

# **A SUSTAINABLE MOBILITY SOLUTION**

## FOR BUSINESSES

With our guidance, you can find the right strategy for developing a cost-effective, emission-efficient mobility solution that best suits your business. Our service consists of four stages which will help you to achieve sustainable employee mobility:

**IMPLEMENTING** 

Compiling measures

Organization of work

Effectiveness/feasibility

savings, conversion etc.)

Contact with third-party

· e.g. car-sharing schemes, bike rentals, public transport

· Creating requirements profiles/

providers

companies etc.

· requesting quotes

· Potential effects of the measu-

res (e.g. CO<sub>2</sub> reduction, cost

Feasibility estimate (obstacles/

· Demonstrating cost-benefit ratio

· Parking management/operation

· Offers for promoting public

transport, walking/cycling

**OUR SERVICES** 



#### UNDERSTANDING

#### **OUR SERVICES**

#### Compiling basic data

· Established issues, existing analyses etc.

#### Site analysis

- · Transport networks (private vehicles, public transport, pedestrians/cyclists)
- · Travel times of employees to/ from the site (private vehicles, public transport, pedestrians/ cyclists)
- · Daily infrastructure requirements

#### **Potential**

· Demonstrating the reduction and conversion potential

#### **ANALYSIS PLUS**

- · Survey on mobility behaviour: Creating and defining questions,
- · conducting and evaluating surveys
- · Analysis of mobility behaviour:

Daily transport loads, traffic volumes and parking occupancy

#### YOUR INPUT

- · Provide employee addresses as a CSV file
- · Complete company surveys
- · Expand/modify the survey
- · Resolve administrative queries regarding the survey

#### YOUR INPUT

**PLANNING** 

**OUR SERVICES** 

taraets

strategies

**Defining parameters** 

mobility management

· Requirements with regard to

Reduction and conversion

Defining the mobility strategy

Integrating existing measures/

· Establishing areas for action

· Desired targets: CO, reduction/ shifting from private vehicles to public transport, cycling or walking

#### YOUR INPUT

· Determining the scope of the package of measures

## **VERIFYING**

## **OUR SERVICES**

#### **Developing monitoring** approaches

- · Defining indicators for achieving
- Developing measurement techniques for the indicators

#### Controlling

- · Defining adjustment parameters
- · Modifying measures if targets not achieved
- · Developing fallback measures

· Internal/external communication

### YOUR INPUT

· Defining monitoring responsibilities

#### TARGETS

- · Site analysis
- · Analysis of potential

#### COSTS

CHF 1'000 -

Analysis Plus: approx. CHF 5'000.-

### TARGETS

- · Mobility strategy
- One-pager

#### COSTS

#### **TARGETS**

- · Internal/external communication
- · Package of measures

#### **TARGETS**

- · Achieving targets
- Proof/verification of CO, reduction

#### MOBILITÄTSBERATUNG ZUG c/o Zugerland Verkehrsbetriebe AG