

ECCENTRIC

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CIVITAS ECCENTRIC webinar:

Car-free lifestyles - mobility stations for flexible and sustainable urban transport

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THE EUROPEAN UNION

Many cities in Europe are facing the same challenges



Saarland.de 2018



Welt.de 2019



Sueddeutsche.de 2019



Sueddeutsche.de 2019

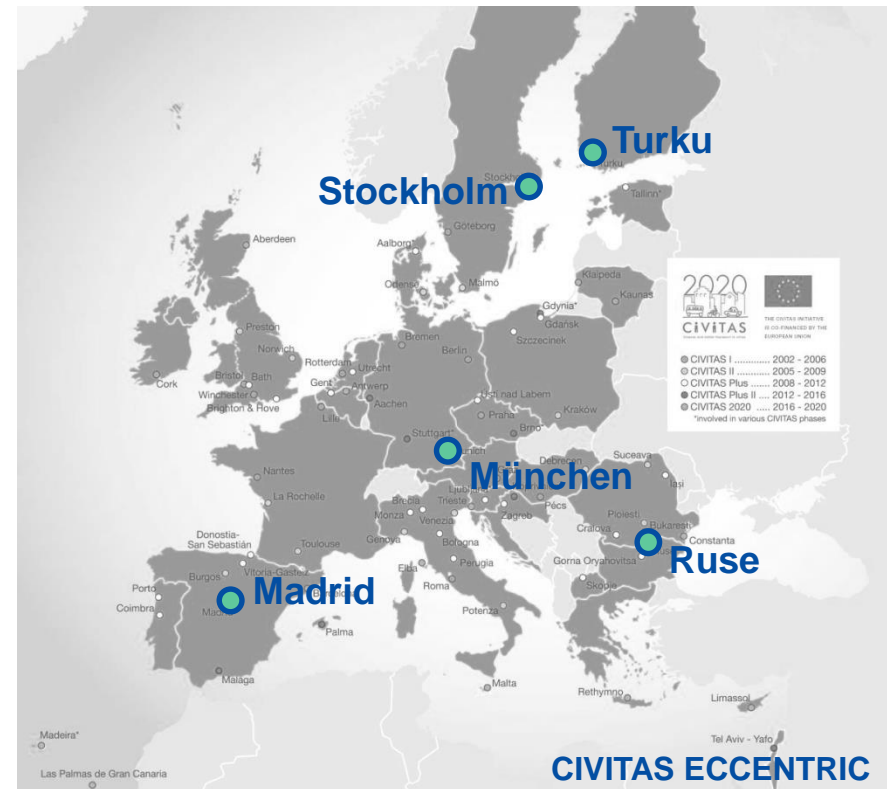


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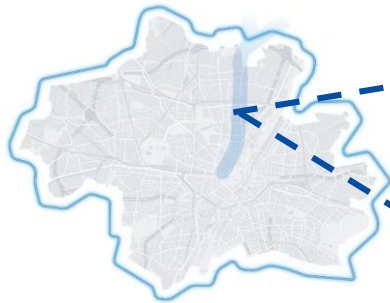
CIVITAS ECCENTRIC – project information

Framework data:

- 5 project cities
- 31 project partners (science, administration, consulting companies, public transport and logistics service providers, NGOs)
- 50 transport and mobility measures
- Approx. 17 observer cities
- € 19.7 million total volume
- Duration: 09/2016 - 10/2020
- Special features: Laboratory quarters in city center outskirts, exemplary Integration of mobility and housing
- Measures in the fields of public transport / bicycle / foot, parking, services, technologies, logistics, mobility management, education, traffic safety



Munich living lab Domagkpark and Parkstadt Schwabing

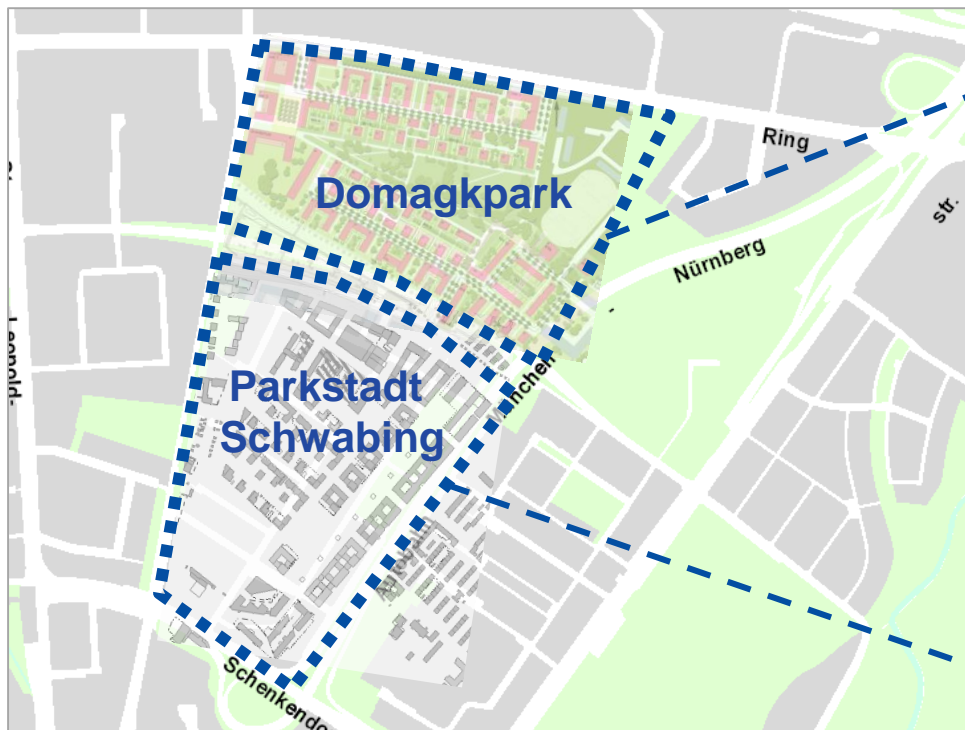


- 8.000 residents
- 3.100 housing units
- 200 companies
- 12.500 daily commuters

- Budget: 4,5 Mio. €
- 7 partner institutions
- 11 measures



Munich living lab Domagkpark and Parkstadt Schwabing

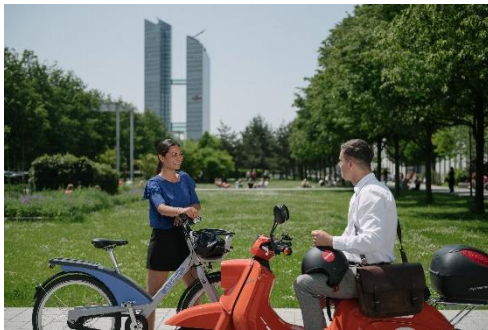


Background and overall goals of implementing mobility stations



Northern area of Munich

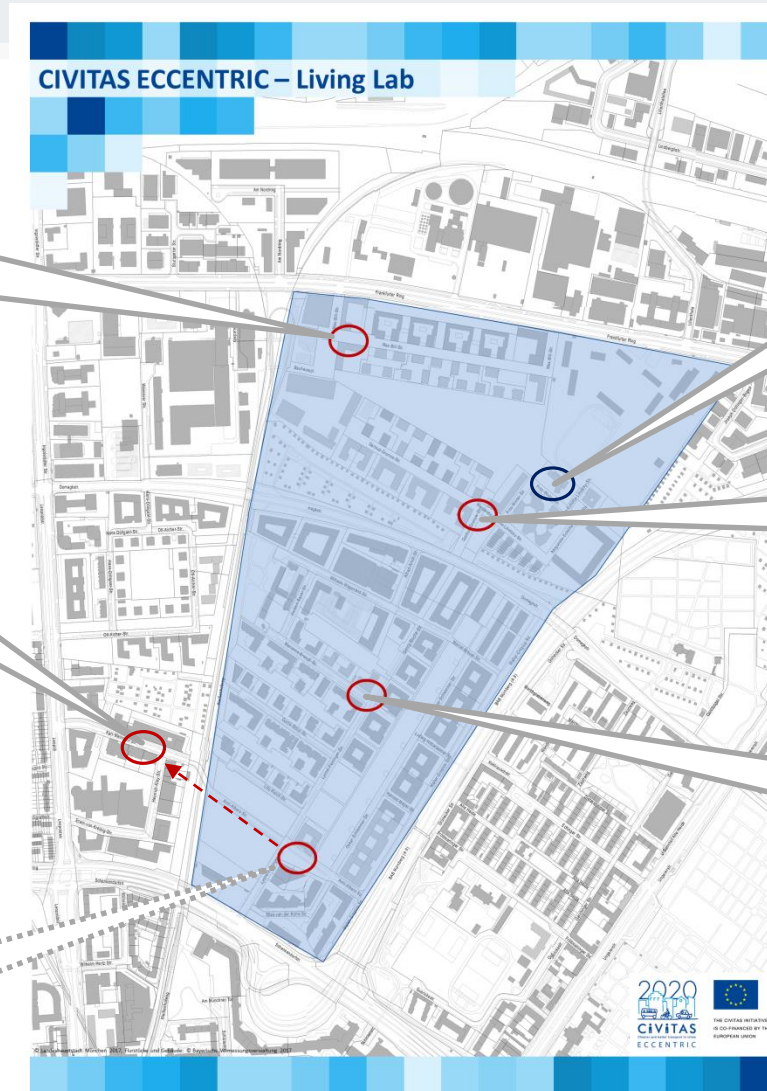
- growing twice as fast as the overall city
- increasing number of mobility and road users
- limited alternatives to individual car use
- centre-periphery districts typically no business case for mobility sharing providers



Goals:

- providing many different mobility services at mobility stations
- allowing residents to live a “private-car-free-life-style” or at least to have significant lower mobility costs
- less traffic congestion and air pollution → improved quality of life

Intermodal mobility stations in the living lab



Mobility station
Domagkpark north
(public ground)
Max-Bill-Street
Opening: January 2020

Mobility station
Parkstadt Schwabing
west (public ground)
Karl-Weinmair-Street
Opening: Summer 2020

Mobility station
Parkstadt Schwabing
south
Anni-Albers-Street

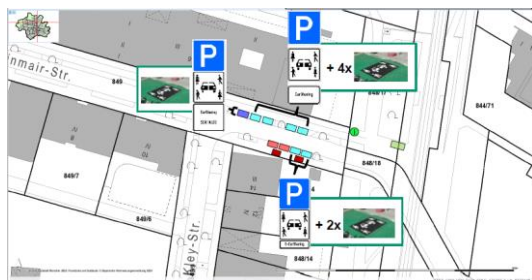
Mobility station
Domagkpark east
(private ground)
Fritz-Winter-Street
Opening: May 2016

Mobility station
Domagkpark south
(public ground)
Gertrud-Grunow-Street
Opening: July 2018

Mobility station
Parkstadt Schwabing
north (public ground)
Marianne-Brandt-Street
Opening: July 2018

Intermodal mobility stations

Innovative aspects



- physical “hub” that combines various modes of (shared) transportation
- offering new mobility services
- creating new road traffic signs and design for markings
- combined with new regulations that enable reserving parking space only for carsharing vehicles
- development of marketing articles, promotion and communication campaigns
- City of Munich as provider of the mobility stations and platform for all interested private mobility suppliers



Development and implementation



- Interdisciplinary working group for mobility stations (stakeholders, city planners, living lab residents, district committee)
- Locations for 4 mobility stations identified and approved based on holistic spatial analysis
 - residential area with access to public transport services (trams and buses)
- Opening event in July 2018 with the mayor of Munich, press and all relevant stakeholders
- Intense promotion via trial offers for the mobility services, social media campaigns (YouTube, Facebook, Instagram) and a direct and dialogue marketing campaign

Intermodal mobility stations

Results



- 3 out of 4 stations have been constructed and are open for public usage → No. 4 opening in 2020
- all relevant providers of e-mobility and sharing cooperations are integrated.
- services at mobility stations:
 - information pillar
 - MVG bikesharing station
 - freefloating bikesharing (2 providers)
 - freefloating e-scooters (1 provider)
 - 2 charging stations
 - carsharing (1 stationary and 3 free floating providers)
 - 1-2 cars e-carsharing
 - 1-2 privileged e-parking spots and 6-10 carsharing spots

Intermodal mobility stations

Costs

Costs of planning:

• Development of information pillar graphics	1.600 €
• Icon development for mobility stations	4.300 €
• Mobility stations Wortmarke	1.300 €

Costs of infrastructure per station:

• Charging infrastructure (2 AC charging stations)	10.000 €
• Information pillar production	540 €
• Information pillar shield bearer	450 €
• Signage and marking	1.350 €
• Rental bike system (MVG bike station)	3.750 €

Costs of communication:

• Planning and concept of communication campaign	5.000 €
• 3 videos (Total costs incl. conception, production, postproduction)	9.000 €
• Flyers (Conception, drawing, image rights, printing, dispatch)	900 €
• Merchandise/Give aways (Concept, drawing, production, dispatch)	2.200 €
• Billboards	800 €
• Opening event (Catering, decoration, equipment)	1.900 €
• Promotion Articles (Sweatshirts, T-shirts, Base-Caps, Jackets)	3.600 €

Operating costs:

• Rental bike system per month	330 €
• Monthly rental or leasing cost per e-vehicle (Leasing contract for 48 months)	530 €
• Social media marketing costs per month	500 €
• Film and picture material per month	540 €

Overall costs of planning:

7.200 €

Overall costs of infrastructure per station:

16.000 €

Overall costs of communication:

23.500 €

Overall operating costs:

1.900 €

Lessons learnt and outlook for upscaling



- Important drivers:
 - Implementation of a parking management in the area around the mobility stations → less illegal parking on reserved carsharing spots
 - Ongoing (social media) marketing activities
 - Continuous communication with sharing providers
- Important barriers:
 - Dependence on the construction progress in the area around the mobility stations.
 - Limited surveillance possibility of car sharing parking.
 - Lack of a city-wide mobility station concept
- A city council resolution was held in July 2019 aiming the upscaling of shared mobility in Munich
- Mobility stations concept for upscaling is unclear and has to be discussed

Living lab: Exemplary evaluation results

Car ownership ratio:

- Less households not owning a car (-1,3%)
- More households owning 2+ cars (+2,7%)

	Domagkpark	Parkstadt Schwabing
2018	0,83	1,03
2019	0,83	1,09

Change in car ownership

- 4% abolished their car while 9% replaced one car by another
- 2% first time car purchased and 4% bought an additional car
- 81% no change in car ownership

Mode shift

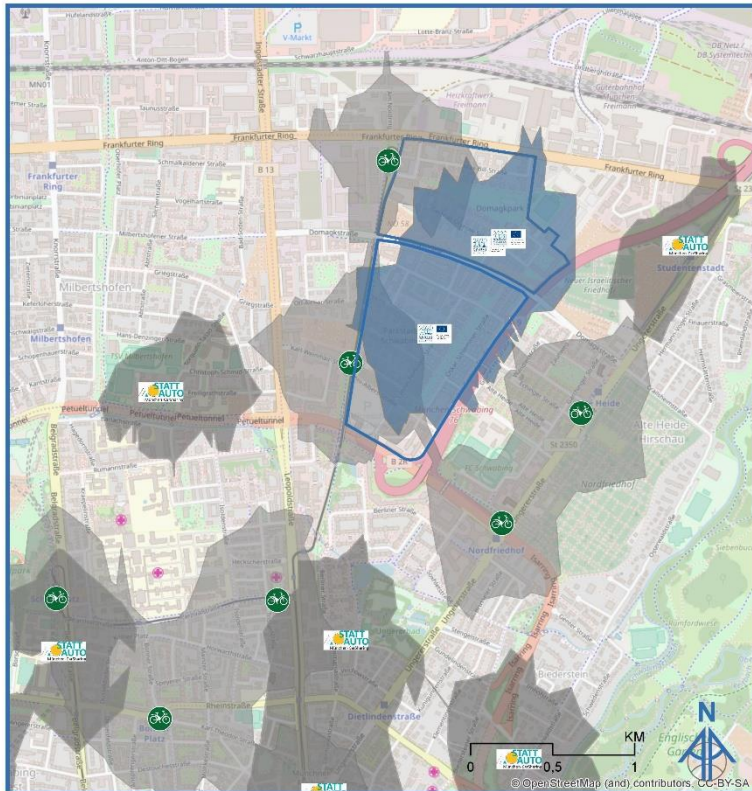
- Less walking (-0,4%) and cycling (-2,5%)
- Less car usage (-1,5%)
- More people using PT (+2,8%)
- Constant use of sharing options (car- and bike sharing)

Evaluation results of ECCENTRIC measure 5.9 mobility stations

The following slides show some exemplary results for the KPIs:

- Awareness
 - Satisfaction
 - System usage
- Unless indicated otherwise, the following slides are individual answers, **not** by household





Walking accessibility to MS within a 5-minute radius



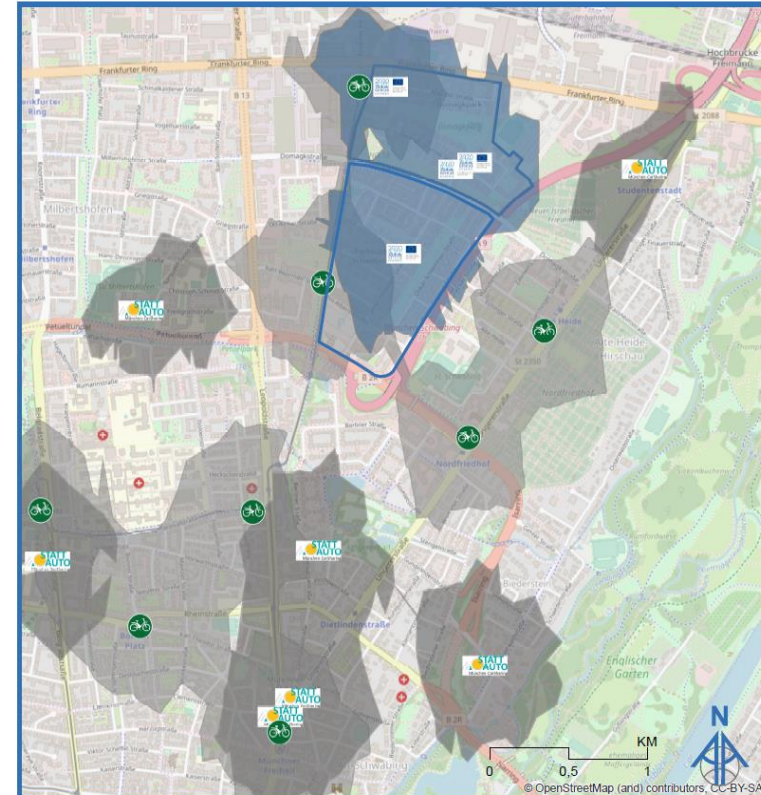
Accessibility to 3 MS in 2018
77%

Accessibility Atlas

Domagkpark & Parkstadt Schwabing: Accessibility of Bike- and Car-Sharing

-  5 minutes walking
-  Mobility Stations (ECCENTRIC)
-  Bike-Sharing (MVG Rad)
-  Car-Sharing (STATAUTO)

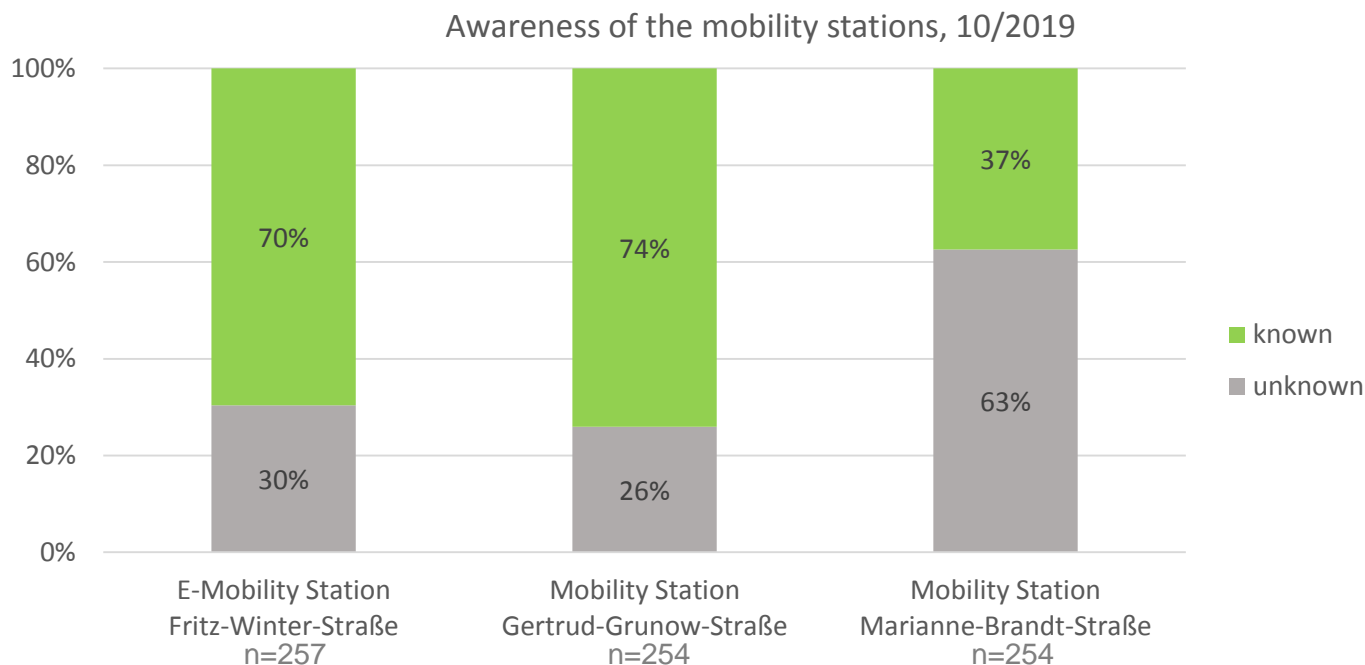
Cartography by:
Adrian Koller, Maximilian Pfertner



Accessibility to 4 MS in 2020
89%

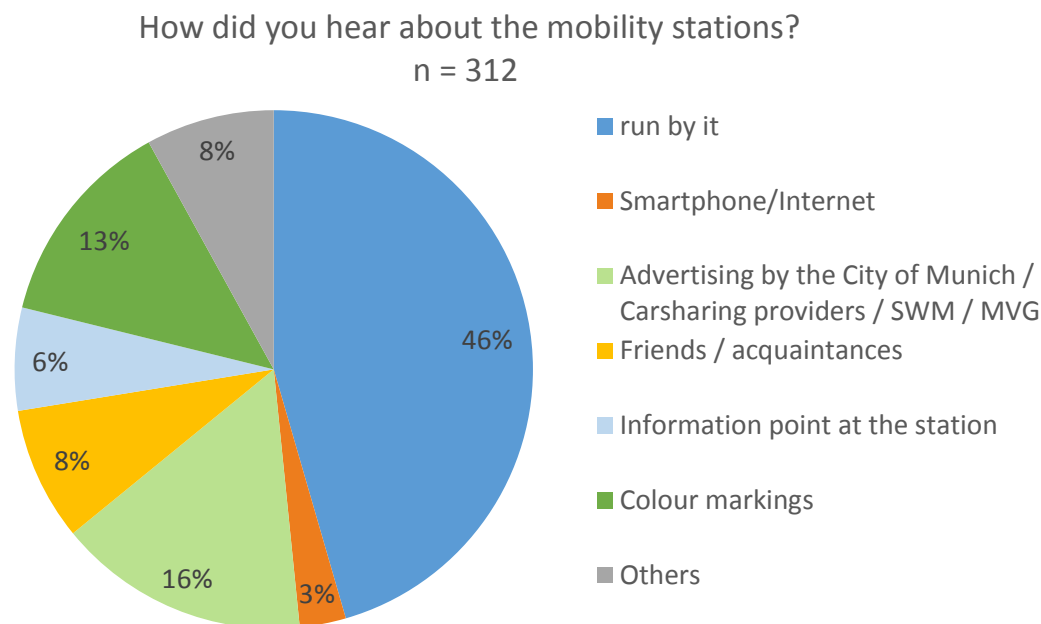
Awareness of mobility stations

- Awareness varies between the different mobility stations
- Majority of participants is aware of the E-mobility station Fritz-Winter-Straße (70%) and Gertrud-Grunow-Straße (74%)
- 37% are aware of the mobility station Marianne-Brandt-Straße → located within neighborhood with higher car ownership ratio and much business



How did you hear about the mobility stations?

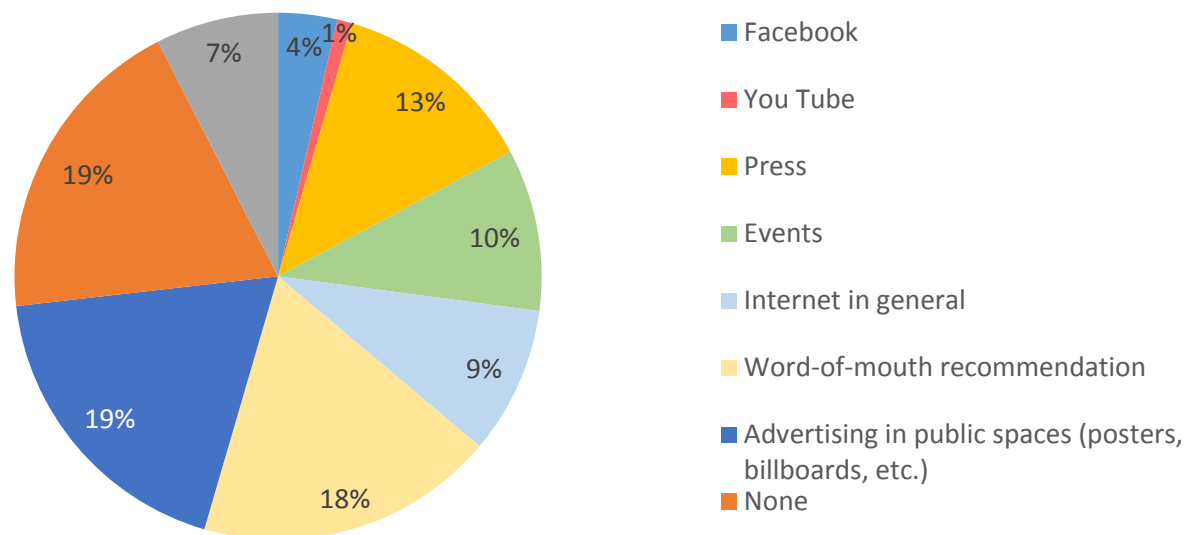
- Most of the participants ran by it (46%)
- Only a small number answered that they were informed by internet advertisement (3%) or word-of-mouth (8%)
- Advertising by the city of Munich and its partners (16%) and color markings at the station (13%) were more successful in raising awareness



Awareness through advertisement

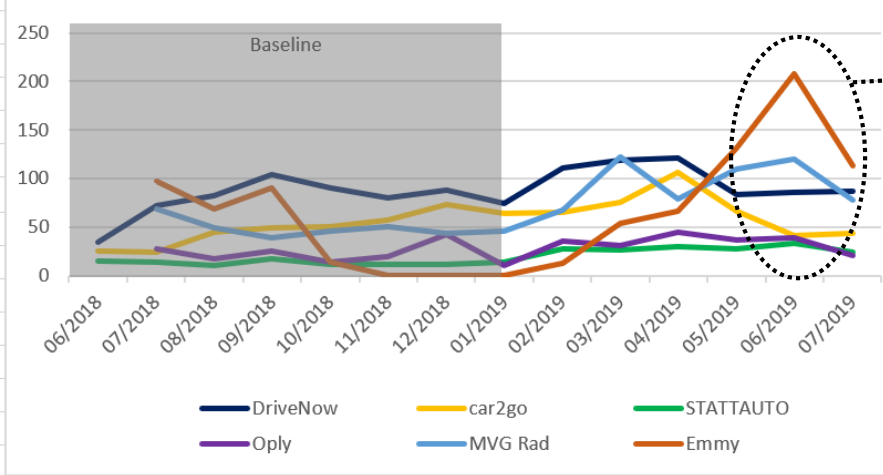
- Small percentage noticed digital advertisement via the internet platforms Facebook (4%), YouTube (1%) or internet in general (9%).
- Advertisement in press (13%), at events (10%) word-of-mouth recommendation (18%) and in public spaces (19%) are still important in today's digital world.

Which advertising measures for the mobility stations did you notice?
n = 332



Monthly usage of the mobility options

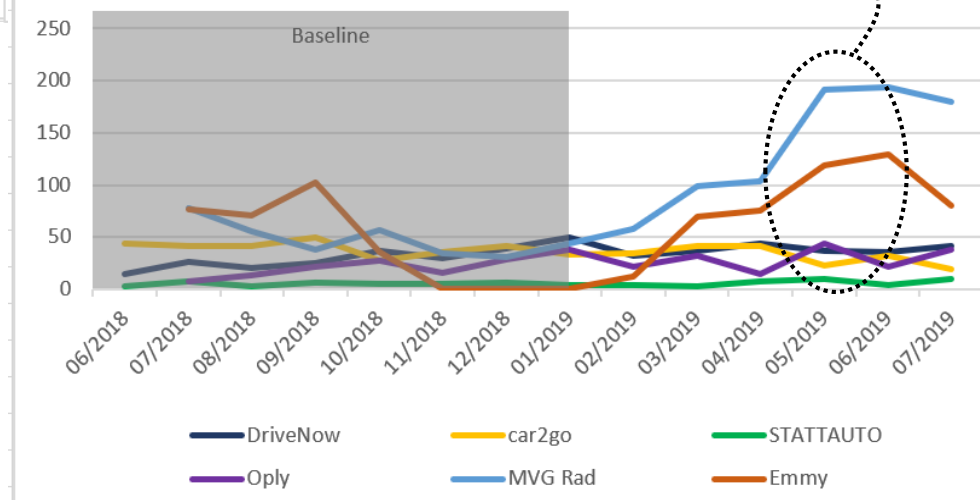
MS Gertrud-Grunow-StraÙe from 06/18 until 07/19



Measure MUC 2.9 started: direct and dialogue marketing campaign

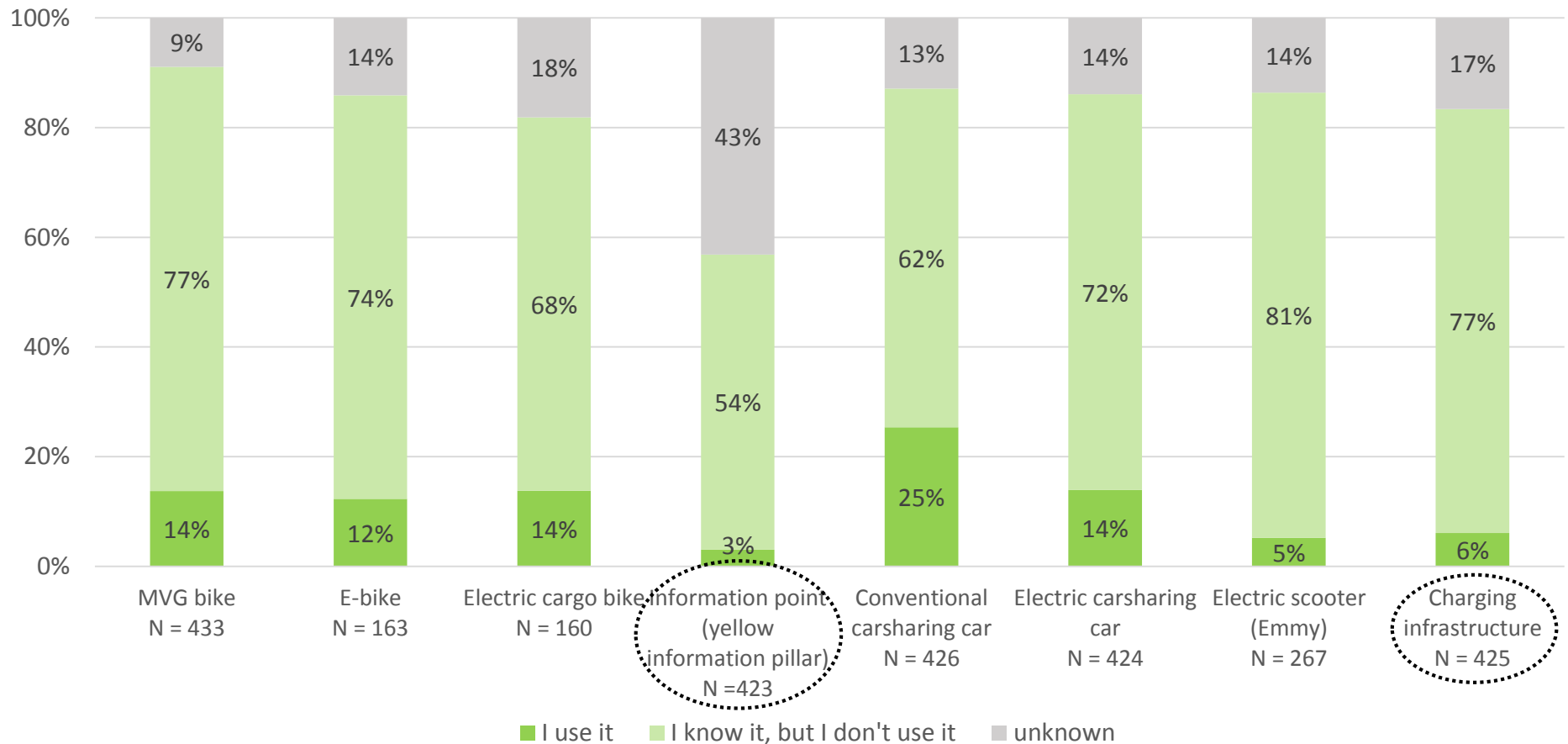
- **Mobility campaign** aims to inform residents about mobility related offers in their neighborhood
- Offering incentives (vouchers and test offers) and individual consultation via phone
- 34% of the hh ordered information material about the mobility stations (as of 08/2019).

MS Marianne-Brandt-StraÙe from 06/18 until 07/19



General usage of the mobility stations

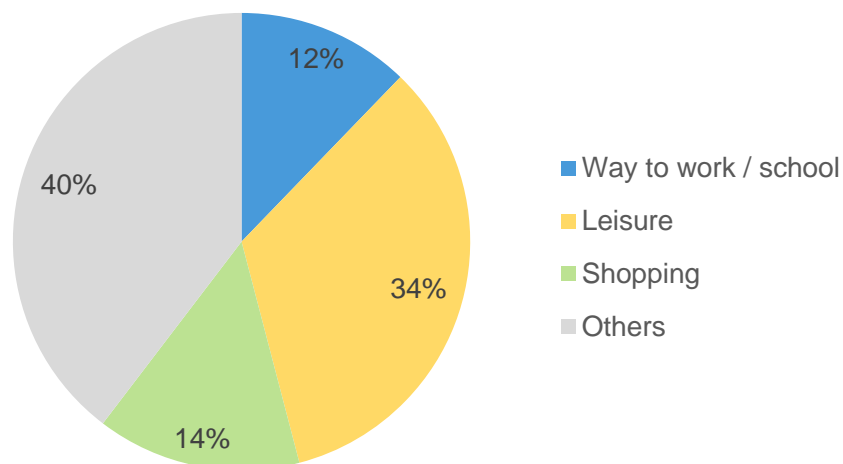
Which vehicles and services of the mobility station do you know or use? (10/2019)



Trip purpose for using mobility stations

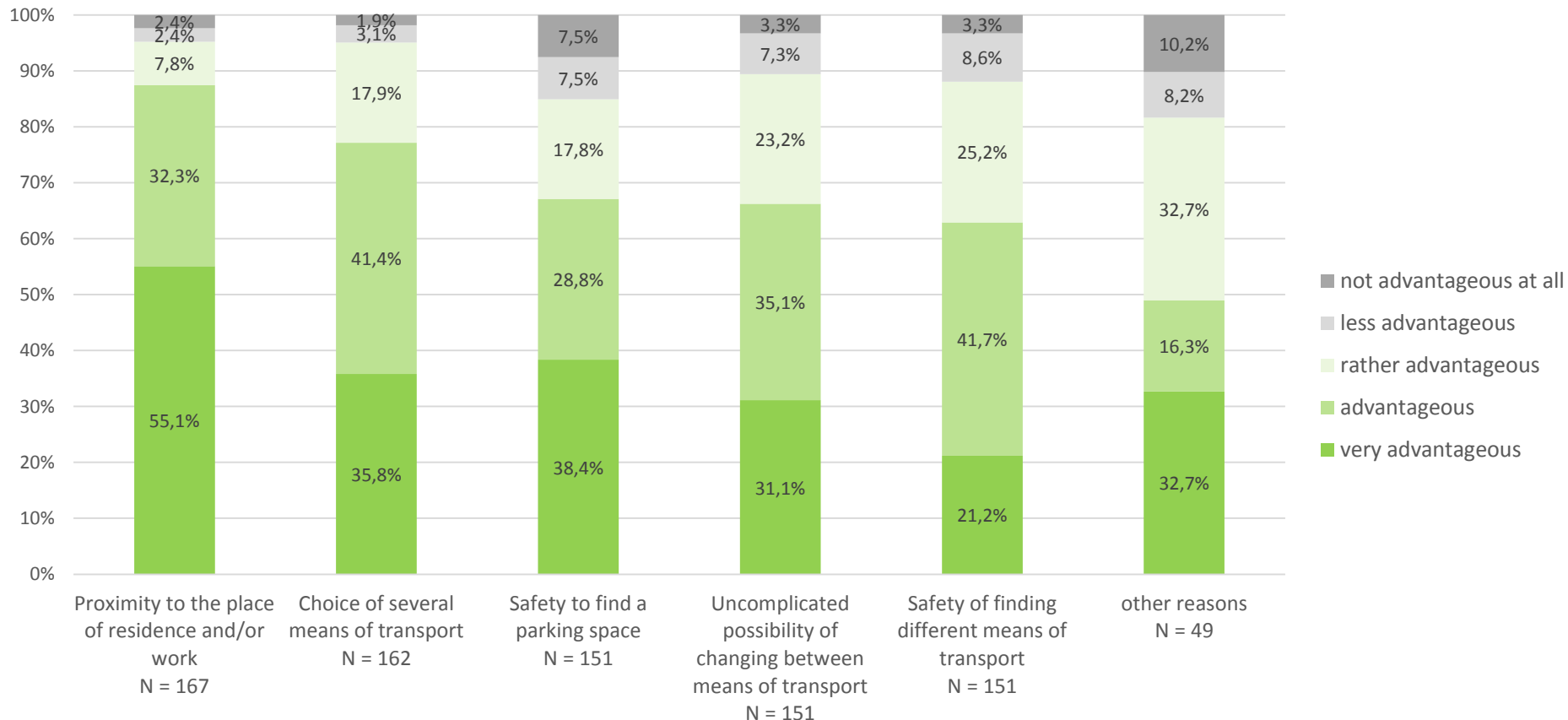
- One third of residents uses the MS offers for leisure purpose (34%)
- 14% use the offers for shopping
- 12% use them for they way to work/ school
- 40% state to use the mobility offers for other purposes

For what purpose do you use the offers at the mobility stations?
 n = 270

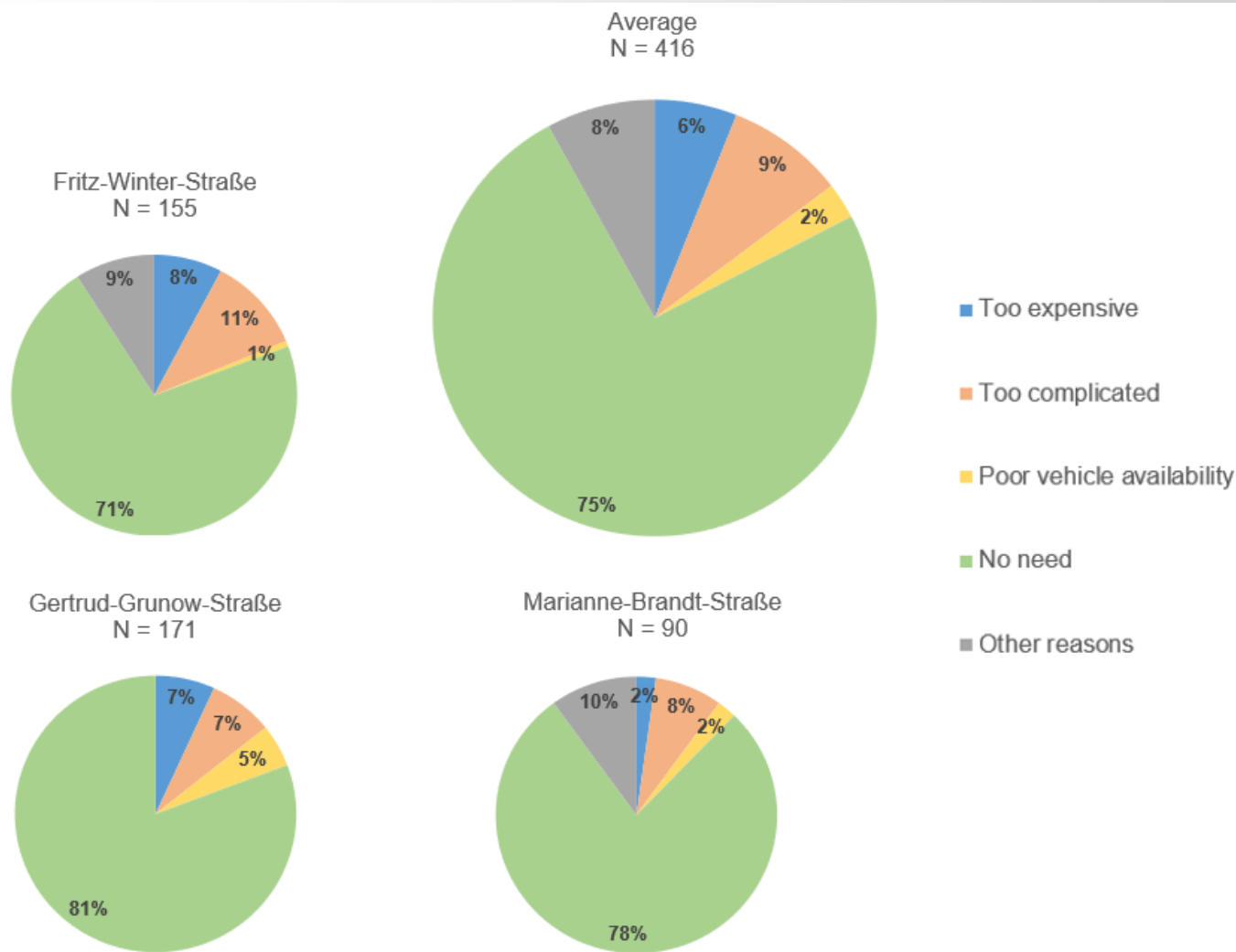


Reasons for satisfaction with mobility stations

What advantage(s) do you appreciate about the mobility stations?



Reasons for not using the mobility stations



Thank you for your attention!



Any questions?