Institutional setting:

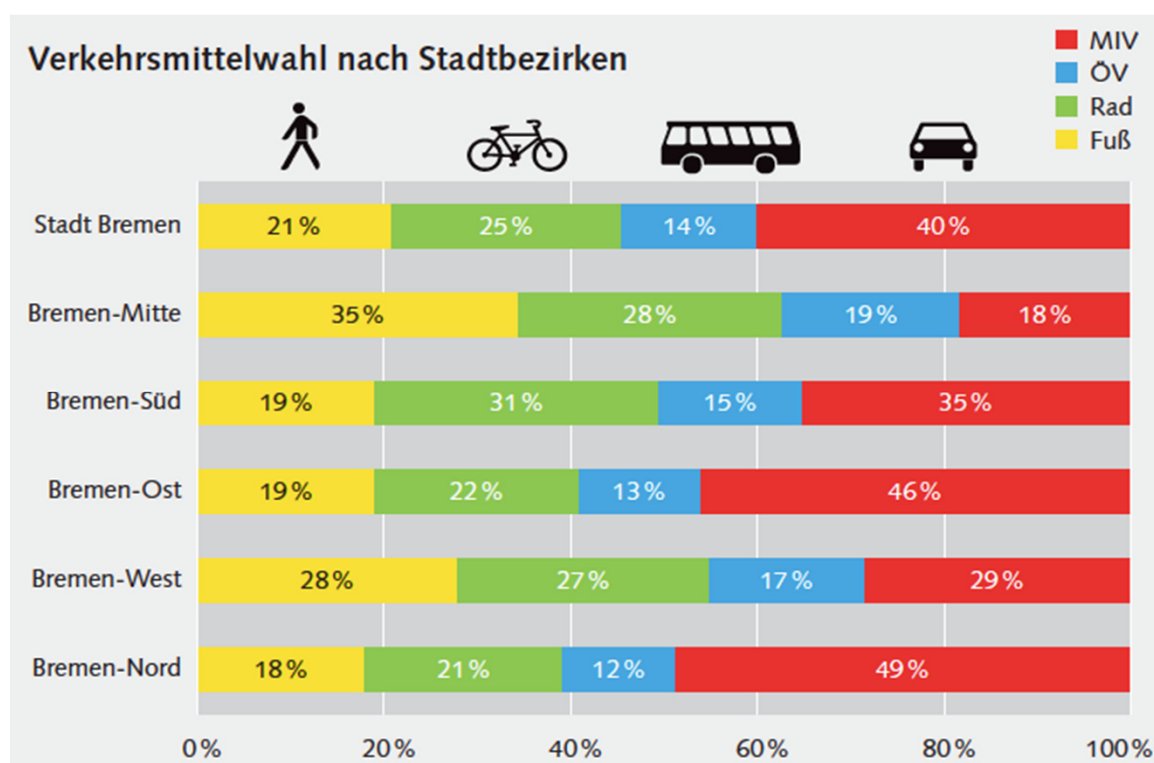Bremen (ca. 558.000 inhabitants)
Sustainable Urban Mobility Plan (2012-2014) with horizon 2025

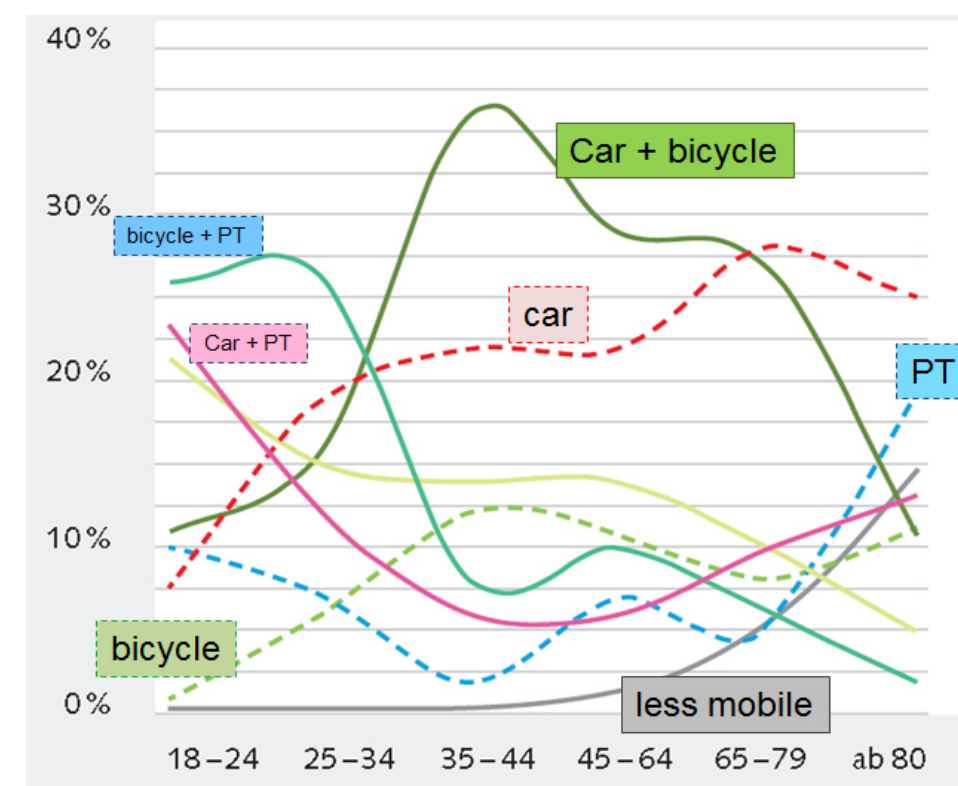What were the framework conditions for the practice that will be presented?

Modal Split: 46% of all trips non-motorised, 14% Public Transport

Bremen is a harbour city with freight transport & logistics

Commuter traffic from suburbia is more car-oriented

Modal split (Bremen citizens)

Modal preferences over age

Pedestrianised city centre

Cycle priority street
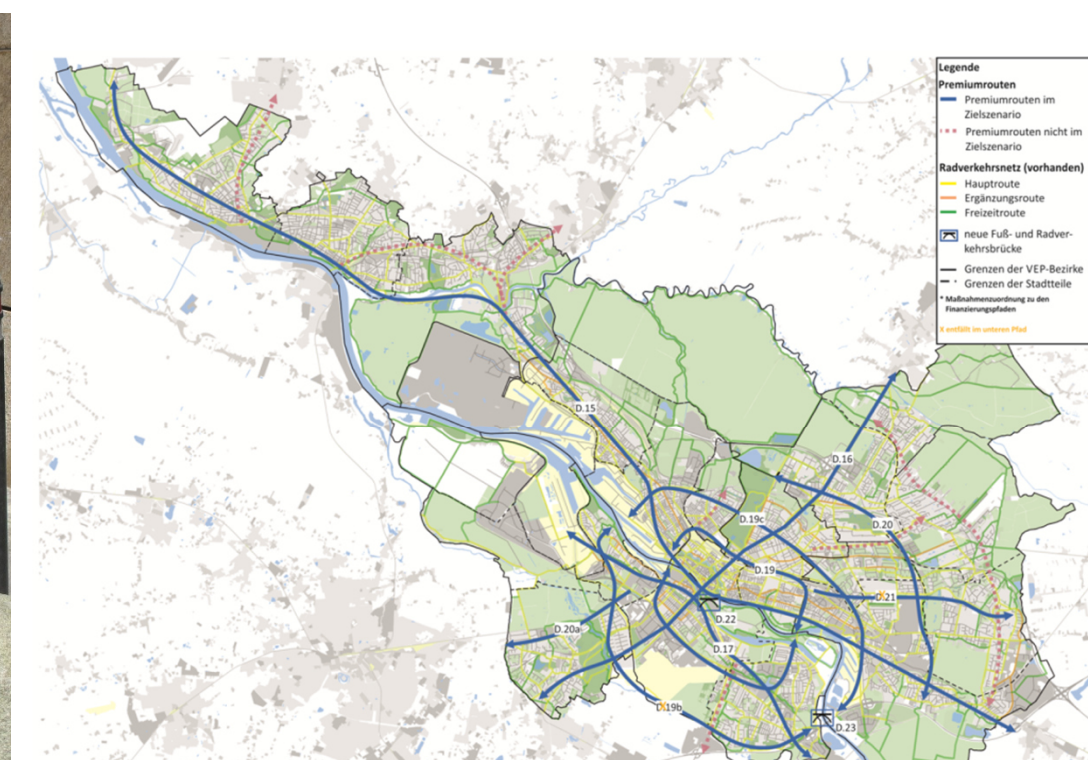
Interchange Park&Ride / Bike&Ride

Extension tram network

Cycle parking

Planned network of cycle priority streets

2. Starting point: What was the main challenge / issue / problem to be addressed by the practice?

Urban space is limited.
We consume too much space for car-parking. Car-ownership determines mobility patterns.

3. Approach: Which methods, tools or instruments have been developed and were applied to address the challenge?

Car-Sharing in Bremen (commercially organised) is an alternative to car-ownership for those who don't need a car for their daily trip to work. Car-Sharing is easy, reliable and cost-efficient.

reservation by smartphone, Internet or telephone

Booking long-term ahead or spontanious

Variety of cars available
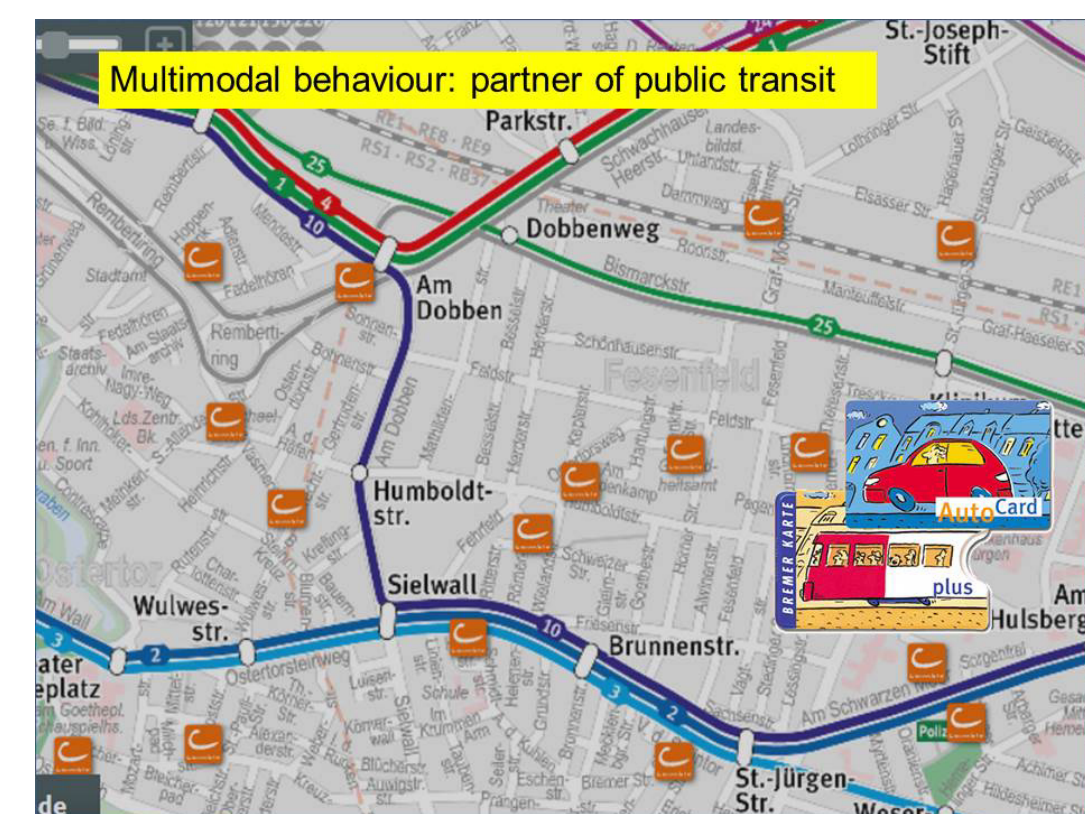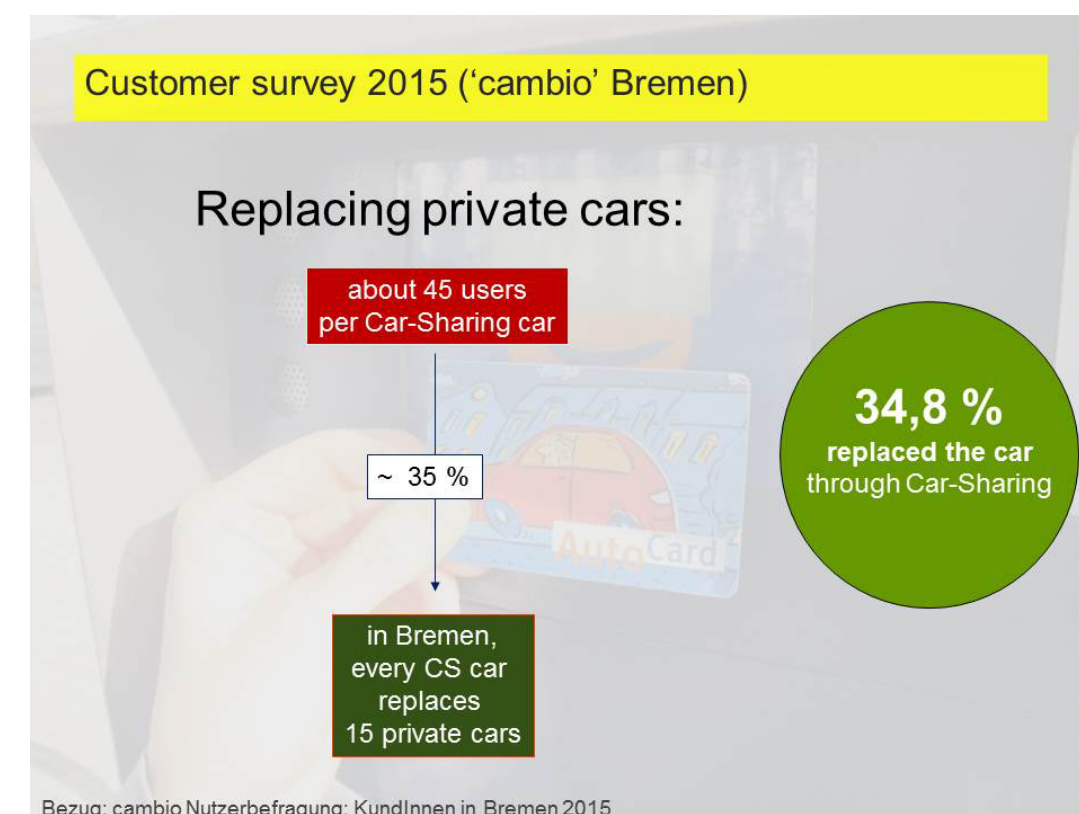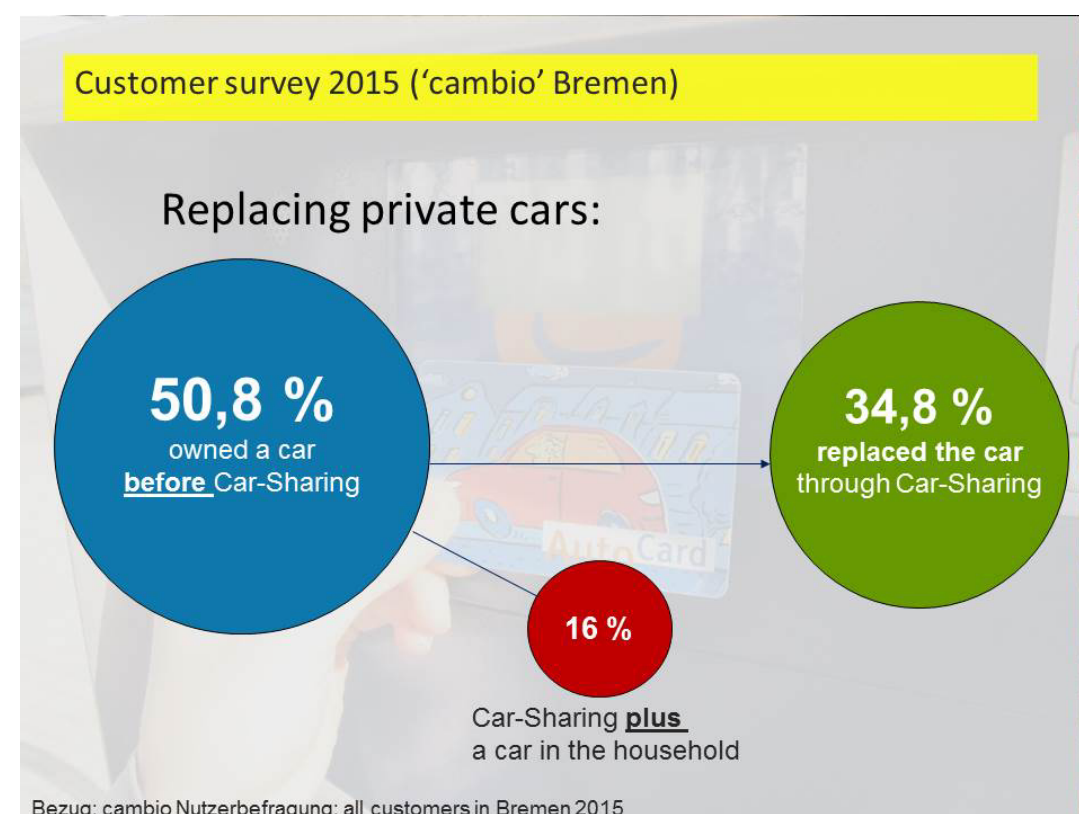
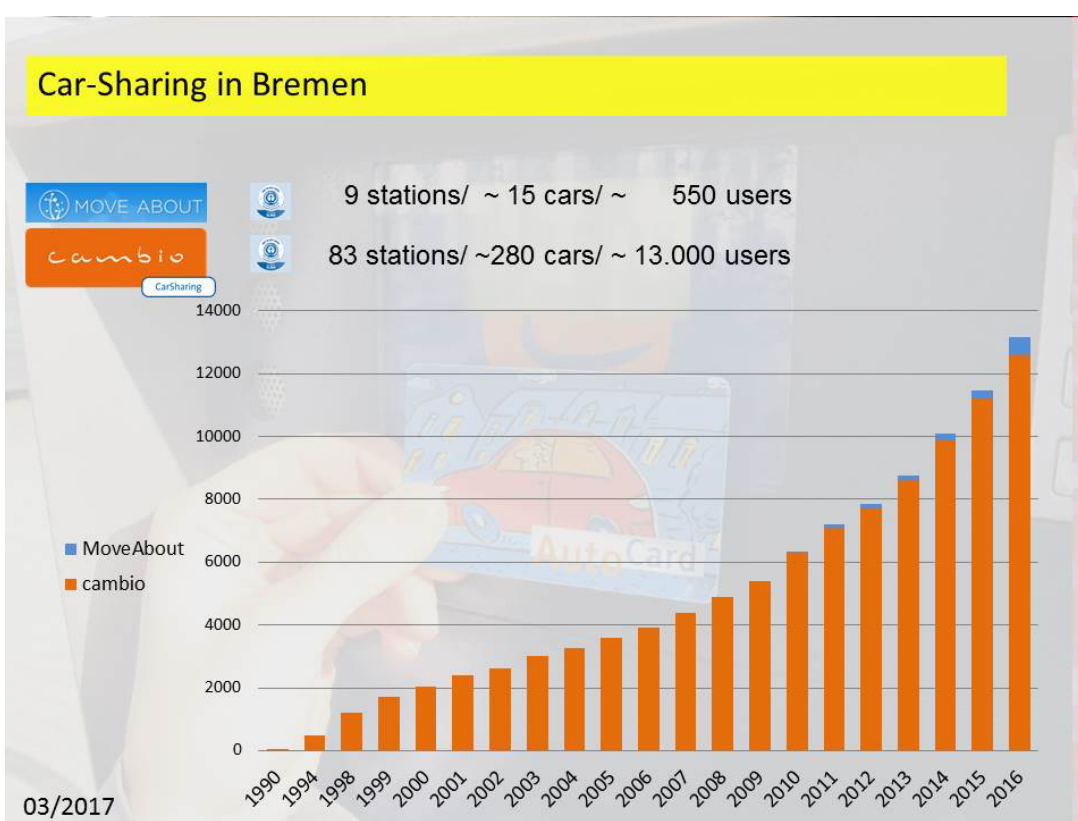About 80 stations all over the city

electronic access

Return to the same station after use (reserved pakring spot)

4. Outputs: Which were the concrete tangible results, outcomes and/or impacts of the good practice and how do they ensure sustainability of the practice?

Car-sharing is well accepted and currently has 13.000+ users in Bremen. There are about 80 stations and 300 commercial car-sharing vehicles in Bremen. For many, car-sharing has become an alternative to owning a car: >4.200 private cars have been taken off the road. Every Car-Sharing car replaces about 15 private cars in Bremen.

Car-Sharing in Bremen

9 stations/ ~ 15 cars/ ~ 550 users
83 stations/ ~280 cars/ ~ 13.000 users

MoveAbout
cambio

03/2017

Customer survey 2015 ('cambio' Bremen)

Replacing private cars:

50,8 % owned a car before Car-Sharing

34,8 % replaced the car through Car-Sharing

16 % Car-Sharing plus a car in the household

Bezug: cambio Nutzerbefragung: all customers in Bremen 2015

Customer survey 2015 ('cambio' Bremen)

Replacing private cars:

about 45 users per Car-Sharing car

~ 35 %

in Bremen, every CS car replaces 15 private cars

34,8 % replaced the car through Car-Sharing

Bezug: cambio Nutzerbefragung: KundInnen in Bremen 2015

Multimodal behaviour: partner of public transit

... promote mobility as a service

Why buy a cow when you only want a glass of milk?

5. Lessons: What are the main lessons learnt in the course of implementation of the good practice? Are there any open questions that need to be dealt with?

Car-Sharing is an important element of 'mobility as a service' – and can reduce housing costs (as less car-parking is necessary).
It supports the use of public transport, cycling and walking – as well as taxi, ride-sharing etc.
The integration of car-sharing in mobility strategies is also a preparation for autonomous transport.

Integration of Car-Sharing and Public Transport in intermodal stations
- as well with taxi-

stations in narrow streets ,,,,

…and as part of new developments

Auto waschen?
Reifen wechseln?
… das war früher mal …

Udo chillt lieber!

Car-wash? Change of tyres?
…something of the past…
Udo prefers to chill

6. Follow up: Are there any open questions that need to be dealt with?

Free-floating Car-Sharing appears to be "more modern" than the station-based "return Car-Sharing" – but does not have the same impacts (esp. as only practical for inner-urban trips) and usually is only viable in larger cities.

How can municipalities support and accelerate the take-up of Car-Sharing?

How can experience best be transfered?