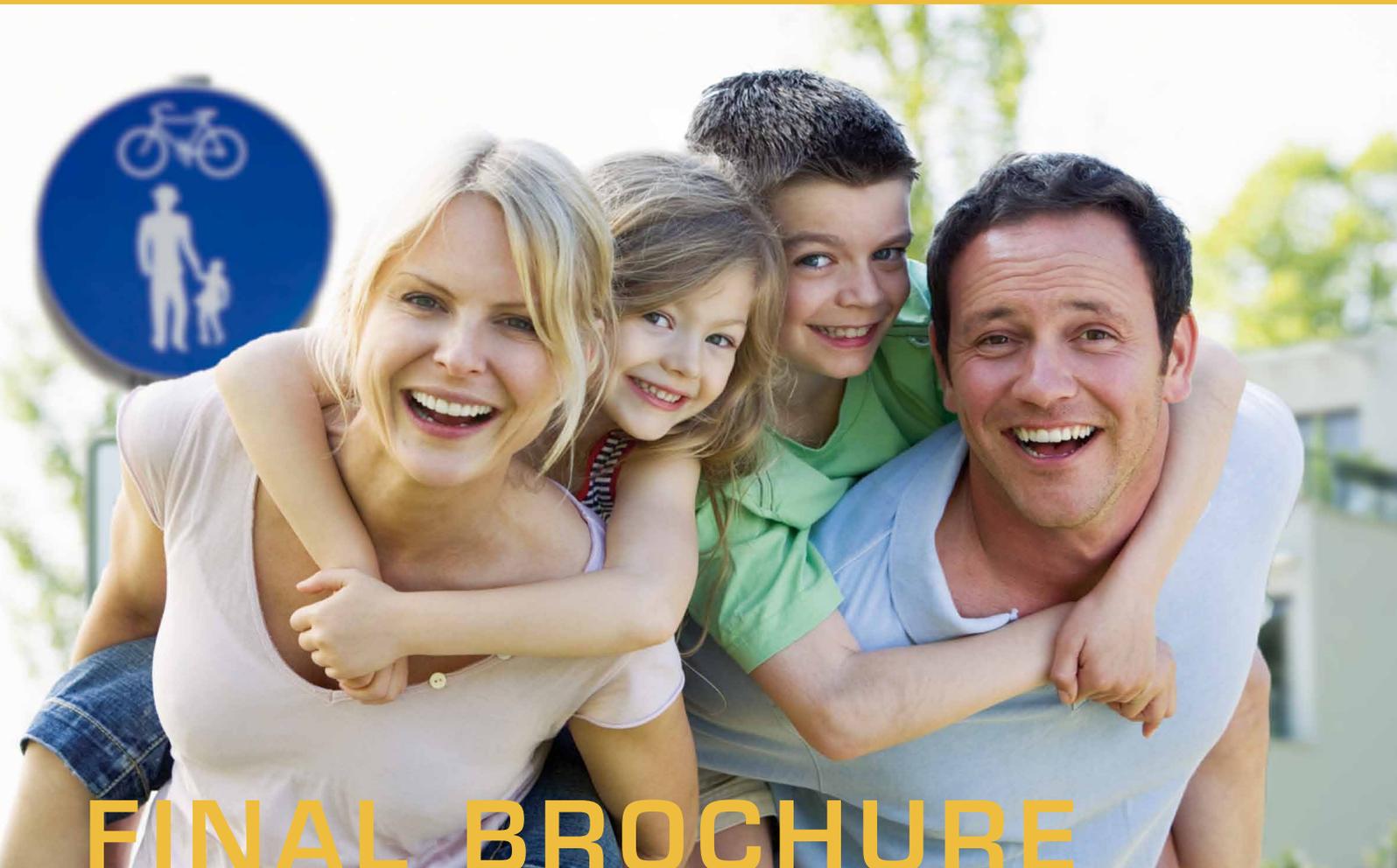




MOBILITY MANAGEMENT FOR HOUSING AREAS -
FROM CAR-DEPENDENCY TO FREE CHOICE



FINAL BROCHURE

**MOBILITY MEETS HOUSING –
A PROMISING ENCOUNTER!**

Final brochure of the European Project ADD HOME



ADD HOME: MOBILITY MANAGE-
MENT FOR HOUSING AREAS - FROM
CAR-DEPENDENCY TO FREE CHOICE

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1. GENERAL INTRODUCTION

THE PROJECT ADDHOME

Most trips of daily life start or end at home. At home people decide everyday on the appropriate means of transportation to accomplish these trips. That is why accessibility of different modes of transport at the place of residence is one of the determining criteria to the question as to which mode of transport individuals choose in their (daily) activities.

The regular national surveys, e. g. in Germany, show that the modal share of sustainable modes of transport (public transport, cycling, walking) is higher in those agglomerations that provide efficient public transport, satisfying walking and cycling conditions and a high density of retailing facilities (like Bremen, Hamburg, Berlin) than in regions that are characterised by a lower density of services. Furthermore the share of car-free living households is significantly higher in agglomerations than in less densely populated areas. But even in cities with a very high modal share of sustainable modes of transport the car is the most frequently used mode in daily activities.

Thus, to influence mobility behaviour and to promote the use of sustainable modes of transport more efficiently, an advanced approach that addresses the needs of pedestrians, cyclists and users of public transport on the one hand and reduces motorised transport on the other hand is required. Furthermore, good conditions for short trips have to be maintained as well as created. Proximity to local retailing facilities and utilities for daily needs is essential.

Residents should have comprehensive supplies for their daily mobility as close as possible to their home. Comprehensive in this context means: enough options to let residents organise their everyday life by using the ideal means of transport without being dependent on an own car. It includes infrastructural and organisational meas-

ures as well as mobility services relating to all alternative modes of transport.

To come closer to this target stage, mobility management concepts for housing areas – integrating hard and soft measures – are of very high importance. Fortunately, some new concepts and ideas have been developed all over Europe in the last years.

1.1 About ADD HOME

The IEE-project ADD HOME has contributed to this development by its implementations and demonstration projects, its best practise database, its analysis of legal preconditions and its training and dissemination work.

The project has been established in December 2006 by the Intelligent Energy Europe programme (IEE) managed by the Executive Agency for Competitiveness & Innovation (EACI). ADD HOME stands for “Mobility management for housing areas - from car-dependency to free choice”. During the last three years, it has been working with residential areas and city districts to foster a modal shift from single occupancy car-trips to public transport, cycling, walking and alternative forms of car transportation such as CarSharing and CarPooling.

ADD HOME performed:

- An analysis of legal and regulatory settings as well as an analysis of good-practise experiences in the field of mobility management for housing areas.
- Demonstration projects to increase the accessibility of new and old residential areas for more energy saving modes of transport aiming to bundle trips, shift trips and substitute them as well. The approach embraced infrastructural measures as well as new mobility services.
- Know-how-transfer activities and training of stakeholders being involved in the thematic field of housing

and mobility: municipalities, building and property management companies, housing associations, neighbourhood administrations and mobility providers.

For many housing companies (used in this brochure for building and property management companies, housing associations and other owners of housing estates) mobility does not belong to the main topics so far. To make them aware of their influence on mobility options for their customers and of their own benefit, they were the most important cooperation partners in ADD HOME.

1.2 Housing companies as cooperation partners for site-related mobility management in residential areas

Even if many housing companies do not engage in mobility affairs so far, some good examples can be found. Single housing companies have recently become new and valuable partners to create alliances for mobility management services. Through the co-operation of e.g. transport and housing companies, synergies with win-win situations arise. In the recent history, the trend could be noticed that in terms of housing the traditional business areas 'habitation' and 'building' are being substituted through new services not belonging to the property sector. Product-orientation and social services are contents of new marketing-strategies. For the housing industry, mobility management for housing areas can be a significant new marketing-strategy in order to

- make the core product more attractive for customers,
- improve the service-provider profile as being ecological and innovative,
- show proximity to customers,
- maintain their loyalty and
- win new customers.

The offers are getting specifically interesting for a hous-

ing company if it is able to offer uncommonly inexpensive mobility products to the customers and if expensive parking places can be saved because of the mobility offers. Altogether, synergies originate advantages for both partners. New chains of distribution result from the new co-operation partner and each target group can be addressed through specific marketing strategies. New delivery areas can possibly be opened up through housing companies as 'major customers'. Moreover, the customer does not have the need to contact the provider by own initiative, instead he gets the mobility product directly from the housing company. In addition, more planning reliability and assured financing exist through the co-operation contract with the housing enterprise. For cities and municipalities, as responsible public body for urban and traffic planning, mobility management for housing areas means to contribute to ecological traffic and sustainable development of urban areas. In particular, there is a chance that residential quarters in the city centres will be upgraded and that new mobility offers contribute to a lower car-density and to a reduction of urban sprawl through migration.

1.3 About this brochure

This brochure is about the backgrounds, goals and measures of the ADD HOME demonstration projects in Austria, Bulgaria, Germany and Italy. Furthermore, it contains conclusions and recommendations for followers and decision makers - deduced from the experiences gained by the own demonstration projects as well as from the analysis of good-practise examples. Additionally, the main ADD HOME products and publications are shortly characterised, helping the reader to find those, which are most useful for their own needs.

**THIS BROCHURE IS ABOUT THE BACK-
GROUNDS, GOALS AND MEASURES OF THE
ADD HOME DEMONSTRATION PROJECTS IN
AUSTRIA, BULGARIA, GERMANY AND ITALY**

2. DEMONSTRATION PROJECTS

THE ADD HOME DEMONSTRATION PROJECTS

2.1 Introduction

Following the philosophy of EACI the initiation and implementation of demonstration projects has been one of the most important tasks of ADD HOME. Four partners, AMI (Italy), BSRAEM (Bulgaria), ILS (Germany) and Rhomberg (Austria) implemented their demonstrations with different foci regarding the scale of the target group and the actions taken by them.

The demonstration projects brought a variety of responses and experiences to the project partners, all of which were following the joint objective to develop alternative transport modalities to achieve sustainability of urban mobility and to better residents' quality of life.

Specifically, the ADD HOME demonstrations aim at improving the accessibility of housing areas using energy saving transport modes and establishing a new and sustainable attitude towards transport aspects within residents.

The demonstrations covered a range of sustainable mobility options alternating from private car use such as site-related CarSharing or CarPooling in residential areas, bicycle services and infrastructure, accessibility of public transport stops, ticketing for public transport, mobility information devices and mobility related services as well as motivational activities to make residents test mobility alternatives to their cars.

CarSharing and CarPooling

The partners created CarSharing offers for residents in Pegli (city district of Genova), Bregenz and Bielefeld. AMI, ILS and Rhomberg realised new CarSharing parking spaces in residential areas in collaboration with the respective local CarSharing companies of Genova (Genova CarSharing) and Bielefeld (cambio) as well as the national CarSharing provider in Austria (Denzelmobility). In addition, Rhomberg created an alternative, neighbourly oriented car sharing scheme at one location: residents owning a car are sharing this with those without a car. A timetable indicated the times when the car-owners do not need the respective cars, which are available again by a simple keybox to all residents of the settlement.

Furthermore, AMI installed a CarPooling internet-portal for Pegli to promote joint rides by private cars. The CarPooling system easily matches the trips planned by Pegli's inhabitants on all possible scales by its database and management software.

Bicycle service and infrastructure

Bicycle mobility is one of the most sustainable ways to move for residential districts, considered a good alternative transport system to reduce traffic and pollution. For this reason, BSRAEM and Rhomberg implemented demonstrations on bicycle transportation.

**FOLLOWING THE PHILOSOPHY OF EACI THE INITIATION AND
IMPLEMENTATION OF DEMONSTRATION PROJECTS HAS
BEEN ONE OF THE MOST IMPORTANT TASKS OF ADD HOME**

BSRAEM improved the accessibility of Varna's residential areas by bicycle tracks and analysed the school trips of children from a dedicated residential area of the city alongside with motivational campaigns to take the bicycle for it.

Rhomberg installed bicycle maintenance service stations for residents as well as a bicycle repair service and established a bicycle rental system for one of its settlements. They also constructed bicycle parking facilities close to the entrances of the buildings - weather-protected and at-grade for easy accessibility.

Public transport

ILS improved the accessibility of a public transport stop in its demonstration neighbourhood in Bielefeld in collaboration with the housing company BGW and the public transport provider moBiel. Additionally, they installed and promoted tickets for tenants with the BGW working as a major customer of public transport tickets and handing on the price reduction granted by moBiel to their residents. A promotion campaign included information material and offers for the CarSharing car recently located in the neighbourhood by ILS and cambio.

Mobility information

The ADD HOME demonstration projects used various devices to provide residents with mobility information. In Pegli, AMI has created a mobility information website dedicated to the city district and build on the basis of a Genova wide version called InfoMobility. The InfoMobility website focused on Pegli contains static and real-time information on public transport, road congestions, road construction sites, CarSharing and CarPooling as well as availability of car parking spaces for handicapped persons (www.mobilitypoint.it/pegli). Rhomberg has produced a range of print and electronic information leaflets for their settlements: They show the local supply options in the direct proximity also telling about the distance and the shortest footpath to the next public transport stop. They created leaflets to

inform and promote the offers of delivery services and CarSharing as well.

FGM-AMOR created, jointly with the municipality of Graz, a guideline for construction endeavours. It gives constructors advice on how to build their project to support sustainable mobility for its residents as well as for the neighbourhood (e.g. direct walking connections).

ILS prepared information about mobility management for residential areas for employees of BGW in leading positions including basic information about the wide range of mobility services in the projects' context as there are public transport services, CarSharing schemes, services around the bike etc.

Mobility related services

Alongside measures to shift trips from cars to more sustainable transport modes, substituting them is a highly effective measure to save time, costs and energy.

That is why Rhomberg has created a delivery service for food and other daily supply in collaboration with local retailers. The residents simply put their order to the retailer and the retailer then delivers the goods to a box in the settlement's basement only accessible to the respective household. The same has been installed for a laundry service.

Alternating the option of having an on-site sale of food has been installed in one settlement giving the residents the possibility to buy food directly in their yards.

Motivational events

The main active partners all implemented motivational events for their target groups to foster the testing of the mobility options promoted by them as well as informing them on their options and the objective conditions of modal choices.

In the following chapters, you can learn more about the demonstration projects of the Austrian, Bulgarian, German and Italian partners.

2.2 Demonstration projects in Austria (City of Bregenz)

2.2.1 “Multiple Mobility Services” at the Maronihof housing complex

The Maronihof (“Chestnut Estates”) is a small housing complex in a picturesque neighbourhood in Bregenz, Austria. The planning team developing the Maronihof complex prioritized high-quality architecture, energy efficiency and sustainable mobility.

For this reason some measures have been implemented that support sustainable mobility. Over the course of the experiences of the planning team, it was also aimed to discover how the framework for promoting sustainable mobility services can be improved.

The housing complex has been completed in summer 2007. Part of the measures has been taken into account during the planning process. Most of them however have been developed with the inhabitants within the first two years.

Measures taken and services offered

City map



Picture 1: Billboard with city map - bus stops as well as a walking path to the train station have been highlighted.

As in every communal housing complex, the Maronihof complex also has a billboard for residents. At Maronihof, the billboard has been affixed in a central location near the bicycle stands.

The billboard has a dual usage as a city map on which announcements can be made. The housing complex is highlighted on the map. Nearby bus stations as well as a walking path to the train station have also been drawn in. The city map is especially useful for visitors who need to orient themselves in a new area.

Traffic calming

The Maronihof complex is located in a slow-traffic, and thus a low-traffic, area. The visitors’ parking spaces (four spaces) may not be used by residents for long-term or regular parking, as dictated by a clause in the community rules. The area is often empty, and the children enjoy using it as a court for ball games such as basketball, soccer, and more. Particularly when playing sports, children run unheeded after the ball into the street (see Picture 2+3). Adults are thus unable to let children play unattended.



Picture 2 and 3: Children play team dodgeball on the parking space (above). Valentin runs after a ball without paying attention to the street (below).



To improve the safety of the children playing in the street, residents petitioned the City of Bregenz to make the street pedestrian-priority, a measure supported by every parent in the neighbourhood as well.

Delivery service

Unnecessary travel can be avoided in many ways by utilizing the delivery service of an organic farm. The produce is grown (for the most part) in the region. Fruit, vegetables, beverages etc. are delivered to residents' front doors, and residents neither have to drive a car nor lug around heavy bags. In the Maronihof complex, temporary storage for deliveries, safe from sun and wildlife, is available. So residents must not be at home at the time of the delivery.

Bicycle service station

A bicycle service station was installed for residents to perform minor repairs or inflate tires. The tools and the pressurized air for inflation have proven to be very useful and are used by residents for other purposes as well.

On-site bicycle repair service

In the Maronihof complex, bicycles are also repaired



by professionals. If needed a bicycle mechanic picks up the bicycles and brings it back after reparation; easy and without hassle. To order the mechanic, people just fill in a coupon and hand it to the mechanic.

CarSharing

The service of the national Carsharing-Provider didn't meet the needs of the tenants and was too expensive. So, Carsharing on a private basis has been introduced step by step.

First it has been figured out how to best share the cars that were already available. The following measures were enacted in order to make rentals easier: A sample contract rules costs and use of the cars. A key cabinet was installed in order to make transferring keys easier. The reservation is still done with a simple list in the key cabinet. However, an improvement (using internet and smart phones) is in progress. Accounting is organized. The tenants can use a broad palette of vehicles that can seat between two and seven passengers: from microcar to compact van.

Two households have abolished their cars in summer 2009. Instead, one car is now owned by a mobility association and available for all members which are the

**THE PLANNING TEAM DEVELOPING THE
MARONIHOF COMPLEX PRIORITIZED HIGH-
QUALITY ARCHITECTURE, ENERGY EF-
FICIENCY AND SUSTAINABLE MOBILITY**

tenants of the housing complex.

Several residents expressed their desire for more security in case of an accident (comprehensive insurance for third-party users). We are still searching for a satisfactory solution to this issue.

Conventional bicycle for guests

Visitors are welcomed warmly at the Maronihof complex. A guest bicycle is made available for visitors. The key is found in the key cabinet in the bicycle room in the basement. The one who needs the bike just takes the key from the cabinet and enters his name on a list.

Pedelec

A second bicycle for guests (which is actually intended primarily for use by residents) is boosted by an electric motor and can thus be used to overcome long distances or hilly roads. Our shared Pedelec allows residents to experience the latest in technology and find out if it might be an appropriate substitute for their car. The Pedelec was received so well that a second Pedelec has been purchased for residents because of consistent overbooking.



Picture 4: The Pedelec is also used for the care of bees!



Picture 5: Clara and her dad Mario ride to kindergarten.

Bicycle trailers, shopping trailers and trailer bikes

When families moved into the Maronihof complex first, they brought along four bicycle trailers for children. Yet the children grew up quickly and needed new equipment. Residents can thus easily pass along trailers, trailer bikes, and children's bicycles.

Shopping cart

A shared shopping cart is provided to ease shopping by foot or bike. A handy model unites three modes: walking, shopping and riding. Shoppers can switch from one to another with ease.



Picture 6: Elias transports party tables with the bicycle trailer.



Taxi coupons

Taxis are also included in the “multiple mobility concept”. To make residents aware of this convenient alternative, information about evening and night taxi services in Bregenz, but also two taxi coupons to try the service were included into the bill for operating costs in 2008.

Energy reports

The tenants get an annual energy report with the consumption data of electric power, pellets (heating, hot water), water and gas.

In addition, the energy consumption for mobility is a topic of discussion. It shows how energy may be saved in the field of mobility.



Regulatory framework

It's hard to find a permanent funding for site-related mobility services since it's not allowed to charge the cost to all tenants together with the other running costs. The daily work is made very difficult by various questions on the trade law, introducing those services.

Results

The various measures are appreciated very much by the tenants. They influence the mobility behaviour positively. Around 60% of the households live car-free.

Not all the measures can be organized by the developer or the property management alone. The engagement of the tenants contributes to the success of the measures. The offers have to be adapted regularly to the needs and in close contact to the tenants.

The necessary learning process shouldn't be underestimated.

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2.2.2 The settlement “Wohnpark Sandgrubenweg”

Rhomberg Bau, the developer of the “Wohnpark Sandgrubenweg”, is focussing on all elements of durability. The overall consideration of buildings, from their development and use to their conversion, opens up new horizons and allows for longer term investments. This approach was the starting point for the housing estate Sandgrubenweg.

It is obvious that the constantly changing socio-psychological and demographic framework and necessities call for a new positioning of housing. The housing issue has more and more to do with the integration of economical and ecological and above all social components as well as individual health aspects. One key element of housing of the future is combined mobility. Future housings should offer a colourful mix of different kinds of transport. Within the project, a ready-to-install-concept for sustainable housing and mobility has been developed and tested in every day conditions.

Area

The area of the housing development “Sandgrubenweg” is a former industry area of about 10.000m². It is situated in a quiet surrounding next to a cemetery and a small forest and has been developed as a business-park under the slogan “Living and Work”. The city centre of Bregenz (28.000 inhabitants) is less than 2km away. An attractive bicycle route leads along the area. The public transport system is not ideal but still attractive. The development is well connected to the main road network and the motorway.

The mobility concept

The idea of the mobility concept is to ease the flexible use of means of travel and to reduce the dependency on the own car as well as the environmental pollution.

CarSharing

A CarSharing station is provided on the ground of the housing estate. Three parking spaces are foreseen for CarSharing. However, only one parking space is used for the CarSharing car – the others remain free for the

while. The CarSharing station is situated directly beside the garage door of the underground parking – so it's very near and comfortable to reach for the inhabitants but also good accessible for other CarSharing user. However, some inhabitants complained about the outdoor parking which is not protected against frost and pollution. A roof would have been helpful.



Picture 7: Sandgrubenweg (1st building) with CarSharing parking space on the right; © Copyright : Bruno Klomfar

Every household got a free key card and membership (value 50 €) and a free credit of 150 € to test CarSharing. The inhabitants only have to register if they want to use the CarSharing car. If necessary they get personal advice by the local CarSharing ambassador.

Bicycle service station

A self service bicycle repair station has been installed. The bicycle service station is situated next to the bicycle parking in the underground and contains tools and compressed air for smaller maintenance work or do it yourself repair.



Picture 8: Bicycle parking in the underground with the bicycle service station (left) © Copyright : Bruno Klomfar

The bicycle service station is appreciated very much by

the cyclists in the housing development since a bicycle often needs minor repairs and the tires have to be inflated regularly. The equipment of the bicycle service station is very practical.

Bicycle service voucher and professional bicycle repair and maintenance service

Not all people want to or can do the maintenance or repair work themselves. All tenants got a bicycle service voucher from a local repair shop for a standard repair service. In addition, an in situ bicycle repair day has been organized. The tenants had the opportunity to let their bikes repaired by a professional mechanics. The cyclists didn't have to go to the repair shop and the service was free of charge for the tenants.

The tenants that came to the bicycle repair day were pleased about this service. The action was also a good opportunity to meet and speak with neighbours.



Picture 9: Bicycle service day at the development "Sandgrubenweg"

Delivery service

Another very convenient way to reduce car use is to use a delivery service instead of going shopping by car. A delivery service may be a big help for people with mobility restrictions and another reason not to buy a (first or second) own car.

However, to organize a delivery service for daily goods can be rather complicated. Some products have to be stored cool and the delivery should be possible also at times where the tenants are not at home. In the development "Sandgrubenweg", delivery boxes are foreseen with the possibility to install a fridge there. The distributor can cater foodstuff and other things whenever he wants and the tenants can pick them up independently.



Picture 10: Room with delivery boxes in the development Sandgrubenweg - the delivered goods can be stored cool, dry and safe. © Copyright: Bruno Klomfar

Although the preconditions for the delivery service were good, the service hasn't been successful in the first attempt. The groceries retailer, which delivered goods in the first months, went bankrupt. The delivery service is now provided by an organic farm. Due to the synergies, the tenants don't have to pay the delivery charge and save transport as well.

Mobility counselling and information

When people move in a new environment, they have to re-organize their mobility. By suitable and tailor-made information mobility behaviour can be positively influenced. However, the experience has shown that it's not easy to get in touch with the people and to provide the tenants with personal information.

Rhomberg made a tailor-made map from the surrounding of the housing development where the most important infrastructure is indicated. It's shown what can be reached within a short distance by foot or by bicycle.

Since E-Mobility is a new and fascinating subject, an information-day on E-Mobility has been organized for the tenants. It was offered to test an electric car, an E-scooter and Pedelecs.

Mobility services are a new issue for Rhomberg Bau. The development Sandgrubenweg was carefully prepared but met with less response by the tenants than expected. However, some offers just need some time and are good acknowledged by the tenants. The experience made with the project is very valuable and will improve the services for the next projects.

2.3 ADD HOME Demonstrations in Varna, Bulgaria

The Black Sea Regional Agency for Energy Management initiated the demonstration projects on mobility counselling for the city of Varna, which is the third largest and also the third most polluted city in Bulgaria. Land use is mostly characterised by residential areas. The population of Varna is mainly located in the city itself with 349.715 (79,43% of the population of Varna municipality). Varna is split into five administrative districts/living quarters.

The essential part of transportation are work trips mostly heading to the central urban areas in Varna and again mostly performed by motor vehicles.

The use of private cars increased significantly in the last 5 years. Currently over 100 cars are registered in Varna each day. Respectively the problem of car parking has developed to a severe problem especially in the central urban areas where additionally to the high load by work trips over 20% of daily transport for commercial activities are done. As a result, the urban residential areas of Varna lack car parking spaces with the existing ones only covering half of the cars registered there.

Sustainable modes of transport are rather “unknown” for the local community in Varna and therefore efficient transport behaviour at present is hardly utilized in practice. To this end, there are no activities related to reducing car transportation and instead stimulating sustainable transportation.

Goals of ADD HOME Demonstrations in Varna

The ambitious idea the BSRAEM team set within the ADD HOME concept was to establish a mechanism to provide residents in Varna a comprehensive and in depth support for their daily mobility by mobility counselling in favour of sustainable transport management promoting efficient environmental behaviour.

The specific objectives were:

- To identify the mobility needs of the residents and their attitude towards environmental behaviour

- To establish local initiatives designed to raise the interest of residents
- To design an interactive web based platform to provide mobility counselling
- To push and contribute to the development of legislative preconditions that enable monitoring and controlling transport management at local level
- To foster an interest of active media in order to raise awareness of environmental friendly behaviour concerning mobility

The specific approach for achieving the goals and objective was the establishment of a scheme for mobility counselling via internet, interactive communication and education. The goals have been realized by the following two main demonstrations:

Establishment of a “Committee for urban mobility” in Varna

BSRAEM was one of the initiators of the Committee for urban mobility in Varna established upon active and voluntary participation of local residents in the summer 2008. The Committee represents the local authority, the regional association of Black Sea municipalities, the NGOs active at the local level, the Technical University and the Free University in Varna, the association of maritime experts, politicians and tourist business companies.

The Committee for urban mobility was established to act as a consultative body on topics related with sustainable transport and effective energy management for the municipality. It is committed to provide proposals on solutions of problems derived from the transport and mobility in Varna. To this end the specific accomplishments of the committee activities within the time span of the project dedicated to mobility management for residential areas are presented as follows:

Working mode of the Committee: interactive communication

An interactive web based e-forum was created among the members of the committee to exchange ideas, prac-

tices and opinion polls as well as to propose solutions to local problems. The forum itself together with the regular meetings of the committee was used as an open tool for on-line discussions and interaction. The forum has been opened to the ideas of everybody meanwhile to intensify the importance and awareness for the topic of sustainable mobility in general.

Survey for preconditions in Varna

A survey concerning the attitude of residents towards sustainable mobility and use of alternative modes was launched by the Committee to gather information on best practices on sustainable transport, case studies on intelligent behaviour and opportunities for broad scale activities on the issues in Varna. The survey involved young persons as well as members of the committee that represent the local universities and was used for the elaboration of draft documents concerning local transport and mobility management.

Elaboration of a strategy

The committee developed a strategy for mobility management in general and residential areas specifically for the city of Varna, which was presented before municipal officials for adoption. Inside this, a draft regulation for the organization of transport in Varna was prepared on the given legal preconditions and the needs to introduce sustainable transport modes more into these. The draft regulation is currently in discussion and amendment process by the municipal council of Varna. They will become part of the local legislation on mobility



Picture 11: Commencement meeting of the Committee for urban mobility

for the municipality of Varna.

Moreover, the Committee contributed its ideas on housing and mobility management to the the elaboration of the draft concept for the development plan of urban mobility and transport in Varna.

In relation to setting up a strategy for mobility management, the Committee proposed that the provision of a city bicycle system would suit the purpose to make cycling more popular among residents. A concept for the implementation of such as system is in discussion based on the good practices and examples of Barcelona - a twin city of Varna.

Information days to increase collaboration and knowledge

The Committee of urban mobility launched meetings with key actors on mobility topics where specific issues of local transport and mobility were discussed i.e.

- October 2008 – “Open day on transport and mobility” where residents and stakeholders were invited to discuss the public transport problems with representatives of the municipal government
- March 2009 – meeting with the deputy mayor of transport within Sofia municipality to exchange ideas and practices of mobility management in residential areas
- August 2009 – meeting with specialists of “Balkan” Ltd. where the necessary equipment for city bicycle system in Varna was presented

Accordingly more people were attracted to participate as members of the committee and propose ideas a



Picture 12: Discussion of the implementation of the city bicycle system in Varna

solutions to the existing problems and currently there 40 people participating as members who represent the local institutions and/or organizations and local stakeholders in the city.

Promotion of cycling as alternative mean of transport in residential areas in Varna

The overall objective of the demonstration was to promote the opportunities for utilization of alternative means of transport and efficient behaviour through dissemination and spreading information, advertising, poster imaging for the local community. The practical work was focused on making the existing bicycle lane (10 km long, but still in construction partially) of Varna, which is connecting the residential areas with each other and the city centre, more popular and used.

The project staff worked for convincing people to use bicycle transport through enhancing their lifestyle and attitude towards sustainable mobility.

Promotional study with schools

The ambitious idea of bicycle lane promotion was targeted mainly to young people since cycling is an efficient and healthy transport mean to reduce the number of people using private cars.

BSRAEM worked closely with secondary schools in this: 1000 pupils from 10 schools of Varna participated in a survey to identify the main constraints and positive aspects to cycle in daily life for transportation reasons. The survey was carried out twice to receive the results of the promotion of cycling by interviewing the pupils. The interviews were used at the same time to market cycling to them. The selection of the interviewees was

done by the criteria of living in an adequate distance to Varna's bicycle lane.

The analysis results showed that the main reasons for not using bicycles are:

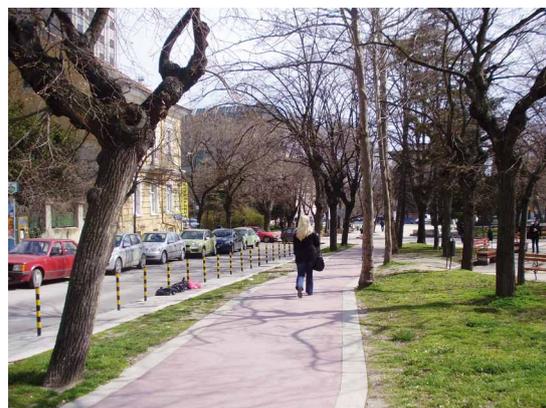
- the fear from the rest transport actors,
- lack of infrastructure and facilities for safe use of bicycles,
- lack of knowledge for the advantages cycling provides,
- the fear that the bicycle might be stolen,
- concerns that riding a bicycle might not look modern enough.

Action days

As a reaction on that, BSRAEM and the Committee implemented action days for improving the image and attitude of pupils and residents towards cycling.

Workshops with the school boards, teachers and parents were organized together with municipal representatives within the "Environmental week 2008 and 2009" in April and "Car Free Day 2008". Additionally, public demonstrations on bicycle use were organized on October 18th 2008 and September 26th 2009. The events focused on raising the awareness on alternative mobility and bicycle transport and were targeted to the abilities of using bicycles.

Informative materials, i.e. brochures and leaflets on sustainable mobility were distributed among the participants. In addition training sessions on transport safety and alternative mobility targeted to students were accomplished. The activities were presented within the annual exhibition on tourism and sustainable development organized in Varna in April 2009.



Results

BSRAEM has initiated a practice for mobility counselling on mobility management for residential areas jointly with the key actors on mobility at municipal level. An open dialogue between the main stakeholders is at stake for resolution of important mobility problems. Mechanisms for regular communication are established and proposals for the use of sustainable transportation are put in practice. The interactive forum on mobility topics is operating as open wide to the general public and interested people.

In numerical terms the local attitude towards sustainable mobility among young people has been changed to a certain degree by the interventions made within the ADD HOME concept.

1. The number of young people cycling to school has been increased by 17% and additionally by 3% of other trips in daily life.
2. 84% of interviewed students in 2008 considered that the transport problems in Varna are not helped with the bike lane. However, in 2009 the public opinion has changed – 56% of interviewed students think that the bike lane is an improvement for mobility opportunities. This result shows that the awareness of the conditions for cycling and cycling as a mean of transport itself has increased!
3. The number of people intending to use the bike lane increased (by 5% for travel “home-school”, by 9% for freelance activities).
4. The use of available bicycle path has been raised by 20% within the project time.
5. Approximately 10% of the users of bicycle alley have started cycling for health reasons.

Intangible results of the project demonstrations are as follows:

- Raised awareness on sustainable transport modes in residential areas as more than 400 people from the committee, municipality and transport companies are aware of the topic of sustainable transport and mobility
- Increased positive attitude to environmental transport

behaviour among residents as more than 50 people are aware and positive for introduction of city bicycle system in Varna

- Perceived quality of the mobility service in residential areas – over 2.000 residents are aware of the advantages the bicycle mobility provides and are positive to use bicycles as means of transport
- Additionally, increased positive attitude to environmental transport behaviour among residents - over 1.000 people are aware and positive for using bicycle in daily life if supporting infrastructure is available in Varna
- Raised awareness on sustainable transport modes in residential areas – more than 200 people from the local administrations are aware of the importance of the alternative mobility against using private car.

Recently, a feasibility study is performed for the organization and application of sustainable transport models for urban transport in Varna. Moreover, the Transport Master plan is to be developed with an active citizen participation process in 2010. It will be presented before the Varna Municipal Council for adoption.

To continue its engagement for sustainable mobility models for Varna, the Black Sea Regional Agency for Energy Management has signed up a supporting structure of the Covenant of Mayors to further increase efforts to achieve the energy commitments the municipality of Varna has taken on.

Lessons Learnt & Conclusions

Setting goals and achieving specific targets is defined by the common understanding of the voluntary participating parties and key actors concerned with the topics and issues of local importance. When it comes to mobility and housing the better communication with the local authority and faster decision making is guaranteed by the participation of municipal officials in the committee and the considerable attitude they might care of. There are no legal prerequisites for operation of the committee yet; however efforts are put in the issue.

2.4 Demonstration projects in Germany (City of Bielefeld)

Background

In Germany, the Research Institute for Regional and Urban Development (ILS) initiated two demonstration projects in the City of Bielefeld. The implementation was realised in cooperation with the housing company “Bielefelder Wohnungsgesellschaft mbH (BGW)”, who is the owner of 12,000 accommodation units, with the mobility provider “moBiel GmbH”, the major public transport company in Bielefeld and with the CarSharing provider “cambio CarSharing”, one of the biggest Car-Sharing companies in Germany.

An important reason for the cooperation with the mentioned players was the already existing cooperation of BGW and moBiel. Back in May 2003 moBiel implemented a ticket for the tenants of the BGW which is valid on all busses and trains in the urban area of Bielefeld and/or for the entire area served by the administration union. In the context of the European project ADD HOME, ILS motivated BGW and moBiel to increase their mobility activities and mobility services.

With cambio CarSharing another important provider of mobility services had been gained to enrich the mobility services for residents.

Goals of the ADD HOME demonstration projects in Bielefeld

The partners expected a positive impact on the satisfaction of tenants especially in residential areas with a low standard of mobility services. By attracting the product “habitation” through additional mobility services (going along with other, mainly social services) especially the BGW hoped to stop respectively avoid a high fluctuation of tenants. Furthermore, all partners wanted to foster the use of sustainable modes of transport. For the concrete implementation the cooperation partners defined to concentrate on two different target groups:

1. Improvement and implementation of (new) mobility services for all tenants of the BGW

2. Site specific activities in a BGW housing estate in the quarter Bielefeld-Ummeln located in the southwest of the city of Bielefeld, where the BGW owns 380 accommodation units.

To reach these two groups effectively, the following main foci had been defined:

- Extension of the cooperation with moBiel due to the success of the already implemented service “ticket for tenants” and further increase of its purchase.
- Negotiating of special conditions for the BGW-tenants with cambio CarSharing Bielefeld to increase the number of CarSharing users in Bielefeld-Ummeln and other quarters.
- Improvement of the transfer of information about mobility offers by means of a start-package for new tenants including information about (BGW-)mobility offers.
- Training of the customer advisers.

ILS additionally defined the goal to support these activities, amongst others, by collecting data of all targeted residents.

In case of Bielefeld-Ummeln additional site-specific goals have been defined:

- Improvement of frequency and quality of local public transport.



Figure 1: BGW dwellings in Bielefeld-Ummeln (red marked buildings; source: website BGW Bielefeld)

- Implementation of a new CarSharing station and negotiation of site-specific conditions.

Bielefeld-Ummeln is 10km far from the city centre of Bielefeld and has nearly 5,000 inhabitants. Three bus lines (lines 28, 87 and 128) have their route through the residential area of the BGW. Via these bus lines there is a - rather badly - connection to “Jahnplatz”, which is one of the most important public transport stops in the city centre of Bielefeld. Thence you arrive quickly Bielefeld main station with lots of regional connections.

Implementation of common mobility services

The following measures were discussed by the cooperation partners for all tenants of the BGW and have been partly realized or are still in the pipeline:

1. Price reduced public transport ticketing (realized):

Giving a guarantee of a minimum purchase of public transport tickets the BGW negotiated special conditions with moBiel, so that their tenants get the following vantages:

- A discount of 10% on the subscription; depending on ticket category and spatial range of the ticket savings of 40.80€ minimum up to 156.00€ maximum are possible.

- Additional benefit:

Assignability, possibility to carry a bike in public transport, possibility for other persons to drive for free on the ticket at certain times, 30% discount on journeys outside the ticket's scope, savings on the admission fee for cambio CarSharing and 20% discount on tickets for the ‘Radstation moBiel’ at the main station.

2. Price reduced CarSharing (realized):

All tenants of the BGW, who became member of cambio CarSharing could use the 49 sharing cars of cambio for special conditions all over Bielefeld. They don't have to pay the usual admission fee of 30€.

3. Mobility information/start-package mobility (planned):

A start-package for new tenants was already discussed in the beginning of the project, but the other measures

got the priority of the BGW. So it has not been realized in the timeframe of ADD HOME, but is ready to go, whenever the BGW want to increase their mobility service. It will include information about mobility offers and is going to be developed as a separate product or integrated into common information material related to tenancy.

Implementation of additional mobility services in Bielefeld-Ummeln

Beside the three above mentioned measures other activities were implemented in Ummeln additionally: a new CarSharing station with special conditions for tenants, a new public transport stop for the three bus lines close to the buildings of the BGW and a mobility action day. Some other ideas have been collected, but are not realised so far.

1. CarSharing

In Bielefeld-Ummeln an additional CarSharing station has been established in May 2009. This station is located in the centre of the residential area of the BGW. Placed close-by the BGW info-board it is well accessible and visible for the inhabitants.

Customers of the BGW, who are member in the CarSharing organisation cambio get site-specific conditions for the usage.

- Cambio issues the admission fee of 30€ to tenants of the BGW (as for the whole BGW settlements).
- The BGW adopts proportionally (1,50€) the monthly base fee of their tenants in Ummeln.
- 30% of the first three trips (max.20€ per trip) are taken over by the BGW.
- The BGW granted a turnover warranty of 550€ (without base fee). The yearly costs of the CarSharing offer for the BGW are supposed to be 9720€ (with 40 supposed new clients).

2. Improvement of accessibility by public transport

One measure planned to improve the accessibility of the BGW-estate in Ummeln by public transport was the relocation of a public transport stop, which is currently too far away. With the relocation the PT-stop should come closer to potential users of public transport. The implementation is still in the planning phase, but realisation is assured.

3. Mobility action day

On 22th of August 2009 the cooperation partners organised a mobility action day to communicate the mobility services and measures to the tenants in Bielefeld-Ummeln. About 40 inhabitants made use of an individual mobility advice.

4. Other mobility services in Ummeln (planning stage)

- BGW thinks about a purchase shuttle-bus which drives regularly from Ummeln to the centre of Bielefeld.
- MoBiel thinks about a new service for the target group of the old and needy ones; they should get a ticket, which allows the free taking along of an assistant. In Ummeln there could be a trial run.

add home
Mobility management and housing

Mehr Bewegungsfreiheit für Mieterinnen und Mieter der Bielefelder Gemeinnützigen Wohnungsgesellschaft mbH

Hier wohn' ich gern - und bin mobil!
Extra-Vorteile für Mieterinnen und Mieter der BGW - fragen Sie auch Ihren BGW-Kundenbetreuer!

Die Mobilitätsangebote der BGW im Überblick:
Neu! CarSharing - Autofahren ohne einen eigenen (Zweit-)Wagen zu besitzen.
Dabei sparen Sie als BGW Mieter/in die Aufnahmegebühr von 30 €. Einfach anmelden, buchen, einsteigen und losfahren. Rund um die Uhr an allen cambio Stationen in Bielefeld, Stunden-, Tage- oder auch wochenweise.

Bewährt! Das BGW-Mieterticket - beim Bus & Bahnfahren bis zu 10% sparen.
Ihre Vorteile auf einen Blick:
▶ z. B. Sechser-Abo Preisstufe 1 für 40,50 € statt 45 € pro Monat
▶ z. B. 9-Uhr-Abo Preisstufe 1 für 31,50 € statt 35 € pro Monat

Eine Aktion von:
moBiel **add home**
www.add-home.eu

Ihre individuelle Beratung erhalten Sie im:
moBiel Haus, Niederwall 9,
Telefon (0521) 51-7830

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Figure 2: ADD HOME poster promoting the mobility service of BGW & partner



Picture 13: Information desk of cambio CarSharing & moBiel

- A bicycle service station in Ummeln for kids and young people is planned as well.

All implementations (common and site-specific) started in May 2009 after a planning phase of about five months.

Marketing and financing

To reach many of the BGW customers effectively, personal mailings promoted the general conditions (for all customers) and the site-specific conditions for Bielefeld-Ummeln. The mailings included a questionnaire made by ILS, including, amongst others, questions about mobility behaviour, choice of transport modes and importance of services.

Furthermore the service teams of the quarter have been internally trained by the BGW to qualify them in passing information about the mobility services to the tenants. The activities have been mainly financed by the BGW. The mobility provider moBiel produced a special Flyer about the ticket for tenants and so did cambio CarSharing.

Results

As 'hard' results of the demonstrations the cooperation partner could state the following aspects and changes for the period of May 2009 until November 2009 (Implementation phase):

- About 800 households get information about the mobility service of the BGW by a personal mailing.
- The number of tickets for tenants purchased additionally since June 2009 is nearly 100. Compared with the current growth of the sales volume in Bielefeld as a whole this is a very good result. Because as a consequence of the financial crisis there is in general sta-

gnation related to the number of subscription for annual public transport tickets in 2009 – as supposed by the mobility provider moBiel.

- The number of CarSharing memberships has been low at the end of ADD HOME.
- The local press reacted very interested in the demonstrations. In an on-site press event journalists of the local newspapers met the cooperation partners of ADD HOME. So details of the demonstrations were reported in the local newsletters.

Lessons Learnt

Although nearly 31% (36 of 117 households) of all respondents of the survey - done by ILS - stated not to own a private car, only a small number of tenants were willing to join the CarSharing organisation. One reason could be that the tenants of the BGW in general and especially those in Ummeln are not belonging to the 'typical CarSharing users' (well educated, rather high level of income etc.). This is reflected by the answers on the question, if CarSharing is known or not. 45% of all respondents stated not to know CarSharing at all, in Bielefeld-Ummeln even 47.5%.

Even though the promotion for the ticket for tenants was the same, it was much more successful. This might be connected with the fact that this product wasn't a new but a well known mobility service. Another reason might be that many of the tenants are used to go by public transport. Nearly 80% of the 198 responding persons are using public transport, 60% of these public transport users are using it daily or a few times the week.

So one of the most important lessons learnt is about the importance of promotion for the really new service CarSharing and for 'difficult' target groups. Especially in Bielefeld-Ummeln, where a new CarSharing station has been implemented, the promotion seems not intensive

enough to reach potential users. 'Mere' one mailing, some articles in the local press and the mobility action day did not succeed.

Another important lesson learnt is the comprehension that – coming with the project idea from the outside, as in this case – it is very hard to convince a housing company to develop a package of mobility related measures instead of single measures and about the need to promote new services continuously as well as to integrate customer advisers more intensively.

Conclusions

One obvious conclusion of what is described in the lessons learnt is the need to intensify promotion activities for new services, that people do not know at all or not from own experiences. To reach more potential customers it might also be helpful to analyse the personal background of the targeted people. In Bielefeld, there are many tenants with migration background, so that information in different languages might lead to better results.

In case of the ticket for tenants a successful implementation can be stated. As factors of success the attractive price of the ticket and its publicity is worth mentioning. And last but not least the quality of the product itself that offers additional benefit.

The demonstrations in Bielefeld will go on beyond the runtime of ADD HOME. The ticket for tenants is anyway established as a permanent offer. The CarSharing service in Bielefeld-Ummeln is, to begin with, limited to one year. If the demand isn't clearly increased after that period, BGW is going to reconsider its engagement for CarSharing in Ummeln. The option to become member of cambio CarSharing without paying the usual admission fee will go on as well.

ONE LESSON LEARNT FROM THE DEMONSTRATIONS IS THE NEED TO PROMOTE MOBILITY SERVICES FOR HOUSING COMPANIES AND TENANTS

2.5 Demonstration projects in Italy (City of Genoa, District Pegli)



Picture 14: City of Genoa and the city district Pegli

From the administrative point of view the city district of Pegli belongs to the municipality of Genoa. It is 15 km far from the city centre.

The mobility situation of Pegli is characterised by the following main points:

- there is a very high use of private cars
- during the peak hours, Pegli is the peripheral area generating the biggest flow of private cars; every morning more than 2000 inhabitants of Pegli drive with their cars in the direction of the city centre

Consequently, Pegli has been identified as a good area for the following three ADD HOME demonstration projects: CarSharing, CarPooling and Infomobility. Answering to the main goal of ADD HOME, these services were identified as a good solution in order to decrease the use of private car and make people able to choose

more sustainable modes of transport at the place of residence.

In order to realise a successful demonstration, it was necessary to involve the main local stakeholders (municipality of Genoa, citizens, CarSharing operator, local district councils, local committee councils, local representatives for residential areas, public transport operators, content providers, infrastructures owners, etc.). The area has a strong residential character; the housing settlements are most recent advancing from the seaside to the hills.

CarSharing

This demonstration consists in the realisation and management of a new CarSharing parking space in an internal area of Pegli called “Quartiere Giardino”.

The area was identified as a good choice for the instal-

SENDING MORE THAN 2000 CARS TO THE CITY CENTRE EACH DAY, PEGLI IS A GOOD CHOICE FOR THE PROJECTS ON CARSHARING, CARPOOLING AND INFOMOBILITY

lation of a CarSharing service because of the following features:

- CarSharing service is extending from Genoa centre to the periphery: today there is a parking place along Pegli seafront. A new parking place in the internal zone of Pegli, as suggested by ADD HOME, could reinforce CarSharing presence in the area;
- recent extension of reserved bus lanes from Pegli to the city centre (CarSharing users are allowed to drive along these lanes) can encourage the use of CarSharing;

The new CarSharing parking space is identified by appropriate vertical and horizontal signals. In particular a totem with information about ADD HOME is installed

near the parking space in order to explain the CarSharing utilisation.

A target-group tailored communication was organised in order to capture new users that have the possibility to pick up the car near their house. This communication campaign has the objective to demonstrate CarSharing use, characteristics and advantages to the residents.

CarPooling

This demonstration consists in a CarPooling service realisation focused on residential areas. The overall goal is to develop a specific dedicated CarPooling scheme available via Internet.



Picture 15: New CarSharing station in the city district of Pegli

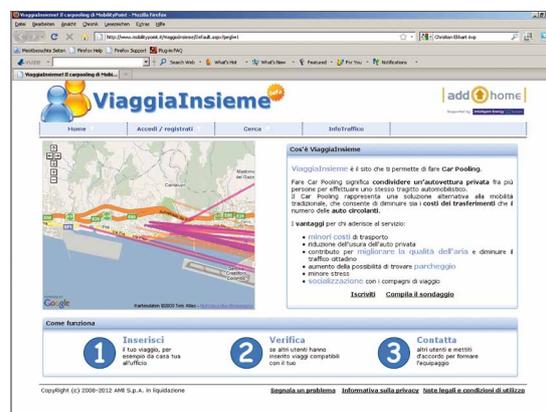
The Pegli area was identified as a good choice to install a CarPooling service because it has the following features:

- The traffic flow is directed toward the centres, thus offering good chances for trips having the same or close by destinations
- The geographical configuration of Genoa (there is only one axis connecting the west part to the city centre of Genoa) allows for scheduling joint rides even if passengers get in/out in different places

The service is based on two elements: management software able to plan trips and people that want to share their private car offering a lift.

The CarPooling system is constituted by a database, management software (based on a trip-matching algorithm) and some CarPooling web pages allowing people to access the service.

This web page, called “ViaggiaInsieme”, is a section of the website dedicated to Pegli mobility (see the following paragraph on this ADD HOME demonstration). It is a board that customers can consult in order to look for a lift or to insert their travel proposition. It is a meeting-point between demand and offer of transport. Customers first sign up and then can access the service with their user name and password. After the registration customers can insert a trip offer or request. They have to specify if they are “drivers” or “riders”. The website and its system can also manage periodic requests since it is able to work on single trips as well



Picture 16: CarPooling platform developed in ADD HOME

as on regular trips.

Every customer has a personal trips page where all trips (proposals/requests) are collected. From the personal trips page, customers can access to the page dedicated to the trip details in order to look for a trip compatible with their requests or offers.

The management software matches travel demands and offers and all the possible proposals of trip are shown below in the page.

When a customer chooses a trip, he receives information about his potential driver/passenger: photo, trips made and vote (as driver or passenger). If a trip is feasible, the customer can send an email to the driver or passenger. If the respective driver/passenger replies, the contact is established.

Viaggiinsieme is a web page where transport demand meets transport request.

Infomobility webpage

The third demonstration project within ADD HOME is a specific Infomobility website implemented for the inhabitants of the residential quarter of Pegli (see www.mobilitypoint.it/pegli).

Since the city district of Pegli is served by many different transport offers to access the city centre,

it is most suitable to install an Infomobility service enabling its inhabitants to choose freely between the existing offers on the basis of the information offered there. Pegli's connection to the city centre are e.g. by train, bus, ship; private car/motorbike, taxi, CarSharing or CarPooling. Consequentially, in this context, an Infomobility service allowing a full transport choice is useful and intelligent solution.

Travel and traffic information, especially the real time ones, are value added news in order to have a rational, economical, fast and environment sustainable choice for an urban trip. Such a service enables the inhabitants of Pegli to plan their trips at home before starting them.

Consequentially, a good way to reduce transport needs fostering a modal shift from car-trips to energy saving modes starting from residential areas is to provide real time and up to date information about public transport, new transport services (CarPooling and CarSharing) and other traffic conditions.

More precisely, the Infomobility service gives precise and clear information and, where possible in accordance with the monitoring systems of each local institution, in real time about:



**THE CARPOOLING WEBSERVICE ALLOWS
CUSTOMERS TO OFFER TRIPS AND TO
SEARCH FOR RIDES NO MATTER IF THE-
SE ARE DONE REGULARLY OR JUST ONCE**



Picture 17: Welcome page of the Infomobility website

- Traffic alerts (for urban roads and high ways);
- Messages from variable message signs;
- Real time information about the availability of urban boat service between Pegli and the city centre;
- Real time information about the unavailability of the urban bus line running on the hill of Pegli;
- Real time information about the status (late or in time) of the train passing through Pegli station;
- Images from traffic web cams.

The real time traffic alerts come from elaborations of data of the Urban Traffic Control and Automated Vehicle Monitoring systems, while the alerts regarding the motorways come from the web site of the motorways running close by Pegli.

Additionally to the real time information sector, the Infomobility websites offers static information about public transport, parking spaces for handicapped persons, scheduled road disruption and more. A large

number of these contents are digital geographic information and are consequentially placed on the Google™ map. Customers can access specific sections for this static information on mobility in Pegli using the website:

- The maps shows all bus stops of the urban, extra urban and on demand bus network (with information about the lines servicing it, their time table, their service areas and additional public transport stops, etc.);
- all CarSharing parking spaces and the cars' availability;
- the CarPooling service for Pegli and
- the location of dedicated parking spaces for handicapped people.

Moreover, it gives information about scheduled road works and disruptions focused on the area of Pegli.

The website shows also news on mobility and public transport in the quarter of Pegli.

ADDITIONALLY TO THE REAL TIME INFORMATION SECTOR, THE INFOMOBILITY WEBSITES OFFERS STATIC INFORMATION ABOUT PUBLIC TRANSPORT, PARKING SPACES FOR HANDICAPPED PERSONS, SCHEDULED ROAD DISRUPTION AND MORE

3. CONCLUSIONS AND RECOMMENDATIONS

The ADD HOME partnership worked with the implementation of the pilot demonstrations for two years of the project time. During this time, they met a various and differentiated number of problems and barriers but also experienced very successful measures and got high profile feedback from partners, public officials and inhabitants about their activities.

The following paragraphs are a set of conclusions ADD HOME drew out of the pilot demonstrations. Each deals with a specific aspect that turned out to be of high importance for future activities in the field of mobility management for housing areas:

Working with housing companies

Housing companies clearly are a key element for a successful integration of mobility management measure and as a consequence of it for an objective free choice between transport modes at home.

First of all it needs to be said that mobility management and sustainable mobility modes are a new business field for them. The way that these companies work, the market they are acting in and this market's conditions and requirements show entirely different point of views and objectives to follow:

Housing companies concentrate in their business and the design of their products on the wishes of their customers. These are quite often enough car parking spaces, since the customers are on the one hand, as housing companies themselves, largely thinking about

mobility in terms of car transportation. Especially when buying a flat or house, a sufficient number of car parking spaces is of high importance to be prepared for any potential need of easily accessible car parking spaces in the future. This makes the successful introduction of alternatives to private car use difficult - not to speak of reducing the number of car parking spaces.

Additionally, due to the fact that mobility management is very new to housing companies, their daily business is always the hotter issue to take care of. Integrating mobility management in their business schemes, including learning about this topic, is for this reason demanding. This is directly connected to the expectations that housing companies have towards mobility services and products being that these need to be a quick success. The contrasting experience that the services and products quite often need time and continuous engagement might lead to a reduction for mobility services and products or even to disappointment. RHOMBERG for example learned out of the project that the mere provision of mobility services is not sufficient enough for creating a good use of these opportunities. Instead it needs more promotional efforts. The saturation of these projects within the inhabitant user group needed more time, which could be taken up into the design of their services for future projects.

In general, a major conclusion of the project is that there is an enormous need for awareness raising and work on perception with housing companies to achieve that they

CONSTRUCTION AND HOUSING COMPANIES ARE THE KEY TO MOBILITY MANAGEMENT IN HOUSING AREAS, BUT THEY NEED TO LEARN ABOUT THE TOPICS BENEFITS YET



acknowledge mobility to be a topic of theirs and even to be a market field for them. This relates to the experience that it is easier to “sell” quickly realisable single measures instead of the in fact needed more comprehensive package of mobility management measures alongside with a continuous promotion of new services.

Intensity of promoting services and customised activities

Following the thought of a long-time promotion of mobility management measures, ADD HOME learned that there is a strong need to intensify promotion activities for new services that people either do not know at all or not from own experiences. CarSharing measures almost generally led to this conclusion being unknown by many inhabitants. Well known products such as the ticket for tenants in Bielefeld were easier to sell, which follows this logic.

The ADD HOME pilot demonstrations showed clearly that intensive testing combined with promotional activities beyond the scope of emails or brochures such as a test-event leads to a higher acceptance and use of the new mobility option. The main thought is to convince people to test e.g. Car Sharing or Pedelects, but the form to communicate and motivate it to them is of decisive character for success. Distribution of brochures and information standing alone is often not enough. More personal forms of contact lead to far better results, like the partners’ mobility events, face-to-face information, word-of-mouth or settlement meetings.

Knowledge about the specific target group – meaning the inhabitants and their background – is of very great value here. Bicycling activities are e.g. easier to sell to university graduates due to their cycling history from being a student. Another example is that the provision of information and explanation in adequate languages in settlements with inhabitants with a migration background is of highest importance.

Customising is also an issue when choosing the demonstration site. Since the topic of mobility management for housing areas is still in the initial phase, the choice of location should consider that it is easier to start working on changing mobility behaviour when the existing situation is problematic or even already causing serious problem. AMI for example analysed the choice of their implementation site well before choosing the city district Pegli. As a result, their demonstration is deemed that successful by other city districts that they e.g. ask for own InfoMobility websites.

Involving the inhabitants

Following the thought of customised products, the involvement of inhabitants themselves in the design and/or implementation of measures has to be stated to be of highest value. A simple reason is to overcome the experience that the behavioural intention that people state if asked in a survey differs to a large degree from the practised mobility behaviour. The best choice is to start the participation of inhabitants already within the planning phase for later on implemented measures.

This is especially relevant for inhabitants owning a flat or house. The goal of early and constant participation however should not be underestimated: e.g. to deal with many households living in a settlement owned by one property management company is much easier than dealing with the same number of households representing many owners. RHOMBERG's pilot demonstration Maronihof worked successfully with a smaller number of owners and led to a high appreciation of the measures that have been jointly elaborated. The engagement of people contributed significantly to the success of the measures. Additionally, the offers need regular adaptation to the inhabitants' needs, which can only be done with their cooperation again.

Involving the right partners

Further aspects deriving from the initial phase of mobility management for housing areas are the lessons learned on the partners to choose for the measures to take. The goal is of course to create strong and engaged partnerships:

To push the issue of mobility management for housing areas to first results, it is of high interest to create as positive circumstances as possible. A very familiar notion is that working with interested and if possible with personally engaged persons for the pilot demonstrations eases the work and raises the chance to be successful. During the project time, ADD HOME made the experience that the loss or gain of one such willing person can change the attitude and the drive of implementations entirely. By the time mobility management for housing areas is at a higher level of acceptance or is closer to be a matter for all, the significant role of people willing to work on the issue will reduce. Willing-

ness can however be fostered by making the ties to the project stronger, e.g. making the respective partners a fixed part of the project including financial involvement as a full partner or a subcontractor. The commitment to the project can be expected to be much higher with these kinds of ties.

Involving the decision makers at local level proved to be of great importance as well. Examples from AMI and BSRAEM proved that the likeliness for further implementations as well as support with a demonstration and its communication and publicity work is rising this way. Generally spoken, the involvement of all stakeholders that are part of the play is especially important when dealing with housing areas. The reason is simple: to deal with a settlement, with houses and flats means to deal with the most private places of people, with ownership rights, with emotions but also with many different competences of companies and public administrations. Nevertheless a large working group results in less flexibility and more complex working structures. This calls for an intelligent design of responsibilities and of the time and level of involvement concerning each partner.

Financing and legal frame conditions

Financing the activities turned out to be difficult, but not in terms of investment but running costs. This is most relevant if the running costs should be carried by the users – meaning the inhabitants. The easiest way would be to include the user costs of mobility offers and services in the running costs of their flats or houses. The advantages would be that the costs would not be felt directly but more indirectly, comparable to the costs between public transport (paying the ticket) and cars (just calculating in fuel leaving out other running costs

**MOBILITY MANAGEMENT FOR HOUSING AREAS DE-
FINITELY IS POSSIBLY THE KEY TO COUNTERACT
ENERGY INTENSIVE MOBILITY STRUCTURES AND
TO FOSTER SUSTAINABLE MOBILITY SOLUTIONS**



and fixed costs of a car). But legal regulations concerning the inclusion of costs in running costs for housing forbid this quite often. This way only additional monthly invoices or payment for each use are possible, depending on the specific situation to tell which one is more adequate.

Legal conditions from other areas than housing or mobility and other regulations are barriers for the implementation of sustainable mobility offers as well. The simple approach to have a settlement car to be shared by all inhabitants can be hindered by trade law or by difficulties to define and find a suitable insurance. Adequate and practicable solutions need to be identified for each country, which is best done by more implementations to run all needed requirements in a test.

Final considerations

Mobility management for housing areas definitely is a worthwhile field to counteract energy intensive mobility structures and to foster sustainable mobility solutions. The potential is very high especially since the topic is rather unknown and mostly not a part of any action. Additionally, the actions taken are even more rarely following a comprehensive approach or strategy to unfold the entire potential of mobility management, which is needed to pay respect to the interrelation of single measures with each other and their effect on each other.

Yet the set-up needs much more work in the area of awareness rising and changes of perception towards the topic of mobility management. The potential for housing companies and inhabitants is, as described in many of ADD HOME's products, promising to both main players. Attractive offers can help to raise the market potential of settlements and entire companies and at the same time improve the living conditions for inhabitants. But awareness is very low in general and calls for careful and structured actions in close cooperation with the housing companies and public authorities. The most promising action to raise mobility management for housing areas from a very initial level to a broader interest is a programme concentrated on training and education of housing companies on the one hand as well as on the topic of changing legal conditions in favour of sustainable mobility as happening currently in the Province of Vorarlberg. The effect aimed at is to have a better understanding for the topic and its economic, ecologic and social potential leading directly to more interest and actions. Further pilot demonstrations are also of high relevance as well but standing alone are not likely to result in a larger number of imitations let alone entering the stage of "growth" in a product life cycle.

Additionally, any measure for working on awareness and perception of sustainable mobility measures targeted at the general population or at specific part of it have an indirect effect, since everybody is an inhabitant and raising the awareness and demand for mobility management offers in generally has an impact on the market conditions for housing companies.

Recent actions and implementations all over Europe have shown that the interest for mobility management for housing areas e.g. by settlement structures reducing car-use is existing. But to make this topic a mainstream thought and to take it off from the initial phase, changes in the perception of the topic and its potential as well as customised solutions are needed.

4. ADD HOME PRODUCTS AND PUBLICATIONS

4 ADD HOME Products and Publications

ADD HOME has created seven products during its life time to share its experience and its findings with all entities interested in the field of mobility management for housing areas. These mirror the working tasks ADD HOME had set itself and offer information, ideas as well as solutions for contributing to a sustainable development in terms of mobility for residential areas in the larger view and neighbourhoods in the detailed view.

4.1 Summary on the analysis on laws and regulations

The first task of ADD HOME was to analyse the legal framework for the current role of sustainable mobility for construction and housing projects. The analysis has been performed for each ADD HOME partner country. It embraced laws such as building codes and spatial planning laws as well as regulations e.g. for subsidising new constructions and renovations. The summary on the analysis on laws and regulations compares the results from the national based research with each other. It informs on the most important national rules identified and talks of the lessons that can be learnt from each other. In this way, the summary discusses legal settings of the different countries for:

- Public transport in residential areas
- Bicycle-parking, cycling and walking in residential areas



Picture 18: The AddHome-Website

- Private car-use in residential areas
- Mobility services for residents
- Mobility in housing subsidy codes

The summary finishes with recommendations for the respective national background of Austria, Bulgaria, Germany, Italy and Slovenia. It is available on the ADD HOME website.

For more details on the national analyses, please have a look at this section of the ADD HOME website (ADD HOME legal preconditions).

4.2 ADD HOME Code of Practise

This product informs on the second large task for ADD HOME's analysis phase: identifying existing best practise solutions. It describes in detail best practise exam-

THE ADDHOME PRODUCTS OFFER INFORMATION, IDEAS AND SOLUTIONS FOR CONTRIBUTING TO A SUSTAINABLE DEVELOPMENT IN TERMS OF MOBILITY FOR RESIDENTIAL AREAS

ples identified in Austria, Bulgaria, France, Germany, the Netherlands, Slovenia and the United Kingdom. All in all, it informs for 63 examples on the background, the implementation, the conclusions as well as the partners involved in the project.

The Code of Practise is an online-tool. All best practise examples are available at the ADD HOME website structured by the topic:

- Public transport in residential areas
- Cycling and walking in residential areas
- Car related services and measures in residential areas
- Mobility information, organisation and co-ordination
- Mobility issues in the context of car-free or car-reduced and ecological housing
- Other examples

Each example is downloadable as a single PDF file as well. In addition to the online-tool, a PDF-document version of the Code of Practise giving brief information on the best practise examples and linking to the respective online example directly is available for download. Its purpose is to inform and to tease people to look at the online-tool. This document also gives reasoning on the benefits for construction and property management companies to engage in mobility management starting with the planning process and continuing on after the construction phase.

The Code of Practise is available on the ADD HOME website.

4.3 Brochure „Mobility management meets housing – a promising encounter“

The brochure displays the most relevant results from the legal analysis and research into best practise examples. The focus is put on the respective national background and is also targeted at the stakeholders of these nations.

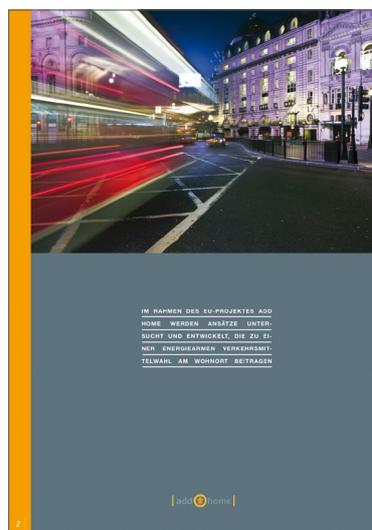
It informs on opportunities and barriers for sustainable transportation within the respective national setting of legal preconditions of construction and management of housing projects. Additionally, each brochure highlights a choice of best practise examples thought to be most relevant for the countries it is targeted to.

All brochures end with an English summary of the results from the legal analysis work.

At the ADD HOME website, there are brochures on the situation in Austria, Bulgaria, Germany, Italy and Slovenia in the respective national language.

4.4 Documentation on demonstration projects

ADD HOME has documented its demonstration implementations well to enable easy replication by entities outside the partnership and to inform them on the ex-



Picture 19: The AddHome-Brochure



Picture 20: One of several AddHome posters

periences and lessons learnt out of the partners' work. The product is dedicated to rather exact copies of the demonstration implementations. In detail, the documentation tells about each implementation:

- background
- objectives
- location of implementation
- local and regional partners involved
- its target group
- implemented measures
- regulatory framework touched by the implementation

- obstacles faced during implementation
- results and lessons learnt
- factors of success
- future prospect and potential for replication

The documentations can be downloaded on the ADD HOME website.

4.5 Guidelines for followers

The guidelines for followers are brief information on the implementation themes of ADD HOME. They are created for a larger target group than the detailed and more extensive description of the ADD HOME demonstration implementations. Their purpose is to give short but precise information on an action's effects and the steps to follow to implement it. They are targeting at construction companies, property management companies and municipalities, who are the main stakeholders for an integrated approach of housing and mobility. The guidelines are the practical blueprints for all interested entities to a practical implementation by themselves. They cover the topics:

- Bicycle connections for housing areas
- Bicycle service stations
- Car Sharing for settlements
- Car Pooling schemes
- Education on mobility and housing in schools
- Infomobility – websites on transport related information
- Urban sustainable mobility Committees
- Settlement maps – information on mobility and supply

THE GUIDELINES FOR FOLLOWERS ARE BRIEF INFORMATION ON THE IMPLEMENTATION THEMES OF ADD HOME. THEY DESCRIBE THE STEPS NEEDED TO SET UP OWN ACTIVITIES IN THE FIELD OF MOBILITY AND HOUSING

in the direct surrounding

- Settlement website – specific mobility information for a settlement
- Garages and parking spaces
- Ticket for tenants
- Traffic calming in settlements and residential areas
- Welcome packages – information on mobility and local supply

They are downloadable from the ADD HOME website.

4.6 Guideline for training events on housing and mobility

ADD HOME has implemented a spate of training events in all ADD HOME countries. The target group has been construction companies, property management companies, decision makers at local level, municipalities, universities, schools, planners and architects as well as energy agencies. This guideline summarises the content that has been taught, the methods used and the reaction of the specific participant groups to these. It tells

organisations, which plan to hold own training events on mobility and housing about the success factors and obstacles met. The guideline concentrates however on content related issues well knowing that didactical and methodological approaches have been developed by various projects previously already.

Please download the guideline for training events on housing and mobility on the ADD HOME website.

4.7 Guideline for know-how transfer activities

Next to the training events, the ADD HOME partners have performed know-how transfer activities at conferences and workshops. Basically, these transfers have been used to spread the idea of mobility management for housing areas to ADD HOME's entire target group and to create first knowledge within it. The guideline is structured the same way like the previously described one. It is available at the ADD HOME website.



Picture 21: The AddHome guidelines

5. IMPRINT

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