



# THE CENTRALE MOBILITÉ WISHES YOU ALL THE BEST FOR 2020!

## KEY MOMENTS OF 2019

### MOBILITY STUDY AND SURVEY

The mobility plan's instigators (the Commune, FTI, OCT, and AZIPLo) wanted to update the data pertaining to the mobility of individuals working in the zone. Studies were conducted on parking areas and a mobility survey was distributed amongst employees. Additionally, the various partners and the companies' mobility respondents discussed during a workshop held in May, issues and solutions to address them.

The **results of these various studies** will be published at the beginning of the year. They will guide the principles and measures that will be implemented to soften the impacts of the mobility projects in the zone.

### MOBILITY QUIZ



From **June 3<sup>rd</sup> to June 21<sup>st</sup>**, a mobility quiz was distributed amongst the employees working at the Ziplo, to bring awareness on mobility-related issues in the **Geneva agglomeration**.

A weblink was sent each week, asking 7/8 questions on various modes of transport.

During the three-week period, **760 employees** participated in the activity, and three individuals each won a prize of CHF 400.-

We would like to thank **each participant** and the companies that incited their collaborators to answer the Mobility quiz.

Questions and answers can still be consulted on the following page: [www.zimeysa.ch/mobility-quiz/](http://www.zimeysa.ch/mobility-quiz/)

### BIKE4CAR ACTION

The Bike4car action took place once more in 2019. **An electric bike was loaned for free to any requester for a two-week period.** Twelve individuals took part in the activity and, we hope, later decided to adopt this mode of transport for some of their daily trips.

It should be noted that a growing number of companies are providing electric bicycles to their employees, such as Lem, Piaget, Ralph Lauren, ST Microelectronics, Secheron.



## I LÉMAN EXPRESS CAMPAIGN

This year's biggest revolution was unconditionally the inauguration of the transborder train, the Léman Express, connecting the Cantons of Vaud and Geneva, and the Haute-Savoie Department.

The new network offers numerous **advantages**: direct lines, flexible schedules, time-efficient travels, financial savings, and comfortable trips.

An **important communication campaign** was launched in October, which included a ZCard specifically designed for the industrial zones of Geneva to showcase the improvements the Léman Express brought in terms of accessibility. The document was produced by the FTI and seven communes. It offered a comparison of costs and travel times for various destinations. Additionally, posters were printed, and **numerous presentations and information booths** were organized to enable employees to understand how the Léman Express would improve their daily trips. Finally, scratch cards were distributed, which showcased the services offered at the different destinations. **Prizes** can be won, such as subscriptions and daily passes.

Information, relevant documentation, and useful links:

[www.ziplo.ch/leman-express](http://www.ziplo.ch/leman-express)



## I CONSTRUCTION WORK AT THE ZIPLO

Various construction projects should continue to negatively impact the traffic in 2020. Even though Stellar 32 should be finished by summer, the Espace Tourbillon, as well as Bracco's and Patek Philippe's projects should be ongoing throughout the year. Furthermore, **construction of the future tram** line should start during the 1<sup>st</sup> semester on the Route de Base.

## I NEW SERVICE



A new partnership has been struck with the carpooling service Illicov at the end of 2019.

This enhances the matching service we propose for potential carpoolers by adding an itinerary between Annecy and Downtown Geneva.

Additional information here:

[www.ziplo.ch/covoiturage-occasionnel/](http://www.ziplo.ch/covoiturage-occasionnel/)

## I FOR ADDITIONAL INFORMATION AND CONTACT DETAILS

Centrale Mobilité

(+41) 800 25 26 27

[info@centralemobilite.ch](mailto:info@centralemobilite.ch)

[www.ziplo.ch](http://www.ziplo.ch)

WE WISH YOU A GOOD START TO YOUR YEAR!

