

Welcome to Bremen



Michael Glotz-Richter,
Senior Project Manager, Free Hanseatic City of Bremen

Welcome to Bremen

Where is Bremen?

City State (Land / City)

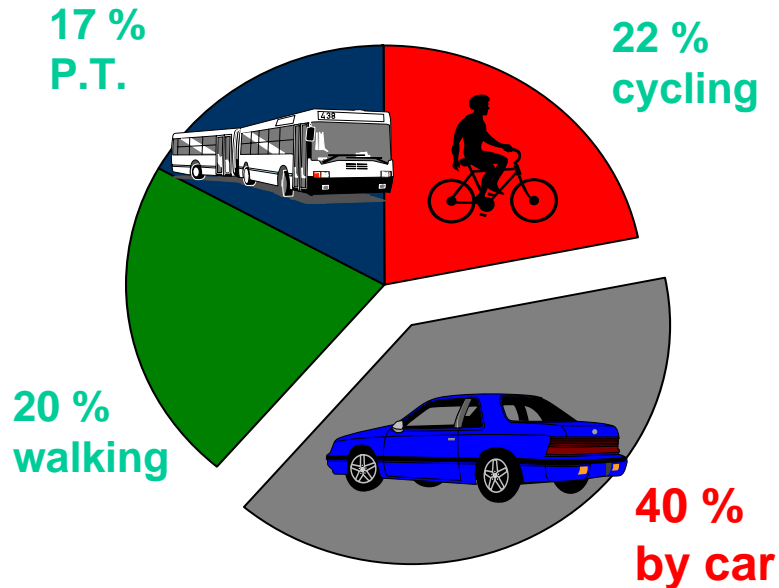
540.000 inhabitants
(City of Bremen)



Modal Split

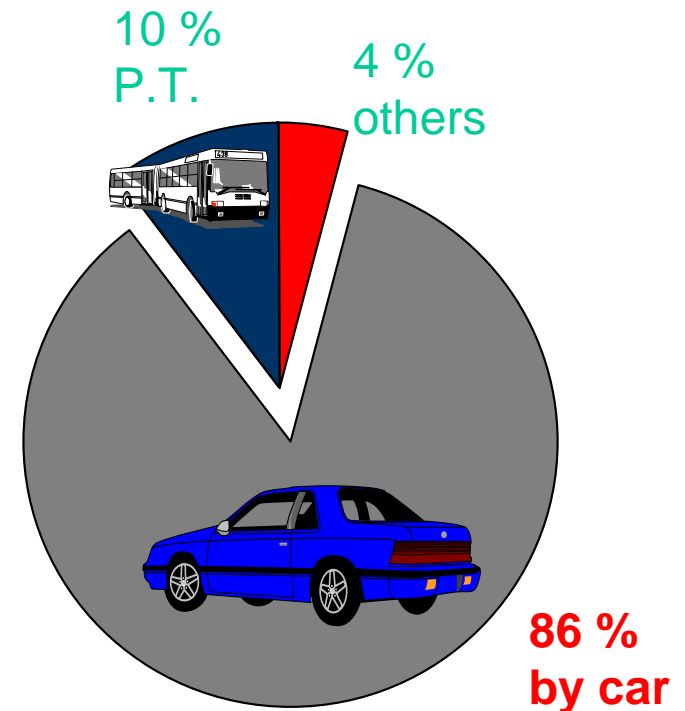
**60 % altern.
modes**

City Dwellers

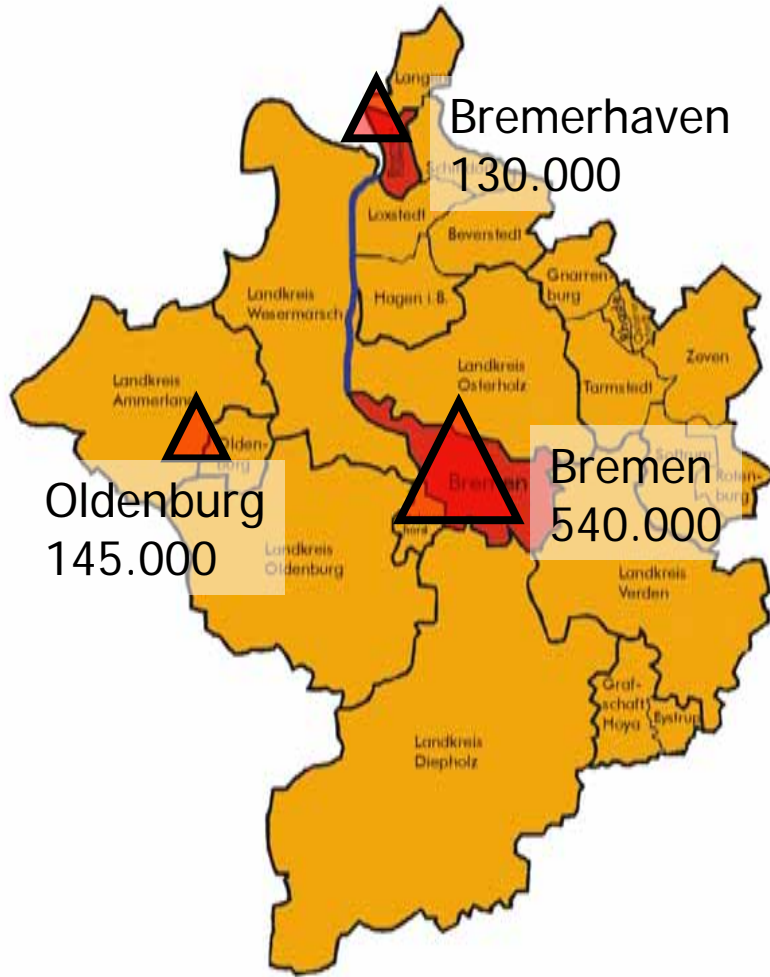


**14 % altern.
modes**

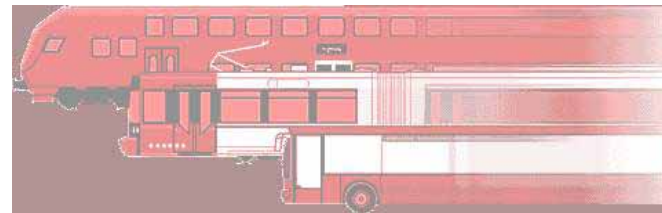
commuters



Organisational Integration



- 34 PT-operators under umbrella of the **Verkehrsgemeinschaft Bremen-Niedersachsen VBN**
- area of 8.500 km²
- serving mobility needs of 1.8 mio people

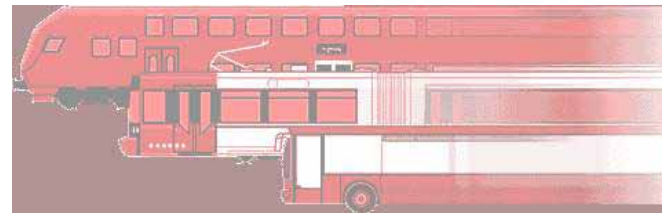


Co-ordinated schedules

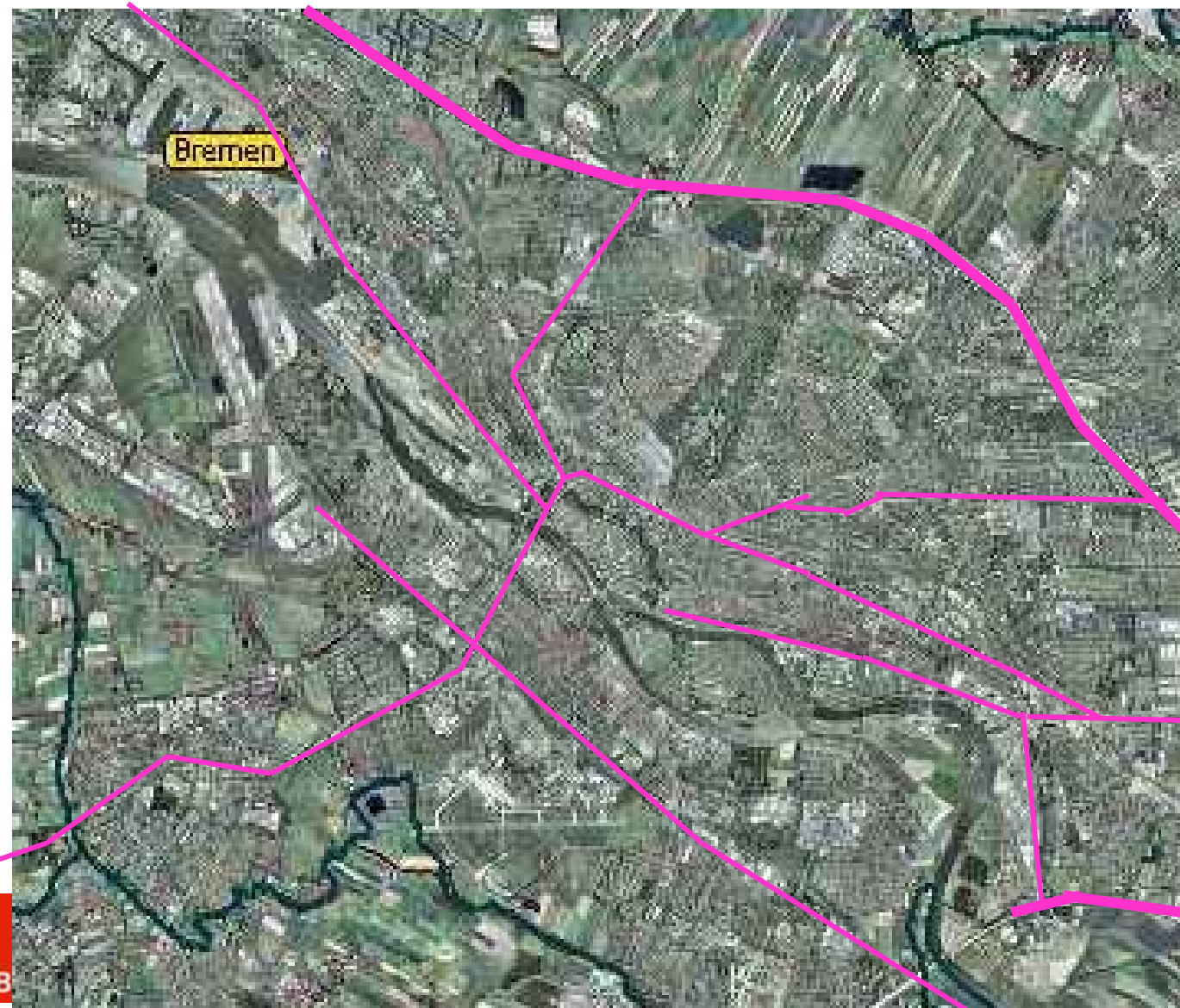
easy interchange
between
different PT modes



+ Seamless ticketing



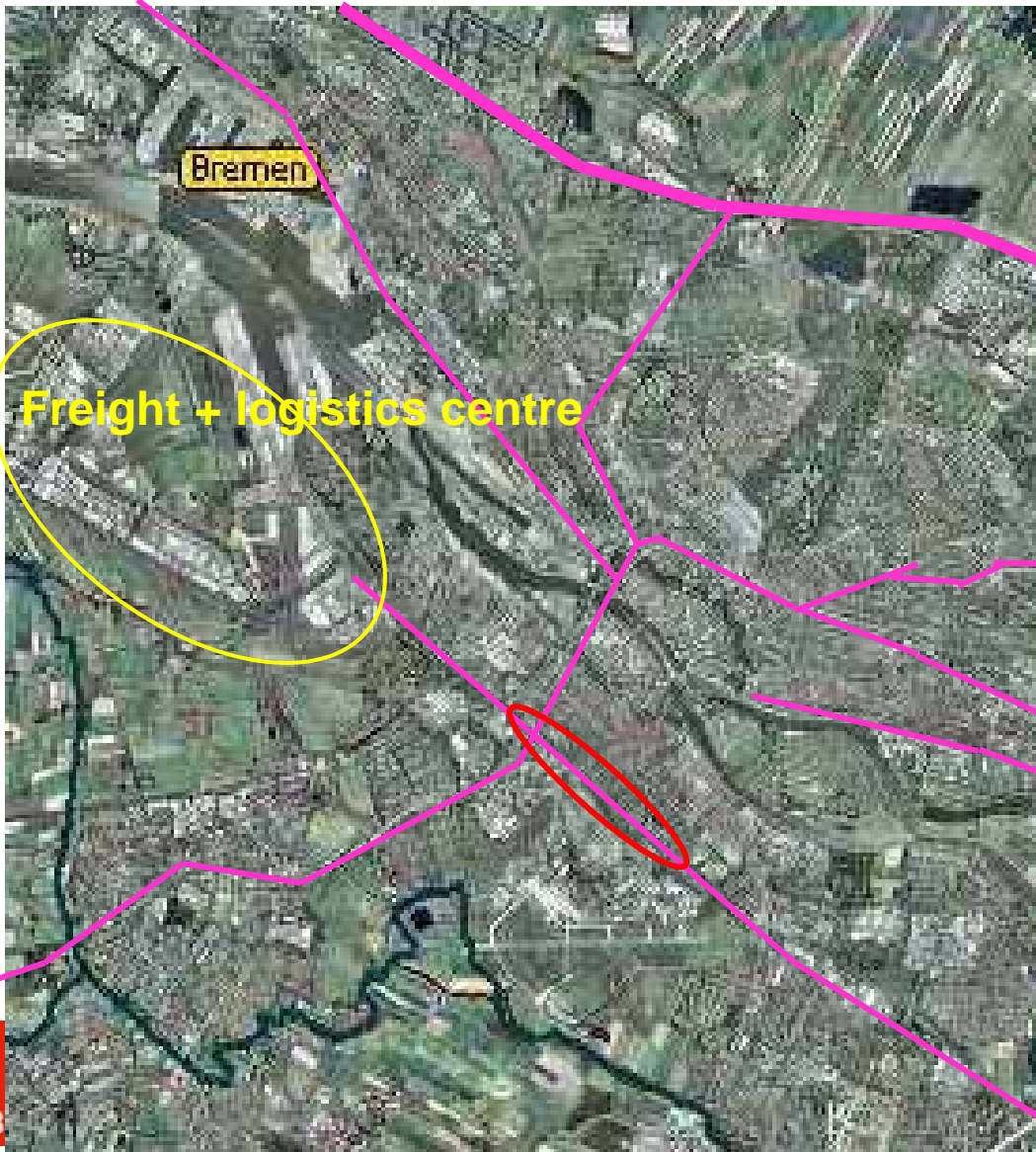
Air Quality



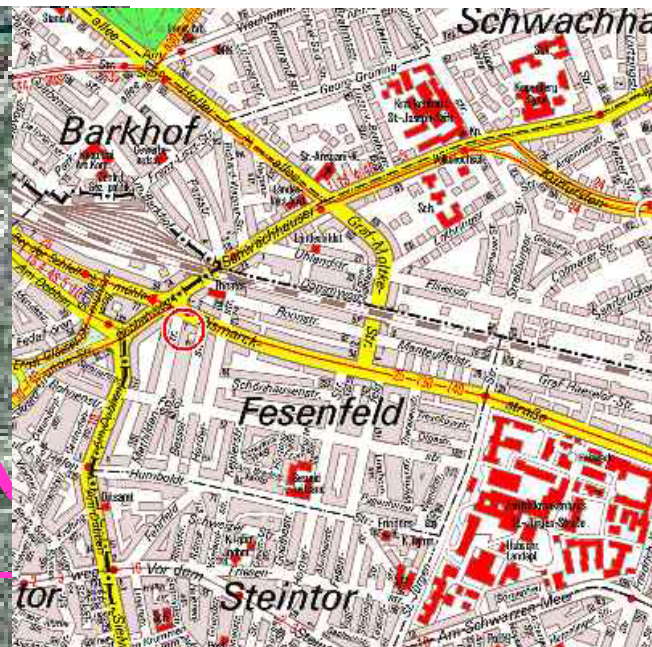
Air Quality



Air Quality



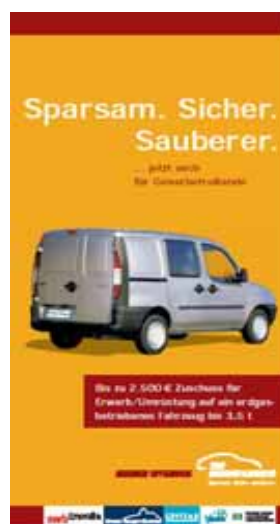
Air Quality



Clean Vehicles



- Incentive programme for CNG vehicles
- Partnership with energy provider and local energy agency



Clean Vehicles



- Clean Delivery Vehicles
- Push-and-pull



Clean Vehicles

If other measures do not have sufficient impacts, Certain polluting vehicles will be banned from certain roads and areas



More than air quality



Transport – Health – Environment
Institutional Arrangements for Policy Integration

More than air quality



Transport – Health – Environment
Institutional Arrangements for Policy Integration

Car-Sharing



- > 3.600 Car-Sharing users
- Private operator
- Eco-label certified
- Part of Transport Strategies and Clean Air Management



Car-Sharing

- Intermodal Offers with Public Transport (+Bike)
- 700 private cars replaced



Political Framework Setting

- bus lanes
- priority at (intelligent) traffic lights



Political Framework Setting

The bicycle is the ultimate zero-emission-vehicle



Political Framework Setting

Bike-Station at the Central Station

- bike-storage
- bike-repair
- bike-rental, maps,...



Bike-Station at Central Station



Mobility Culture

- What about the 'Mobility Culture' ?
- How much is spend to promote the car ?
- What can we learn from "how to promote the car" ?

Mobility Culture



Transport – Health – Environment
Institutional Arrangements for Policy Integration

Mobility Culture



Rarely seen in TV and cinema:

TV heroes using PT or bike...

Mobility Culture

...some until now (almost)
unreleased scenes
from the latest James Bond...