

**cities.multimodal project**  
**Study Tour to Bremen and Hamburg: Learning about Mobility points**  
**15-16 May 2019**

**Visited city:** Free Hanseatic City of Bremen (DE), Free Hanseatic City of Hamburg (DE)

**Organisation:** PP01 – Hanseatic City of Rostock, PP17 – Guldborgsund Municipality

**Date:** 15-16 May 2019

**Participants:** in total 32 participants:  
PP01, PP03, PP04, PP05, PP07, PP08, PP09, PP10, PP12, PP17, team red

**Short description of the scope:**

Within the project three study visits to other European cities outside the project partnership are planned. These study visits should allow project partners to learn from other cities, to exchange on ideas, to get inspired and more aware about sustainable multimodal solutions. The Hanseatic City of Rostock was mainly responsible (in cooperation with GoA 4.2-Leader Guldborgsund Municipality) for organizing the second study visit in the frame of cities.multimodal. During the first project meeting in Turku, Finland the consortium decided to visit the Hanseatic Cities Bremen & Hamburg in Germany as role models for the implementation of mobility points. Both cities have longtime experience with the implementation of physical points in order to improve availability of sustainable transport modes and to facilitate interchange between modes to strengthen multimodality. Bremen is known for its dense network of *mobil.punkt* & *mobil.punktchen* and Hamburg is known for its *switchh-points*. Both cities follow quite different approaches so it was very interesting to learn from both examples. The study tour was organized as a noon-to-noon meeting. The first day of the tour took place in Bremen, the second day in Hamburg.

**Description of Day 1:**

**Free Hanseatic City of Bremen | Senator for Environment, Urban Development and Transportation**

On Thursday at lunch time (15<sup>th</sup> May 2019) all participants met at the premises of Bremen's Senator for Environment, Urban Development and Transportation. Here we met Rebecca Karbaumer, project manager for sustainable mobility and the SHARE-North Project, funded by Interreg North Sea Region. The study tour started with an introductory speech on the City of Bremen and its mobility strategy. Rebecca presented the main objectives of the local Sustainable urban mobility plan Bremen 2025 and the Car-sharing Action plan. Both documents are the strategic background for the city to plan and invest into the building of their mobility point network – *mobil.punkt*. By 2020 the city aims to have 20.000 carsharing users and to replace more than 6.000 private cars by building up a network of carsharing stations on-street.

During a second presentation, Rebecca explained in more detail which approach the City of Bremen took to realize these ambitious plans. Responsible for the mobility point development in Bremen, she explained in detail the concept of Bremen's mobility points, called *mobil.punkt* or *mobil.punktchen* (smaller stations) and gave insight into the very complex planning process. The focus in Bremen is on the creation of carsharing stations on public street space. Project partners learned a lot about how locations are selected and how the participation process with carsharing operators, citizens, local political bodies and other stakeholders is organized. Furthermore they learned about the communication strategy to on the one hand inform neighbours about new mobility points and on the other hand to promote carsharing as alternative to private car use.

During a third session, every project city that is planning to build a mobility points during cities.m multimodal was invited to present its local mobility points approach during a 3mins pitch. This pitching session allowed our project partners to exchange on their different mobility point concepts and to get valuable feedback from the very experienced host city Bremen.

After this theoretical introduction into the topic, study visit participants went out for a two-hours walking site-visit in order to see the mobility points and new infrastructure in place. The group visited different mobil.punkt-locations in terms of size and infrastructure. Participants learned about the pros and cons of station-based carsharing and heard about the positive impact that it has in Bremen on the car ownership rate<sup>1</sup>.

### **Description Day 2:**

#### **Free Hanseatic City of Hamburg | Hamburger Hochbahn AG**

In the morning of the second day (16<sup>th</sup> May 2019) all participants travelled together from Bremen to Hamburg by train.

In Hamburg the study visit group met Tina Lesch, referent for public affairs and strategy at the local public transport provider Hamburger Hochbahn AG. Hamburger Hochbahn AG is on the one hand provider of the local metro and bus system and on the other hand also operator of mobility points in Hamburg, called Switchh-points. Tina presented the company as an important promoter of sustainable transports and explained in detail the interest of the public transport provider to invest into mobility points. Project partners learned that this approach differs very much from the municipal approach in Bremen. Hamburger Hochbahn invests into the extension of their metro or city train stations to Switchh-points in order to improve first-/last mile transportation. Switchh-points add space for (electric) carsharing, Bike&Ride facilities, bikesharing stations (StadtRAD) and taxi stand to ordinary metro or city train stations. These services are seen as complementary to public transports. This enables citizens to have better access to bus, metro and city train. In order to facilitate access to sustainable transport, Hamburger Hochbahn not only improves infrastructure but also facilitates its usage by integrating available car- and bikesharing offers into their mobile application and by providing one RFID-card. Until 2019 about 50 decentral and central Switchh-points were build.

Afterwards, participants visited two different Switchh-Points during a site-visit.

### **Learnings from the study tour:**

The study visit has shown how divers the meaning and understanding of the term “mobility point” can be. It has shown that many mobility point approaches in Germany focus a lot on the provision of public space to carsharing operators in connection to public transports. While the focus in Scandinavia or the Baltic States is more on improving infrastructure or services for cyclists when building mobility points. The study visit was in that sense very helpful for the project partnership to develop and agree on a common understanding and definition of mobility points. A lot of knowledge gained during the study visit was used for the preparation of the Mobility point framework concept in cities.m multimodal.

Furthermore project partners got inspired from the nice communication campaign “Udo” that promotes carsharing in Bremen (find link below). At the end of the study tour all partners were invited to briefly reflect and summarize their learnings from the tour. This flashlight evaluation was recorded.

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<sup>1</sup> Presentation of results from the following study, conducted during the Interreg NSR project SHARE-North : Analysis of Bremen’s Car-Sharing Offers, Team red Deutschland GmbH, available here: <https://northsearegion.eu/share-north/news/impact-analysis-of-car-sharing-in-bremen-english-report-published/>

**Pictures:**

**Day 1 – Site- visit mobil.punkte Bremen**

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## Day 2 – Site-visit *Switchh*-points Hamburg

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### Links:

mobil.punkt Bremen:

<https://mobilpunkt-bremen.de/>  
<https://mobilpunkt-bremen.de/english/>

Udo- carsharing video:

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

Switchh Hamburg:

<https://www.switchh.de/hochbahn/hamburg/switchh/homepage>

### Further documents can be found in the cities.multimodal cloud:

- Study tour agenda
- List of participants
- Presentation "Bremen's mobil.punkt strategy", Rebecca Karbaumer
- Presentation "Company & Switchh presentation Hamburger Hochbahn AG", Tina Lesch
- Record of flashlight evaluation

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