



European Commuters for Sustainable Mobility Strategies

Report of the 2nd work visit – Germany, ACE

1. General framework in Germany

Germany's transport policy is highly determined by federal structures. The responsibilities for planning, constructing and financing are divided between the federal government, the Länder and the local territorial authorities (rural districts, cities).

The federal government is responsible for the maintenance of the federal trunk roads (motorways, major roads) which form Germany's principal road network (network of the first order). A shift in responsibility occurs when major roads run through cities. In this case the municipality is responsible for the maintenance of the road. The construction and running of the federal trunk roads are financed by taxes. Only trucks over 12 ton have to pay a toll when using motorways, a policy which will be extended to some of the major roads from summer 2011 onwards. Furthermore the federal government is responsible for the planning of the infrastructure of the national rail traffic. The operation of the rail traffic, however, is carried out by German Rail Inc. (DB AG). Since German Rail Inc. is completely owned by the federal government both parties usually co-ordinate planning and operation. The planning of the federal trunk roads is set by the federal transport infrastructure plan. Similar plans exist for the railway lines and the federal waterways.

Moreover the federal government is responsible for the general jurisdiction influencing mobility (e.g. road traffic regulations, passenger transportation legislation, tax legislation). An example of the latter is the so-called "*Entfernungspauschale*" (distance-related lump sum) allowing employees to set off 0,30 EUR per kilometre between home and workplace and workday against tax, no matter which means of transportation is used (example: an employee who has to cover a distance of 50 km between home and workplace and who works 220 days a year can reduce the taxable income by 3,300 EUR).

At present there are only a few long-distance bus lines but it is planned to extend the net.

The federal government's influence on the transport policy of both the Länder and the local territorial authorities is limited to indirect measures: on the one hand by the general jurisdiction mentioned above, on the other hand by financing special or pilot projects.

The Länder are responsible for constructing and operating the network of minor roads (network of the second order). The quality of this road network is strongly influenced by the size and financial power of the Länder. The budget available for the road network of the second order is considerably smaller than the financial means available for the network of federal trunk roads (1st order).

In addition, the Länder are responsible for the local and regional rail transport for which they receive financial means from the federal government (so-called means of regionalization). The Länder use this money to finance the running of the trains and to improve the railway's infrastructure. Which standards in public transport are to be achieved is laid down in the Länders' legislation on local public transport.

Just as the federal government the Länder have the possibility of supporting activities at local level by initiating own projects or offering financial help. This support, however, is highly determined by the Länders' financial power. The Länders' impetus and support is particularly important for organizing activities between several communities (integrated public transport system etc.).

The local territorial authorities (rural districts, cities) and the communities are responsible for the road network within their boundaries. Their most pressing problem with this is that they have to cope with continuously decreasing financial means.

Local territorial authorities and communities are also responsible for the "everyday mobility", such as concepts for public transport, planning of cycle path and footpath networks, road safety etc. So, from the inhabitants' point of view the most important and noticeable mobility projects are carried out at this local level.

2. Brief report on the works

29 march 2011

Stefan Haendschke, Dena : Effizient mobil – the national programme on mobility management in Germany

- Effizient mobil is a mobility management program coordinated by the German Energy Agency DENA (Deutsche Energie-Agentur). The program was developed in a partnership from ACE and dena, based on activities the ACE started in 2003. The ACE was engaged in the steering group of the program and worked as a link to trade unions and work councils. It is the first national MM-program in Germany and ran from June 2008 till December 2010. More info on <http://www.effizient-mobil.de/>
- The target group of this program were companies and employees and the focus was clearly on soft measures. The trade unions were not involved in the setup of the program but they were invited by the activities of the ACE and played in some cases a role in the implementation of the MM-program on company level.
- Within Effizient Mobil a network of 15 exemplary regions was created where municipalities and companies could ask for MM-assistance. The assistance consists of a free MM-scan (mobility profile, accessibility profile and survey amongst employers) executed by private experts. By providing free assistance, Effizient Mobil wanted to create interest for MM within companies and communities.
- Rewards were given for "best practice in MM" (2009) and "innovative concept in MM" (2010)
- The program was very successful:
 - interest of companies/municipalities for MM increased clearly
 - more and more companies hired a MM-expert to assist in the implementation of the proposed measures
 - a new market for MM-services was created
- Based on this success a continuation of the program for the period 2011-2013 is expected. Apart from proposing the same services, focus will be put on evaluation (MaxSumo), quality management and public relation work.

Q: what were the main reasons for companies to take part in this program?

A: economical reasons, corporate social responsibility and general policy linked to EMAS, ISO14000,... The fact that it was a national program coordinated by the Ministry gave the program an official label. This was important for the companies.



Juliane Korn, ACE : examples of MM-projects and -campaigns

- Juliane Korn describes some good MM-examples from Munich, Frankfurt and Bremen:
 - Munich is a forerunning city in the field of MM. In 2001 a clear choice for sustainable mobility was made. This was due to the large number of commuters and the limited highway capacity. A key characteristic for MM in Munich is the attention for good marketing.
 - Frankfurt introduced a successful Bike+Business concept allowing companies and municipalities to enhance the share of bicycle use within the home-work traffic.
 - the example of Bremen shows that *fun* is an efficient way for promoting MM
- Based on these and other examples, Juliane gives 10 tips for a successful MM-policy for companies:
 - 1/ tailor made solutions
 - 2/ a tactical approach to the management ("look for opportunities")
 - 3/ commitment between management and employees
 - 4/ mobiteams are efficient ambassadors for your project
 - 5/ marketing and communication are very important
 - 6/ start with an analysis of mobility structures and processes
 - 7/ courage and perseverance are needed
 - 8/ be consequent when introducing restrictive measures (e.g. parkingmanagement)
 - 9/ go for personal approach, give the good example
 - 10/ continuity

Martin Stuber, DGB

- Martin Stuber from the trade union DGB (Deutscher Gewerkschaftsbund - Umbrella Association of the tradeunions in Germany) portraits the difficult situation German trade unions are in: a split between promoting an environmental policy and the defense of employment in the car industry. 70% of all jobs in German economy are directly or indirectly related to the car industry. The old proverb "*Verkehr macht Arbeit*" (transport creates jobs) is still valid. As an example Martin gives the discussion on speed limit: the majority in the trade union is against a general speed limit.

Q: is there a structure in the trade union to deal with MM-measures?

A: not really. Only Martin Stuber is dealing with MM. There is a responsible person on coordinating level but mobility is one of the 6 or 7 themes he is dealing with and it is never the most important one.

Matthias Knobloch, DGB & ACE

- Matthias Knobloch explains the history of ACE and its link to DGB. ACE was set up in 1965 as a breakdown service for members of the DGB (trade union). Since 1995 membership of DGB is no longer an obligation but the ACE is in its statute still named as Autoclub of the DGB and the Trade Unions and the trade unions are working in the supervisory board of the ACE..
- ACE plays an important role in the development of MM in Germany. The fact that ACE is an *Auto Club* is an advantage in this case. ACE is taken seriously by different actors like companies, the car industry, etc. ACE is political neutral but the main contacts are with the socialist and the green parties.

30 march 2011

Burkhard Horn (Author)/ Matthias Knobloch: The Berlin Cycling Strategy

- Burkard Horn from the Berlin development department could not take part personally, but gave its presentation on the bicycle strategy and policy in Berlin to Matthias Knobloch who hold the presentation and added some details. . Cycling is very trendy in Berlin and the number of cyclists doubled between 2002 and 2008. At the moment 13% of all trips are made by bike (compared to 29% walking, 26% public transport and 32% car).
- Especially younger people are into sustainable mobility. There are 3 reasons for this:
 - 1/ younger people have less resources
 - 2/ public transport in Berlin is very good, so no car is needed
 - 3/ sociological trend: young people are less attracted to cars than to other status symbols (mobiles, IT,...)
- Berlin developed a dedicated bicycle policy with attention for infrastructure, bicycle parkings, intermodality (bike&ride, public bikes,...) and communication. By means of this integrated policy cycling is no longer a trend but became main stream. Special elements of the policy are the vision of implementing a general zone 30 (with 50km/h as an exception) and a green wave for cyclists.
- Berlin tries to be as consequent as possible in developing a mobility policy in favor of cycling. For this reason, the investments (mostly infrastructure) for cycling should increase from 1€ per year and inhabitant in 2010 to 5€ in 2015. The challenge for Berlin is to deal in future with the still growing number of cyclists. One of the topics is how to provide enough bicycle parkings.

Kai Dahme, Verkehrsverbund Berlin-Brandenburg (VBB): public transport in the Berlin region

- Berlin has a very well developed public transport system consisting of buses, trams, U-bahn and S-bahn. Although the trains, trams and buses are quite recent ones, the yearly rise of 1% to 2% in the number of passenger causes capacity problems.
- Services are provided 24/24 with nightbuses. The general frequency is 20' for buses, 10' for the S-bahn. One ticket / license is valid for all public transport services.

Q: what is the price for a public transport ticket?

A: public transport is not cheap in Berlin (compared to other European Cities, but still cheap in comparison to other German cities). A one way ticket costs 2,30€ and a monthly license 74€, a license for one year is about 700 EUR. At the same time, cars – looking at the out-of-pocket-costs - are relatively cheap so is a kind of concurrency on price level between car and public transport.



Frank Wolter, Innovation Centre for mobility and societal change: E-mobility

- Frank Wolter explains the actions the Innovation Centre takes to introduce all kinds of electrical mobility means: pedelecs, carsharing with electric cars, etc. Charging stations for electric cars can also play a role in stabilizing the electricity network when there is peak production, e.g. caused by wind power.
- The participants can test out the pedelecs ("very comfortable, very fast") and the segways.



Friedrich Söling, Berliner Stadtreinigung (BSR)

- Friedrich Söling from the Berlin waste company presents the mobility plan and actions taken by his company. Like other speakers before he mentions the prominent position of the car in German society ("Germany = car country). Especially with the workers population at BSR the car clearly plays a role as status symbol which makes it quite difficult to raise awareness for sustainable travel modes.
- In the past actions to promote cycling and public transport failed. But recently a mobility week was organized and 150 car drivers choose to cycle to their job. Also a carpooling program (via City Pender) is under development.
- The company wants to develop some mobility actions for service trips. Leased company bikes (36.50€/month) and pedelecs (61€/month) will be available for workers.

31 march 2011

Niels Hartwig, Federal Ministry of Transport

- Mobility is approached via different themes: growth of traffic (prognosis for 2025: car traffic +19%, freight traffic +71%), demographic changes, environment, social mobility and price of transport.
- The national ministry tries to facilitate innovative concepts in mobility. As an example Mr Hartwig gives the development of a national mobility card for all transport modes.
- The Ministry performed a survey on mobility. One of the remarkable findings was that 70% of the population think that investments in public transport are necessary but only 18% intend to change their behavior. The conclusion is that there is a kind of consciousness but not yet a willingness to change...
- Another relevant finding: young people pay less importance to the car as a status symbol. Mobile phones and other electronic tools are more important for the status of the younger generation.
- Mr Hartwig ends his presentation telling that only since the last decade cycling has been part of the sustainable policy of the Ministry. Before there was only little interest for cycling.



Wolfgang Nickel, mobility consultant / Planungsgruppe Nord

- Wolfgang Nickel shows the experience with some mobility management projects in the regions Hesse and Saxony. One of the projects was for the city administration of Kassel. Despite the good public transport system of Kassel, 62% of the trips are made by car. Another example was the mobility plan for the Braun enterprise (5000 employees) with the introduction of a new bus line and the integration of the company buses into the public transport offer.

Q: was the choice for integration not a question of cost reduction for the company?

A: this is partly the case but on the other hand the offer of public buses increased in this way

Arne von Spreckelsen, ver.di trade union

- Just like the first speaker of this site visit Mr van Spreckelsen describes the difficult situation trade unions sometimes encounter: on the one hand they want to promote sustainable mobility but on the other hand they also want to defend the jobs in the car industry.

3. General conclusions (Traject)

The site visit in Berlin showed the different approach towards mobility management in Germany. While in Belgium, Spain and Italy the attention for a social mobility system (e.g. access to workplaces for people without cars) was a main topic in mobility discussions, this is less the case in Germany. Sustainable mobility as a way to improve quality of life and to create a more liveable environment is a main theme in Germany. The bicycle policy and the success of it in Berlin is one of the best examples.

Mobility management is a relatively new approach in Germany, also for the trade unions. Several speakers made clear that Germany still is a car-oriented country. Car manufacturing remains the largest employment area in the country, creating at times a difficult situation for the trade unions. On the one hand, the trade unions want to promote and support sustainable mobility programs but on the other hand there is the fear of losing employment in industries related to car manufacturing.

This split is one of the main challenges German trade unions are facing at the moment.