



## Operation plan Kempten

DELIVERABLE 4.1

January 2023  
Kempten (Allgäu)

## Summary sheet

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<b>Author</b>	Nina Kriegisch
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## Project partners

<b>Organisation</b>	<b>Abbreviation</b>	<b>Country</b>
Gemeente Amsterdam	AMS	The Netherlands
Promotion of Operation Links with Integrated Services aisbl (POLIS)	POLIS	Europe
Taxistop asbl	Taxi	Belgium
Autodelen.net	Auton	Belgium
Bayern Innovativ GmbH	BI	Germany
Cargoroo	CA	The Netherlands
URBEE (E-bike network Amsterdam BV)	URBEE	The Netherlands
Gemeente Nijmegen	NIJ	The Netherlands
Transport for the Greater Manchester	TfGM	Great Britain
Stad Leuven	LEU	Belgium
TU Delft	TUD	The Netherlands
University of Newcastle upon Tyne	UN	Great Britain
Ville de Dreux	DR	France
Stadt Kempton (Allgäu)	Kemp	Germany
Universiteit Antwerpen	UAntwerp	Belgium

## Document history

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## 1 Introduction

Beginning of 2019 the city of Kempten (Allgäu) became partner in a Europe-wide project to increase shared electric mobility in cities and in that way, reduce the emission of greenhouse gases. Together with 6 other cities and other supporting partners (e. g. universities, mobility service providers) Kempten has committed to build several shared mobility stations, so called eHUBS. In the long run, the “eHUBS” project shall provide guidance and a good example for other communes and cities to also extend their offers on shared mobility.

Here we want to provide information about the practical approach, with which we planned and implemented the shared mobility stations. This document follows up on the deliverable D.T.2.1 Strategic method / procedure for selection / implementation of eHUBs which was compiled during the initial stage of the project.

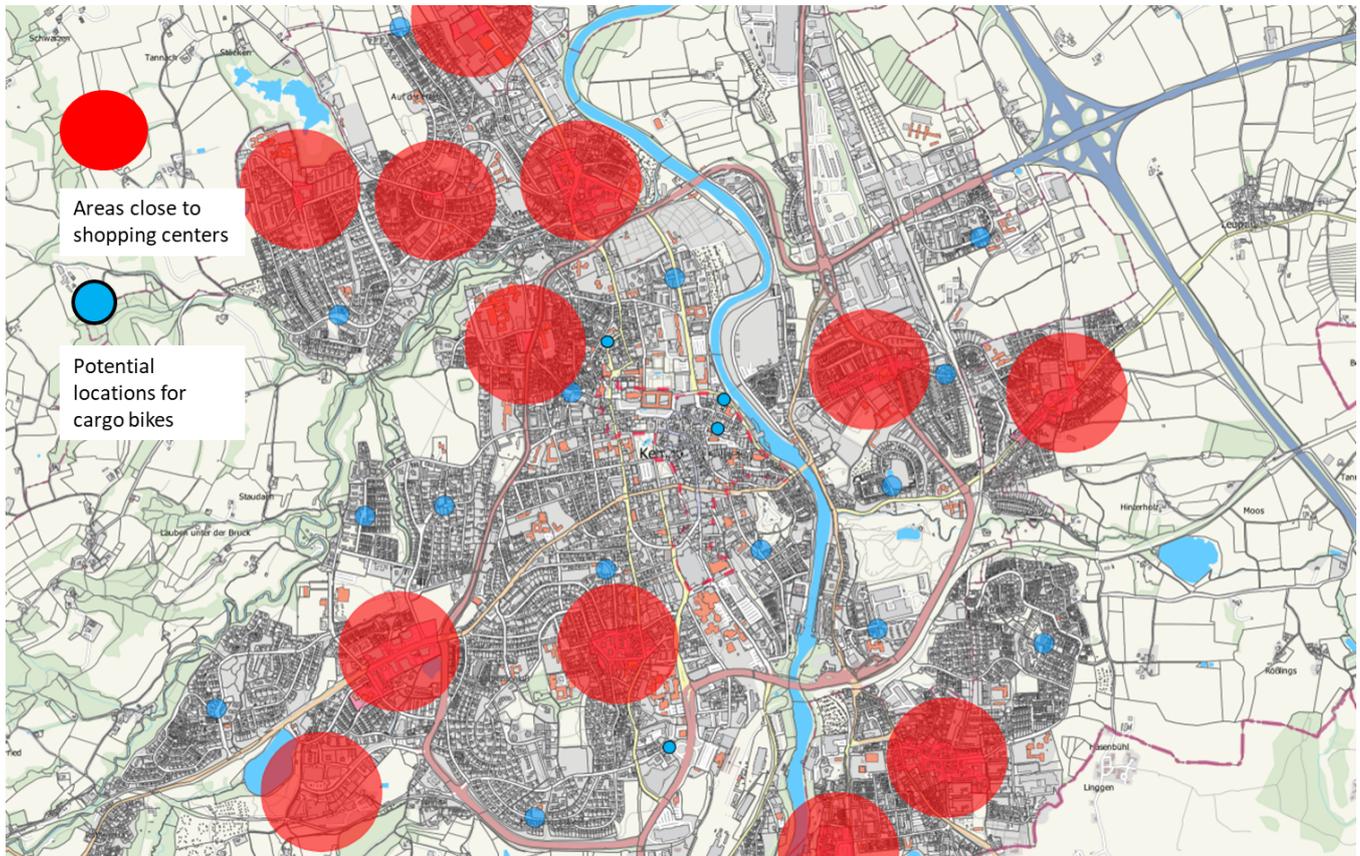
In broad we followed the framework established by the city of Leuven:



## 2 Location determination

### 2.1 Background information on location selection

In order to find the right locations, the preliminary step is to determine the target group one wants to reach. Obvious target groups include tourists, commuters, students and citizens running errands. For each target group the location for the mobility hubs can potentially differ. In Kempten, it took us a while to determine the group with the most potential in the sense of using the new facilities. In the end, we decided to focus on 2 groups initially and the possibility of expansion if the system works well. In the beginning we are focusing on citizens living in the suburbs of Kempten with relatively long distances to the next local supply area. In these areas we will provide e-cargo bikes, so that the citizens can use them instead of their cars when they only want to go to the local supermarket, doctor or pick up their child from childcare. As second group, we will target are tourists. The aim is to provide e-bikes for them to rent and have already printed out routes for them depending on their interests (e.g. nature routes along the river, sightseeing routes, shopping routes). An overview of possible locations due to their potential for tourists and citizens is given in picture 1.



**Picture 1:** Map of Kempton with local shopping centres and their catchment areas (red circles) and possible locations for mobility stations (blue circles).

In the following the specifications of the different locations will be detailed.

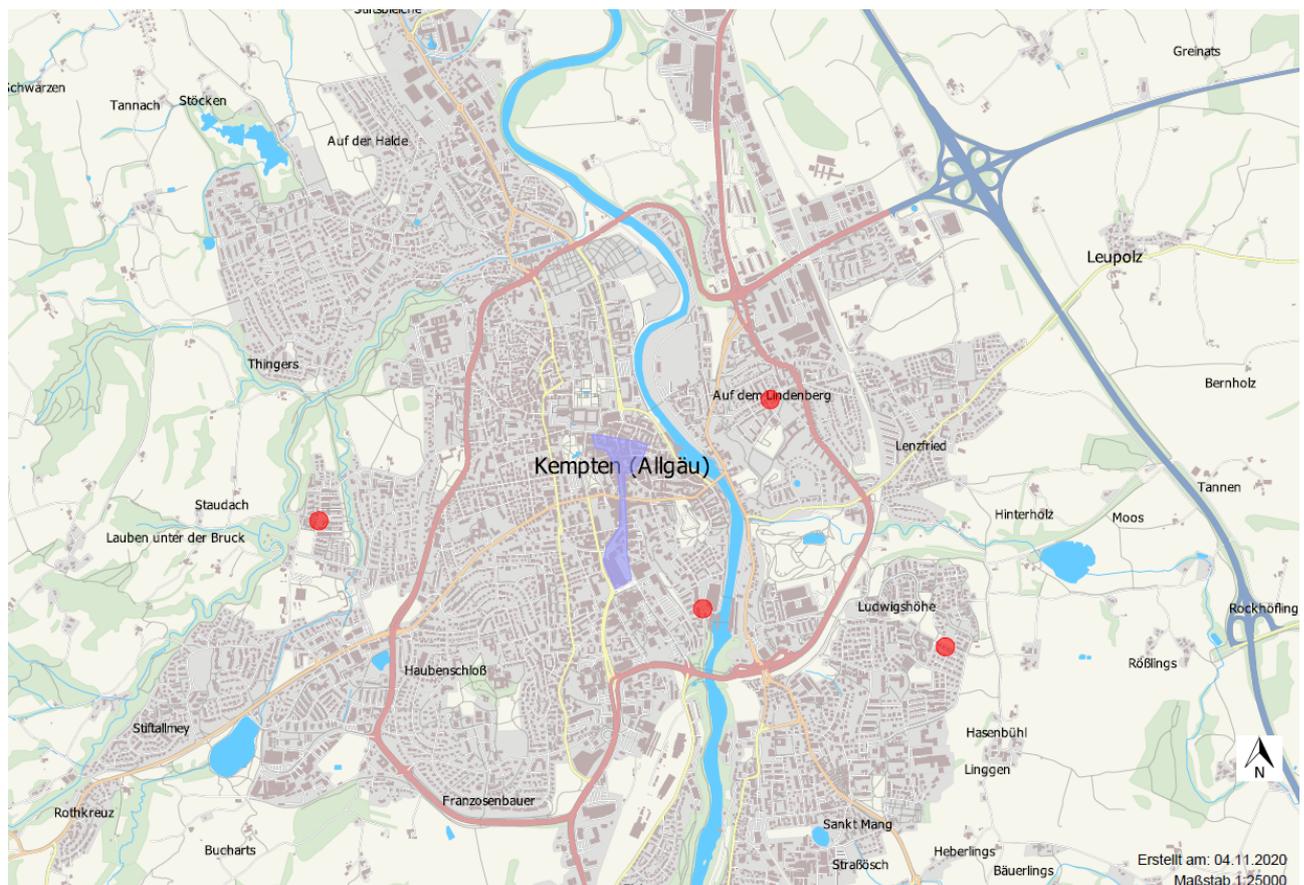
## 2.2 Locations for citizens

As stated already we decided to target citizens living in Kempton's suburbs to use shared mobility services to run small errands, like going to the market but also when they want to go to the city centre for meetings or shopping. For the hubs in suburban areas we decided on the following properties to be important:

- Open to the public 24/7
- 3 x 3 m area minimum
- Easily accessible, no obstruction for other traffic
- Electrical connection with its own electric meter available
- Close to the target group (in this case: dense housing areas and apartment buildings)
- Further away from local supply centres
- Connection to bike track network
- Connection to public transport network
- Winter maintenance operations available

In Kempten apartment buildings often are managed by housing associations. We therefore got in contact with them to talk about a possible collaboration and discuss the point, that some of the stations will be on their property. In general the associations were open to the project and welcomed it. The associations supplied us with a list of potential locations where they would be happy for us to build one.

After consideration of the above mentioned points and the local ownership structures there are a few possible locations in 4 housing areas in Kempten. The areas are surrounding the inner city and are about 2 to 3 kilometres from the centre.



**Picture 2:** Map of Kempten with inner city marked in purple and the 4 determined mobility stations within the housing areas (red circles)

### 2.3 Locations for tourists

Kempten is frequently visited by tourists and to motivate tourists to come with public transport, we also decided on an offer for this group. The local tourist information is in the inner city, next to the historic town hall. Here we will provide e-bikes, which the tourists can rent. Around the town hall are several possible locations where the bikes can be positioned, the exact location will be determined when we have a service provider under contract. The tourist information is not located at the train station, but the bus transfer from the station to the inner city is very frequent, therefore we decided that as a first step we have bikes at the tourist office.

## 2.4 Other locations

Besides the targeted groups there are 2 other stations which were determined by other factors. The first one is located at a pre-existing “bike box”. This is a bike parking area with a roof, lockers, charging facilities and a repair kit. Next to it is a public car park where we placed 2 electric cars for sharing. The facility is located on the edge of the inner city, right next to the river and is called “Grabengasse”. As the people know and use the “bike box” already, we thought it feasible to place to cargo bikes there.

Additionally we have another station where we collaborate with a local corporation which will have the station on their premises. The corporation is into sustainable energy management and is using the provided cargo bikes also amongst their employees. We plan on expanding on those collaborations once the mobile hubs are established, so that in the long run we will have a dense network of shared mobility vehicles.

## 3. Offer of shared mobility and additional services

As stated before, we planned to have 3 different vehicles, bikes, cargo bikes and cars. Unfortunately, due to Covid-19 budget cuts we are at the moment only concentrating on cargo bikes and cars and will come to the bikes for tourists later on, if the other modes of transportation prove to be viable. Most of the hubs will only have one type of vehicle depending on who the target group is. The only hub, which has 2 modes of transportation is the “Grabengasse” where the “bike box” is, with cargo bikes and cars. The cars are provided by a local Renault dealer who offers his cars via the sharing app “Flinkster”.

The e-cargo bikes are provided by a mobility service provider named “Sigo”. This is a German provider. End of 2019 and beginning of 2020 we had several meetings with different providers and had difficulties to find a company, which would meet our requirements and would still be willing to operate here. After our meetings, we prepared a tender with all our requirements. For us it was important, that the service provider deals with the maintenance, the booking and communication with the costumers. For the topography and climate in Kempten it is important, that the (cargo) bikes are robust, have a long lasting battery and that the charging is non-contact. Furthermore the batteries should be heated, so that they can be charged at low temperatures. These are some of the most important requirements we stated in the tender. Unfortunately, before we could present the tender and the detailed financial plan to the council the world was subject to a pandemic, which caused a delay.

At the beginning all vehicles will be station based and the user will have to bring it back to the same station where they get it from. This way, the maintenance effort will be the lowest and also the money to be invested will be considerably less than if we would have to hire a person to relocate bikes. The stations themselves will be very basic. We originally planned on having a roof and maybe lockers at the station, but with the momentary financial situation and given the fact that we have no experience with a shared mobility system, we decided to build the station very basic, in case the location turns out to not be viable. If this is the case we could relocate the station to a more promising place. If the stations and the service proves to be a success we are planning on extending the amount and type of vehicles and include more services provided at the stations. As stated before lockers would be an idea, especially at the stations for tourists.

## 4. Infrastructure

The hubs we are planning to begin with are type 3 eHUBS, local/neighbourhood station. As stated before, we will keep the station rather basic in the beginning to be able to react in case we have to change things (be it locations or vehicles at a station). We therefore will just use electricity to charge the bikes. The plan was to have the electricity either from the houses of the housing associations if applicable or from light poles nearby. Now we will have 2 stations with a solar box, where the cargo bikes can be charged and the others will be as planned. The city pays a contractor to conduct the earth works to lay the electric cables and also pay the costs for setting up stations with housing associations. The city also pays for the electricity which the local electricity provider will facilitate. Construction work has started slowly. The charging stations for the electric cars, which were already taken into operation were also paid by the city and build in collaboration with the electricity provider.

## 5. Deployment

For now we have three operational hubs, two located close to the city centre and one at the vicinity of the centre. One is at the “bike box” as stated above which is also equipped with two e-cars. The other two have two cargo bikes each. The cars started the service in October 2020 and the cargo bikes were running from September 2021 and December 2022. Besides the charging facilities there is a sign at every station with the name and a short description (see pic 3). The additional four stations will be deployed by the end of April.



**Picture 3:** First implemented hub with 2 e-cars (one is in use) and the sign.



Picture 4: second implemented mobility station with city mayor, representatives of housing associations and service provider (from left to right) posing with the cargo bikes.



Picture 5: mobility station with 2 e-cargo bikes (foreground) and 2 e-cars (background).

## 6. Communication

In Kempten we already started communicating the project to the citizens. We had several articles in the local newspapers regarding the project in general, and in particular the newly launched first hub "Grabengasse" with the e-cars (see pic 6). As can be seen in the picture the hubs will be called "mobilpunkt". This is in accordance to the hubs that are located in other cities in Germany (e. g. Bremen), so that there is a recognition value. Within the published articles we tried to put the focus on the point that it is important to change ones mobility habits to not owning but sharing. We additionally advertised the project and the hub in our council internet channels (website, Instagram and Facebook). Furthermore there soon will be a video presented on our channels, and probably also the channels from the involved electricity provider and the car company showing exactly how to use the cars at the hub and we are planning to do the same for the other hubs.

### Durch Teilen die Verkehrswende meistern

**Pilotprojekt** An der Grabengasse hat Kemptens erste „e-Hub“-Station für Carsharing geöffnet. Fünf weitere sogenannte Mobilpunkte für E-Bikes und E-Lastenräder sollen bis Mai folgen. Um so ein Auto auszuleihen, braucht man eine Karte

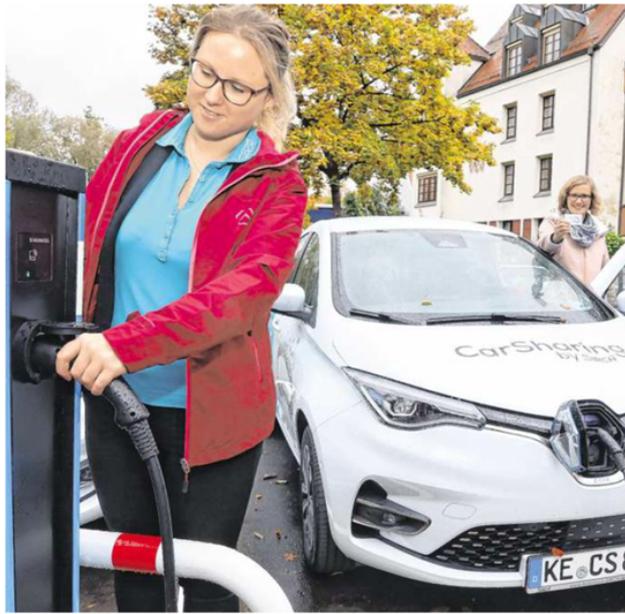
VON KLAUS KIESEL

**Kempten** Die erste „e-Hub“-Station der Stadt ist eröffnet, die Nachfrage ist laut Anbieter groß: An der Grabengasse stellt das Autohaus Sirch ab sofort zwei Elektroautos auf den neuen Carsharing-Stellplätzen zum Ausleihen zur Verfügung. Diese sind Teil des EU-Pilotprojekts „e-Hub“, an dem Kempten als Pilotstadt neben sechs anderen europäischen Städten teilnimmt.

Durch das Projekt sollen der Anteil an geteilter und elektrischer Mobilität erhöht und damit der Verkehr in Städten umweltfreundlicher und effizienter gestaltet werden, erklärt Kemptens Verkehrsmanager Stefan Sommerfeld. Das übergeordnete Ziel von „e-Hub“ sei, die CO<sub>2</sub>-Emissionen in Kempten zu senken. Außerdem soll das Projekt „eine Antwort auf die Frage geben, wie die Verkehrswende gelingt“. Fördere man das Teilen von E-Autos, müssten immer weniger Menschen sich ein eigenes Fahrzeug kaufen (siehe Infokasten) – was dazu führt, dass es immer weniger Autos gibt. So verringere man die Abhängigkeit von Besitz wie auch den Stellplatz-Druck – vor allem in Innenstädten. Die frei werdenden Flächen könnten wiederum für die Bürger genutzt werden. Durch die beiden Carsharing-Parkplätze an der Grabengasse fielen kurzfristig erst mal zwei weitere Stellflächen weg – was freilich schmerze. Langfristig gesehen profitierten aber die Menschen davon.

Ganz neu ist das Thema Carsharing in Kempten aber nicht: Seit Jahren bietet eine Firma den „Stadtflitzer“ an. Dieses Angebot „konnten wir im Rahmen von „e-Hub“ leider nicht berücksichtigen“, sagt Sommerfeld. Wer sich hingegen an der Grabengasse ein E-Auto ausleihen will, muss übrigens bis Ende Oktober keine Registrierungsgebühr bezahlen.

Und so funktioniert's: Für das Carsharing müssen Interessierte sich im Autohaus Sirch oder im ADW-Kundencenter am Rathausplatz einmalig registrieren. Dazu brauchen sie ihren Personalausweis und Führerschein. Danach bekommt man seine persönliche Chipkarte, mit der das E-Auto geöffnet und geschlossen wird. Buchen muss man einen der beiden Renault Zoe an der Grabengasse über die App Flinkster



An der Grabengasse hat Kemptens erste „e-Hub“-Station geöffnet: Hier stehen zwei Elektro-Autos, die man sich ausleihen kann. Dafür brauchen Fahrer eine Karte, die Sarah Wycisk (rechts) in der Hand hält. Magdalena Kraft vom Autohaus Sirch steckt das Ladekabel an die Station an, um die Batterie des Renault aufzuladen. Foto: Matthias Becker

#### Zukunftsforschung: Teilen statt besitzen

● Mithilfe des Internets ist es inzwischen sehr einfach geworden, ein Auto zu teilen, anstatt es zu besitzen, sagt der US-Ökonom und Zukunftsforscher **Jeremy Rifkin**. Millionen junger Menschen auf der Welt hätten kein Interesse mehr daran, selbst einen Pkw zu besitzen. Sie wollen einfach nur mobil sein und verschaffen sich ihre Mobilität über das Internet.

● Welche Auswirkungen hat das Carsharing? Mit dieser Frage hat sich Larry Burns, ehemaliger Vize-Vorsitzender von General Motors, in seiner Studie für die University of Michigan in Ann Arbor beschäftigt. Sein Ergebnis: Sogar mit der Carsharing-Infrastruktur von heute, die alles andere als ausgereift sei, könne die Menschheit ihre Mobilität aufrechterhalten –

sogar wenn die Anzahl der im Straßenverkehr zugelassenen Autos um 80 Prozent reduziert würde.

● Derzeit fahren weltweit auf den Straßen etwa eine Milliarde Autos. Die Zahl könnte man laut Burns auf diese Weise auf 200 Millionen senken und die Fahrzeuge gleichzeitig elektrisch oder „grünem Treibstoff“ betreiben. (kk)

oder online unter [www.flinkster.de](http://www.flinkster.de). „Abgerechnet wird nur die gefahrene Zeit“, sagt Magdalena Kraft vom Autohaus Sirch. Und zwar 1,75 Euro für alle angefangenen 15 Mi-

nuten – macht sieben Euro pro Stunde. Maximal würden pro Tag 70 Euro berechnet, auch wenn man länger als zehn Stunden fährt. Stellt man am zweiten Tag beispielsweise

nach vier Stunden das E-Auto wieder an der Grabengasse ab, würden weitere 28 Euro fällig.

Seine Buchung verlängern könne man über Flinkster, wenn kein an-

derer Kunde das Fahrzeug danach reserviert hat, erklärt Kraft. Sobald der Kunde das E-Auto zurückgebracht hat, muss er es an die Ladesäule anstecken. „Zwischen den Buchungen haben wir eine Karenzzeit von einer Stunde hinterlegt, damit immer genügend Zeit zum Laden ist.“ So garantiere man dem Kunden eine Batterie, die zu mindestens 80 Prozent geladen ist. Der Renault Zoe hat übrigens eine Reichweite von etwa 300 Kilometern.

Neben der ersten Verleih-Station für Carsharing will Verkehrsmanager Sommerfeld bis 1. Mai fünf weitere „e-Hub“-Stationen im Stadtgebiet installieren, an denen man sich E-Bikes und E-Lastenfahräder ausleihen kann. Er plant unter anderem mit zwölf E-Lastenrädern, die auf alle sechs Stationen aufgeteilt werden. Die Räder könnten beispielsweise Anwohner nutzen, um damit Einkäufe nach Hause zu transportieren, oder für Freizeittouren. Oder Kemptener Firmen für Transportfahrten. Zudem sollen an einer oder zwei der sechs Stationen insgesamt zwölf E-Bikes zum Ausleihen angeboten werden, erklärt Sommerfeld. Im Fokus habe man dabei vor allem Touristen, die Radtouren etwa zum Archäologischen Park Cambodunum (APC) oder zur König-Ludwig-Brücke unternehmen könnten.

Wie das Carsharing-System an der Grabengasse soll auch das Rad-Leihsystem zunächst nur nach dem Roundtrip-Prinzip funktionieren – heißt: Dort, wo das E-Bike oder das E-Lastenrad ausgeliehen wird, muss es wieder abgegeben werden.

#### Standorte stehen noch nicht fest

Wo genau die anderen fünf sogenannten e-Hub-Stationen entstehen, steht laut dem Verkehrsmanager noch nicht fest. Da dieser Begriff aber recht sperrig ist, werde die Stadt diese Stationen wohl als „Mobilpunkte“ bezeichnen. Sommerfeld arbeitet derzeit an einer entsprechenden Ausschreibung, um Anbieter für die 24 Räder zu finden. Mit dem Geld für das Projekt kann er bereits planen: Der Haupt- und Finanzausschuss habe während seiner jüngsten, nichtöffentlichen Sitzung grünes Licht gegeben.

» Informationen zum Carsharing unter [www.flinkster.de](http://www.flinkster.de) sowie [www.autohaus-sirch.de/carsharing](http://www.autohaus-sirch.de/carsharing)

**Picture 6:** Example of one of the published newspaper articles. This one is about the already launched hub "Grabengasse".

## 7. The eHUBS Consortium

The consortium of eHUBS consists of 15 partners with multidisciplinary and complementary competencies. This includes European cities, leading universities, networks and electric and shared mobility providers.



@eHUBS\_NWE  
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<https://www.linkedin.com/groups/13711468/>

For further information please visit <http://www.nweurope.eu/ehubs>



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