SHAPING URBAN MOBILITY TOGETHER.
JOHANNA REINHARDT, eMO BERLIN.
FRANK HANSEN, BMW GROUP.
Open Cooperation platforms
cities, municipalities, science, mobility providers,
local stakeholders.

MoUs
cooperative scaling of sustainable urban mobility,
step-by-step.

Pilot Neighborhoods
improving local framework conditions for multimodal mobility without car ownership,
more quality of life,
demand- and need-orientation.
Who we are
- Innovation Agency to push for Innovation in Mobility
- Public-Private-Partnership: financed by the City of Berlin and a partner-network

What we do
- Identify trends in the area of smart mobility which are valuable for the City of Berlin
- Bring the right people together from industry, research, politics and society
- Push for innovation projects:
  - Mobility as a Service (+ Parking as a Service)
  - On-Demand Mobility/Autonomous driving
  - Mobility and Smart Grids

BERLIN AGENCY FOR ELECTROMOBILITY eMO.
STATUS QUO OPEN COOPERATION PLATFORM BERLIN.
STATUS QUO: SCARCITY OF PUBLIC SPACE INTENSIFIES. INCREASING AND AGEING CAR STOCKS.
VISION: LESS CARS, HIGH AVAILABILITY OF MULTIMODAL MOBILITY SUPPLY. MORE SPACE FOR A BETTER QUALITY OF LIFE.
THE FIRST PILOT NEIGHBORHOODS.
BERLIN, START 06/2016.
SURVEY OF MOBILITY NEEDS IN THE NEIGHBOURHOODS.

**Machen Sie mit bei unserer Umfrage zum Mobilitätsverhalten auf der Mierendorff-INSEL und im Klassenerplatz-Kiez.**

Wir möchten von Ihnen wissen, wie Sie sich in Berlin und in Ihrem Kiez bewegen.

Ihr Nutzen:
Das Projekt "Neue Mobilität Berlin" kann sich bei der Entwicklung innovativer Beförderungs- und Transportangebote besser auf Ihren realen Bedarf vor Ort einstellen.
Für mehr Innenstädtische Lebensqualität durch bessere Mobilität - in jeder Situation und in jedem Alter!

Wenn Sie an der persönlichen Befragung teilnehmen, erhalten Sie als Dankeschön von uns einen Einkaufsgutschein im Wert von 15,- Euro.

Bitte melden Sie sich an über unsere Website: www.neue-mobilitaet.berlin oder per Telefon: 030-1234567 sowie mit unseren Kontaktkarten an den neue-mobilitaet.berlin-Reiseführer in Geschäften & Gaststätten!
MOBILITY NEEDS OF URBAN CAR OWNERS. PROBABLY MORE THAN HALF OF PRIVATE CAR STOCK COULD BE SUBSTITUTED.

## Typology of Car Owners

<table>
<thead>
<tr>
<th>Type</th>
<th>Objective Car Dependency</th>
<th>Subjective Car Dependency</th>
<th>Berlin</th>
<th>San Francisco</th>
<th>Shanghai</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captive</td>
<td>high</td>
<td>low</td>
<td>9%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Car Addict</td>
<td>high</td>
<td>high</td>
<td>27%</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Car-independent</td>
<td>low</td>
<td>low</td>
<td>36%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Pragmatist</td>
<td>low</td>
<td>medium</td>
<td>16%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Prevented</td>
<td>medium</td>
<td>high</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Car Lover</td>
<td>low</td>
<td>high</td>
<td>36%</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Car-affine</td>
<td>low</td>
<td>medium</td>
<td>16%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Pragmatist</td>
<td>medium</td>
<td>high</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Objective Car Dependency
- **High**: Car ownership is essential for day-to-day mobility needs.
- **Low**: Does not really like to drive.

### Subjective Car Dependency
- **Low**: Mobility needs mainly can be fulfilled without a car.
- **Medium**: Likes to drive.
- **High**: Car ownership is essential for day-to-day mobility needs.

### Source
- KIT 2017.
FREE-FLOATING-CARSHARING IS AN ALTERNATIVE FOR CAR-OWNERSHIP. ONE FREE-FLOATING CARSHARING VEHICLE REPLACES AT LEAST THREE PRIVATE OWNED VEHICLES.

<table>
<thead>
<tr>
<th>STUDY</th>
<th>NUMBER OF PRIVATELY OWNED VEHICLES ABOLISHED DUE TO EACH SINGLE CAR SHARING VEHICLE</th>
<th>CO2 REDUCTIONS</th>
<th>VEHICLES NOT BOUGHT</th>
<th>PARKING SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landeshauptstadt München</td>
<td></td>
<td>Car sharing customers in Vienna travel 44 mio kilometers less than private car owners – thus 7.000 tons of CO2 are saved</td>
<td>39.8% of car sharing users did not buy a vehicle due to car sharing</td>
<td>2,000 parking spaces in Munich have been freed up due to car sharing</td>
</tr>
<tr>
<td>BMW</td>
<td></td>
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<tr>
<td>StaDt#Wien</td>
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</tr>
<tr>
<td>Berkeley</td>
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<td></td>
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<tr>
<td>ETH zürich</td>
<td></td>
<td></td>
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<tr>
<td>carplus bikeplus</td>
<td></td>
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<tr>
<td>DriveNow</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 – 6 vehicles

Source: EVA-CS: Evaluation CarSharing Study by the city of Munich
Source: Carsharing Vienna – Evaluation conducted by the city of Vienna
Source: EVA-CS: Evaluation CarSharing Study by the city of Munich
Source: EVA-CS: Evaluation CarSharing Study by the city of Munich
BETTER AVAILABILITY OF MULTIMODAL MOBILITY WITHOUT CAR OWNERSHIP.
TRYING OUT NEW MOBILITY – MOBILITY DAYS FOR RESIDENTS.
GAINING SPACE FOR MORE QUALITY OF LIFE.
REACHNOW
IN DEN USA.
RUNDUM ON-
DEMAND MOBILITÄT:
CARSHARING
UND
RIDESHARING
MIT ZUSÄTZLICHEN MOBILITÄTSANGEBOTEN.
Launch im April 2016 in
Seattle,
gefolgt von
Portland
und
Brooklyn
(NY)
Ein 100%
BMW Group Tochter-
unternehmen
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