

Why Carsharing Rocks

and how we promote it in Bremen

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Interreg
North Sea Region
SHARE-North
European Regional Development Fund



EUROPEAN UNION

2018 Carsharing User Survey Bremen



Der Senator für Umwelt,
Bau und Verkehr



Freie
Hansestadt
Bremen

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1563 users



**502 non-users
(control group)**



**Car
Owner-
ship**

**Satis-
faction**

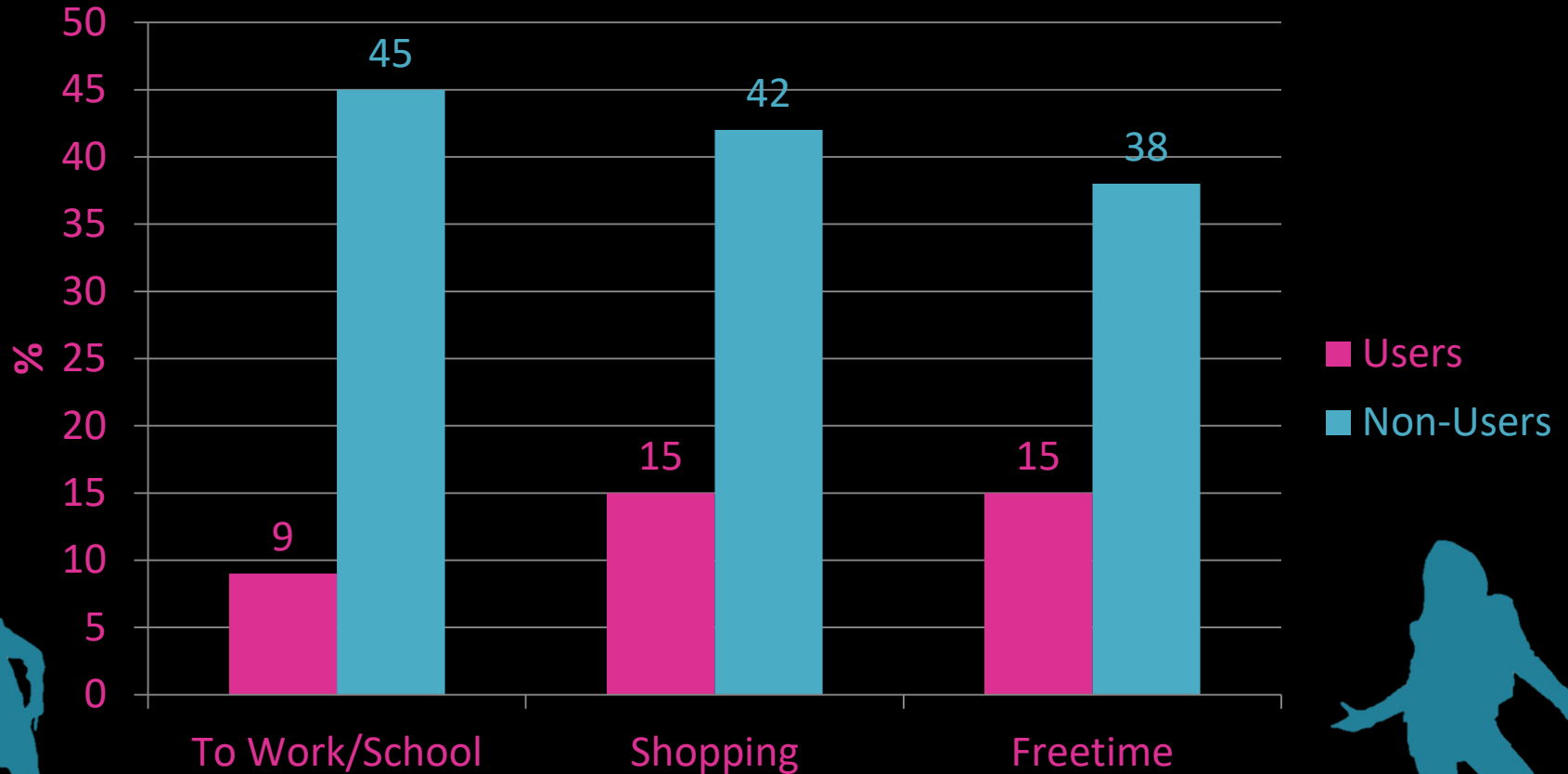
**Travel
Behav-
iour**

**Service
Needs**

**Buying
Behav-
iour**

Impacts on Mobility Behaviour

Modal Split: Percentage of Car Use per Purpose



1563 users



502 non-users

Services: What's Important

Very Important/Important:



Uncomplicated
Booking
79%



Vehicle
Availability
68%



Short Distance to
Next Station
60%

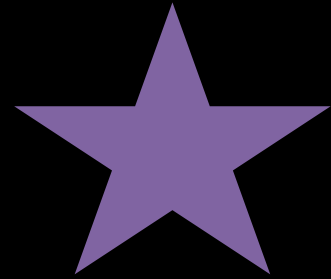


Services: Level of Satisfaction

Very Satisfied/ Satisfied with:



Uncomplicated
Booking
93%



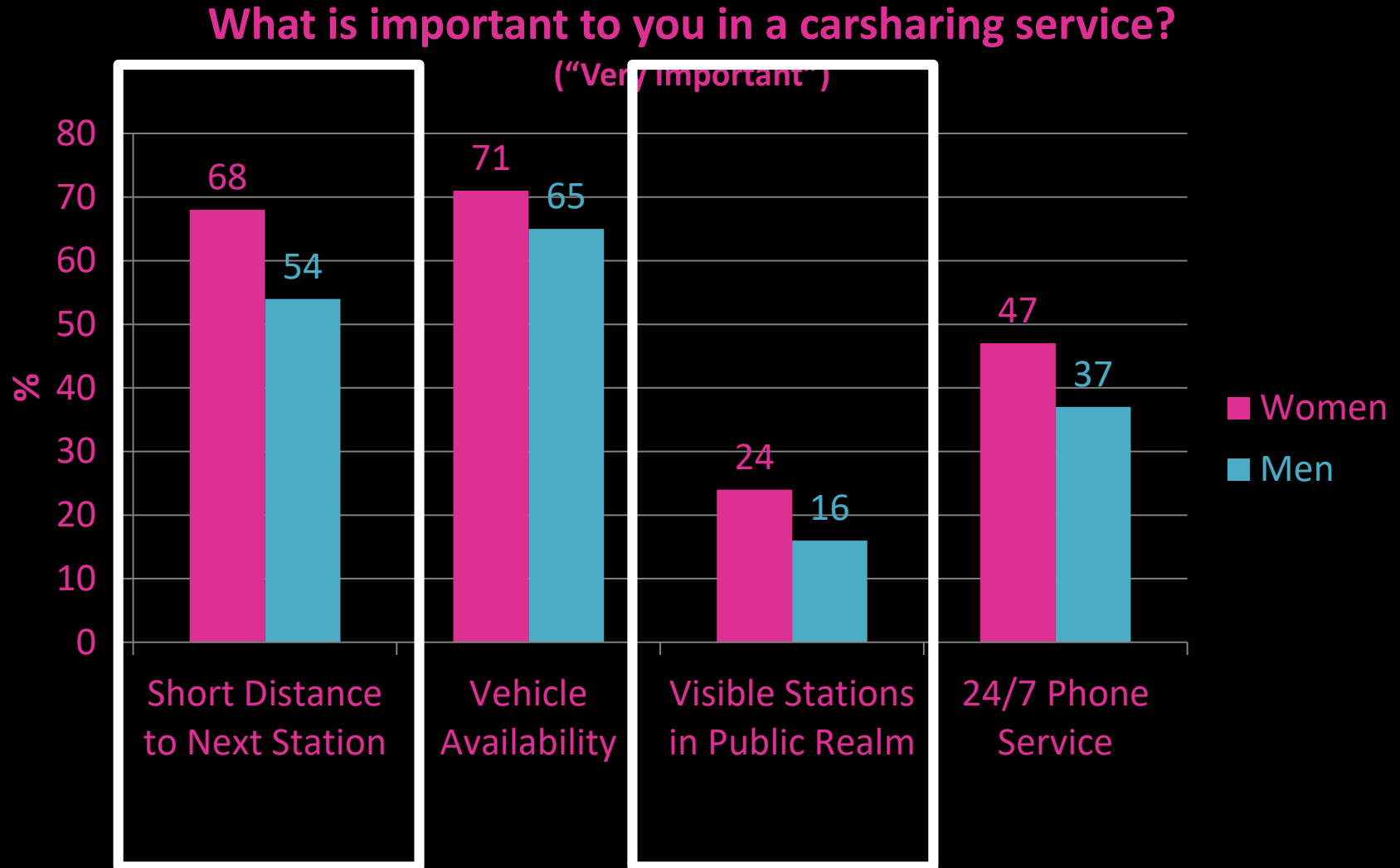
Vehicle
Availability
81%



Short Distance to
Next Station
84%

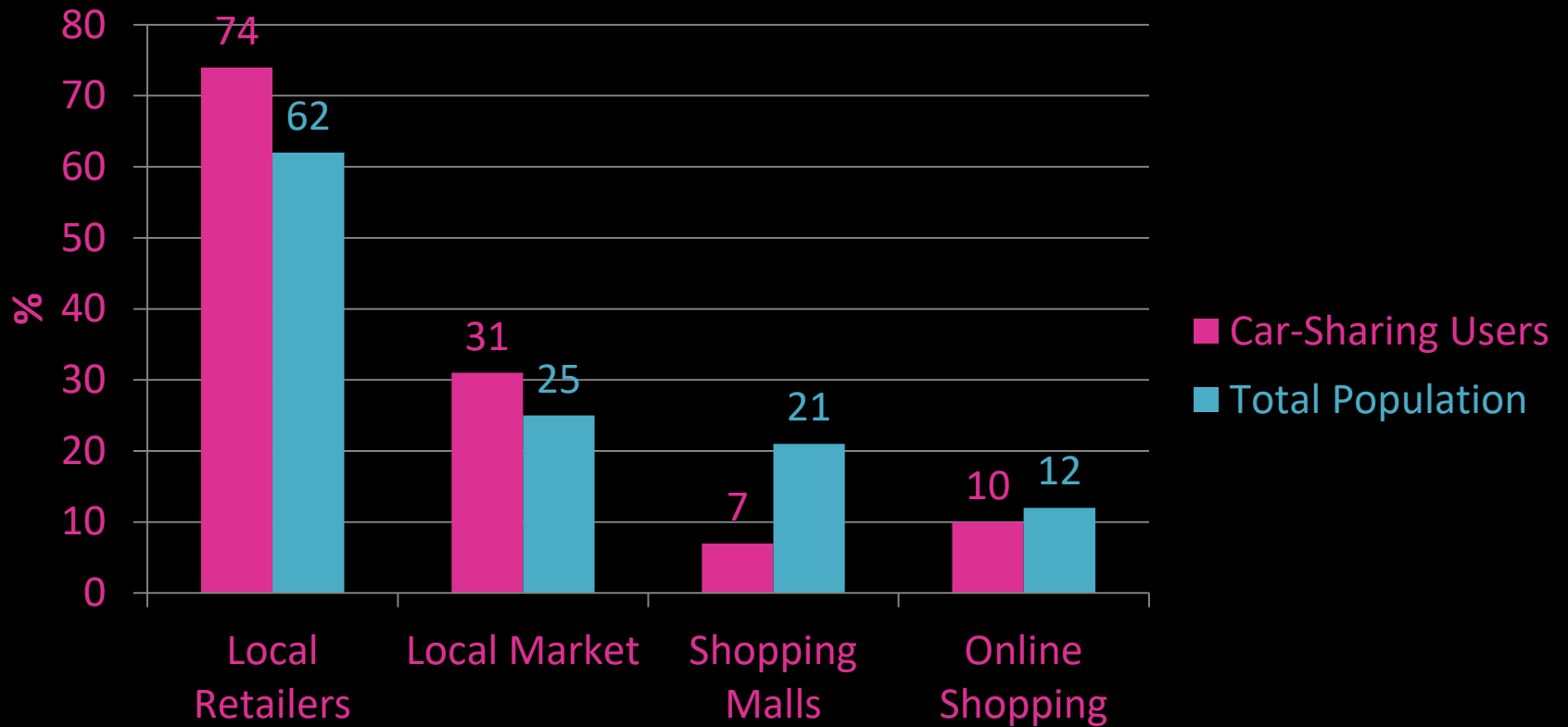


Services: What's Important – Gender Differences



Consumer Behaviour

Use of Shopping Facilities ("Almost daily/1-3 times per week")



Impacts of Station-based Carsharing on Car-Ownership

1:16

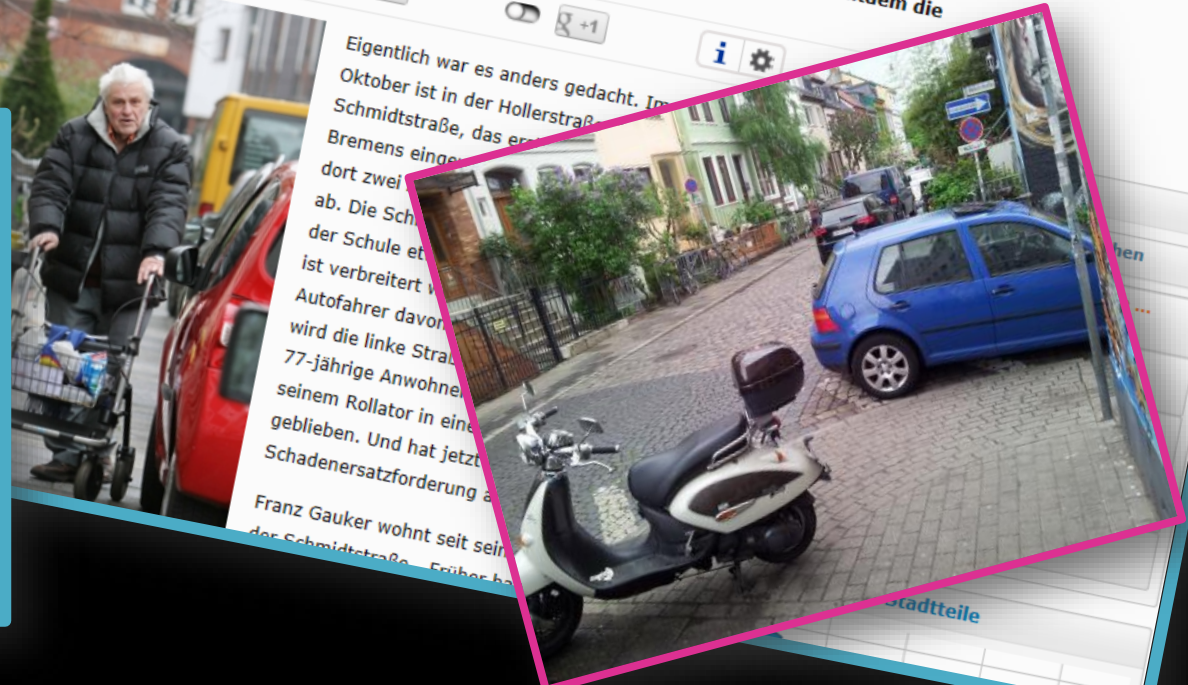
Vehicles replaced







Saturation Point – Transport Problems in City Centre



Carsharing Action Plan and SUMP

Measures:



Integration
in New
Housing
Develop-
ments



On-Street
Carsharing
Stations



Integration
with Public
Transport



Integra-
tion into
Fleet
Mangmt.



Pub.
Aware-
ness +
Info

mobil.punkte and mobil.punktchen

**Important: Visibility,
Accessibility and Clear
Marking/Branding**



**mobil.punkte –
large stations with
CS, PT, cycling
infra. and more**



mobil.punkte and mobil.pünktchen

**Important: Visibility,
Accessibility and Clear
Marking/Branding**

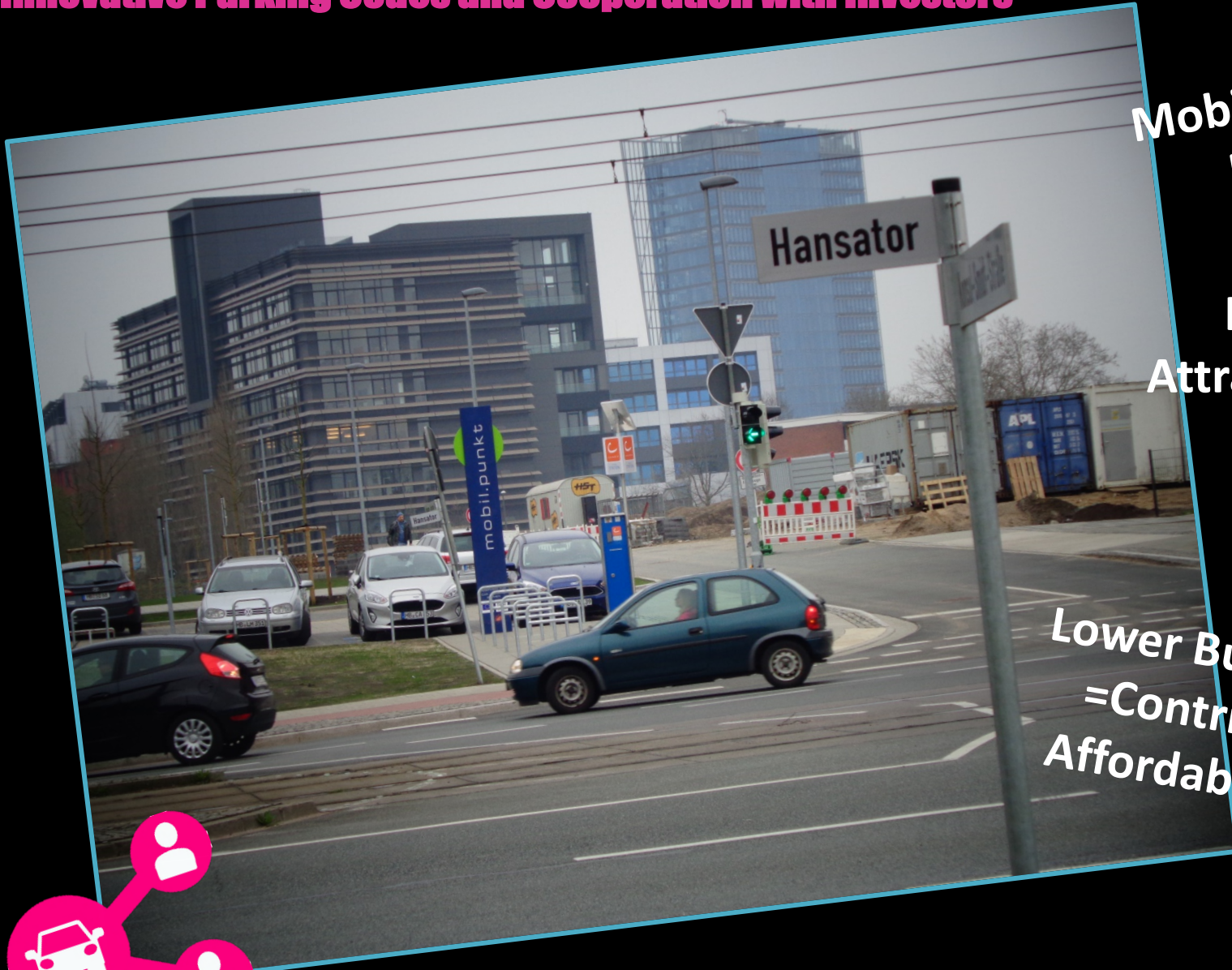


**mobil.pünktchen –
small stations in
residential areas; the
„neighbourhood car“**



Integration in New Housing Developments

Innovative Parking Codes and Cooperation with Investors



Mobility Needs of Residents

Increased Attractiveness of Property

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



Carsharing Stations in Bremen



mobil.punkt

● = existing mobil.punkte

● = mobil.punkte in planning

THAT FACE WHEN SOMEONE



STEALS YOUR PARKING SPOT

Stakeholder and Public Engagement



Mission Accomplished (soon):

20.000 in 2020

+

>6.000 cars replaced

Planning Academy: “mobil.punkt – from idea to implementation”



Interreg
North Sea Region
SHARE-North
European Regional Development Fund



22.-23. April 2020 in Bremen

Registration via www.share-north.eu

Participation is limited to 30 persons

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Summary

Carsharing (users):



Support
Local
Economies

Support
City
Transport
Goals

Travel
Sustainably

Reduce
Parking
Pressure

Support
Public
Transport



Thanks!

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Die Senatorin für Klimaschutz,
Umwelt, Mobilität, Stadtentwicklung
und Wohnungsbau



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