

## I Introduction and background

Most trips of daily life start or end **at home**. At home people decide everyday anew on the appropriate means of transportation to accomplish these trips. That is why accessibility of traffic systems at the place of residence is one of the determining criteria for the choice of the means of transport.

In suburban areas e.g. public transport is chosen significantly more often if there is a connection to a railway system. However, according to a German survey, the percentage of the choice for public transport is comparatively low, even in areas having a good level of supply of PT service.

Therefore, residents should have comprehensive supplies for their daily mobility as close as possible to their home. Comprehensive in this context means: enough options to let residents organise their everyday life by using the ideal means of travel without being dependent on the own car. It includes infrastructural and organisational measures as well as mobility services relating to all alternative modes of transport. Meanwhile, good conditions for short distances have to be created as well as maintained. The ability to choose from different means of transport and the convenient accessibility of utilities for (short-term) demand need to be given in order to encourage the change from car-orientated behaviour patterns to public and environmentally friendly means of transport on a noteworthy scale.

To reach this goal, mobility management concepts for housing quarters – integrating hardware and software measures – are of very high importance. Fortunately, new concepts and ideas have been developed all over Europe in the last years. Many of these projects have been collected in the context of ADD HOME.

Basically two different kinds of mobility management measures in residential areas have to be distinguished: 1) services that are designed for a specific housing quarter and are limited to residents living there; 2) services that are available to all residents of a specific co-operating housing company regardless of their place of living. For example, cycle parking garages are only required in some quarters, but an offer for rebated tickets for public transports is useful in every quarter where the housing companies supply accommodations. In most cases, an offer for car-sharing implicates an opening of a new station in proximity. But the housing company can also design an offer which provides price-reductions to every customer in the whole city. All projects which have already been realised show that the choice of a certain offer depends strongly on target groups and the people on site. The experience of today shows a broad range of possibilities and mainly successful projects.