

Der Senator für Umwelt,
Bau und Verkehr

Freie
Hansestadt
Bremen

Şehirler Sempozyumu 2015 | Livable Cities Symposium 2015

Transport Solutions to create livable Cities

Examples from the City of Bremen

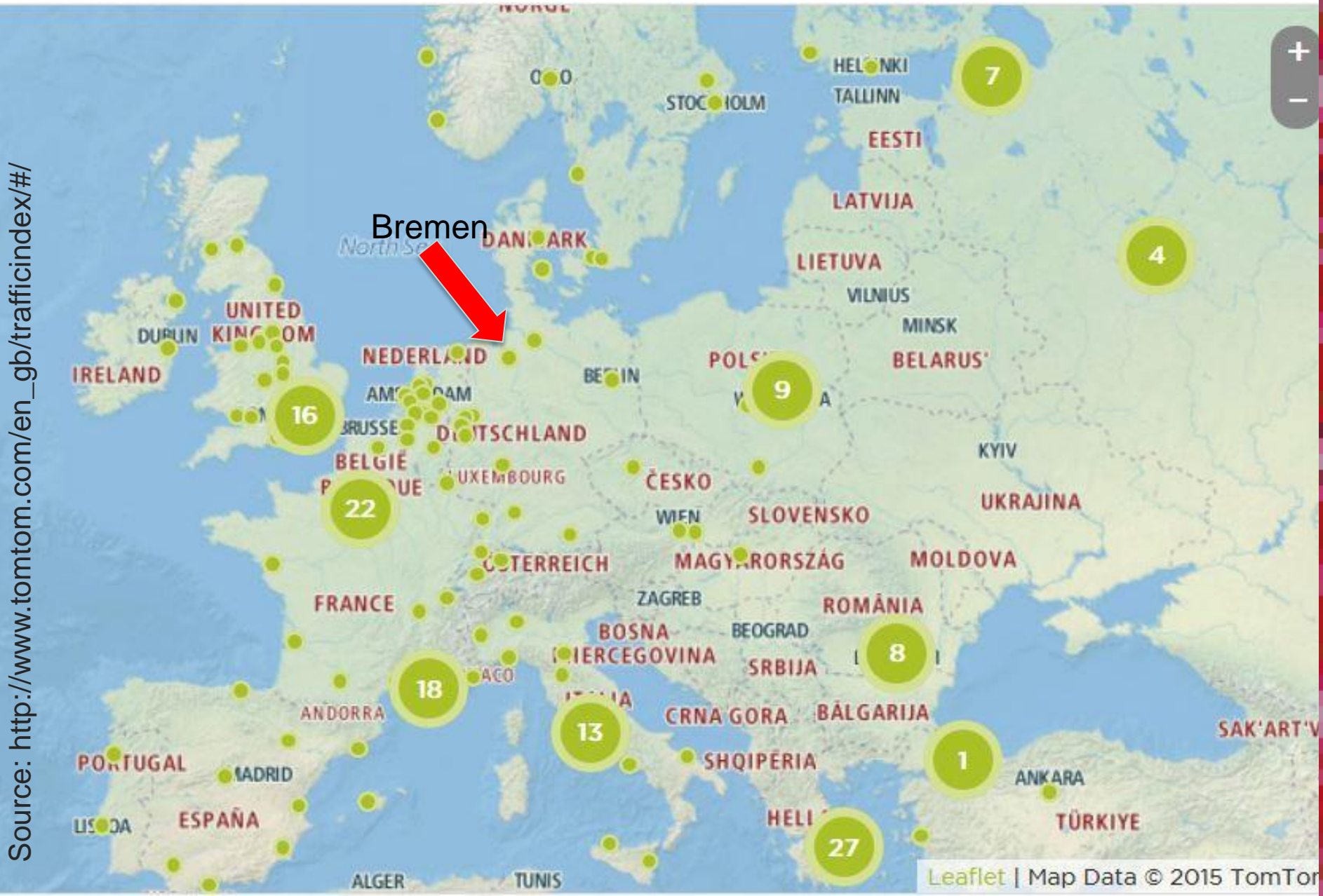
Michael Glotz-Richter

Free Hanseatic City of Bremen
Senior Project Manager ‚Sustainable Mobility‘

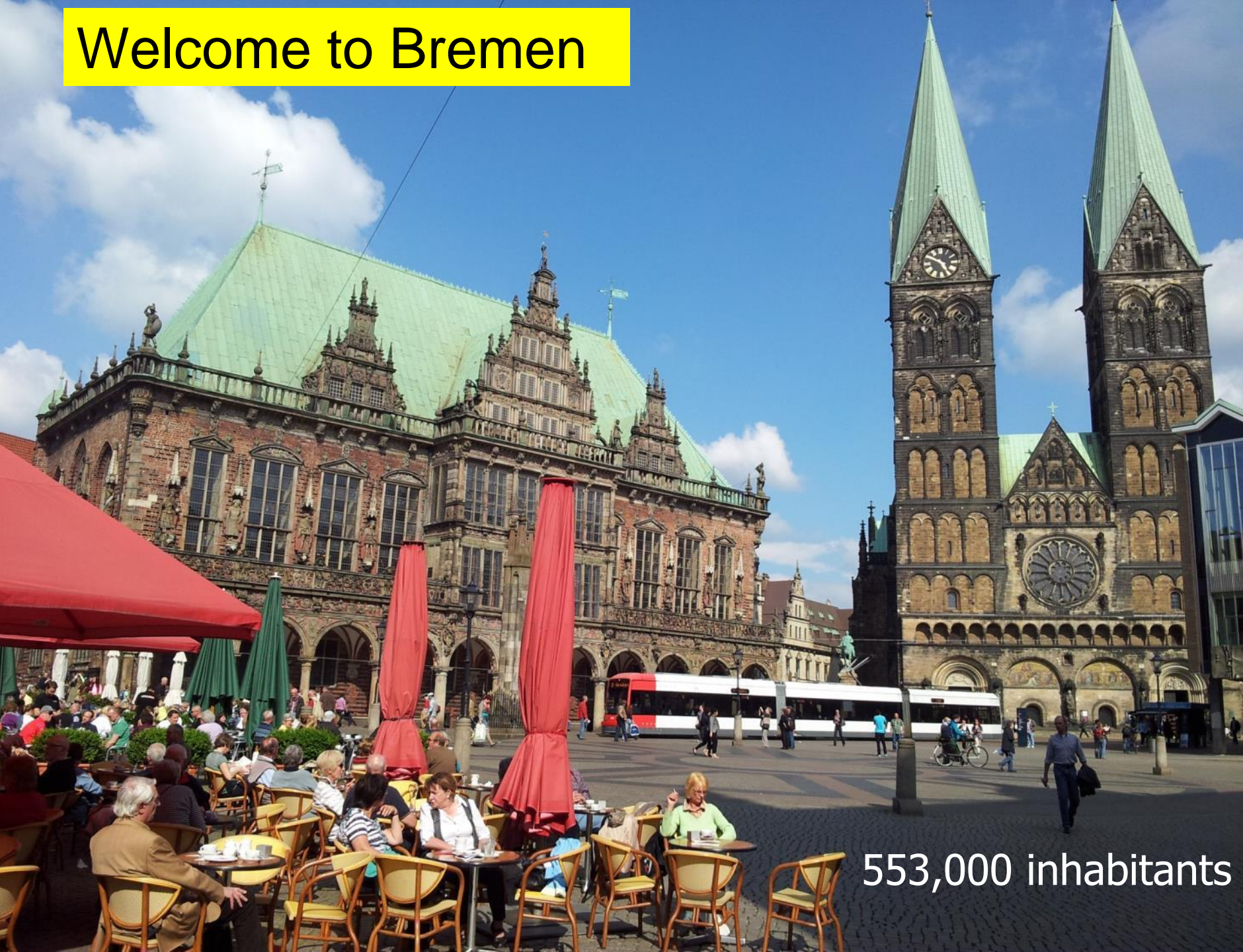
Welcome to Bremen

TomTom congestion index

Source: http://www.tomtom.com/en_gb/trafficindex/#/



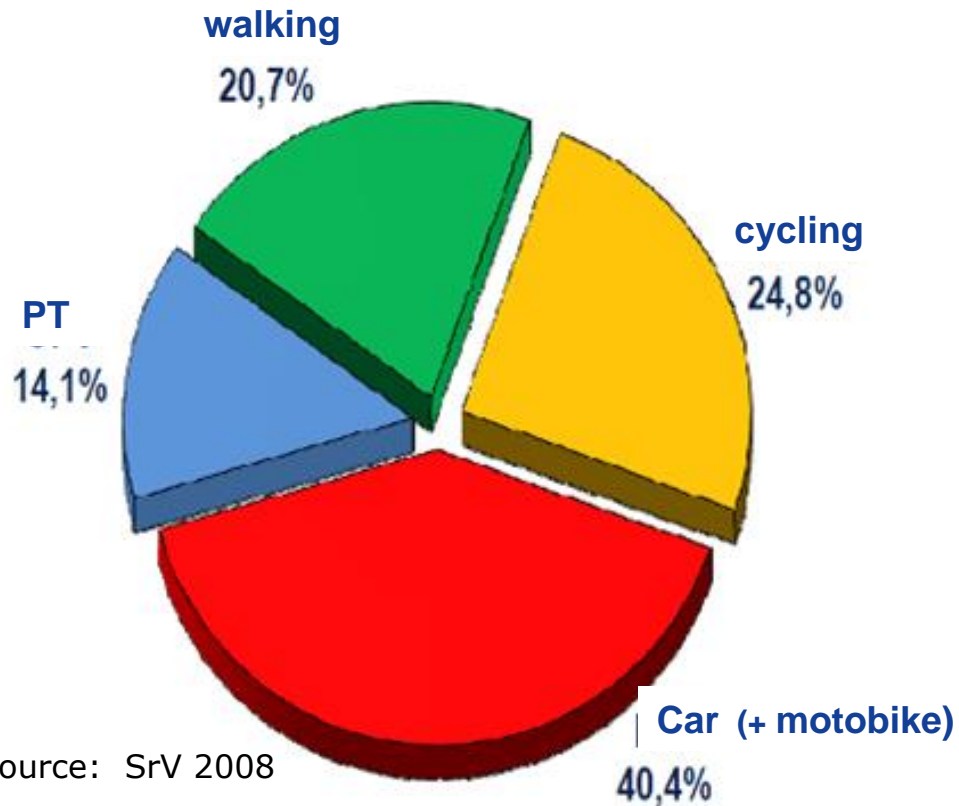
Welcome to Bremen



553,000 inhabitants

Modal Split Bremen

All trips
of all Bremen citizens



Source: SrV 2008





A new sustainable urban
mobility plan (SUMP)

Winner of European SUMP Award 2015

Unanomously adopted in the
Bremen Parliament
(Sept 2014)

European SUMP Award
2015

(April 2015)



EU Commissioner for Transport
Violeta Bulc

Bremen Senator for Transport
Joachim Lohse

Strategies

Walking & Cycling

The bicycle is the ultimate zero-emission-vehicle





On-street cycle parking



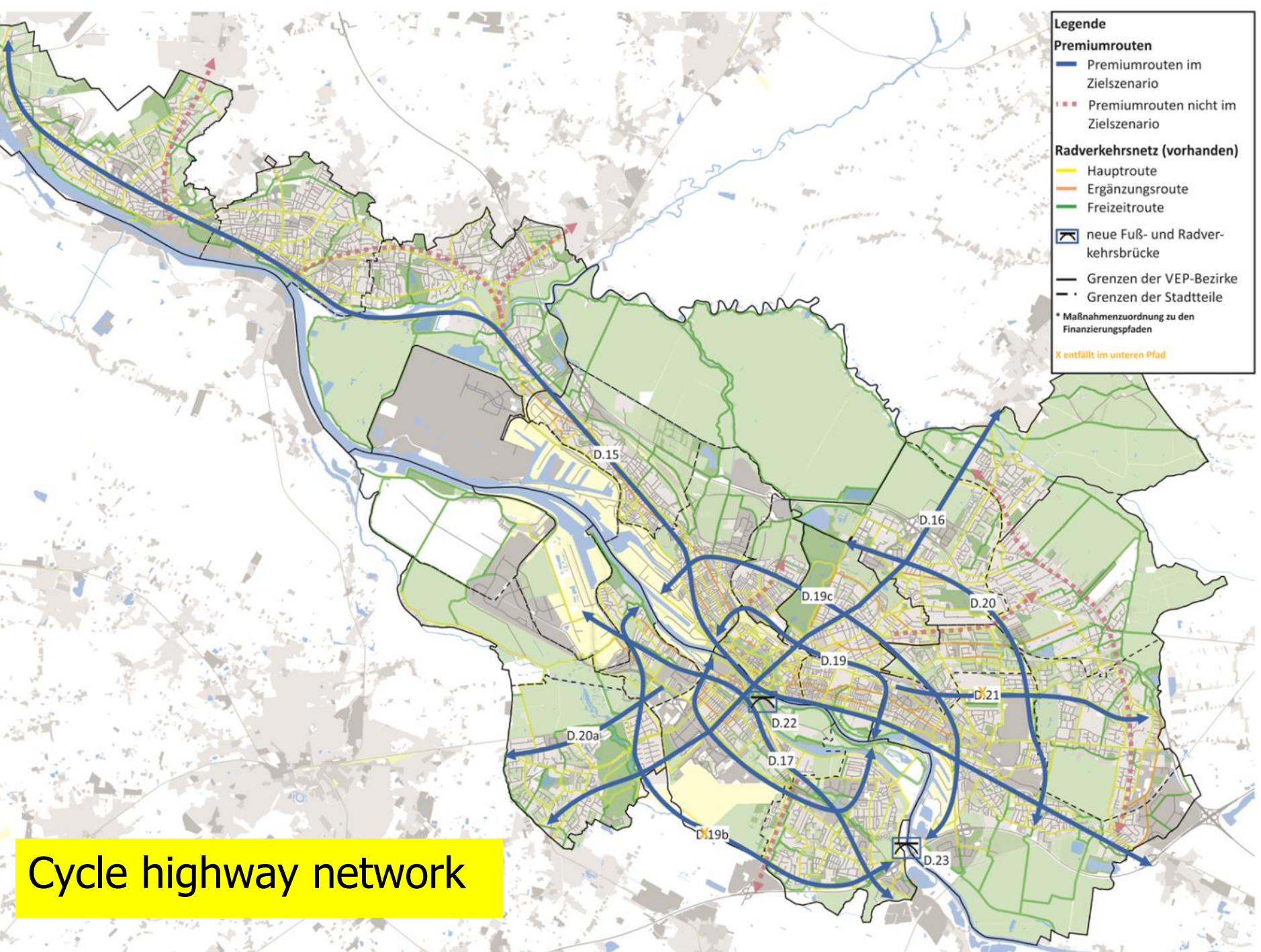
Fahrradstraße



cycle streets



cycle streets



Public Transport

priority for public transport

extension of network



Visible priorities



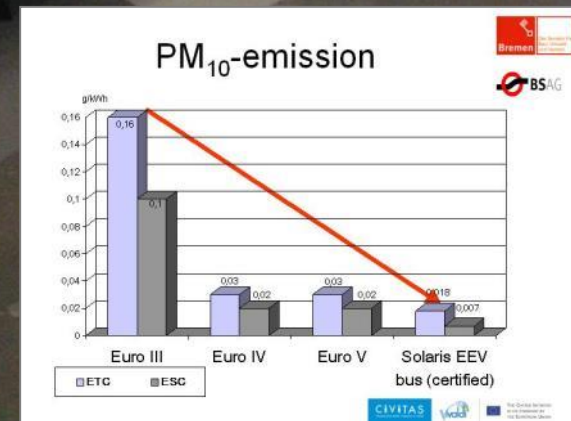
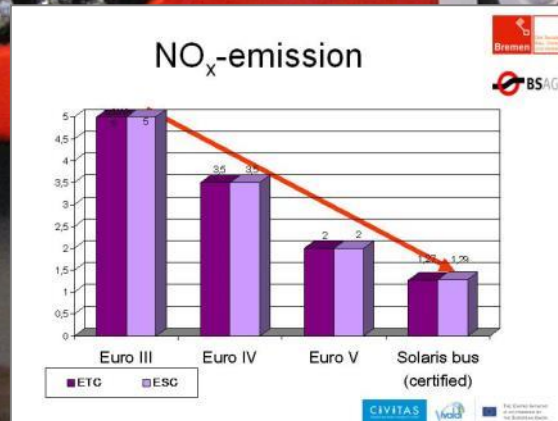
Environmental Zone

Clean Air Zone

Diesel only with Euro IV or better

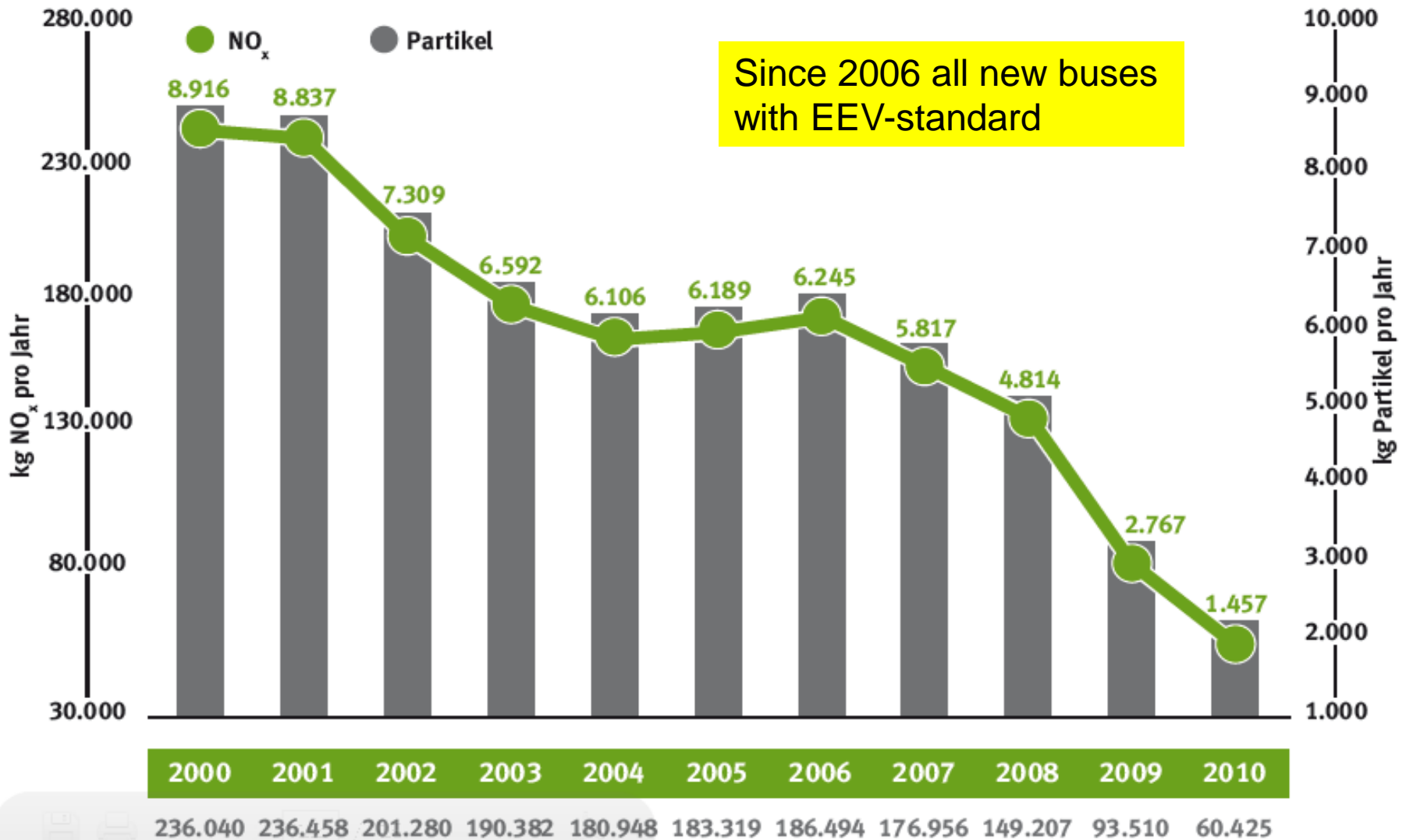


Clean buses (EEV standard / SCRT)



Emission bus fleet Bremen

PARTIKEL- UND NO_x-EMISSIONEN DER BSAG-BUSSE



... e-mobility



Abgasfrei
unterwegs

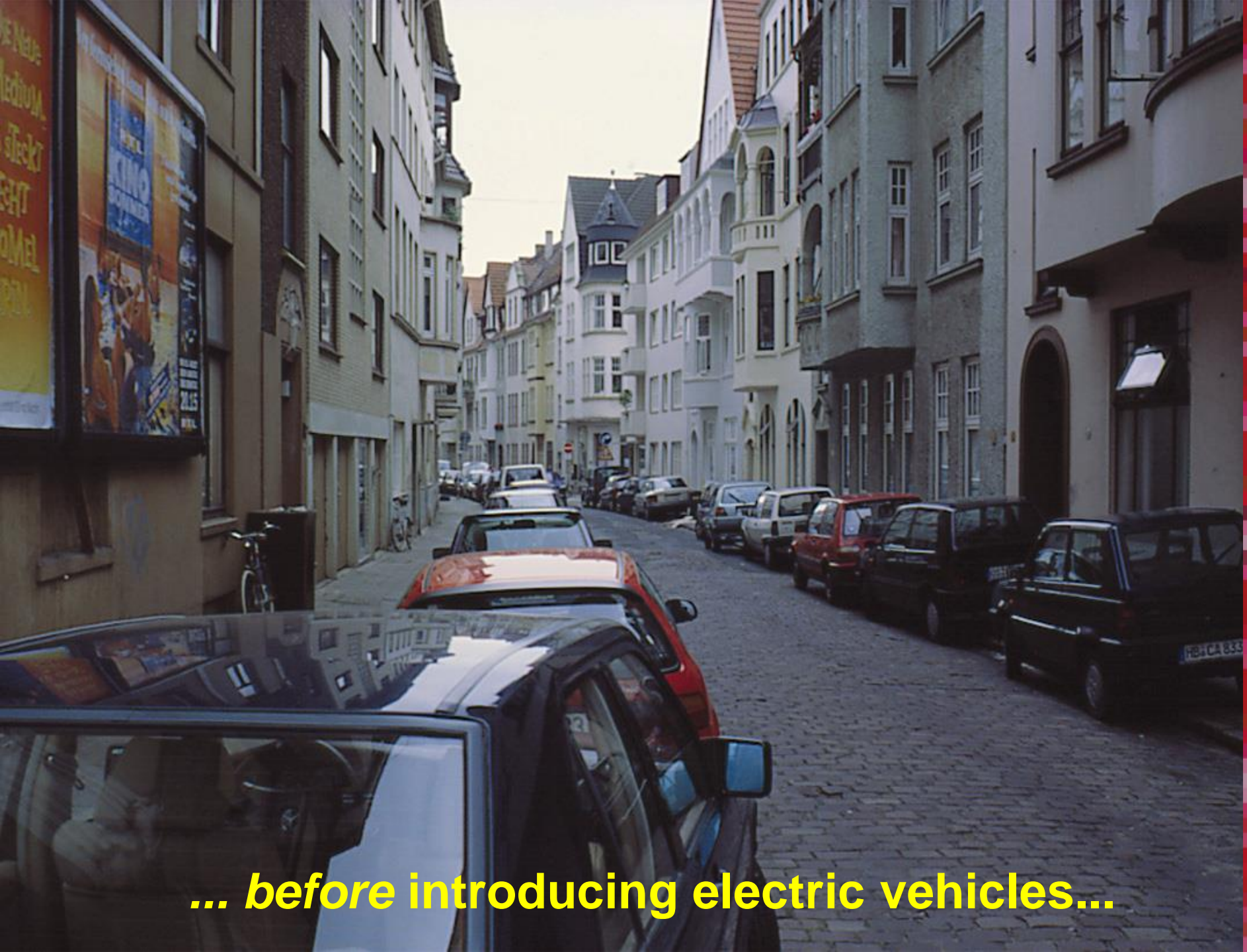
“Factor 100“:

bus in operation 12-16 h / d – large diesel engine

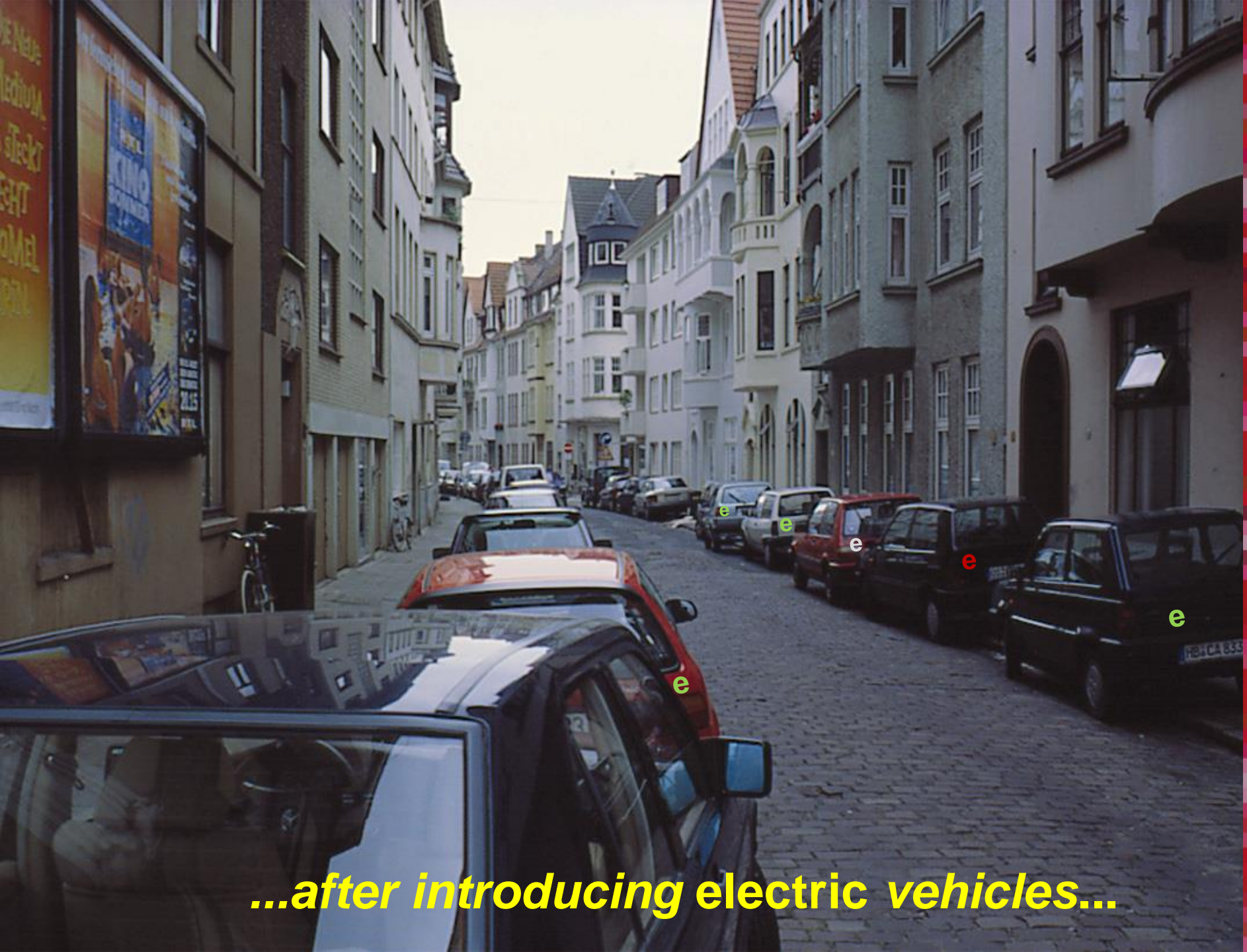
car in operation 1 h / d – small petrol/diesel engine

electric cars

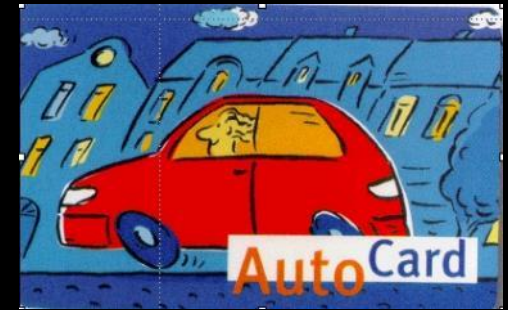




... before introducing electric vehicles...



...after introducing electric vehicles...













The role of Car-Sharing

Car-Sharing

Reservation (long-term or spontaneous) via Internet, phone or App



Fahrzeuge	
Preisklasse	
XS	 Citroën C1
S	 Mitsubishi i-MiEV
	 Citroën transporter
M	 Ford Fiesta 3-Türig
	 Citroën C3
	 Citroën C3
L	 Ford Transit - Transporter
	 Ford Transit - Bus
	 Citroën C3
	 Citroën C3

Station


access

go...



Impacts of Car-Sharing Bremen

more use of collective modes and bicycle

cambio CarSharing	
Fahrzeuge	
Preisklasse	
XS	 Citroen C1
S	   
	 
M	   
	
L	  

more choice

better cars

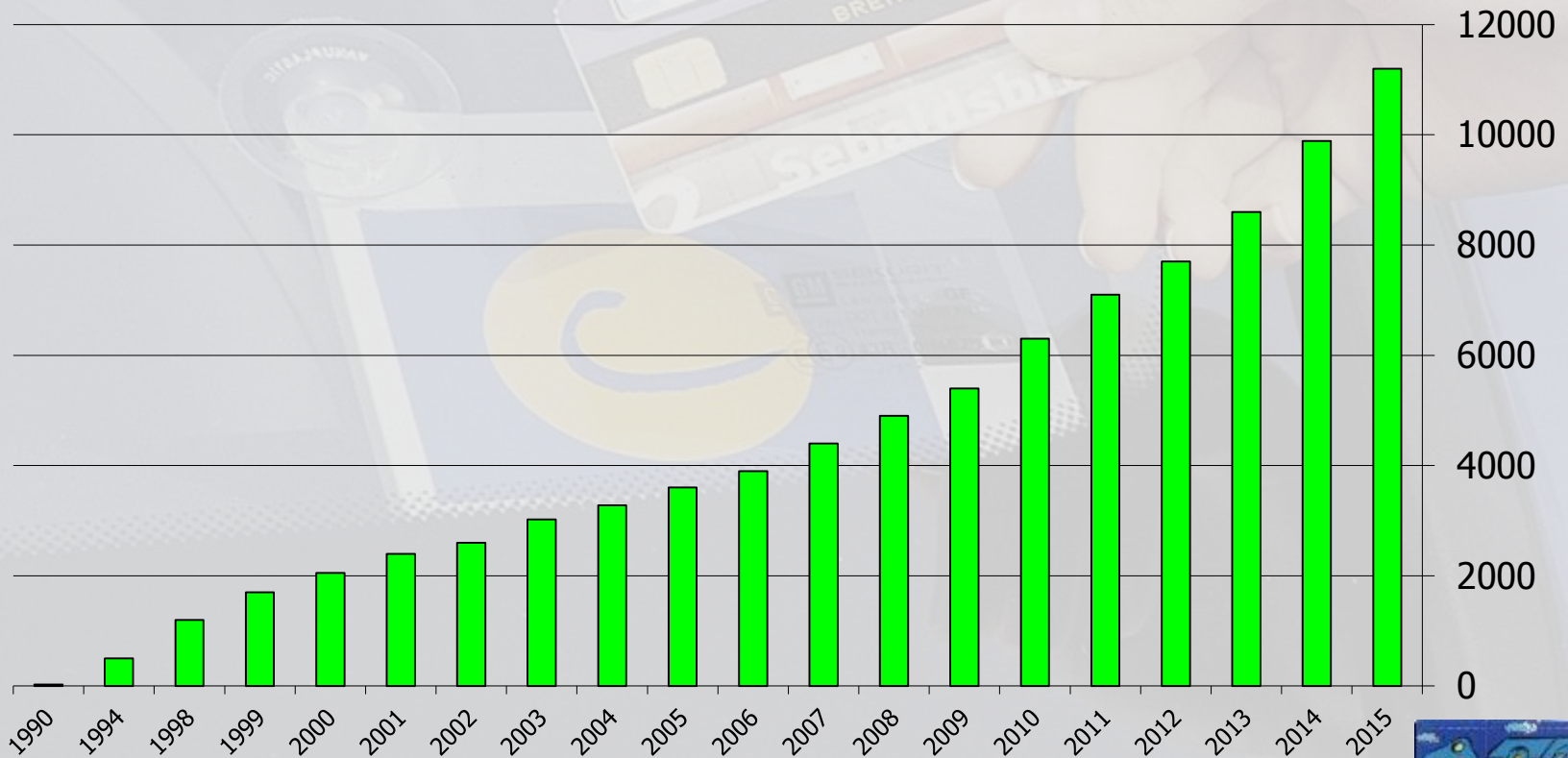


development of Car-Sharing Bremen

cambio

CarSharing

66 stations / ~230 cars / ~ 11.000 users

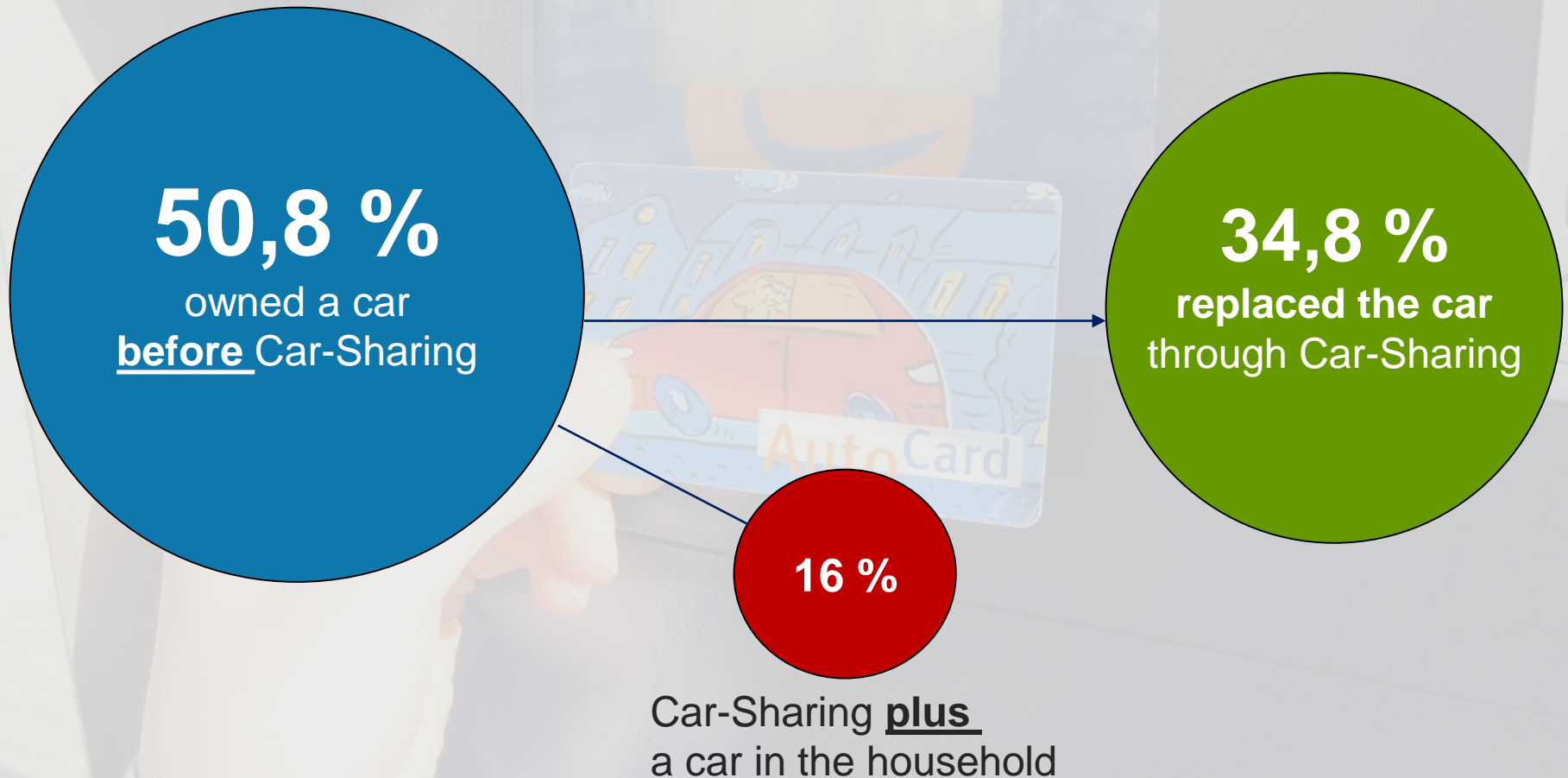


as 11/2015



Customer survey 2015 ('cambio' Bremen)

Replacing private cars:



Customer survey 2015 ('cambio' Bremen)

About 45 users
per Car-Sharing car

~ 35 %

> 15 cars replaced
through every CS-car
in Bremen

34,8 %
replaced the car
through Car-Sharing

Impacts of Car-Sharing Bremen (operated by 'cambio')

Every Car-Sharing car replaces **15** private cars!

> 11,000 users (11/2015):

> **3,700** private cars replaced



Targets 2020 Car-Sharing Action-Plan Bremen

- at least 20,000 users

- replacing > **6,000** cars



mobil.punkt

Car-Sharing: on-street stations

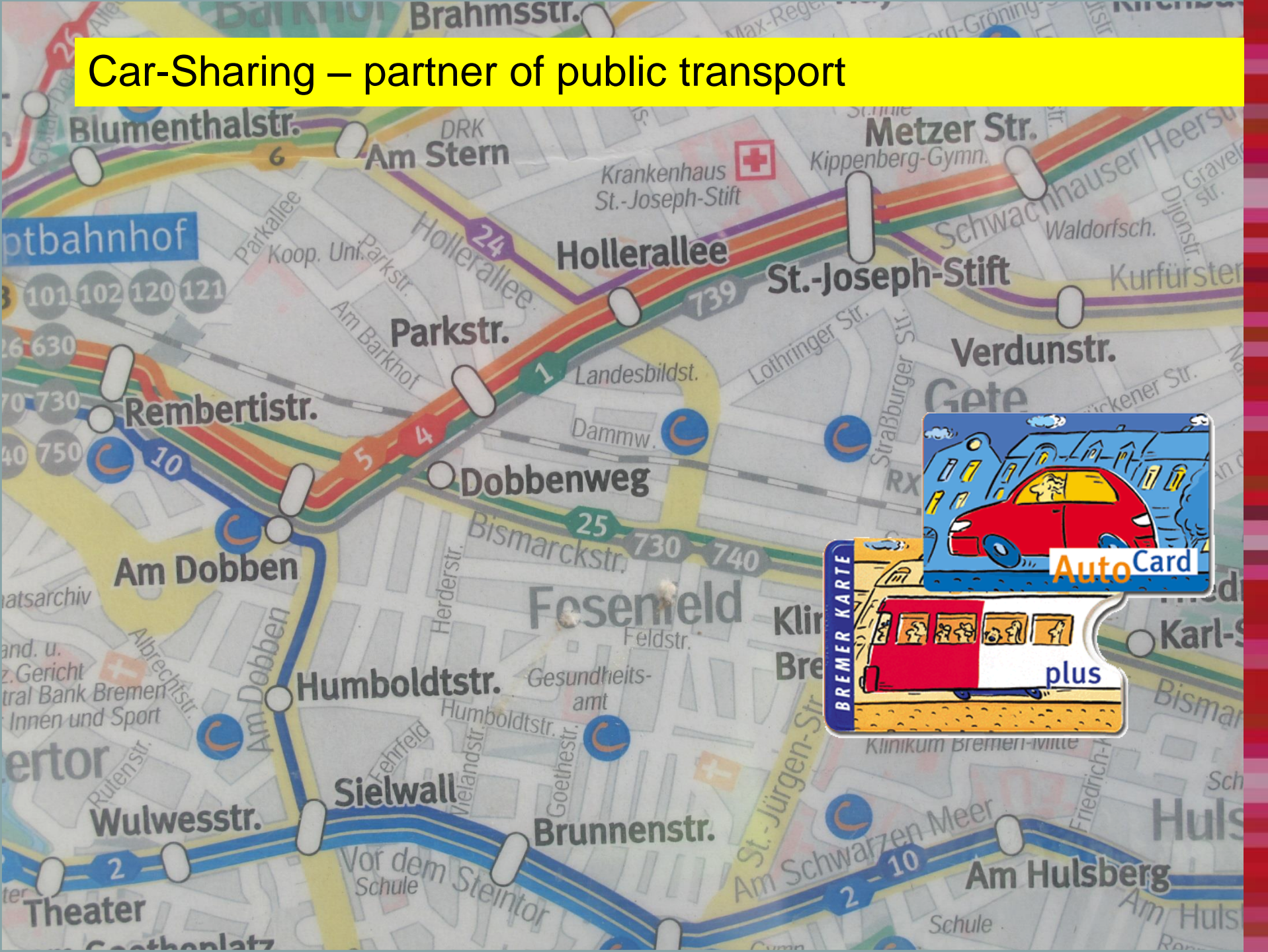


Car-Sharing: on-street stations



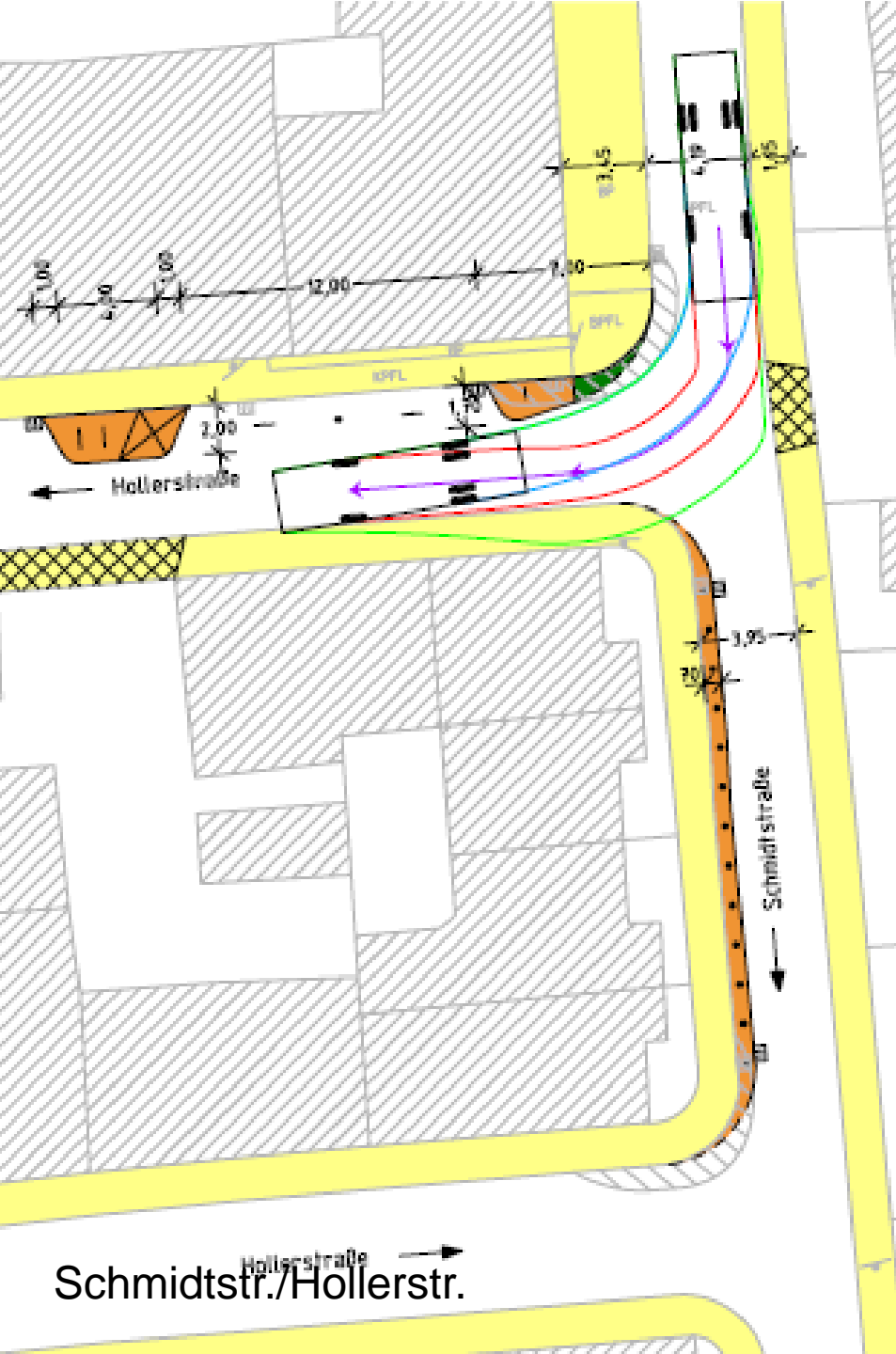
Car-Sharing: multimodal mobility (with bicycle, PT, taxi)

Car-Sharing – partner of public transport





Car-Sharing: multimodal mobility (with bicycle, PT, taxi)





.CROK!

87.

CRON

mobil.punkt

CAR SHARING
BERLIN

ENO

1624

26

A

AXOR

HB NE 126

38

E.L.

Mobil-Püktchen setzt Zeichen

Umgestaltung von Kreuzung in Seitenstraßen des Viertels dient der Rettungssicherheit

VON
BETTINA GÖSSLER

Rund 8.600 Kunden nutzen in Bremen bereits die Möglichkeit des Car-Sharings. Die meisten von ihnen leben im Viertel und haben jetzt das erste „Mobilpüktchen“ der Stadt in ihrer unmittelbarer Nähe.

STEINTOR Ein „Mobilpüktchen“ ist die kleinste Version einer Car-Sharing-Station. „An dieser Stelle sind zwei bis drei Wagen stationiert“, erklärte Kerstin Hornrighausen, Geschäftsführerin des Anbieters „Cambio“, vor der Einweihung des Standortes an der Ecke Schmidtstraße/Hollerstraße. Ein solcher trage nicht nur zu einer „nachhaltigen Mobilität“ bei, wie Verkehrssenator Joachim Lohse (Grüne) sich ausdrückte. Er habe ganz nebenbei auch andere Vorteile. Davon sprach „Viertelbürger-



Für Rettungswagen und Müllabfuhr ist es wichtig, die Kurvenbereiche passieren zu können. An der Ecke Schmidtstraße/Hollerstraße ist das jetzt wieder möglich.

Fotos: Schlie

...Angebotes zu bewe- Müllabfuhr. Das „Mobilpükt- mehr Sicherheit.



before



after



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CAR-SHARING
BREMEN





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MSSE



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CAR-SHARING
BREMEN

HB CA 419

HB CA 419



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CAR-SHARING
BREHMEN



3rd European Conference on Sustainable Urban Mobility Plans



Save the Date

12 - 13 April 2016

Bremen, Germany