

Looking for the Largest Common Denominator

10 years of the Inzell Initiative – this means 10 years of surmounting resentments, 10 years of abandoning old positions that reached a dead-lock, 10 years of dialog and of reconciliation.

The constructive cooperation of the past years is based on the common understanding that all participants will profit by a cooperative and open approach of traffic development.

On the background of our social commitment and in the interest of the Munich economic area, BMW Group is participating with pleasure in the development and implementation of state-of-the-art traffic concepts in the Greater Munich area by providing professional know-how and available resources – without questioning political primacy of decision.

The Inzell Initiative has proved to be a valid working forum for partners having equal rights. But there are definitely more topics and areas for which the largest common denominator still has to be found.

But I am firmly convinced that “Inzell” is an appropriate platform to encounter the challenges of traffic jointly encouraged by spirit and creativity.



Prof. Dr. Burkhard Göschel
Member of the Board of Directors, BMW AG

The Inzell Initiative

Within the Inzell Initiative representatives from politics, economy, science and administration concerned with traffic concepts are leading a high-quality dialog on traffic problems of the Munich urban area. The partners are jointly developing solutions and convert them into strategies.

Participants of the Inzell Initiative:

ADAC Südbayern (Southern Bavaria) e.V.
Autobahndirektion Südbayern (Southern Bavaria)
Bavarian State Ministry for Environment, Health and Consumer Protection
Bavarian State Ministry for Economy, Infrastructure, Traffic and Research
BMW Group
Nature Protection Alliance Bavaria e.V.
CityPartner Munich
Deutsche Bahn AG
DB Station & Service AG
Community of Haar
Community of Oberschleißheim
Community of Unterhaching
GREEN CITY e.V.
Trading Association BAG Bavaria e.V.
Chamber of Craft Trades for Munich and Upper Bavaria

Chamber of Commerce and Industry for Munich and Upper Bavaria
City of Munich
Association of Bavarian Retail Commerce
Region of Dachau
Region of Munich
Münchner Verkehrs- und Tarifverbund GmbH (MVV)
Supreme Building Works Authority, Bavarian State Ministry of the Interior
P+R Park & Ride GmbH
Planning Association, Outer Munich Economic Area
Police Headquarters Munich
State Government of Upper Bavaria
Regional Planning Association, Munich
S-Bahn München GmbH
City of Freising
City of Garching
City of Germering
City of Unterschleißheim
Stadtwerke München GmbH – MVG
Munich University of Technology

Solving Traffic Problems Together

An Initiative by BMW and the City of Munich

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Solving Traffic Problems Together

An Initiative by BMW and the City of Munich



Landeshauptstadt München

BMW Group

A Decade of Surmounting Ideological Trenches



Christian Ude
Mayor of Munich

In September of 1995, city councillors, representatives of BMW, experts from different departments of the City of Munich, representatives of the Bavarian government, the Deutsche Bahn AG and of commercial associations came together for the first time to discuss traffic problems of the Munich urban area jointly and to look for solutions to which all participants could agree despite of political differences. This cooperation is a valuable element of a jointly supported traffic policy until today.

As a basis for this, the following three aspects which are valid without change up to now:

- If improvements in traffic policy should be achieved, political confrontation is not the means to get to this aim but only a minimum of common sense.
- It is important to surmount ideological trenches, because we all know today: We need all means of transport, but we have to mobilize and use them in a sensible way.
- The sound discussions of contents in the course of the Inzell Initiative support the process of political decision but they don't replace it.

I am very pleased that the Inzell Initiative has been representing a reliable platform for the last ten years on which it is possible to agree upon joint solutions for questions about modern mobility on a broad common basis of consensus.

Inzell Initiative: Heading for the Future

by Professor i.R. Dr./UCB Hartmut Keller, former head of the field Traffic Technology and Traffic Planning of Munich University of Technology

Except its position near the old Salt Trade road, Inzell has hardly anything in common with Munich. Despite of this, "Inzell" has become a synonym for an initiative by means of which responsible officials and local representatives concerned try to cope with the challenges of traffic.

How did this commitment start? After the massive extension of the traffic infrastructure in the course of the Olympic Games in 1972, the demand of traffic boosted. The road as well as the rail system showed increasing signs of overload. Solution concepts were discussed in a very controversial way. In the Nineties, some research and development projects on traffic telematics were supported by national and EU funds, and Munich companies and institutions as well as municipal and state authorities participated in these projects.

This was the time were the first meeting in Inzell took place – with versatile results: All participants agreed that a traffic concept that would enjoy majority support could only be implemented successfully if it would ensure permanent economic prosperity, mobility and quality of living in the city. In the view of the varied and conflicting tasks, the first "Inzellianer" rapidly agreed on eleven topics for a traffic concept that would be ready for majority support. At the same time they decided on further cooperation and set up six specific projects – regarding for example the further extension of the A99 West and North or the deregulation especially for parking areas in the Old city center.

After five additional plenum workshops and far more meetings of project workgroups, the Inzell Initiative is an established institution today. Though its work cannot replace traffic-policy decisions, it has become a platform to discuss traffic issues for the urban area. The formula runs as follows: presentation, discussion, initiative, solution and implementation. All participants assume responsibility for problem solutions in the respective project work which is headed by partners.

Traffic development within the context of the whole region still remains one task and challenge for the future, and on that occasion, the development of residential areas and traffic infrastructure should be organized in a more integrated way. In this respect, a closer involvement of the regional, city and local representatives should be achieved. These are important premises under which, in times of an international competition of regions, traffic activities and single projects in the Munich area should be examined and discussed more closely. Measures of traffic and mobility management can play a vital role, too. The Munich traffic control center is of outstanding importance in this respect.

The Inzell Initiative has been a proven platform over the last 10 years because it contributed to a way of planning traffic for the economy, for mobility and quality of living in the future under desirable and practicable aspects instead of considering it as a problem.

The Basis



The Participants of the 6th plenum workshop "Inzell VI" on July 8, 2005 in Unterschleißheim

In view of the varied aspects and the conflicting opinions involved in the task of establishing a traffic concept that would enjoy majority support for the Greater Munich area, the participants agreed on a list of eleven priorities at their first meeting in 1995 in Inzell. These priorities form a common basis which is valid without change until today and which is the working platform of the Inzell Initiative.

1. The development of residential-area structure should be geared to the public transport network.
2. The closer to the city center, the lower the proportion of automobile traffic should be.
3. Through traffic should be kept away from densely populated areas.
4. Those who wish to calm traffic flows in residential areas must concentrate traffic on the main arteries.
5. Cooperative traffic management enables the performance of the transport systems to be boosted and improved.
6. Local public transport has priority.
7. The park-and-ride system as a means of networking different modes of transport needs to be improved.
8. A parking-space management concept must be drawn up for the city.
9. In the individual transport area, commercial and trade traffic has priority.
10. Freight transport is to be optimized by the promotion of logistic systems.
11. Traffic is to be avoided by encouraging car owners to carry more people in their vehicles.

The Stages

1995 – The Beginning in Inzell
"Looking for joint solutions in traffic policy aside of political differences" – this was the aim of the Mayor of Munich, Christian Ude, and of BMW AG when they first invited responsible representatives coming from politics, economy, administration and other organisations to Inzell. Within two days the participants agreed on eleven priorities (see left page) which are valid until today. Six projects – ranging from traffic telematics to the so-called Blue Zone – were put on track.

1996 – Inzell II in Haar
Under the sponsorship of BMW, a workgroup concentrating on the topic "Red Routes" was established by the Initiative to collect improvement concepts for the artery network systematically, which should then be geared to the municipal traffic concept. The second project to be focussed on was "Parking-space Management" which was intensely discussed at that time. It has been consequently developed and successfully implemented since then.

1998 – Inzell III in Unterhaching
Numerous Inzell topics were incorporated into the research project MOBINET which is supported by the German Ministry of Research with 22,5 Million Euro in all. The Inzell Initiative adapted its project structure: establishing the forums "Parking" (partnership by the Chamber of Commerce for Munich and Upper Bavaria), "Public Traffic" (MVG) and "Red Routes" (BMW).

2001 – Inzell IV in Freising
The new forum "Traffic Management in the Munich

Economic Area" was established under the partnership of the Munich Regional Administration Office. Among others, it comprised the projects "Traffic Control Center" and "Mobility Services". Further topics in Freising were: Residential parking, P+R within the surrounding region and the City Delivery Project CAPRI.

2004 – Inzell V in Germering
The regional dimension gained a stronger importance: The forum "Traffic Development in the City and the Regions" was set up (partnership: Munich Planning Department and the Chamber of Commerce and Industry for Munich and Upper Bavaria). The integration of the regions ought to be enforced even in the projects of the forum "Traffic Management". The forum "Parking" has been suspended because of the successful completion of the projects. Traffic information along the Red Routes ought to be optimized. The new research project "arrive – Services for a Mobile Region" was defined.

2005 – Inzell VI in Unterschleißheim
The start of arrive. An important instrument that is conceived to pave the way to answers to the questions brought up in the Inzell forums. Further important topics are: the extension of the MVV public traffic transport region, the discussion on the targets of the Red Routes as well as a traffic and mobility management concept. The forum "City and the Surrounding Regions" is dedicated to the opportunities of a strategic and operative cooperation between the communities in questions of residential and traffic development.

Flattering or Trench Warfare? New Tasks and Perspectives

by Prof. Dr. phil. Andreas Knie, professor at the Berlin Technical University, scientist at the Berlin Scientific Center for Social Research (WZB)

There are only few fields of politics that seem to be as rigid and resistant against changes as that of traffic. The dominant attitudes in this respect still are camp mentality and fixation on ideologies.

But beyond the firmly secured barricades, first signs have been showing up for some time that those trench warfares have become rituals without sense long since. A modern, highly differentiated and widely linked society is not determined by the controversy about the car, traffic-free zones or about speed limits and the importance of public traffic any longer.

This society will not be free of cars, but within a pluralistic society, this means of transport will never have the right to claim a monopoly. What we need are realistic and practical interconnections.

The basis for this is joint communication. "Inzell" has become a synonym for an informal, inofficial, camp independent and discussion-oriented approach. "Inzell" can be called a "bypass-solution" which is used to explore new solutions and to consider their implementation beyond of the formal structures and different camps, even before the traditional mechanisms of reception will react.

"Inzell" has become a success because of its strong partners. Whether automotive companies, city administration or pressure groups, competent and authentic representatives communicate jointly on this

platform. At eye-level and always certain to be among the German leaders in their markets, they strive for new solutions. In this respect, the Inzell Initiative has gained much attention far beyond Munich.

For a success story to be prolonged it is necessary to follow the evolution of the general settings. "Inzell" can further increase its impact. In fact, the high number of regulations in the traffic area has often proved to be an obstacle for innovations. And the historic allocations of responsibilities do not harmonize with the demands of modern traffic in different areas.

To surmount barriers like this, it is necessary to establish new routines of intercourse and to look beyond the actual settings jointly. This requires circumspective communication and a permanent synchronization of interests.

In this respect, "Inzell" could be a new signal to let a strong municipal administration reflect its intruments in a self-conscious way, to integrate citizens, companies and neighbouring communities and by this to apply new methods.

An experiment like this requires a local and trusting context to venture a real crossing of borders; "Inzell" is supposed to be a (virtual) place like this.

