

# Urban Mobility Days 2020

29 September - 2 October, Online

## Putting the periphery into focus: The Masterplan Mobility Leipzig Nordraum

Carsten Schuldt, Leipziger Verkehrsbetriebe (LVB)



#UrbanMobility



# INTERREG CE PROJECT „LOW-CARB“

**EU Lead:**



**Leipzig Local Partners:**

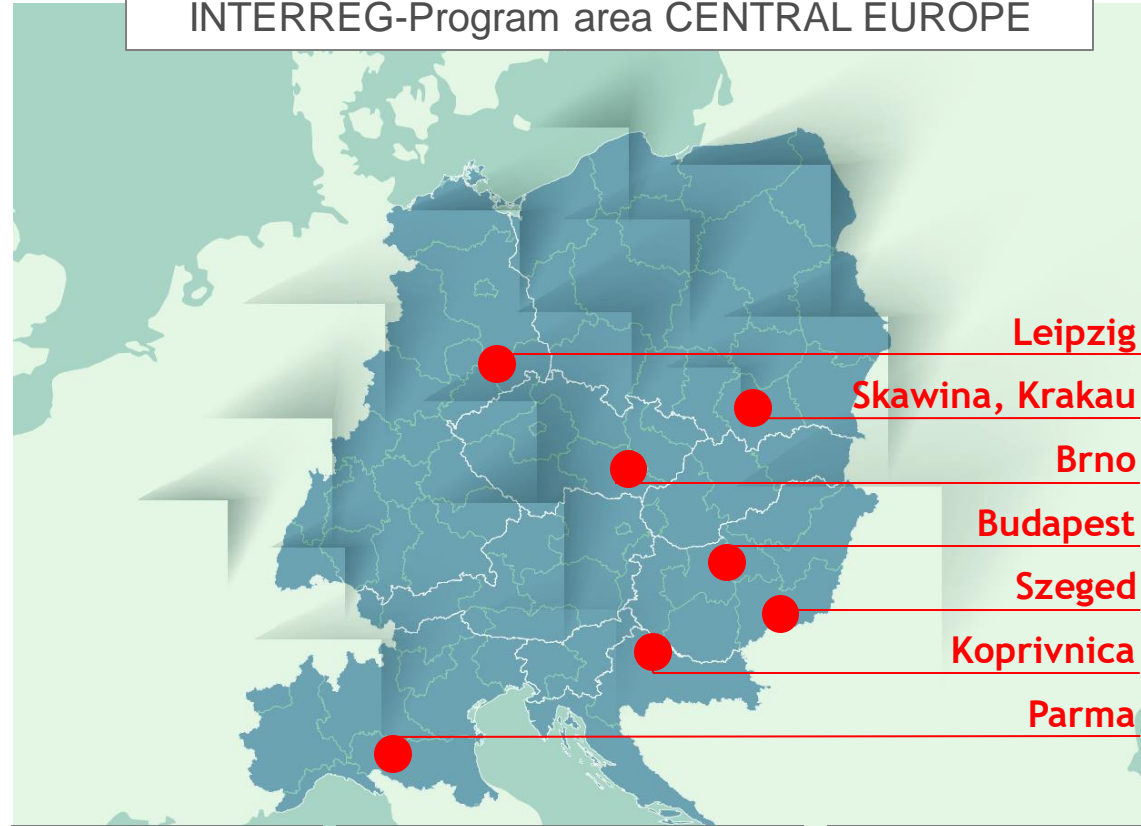


\*associated

**Duration:**

**06/2017 – 11/2020**

INTERREG-Program area CENTRAL EUROPE



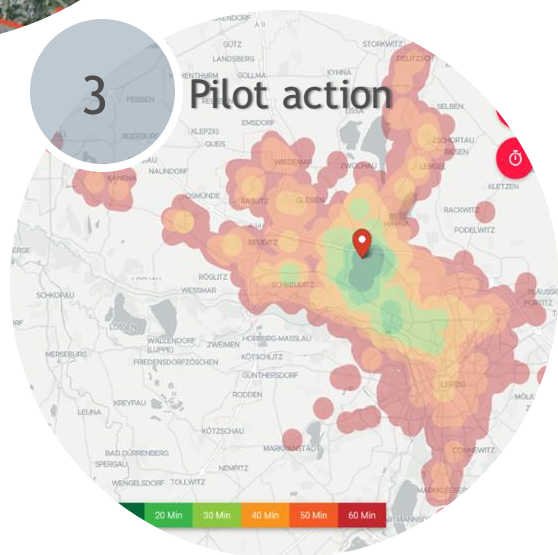
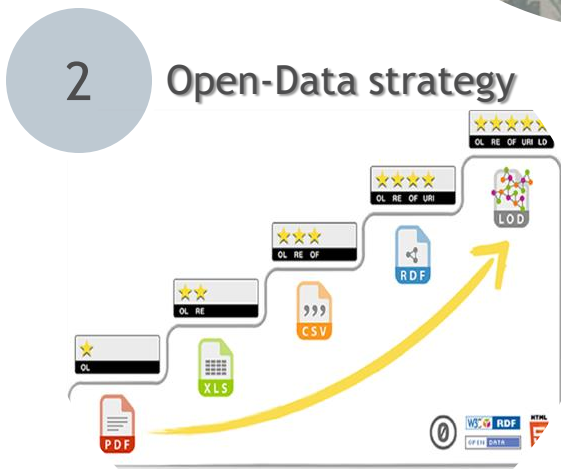
**11**  
Projekt Partners

**6**  
Functional Urban Areas

**6**  
Countries



# PROJECT RESULTS LEIPZIG PARTNERS

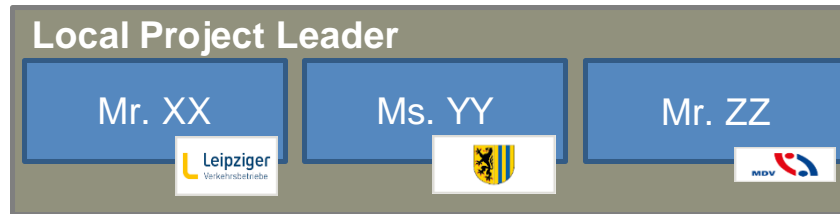
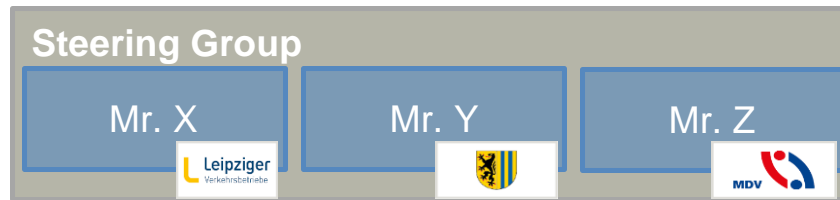


# FOLLOWING THE SUMP CYCLE



# SETTING UP WORKING STRUCTURES

Finalisation of local project structure:



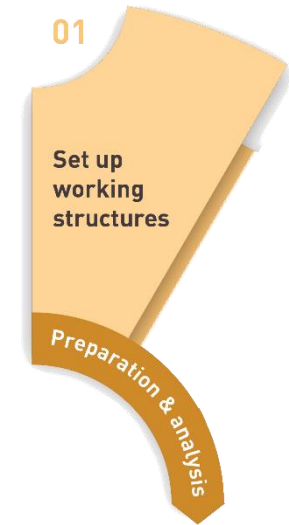
**Project Management**  
Ms. XX

Logo: Leipziger Verkehrsbetriebe

**Department and Offices**

Logos: Leipziger Verkehrsbetriebe, Sachsen-Anhalt, MDV

Involvement in project progress

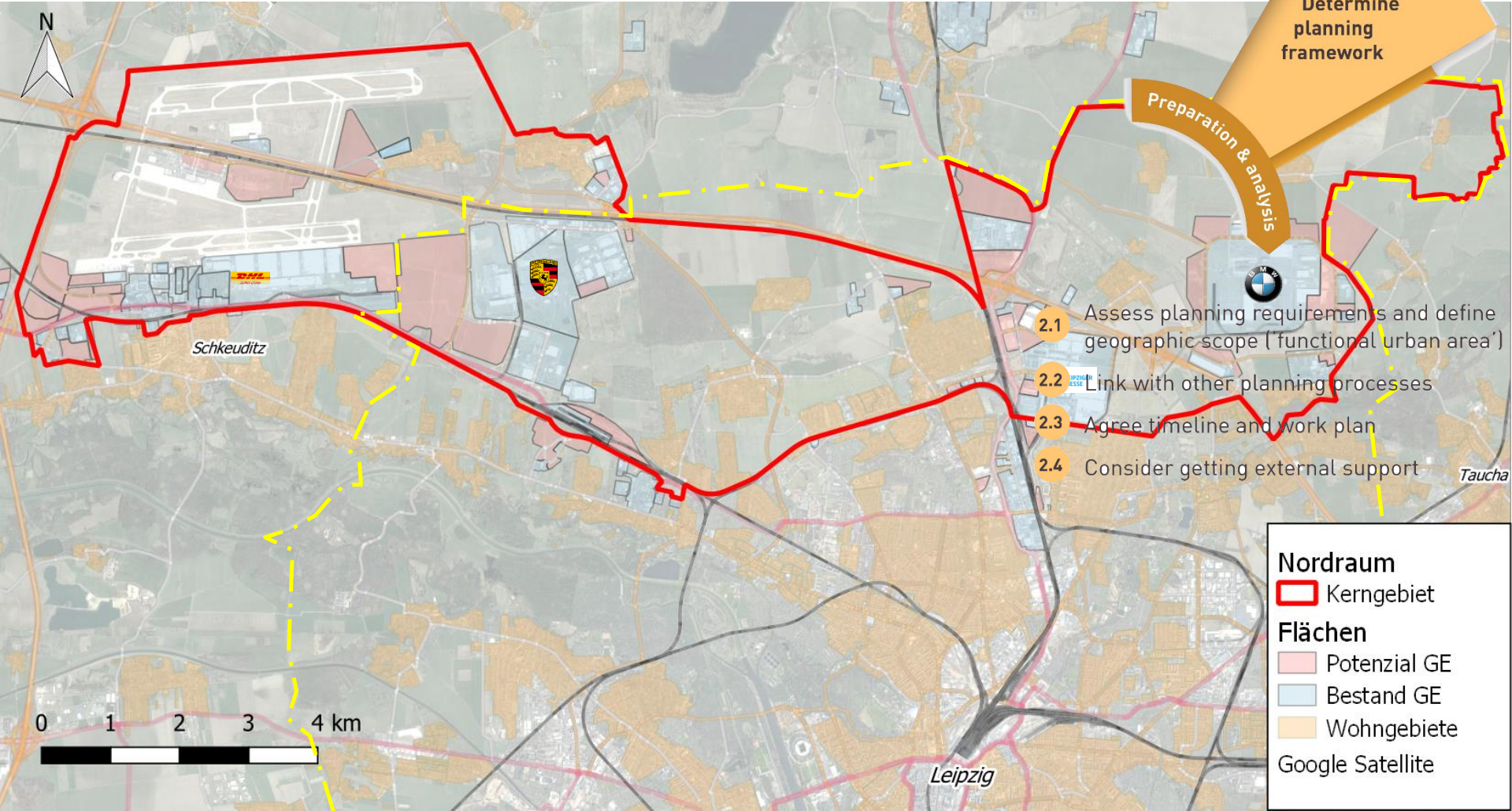


- 1.1 Evaluate capacities and resources
- 1.2 Create inter-departmental core team
- 1.3 Ensure political and institutional owners
- 1.4 Plan stakeholder and citizen involvement

Signing letter of intent by local partners



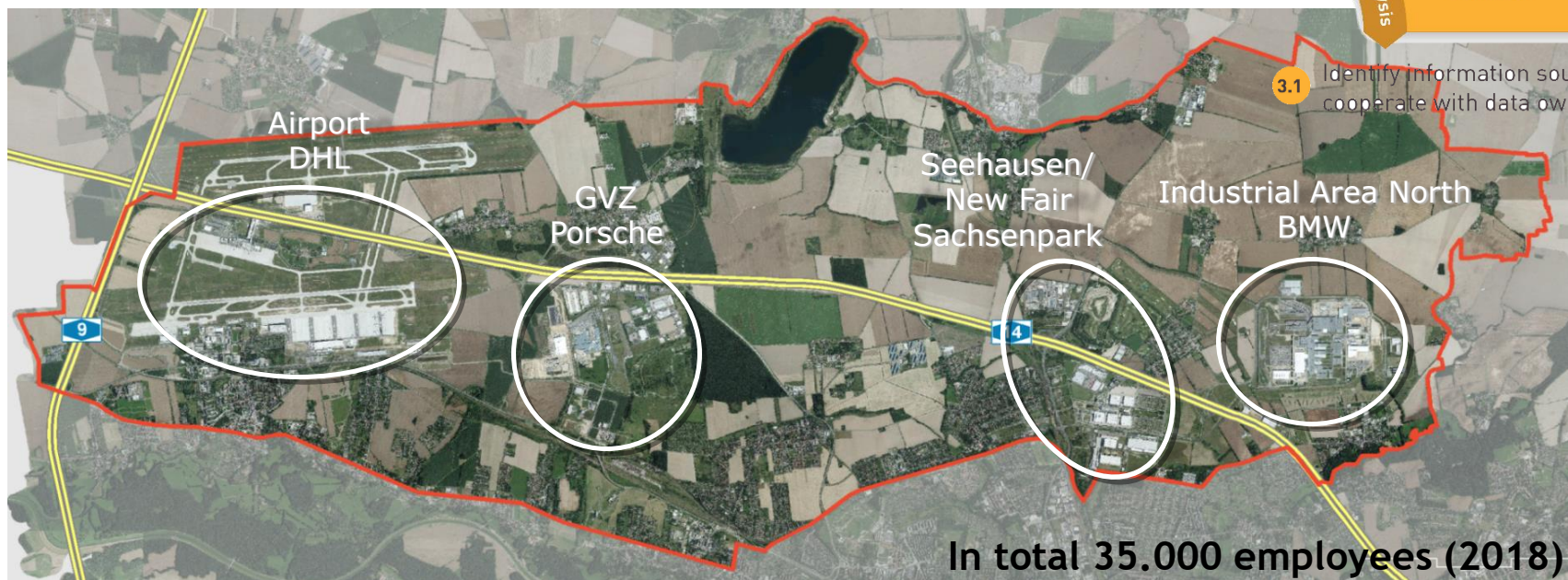
# DEFINE SCOPE & HARVEST INPUT FROM ONGOING PROJECTS



# PROJECT AREA: NORDRAUM LEIPZIG

Preparation & analysis

Analyse mobility situation



**~ 11.530**

Thereof 4.900 DHL

**~ 9.000**

Porsche-Site: 4.300  
GVZ: ~ 4.400 +  
(incl. Porsche-Suppliers 1.800)

**~ 3.000**

Schenker 1.200  
Logistikpark Leipzig (Ex-Quelle): ~ 600  
Messe: 375  
Seehausen I/Sachsenpark:  
~ 500 +

**~ 8.000**

BMW: 7.000 (incl. 2.300 ZA)  
Other (Schedl, Logistik-Zentrum, future electronics):  
~ 650 +



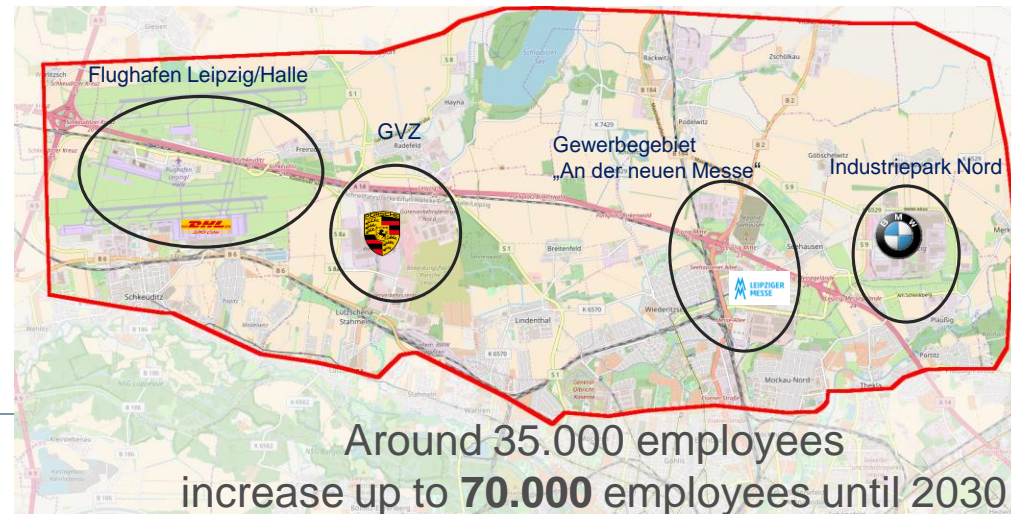
Preparation & analysis

Analyse mobility situation

## Challenges

- Flexible shift times in companies
- Traffic capacity bottleneck during peak hours
- Low demand in off-peak hours
- Problem of the „last mile“
- Traffic connections with change-overs and long travelling times

- 3.1 Identify information sources and cooperate with data owners
- 3.2 Analyse problems and opportunities (all modes)





Contact with customers/companies  
Understanding their  
Problems  
Providing Informations



**EUROPÄISCHE MOBILITÄTS WOCHE**  
14-22 SEPTEMBER

**CLEVER MOBIL IM LEIPZIGER NORDRAUM - MOBILITÄTSBERATUNG & SCHNUPPERTICKETS**

**Schnuppertickets und Mobilitätsberatung vor Ort**

Mo, 17.09. BMW 11.00 - 13.00 Uhr Mensa „Marktplatz“, 14.00 - 16.00 Uhr Betriebsrestaurant Porsche 11.30 - 15.00 Uhr, Casino 1

Di, 18.09. DB Schenker 12.30 - 15.00 Uhr, Kantine Bürogebäude Süd

Mi, 19.09. Rhemus SE 12.00 - 15.00 Uhr, Besucherparkplatz

Do, 20.09. DRÄXLMAIER 13.00 - 15.00 Uhr, Besucherparkplatz

**24-Stunden-Karte für vier Personen gewinnen!**

Unter allen TeilnehmerInnen verlosen wir 5 mal eine 24-Stunden-Karte für 4 Personen für das gesamte MDV-Gebiet (sonstige der Vorrat recht).  
Dazu einfach die Postkarte ausfüllen und einwerfen. Teilnahmebedingungen und Informationen zum Datenschutz finden Sie auf [www.mdv.de/low-carb](http://www.mdv.de/low-carb)

Leipzig

Announcement

**CLEVER MOBIL IM LEIPZIGER NORDRAUM - SCHNUPPERTICKET GEWINNEN**

Haben Sie die Europäische Mobilitätswoche genutzt, um sich zu informieren oder etwas Neues auszuprobieren?

Haben Sie dabei unseren folgenden Angebote genutzt?

Schnappen Sie Bus & Bahn regelmäßig für Ihren Arbeitsweg?

Wenn Sie mit Bus & Bahn anreisen (wenn), wie lange kann Ihre Arbeitsweg und wie oft müssen Sie umsteigen?

Wie können wir konkret noch verbessern?

Rückseite ausfüllen und eine 24-Stunden-Karte für 4 Personen für das gesamte MDV-Gebiet gewinnen.

Lottery

**Industriepark Nord mit Bahn und Bus**  
Angebot für Mitarbeiter

3.2

Das Unternehmen hat ein Mobilitätsmanagement für Mitarbeiter entwickelt, um den Pendlerverkehr zu erleichtern und die Umwelt zu schonern.

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Flyer

**Analyse problems and opportunities (all modes)**

Map showing routes and data table with columns: Mode, Start, Ziel, Zeit, Kosten, CO2, etc.



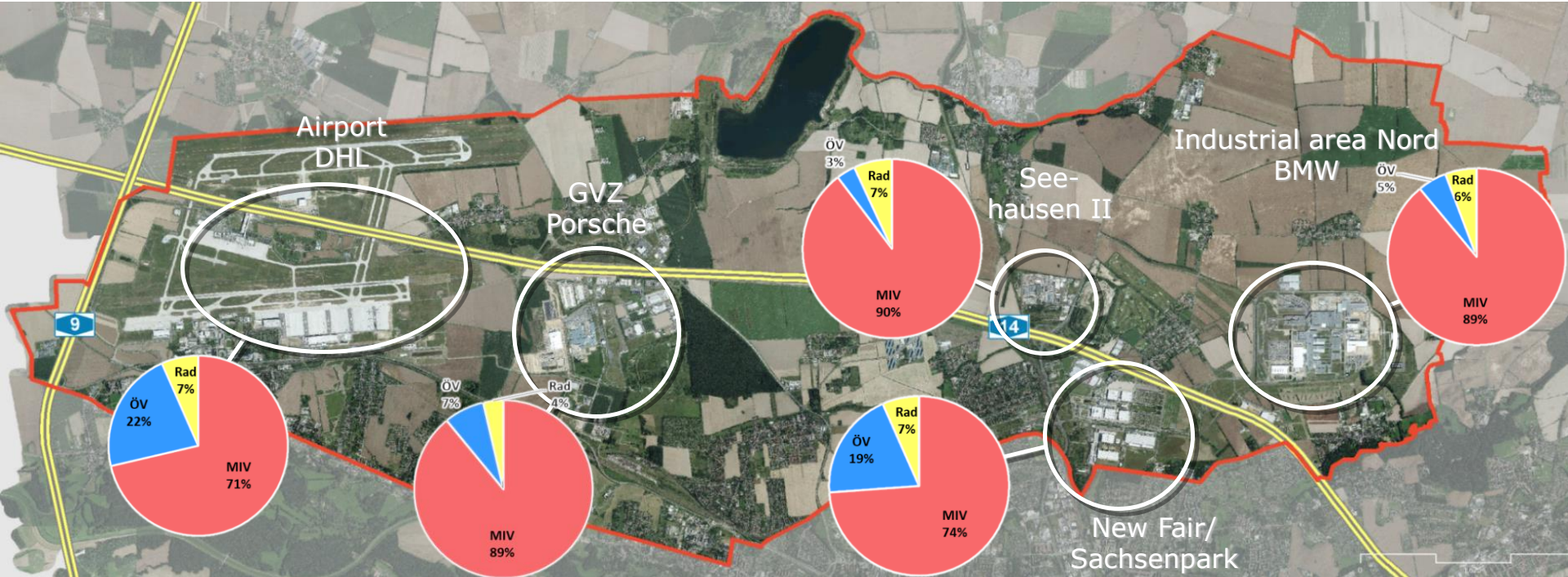
On-Site-Conversations



# EXTERNAL ANALYSIS



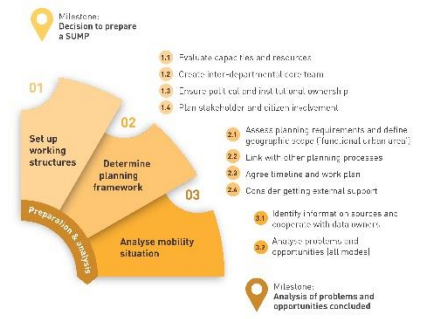
3.2 Analyse problems and opportunities (all modes)



Expected Outcome, but justification by external consultants.



# GENERAL GOALS



## Masterplan with actions dealing with

High share of eco-friendly modes of transport

Fullfillment of employees mobility needs

CO<sub>2</sub>-reduction

Prevention of gridlock

Realisation step-by-step after finishing LOW-CARB-project:

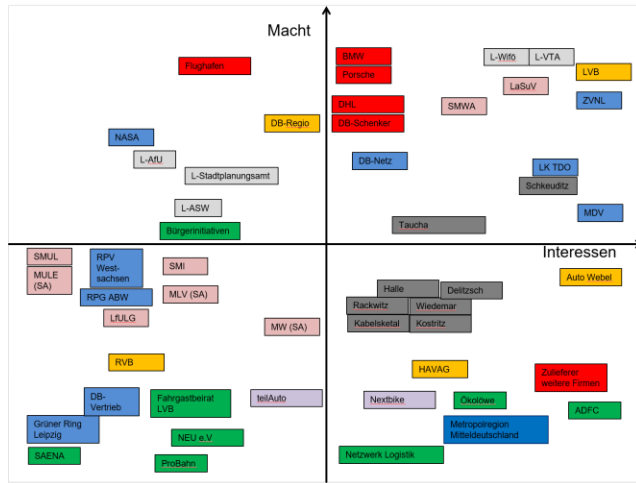


## Analysis & Engagement

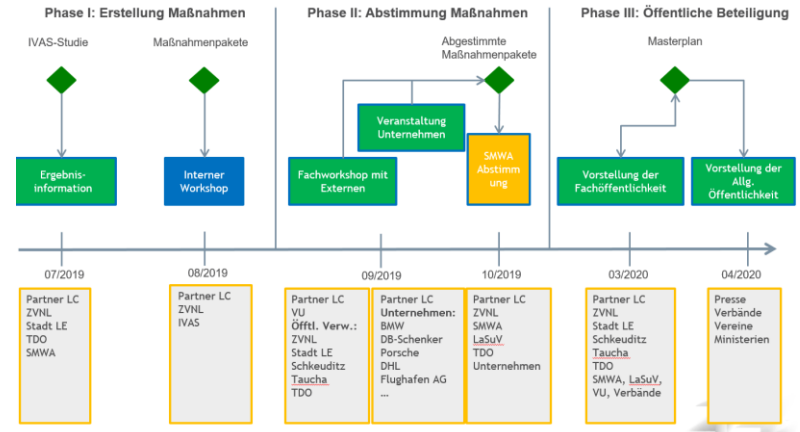


1.4 Plan stakeholder and citizen involvement

### Identify, Analyse & Cluster



### Schedule Involvement

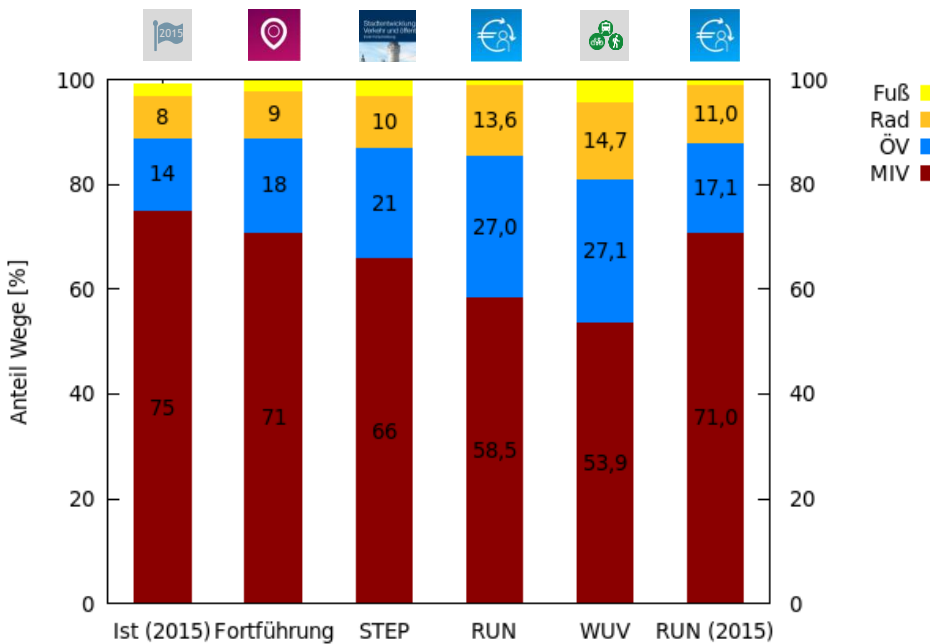


# SZENARIOS ON MODAL SPLIT 2030

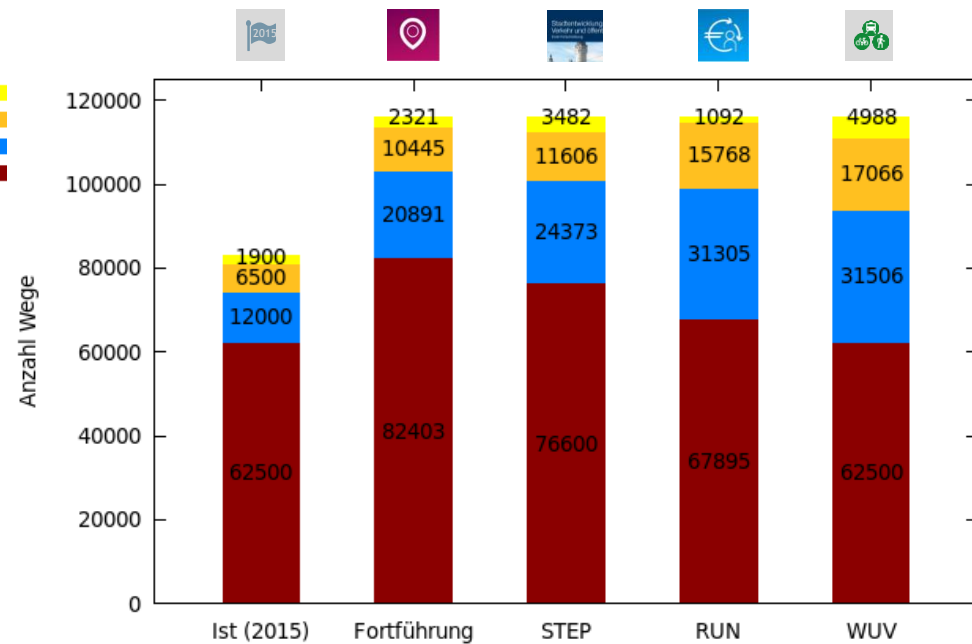
## Traffic volume by 2030 at 44% growth (lower bound)



ModalSplit



Verkehrsmengen bei 44% Wachstum



# FINAL MODAL SHARE SZENARIOS

LOW-CARB

Several High Change Szenarios  
Easy to Understand  
Easy to Compute

Measures are justified  
by ambitious aims

Written down in external study

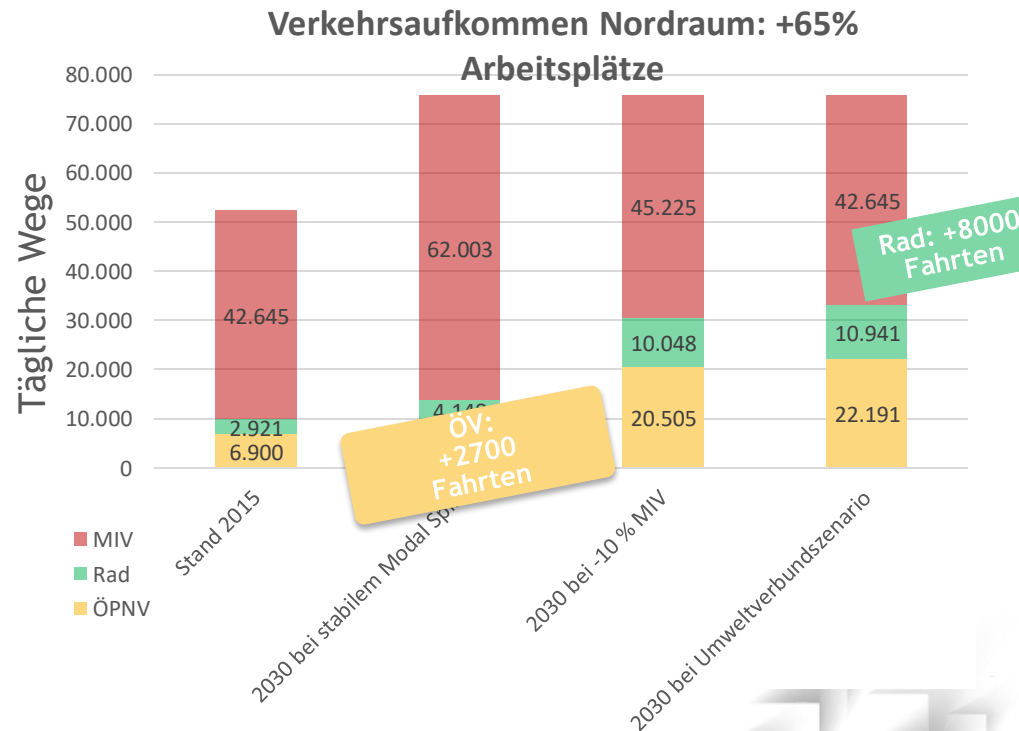
Milestone:  
Vision, objectives and  
targets agreed

- 6.1 Identify indicators for all objectives
- 6.2 Agree measurable targets

Strategy development

Set targets  
and indicators

06



# DEVISE MEASURES

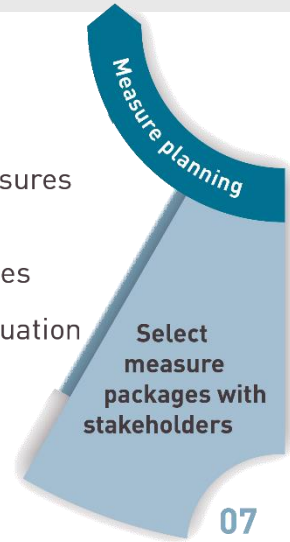
Incorporate local Knowledge & ongoing projects

Get inspired by best practices

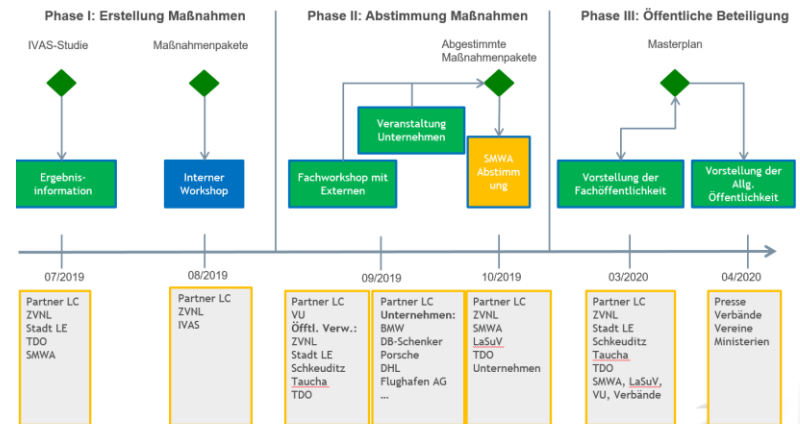
Think multimodal

Use different levels of feedback loops

- 7.1 Create and assess long list of measures with stakeholders
- 7.2 Define integrated measure packages
- 7.3 Plan measure monitoring and evaluation



Use Feedback as promotion



# 86 MEASURES PACKAGED BY TIMELINE SUBREGION AND TYPE

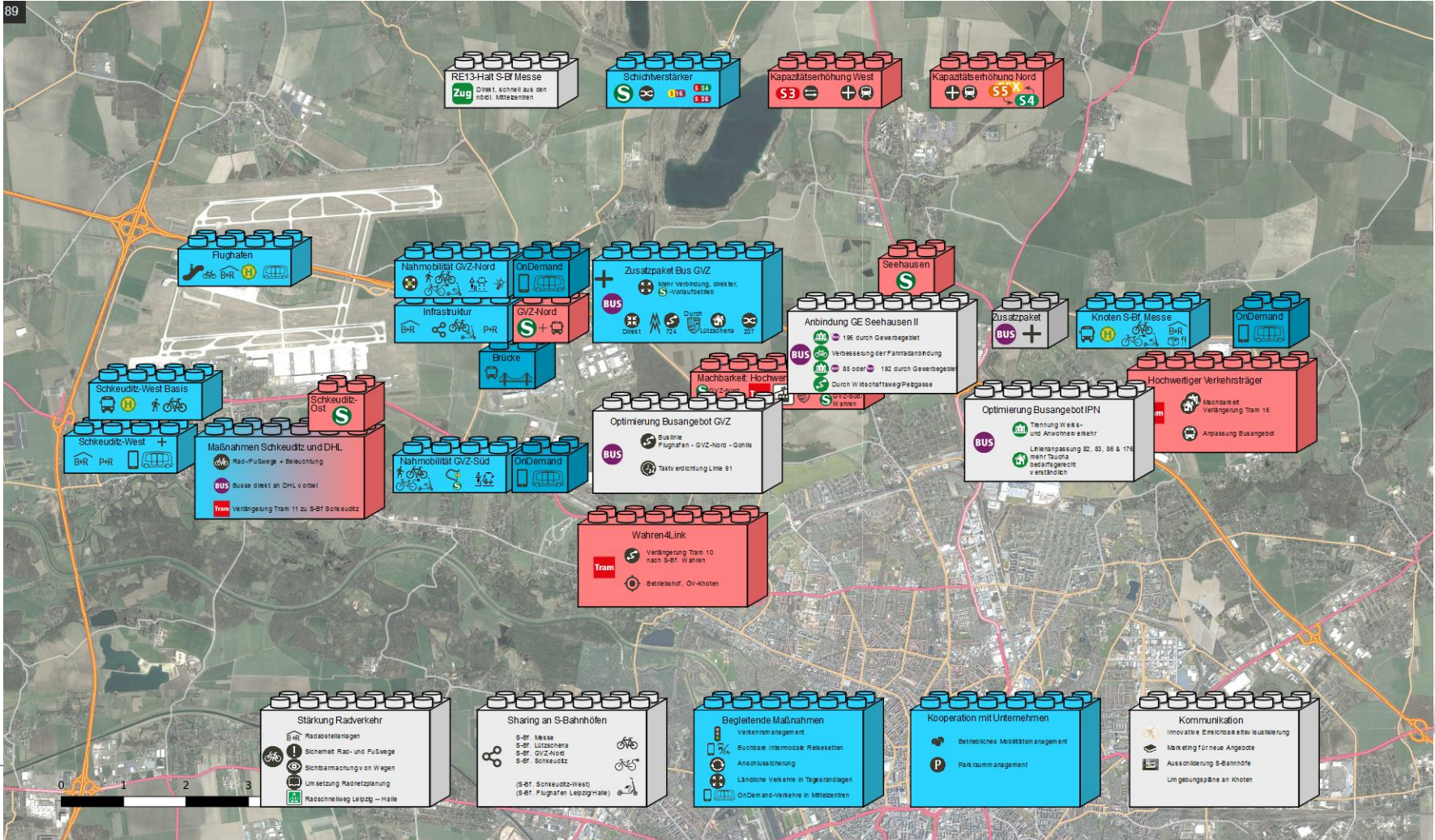
Measure planning

Agree actions and responsibilities

08

- 8.1 Describe all actions
- 8.2 Identify funding sources and assess financial capacities
- 8.3 Agree priorities, responsibilities and timeline
- 8.4 Ensure wide political and public support

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# PREPARE IMPLEMENTATION

## Process based on european SUMP-process



### Goals:

- Involve all stakeholder in the whole process
- Increase interest in actions
- Prepare direct participation of stakeholder in later implementation

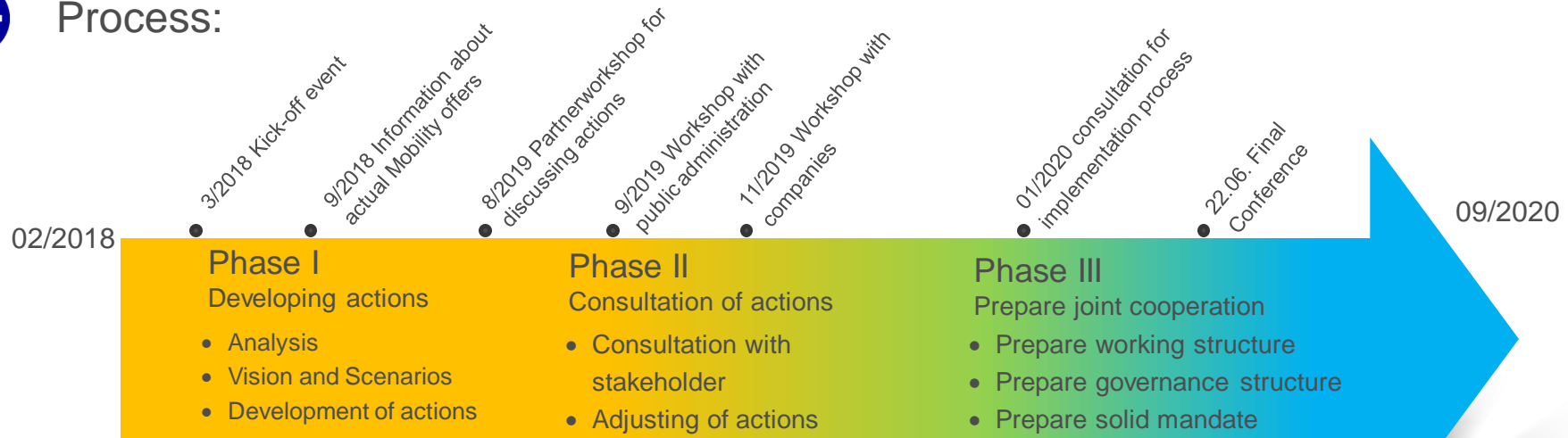


Milestone:  
Sustainable Urban  
Mobility Plan adopted

- 9.1 Develop financial plans and agree cost sharing
- 9.2 Finalise and assure quality of 'Sustainable Urban Mobility Plan' document



### Process:



**Involved Stakeholder:** City administrations, Regional administration, PT-providers and associations, Companies (BMW, Porsche, DHL, logistics and service providers)



## General aspects



- **SUMP** process worked well
- Uses as **guideline**, no need to stick to the sketch
- Use the chance to **look beyond borders and be creative**
- Consider **new ways of mobility/innovation** (e.g. cable cars/e-scooters)
- Set **ambitious goals and a vision** to support the development of actions

## Process



- **Need** for action **and** willingness **for change**
- **Understand** specific needs as a **key**
- Mobility of employees as key asset
- **Groupmeeting** with all interested stakeholder at one place supports joint understanding
- Stress bad **economical impacts** of car traffic for companies
- „**Cooperation of the willing**“

## Marketing



- Raise awareness of **existing offers**
- Design marketing for **needs of your target group**
- **Use events (e.g. EMW)** to contact employees
- **Announce** your events
- **Offer something** (Prices, tools, free tickets etc.)
- Continue **communication of change**

“If it wouldn’t exist we must have invented it”\*

- „It“
- = the local LOW-CARB project
  - = the project/team devolping the masterplan Nordraum Leipzig
  - = the SUMP process for Nordraum Leipzig



\*O. Mietzsch, Head of ZVNL



# CONTACT



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