17 years of Mobility Hubs in Bremen

Shared-Use Mobility Center Webinar
„Mobility Hubs to Connect Communities“
October 27th, 2020
567,000+ Residents

Modal Split

- **Car**: 36%
- **Bike**: 25%
- **Public Transpt**: 14%
- **On Foot**: 25%

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Bike: 25%
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

= 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
mobil.pünktchen (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
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?
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
Parkplatzsuche? Nö!
Reifenwechsel? Nö!
Ich chille lieber und nutze Car-Sharing.
www.mobilpunkt-bremen.de
Experience Bremen’s Mobility Hubs and Cycling Infrastructure “first-hand”-

Virtual Cycling Tour
https://youtu.be/kRmvd2ZAnTQ
Thanks!

Rebecca Karbaumer
Sustainable Mobility Project Coordinator
Free Hanseatic City of Bremen
Rebecca.karbaumer@umwelt.bremen.de
www.share-north.eu