

ADD HOME

Mobility Management for housing areas - from car-dependency to free choice

Results of the European Project with a focus on the situation and demonstrations in Germany

Doris Bäumer, Ulrike Reutter

ILS – Research Institute for Regional and Urban Development gGmbH, Dortmund

Content of the presentation

- About ADD HOME
- Demonstrations in ADD HOME – Overview
- Details of the demonstrations in Germany
 - ➔ Measures
 - ➔ Hard results of the demonstrations
 - ➔ Results of a survey in the beginning
- Conclusions

Characteristics ADD HOME

- Duration Dec. 2006 – Nov. 2009
- 6 partners
 - AMI (Azienda Mobilità e Infrastrutture S.p.A.), Italy
 - BSRAEM (Black Sea Regional Agency for Energy Management), Bulgaria
 - FGM-Amor (Forschungsgesellschaft Mobilität - Austrian Mobility Research), Austria
 - ILS (research Institute for Regional and Urban Development), Germany
 - Rhomberg-Bau, Austria
 - UM-FG (University of Maribor, Faculty of Civil Engineering), Slovenia
- dealt with legal framework analysis & best practice as well as demonstrations and trainings
- should on European level contribute for a better alliance between “housing” and “mobility” at the place of residence
- should support free choice of means of transport in housing areas and aimed to substitute individual motorized transport by energy saving modes of mobility

Approach

- **Analysis** of relevant legal conditions and instruments
- **Analysis** of successful practice examples, which connect the thematic fields of „housing“ and „mobility“
- Initiation of **demonstration projects** with the intention to shift housing related transport towards energy saving transport modes
- **Knowledge transfer** and **qualification** of stakeholders and multipliers from the thematic fields of housing and mobility

Demonstration projects

Within the EU-Project ADD HOME pilot demonstrations were initiated:

- Bielefeld, Germany (company wide and site-related mobility management measures: ticket for tenants, car-sharing etc.)
- Bregenz, Austria (car-sharing, mobility services)
- Genua, Italy (car-sharing, car-pooling, infomobility website)
- Varna, Bulgaria (mobility counselling, promotion of cycling)

Overview ongoing and run-out projects Germany



Main focus:

- (open) car-sharing with special conditions for tenants of specific housing quarters
- price-reduced public transport tickets

ILS demonstrations, Bielefeld - Overview

Two demonstrations in Bielefeld (April 2009 – November 2009)

1. Mobility management measures for all tenants of the housing company BGW in Bielefeld (about 12,000 accommodation units)
2. Special site related mobility management measures in Bielefeld-Ummeln

Key partners:

- Mobility provider moBiel GmbH
- Housing company BGW Bielefeld
- Cambio Car Sharing

Overall goals:

- gaining new customers, binding old customers
- increasing the purchase of public transport tickets, the number of car-sharing vehicles and users and the customers satisfaction related to their housing situation

ILS demonstrations, Bielefeld - Measures

Measures for all tenants of the BGW:

- Price reduced public transport ticketing (a so-called ticket for tenants)
- Price reduced car-sharing
- Mobility information/starter package mobility (planned)

Additional measures for the tenants in Bielefeld-Ummeln:

- Improved accessibility of public transport
- Implementation of a car-sharing station and price reduced car-sharing
- Mobility action day
- Additional mobility offers (mostly only planned)

Hard results of the demonstrations in Bielefeld

- About 800 households get information about the mobility service
- The number of ticket for tenants purchased additionally since april 2009 is nearly 95.
- The number of car-sharing memberships has been very low at the end of ADD HOME. Only seven persons signed a contract for a membership.
- The local press reacted very interested in the demonstrations. Details of the demonstrations were reported in the local newsletters.

ILS demonstrations, Bielefeld

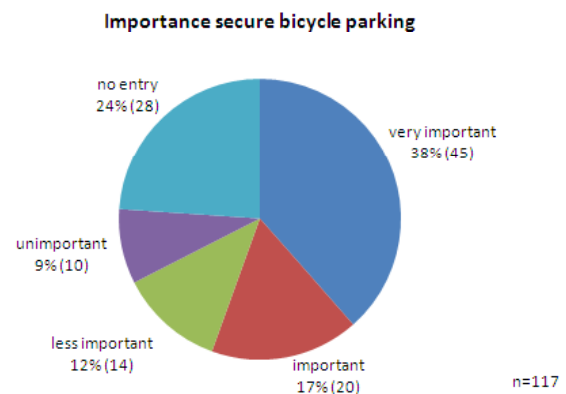
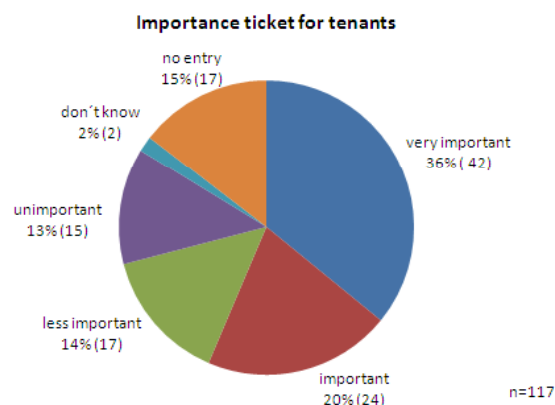
Additional measures for the tenants in Bielefeld-Ummeln:

1. Improved accessibility of public transport
2. Price reduced public transport ticketing
3. Implementation of a car-sharing station and price reduced car-sharing
4. Additional mobility offers (mostly only planned)

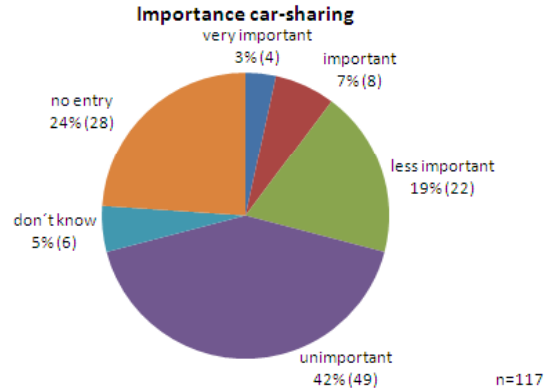
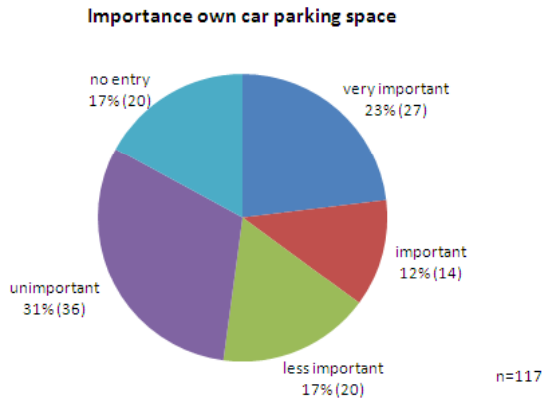
Tenant Survey in 2009 (April) in Bielefeld

- Questionnaire to 800 households in Ummeln and some selected areas where the BGW owns many buildings and where car-sharing service already exists.
- 117 households took part in the survey (Ummeln: 19 households, other areas: 98 households). Statements of 198 persons (42 persons from Ummeln, 156 persons from other areas).
- The questionnaire contained questions about:
 - choice of transport means,
 - importance of several services,
 - knowledge about and willingness to use car-sharing.
 - evaluation of the commitment of the BGW for tenants mobility.

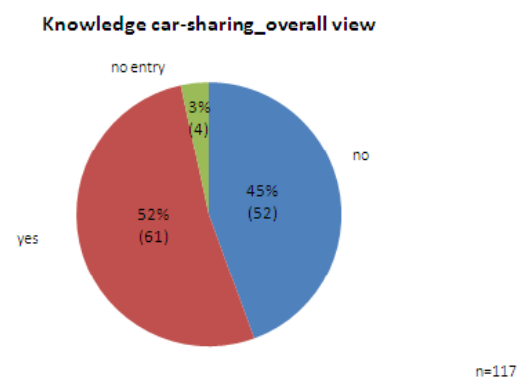
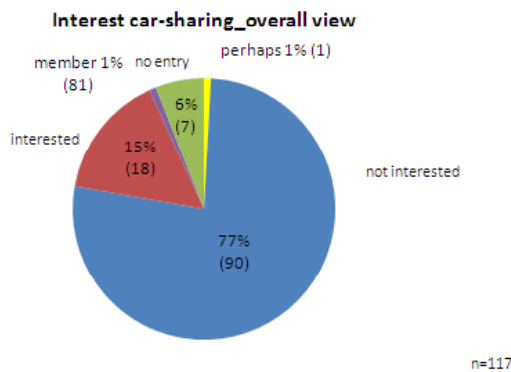
Tenant Survey in 2009 (April) in Bielefeld



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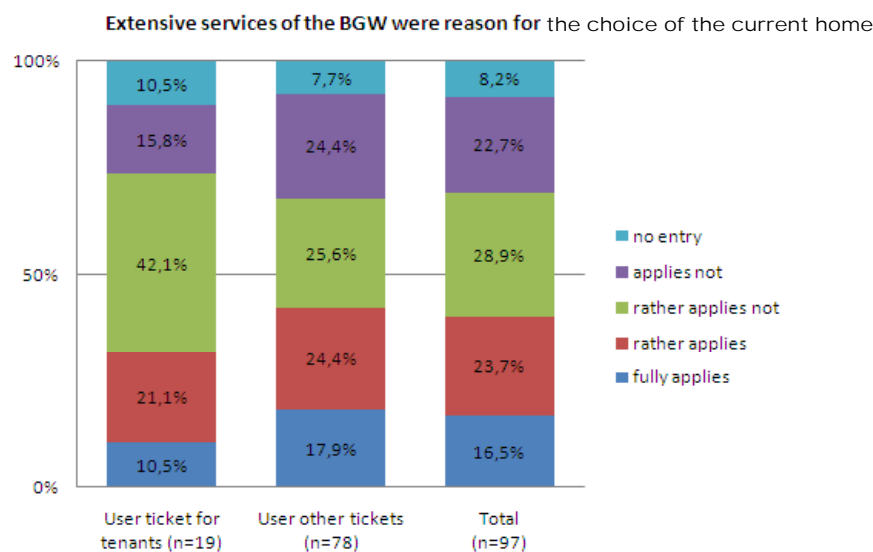
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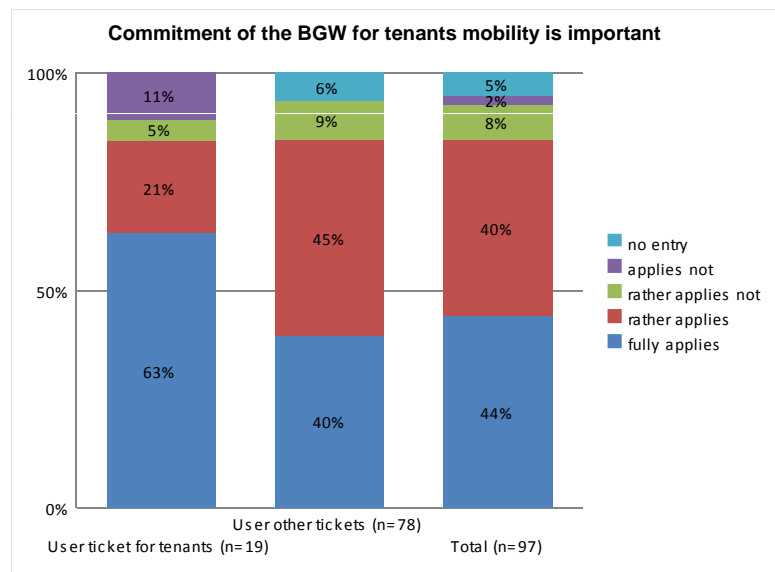
Tenant Survey in 2009 (April) - Results

- The ticket for tenants is an important or very important product for 56% of the respondents although only 19 were users of the ticket for tenants.
- Car-sharing is for only 10% an important or very important offer. For more than 60% of the respondents car-sharing is not or less important.
- Asked for the personal interest in such a service only 15% stated with important, 77% expressed no interest.
- Secure bicycle parking facilities are an important or very important service for 65% of the respondents.
- For only 35% of the respondents an own car-parking lot is important or very important. For 31% it isn't important at all. (The number of households without a personal car is with 31% relatively high.)

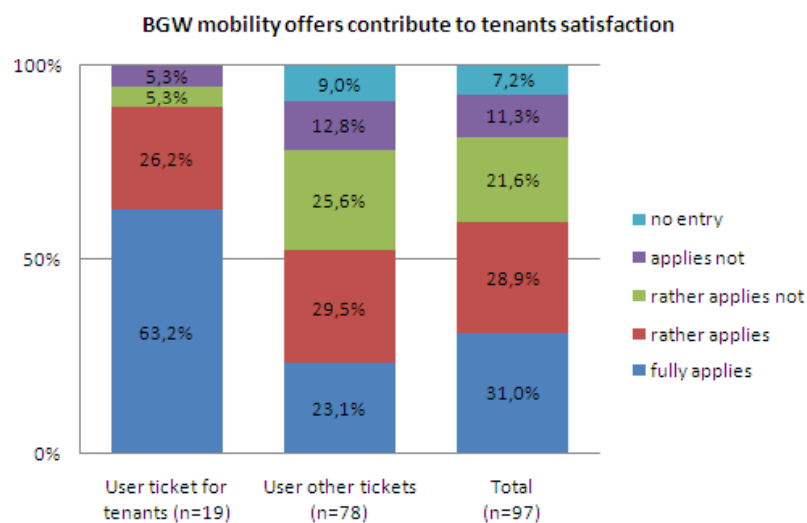
Tenant Survey in 2009 (April)



Tenant Survey in 2009 (April)



Tenant Survey in 2009 (April)



Tenant Survey in 2009 (April) - Results

- Extensive services of the BGW were a reason for housing choice. 16% of the respondents fully agreed and nearly 24% rather agreed to this statement for housing choice hard criteria like price, size and location etc. are more relevant
- 84% of the respondents answered with rather or full agreement (full: 44,2%; rather: 39,8%) to the statement: Commitment of the BGW for tenants mobility is important. Within users of the ticket for tenants 63% fully agreed.
- To the statement: BGW mobility offers contribute to tenants satisfaction nearly 60% rather or fully agreed. The full agreement of the users of the ticket for tenants (63%) is clearly higher than the full agreement of the user of other tickets (23%).

Survey about Ticket f. Tenants in 2006 – (Gogol, A.)

- Overall female users dominate (63,1%); including in particular older women (44,9%)
- Two third of the new customers are female, thereof more than the half 65 years and older
- The group of the 30-50 year old is the largest male group (45,2%)
- 9 of 100 users are new customers of public transport (8,4%)
- Nearly every fifth user was occasional-user before (17,2%)
- The majority of the users of the (BGW-) ticket for tenants are to be allocated to the lower income classes (80,1% under 1.500€ household net income)
- Attractiveness of the service for older people in particular (older) women and low-income households, but also employed persons

Summary Ticket for Tenants (results of ADD HOME and Gogol. A.)

- Expectations, associated with the implementation, are largely fulfilled.
- Customer acquisition and the transition from occasional-users to the ticket for tenants lead to a higher economic gain for the mobility provider moBiel.
- Particularly older persons, but also persons of working-age and persons who may have a private car are available for the service.
- Evaluation of the customer database and the surveys allow the conclusion that all involved stakeholders – mobility provider, housing companies and tenants – benefit from the offer.

Summary Car-Sharing

- In Bielefeld car-sharing is mostly characterised as less important or unimportant and also less demanded by residents of the BGW.
- There are further examples (Braunschweig, Wolfsburg), where the offer has been discontinued due to insufficient demand.
- Other examples show (e.g. Munster, Hamburg, Cologne), that there are economically capable and accepted solutions.
- The concrete conditions (characteristics of the residents, number of private cars, awareness of the service) strongly influence the acceptance and therefore the economical capacity.

Conclusions

Home-related mobility services

- must, to be successful, fulfil the local conditions
 - can probably contribute to a better image of the housing company
 - can probably have a hand in binding and gaining customers (for housing companies as well as transport providers).
- In general, this seems to be a win-win situation for all involved stakeholders and the tenants

Thank you!

Doris Bäumer, Ulrike Reutter

ILS

Institut für Landes- und Stadtentwicklungsforschung gGmbH
Research Institute for Regional and Urban Development gGmbH
Postfach/ P.O. Box 10 17 64, 44017 Dortmund, Germany

Tel.: +49 (0)2 31/90 51-260

Fax: +49 (0)2 31/90 51-280

E-Mail: doris.baeumer@ils-forschung.de

Internet: <http://www.ils-forschung.de>; <http://www.add-home.eu>