

Organisation model of regional mobility management (MM) - the example *aargaumobil*

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- Facts and strategies
- Mobility platform *aargaumobil*
- Area of activity “influencing planning processes“
- Example industrial area Sisslerfeld
- Conclusion



The Canton of Aargau



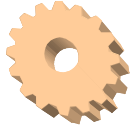
- 1400 km²
- 219 communes
- 260 businesses (> 100 employees)
- Population: 621'000
(Forecast 2035: 740'000)

Transport policies and principles

- **Coordination** of landuse and transport
- **Equal development** of public and private transport
- Development of **transport facilities**, incl. park + ride, kiss + ride, bike + ride, park + pool and slow modes
- Implementation of **traffic management**
- Integration of **mobility management (MM)**

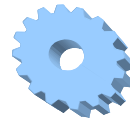
*aargau**mobil**...*

Mobility management in overall transport strategy¹⁾



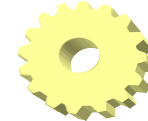
I Verkehr mit Wirtschaft, Siedlung und Umwelt **koordinieren**

- ▶ Koordination mit Wirtschafts-entwicklung
- ▶ Koordination mit Siedlungs- und Raumentwicklung
- ▶ Koordination mit Umwelt und Energie
- ▶ Strassenraum-gestaltung



II Kombinierte Mobilität: MIV, ÖV und LV **vernetzen**

- ▶ Motorisierter Individualverkehr
- ▶ Güterverkehr
- ▶ Öffentlicher Verkehr
- ▶ Langsamverkehr
- ▶ Kombinierte Mobilität



III Mobilität **steuern und lenken**

- ▶ Sicherheit
- ▶ Verkehrsmanagement
- ▶ **Mobilitätsmanagement**
- ▶ Tarife und Distribution ÖV
- ▶ Verursacherorientierte Verkehrsbeeinflussung

¹⁾ Gesamtverkehrsstrategie mobilitätAARGAU, 2006

Mobility platform *aargaumobil*

- Developed in 2006, in operation since 2007
- Support implementation of mobility management in the Canton of Aargau
- Target groups: Communes, regions and companies
- Operated by the Canton of Aargau with external support (Schneider, De Tommasi)



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Die Mobilitätsplattform im Kanton Aargau fördert das Mobilitätsmanagement bei Gemeinden und Unternehmen.



Aktuell

Das Themenblatt CarSharing zeigt auf, welche Möglichkeiten Gemeinden zur Förderung des CarSharings nutzen können.

Das aktuellste Praxisbeispiel zeigt das neueste Veloparking in der Gemeinde Stein (AG). Es bietet 55 überdachte, videoüberwachte Veloabstellplätze sowie ein zweistöckiges Velohaus nach holländischem Vorbild.

Neuheiten beim Mobilitätsdurchblick: Mit wenigen Klicks finden Interessierte im Online-Check Alternativen zu ihrer aktuellen Verkehrsmittelwahl.



www.aargaumobil.ch

Four main areas of activity

**Coordination and
networking**

Development

**Influencing
planning
processes**

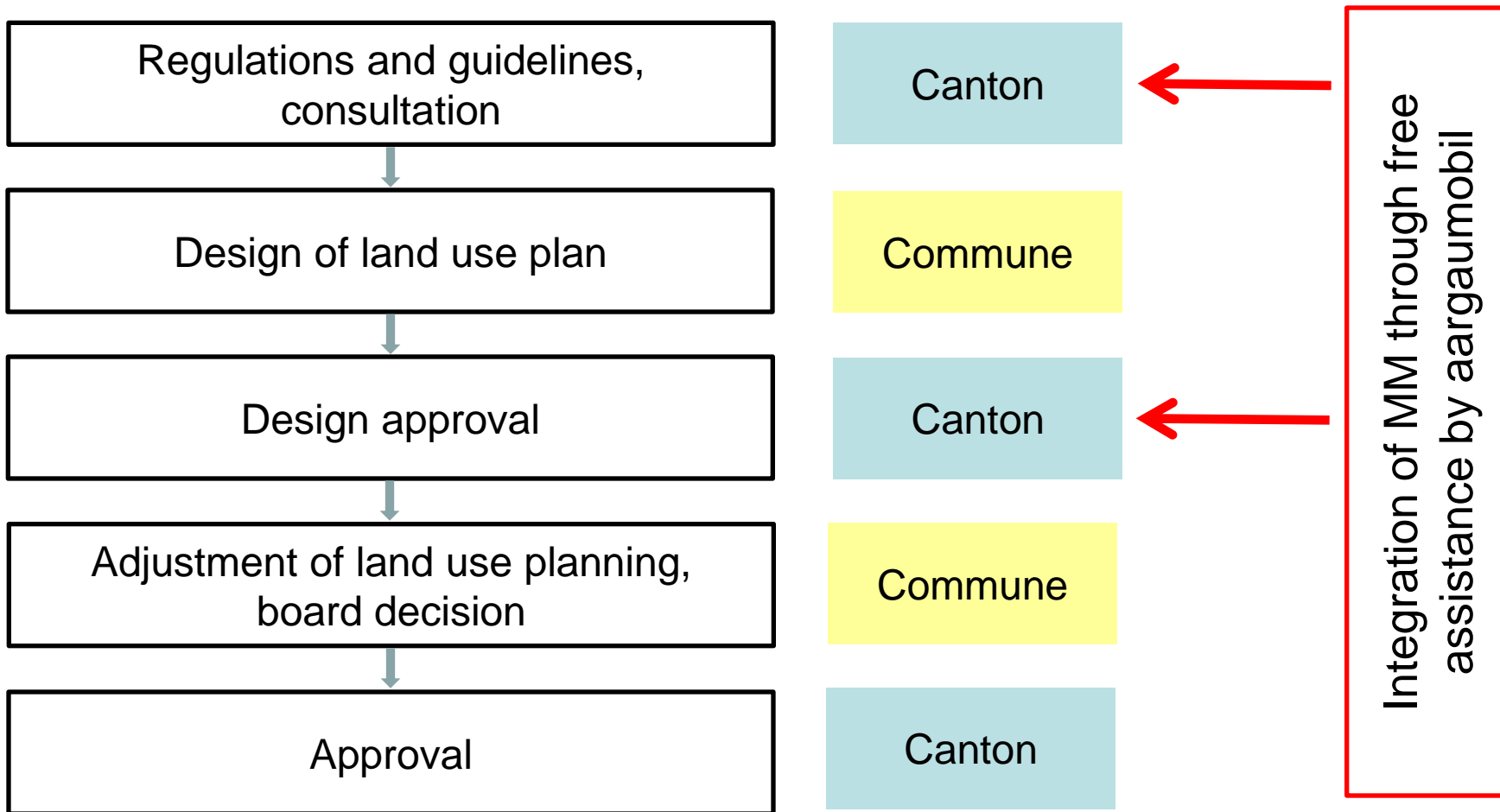


**MM within the
administration**

MM in planning processes

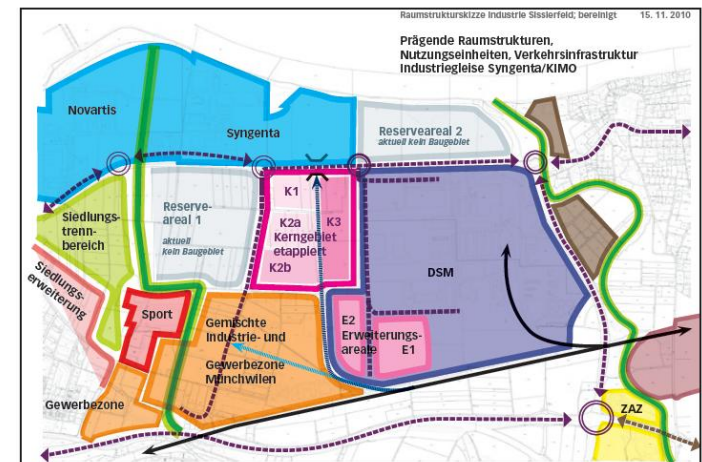
Planning instruments	Content	Authority
<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Cantonal structure plan, law on planning and construction</div>	Cantonal questions	Canton
<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">agglomeration programme, regional plan, regional development concepts</div>	Supramunicipal or regional questions	Several communes, regions
<div style="border: 1px solid black; padding: 5px;">Communal overall plan of transport, land use plan, capacity evidence, building permit</div>	Municipal questions	Commune

MM in the process of land use planning



Example industrial area Sisslerfeld

- Largest partly developed industrial area in the Canton of Aargau
- Territory covers four communes
- High quality employment site (ca. 3000 jobs)
- Area of development of cantonal importance, cantonal hightech-zone
- Increasing traffic through further development to be expected
- Goal: Minimizing motorised private transport



Example industrial area Sisslerfeld

- Assistance by aargaumobil within the land use planning process
- Integration of a supramunicipal **mobility plan** within the communal building regulation of the four communes:
 - Measures to be taken by businesses: E.g. parking charges; improving public transport, walking and cycling facilities
 - Establishing of the mobility plan by municipal authority, building contractors and landowners
- Implementation of the mobility plan with assistance of *aargaumobil*

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Industriezone Sisslerfeld

Inhalte Mobilitätsplan:

- a) Bewirtschaftung Parkfelder
- b) Anreizsystem zur Benutzung des öV und des LV
- c) Abgestufte Parkgebühren
- d) Organisatorische Massnahmen bei Schichtwechselzeiten, Mitfahrbörse, Carsharing etc.

Organisation model *aargaumobil* well-established

- More than **110 consultations** of communes, companies, regions and investors regarding concrete projects
- **Awareness building** and further training for local public authorities
- **Networking**
- Various articles in publications of the cantonal administration
- **Realisation** of projects, e.g. “Schule Mobil“ with more than 500 pupils
- **Integration** of mobility management in planning instruments
- Improvement of the **legal basis** of mobility management



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Thank you! Questions?