



Topic: New Mobility Services

Submission date: 2006

Name of measure/service etc:

**Mobility Centre Stuttgart (*mpunkt*) and
Electronic car-pooling system (Pendlernetz Stuttgart)**

Location: Stuttgart, Germany

Initiator and partners:

City of Stuttgart

Short description of the activity:

The Stuttgart Mobility Centre provides complete services in terms of travel and transport: detailed route planning from door-to-door, information on public transport and schedules, car-sharing, the organisation of car-pooling, parking possibilities, information for mobility impaired people, and many more services.

The on-line car-pooling service "Pendlernetz Stuttgart" is operated by the Mobility Centre Stuttgart with the aim to improve the mobility of all citizens and visitors of the city and region of Stuttgart. With the extension of Pendlernetz Stuttgart especially commuters and visitors of big events have the opportunity to reach their destinations fast, cheap and in an ecologically-compatible way.

Background and objectives:

In the region of Stuttgart 750,000 commuters are daily travelling, 200 000 commuters enter daily into Stuttgart city and 50,000 travel daily from the city into the region. The average occupancy rate of a private car is 1.2 persons.

The City of Stuttgart, as almost all big cities, is deeply discussing the requirements that transport systems have to fulfil and how to define and, above all, how to guarantee sustainable mobility in the future.

Integrated transport policy which includes the components of:

- Sustainable mobility and information management, mobility centre
- Integrated traffic management (IVLZ/SIMOS), which represents a unique model in Germany by integrating different actors and instruments from diverse urban authorities as the city traffic management, the headquarter of the police traffic department, the fire department, emergency services (e.g. Red Cross) and the Stuttgart public transport operator (SSB).
- A regional transport approach: The regional traffic and transport plan for the Stuttgart Region is an integrated concept for road, rail and important cycle lanes; it was decided in March 2001.

- Environmental protection plans and actions (climate protection concept, clean air programme since 1 January 2006: permanent driving ban for heavy goods vehicles through the city since January 2006; additional access restrictions planned).
- Cycle path network that is being extended to promote bicycle traffic.
- Mobility user groups and round tables (e.g. on emission and noise reduction, bicycle traffic)
- Hydrogen fuel cell buses (participation in field trial and test operation)
- World Mobility Forum since 2002
- Initiator of the network of "Cities for Mobility" , start in January 2007
- Improvement of all kinds of transport infrastructure

Implementation:

The Stuttgart Mobility Centre

The Mobility Centre has been implemented in 1998 and is currently being extended to a professional competence centre in all fields of individual route planning for all transport modes. Beside management of mobility services, the conception and implementation of public awareness activities is a main item to support changing the behaviour of road users through new forms of vehicle use and better information of the users.

Mobility management for big companies and public bodies by integrating car-pooling and other environmentally-compatible mobility services into own mobility concepts (organisation of press conferences, meetings etc. with representatives from big companies) is another important item. Target is to increase the demand for environmentally-compatible mobility services and to provide new services, such as bicycle boxes to rent (introduced in 2006).

Friendly, personal information about all means of public transport as well as route planning for car drivers, cyclists and hikers - these are the main competences of the Stuttgart Mobility Information Centre.

Around 60,000 clients per year seek for mobility information. One third of the information concerns public transport, one third city tourism and one third sustainable transport modes. Requested services of the mobility centre, situated in the Stuttgart Tourist Information near the main station, are: Individual mobility information with regard to all means of public transport, organisation of car-pooling and car-sharing, route planning for car drivers, cyclists and pedestrians, training courses for "fuel-saving car driving", information about parking facilities, mobility information for disabled and blind persons.

New forms to handle individual mobility need first of all a broad support by related public relations activities. To bundle such activities and to increase their effectiveness Sustainable Mobility Marketing has been introduced as an additional task of the already existing Mobility Centre. The marketing concept developed in 2005/2006 includes the new website www.stuttgart.de/mobilitaetsberatung and all kinds of promotion media like flyers, banners and videos. Moreover the new appearance of the consulting service desk has been improved, staff has been trained as "service ambassadors" and the opening-hours of the personal service centre have been extended from (9:00 – 20:00/22:00).

The mobility centre can be accessed either personally in the tourist information or by phone, fax, email/Internet or mail.

Electronic car-pooling system (Pendlernetz Stuttgart)

Mobility today means to develop alternative mobility concepts with and without cars. In view of the discussion of particulate matters the reduction of motorized vehicle traffic by building car-pools is one important aspect. Rising fuel costs and reduction of fiscal subsidy of commuting are increasing the attractiveness of car-pooling.



Pendlernetz Stuttgart is an Internet-based system provided by the City of Stuttgart to arrange car-pools among users from door to door, especially among commuters in the Stuttgart Region (www.stuttgart.pendlernetz.de).

The service is free of charge. New features such as event-oriented car-pools will be implemented within CIVITAS CARAVEL.

The system is the most innovative car-pooling system existing in the EU so far, especially with regard to the three main features:

- communication via SMS and E-mail,
- geographically referenced route mapping and
- automatic data transfer to the public transport information.

It offers map presentations and a route planner. Alternatively an itinerary is given by public transport.

The system was developed in the framework of the ISCOM Project, supported by the European Commission (IST/5th Framework Programme).

During the CARAVEL project the service is being advanced and extended by event-oriented traffic features to also encourage event-oriented car-pooling, for example, in case of soccer games, big concerts etc. To this aim an event data pool will be integrated into the Stuttgart car-pooling system. During the FIFA World Championship 2006 a special Internet portal was launched under www.WM2006.pendlernetz.de to find car-pools to the soccer games all over Germany.

The Stuttgart administration has promoted the Pendlernetz system in numerous discussions with companies as well as in a series of events with these companies to attract their interest for the Pendlernetz system. Daimler-Chrysler and Bosch AG could be already gained. These companies integrated the Pendlernetz system into their Intranet platforms to organize car-pooling among their employees.

A main issue has been the demonstration of the Pendlernetz system with regional authorities and enterprises as well as indoor workshops. To this aim a number of events have been organized. A most recent event took place in July 2006, where the Pendlernetz was presented to the representatives of all rural districts of Baden-Wuerttemberg to achieve the linking of the Pendlernetz to all communal web pages in Baden-Wuerttemberg.

Conclusions:

The results of these initiatives are the following:

- Increase the demand for ecologically-compatible transport services among private users (citizens, tourists), companies and also among public bodies and institutions.
- Change behaviour through new forms of vehicle use supported by better information.
- Increase the usage of the carpooling system that is already operated by the Stuttgart Mobility Centre.
- Reduce motorized private vehicle traffic and congestion.
- Reduce environmental pollution and energy consumption.
- Contribute to keeping emission thresholds (EU Clean Air Directive, Stuttgart Clean Air Programme).
- Better information of road users.

As a result the improvement and promotion of intermodality is expected by integrating information management systems and involving a high number of companies and public bodies through new and organised actions regarding commuter mobility. This will help to reduce:

- motorized vehicle traffic, congestion and thus pollution of the environment in terms of emissions and noise,
- fuel costs and waiting times for commuters,
- costs for provision and maintenance of parking spaces for firms and enterprises
- improve mobility of citizens without a car.

The impact potential for setting up car-pools for commuters was estimated very carefully in former studies. Based on empirical surveys it was assumed that only about 10% of the employed persons would be sensitive towards the subject and would intend to participate in car- pooling. About one half of these persons would finally convert their intentions into practice. Based on these assumptions it is possible to avoid 0.6% - 2% of commuter trips by car - depending on the incentives to car-pool. This figure corresponds to about 0.4% - 1.3% of the total vehicle miles per year.

Website address for more information:

www.stuttgart.de/mobilitaetsberatung

www.stuttgart.pendlernetz.de

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