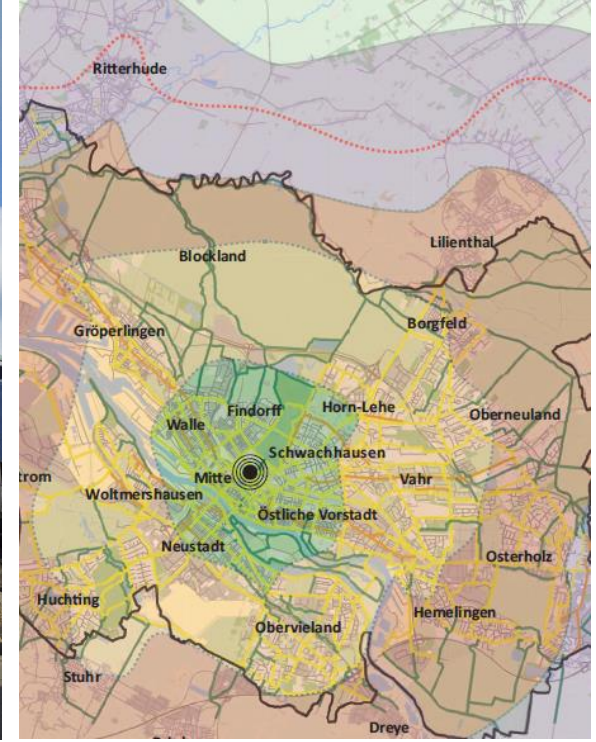


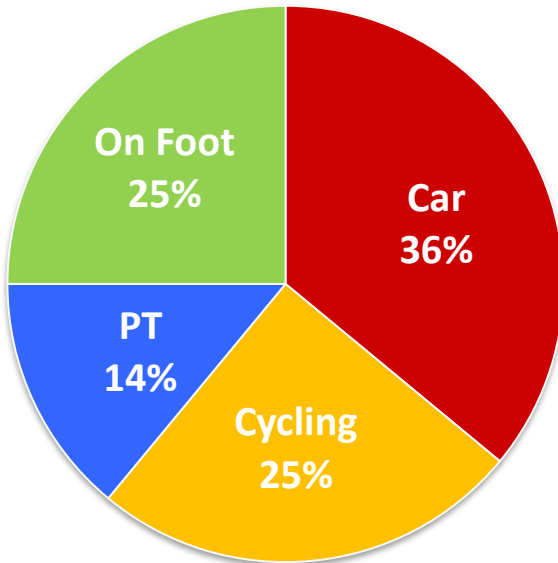
The Impact of Mobility Management in Housing Development Parking Codes

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City of Bremen

Ministry for Climate Protection, the Environment,
Mobility, Urban and Housing Development
Unit for Strategic Transport Planning



Modal Split



570,000+ Residents

Mobility Management as Part of Bremen's Parking Code

Since 2013:

or

Build necessary
parking spaces

Payment of Fee

or

Mobility Management

Inclusion of a
CS Station

Public Transport Tickets
for Residents

CS Membership

= Annulment of the Fee

Applies to Residential and Commercial Use

Possible Mobility Management Measures

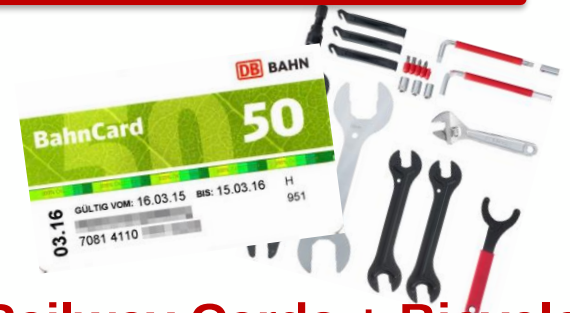
Priority 1



**Carsharing-Memberships
and Stations**

Public Transport Tickets

Priority 2

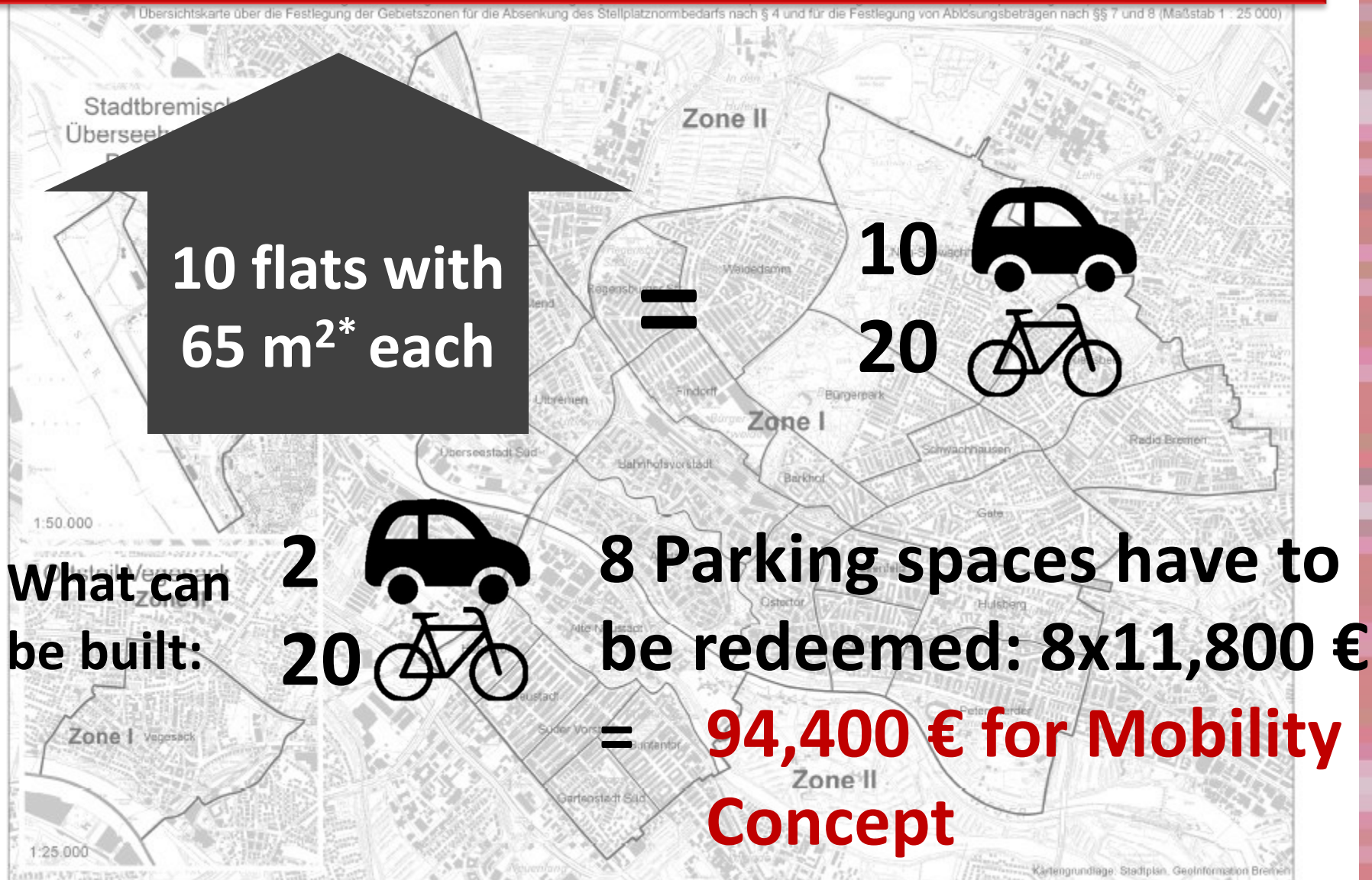


Bikesharing + Cargo Bikes

E-Scooter

**Railway Cards + Bicycle
Repair Shops**

Example



ge Personenkraftwagen auszugehen. Einstellplätze für Lastkraftwagen und Autobusse sind bei Anlagen mit einem entsprechenden An- oder Auslieferverkehr oder speziellen Besucherverkehr zusätzlich nachzuweisen. Sind nach Satz 2 Autobusstellplätze nachzuweisen, werden diese bis zu einem Drittel des Stellplatznormbedarfs auf die Zahl der notwendigen Stellplätze angerechnet.

*New development in Zone 1

Possible Mobility Management Measures

Category 1



Carsharing-Membership
and Station



Public Transport Tickets

- Target group-oriented
- Minimum duration of 5 years



Bikesharing + Cargo Bikes

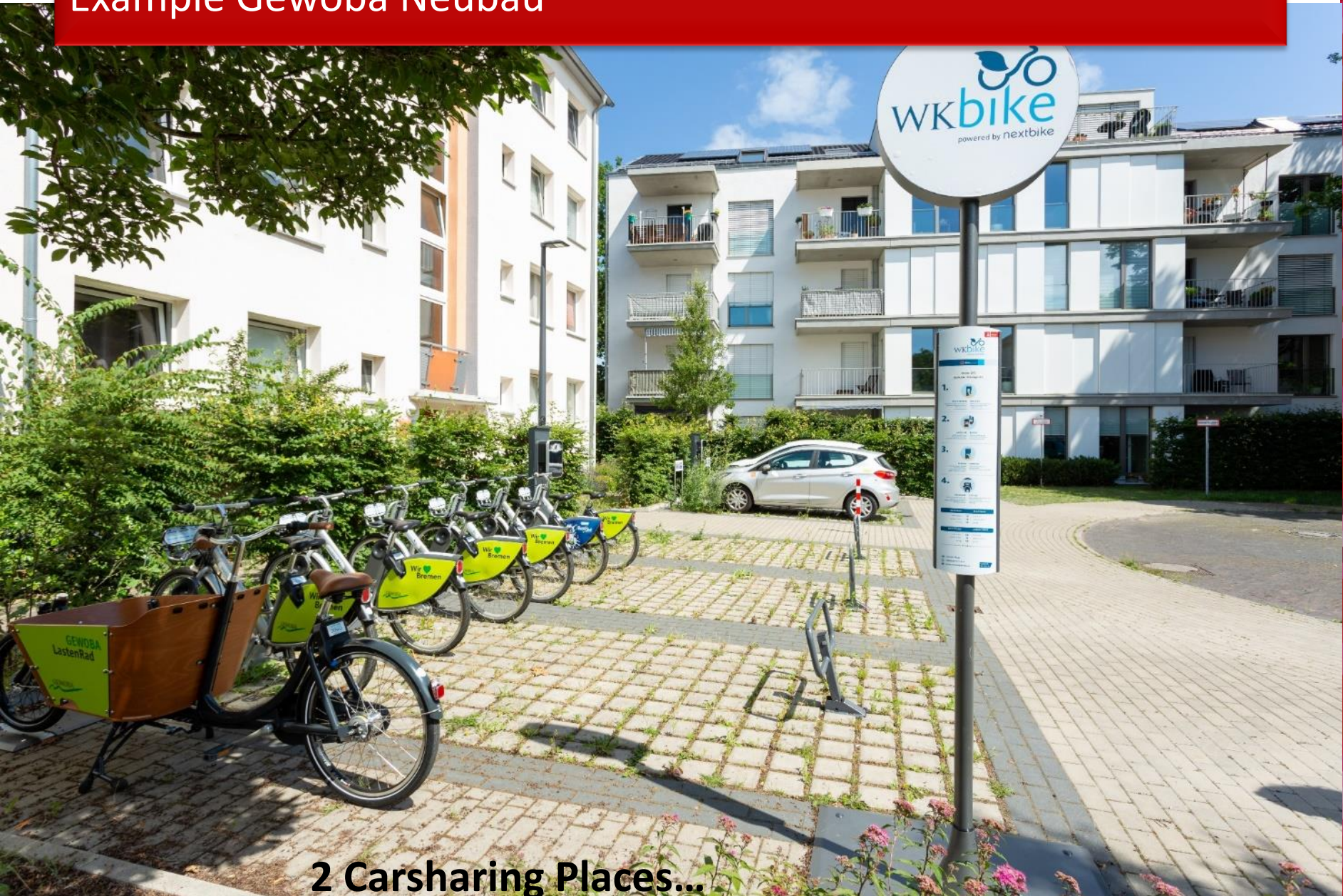


E-Scooter



Railway Cards + Bicycle
Repair Shops

Example Gewoba Neubau



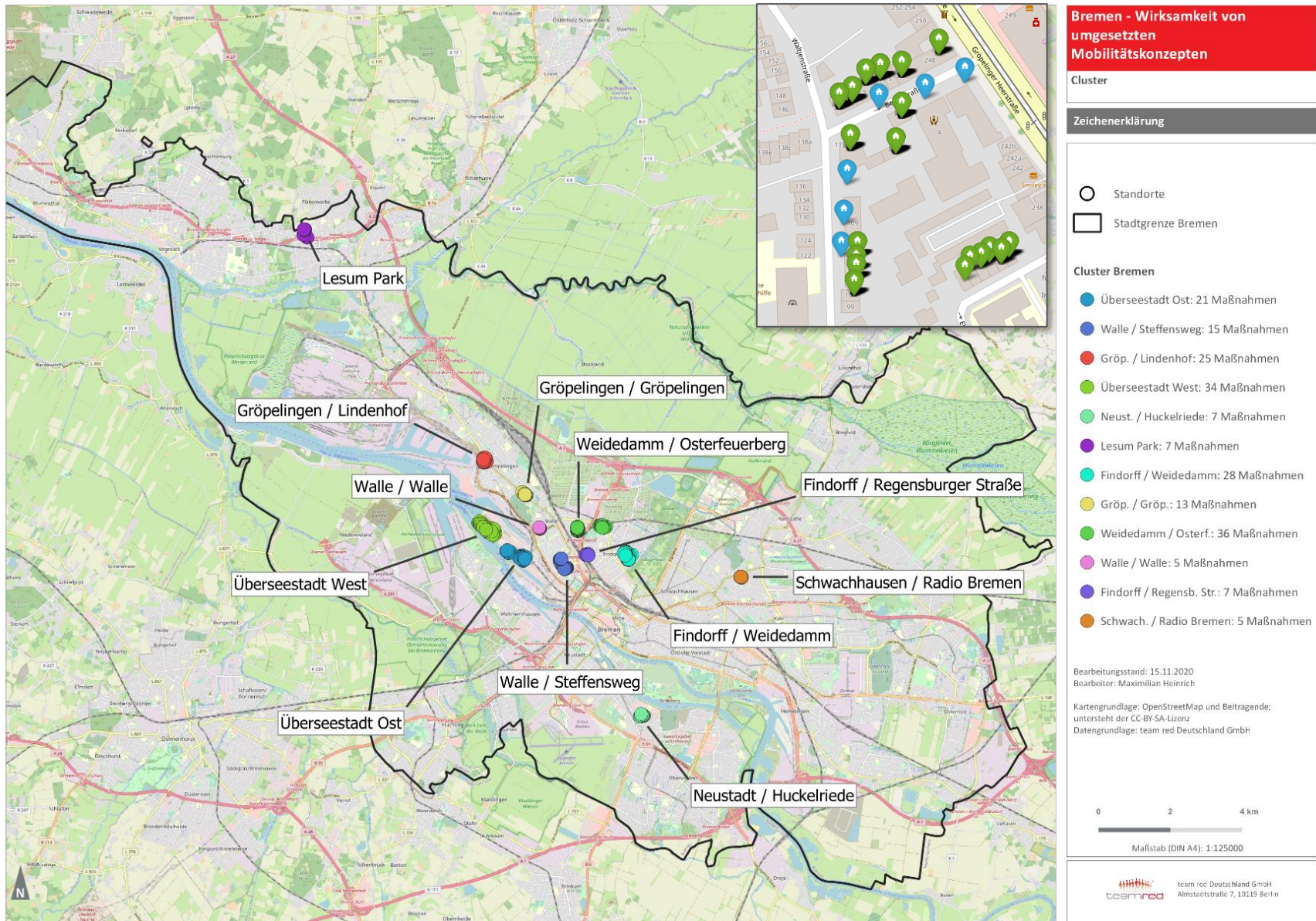
2 Carsharing Places...

-and- Bikesharing-Station and Memberships

Question:
Is it effective?

Lower car ownership?
Lower demand for parking spaces?
More sustainable travel behaviour?

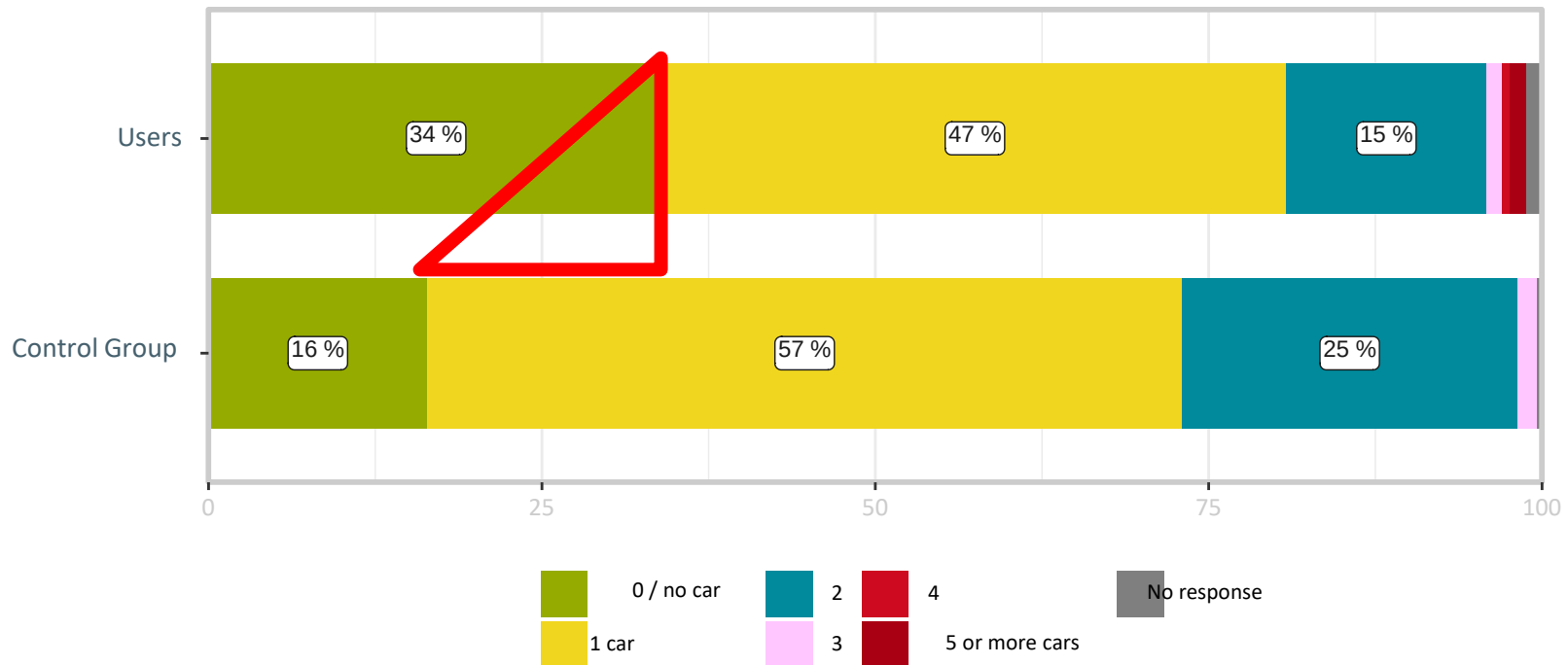
Evaluation of mobility management measures within the scope of Bremen's Parking Regulation for Housing Developments



Untersuchung zu Mobilitätsmanagement im Neubau: Wirkungen auf Pkw-Bestand

How many cars (incl. Company cars) are available in your household?

Datenbasis: Alle Befragten, N=441

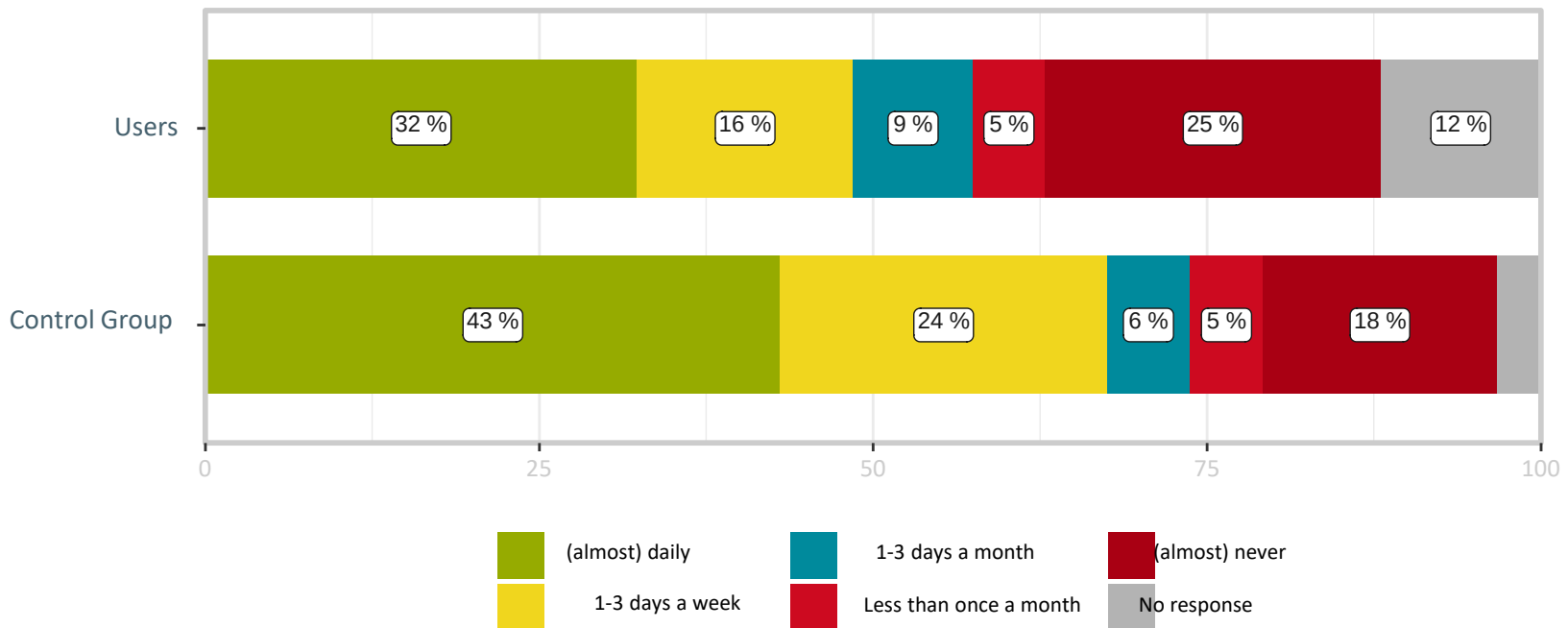


The proportion of car-free households in developments with a mobility concept (Users) is twice as high as developments without a mobility concept (Control Group)

Untersuchung zu Mobilitätsmanagement im Neubau: Wirkungen auf Pkw-Nutzung

When you think of the time before the Covid-Pandemic:
How often did you use the following forms of transport?
Car as a driver

Datenbasis: Alle Befragten, N=441

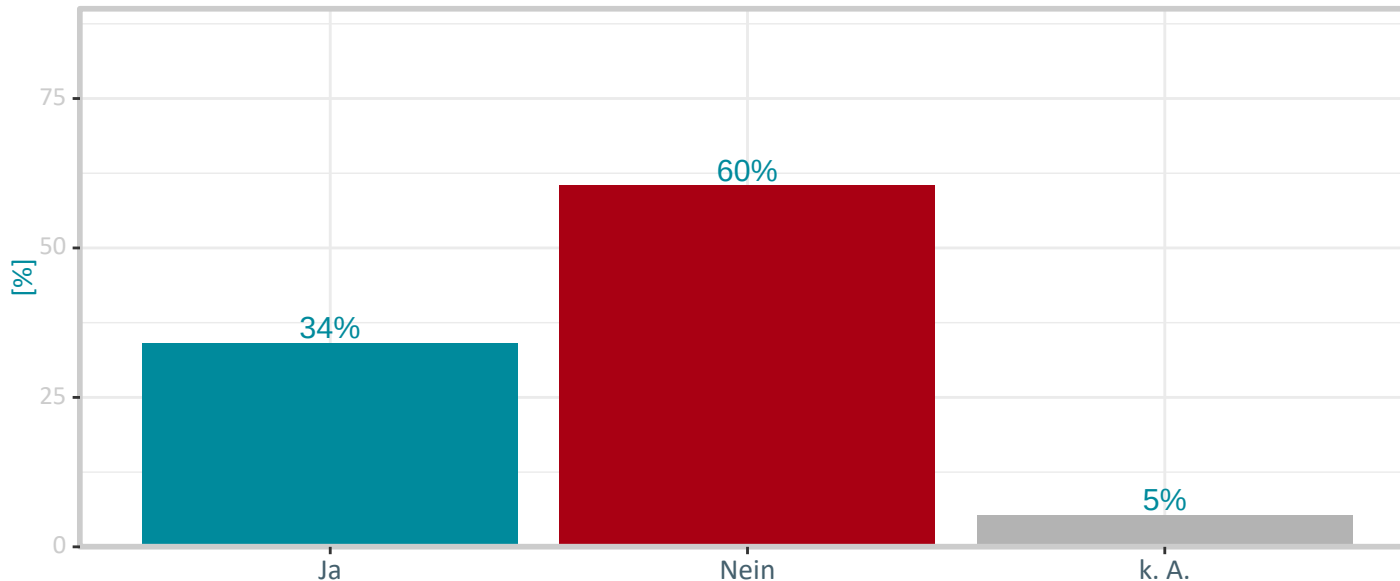


Car use is lower among residents with access to a mobility concept (Users) than for residents without a mobility concept in their development (Control Group)

Gewonnene Erkenntnisse: Bekanntheit Mobilitätskonzepte unter Bewohnern

Did you know about available mobility management options before moving into your flat or when signing your rental/purchase contract?

Datenbasis: Nutzerbefragung, N=167

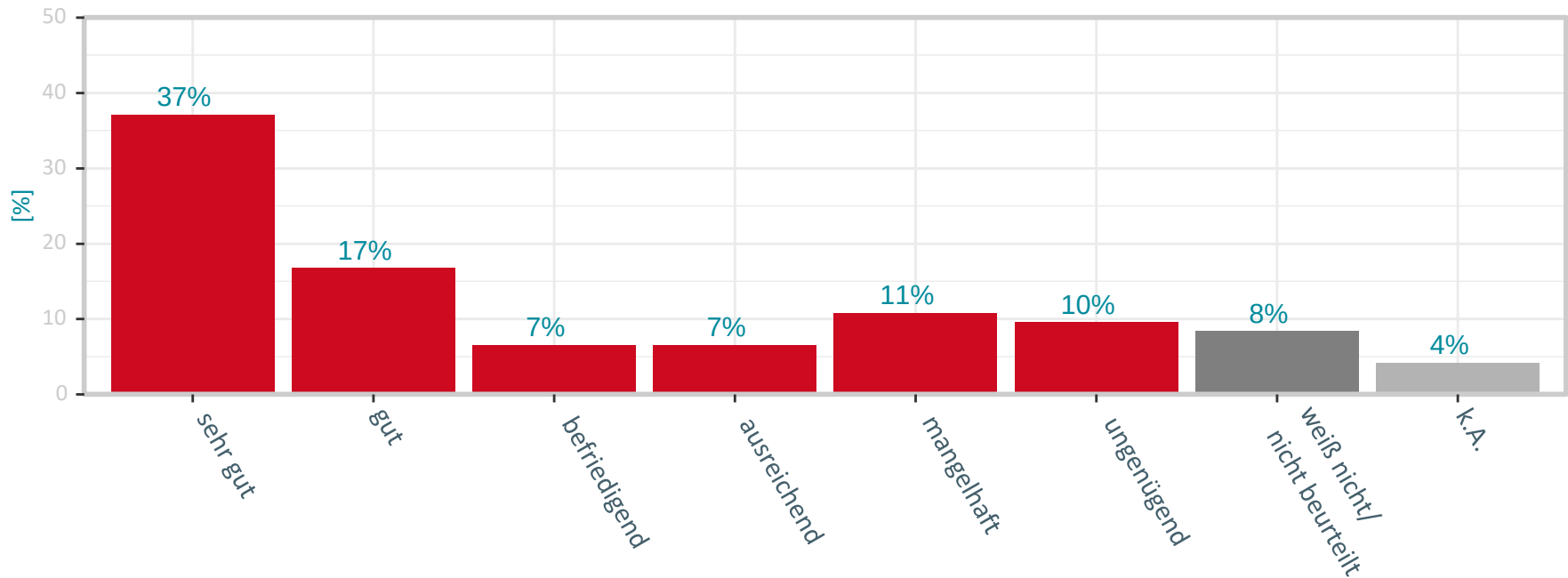


The majority of surveyed residents did not know about available mobility management offers integrated into their housing development.

Untersuchung zu Mobilitätsmanagement im Neubau nach Bremer Stellplatzortsgesetz: Bewertung

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

Datenbasis: Nutzerbefragung, N=167



Untersuchung zu Mobilitätsmanagement im Neubau: Wirkungen auf Verkehrsmittelnutzung

Modal Split	Users	Control Group	Bremen Overall*
Car as driver or passenger	29%	40%	36%
Public Transport	17%	10%	15%
Bicycle/E-Bike/Cargo bike	30%	23%	25%
On foot	24%	27%	25%

*Quelle: Freie Hansestadt Bremen, Mobilität in Städten, SrV, 2018

Evaluation of mobility management measures within the scope of Bremen's Parking Regulation for Housing Developments: summary

- The mobility concepts work
 - Measures lead to **reduced car use and reduced car ownership** among users
 - **Public transport tickets** are particularly popular/effective
 - Accompanying communication measures are essential



Evaluation of mobility management measures within the scope of Bremen's Parking Regulation for Housing Developments: summary

- The process for investors must be simplified and more transparent
- **Sufficient qualified and target group oriented advice** for real estate developers increases the success of the mobility concepts
- **Missing management of parking on public street space** reduces the potential of the mobility management measures



Integration in New Housing Developments – Many Options!

Many Benefits!

Mobility Needs of Residents

Increased Attractiveness of Property

**Lower Building Costs
= Contribution to
Affordable Housing**

**Reduced Financial Risk
for Car-Sharing
Providers**

Remember the example?:
= savings of 160,000-360,000 €





Thanks!

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und Wohnungsbau



**Freie
Hansestadt
Bremen**

Interreg
North Sea Region
SHARE-North

European Regional Development Fund



EUROPEAN UNION