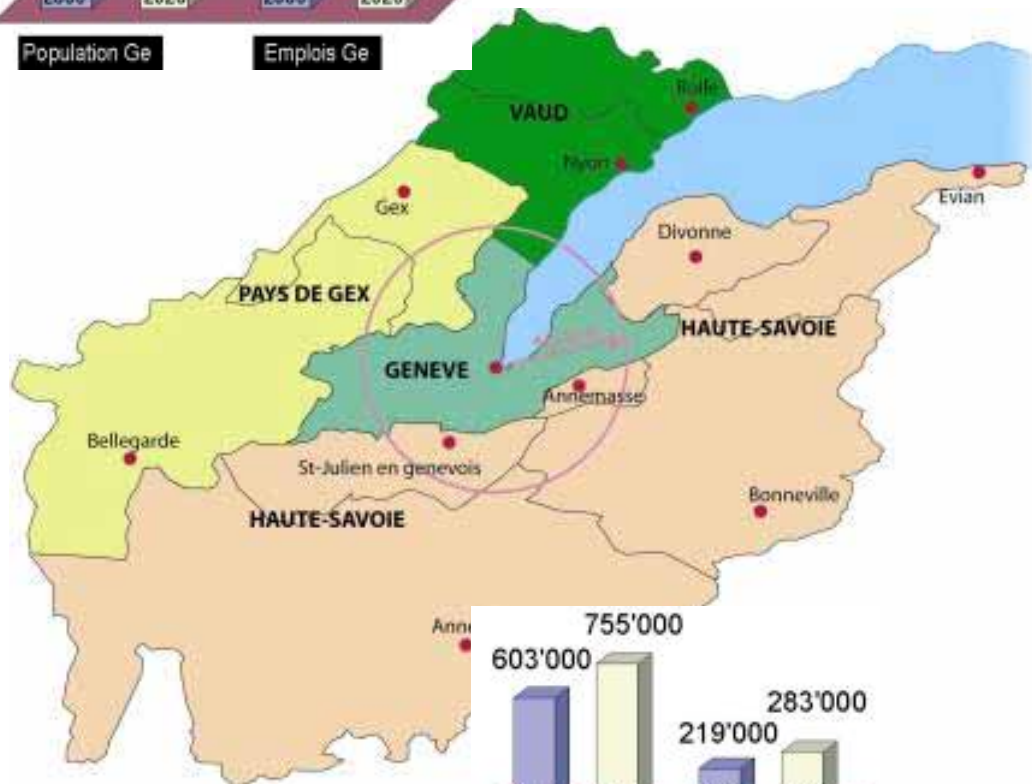
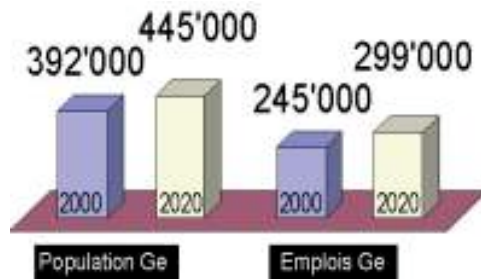
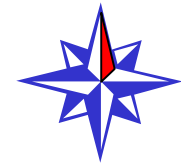
3

**Measures adopted
Results**



Geneva region: population, employment, mobility, evolution 2000 - 2020

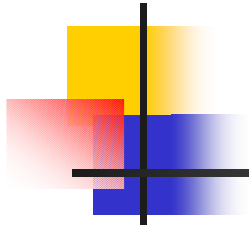
1. mobility:
issues



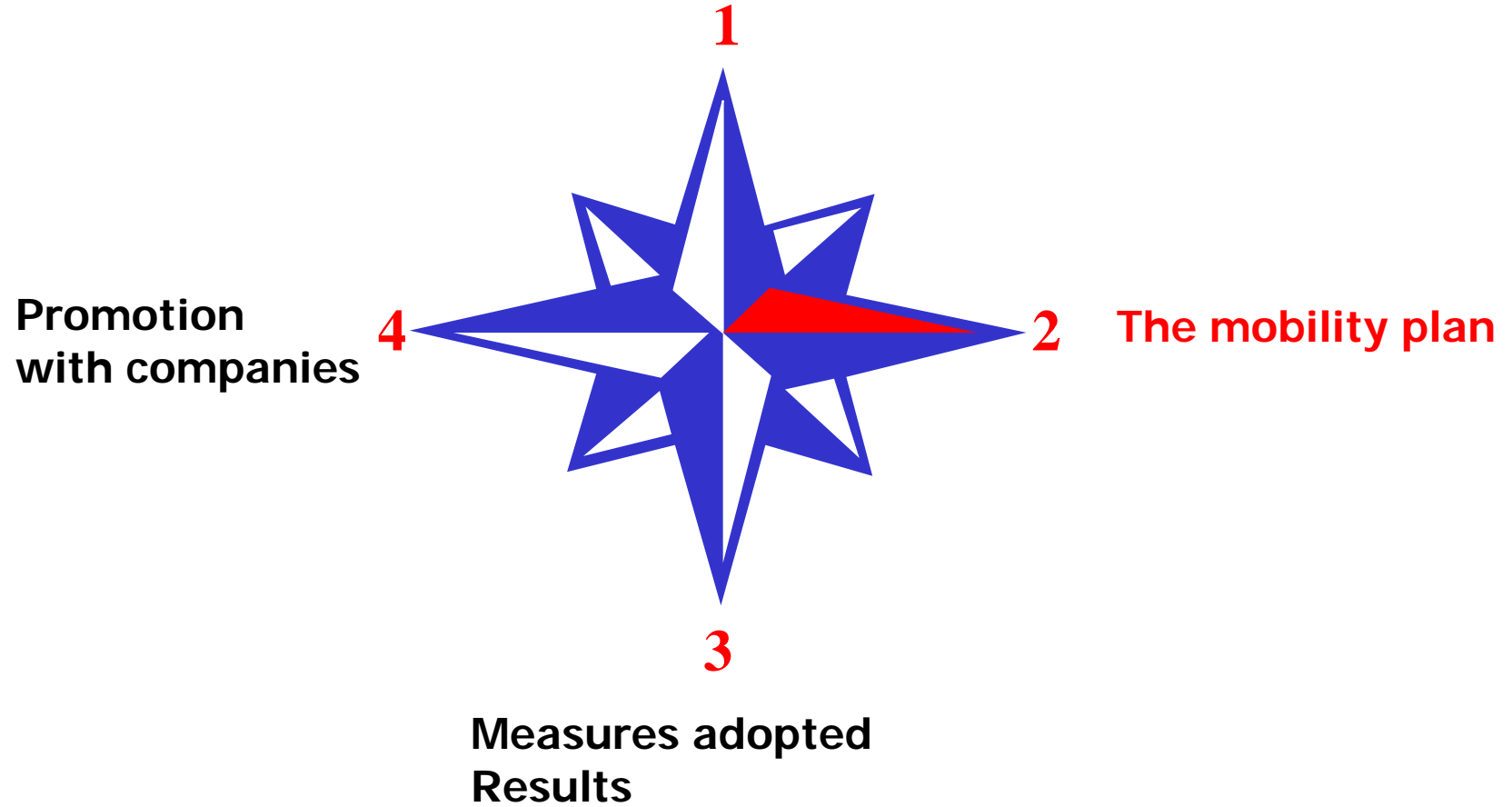
City of Geneva : 182'560 inhab., 115 inhab./ha
Canton (45 districts): 427'705 inhab., 17 inhab./ha

2020: + 40 % to 50% motorised mobility

(mobility = nb travels x distance)



Mobility : issues





The mobility plan: a transport management tool for companies and organisations

A mobility plan is

- group of measures
- for promoting a transportation alternative to individual car use
- for pendular and work-related travels

Objective: reduce individual motorised transportation

The « transportation package »

- a mobility plan for the 3500 employees of the public administration
- show the example
- put into practice the mobility principles put forward by the authorities according to the goals of sustainable development of the Agenda 21 of the City of Geneva
- This process must be available to other administrations and companies.



The transportation package: process

2000: Survey
« Diagnostic of mobility »
2005: Survey



working group

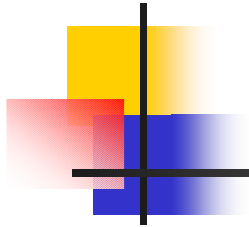


objective:
reduce use of individual
motorised transportation
(incitement, encouragements,
no imposition)

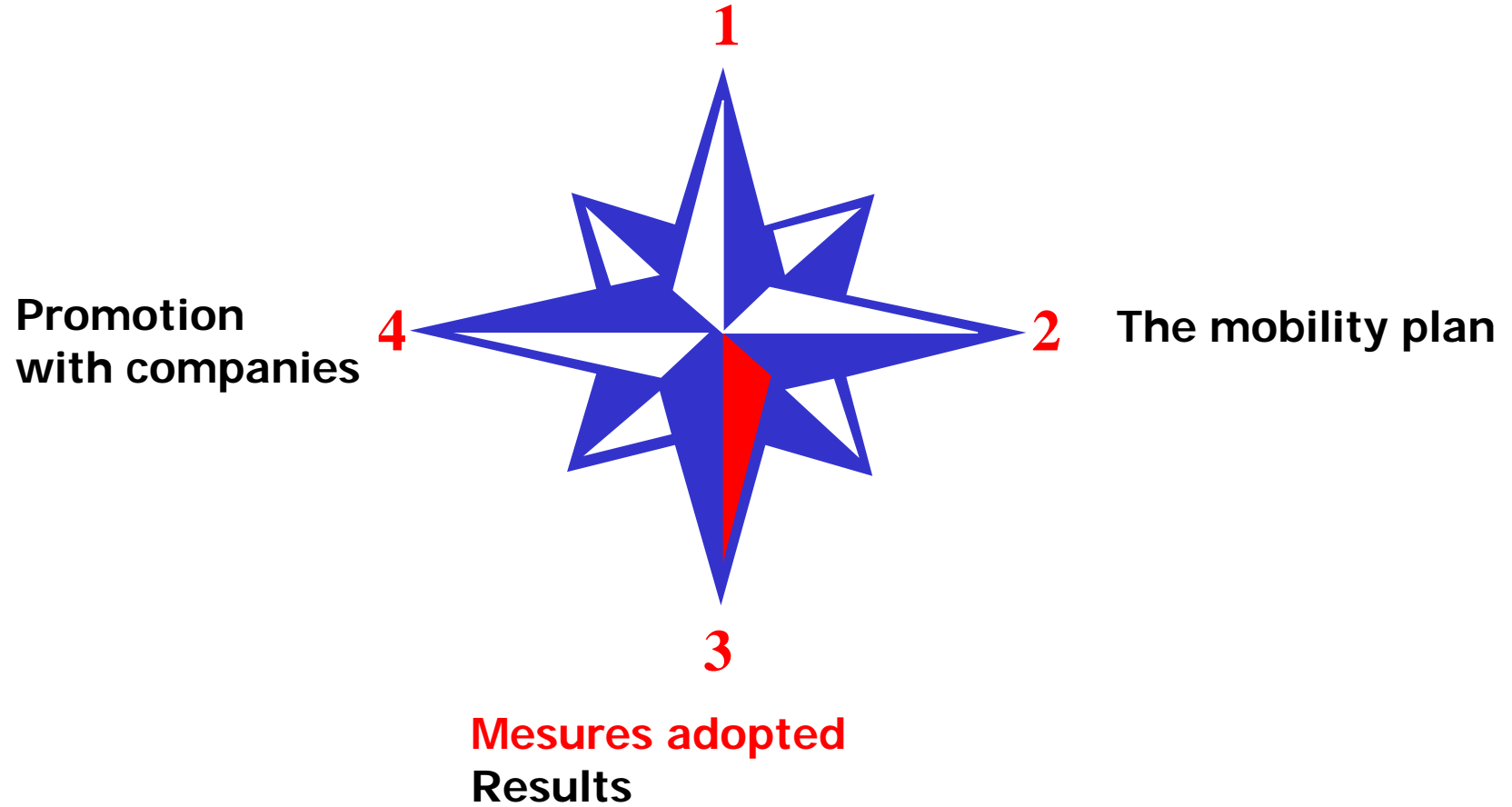
2003: actions
put into practice

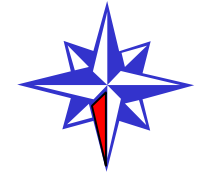


Orientations:
determine
alternative
transportation
means



Mobility : issues





3. Measures adopted

Management of parkings



- Introduction of a parking charge
- Income used to reduce price of annual public transport ticket for the employees

Promote use of public transportation



- Reduction of the price of the annual public transport ticket (-40%)
- Transmissible annual public transport tickets for work-related travels

Company bicycles



- 57 company bicycles distributed in 27 buildings of the administration
- Helmets given to the users
- Bicycle trailer to carry bigger equipment

Car -pooling

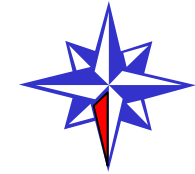
www.covoiturage.ch



Mobility business CarSharing

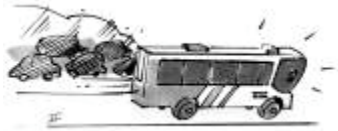


- Cooperative owning 3000 cars in Switzerland, distributed in parkings and that can be used by people and companies owning a one-year Mobility CarSharing Ticket.
- Possibility of buying business CarSharing cards
- For transport of equipment that need use of a car



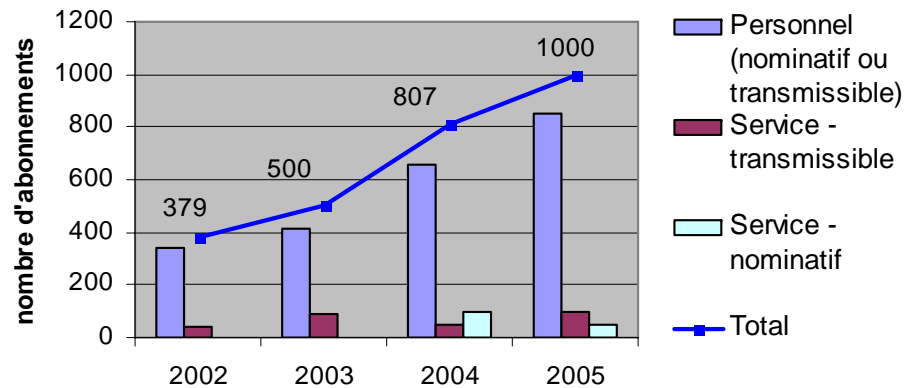
3. results

Results 2005



Evolution of number of annual public transport ticket sold

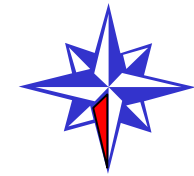
Evolution du nombre d'abonnements



10% of employees renounced to their parking space

~60 parking spaces where eliminated, permitting a new use of spaces





3. results

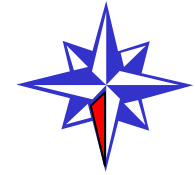
Results 2005



**Many requests for more bikes
Test with electric bikes**



- 16 buisness sards
- Company cars are replaced by Mobility Cars
- More Mobility Cars in the City



3. Results

Results 2005

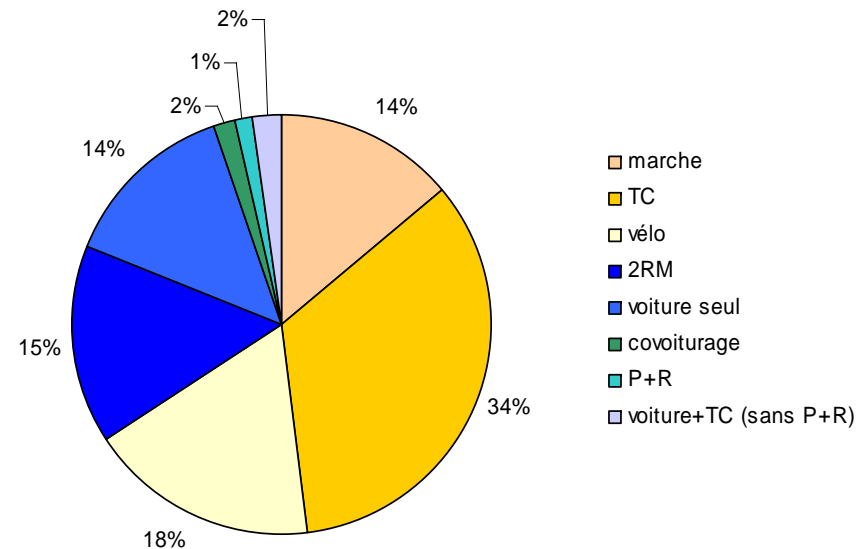
Pendular transports

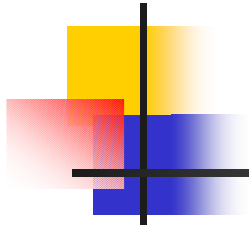
■ 7,6% of employees shifted from the use of car or motorbike to public transports, bicycle or walk

Work-related transports :

■ 10% of employees shifted from the use of car or motorbike to public transports, bicycle or walk

Mode de transport pendulaire utilisé le plus souvent





Mobility : issues

1

Promotion
with companies

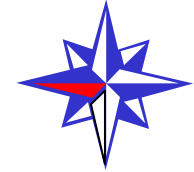
4

2

The mobility plan

3

Mesures adopted
Results

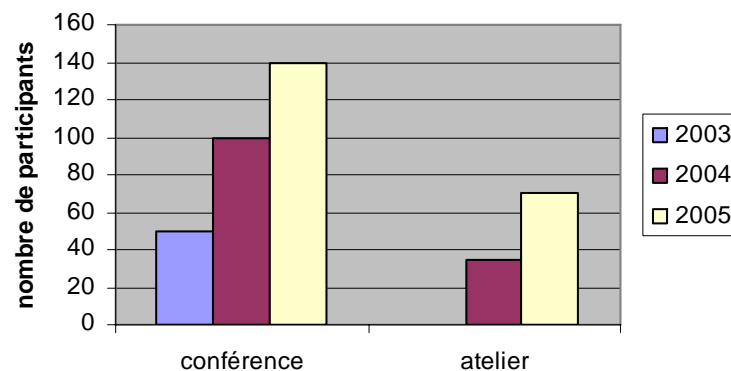


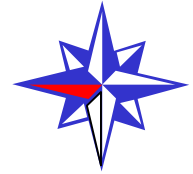
Promotion with companies

- Organisation of conferences and workshops during the European mobility weeks 2003, 2004, 2005
- Information with districts
- Car-pooling internet site
- Award « mobility plan for companies and organisations » 2006
- Classes for companies



Evolution de la participation





Promotion with companies

Some mobility plans created after the conferences:

- State of Geneva (14'000 employees)
- International labour organisation (1200 employees)
- World Health Organisation (3000 employees)
- Geneva Hospital (8000 employees)
- Geneva International Airport (6000 employees)
- Private companies as Rolex, Serono, etc.

www.semaine-de-la-mobilite.ch

www.ville-ge.ch/geneve/amenagement





- | | |
|----------------------------|----------------------|
| 1 APPENZEL (RHODES-EXTER.) | 7 UNTERWALD (OBWALD) |
| 2 APPENZEL (RHODES-INTER.) | 8 SOLEURE |
| 3 SALE-VILLE | 9 SCHAFFHOUSE |
| 4 SALE-CAMPAGNE | 10 THURGOVIE |
| 5 BERNE | 11 VAUD |
| 6 UNTERWALD (NIDWALD) | 12 ZUG |



**1. Mobility:
issues**





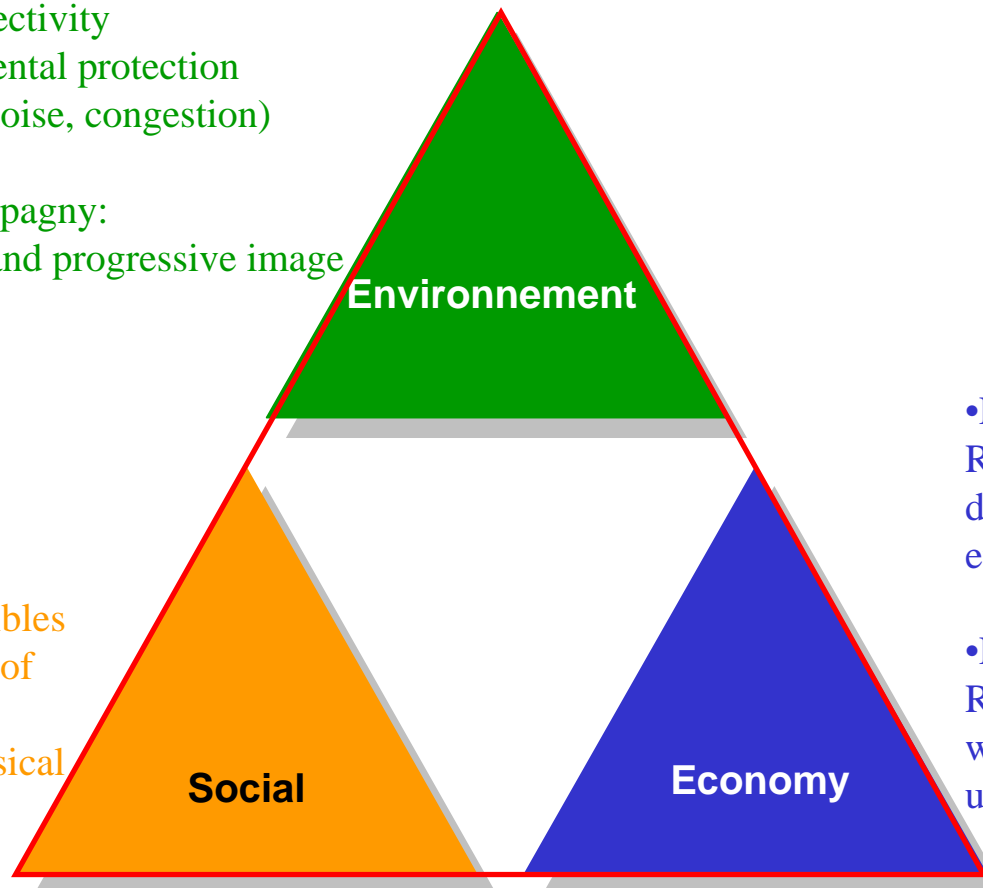
The mobility plan: advantages

- For the collectivity
Environnemental protection
(pollution, noise, congestion)

- For the compagny:
responsible and progressive image

- For the collectivity:
Better quality of life

- For the compagny:
Make employes responsables
for their choice of mode of
transport
Reverse the level of physical
inactivity and its
consequences



- For the collectivity:
Reduce cost (accidents, disease
due tu pollution, noise, stress,
etc.)

- For the compagny:
Reduce costs (parking,
work-related travel, rationalise
use of ground space, etc.)