BMM HOCH DREI: District-Based Approach for Operational Mobility Management

in Wuppertal, Solingen, Remscheid - Concept and First Evaluation Results

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Challenge: Most companies are not engaged in mobility management
Benefits of mobility management

- Satisfaction with mobility situation
- Health benefits
- CO₂ reduction
- Positive image
- Cost savings
- Synergies with other companies
Barriers for implementation

- knowledge gaps
- organizational efforts
- lack of critical mass
- cost savings
- synergies with other companies

- satisfaction with mobility situation
- health benefits
Possible Solution: Create Synergies between Companies

lack of critical mass
Problem: missing public transport link
Solution: synergies in public transport demand
Problem: company vehicle fleets are not used efficiently
Solution: pooling of vehicle fleets, car-sharing
The project BMM HOCH DREI: District-Based Approach for Operational Mobility Management
The project BMM HOCH DREI:
District-Based Approach for Operational Mobility Management
Participation of local stakeholders

- District managers
- Municipalities
- Business associations
- Housing companies
- Public transport providers
- Car Sharing companies
- Local NGOs

District concepts
District types

- Industrial parks
- City hall & surroundings
- Mixed districts
- Solitary companies
- Inner city
- University campus
Analysis & Implementation

Mobility Analysis → Survey → Workshop → Concept Development → Implementation
Analysis & Implementation

Mobility Analysis
Survey
Company

Concept Development
Workshop

Implementation

District
Mobility Analysis

Survey

Implementation

Concept Development
Workshop
Company analysis

- employee mobility
- vehicle fleet
- business trips
District analysis

mobility related SWOT analysis
Measure proposals

- bike to work
- job tickets
- e-vehicles
- cross company car sharing
- bicycle lanes and parking
- parking management
- better public transport

Company

District
Evaluation of processes and impacts

- Bike to work program
- Job tickets
- Parking management
- Cross company car sharing
- Parking lanes and parking
- Better public transport

Process evaluation

Impact evaluation
District cases

Industrial parks

City hall & surroundings

Source: www.ottensoos.de/eigene_dateien, 01.09.16

Source: cityapp.cityguide, 01.09.16
District cases

Mixed districts: residential & business

Solitary companies

Source: www.wuppertal.de/wirtschaft-stadtentwicklung/, 01.09.16
Source: www.du-diederichs.de, 01.09.16
District cases

Inner city

University campus

Source: www.wuppertal.de, 12.4.2017

Source: http://www.presse.uni-wuppertal.de/fileadmin/presse/bildergalerie/campus_griffl2.jpg, 12.04.17
Lessons learnt so far

Company level
- problem relevance for companies
- high potential: bike or PT often the fastest modes
- relevant share of employees would change
- time, costs and safety are the most relevant factors

District level
- critical mass of participants in a district necessary
- district manager or other coordinator accelerates the process
- mobility providers take higher demand into account
THANK YOU FOR YOUR ATTENTION