

TEMPLATE

Output factsheet: Strategies and actionplans

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development Agency Sinergija, Slovenia
Output number and title	O.T3.1.1 13 mobility plans developed for 13 Central Europe municipality's units fostering CO2 reduction
Responsible partner (PP name and number)	PP11 - Aufbauwerk Region Leipzig, Germany
Project website	https://www.interreg-central.eu/Content.Node/MOVECIT.html
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Summary description of the strategy/action plan (developed and/or implemented)

The City of Leipzig's administration has set itself the goal of making mobility more efficient, healthier and, ultimately, more cost-effective for all employees in exemplary fashion to achieve its climate protection goals. This process implies, on the one hand, technical and organizational changes. On the other hand, the mobility behavior of employees must also change. It turns out in the consideration of the travel survey 2017 that 20% of the employees from the Functional Urban Area, (FUA- here: City of Leipzig, district of Leipzig, district of North Saxony) commute in and out the city. Mainly used for this is the private car. The main reasons for the usage of cars among commuters from the FUA are: bad connections (many transfer points), high travel costs / unfavorable tariff system and necessary private trips after work (shopping, social obligations). However, the further expansion of the MDV route network, additional public transport services, especially in rural areas, as well as the further expansion of the bicycle infrastructure (cycle paths) are leading to a slight increase in the use of alternative offers for cars. Here, the increased use of new public transport offers (new S-Bahn network of the MDV) is to be achieved through appropriate measures. The process for this is described by the term mobility management. Since 2008, this process has been implemented with the aid of various programs (efficient mobile, mobile wins, European Mobility Week, package of measures "Leipzig model city for intelligent mobility"). MOVECIT is another building block to support a long-term approach with targeted actions. The main focus is on the location of the Technical City hall of Leipzig. Through continuous questioning, a picture of the mobility situation that is as accurate as possible is obtained. This refers to the ways of the employees to get to the workplace, as well as on business trips, inspection and courier trips. As a result, about 70% of respondents use public transport or bicycles. The measures therefore aim to support this positive trend. An essential part of this is the targeted information for each employee about the possibilities of use through mobility training and individual counselling in the context of an accessibility analysis.

Another measure aims to increase the range of mobility by purchasing pedelecs and cargo bikes. It is important to make the access as easy as possible and also to check the loan for private use.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The city of Leipzig (Sub-region NUTS 3 DED51) the district of Leipzig (Sub-region NUTS 3 DED52) and the district of North Saxony (Sub-region NUTS 3 DED53) belong to the NUTS Region (Level 2) DED5 Leipzig. As the vast majority of the asked employees live within the city of Leipzig this NUTS sub-region will be most affected. Furthermore, some of the measures mentioned below also will only have a direct impact on the city of Leipzig itself. Nonetheless, the employees who commute from the other two sub-regions will also be affected through awareness raising measures as well as e.g. the individual mobility counseling.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

As already mentioned, the City of Leipzig's administration has set itself the goal of making mobility more efficient, healthier and, ultimately, more cost-effective for all employees in exemplary fashion to achieve its climate protection goals. In order to achieve these goals technical and organizational changes (for example, the purchase of electric vehicles for the urban fleet or adjustments to the procurement directive under a new service vehicle regime) as well as changes in the mobility behavior of employees are key.

All measures developed in the mobility plan have the potential to have a high impact for the concerned territory and target groups. Nonetheless, the actual implementation of these measures will be deciding about the quality of the impact. In this regard it will be important to implement the measures/ offers for employees as low-threshold as possible. For example, the purchase of the four pedelecs and the cargobike needs to be accompanied by a functional as well as easy to handle charging infrastructure and booking system.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

In order to strive for the high and easily hard-to-reach good of sustainability, it is essential to understand mobility management as an ongoing process and not as a unique concept. As already mentioned in the summary this has been tried to ensure in the elaboration of the workplace mobility plan. Sustainability can only be achieved if the decisive documents are updated on a continuous basis and based on each other. This does not exclude that significant changes can be made but ensures stability and coherence in the strategic direction of mobility management. Experience has shown that this procedure is difficult to implement in practice, as it would need to be accompanied by a structural process which, in addition, directly or indirectly involves all necessary actors in order to avoid parallel structures. Last but not least, the sustainability of strategies / entire projects is highly person-dependent.

Even though the workplace mobility plan has been elaborated for the Traffic and Civil Engineering Office of the City of Leipzig using specified data for this specific purpose the transferability to other stakeholders and territories is given. Above all this applies for lessons learned from the elaboration process itself, the structure of the workplace mobility plan as well as the methodology and identified measures which can be adjusted or in some cases even adopted.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

- The input of internal as well as external stakeholders is very important and valuable. The challenge is to get this input in a planned process and to structure it in a high but useful quality.
- Especially the direct and indirect input of the employees themselves is very important as their perspective can give an insight on what is needed and what is or could be working.
- A constant working process with an encouraged mobility team and clear as well as fixed agreements are very useful for the progress.
- It is useful to actively think planned measures through from start to finish, in order to understand their possible effects and to recognize possible obstacles in the implementation at an early stage.
- The examples of other partners have been used as orientation and input to broaden the own perspective. This procedure is very valuable and therefore highly recommended.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T3.2.13 Workplace Mobility Plan for Leipzig