

port's potential for development with the challenges of businesses. The cooperation between state entities and private enterprise has taken on particular meaning largely due to the introduction of the Swiss *Alpeninitiative*. The survey of businesses in and around Zug confirmed that transport costs do not belong to the deciding criteria in business decisions – not even in the area of logistics. The recognized measures of supply-side economics and free enterprise such as LSVA (flexible tax on road freight transportation) do not provide enough force. Beyond that, there is a need for cooperative development – for example in joint shipping – which not only creates attractive business conditions but also breaks down emotional barriers between rail transport, its competitors and customers.

#### 4.2.3 Law

The need for a broad-based site concept for combined traffic is undisputed. Such a concept must be supported on various levels. On the national level, for example, a new start was made at the beginning of 1999 with the legislative proposal for rail reform. It is also possible to envision a federal plan on Rail Transportation and Combined Transport Infrastructure.

On the regional level, the basis of the canton's strategic traffic planning must be improved. As companies do not fit their activities to political borders, the canton has to create its bases for planning on a transborder level. This leads to the question of whether a Swiss national development strategy for the current environment is needed, to create a framework for this spatially variable cooperation of Swiss cantons.

Based on the results of this project, we recommend that communities pursue more vigilantly the efficient use of space in transport and traffic infrastructure in their plans. This becomes even more important as many key players in the Zug region consider traffic to be the "Motor of City Development." The opportunities range from the elimination of certain site characteristics for newly-locating firms to planning shutdowns for business reasons or the application of cooperative

tools in the planning process. Thereby the state asks businesses to cooperate and provides these private entities with useful information. In this manner, companies begin to learn the needs and motives of public offices. It is important that a regional level for cooperation is found. In the near future, the canton and communities of Zug must get closer to the customer than ever before and therefore closer to the needs of the economy and the general population.

#### 4.2.4 Infrastructure

As the demand for intermodality of transport rises, a need for an appropriate physical infrastructure also arises. Business decisions on transport containers, transport methods and transport depend on the network for joint transportation being available. For example, at the Rotkreuz railway station the Zug region has a strategically favorable site whose infrastructure still needs development.

Until now infrastructure policy was always one-sidedly based on supply: that is to say that when there was a traffic jam, it was counteracted by an expansion of traffic infrastructure. Recently, availability and networking of functions such as working, living or shopping are being demanded locally. For that reason, efforts are to be judged on the basis of their contribution to sustainable spatial development and their spatial and environmental effects.

#### 4.2.5 "Software"

This term – in contrast to hardware – refers to the "soft infrastructure." What is needed first of all is information. As an example, few firms know that it is possible to get subsidies for investment in a works siding – provided by the Canton of Zug as a clean air measure. A first step toward overcoming this communications deficit is the newly created Office for Long-term Promotion in the canton's Office for Economic Development. Moreover, "software" also covers voting processes in logistics as well as the availability of knowledge and skills in the region. In this area, deciding factors stem from spatial planning and site policy.

The administration's proximity to the customer should not be restricted to business. On the one hand, nontransparency in traffic processes and impact links make it more difficult to lead a discussion oriented toward future abilities. On the other hand, the population increasingly views the ever-smaller living space as a problem. This situation calls for public discussion (about values and quality of life). The public administration has the obligation to take the needs of all constituents seriously and to provide them with a forum for exchange.

#### Notes

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