

REGIONAL MOBILITY CONCEPT FRANKFURT RHINEMAIN

SUMP as a new perspective in mobility planning

Jens Vogel, André Bruns

AMB Workshop

28.01.2015, Barcelona



Integriertes Verkehrs- und
Mobilitätsmanagement
Region Frankfurt RheinMain



FRANKFURT RHINEMAIN

A region in the heart of Europe...



FRANKFURT RHINEMAIN

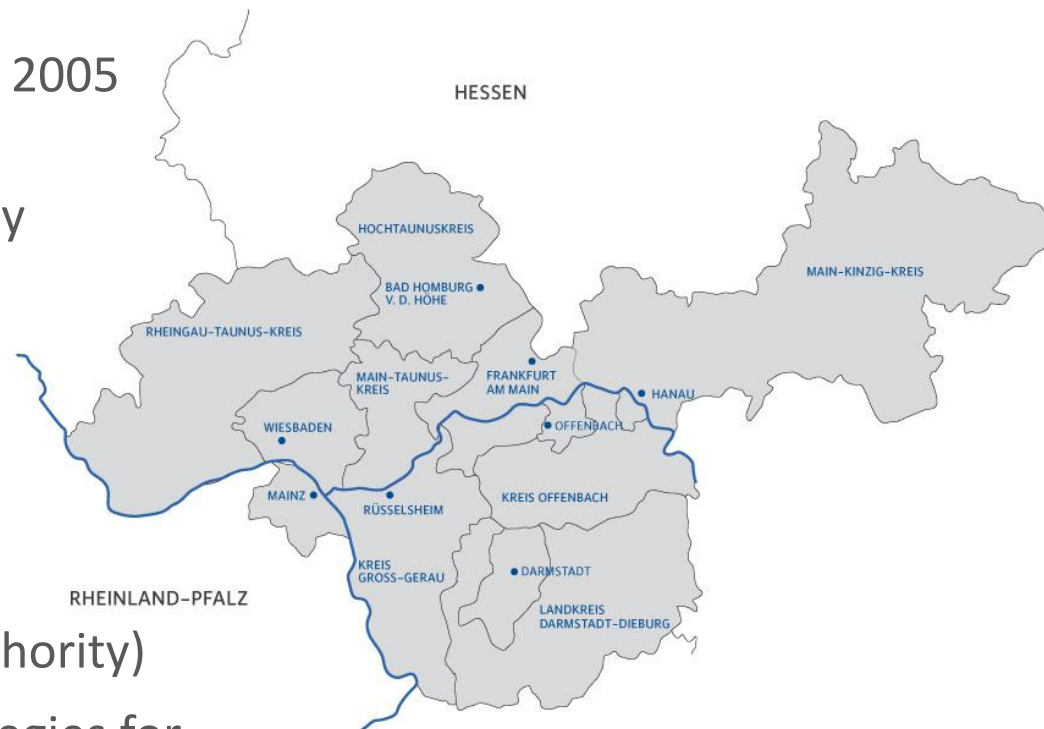
... and on the European crossroads



IVM

Integrated traffic and mobility management in the region of Frankfurt RhineMain

- regional institution, founded in 2005
 - non-profit
 - financed by public funds only
- 18 shareholders:
 - Countries of Hesse and Rhineland-Palatinate
 - 7 counties, 8 cities (as unitary authorities)
 - RMV (regional transport authority)
- develops and implements strategies for sustainable mobility in mutual agreement



MOBILITY AND TRANSPORT PLANNING

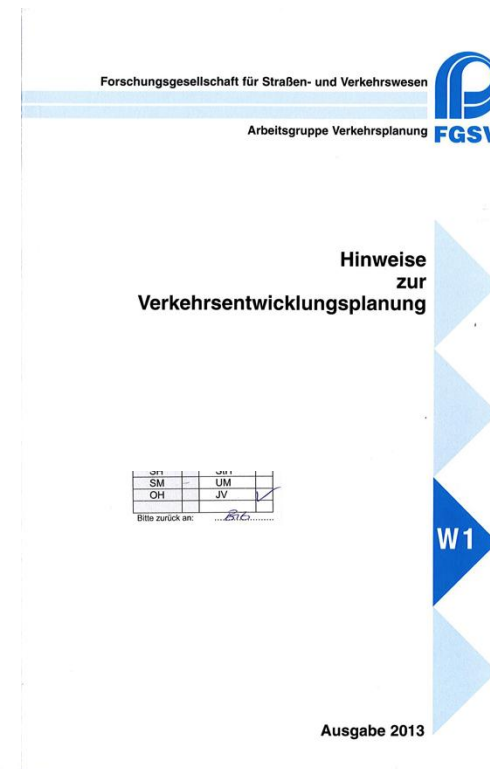
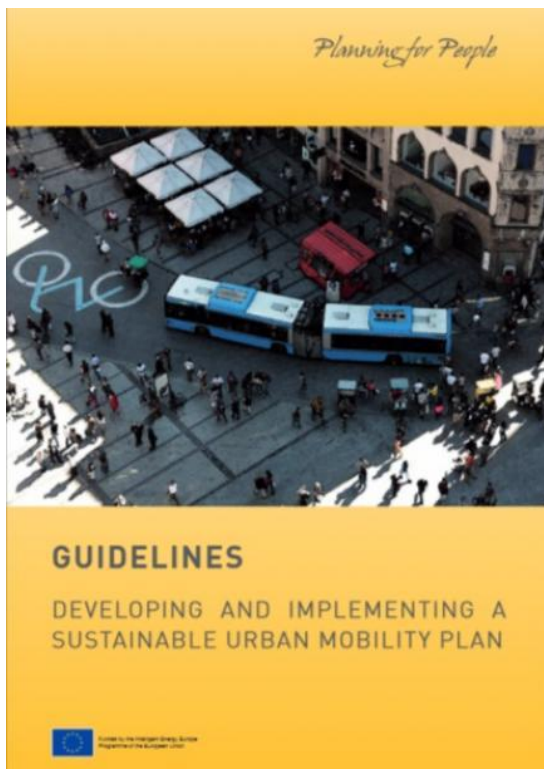
The German Framework

- No explicit legal obligation for a comprehensive urban mobility plan like a SUMP
- Infrastructure funding: current laws will be phased out soon; cities can apply for co-fundings at the federal national initiative for climate protection
- The German transport development plan comes close to a SUMP and is well established but not obligatory
- SUMP-like mobility planning is needed due to national legislation: Fundings and some municipal plans (e.g. municipal land use planning) require a certain degree of comprehensive traffic concepts
- On the level of the German states the legislation on public transport requires local public transport plans which also rely on input from comprehensive traffic concepts



SUMP is a Transport Development Plan is a SUMP

From sustainable urban mobility plan to mobility and transport (development) plan („D-SUMP“)



SUMP is a Transport Development Plan is a SUMP

What does the new one provide that is missing in the old one - and what is missing...

mobility needs of the citizens

political vision for sustainable mobility

integration

cooperation

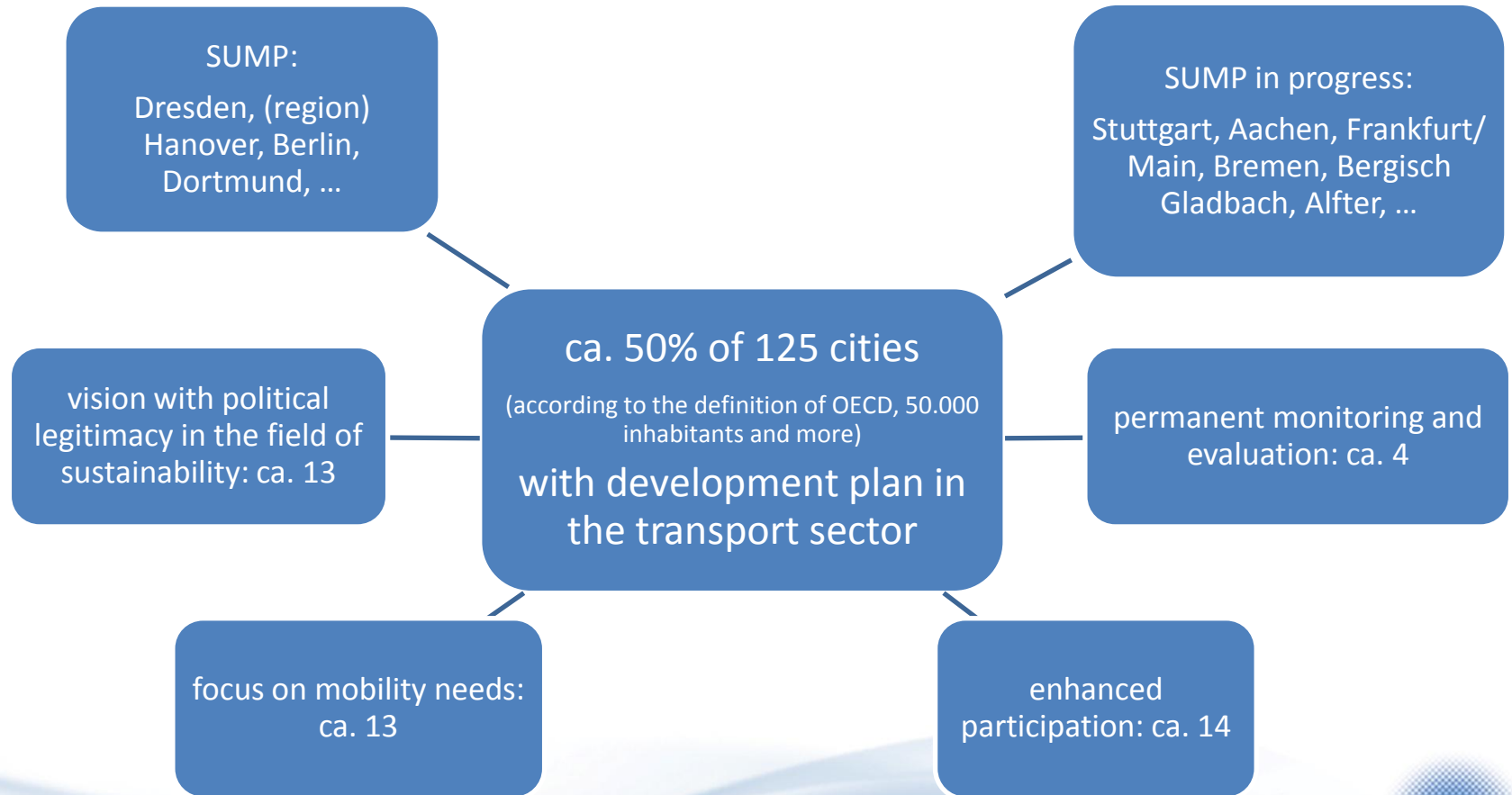
participation

evaluation

(additional) effort (costs, time, staff, know-how)

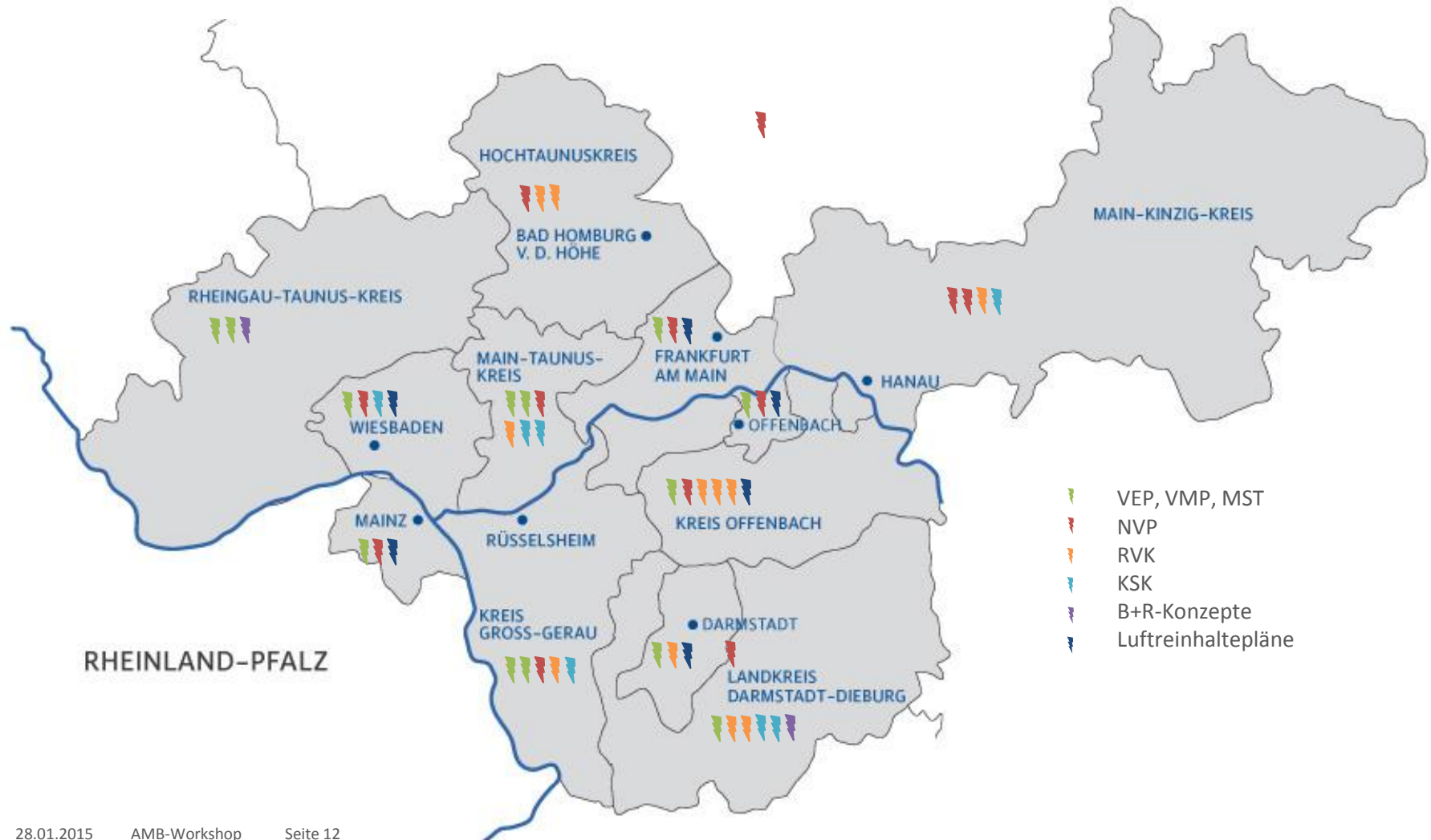
ENDURANCE

SUMP in Germany – first overview



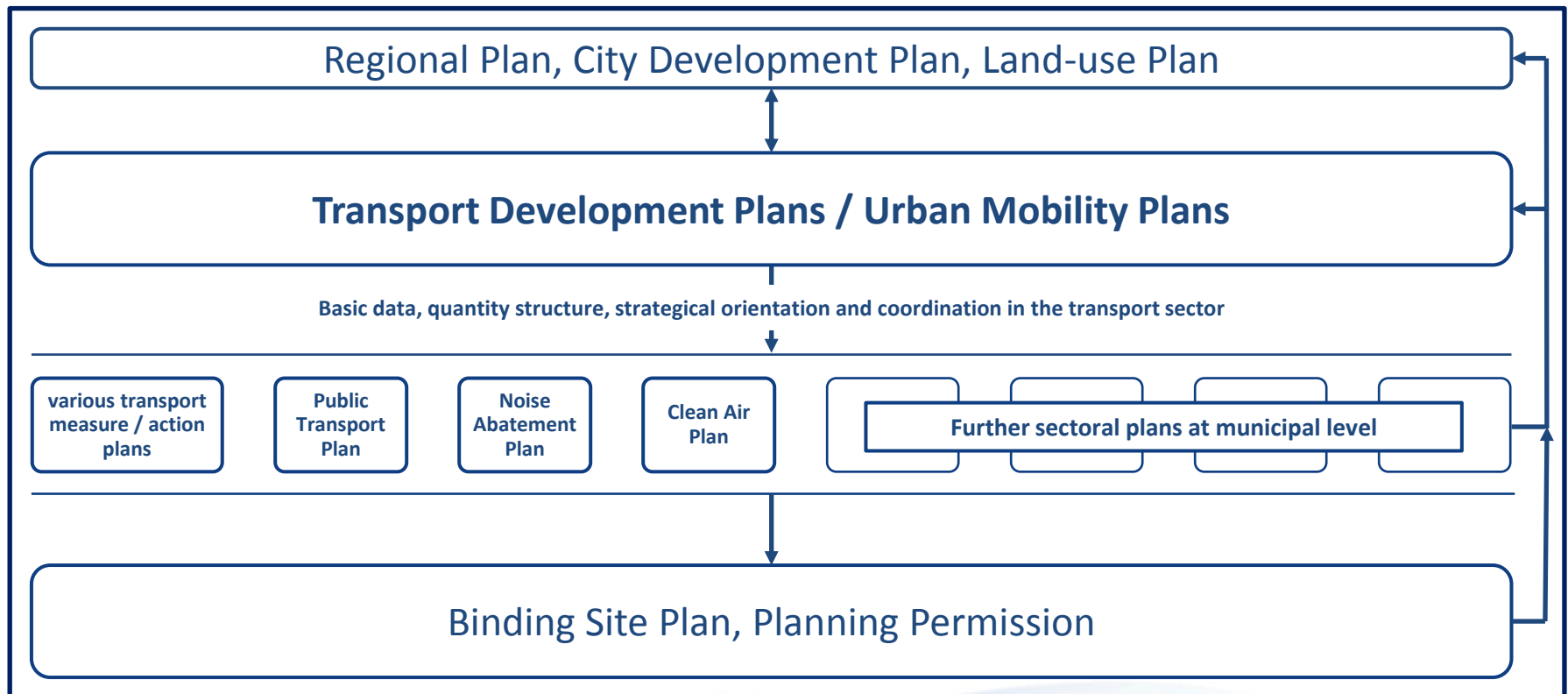
REGIONAL MOBILITY CONCEPT

Existing concepts – a first overview



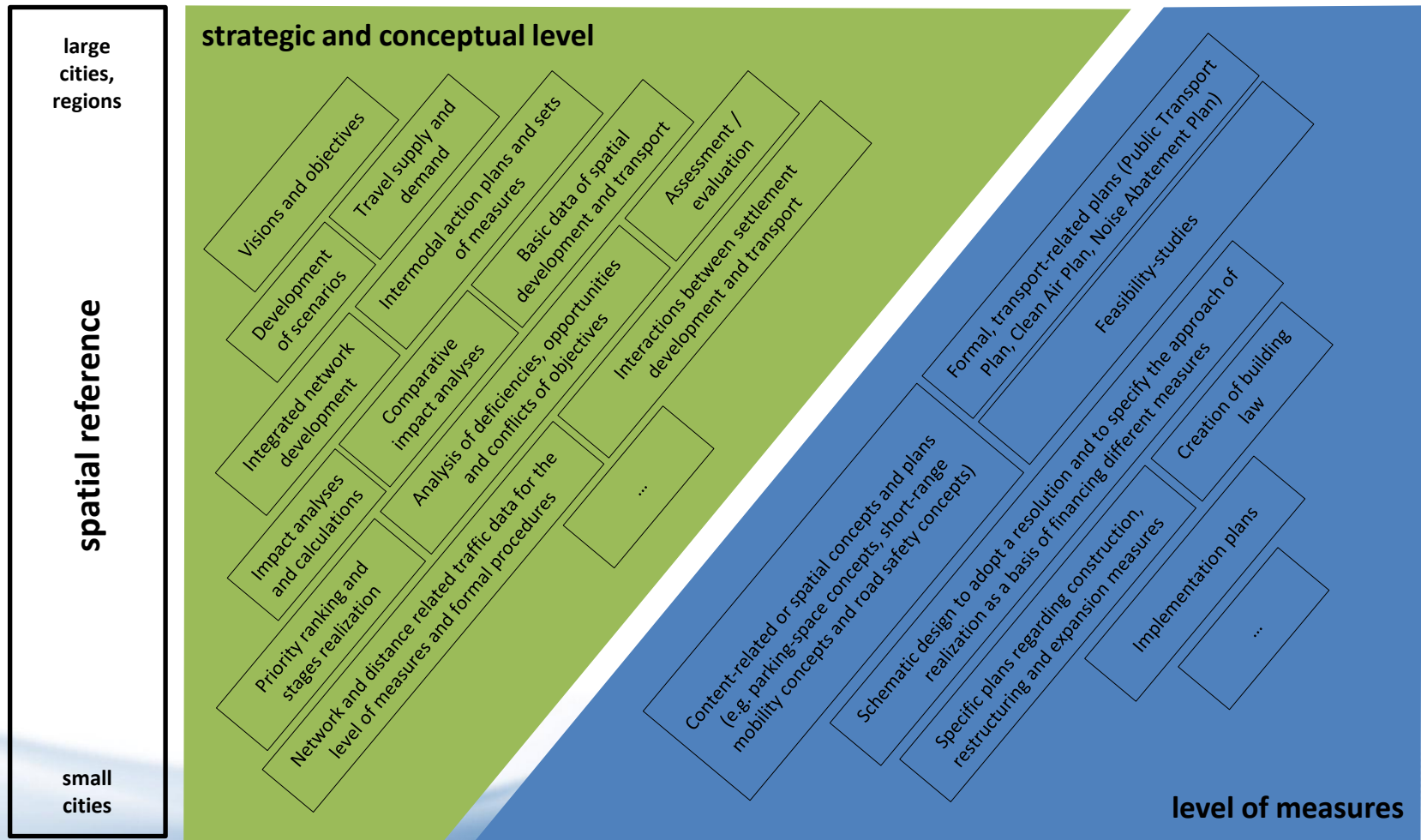
MANY WAYS LEAD TO SUMP

Monolithic vs. cumulative approach



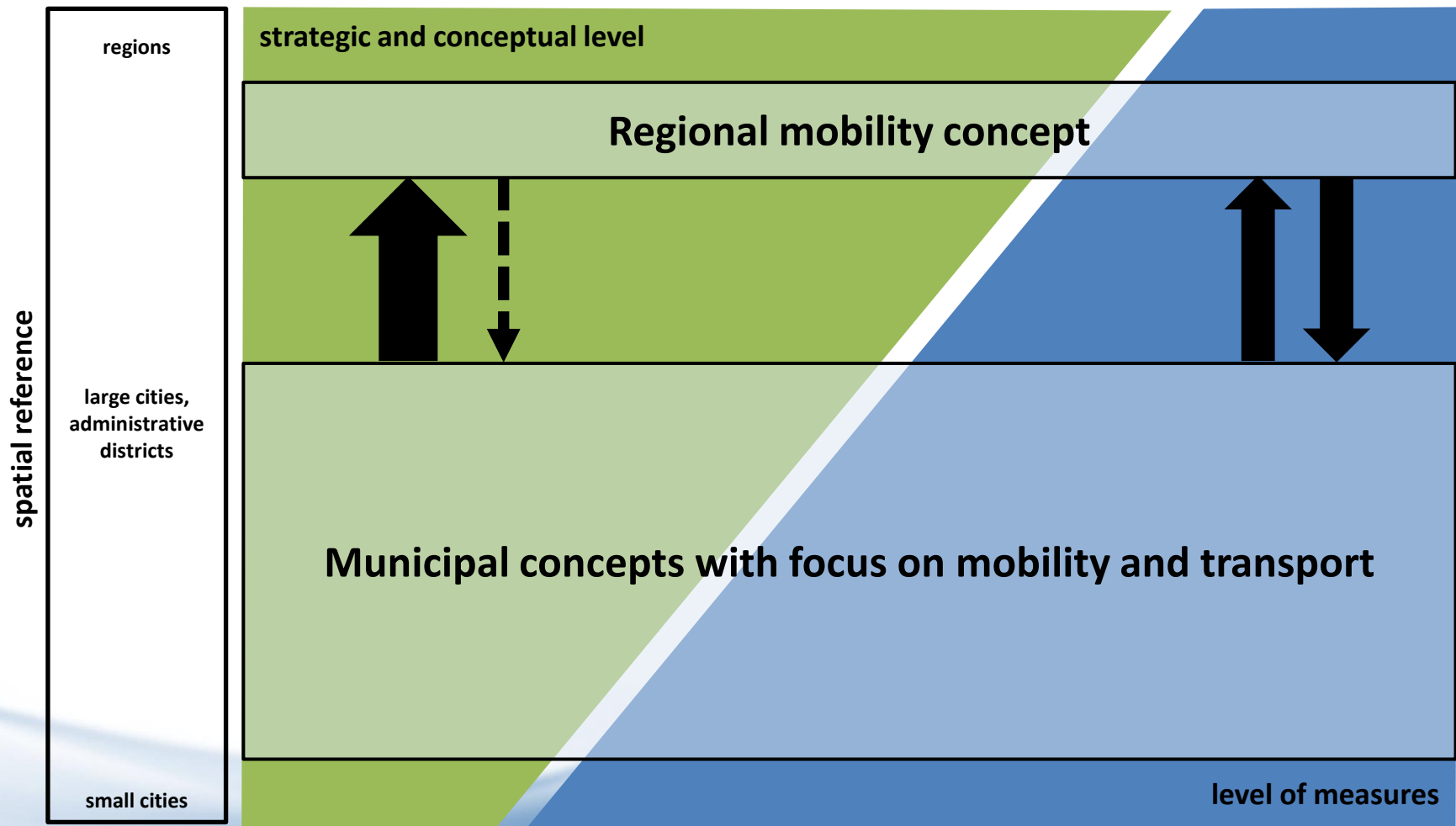
REGIONAL MOBILITY CONCEPT

Meaning of strategies and measures in the spatial context



REGIONAL MOBILITY CONCEPT

Focus: Documentation and integration



REGIONAL MOBILITY CONCEPT

Objectives

- Development of an **overall concept to integrate the approaches and offers of traffic and mobility management** in the municipal action plans
- the concept focuses on approaches and measures which promote **sustainable mobility...**
- ...and refers to **aspects of climate and environmental protection** in terms of the funding guideline
- the concept **integrates existing approaches and strategies**
- the result provides a **framework and an overall strategy** for the promotion of sustainable mobility as well as of traffic and mobility management in the region...
- ...and therefore determines the business strategy of ivm.



INTERMODAL MOBILITY STRATEGIES

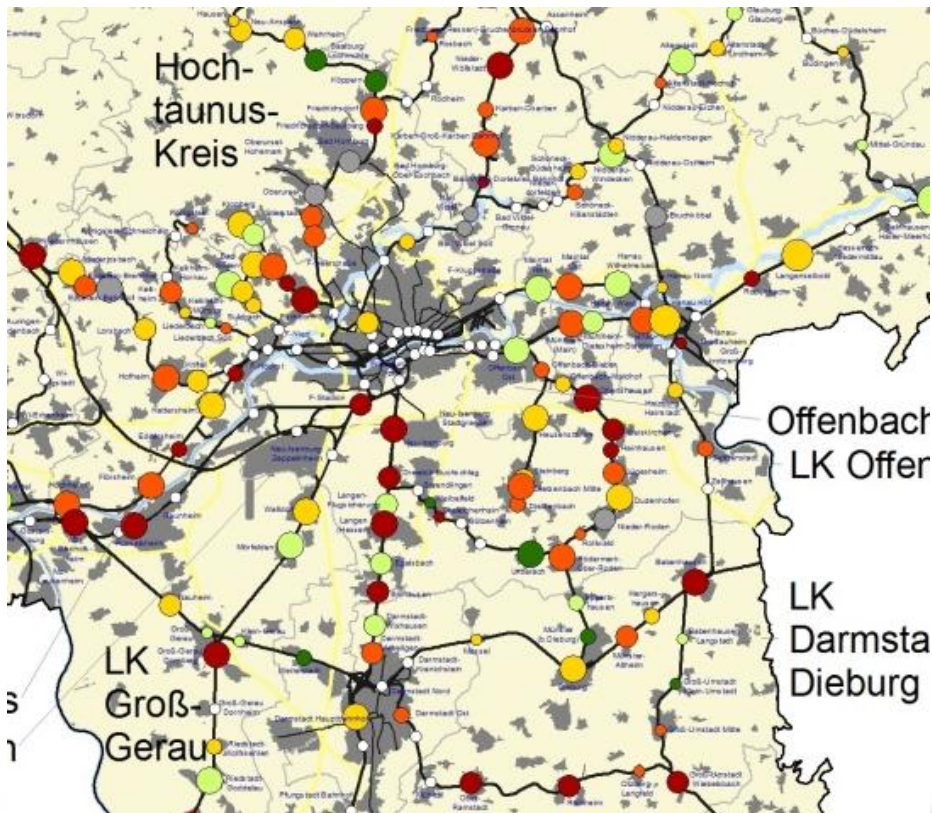
Use existing resources in a better way, create new offers

- **Concepts:**
Bundling of ideas and projects
- **Technological developments:**
Information, booking and paying
- **Infrastructure/offers:**
Public transport, carsharing, short range mobility – first and last mile in public transport
- **Consulting:**
Mobility management for schools and companies



REGIONAL P+R-/B+R-CONCEPT

Integrated approach

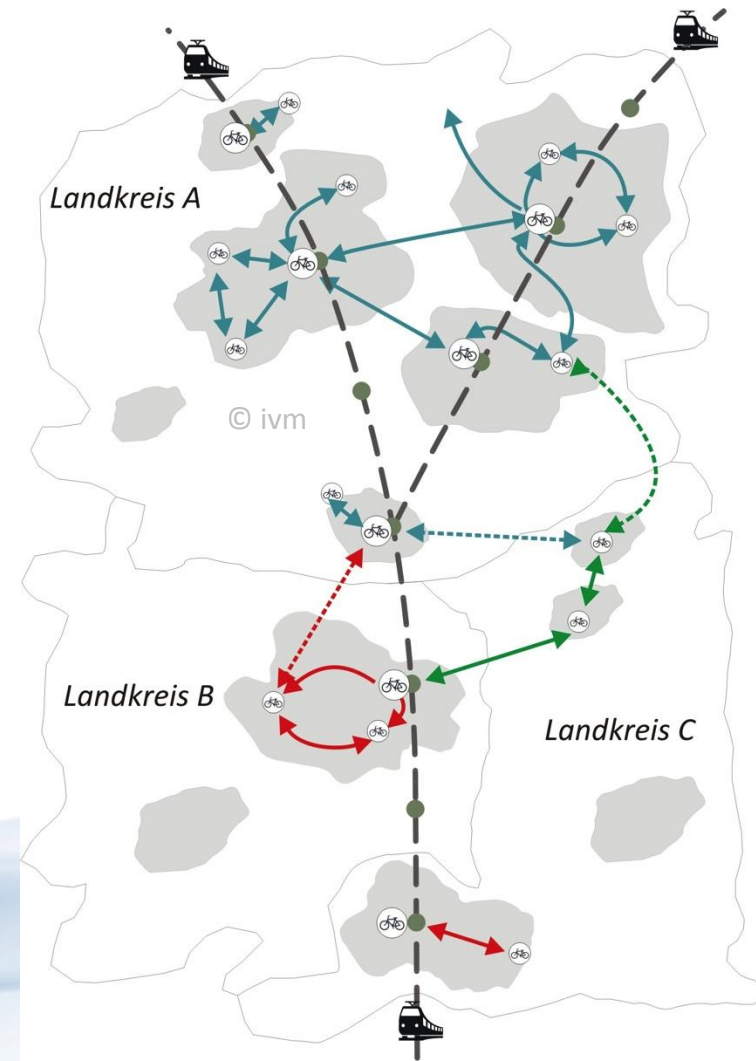


- **Objective:** bicycles instead of cars for short-range mobility
- **Modules:** planning, financing, operation
- **Cooperation:** with RMV and the city of Frankfurt on the Main
- **Support:** by Hessen Mobil and Regionalverband (regional authority)

SHORT-RANGE MOBILITY

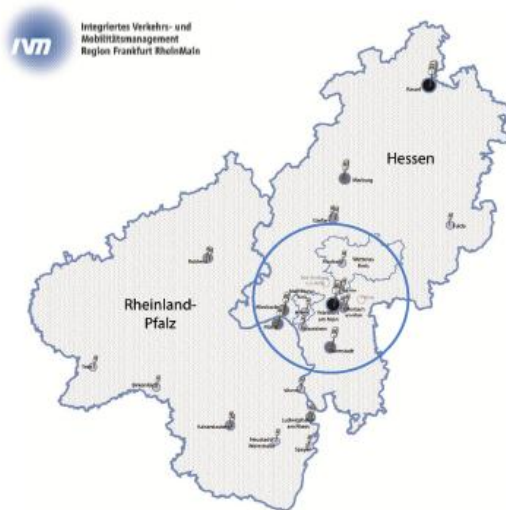
Regional bike-sharing system

- **Regionwide consistent** usable offers (area of RMV)
- Spatially **differentiated estimation of the potentials** of implementation and realization
- Developing **organisational and role models** in cooperation with RMV and other regional stakeholders
- Optimal **integration** in the regional mobility system
 → **promoting rail passenger transport**



CARSHARING

Strategies for small and medium-sized towns



Handreichung

**Carsharing -
Verbesserung der Rahmenbedingungen
in der Region Frankfurt RheinMain**

Carsharing: Die neue Landlust

Von Heimo Fischer



In deutschen Großstädten boomt das Carsharing-Geschäft. Auf dem Land ist die gemeinsame Nutzung von Leihwagen noch die Ausnahme. Neue Anbieter wollen das nun ändern.


SHORT-RANGE MOBILITY

Attractive infrastructure by the use of cost-efficient measures

- Manual: **good examples** with exemplary character
- Applicable / transferable
- **affordable**
- „city-compatible“
- Realizable in short-term and middle-term
- **Planning guide** with profiles of measures



7 Einsatz von Fahrradpiktogrammen



| | | | |
|-------------------|---------------------------------------|----------|-----|
| Ort: | Frankfurt am Main | Kennung: | Fuß |
| Straße: | Adalbertstraße | | Rad |
| Straßenabschnitt: | Schlossstraße/Bockenheimer Landstraße | | ÖV |

| Hintergrundinformationen | Verkehrsmenge [pro 24h]: | ÖV 10-min Takt | | | | | |
|---------------------------|--------------------------|----------------|------|------|--|--|--|
| Straßenklassifizierung: | Kommune | Kreis | Land | Bund | | | |
| Lage: | peripher | verdichtet | | | | | |
| zul. Kfz-Geschwindigkeit: | 50 km/h | | | | | | |
| Stadtgröße: | 690.000 Ew. | | | | | | |

| Kurzbeschreibung | Anlass: | Aufhebung der Radwegebenutzungspflicht |
|-------------------|--|--|
| Allgemein: | In der Adalbertstraße wurde die Radwegebenutzungspflicht gemäß StVO §49 aufgehoben. Es bestehen nun für den Radverkehr die Nutzungsoptionen zwischen dem „Nicht benutzungspflichtigen Radweg“ auf dem Bordstein und der Fahrbahn. Als zentrales Kommunikationsmittel gegenüber den Verkehrsteilnehmern wurden Fahrradpiktogramme auf der Fahrbahn sowie auf dem „Nicht benutzungspflichtigen Radweg“ eingesetzt. | |
| Randbedingungen: | 2-streifige Hauptsammelstraße, 2 Straßenbahngleise | |
| Technische Daten: | Länge des Abschnitts 500m | |

INFORMATION

Example of cycling

- Multimodal mobility guide: **Vielmobil.info**
→ *comparison of all means of transport in realtime*
- **Radroutenplaner** Hessen (bicycle route planner Hesse)
→ *for daily and leisure-time related trips*
- **Meldeplattform** Radverkehr (Cyclist's reporting platform)
→ *communication between users and administration*
- **Schülerradroutenplaner** (bicycle route planner for students)
→ *road safety on the way to secondary schools*



BOOKING AND PAYMENT

Opportunity for public transport as a system integrator

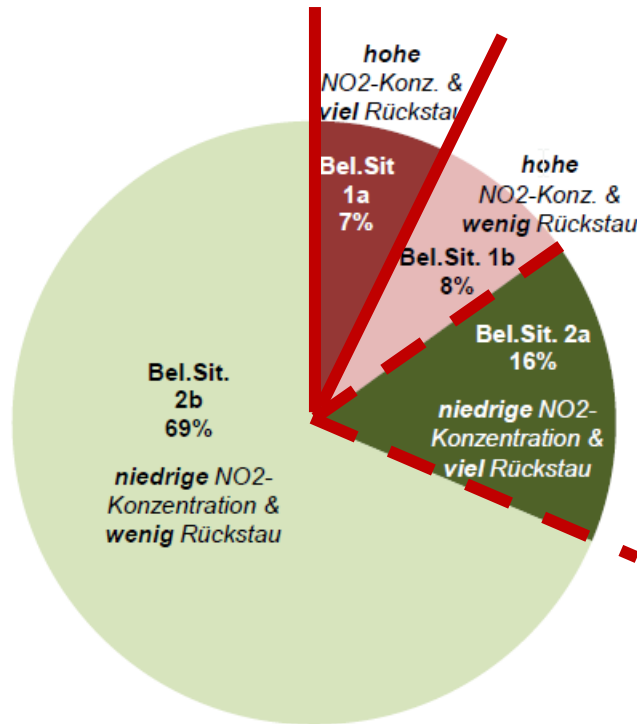
- **eTicketing:**
among others the mobility card of RMV can be used for the bike sharing system of MVG
- **Fares / Tariffs:**
additional offers, innovative tariff models
- The near **future:**
information, booking and payment from a single source (Qixxit and Co.)
- **technologies:**
smartphones as the key for intermodal travel behaviour



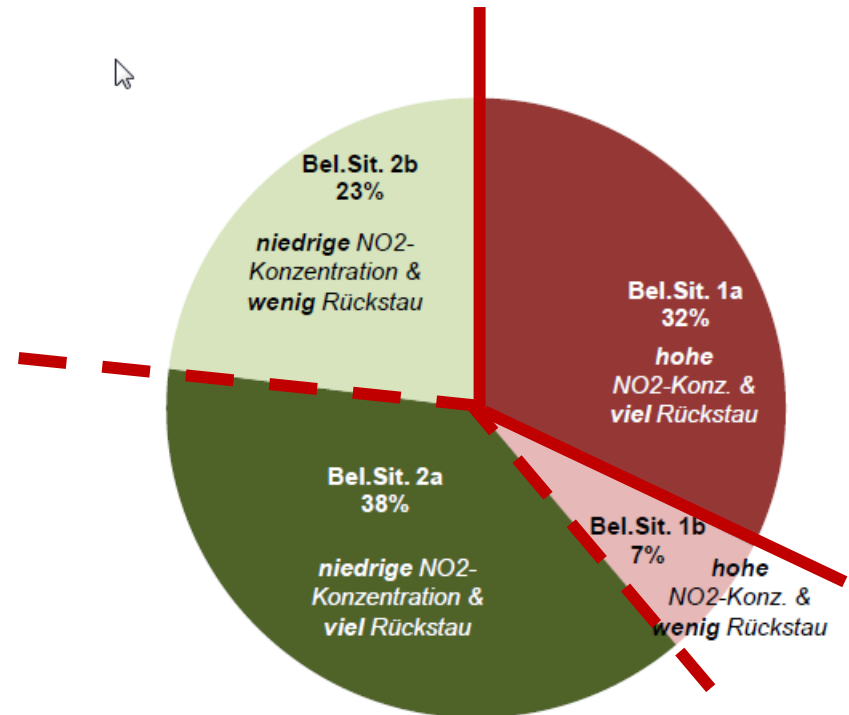
Umweltsensitives Verkehrsmanagement

Beispiel: Umweltsensitive Zuflussdossierung OF: temporärer Eingriff → hohe Wirkung

Strategiebewertung Bieberer Straße Offenbach, ivm / Stadt Offenbach, 2011)



relative Eingriffsdauer



relative Schadstoffreduktion unter Berücksichtigung der Häufigkeit der Belastungssituationen

MOBILITY MANAGEMENT FOR SCHOOLS

Links to cycling

- **Secondary schools in rural areas**
→ long distances, limited public transportation options
- **School development plans**
- **School transport**
- **School mobility plans**
- **Schülerradroutenplaner** (bicycle route planner for students)
→ www.radroutenplaner.hessen.de/schule
- **Outlook:**
B+R-concept, cycle streets, sharing and leasing systems, pedelecs...



**AUCH
ALS APP!**

**SCHÜLER-
RADROUTENPLANER**

Sicher! Mit dem Rad zur Schule.

MOBILITY MANAGEMENT FOR COMPANIES

Breakthrough project for MM

- **Goal/aim:** promote the region wide implementation of MM in general
- **Objectives:**
 - set up a conceptual framework for MM in companies create and ensure region wide standards
 - find a suitable way of financing
 - „capacity building“ → qualified staff for MM
 - integration of MM into every day work of the administrations → actively linking MM with other topics like PT-planning



MOBILITY MANAGEMENT FOR COMPANIES

Breakthrough project for MM

- **Measures:**

- Regional study on the potential benefits of MM
- funding through effizient mobil
- Pilot project in Darmstadt:
 - Free of charge consultation in different intensities for companies
 - Goal: enable companies to develop and implement their own mobility strategy
- Building up of a regional network
- Developing regional standards for
 - Tool box (analysis etc.)
 - workshops, coachings
 - audit and re-audit
 - evaluation methodology
 - PR-materials
- Transfer the concept to the rest of the region...



MOBILITY MANAGEMENT FOR COMPANIES

Breakthrough project for MM

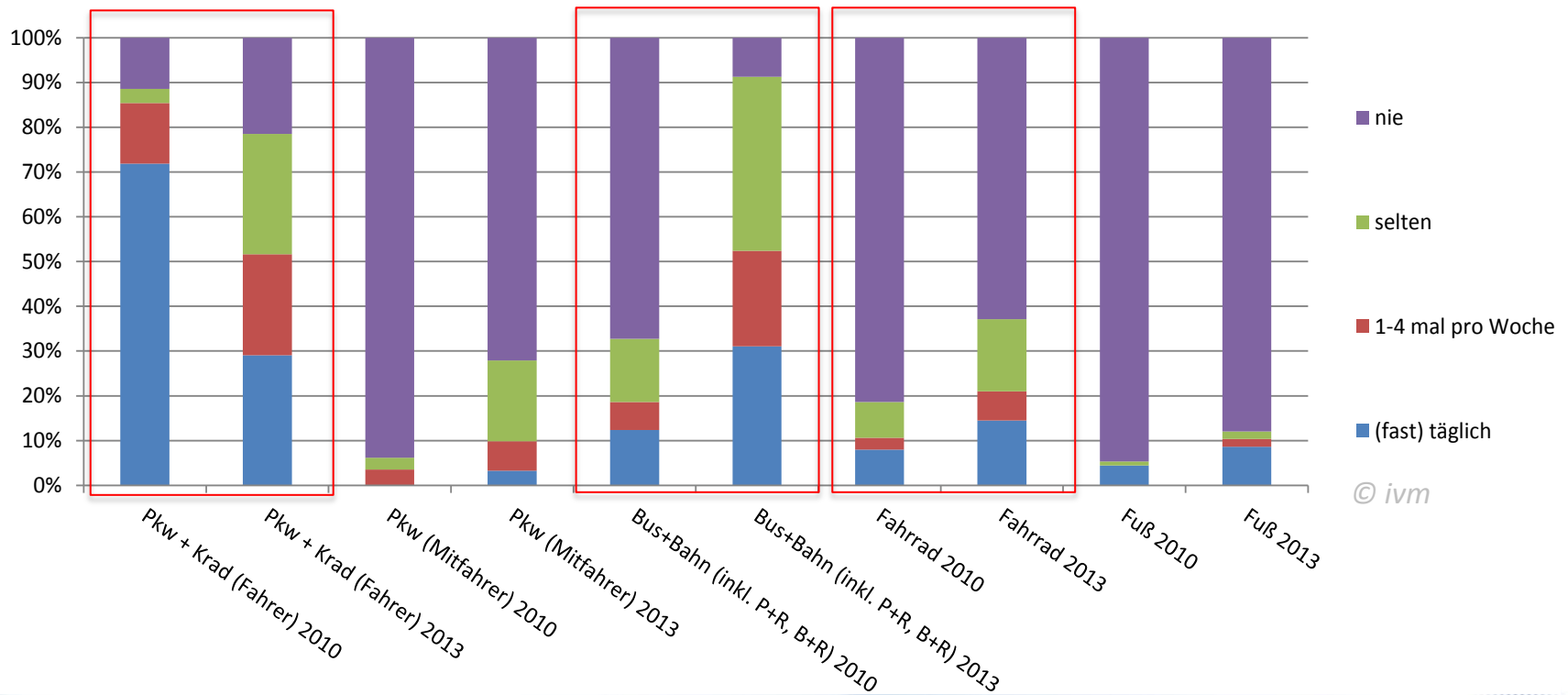
- **How far did we reach after five years:**
 - permanent programm with stable financial ressources
 - app. 40 comanies took part (public and private)
 - MM has been integrated into administrations, qualified staff has been hired
 - MM has been pulled out of „the green corner“
 - regional consultants discovered MM...
 - very active network of participants
 - intensive communication between administrations and companies
 - transfer is ongoing, municipalities requesting the local implementation of the framework



MOBILITY MANAGEMENT FOR COMPANIES

Results of first „real life evaluations“

Veränderung Verkehrsmittelnutzung IHK Darmstadt



„Vision Mobility“ Kreis Offenbach (kind of SUMP)

Example of interaction between regional and local SUMP level

- **Goal/aim:**

- Create a common political ground for the future development of mobility and traffic → „getting politicians on the mobility track“

- **Objectives:**

- develop a politically accepted and promoted multimodal vision on mobility and traffic
- define a set of measures for sustainable mobility and implement pilots → especially implementing innovative „voluntary measures“
- connect to other municipal plans (PT-planning)



„Vision Mobility“ Kreis Offenbach (kind of SUMP)

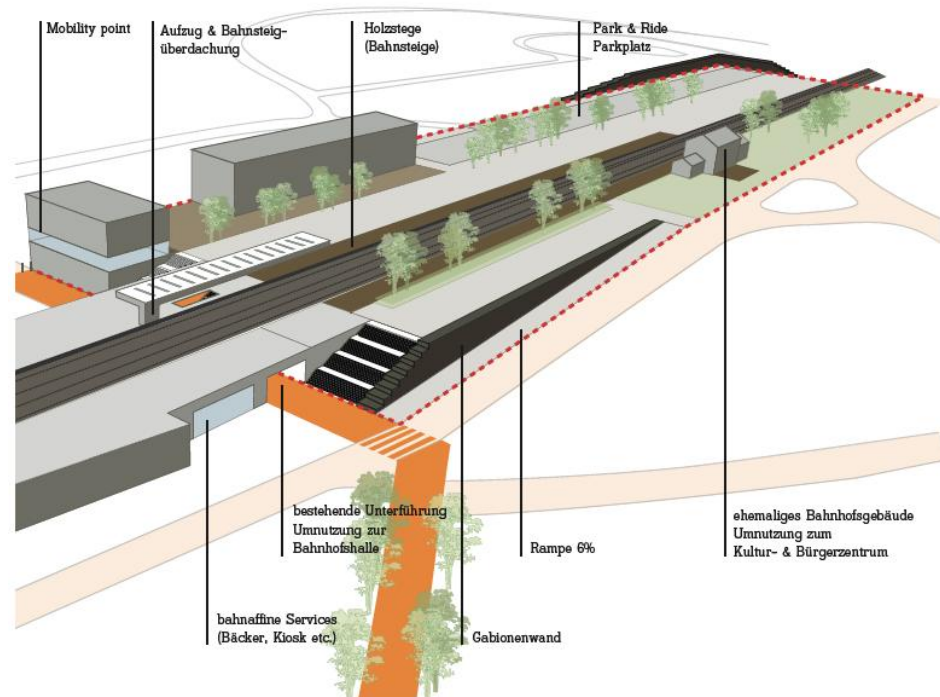
Example of interaction between regional and local SUMP level

- **Interaction region – local community**
 - financial support from ivm
 - ivm is heavily involved in the process
 - delivering concepts, data ...
 - placing innovative mobility measures → convincing politicians to spend money on it
 - ensure that measures are in line with regional frameworks



STADT 25+ FRIEDRICHSDORF

Urban development process to promote sustainable mobility



FURTHER INFORMATION

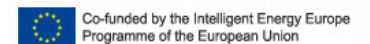
www.epomm.eu/endurance

www.ivm-rheinmain.de

CONTACT

ivm GmbH
Lyoner Str. 22
60528 Frankfurt am Main
Germany

Dipl.-Ing. Jens Vogel/Dipl.-Ing. André Bruns
E-Mail: endurance@ivm-rheinmain.de
Tel.: +49 (0)69 66 07 59 -0
Fax: +49 (0)69 66 07 59 -90



Co-funded by the Intelligent Energy Europe
Programme of the European Union