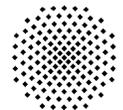




„The mobility manager as part of a urban
Transportation Demand Managements“

as Public-Private-Partnership (PPP) of
Landeshauptstadt Stuttgart
Universität Stuttgart

Wirtschafts- und Industrievereinigung Stuttgart

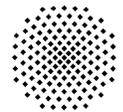


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EU-project MOVIMAN

- EU – project within the framework of URB-AL network no. 8 „Control of Urban Mobilität“ (B-project)
- Partnercities in
 - England: Leicester
 - Spain: Bizkaia Region
 - Brasil: Porto Alegre, Criciuma, Curitiba
 - Columbia: Cartagena de Indias
 - El Salvador: San Salvador
- Start: October 2004
- Duration: 2 years



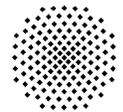
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Objectives

- Improvement of the traffic conditions and the environmentally sustainable satisfaction of all these mobility demands in industrial parks by a better cooperation between the public administration, the transportation companies and the companies involved in the industrial park
- To improve the information exchange and to optimize the coordination of arrangements within the industrial park
- If the needs of the users are known, custom-designed offers can be developed

Target groups are on the one hand the public administration and the transportation companies and on the other hand all the firms located in a specific industrial park and their employees.

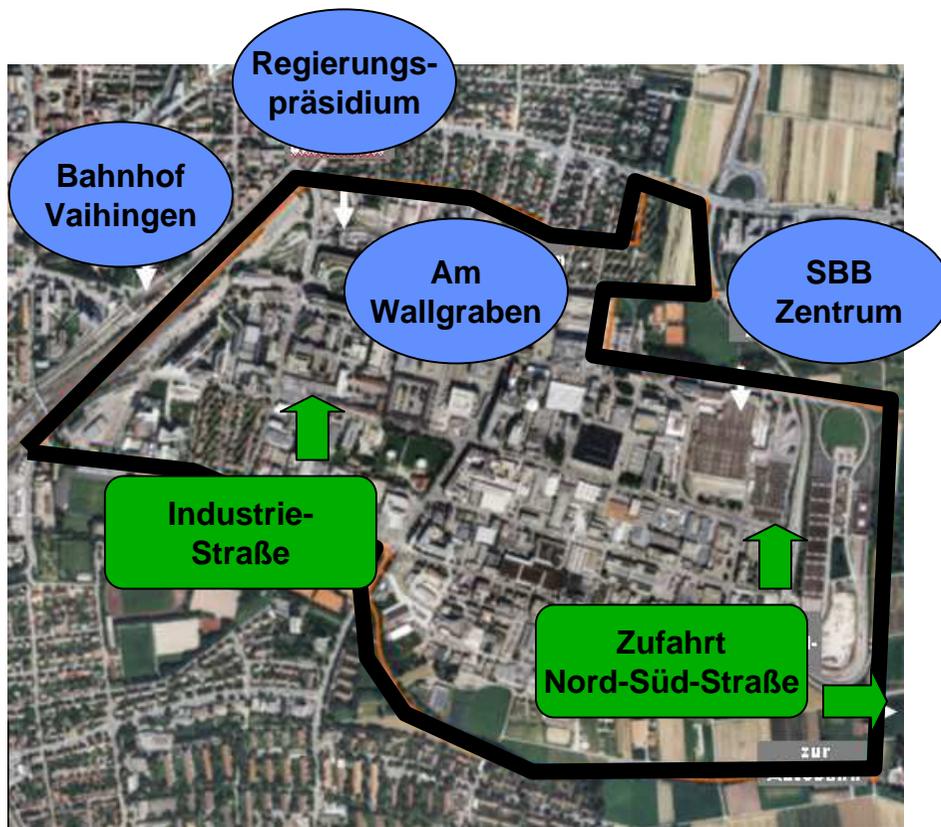


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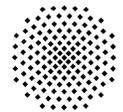
Area under investigation

- Mobility management using the example of the Synergie Park Stuttgart in Vaihingen and Möhringen



Since June 2005 in the locations

- Cartagena de Indias in Columbia
- Porto Alegre in Brasil

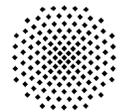


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Current situation in the Synergie Park Stuttgart

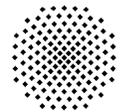
- Area: ca. 140 ha
- Jobs: ca. 20 000 in ca. 300 companies
- Branches: 50% service facilities
30% production facilities
20% commercial undertaking
- Size of enterprises:
 - 75% - to 20 employees
 - 18% - 20 – 100
 - 4% - 100 – 1000
 - 1 company with over 1000 employees
- Parking opportunities:
 - 1400 public and
 - ca. 5600 private car-parking space



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Synergie Park Stuttgart



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Fields of activity / Initiatives

Short distance public transport – Expansion „Company ticket“ in cooperation with the VVS

HGV-traffic – Optimization of the delivery transaction in cooperation with companies

Streets – Monitoring and if necessary optimization of streets / traffic regulation

Car-traffic – Reduction of individual traffic
(e.g. creation of car-pools with *Commuternetwork Stuttgart*)

Parking – Implementation of a parking area exchange in the industrial park

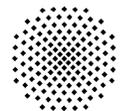
Intern destination board – Implementation of company-infoboards

Cycle-traffic – To facilitate the operational cycle-traffic

Pedestrian-traffic – Checking the increased attractiveness and development by enlarged route-network

Central Service-Models – (e.g. mail dispatch with company-pools)

Public Relation – Publications in newspapers, create flyer

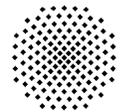


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Next Steps

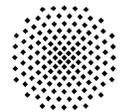
- To develop Initiatives und Concepts seperately
 - Parking area exchange (supply and demand)
 - Offer Consultations to VVS-performances together with a agent of the VVS
 - Announce the Commuter-network in the companies
- Organise an event zur „Facilitation of the operational cycle traffic“ in october
- Creation of a flyer with information to the project and the existing mobility services
- Create an annual report for the EU



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