

# 17 years of Mobility Hubs in Bremen

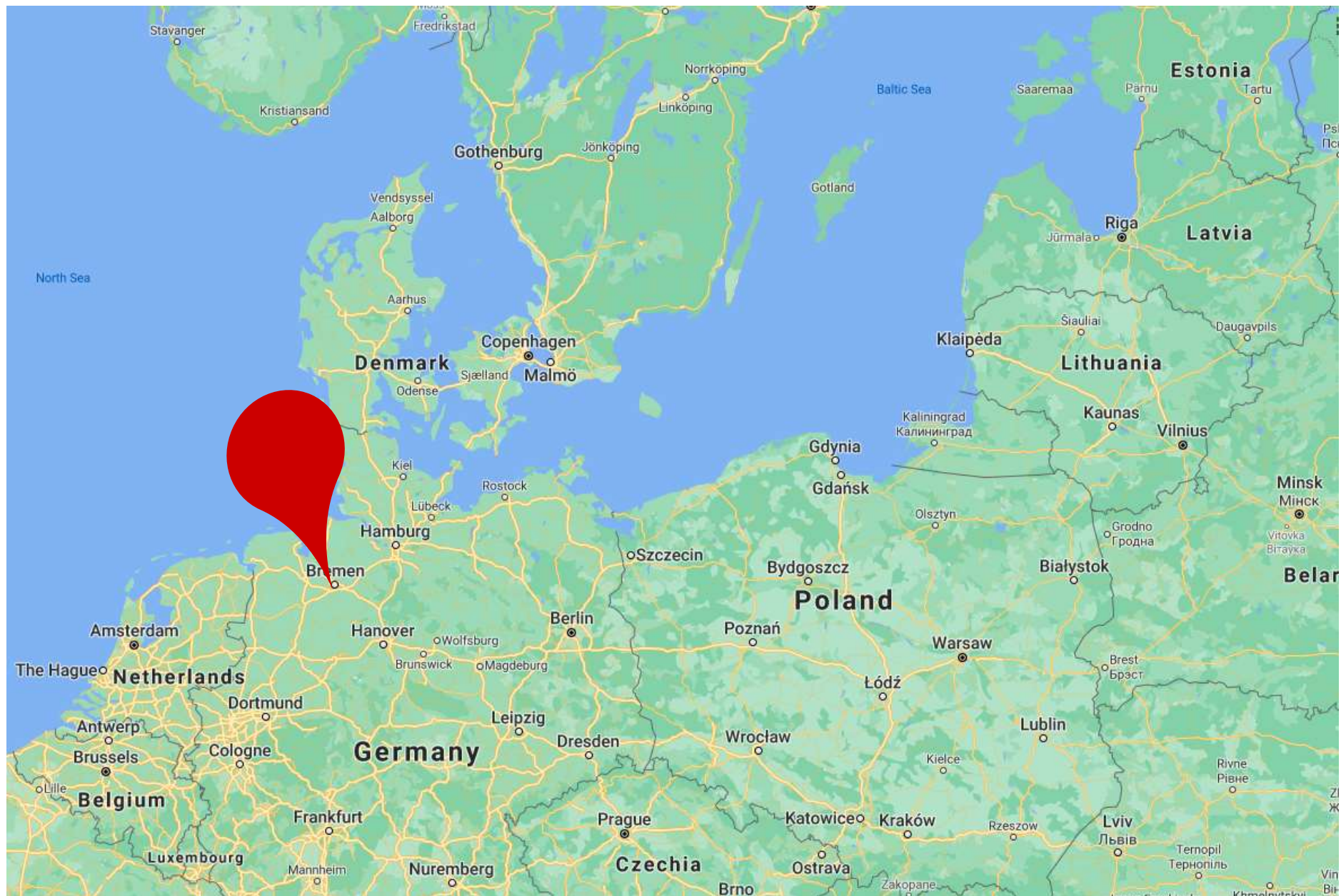
Shared-Use Mobility Center Webinar  
„Mobility Hubs to Connect Communities“  
October 27<sup>th</sup>, 2020

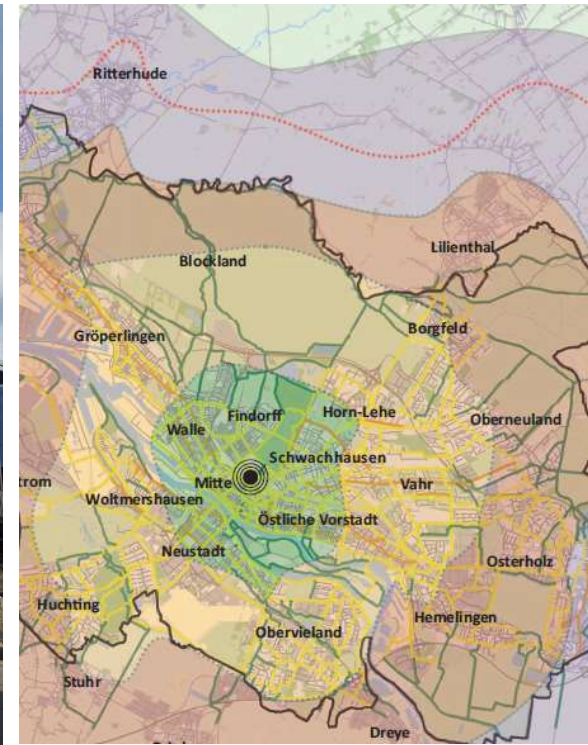
Die Senatorin für Klimaschutz,  
Umwelt, Mobilität, Stadtentwicklung  
und Wohnungsbau



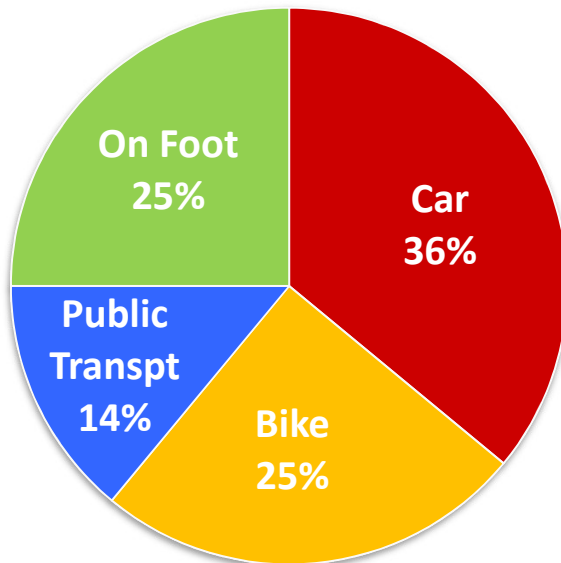
**Freie  
Hansestadt  
Bremen**







## Modal Split



567,000+ Residents

# Why Mobility Hubs?



**Ressource and Space  
Efficiency**



**Transport-related  
emissions**



**Social  
Inclusion and  
Accessibility**



**Quality  
of Life**

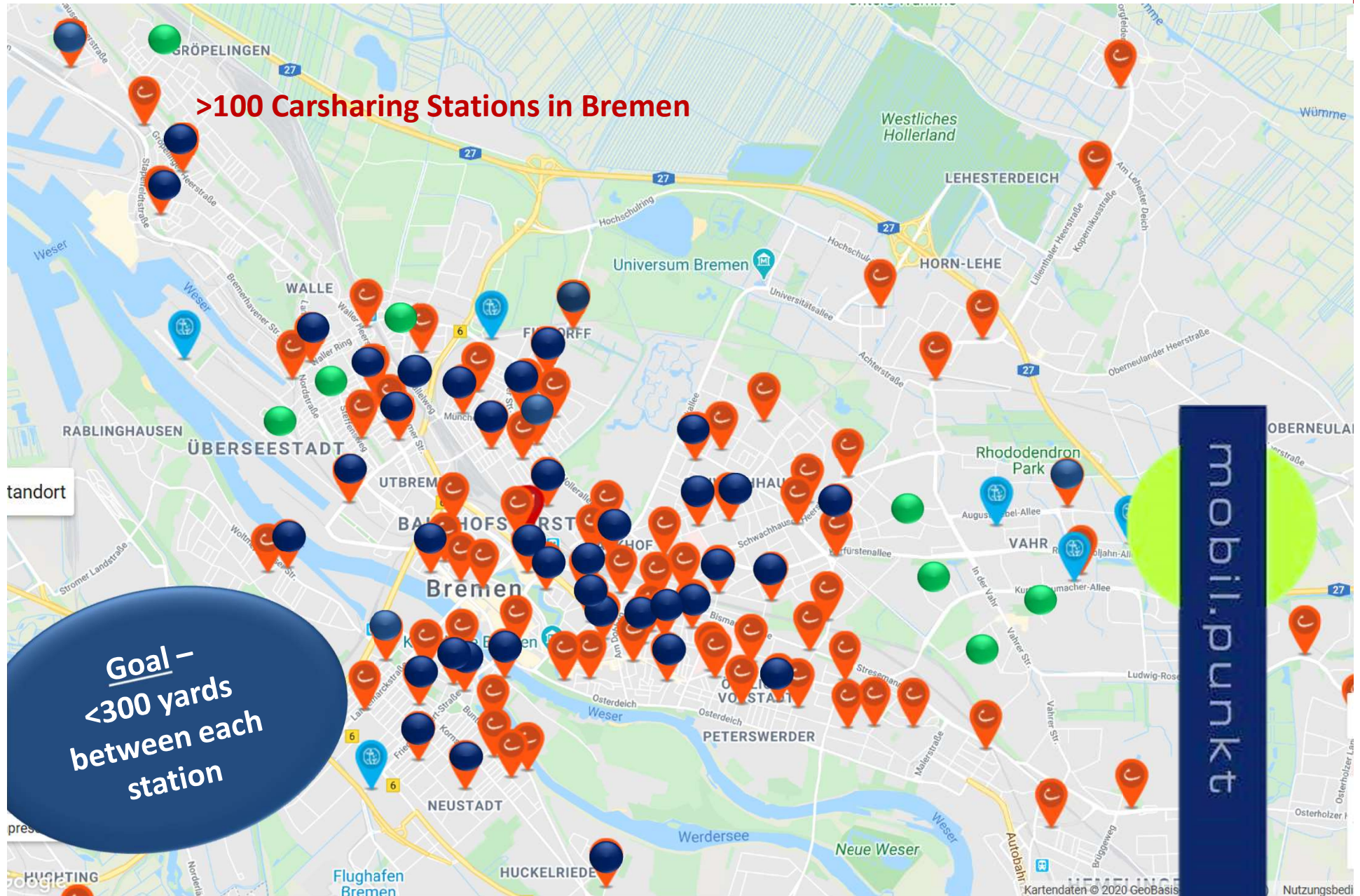
## >100 Carsharing Stations in Bremen

Goal –  
<300 yards  
between each  
station

mobil.punkt

● = existing mobil.punkte

● = mobil.punkte in planning



Important: Visibility,  
Accessibility and Clear  
Marking/Branding

**mobil.punkte**  
(est. 2003):  
large stations with  
CS, PT, cycling  
infra. and more



Important: Visibility,  
Accessibility and Clear  
Marking/Branding

mobil.punkt



mobil.punktchen  
(est. 2013):  
small stations in  
residential areas; the  
„neighbourhood car“



# Impact of Station-based Carsharing on Car Ownership



\*Source: Analysis of Bremen's Car-Sharing Offers, Team Red Deutschland GmbH  
<https://share-north.eu/2018/08/impact-analysis-of-car-sharing-in-bremen-english-report-published/>

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

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

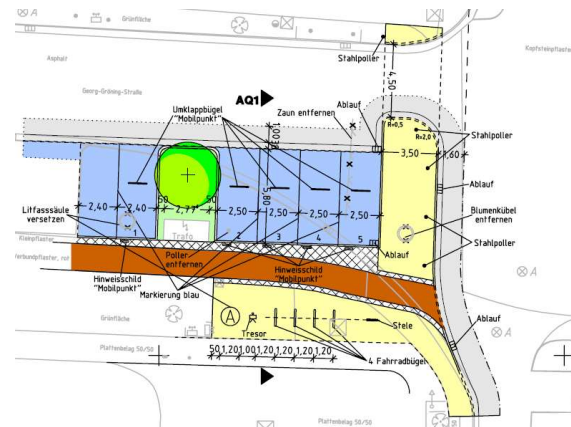


## Site Selection

# Benefits



**Increased visibility and accessibility of shared and sustainable transport**



**Tailored solutions to meet needs of community and support transport policy goals**



**Joint branding includes increased visibility and political support**

BREMEN  
ERLEBEN!

Parkplatzsuche?

Nö!

Reifenwechsel?

Nö!



Ich chille lieber  
und nutze  
Car-Sharing.

[www.mobilpunkt-bremen.de](http://www.mobilpunkt-bremen.de)



[https://youtu.be/5seE\\_26FYFA](https://youtu.be/5seE_26FYFA)

## **Experience Bremen's Mobility Hubs and Cycling Infrastructure “first-hand”-**

### **Virtual Cycling Tour**

<https://youtu.be/kRmvd2ZAnTQ>





# Thanks!

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**Freie  
Hansestadt  
Bremen**

**Interreg**  
North Sea Region  
SHARE-North  
European Regional Development Fund



EUROPEAN UNION