



# Nyon – A Site for the Future Mobility Plan

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# Nyon – A Site for the Future

*A reversal of fortune, that allows to prepare the site for the challenges of the coming 20 years*

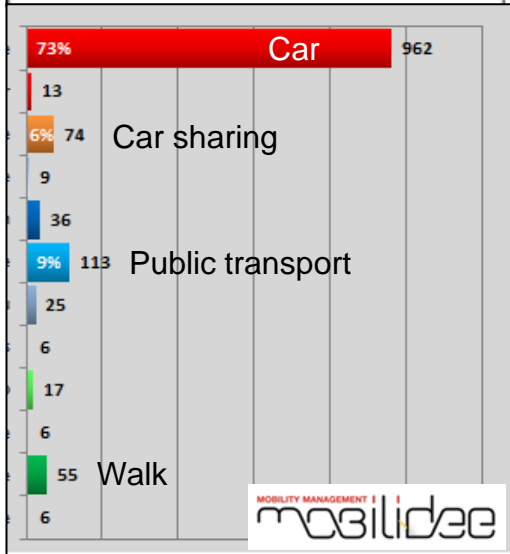
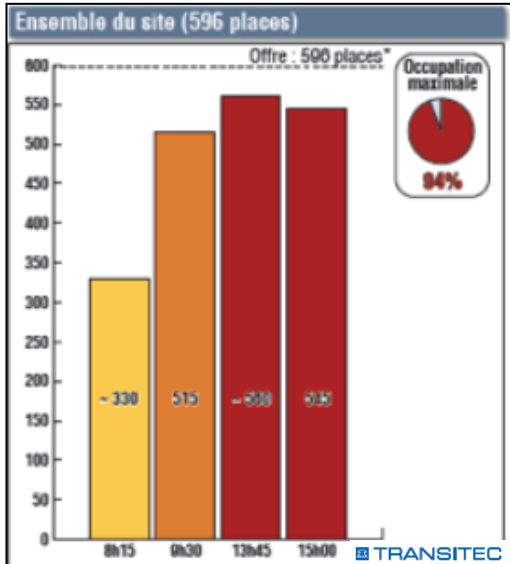
- Investment CHF 150 mio
- Employment up by ~400
- Development for future needs beyond 2020 for up to 2000 people



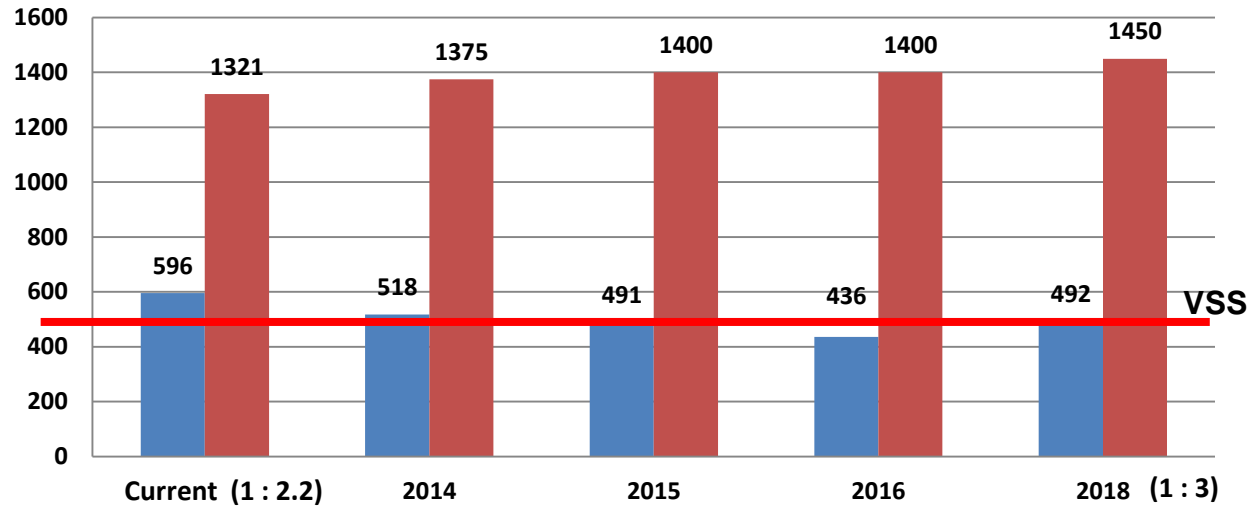
Need for a sustainable development with focus on mobility

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Construction needs and VSS require a reduction of parking space, while the parking was full every day and 73% of the population was driving in by car.



Evolution of Parking Spaces vs. Associates

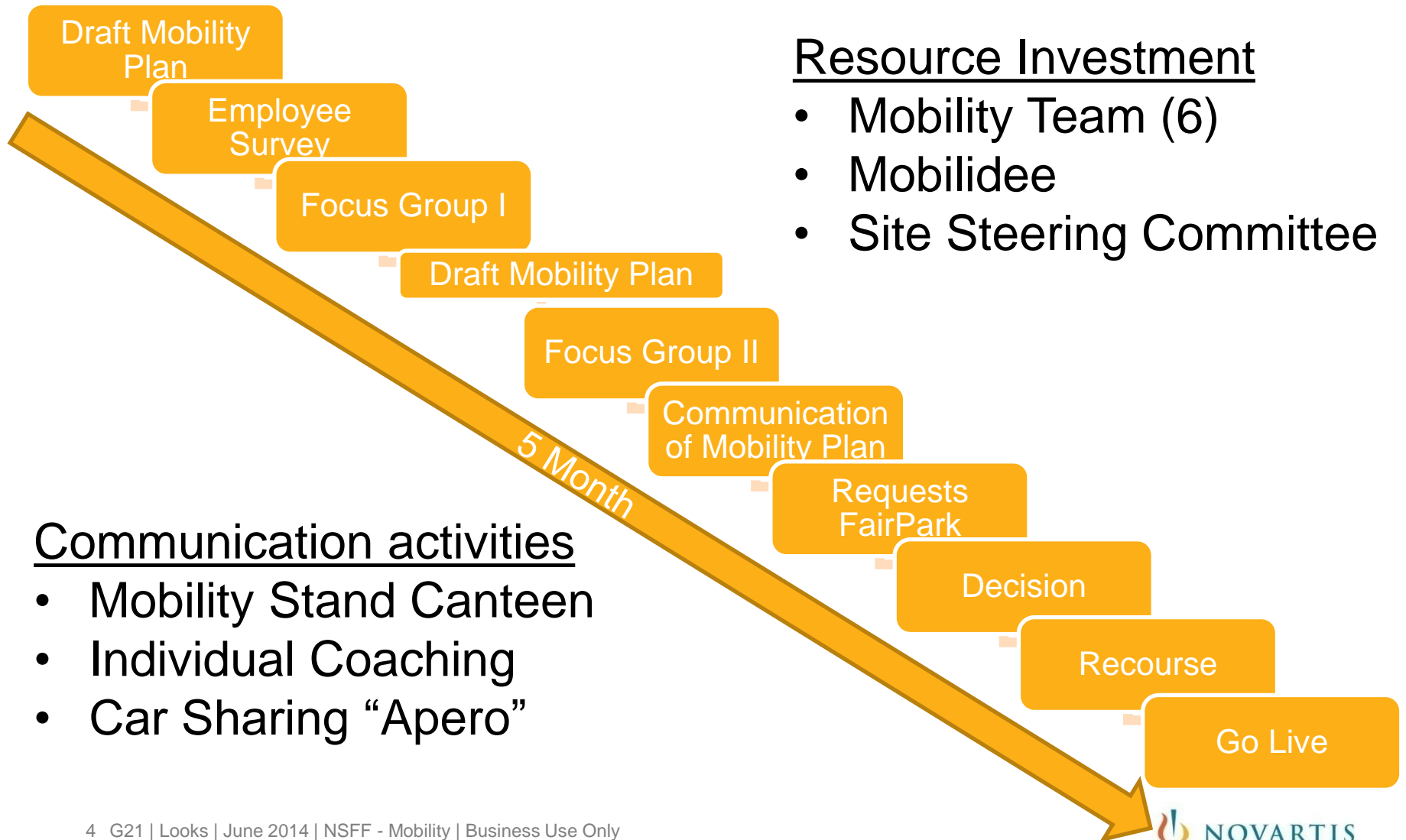


- In 2011 we had a ratio of 1 : 1.8 parking slots to employees
- Hiring has driven this to 1 : 2.2 in 2013
- Temporary constraints due to construction is driving this to 1 : 3.2 in 2016
- After construction we will end up with VSS driven 1 : 3 ratio

Significant modal transfer required

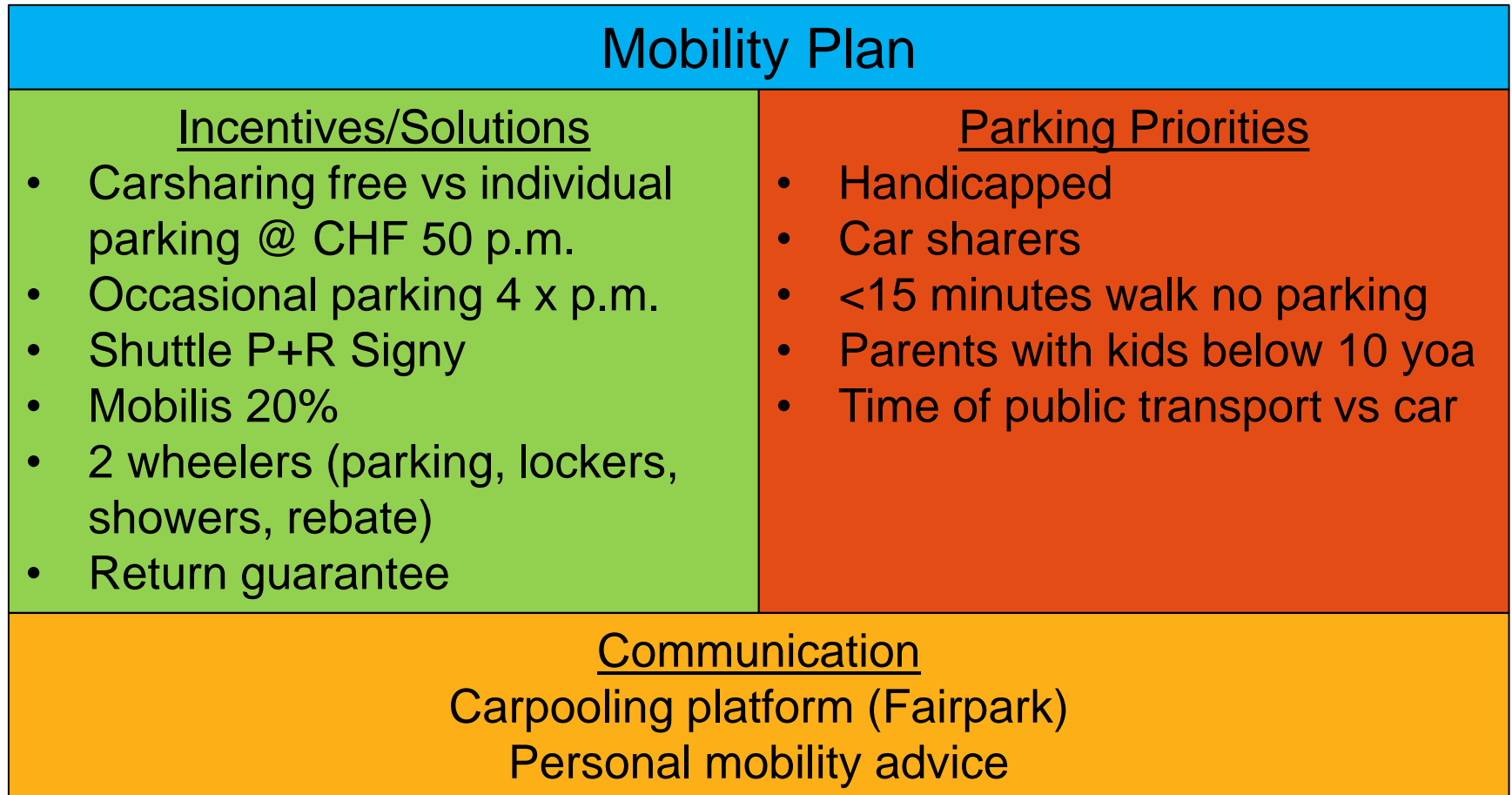
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*Given the magnitude of change (transfer modal) required we hired a consultancy and selected a participative approach with the employees*



# Nyon – A Site for the Future

Equilibrated Approach between Incentives/Solutions, Prioritization, Communication



# Nyon – A Site for the Future

*Change is difficult !*

Waves of Emotion

Ideology – Freedom – Ecology  
Justice

Everybody is an expert

# Nyon – A Site for the Future

*Behavior change takes time!*

## Works well:

- Safe conditions on site
- Covoiturage
- Occasional Parking
- Fairpark platform
- 2 wheelers (parking, lockers, showers, rebate)
- Visitor's parking
- Mobilis rebate

## Does not work well:

- Long waiting list for individual parkings
- Wild Parking around the site while utilization of P+R still low
- Not enough modal true transfer
- Some users are gaming the system
- Increased administrative effort

## Would do differently:

- Take more time for the whole process (i.e.: start earlier)
- Engage authorities earlier in the process.
- Make a stronger use of monetary incentives to drive behavior vs. detailed rules

# Questions ?



*Merci*