



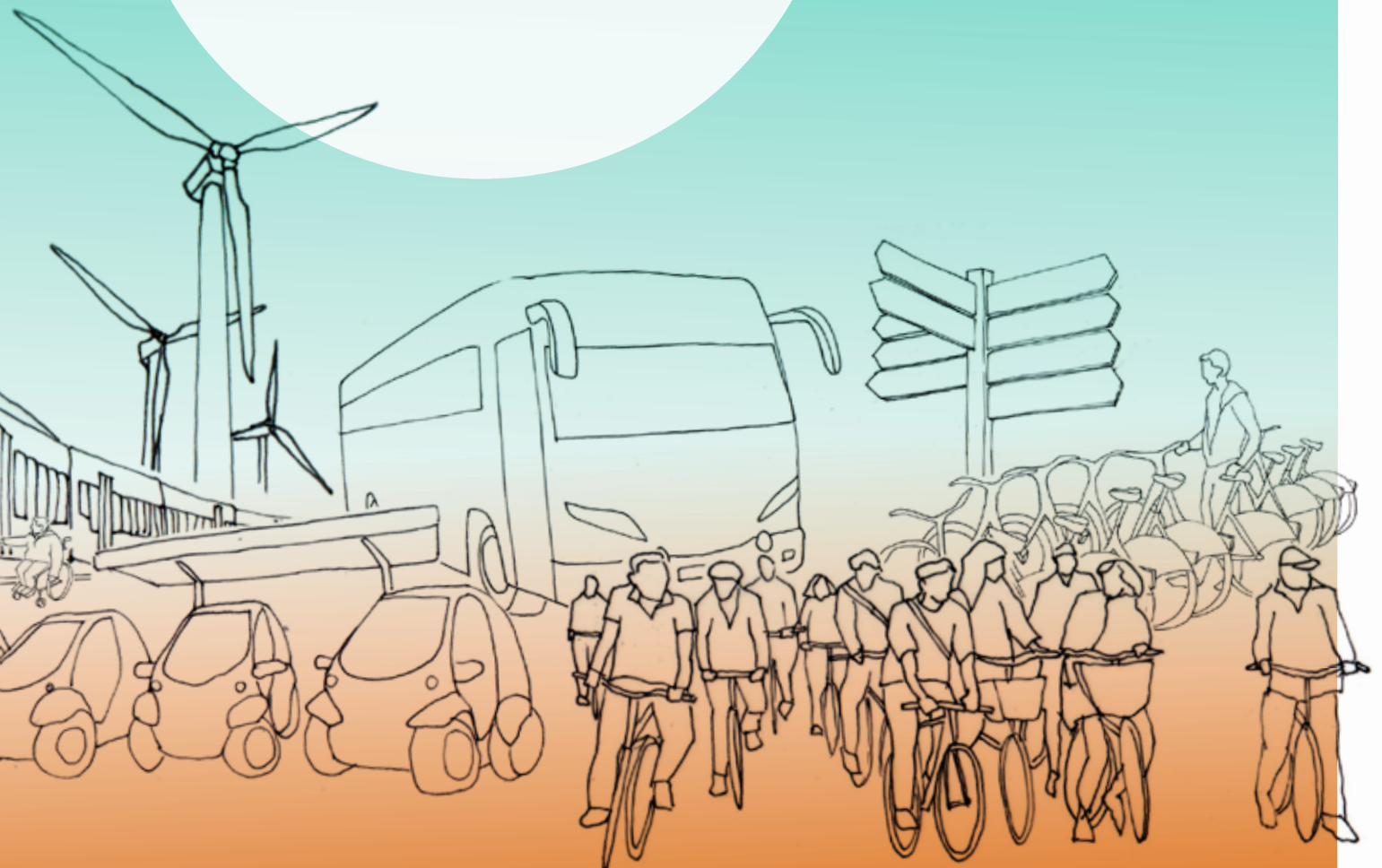
SUNRISE

Sustainable Urban Neighbourhoods
Research and Implementation
Support in Europe



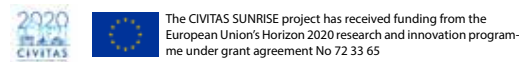
NEIGHBOURHOOD MOBILITY DOSSIER

**BREMEN - AREA AROUND
“NEUES HULSBURG-VIERTEL”**



More information about
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Title

Neighbourhood Mobility Dossier of Bremen in SUNRISE [within the phase of WP1: Co-Identification and Co-Validation of Problems and Needs]

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Content

1	INTRODUCTION	
	1.1 Objective and content of “Co-Identification and Co-Validation“ and the Neighbourhood Mobility Dossier	4
2	DOSSIER	
	2.1 Status quo description	9
	• General situation of the neighbourhood (social, economic, environmental features)	
	• Description of the mobility issues in the neighbourhood	
	2.2 Objectives, challenges, opportunities	16
	• Locally specific constellation of the main objectives, challenges and opportunities	
	• The Participation Promise	
	2.3 The Co-Identification Process	20
	• Aims and Expectations	
	• Overview about the steps taken in the Co-Identification process	
	• Target groups, Tools used	
	• Constitution/formation of the Co-Creation-Forum/Core Group	
	2.4 Culminating Outcomes	38
	• Collected needs and ideas	
	• Contradictions and correlations	
	2.5 SWOT Analysis & Corridor of Options	46
	• SWOT strategies	
	• Corridors of options	
	2.6 Lessons Learnt: Drivers and Barriers, Potentials and Challenges	62
	• Potentials	
	• Challenges	
	2.7 Following Steps	70
	• Conclusion drawn and further concept	
	2.8 Data & Expertise	72
	• Resources the city can offer	
3	References	75



Figures 1 – 2: from upper left row to right:
„Street chats” in the neighbourhood (© S. Findeisen/City of Bremen)

Figures 3 – 5: from lower left row to right:
SUNRISE Kick-off event: Citizens discuss problems in the street room during the workshop
(© M. Glotz-Richter/City of Bremen)
Inspirational field trip to Hamburg (© M. Glotz-Richter/City of Bremen)
Internal Kick-off meeting (© M. Glotz-Richter/City of Bremen)

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INTRODUCTION

1.1. Objective and content of “Co-Identification“ and the Neighbourhood Mobility Dossier

Occasion and Purpose

A Neighbourhood Mobility Dossier has been produced in each neighbourhood as a final document of the »Co-Identification and Co-Validation« phase – the first work package of SUNRISE. The aim of this work package was to ensure that all SUNRISE action neighbourhoods – Bremen, Budapest, Jerusalem, Malmö, Southend-On-Sea and Thessaloniki – lay a solid foundation for all following activities. This encompassed the establishment of strategic local alliances and the thorough participatory identification of problems, needs and opportunities in each neighbourhood.

Its key objectives were furthermore:

- To guide each Action Neighbourhood in the set up and constitution of a local Co-Creation Forum (CCF)¹ and the Core Group (CG)²
- To ensure that all relevant status-quo information concerning the Action Neighbourhoods will be included and fully taken into account
- To instruct and support each Action Neighbourhood in the

organisation and implementation of a participatory process to identify, validate and articulate locally perceived mobility challenges as well as neighbourhood specific strengths, weaknesses, opportunities and threats

The Neighbourhood Mobility Dossier aims to comprehensively capture the results of co-identification and co-validation process including the factual and subjectively perceived situation with regard to mobility and other related aspects. The Dossier serves as a guidebook for the neighbourhood themselves regarding the upcoming co-creative phases (co-development and co-implementation of sustainable mobility solutions), but also as an overview and inspiration for other cities and neighbourhoods regarding the co-creative development of sustainable mobility solutions. The set of the six Dossiers of each Action Neighbourhood constitutes the final product of the Co-Identification phase in SUNRISE. Additionally, a summarised overview of the results of the Co-identification and Co-validation phase will be integrated in the »Neighbourhood Mobility Action Plan«³.

¹The Co-Creation Forum (CCF) is a forum/platform where everyone can express their views, ideas and concerns related to the current and future mobility situation within a neighbourhood. It can be seen as a strategic local alliance, covering the public, covering all major stakeholders.

²The Core Group (CG) works as a coordinator of the CCF in the sense of a steering committee and administrative secretariat.

³The Neighbourhood Mobility Pathfinder is SUNRISE's online toolbox to enable exploitation of SUNRISE results beyond the project's lifetime.

»Co-Identification«: Objectives

The main objective of Co-Identification was to ensure that all SUNRISE Action Neighbourhoods lay a solid foundation for the following activities. This encompasses the establishment of strategic local alliances and the thorough participatory identification of problems, needs, ideas and opportunities in each SUNRISE Action Neighbourhood.

Content and Structure of the Neighbourhood Mobility Dossier

To get a first impression of the respective neighbourhood and its characteristics the Dossier starts with an introduction of the status quo situation of the neighbourhood in general and mobility wise followed by a description of the individual objectives, challenges, opportunities and limits regarding the SUNRISE process of the Action Neighbourhood.

The next chapter shows the Co-Identification process-design of the Action Neighbourhood including content about the tools and methods used and groups reached as well as information about the constitution of the Core Group (CG).

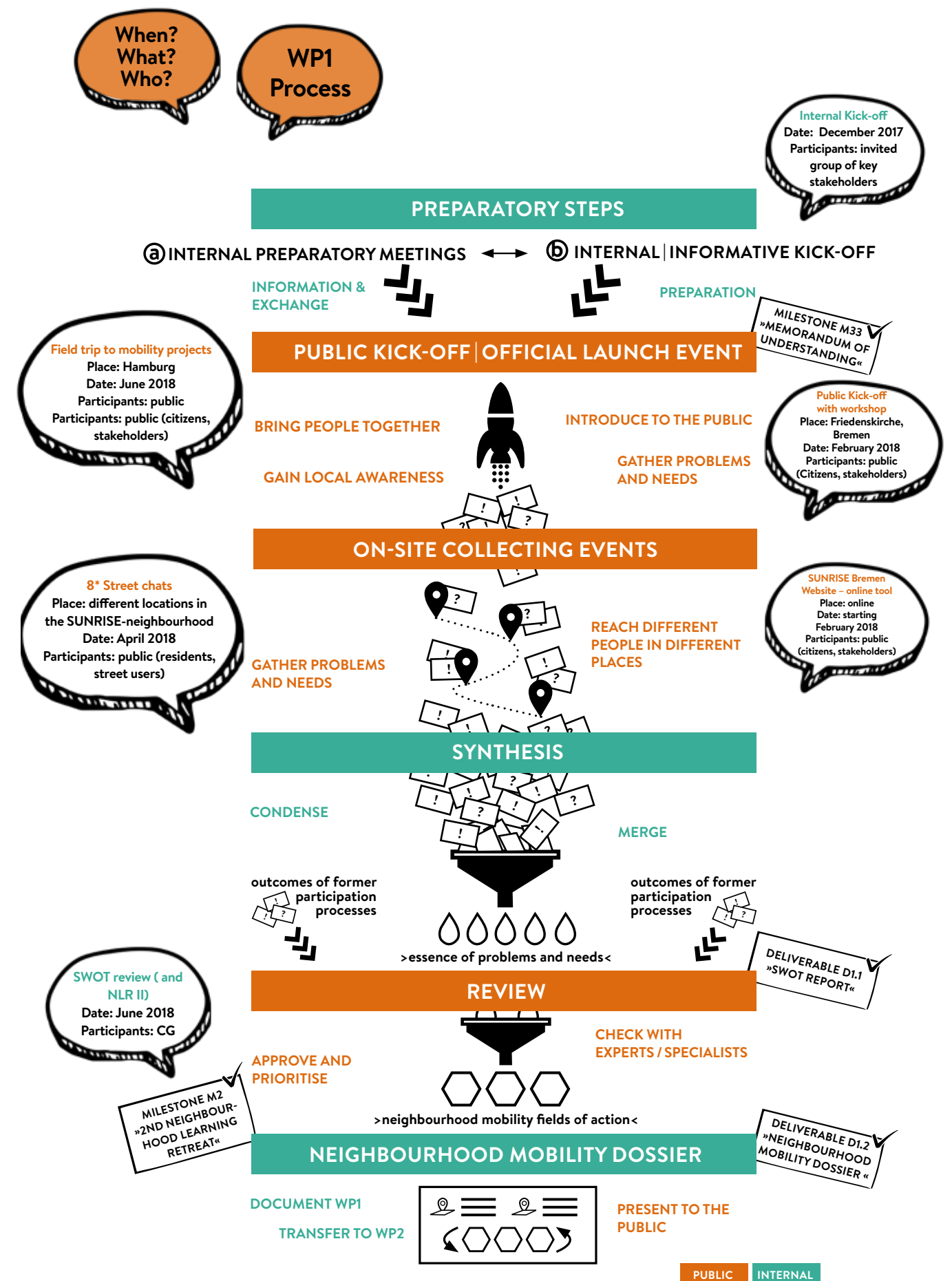
In chapter 2.4 the condensed outcomes of the collected problems, needs and ideas are illustrated and possible contradictions and correlations highlighted.

Afterwards the main outcomes of the top-down and bottom up SWOT Analysis of the neighbourhood are outlined by means of the derived strategies and corridors of options.

In the next chapter the lessons learnt of the Co-Identification process are illustrated firstly by pointing out the potentials and challenges that arose during the participation process in Co-Identification and played a significant role for the further planning and execution of participatory events. Secondly by naming and describing the most relevant drivers and barriers in the first work package.

Finally the next steps for the upcoming co-creation phase are outlined, based on the conclusion drawn from the participatory activities of the Co-Identification process.

In the last step the city gives an overview of what kind of data can be offered (data, calculations, modelling, legal expertise, money, speakers etc.)



*All Formats and activities in SUNRISE Bremen are described starting from page 22 in this document.

Graphic of the ideal typical process of Co-Identification in SUNRISE with the different steps taken. ©urbanista

2.0

DOSSIER



Presenting Bremen and its mobility situation

2.1. Status-quo description

The general situation of the Neighbourhood

The Free Hanseatic City of Bremen (or “State of Bremen”) is the smallest of Germany’s 16 states and is situated in the North. The state consists of the City of Bremen as well as the exclave of Bremerhaven, which lies around 55 km further north, at the North Sea. The City of Bremen has about 560,000 residents and is the 11 largest city in Germany (Statistisches Landesamt Bremen, 2018 a). Bremen is part of the Bremen/Oldenburg Metropolitan Region, with 2.4 million people.

Industries, trade and administration are the backbone of Bremen’s economy. Today Bremen has particular expertise in maritime services, logistics, aerospace engineering, wind energy and automotive. Being a harbour city, Bremen suffered severely under the structural changes of shipbuilding, fish industry etc.. The level of unemployment is above German average – causing also some financial restrictions.

The SUNRISE focus area – the surrounding streets of “Neues Hulsberg-Viertel” – belongs to the borough “Östliche Vorstadt”. It is situated close to the city centre and is a densely populated residential and mixed-use area, with its 29,500 inhabitants (figure for 2015, Statistisches Landesamt Bremen, 2018 b).

It is an area with a wide mix of social groups: Traditionally a high percentage of students and academics live in this borough. In 2015 more than 40 percent of the residents were young to middle aged grown-ups (age 25 – 50 years old). Around 20 percent of the residents had a migration background. This is however significantly lower than in the whole of Bremen (more than 32 percent) (Statistisches Landesamt Bremen, 2018 a, b). In the last years, house prices have increased significantly – the quarter faces gentrification. In 2015, the average income of this area has been a bit over the overall city level (Statistisches Landesamt Bremen, 2018 a, b).

The borough is very lively, hosting a large area for shopping, with restaurants, pubs and bars. Also, the “Weser Stadion”, Bremen’s soccer stadium, is situated in the borough. Therefore, a large number of visitors is regularly attracted to the quarter.



Figure 6: Free Hanseatic City of Bremen – Historic market place
(© M. Glotz-Richter/
City of Bremen)

The general situation of the Neighbourhood



Figure 7: Focus area of SUNRISE in Bremen – the surrounding streets of the “Neues Hulsberg-Viertel” (© City of Bremen)

The streets around the “Neues Hulsberg” and the hospital have been defined as the neighbourhood in focus of SUNRISE (figure 7). These streets belong to several quarters: to the old “Hulsberg”-quarter, “Steintor”, “Fesenfeld” and “Peterswerder”.

All of those are historically evolved quarters, with narrow streets and houses in block construction (figure 8 – 11). Typically, the buildings are narrow 2 to 3 storey townhouses for 1 up to 3 families. Many of the houses were built between the mid-19th century and the 1930s but also post-war buildings can be found, some of them being apartment buildings. Typically, the houses have only tiny front yards, some of them do not even have those. The „SUNRISE“ quarter

is a typical European neighbourhood with also typical problems of overused street space.

The “Östliche Vorstadt” is experiencing some new developments in one of its quarters, the “Hulsberg”-Quarter: A local hospital (“Klinikum Bremen Mitte”) is undergoing a spatial concentration. Only parts of the former 10 ha large hospital area will be further used from the hospital – this makes room for new housing (about 1,500 new apartments, 2,200 – 2,500 additional inhabitants) and hospital related businesses (figure 12). The new residential area is referred to as “Neues Hulsberg” (New Hulsberg).

Figures 8 – 11: Typical streets in the “SUNRISE –quarter”, the surrounding of the “Neues Hulsberg-Viertel” (upper row: © S. Findeisen/City of Bremen; lower row: © City of Bremen)



The development and planning processes for “Neues Hulsberg” have started in 2011/12 and are still in process. Just recently, in Mid 2018, the official development plan entered into force.

The residents and other stakeholders of the ‘Östliche Vorstadt’ have already experienced many participation processes on various themes of urban development. For the new housing area ‘Hulsberg’, an intense participation process has started in 2012 and will continue during the planning and implementation phase (www.neues-hulsberg.de).

Figure 12: Area of new development: The spatial concentration of the hospital (Klinikum Bremen-Mitte) makes room for a new residential area (Neues Hulsberg-Viertel) (© GEG)

Description of the Mobility Issues in the Neighbourhood



Figures 13 and 14: Station based car sharing concept in the public space: the "Mobil.punkt" or "Mobil. pünktchen" (for smaller stations) (© City of Bremen)

Bremen has a high level of sustainable modes in the modal split of the citizens. In total, 64 percent of all journeys of Bremen citizens are made with sustainable modes (Infas, 2019). The bicycle is very present on Bremen's streets with a 25 percent share, every fourth trip is done by bicycle (figure 15 – 16).

Bremen is also a tram city – all public transport is overground. The tram is the backbone – being extended in the last two decades – even running into neighbouring municipalities. The public transport system in Bremen is part of a regional public transport association (Verkehrsverbund Bremen/Niedersachsen) – 33 operators working jointly under one ticketing and information system.

The City of Bremen actively promotes station based car sharing, to offer alternatives to car ownership (Figure 13–14). The 17,000 users (2019) have taken more than 5,500 cars off the road - Every cars haring car replaces about 16 private cars in Bremen [Team Red, 2018]. Car sharing is regarded as a key measure to reduce the number of cars in inner city areas [Bremen's Car Sharing Action Plan, 2009; Bremen's Sustainable Urban Development Plan "VEP" 2025, 2014]. Therefore, the promotion of car sharing has become a crucial part of the strategy in Bremen to reclaim street space – for pedestrians, cyclists, the provision of cycle-parking, etc.



Figures 15 and 16: Bremen is a "cyclists-town" – Every fourth trip is done by bike. left: "bicycle-street" Humboldtstraße – where cyclists have priority (© L. O. Kvalbein) right: Many school kids go to school by bike (© City of Bremen)

The City of Bremen implements car sharing stations (called 'mobil. punkt' and 'mobil. pünktchen') in the narrow streets of the inner city neighbourhoods. Here, not only car sharing cars are provided, but as well bike racks help to improve the parking situation for bicycles. Extended kerbs at intersections improve safety – as there is better visibility without cars being parked into the intersection. But it also helps bigger vehicles like waste collection or fire fighters to manoeuvre into the small streets. Accessibility for such vehicles is a big concern in the neighbourhood.

Bremen has recently updated its Sustainable Urban Mobility Plan (VEP Verkehrsentwicklungsplan 2025) and won the European SUMP Award – not only for the ambition in terms of sustainable transport but as well for its innovative participation concept. Online tools were used in addition to concepts of proactive consultations (e.g. on Saturdays in shopping centres) and with an online scenario game. With this concept, new (younger) groups got involved – and the intense involvement on the political level led to an unanimous decision in the political bodies on the Bremen SUMP (2014).

The street space of the direct neighbourhood of the “Neues Hulsberg” area – the focus area of SUNRISE – is heavily overused (Figures 17–18). Although the modal split of the neighbourhood shows a preference of non-motorised modes (which are quite space efficient), the obvious and widely discussed key problem is the high pressure of car parking and its related consumption of street space.

Sidewalks are partly used for car parking. As a consequence, the space for pedestrians is significantly reduced. Bicycle parking on the sidewalk and garbage bins further add to the problem. In many streets, people with rollators, prams or shopping bags must use the road ways instead. Illegal parking is regularly happening to the extent that fire brigades cannot pass many streets and crossings. Currently the residents have to share the space with visitors of the shops, restaurants and also with visitors of the hospital. Although a parking garage for visitors and employees of the hospital will be build, it is expected that people try to avoid the parking fee and search for free parking spots in the surrounding streets.



Figure 17: One of the main problems related to car parking in the Bremen borough “Östliche Vorstadt” is illegal parking, which also can result in blocking fire engines (© M. Glotz-Richter/ City of Bremen)

Over decades, the practice of car parking halfway on sidewalks was accepted – although not being legal. The introduction of a stricter approach represents a problem as it would mean to reduce the number of cars which can be parked on public space. Due to the high pressure on parking space, car parking has become emotionally charged and an extremely sensitive theme within the neighbourhood as well as a political issue.

The integration of the new neighbourhood “Neues Hulsberg” might increase already existing problems: While a significant number of new residents will move to this quarter, the parking situation might become even more difficult at the same time. The former hospital area, these days used as parking space by residents and visitors, will not be available for this purpose anymore. The options for building new neighbourhood garages are limited due to rarely available space. In addition, construction costs are high and adequate parking fees will not be accepted if there is free parking space closeby (on public streets).

During the planning process of the new neighbourhood “Neues Hulsberg” a mobility concept has been developed. It builds on an increased use of sustainable modes. The new residential area will have a ratio of 4 car parking spaces per 10 apartments. However, it will offer high quality bicycle parking, car sharing and services for bike sharing, freight delivery etc. as integral part of the innovative mobility concept. Street space will primarily be dedicated to pedestrians and cyclists with no car parking except for handicapped. While those ambitious mobility goals of car-reduced living add to the living quality of the new neighbourhood, there is a certain risk of shifting the additional stationary traffic coming with the new residents into the surrounding streets. Also, the hospital is working on a mobility concept – this process is still in progress. There are ongoing debates about how to reduce the risks of attracting more car traffic (of visitors and patients) and how to prevent cars parking in the residential area next to the hospital.



Figure 18: One of the main problems related to car parking in the Bremen borough “Östliche Vorstadt” is illegal parking, which also can result in blocking fire engines (© S. Findeisen/ City of Bremen)

2.2. Objectives, challenges, opportunities

Locally specific constellation of the main objectives, challenges and opportunities

Objectives of the Neighbourhood in the SUNRISE Project

The aim of the Bremen SUNRISE activities is to foster innovative sustainable mobility options. It will be the goal to develop a concept to reduce space consumption of parked cars and to carry out a pilot demonstration of re-allocating street space to walking, cycle-parking, greening etc.

As for many European cities with intense problems in streets due to high parking pressure, any change by reorganising limited street space is a sensitive political issue. Despite all images of Germans keeping rules - there is poor rule-keeping in traffic, especially related to speeding and parking. The low level of fines - being set by federal regulations - is leading to severe problems in all German cities. The discussion about car-parking is emotionally overcharged due to the various citizens' interests: parking the own car, having sufficient space for pedestrians, including handicapped or guaranteeing good accessibility for firefighters. It is seen as a special value of SUNRISE to initiate and moderate the necessary debate among citizens - being aware that there will be no solution that will make everybody happy.

It is also the aim of SUNRISE to carry out an intense "co-creation" process: Street-users, residents, businesses and other stakeholders shall participate in all phases of the process; including the identification of problems, the development of

concepts, implementation of solutions and evaluation of results.

The development of solutions shall be based on the discussion with and among citizens and stakeholders as well as on quantitative data derived from the SUNRISE study on parking in the neighbourhood.

The vision for the SUNRISE neighbourhood – the surrounding of the „Neues Hulsberg“-Quarter is:

- keeping routes for fire engines clear at all times
- a better and fair use of the limited street space available
- improved mobility of all population groups and increased use of sustainable mobility options
- improved quality of stay and quality of life in the streets of the neighbourhood.

Within the four years project duration the following should be achieved:

- a concept for innovative, sustainable mobility solutions and a coordinated action plan agreed with local residents and stakeholders
- individual measures to improve the use of street space and to foster sustainable mobility – implemented and tested in an exemplary manner
- a sound basis for further, medium to long-term implementation after the end of the project
- increased trust between residents and stakeholders in order to continue the dialogue and to work on further sustainable solutions for the street space in the neighbourhood

Concrete qualitative targets have been defined for SUNRISE in Bremen with regard to car sharing, which is a suitable measure for reclaiming street space for all street users: about 500 new car sharing users – and about 100 cars shall be taken off the roads.

Main Challenges of the Project

SUNRISE will deal with an extremely sensitive and highly controversial issue, which is regularly subject in the local media: space consumption by parked cars in residential areas (figure 19 and 20). It is the established practice to tolerate illegal parked cars (e.g. halfway on the pathways) in many neighbourhoods in Bremen for decades. This has led to the perception that those parking habits are legal or – at least – do not result in any consequences. Also, parking of cars on public space is for free in most areas of the neighbourhood. This leads to an attitude of entitlement, that public space can be occupied with private vehicles. On the other hand more and more opposition against this car-friendly practice is formed. Citizens and activists demand that blocking the ways of other street users must stop and the limited space available must

be allocated to all street users – also pedestrians, bike riders, children and disabled persons – in a fairer manner (Figure 20, 21). It can be assumed, that changing those long established practices will create strong conflicts with the car owners and finding some consensus between car owners and other street users might be difficult. Therefore it needs the political will to change things in favour of those whose interests were neglected for a long time – like pedestrians, bike riders, children and disabled persons. Another challenge of SUNRISE is the relatively short duration of the project (4 years). Urban development and mobility projects often are long processes, which need a suitable time frame for the development, planning and implementation phases.



Figure 19: Local Newspaper "Weser Kurier", 27.09.2018
("Here the parking pressure is especially high")



Figure 20: Local Newspaper "Weser Kurier", 03.02.2018
("Parking spaces to become scarce and expensive")

The single phases can be deferred by many factors which are outside the sphere of influences (e.g. decision-making in political processes, the involvement of many stakeholders, the time slots granted by the responsible authorities for construction works etc.). Also the intense participation process of SUNRISE is very time consuming. In a good bottom-up-process the process needs to have a certain flexibility, to react on the needs of the citizens in the different project phases. Additional process steps might be required. Producing “measurable” outputs within the time span of SUNRISE is therefore a real challenge and in many cases beyond the control of the SUNRISE project management. The SUNRISE project budget for the actual implementation is very small. Furthermore, Bremen is a state with a very tight financial budget, so that the financing of mobility measures is strictly limited to the most needed actions. The financing of the implementation of measures is unclear and might only be possible in the medium or long term. of the neighbourhood.

Main Opportunities of the Project

Currently there are a number of parallel initiatives in the neighbourhood that enforce a debate about the use of street space, illegal car parking and the need for pricing public space for car parking. It seems as it is the right time for initiating a change. Supported by those other initiatives, SUNRISE might be able to use this momentum.

The issues in the SUNRISE neighbourhood are complex and the problems have been subject of debates among the residents, the borough administration and the borough parliament for years. SUNRISE has the (personal) resources to manage

the process of urban and mobility development in a systematic and integrated manner. This represents an opportunity to find sound and sustainable solutions and to initiate substantial changes in the street space of the neighbourhood.



„Wo soll ich denn sonst parken?“ Absurde Normalität in der städtischen Raumverteilung



Wann soll ich denn sonst parken? Das war die Antwort, die ich bekommen habe, als ich bei mir im Quartier eine junge Frau angesprochen habe, die ihr Cabrio direkt vor mir auf dem Highway links, und mit diesem Kommentar verschwand sie in einem der Geschäfte. Ja, in der Tat, es war kein Parkplatz frei. Der Straßenraum stand voll mit Autos. Autos der Anwohner*innen, Autos von Kund*innen der Geschäfte und Autos von Pendler*innen, die sich das Geld für das Innenstadtparkhaus gespart hatten. Also der gewohnte und daher normale Anblick - wo soll man denn parken? Wenn man mit offenen Augen durch die Stadt geht oder fährt - egal, ob in der Innenstadt oder in den Quartieren rechts und links der Weser - erkennt man leicht: Die Stadt ist voll, überall sogar. Voll mit Kraftfahrzeugen: parkende Autos, welche man schaut, ist so normal geworden, dass es nicht einmal mehr als Unrecht empfunden wird, wenn Radwege eingeparkt werden und sich Radfahrende innerer wider in verkehrsgefährdender Art und Weise in den Automobilverkehr einordnen müssen. Sichere und uneingeschränkte Mobilität/freiheit für alle. Es ist normal geworden, dass Fußwege halb zugesperrt werden, sodass es Menschen mit Kinderwagen, Rollstühlen oder Rollstühlen oftmals unmöglich ist, sie zu benutzen. Es ist normal geworden, dass so viele an die Kreuzungen herangebracht wird, dass Kinder die Straße betreten müssen, um den Verkehr überhagen sehen zu können. Es ist normal geworden, dass die Straßen unserer Städte so voller Autos stehen, dass Fußgänger*innen und Personenzufahrer*innen nicht mehr durchkommen. Ich will diese Normalität nicht mehr - weil es eben nicht normal ist. Normal ist es, dass Städte sichere und komfortable Mobilität für alle ermöglichen; gerade auch die Schwachen unter uns. Normal ist eine mobilitätsdienliche Stadt, die ein gesellschaftliches Leben zulassen können, weil sie sich einfach durch Stadt bewegen können: Eltern mit d Kinderwagen, Senioren mit dem Rollstuhl und Menschen im Rollstuhl. Normal ist eine Stadt, die für Bürger*innen und Bürgerinnen und Bürger gebaut ist und nicht für Autos! „Ich bin ja gezwungen hier zu parken ...“

Figure 21: Magazine of Bremen's office of the German Cyclists' Federation (ADFC), 10/2018, Topic "How will we use space in the city? - The absurd normality of the distribution of urban space"

2.3. The Co-Identification Process

Aims and Expectations

Aims of the participation process

The participation process in SUNRISE shall go beyond the standards legally required. It encompasses the consultation of the public in all phases of the project – from the identification of local needs, the development of new solutions towards the implementation and evaluation of them. Interested citizens, residents, stakeholders etc. can become involved by:

- bringing problem descriptions and formulating own wishes and ideas;
- developing and discussing solution approaches, the action plan and measures;
- initiating, joining or supporting implementation activities;
- collaborating in the evaluation of outputs and the process;
- participating in shaping the procedural steps and formats of the participation process.

2.3. The Co-Identification Process

Participation Promise

How is the participation process designed?

SUNRISE will be implemented by running a highly participatory “co-creation” process in all phases of the project, including the identification of problems and needs, the development of concepts, the implementation of solutions and evaluation of results. Everyone who is interested shall feel invited to express ideas and concerns related to the current and future mobility situation and the use of street space within the Hulsberg neighbourhood: street users, residents, businesses, individuals, initiatives or organisations. Participation is facilitated via:

- the „Co-Creation Forum“: This is the overall framework for participation in SUNRISE – the “platform” on which all participation activities are carried out, where participants meet and get involved;
- The Core Group (“Projektbeirat”) This is formed from members of the Co-Creation Forum (citizens and stakeholders). The core group meets regularly and works in cooperation with the SUNRISE implementation Team from the City of Bremen on the development of the project and discussion of results.

What does “participation” mean in SUNRISE?

The participation process in SUNRISE goes beyond what is required by law. It encompasses the consultation of the public in all phases of the project – from the identification of local needs, the development of new solutions towards the implementation and evaluation of them.

In SUNRISE, participation of a wide range of stakeholder groups shall be facilitated. Specific efforts will be made to involve groups which often are underrepresented in participation processes (e.g. by target group specific workshops).

What will be done with the input from the citizens?

The ideas and suggestions from the people becoming involved will be taken up and represent the basis for the further working steps within SUNRISE: The input received from the participating residents and other stakeholders will be collected and analysed by the SUNRISE project team, considering technical feasibilities, financial and legal implications or interdependencies within the whole mobility system. It will also be the task of the SUNRISE implementation team (City of Bremen), in cooperation with the core group, to weigh the different positions. This way, also the interests of groups can be adequately considered, who do not have the opportunity or ability to become involved in the project in the same extent as other groups can (e.g. mobility impaired people).

The use of street space and parking of cars is a topic, which is discussed very controversially. Therefore, it can be expected, that the input from the citizens will be very diverse – reflecting the diverse interests, needs and convictions of the people. When it comes to re-allocating street space, there will be one group who will “gain” from the changes, but there will be others, who may experience negative effects. It therefore can be expected that there will be no consensus with regard to some of the measures taken. It is clear from the start, that not all wishes and ideas can be fulfilled.

Who is involved in decision making in SUNRISE?

Decision making in SUNRISE is carried out according to the applicable legislation. The sovereignty of the responsible bodies remains untouched. Depending on the type, scope and impact of the measures, decisions are taken by, for example:

- the Borough Parliament (“Stadtteilbeirat”);
- the administration of the Free Hanseatic City of Bremen e.g. by the Road Authority (“Amt für Straßen und Verkehr”);
- the City of Bremen’s Deputation for Environment, Construction, Traffic, Urban Development, Energy and Agriculture;
- Bremen’s Parliament (“Bürgerschaft”);
- private actors, investors, others.

What financial resources are available through SUNRISE?

SUNRISE is funded by the European Commission’s research and innovation programme “Horizon 2020”. The financial resources available for the City partners (e.g. Bremen) mainly cover the personnel costs to set up and manage the participation process, the development of an action plan, the implementation of pilot solutions, the evaluation of results and processes. Being funded as a research project, the project has rather limited funding available for investments. Only trials of solutions (pilots) identified for the locations as well as small scale interventions can be covered by the SUNRISE funding from the European Commission. Therefore, the implementation of further measures has to be covered by other sources identified within SUNRISE.

What is the focus area of SUNRISE in Bremen?

In Bremen, SUNRISE will focus on the direct neighbourhood of the “Neues Hulsberg-Viertel”, the new housing area currently being developed, and of the hospital “Klinikum Bremen Mitte”. Figure 1 gives an indication about the approximate extension of the “SUNRISE-Neighbourhood”.



**How is
bottom-up
participation
organised in
Bremen?**

What is the timeframe of SUNRISE?

The project duration of SUNRISE is four years: from May 2017 to April 2021. All direct activities of SUNRISE need to be carried out within this timeframe. Nevertheless, there will be more long-term impacts – as behavioural impacts can be part of a longer process.

SUNRISE is a European Research Project – What does this imply?

Being funded by the European Commission's research and innovation programme "Horizon 2020", SUNRISE has significant research elements. The SUNRISE processes themselves and their impacts will be systematically described and assessed in order to extract transferable key lessons learnt. This extraction of lessons will not only take place towards the end of the project, but throughout the life of the project, for constant reflection to "learn as we go", as well as build guidance for future projects. As a part of a European consortium, we will share learning and inspiration with partner cities (Bremen, Budapest, Jerusalem, Malmö and Thessaloniki) and will receive guidance and assistance of a number of SUNRISE "Technical Support" partners. In a 'media society', there is a growing role of 'lighthouse projects' and 'best practice examples' elsewhere that inspires and influences local politics and decision-making.

Which are our principles for working together?

In SUNRISE, we want follow the following principles of working together:

- all voices and ideas, different perspectives and opinions are heard and valued in the project
- we facilitate an open discussion and carry out a neutral moderation
- we make processes and results transparent for the citizens and stakeholders
- formal responsibilities e.g. of the politically elected bodies are respected.

How will transparency of the steps and methods taken through the process be ensured?

Transparency is ensured by regularly providing information on the SUNRISE processes, results and the current status of the project. A wide range of communication channels will be applied to reach the different stakeholder groups and the general public

- the SUNRISE website (www.sunrise-bremen.de)
- SUNRISE newsletter or emails to those having subscribed to the SUNRISE-distribution (all interested persons can subscribe under www.sunrise-bremen.de)
- presentations at specific SUNRISE events, workshops etc.
- presentations of SUNRISE at external events, like public meetings of the Borough Parliament, conferences etc.
- press releases
- articles, interviews etc.

All relevant (intermediate) results of the SUNRISE activities in Bremen will be documented in reports and made available. Furthermore, all relevant official SUNRISE "deliverables" (EU-project language: English) will be made available for interested citizens and stakeholders.

Process Design

The implementation of SUNRISE follows a similar approach in all six participating neighbourhoods, which has been predefined in the proposal. SUNRISE consists of six work packages (WP):

WP 1: Inventory of problems and needs in the neighbourhoods, together with residents and stakeholders (“Co-identification of problems & co-validation of needs”)

It is the objective to identify and validate local mobility-related problems as perceived by residents and businesses of the action neighbourhoods through collaborative processes. The overall participation process of the project is set up. Residents and other local stakeholders are invited and activated to participate in the project. The open participation process is launched with the identification of problems of needs in the neighbourhood. The outputs of this work package include the neighbourhood mobility status quo description, co-identified and co-validated inventory of mobility concerns and challenges expressed by citizens, experts and stakeholders and a SWOT analysis. The key output will be the Neighbourhood Mobility Dossier.

WP 2: Identification and selection of mobility solutions for the neighbourhood (“Co-development & co-selection of solutions”)

Novel solutions are developed, prioritised and selected in this work package, through a collaboration of residents and stakeholders that are interested in, affected by and required for the implementation, operation and maintenance of these solutions. The key output will be a Neighbourhood Mobility Action Plan for each neighbourhood.

WP3: Pilot-like implementation and testing of solutions (“Co-implementation & co-creation of solutions”)

Work package 3 deals with the implement of innovative solutions through co-creative processes involving residents and other stakeholders. Within the framework of SUNRISE, solutions will be exemplary tested (pilot actions). Concrete improvements of people’s quality of life shall be achieved from these pilot activities. Furthermore, recommendations will be developed to facilitate learning from experience made within the SUNRISE cities, for other interested cities (e.g. a position paper on SNMP Sustainable Neighbourhood Mobility Planning).

WP4: Assessment and Evaluation of outputs and processes (“Co-assessment & co-evaluation”)

The objective of this work package is to identify optimal (as well as problematic) co-creation techniques (i.e. participation methods) and solutions for changing mobility patterns with an explicit view on transferability. Participation processes applied and the impact of the developed novel solutions are analysed, assessed and evaluated, both quantitatively and qualitatively. The results will be documented in assessment, evaluation and transferability reports. A key output will be final “Lessons Learned” documents.

WP5: Joint Learning, Communication activities (“Co-learning & Uptake”)

This work package includes all dissemination and communication activities from the neighbourhoods to inform, activate and involve residents and other stakeholders (e.g. by project websites, newsletters etc.). Furthermore, findings are disseminated towards other cities and the European research community. An exchange and “co-learning” within the SUNRISE consortium and with so called “Take-Up Cities” which are interested to benefit from the results and findings of SUNRISE is organised. Bremen is additionally active in various networks of cities on national, European and international level.

WP 6: Project Management

This work package involves activities like regular financial and technical reporting to the European Commission and consortium meetings.

2.3. The Co-Identification Process

Tools, formats, events



Figure 22: Internal Kick-off meeting (© M. Glotz-Richter/ City of Bremen)

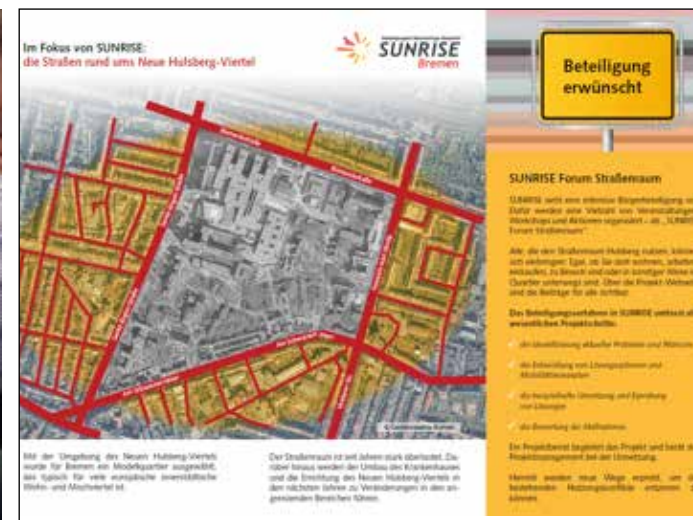


Figure 23: SUNRISE Flyer (City of Bremen)

Internal kick-off meeting (Dec 2017)

The internal kick-off meeting has been organised as a three-hour workshop, to introduce SUNRISE, to identify core group members and to safeguard support and involvement from relevant stakeholders. Around 15 invited representatives of key stakeholder groups have participated: the Borough Administration, the elected Borough Parliament, the Management of the hospital “Klinikum Bremen Mitte”, the Development Agency of the new neighbourhood “Neues Hulsberg-Viertel” (GEG), Fire department (Preventive fire protection), Chamber of Commerce, Bremen’s parking space management, automobile club (ADAC), German Cyclists’ Federation (ADFC) etc.. The meeting has been very successful. The project has been received well and everybody expressed their willingness to support SUNRISE. A number of participants agreed to become a member of the core group.

Start of public relation activities

A wide range of public relation activities have been started in the first phase of SUNRISE, to reach and involve (a cross section) of citizens and relevant stakeholders, to inform about the project, ongoing processes and upcoming events and to report about latest developments. The activities have included the production of press releases, the production and distribution of PR material/ project information, interviews in newspapers/ magazines or invitations of the press to events. There have been a good and positive media echo. The activities will be continued until the end of the project.



Figure 25: SUNRISE Kick-off Meeting: Key note speaker Michael Koucky (partner of the SUNRISE consortium) presents how other cities deal with sustainable mobility and parking problems (© M.Glotz-Richter/City of Bremen)



Figure 24: SUNRISE Kick-off event: Citizens discuss problems in the street room during the workshop (© Gerald Weßel)

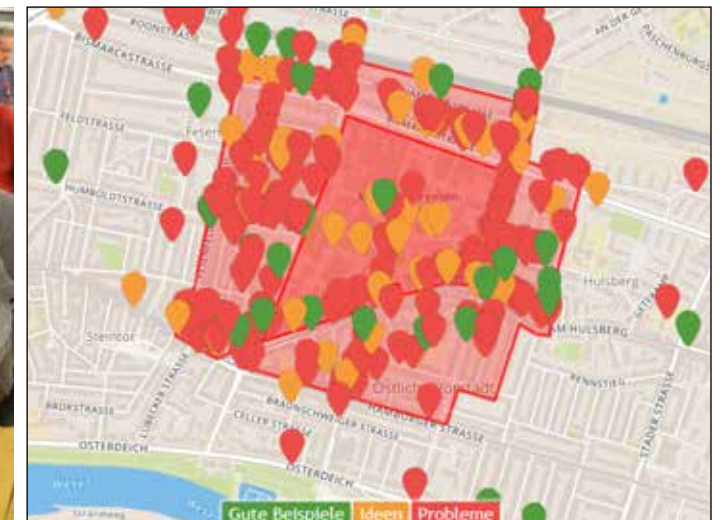


Figure 26: Online participation tool on the SUNRISE website: Stated “problems”, “ideas” and “good examples” can be allocated to a specific location in the neighbourhood

Public kick-off-event (Feb 2018)

A public evening event has been carried out as an information event and workshop. It was the aim to inform about SUNRISE, to safeguard acceptance and support from citizens and to involve them into the participation process to come. A key note speech on sustainable mobility solutions in other cities was held by Michael Koucky, technical support partner in the SUNRISE project and mobility expert from Göteborg, Sweden. Last but not least, a workshop has been carried out in which the participants had the opportunity to identify problems in the street room and contribute ideas or good examples. Around 80 participants – interested residents, representatives of local initiatives, businesses, administration etc. – took part in the event.

SUNRISE-website with online participation tool (questionnaire) (Since Feb 2018)

A project website for Bremen’s SUNRISE activities has been set up with the aid of SUNRISE partner Urbanista, to provide online information and frequent updates about the project (www.sunrise-bremen.de). A key feature of the website is the online participation tool, which allows citizens and stakeholders to contribute their opinion within the co-creation process, independent from physical events or workshops. The online tool also has been used to display all contributions (including those collected at non-line activities), for maximum transparency. The online tool (“NEXTSEVENTEEN” tool) has been kindly provided by Urbanista.



Figure 27: Example of the wide and positive coverage of SUNRISE by local media



Figure 28: SUNRISE Newsletter



Figure 29: "Street chats" in the neighbourhood (© KW Schlie)



Figure 30: Test ride of Bremen's fire brigade within the SUNRISE neighbourhood, with local media invited (© S. Findeisen/City of Bremen)



Figure 31: Internal Workshop with the SUNRISE core group ("Projektbeirat") (© S. Findeisen/City of Bremen)



Figure 32: Inspirational field trip to Hamburg (© S. Findeisen/City of Bremen)

SUNRISE Bremen newsletter and email communications

Interested citizens have been provided with direct information on SUNRISE by means of a SUNRISE newsletter and email communications. Around 80 persons have registered for the mailing list within a few months.

Series of eight "Street Chats" (Straßengespräche) (Apr 2018)

An opportunity for direct dialogues with residents and "street users" in the neighbourhood was organised by means of series of "Street Chats". The SUNRISE team was present in the neighbourhood with a "mobile market stand", equipped with a tent, table, DIN-A0 street map and prepared cards to collect the input of the people. The team was present at eight dates and different locations. The aim was to make the project known to more residents, to talk directly to residents and street users on site and to collect their views on problems, ideas, good examples. Around 110 persons participated – mostly residents passing the stand by chance. However, some people visited the stand on purpose, after having read about it in the newspaper, to use the opportunity to talk to the SUNRISE team and to contribute their views.

Workshop with Core Group (June 2018)

A three-hour internal workshop has been successfully carried out with the members of the SUNRISE core group. The group jointly validated the SWOT-Analysis, which had been prepared by the SUNRISE team on the basis of the citizen's contributions. Furthermore, the workshops was used to exchange on the process so far and to discuss the plans for the further SUNRISE process ("Neighbourhood learning retreat")

Field trip to projects on sustainable mobility in neighbourhoods (June 2018)

An inspirational one-day field trip was organised for interested residents and other stakeholders to Hamburg (projects visited: "Neue Mitte Altona" and "HafenCity"). The main aim was to collect impressions and ideas from other projects on sustainable mobility solutions. The trip was also used to exchange about the ongoing work in SUNRISE and to discuss the joint further processes ("Neighbourhood Learning Retreat"). Last but not least, the trip served the purpose of team-building. Being a successful event, more field trips will be organised.



Who are the participants in SUNRISE in Bremen?

Target groups and participants

In SUNRISE, participation of a wide range of stakeholder groups shall be facilitated. Specific efforts will be made to involve groups, which often are underrepresented in participation processes (e.g. mobility impaired people).

The participation process of SUNRISE shall contribute to an increased trust between citizens, other stakeholders and decision-makers. It also shall increase the understanding and appreciation of the demands of all street users and of sustainable mobility options.

Citizens

- contribute their view on problems and own ideas as being „experts“ for their neighbourhood
- become involved in the planning and implementation of solutions
- learn about sustainable mobility solutions

Borough administration

- organises support in the borough with a wide range of stakeholders
- acts as an interface between SUNRISE and various initiatives in the neighbourhood as well as to the elected borough parliament („Stadtteilbeirat“);
- brings in long term experiences from work in the neighbourhood
- becomes involved in the development of solutions and in their implementation

Elected Borough parliament

- democratically legitimated representation of the citizens in the borough
- acts in the participation process

as an interface between SUNRISE and various initiatives

- brings in long term experience about political conflicts and their solution in the neighbourhood
- is involved in the development of solutions and in decision-making for their implementation

Management of hospital

exchange about the hospital's mobility concept, how displacement effects of car parking (of visitors and employees of the hospital) into the neighbourhood can be prevented

- contributes to finding synergy effects with the SUNRISE neighbourhood
- involved in the development of solutions and in their implementation

Development Agency of New Neighbourhood (Neues Hulsberg)

- interaction between the „new“ and the surrounding „old“ neighbourhood in relation to mobility and urban development in general
- provides an exchange about the mobility concept of the „Neues Hulsberg-Viertel“, how displacement effects of parking cars into the neighbourhood can be prevented
- contributes to finding synergy effects with the SUNRISE neighbourhood
- involved in the development of solutions and in their implementation

Police

- responsible contact for aspects of safety on the streets of the neighbourhood - especially concerning traffic aspects
- becomes involved in the development of solutions and in their implementation

Fire department

- responsible contact for aspects of preventive fire protection in the neighbourhood
- supports SUNRISE with test rides with the fire brigade's vehicles on the streets of the neighbourhood
- becomes involved in the development of solutions and in their implementation

Chamber of Commerce

- represents the business community and their needs
- becomes involved in the development of solutions and in their implementation

Bremen's parking space management (BREPARK)

- responsible for parking space management, operation of parking garages and implementation of on-street car sharing stations etc.
- becomes involved in the development of solutions and in their implementation

Automobile Club (ADAC)

- represents motorists and their requirements
- becomes involved in the development of solutions and in their implementation

German Cyclists' Federation (ADFC)

- represents cyclists and their requirements
- becomes involved in the development of solutions and in their implementation

Citizen's initiative for the development of a cooperative housing project in the new neighbourhood („Stadtteilgenossenschaft Neues Hulsberg“)

- represents citizens, who actively seek to develop new solutions for the new development area (Neues Hulsberg Viertel)
- can contribute to finding synergy effects with the SUNRISE neighbourhood
- becomes involved in the development of solutions and in their implementation

Association, which provides ambulant care („Ambulante Versorgungsbrücke e.V.“)

- represent elderly or mobility impaired people and their requirements in street space
- becomes involved in the development of solutions and in their implementation

Ministry of Internal Affairs (Senator für Inneres, der Freien Hansestadt Bremen)

- is responsible for issues relating to the police and public order
- becomes involved in the development of solutions and possible in their implementation

2.3. The Co-Identification Process

Constitution/Formation of the Core Group

Set Up of the Core Group (CG)

The implementation of the core group was very successful and without problems, as key stakeholders had a strong professional and/or personal interest in improving the mobility situation in the SUNRISE quarter and they have been willing to become directly involved. The involvement of key stakeholders needed diverse informal meetings in advance, to inform about the project, its targets, the planned processes etc. It has been supportive that many of the core group members and parts of the SUNRISE team have known each other before. Some have worked together before in other professional contexts, and in many cases, there have been already established trustful relations.

- Format: open group, with irregular meetings every couple of months (due to time constraints of relevant key stakeholders)
- Legal form: No legal form
- Meeting place: Different meetings places, e.g. rooms from borough administration, rooms of SUNRISE management team (of Free Hanseatic City of Bremen)
- Funds: no funds
- The SUNRISE implementation team is the head of the core group

Work mode of the Core Group

Decision making procedures
There are no strict decision-making procedures established for the CG. The group works with open discussions, exchanging arguments, mostly resulting in consensual decisions or compromises. Decision making on major issues (e.g. approval of action plan measures) is carried out according to the applicable legislation. The sovereignty of the responsible bodies remains untouched. Depending on the type, scope and impact of the measures, decisions are taken.

Current members of the Core Group

- **Susanne Findeisen**
Project Manager responsible for SUNRISE at Free Hanseatic City of Bremen, Ministry of the Environment, Urban Development and Transportation (Der Senator für Umwelt, Bau und Verkehr - SUBV)
- **Michael Glotz-Richter**
Project Manager responsible for Sustainable Mobility at Free Hanseatic City of Bremen, Ministry of the Environment, Urban Development and Transportation (Der Senator für Umwelt, Bau und Verkehr - SUBV)
- **Daniel de Olano**
Borough Parliament (Stadtteilbeirat Östliche Vorstadt)
- **Sven Eckert**
German Cyclists' Federation (ADFC)
- **Steffen Eilers**
Borough Parliament (Stadtteilbeirat Östliche Vorstadt)
- **Hellena Harttung**
Borough Administration (Ortsamt Bremen Mitte/Östliche Vorstadt)
- **Andreas Kartscher**
BREPARK GmbH - Bremen's parking garage operator
- **Helmut Kersting**
Borough Parliament (Stadtteilbeirat Östliche Vorstadt)
- **Florian Kommer**
Property Development Agency Hospital Bremen-Mitte (GEG Grundstücksentwicklung Klinikum Bremen-Mitte GmbH & Co KG)
- **Anne Mechels**
Citizen's initiative for the development of a cooperative housing project in the new neighbourhood ("Stadtteilgenossenschaft Neues Hulsberg")
- **Frank Möller**
Fire Department Bremen (Feuerwehr Bremen)
- **Daniela Wendorff**
Hospital Bremen Mitte (Klinikum Bremen Mitte)
- **Elsbeth Rütten**
Ambulatory Supply Bridge Initiative (Ambulante Versorgungsbrücke AVB)
- **Dirk Matthies**
Automobile club (ADAC)
- **Axel Lindemann**
Police Bremen (Police Station Steintor)
- **Torsten Öljeschläger**
Ministry of Internal Affairs (Der Senator für Inneres)
- **Olaf Orb**
Chamber of Commerce (Handelskammer)

The results of the Co-Identification phase: The process from collection towards synthesis

Establishment of dedicated SUNRISE core group ("Projektbeirat")

A SUNRISE core group has been identified and established. The members represent important stakeholder groups and work dedicated on the success of SUNRISE.

Establishment of communication channels to the target groups and effective communication

Communication channel to interested stakeholders, citizens have successfully been established (e.g. newsletter, website) to inform them directly about the project, the ongoing process and participation opportunities.

Involvement of citizens and stakeholders into the project

Citizens and stakeholders have actively participated via the online-tool and at events (e.g. Public Kick-off event, "street chats").

Awareness on SUNRISE in the public, with stakeholders and institutions

The public, stakeholders and institutions have been made aware of SUNRISE, by public relation activities and events carried out.

Bottom-up identification of problems, ideas, good examples

The first participation phase has been successfully carried out. Around 380 contributions from approx. 200 persons have been collected in an open process with on-street market stands and as well internet based tools between February and June

2018: concrete problems in the street space, ideas suitable to overcome problems or good examples on how former problems have been solved successfully. Furthermore, strategies and options for actions have been brought in by the core group.

Increase of knowledge on sustainable mobility

Members of the SUNRISE Team, the core group, citizens and other stakeholders increased their knowledge on sustainable mobility options and could learn from best practice examples.

Validation of top-down SWOT Analysis

On the basis of bottom-up characterisation of the neighbourhood and own research a SWOT-Analysis has been produced by the SUNRISE-team, which has been validated by the core group (during the "SWOT-Workshop").

Validation of options for actions

Options for actions have been discussed and validated with the core group (Workshop to validate options for actions).

Feedback on the process so far and ideas for the SUNRISE process ahead

The core group members provided feedback on the SUNRISE process so far and contributed new ideas for the implementation of SUNRISE. The excursion to projects in Hamburg served as inspiration.

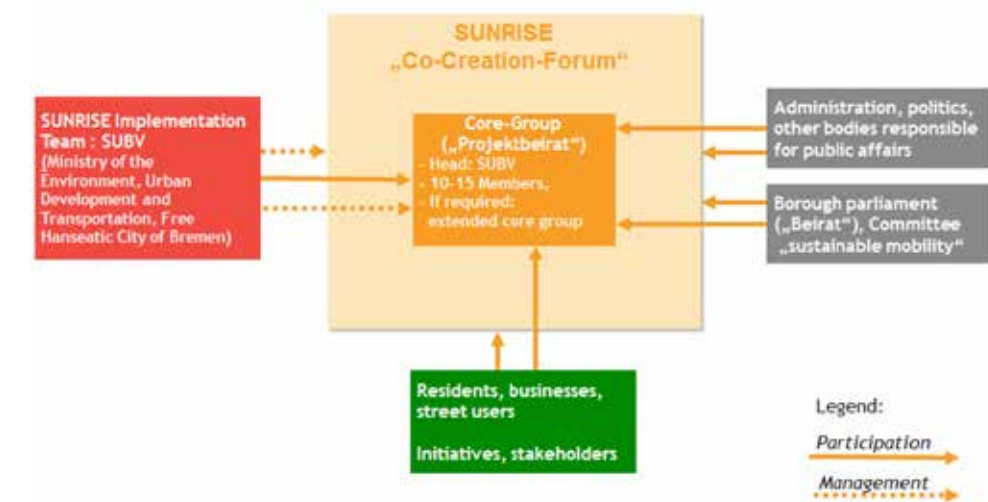


Figure 33: The structure of the participation ("co-creation") process, © City of Bremen

Successful first phase of co-creation process

Overall, the project has been well received so far. A wide range of key stakeholders support the project, many of them as part of the core group. Furthermore, citizens have been open and supportive and show appreciation for the project.

Data collection

- All contributions from citizens have been made visible through the online-tool
- Online contributions are directly visible
- "non-line" contributions (from workshops, street chats) are transferred into the online-tool (with clear identification of the date and location of contribution) by the SUNRISE team
- Contributions of citizens and stakeholders (problems/ideas/good examples) have been analysed and grouped with regard to "topics mentioned"
- Summaries of citizens input, with example "quotes" and locations mentioned in this context have been produced
- Results have been used as basis for SWOT Analysis and strategy development

- Contributions have shown the whole spectre of problems. However, the contributions cannot be considered as "representative".

The first participation phase has been very successful. Overall, 381 contributions (=statements cards) from citizens have been collected from the end of February until the beginning of June 2018. Around 200 persons contributed their statements in the kick-off-Workshop, via the online-tool and in the series of eight „Street Chats“.

The 381 filled out "statement cards" contained:

- 321 statements on specific problems:
 - 285 of those referring to the locations with the SUNRISE neighbourhood (shown in detail below)
 - 32 refer to other locations
 - 4 „other“ statements, not directly relevant
- 97 statements on specific ideas
- 36 good examples

2.4. Culminating Outcomes

Collected problems (285*)

#Illegal parking (56*)

- Illegal parking (inclusive parking halfway on side-walks) blocks other street users (46*)
- Illegal parking reduces the accessibility of streets for the fire brigade (reduced security) and waste collection vehicles or delivery vans (10*)

#Bike paths, space for cycling (42*)

- Problems within the bicycle street (14*) (out of this: 13* Humboldtstraße)
- Cycling on cobblestone (8*)
- Bad condition of the bike path (e.g. Friedrich-Karl-Straße, St.-Jürgen-Straße, Verdener Straße) (6*)
- Narrow bike paths (5*) (e.g. Am Schwarzen Meer, Am Hulsberg, St.-Jürgen-Straße)
- Risk for cyclists due to tram lines (Vor dem Steintor) (5*)
- Risk for cyclists due to opening car doors (2*)
- Narrow distance of carriageway and bike paths; narrow distance of sidewalks and bike paths (2*)

#High parking pressure (37*)

- Non-residents (visitors) use the parking space (18*)
- Not enough parking space (6*)
- “Temporary” residential parking at football games is not ideal (6*)
- Anticipated increase of parking pressure due to the development of “Neues Hulsberg” quarter (4*)
- Loss of parking space (3*)

#Behaviour of other road users (34*)

- Speeding (13*)
- Non-compliant behaviour or limited knowledge of traffic rules (e.g. rights of cyclists are not granted by car drivers, cyclists ride on the wrong side of the road, cars illegally turning) (9*)
- Cycling on sidewalks (5*)
- (Little) consideration of other road users (e.g. from cars who overtake cyclists or from fast cyclists) (4*)
- Car drivers crossing the traffic lights when the lights are red (3*)

#Problematic crossings (34*)

- Lacking/ improvable crossing aids (20*) (out of this: 11* junction Humboldtstraße/ St.-Jürgen-Straße)
- Traffic light circuit unfavourable for pedestrians/cyclists (14*)

#Quality of life/environment/ room for children (26*)

- Noise pollution (10*) (e.g. St.-Jürgen-Straße, Bismarckstraße)
- Not sufficient space for child’s play (6*)
- Not enough/destroyed greenery (4*)
- Air pollution (2*)
- Missing places to sit (benches etc.) (2*)
- Polluted street room (waste etc.) (2*)

#Car traffic and related road infrastructure (21*)

- High traffic volume (10*) (z.B. Friedrich-Karl-Straße, Bismarckstraße)
- Too narrow width of the carriageway (6*) (out of this: 5* Friedrich-Karl-Straße)
- A lot of through traffic (4*)
- Bad condition of carriageway (“kleine Bismarckstraße”) (1*)

#Conditions for pedestrians/ accessibility (16*)

- Problems due to cobblestones (3*) (e.g. Wendtstraße, Graf-Waldersee-Straße, Hemelinger Straße)
- Height of kerbs (3*) (e.g. Hemelinger Straße)
- Narrow width of sidewalks (3*)
- Bad condition of sidewalks (1*)
- Other obstacles on sidewalks (other than parked cars) (6*) (e.g. dust bins, bulky waste, bikes, bollards)

#Risks of accidents (12*)

- Risks of accidents, uncertain traffic situation (12*) (e.g. Kleine Bismarckstraße, St.-Jürgen-Straße/Graf-Haeseler-Straße, Friedrich-Karl-Straße, Manteuffelstraße)

#Route Connection (4*)

- Missing route connections for pedestrians and cyclists (4*) (Out of this: 3* route across the hospital area)

#Public transport (3*)

- High ticket prices (2*)
- Missing tram/bus stations (1*)

The list summarises the 285 specific problems referring to locations within the SUNRISE neighbourhood and how often they have been mentioned.

Comments:

- 4* contributions did not target the concrete topic, they have not been included in the above summary
- additional 32 contributions on “problems” were made to locations outside the SUNRISE area – those are not included in the above summary

★
**Which are
the essential
ideas,
problems
and needs on
mobility in
Bremen?**



Collected ideas
(97*)

The following list summarises all 97 specific ideas and how often they have been mentioned:

#Parking (33*)

- Introduction of residential parking (9*)
- Creation of more parking space (with new building projects); intensifying the use of parking space (e.g. on hospital area: Multiple use considering shift workers, underground car park) (6*)
- Stronger monitoring to enforce car parking in accordance with the road traffic regulations (4*)
- Allocation of parking costs on public space to the users (2*)
- Reduce parking spaces (2*)
- Establishing loading zones for delivery vans (1*)
- Using /re-investing income from parking management for public transport (1*)
- Using flower buckets (instead of bollards) for preventing illegal parking (1*)
- Clear markings to indicate legal parking spaces (1*)
- Implementation of no-parking zones (1*)
- Check the actual usage of private parking garage (to contain misuse) (1*)
- Legalising parking halfway on sidewalks (on one side of the street) (1*)
- Regularly changing the street side on which parking is allowed street cleaning (1*)
- Using stickers “Do not park on our sidewalks” (1*)
- Higher sanctions for illegal parking (1*)

#Bicycle Traffic (27*)

- Improvement of bike paths (6*)
- Improvement of route connections (5*)
- Improvement of crossing aids (4*)
- Implementation of additional bicycle streets („Fahrradstraßen”) (4*)
- Increase bike sharing services (also cargo bikes) (2*)
- Implementation of “waiting zones” for bikes in front of traffic lights (1*)
- Clearer marking of bicycle streets („Fahrradstraßen”) (1*)
- Grinding off/flattening cobblestone pavements (1*)
- Bi-directional cycle paths (1*)
- More bike racks (1*)
- Awareness-raising campaign (1*)

#Car Traffic (21*)

- Introduction of speed limits (13*) (e.g. Friedrich-Karl-Straße, Bismarckstraße, Myrthenstraße, Schaumburger Straße)
- More car sharing (2*)
- Reduction of the width of traffic lanes (1*)
- Speed monitoring (1*)
- Banning of trucks (1*)
- Car-free city centre (1*)
- Leaving individual motorised traffic behind – towards public transport, bike traffic and walking (1*)
- Removal of the already installed width reduction of traffic lane (Braunschweiger Straße) (1*)

#Quality of Life (6*)

- Implementation of “temporary play streets” (4*) (e.g. Anna-Lühring-Straße, Sachsenstraße)
- Improving the quality of stay (2*) (e.g. Seats in public space, use of area of former filling station at Am Schwarzen Meer)

#Pedestrian Traffic / Accessibility (5*)

- Specific activities for students (e.g. Joint walks/bike rides to schools, temporary closing of roads before school starts) (3*)
- Improve accessibility (2*) (e.g. Hemelinger Straße)

#Public Transport (5*)

- Implementation of additional bus stop (3*)
- Higher service frequencies of trams (1*)
- Shuttle/mini bus (“bus-on-demand”) to the hospital (1*)



Collected good examples
(36*)

The following list summarises 36 good examples collected and how often they have been mentioned:

#Bicycle Traffic (17*)

- Improved bicycle infrastructure (7*) (e.g. asphalt bike path on cobble stone – in Schaumburger Straße; Am Schwarzen Meer, St.-Jürgen-Straße)
- Implemented bike racks (2*) (e.g. Graf-Waldersee-Straße)
- Implemented bicycle streets (“Fahr-radstraßen”) (2*) (Graf-Haeseler Straße, Humboldtstraße)
- Good bike paths (1*) (Bismarckstraße)
- Traffic lights for bike paths (1*) (Friedrich-Karl-Straße)
- Allowing cycling against the one-way street direction (1*)
- Copenhagen as good example for bike traffic (1*)
- Traffic control for cyclists (example City of Münster) (1*)
- Bike riding training for migrants (1*)

#Car Traffic (8*)

- Through traffic prevented (4*) (e.g. Sachsenstraße)
- Electric recharging points (1*)
- Car-sharing (2*)
- Bike racks serve as space reserve in narrow streets (where cars and bikes can pass each other) (1*)

#Quality of Life (5*)

- Greening of streets (3*) (Schaumburger Straße, Humboldtstraße, Verdener Straße)
- Street suitable for playing (1*) (Manteuffelstraße)
- Cobble stones allow rain water to infiltrate into the ground (1*)

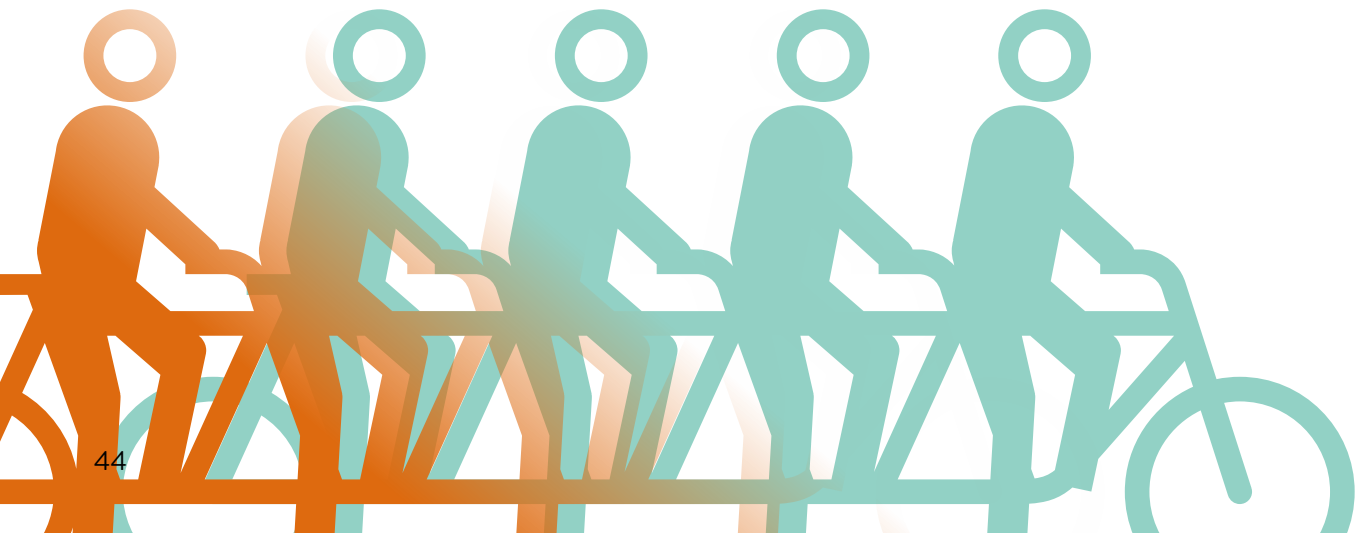
#Pedestrian Traffic / Accessibility (3*)

- Good crossing possibilities (2*) (Oster-deich)
- Wide sidewalks (1*) (Humboldtstraße)

#Parking (2*)

- Temporary residential parking zone during Soccer-Games (1*)
- Bollards prevent illegal parking (1*)

#Other (1*)



Contradictions and Correlations

- The input from the citizens show the whole spectrum of problems for all mobility modes: walkers, cyclists, car drivers and public transport users. Also, although it has not been the main element of this participation activity, many good ideas and examples have already been identified by the citizens. The answers of the citizens illustrate, that there are – as expected – contradictory demands for the street space: Many people wish for less car traffic and space consumption for car parking – to give more room for other street users. Others demand for more parking space.
- It is clear, that the contributions collected cannot be considered as representative. The number of participants is too low for that and some citizen groups (e.g. mobility impaired people, young people) have been underrepresented. Therefore, the count of how often a particular issue has been mentioned cannot be used to identify clear priorities. But the input can be well used as a basis for further analysis of the problems and demands. This should also include the particular consideration of groups and their demands who have not been considered adequately so far. It is a general question in participation processes, whether demands of certain groups (e.g. mobility impaired persons, more vulnerable road users) should have a higher value in the weighting process of planning.
- Some ideas mentioned are outside the direct framework of action of SUNRISE, as they are not compatible with local or national legislation. Other ideas are simply not financeable within a foreseeable time. Nevertheless, those ideas are still valid as they can serve as stimulations for future projects or initiatives to adapt legislation.

2.5 SWOT Analysis & Corridor of Options

SWOT-Matrix

STRENGTHS	
Pedestrian traffic	Bicycle traffic
Many pedestrians in relation to total traffic: 30 percent of all ways by foot (for statistical district „Bremen Mitte“; Bremen as a whole: 25 percent)	Many cyclists in relation to total traffic: 29 percent of all ways are done by bicycle (for statistical district „Bremen Mitte“; Bremen as a whole: 23 percent)
Short connections within the quarter for pedestrians (low factor of detours)	Increased visibility and safety of cyclists through „critical mass“
30 km/h on most roads reduces the risk of accidents	Very high bicycle ownership rate (88 percent, for statistical district „Bremen Mitte“; Bremen as a whole: 84.6 percent)
Many school children walk to school some streets of the neighbourhood with a lot of vegetation	Three „bicycle streets“ in the SUNRISE neighbourhood (20 in total in Bremen), with priority for bicycle traffic
Sufficiently good surface condition of many footpaths (for users without special needs!)	One-way streets opened for bicycle traffic in the opposite direction Bicycle tests for primary school children
High urban density, short distances	Offers for refugees to use bicycles to participate in Bremen
High quality of urban development with many picturesque town houses etc.	

2.5 SWOT Analysis & Corridor of Options

SWOT-Matrix

STRENGTHS	
Local public transport	Individual motorised transport
High frequency of tramlines and buses	Generally comparatively few road congestions in Bremen and in the neighbourhood
Coordinated timing of trams (time-shifted)	low share of individual motorised transport in relation to total traffic (25 percent of all ways by car for statistical district „Bremen Mitte“) compared to Bremen as a whole (36 percent)
Some public transport services also at night	Small number of cars compared to other districts and the German average (in the borough “Östliche Vorstadt”: 34.3 cars/100 inhabitants; 31.4 private cars/100 inhabitants; Bremen in total: 41.1 cars resp. 35.6 cars/100 inhabitants; Germany: 55,5 cars/100 inhabitants)
Good bus stop facilities (roofed, protected from rain/wind)	High share (48 percent) of households without cars (46 percent with 1 car/ household; 6 percent with 2 cars/ household) (for statistical district “Bremen Mitte“)
Dynamic passenger information	More than 15000 users of station-based car-sharing in Bremen; 4 stations with 11 vehicles in the neighbourhood (in the wider area: 14 additional stations, 54 vehicles)
Barrier-free public transport vehicles (low-floor technology, use of lifts, etc.)	Many one-way streets – reduces through traffic in many residential streets
Environmentally friendly engines (trams with 100 percent green electricity, 3 electric buses)	Temporary resident parking is regularly established during soccer games in the local soccer stadium (free parking space just for residents)
Electronic tickets (“BOB Ticket”, mobile ticket of the VBN Regional Traffic Association)	
Joint ticket system for all public transport of regional traffic association VBN	
App for timetable and ticketing available	

2.5 SWOT Analysis & Corridor of Options

SWOT-Matrix

WEAKNESSES		WEAKNESSES	
Pedestrian traffic		Bicycle traffic	
Many sidewalk are too narrow – little room for pedestrian traffic	Low accessibility for blind and visually impaired people as infrastructural elements (e.g. tactile elements) are mostly missing	Many cycle paths are too narrow	Not all cyclists use the “bicycle streets” according to the rules, e.g. as they feel unsecure about riding on the road (Humboldtstraße)
Sloping sidewalks reduce the accessibility (freedom of barriers)	Reduced accessibility for mobile impaired people as structural requirements (e.g. paving, lowering) are mostly missing	Cycle paths are often blocked by cars, which do not park in accordance with the rules, which leads e.g. to unsafe situations due to the reduced visibility for cyclists	Traffic lights partially unfavourable for cyclists
Frequently blocked sidewalk due to cars not parked in accordance with the rules - without being sanctioned	Low accessibility for mobile impaired people due to impassable cobblestones on the roadways of many residential streets	Cobblestone roads in many residential streets which are difficult to drive on by bike (comfort/safety issue)	Not enough parking spaces for bicycles or bicycles with special features, e.g. for (expensive) e-bikes or cargo bikes (rain-prove, secured, with large dimensions)
Poor visual conditions for pedestrians (especially for children) due to cars parked in zones of parking bans	Large hospital area of “Klinikum Bremen Mitte” represents a barrier for pedestrians	Often poor surface quality of cycle paths	Missing crossing aids, e.g. on main roads
Regularly blocked sidewalks due to garbage bins, waste paper etc.	Few areas for children’s play, no reduced traffic areas („play streets“ – streets forming a designated playing area), no “temporary play streets”	Some cycle paths with interruptions or ending abruptly	Barrier effect of the hospital “Klinikum Bremen Mitte”
Many blocked sidewalks due to parked bicycles	Some streets with only little vegetation	Risk of accidents due to cycle paths in the close proximity of parked cars (opened car doors)	Lack of good bicycle routes connecting the neighbourhood with different parts of the city
Pedestrians are disturbed by cyclists who illegally use the sidewalks (especially when they want to avoid cobblestone roads with their reduced comfort and safety for cyclists)	Few green areas (parks)	Risk of accidents due to spatially separated cycle paths which reduce the visibility of cyclists)	Inadequate accessibility of the neighbourhood via important junctions in the surrounding area (e.g. “Am Dobben”)
Missing crossing aids on many roads	(Almost) no public seats	Risk for bike riders by incorrect turning of cars and disregarding the priority regulations	Parts of the population are not riding bicycles at all
Some traffic lights are unfavourable for pedestrians (too short green light phases for crossing the whole street, long waiting time)	Few spaces of encounter	Lack of attention/consideration of some motorists, e.g. urging cyclists using the road	Limited range of rental bicycles and almost no bike-sharing offer of freight bikes
Some hazardous locations for pedestrians near bus/tram stops, where users of the bus/tram easily get in conflict with individual motorised transport or cyclists	Temporary problems: Littering	No consistent design of “bicycle streets”, resulting in uncertainties among street users and some disregarding the specific rules	Risky ways for cyclists where tram tracks have been laid (“Vor dem Steintor”).

SWOT-Matrix

WEAKNESSES		WEAKNESSES	
Local public transport	No barrier-free bus/tram stations (kerbstone heights of 12 cm)	Individual motorised transport	The hospital "Klinikum Bremen Mitte" generates high car traffic
	Noise pollution from rail traffic		Only a few parking spaces are clearly marked
	Relatively unfavourable public transport access in "Neues Hulsberg" area, especially for hospital (distance from tram stops e.g. to main entrance; for shift workers hardly usable because of the few night rides)		Very high traffic volume on the main roads which leads to noise and air pollution
	Despite sufficient traffic potential, the implementation of a new railway station ("Mitte") is not feasible		Road space often strongly car-oriented
	16 percent of all journeys are made by public transport (statistical district "Bremen Mitte", Bremen as a whole: 16 percent) – this is a rather low value compared to other cities	No residential parking in the neighbourhood – foreigners compete with residents for parking spaces	Lots of through traffic on all main roads and in individual residential streets
		Free parking in public spaces – only a few exceptions	Increased noise due to cobblestone pavement
		Free parking attracts car traffic	Car drivers often exceed the speed limit (partly subjective perception)
		Only few parking area monitoring: toleration of cars not parked in accordance with the rules (Parking not in accordance with the rules is perceived as „customary law“)	Low fees for parking in parking garages (in the city centre / next to the neighbourhood), public transport more expensive
		Often cars are parked illegally (double-sided parking or parking half-way on the pavement) and thus block the way for other street users	Very low availability of charging stations for alternative fuels – electric charging stations, hydrogen filling station
		There are significant safety risks for residents as ambulance services and the fire brigade often cannot pass junctions or streets due to the illegal parking of cars	Car-sharing in the neighbourhood has almost no e-vehicles
		Stationary traffic dominates many roads	Occasionally poor condition of the road surface
		Continuously very high parking pressure (more cars than parking spaces) which leads e.g. to a lot of traffic due to the search of parking spaces	No parking garage in the neighbourhood
		Parking pressure is additionally increased by the many visitors of the quarter/hospital/soccer games etc.	

SWOT-Matrix

OPPORTUNITIES		OPPORTUNITIES	
High quality and availability of station-based car sharing in Bremen (Cambio, Flinkster, MoveAbout)	New leasing offers for bicycles for the job (instead of company cars)	Innovative „micro-hubs“ concept facilitating local logistics – use of decentralised distribution points by suppliers / parcel service providers	New "Neues Hulsberg" area residents increase public transport demand
A high level of environmental and sustainable mobility awareness among residents	Vehicles with low-emission engines- reduction of environmental pollution	Digitisation in traffic (e.g. sensor-controlled parking management systems to reduce parking search traffic, apps for barrier-free routes)	Potentially new tram stop "Sorgenfrei" could give better accessibility to "Neues Hulsberg" area
Atmosphere "pro bicycle/pedestrian" in the neighbourhood (and in Bremen in general), coming from the population, politics and being supported by initiatives	Discussion about diesel and impending driving bans in other cities	Innovative shuttle concepts (e.g. VW: Moia) supplement public transport	Popular urban living environment – citizens become involved to increase the quality of life in „their“ neighbourhood
Declining importance of driving licence and car ownership among young people	Aging society – which could lead to an increasing consideration of accessibility	„Micro-mobility“ (electric scooters, segways, hoverboards) as opportunity for sustainable mobility but requires to clarify where and how to use	
Replacement of car rides / attracting new groups of cyclists with pedelecs/e-bikes and freight bicycles (additional areas of use and larger radius of action)	Development of the hospital and the "Neues Hulsberg" area could enable improved pedestrian routes between neighbourhoods	New mobility offers through the new development of the hospital/"Neues Hulsberg" area, which can also be used by local residents (car-sharing, micro-hubs, parking facilities, etc.)	
Trend: "using" instead of "owning"	EU, federal and regional funding programmes for sustainable mobility (e.g. for digitisation in pedestrian traffic)	Short distances in the neighbourhood, good local supply situation	
Many car-sharing users („testimonials“)	Framework conditions of the federal policy is beneficial for a change in transport policy	New residents in "Neues Hulsberg" area secure the demand for a local supply with everyday necessities (i.e. a contribution to make local shops economic viable in the long term – which contributes to a liveable city)	
A study, commissioned by the city of Bremen, showed that one station based shared car can replace 16 individual private cars	Strategies of Bremen's transport policy promote sustainable mobility		
Bike-sharing providers (also freight bikes, e-bikes) looking for markets	Inclusion/participation as objective of many policy areas		

SWOT-Matrix

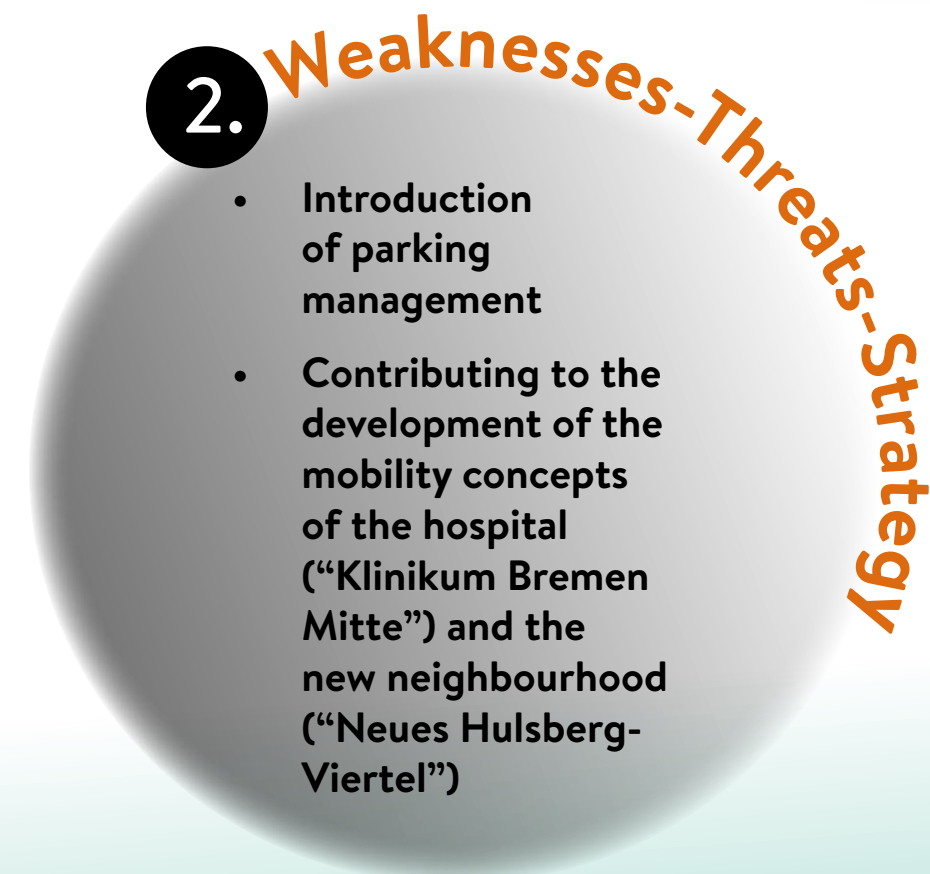
THREATS		THREATS	
Additional traffic through new development of the hospital/"Neues Hulsberg" area (e.g. at entrances and exits to car parks)	Potentially reduced acceptance of bike-sharing due to (non-regulated) free-floating bike-sharing offers (many cities have experienced problems with the large number of wildly parked bikes of bike sharing companies)	Long process for the further development of the traffic rules (legislative procedures)	"Micro-mobility" on sidewalks (electric scooters, segways, hoverboards) can interfere with pedestrians if the according infrastructure is not designed to meet those extra needs
Ambitious mobility concept of the "Neues Hulsberg" area which could lead to the relocation of stationary traffic to the surrounding districts	Free-floating car-sharing offers tighten parking problems	Increase of match days in the soccer league – additional burdens for residents during the working week	Privileged status (i.e. tax advantages) of company cars increase the use of MIV
Delay of several years in the construction of the multi-storey car park of the hospital "Klinikum Bremen Mitte"	„Micro-mobility“ (electric scooters, segways, hoverboards) can become a problem if used with some speed on sidewalks	Increasing number of parents driving their children by car to school, leisure activities etc. ("mama taxi / Elterntaxi")	Low fines for illegal parking
With the development of the Hospital/"Neues Hulsberg" area comes an elimination of unofficial parking areas (at night) for residents from neighbouring streets which could lead to an increasing parking pressure for the neighbourhood	High public transport ticket prices: it can prevent people to use buses or trams (and can increase the use of private cars)	(Subjectively perceived) increase of aggressiveness/lack of consideration in road traffic	
Unfinished mobility concept of the hospital	Economic constraints of BSAG (Bremen's Public transport company)	Increased parking pressure through digital aids for drivers (e.g. apps for displaying free parking spaces)	
Possible conflicts between supporters and opponents of cobblestone	Election of the City Parliament ("Bürgerschaft") and Borough Parliament ("Stadtteilbeirat") in spring 2019: Sensitive decisions might become postponed for the time after the election; possible new political objectives of transport policy	Increasing car ownership through gentrification	
A high number of bicycle theft	Lack of courage (political will) to demand enforcement of traffic rules	Increasing motorised traffic (also with electric cars)	
Cycling infrastructure is not suitable for increasing speed differences and vehicle widths (pedelecs/e-bikes, freight bicycles, child trailers)	Unclear financing of measures (limited budget of Bremen)	Increasing number of commuters in Bremen	
		Increasing width of cars exacerbates parking problems (SUVs)	
		More delivery traffic due to increasing online trade	

2.5 SWOT Analysis & Corridor of Options

SWOT-Strategies

The “Weaknesses-Opportunities-Strategy” can be used to improve weaknesses by taking advantages of opportunities.

The “Weaknesses-Threats-Strategy” can be used to minimise weaknesses and avoid dangers in Bremen.



Which strategies support reaching the SUNRISE goals for Bremen?

2.5 SWOT Analysis & Corridor of Options

Corridor of Options

1. Reduction of illegal parking (W-O-Strategy)

Illegal parking shall be reduced to minimise the blocking of sidewalks and cycle paths, to minimise barriers for mobility impaired persons and to reduce the risks of fire engines not being able to pass junctions and streets. The current atmosphere “pro bicycle/pedestrian” coming from the population, politics and being supported by initiatives could change the political will to tackle the conflicts around car parking and to shift the space allocation towards a fairer consideration of the demands of other street users. To reduce effects on residents, this strategy should be implemented in combination with parking management measures and with improved offers on alternative mobility options.

The following actions might be an option for the SUNRISE neighbourhood:

- Stronger monitoring (and fining parking offences) to enforce parking in accordance with the road traffic regulations
- Constructional measures to reduce illegal parking (e.g. bollards in narrow junctions)
- Other measures to reduce illegal parking (e.g. markings to clearly indicate legal parking spaces)

2. Introduction of parking management (W-T-Strategy)

The current situation of free parking in the neighbourhood for everybody attracts parking cars and the related traffic. Thus it intensifies the problem around the limited street space available for residents. Therefore parking management measures shall be implemented to enable the steering of parking in the neighbourhood. This is particularly important for reducing the potential threat of attracting parking visitors and employees of the hospital and to reduce possible relocation effects of stationary traffic into the neighbourhood, derived by the ambitious mobility concept of the “Neues Hulsberg” area.

A fee based parking has to be introduced in combination with residential parking to allocate the limited parking space available to residents and to reduce the attractiveness for visitors to park in the neighbourhood. This has to be accompanied by a tuned price system for local public transport and parking fees – so that public transport becomes more attractive than car rides or even private car ownership. Finally parking opportunities should be further developed. The exploitation of existing space (e.g. supermarkets) for the public can be a cost-efficient option. It has to be investigated, if the construction of a multi-storey car park is also an option.

The following actions might be an option for the SUNRISE neighbourhood:

- Pricing of parking space/introduction of fee based parking in public areas
- Introduction of residential parking
- Coordinated price system of local public transport and car parks/parking fees in adjacent neighbourhoods (to make public transport more attractive)
- Development of parking opportunities for the public on existing car parks/spaces on private properties
- Construction of (multi-storey) car parks to reduce the number of parking cars on the streets

3. Support of sustainable mobility options (W-O-Strategy)

The support of sustainable mobility options will be a vital strategy in a situation where the street space is very limited, the space for parking is scarce and common (illegal) parking practices needs to be further reduced to prevent blocking of other street users. Sustainable mobility options (walking, cycling, using public transport) and innovative services (e.g. car-sharing, sharing of freight bikes) can reduce the number of private cars. Therefore, related offers have to be enhanced and conditions have to be improved to draw more people or “users” towards sustainable mobility and away from using or owning cars. The following actions might be an option for the SUNRISE neighbourhood:

- Further increase of car-sharing stations to create alternatives to private car ownership
- Implementation of lending station(s) with (rental and) freight bicycles etc.
- Creation of bicycle parking spaces in the neighbourhood - also rain protected/ large dimensioned / secured spaces for pedelecs, freight bicycles etc.
- Measures to improve cycling infrastructure (cycle paths, better marking of cycle paths etc.)
- Measures to privilege bicycle traffic (further development of “bicycle streets”, introduction of “bicycle zones”)
- Micro-hubs (decentralised collection points for suppliers / parcel service providers), to reduce delivery traffic
- Barrier-free/cyclist-friendly road surface (no cobblestone) in residential streets, to increase accessibility and to free the sidewalks from cyclists
- Measures to improve important crossing situations (street refuge, traffic lights, pedestrian crossing)

2.5 SWOT Analysis & Corridor of Options

Corridor of Options

- New street design to implement innovative mobility concepts („meeting zones“, „shared space“) instead of speed limitation to 30 km/h
- Digital help to improve the finding of available parking space
- Digital help for pedestrian traffic
- Further improvement of accessibility of public transport stations
- Measures to increase accessibility for mobile impaired and visually impaired people (paving, lowering, tactile elements, etc.)
- Revision and further development of public transport services (stops, lines)
- Innovative services complementing conventional public transport (shuttle buses, new taxi services, bike sharing etc.)

4. Improvement of the quality of stay (W-O-Strategy)

Currently in many streets of the „SUNRISE“-neighbourhood the quality of stay is reduced by the dominance of parking cars. The potential of many streets is not utilised to invite residents to meet, to communicate or spent time in them. Furthermore, children have not many options to play in the public area. Measures should be taken to improve the quality of stay in the streets. They can be supported by resident's initiatives: There is a high level of environmental and sustainable mobility awareness among residents and many of them have proved to be very engaged. This engagement can be used by for

- The creation of more space for play of children (playgrounds, traffic-calmed streets - „play streets“, temporary „play streets“)
- Measures to improve the quality of stay: greenery initiatives, waste bins, expansion of „nice toilet“ initiative of gastronomy, benches etc.

Another important measure can be the enforcement of speed restrictions, which can add to the quality of life and safety in the neighbourhood, in particularly:

- Speed monitoring on main roads

5. Contributing to the development of the mobility concepts of the hospital („Klinikum Bremen Mitte“) and the new neighbourhood („Neues Hulsberg-Viertel“) (W-T-Strategy)

The motivation for SUNRISE in Bremen has been the new developments in Hulsberg – the re-alignment of the hospital and the development of a new housing area – with the related concerns about increasing the existing traffic and parking problems for the neighbouring streets. It is clear that solutions for a better use of street space need to encompass the whole area, a) to avoid relocation of problems b) to make use of synergy effects between the neighbouring areas and the hospital. Therefore, it will be an option to become involved in the development and/or implementation of the mobility concepts of the hospital and the new neighbourhood and to consider those concepts in the design of own measures.

The following action might be an option for the SUNRISE neighbourhood:

- Consideration of the mobility planning of the hospital „Klinikum Bremen Mitte“ and the new Neighbourhood „Neues Hulsberg-Viertel“ (using synergies, becoming involved)

6. Implementation of information campaign (W-O-Strategy)

Sustainable mobility – innovative options and services, costs, benefits etc. – need to be communicated to the public to initiate a change of habits. The organisation of events and activities can be suitable to establish first contacts to new technologies and to make people curious and interested. Last but not least the understanding of other street users demands is essential for creating an acceptance for a reallocation of street space.

The following actions might be an option for the SUNRISE neighbourhood:

- Information campaigns about (sustainable) mobility offers, car-sharing, multimodality, consideration etc.

2.6 Lessons Learnt

What went well? What didn't work?

What went well?



- **Establishment of dedicated SUNRISE core group ("Projektbeirat").**
A SUNRISE core group has been identified and established. The members represent important stakeholder groups and work dedicated on the success of SUNRISE.
- **Establishment of communication channels to the target groups and effective communication.**
Communication channel to interested stakeholders, citizens have successfully been established (newsletter, website) to inform them directly about the project, the ongoing process and participation opportunities.
- **Involvement of citizens and stakeholders into the project.**
Citizens and stakeholders have actively participated via the online-tool and at events (e.g. public kick-off event, "street chats").
- **Awareness on SUNRISE in the public, with stakeholders and institutions.**
The public, stakeholders and institutions have been made aware on SUNRISE, by public relation activities and events carried out.
- **Bottom-up identification of problems, ideas, good examples.**
The first participation phase has been successfully carried out. Around 380 contributions from approx. 200 persons have been collected in an open process with on-street market stands („street chats“) and as well internet based tools between February and June 2018: concrete problems in the street space, ideas suitable to overcome problems or good examples on how former problems have been solved successfully. Furthermore, strategies and options for actions have been brought in by the core group.

- **Increase of knowledge on sustainable mobility options and learning from best practices with stakeholders.**
Participants of the SUNRISE process have increased their knowledge on sustainable mobility options and could learn from best practice examples.
- **Validation of top-down SWOT Analysis.**
On the basis of a bottom-up characterisation of the neighbourhood and own research a SWOT-Analysis has been produced by the SUNRISE-team, which has been validated by the core group (during the "SWOT-Workshop").
- **Validation of options for actions.**
Options for actions have been discussed and validated with the core group (Workshop to validate options for actions).
- **Feedback on the process so far and ideas for the SUNRISE process ahead.**
The core group members provided feedback on the SUNRISE process so far and contributed new ideas for the implementation of SUNRISE. The excursion to projects in Hamburg served as inspiration.
- **High interest of local media.**
Due to public debates on the topics (illegal) parking, parking pressure, traffic situation and the Hulsberg developments, the media have strong interests in any news about it.
- **Successful first phase of co-creation process.**
Overall, the project has been well received so far. A wide range of key stakeholders support the project, many of them as part of the core group. Furthermore, citizens have been open and supportive and show appreciation for the project.

What should be developed further?



The participation process coming up will be based on the experiences made in the preceding phase. Therefore, in the subsequent months, the following participation formats and aspects will be considered:

- More inspirational field trips to other cities and neighbourhoods will be offered to interested citizens and stakeholders. The trips will target preferably neighbourhoods with quite similar problems and new/different approaches in solving them. Also, field trips serve the purpose of team building and have turned out to be very valuable in this respect.
- Further on the SUNRISE participation process will be an open process, which can be joint by citizens also to a later stage – for one or more activities.
- Efforts will be done to involve stakeholders groups, which have not yet been reached sufficiently (e.g. mobility impaired people).



- Further efforts will be carried out to reach and involve relevant stakeholders which have not participated yet.
- It has been found valuable to invite “external experts” to report on the experiences of other cities and who can provide good examples, lessons learned, inspiration and new perspectives. Also, external experts are neutral and their input might be perceived as more credible than from local players. Therefore, external experts will also play a role in future workshops or public events.

2.6 Lessons Learnt



- **#1 Strong support for the project from key stakeholders**
SUNRISE is strongly supported by key stakeholders (the borough administration and the elected borough council and others). Many key stakeholders have become member of the core group.
- **#2 Highly engaged citizens**
There are many highly engaged citizens, who are interested in becoming involved in any process relating to their neighbourhood, the environment in general etc. Some of them have experiences with participation processes.
- **#3 A high pressure of problems**
The problems with relation to over-used street space and car parking are considered to be very high in the neighbourhood.



- **#1 Reaching and involving (a cross section) of citizens**
It is a challenge to reach and involve a good cross section of citizens with public relation activities and participation events,
 - e.g. the online tool only reaches people with high web-affinity; some (often senior) people do not use the internet
 - e.g. not everybody can participate during evening events (time/mobility constraints)
 - e.g. participating at an excursion is time-consuming and not everybody can and wants to invest the time/effort
 - generally, persons get involved who have a (strong) interest in mobility issues as well as in their living environment and who have the time/ability to do so
- **#2 Time constraints with relation to joint meetings, events with the core group**
It has been difficult to find time slots for events which suit all invited stakeholders (some of them act in an honorary function, with regular jobs at the day time).
- **#3 Unfulfilled expectations with preceding participation processes**
Some residents/initiatives of the neighbourhood have been engaged in other participation process before. Some of those participation processes have created (in parts) frustration, due to unfulfilled expectations (very long duration of the process; the feeling that ideas were not adequately considered in decisions making). As a consequence, there have been limited trust towards “another” participation process (i.e.SUNRISE) with some individuals and a reluctance to participate.

2.7 Following Steps

Conclusion Drawn & Further Concept (Activities, Ideas, Wishes, ...)

September
2018

Strategy development Workshop

1

What?

- To discuss and validate strategies and measures for the SUNRISE neighbourhood
- To discuss and validate strategies and measures for the SUNRISE neighbourhood

How?

- Workshop
- Open Group discussion

Who?

- Members of core group

November
2018

Field trip to Cologne

2

What?

- Inspiration from other neighbourhoods
- Teambuilding
- To learn how other other cities/ neighbourhoods deal with parking problems (residential parking, parking management etc.)

How?

- Meeting with representative of local traffic authority etc.
- Guided tour around the visited neighbourhood

Who?

- Interested citizens, stakeholders (representatives of the administration, borough parliament etc.), members of the core group etc.

Mai/June
2019

Public event and workshop on action

3

What?

- To inform about the outcomes of the first phase of the participation process, the preceeding analysis and the suggested action plan
- To collect a feedback on the action plan
- To facilitate participation of citizens and stakeholders
- To increase the understanding for the measures

How?

- Information event (presentation of results)
- Workshop element to collect citizens` feedback

Who?

- Interested citizens, stakeholders (representatives of the administration, borough parliament etc.), members of the core group etc.

June
2019

Field trip to Munich or another suitable city

4

What?

- Inspiration from other neighbourhoods
- Teambuilding
- To learn how other other cities/ neighbourhoods deal with parking problems (residential parking, parking management etc.)

How?

- Meeting with representative of local traffic authority etc.
- Guided tour around the visited neighbourhood

Who?

- Interested citizens, stakeholders (representatives of the administration, borough parliament etc.), members of the core group etc.

June - October
2019

Several thematic walks

5

What?

- To show problems and explain measures
- To target specific stakeholder groups
- To increase the understanding for other street users and the need for measures

Who?

- Interested citizens, stakeholders (representatives of the administration, borough parliament etc.), members of the core group etc.

What
happened
next?**

2.8 Data & Expertise

Resources the city can offer



Active participation of municipal staff in the process

City staff from a wide range of departments (Borough Administration, Ministry of Internal Affairs, Traffic authority, Fire Brigade, Police etc.) invest time and energy to support the overall process, provide technical information/analyses/ investigations, organise activities, participate in informal meetings, workshops and events etc.



Decision-making

Decision-making on measures for the SUNRISE neighbourhood will be carried out according to applicable legislation: The sovereignty of the responsible bodies remains untouched. Depending on the type, scope and impact of the measures, decisions are taken by e.g. the Borough Parliament ("Stadtteilbeirat"); the administration of the Free Hanseatic City of Bremen e.g. by the Road Authority ("Amt für Straßen und Verkehr"), the City of Bremen's Deputation for Environment, Construction, Traffic, Urban Development, Energy and Agriculture, Bremen's Parliament ("Bürgerschaft")



Technical planning

Prior to implementation the measures identified and decided on needs more detailed planning, which will be managed by the Municipality.



Access to municipal communication channels

Public relations are vital to reach the target groups and inform the public and are supported by the city, e.g. via press releases, communications to journalists etc.

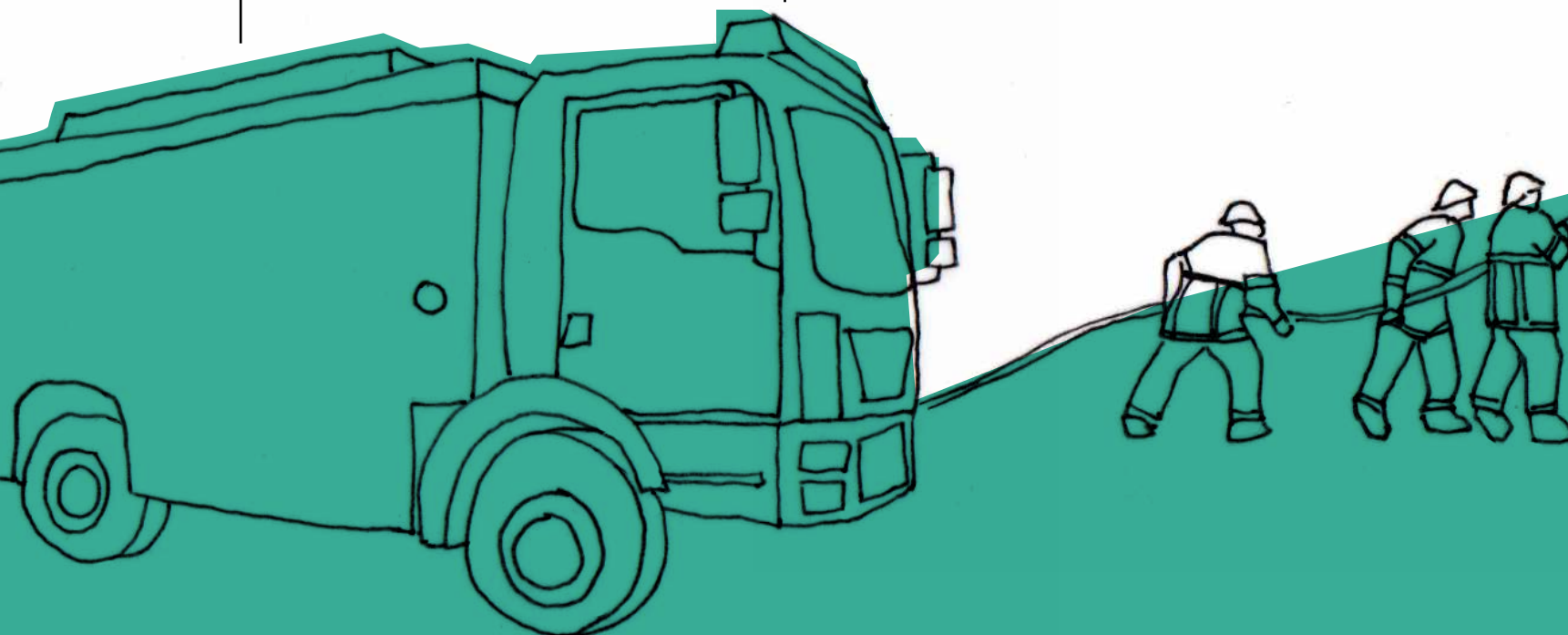


Provision of rooms for events

Either for outdoor or indoor events the city provides a room or the necessary permit to use public space.



Which support is available for future steps?



3.0

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Figures

Cover: urbanista, 2019

Graphic of the ideal typical process of Co-Identification in SUNRISE with the different steps taken. : urbanista, 2019