

Dresden Mobility Strategy

Innovation and networks





Model for Dresden

- Promotion of a sustainable development of Dresden as an European location
- Protection of the mobility needs of the population as well as the mobility demands of the economy
- Reduction of undesirable consequences of traffic



Aim: Sustainability

ECONOMIC AIM

Protection and development of the economic location, reduction of the financial requirements

ECOLOGICAL AIM

Improvement of the environmental situation: less noise, clean air, better climate

SOCIAL AIM

Equal mobility opportunities for all citizens by taking into consideration financial resources



Dresden Mobility Strategy

Settlement
structure

Traffic
infrastructure

Traffic
management

Mobility
management



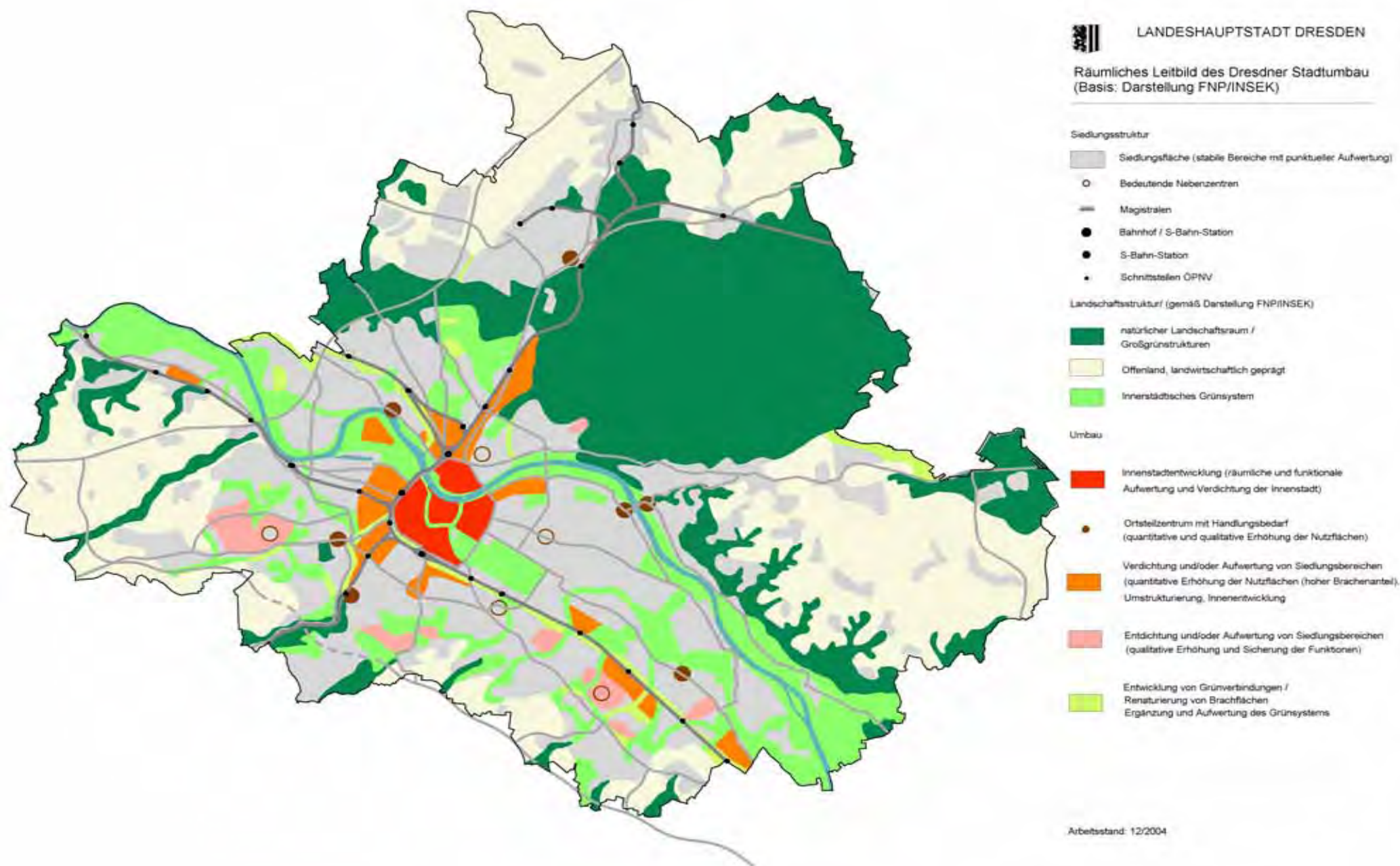
Settlement Structure

- Decisions in land use within the context of the traffic development
- Internal development before external development
- Promotion of local mobility



LANDESHAUPTSTADT DRESDEN

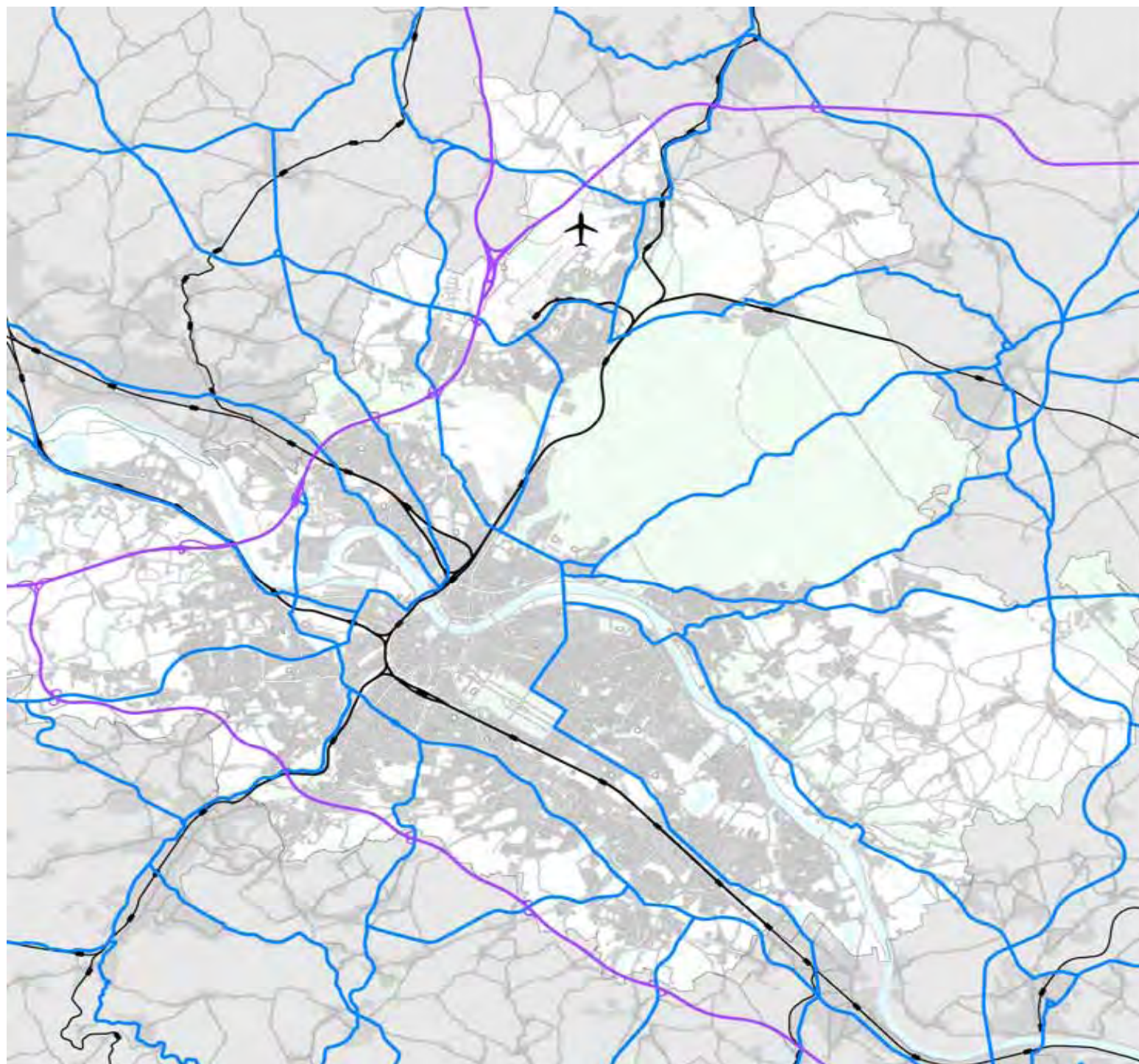
Räumliches Leitbild des Dresdner Stadtumbau
(Basis: Darstellung FNP/INSEK)



Arbeitsstand: 12/2004

Traffic Infrastructure

- Traffic infrastructure is essentially available
- Focus on the basic maintenance of the existing transport system
- Dresden is firmly established in the network of the European transport networks covering a wide area, especially the north-south axis – from Scandinavia to Prague, Vienna, Budapest and west-east – from Rotterdam to Warsaw and Breslau.
- Town center is supposed to be free of regional and national through traffic.



Fern- und Regionalerreichbarkeit Planung

- Bundesautobahn
- Straßen für regionalen Verkehr
- Eisenbahn und S-Bahn mit Station

Herausgeber:
Landeshauptstadt Dresden
Hauptabteilung Mobilität

Darstellung auf der Grundlage digitaler Karten: des Deutschen Vermessungsamtes (aus der Topographischen Karte 1:10.000 (2)) mit Zurechnung der Landesvermessungspunkte Sachsen, Sauerländer Vermessungspunkte (DN 1/22/97 und 42/97).
Auswertungen und thematische Erweiterungen durch zwei Verfassungen: Jede Veranschaulichung basiert auf der Struktur des Landesvermessungspunktes Sachsen und der Veranschaulichung.



Verkehrskonzept 2003

Traffic Management

- Supply-oriented handling of the traffic
- Exhausting the performance reserves of the existing network
- Giving priority to public transport and smoothing out the motorized private vehicle traffic (MIV)
- Road traffic management (Intermobil Region Dresden)
- Intelligent traffic control of the floating traffic and parked vehicles based on real-time traffic situation information
- Operational traffic information (obstructions due to construction sites, parking facilities, alternative means of transport ...)
- Modes of transport spreaded information systems (DORIS) via internet, terminals, SMS by mobile phone, Live-camera-pictures



NOKIA

Kurzmitteilung

1/26

Von +491728571011

ab Bahnhof Neustadt: 11:26
Strab 11->Zschertnitz; 11:27
Strab 11->Buhlau
Ullersdorfer Pl.; 11:30 Strab
3->Coschütz; 11:33 Strab 3-
>Wilder Mann; 11:34 Strab 6-
Optionen Zurück

Mobility Management

- Demand-orientated influence on the choice of means of transport before the ride
- Improvement of access to environmentally friendly means of transport with the reduction of the undesirable consequences of the motorized private vehicle traffic (MIV)
- Improvement of information- and communication systems
- Shaping mobility, not coping with traffic



Mobility in Dresden

Dresden.
Dresdner



Basic information on traffic on a workday

35 000 commuters from the city

77 000 commuters to the city

25 000 tourists and visitors

635 000 private car rides

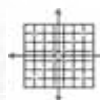
300 000 rides with public transport

360 000 walks

180 000 bike rides

214 000 private car registrations

330 000 bikes



City of Dresden
main department mobility

Mobility in Dresden



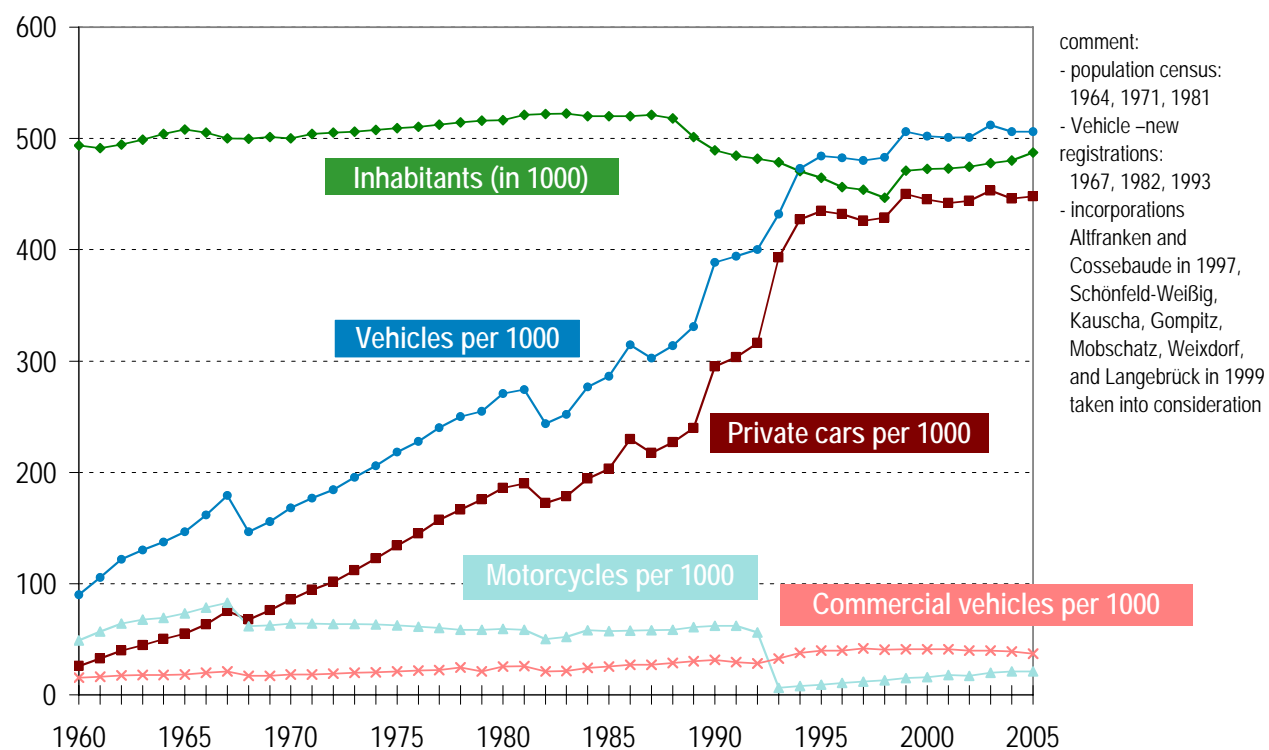
■ Mobility behaviour of Dresden citizens

Share of mobile persons	86.4 %
Ways per person and day	3.1 walks
Duration per walk/ride	22.8 minutes
Distance per walk/ride	6.8 km
Speed	17.9 km/h
Time spent in the traffic per day	71 minutes

Mobility in Dresden



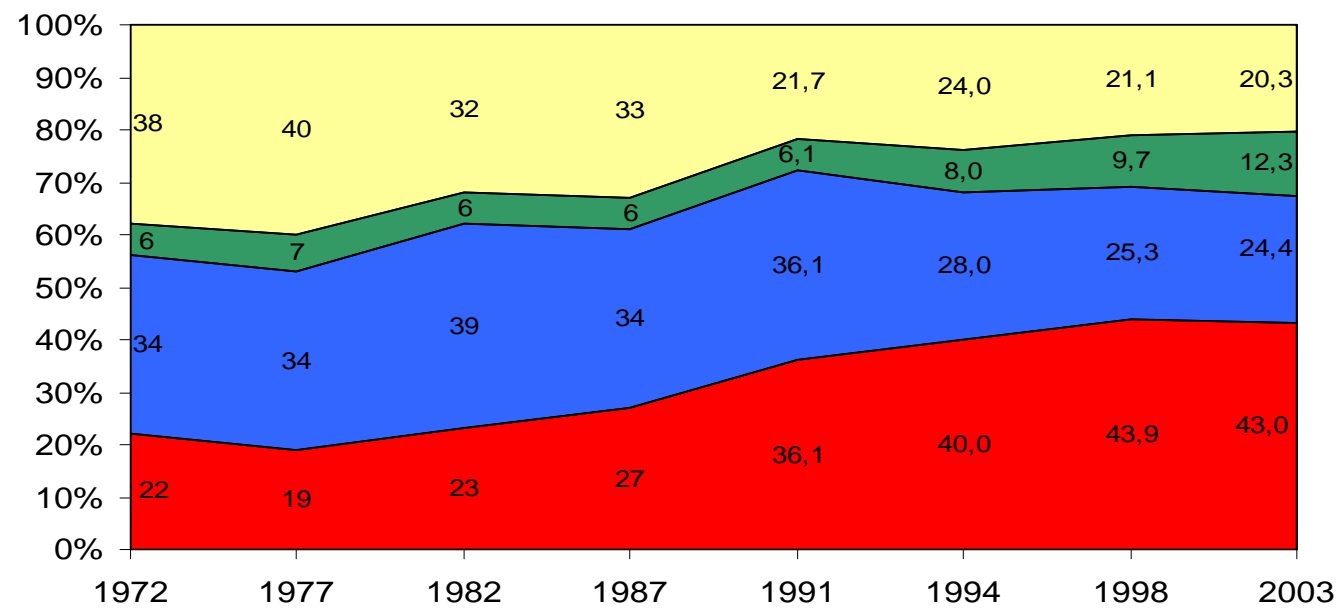
Inhabitant- and motorization groups in Dresden



Mobility in Dresden



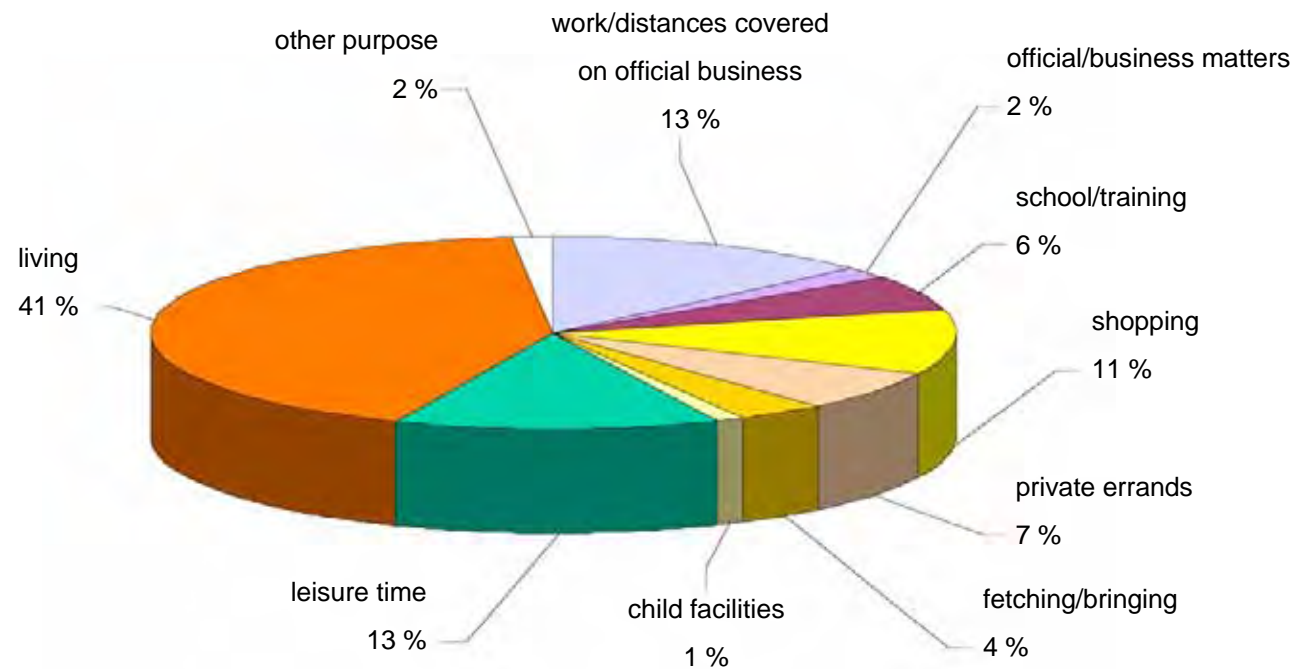
Modal split (all ways per workday)



Mobility in Dresden



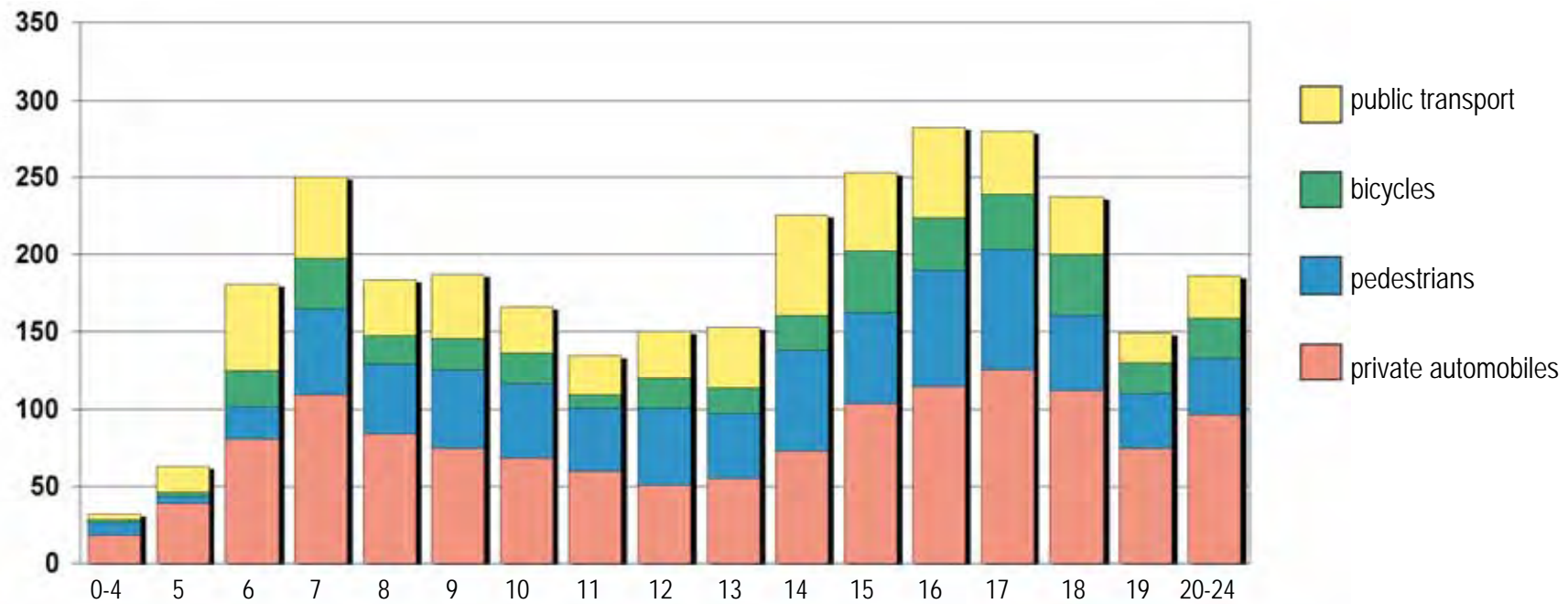
■ Purposes of covered distances



Mobility in Dresden



Volume of traffic during the workday according to modes of transport





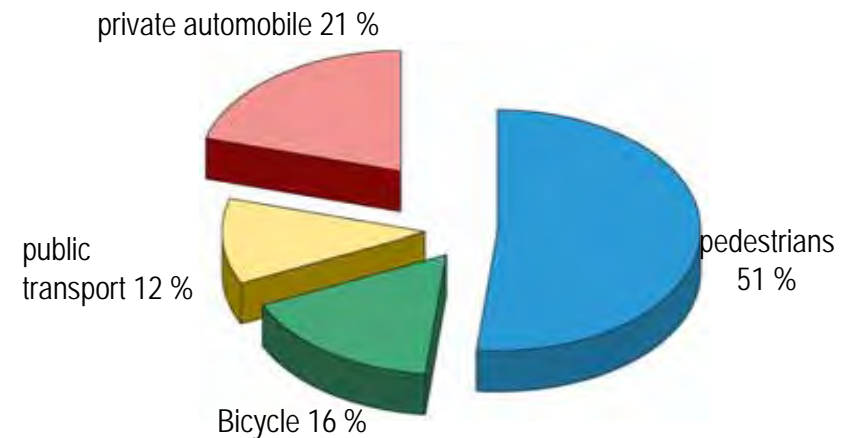
1. Conclusion



- PROMOTION OF LOCAL MOBILITY
for 46 % of all distances in Dresden are within a distance of 3 km.

- Increased development of town area centers with many urban living and value leisure, children, senior- and family-friendly atmosphere, good reachability, high security
- Investments in urban quality of life – Resource sparing and budget relieving

Modal split for distances up to 3 km



2. Conclusion



- PROMOTION OF THE MOBILITY MANAGEMENT FOR COMPANIES
 - for the traffic peaks occur as a result of the overlapping of the rush hour traffic with other kinds of traffic
 - to school and training, commercial and leisure traffic.
- The aim is the reduction of the motorized private vehicle traffic by cutting back the rush hour traffic peaks
- Protection of mobility by switching to local public transport or car pools, and covering the distances by bike or on foot respectively.
- Sparing of resources and cost reduction



Mobility Management Measures for companies



■ PRINCIPLES

■ **Shaping mobility**, not coping with traffic

■ The voluntary, deliberate **change of the choice of means of transport** is aspired to and promoted – flexible use of means of transport - **multimodality**

■ Optimization of the **local public transport offers**,
Improvement of the **bike infrastructure** in the public area and in the enterprises and of the **traffic climate in the city**

■ **Bringing together the persons involved** (municipality, road users, transportation companies, transport service providers, traffic generators) –
mobility management measures for companies is practical commitment, innovative thinking and a sense for the requirements of our time

Mobility Management Measures for companies



■ INFINEON – THE ENTRY

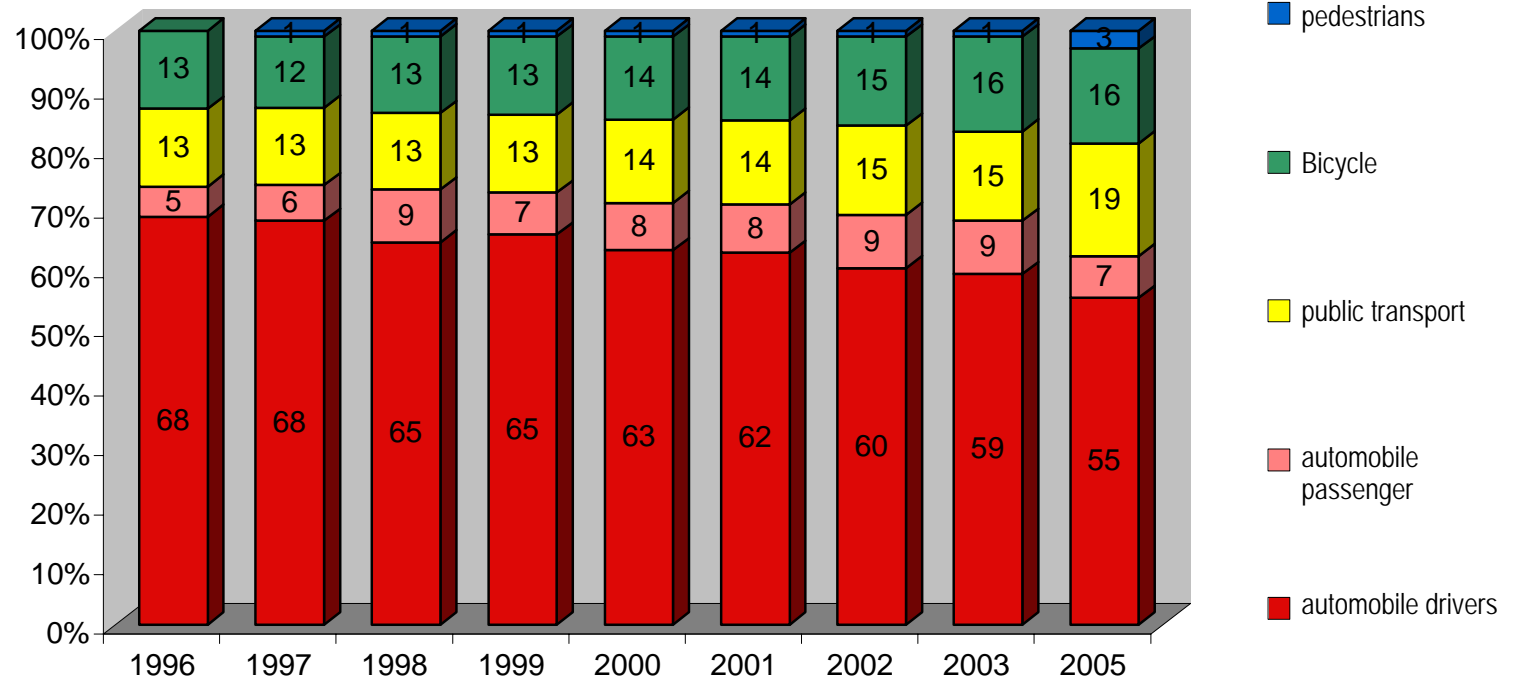
- 1996 – establishment of the SIMEC-plant (today Infineon) in Dresden
- Because of traffic problems, the city of Dresden initiated business-related mobility surveys.
- Based on this, measures to improve the traffic organization and to shape mobility were developed and implemented.
- The initial operational project management Infineon was reflected in the participation of the City of Dresden in the federal research projects **intermobil Region Dresden** (BMBF 1999 until 2004) and **operational mobility management and urban development Dresden** (ExWoSt 2002 until 2003).

Mobility Management Measures for companies



Use of means of transport on the way to work

Modal split comparison of Infineon-employees in the period of time from 1996 until 2003 in percent



Mobility Management Measures for companies



■ INFINEON – THE RESULTS

- Infineon-mobility team – a permanent institution of committed employees with the support of the business management
- Infineon-ticket – a cooperation of DVB and enterprise; coordination of the timetables with regard to shift times, moving of the bus stop, mobility days, new decentralized bike-parking spaces, showers for bike-riders and drying wardrobes for bike-rider clothes, bicycle workshop, commuter carpooling programs ...
- In the year 2005 around 2,5 tons of CO₂-emissions were avoided – an average of 400 kg per employee.
The share of employees who come to work with the private car alone has fallen from 68 % in 1996 to 55 %.
A noticeable reduction of car traffic causes less road maintenance and less accidents, reduces exhaust gas- and noise emissions. Employees arrive at their workplaces in a more stress-free condition.
Cyclists make a valuable contribution to preserve their health.
- The various activities at Infineon were also nationally noticed. In 2004 the factory received the award **Award Economy in Motion.**



Mobility Management Measures for companies



■ THE COSTS OF THE WORKTRIP

- Surveys assume costs of several hundred million Euro for the ways to work in Dresden alone.
A burden is placed on the private households, the national economy and the employees with around one third each.
- A burden is placed on companies by the provision of automobile parking spaces, bike spaces, company-owned development facilities (access for vehicles etc.), participation in building, operation and maintenance of public transport facilities, work bus traffic, subsidies for local public transport but also by indirect costs, for example by travel accidents, delays, stressed employees (absence from work, low ability to work under pressure etc.)
- Therefore operational mobility management represents also for companies a considerable potential for the reduction of its costs.
The cost factor is (also with regard to increasing prices of petrol) – apart from the good reachability – the crucial motivation help for the process of rethinking and the switching to alternative transport systems.

Mobility Management Measures for companies



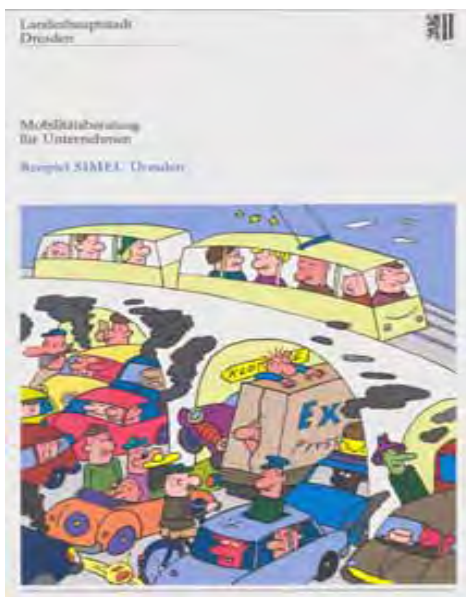
VARIOUS MEASURES

- Since 2004 the City of Dresden, main department mobility yearly organizes seminars on mobility management for companies and informs in brochures and under www.dresden.de about this subject.
- The main department mobility offers specific counselling for the development of commercial locations and business expansions as well as in case of traffic problems in the surrounding area of companies.
- The municipal administration cooperates with the Chamber of Commerce and Industry and trade associations, holds joint events and informs in the trade journals. Also health insurance companies and trade associations are partners.
- The municipal administration initiates mobility information- and counselling days in companies, administrations and schools.
- Participation in the yearly mobility week of the European climate alliance and promotion of bike traffic within the context of the EU-project UrBike.

Mobility Management Measures for companies



PUBLICATIONS



1996



2003



2005



2006

Mobility Management Measures for companies



■ EXPANDING EXPERIENCES

- Experiences that started with the mobility management at Infineon were transferred to other companies and facilities, individually adjusted to the specific needs and extended, for example at AMD Dresden, university hospital, professional training center for health and social professions, airport Dresden, DREWAG, Elbe-Flugzeugwerke (aircraft works), Saxon State Office for environment and geology, Solarwatt, World-Trade-Center with around 100 firms, ZMD and others.
- Mobility days, job tickets, carpooling programs in the company intranet, parking space for bicycles, dry-wardrobes for biker clothes, showers for bikers, campaigns of housing associations »breakfast for commuters«, »other use of private car garages for parking of bikes«, ...
- Application of technical components for mobility management that were – among other things – developed within the context of **intermobil Region Dresden** (multimodal city- and traffic information system DORIS, information-Terminals, SMS-services)

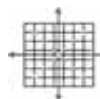
Mobility Management Measures for companies

Dresden.
Dresdner



■ AMD – company philosophy and responsibility

AMD has published its Dresden mobility management in the worldwide available [Climate Protection Plan 2004](#). Similar activities originated at the AMD-locations in Austin and Sunnyvale. The AMD-factory in Austin was awarded for the mobility management 2004 as Best Workplaces for Commuters.



City of Dresden
main department mobility

Mobility Management Measures for companies



■ SETTING A GOOD EXAMPLE

- The City of Dresden also practises mobility management in its administration authorities. In 2000 the mobility information and counselling began on a regular basis. Mobility days take place at the big administrative locations with comprehensive information for employees and visitors.
- The municipal administration optimizes its locations according to reachability criteria for its own employees as well as for visitors and customers.
- Vehicles with a low performance were put out of service. CarSharing-vehicles are now available for business trips and fulfill the flexible mobility requirements (7 offices at 8 locations).
- Municipal offices also use bicycles to cover distances on official business.





Mobility Management Measures for companies



■ ACCEPTANCE

- Mobility management measures for companies actively influences the flows of traffic coming from the workplace. It causes demonstrable effects for the companies without limiting mobility.
- By the city- and environmentally-friendly organization of mobility with a low conflict potential aspired to, time- and energy efficiency are especially promoted for the commercial traffic. There is additional benefit for companies and employees with regard to the aspects of health, fitness, punctuality, motivation as well as image.
- All persons cooperating are actively involved into the shaping of the mobility offers initiating attractive and accepted offers.
- Operational mobility management is an important instrument for the improvement of the quality of air, the noise reduction, makes a sustainable contribution to road safety and increases the quality of life and living in the cities.

Mobility Management Measures for companies



■ SUMMARY

- Mobility management measures for companies essentially contributes to cost efficiency, relief of the environment and to securing the improvement of the reachability of the respective locations.
- The experiences of the operational mobility management can be easily transferred, for example to training-, school- and university centers, administrations, leisure centers etc.
- The commitment of municipalities in the field of mobility shaping is relatively new. The City of Dresden is certified as having a pioneer role. Dresden actively participates in the transfer of knowledge – also increasingly within the scope of European urban networks and European project work.
- Only long-term and continuous work is effective and the effects become noticeable.

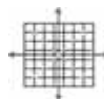
Mobility Management Measures for companies

Dresden.
DIEZIGU



AWARDS

- ADAC-city competition 2001
Cargo tram/citylogistics
- IRU City Trophy 2005
Dresden coach park/-guiding system
- CIVITAS-Award 2005
For sustainable traffic politics,
presented by Jacques Barrot
- ADAC-city competition 2005
Mobility management for companies
award ceremony on May 4, 2006



City of Dresden
main department mobility



www.dresden.de



Impressum

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