



# Shifting the Focus to Mobility Needs – A Policy Perspective from Bremen

Lead Partner of the SHARE-North Squared Project

17.09.2024

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Unit for Strategic Transport Planning

**Interreg  
North Sea**



Co-funded by  
the European Union

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SHARE-North Squared

# Historic Development Mobility Management in Bremen's Parking Bylaw for Real Estate Developments 2013-2022

Stellplatzortsgesetz Bremen

## § 9

### Aussetzung der Stellplatzverpflichtung

(1) Die Pflicht zur Herstellung notwendiger Stellplätze kann anteilig ausgesetzt werden, solange und soweit zu erwarten ist, dass sich der Stellplatzbedarf durch besondere Maßnahmen eines Mobilitätsmanagements, insbesondere durch die Nutzung von Zeitkarten für den öffentlichen Personennahverkehr, Errichtung und Einbindung von Car-Sharing-Stationen oder durch den dauerhaften Verzicht auf die Benutzung von Kraftfahrzeugen verringert. Wird eine Maßnahme nach Satz 1 über die gesamte Dauer einer befristeten Aussetzung der Stellplatzpflicht vorgehalten, gilt die Stellplatzpflicht nach Ablauf dieses Zeitraumes insoweit als erfüllt.



**Does it have an impact?**



# Evaluation of mobility management measures within Bremen's Parking Bylaw 2020-2021

**Cluster**

**Zeichenerklärung**

- Standorte
- Stadtgrenze Bremen

- Überseestadt Ost: 15 Maßnahmen
- Walle / Steffensweg: 15 Maßnahmen
- Gröpelingen / Weidedamm: 36 Maßnahmen
- Überseestadt West: 34 Maßnahmen
- Neustadt / Huckelriede: 15 Maßnahmen
- Lesum Park: 7 Maßnahmen
- Findorff / Weidedamm: 15 Maßnahmen
- Gröpelingen / Lindenhof: 13 Maßnahmen
- Weidedamm / Osterfeuerberg: 36 Maßnahmen
- Walle / Walle: 5 Maßnahmen
- Schwachhausen / Radio Bremen: 15 Maßnahmen
- Findorff / Regensburger Straße: 15 Maßnahmen
- Findorff / Weidedamm: 15 Maßnahmen
- Walle / Steffensweg: 15 Maßnahmen
- Neustadt / Huckelriede: 15 Maßnahmen

**18 Properties**

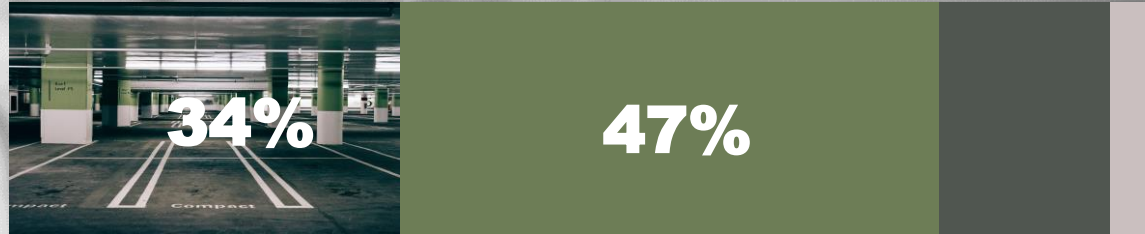
Users of the Mobility Concepts  
Neighbours as Control Group

Bearbeitungsstand: 15.11.2020  
 Bearbeiter: Maximilian Heinrich

Kartengrundlage: OpenStreetMap und Beitragende;  
 untersteht der CC-BY-SA-Lizenz  
 Datengrundlage: team red Deutschland GmbH

0 2 4 km

## Users



## Impact on Car Ownership Availability of Car in Household

## Control Group



In properties with mobility concepts, the percentage of car-free households was twice as high as those without a mobility concept

N=441

■ 0/no car ■ 1 ■ 2 ■ 3 or more

## Modes/ Modal Split

**Car as driver or  
passenger**

**Public Transport**

**Bicycle/E-Bike/Cargo bike**

**Walking**

**Users**

29%

17%

30%

24%

**Control  
Group**

40%

10%

23%

27%

**Bremen  
Overall\***

36%

15%

25%

25%

## Impact on Mobility Behaviour

\*Source: SrV, 2018

**Source:** Wirksamkeit Mobilitätskonzepte - Evaluation von Mobilitätsmaßnahmen im Rahmen des Bremer Stellplatzortsgesetzes, Team Red, 2021.

# Acceptance among the Users

What do you think of mobility  
management measures being offered  
in your housing development instead  
of parking spaces?

n=167



**54%**

“good” to  
“very good”





**Mobilitäts-Bau-  
Ortsgesetz  
Passed by  
Parliament  
09.2022**

2 Year  
Participation Process from  
the StellpIOG  
to the MobBauOG



**Mandatory Mobility Management with the  
new Parking Bylaw (Mobilitäts-Bau-  
Ortsgesetz)**

Since October 2022

**I.  
Mobility  
Management**

- ✓ Integrate a Carsharing Station
- ✓ Provide Carsharing Memberships
- ✓ Public Transport Memberships
- ✓ And much more!

**+Communication Concept**

**and**

**II.  
Car & Bike  
Parking  
Space  
Construction**

**or**

**III.  
Fee**

\* applies to housing  
as well as other uses

# Mandatory Mobility Management

According to Zones

Zone II

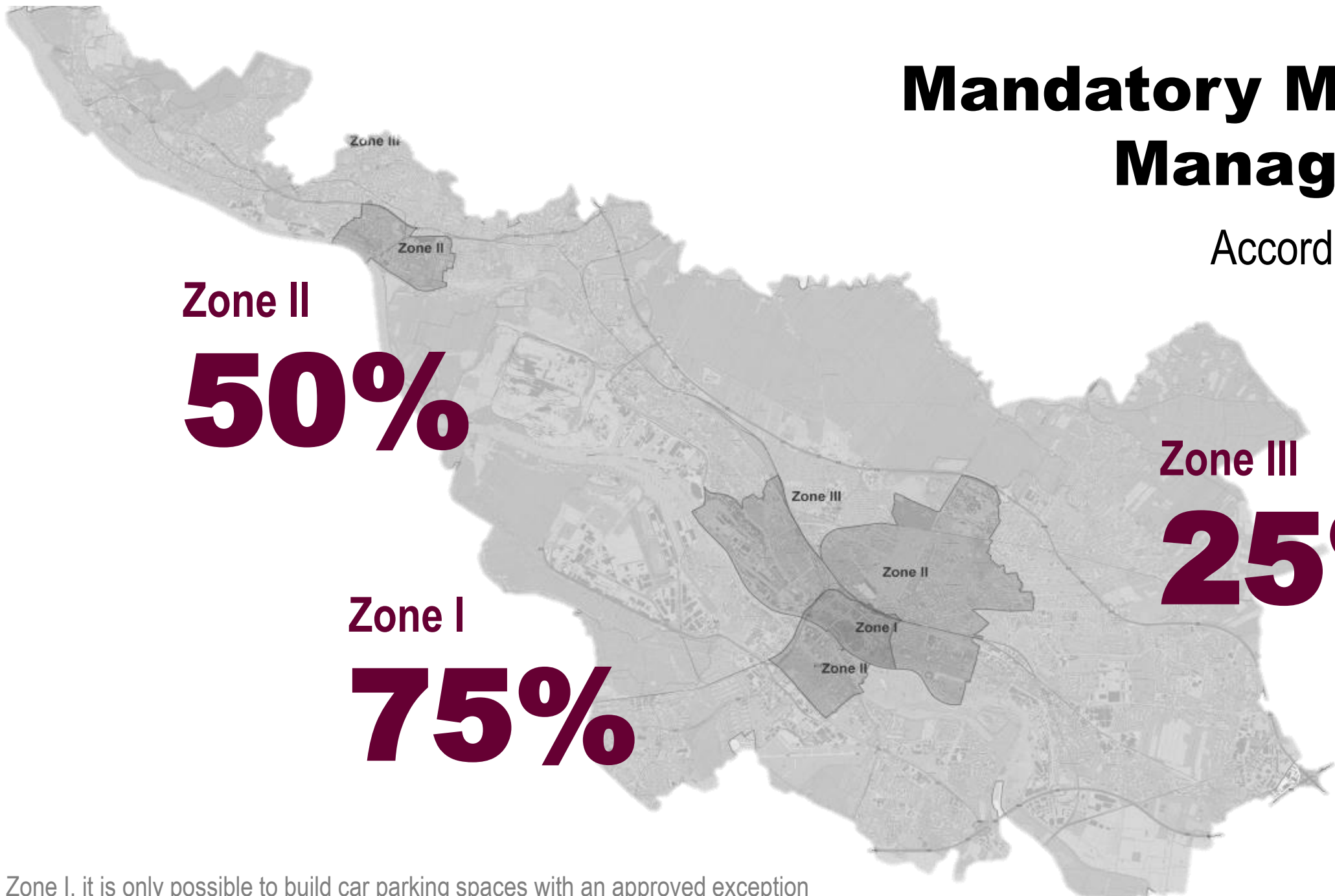
**50%**

Zone I

**75%**

Zone III

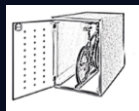
**25%**



\*In Zone I, it is only possible to build car parking spaces with an approved exception

## Category I

- ✓ Integrate a Carsharing Station
- ✓ Provide Carsharing Memberships
- ✓ Public Transport Memberships
- ✓ High Quality Bike Parking



## Category II & III

- ✓ Bikesharing
- ✓ Cargobikes
- ✓ Bike Repair Shops
- ✓ Package Stations
- ✓ Shared E-Scooters
- ✓ Railway Passes
- ✓ and much more!

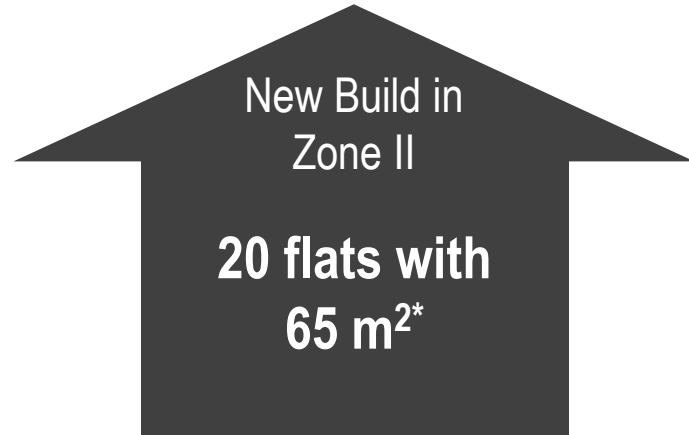


## Communication Concept

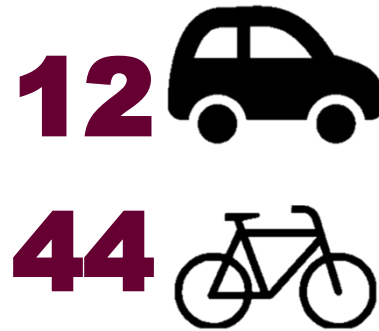
### Measures must:

- ✓ Be target group appropriate
- ✓ Duration of at least 5 years
- ✓ Reduce the demand for car parking

# Sample Calculation



=



Mathematical Parking  
Requirement

Zone II  
– 50 %



Must be fulfilled with mobility  
management measures

**Mobility Budget:**

$$6 \times 12.600 \text{ €} \times 90\% = 68.040 \text{ €}$$

Remaining Parking  
Requirement

=



Options:

Building parking spaces, payment of fee or invest fee into  
additional mobility management measures

# Sample Calculation

**Mobility Budget:  
68.040 €**

**Target Group:  
Singles, Young  
couples, young  
families**

**Duration:  
10 Years**

**This leaves funds for  
good communication**

Carsharing-Memberships

**10.000 € = 1000 € per year (30 members)**



Public Transport Tickets

**16.000 € = 1560 € per year**



Shared Cargo bike

**20.000 € for cargo bike, box and more**



**bike parking (trailors, etc.)**

Box for Cargo bike

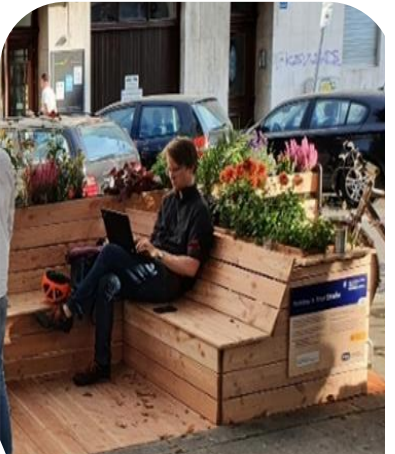


Communication Concept:

- ✓ Ad with announcement for flats
- ✓ Info-package upon moving in
- ✓ Annual reminder with Christmas card



# District-Oriented Use of Compensation Fees by the City Management Measures





# Training Programme for Architects and Planners

**Mobility Management – Why and How to Make a Mobility concept?!**

April 2024

**Carsharing & other Sharing Modes**

June 2024

**(Cargo-) Bike Parking Dos & Don'ts**

August 2024

**It's nothing without Communication**

October 2024

**from 2024 with the Chamber of Architects**





**Cornelia Cordes  
Says**

**THANK  
YOU**

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**Interreg  
North Sea**



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SHARE-North Squared

Die Senatorin für Bau, Mobilität  
und Stadtentwicklung



Freie  
Hansestadt  
Bremen



**Questions**