

DEINE SOMMERFLOTTE

**TAUSCH' DEIN AUTO
GEGEN 5.000 SHARING-FAHRZEUGE
FÜR EINEN MONAT! AUSPROBIEREN!**

**SICHERE DIR DEIN
FREIFAHRTPAKET**



neue-mobilitaet.berlin/FREIFAHRTPAKET

FÜR DICH FREI:



DriveNow



Free Floating Carsharing



Stationäres Carsharing



Ridesharing



eScooter Sharing



Bikesharing



ÖPNV

YOUR SUMMER FLEET

Results of the “Re-Parking
Initiative 2018”; Location:
Mierendorff-Island &
Klausenerplatz-Kiez,
Charlottenburg-
Wilmerdorf District, Berlin

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Important findings



The theme campaign “YOUR SUMMER FLEET”, was launched in collaboration with 11 Berlin-based mobility service providers.

Although some of the participating companies compete on the road, the idea of the project was met with great interest as a joint effort to make multimodal mobility appealing for private car holders without access to their privately-owned vehicles (POVs).

An attractive mobility package of vouchers and free minutes has contributed to persuading car owners residing on the Mierendorff-Island

and in the Klausenerplatz-Kiez, not to use their own car for a month.

Through the Free-Ride-Package, residents of the two pilot neighborhoods located in the Charlottenburg and Wilmersdorf districts in Berlin, were able to discover car, ride, scooter and bike-sharing, as well as public transport, as alternative means of transportation.



11 Berliner mobility providers joined YOUR SUMMER FLEET



SUCCESSFUL CAMPAIGN



Since 2016, different activities were carried out as part of the project “NEUE MOBILITÄT BERLIN (NMB)” to increase awareness, availability and the usage of multimodal mobility without a privately-owned vehicle (POV).

In its first year of operation, the Re-Parking Initiative (vehicles of car owners were re-parked outside the parameter of the pilot neighborhoods for 14 days) was implemented to draw attention, among other things, to the connection between reduced stationary traffic and urban quality of life.

In May 2018, the public relations strategy for the YOUR SUMMER FLEET campaign was aimed at attracting

attention to the project within the two neighborhoods of Berlin. In this matter, the main communication channels used were traditional billboard advertising, active press coverage and several social media channels.

The outstanding press response and the high number of participants showed how strong the relevance of the topic was and how far the advertising activities reached.



Talk of the town – Our billboards at subway stations



RESULTS AND INSIGHTS



Out of more than 80 applicants for YOUR SUMMER FLEET, 15 car owners successfully entered and completed the campaign in June 2016.

At the kick-off event, a positive reception of multimodal mobility without a POV was already apparent. It was the participants' task to test its applicability in concrete everyday situations.

Throughout the duration of the project, arbitrary inquiries revealed that modern mobility services may come with entry barriers, even for motivated people. Through our support with the registration process, user-friendly-related issues

were identified.

In particular, elderly people or participants who did not own the basic hardware and/or the latest software updates, required assistance or had to acquire a smartphone in order to make use of the offered services. When directly comparing privately owned cars and sharing mobility, many users still prefer private cars over the extensive portfolio of „Mobility-as-a-Service (MaaS)“ providers (MaaS describes



Lively interest in the “Re-Parking Initiative” at the kick-off event

the shift from POVs towards mobility solution services). It was mentioned that this was due to limiting factors such as the narrow operating areas and the lack of availability, thus reliability, of means of transportation within these areas. Moreover, a lack of a second child safety seat reduced the likelihood of usage of the car sharing service for families with more than one child. Similarly, the lack of a second helmet limited the usefulness of eScooters for two people.

Solid recommendations were also given by the pilot group. Service pro-

viders are expected to provide an app with a central booking and billing system for all providers (one-stop shop). This app should allow the user to search for vehicles by location, book the selected vehicle and pay for the ride. Moreover, in order to improve the availability as well as the parking of shared vehicles, local authorities were asked to rededicate existing parking spaces in public street space for car sharing and other sharing mobility services (mobility points).



Mobility spot Zenettiplatz in Munich – a role model for Berlin?



NEXT STEPS



Oliver Schruoffeneger, District Councilor for Urban Development, Construction and the Environment in Charlottenburg-Wilmersdorf, presented his „Concept of Measures for the Promotion of Car-Sharing and E-Mobility in Charlottenburg-Wilmerdorf as a Measure for the Reduction of Greenhouse Gas Emissions according to § 9 EWG Berlin“ during the campaign period.

Up until 2021, he intends to convert 60 double public parking spaces per year into mobility points for sharing companies, which will be equipped with charging infrastructures for electric vehicles.

The district office of Charlottenburg-Wilmersdorf will consider that

these should be allocated in proximity of residential areas of citizens that have agreed to give up their private cars and do not intend to replace them.

INTERVIEW WITH FABIAN ZACHARIAS



(For english subtitles choose settings/subtitles/english)

As a result of the campaign, the Charlottenburg-Wilmersdorf district will be expanding its services to establish the use of multimodal mobility services that do not require a private car. Given this opportunity to increase the use of electro mobile vehicles of sharing providers, the need for further campaigns such as YOUR SUMMER FLEET arises.

The aim will be to scale up these campaigns to the entire district, or even better, to the entire federal state of Berlin – this time, however, linked to the exchange deal „Give up private cars in exchange for mobility points in immediate residential proximity“.



A high quality streets concept for Berlin



The Project

„NEUE MOBILITÄT BERLIN“



Since 2016, NMB has been providing constructive answers to the question of how we, as city dwellers, want to move around our neighborhoods in the future. This participative project supports the establishment of multimodal forms of transport in urban neighborhoods and attempts to bring to consciousness both the comprehensive facets that new mobility offers as well as alternative uses of urban parking space, and to make them experienceable for the population.



Our well attended NMB-Mobility Days in 2016

OUR PARTNERS

Launch:

Juni 2016

Team:



Berliner Agentur für
Elektromobilität eMO
*(Berlin Partner) Networking,
Public Relations*

**BMW
GROUP**

BMW Group,
Urbane Mobilität
*Funding organization,
nationwide network*



Zentrum Technik
und Gesellschaft
(ZTG/TU Berlin)
Stakeholder engagement

Bezirksamt
Charlottenburg-Wilmersdorf



Bezirksamt
Charlottenburg-
Wilmersdorf

*District Counciler for Urban
Development, Construction
and Environment*



insel-projekt.berlin UG
(haftungsbeschränkt)
*Local project office on the
Mierendorff-Island*



Our pilot neighborhoods: Mierendorff-Island & Klausenerplatz-Kiez

Goals:

The NMB-Project aims to improve the quality of life in Berlin.

To this end, specific sustainable mobility solutions are offered and tested. Especially owners of cars that are lightly used should be encouraged to switch to multimodal mobility.

If these citizens give up their private cars, on the vacated parking lots carsharing services and rental stations for (cargo) bikes and pe-delecs, as well as parklets and other local recreation offers, can improve the quality of mobility and existence in the neighborhood.

As a role model for the rest of Berlin we are investigating the mobility needs of residents and making demand-oriented multimodal mobility offers available in Charlottenburg's Mierendorff-Island and Klausenerplatz-Kiez.

In the future, insights gained from the two pilot neighborhoods should be applied to other neighborhoods in the Charlottenburg-Wilmersdorf districts and scaled to the entire urban area of Berlin



State of affairs in the streets: double parked cars



TRANSDISCIPLINARY COMMITMENT TO CLIMATE PROTECTION & URBAN QUALITY OF LIFE



With the NEW MOBILITY BERLIN project, we investigate and attempt to change the possibilities and limitations of local mobility. Exemplarily for Berlin, specific questions will be asked in Charlottenburg on the Mierendorff-Island and the Klausenerplatz-Kiez:

*How do I move through my neighborhood and
whole Berlin as a young, working
or elderly person?*

What problems or opportunities for improvement exist?

*Which and how much traffic do
we want in our neighborhoods?*

What alternatives exist?

Who can provide concrete on-site support and how?

Last but not least:

*What does mobility have to do with
my personal quality of life and that of others?*



“Roads be like”: Parking Day 2017, Klausenerplatz-Kiez

The desired outcome of the project is to inspire locals to sustainably enhance their environment through innovative mobility concepts.

NMB strives to make life easier for residents, professionals working in Berlin and other local actors through more flexible mobility offers.

Focus of the pilot project:

Public debates about future-oriented, ready-to-use traffic solutions for people in the capital city. Personal habits and needs are taken into consideration and serve as a yardstick for tomorrow's means of transport:

*As a professional, will I be dependent
on my own car in the future?*

*As a senior citizen,
how can I quickly and easily get to where
I need to be, to satisfy my daily necessities?*

*How does my child safely
move to school and during his free time?*



Getting rid of own car and switching, among other solutions, to carsharing

Ongoing technological advances expand existing options and offer the opportunity to reflect on our mobility behavior at once:

Which mobility services are necessary to satisfy individual mobility needs of residents from the Mierendorff-Island and Klausenerplatz-Kiez?



An alternative to POVs: rent an electric cargo bike at the insel-projekt.berlin office



MULTIMODAL MOBILITY WITHOUT PRIVATELY OWNED VEHICLES (POVS)



As part of the NEW MOBILITY BERLIN project, the rapidly rising demand for space for POVs in the growing capital is specifically addressed.

The increasing population raises the influx of new Berliners with POVs. Neighborhoods with an occupancy rate of up to 200% of existing parking spaces not only make it difficult to find one, but also condition the life of pedestrians, wheelchair users, parents with baby carriages, emergency services and garbage disposers.

To counter the overload of public space caused by stationary traffic, we motivate car owners who rarely use their vehicle to dispose of it. Our survey conducted with 300 residents of the Mierendorff-Island and Klausenerplatz-Kiez (2016) showed that more than 1/3 of car owners are only slightly dependent on their own car, both subjectively and objectively.

SURVEY OF MOBILITY NEEDS – FIRST RESULTS*. TYPOLOGY OF CAR OWNERS.

		Typology of Car Owners		
Objective Car Dependency	high	Captive 30% <ul style="list-style-type: none"> ▪ Car ownership is essential for day-to-day mobility needs ▪ Does not really like to drive. 	Car Addict 21 % <ul style="list-style-type: none"> ▪ Loves to drive a car. ▪ Car ownership is essential for day-to-day mobility needs. 	
	low	Car-independent Pragmatist 32% <ul style="list-style-type: none"> ▪ Mobility needs mainly can be fulfilled without a car. ▪ Does not like to drive a car very much. 	Prevented Car Lover 13% <ul style="list-style-type: none"> ▪ Likes to drive. ▪ Little need for a car . ▪ Car ownership is a hassle. 	Car-affine Pragmatist 4% <ul style="list-style-type: none"> ▪ Loves to drive. ▪ Very multimodal, mobility needs mainly can be fulfilled without a car.
		low	medium	high
		Subjective Car Dependency		

High probability of car abolishment.

Precondition: Higher availability of on-demand-mobility.

Source: KIT 2017.

*n=300

Almost 50% of car owners could get rid of their POV.

The more people live without their own car because of better mobility offers, the more public space will be freed. For example, a traffic simulation* by the Technische Universität (TU) Berlin has shown, that a reutilization of only 1 % of available parking spaces for sharing mobility and another percent for more amenity value of the public space could reduce the number of daily private car users by 11 % – combined with a simultaneous usage growth of 5 % of local public transport

Together with neighbors of the district we bring notions to life of how a sound distribution of the street landscape should look like.

Temporary offers such as parklets, mobility campaigns and fixed car sharing parking spaces have already been implemented.

Our measures draw people's attention to the opportunities for a better quality of life in their neighborhood, which can be made possible with multimodal mobility without POVs.

* „Simulation of free-floating carsharing offers under consideration of parking space in Berlin“, TU Berlin/FG Traffic System Planning and Telematics, 11/2016

SIMULATION OF PRIVILEGED PARKING IN THE PILOT NEIGHBORHOODS. WHAT IF WE HAD 1 % OF PUBLIC PARKING DEDICATED FOR CARSHARING AND ANOTHER 1 % DEDICATED SPACES FOR MORE QUALITY OF LIFE?



Source: TU Berlin 2016.

Even a 2% reallocation of the public parking space would have positive effects for the city

The district of Charlottenburg-Wilmersdorf want to encourage its inhabitants to switch to multimodal mobility by increasing the availability of sharing services in public spaces. For every disposed car, a double-parking space will be made available for reuse. These can be used to create mobility stations, seating areas and other ways of making neighborhoods a better place to live.

You have to experience multimodal mobility without POVs! At many of our events we offer car, scooter and bike sharing services to try out. We want Berliners to get excited about new offers, reduce their inhibitions towards technical innovations and open new scope for movement through Mobility-as-a-Service (MaaS).



Our 1st garden lounge/parklet in 2016: an idyllic spot in the metropole



NMB-ACTIVITY 2016–2018



Overview:

11/2015: Project ideation by BMW + eMO

12.03.2016: First public appearance at „Die nachhaltige Mierendorff-INSEL 2030 (NMI 2030)“ at Mierendorffplatz, Berlin

01.06.2016: Official kick-off

06/2016: Finalization of the survey tool „Urban Travel Monitor“ (UTM) by Karlsruhe Institute of Technology (KIT)

07–11/2016: First survey with UTM-tool in both pilot neighborhoods, conducted by local survey institute. Sample size: 300 people

07/2016: 2 workshops in each pilot area as preparation for action weeks

29.08–10.09.2016: Action weeks of the NMB-Project on the Mierendorff-Island and Klausenerplatz-Kiez



“Summer on the roads” action weeks with music, talks and more

08/2016–03/2017:

2 temporary carsharing parking lots and a temporary “Garden Lounge” in front of the insel-projekt.berlin UGmbH office as highlights of the project

23.–25.09.2016: NMB at Werkbund-Tag 2016, WerkBundStadt Berlin (Pop-up bar, pallet lounge with exposition, talk/speech)

15.09.2016: Application for a permanent Garden Lounge with the political party Bündnis 90/DIE GRÜNEN (printed matter 1720/4) with unanimous approval of the BVV Committee for Urban Development in Charlottenburg-Wilmersdorf on 28.09.2016 and at the BVV meeting on 15.12.2016

• **10/2016:** 1 follow-up workshop per pilot neighborhood for the action weeks

bis 31.10.2016: Extension of the „Summer Tea Garden“ (Garden Lounge) (Kiezoffice Mierendorff-Island)

10/2016–03/2017:

Quadruple extension of special permit for the use of public roads

• **08.12.2016:** Project partner Fahrschule in-no.M (driving school) obtains the first privately applied for charging station in Berlin (2nd expansion phase of recharging infrastructure)



Parking spaces temporarily available for free-floating carsharing



Movement in Klausenerplatz-Kiez: German Bicycle Club at Horst-Wundt-Platz, Berlin

ab 12/2016: Outdoor exposition of research results in the Garden Lounge (evaluation kit)

ab 12/2016: Projection of VBB-Live app on Smart-TV (donated by eMO) in display window of the insel-projekt.berlin office, facing the Garden Lounge

12/2016 + 01/2017: Christmas light decoration in Garden Lounge

12/2016: Acquisition of electric cargo bike (LARS) for NMB-Project

01/2017: Merger of the peer-to-peer carsharing startup GETAWAY with NMB – market entry

05/2017: Commissioning of LARS electric cargo bike through local bicycle rental company

02–03/2017: Intensive political work for obtaining the action areas at the Mierendorff-Island

03/2017: Start of workshops for people that potentially want to give up their cars

05/2017: Symposium „Sustainable Urban Mobility Concepts for Charlottenburg-Wilmersdorf“ (city hall Charlottenburg) in cooperation with Oliver Schruoffeneger, District Councilor for Urban Development, Construction and the Environment in Charlottenburg-Wilmersdorf

• **10/2016–05/2017:** Political and conceptual preparation of Garden Lounge / Parklet 2.0

• **07/2017:** Setup Garden Lounge / Parklet 2.0



Symposium „Sustainable Urban Mobility Concepts for Charlottenburg-Wilmersdorf“



Plenum for new mobility

07-09/2017: Commission of the Garden Lounge / Parklet 2.0 as a communication point and event location

09/2017-heute: Networking, attendance of visiting groups, events/speeches

02/2018: Project day “Growing City, Declining Quality of Life” (city hall Schöneberg) in cooperation with Bettina Heiß, District Councilor for Civic Services, Public Order Office, Street and Green Space Office in Tempelhof-Schöneberg districts

06/2018: Re-Parking Initiative – YOUR SUMMER FLEET



2 district councilors at the inauguration of Garden Lounge / Parklet 2.0



Garden Lounge / Parklet 2.0: a popular spot for conversation and exchange



INVOLVED LOCAL INSTITUTIONS, COMPANIES AND INITIATIVES



Associated partners 2016–2017:

Driving School Inno.M

*On-site partner
at Klausenerplatz-Kiez*

FG Verkehrssystem-
planung und Verkehrs-
telematik (TU Berlin)

*Simulation of free floating
carsharing*

LDB Löffler

Execution of mobility survey

„Werkstatt für alles“

*Design + execution of Garden
Lounge I*

horch und guck

*Entertainment program for
action weeks*

Veleon (Adomeit Group)

Electric cargo bike

Call a Bike (LIDL Bike)

*Temporary bike rental station
at action weeks*

emmy (ehem. eMIO)

Electric scooter sharing

Yoove Mobility

Segway tours

kickTrike

*Electromobile urban means
for mobility and transport*

GETAWAY

Peer-to-peer carsharing

EDEKA

Osnabrücker Straße

*Promotional partner Mieren-
dorff-Island*

Bio Company

Promotional partner Klausenerplatz-Kiez

Blumen Fluss

*Planting of local perennial
plants at the Garden Lounge*

Thamm Catering

*Event supply - Pop-up bar
Werkbund Day*

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FÜR DICH FREI:



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Ridesharing



eScooter Sharing

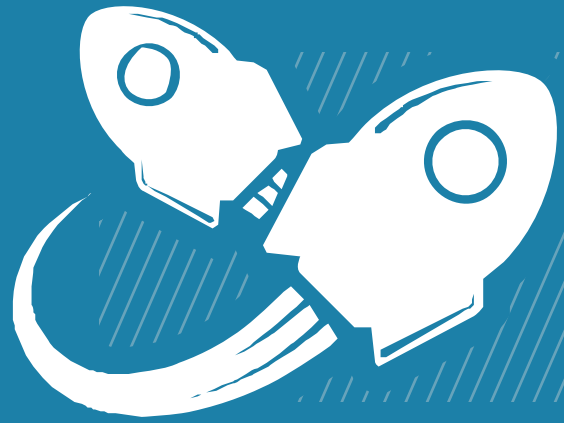


Bikesharing



ÖPNV

Our campaign poster: summer flair and an attractive mobility package



Re-Parking Initiative 2018 YOUR SUMMER FLEET



In conformance with NMBs focus in the year 2017 on public relations, networking and participation, an additional Re-Parking Initiative was to be carried out in 2018.

Once again, focal points of the project were the pilot areas Mierendorff-Island and Klausenerplatz-Kiez.

This time participants should get by without their own car for a full month, whereas it was only 14 days for the first Re-Parking Initiative in 2016.

To facilitate the process, a comprehensive voucher booklet with attractive mobility offers was provided by our partners, the sharing providers.

neue-mobilität.berlin

new
mobility
Berlin

جديد
التنقل
في برلين



Berlin'de
yeni
hareketlilik

Новая
Мобильность
Берлина



**BMW
GROUP**



FBB FLUGHAFEN
BERLIN
BRANDENBURG

YOUR SUMMER FLEET 2018's official partners

Included were discounts and travel credits from car, ride, e-scooter and bike sharing providers, and the BVG as one of several public transport operators in Berlin:

DriveNow

free floating carsharing)

Car2go

(free floating carsharing)

Drive-by

(free floating carsharing)

Cambio

(stationary carsharing)

Greenwheels

(stationary carsharing)

Stadtmobil

(stationary carsharing)

Clevershuttle

(Ridesharing)

COUP

(eScooter sharing)

Emmy

(eScooter sharing)

DEEZER / nextbike

(bikesharing)

Free2move

BVG

Drive Now

Rund 1.400 topaktuelle BMW + MINI zur Auswahl - für
Dich im Kiez mit kostenloser Anmeldung + 60
Freiminuten.

drive by

Free floating Carsharing mit Kilometer-Abrechnung -
drive by belohnt Dich mit kostenloser Anmeldung + 30
Freikilometern.

stadtmobil

Flexibel mobil ohne eigenes Auto.
Freie Anmeldung, Mitgliedschaft ohne Fixkosten + 20,-
€ Fahrtguthaben inklusive.

Coup

Überall in der Stadt zu finden - die schwarzen E-Roller
mit der mintfarbenen Applikation tragen Dich mit 3
Freifahrten durch die laue Sommerbrise.

nextbike

Günstig + gesund - radeln mit nextbike.
Sichere Dir für 1 Monat die RadCard Berlin mit freier
Registrierung + 30 min frei/Fahrt.



BVG

Bewegt Dich durch Berlin - für Deinen Monat ohne
eigenes Auto mit 6 x 4-Fahrten Tickets von der BVG.
Für Bus, Tram, U-/S-Bahn + Fähre.

car2go

24/7 verfügbar - Freiheit, zu fahren wohin du willst,
wann du willst.
Mit kostenloser Anmeldung + 60 Freiminuten.

cambio Berlin

Stationäres Carsharing - gut für das Klima in Berlin! Mit
halber Registrierungsgebühr + 20,- € Fahrtguthaben
steigst Du gut ein.

greenwheels

Ein Auto, wenn Du es brauchst! 20,- € Fahrtguthaben
für umweltfreundliches, stationäres Carsharing seit 20
Jahren.

emmy

Der E-Roller nur für verliebte Pärchen?
Auch als Single bekommst Du kostenlose
Anmeldung + 50 Freiminuten!

CleverShuttle

Lass Dich vom Deinem Fahrer abholen und lerne
unterwegs nette Leute kennen. Clevershuttle schenkt
Dir für's Kennenlernen 10,- € Guthaben.

The cooperation effort YOUR SUMMER FLEET aimed at increasing the awareness of the extensive alternatives to one's own car available in Berlin. Despite intensive media attention for sharing mobility, it is still a niche market of the mobility industry (nationwide 2 %), especially when compared to private car ownership.

The supply in Berlin is developing dynamically, but there are currently around 3000 carsharing vehicles competing with 1.2 million private cars. This shows that many potential target groups have not yet been reached by the new offers.

YOUR SUMMER FLEET therefore comprehensively promoted a whole category and allowed participants to familiarize themselves with a new mobility culture.

Most people with private cars still have the self-conception of having to hold an own car, even when it is only used occasionally. This is irrespective of the fact that at certain times of the day moving by car through Germany's capital takes considerably longer than with other means of transport due to the growing volume of traffic, construction sites and traffic jams, and this can put considerable strain on drivers' nerves

INTERVIEW WITH RONNY HEYER



(For english subtitles choose settings/subtitles/english)

Additionally, other means of transport would be more adequate to meet the needs of the situation at hand, for example the combination of bicycles and public transport for more environmentally friendly short-distance journeys, cargo bikes for transporting bulky waste to the recycling yard, or electric motor scooters that could be used to drive past any traffic jam.

By creating access points to mobility services which so far have not been used in everyday life, NEW MOBILITY BERLIN is creating a gentle form of mobility education. Only if we succeed in anchoring the advantages of optimized forms of transportation in the collective consciousness of users, the mobility turn can succeed.



YOUR SUMMER FLEETS PROMOTIONAL CAMPAIGN



The NEW MOBILITY BERLIN project used all available communication channels to ensure that the YOUR SUMMER FLEET campaign would become a „talk of the neighborhood“ in ZIP codes 10589 and 14059.

500 posters in DIN A3 and 100 in DIN A1 format were placed on the streets, in shop windows and in restaurants to attract the attention of passersby. Moreover, four billboards were mounted on the walls of the subway stations Mierendorffplatz and Jungfernheide to achieve the desired outcome.

The participation at YOUR SUMMER FLEET was reserved for a specific target group, namely private car holders with a high affinity for Mobility-as-a-Service (MaaS). While the aim of 2016's Re-Parking Initiative was to address those people within the 300 survey participants which potentially would give up their cars,



360° visibility, among other things, with large billboards in 2 subway stations

now the target group consisted of „early adopters“ of mobility services in the two neighborhoods. As „still-car-owners“, our public relations measures wanted them to try out what it would be like without their own car. A comprehensive package to try out also previously unexploited means of transport was offered to make the switch to multimodal mobility more appealing.

Accordingly, the poster advertising had to inform about all partners and the services they offered. We assumed that the target group would

recognize some of the providers by their logos or their app icons, so that it would not be necessary to depict all available vehicles. For a better understanding we have summarized and subtitled the icons on the poster in categories, to be specific „Free Floating Carsharing“, „Stationary Carsharing“, „Ridesharing“, „eScootersharing“, „Bikesharing“ and „Public Transport“.

Due to the pioneering approach of the campaign, only a single key visual was used for the overall mobility services category and it indicates



Electric scooter as a symbol for sharing mobility

that switching to multimodality without a POV is not a matter of self-denial. This key visual was the electrically powered scooter (eScooter) from Emmy. It stands for a metropolitan lifestyle, for the joy of dynamism, flexibility and independence.

The displayed couple, which roars through summery Berlin, is supposed to awake emotional associations. Subconsciously deeply rooted images of Vespa and Dolce Vita in Italy were triggered to create an open-minded attitude for the YOUR SUMMER FLEET campaign.

Via the displayed link and QR code, interested parties could reach the landing page of YOUR SUMMER FLEET, where they could find further information and a simple registration form.

On Facebook, YOUR SUMMER FLEET was promoted via an ad campaign, a lead campaign and standard posts. The campaign was further propagated via the social media channels of partners as well as through online press portals.



Dr. Gabriele Wendorf (ZTG / TU Berlin) promoting YOUR SUMMERFLEET on the radio

Direct contact with the press also successfully contributed to the campaign's reach. Reports in the regional weekly newspaper Berliner Woche, interviews in radio shows such as «Soup & Science» (rbb INFOradio), the television news magazine «rbb Aktuell» as well as the editorial support of a participant by rbb INFOradio increased the attention for the YOUR SUMMER FLEET campaign.

In addition to local newspapers „Der Tagesspiegel“ and „Berliner Morgenpost“, the experiences of the „summer flotilla“ also caught the attention of national media such as SPIEGEL ONLINE (see p. 82, Press releases).



Car drop-off at the guarded parking garage at BER Airport



THE CHALLENGE: 1 MONTH WITHOUT YOUR OWN CAR



At the opening event on May 30, 2018, almost 30 people were interested in the YOUR SUMMER FLEET experiment.

They were informed in detail about the forthcoming challenges by means of talks and individual conversations. Even though the actual number of car owners taking part was subsequently reduced to 15, the Re-Parking campaign offered all participants significant insights into existing mobility behavior.

YOUR SUMMER FLEET participants, agreed to drive to Schönefeld to park their own vehicles in the BER airport car park, which previously had only been used to a limited extent. At the

end of the month, after getting to know the different facets of multimodal mobility, participants were supposed to go back and pick them up.

On Saturday, 02 June 2018, the test persons handed over their cars on the agreed parking deck and then received the YOUR SUMMER FLEET voucher booklet by email.



Non-re-parkers sent a picture of their car's mileage before and after the month

The NEW MOBILITY BERLIN project team set up a shuttle service to the Rudow subway station so that re-parkers could easily return home from the parking block, which is in the public transport tariff zone C and is not connected to the railroad system. From Rudow, our adventurous neighborhood residents directly travelled back to Charlottenburg district.

Those „summer floaters“ whose cars were unable to make the transfer to Schönefeld had to prove by means of pictures, that their odometer status had not changed between the beginning and the end of the campaign.



PARTICIPANTS AND THEIR EXPERIENCES



Differing lifestyles and considerable age differences among participants were expected to lead to a heterogeneous experience.

From 19-year-old beginners to families with small children to adventurous seniors – they all adapted to the new mobility conditions in their everyday lives.

But before the testing of “Carsharing & Co” started, the participants filled out an online survey (duration approx. 5 minutes) of the Center for Technology and Society (ZTG / TU Berlin), responsible for the scientific research associated with the project. The collected status quo was inten-

ded to be compared with the results of longer individual interviews conducted after the action phase.

Even though we could not continuously accompany the participants, there were „glances through the keyhole“ which gave us some preliminary insights. Particularly noteworthy was a hot summer afternoon when we helped senior citizens to verify their gray driving license (colloquially: „old rag“) with several mobility service providers.



Easy transition to new mobility: NMB explains e-charging stations

These drivers' licenses, issued until the mid-80s, are not recognized by current apps which are configured to identify only biometric IDs for registration purposes, thus they had to be presented in person.

On one occasion, a ride with an electric sharing car seemed to have impressed one lady so much that later she used the vehicle herself. She also told her friends and acquaintances enthusiastically about the advantages of the recuperative braking system and the resulting entirely different braking behavior.

eScooter sharing received the greatest emotional response to their voucher offering. Participants who had been on the road with the eScooters were euphoric about the maneuverability of the vehicles, which allow to move with greater flexibility through Berlin's city traffic than a car.

Car sharing offers were perceived by most users as a true alternative in terms of a complete substitute for their own car.



Triggering participation: driving convertibles during summertime

In addition, one of the test persons associated car-sharing with a spontaneous gain of a positive attitude towards life. Driving in a cabriolet, he enjoyed a sunset ride around the Berlin Victory Column.

„Traditional“ supplier preferences also resonated through several declarations of participants, both during and after the campaign, reminiscent of brand loyalty amid private car owners. This became evident, among other things, from the fact that they only registered with ONE car sharing provider. To some extent, they perceived the additional options of the comprehensive mobility portfolio as factors which increa-

se the complexity of everyday life.

The use of the 4-trip tickets for public transport, which were distributed to the participants in form of paper tickets, out of their analogue simplicity seemed to some as a suitable alternative to the app-based mobility offers of the sharing providers. Multiple requests were expressed for a mobility app with a central booking and billing system for all services (one-stop-shop). Ideally, this should be combined with subscription packages to be used with both public transport AND sharing fleets.

Ihr Wegweiser

Unsere Fahrempfehlungen für Anwohner der
Mierendorffinsel und Klausenerplatz-Kiez

BVG

WEIL WIR DICH LIEBEN.



Berlin. Liniennetze 2018 **S+U-Bahn · Tram**

Network
Urban Rail · Underground · Tram

BVG

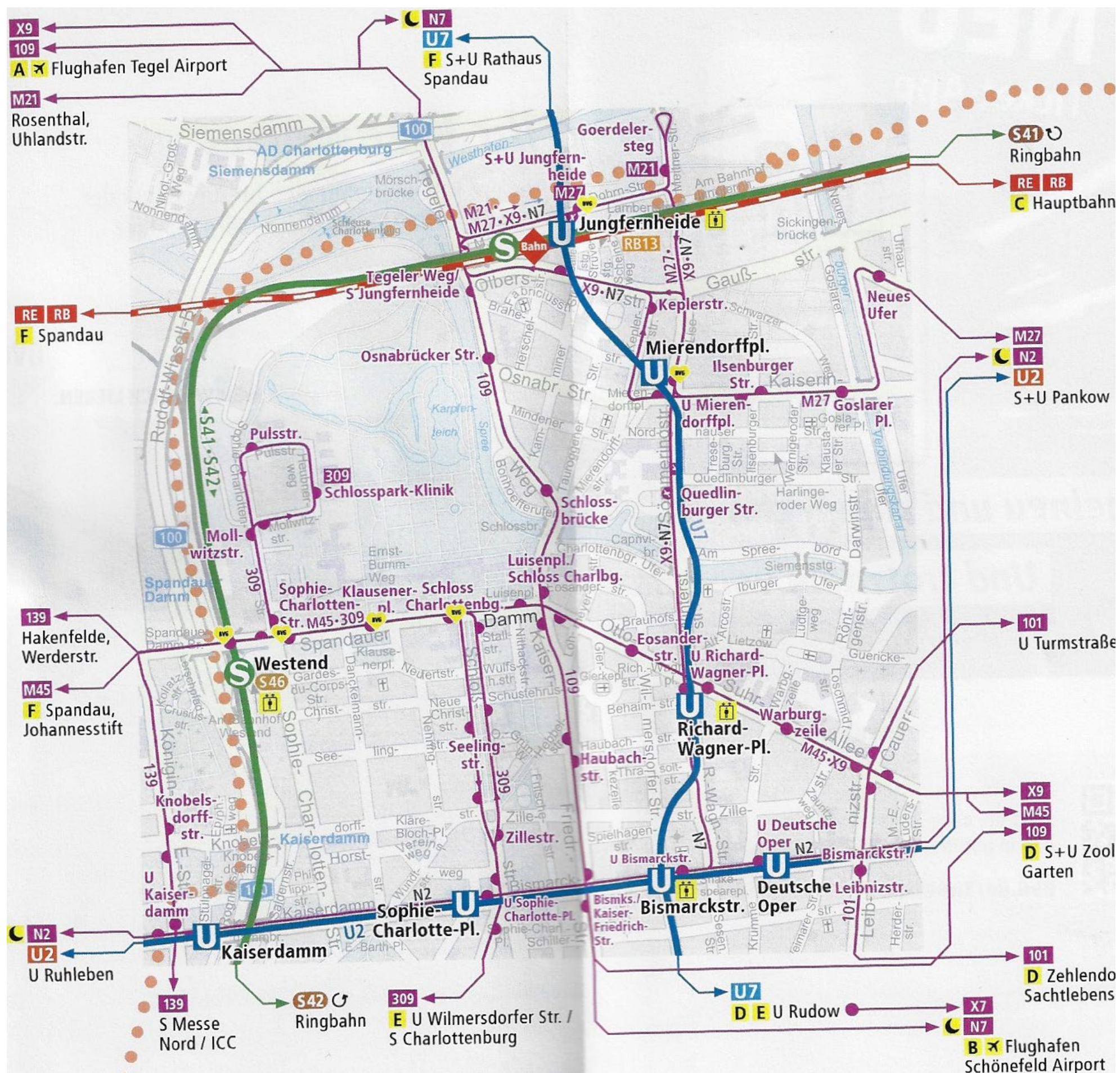
WEIL WIR DICH LIEBEN.



Specifically designed for YOUR SUMMER FLEET: a public transport map for the pilot areas

Despite the extensive mobility mix of YOUR SUMMER FLEET's voucher booklet, some participants also experienced moments of turndown. They felt limited by the fact that the Sharing Mobility business areas by no means cover all parts of Berlin. This led to the prevailing opinion that one inevitably had to change means of transport if wanting to travel beyond these business areas. The fact that some provi-

ders now offer hourly, daily or weekend rates was not yet known to all customers. In effect, these packages make weekend excursion to peripheral areas of Berlin possible and close an important gap in the range of services.



Public transport access: Mierendorff-Island well connected; Klausenerplatz-Kiez only in peripheral areas

The YOUR SUMMER FLEET experiment

If people have the possibility to experience smart and sustainable forms of mobility, suitable for their individual (daily) mobility needs, they might decide to permanently get rid of their own car, thus creating more urban space. During the 4 weeks of June 2018, 15 households refrained from using their cars to try out smart and sustainable forms of mobility in their daily routine.

Ten different mobility providers participated in this experiment (three free-floating and three stationary car-sharing services, two e-scooter, one bicycle and one ride sharing provider, and the public transport company), as well as 15 volunteers aged 30 to 67. Their POVs were parked in a guarded parking garage and digital vouchers from the participating mobility service providers were sent to them by e-mail in form of a booklet.

Two interviews

Before and after the campaign, respectively through an online and a personal interview, participants were asked about their general mobility preferences and needs, their (different) daily mobility routines and the possible benefits of new sustainable and smart forms of mobility for their daily lives.

The results are intended to provide answers to the following research questions: (1) How do innovative technologies meet mobility demands of different demographic groups? (2) What type of knowledge should be shared with mobility providers and users?

New insights

Altogether, participants were keen to test mobility alternatives. In effect, the majority already knew about existing alternatives to their own car at the beginning of the campaign. In this context, access to a comparatively large number of (private) mobility providers and public transport was very attractive for most participants. Interestingly, only three out of ten volunteers have previously made use of an alternative mobility service. This is due to several reasons. The biggest challenge in terms of usage seemed to be the objective or subjective unease with new technolo-

gies. This prejudice was reaffirmed at the end of the campaign. A big hurdle for a large part of the participants was their unfamiliarity with different types of vehicles and scooters (Where should the ignition key be placed? On which side of the car is the fuel tank?). Furthermore, the registration process was perceived as uncomfortable as everyone had to register separately for each platform/app of the respective mobility provider. Our project team tried to overcome the different practical challenges during the four weeks:

The initial concern of participants about the new technology was addressed through preparatory meetings and individual assistance, in addition to a daily phone and email availability.

Among other things, this was helpful to demonstrate how online-vouchers can be used and how registration processes with a 40-years old driver's license work.

Shared mobility is suitable for the daily routine

Once initial problems were mastered, the benefits and the comprehensive range of the offered services were generally regarded as “quite good” for everyday life situations. On the contrary, the shortage of parking spaces for cars in the neighborhood was a problem even with sharing vehicles. This resulted especially problematic during evening hours as it was not always simple to find a vehicle parked nearby, or a parking space for the car in use. Stationary car sharing was perceived as inconvenient by some of the participants, as the designated parking areas often were too far away from their homes or workplaces.

Overall, during the four weeks (sharing) cars were used less frequently on a daily base than before the start of the campaign. Interestingly, the once-a-week-use of these vehicles was slightly higher at the end of the campaign. This could be due to participants’ curiosity about new electric car models, which were part of the mobility package. Finally, a slight increase in the use of scooter and bike sharing services, as well as a more frequent use of private bicycles, could be observed over the period.

Find out more in the [*scientific paper*](#) of the ZTG – TU Berlin.

Here's a little press review (sorry, only available in german language):

SPIEGEL ONLINE:

„Car renunciation initiative – I hardly missed my car“

rbb 24 Politik:

“Moving with rental vehicles, public transport and cycling –
It is not necessarily faster by car““

Der Tagesspiegel:

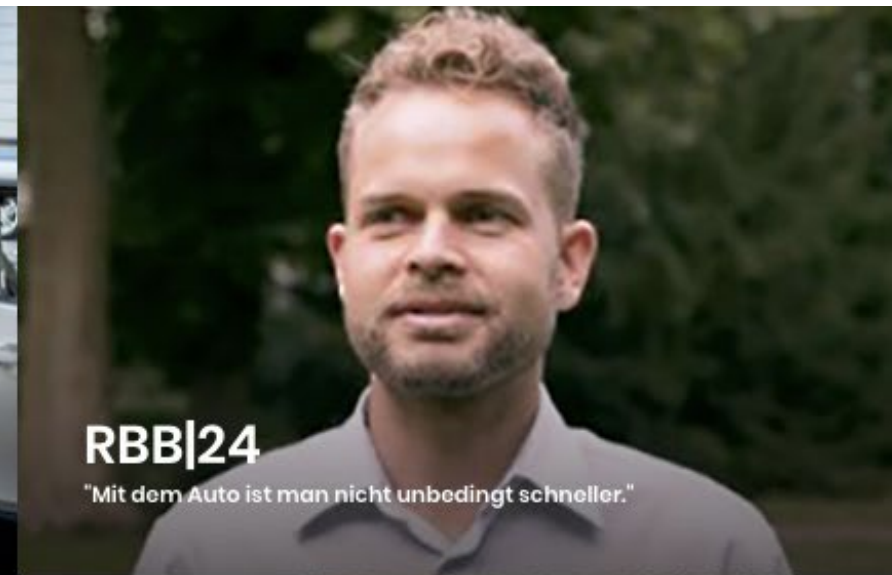
„Mobility projects in Berlin – Charlottenburg's parking lots
to be equipped with charging stations“

Berliner Morgenpost:

„Summer without a car“

Berliner Woche:

„Every 200 meters a carsharing parking lot.
New approaches in transport policy“,



Considerable media interest in YOUR SUMMER FLEET



PROSPECT AND PLANNED ACTIVITIES



For three years the project NEUE MOBILITÄT BERLIN has been working on the mobility shift in the two pilot neighborhoods Mierendorff-Island and Klausenerplatz-Kiez.

Starting there, our radius of action expands from year to year. In 2017, we involved the stakeholders of the district Charlottenburg-Wilmersdorf with the symposium „Sustainable Mobility Designs in Charlottenburg-Wilmersdorf“. During spring, we presented our first activities in the Tempelhof-Schöneberg district with the project day „Growing City, Declining Quality of Life“

The transfer or scaling of measures such as YOUR SUMMER FLEET to the entire district as well as other districts of Berlin, is the final goal of the NEW MOBILITY BERLIN project.

Important support for this matter is provided by the district office of Charlottenburg-Wilmersdorf. Oliver Schruoffeneger, District City Councilor for Urban Development, Construction and the Environment

intends to create 60 double parking spaces per year over the next three years (for a total of 180 parking lots) by converting pairs of adjacent parking lots of the public street space into decentralized mobility points. This allows to implement and expand the knowledge gained from the „Neue Mobilität Berlin“ project. In each case, one of the two converted spaces will be reserved exclusively for car sharing vehicles.

In the first two years, the district of-

fice endeavors to arrange for a pair of car-sharing parking spots within a 200-meter radius of the homes of those residents' who give up their private car and do not intend to replace it.

In the context of NEUE MOBILITÄT BERLIN, several car owners are prepared to give up their cars if these municipal parameters are fulfilled. The first mobility points for the Mierendorff-Island and Klausenerplatz-Kiez are planned for 2018.

Finally, the use of a mobile information carrier is regarded as helpful for the spreading of the concept of multimodal mobility without a privately owned vehicle.

The so-called „Garden Lounge“, which has been established in recent years, is to be lifted onto a trailer and

used as an exhibition and promotional platform. Deployment sites would include action days such as Parking Day, events around the theme of innovative mobility or parking spaces in front of houses whose residents would like to have a temporary „front yard“.

IMPRINT



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