
Mobility Management for housing areas - from car-dependency to free choice

Acronym - ADD HOME

Contract No. - EIE-06-193 ADD HOME

Duration – 01/12/2006 to 30/11/2009

ADD HOME – PROJECT SUMMARY

ADD HOME FRAME CONDITIONS

- running DEC 06 – NOV 09
- budget of € 1.229.190 (€ 614.595 EC funding)

FOSTERING SUSTAINABLE MOBILITY IN HOUSING AREAS

- integrate it in legal settings and regulations
- aligning its quality to the level of the private car
- changing perception and rising awareness of inhabitants for sustainable mobility

PARTNERS

- FGM-AMOR
- AMI GENOVA
- Rhomberg Bau GmbH
- BSRAEM Varna
- University Maribor
- ILS NRW



ADD HOME - THE BACKGROUND

MOBILITY MANAGEMENT

→ is concentrating on work & school trips and events so far mainly

MODAL CHOICES

→ are taken at home for at least 80% of all daily trips that people do

HOUSING AREAS

→ are dominated by private car use (accessibility and infrastructure)

FRAMEWORK SETTINGS

→ legal conditions and regulations concerning subsidies for the construction of housings or the daily trip foster car use

CONSTRUCTION COMPANIES

→ do not have the necessary background but a high potential for integrating sustainable transportation into residential areas

ADD HOME - OBJECTIVES AND MAIN STEPS

THE OBJECTIVES ARE

- to reshape legal and regulatory settings with the goal of integrating sustainable mobility into residential areas either new planned or reshaped ones
- to foster the accessibility of residential areas by sustainable modes of transport - aligning the level of the private car with the one of cycling, walking, PT-use and intermodal transport
- to reorganise mobility patterns and mobility behaviour of inhabitants by mobility-services that bundle, shift and substitute trips

MAIN STEPS

DEC 06 – FEB 08: Analyse conditions for sustainable mobility concerning housing and good-practise-examples → develop demonstration projects

DEC 07 – NOV 09: Implementation of demonstration projects

MAI 08 – NOV 09: National training units teaching the results of ADD HOME to stakeholders involved in the field of housing and mobility

ADD HOME - EXPECTED RESULTS

ENERGY SAVINGS

- Integration of energy saving modes of transport into pre-conditions for planning and constructing housing projects
- Alignment of the accessibility within residential areas for cycling, walking and PT-use to the level of the private car
- Change of inhabitants' mobility behaviour in favour of sustainable modes of transport (e.g. higher use of cycling, PT)

TRAINING & DISSEMINATION

- well-educated experts being multipliers of the ADD HOME results
- high awareness of the connection between mobility, energy consumption and housing areas through national know-how transfers & publicity work

MARKET & NETWORKING

- new market field for construction & property management companies
- joint understanding within the group of stakeholders

ADD HOME - PARTNERS & CONTACTS

PROJECT PARTNERSHIP

- **Azienda Mobilità e Infrastrutture S.p.A. (IT)**
- **Black Sea Regional Agency for Energy Management (BU)**
- **Forschungsgesellschaft Mobilität – Austrian Mobility Research FGM-AMOR gemeinnützige GmbH (AT; Co-ordinator)**
- **Institut für Landes- und Stadtentwicklungsforschung und Bauwesen des Landes Nordrhein-Westfalen (DE)**
- **Rhomberg Bau GmbH (AT)**
- **University of Maribor - Faculty of Civil Engineering (SI)**



CONTACT FGM-AMOR

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