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

Der Senator für Umwelt, Bau und Verkehr

Freie Hansestadt Bremen

Bremen's mobil.punkte

- The Planning Process

mobil.punkt

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Main Stakeholders involved in Planning mobil.punkte

Freie Hansestadt Bremen

Build a Foundation

Select a Location

Physical Planning

Tendering/Selecting a Provider

Communication

Build a Foundation

- Build basic understanding (what is car-sharing, how does it work?)
- Create a Political Framework (e.g. Car-Sharing-Action Plan)
- Generate interest in neighbourhood

Communication

Need to create (political) support for your plans? Here are some helpful tips for winning your audience over:

- Ask for suggestions and take them seriously
- Be flexible and consider their concerns (Never say, “No, that’s not possible.” Say, “No, but…” and suggest alternative)
- Remind them that decisions were based on their suggestions ;-)
- Be positive: Enter and leave all discussions with a smile
- Involve the press: if you can convince them, you can convince the public
- Be transparent
- Be honest
- Tell a story
- Set measures into (local) context
- End on a high note

Creating Support

Communication

Select a Location

- Involve citizen initiatives, elected officials, police, fire department and car-sharing providers

Site Visits

Rain…

or shine!

Site Selection Criteria

When selecting the right location for a mobil.punkt/mobipunt, you should ask yourself:

- Is the location visible?
- Is it easily accessible? On foot, by bike, by public transport?
- Can you link to other modes of transport?
- Does the population density provide a business case?
- Is there a balance of potential private and business users
- What is the existing offer of services?
- Where do service gaps need to be closed?
- Does the suggested site provide the space for the facilities you want to provide?
- Does the location convey a sense of safety? (e.g. well lit, free of obstacles or hidden corners)
- Is it inline with land use plans?

Selecting the Right Location

Physical Planning

Consider:

- Road safety
- The needs of physically impaired
- Accessibility
- Required infrastructure for the service you want to provide

Communication

Lageplan
Öffentliche Mobil-Station
Am Dobben
3 Taxen
CS
CS
CS
CS
CS
5 Car-Sharing Plätze
mit Steckpfosten gesichert
Recycling-
Container
Car-Sharing
Tresor
Info-Terminal
10 neue Fahrrad-
Abstellplätze
Z 221
Z 283
Z 220
Z 283
VÜG
Z 205
Z 267
Z 267
Z 210
Z 205
Z 210
Z 205
Z 213
306
Z 314 a+Zus.
Z 229m.Zus.
37,50
Z 213
306
Z 267
283
Variante 1
BVÖ Entwurf 0.90/2002 für SBU 2 im Rahmen des EU-Projektes VIKING
Plangrundlage : Betriebsplan des ASV, Massstab 1:300

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

2 Car-Sharing Vehicles
Extended pavement for better accessibility
No parking in intersection

3 Car-Sharing Vehicles
Extended pavement for better accessibility
No parking in intersection

2 Car-Sharing Vehicles
Extended pavement for better accessibility
Includes charging infrastructure

4 Car-Sharing Vehicles
Extended pavement for better accessibility
Includes charging infrastructure

mobil.punkt
CAR-SHARING
BREMEN

Georg-Gröning-Straße
Schubertstraße

Improving mobility for the physically and visually impaired

Rainwater Infiltration – limiting sealed surfaces

Tendering/Selecting a Provider

- What kind of service do you want?
- How do you want to manage space allocation?

Communication

Requirements for Use of „mobil.punkte“ in Bremen

Environmental Criteria

Proof of Reduced Car-Ownership

Expression of Interest (Interessensbekundungsverfahren)

1.
Public Notice /Call for Expressions of Interest from Providers

→

2.
Invitation to Settlement Meeting
(with or without competitors)

<u>Example:</u>

On formal tendering platform:
City is offering X number of stations with X parking bays, features are…

If you meet the basic quality criteria, submit an expression of interest

<u>Example:</u>

Competitors can agree on who will operate which stations/parking bays

Final details of station design/equipment can be defined and agreed upon.

Expression of Interest (Interessensbekundungsverfahren)

3.
Formalised Selection Criteria

→

4.
Contract for Service at mobil.punkt

<u>Example:</u>

If no compromised can be achieved in Step 2, the selection criteria can be formalised to be similar to a regular tendering procedure (points given for quality of service)

<u>Example:</u>

Contract for use is fixed, along with fees, min. operation time frame, etc.

Managing the Space

BREPARK
NÄHER DRAN

→

Car-Sharing Provider

For a monthly Use Fee per parking space per station

Charging a Usage Fee for Providers	
Advantages	Disadvantages
• Increased **acceptance** among public/politicians • Means of **financing** future mobil.punkte/legitimising public investment	• Increased **financial hurdle/risk for providers**, particularly in new market area

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