

Incentives for Innovative Mobility Management in New Developments

- Examples from the City of Bremen

Bergen, NO
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**Interreg
North Sea**



Co-funded by
the European Union

SHARE-North Squared

Norwegische Stadt Bergen baut Carsharing-Stationen nach Bremer Vorbild



Alle zeigen

14. Mai 2018

Tags - Kategorien



Gemeinsame Eröffnung des möbelpunktes Møbelstasjonen in Bergen (von links: Julian v. Jülich, Lars Ole Kvalheim, Stadt Bergen, Stadträtin Anna Ebae Tryti, Rebecca Karlsruher und Michael Göts-Richter, Share-North Projekt / Freie Hansestadt Bremen). Foto: SUDF

Es sieht fast aus wie in Bremen: Ein „Möbelpunkt“ mit der typischen blau-grünen Signale wurde am 8. Mai in Bergen errichtet. In der norwegischen Stadt verknüpfen die Möbelpunkte – genauso wie in Bremen – künftig das Car-Sharing-Angebot, den Fuß- und Radverkehr, den öffentlichen Verkehr und die Elektromobilität. Gemeinsam haben Vertreterinnen und Vertreter der Stadt Bergen, des Bremer Senats, des europäischen Share-North-Projekts und der EU die Eröffnung vorgenommen.

Im Rahmen der Zusammenarbeit zwischen Bremen und Bergen wurde auch das erfolgreiche Bremer Design der „Möbelpunkte“ durch die Stadt Bergen kopiert – nur die Schriftweise wurde angepasst. Zuvor hatte schon die belgische Stadt Gent den Bremer Carsharing-Aktionsplan im Rahmen des Projekts für sich übernommen. Das europäische Share-North-Projekt hat nicht nur die Errichtung weiterer Möbelpunkte in Bremen gefördert, sondern auch die Zusammenarbeit zwischen den Behörden verschiedener Städte im Nordseeraum.

Umwelt- und Verkehrsminister Joachim Lohme betont: „Seit viele Städte in Europa haben das Problem, dass es zu viele PKW auf begrenztem Straßenraum gibt. Immer mehr Städte gehen deshalb den gleichen Weg wie Bremen, Carsharing als moderne Dienstleistung zu fördern, um damit weniger Autos im Straßenraum zu haben. Die Stadt Bergen übernimmt direkt die Idee und auch die Gestaltung der Bremer Möbelpunkte. Es freut mich, dass Bremen hier als internationales Vorbild dient.“

Vor 15 Jahren wurde der erste Möbelpunkt – eine Car-Sharing-Station im öffentlichen Straßenraum – eröffnet. Inzwischen gibt es rund 30 Möbelpunkte und Möbelpunkthäuser im Bremer Stadtgebiet – als Teil eines Netzes von insgesamt 100 Carsharing-Stationen der Anbieter Car2Go, Move About und Flinkster. „Die Carsharing-Stationen im öffentlichen Raum sorgen für eine höhere Sichtbarkeit und Erreichbarkeit der Carsharing-Angebote“, teilt das Umweltressort mit. Durch Carsharing seien bereits rund 5.000 private PKW in Bremen ersetzt worden.



🔍 Free Hanseatic City of Bremen

City with 575.000+ inhabitants near the North Sea

27.000+ Carsharing Users

First carsharing station in the public realm in DE

First Carsharing Action Plan in Europe 2009

City with most innovative parking bylaw in Germany

Challenges

Emissions...



...impacts of
climate change.



Challenges

Resource and spatial efficiency.....



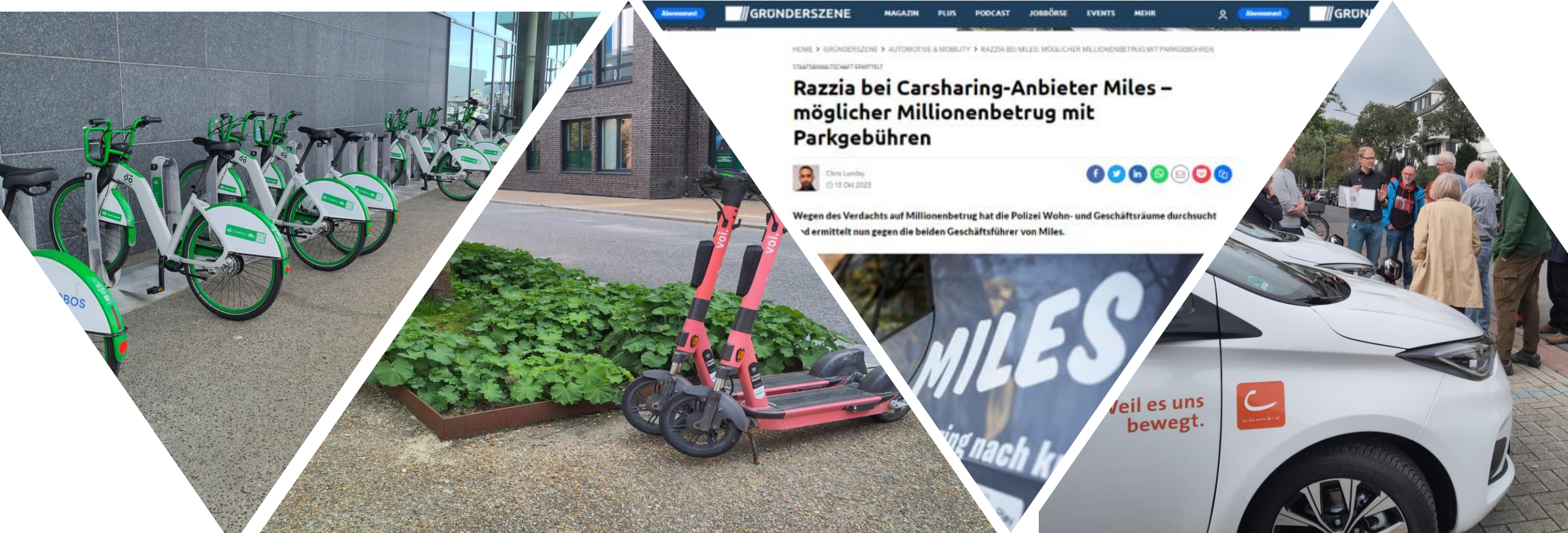


...social inclusion,
accessibility and quality of
life

Challenges



Finding reliable shared mobility providers



Challenges

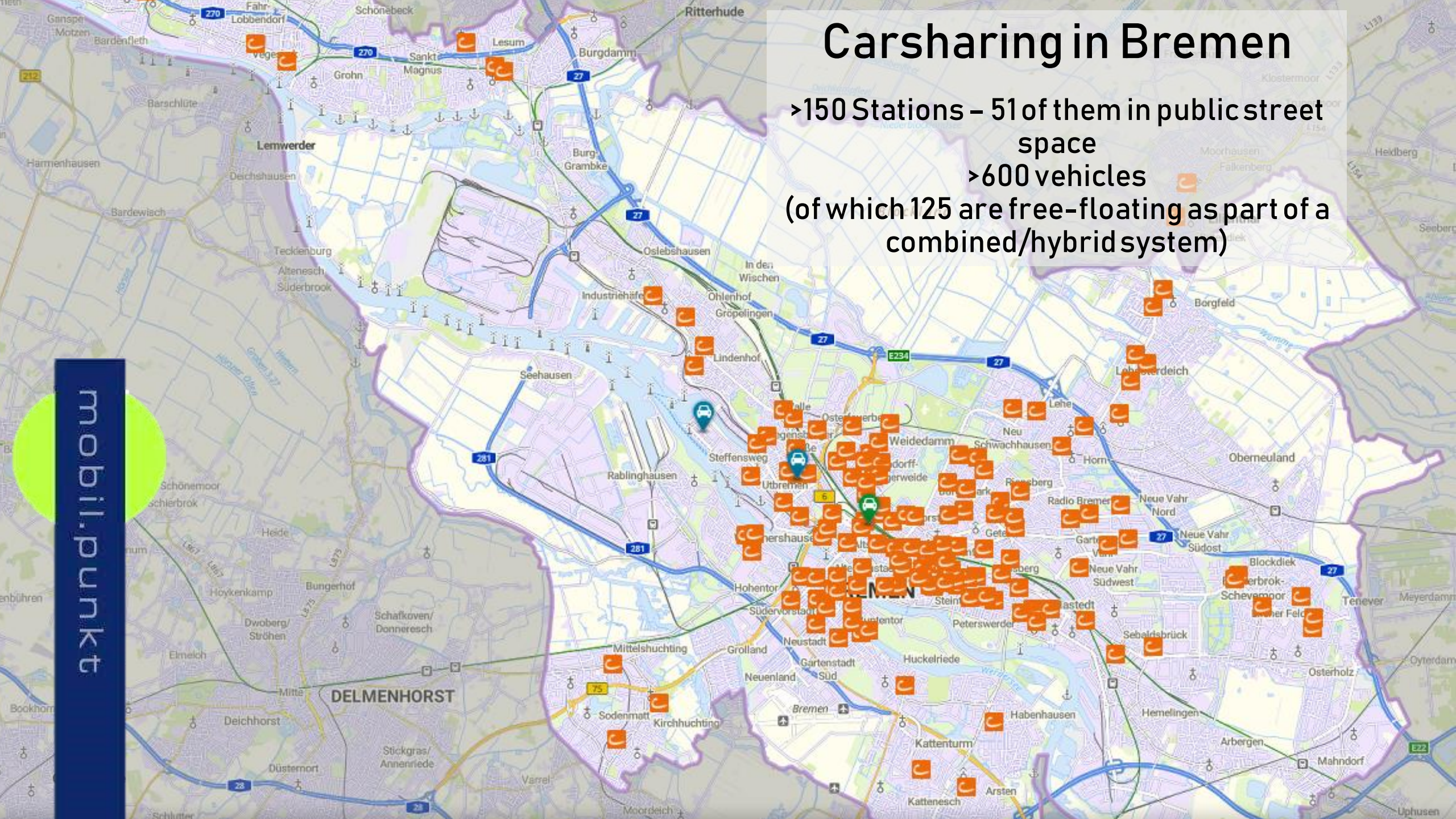
Fair approach to the complex demands on public space



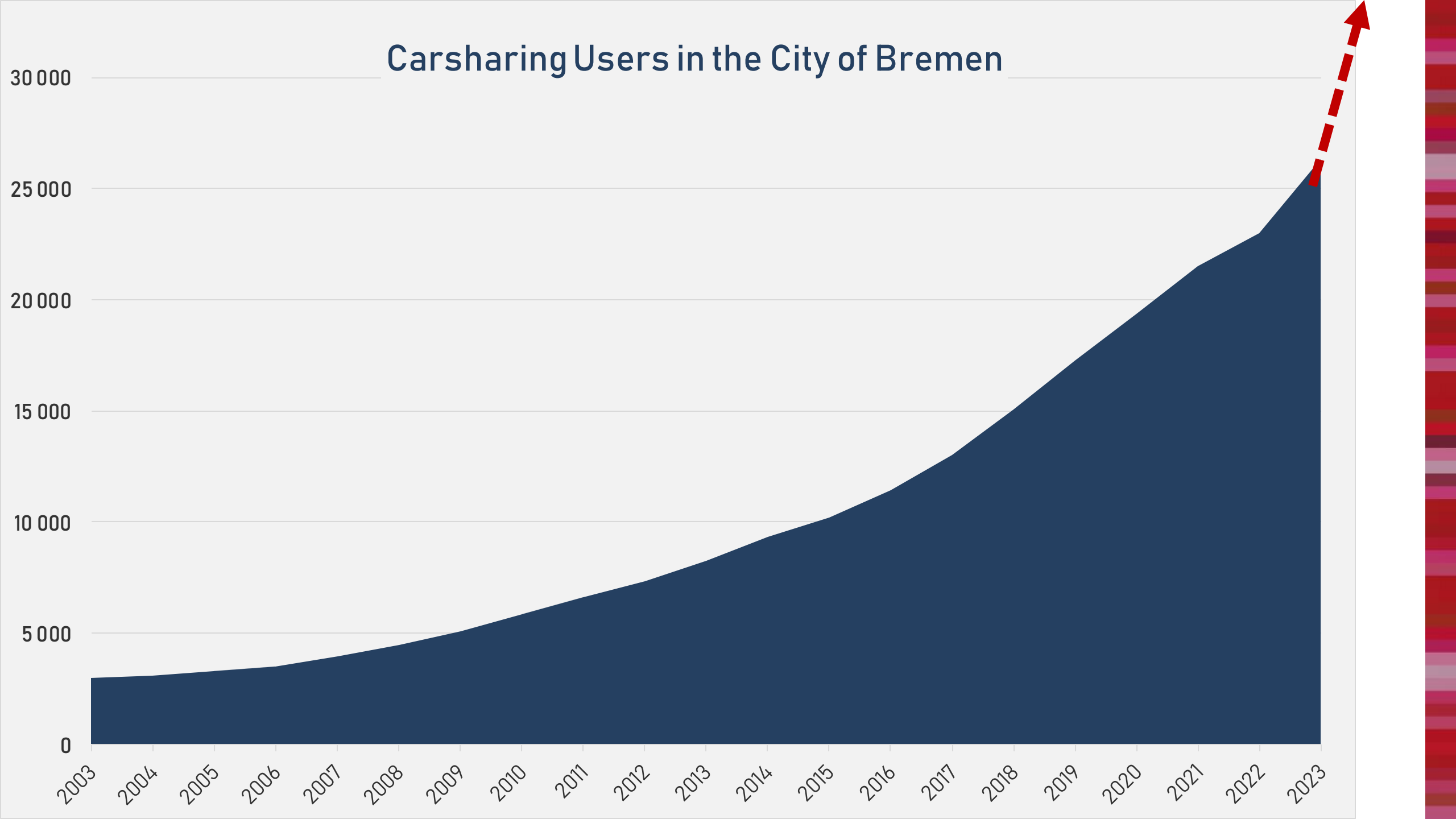
Carsharing in Bremen

>150 Stations – 51 of them in public street space
>600 vehicles
(of which 125 are free-floating as part of a combined/hybrid system)

mobil.punkt



Carsharing Users in the City of Bremen





**Mandatory Mobility Management with the
new Parking Bylaw (Mobilitäts-Bau-
Ortsgesetz)**

Since October 2022

**I.
Mobility
Management**

- ✓ Integrate a Carsharing Station
- ✓ Provide Carsharing Memberships
- ✓ Public Transport Memberships
- ✓ And much more!

+Communication Concept

and

**II.
Car & Bike
Parking
Space
Construction**

or

**III.
Fee**

* applies to housing
as well as other uses

Mandatory Mobility Management

According to Zones

Zone II

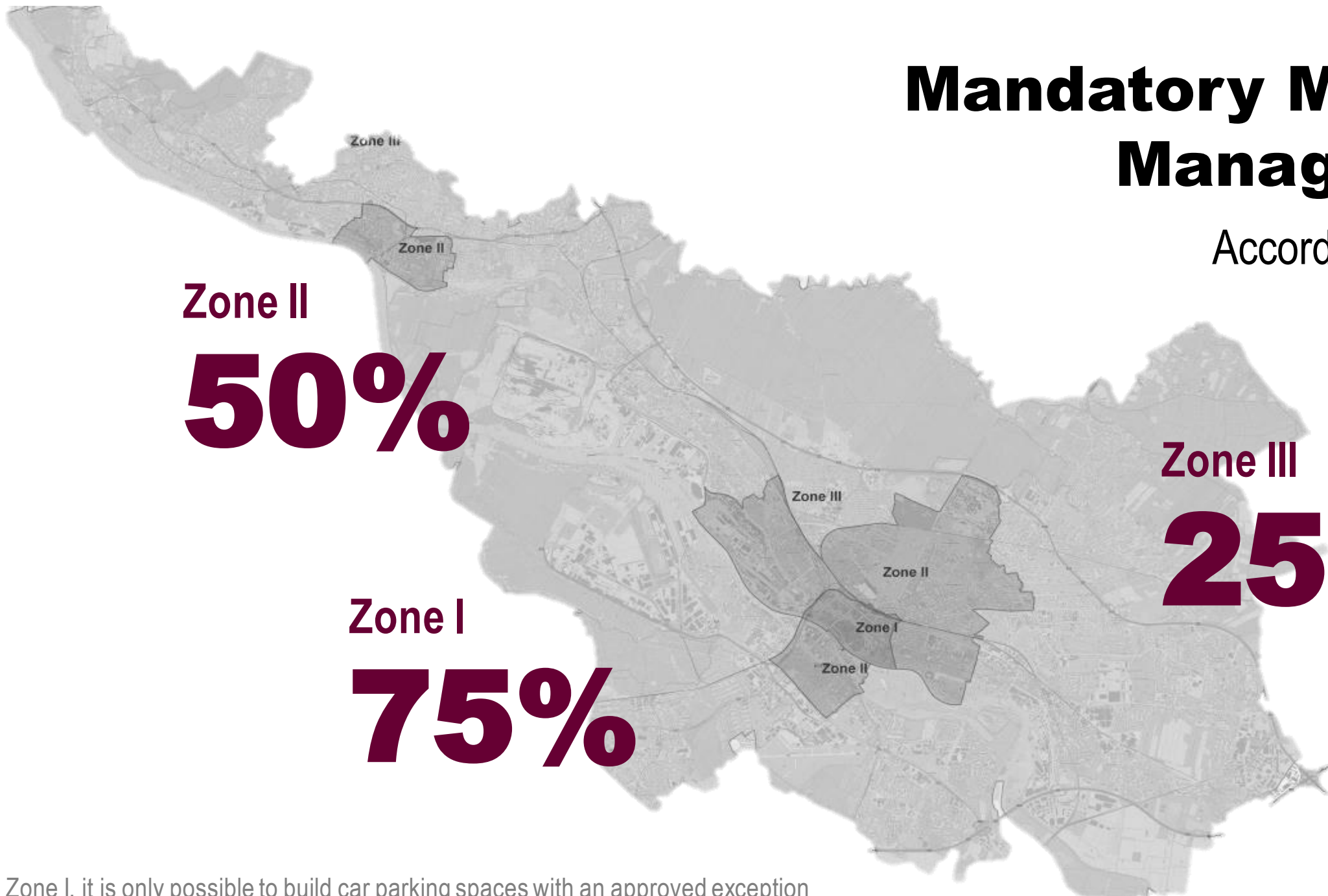
50%

Zone I

75%

Zone III

25%



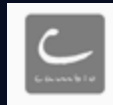
*In Zone I, it is only possible to build car parking spaces with an approved exception

District-Oriented Use of Compensation Fees by the City Management Measures



Category I

- ✓ Integrate a Carsharing Station
- ✓ Provide Carsharing Memberships
- ✓ Public Transport Memberships
- ✓ High Quality Bike Parking



Category II & III

- ✓ Bikesharing
- ✓ Cargobikes
- ✓ Bike Repair Shops
- ✓ Package Stations
- ✓ Shared E-Scooters
- ✓ Railway Passes
- ✓ and much more!

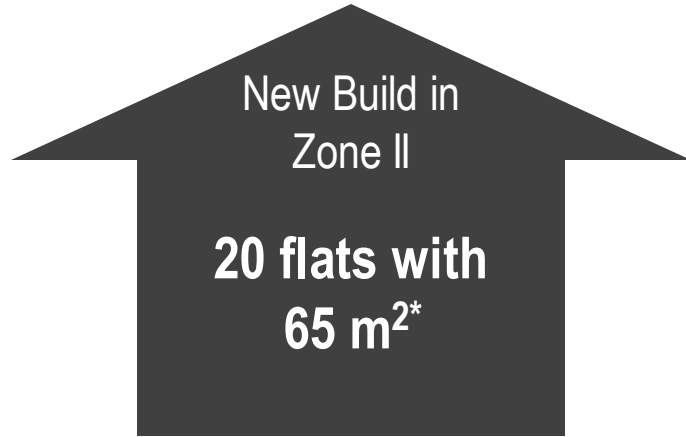


Communication Concept

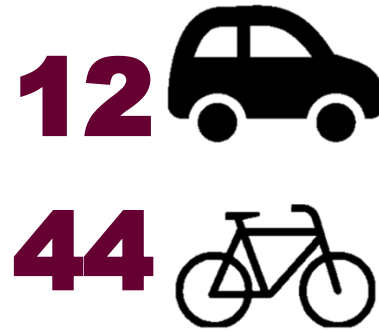
Measures must:

- ✓ Be target group appropriate
- ✓ Duration of at least 5 years
- ✓ Reduce the demand for car parking

Sample Calculation



=



Mathematical Parking
Requirement

Zone II
– 50 %



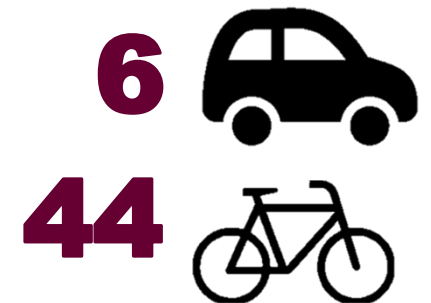
Must be fulfilled with mobility
management measures

Mobility Budget:

$$6 \times 12.600 \text{ €} \times 90\% = 68.040 \text{ €}$$

Remaining Parking
Requirement

=



Options:

Building parking spaces, payment of fee or invest fee into
additional mobility management measures

Sample Calculation

Mobility Budget:
68.040 €

Target Group:
Singles, Young couples, young families

Duration:
10 Years

Carsharing-Memberships



Public Transport Tickets



Shared Cargo bike



Box for Cargo bike



Communication Concept:

- ✓ Ad with announcement for flats
- ✓ Info-package upon moving in
- ✓ Annual reminder with Christmas card



Depreciation of Construction Costs

Is it possible to get a return on investment (ROI) for the construction of an underground parking garage?

- ✓ **Average construction cost of an underground car parking spot: 45.000€**
- ✓ **Average monthly rent for a underground spot:
80 € = 960 € per year = 19.200 € in 20 years**





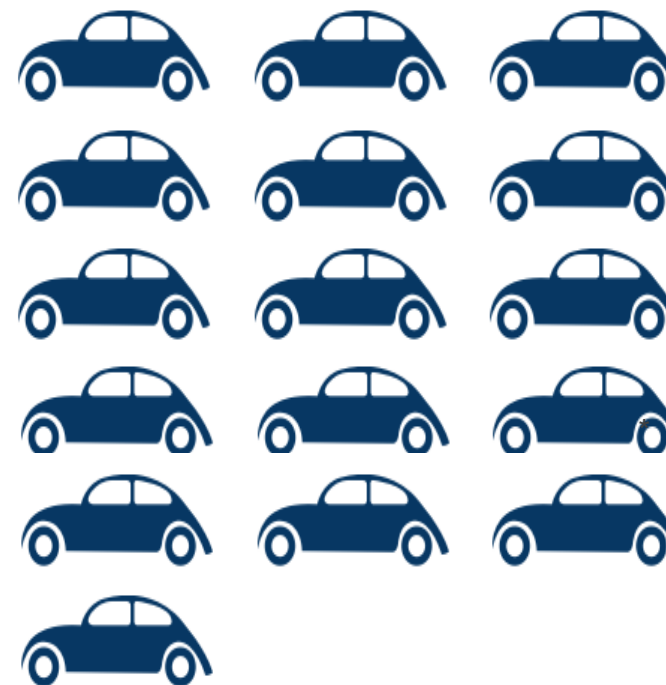
Integration into New Developments Example from Gewoba in Bremen

2 Carsharing Parking Spots
Charging Infrastructure for Carsharing
Bikesharing Station
+ Memberships

The background features a collage of images. On the left, there are several blue signs with white text. One sign at the top left shows green trees against a blue sky. Below it, a sign partially reads 'RESERVE'. Further down, a sign says 'CAR SHARING BREMEN' and 'RESERVIERT FÜR'. At the top right, a sign says 'Ladepunkt'. The main text is overlaid on a white background that transitions into a red and white striped pattern on the far right edge.

Why Carsharing and Mobility Hubs in Real Estate Developments?

Impact of Carsharing to Reduce Car Ownership



Studies by:

- ✓ Bundesverband CarSharing e.V.
- ✓ Autodelen.net
- ✓ City of Bergen

Possible Mobility Management Measures

Category 1

Category 2

Category 3



E-Scooter



Carsharing-Memberships and Stations



Public Transport Tickets

Bikesharing + Cargo Bikes

Railway Cards + Bicycle Repair Shops

High

Impact on Reducing Car Ownership

Low

Benefits of Carsharing in New Real Estate Developments*

Reduced need for car parking spaces and construction costs

Expansion of carsharing offer in the city

Generating demand for carsharing

Indirect operating cost subsidy in financially difficult areas



Continuity of the offers

Steering city-wide offer and closing gaps in the system

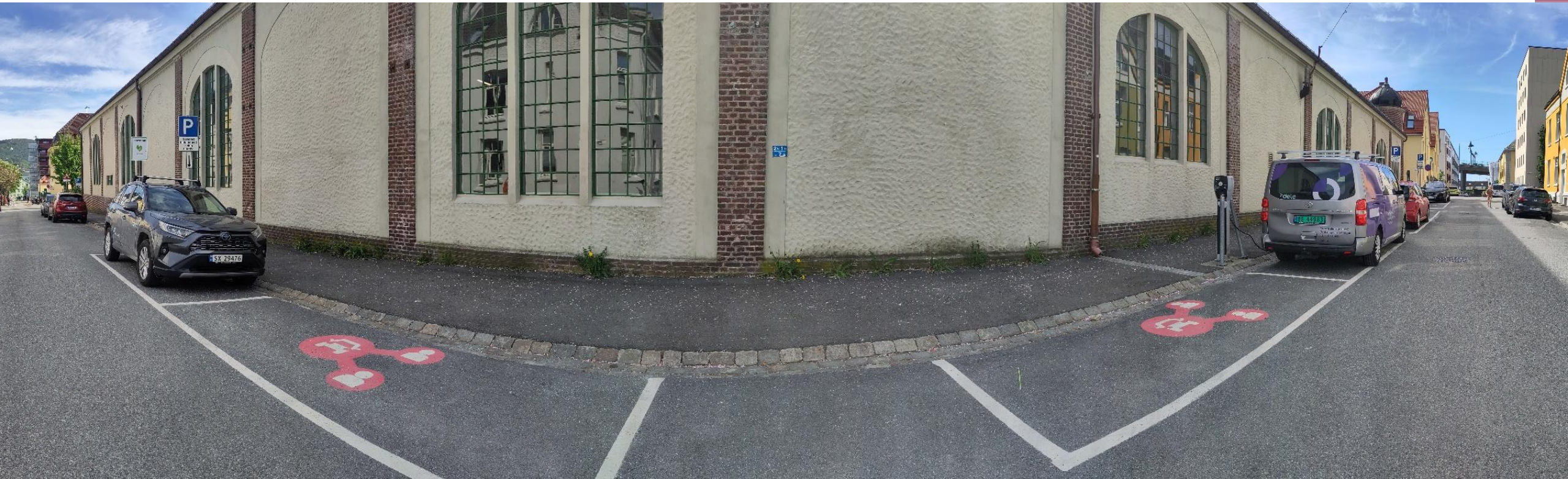
Benefits of Carsharing in New Real Estate Developments*

Selection of reliable providers

City has influence on site selection

***also in connection with mobility hubs**

High Density (max. 300 m walking distance)



Decentralised stations in residential areas

**Publically accessible carsharing Station
on private property in Bamberg, DE**



SHARE ME!



Does it have an impact?

Evaluation of mobility management measures within Bremen's Parking Bylaw 2021



Cluster

Zeichenerklärung

- Standorte
- Stadtgrenze Bremen

- Überseestadt Ost: 11 Maßnahmen
- Walle / Steffensweg: 15 Maßnahmen
- Gröpelingen / Gröpelingen: 13 Maßnahmen
- Überseestadt West: 34 Maßnahmen
- Neustadt / Huckelriede: 10 Maßnahmen
- Lesum Park: 7 Maßnahmen
- Findorff / Weidedamm: 10 Maßnahmen
- Gröpelingen / Lindenhof: 13 Maßnahmen
- Weidedamm / Osterfeuerberg: 36 Maßnahmen
- Walle / Walle: 5 Maßnahmen
- Schwachhausen / Radio Bremen: 10 Maßnahmen

18 Properties
Users of the Mobility Concepts
Neighbours as Control Group

Bearbeitungsstand: 15.11.2020
 Bearbeiter: Maximilian Heinrich

Kartengrundlage: OpenStreetMap und Beitragende;
 untersteht der CC-BY-SA-Lizenz
 Datengrundlage: team red Deutschland GmbH

0 2 4 km

Users



Impact on Car Ownership Availability of Car in Household

Control Group



In properties with mobility concepts, the percentage of car-free households was twice as high as those without a mobility concept

N=441

■ 0/no car ■ 1 ■ 2 ■ 3 or more

Modes/ Modal Split

**Car as driver or
passenger**

Public Transport

Bicycle/E-Bike/Cargo bike

Walking

Users

29%

17%

30%

24%

**Control
Group**

40%

10%

23%

27%

**Bremen
Overall***

36%

15%

25%

25%

Impact on Mobility Behaviour

*Source: SrV, 2018

Source: Wirksamkeit Mobilitätskonzepte - Evaluation von Mobilitätsmaßnahmen
im Rahmen des Bremer Stellplatzortsgesetzes, Team Red, 2021.

Acceptance among the Users



54%

“good” to
“very good”

What do you think of mobility
management measures being offered
in your housing development instead
of parking spaces?

n=167

Integration into New Developments Many Advantages!

- ✓ Increased attractiveness of the Property
- ✓ Meet mobility needs and change mobility behaviour
- ✓ Reduce building costs –
Contribution to more affordable housing
- ✓ Reduced financial risk for mobility providers



**The Dos for
Integrating
Carsharing into
New
Developments**

A SUMMARY

Daily trips must be manageable with public transport, walking and cycling

Only include Carsharing when public transport is attractive and reliable enough

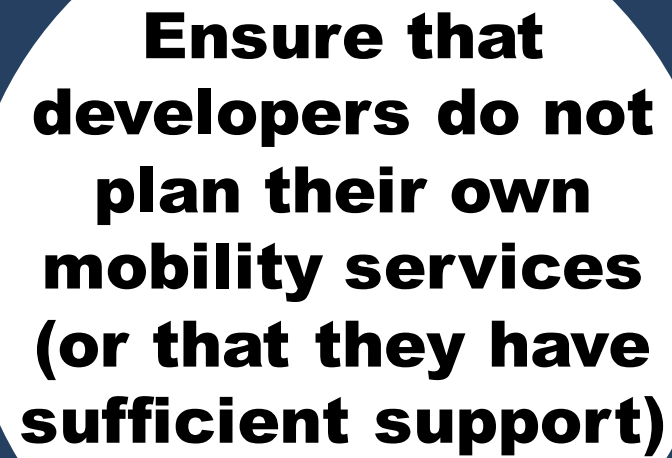


**Coordinate the
planning of
carsharing
stations**

on public as well as private property

Avoid offers for closed user groups

**All carsharing
vehicles should
be accessible to
the broad public**



**Ensure that
developers do not
plan their own
mobility services
(or that they have
sufficient support)**

This is usually not their core
competence

This should be before they move in!

Inform the future residents and users of the site about the mobility concept in a timely fashion

```
graph LR; A((Ensure that the city has a coordinating role in the whole process and monitors the implementation)) --> B[Urban Planning]; A --> C[Developers]; A --> D[Mobility Providers];
```

Ensure that the city has a coordinating role in the whole process and monitors the implementation

Urban Planning

Developers

Mobility Providers



**Rebecca Karbaumer
says**

**THANK
YOU**

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**Interreg
North Sea**



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SHARE-North Squared

Die Senatorin für Bau, Mobilität
und Stadtentwicklung

 **Freie
Hansestadt
Bremen**