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## MAAS-CONCEPT AND NO PRIVATE PARKING: RESULTS FROM THE HOUSING PROJECT BRF VIVA, GOTHENBURG

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### Short Description

The MaaS-concept EC2B has been implemented in a housing development in Gothenburg. Providing MaaS instead of car parking means tenants are nudged towards more sustainable transport habits, using a car only when they need one. The presentation will focus on experiences and lessons learnt one year into the pilot.

### Main part

A new Mobility as a Service (MaaS) concept called EC2B (“Easy to be” or “Easy to B”), is implemented in the housing development Brf Viva in Gothenburg. EC2B offers the residents an attractive alternative to owning their own car, allowing easy access to a variety of transport modes (e-cars, e-bikes, public transport etc) to make their everyday choices for transport easier. Brf Viva is a tenant-owned housing association with 132 apartments built by Riksbyggen. At Brf Viva no private car parking spaces are provided. Instead a large bicycle garage has been built and a pool of shared vehicles with four electric cargo-bikes, five e-bikes, four electric cars and one light evehicle is available to tenants, as well as good access to public transport.

The EC2B app is used to book vehicles and access keys through unlocking a key cabinet. Through the app, tenants can also purchase electronic public transport tickets through a collaboration with the regional public transport authority. As part of the EC2B concept, all residents are offered personal travel counselling and several “mobility evenings” have been organised to introduce the mobility services to tenants. These events and help with solving practical issues related to downloading the app have been highly appreciated by tenants, whereas personal counselling sessions turned out to be less important than anticipated. Campaigns with e.g. a rebate on public transport turned out to be a good means to increase the usage of the EC2B service and to nudge tenants to download and start using the app.

Adoptance of the EC2B service has been monitored closely through interviews, questionnaires and a digital travel survey. The e-bikes, which are free to use, are very popular and are used on a daily basis. The e-cars, which are open also to other people living in the neighbourhood, are among the most used ones in Gothenburg according to the provider. Although some tenants have kept their car for using it for special occasions (going to the summer cottage is a common reason), many of them state in interviews that they drive less than before and plan their errands to be able to combine them to a larger extent than before. Furthermore, a fair share of those who have still kept their car state that they are in a process of considering giving up car ownership. Results from a travel survey conducted in October 2019 will further deepen the knowledge about change of behaviour and attitudes.

### What is new?

This is one of the first places in Europe where a MaaS-concept has been launched in combination with housing and no private car parking. The demonstrator combines ambitious planning regulations allowing for no private car parking, a flexible mobility service and personal travel advice for all tenants. It has been achieved thanks to a strong partner network including both public and private mobility service providers, property developer Riksbyggen, and EC2B taking the role as mobility broker.

### What is transferable to other cities and regions?

The idea of combining MaaS with accommodation is highly transferable to other cities all over Europe

with an interest in creating modern, urban and low-car housing developments. Experiences drawn from the demonstrator are also highly transferable, both in terms of practical issues such as the appropriate number of cargo-bikes and in terms of how to organise collaboration between partners.

### **What are outcomes and conclusions?**

Developing a MaaS concept for housing requires a good collaboration between many actors: the municipality, the property developer, the MaaS provider as well as a range of both public and private mobility service providers. Housing without private car parking appears to be a strong driver to reduce car ownership and increase the use of MaaS and shared vehicles as it creates a real demand. However, to give up car ownership is a slow process where users need time to try new solutions and reconsider habits that have been established over many years.

### **Who are the main target groups?**

The main value for local authorities is to see that low-car housing is possible, and better understand what they can do to stimulate such a development. For property developers and real estate owners lessons can be learned on how to implement mobility services that attracts users. Public transport and other mobility providers can learn about drivers and barriers for collaboration on new mobility concepts.

### **And what now? - what will change? - what is the relevance for the future?**

The MaaS trial has given many insights relevant for making housing with low parking standards permanent in the planning process. The combination of offered services and mobility management has proven to be a successful combination again, useful in the transition towards a climate neutral future.