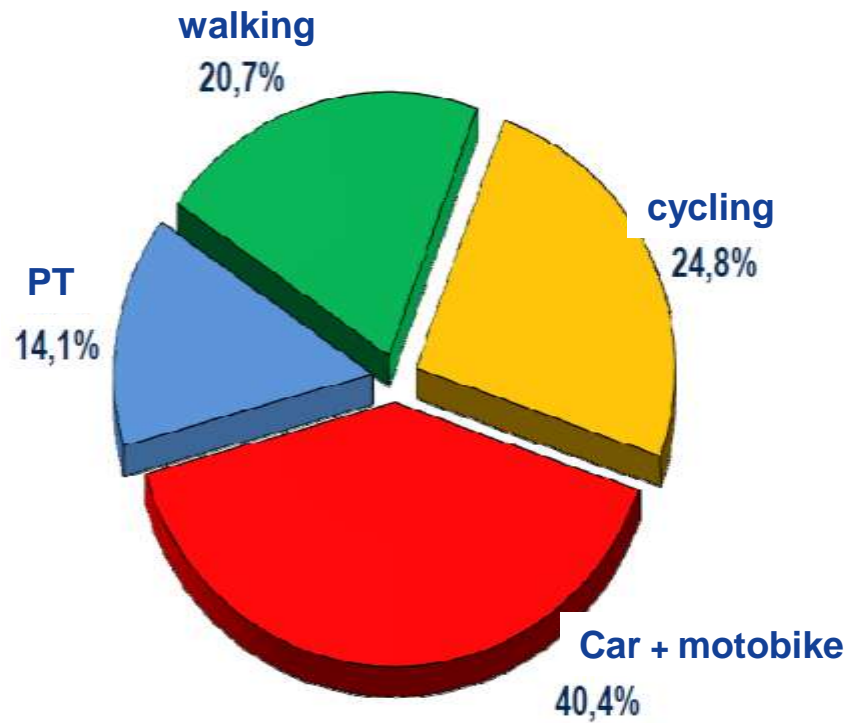


All trips of all Bremen citizens



ce: SrV 2008

1.

**Emission:
from air quality to
CO2-reduction**





Clean Diesel buses:

fulfilling
EEV-standard
(Enhanced
Environmental Vehicle)

Model region

Partnership with energy provider
and research organisations,
Transport providers



2.

Collective transport



Public Transport Quality Standards

- Priority corridors
- intelligent traffic lights
- integrated ticketing in the entire region (38 operators)



Public Transport Quality Standards

- Internet Travel Planner
- Real-Time information
- Displays + announcements in vehicles
- smartphone apps
- Guaranteed Connections



Public Transport Quality Standards

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



3.

Walking and Cycling – individual transport modes



- infrastructure
- on-street bike racks



Infrastructure

- bike racks (decentralised)
(~ 2500 racks inner city)



Interchange / bike-parking

- safe storage 3,000 bikes at Central Station
- bike-racks at all regional train stops



4.

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

Car-Sharing



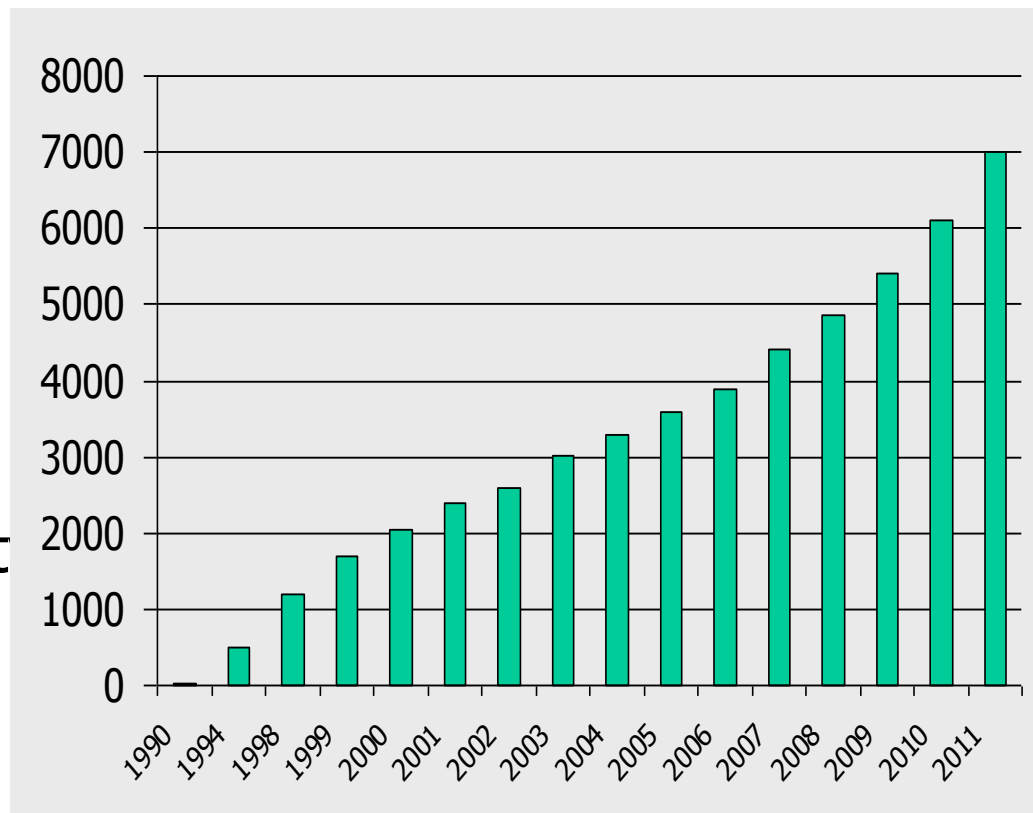
Bremen Car-Sharing

Bremen: 547.000 inhabitants

Operator: cambio

August 2011:

- ~ 7.000 users
- fleet: ~ 170 cars
- 43 stations all over the city



1,500 fewer parking spaces needed

about 20 - 40 mio € saved
(parking infrastructure)

key measure to reduce parking problems



- 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

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

Der Senator
für Umwelt, Bau, Verkehr und Europa

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 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-

Conclusion:

Chance for a change ?



Trend study among **young** urban people (2010):

45 %: People driving big cars are
unappealing

40%: Cars are **no longer hip.**

Source: timescout study 2010 / tfactory (1200 urban persons 20-29 years)