Der Senator für Umwelt,
Bau und Verkehr

Freie
Hansestadt
Bremen

Bremen's mobil.punkt strategy

- Reclaiming Street Space and Place Making with Car-Sharing

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Interreg
North Sea Region
SHARE-North
European Regional Development Fund
EUROPEAN UNION

Modal Split

565,000+ Residents

L.IS

30
ZONE
DIXI
FRANK WOLF

Problems in Neighbourhoods

WESER KURIER

BREMEN

Politik Wirtschaft

» Startseite » Bremen » Stadtteile

Blockierter Gehweg - 23.01.2014 - 2 Kommenta

Rollator verkratzt Auto

on Liane Janz

intor. Eine Schadenersatzforderung hat sich der 77-jährige Franz Gauk
gehandelt. Er ist mit seinem Rollator zwischen einem parkenden
geblieben. Ein freundlicher Müllwerker hat ihm den Rollator
Autos muss Franz Gauker nun wohl beheben lassen. Er
Schmidtstraße schmaler gemacht worden sei, sag

Empfehlen

Eig
Okto
Schm
Bremen
dort zwei
ab. Die Sch
der Schule et
ist verbreitert
Autofahrer davor
wird die linke Stra
77-jährige Anwohne
seinem Rollator in ein
geblieben. Und hat jetzt
Schadenersatzforderung am Hals.

Franz Gauker wohnt seit

Offentliche Veranstaltungen zum ...

Steintor
Dreh für neue Krimi-Serie

Impact of Car Club Use on Car Ownership

>15,000 Users

>5,500 Cars reduced

*Source: Analysis of Bremen‘s Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/

Positive Environmental Impacts

- Lower car-mileage travelled
  (more use of Public Transport, Rail, Cycling and Walking)

- Appropriate cars for purpose of journey
  (downsizing of cars)

- Better cars available
  (above-average emission standards)

Impacts on Mobility Behaviour

*Source: Analysis of Bremen‘s Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/c

Car-Sharing Action-Plan Bremen

Target figure: 20.000 Car-Sharers by 2020

Framework for growth

- Car Sharing stations on-street
- Integration new developments
- Integration with Public Transport
- (Own) Fleet Management
- Awareness + Information

- Goal: replacing > 6,000 cars

Sustainable Urban Mobility Plan for Bremen

34 Sustainable Urban Mobility Plan Bremen 2025
Chapter 4 Opportunity and Shortcoming Analysis

Car Sharing

Car sharing offers a mobility service that focuses on the environmentally-friendly use of cars and puts car use ahead of ownership.

A distinct advantage of car sharing is that it relieves public street space of parked cars — thus promoting higher quality local mobility in densely built neighbourhoods. Regular customer surveys of the car sharing operator cambio have shown that 30% of those surveyed had got rid of a personal car. Given the statistical average of 40 users per car sharing vehicle, this means roughly 12 private cars are replaced by each car sharing vehicle.[1] Car sharing offers a comparatively inexpensive means to reduce parking pressure, particularly in central neighbourhoods, and to help create better conditions for local mobility.[2] The planned "mini mobility points" should enhance this approach on a small scale through a dense network of 2-car stations in densely built neighbourhoods.

The growth rate and the interest from car manufacturers show that car sharing is gaining in importance, above all at the local level. Analogue to the national development of car sharing, cambio has become an important player in Bremen over the past 20 years.

Car sharing promotion campaign
("Would you buy a cow for a glass of milk?")

Development of cambio car sharing in Bremen
(May 2013)

Every SUMP needs a Shared Mobility Action Plan!

Car Club Stations on public street space

mobil.punkt
SWISS.COM
BSAG
Easily accessible, linking several modes

Integration with Public Transport

Reserved Parking Spaces
STATION
mobil.punkt
mobil.punkt
Nur für cambio
Visible and Clearly Marked

Integrated Bicycle Parking

Room for Charging Infrastructure for CS vehicles (where possible)

Stahlpoller
4,50
AQ1
Zaun entfernen
Ablauf
R=0,5
R=2,0
Stahlpoller
3,50
3,60
Ablauf
Blumenkübel entfernen
Stahlpoller
Ablauf
Litfasssäule versetzen
2,40
2,40
2,77
2,50
2,50
2,50
2,50
5,80
Trafo
Kleinpflaster
Verbundpflaster, rot
Poller entfernen
Hinweisschild "Mobilpunkt"
Markierung blau
Hinweisschild "Mobilpunkt"
Tresor
Stele
Ablauf
50 1,20 1,00 1,20 1,20 1,20 1,20
4 Fahrradbügel

Infrastructure Improvements

Car Club Stations in Bremen

= existing mobil.punkte = mobil.punkte in planning

*Source: Analysis of Bremen‘s Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/

Most Important Factors for User Satisfaction

Very Important:

Uncomplicated Booking

79%

Vehicle Availability

68%

Short Distance to Next Station

60%

*Source: Analysis of Bremen‘s Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/

Most Important Factors for User Satisfaction

Very Satisfied/ Satisfied with:

Uncomplicated Booking

93%

Vehicle Availability

81%

Short Distance to Next Station

84%

*Source: Analysis of Bremen‘s Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/

Most Important Factors for User Satisfaction

– Gender Differences

*Source: Analysis of Bremen's Car-Sharing Offers, Team Red Deutschland GmbH
https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/

Building Codes

Shared Mobility Action Plans

mobil.punkt

Create Space for Sharing!

Sustainable Urban Mobility Plans

Parking Policies

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