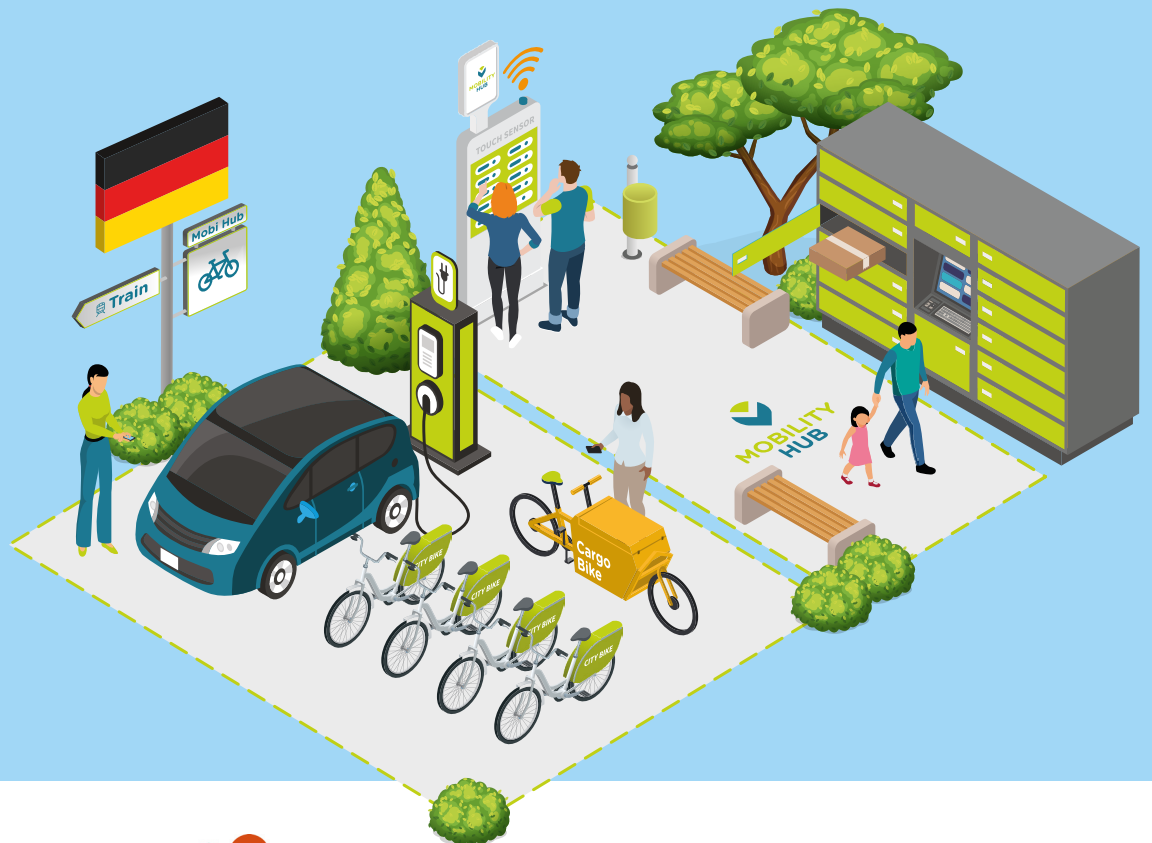


Mobility Hubs: The Problem- Solving Approach to Congestion and Parking



City of Bremen, Case Study

The City of Bremen in Germany faced its congestion and parking problems head on in 2003, commencing a strategic transport policy to reduce car ownership and parking problems. At that time, many streets were used for parked cars, causing traffic congestion and access difficulties for service and emergency vehicles. What had once been attractive public space was often largely a place to park cars. Shared mobility and mobility hubs have played a major role in tackling these problems by offering alternative, more sustainable travel options.



A typical mobility hub in Bremen with car club cars, cycle parking, branded totem, bike share and an enhanced streetscape

Network of mobility hubs

Bremen built its first mobility hub in 2003 and since then a network of mobility hubs has grown. In 2020 there were 10 mobil.punkte (large mobility hubs) and 33 mobil.punktchen (small mobility hubs often in residential areas). The scheme has 3 operators, 344 cars and the hubs are increasing by 8-10 a year.

Building mobility hubs in easy reach of homes has been attributed as a main factor in the success of the scheme. 60% of users cite this as a prime incentive to use the scheme. **The goal is to have 100 mobility hubs and a hub at least every 300m**, so if cars are booked out at the nearest hub, the next hub is an easy walk away.

Impact of mobility hubs

- A study published in 2018 shows that on average **each car club car in Bremen has replaced 16 private cars** (seven vehicles no longer owned and nine vehicles not purchased).
- Overall, the car clubs or carsharing as it is called in Germany, account for approximately **5,000 fewer vehicles** taking up space on Bremen's streets and parking spaces. This equates to 25km of traffic!
- Member surveys show that car club cars at mobility hubs have contributed to people deciding not to purchase over 2,700 vehicles, in addition to the reduction of 2,300 privately owned cars.
- The survey also revealed that if the mobility hubs were abolished, the reduction effect would be lost, with car club households owning as many cars as average households in Bremen.
- The **kilometres travelled by car in a 'carsharing household' are more than 50% lower** than the average household in Bremen.
- People who use a car club car rather than owning one, tend to think about the travel options for every journey and therefore **users drive less and use sustainable and active modes more.**
- **Mobility hubs contribute to reducing parking demand** – the 2018 survey showed that each car club car replaces 16 privately owned vehicles in Bremen.
- Hubs often utilise space that would otherwise be needed for parking. This space is used for **better access for people with disabilities, more pedestrian space and crossings and other visual enhancements.** It has also enabled space to be reserved for future expansion of the hub.
- The reduction in traffic in Bremen is higher than other German cities and is attributed in part to its policy of having other sustainable transport choices such as shared bikes and cycle parking at the same hub as carsharing.
- The mobility hubs package has **contributed to climate and air pollution targets** by reducing the number of vehicles on Bremen's roads, lowering car ownership rates among carsharing users, and the shift of trips to environmentally friendly modes of transport.
- As a direct result of the impacts on car use and ownership, **new housing developments are planned with fewer parking spaces than before 2003.** This further encourages sustainable transport rather than the private car.
- Branding and locations ensure that hubs are highly visible and hence self-promoting, raising awareness of the travel choices available.

Public engagement

Awareness of car clubs and mobility hubs in Bremen is high. 85% of the residents surveyed knew about the shared transport offer.

The city has a strong message that using a car club gives people a reliable and easy-to-use way to travel by car.

The motto is '**Use it, don't own it**' which uses a character called 'Udo' to convey the messages on street posters, public transport, video advertising and leaflets.

People living in a neighbourhood where a hub is planned are informed and reassured from the outset, with a clear letter and plan. Any responses are quickly answered. There is little opposition.

The future

The intention in Bremen is to continue building mobility hubs to reduce the distance users must walk to access vehicles, and to serve new neighbourhoods. In this way the success of mobility hubs is predicted to spiral upwards.

Other cities have taken inspiration from Bremen's mobility hub approach. These include Ghent, Dresden and other partners of the SHARE-North project. CoMoUK is working as a partner in this project and has produced a quality assessment tool and a typology of hubs to help planning, design and the user experience.

Further support

CoMoUK (Collaborative Mobility UK) is a charity that has a collective and representative role for shared transport in the UK.

Over the years we have published a variety of research into shared transport and the built environment and as part of the EU Inter-reg project SHARE-North we are a UK repository of expertise on mobility hubs.

CoMoUK can provide bespoke guidance on planning shared transport and mobility hubs for specific contexts. This includes providing expertise and advice on the design, planning, consultation, implementation and monitoring phases, informed by the experiences of our SHARE-North partners we are working with in mainland Europe who have been

implementing shared mobility and hubs for many years and by our contacts with authorities and organisations in Scotland that are embarking on exciting projects.

To find out more about how we can help you, please contact scotland@como.org.uk for details.

Please also see our website como.org.uk for further information and to sign up to our newsletter and forums.

Find out more about CoMoUK and collaborative mobility online at como.org.uk

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