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IMAGO

Possibilities and Constraints for Mobility Management in Small Urban and Rural Communities

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Innovative approaches for MM in metropolitan areas - the example of MOBINET-Munich

➤ Shopping box



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➤ MOBIKIDS



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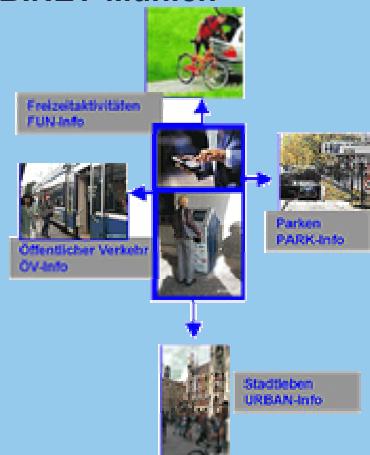
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➤ Multimedia-Info



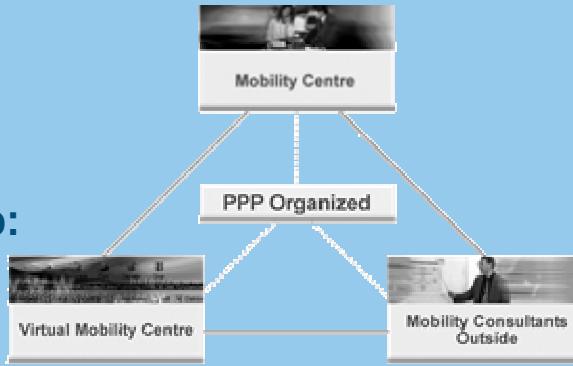
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➤ Follow-up:
IMBUS



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The Project IMAGO: Basic Ideas

integrating
mobility
management
measures

URBAN BUS
in medium sized
towns

transfer of high
quality systems

*integrated
mobility
services*

transfer ?

URBAN BUS
goes
region

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Concepts to be tested

- Job Ticket
- Car-Sharing
- Mobility-Centres

Framework Conditions for Mobility Management Measures in Urban and Rural Areas



Framework conditions: Job Ticket

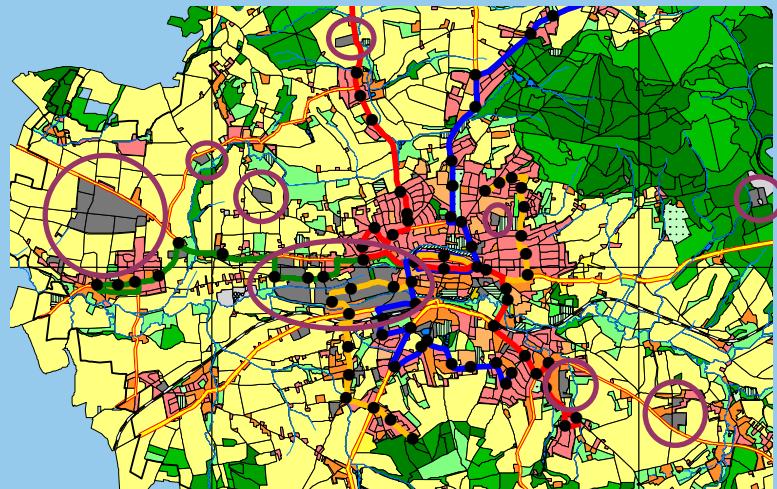
URBAN <ul style="list-style-type: none">+ high costs for parking+ low availability of parking space+ congestion during rush hours+ concentration of big companies+ high population densities	RURAL <ul style="list-style-type: none">- marginal or no costs- high availability of parking space- easy access during rush hours- small enterprises, often widespread- low population densities
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The example of Lemgo: industrial estates are only partially linked to the bus system



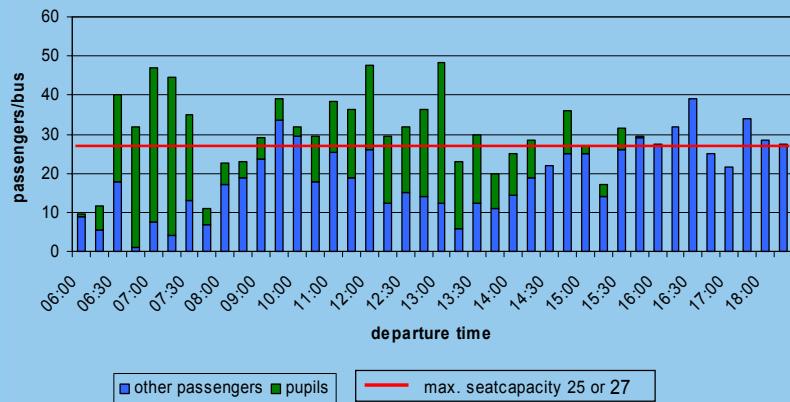
A map of Lemgo, Germany, showing the spatial distribution of industrial estates (shaded green areas) and the network of bus routes (colored lines). The map highlights several industrial estates that are located in rural or semi-rural areas and are not well connected to the existing bus system, indicated by the lack of bus route lines near these estates.

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The example of Lemgo:

during the morning peak hour the capacity is filled by pupils



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„Stadtbus“ Lemgo



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Car Sharing:

distribution according to community size

Community Size	Up to 10.000 in.	Up to 50.000 in.	Up to 100.000 in.	Up to 200.000 in.	More than 200.000 in.
Communities with Car-Sharing Services	0,01%	7%	30%	71%	100%
Proportion of Cars deployed for Sharing Car in Germany	0,4%	6,5%	6,2%	11%	75,9%
Population Proportion per Community Size	17%	26%	22%	35%	

Framework conditions: Car-Sharing

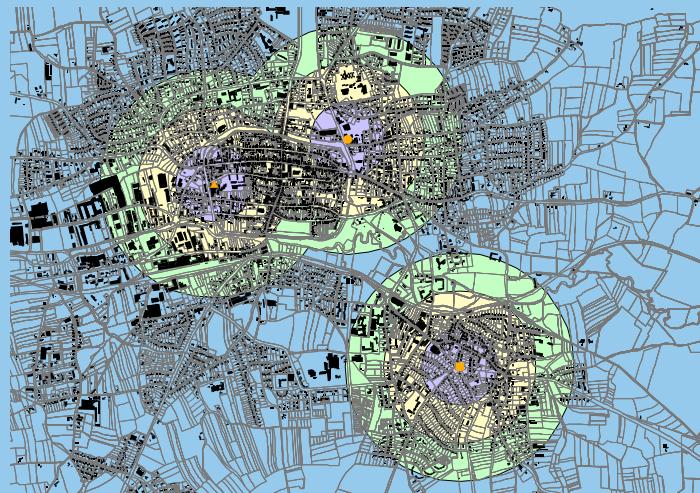
URBAN

- + high quality public transport
=> good accessibility for car sharing centres
- + more positive attitudes

RURAL

- less frequent services
=> low accessibility of car sharing centres
- high car densities
- low population densities
= low cost-effectiveness

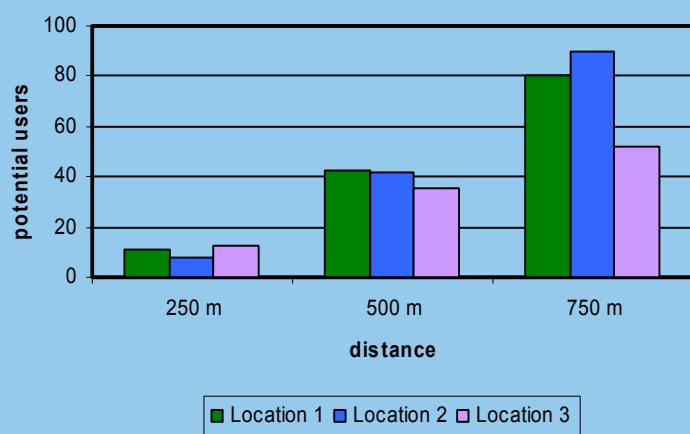
The example of Lemgo: possible car-sharing locations



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The example of Lemgo: potential demand for car-sharing locations



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Framework conditions: Mobility Centres

URBAN

- + public transport perceived as a transport alternative
- => lack of information



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RURAL

- basic lack of acceptance for inter-modal choices
- => priority on influencing perception
- unsufficient financial resources
- greater need for cooperation
- low population densities

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Solution 1: nph-centres

integration in existing structures



Basic principle:
intensive use of information technology

- > audio-visual presentation
- > schedules of public transport
- > individualised schedules
- > telephone-hotline



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Solution 2: SVH-Service-Centre

integration of other functions

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Basic principle:
cooperation to achieve effective
utilization of employees
➤ banking functions
➤ travel agency
➤ tourist services
➤ ticket agency (events)
➤ railway agency



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Conclusions

- unfavourable financial and organisational conditions
- small numbers of potential users & unfavourable perception on the demand side
- appropriate solutions have to be developed by preventing any extra costs
- developed solutions always include certain constraints
 - limited transfer possibilities
 - creative solutions are necessary
 - low degree of standardization
 - adjusting the solutions to the local situation need a lot of work and offers a comparatively low potential
- one day the developed solution may become a model for optimizing solutions in metropolitan areas