

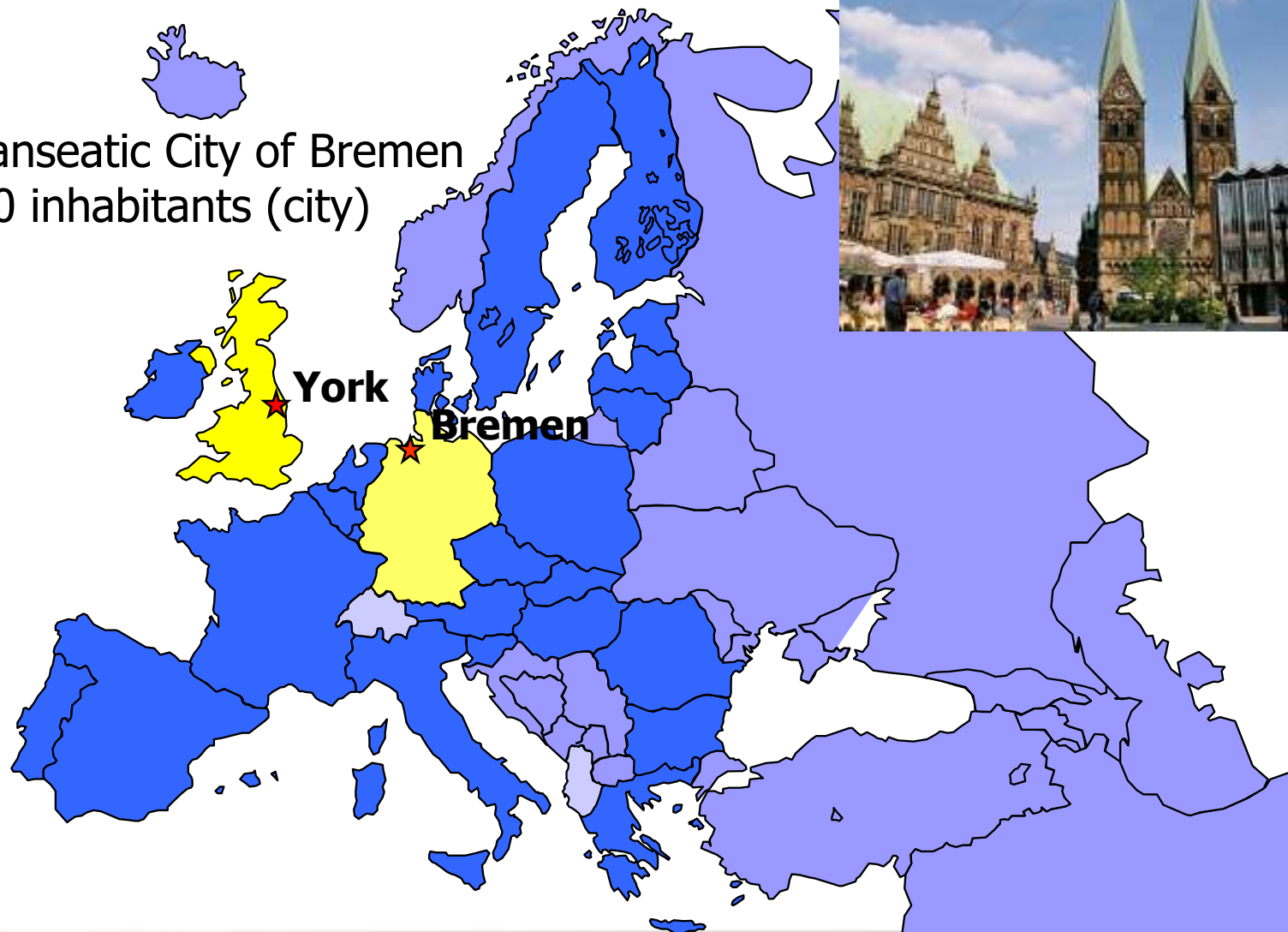


Michael Glotz-Richter,  
City of Bremen  
Senior Project Manager „Sustainable Mobility“



# Welcome to Bremen

Free Hanseatic City of Bremen  
547.000 inhabitants (city)



# Welcome to Bremen

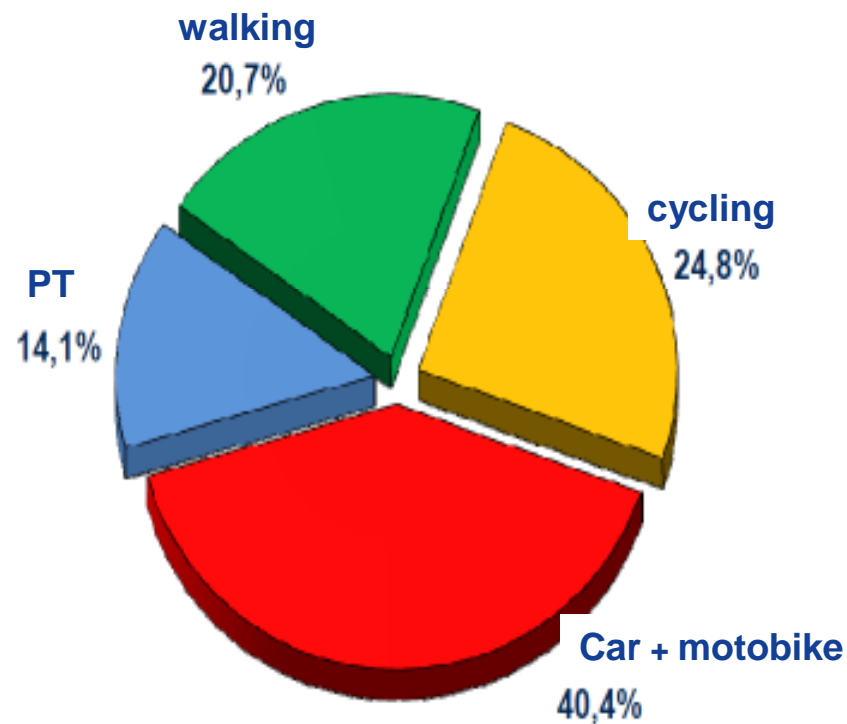


# Welcome to Bremen



# Welcome to Bremen

## All trips of all Bremen citizens



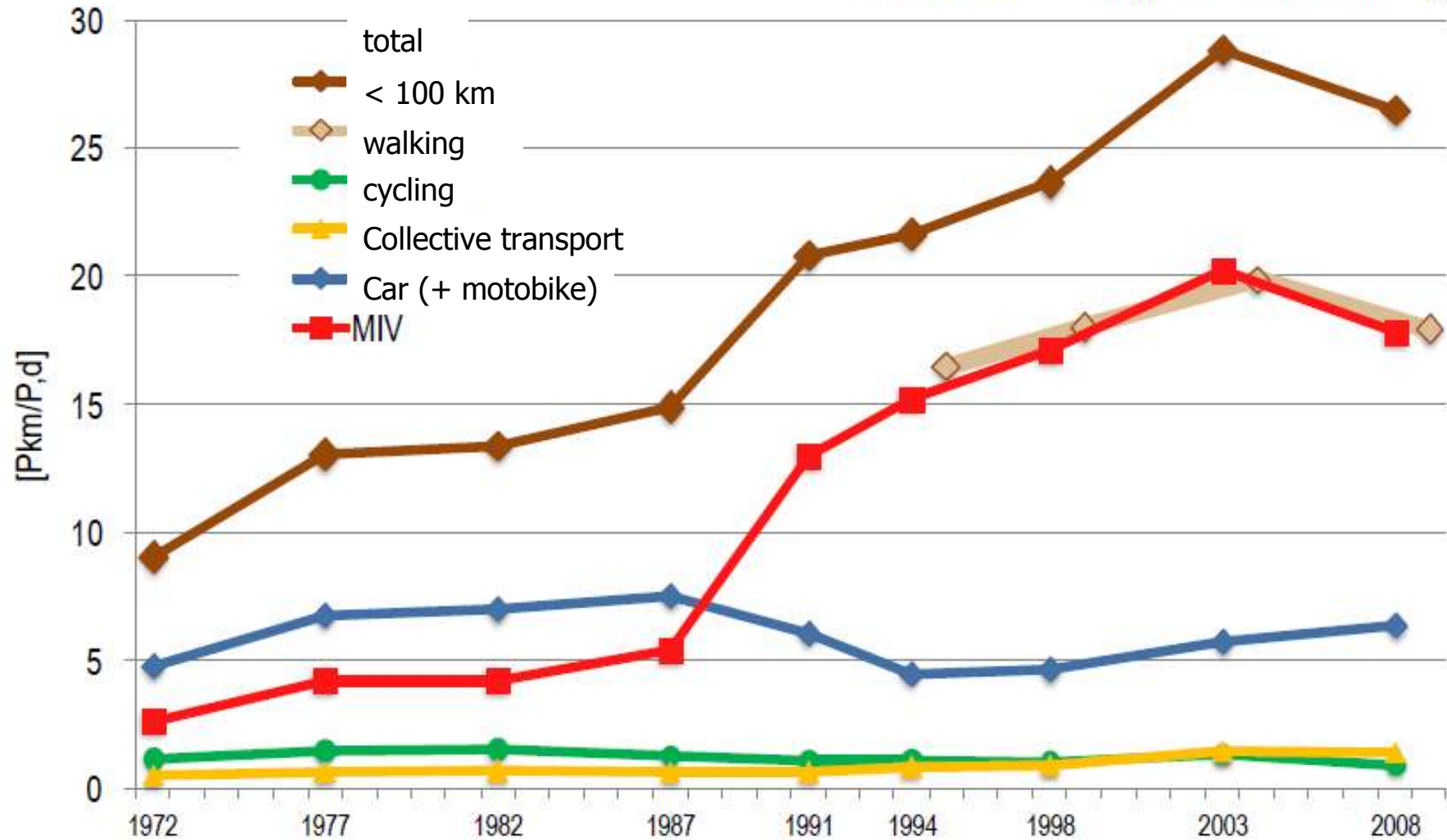
Source: SrV 2008



# Welcome to Bremen



# Transport Volume (pkm of urban dwellers) 1972 – 2008



© TU Dresden/vip: Verkehrserhebung "Mobilität in Städten – SrV", Städtepegel



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1.

# Clean vehicles to improve air quality



# „heavy smokers“

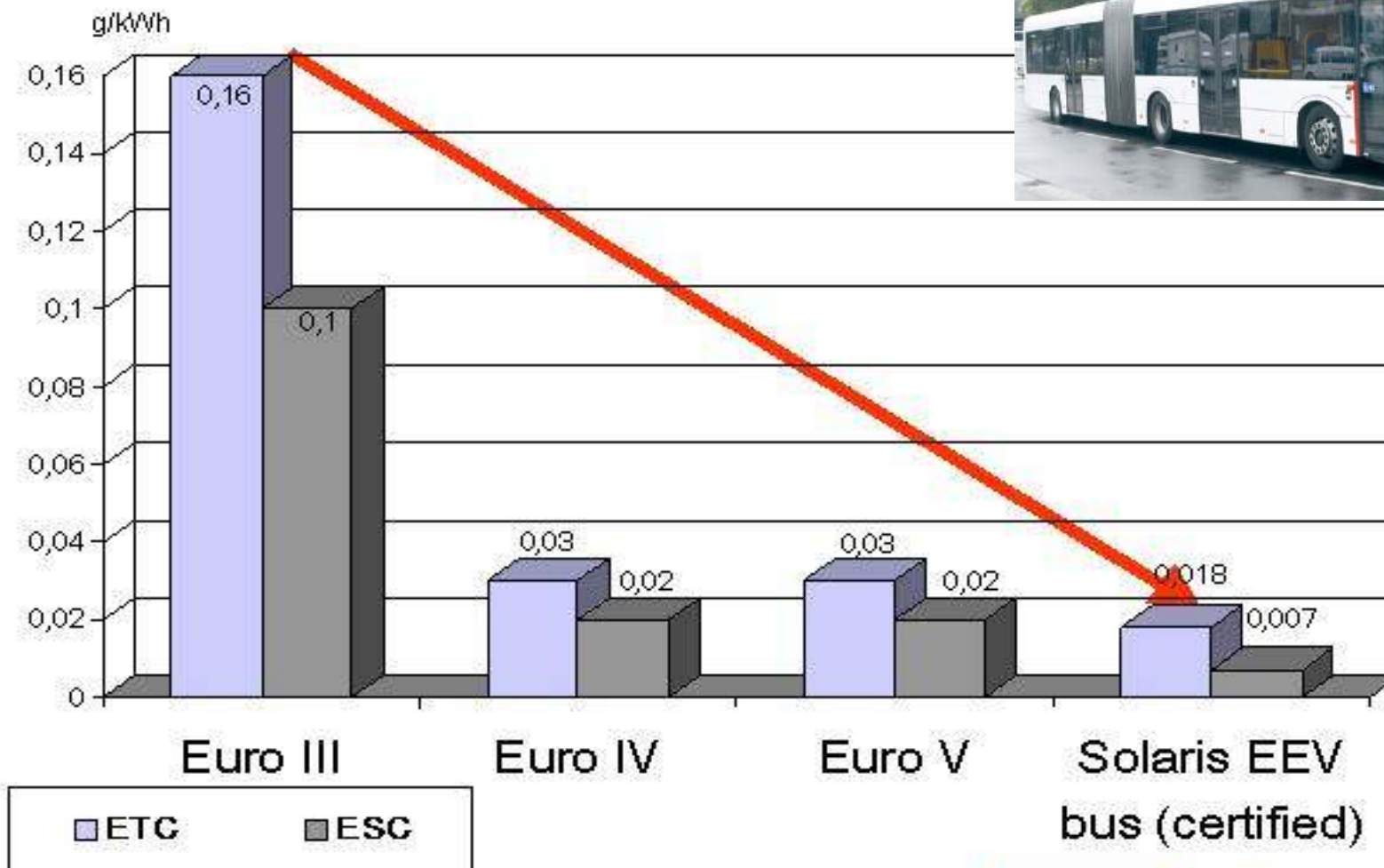


# clean Diesel buses



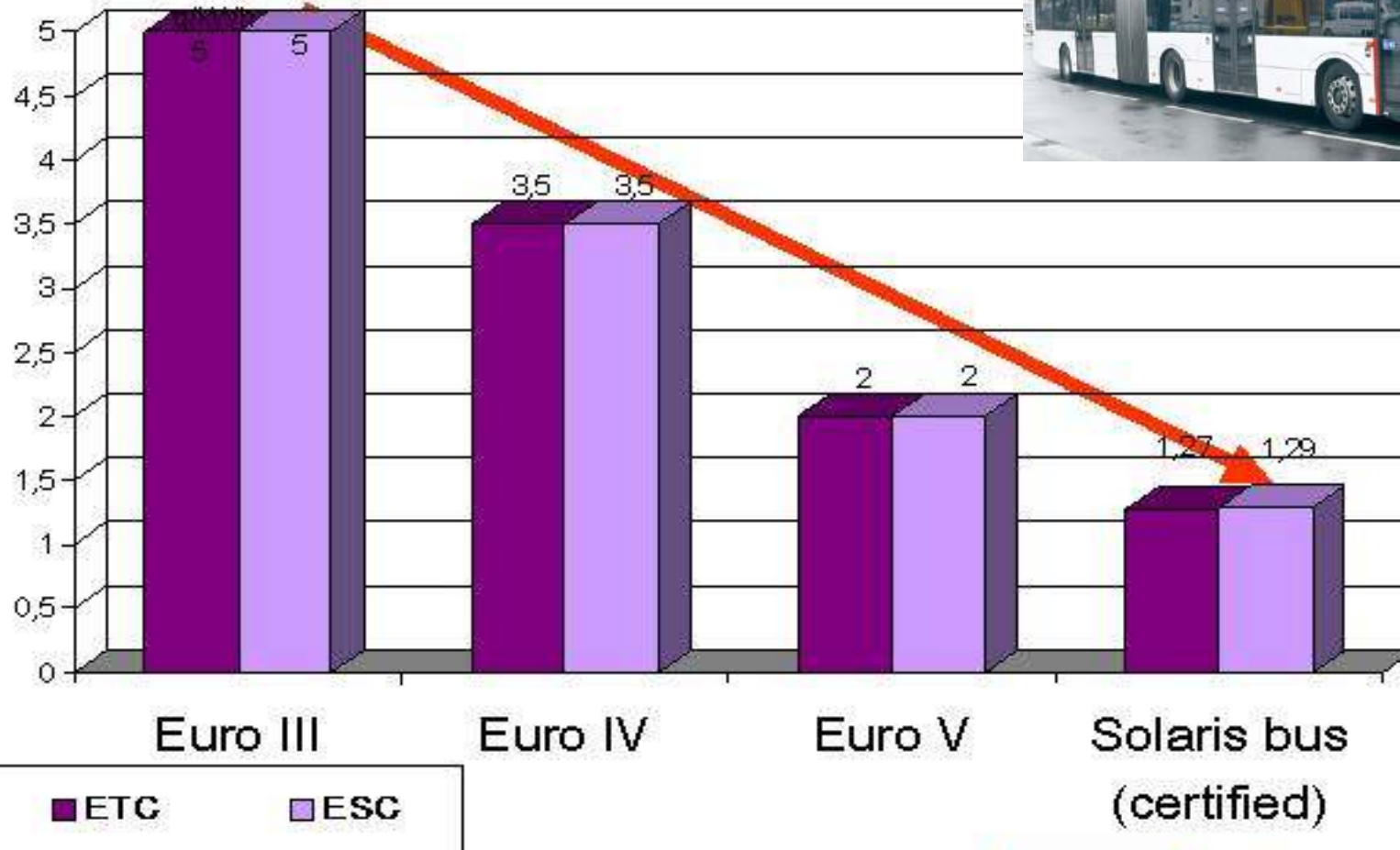


# PM<sub>10</sub>-emission



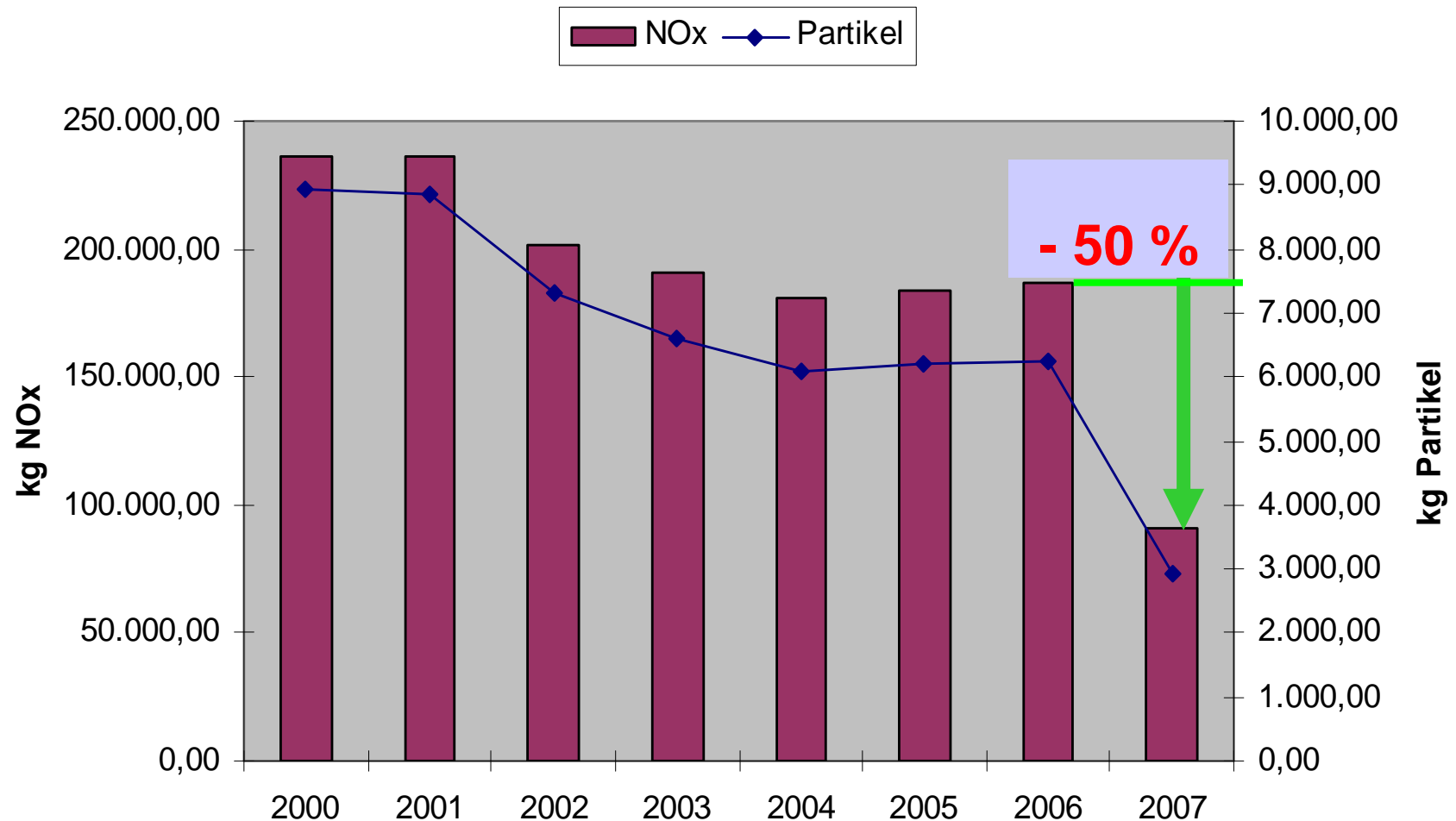


# NO<sub>x</sub>-emission



# Emission reduction bus fleet

## Partikel und NOx Emissionen der BSAG-Busse



# Clean Vehicles

Incentive programme for CNG vehicles

Partnership with gas provider and local energy agency



**BREMER OFFENSIVE** **DAS ERDGASFAHRZEUG**  
*Sparsam. Sicher. Sauberer.*

**Steigen Sie ein!**  
 Das Erdgasfahrzeug –  
 sparsam, sicher, sauberer

1.000 € bis max. 2.500 € Zuschuss von swb Enordia und Bremer Energie-Komana

**Sparsam. Sicher. Sauberer.**  
 ... auch für Gewerbetreibende

Bis zu 2.500 € Zuschuss für Erwerb/Investition auf ein erdgasbetriebenes Fahrzeug bis 3,5 t



# Clean Vehicles



**... before introduction of clean vehicles...**

# Clean Vehicles

*...after introduction of clean vehicles...*



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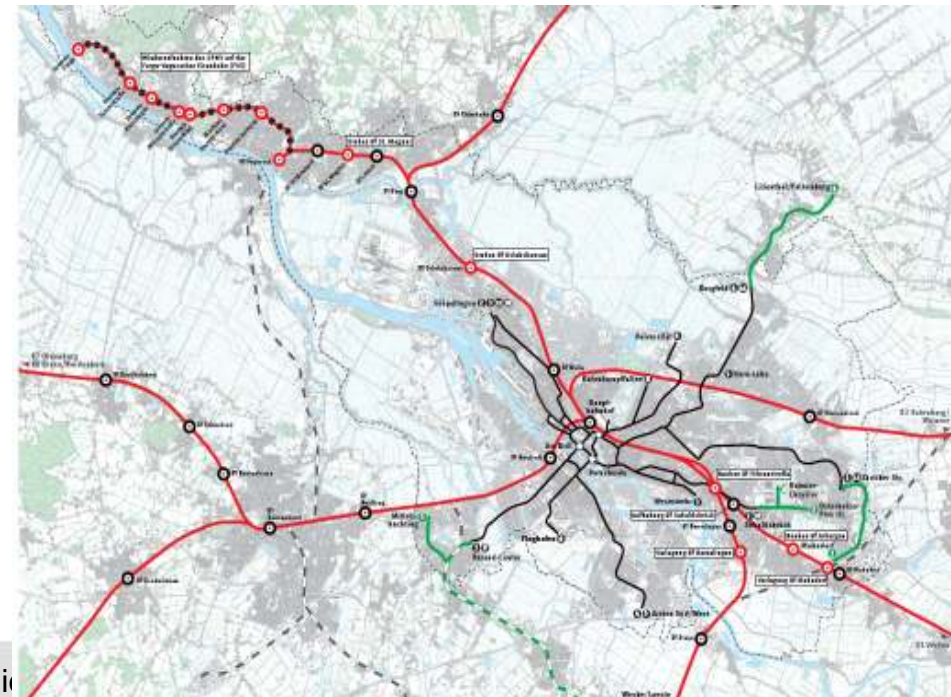
# 2.

# Collective transport

# Public Transport Quality Standards



- Priority corridors
- intelligent traffic lights
- extension of the tram and regional light rail network



# Public Transport Quality Standards



The screenshot shows the BSAG website interface. At the top, there is a search bar and navigation links for 'Kontakt', 'Newsletter', 'Jobs', and 'Index'. Below the search bar, there are links for 'Fahrpläne', 'Tickets', 'Aktuelles', 'Freizeit & Touristik', 'Service & mehr', and 'Unternehmen'. The main content area features a 'Herzlich Willkommen bei der BSAG – Ihrer Verbindung in und um Bremen' message with the date '10. September 2003'. There is a 'Fahrpläneauskunft' section with input fields for 'Start:' (Ort/Stadt: Bremen, Haltestelle) and 'Ziel:' (Ort/Stadt: Bremen, Haltestelle). Below this is an 'Abfahrtszeit' section with input fields for '18:07 Uhr' and '10:09:2003'. There are also sections for 'Aktuelles' with news items, 'Newsletter-Abo', 'Geldkarte', and 'Kampagne Heimurlaub'.

- Internet Travel Planner
- Real-Time information
- Displays + announcements in vehicles



©10 • Mich



# Public Transport Quality Standards



- easy interchange between different Public Transport modes
- and with bicycle, taxi etc.



# Public Transport Quality Standards



Low-floor vehicles:

- convenience
- fast embarkment
- handicapped friendly

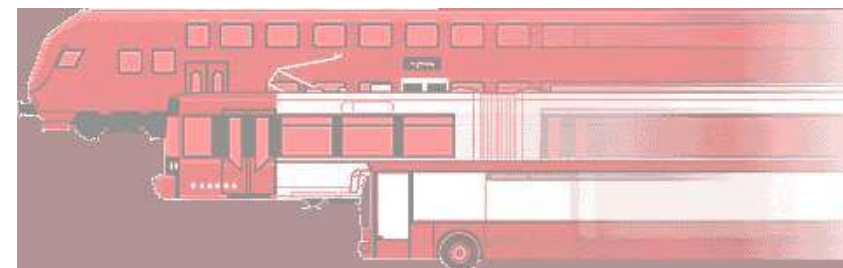
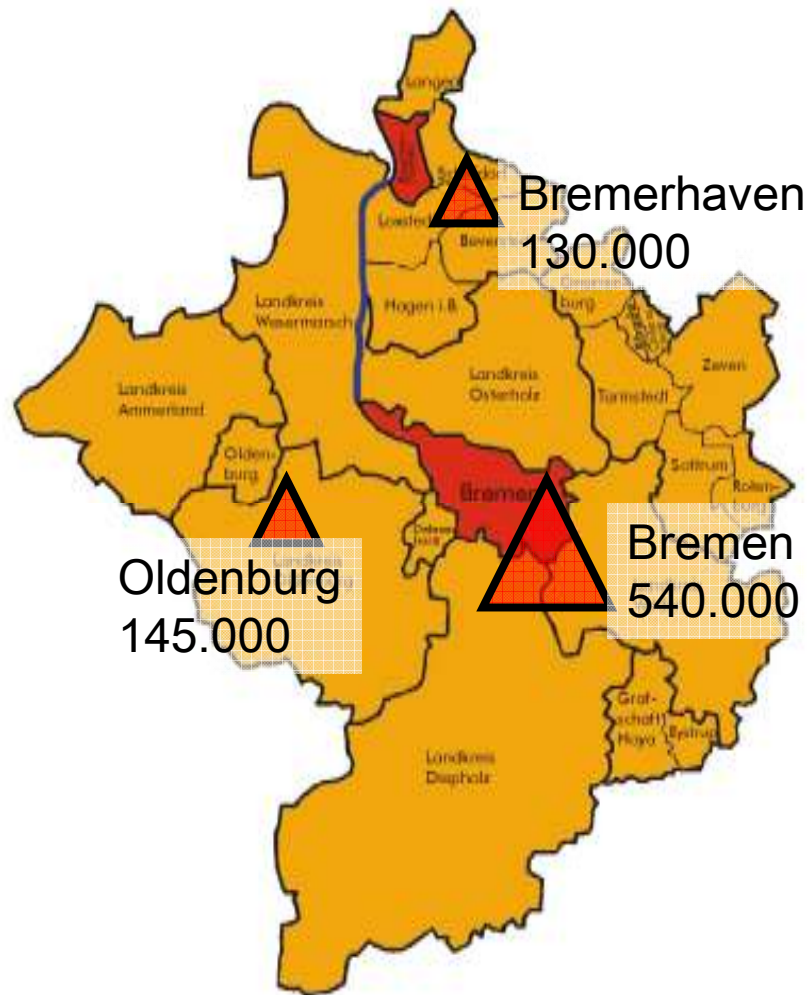


# Regional Integration

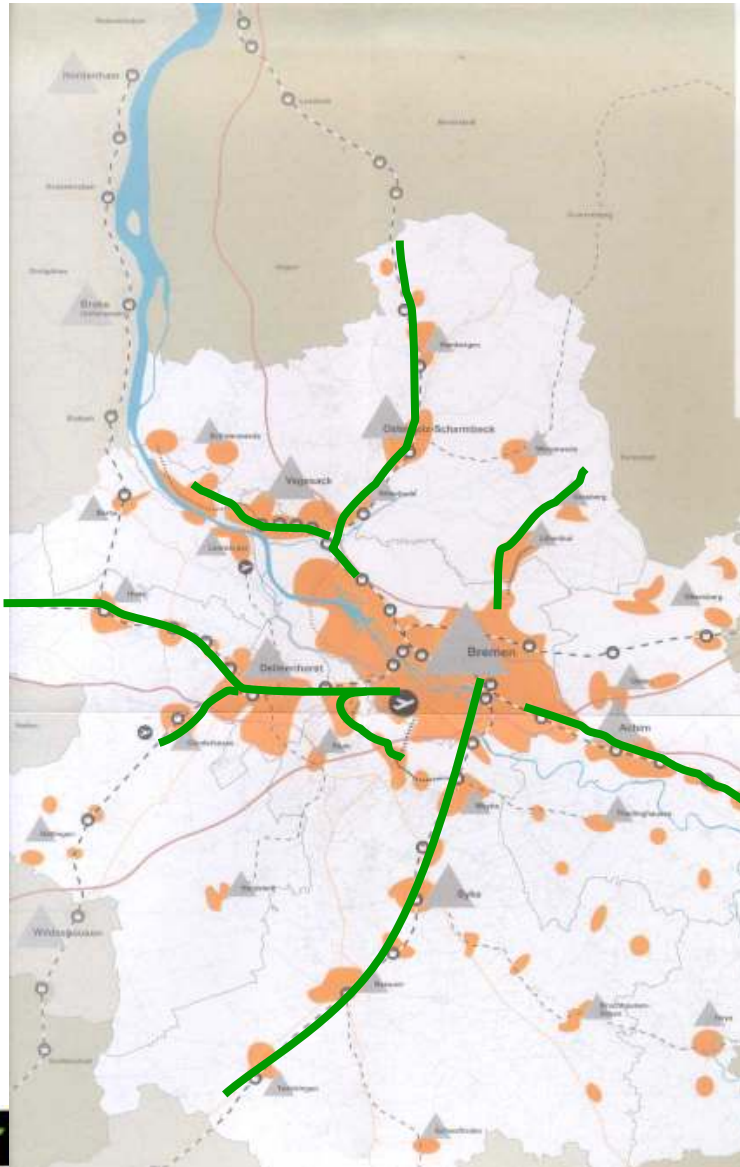


**area of 8.500 km<sup>2</sup>  
1.8 mio people**

**37 operators**



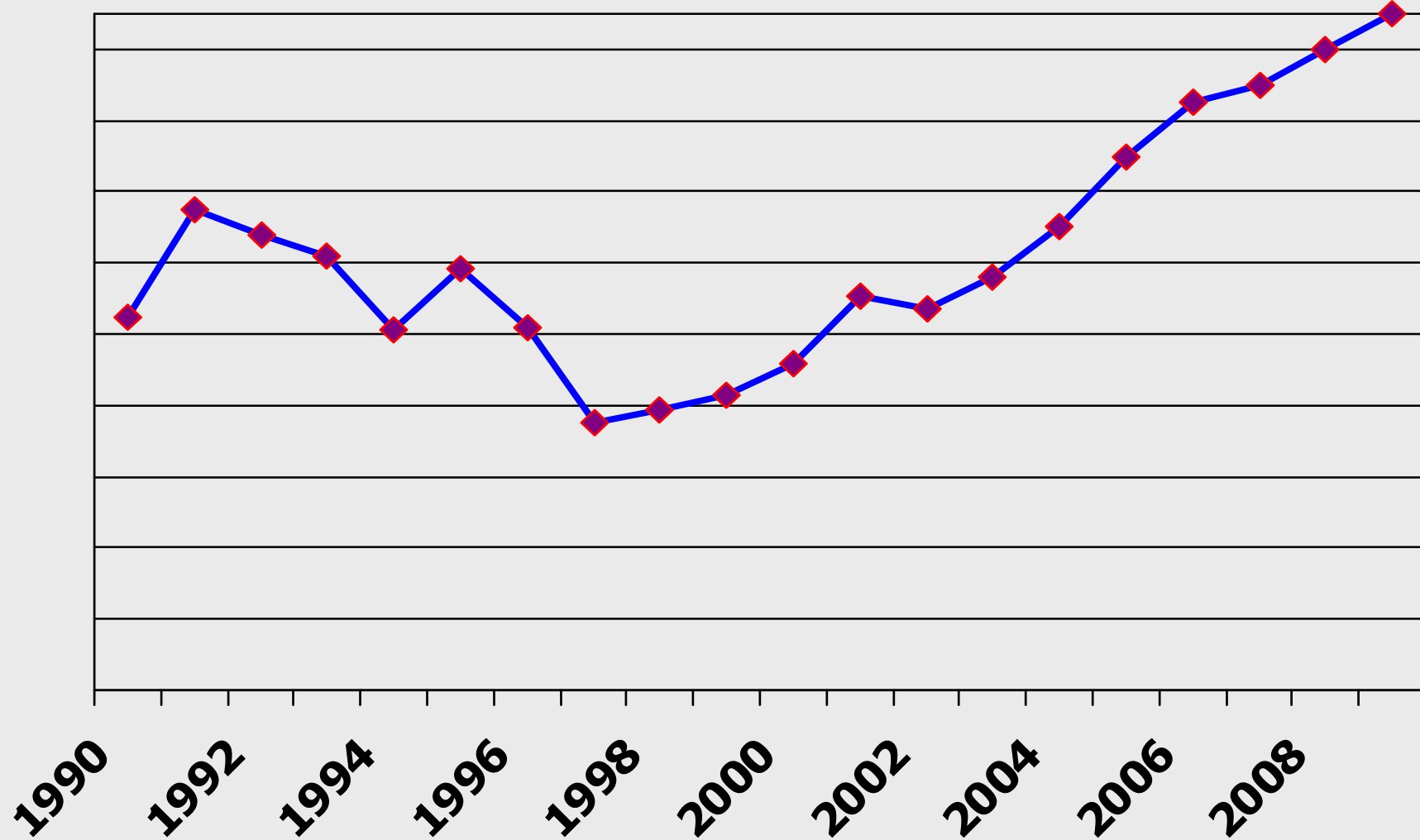
# Regional Planning



- Regional Development:
- concentrated along rail / PT corridors
  - avoid sprawl
  - basis for efficient Public Transport



# Public Transport-passengers Bremen





# 3.

## Walking and Cycling – individual transport modes

## The bicycle is the ultimate zero-emission-vehicle



# Walking & Cycling



# Walking & Cycling



# Walking & Cycling



## Interchange / bike-parking

- safe storage 3.000 bikes at Central Station
- bike-racks at all regional train stops



# Walking & Cycling

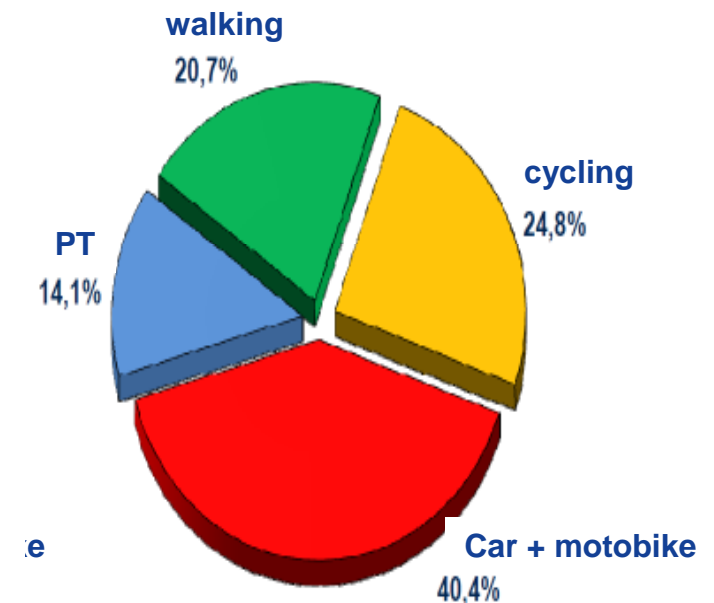
**Target 2020:**

**Modal-split share  
of cycling 30%**

**(of all trips of the Bremen citizens)**

***one of the most efficient CO<sub>2</sub>-  
measures***

All trips  
of all Bremen citizens

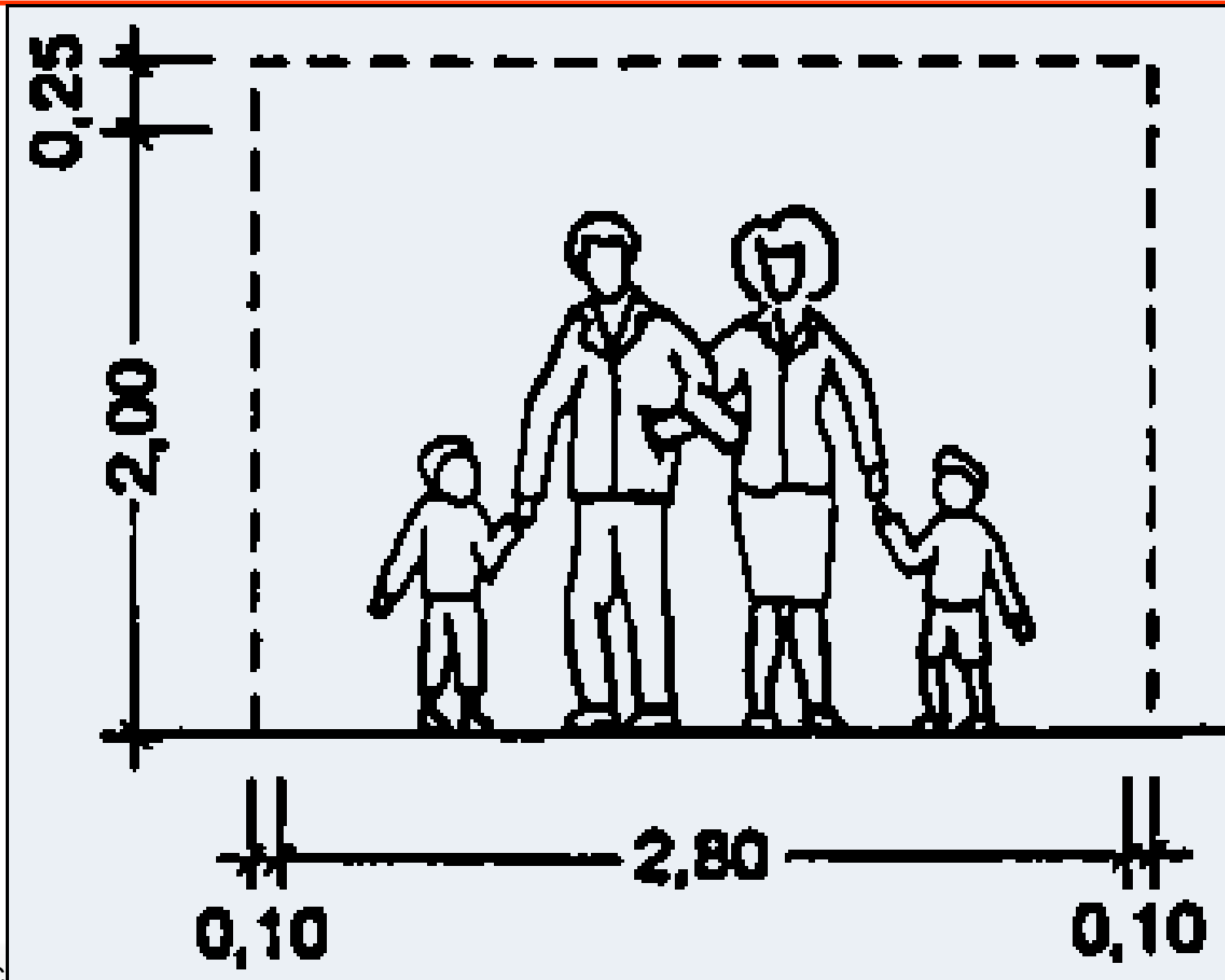


Source: SrV 2008

# walking



# walking





# walking



# Welcome to a fantasy ride...

# ...just imagine...

...everyone would like to own a shopping-trolley...

SUV Shopping Utility Vehicle

Model 2003, luxury chrome version, low mileage, extended loading capacity

...where to park?

# ...just imagine...



# ...just imagine...



# ...just imagine...



# ...just imagine...



# ...just imagine...

---





# ...just imagine...



# ...just imagine...



## ...what a luck...

...that we simply can use one  
– when necessary...



## ...what a luck...

...that we simply can use one  
– when necessary...



# ...what a luck...



# ...what a luck...



# ...just imagine...

...we became with cars as rational as with shopping trolleys...



# ...just imagine...



...how much space  
we could regain in our cities !



**moses**  MOBILITY SERVICES FOR URBAN SUSTAINABILITY

# CAR-SHARING CREATES FREE SPACE

/ LE CAR-SHARING LIBÈRE L'ESPACE  
/ MIT CAR-SHARING MEHR FREIE FLÄCHEN

# MORE GREEN SPACE

PLUS D'ESPACES VERTS  
MEHR GRÜNE FLÄCHEN



## Area 4:

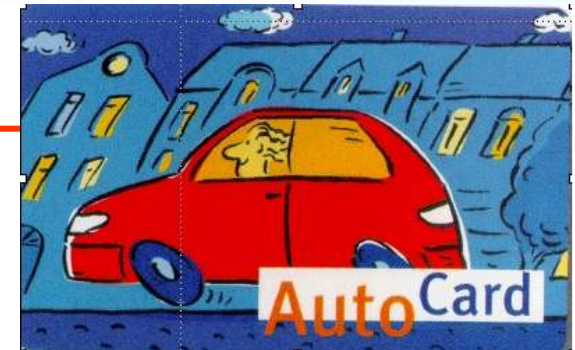
# Car-Sharing - alternative to car-ownership

# Bremen Car-Sharing



---

4.



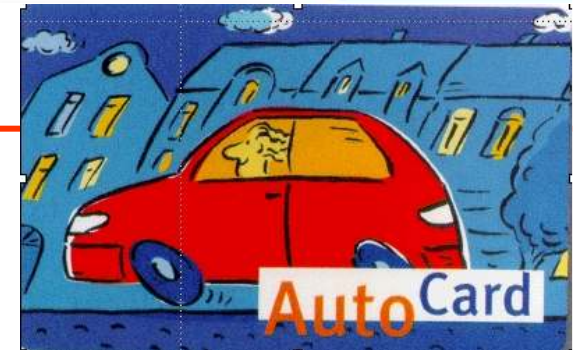
**Using a car –  
instead of owning one:**

**Car-Sharing**

# Bremen Car-Sharing

Car on call

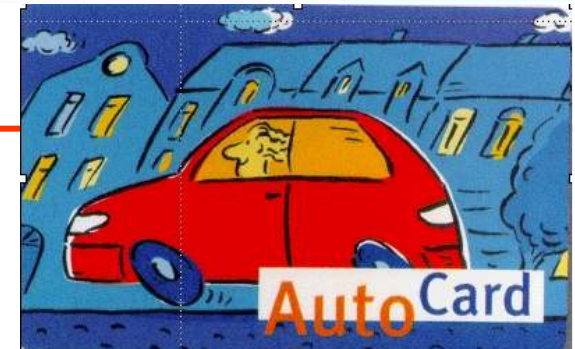
- access by smart-card
- pay-as-you drive
- more choice



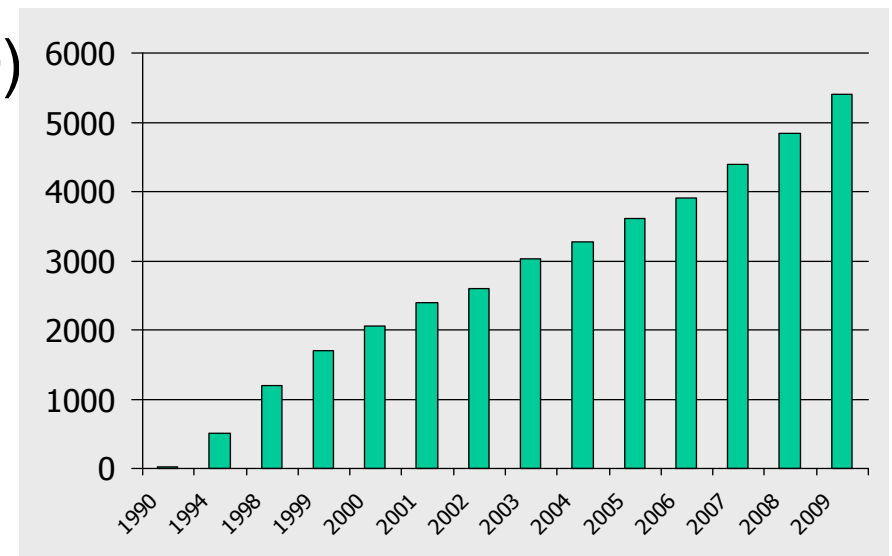
# Bremen Car-Sharing

Bremen: 547.000 inhabitants

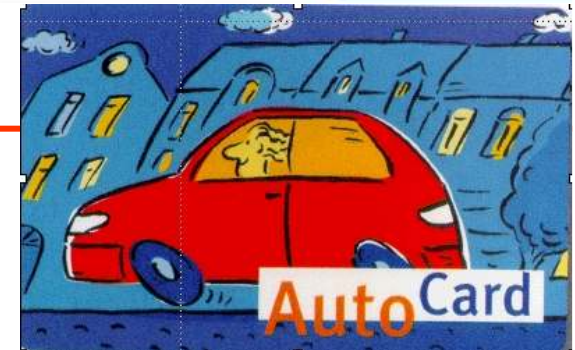
Operator: cambio **cambio**



- 5.800 customers / users (06/2010)
- fleet > 150 cars
- 37 stations all over the city (22.06. +3 new stations)



# Car-Sharing



- 1,000 fewer parking spaces needed
- about 12-25 mio. € parking infrastructure saved



---

# Car-Sharing – impacts in Bremen



# Impacts

---

**Lower car-mileage travelled**  
(more use of PT, rail and bike)

**Appropriate cars for purpose of journey**  
(**downsizing of cars**)

**Better cars available**  
(new cars, high emission standard)

**= *direct CO2 reduction***

# Urban Development



Every Car-Sharing vehicle **replaces**  
**4 - 8 private cars!**

Bremen: replaced  
1000 private cars

Parking garages for  
1000 cars = value  
10 - 25 mio €  
(8 - 20 Mio £)

# Urban Development



Space allocation:

parking space or  
space for better  
purposes  
(social, green  
business use)

# Urban Development



Space allocation:

parking space or  
space for better  
purposes  
(social, green  
business use)

# Urban Development



Sustainable  
urban development

Bremen Grünenstraße

# Urban Development



Sustainable  
urban development

Bremen Grünenstraße

# Urban Development



Less underground  
parking =  
reduced costs

Public Car-Sharing  
Station as part of  
housing development

Bremen Beginenhof

# Action-Plan Bremen

Bremen, 11.09 2009

Der Senator  
für Umwelt, Bau, Verkehr und Europa

22-10

Tel.: 361- 6703 (Hr. Glotz-Richter)  
Tel.: 361-10859

Deputation für Bau und Verkehr (S)  
Deputation für Umwelt und Energie (S)

Vorlage Nr.: 17/ 295 (S) B+V  
Vorlage Nr.: 17/ 120 (S) U+E

Vorlage  
für die Sitzung der Deputation für Bau und Verkehr (S)  
am 17.09.2009

und

für die Sitzung der Deputation für Umwelt und Energie (S)  
am 24.09.2009

Aktionsplan „Car-Sharing für Bremen“

A) Sachdarstellung

Am 05.02.2009 bzw. 12.02.2009 haben die Deputation für Bau und Verkehr (S) bzw. die Deputation für Umwelt und Energie (S) den Bericht der Verwaltung zur „Einführung von Car-Sharing“ zur Kenntnis ge-





# Action-Plan Bremen

Target figure: 20.000 Car-Sharer in 2020

Framework for growth:

- Space for CS stations
- Integration new developments
- Integration with Public Transport
- (Own) Fleet Management
- Awareness + Information

Bremen, 11.09.2009

Der Senator  
für Umwelt, Bau, Verkehr und Europa

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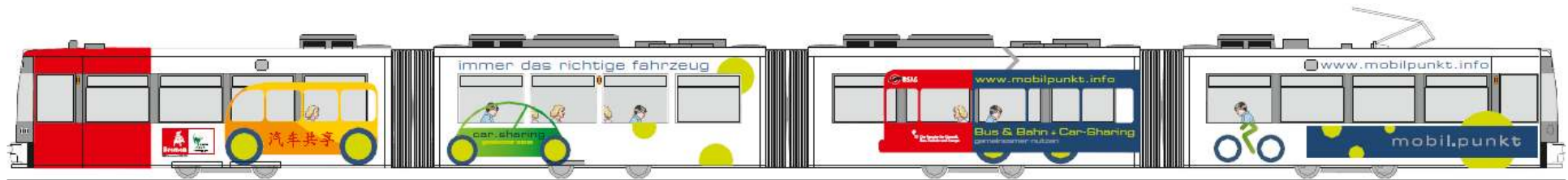
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...always the right vehicle...





...always the right vehicle...



A photograph of a cow in a green field, looking towards the camera. The cow is brown and white, with a black collar around its neck. The background is a lush green field with some yellow flowers. A blue banner with white text is overlaid on the bottom part of the image. A yellow circle is partially visible on the left side of the banner.

Für ein Glas Milch gleich eine Kuh kaufen?

...buying a cow for a glass of milk?...

# Für ein Gebet gleich eine Kirche kaufen?



...buying a church for doing a prayer?...

## Für Mathe lernen gleich eine Schule kaufen?



Foto: Tomasz Trojanowski - Fotolia.com

...buying a school for learning math ?

# EXPO 2010 Shanghai



# EXPO 2010 Shanghai

Bremen Car-Sharing selected as showcase for EXPO 2010...

城市,让生活更美好  
Better City, Better Life



„Urban Best Practice Area“





# 5.

## CIVITAS CATALIST:

**cities offer first-hand experience**

# ...more than funding...



CIVITAS cities can give inspiring examples...

...and allow access to already made experience

CITY-TO-CITY EXCHANGE: Learning from one another; supporting one another!

**CIVITAS CATALIST:**  
Support for the exchange of practical experience

Progress in environmentally friendly urban transport: The pilot cities of the European CIVITAS initiative have gained valuable experience.

Building on experience: CIVITAS CATALIST supports the sharing of experience and of lessons learned by CIVITAS cities with "newcomers."



World CarFree Network conference



# CIVITAS CATALIST

Support for exchange:

- study visits,
- thematic workshops
- small related studies



**CiViTAS**  
Cleaner and better transport in cities



**CITY-TO-CITY EXCHANGE: Car-Sharing as innovative service**



**Car-Sharing**

**Car-Sharing** helps to reduce the number of cars in cities without restricting individual mobility. It offers independence from car ownership and supports sustainable transport modes by providing a "car-on-call" to supplement Public Transport.

The **CIVITAS CATALIST project** offers cities the opportunity to apply for funding to participate in a City-to-City Exchange. See back page for details.

*Car-Sharing Workshop in Bremen  
8 – 9 September 2009*

5-090605



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# Thank you for your attention!

Michael Glotz-Richter

[catalist@umwelt.bremen.de](mailto:catalist@umwelt.bremen.de)

[www.civitas.eu](http://www.civitas.eu)



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EUROPEAN UNION