

# Affordable Housing & Shared Mobility

22.04.2024

Inspiratiedag duurzame  
mobiliteit 2024

**Interreg**  
North Sea



Co-funded by  
the European Union

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SHARE-North Squared

# Meet the Speakers



**Clara Mafé, Housing Europe**



**Maarten Markus, AM**



**Cornelia Cordes, City of Bremen**



**Rebecca Karbaumer, City of Bremen**

# AGENDA

- Introduction SHARE-North Squared
- Housing Europe: Shared mobility in the public, cooperative and social housing sector in Europe
- City of Bremen: Innovative Parking Bylaws and Impacts on Mobility Behaviour
  - AM:

# SHARE-North Squared

Growing Shared Mobility In Housing Developments and Living as a  
Service

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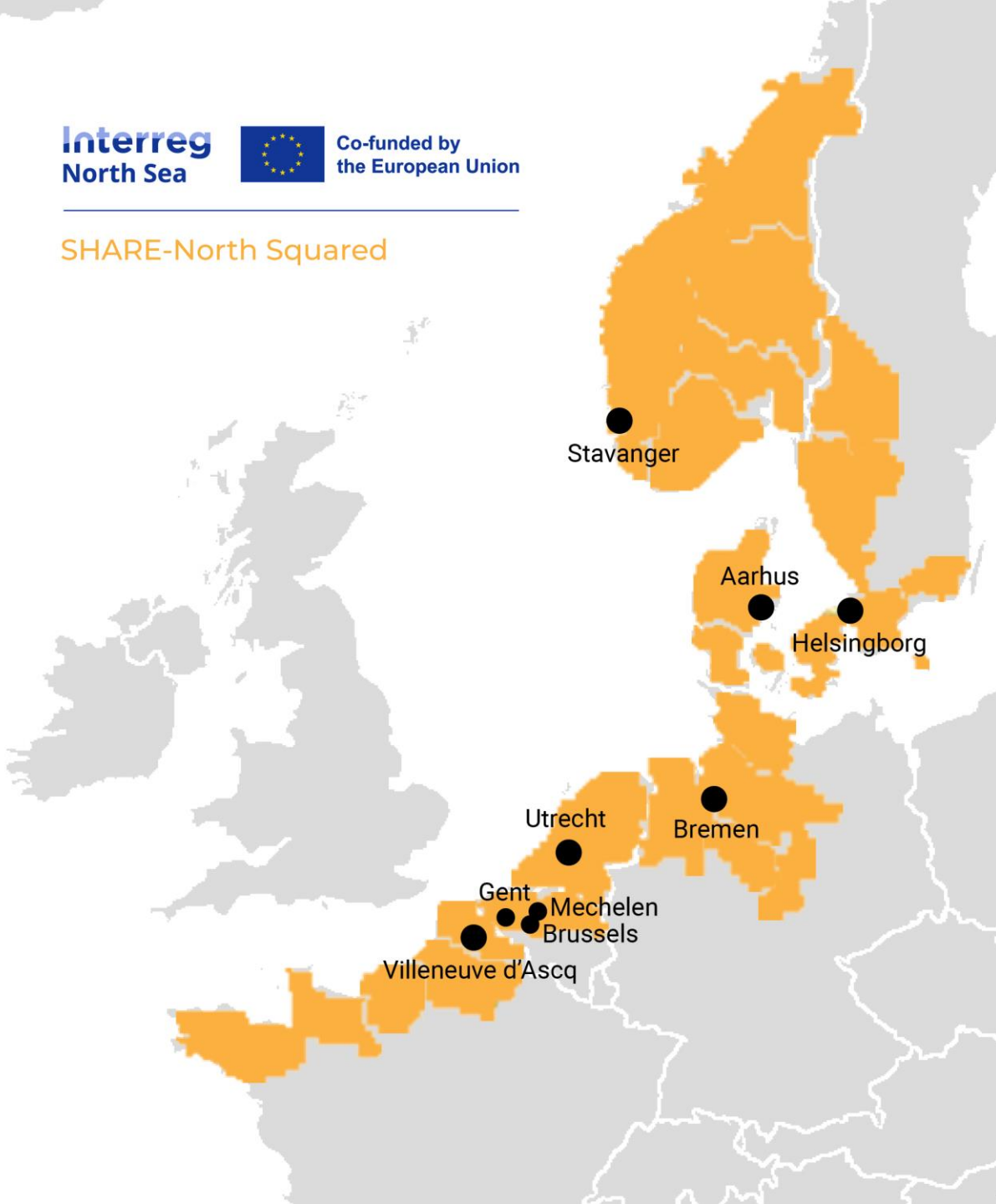
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SHARE-North Squared





SHARE-North Squared



Who are we?

16 Partners

7 Countries

6 Cities (with sub-partners)

3 NGOs

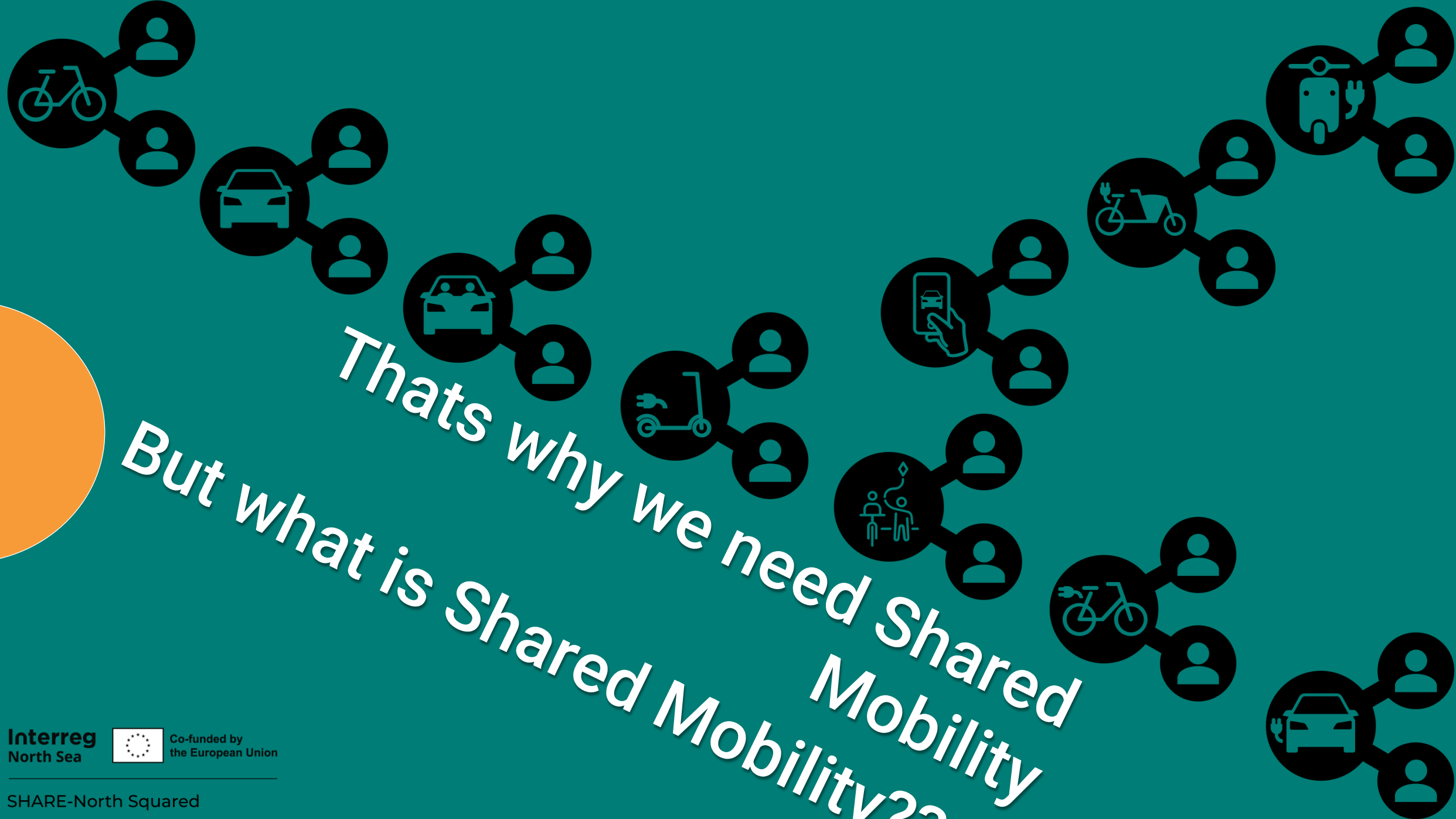
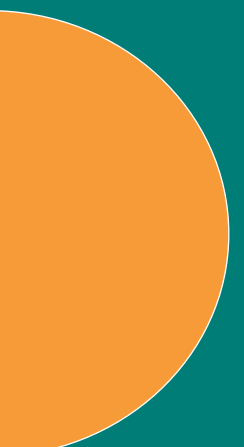
2 Universities

2023 – 2026

7,6 Mio €

# What do we want?

- ✓ More sustainability, resource and spatial efficiency of real estate developments
- ✓ More affordable housing
- ✓ More use of shared mobility to support multimodal travel behaviour
- ✓ Less car ownership
- ✓ Less car dependency
- ✓ Less demand for parking

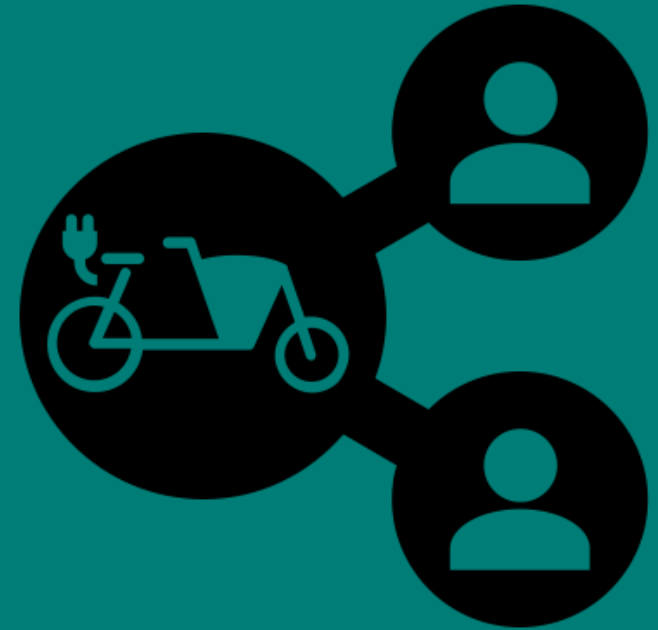


That's why we need Shared  
Mobility  
But what is Shared Mobility???



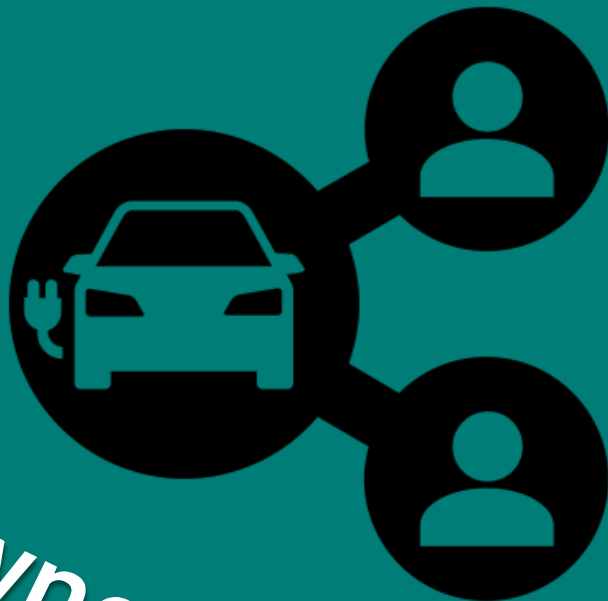
**Shared Mobility is a strategy to  
make better use of vehicles and  
space!**

Shared Mobility is seen as a  
transport mode itself!





It is an alternative to ownership, converting private modes of transport or trips to shared use!



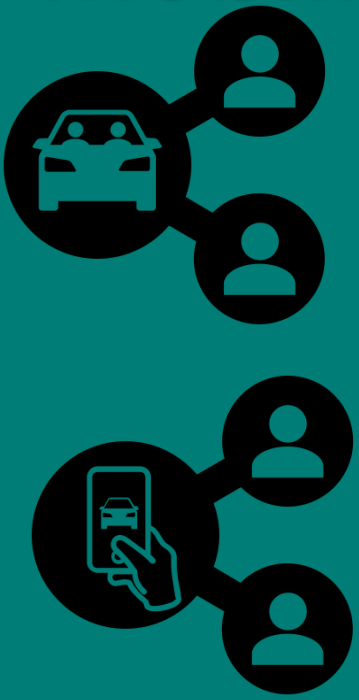
# Main Types of Shared

# Mobility

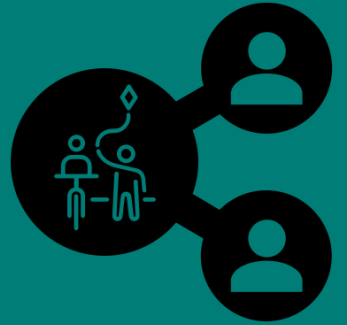
## Vehicles



## Rides



## Space





# But How Can Shared Mobility Help to Free Up Space?




# Car Replacement Ratio of Carsharing

One Car Sharing Car can replace up to:

**16 privately owned cars**

Bremen

Source: [BCS](#)



...and why is SM integration in  
Housing Developments so  
important?

Societal Changes  
Technical trends

Cities are  
already packed  
With moving  
and parked cars

Population growth  
Densification

**Space is limited**

Traditional parking  
requirements  
/planning is  
a challenge

New Developments CAN  
be a unique chance  
to redesign urban space  
and mobility

Infill instead of  
Greenfield Developments

# 12 m<sup>2</sup>

16 cars x 12m<sup>2</sup>  
= 192 m<sup>2</sup>

**Building Car  
Parking is very  
expensive**



5.000 to 60.000 €

It is not only  
about NOT  
building  
parking...

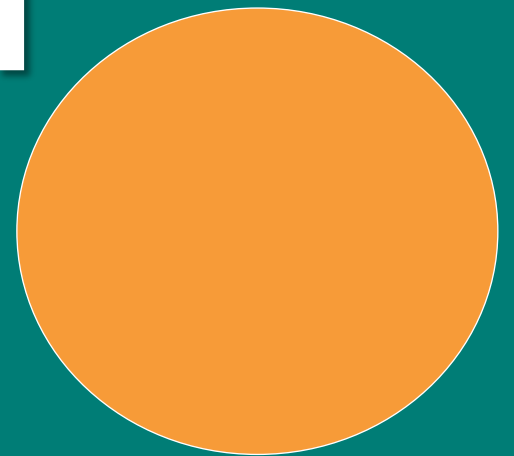
It more importantly  
about integrating  
**Mobility  
Management**

# Main Advantages of Integrating SM in HD

- Increased attractiveness of the Property (and neighbourhood)
- Meet mobility needs and change mobility behaviour at the right time (when they are moving)
- Reduce building costs – Contribution to more affordable housing
- Reduced financial risk for mobility providers



Questions?  
Stay tuned  
for the other  
speakers!







**Bedankt voor uw aandacht!**

# Innovative Parking Bylaws and Impacts on Mobility Behaviour

Mobility Hubs and Real Estate Developments: Policy Perspective from the  
SHARE-North Squared Project

Inspiratiedag, Ghent, BE  
22.04.2024

**Rebecca Karbaumer**  
Free Hanseatic City of Bremen  
Unit for Strategic Transport Planning

**Interreg**  
North Sea



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SHARE-North Squared



## Free Hanseatic City of Bremen

City with 575.000+ inhabitants near the North Sea

27.000+ Carsharing Users

First carsharing station in the public realm in DE

City with most innovative parking bylaw in Germany

Lead Partner of the SHARE-North Squared Project





SHARE-North Squared



- ✓ More sustainability, resource and spatial efficiency of real estate developments
- ✓ More affordable housing
- ✓ More shared mobility to support multimodal travel behaviour
- ✓ Less car ownership
- ✓ Less car dependency
- ✓ Less demand for parking



# Mobility Management in Parking Bylaws for Real Estate Developments

2013-2022

## Ortsgesetz über Kraftfahrzeugstellplätze und Fahrradabstellplätze in der Stadtgemeinde Bremen (Stellplatzortsgesetz Bremen - StellplOG)

Vom 18. Dezember 2012 (Brem.GBl. S. 555)

Der Senat verkündet das nachstehende von der Stadtbürgerschaft aufgrund des § 85 Absatz 1 Nummer 4 und 5 der Bremischen Landesbauordnung vom 6. Oktober 2009 (Brem.GBl.S.401 — 2130-d-1a) beschlossene Ortsgesetz:

### § 1

#### Örtlicher und sachlicher Anwendungsbereich

- (1) Dieses Ortsgesetz gilt für das Gebiet der Stadtgemeinde Bremen, soweit nicht durch Bebauungspläne oder andere städtebauliche oder als örtliche Bauvorschriften erlassene Ortsgesetze entgegenstehende Regelungen getroffen worden sind.
- (2) Dieses Ortsgesetz regelt die Pflicht, Stellplätze für Kraftfahrzeuge und Fahrradabstellplätze zu schaffen oder abzulösen. Es regelt die Herstellung dieser Stellplätze und Abstellplätze und stellt Anforderungen auch an die Gestaltung von nicht notwendigen Kraftfahrzeugstellplätzen.

#### Stellplatz- und Fahr

(1) Bauliche Anlagen und sonstige Anlagen, die eine ausreichende Anzahl und Größe sowie in genügender Höhe notwendige Stellplätze und notwendige Fahrradabstellplätze nach Art und Anzahl der vorhandenen und der Anlage zu erwartenden Kraftfahrzeuge

(2) Werden Anlagen nach Absatz 1 geändert, so sind auch Fahrradabstellplätze in solcher Anzahl, die infolge der Änderung zusätzlich zu erwarten sind, aufzunehmen können. Beträgt der Mehrbedarf nach Satz 1 keine Stellplätze herzustellen.

#### Anzahl der notwendigen Stellplätze

(1) Die Anzahl der notwendigen Stellplätze wird nach der **Anlage 1** (Stellplatznormbedarf) bestimmt. Sie beträgt bei dem § 4 verringert.

(2) Für bauliche und sonstige Anlagen, deren Nutzungsart in der Anlage 1 nicht aufgeführt ist, richtet sich die Anzahl der notwendigen Stellplätze und notwendigen Fahrradabstellplätze nach dem voraussichtlichen tatsächlichen Bedarf. Dabei sind die in der Anlage 1 für vergleichbare Nutzungen bestimmten Richtzahlen zu berücksichtigen.

(3) Bei Anlagen mit verschiedenartigen Nutzungen bemisst sich die Anzahl der notwendigen Stellplätze und notwendigen Fahrradabstellplätze nach dem größten gleichzeitigen Bedarf,

## 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.



**I.  
Car Parking  
Space  
Construction**

**or**

**II.  
Pay Fee to  
City**

**or**

**III.  
Mobility  
Management**

- ✓ Integrate a Carsharing Station
- ✓ Provide Carsharing Memberships
- ✓ Public Transport Memberships

\*applied to housing as well as other uses



# Integration into New Developments Many Advantages!

- ✓ Increased attractiveness of the Property
- ✓ Meet mobility needs and change mobility behaviour
- ✓ Reduce building costs –  
Contribution to more affordable housing
- ✓ Reduced financial risk for mobility providers







WKbike  
powered by nextbike

# Integration into New Developments Example from Gewoba in Bremen

2 Carsharing Parking Spots  
Charging Infrastructure for Carsharing  
Bikesharing Station  
+ Memberships





**Does it have an impact?**





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

Cluster  
Zeichenerklärung

○ Standorte  
□ Stadtgrenze Bremen

- Überseestadt Ost: 10 Maßnahmen
- Walle / Steffensweg: 15 Maßnahmen
- Gröpelingen / Gröpelingen: 13 Maßnahmen
- Überseestadt West: 34 Maßnahmen
- Neustadt / Huckelriede: 10 Maßnahmen
- Lesum Park: 7 Maßnahmen
- Findorff / Weidedamm: 10 Maßnahmen
- Gröp. / Gröp.: 13 Maßnahmen
- Weidedamm / Osterf.: 36 Maßnahmen
- Walle / Walle: 5 Maßnahmen
- Schwachhausen / Radio Bremen: 10 Maßnahmen

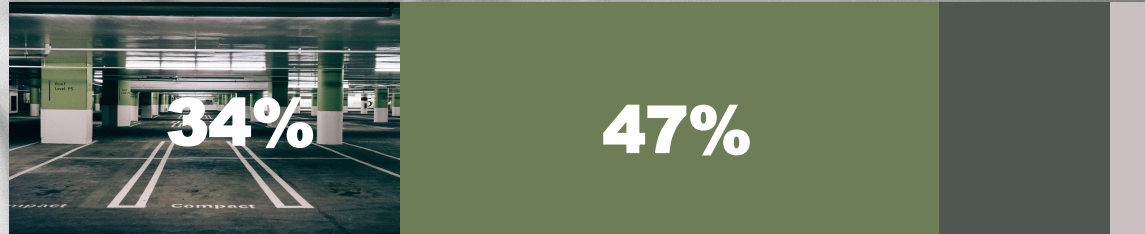
18 Properties  
Users of the Mobility Concepts  
Neighbours as Control Group

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

Control  
Group

Bremen  
Overall\*

29%

**40%**

36%

17%

10%

15%

30%

23%

25%

24%

27%

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

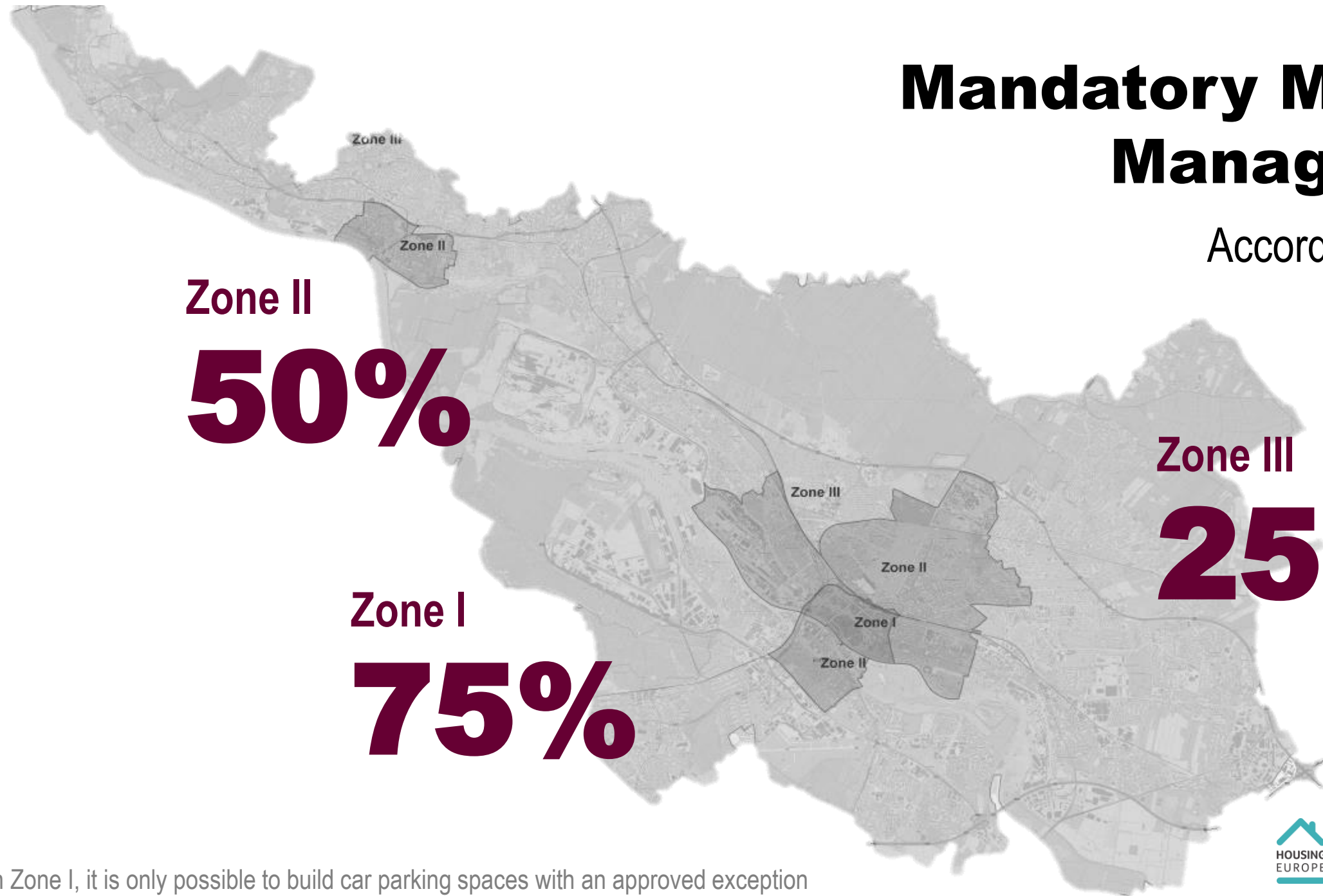
**50%**

Zone I

**75%**

Zone III

**25%**

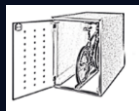


\*In Zone I, it is only possible to build car parking spaces with an approved exception



## 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!

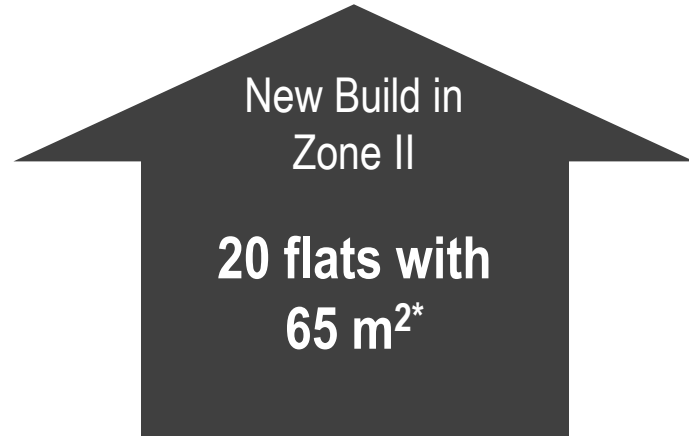


## Communication Concept

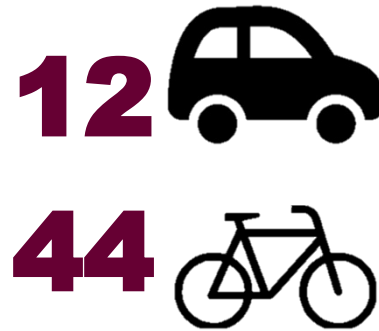
### Measures must:

- ✓ 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 x 12.600 € x 90% = 68.040 €

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**

Carsharing-Memberships



Public Transport Tickets



Shared Cargo bike



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





**Why  
Carsharing and Mobility  
Hubs in Real Estate  
Developments?**



# Benefits of Carsharing in New Real Estate Developments\*

Reduced need for car parking spaces and construction costs

Expansion of carsharing offer in the city

Generating demand for carsharing

Indirect operating cost subsidy in financially difficult areas



Continuity of the offers



Steering city-wide offer and closing gaps in the system

# Benefits of Carsharing in New Real Estate Developments\*

Selection of reliable providers

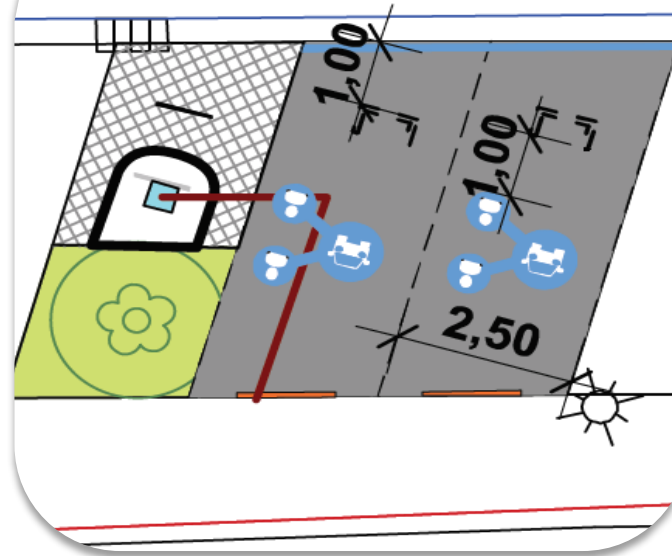
City has influence on site selection

**\* also in connection with mobility hubs**



# Challenges for Carsharing in New Developments

- ✓ Knowledge gap of developers and architects about carsharing/sharing (Number of vehicles vs. users, site selection, etc.)
- ✓ Timing when planning and implementing stations
- ✓ Coordinating plans
- ✓ (Staffing and Time) Demand for advising!







# Training Programme

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

**Carsharing &  
other Sharing  
Modes**

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

**It's nothing without  
Communication**

**from 2024 with the Chamber of Architects**



**Rebecca Karbaumer  
says**

**THANK  
YOU**

Free Hanseatic City of Bremen  
Unit for Strategic Transport Planning  
[Rebecca.Karbaumer@bau.bremen.de](mailto:Rebecca.Karbaumer@bau.bremen.de)

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SHARE-North Squared

Die Senatorin für Bau, Mobilität  
und Stadtentwicklung

 **Freie  
Hansestadt  
Bremen**





# Shared mobility in the public, cooperative and social housing sector in Europe

22 April 2024

Clara Mafé Cortés  
Innovation Officer  
Housing Europe





# THE RICHNESS OF OUR NETWORK

43,000 local housing organisations

31 countries

24,936,000 dwellings

roughly 200,000 new dwellings per year

over 200,000 dwellings refurbished per year

roughly €40bn in new investment per year

7,500+ staff employed by the federations

300,000+ staff employed by local providers



#HousingEvolutions

## Our members

ALBANIA – AUSTRIA – BELGIUM – CYPRUS  
CZECH REPUBLIC – DENMARK – ESTONIA – FINLAND  
FRANCE – GERMANY – GREECE – IRELAND – ITALY  
LUXEMBOURG – NETHERLANDS – NORWAY – POLAND  
PORTUGAL – SLOVENIA – SPAIN – SWEDEN  
UNITED KINGDOM – ARMENIA – SWITZERLAND

## Our partners

BELGIUM – CROATIA – GREECE – FRANCE – ITALY  
KOSOVO – LATVIA – EASTERN EUROPEAN REGION



## Our partners

Center for Support to Organizations,  
Bosnia and Herzegovina, CENSOR

Habitat for Humanity

Organisme de Foncier Solidaire de la Métropole Lilloise

Ekubirojs

Housing Initiative for Eastern Europe, IWO

Social Housing & Property Rights in Kosovo


Fondazione Housing Sociale

Ministry of Physical Planning, Construction and State Assets, Croatia University of West Attica



**A VISION OF EUROPE WITH  
DECENT AND AFFORDABLE HOUSING  
FOR ALL-IN COMMUNITIES WHERE  
EVERYONE CAN REACH THEIR FULL  
POTENTIAL.**





Coupled with public transport, shared mobility strategies in social housing can help in tackling urban segregation and improve access to jobs and services for the most vulnerable.



Shared mobility is **not the primary action** that social housing providers are doing when promoting sustainable mobility. It's part of the bigger set of the solutions but not the number one.



**REASONS:** work with service providers, responsibilities in case of issues, they want to do the simpler things: installing charging points and bike parking spaces..

**HOWEVER,**



Increasingly housing providers are **negotiating with local authorities** the car-parking ratio, and instead investing in mobility management.



Social housing providers are in the **best position to increase their knowledge user needs:** tools like needs analysis, and area assessments are important: density, skills of people.



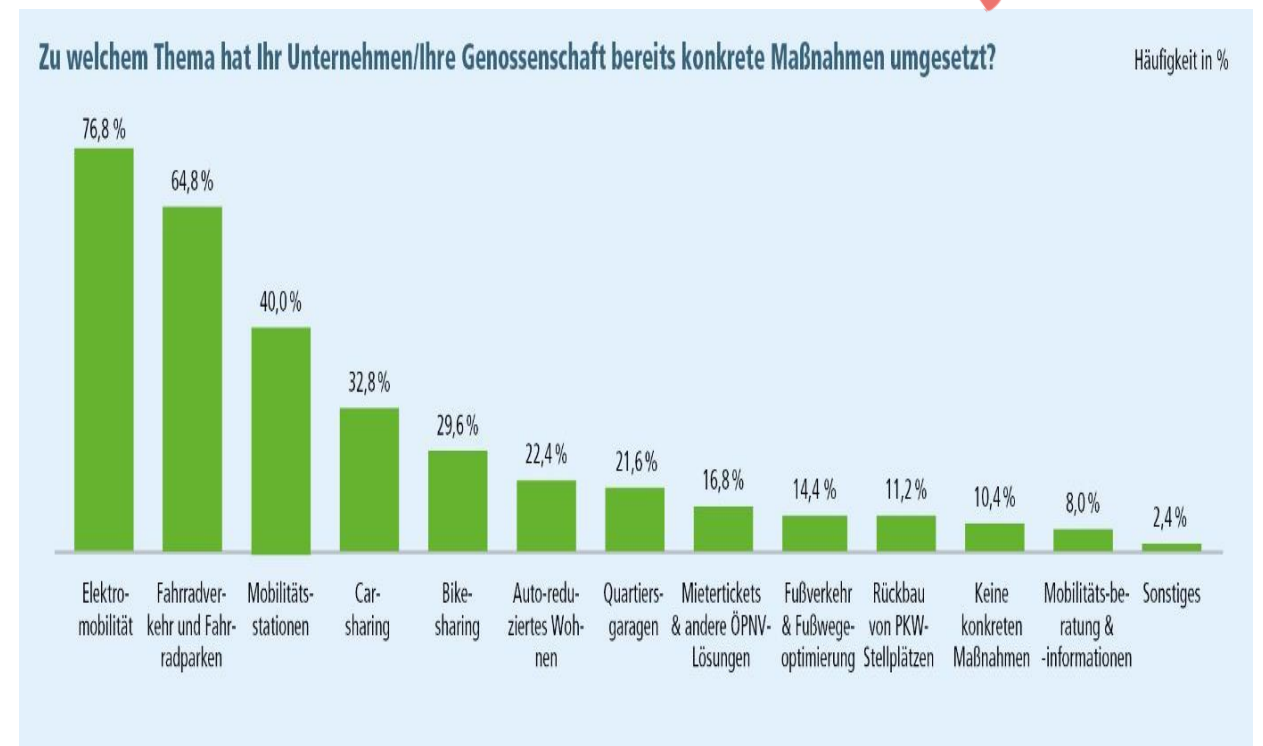




# AFFORDABLE HOUSING IN GERMANY

## VIEWS ON SHARED MOBILITY

- Mobility must **not end at neighborhood boundaries**.
- **Parking spaces** must meet the **need**.
- Suitable funding offers for housing companies.
- Multi-lane technologies instead of one-way street E-mobility.
- Using **public space to roll out charging infrastructure**.
- E-mobility must **not become a cost driver** for the housing delivery.





# PUBLIC HOUSING IN SWEDEN

## VIEW ON SHARED MOBILITY

### OBSTACLES

- Authorities pushing **too many parking lots**
- Catch 22 for electric vehicles
- **Discrimination of public housing on state support** for charging infrastructure (state aid rules)

### SOLUTIONS

- **Mobility norm** instead of Parking norm
- Push for **investments in power and charging points**
- Implement **exemptions from state aid rules**



Photo: Mitthem



# PUBLIC HOUSING IN BRUSSELS

## VIEW ON SHARED MOBILITY

---

### OBSTACLES

- **Digital gap** hinders access to shared mobility.
- Lack of knowledge of **tenants' mobility needs**.
- **Unaffordable tariffs** for lower-income tenants.

### SOLUTIONS

- **Expanding the use** are for shared mobility (metropolitan).
- **More assessment** and evaluation ex-ante on **mobility needs**.
- **Discounted tariffs** for special groups.



Photo: Le Soir



# Assumptions about car sharing in social housing

- **Housing developers can plan new and sustainable mobility** even if it's not their core business.
- **Coordinating role of the municipality** in the process.
- Shared mobility is often perceived as **not affordable for social housing tenants**.
- The **digitalisation** surrounding the shared mobility industry makes the service **less accessible to certain tenant groups**.
- **Vandalism** of shared vehicles by tenants in social housing.

## CONTROVERSIAL

- Implement shared mobility **only if the public transport** offer in the area **is sufficient**.
- All shared vehicles should be **accessible for the general public**.
- Shared vehicles might create **tensions amongst tenants** if damage or payment issues arise.

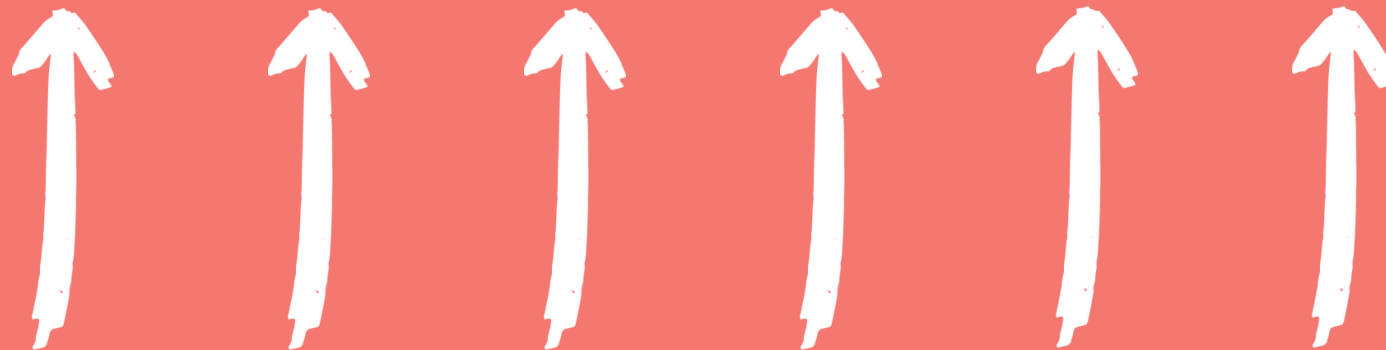


Mobility Point in WIR INHAUSER (Salzburg) by Heimat Österreich.



How is public, cooperative, and social housing transforming our neighbourhoods, cities, and lives?

**Subscribe to our monthly newsletter.**





THANK YOU

[www.housingeurope.eu](http://www.housingeurope.eu)



@HousingEurope





ONTWIKKELAARS  
VAN IMPACT

# Shared Mobility In new neighbourhoods

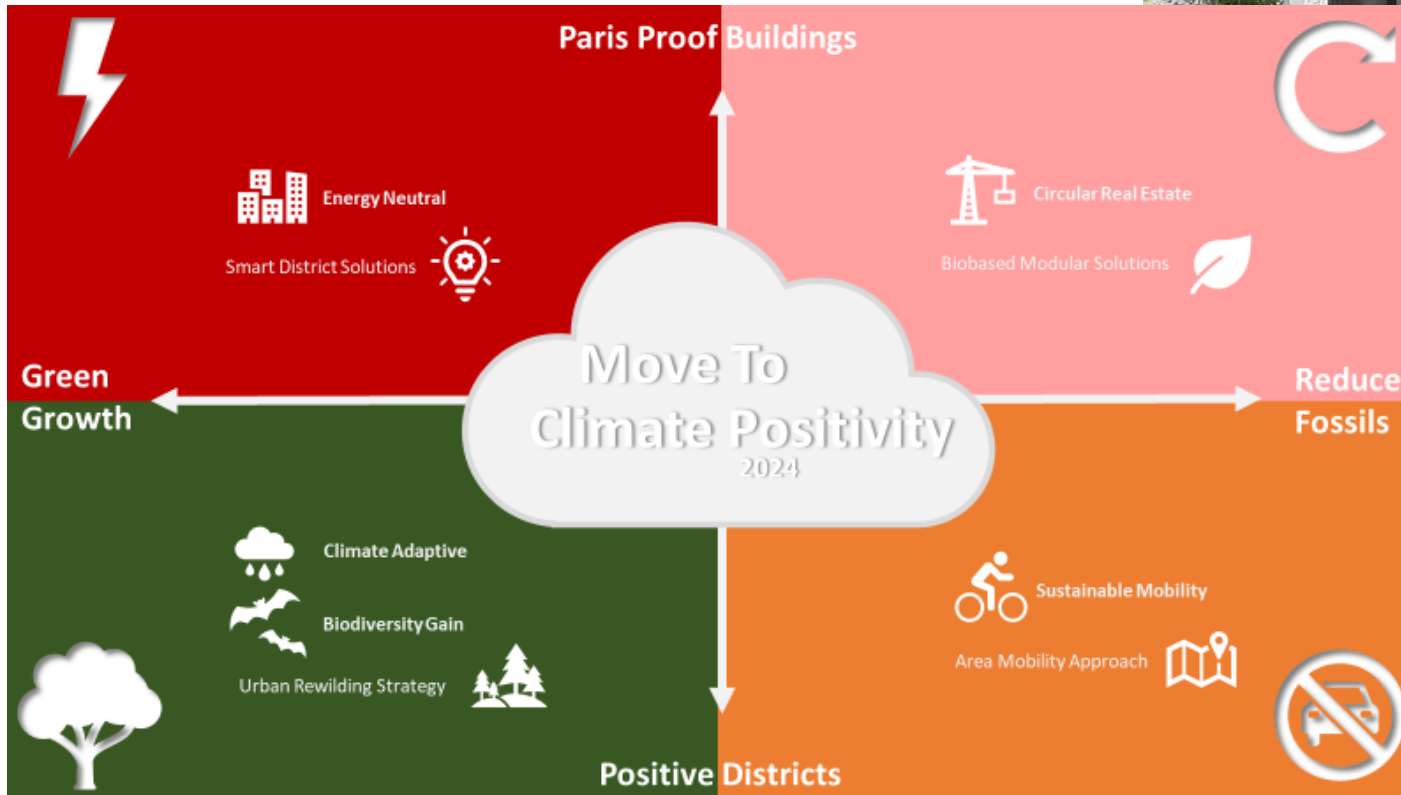
Maarten Markus  
Gent, maandag 22 april





# Who?

- Neighbourhood Developer
- Buildings and landscape
- High sustainability goals



Shared Mobility in new neighbourhoods



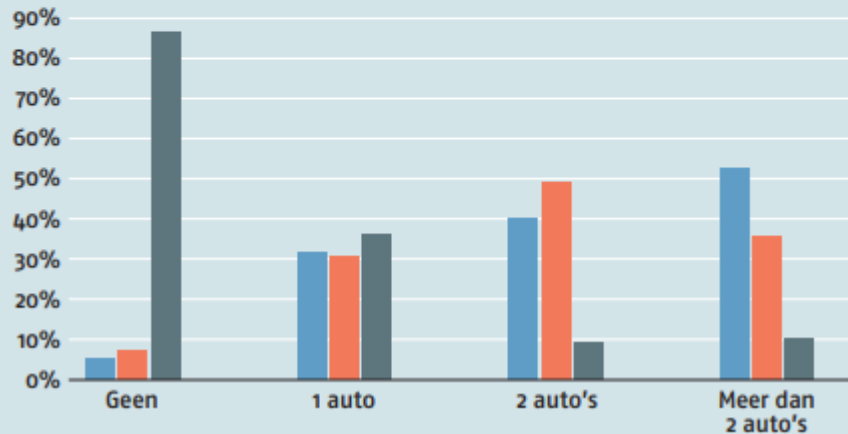


# Why?

1. Car ownership is not necessary
2. Second car's are rarely used
3. The benefits are huge
4. People know this as well

## Privéauto bezit

- Ik verplaats mijzelf enkel met een privéauto('s) of leaseauto
- Ik heb een privéauto of leaseauto en maak voor de tweede auto gebruik van een deelauto
- In wil enkel nog maar gebruik maken van deelauto's, deelmobiliteit en/of OV en bezit geen auto meer

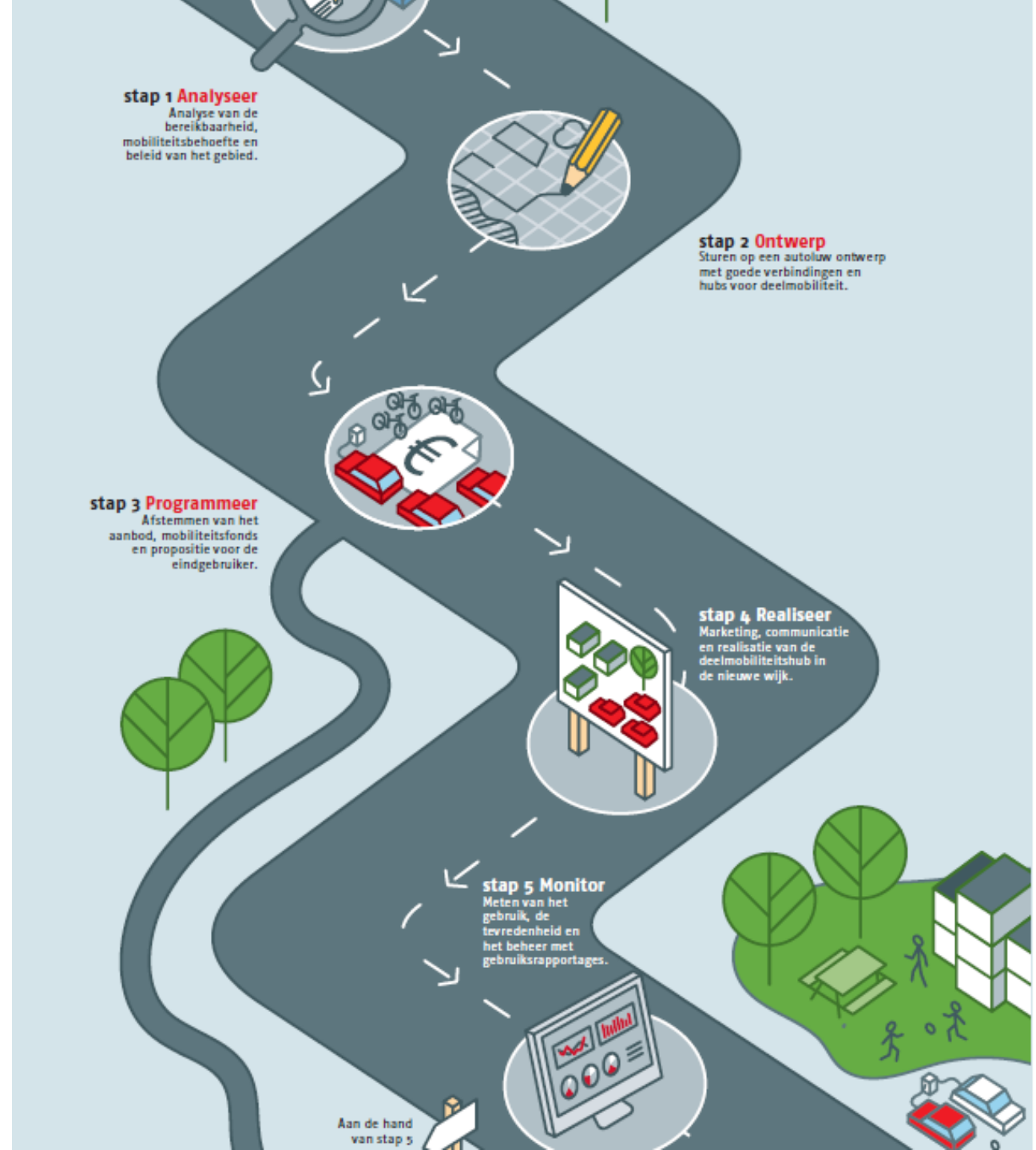




# Practical Implementation

- AM's Mobility approach
- Location and target group based
- Applied over 20-new neighbourhoods

Shared Mobility in new neighbourhoods



# Shared Mobility



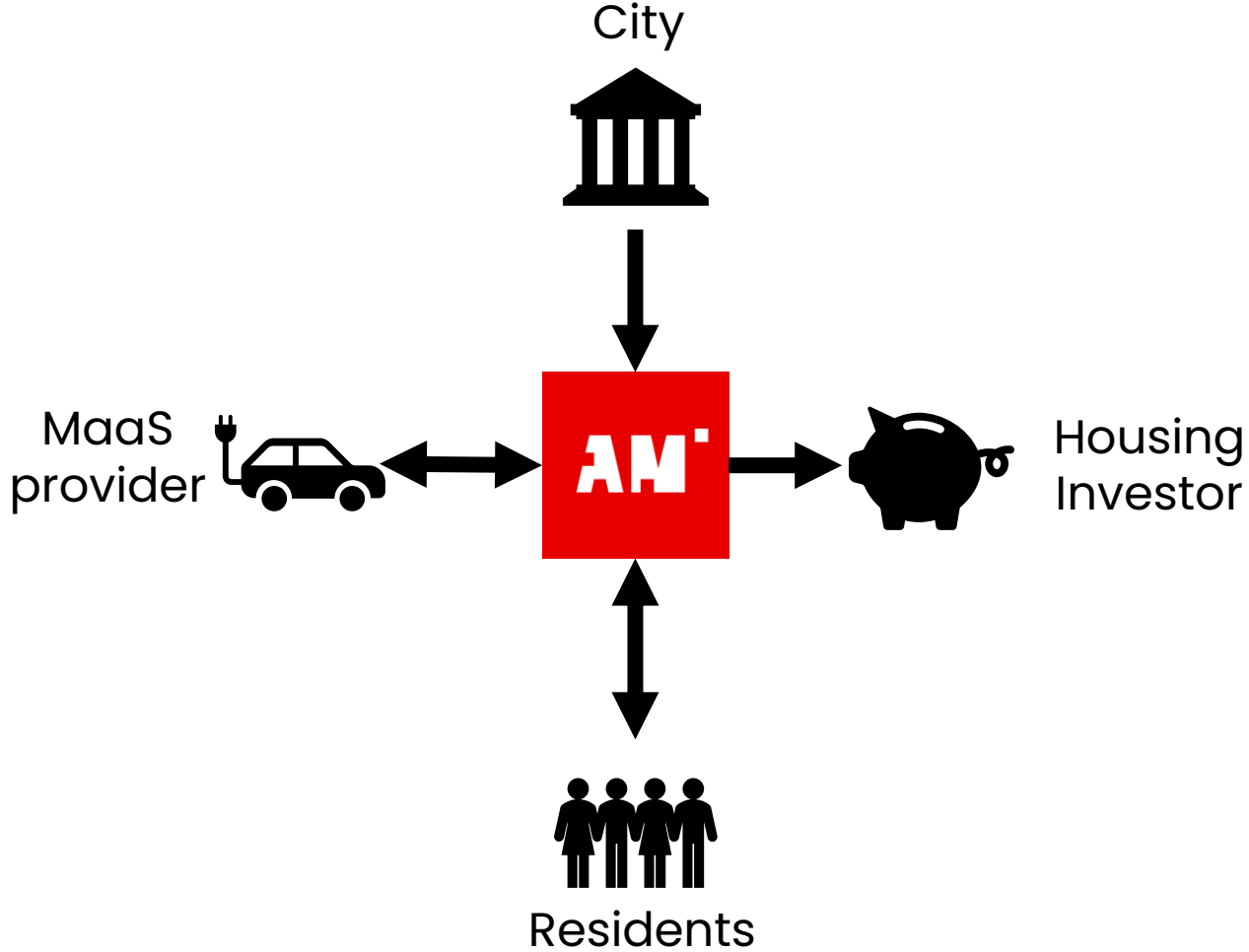


# Building vs. Neighbourhood

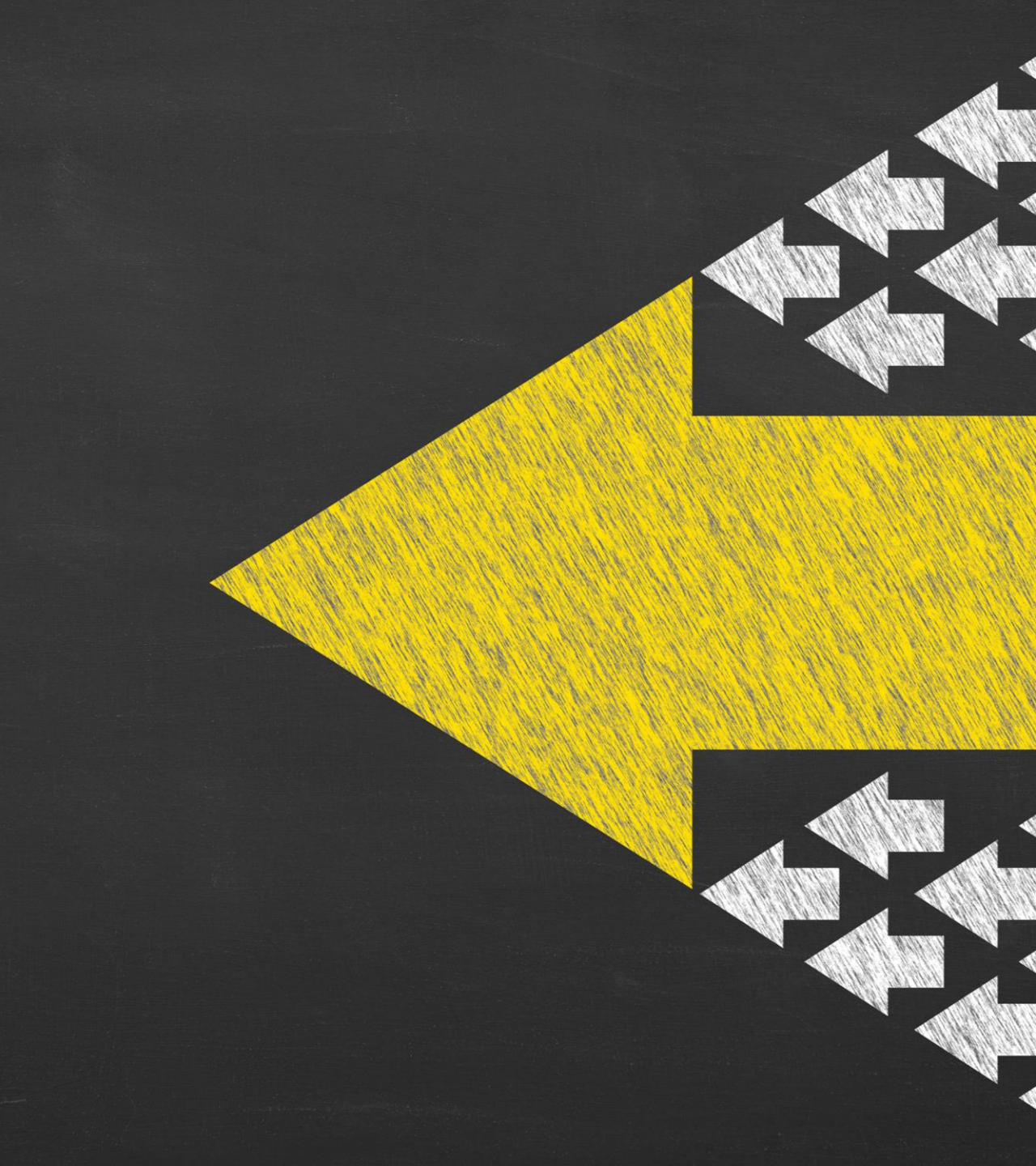




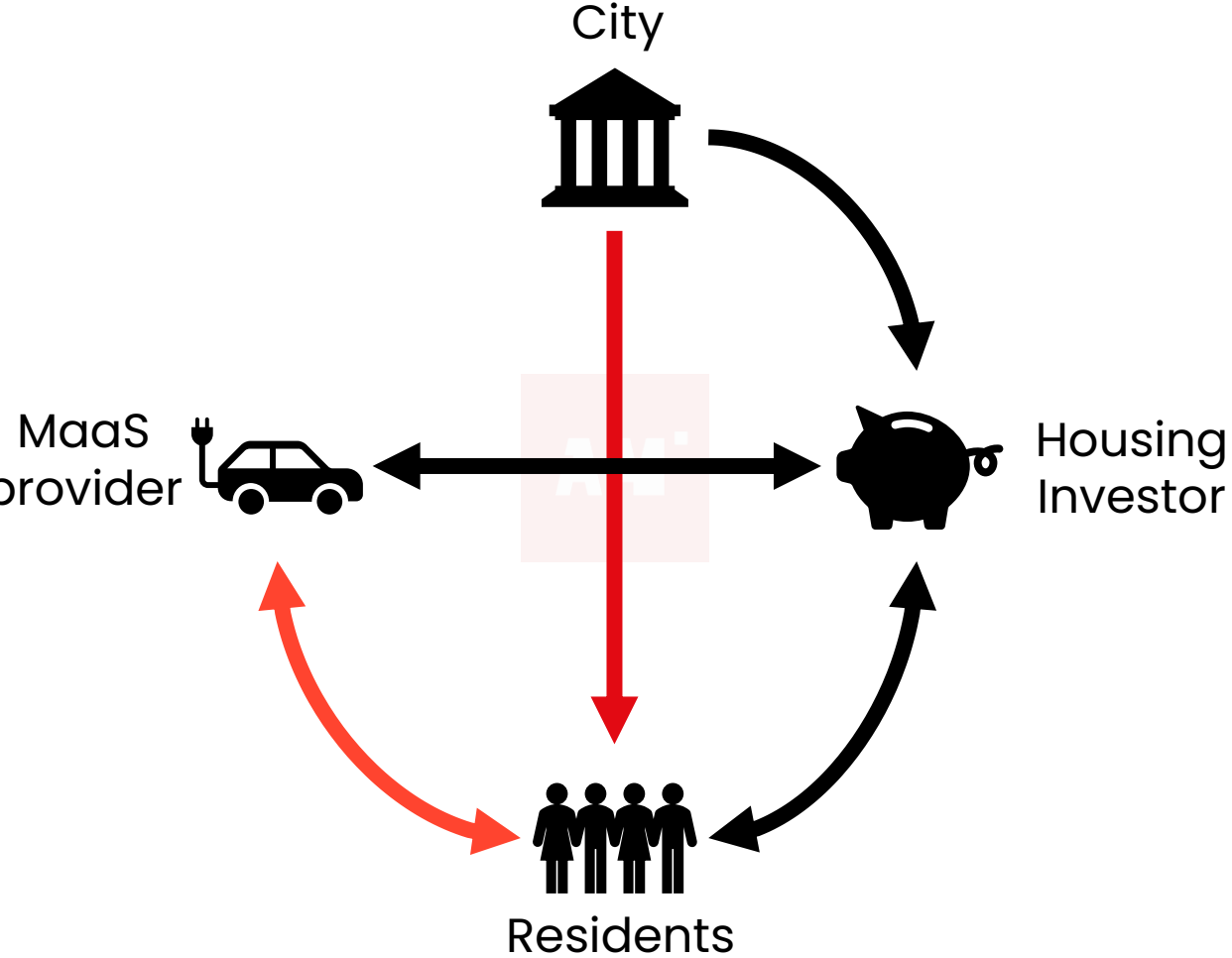
# Public-Private



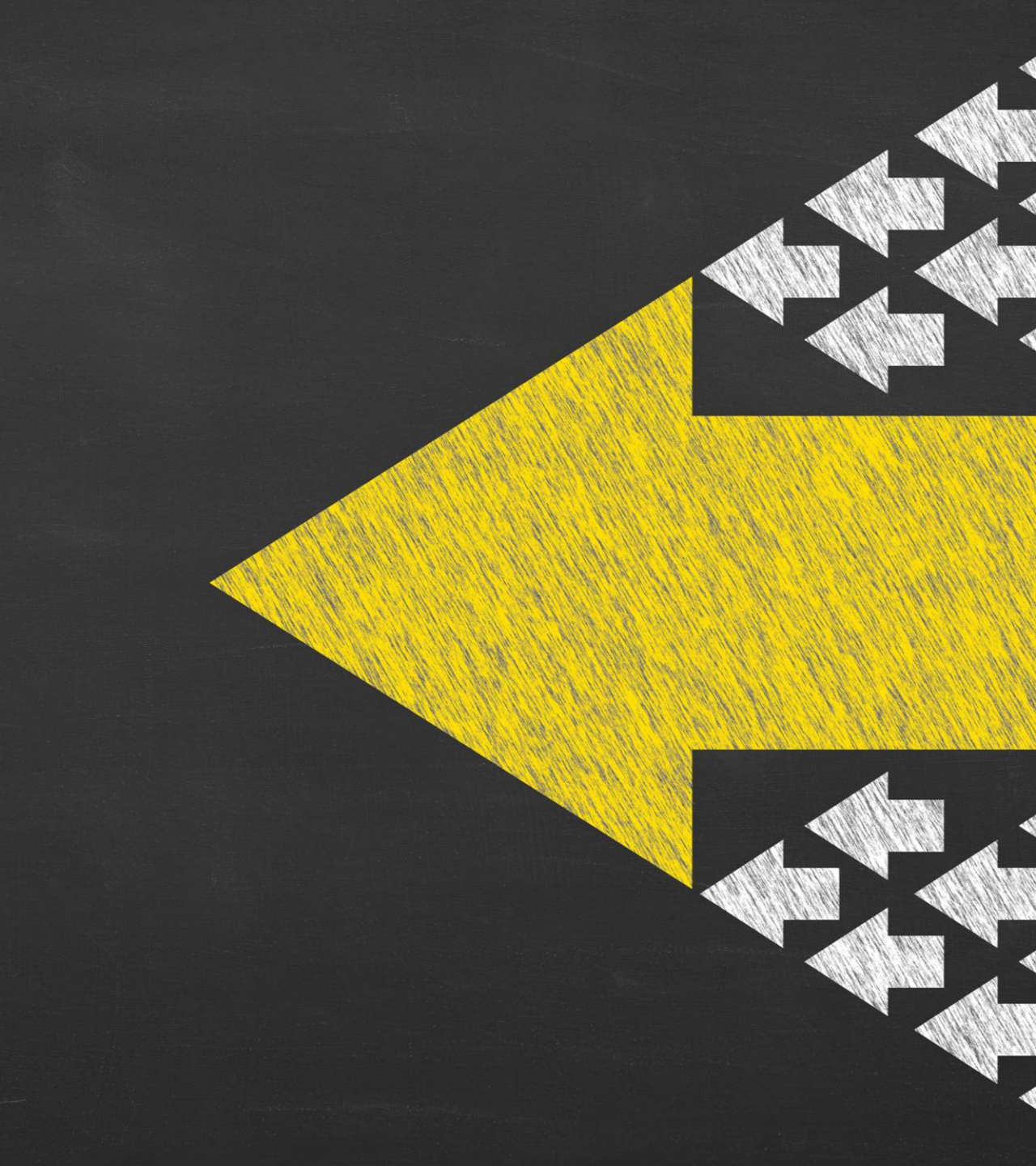
Shared Mobility in new neighbourhoods



# Public-Private



Shared Mobility in new neighbourhoods





# Successfactors

## What we as AM arrange



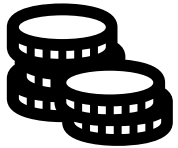
Location Analysis and  
Crowdsourcing



Mobility hub in project design



Mobility fund for start-up phase



Mobility budget for residents



Contracts for in-use phase

Shared Mobility in new neighbourhoods





# Bajeskwartier, Amsterdam





Ik geloof dat het financieel voordeliger is alleen te betalen voor de mobiliteit die ik daardwerkelijk afneem

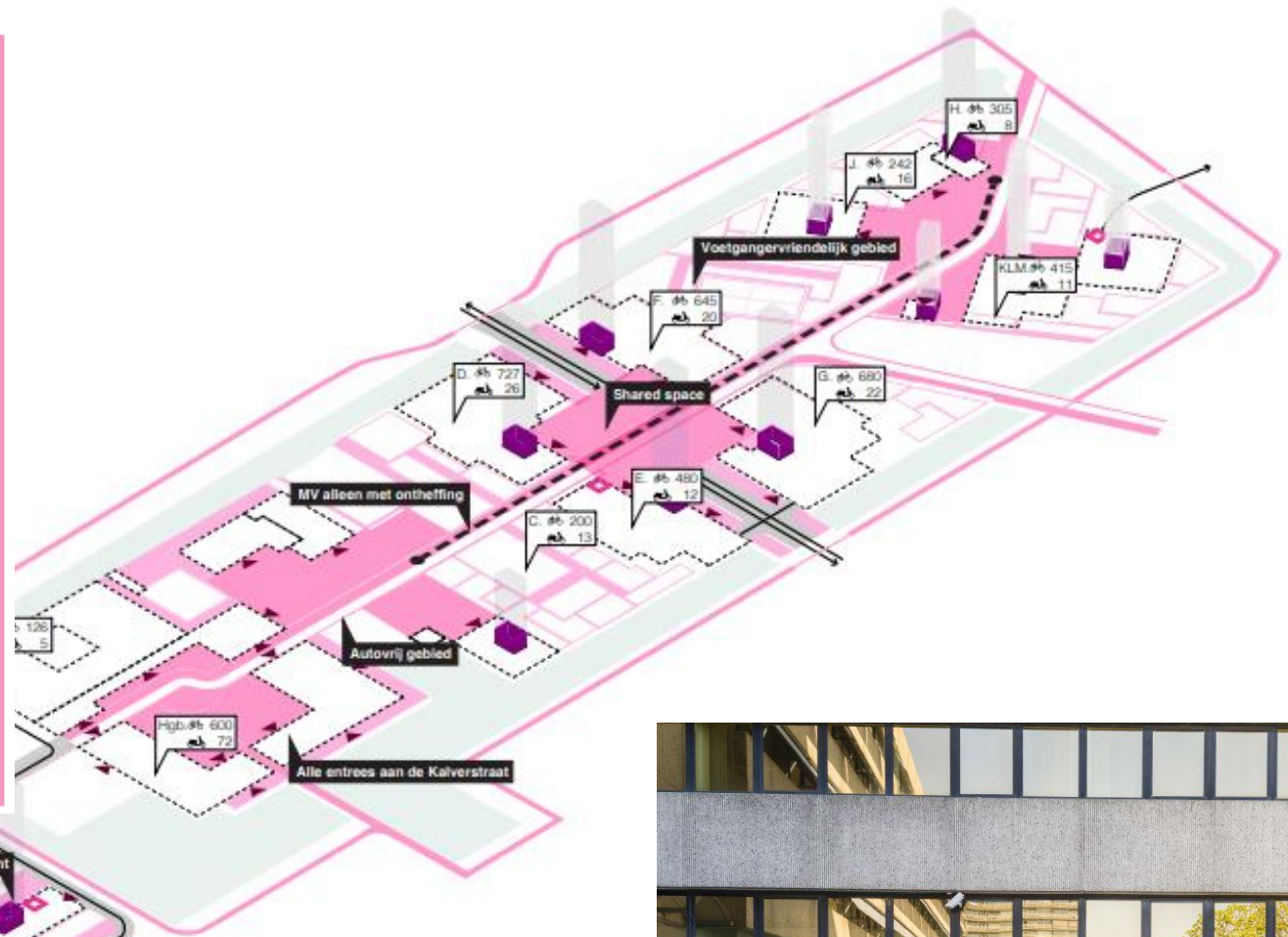
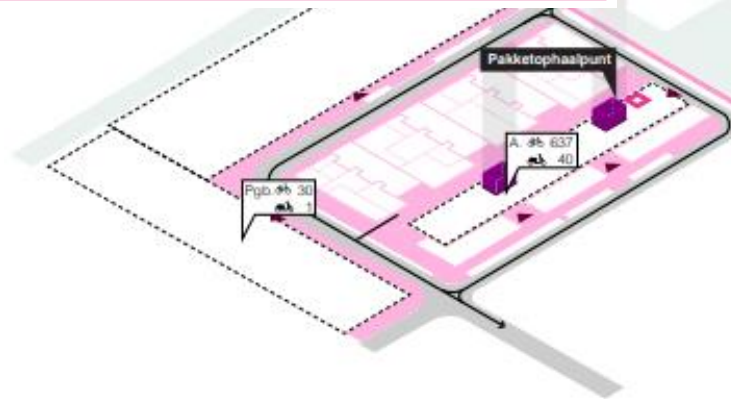
82%

Ik vind dat het goed is om het autogebruik- en bezit te beperken.

78%

Ik vind het eigendom hebben van een eigen auto belangrijk

42%

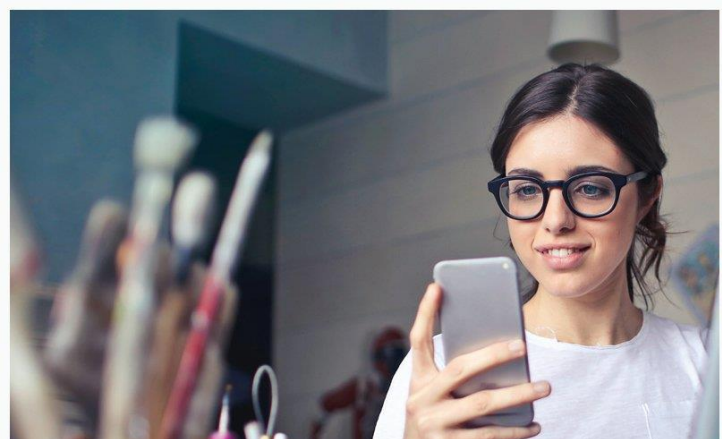




# Wickevoort, Haarlemmermeer







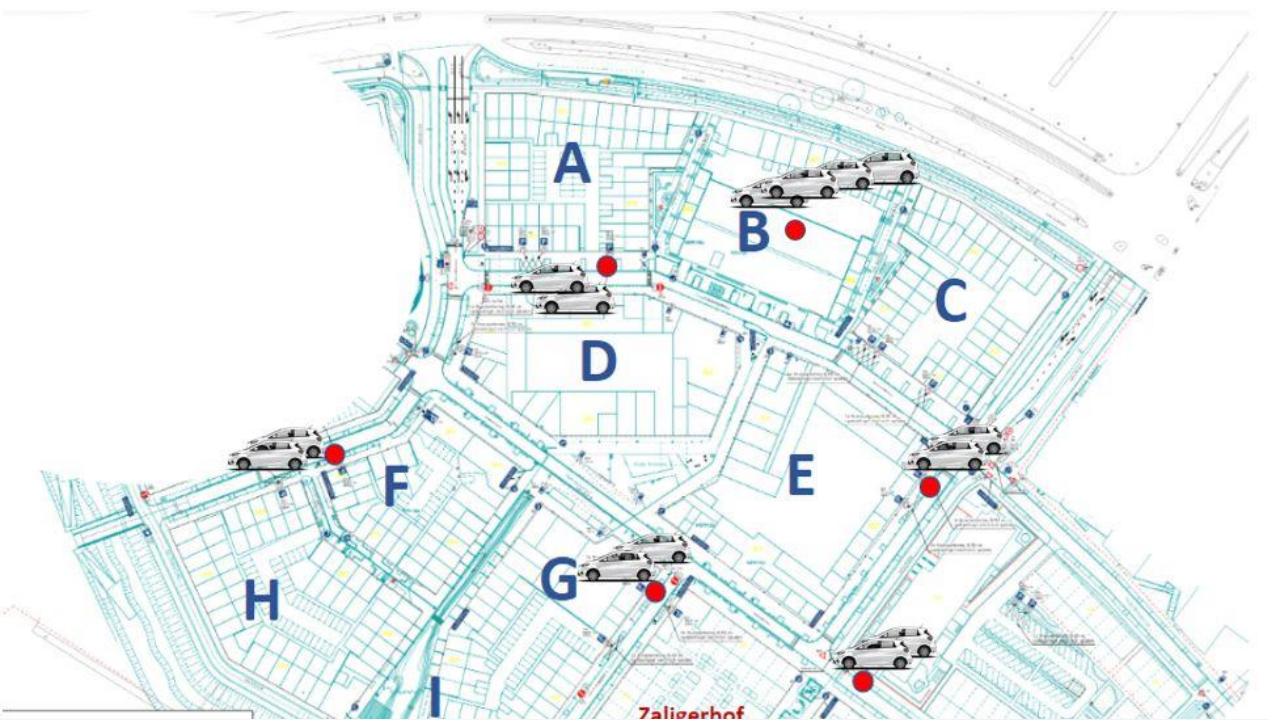


# Hart van de Waalsprong, Nijmegen

ONTWIKKELAARS  
VAN IMPACT







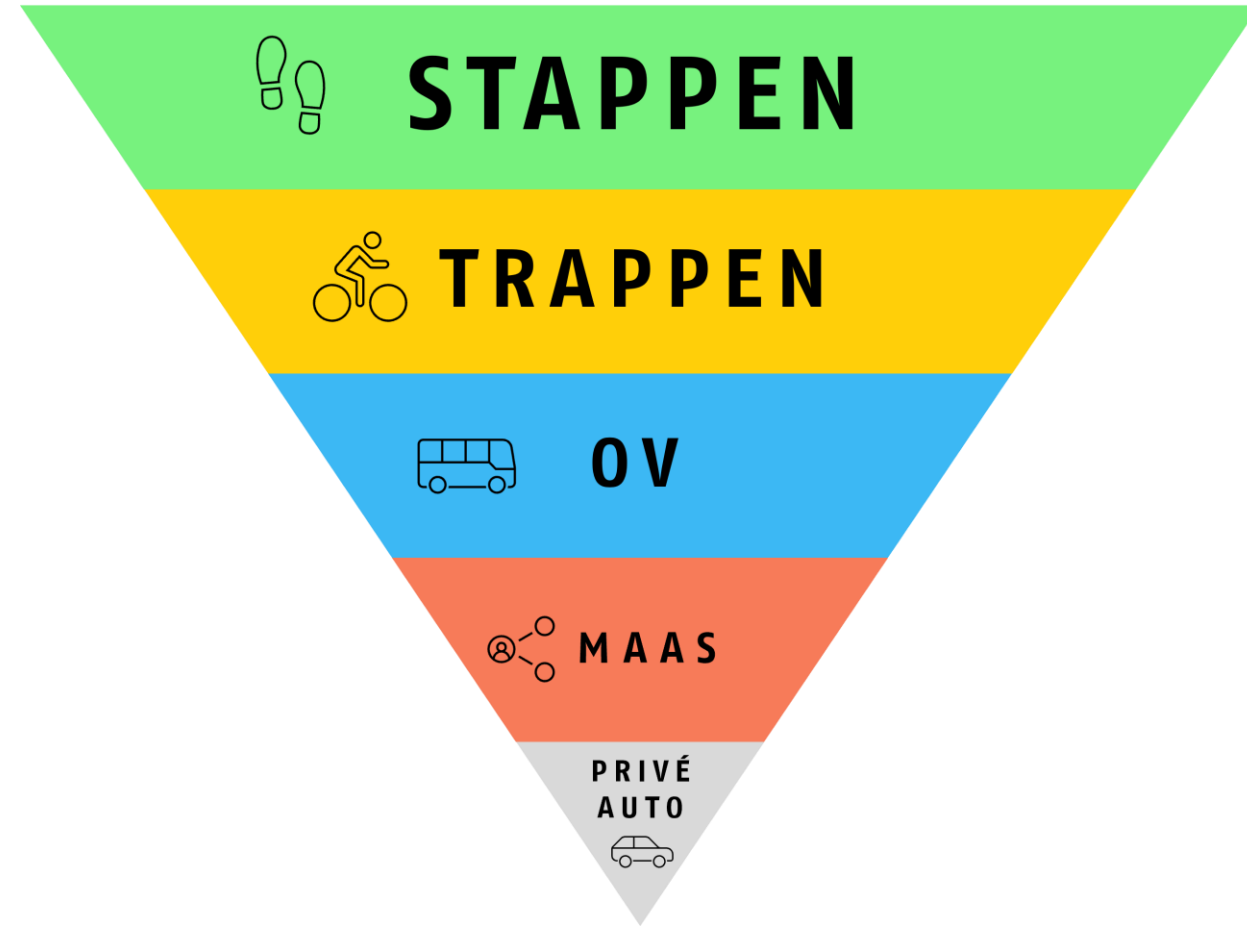
Shared Mobility in new neighbourhoods



# Learnings

## Start with a high ambition!

- We can go with fewer cars than often expected
- Ask future residents about the possibilities and conditions
- Make a good mobility (communication) plan
- Work together
- Follow a project specific mobility hub strategy
- Don't forget the basics: public transit and the bike









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