

II Housing companies as co-operation partners for mobility offers

Housing companies have recently become new and valuable partners to create alliances for these kinds of mobility management services. Through the co-operation of e.g. transport and housing companies' synergies with win-win situations arise. In the recent history, the trend could be noticed that in terms of housing the traditional business areas 'habitation' and 'building' are being substituted through new services not belonging to the property sector. Product-orientation and social services are contents of new marketing-strategies. For the housing industry, mobility management for residential areas is a significant new marketing-strategy in order to

- make the core product more attractive for the customers,
- improve the service-provider profile as being ecological and innovative,
- show proximity to customers,
- maintain their loyalty and
- win new customers.

The offers are getting specifically interesting for a housing company if it is able to offer uncommonly inexpensive mobility products to the customers and if expensive parking places can be saved because of the mobility offers. Altogether, synergies originate advantages for both partners. New chains of distribution result from the new co-operation partner and each target group can be addressed through specific marketing strategies. New delivery areas can possibly be opened up through the 'major customer' housing enterprise. Moreover, the customer does not have the need to contact the provider by own initiative instead he gets the mobility product directly from the housing company. In addition, more planning reliability and assured financing exist through the co-operation contract with the housing enterprise.

For cities and communes, as responsible public body for urban and traffic planning, mobility management for residential areas means to contribute to ecological traffic and sustainable development of urban areas. In particular, there is a chance that residential quarters in the city centres will be upgraded and that new mobility offers contribute to a lower car-density and to a reduction of urban sprawl through migration.

In the following, different kinds of housing-related mobility services in cooperation with housing companies and others as well as urbanistic concepts integrating sustainable mobility issues are presented. After a common introduction to the idea of a thematic field, all corresponding best-practise examples from the ADD HOME database are assigned to the topic.