



*Mobility counselling for enterprises in Offenbach and
Industriepark Höchst as a part of the European
project ICMA*



Framework



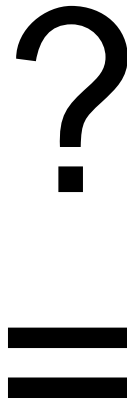
Sub-project:

Mobility counselling for enterprises in Offenbach and Industriepark Höchst as a part of the European project ICMA (Study)

Intension

Mobility management approaches

Industriepark Frankfurt Höchst



Offenbach am Main



Offenbach am Main

Responsible for mobility management/counselling for enterprises



Offenbach am Main

Local situation



Source: <http://maps.google.de>

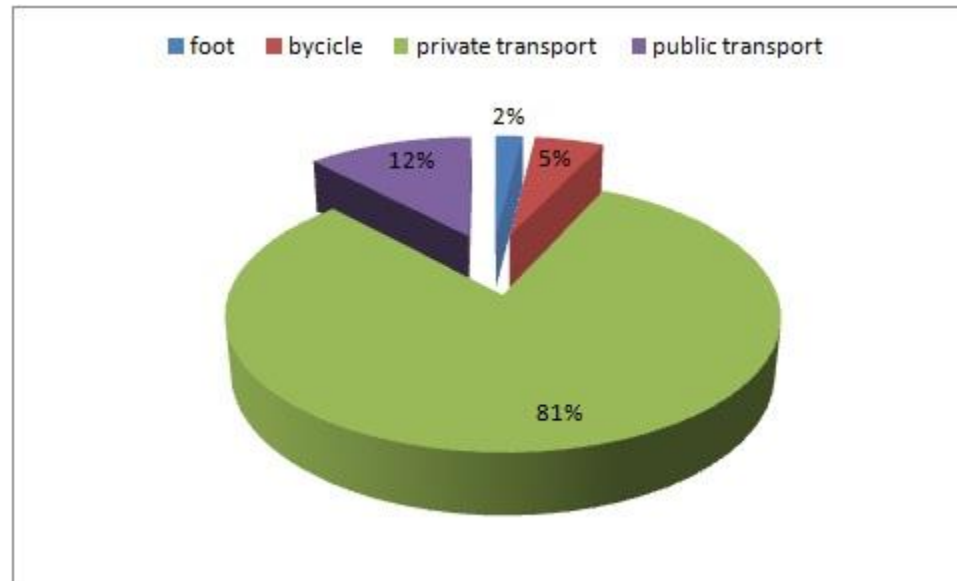


Source: <http://www.offenbach.de>

Offenbach am Main

Modal Shift before mobility management

End 2008



Source: NiO
GmbH

Industriepark Frankfurt Höchst

Responsible for mobility management/counselling for enterprises



supported by the site operator

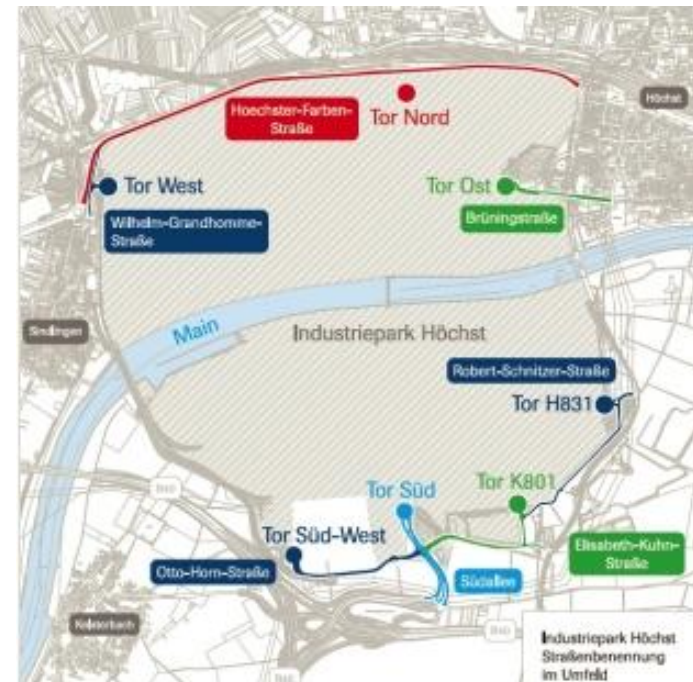


Industriepark Frankfurt Höchst

Local situation



Source: <http://maps.google.de>

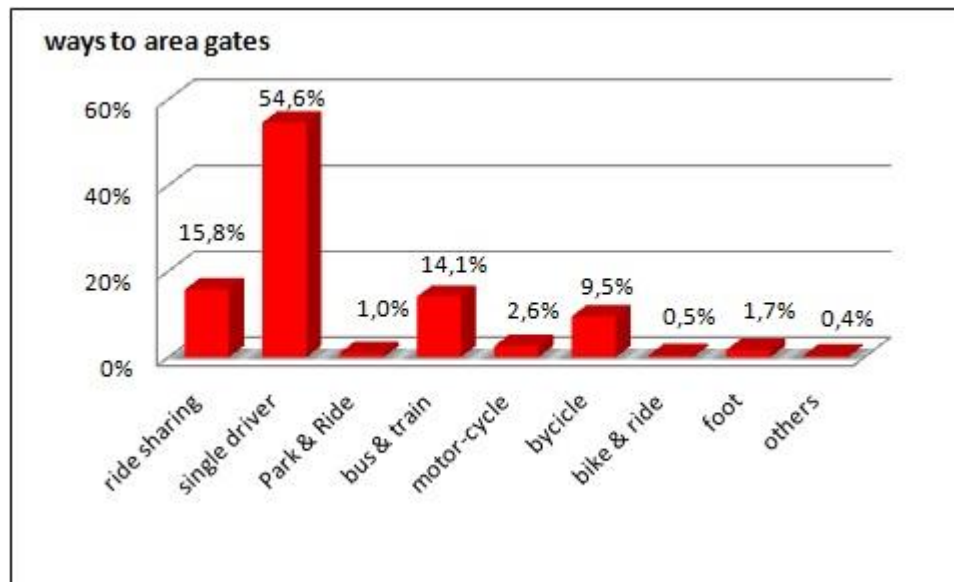


Source: <http://www.industriepark-hoechst.com>

Industriepark Frankfurt Höchst

Modal Shift before mobility management

Year 2009



Source: team red, 2010.

Study



Study

Set of criterias

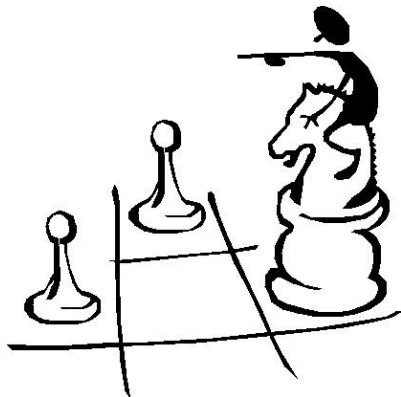
local framework conditions



structure and organisation



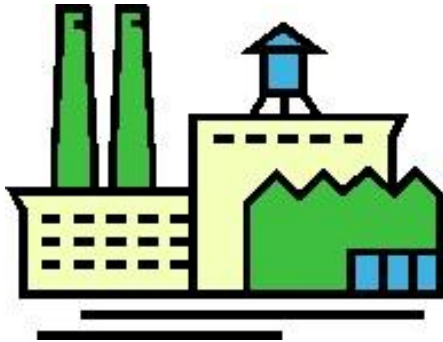
approach and strategy



range of actions



Study



- Industriepark Höchst: closed area
- Offenbach: regional approach
- both areas are well-connected to the public transport system

Study



- Offenbach: mobility manager
- Industriepark Höchst: traffiQ + site operator
- First counselling is free for the companies

Study



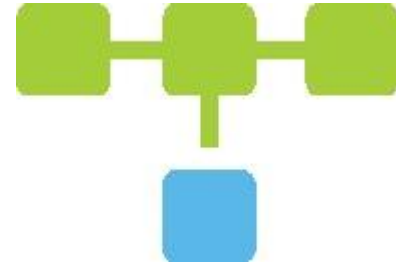
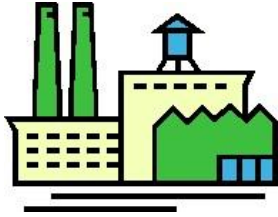
- Middle-term approach (2-3 years) in both Pilot Sites
- Strong involvement of the employees

Study

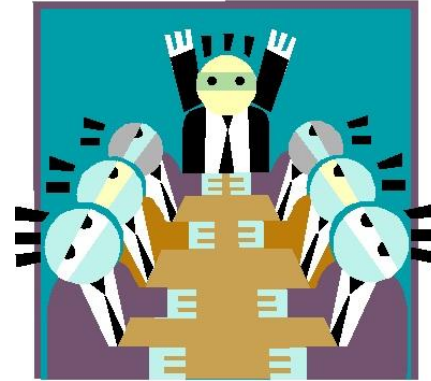


- Tool kit of actions as foundation
- Combination of company related and local related actions

Transferability



Transferability



Conclusion

Industriepark Frankfurt
Höchst



Offenbach

Most important thing



**PUBLIC
AWARENESS**

Finishing...

Thank you for the attention

susanne.franz@imove-kl.de